

What is heritage; an Alien concept?

JP - EU/CoE Support to the
Promotion of Cultural Diversity (PCDK)

Funded
by the European Union

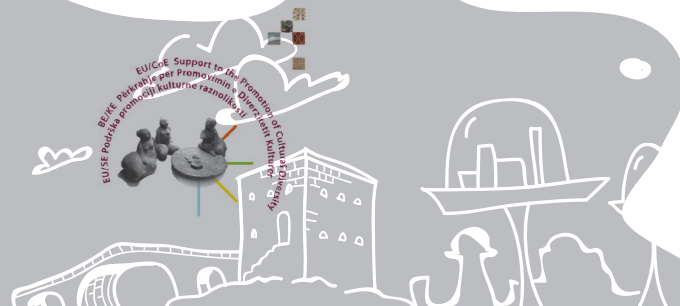


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This document was produced within the framework of the Joint Project “EU/CoE Support to the Promotion of Cultural Diversity in Kosovo*”. The content does not necessarily represent the official position of the European Union and/or the Council of Europe.

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.

Foreword

The Council of Europe (CoE) is an intergovernmental organisation with the dual purpose of promoting and protecting human rights and ensuring the practice of democratic processes across the European continent. These issues are as applicable to the fields of culture and cultural heritage as other sectors managed by the Council of Europe. Our work moves through the making of policy based upon agreed standards, to providing support and assistance to governments and other partners to implement policy by means of various instruments and projects. However important this work is, it often not understood fully by the general public. A question we face is how to explain the work to a wider public without using the highly technical and often specialist language of human rights or heritage, which many find incomprehensible. We are challenged to find creative ways to connect with our many stakeholders and convey the importance cultural heritage to all communities.

The comic strip booklet, “What is Heritage; An Alien Concept?” produced by the EU/CoE Joint Project- Support to the Promotion of Cultural Diversity in Kosovo (PCDK) is an attempt to raise awareness about the value of heritage, inspired by content provided by our colleagues. Humour is used to focus public attention on important issues, and to engage people of all ages to consider a number of fundamental issues relevant to heritage and diversity.

This booklet aims to promote debate about our understanding of heritage and diversity. It is

produced in the context of the education and awareness raising component of the PCDK project to encourage dialogue, creative thinking and a dynamic process of recognising the advantage of diversity. The characters of 'aliens' and the notion of 'alienation' from one's own heritage we hope will help open a door to further discussion.

With continued commitment to the preservation and protection of cultural and natural heritage as a means of fostering the basic principles of human rights and democracy, the Council of Europe remains committed to the promotion of intercultural dialogue and the encouragement of collective responsibility by everyone towards recognising the critical value of cultural heritage and the a primary need for a genuine understanding and celebration of difference, and a recognition of a common heritage that belongs to all.

Robert Palmer

Director of Democratic Governance, Culture and Diversity
Council of Europe

Foreword

Cultural heritage is widely recognised across Europe as a vehicle of cultural identity. The protection of our common heritage and the promotion of cultural diversity are also very important instruments for bringing different communities closer and enhancing dialogue between different cultures.

How much people know about cultural heritage depends both on what is done to promote it and also on the capacity of Europeans to become familiar with and appreciate their own culture and those of the other communities.

This is why one of the main objectives of the “European Union/Council of Europe Joint Action – Support to the Promotion of Cultural Diversity in Kosovo (PCDK)” is to increase the awareness of the population with regard to the importance of cultural heritage as a common good, independent from any ethnic or religious considerations.

This comic strip booklet “What is Heritage; an Alien Concept?” illustrates the importance of cultural heritage in a humorous way, exemplified by extraterrestrial characters pondering on the peculiarities of terrestrial heritage. The booklet implies that it is this terrestrial heritage which is our common patrimony and for the protection of which we need to join forces and work together.

Preservation and promotion of cultural diversity are among the founding principles of the European Union, and a guiding principle for our cooperation with Kosovo. By promoting a better understanding of the role and importance of cultural heritage, I hope that the “alien” characters of this booklet will contribute in a entertaining way to strengthening the dialogue between different communities and fostering reconciliation in the longer-term.

Samuel Žbogar

Head of the EU Office/EU Special Representative

Introduction

The Education and Awareness Raising component of the European Union / Council of Europe Joint Action- Support to the Promotion of Cultural Diversity in Kosovo (PCDK) has been reaching out schools and general public through various tools for formal and informal education. Awareness raising of the general public on issues relevant to heritage and diversity took place through the production of a handbook for elementary schools teachers, a university module on heritage and diversity, dialogue sessions, and “Hajde!” site visits.

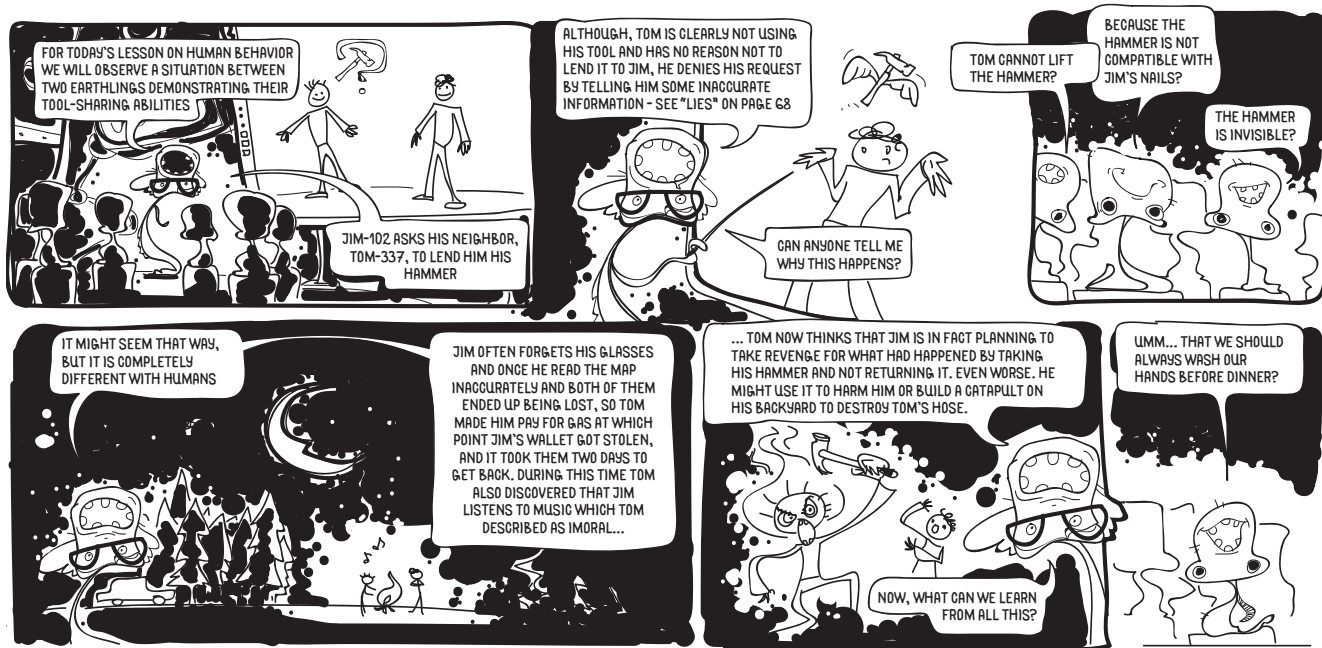
Throughout the PCDK project, creative and innovative ways were actively sought out to bring public attention to issues around heritage and diversity. One of these efforts is presented in this booklet; these comic strips aim to bring flavour and humour to our work which we believe reflects the irony and call for creativity in the field. The comic strip and its characters are the production of a local company, Trembelat, in coordination with the PCDK team. Each comic strip tries to bring a sense of humour to issues relevant to the PCDK project. We believe that humour is always useful to encourage critical thinking and find creative solutions. We hope you enjoy them.

Hakan Shearer Demir

PCDK Team Leader

We all live with the objective of being happy;
our lives are all different and yet the same.

(Anne Frank, writer and Holocaust victim)



The other

Does urbanity, the fact that somebody lives in city, mark that person's identity to the degree that it is specifically urban? The identity of the city bears on the identity of those living in it, and vice versa: the urban environment reflects human needs and values.

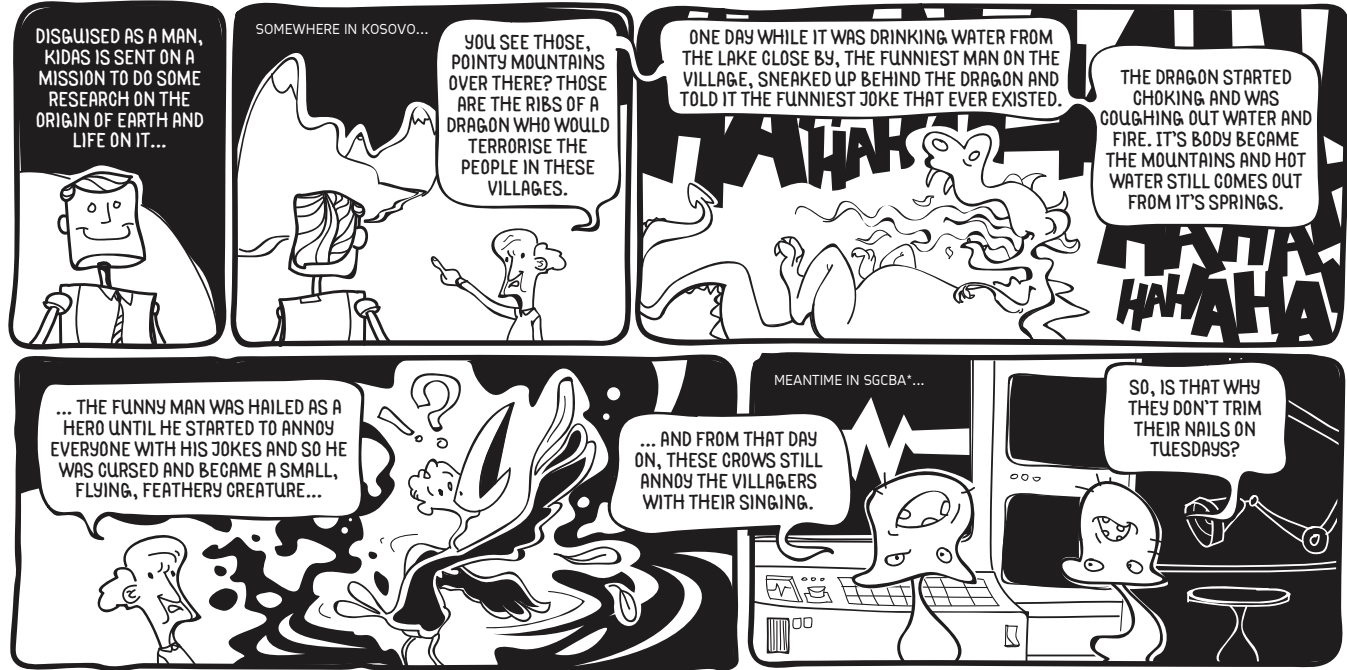
(http://www.eki.ee/km/place/pdf/kp3_01_Haapala.pdf)



Urban identity

...intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity.

(Article 2.1, Convention for the Safeguarding of the Intangible Cultural Heritage, UNESCO)



Intangible Heritage

The rise of the industrial society and growth of prosperity turned tourism into a mass leisure activity, while, at the same time, individualism and postmodernism have contributed to the creation of an increasingly fragmented and diverse field of tourism supply and demand.

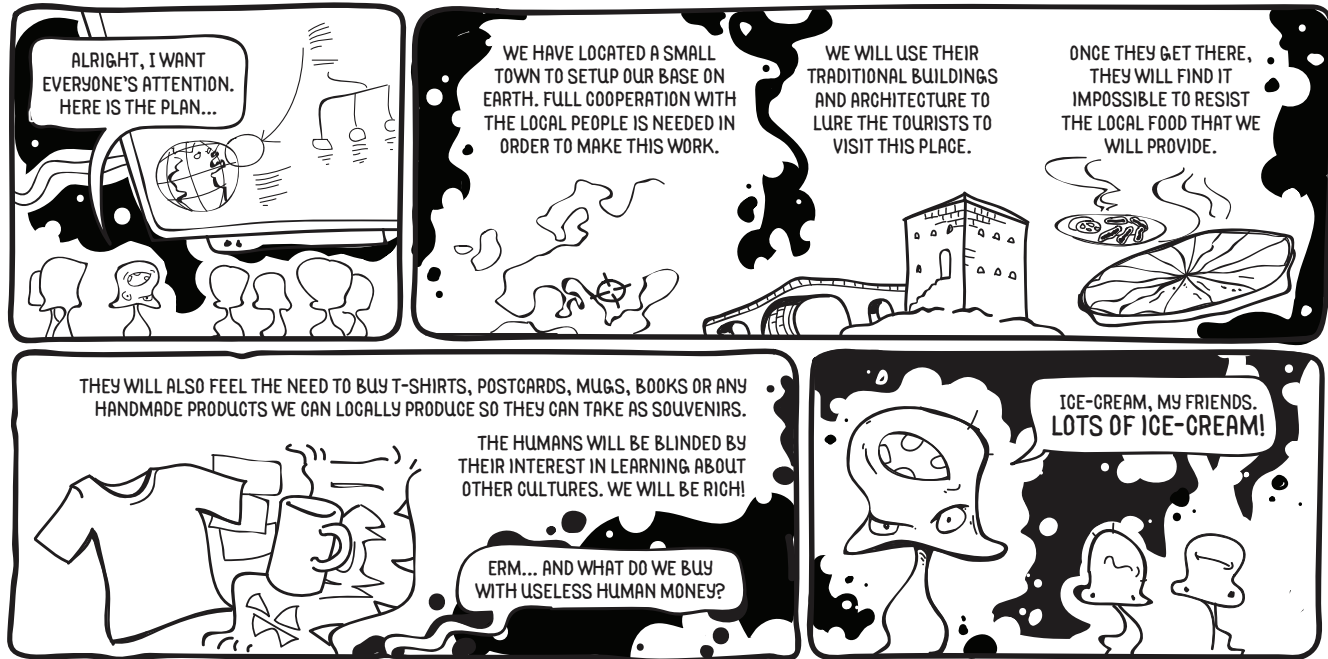
(Impact of European Cultural Routes on SMEs' innovation and competitiveness)



Cultural tourism

People are the common denominator of progress.

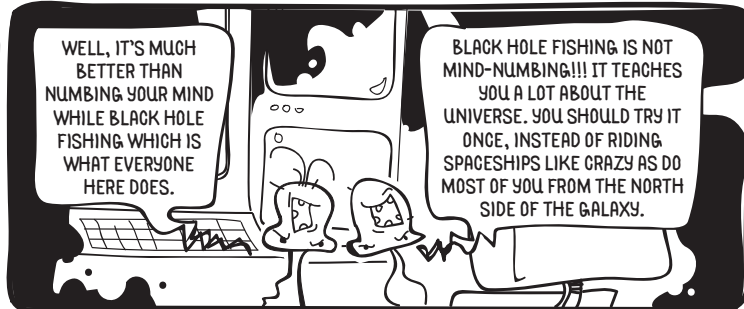
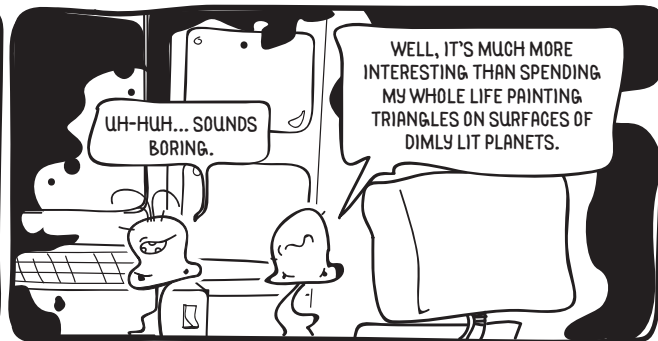
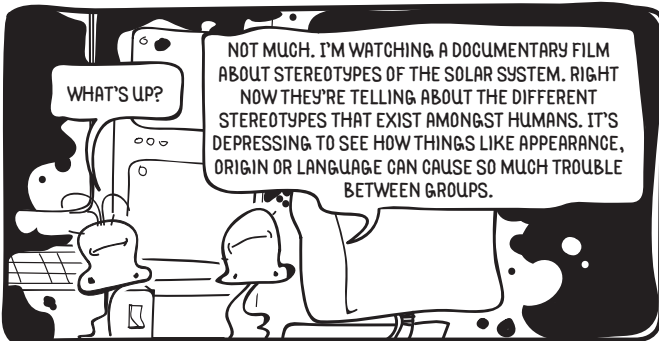
(John Kenneth Galbraith, economist and author)



Economic development

Stereotypes do exist, but we have to walk through them.

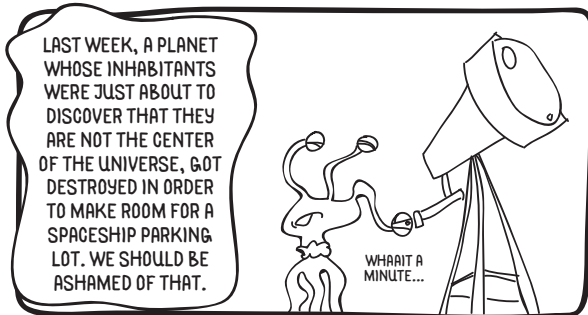
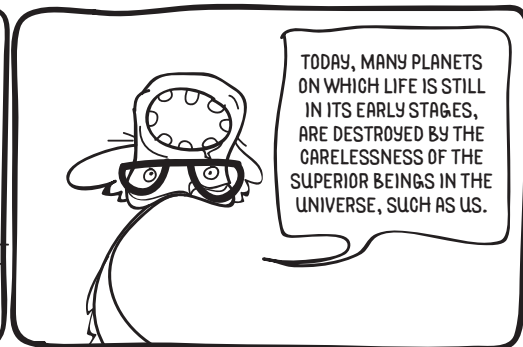
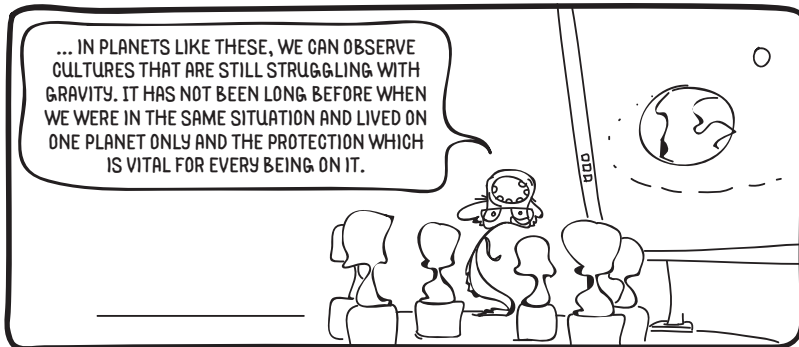
(Forest Whitaker, actor)



Stereotypes

Everyone has the right to freely participate in the cultural life of the community, to enjoy the arts and to share the scientific advancement and its benefits.

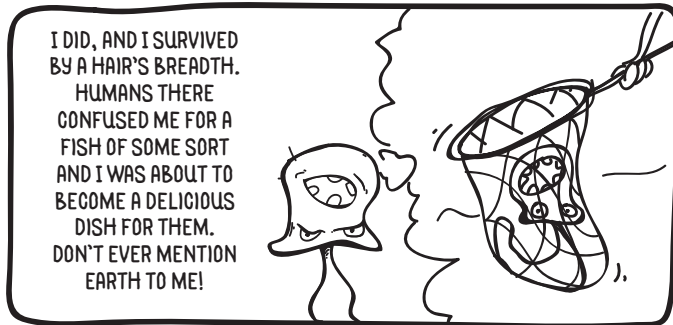
(Universal Declaration of Human Rights, 1948, Article 27)



Heritage education

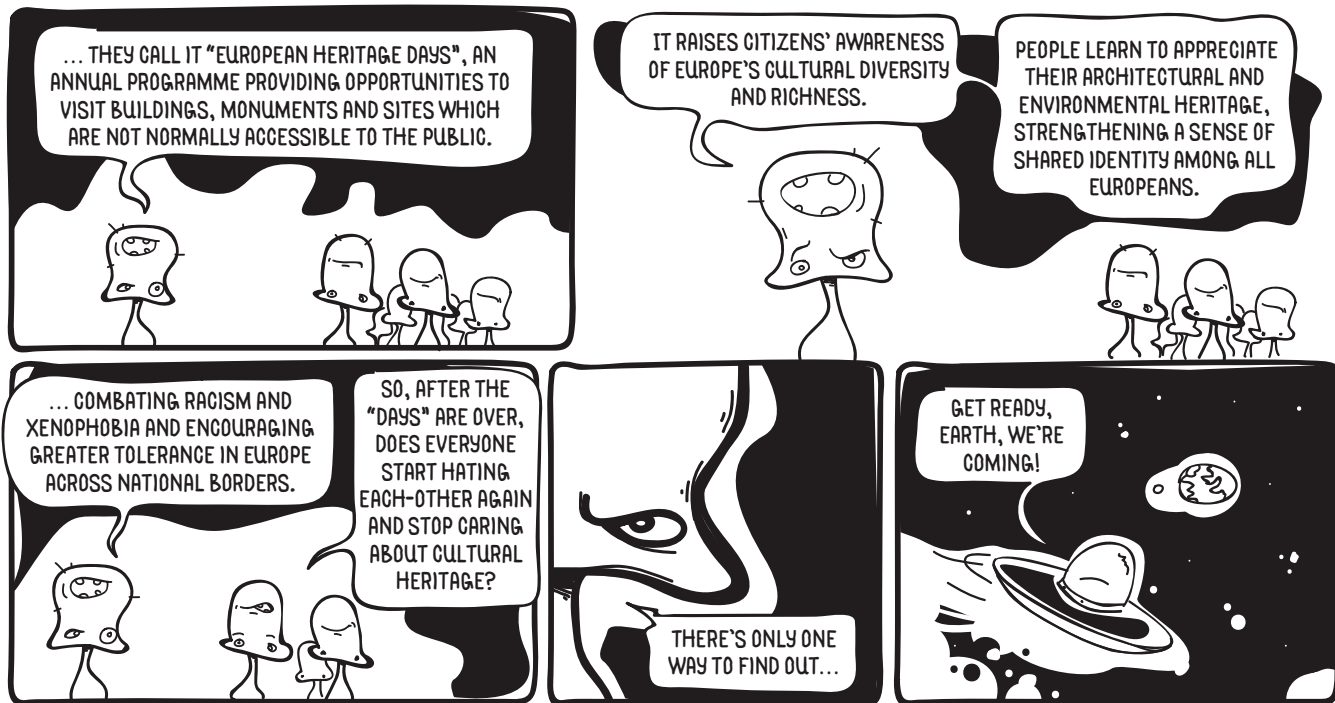
...positive aspects of globalisation are enabling nations and people to become politically, economically and socially interdependent, making war an increasingly unacceptable option.

**(Mohamed El Baradei, Egyptian diplomat, and the
Director General of the International Atomic Energy Agency)**



Globalization

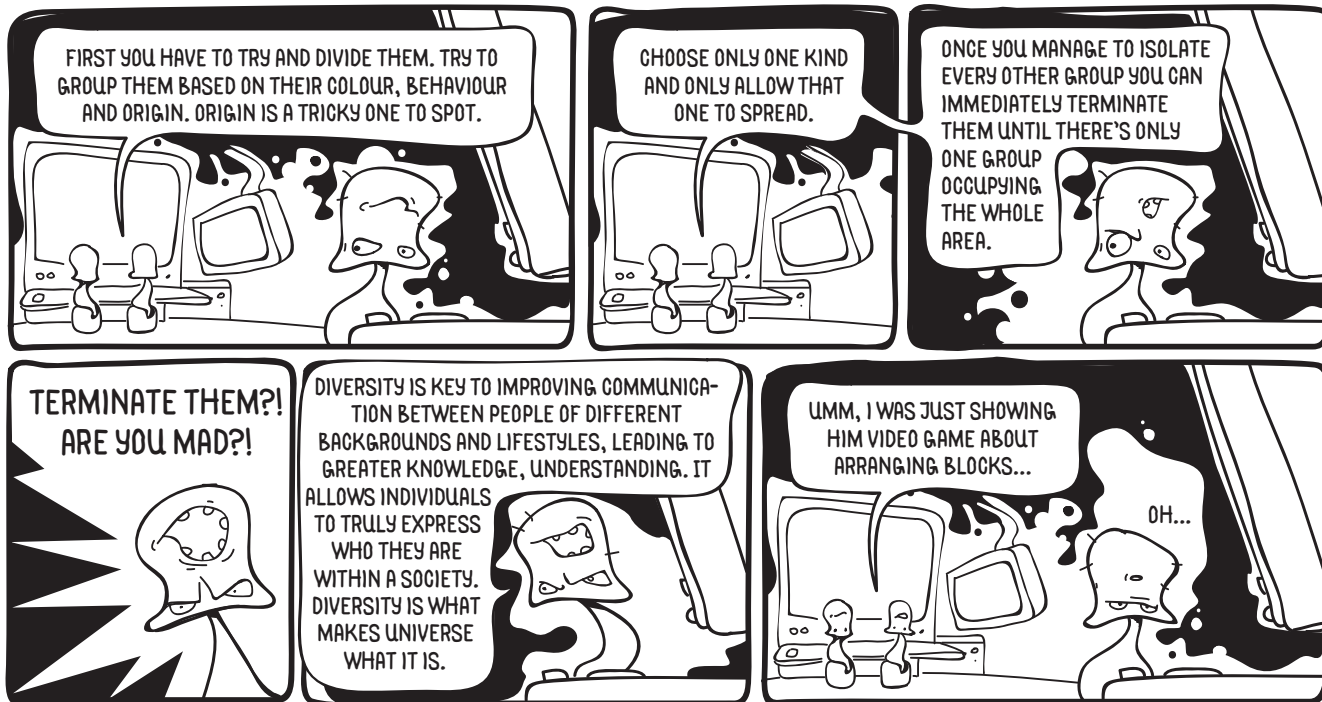
Europe, a common heritage



The European Heritage Days

Diversity is the one truth we all have in common.
Celebrate it every day.

(Anonymous)



Diversity

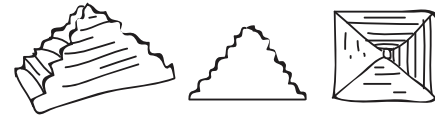
...the architectural heritage constitutes an irreplaceable expression of the richness and diversity of Europe's cultural heritage, bears inestimable witness to our past and is a common heritage of all Europeans.

**(Preamble of the Convention for the Protection of the
Architectural Heritage of Europe, Granada, 1985)**

ON OUR NEXT JOURNEY WE WILL BE VISITING ARCHITECTURAL LANDMARKS AND OTHER ARTISTIC MASTERPIECES THAT WE, THE STRANGULONS, HAVE CREATED THROUGHOUT THE GALAXY.

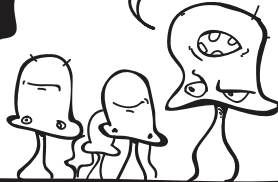


THE FIRST STOP WILL BE EARTH, WHERE WE WILL VISIT SOME OF THE GREATEST WORKS OF OUR ARCHITECT LENÈZ, LIKE THE GREAT WALL OF CHINA, THE PYRAMIDS IN EGYPT AND THE AMERICAS - HE JUST LOVED MAKING PYRAMIDS...



THEN WE'LL GO TO EUROPE AND SEE "THE LAST SUPPER", "MONA LISA" AND MANY OTHER DRAWINGS AND SKETCHES DONE BY ZAMLE ITILAH...

WAIT! I THOUGHT LEONARDO DA VINCI DID THOSE?!

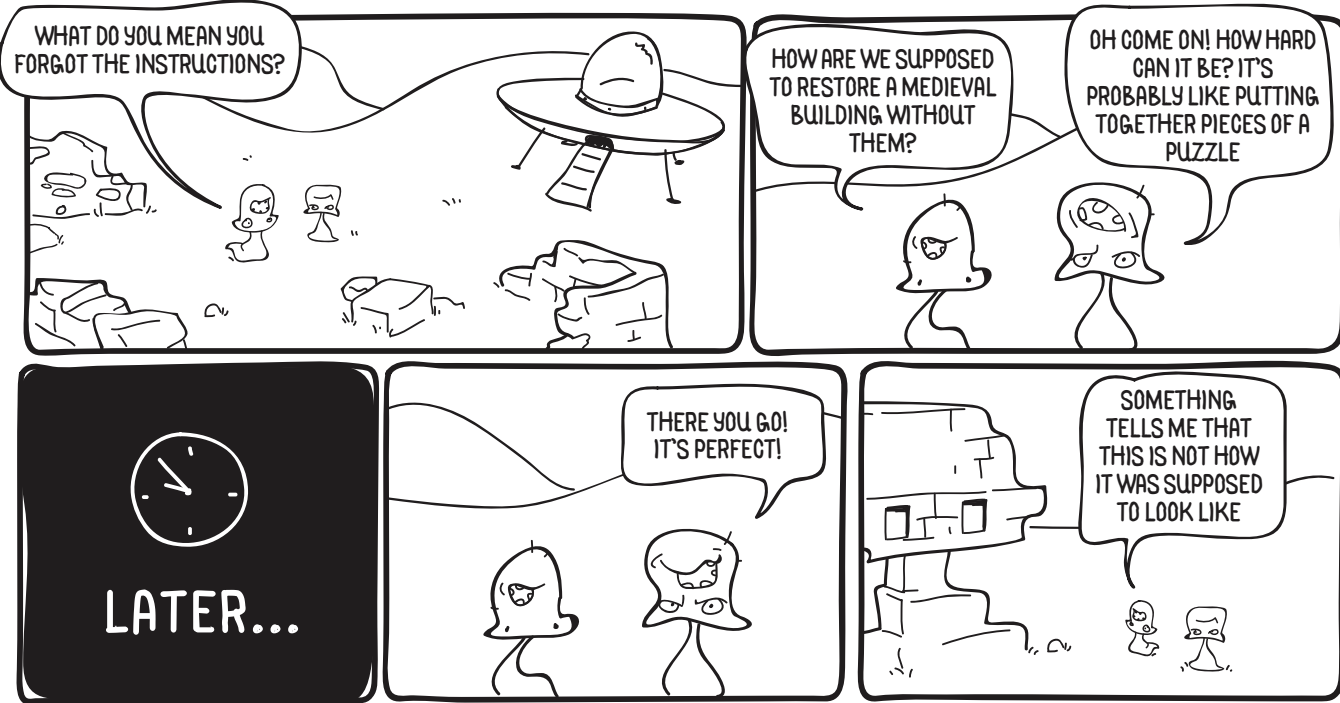


HAHAHA YES, THAT WAS HIS OTHER IDENTITY. HE WAS A MASTER OF DISGUISE ALSO. YOU DIDN'T REALLY THINK DA VINCI WAS HUMAN, DID YOU?



Common Cultural Heritage

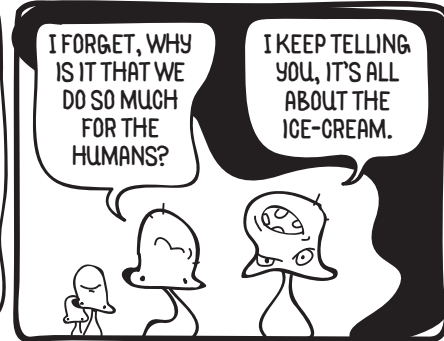
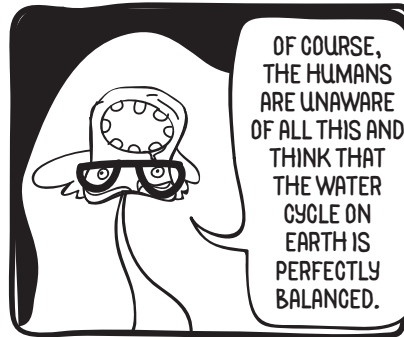
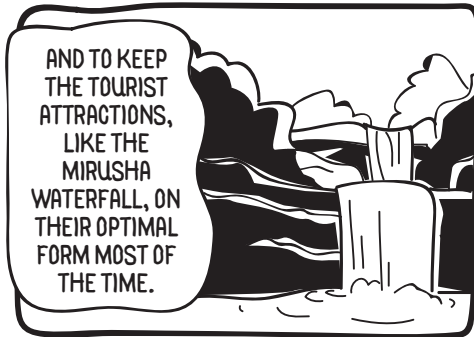
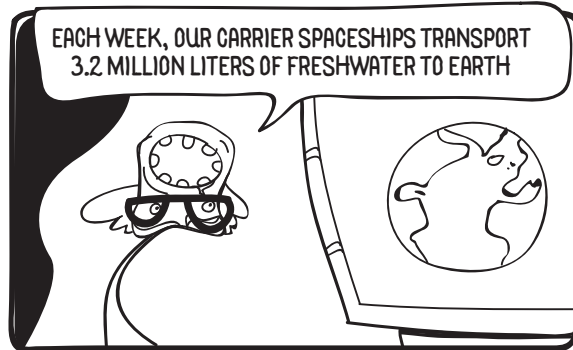
Heritage is a part of our cultural DNA.
It tells us who we were and who we are today.
(Thorbjorn Jagland, Secretary General of the Council of Europe)



Rehabilitation of Cultural Heritage

Landscape is an important part of the quality
of life for people everywhere.

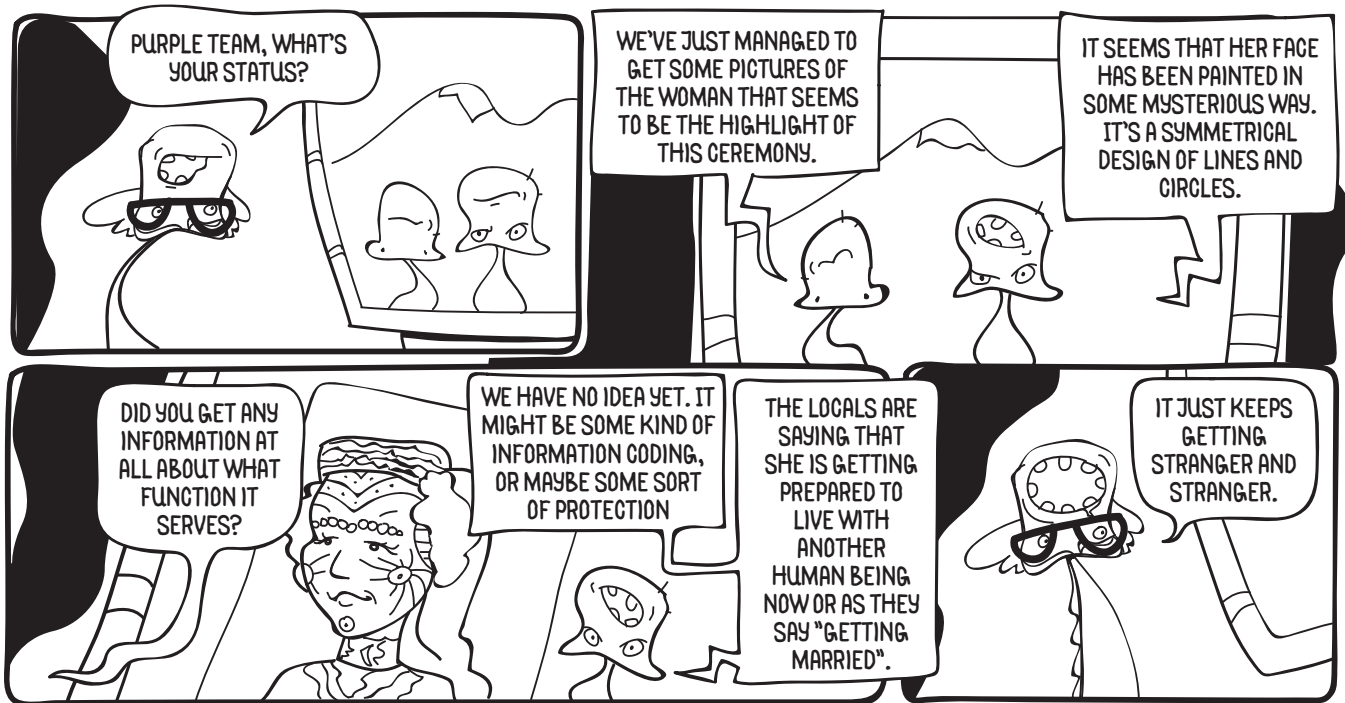
(Preamble of the European Landscape Convention, Florence, 20 October 2000)



Natural Heritage

Access to culture and heritage is a fundamental right that enables the attainment of democratic values, justice, stability and peace, and the improvement of our quality of life.

(Vision Statement, Directorate of Culture, Cultural and Natural Heritage, Council of Europe,)



Celebration of Heritage

