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# CULTURAL HERITAGE

- Why are we talking about it?
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  - A European Digital Platform: Europeana
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# WHY ARE WE TALKING ABOUT IT?

Cultural heritage can be basically described as all tangible, intangible and digital works and products such as buildings, monuments, artistic works, myths and legends, songs created by the previous generations and naturally existing items such as vegetation and endemic plants of a region and digital products.



Cultural heritage can be classified into 3 main fields; concrete/ tangible and abstract/ intangible cultural heritage.

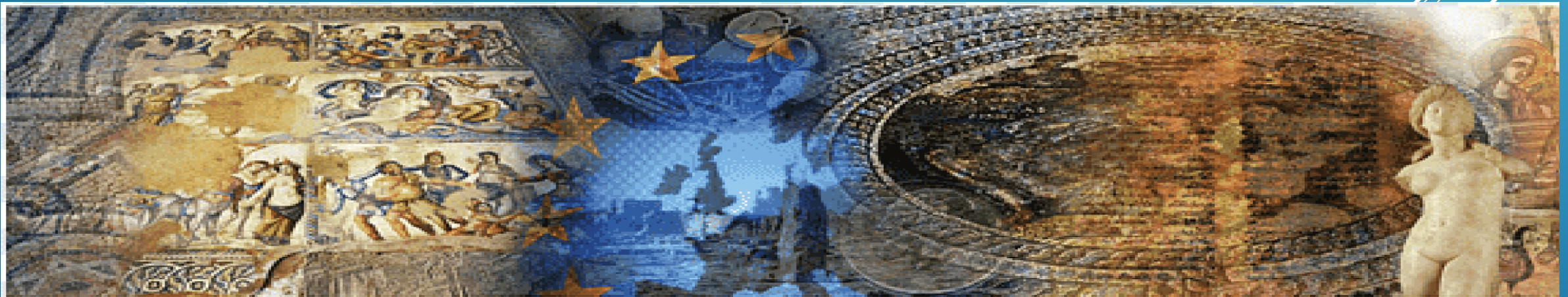
▶ **1-Tangible Cultural Heritage**

▶ **A-Monuments**

▶ **B-Sites and Building communities**

▶ **2- Intangible Heritage**

▶ **3-Digital heritage**



**1- Tangible Cultural Heritage:** According to UNESCO it “includes buildings and historic places, monuments, artifacts, etc., which are considered worthy of preservation for the future. These include objects significant to the archaeology, architecture, science or technology of a specific culture.

**a-Monuments:** This group includes architectural structures, sculptures, paintings, archaeological artifacts, inscriptions, caves and element combinations. The works in this group have historical or artistic or scientific universal values.

**b- Sites and Building communities:** The assets in this group are either man-made or naturally formed. Sites in this group have international values in terms of aesthetics, ethnology or anthropology. The ensembles in this group have historical, artistic or scientific universal values due to their location.



**2- Intangible Heritage:** The term ‘cultural heritage’ has changed content considerably in recent decades, partially owing to the instruments developed by UNESCO. Cultural heritage does not end at monuments and collections of objects. It also includes traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, tales, myths, performing arts, social practices, rituals, festivals, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts



## **Formația de călușari din com. Măciuca, jud. Vâlcea:**

[https://www.youtube.com/watch?v=dKEp4hOmajk&ab\\_channel=ConstantinNegrici](https://www.youtube.com/watch?v=dKEp4hOmajk&ab_channel=ConstantinNegrici)

## **Elena Roizen - Hai, Dunărea mea!:**

[https://www.youtube.com/watch?v=CKaKtVsSWvc&ab\\_channel=MuzicaRom%C3%A2nilordePretutindenii](https://www.youtube.com/watch?v=CKaKtVsSWvc&ab_channel=MuzicaRom%C3%A2nilordePretutindenii)

## **Sema Ceremony:**

<https://www.youtube.com/watch?v=UpoWucUYy0w>

## **Hacivat and Karagoz Play:**

[https://www.youtube.com/watch?v=HWik47HRp\\_g](https://www.youtube.com/watch?v=HWik47HRp_g)

**3- Digital heritage: The use of digital media in the service of understanding and preserving cultural or natural heritage. UNESCO defines digital heritage as embracing "cultural, educational, scientific and administrative resources, as well as technical, legal, medical and other kinds of information created digitally, or converted into digital form from existing analogue resources"**



# DIGITALIZATION OF CULTURAL HERITAGE

**Digitalization of cultural values is essentially required in the era of technology, science and digitalization. Constant development and changes in technology and digital science force us to follow the needs individually, institutionally, nationally and globally. The need is based on protecting and transferring the values to the next generations digitally.**

**Better management of information and presentation of our cultural values and heritage on national and international platforms under appropriate conditions are possible thanks to digitalization.**





Digitalization process within projects for youngsters will enhance their awareness about cultural values as well as their digital competencies. Digitalization is also a way to foster and increase organizational development and capacities.

Digitalization has become an important concept as a result of the progress in technology and information and challenges in control and privacy of information. Digitization is a system that enables us to go one step further in corporate life and to follow the era in every unit of the social sphere.

# EU CULTURAL HERITAGE POLICY AND EUROPEAN COMMISSION CULTURAL HERITAGE RECOMMENDATIONS

Europe's cultural heritage is a common source of remembrance, understanding, identity, dialogue, harmony and creativity. It covers a wide range of sources inherited from the past in all kinds and aspects.

The European Commission has published a recommendation on a common European data area for cultural heritage. The aim is to accelerate the digitalization of cultural heritage assets.



The Commission recommends all the member countries to digitalise all cultural heritage monuments, sites, objects and artefacts for the future. The Commission wants them to protect those at risk. It recommends increasing their reuse in areas such as education, sustainable tourism and culture.

The Commission encourages member states to digitize the half of all monuments and sites which are visited by tourists frequently and at risk of deterioration by 2030.



# A EUROPEAN DIGITAL PLATFORM: EUROPEANA

Europeana is a digital platform that empowers the cultural heritage sector in its digital transformation. It develops expertise, tools and policies to embrace digital change and foster partnerships that drive innovation.

It shares and encourages European cultural heritage to be used and enjoyed by all, whether to learn, work or just for fun.

Europeana Platform Sign In:

<https://www.europeana.eu/en>



Europeana provides cultural heritages, professionals, teachers and researchers with digital access to European cultural heritage materials in order to inspire and inform new perspectives and open conversations about history and culture, share and enjoy rich cultural heritage and enable the creation of new aspects.

Europeana enables reaching and discovering millions of cultural heritage assets related to art, newspaper, archaeology, fashion, science and sports activities as well as books, music and video records.

# Discover Europe's digital cultural heritage

Search, save and share art, books, films and music  
from thousands of cultural institutions

 Search 50+ million items

**THANK YOU FOR YOUR INTEREST...**

