

Rural heritage, rural culture and global culture

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The Perspective

- International Officer, Landscape Research Group
- European Landscape Convention
- *International Journal of Heritage Studies*
- Ministère d'Ecologie et Développement Durable
- PECSRL
- OPeRA project
- Winkleigh, North Devon, England
- Atlas of Breeding Birds
- The Winkleigh Singers
- Organ / Piano
- Former Parish Councillor



European Landscape Convention

- **“Landscape” means an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human forces.’**
- **‘...this Convention applies to the entire territory of the Parties and covers natural, rural, urban and peri-urban areas. It includes land, inland water and marine areas.’**
- **It ‘concerns landscapes that might be considered outstanding as well as everyday or degraded landscapes.’**
- **Parties undertake:- to recognise landscapes in law; to implement landscape policies; to engage in public participation; to integrate landscape in planning policies.**
- **http://www.coe.int/t/e/Cultural_Co-operation/Environment/Landscape/**

What is Culture?

Artiform

The 'High' arts – fine art, music, theatre, dance, literature, architecture

The 'Folk' arts – building, folk music and dance, cuisine

The 'Technical' arts – cinema, photography

Museum culture (dead)

Quality judgements

Anthropological

All that makes our human identity:

Language, religion, food/drink, sport, shopping, clothes, horti-culture, flags, home interiors

Big-enders v. Little-enders

Social judgements

Dartington



Old Hall, Summer concerts



Henry Moore, Big Bertha

Villages in Action



The New Rope String Band

Audience participation



Winkleigh Global



 NORTH DEVON SINFONIA • THE WINKLEIGH SINGERS
SATURDAY 14TH JULY 2007; 7:30PM
ST. PETER'S CHURCH, BARNSTAPLE
TICKETS: £10 (UNDER 18S FREE)

BASTILLE DAY CONCERT
AN EVENING OF FRENCH MUSIC

GLORIA - POULENC
DANSE MACABRE - SAINT-SAËNS
THREE FOLK SONGS - O'BRIEN
REQUIEM - FAURÉ

SOPRANO: NINA LEIDERMAN
BARITONE: JOHN SMITH
CONDUCTOR: EMMA KENT
LEADER: DAN KENT

"SKILL AND PROFESSIONALISM ABOUND"
NORTH DEVON JOURNAL

TICKETS AVAILABLE FROM:
WWW.NORTHDEVONSINFONIA.ORG.UK AND WWW.WINKLEIGHSSINGERS.ORG.UK
OR BOX OFFICE: 01598 710434



Gentrification



Hlavošovice, CZ

Marrakesh, Morocco



Winkleigh, new paint and all thatch

Newlyn, Stanhope Forbes



Gentrification

- Southern Europe slower
- Wealthy immigrants may not be from same culture – Dordogne
- Attempts to fix property prices rebound on locals – Exmoor
- Modern transport makes commuting easy
- Modern media makes working from home easy
- Second homes: tax less or more?



Wimborne



Haute Savoie villages are expanding fast with new chalets

Barnstaple, Devon

The Stones



Amateur or Professional?

Works of Art need professional design expertise.

But the amateur can conserve the charm of the vernacular display

Whimpe Heritage Centre designed by Old Village for New Villagers

Memorial in Vaclav Namesti, Prague, carries more meaning as an amateur effort



Professional v Amateur

- UNESCO regards all 'cultures' as equal – Relativism. But Mozart is better than Salieri!
- Professional is, usually, better quality than amateur, more advanced
- BUT judgement may concern participation. Does the arrival of a professional cultural practitioner increase or decrease local participation. Spectating less socially valuable than doing.
- Should Winkleigh Singers reduce standard to increase numbers?
- Real Madrid is not real football.....

Torrington Museum

Welcome!

Welcome	English	Willkommen	German
Faillte	Gaelic (Irish)	خوش آمدید	Persian
Добро пожаловать	Russian	Benvenuto	Italian
Bienvenido	Spanish	Vitame vás	Slovak
ようこそ	Japanese	خوش آمدید	Urdu
Shalom	Hebrew	Bemvindo	Portuguese
Καλώς ήλθατε	Greek	Croeso	Welsh
Velkommen	Danish	स्वागतम्	Hindi
مرحباً	Arabic	Welkom	Dutch
Bienvenue	French	Witamy	Polish
欢迎	Mandarin Chinese	Hosgeldinuz	Turkish



Le Creusot Eco-musee

- Declining industrial town
- Network of sites – coal mine, canal museum, park, blast furnace, steam hammer
- University of Le Creusot
- Minor tourism increase
- Major increase in ‘feel-good’ factor
- New industry
- Original local involvement now largely professional



Poltimore – the Big House



Folk



Linden Lea

Words by William Barnes (1890s)

Music by Ralph Vaughan-Williams (1912)

v.3 (Translation of dialect into English)

Let other folk make money faster,
 in the air of dark-roomed towns;
I don't dread a peevish master,
 tho' no man do heed my frowns
For I be free to go abroad,
 or take again my homeward road;
To where, for me, the apple tree
 do lean down low in Linden Lea

Skauzen, Straznice, CZ



Pets



Nationality

- Golden age –
Golden place
France – Auvergne
Sweden – Dalarna
England – Sussex
AND Cotswold
Norway - Vestlandet

(Ja, vi elsker dette landet,
som de stiger frem,
furet vaerbitt over vannet
med de tusen hjem)



Isn't this worth fighting for?

ENLIST NOW

Glastonbury



Insiders



- Local insiders
- Non-place insiders
- Concerned with sites, people and events
- Commemoration rather than conservation
- Secrets define the group (See Relph, *Place & Placelessness*)



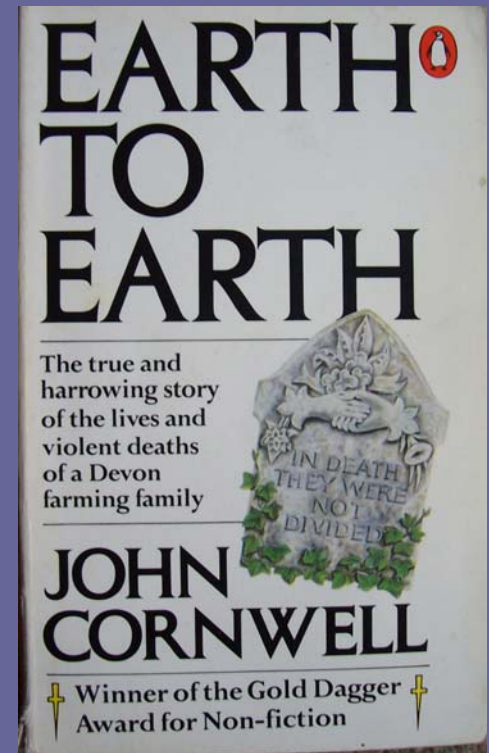
Home Ground



- At home the private heritage is about events and people.
- *Patrimoine* or *matrimoine*?
- The World Heritage is placed into the family album – because we are part of the world

Locality

- Where you are known
 - Local secrets can define the group
 - ‘Common Ground’
 - Past events are commemorated
 - Buildings important for their inhabitants
- (see Griffiths)



Whimble

'We are the old village and we want the newcomers to learn the heritage of this place'



We thought it would be better to be amateur

Experts' role?

- Authentication (which authenticity?)
- Context (each expert's own!)
- Education (or indoctrination?)



The expert takeover



Upper LH – experts write the interpretation

Lower LH – experts keep the people out

Upper RH – experts decide the story.

Lower RH – Experts are supported by law



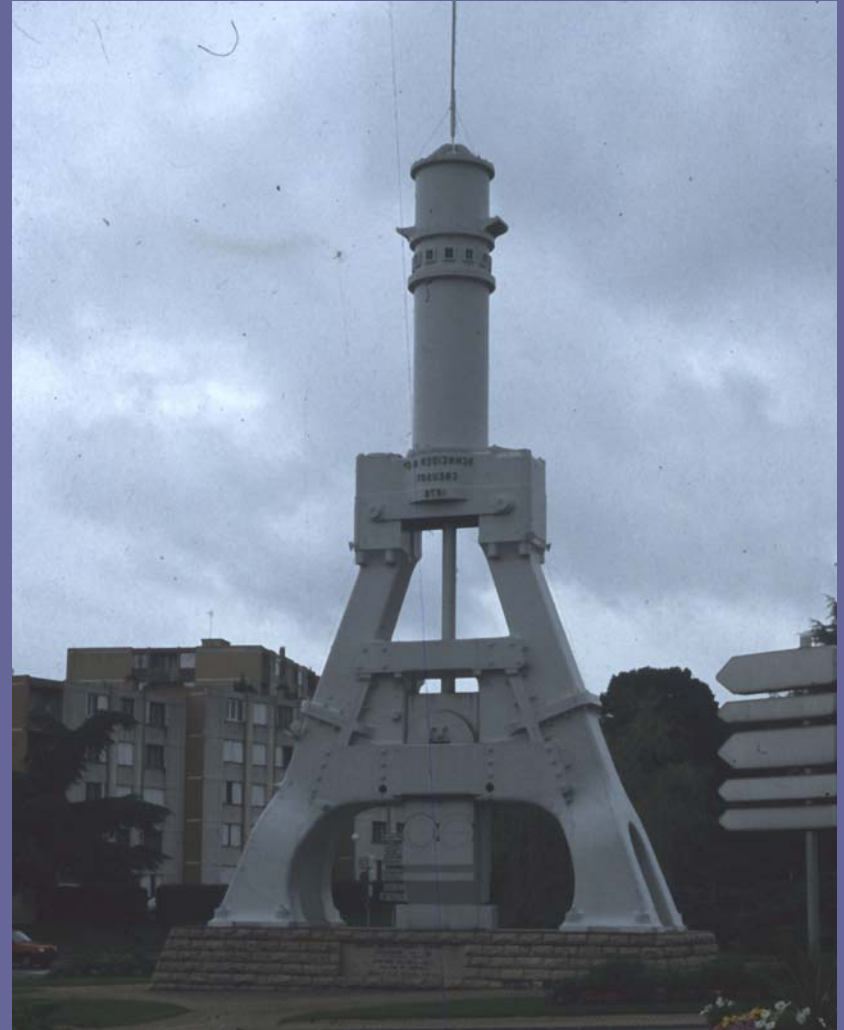
Intellectual colonisation



Upper LH – resistance in the Wattenmeer
Lower LH – a lump of art in Tulcea
Upper RH – compulsory education in Limnos
Lower RH – German lignite pit for World Heritage Site ?



Do-it-yourself



Commodification

- Design and interpretation - self-consciousness and commodity
- Clash between private and public heritages
- People may not receive the intended message
- 'They are not coming to see the Rembrandts, they are coming because they have a motorcar'



Environment



Why am I flying here? And to Norway, and Romania, and Como? Why are you?
Even National Parks are about travel – concept of Country Parks.
ELC – if places are worth living, then travel is greatly reduced
Local food can still create airmiles – Nordsee Krabben

Lesson?

- If rural communities want some professional help, they will ask for it!
- They may need encouragement, funding advice.
- They want to be in control

**TREAD SOFTLY FOR YOU TREAD
ON SOMEONE'S DREAMS**

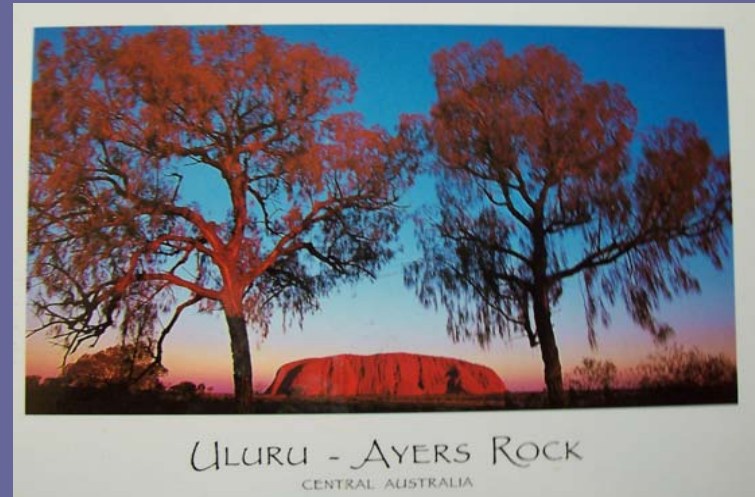
UNESCO – Cultural Landscape

Cultural landscapes:-

- 1) Designed landscape
- 2) Organically evolved
 - a) Relict
 - b) Continuing
- 3) Associative



Lednice
CZ
Type 1



Uluru, Australia, Type 3

Rhine Valley, Germany, Type 2b



The European Landscape Rundtisch

- Landscape (UK) French geographe / philosophe
- Landscape (US) German
Landschaftsarchitekt
- Landschaap Italian architect
- Landschaft Scandinavian ecologist
- Paysage Russian planner
- Krajina British archaeologist



- The insider agenda concerns people – especially family
- Landscape conservationist struggle to include this perspective



Left. Punting on the Cam – insider students, outsider tourists

Right. Glastonbury Carnival – insider performers, outsider voyeurs

The latest move is towards the scruffy, unconserved, and unlocated landscape



Stopped awhile in New Zealand



The process is additive – people always find new things to love.

So perhaps the next generation will love the banlieux?

There is a clear move away from the heritage landscape





Trend to the vernacular

- Cottages as well as palaces
- Farm museums
- Peasant wine landscapes
- *Gartenkolonie*
- Folk music on the concert platform?



What do visitors do?

- a) Sit quietly for 5 minutes.
- b) Walk around; look at memorial windows, tombs, lists of vicars, coffee rota and go to exit.
- c) Put 50p in the box, pick up leaflet
- d) Return to look at roof bosses and label stops
- e) 1 in 4 sign the book – but almost all men.



Intellectual Colonisation

- Authentication – direct link to markets
- ‘Gallerification’ – disciplinary places
- ‘New’ museology – 90% in store
- ‘Enartment’ – put onto stage
- ‘Scientification’ – arcane distinctions
- Authenticity – but which one?
- Advisory bodies – academics’ power hub
- Authorised Heritage Discourse