

**5° INTERNATIONAL COLLOQUIUM RIGPAC
INTERNATIONAL NETWORK OF CRITICAL THOUGHT ABOUT
GLOBALIZATION AND BUILT HERITAGE in partnership with
UNIVERSIDADE LASALLE – CANOAS, BRAZIL**

TERRITORIAL IDENTITY, GLOBALIZATION AND HERITAGE

September 12-14, 2018, Canoas - Brazil

ORGANIZATION: UNIVERSIDADE LASALLE BRASIL

General Coordination: Prof. Dr. Ana María Sosa González

Place: Universidade La Salle – Canoas, Brazil.

Date: September 12-14, 2018

Accepted languages for communications: Portuguese, Spanish, English, French, Italian.
Thematic lectures will be held in Portuguese, Spanish and English.

Convening Institutions: Universidade La Salle (Brasil); Universidad Nacional de Colombia, sedes Bogotá y Medellín (Colombia); Universidad Católica de Colombia, Universidad Nacional Pedro Enríquez Ureña (República Dominicana); Universitat Politècnica de València.UPV (España); Cátedra UNESCO Universidad y Patrimonio; Universidad de Granada (España); Universidad de Alcalá de Henares (España); Instituto Politécnico Nacional de México (México); Universidad de Buenos Aires (Argentina); Pontificia Facoltà Teologica Marianum, Istituto Superiore di Scienze Religiose (Italia); Universidade Federal Fluminense (Brasil); Universidade Federal de Minas de Gerais (Brasil) e o ICOMOS - Brasil.

PRESENTATION OF THE 5th INTERNATIONAL COLLOQUIUM RIGPAC

In the actual ever changeable world and its permanent loss of references, one of the most recurrent themes regarding the analysis of our societies is the topic of Heritage preservation. This subject is intertwined to a sensation of a menaced territorial identity caused by the homogeneous pressures of today's world.

The important changes our world is facing are bringing – altogether to its rigorous demands related to goods and services which correspond to the idea of speed, the central paradigm our age – raise the question about the destiny of territorial identity, even more because of those social-spatial landmarks which constitute a collective good in regard of material heritage and cultural landscape.

Thus, especially for the case of cities but also for rural surroundings it is of paramount importance to establish the nature of territorial identity in the middle of disputed rationalities which tend to resume to a sole rationality: the one imposed by markets in the context of international, consumerist and neoliberal globalization.

The apparent contradiction is itself evident: for one side we have the gradual and increasing establishment of a global and hegemonic order supported by one principle: the homogeneity (meanings, values and language, not mentioning the often desired spatial undifferentiation that in the case of our cities tend to turn different contexts into uniformity) and for the other side we get the so called particularisms, the local's strident scream which tries to be heard in an attempt to protect its identity stronghold.

The challenge can be no other: it is necessary to think critical and propositively our relationship to the world throughout the surroundings where we experience life; it is fundamental that we open new paths to think the goods we are identified to; because they show us properly the challenge of cultural heritage.

The question can be no other: How do we navigate through all these changes? Rather said in other way: what do we value in the middle of such mobility? Questions that force us to interrogate the means in which we value things and the very things we imagine it is worthy to preserve.

After all each age possesses its own perceptions and values and consequently its own idea what cultural heritage means. From this perspective, the question that should encourage the comprehension of our specific cultural production and our very idea of “heritage preservation” can be no other than “what does it correspond to?”, “which time does it belong?”

Especially in the case of cities it is necessary to comprehend that they just cannot be a simple scenario where things locate in a previous landscape, but rather a kind of “story” which constitute itself a landscape. Nowadays as the word “interactivity” is trendy why not to enforce it towards our distinct ways to get in touch with such a class of landscape? A landscape that reflects us somehow. We are the city, we are not only its users or settlers because heritage is not solely something that people inherit, but rather something that is increasingly built and moulded.

Under this background the central issue that summon our V RIGPAC up: the gradual threat that affects TERRITORIAL IDENTITY which is accompanied by the idea of built heritage implies globalization in its homogenizing correlate, the question that touches us is the following:

How to articulate from a policy conceived from the relationship among culture, territorial identity and heritage, global demands with local challenges and at the same time local demands with global challenges?

And, from here: how to achieve more committed governments, more ethical and responsible entrepreneurs, stricter and more coherent policies, and most attentive and respectful citizens? Questions which, no doubt, require prompt and effective responses as it is necessary to reverse the negative social and environmental balance which frequently, the global onslaught throws on heritage environments; this is to achieve, indeed from public policy desirable and not residual balances on nature and culture, particularly in developing countries where the general scale of the impacts of globalization sheds the older negative impacts.

Thus, if the cultural heritage of a society is a resource, it is necessary to establish what kind is it and, above all, how are we going to take care of and keep. Here is the challenge of our work as social and environmental scientists, architects, designers, urban planners, technicians, conservationists, administrators, artists, intellectuals, politicians, planners and entrepreneurs; here is the magnitude of the utopia that opposed to a *market - world* the idea that "*resource*" is not synonymous of ruthless exploitation, but administration reasonable and responsible, as if something is undesirable when speaking of resources it is precisely its depletion.

What must be preserved? Why do it? How to ensure the preservation of one or other heritage property? They are some of the questions that are made today by the majority of national and municipal governments who see in its natural and cultural heritage (material and immaterial) an attractive source of income generation. Philosophical but also instrumental questions dealing with the present Colloquium in perspective of raising roads leading to the conservation of that which distinguishes us in own way, our cultural heritage, in both clear sample of one or another form of TERRITORIAL IDENTITY.

WORKS APPROACHES

Given that the objectives of the network is, both critical reflection, such as the construction of knowledge on the relationship between heritage and globalization, is expected to works registered in the V Colloquium RIGPAC are oriented from an analytical perspective, evaluative, critical and purposeful; from here, it will be welcome all those pronouncements that have specific and relevant case studies as a basis to illustrate its content; however, theorists works, will be also welcome, strictly when they analyze a specific problem and have a purposeful tone.

In any case, work must make explicit the challenges arising from the situations presented in the frame of reference before raised for any of the following areas: public policy, public education, researches on social and environmental sciences, habitat, citizen participation, public - private partnerships, multi-actoral performance, planning, urban - architectural design, land use planning, conservation, cultural identity, social management, inclusion, sustainability, cultural management, promotion, appropriation and socio-environmental responsibility.

GUIDE QUESTIONS

1. ¿How do articulate, from a policy conceived from the relationship between IDENTITY, GLOBALIZATION and HERITAGE, global demands with local challenges and, at the same time, local demands with global challenges?
2. ¿How can we build a responsible and harmonious relationship between CULTURAL IDENTITY, GLOBALIZATION and HERITAGE?
3. ¿What should be the role of the different stakeholders and social actors in the construction of a policy aimed to integrate harmoniously and responsibly, TERRITORIAL IDENTITY, GLOBALIZATION and CULTURAL HERITAGE?

PRELIMINARY ISSUES

1. **CULTURAL IDENTITY:** Forms of expression of identity - social resistance and self-affirmations - languages and speeches - social inclusion / social exclusion - citizen participation: challenges and scenarios - living on the edge and to live on the limit - social management and management of the social - identity and difference - ILLUSTRATIVE EXAMPLES.
2. **GEOGRAPHICAL THINKING and CULTURAL MEMORY:** Relevant theories, lines of social and environmental science research, habitat, territorial and urban resilience - lines and borders - ILLUSTRATIVE EXAMPLES.
3. **NEO-LIBERALISM, GLOBALIZATION, and SENSE OF PLACE:** Flows of sense and capital flows - identity and new civilization paradigms - cultural and economic globalization - legitimacy and hegemony – what time is this place? -the city as a setting / scene and as consumer good - ILLUSTRATIVE EXAMPLES.
4. **PERIPHERALIZATION and NEO-COLONIALISM:** Forms of neocolonial expression - new exercises of power and new formats for the Center-periphery relationship - the power of minorities - the neo - narratives in the city's government - the emergence of citizenship and the *re-semanticization* of public - social spaces, territorial thresholds and new frontiers - ILLUSTRATIVE EXAMPLES.
5. **CONSUMPTION, GLOBALISATION and HERITAGE:** to win or convince? - the reality of "copy" - the territorial identity in the world market and global tourism - shopping centers and popular markets - city as consumer good - historical centers and "histrionic centers" - ILLUSTRATIVE EXAMPLES.

6. **CITY MARKETING, HERITAGE and BRAND OF PLACE:** Territorial impacts of public policy in urban heritage environments - "Edition of the place" for its international promotion - local impacts of the global social and tourist imaginaries - the privatization of public and private use of collective goods - the place brand: an advantage or a sentence? - ILLUSTRATIVE EXAMPLES.
7. **TICs and SENSE OF PLACE:** social networking and new public spaces - the control and management of the opinion - information and knowledge - who rules who? - to live in the network and "to live tangled" - powers, counter - power and neo - powers - ILLUSTRATIVE EXAMPLES.
8. **CULTURAL LANDSCAPE, CITY IMAGE and HERITAGE CONSERVATION:** Territorial impacts of urban renewal - lifestyles and cultural transformations - social costs and environmental impacts - threats and opportunities from globalization - construction or local destruction of sense - ILLUSTRATIVE EXAMPLES.
9. **TERRITORIALISATIONS, DE-TERRITORIALISATIONS AND RE - TERRITORIALISATIONS:** interventions in heritage environments - territorial balances and territorial imbalances - predation or exploitation? -Text, context and pretext in the treatment of the heritage - illustrative examples
10. **ARCHITECTURE OF PLACE:** formal and informal city - new forms of socio-spatial appropriation - the territorial construction of landscape - on the track in the stone - new uses for old buildings - the architectural materiality - languages and gestures - conservation and restoration - mimesis and contrasts - the multiple senses of the socio-spatial appropriation - the (re) construction of meaning - illustrative examples.
11. **URBAN OPERATIONS AND FINANCIAL NEO-REALISM:** ¿Who's the city? ¿How public are the public policies of urban renewal? Resistances, insistences and persistence on the common space of the city - gentrification - ¿is it possible to renew without displace? : alternative schemes - public policy and private profit - participation in the construction of city - planning participatory and territorial co-management - "public - private partnerships" - ILLUSTRATIVE EXAMPLES.
12. **MODERN URBANISM and CONTEMPORARY URBAN PLANNING:** New ways of thinking the city from heritage perspective - ¿by changing "old lamps" for "new lamps"? the social construction of the habitat – new challenges for the housing - compact city, scattered city and diffuse city - the challenge of multiculturalism - conflict and coexistence - ILLUSTRATIVE EXAMPLES.

Academic objective of the Colloquium: Carry out a fifth international meeting of the RIGPAC, in order to discuss on the issue of TERRITORIAL IDENTITY:

The situation of the TERRITORIAL IDENTITY in the global world, forms of resistance of this identity to the homogenizing process that globalization apparently presents, policies that discourage or encourage it, the impacts that globalization brings with itself on it.

Threats and opportunities that globalization presents today and the possible ways to empower cultural, material and immaterial heritage as clear scenario to validate, renew it and project it

Methodology: in the mornings will be held a series of cross-cutting keynotes to the interests of the themes posed provocatively, for making evenings debates with participants derived from his personal position front the thematic axes through the papers were registered.

TIMETABLE:

1st Stage: October 18th - November 30th, 2017. Call for the presentation of thematic symposium proposals within the 12 established themes.

The symposia will be registered according to the themes established by the congress

The symposiums should be coordinated by scholars from different institutions (preferably Ph.D or doctoral candidates).

Content concerning the proposals:

- Title of the symposium.
- Thematic line of the congress in which you register.
- Name, institutional affiliation and coordinators' abbreviated curriculum (50 words).
- Summary with a maximum of 250 words
- Email of the coordinators to receive future proposals.

Email for sending the proposals: congresso.rigpac@unilasalle.edu.br

2nd Stage: December 15th, 2017 to March 31th, 2018. Call for evaluated and approved proposals concerning the papers for the thematic Symposia by the scientific committee and congress organization.

Content of proposals (they must be presented in one of the conference's languages: Portuguese, Spanish and English):

- Title of the communication.
- Thematic symposium in which you register.
- Author's/Authors' Full name and personal data, institution to which they belong (n) and abbreviated curriculum (50 words) indicating area of interest and expertise.
- Author's/Authors' Electronic mail
- Summary: 250 words
- 5 keywords

The proposals will be sent to each coordinator's email Box according to the respective Thematic Symposia, He/She will make the reception and evaluation of the proposals.

3rd Stage: April 1st - April 15th, 2018. Results of accepted papers, sending of letters of acceptance and publication of definitive panels regarding the thematic symposia.

- Since the proposals are evaluated and approved by the coordinators of each thematic symposium, they will have to inform the Congress organization about the final number of participants in each commission to the following address:

congresso.rigpac@unilasalle.edu.br

For a thematic symposium to be maintained, it must contain at least 10 participants and a maximum of 25. If members are missing or exceeded, they will be relocated to other symposia on upcoming topics

4th Stage: April 15th May 31st. Payment for the registration with the right to publish in the Annals of the Congress

- Registration for Brazilians: R\$ 250 (two hundred and fifty reais).
- Registration for foreigners: US\$ 80 (eighty american dollars).
- As of June 1st 2018, the value for registration will be 350 reais (for Brazilians) and 120 US dollars (for foreigners).

- In communications with several authors, it is mandatory that at least the person who will present the paper should be registered. If two or more persons present the communication, then they must register to the corresponding commission.
- The registration does not cover the management of expenses like travel and subsistence generated by the attendance in the congress.
- Through the Portal of the Congress, the payment method will be indicated and information will be given on accommodation with special rates in the city of Canoas and Porto Alegre.

5th Stage: June 1st - July 10th, 2018. Sending of complete communications according to the following rules:

- a. Title of the communication. (Portuguese, Spanish and English)
- b. Summary: maximum 150 words (in the mother language as well as in Spanish and English).
- c. Page configuration: size: letter; Microsoft Word "normal margin".
- d. Text format: Arial letter n ° 12, line spacing 1,5, only justified alignment, pages numbered at the lower right end.
- e. Format and type of photo: Arial letter n ° 10, single line spacing, only → tradução incerta..
- f. Images: maximum 10 images, individually sent in TIF or JPG format with 300 dpi resolution.
- g. Bibliography: APA standards
- h. Extension: maximum 20 pages, including bibliography, pictures and photographs.
- i. Sending: in Word format to the emails of the Symposium coordinators.
- j. If you do not receive the acknowledgment of your communication within four days, please write: congresso.rigpac@unilasalle.edu.br
- k. The author or authors must attach a letter of authorization for its publication, committing to hold the rights session for the publication and to make the editorial adaptations required in proper time.

The complete papers that are not sent within the stipulated period and in accordance with the established norms, will not be published.

IMPORTANT DATES

Presentation of thematic Symposia. 18th October 2017 – 30th November 2017

Presentation of communications: 15th December 2017 – 31st March 2018

Communication concerning the acceptance of communication proposals:
1st April 2018 – 15th April 2018

Enrollment of participants linked with the right for publication in the Annals of the Congress: 15th April 2018 – 31st May 2018 (lower cost)

Sending of written communications (publishing in in the Annals of the Event):
1st June 2018 - 10th July 2018.

5° Colloquium RIGPAC (Event): 12th – 14th September 2018.

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Registered/Assigned Institutions to RIGPAC (119)

Argentina

Consejo Nacional de Investigaciones Científicas y Técnicas (CONICET)
 Ministerio de Economía y Finanzas Públicas de la Nación
 Universidad de Buenos Aires
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 Universidad Pablo de Olavide
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Japan

Japanese Association for the Conservation of Architectural Monuments
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Comune di Pienza
 Fondazione Romualdo Del Bianco - Life Beyond Tourism
 ICCROM
 ICOMOS Italia
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Peru

Escuela Superior autónoma de Bellas Artes Lima
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