

Call for papers

International and interdisciplinary conference

Cultural development and territorial innovation

*Blaise Pascal University, Clermont Ferrand, France
8-9-10 November 2016*

The conference on « Cultural development and territorial innovation » organised by the CERAMAC (Centre d'Etudes et de Recherches Appliqués au Massif Central, à la moyenne Montagne et aux espaces fragiles.), the CELIS (Centre de Recherches sur les Littératures et la Sociopoétique), the « Métiers de la Culture » Department of Blaise Pascal University and the « Auvergne Institute of Territorial Development » (IADT) will focus on the concept and the practices of territorial innovation (regional and local) applied to cultural innovation.

The democratic principle of reducing inequalities produced by « high » or « legitimate » culture which perpetuates a social and economic elite claiming ownership of cultural capital (Bourdieu, 1979) underpins the French Ministry of Culture's mission to « *make artistic and architectural heritage as well as contemporary cultural works available to the broadest audience possible* ». The notion of cultural rights emerged in the 1970's and was formalized in 2007 by the Declaration of Fribourg. This has led decision makers to define cultural policies that empower everyone to exercise their right to culture. In this way, culture can potentially generate new dynamics, forces of change, social and territorial innovation.

However, if the concept of cultural development has become commonplace in social and political discourse, it remains ambiguous when applied to regions or areas because it can refer to two sometimes overlapping dimensions. On the one hand, we can identify the development of culture “in” areas where projects target mainly the local population; on the other hand, some places use culture as a strategy to attract outside visitors. This includes culture in all its forms including the heritage and tourism industries which draw upon culturally identifying objects. For the conference we would like to focus particularly on cultural development « in » territories as part of the local cultural offer. By this, we mean the dissemination of artistic works, artistic creation, access to artistic practices and services (libraries, music schools, places where live performances are staged).

Applying territorial innovation to the issues of cultural development is particularly relevant considering that this field is characterized by numerous players (public, private, associations...). This means that coordination is necessary at different levels. Defined as « *a new response (or transferred in a new context) to a problem or a need collectively identified in an area with the aim of bringing an improvement to well-being and sustainable local development* » social and territorial innovation which emerged in the 90's among researchers and policy makers, is different from other forms of action. This difference is « *an adaptation of a response to a particular territory and the mobilization of local resources and assets [and by its] capacity to mobilize local players, including inhabitants as part of a co-constructed and co-produced approach* » (report by Akim Oural, 2015).

This conference proposes to explore cultural development through the prism of territorial innovation according to some principle areas of research.

Stakeholders and institutions: political and territorial issues.

Territorial innovation cannot be divorced from the interplay of specific stakeholders. We encourage papers on the following topics: the different types of partners involved in various projects (public, private, associations); the types of relationships between different players (associations, local authorities, professionals from the culture sector, employees or self-employed...); regional connections of different players; the link between types of networks and the nature of the innovations that have been produced. What are the political, regional, identity issues? How does political ownership of culture in the largest sense present itself? What are the power dynamics? How can we take into account social change, such as gentrification which is often associated with cultural activities? What is the territorial project behind the cultural development strategy.

Cultural rights and universal accessibility.

Can we identify which territorial innovations facilitate accessibility to culture for those who are often excluded because of a social, physical, mental or geographical handicap (marginalised in rural or urban areas)? Is public policy in favour of these groups on a different time scale? Which players are more particularly engaged in this type of action? For what reasons and how do they evolve? On what kind of analyses does this kind of cultural policy base itself? What are the underlying objectives of these cultural projects and how are they linked? Do they correspond to the expectations of the local population? Can we detect an opposite effect of doubly stigmatising those who are already excluded? (Dubois 1999).

Visual image, digital technology and regional development

What role can be played by image art forms, both fixed and moving? The use of interactive digital tools and platforms or art video art installations (links between local artists who use local heritage sites such as in certain recent exhibitions.)? What are the current or future cultural and artistic activities using images? An increasing number of cultural projects, film festivals, programs in visual image education draw upon participation of the community, for example collecting amateur films. Can the reception of this approach be analysed? How does it contribute to a collective memory of a place and a shared social and cultural history.

Cultural itineraries : participative approaches and discovering heritage.

This conference is an opportunity to shed light on projects that involve cultural itineraries or routes. The concept of routes has long been associated with sport, often combined with travel, adventure, excursions and trekking. It has been extended to themed walks with a cultural dimension. (J. Corneloup 2012). Within the context of increased competition in tourism and in varied practices, service providers are offering more flexible and individualised products. Territories are relying on heritage sites to attract visitors. This approach has three advantages : firstly, it activates a sometimes forgotten cultural resource, secondly it promotes participation by involving cultural mediators, tourism professionals and residents and thirdly it strengthens the economy of the territories, including rural areas

Useful information

Submission guidelines: Proposals for papers or posters are invited from various disciplines of Humanities and Social Sciences. The proposals of doctoral students are encouraged. This international conference is open to academic contributions, but we also welcome contributions from

other sectors, such as examples of territorial innovation drawn from the voluntary sector which promote the participation of civil society.

Paper proposals should be sent by email (as an attachment under the ".doc" format) before **15 July 2016** to the following address:

ceramac@univ-bpclermont.fr

Please include the name, contact information and the institution of the author, as well as the title and a summary in French and in English of around 4000 characters. Please add the reference to the prospective axis. The document will bear your name as "initial prénom.nom.doc (j.martin.doc example). A response to each of the proposals will be sent in early September, 2016.

Languages: oral presentations, posters and papers will be in French or English.

Location: The conference will be held on 8-10 November 2016 in:

Auvergne Institute of Territorial Development (IADT), 51 bd François Mitterrand,
63000 Clermont-Ferrand (www.iadt.fr)

Registration fees: 60 €, they include access to sessions, "coffee breaks", lunches on 8, 9 and 10 November and work documents. An evening dinner deal will be organised. The precise details will be provided later.

Publication: The conference will organise digital acts. A publication (in French and / or English as returns) is planned. The texts of selected proposals should reach us at a date to be fixed and will be a maximum of 40 000 characters, including text, notes, figures, appendices and bibliography (Times font, font size 12, single spaced).

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