

# INTERNATIONAL WORKSHOP

Resilience and Marketisation:  
Uses of Intangible Cultural  
Heritage in times of economic  
"crisis"

3&4  
September  
2019

at the Museum  
of Modern Greek  
Culture, Athens

Co-organised by

the UNESCO frictions project which is based at the École  
des hautes études en sciences sociales (EHESS) in Paris  
the Directorate of Modern Cultural Heritage of the Hellenic  
Ministry of Culture and Sports and the Museum of Modern  
Greek Culture

With the kind support of the  
École française d'Athènes &  
The Friends of the Museum of Modern Greek Culture

L'ÉCOLE  
DES HAUTES  
ÉTUDES  
EN SCIENCES  
SOCIALES



UNESCO FRICTIONS  
HERITAGE-MAKING ACROSS GLOBAL GOVERNANCE



HELLENIC REPUBLIC  
Ministry of Culture and Sports

ANR  
Institut  
Interdisciplinaire  
d'Anthropologie  
du Contemporain  
IIAC

ε/α

ÉCOLE FRANÇAISE D'ATHÈNES  
ΤΑΧΗΝΙΚΗ ΣΧΟΛΗ ΑΘΗΝΩΝ

Address: Areos 10, Monastiraki, 10555 Athens



## DAY 1

3 September 2019

9.45 – 10.00

### ● Introduction to the workshop

- Panas Karampampas & Chiara Bortolotto (EHESS)

10.00 – 10.30

### ● Welcome from the co-organisers

- Welcome of the host:  
Elena Melidi (Director of the Museum of Modern Greek Culture)

- Welcome of the DMCH - Ministry of Culture & Sports:  
Villy Fotopoulou

10 min break

10.30 – 12.00

### ● Session 1

- Market in ICH Policy-making

**New concepts, new policies:**  
**Implementing the ICH Convention in Greece.**

- Villy Fotopoulou (Ministry of Culture, Greece)

**Resilience, market and the embarrassment of heritage alienability**

- Chiara Bortolotto (EHESS)

**Resilience to what and for whom?**  
**ICH between transmission and marketization in contemporary China**

- Philipp Demgenski (Zhejiang University, China)

12.00 – 14.00

### ● Lunch





14.00 – 15.30

## Session 2

### – ICH Politics and the State

**Heritagization as resilience:**  
the case of İstanbul's historic Yedikule market gardens  
- Bahar Aykan (Marmara University)

**Contradictory political visions on State's future plan.**  
Global Cultural politics and processes of localization  
in times of austerity in Greece.  
- Mimina Pateraki (Municipality of Korydallos, Greece)

**Resilience and market:**  
Competing uses of ICH in the context of populist politics in Brazil  
- Simone Toji (EHESS / IPHAN, Brazil)

15.30 – 16.00

## Coffee break

16.00 – 17.30

## Session 3

### – Opportunities and Challenges in the Greek Context

**Intangible Cultural Heritage Safeguarding Plans as a device to**  
build up resilience and rejuvenate the local market in the context  
of economic austerity  
- Panas Karampampas (EHESS)

**Intangible Heritage as Social Advocacy:**  
Tinian Marble Craftsmanship in Times of Crisis  
- Marilena Alevizatos (UCL)

**“Bagpipes are singing” in the economic crisis era:**  
a self-organising traditional musicians community in dialogue  
with official ICH management policies.  
- Panagiota Andrianopoulou  
(Museum of Modern Greek Culture / Facilitator of the Convention)

17.30 – 18.00

## Coffee break

18.00 – 20.00

## Exploring the Museum of Modern Greek Culture

20.00 – 22.00

## Dinner





## DAY 2

4 September 2019

10.00 – 12.30

### ● Roundtable - Chair:

- Evangelos Kyriakides (University of Kent)  
**Museum of Aegean Boatbuilding and Maritime Crafts. The preparation of a museum – workshop for wooden boatbuilding in time of economic crisis**
- Kostas Damianidis (President of the Society of Friends of the Museum of Aegean boatbuilding and Maritime Crafts)  
**From the compilation of a digital historical archive to the inscription on the National Inventory of Intangible Cultural Heritage: the example of the Zagora Agricultural Cooperative (1916-2016) and the New Anchialos Agricultural Wine Cooperative (1918-2018)**
- Alexandros Kapaniaris (Democritus University of Thrace)  
**TBA**
- Piraeus Bank Group Cultural Foundation (PIOP)  
(accredited to provide advisory services for the implementation of the 2003 Convention)

12.30 - 14.30

### ● Lunch

14.30 – 16.00

### ● Discussants - Chair: Panas Karampampas (EHESS)

#### Discussant 1:

**Professor Dorothy Noyes**

(Ohio State University & President of The American Folklore Society)

#### Discussant 2:

**Professor Kristin Kuutma**

(University of Tartu & UNESCO Chair on Applied Studies of Intangible Cultural Heritage)

16.00 – 16.30

### ● Coffee break

16.30 – 17.50

### ● General Discussion among the participants

Chair: Panas Karampampas & Chiara Bortolotto (EHESS)

17.50 – 20.00

### ● TBC

20.00 – 22.00

### ● Dinner

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