



Narratives and Place Experience(s): Basis for a Landscape Museum

'Landscape is a heritage that concerns everyone.'

Economic development, efficient sustainability and an inclusive social and territorial growth require a cultural transformation based on knowledge, innovation and a reinforced articulation of synergies.

The project proposes the creation of a culturally mediated digital platform between landscape and the people of a specific territory. The project is practice-oriented, flexible, open and "alive" in its very essence as it results from the interaction over time of natural and human factors that shape our landscape.

- How to construct and mediate a museum that works with a diffuse, ubiquitous, immaterial or intangible heritage?
- How to mediate a museum which has no collection or building of its own?
- How to mediate a museum that works with multidisciplinary contents, with innumerable fields of perception and cultural approaches?
- How to mediate a museum that aims to be a nationwide project gathering its contents from local contributors?

A landscape contains in itself a complex web of narratives created by the different actors of its territory. These narratives, or these different landscapes, live together in a more or less harmonious way depending on focal articulation levels or territorial tensions not only with regard to environmental issues, but also with regard to economic, social and cultural dimensions.

A Healthy landscape should be understood as something alive and balanced with regard to the interaction between Man and Nature, globally evolving in a positive and sustainable way. By contrast, a sick landscape is one that is doomed to become inert/lifeless, either by neglect or exhaustion as a result of an intensive use or neglect.

The perception of the value of each of these "layers" of landscape by all its agents is an essential condition for the construction of a sustainable whole and a cohesive/ cooperating community. With a view to promoting sustainable landscapes, the project "Narratives and Place Experience(s): Basis for a Museum Landscape" proposes to open up a dialogue on landscape (understood as a material place or space of cultural activity and expression) among the various actors of a territory through a museological digital-oriented platform. The creation of this mediation platform will, in turn, lead to the settlement /foundation of a "laboratory" for the design of a prototype of a future landscape museum.

From the point of view of an intelligent strategy, scientific production, the use of new technologies and economic development are interrelated aspects that call for coordinated intervention practices.

On the one hand, the research will pave the way to the creation of monitoring tools and will support landscape's sustainable management. On the other, the knowledge generated by the project will contribute to increasing literacy rates among the population, which is crucial to the 'lived ideology' of contemporary societies.

Spanning across very distinct publics, the associative knowledge generated by the Landscape Museum contains a huge added-value which will be fundamental not only to the acquisition of a collective social awareness, but also to the enhancement of desirable healthy landscapes.

Obviously the new information and communication technologies play a decisive role in this project considering both the artistic and cultural solution provided by the Landscape Museum to empower territories and the germane process of knowledge dissemination.

The project "Narratives and Place Experience(s): Basis for a Landscape Museum" offers its contribution in several priority societal challenges:

- *the creation of monitoring tools to deal with the diversity of national landscapes as well as sustainable management support tools to deal with natural resources, water, biodiversity and ecosystems (5 societal challenge, action line 5.2.);*
- *the creation of a collective awareness that enables the existence of a dynamic and sustainable cultural heritage in response to climate change (5 societal challenge, action line 5.6.);*
- *promoting reflective societies, strengthening identity links, integration, interaction and cultural flows, in order to develop an inclusive society (6 societal challenge, action line 6.3.).*

The project "Narratives and Place Experience(s): Basis for a Landscape Museum" entails innovative challenges at the level of the curatorship of museological content on digital platforms alongside with a participatory 'architecture' oriented towards collective intelligence creative processes and emotional memories triggered by landscapes.

This project seeks to sensitize the community to a culture of participation and creativity that boosts the involvement of multiple stakeholders with landscapes and the multifarious narratives that highlight them, bestowing upon them a vibration that is immaterial, sensory and imaginary even though they are based on the material dimension of the territory.

The future Landscape Museum aims to develop a diffuse, dynamic and participatory museology. It seeks to establish itself as a lived heritage archive under constant renewal and expansion, increasingly embracing multiple landscape segments.

So putting information and communication technologies at the service of innovation, territorial empowerment, cultural and social sustainability requires the engagement of different actors in the territory. Their innovative and creative potential will be a key element to read and interpret natural landscapes, landscapes created intentionally by humankind or organically evolved landscapes.

The diversity of actors in the territory and of the readers of landscape is one of the major assets of this project and also one of its greatest challenges.

The future Landscape Museum aims to combine gazes and narratives of a heterogeneous community: experts' accounts but also non-specialized inhabitants' accounts, that is, accounts produced by people that experience and interact with particular landscapes daily or regularly either for reasons of labour, commuting, or for fun and leisure, also contributing to shape landscapes through their actions and gestures. Creating such a digital, culturally driven and socially inclusive platform has got a huge potential for territorial development and cohesiveness.

There is thus clearly a relevant dimension of experimentation and innovation in the project "Narratives and Place Experience(s): Basis for a Landscape Museum". The design of the digital platform and the content curation will be dialogically engaged with a variety of agents: the academic community, professional experts, consultants and the inhabitants of landscapes.

This process will involve a close relationship between knowledge production, information gathering, and the ensuing process of knowledge/information transfer to appealing online media content available to the wider public, further application and testing.

This project will have the collaboration of several community stakeholders, local councils and local development associations. It engages a large group of lecturers and students from several Polytechnic Institutes and counts also on partnerships with an environmental consulting enterprise, as well as the consultancy provided by Piet Kommers (professor of UNESCO Learning Technologies, Lourenço Egreja (Curator of Carpe Diem Art and Research) and a network of international and national experts from various disciplinary fields, holding different views on landscape and museology.

To develop a digital, participatory museological driven platform (a digital prototype) the main objectives are:

- *to disseminate the memory and experience of place(s), with a view to designing an artistic and cultural solution to empower territories and their identities;*
- *to enhance the value and preservation of landscape through a process of gathering local people's landscape narratives; -to provide clues on how to construct and foster a 'landscape culture' by means of narrating and mediating local people's and tourists' gazes and experiences;*
- *to design pedagogical and participatory solutions, namely at the level of landscape heritage, one of our major national assets, that can productively and sustainably respond to societal challenges faced by the Portuguese territory;*
- *boosting proximity liaisons between academic and non-academic communities (lecturers- students- local people - tourists) through the dissemination of interactive e-contents;*
- *to raise local communities' awareness about the value of their landscapes from a sustainable perspective; empowering them and making them producers of knowledge by means of storytelling/ experience sharing so as to contribute to the improvement of their knowledge about the region where they live and the richness stemming from its sustainability as a whole.*



KEYWORDS:
LANDSCAPE
COMMUNITY
CULTURE
VIRTUAL MUSEUM
DIGITAL MEDIA

Land- scape Museum

