UNCHARTED logo

Summary

The UNCHARTED project is a research and innovation action about understanding, capturing and fostering the societal value of culture.

In recent decades, with the growing emphasis on the creative economy, culture has tended to be increasingly seen in political circles under the exclusive lens of the economy and its contribution to it. To counteract this tendency, it is necessary to define the social values associated with culture on a different basis from the traditional one. The work focuses on the valuation practices of the actors involved in cultural life. In this respect, three areas and three types of fundamental actors in the value dynamics of culture are distinguished:

- the field of cultural participation, in which citizenship is the protagonist

- the field of cultural production and heritage, where the professionals of creation and preservation are the ones who take the initiative

- the field of cultural administration, in which it is the experts and politicians who decide.

These are the starting point to structure the study of the different aspects involved in this evaluative dynamic: the **emergence of values**, the **configuration of a value order** and the political impulse of values.

Objectives

➢ To examine the key factors in shaping the values of culture in Europe: gender and rising diversity; urbanization and social and spatial segregation in cities; globalisation and digitisation; neo-liberalism; and the European historical and political experience

➢ To identify the plurality of values that emerge in cultural practices (economic values, public values and personal values) and to study them in different arenas of practices (cultural participation in live arts and culture and through media, cultural production and heritage management, cultural administration)

➢ To understand the tensions relating to how different actors in the cultural field (i.e. citizens, professionals, public administrators) construct, measure, compare and rank the values they attribute to culture

➢ To assess cultural policies for benefits to the society

Action plan

The project consists of eight work-packages:

WP1 - Understanding the societal value of culture

WP2 - Identifying the emergence of values of culture

WP3 - Measuring and imagining the plurality of values of culture

WP4 - Analysing political intervention and impact on the plural values of culture

WP5 - Experimental demonstrations

WP6 - Communication and Dissemination

WP7 - Project Management

WP8 - Ethics requirements

Research plan

Understanding the plurality of the values of culture in Europe needs to consider the multiplicity of agents who participate in valuation processes and the diversity of evaluative practices in which they engage.

UNCHARTED aims to advance such understanding in a double sense:

- On the one hand, it develops a systematic comparative dimension, cross-country and between different areas of practice and types of actors.

- On the other hand, it addresses the analysis of cultural policy strategies, relating the study of sociohistorical configuration and the practical genesis of the values of culture, and the comparative study of the guiding values of cultural policy, in order to deduce a new vision of the plurality of the values of culture and new evaluation methodologies.

Network

The project targets the whole value-chain. Beyond the actual project's partners and their professional networks, UNCHARTED aims to address a wide range of audiences, including: creative SMEs and professional producers, policy-makers and public administrations, cultural heritage institutions and museums, research and education organisations.

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