



2020 LIVING HERITAGE

National map of Russia local
cultural brands

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1. Glocalization

Standardization, crises
of a local flavor



VS.

The demand for local
identity



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 cheese-making 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 occur 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*



Expeditions to regions



Archangelsk region



Nenets Autonomous district



Republic of North Ossetia



Republic of Buryatia



Rostov region



Ulyanovsk region



Perm region

The Project Stages

1

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

2

Development the classifier and catalog of local cultural brands

3

Development the multimedia map of local cultural brands

4

Promotion by publications in mass media and social networks - Facebook, Instagram, YouTube, VK

5

Local brands promotion based on printed materials, including the local cultural brands catalog, booklets, etc.

6

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



How does Living heritage
website differ from the others?

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

The background of the slide is a solid blue color with a repeating pattern of stylized, light blue floral and leaf motifs. The motifs are arranged in a dense, overlapping manner, creating a rich, textured appearance. The central text is white and stands out prominently against the blue background.

Thank you for your
attention!

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