

Ideology of the project

1. Glocalization



Standardization, crises of a local flavor

The demand for local identity



VS.



2. Unique phenomena that contain the "cultural code" of a location can be strong attractors of territory development.







Social Significance of the Project

Cultural heritage is preserved mainly for the budget account in the form of "museum exhibits", while the "living culture" embodied in the activities of local residents is to a great extent unknown outside their settlements. As a result, cultural traditions are destroyed, the potential of the cultural heritage economy, as well as domestic and inbound tourism potential, is underutilized

• Examples:

- In Russia, everyone knows *Poshekhonsky cheese* (Russian hard rennet cheese), but few know the Poshekhonye city, in which the previously famous cheesemaking factory has been closed after the crash of the USSR. If this information becomes known, then there will be an investor to help the revival of traditions.
- If the *Ivanovo constructivism* brand is well known in Russia and abroad, the *House-bullet* in the Ivanovo city will get a chance for restoration
- Recently, there have been positive developments in this area. However, these developments often occure at the local level, while the contemporary information environment allows external resources attraction for global advancement of 'local coloring'

Forms of the Project Implementation

Desk Research: collection of information on the country's unique cultural practices

Field Research: expeditions to seven regions with the high

density of the cultural layer

Interactive seminars, public discussions, project sessions in small cities and historical settlements

Development of cultural events calendar

Living Heritage Festival, meetings with potential investors in Moscow and in Russian regions

An online resource development: a multimedia *map of local cultural brands*





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Archangelsk region



Nenets Autonomous district



Republic of North Ossetia



Rostov region



Republic of Buryatia



Ulyanovsk region



Perm region

The Project Stages

- Organization a system for identifying local cultural brands and online training programs for their carriers in the regions taking part in the Living Heritage project
- Development the classifier and catalog of local cultural brands
 - Development the multimedia map of local cultural brands
- Promotion by publications in mass media and social networks Facebook, Instagram, YouTube, VK
- Local brands promotion based on printed materials, including the local cultural brands catalog, booklets, etc.
 - Demonstration of cultural brands at the Living Heritage Festival inviting mass media, tourism industry actors, and other potential investors

Cultural Brand Selection Mechanisms



Expeditions to the regions



Expert selection based on the research



Recognized brands

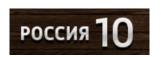




Local Cultural Brand Recognition Criteria



UNESCO World Heritage objects



Russia 10 competition results



The Seven Wonders of Russia competition results



Mass sociocultural events





Builds cultural network

Makes comfortable navigation

Focuses the attention and places accents

Gives ability to make people's rating of cultural brands

Integrates the information about cultural brands all types

Units ratings and contests. Gives a chance to raise above ratings



Thank you for your attention!

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