



6º INTERNATIONAL CONFERENCE RIGPAC INTERNATIONAL NETWORK OF CRITICAL THOUGHT ABOUT GLOBALIZATION AND BUILT HERITAGE in partnership with UNIVERSIDADE NOVA DE LISBOA - PORTUGAL

“CITY BRANDING, GLOBALIZATION AND HERITAGE”

September 2020, Lisbon - Portugal

Organizer: Universidade Nova de Lisboa

General Coordinator: Professor Maria Fernanda Rollo

Place: Faculdade de Ciências Sociais e Humanas, Universidade Nova de Lisboa Portugal

Date: 23 a 25 de september de 2020

Languages accepted for communications: Portuguese, Spanish, English, French, Italian. Thematic tables will be held in Portuguese, Spanish and English without simultaneous translation.

Calling Entities: Universidade Nova de Lisboa (Portugal); Centre for Functional Ecology da Universidade de Coimbra (Portugal); Paris 8 (France); Fundação Oswaldo Cruz – Fio Cruz Universidad Nacional de Colombia, sedes Bogotá y Medellín (Colombia); Universidad Católica de Colombia, Universidad Nacional Pedro Henríquez Uruña (Dominican Republic); Universitat Politècnica de València UPV (Spain); Cátedra UNESCO – Forum Universidad y Patrimonio; Universidad de Granada (Spain); Cátedra UNESCO Universidad y Patrimonio; Universidad de Granada (Spain); Universidad de Alcalá de Henares (Spain); Instituto Politécnico Nacional de México (Mexico); Universidad de Buenos Aires (Argentina); Universidad Católica de San Pablo - Perú; Universidade Federal de Pelotas (Brazil); Universidade Federal Fluminense (Brazil); Universidade Federal de Minas Gerais (Brazil) e ICOMOS - Brazil.

PRESENTATION OF THE VI RIGPAC INTERNATIONAL CONFERENCE

This Conference aims to discuss the logic and procedures that, based on public, private or community decisions, define and implement consequent strategies for marketing objects, goods, events, places, cities or regions. These strategies are based either on the promotion of the most well-known symbols of heritage identity, “city branding” and thus market and consumer objects, or on the circulation of an image with which these places are “marked” or identified.

Particularly, it is important to identify and typify the socio-spatial, economic, environmental and cultural effects of heritage (tangible and intangible) in those territories



leading to the classification and use of the concept of “city branding”. Such territories, at different scales, use this classification to promote themselves from the perspective of "comparative advantages" as "commodity products." This causes a tense relationship between cultural affirmations and transformations.

In short, the central issue of the VI Conference of the International Network of Critical Thinking and Built Heritage (RIGPAC) is:

How does the concept of “CITY BRANDING” impacts the territory that, through its inheritance, is promoted in a certain way?

OBJECTIVES

- The state of the art about “city branding”;
- The socio-spatial, economic, political, environmental and cultural implications of their adoption and use in the territories that promote, define and use such marks;
- The strategies that are used to put the "city branding" in motion;
- The effects of the enjoyment of heritage;
- The participation or non-participation of different social actors in the definition and use of the “city branding”;
- The opportunities and threats that the enjoyment of the “city branding” means in their territories;
- The consequences of classifying "city branding".

WORK APPROACH

Given that the objectives of the Network include critical reflection and knowledge production on the relationship between heritage and globalization, the work of the VI RIGPAC CONFERENCE is expected to be oriented from an analytical, evaluative, critical and propositional perspective. Thus, all case study proposals focusing on “city branding” are welcome, as well as strictly theoretical papers that analyse a specific problem related to this concept. Submitted proposals must be closely linked to one or more of the above objectives in one of the following areas: public policy, heritage conservation and intervention, education and citizen participation, public-private partnerships, multi-stakeholder action, planning, urban and architectural design, territorial ornament, cultural identity, realization of emblematic events or projects, social and cultural management, territorial sustainability, citizen and environmental rights, territorial promotion, quality of life, competitiveness, social appropriation and social and environmental responsibility.

Based on the above, the following **CENTRAL ISSUES** are established:

1. What does the notion of “city branding” means and what does imply?
2. How to foresee, address and manage the effects of “city branding” on territories?
3. What role should citizens play in determining and supporting “city branding”?
4. How does the “city branding” affects the notions of cultural heritage, identity, territorial development, socio-spatial equity and sense of belonging?
5. What should governments at different scales consider when designing or circulating a particular “city branding”?
6. How can spatial planning influences the construction and / or adoption of a “city branding”?
7. What role should the “city branding” play in the relationship between tourism and heritage?
8. What impact does heritage classification have on its enjoyment?

The following concepts and axis of analysis will settle the symposiums and tables throughout the conference:

1. **PLACE BRANDING AND MARKETING BRANDING:** Policies and Strategies - The Territorial Challenge of Transforming a Place. Comparative, competitive and collaborative advantages. Competition versus competitiveness. The place as a commodity and the concept of marketing the place - territorial impacts of the international promotion policies of heritage.
2. **HERITAGE, PLACE BRANDING AND PLACE CONSUMPTION:** Objects, Buildings, Surroundings, Uses and Customs "For Sale" - The "Local Edition" for National and International Promotion - Local Impacts of the Global Imagination - Privatization of the Public and the private use of collective goods - Public opinion and forms of affirmation or resistance – Branding the place: an advantage or a condemnation? Territorial and cultural affirmations and transformations - languages and discourses - social inclusion / exclusion - citizen participation: challenges and scenarios - identity or difference? - the venue as an event and the event as a venue. The permanent and the ephemeral.
3. **TERRITORIALIZATIONS, DETERRITORIALIZATIONS AND RETERRITORIALIZATIONS:** Local impacts of international promotion - interventions in heritage environments - Territorial balance and imbalances - Devastation or exploitation? - Text, context and pretext in the treatment of goods - construction or destruction of the meaning of a place.
4. **EMBLEMATIC ARCHITECTURE:** branding architecture and outstanding architecture - new uses for old buildings - the building and the city - the (re) construction of meaning through architecture - local language and global language - social costs and environmental impacts.
5. **URBAN OPERATIONS AND PUBLIC SPACE:** Places marked by history or economics and self-referenced places. The role of place branding in heritage ideas and classifications. The brand of the place as a designation of origin and its impacts on heritage appreciation. Judgments and prejudices imposed by the brand. The branding the place: usufruct or punishment?



METHODOLOGY: There will be a series of lectures transversal to the Thematic Tables or Symposiums that will introduce the debate with participants, following the communications. Parallel thematic or tables may take place depending on the number of received proposals.

SCHEDULE:

1st Phase: November 15th 2019 until January 12th 2020

Proposals for Tables or Thematic Symposiums are invited in one of the 6 axis of analysis previously presented.

- Submitted proposals must fit the fundamental axis set out in this call for proposals.
- The Thematic Tables or Symposiums must have two coordinators from two different institutions (preferably PhDs or PhD candidates).
- The Thematic Tables or Symposiums will be evaluated by the Scientific Committee of the Conference.

Elements to be included in proposals for Thematic Tables or Symposiums:

- Title;
- Objective in which the proposal is inserted;
- Name, Institutional Affiliation, and short Curriculum Vitae (50 words) of Coordinators;
- Abstract (maximum 500 words) clearly establishing the intersections between the objectives of the event and the discussion proposed by the Bureau or Thematic Symposium
- E-mail addresses in order to receive future calls.

Send your proposals to: 6.rigpac.lisbon@gmail.com

2nd Phase: from January 15th to April 26th 2020

Call for communications with the Thematic Tables or Symposiums subjects are invited.

The proposals will be presented in one of the languages of the Conference: Portuguese, Spanish, French, Italian and English:

- Title;
- Table or Thematic Symposium to which it is related;



- Full name and author(s) personal data, institutional affiliation, and short resume (50 words) indicating the areas of interest and experience.
- Authors Email address(es)
- Summary: 250 words
- 5 keywords.

Proposals will be sent to each coordinator of the respective **Thematic Tables or Symposiums**, via e-mail, who will evaluate the proposals.

3rd Phase: from April 27th to May 16th 2020.

Communication of results, letters of acceptance and publication of Thematic Tables or Symposiums.

- After evaluating the proposals, the coordinators of each Bureau or Thematic Symposium should inform the organization of the final number of communications from their Bureau to the following email: 6.rigpac.lisbon@gmail.com
- Each Thematic Table or Symposium must have between 10 and 25 papers. If there are withdrawals or if the number of proposals exceeds this limit, these communications will be reallocated to other Thematic Tables or Symposia.

4th Phase: from May 16th to July 15th 2020 (or September 18 with higher value).

Registration in the Conference is mandatory for all participants.

Proof of bank transfer is critical to validate registration via congress email (6.rigpac.lisbon@gmail.com):

- **until 18th July 2020:** € 80 (eighty euros).
- **from 19th July to 18th September 2020:** € 120 euros (one hundred and twenty euros)
- **from 19th September to 23rd September 2020:** € 200 euros (two hundred euros).
- In case of the papers from several authors, at least one of them should present the work at the Conference. In the case of communications with more than one author, all authors submitting the communication at the Conference must register and pay for their registrations.
- Registration does not cover the expenses with travel and accommodation of participants.



- The website of the Colloquium will have indications on payment methods as well as necessary information on accommodation and restaurants near the Conference venue in Lisbon.

5th Phase: September to December 2020.

The Conference provides for the publication of papers resulting from communications in Thematic Dossiers of indexed journals. The evaluation and norms for publication will be sent to the Conference participants in the future.

IMPORTANT DATES:

Submission of Proposals from Thematic Tables or Symposiums: November 15th to January 12th 2019.

Submission of communication proposals: 15th January 2020 to 26th April 2020.

Communication to accepted authors: 27th April to 16th May 2020.

Registration of all participants: from May 16 to September 18 2020 (after the July 15th the value of the registration will be higher)

Submission of articles for publication in Indexed Journals: September to December 2020 (criteria will be announced in the future).

VI RIGPAC Colloquium: 23rd to 25th September 2020.

Conference Organizing Committee:

President: Professor Maria Fernanda Rollo (NOVA FCSH)
Ana Maria Sosa González (Universidade Federal de Pelotas - Brasil)
Filipe Silva (IHC NOVA FCSH)
Inês Castaño (IHC NOVA FCSH)
Inês José (IHC NOVA FCSH)
Luisa Seixas (IHC NOVA FCSH)
Susana Domingues (IHC NOVA FCSH)

Conference Scientific Committee:

- President: Carlos Mario Yory (President RIGPAC, Professor Universidade Nacional y Católica de Colombia - Colombia)
- Ana María Sosa González (Coordinación Técnica de la Red - Universidad Federal de Pelotas - Brazil)
- Bernardino Líndez (Coordinador general de Work Shops. Universidad de Granada - Spain)
- Roberto Goycoolea (Coordinador RIGPAC para Europa y Asia. Universidad de Alcalá de Henares - Spain)
- Luis Fernando González (Coordinador RIGPAC para América Latina. Universidad Nacional de Colombia - Colombia)
- Mauricia Domínguez (Coordinadora para el Caribe. Universidad Nacional Pedro Henríquez Ureña – Dominican Republic)
- Ricardo Tena (Instituto Politécnico Nacional – Mexico)



- Pablo Ciccolella (Universidad de Buenos Aires - Argentina)
- Marcio Piñón (Universidade Federal Fluminense - Brazil)
- Carlos Renzo Zeballos (Universidad Católica de San Pablo - Perú)
- Maria Fernanda Rollo (Faculdade de Ciências Sociais e Humanas, Universidade Nova de Lisboa - Portugal)
- Jacqueline Descarpentries, Paris 8 (France)
- Helena Freitas, Universidade de Coimbra (Portugal)
- Guilherme Netto, Fundação Oswaldo Cruz – Fio Cruz

Entities and Universities registered or registered in RIGPAC

Argentina

Consejo Nacional de Investigaciones Científicas y Técnicas (CONICET)
Ministerio de Economía y Finanzas Públicas de la Nación
Universidad de Buenos Aires
Universidad Nacional de la Rioja
Universidad Nacional de Mar del Plata (UNMdP)
Universidad Nacional del Litoral

Bolivia

Universidad Mayor de San Andrés

Brazil

Fundação Oswaldo Cruz – Fio Cruz
Universidade Cândido Mendes
Universidade de São Paulo
Universidade Federal de Minas Gerais
Universidade Federal Fluminense
Universidade Federal de Pelotas
Universidade La Salle
Universidade Presbiteriana Mackenzie
ICOMOS Brasil

China

Huazhong University of Science and Technology, Wuhan

Chile

Universidad Arturo Prat
Universidad Católica de Valparaíso
Universidad de Chile

Colombia

Corporación Universitaria del Meta
Fundación Hábitat en Tierra HabitTierra de Barichara
Fundación Universitaria de Popayán
Museo de Antioquia
Universidad Colegio Mayor de Cundinamarca
Universidad de Ibagué



Universidad de La Salle
Universidad del Cauca
Universidad del Tolima
Universidad Jorge Tadeo Lozano
Universidad La Gran Colombia
Universidad Nacional de Colombia
Universidad Católica de Colombia
Universidad Pontificia Bolivariana
Universidad Santo Tomás Bucaramanga

Costa Rica

Colegio de Arquitectos de Costa Rica
ICOMOS Costa Rica
Universidad de Costa Rica

Cuba

Instituto Superior Politécnico José Antonio Echeverría
Universidad de Camagüey
Universidad de Oriente

Spain

Consejo Superior de Investigaciones Científicas. CSIC
Escuela Técnica Superior de Arquitectura de Sevilla (ETSAS)
Cátedra UNESCO – Forum Universidad y Patrimonio
Junta de Andalucía
Juntas Generales de Bizkaia
UCAM, Universidad San Antonio, Murcia
Universidad Alfonso X el Sabio
Universidad Autónoma de Madrid
Universidad Complutense de Madrid
Universidad de Alcalá (UAH)
Universidad de Barcelona
Universidad de Granada
Universidad de La Laguna
Universidad de Málaga
Universidad de Santiago de Compostela
Universidad de Valladolid
Universidad Pablo de Olavide
Universitat Politècnica de València

France

Universidad de Bordeaux III
París 8

Japan

Japanese Association for the Conservation of Architectural Monuments
Ritsumeikan University

Italy

Comune di Pienza



Fondazione Romualdo Del Bianco - Life Beyond Tourism

ICCROM

ICOMOS Italia

II^a Università di Napoli

Politecnico di Milano

Provincia di Terni

Università della Basilicata

Università di Bergamo

Università di Firenze

Università di Napoli "Federico II"

Università di Palermo

Università di Parma

Università di Roma La Sapienza

Università di Roma Tre

Università di Salerno

Università di Sassari

Università di Trento

Università e Campus, Como

Università Kore

Mexico

El Colegio de Michoacán

Instituto Politécnico Nacional de México

Sociedad Mexicana de Criminología

Universidad Autónoma de Guerrero

Universidad Autónoma de la Ciudad de México

Universidad Autónoma del Estado de México

Universidad Autónoma Metropolitana /Xochimilco

Universidad Autónoma de Sinaloa

Universidad de Guanajuato

Instituto Técnico Superior de Occidente ITESO

Universidad de Guadalajara

Universidad Latina de México

Universidad Michoacana de San Nicolás de Hidalgo

Universidad Nacional Autónoma de México

Colegio de Sonora

Peru

Escuela Superior autónoma de Bellas Artes Lima

Museo Nacional de la Cultura Peruana - Ministerio de Cultura

Universidad Católica de San Pablo - Perú

Portugal

Universidade de Oporto (FAUP)

Universidade Nova de Lisboa

Universidade de Lisboa

Universidade de Coimbra

Dominican Republic

Universidad Iberoamericana - UNIBE



Universidad Nacional Pedro Henríquez Ureña - UNPHU
Sociedad de Arquitectos de la República Dominicana - SARD
Colegio Dominicano de Ingenieros, Arquitectos y Agrimensores - CODIA
Ministerio de Turismo de la República Dominicana - MITUR
Comité Dominicano del Docomomo
Comité Dominicano del Icomos
Academia de Ciencias de la República Dominicana

Venezuela

Universidad Central de Venezuela
UNEARTE Artes Plásticas