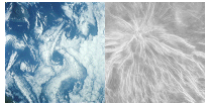


Palmer/Rae Associates

CULTURAL MAPPING

Robert Palmer

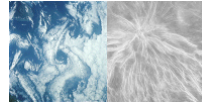


?

CULTURE

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CULTURE

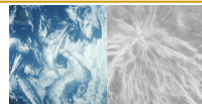


- material dimension

- non-material dimension

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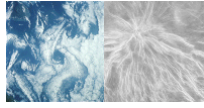
CULTURE



- *“The sum of activities, resources (tools, infrastructure, artefacts) and processes involved in the whole ‘cycle’ of creation, making, dissemination, exhibition/reception, archiving/preservation, and education/understanding/participation relating to cultural products and services.”*

(U.K.)

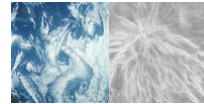
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The value of culture cannot be expressed
only with statistics

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ASSETS



■ Tangible:

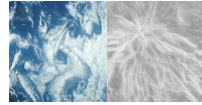
- facilities
- events
- organisations
- people

■ Intangible:

- memories
- attitudes
- values

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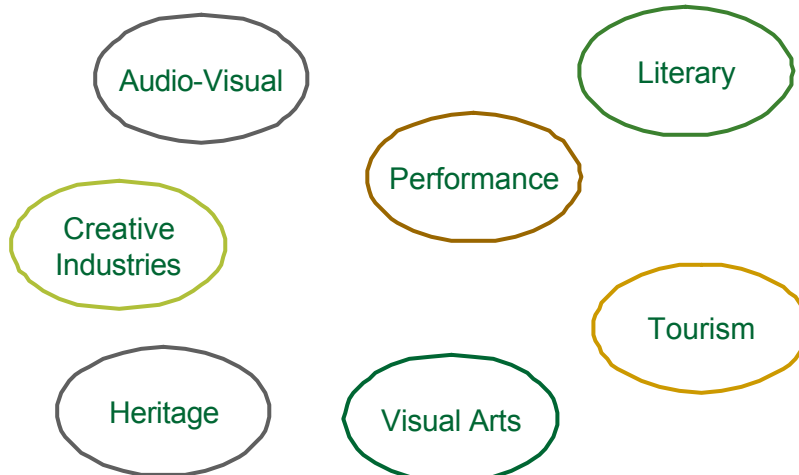
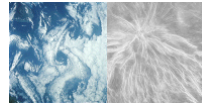
CONNECTIONS



- Relationships
- Flows
- Cycles
- Chains

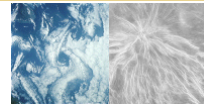
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DOMAINS



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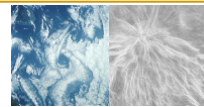
?



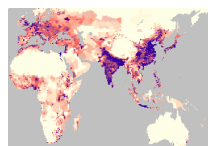
MAPPING

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MAPS



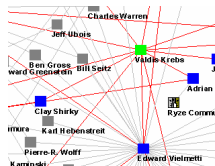
places



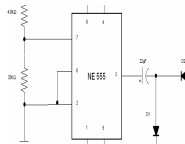
demographics



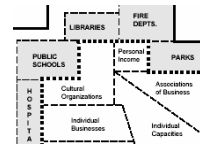
people



relationships



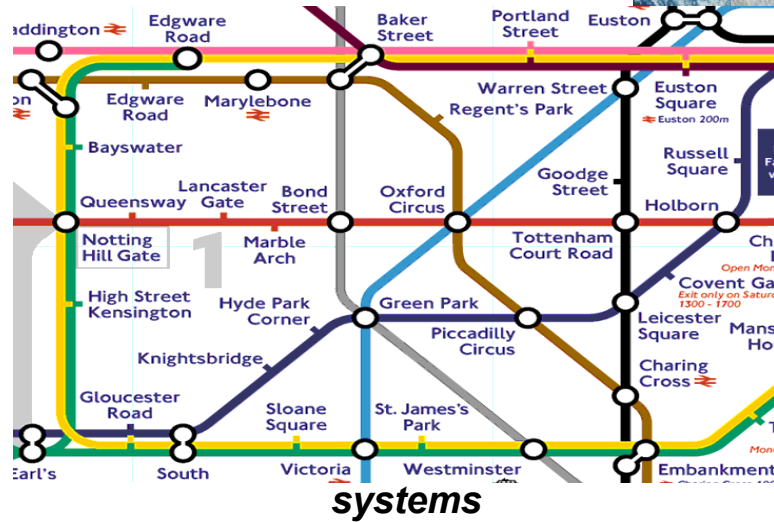
energy flows



assets

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MAP



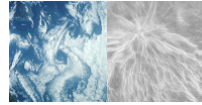
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WHY?

- Develop a robust and reliable evidence – base on which to develop policies
- Develop a process of shared analysis, problem-solving and policy making

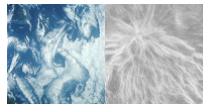
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PROBLEMS



- No shared systems, definitions, methodologies
- Complex, fragmented and fluid nature of sector
- Lack of knowledge and expertise

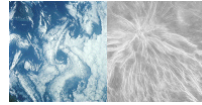
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- *“The objective of cultural mapping is to help communities better appreciate and understand what and who exists and how the cultural assets of a community can be expanded and better utilised to contribute to development”*

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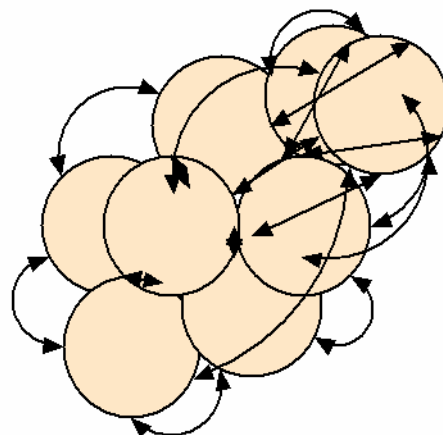
WHAT TO MAP?



- **Context**
 - **Assets**
 - **Relationships**
 - **Obstacles**
 - **Potential**

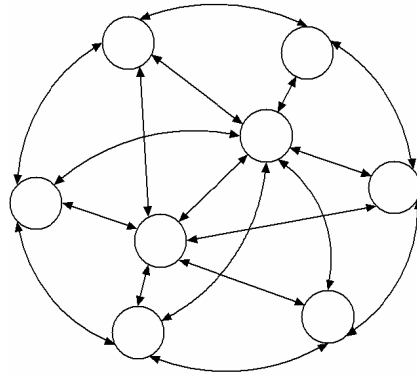
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LINKING ELEMENTS TOGETHER



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TAKING ELEMENTS APART

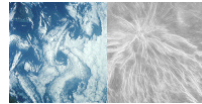


- identify the architecture
- understand the dynamics of connections
- recognise the roles and linkages

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MAPPING

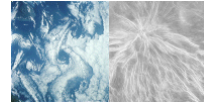
1/2



- more than gathering data
- multi-dimensional
- quantitative and qualitative

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MAPPING

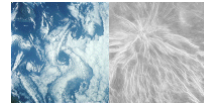


2/2

- a process of development
 - appreciative inquiry
 - constructing shared meaning and vision of change
 - locating the energy for change
 - legitimising and valuing strength
 - reducing dependency on outside agents
 - stimulating collaborative group capacity building
 - optimizing networking
 - broadening local leadership
 - identifying a common vocabulary

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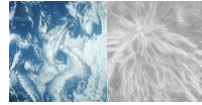
MOVING



- | | |
|-------------------|--------------------|
| ■ <u>From</u> | ■ <u>To</u> |
| □ passivity | □ activity |
| □ discord | □ dialogue |
| □ individual | □ group |
| □ problem-focused | □ capacity-focused |
| □ fragments | □ systems |

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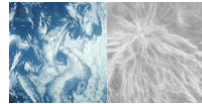
CULTURAL MAPPING METHODOLOGY



- simple
- robust and credible
- practical use
- enable collective management and decision making
- shared leadership
- use cultural and non-cultural interests
- regional focus (respecting local and national contexts)

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PURPOSES of DATA FRAMEWORKS



**performance
and impact**

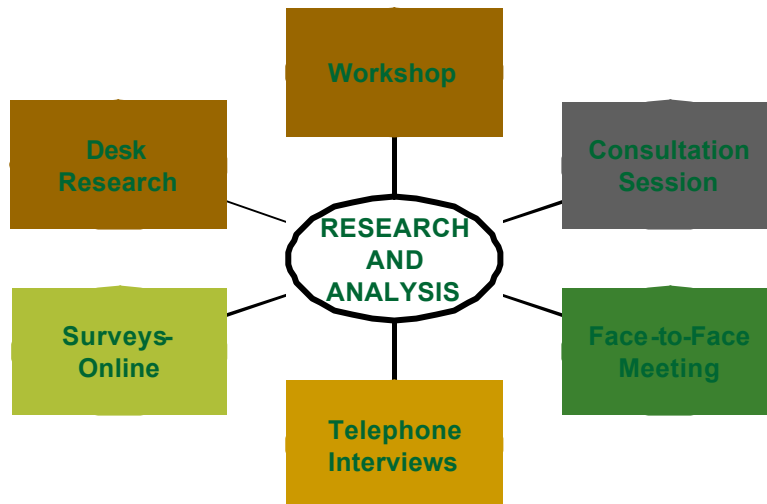
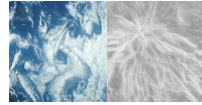
**operational
effectiveness
and cohesion**

**economic
significance
and potential**

**market value
and
development**

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METHODS



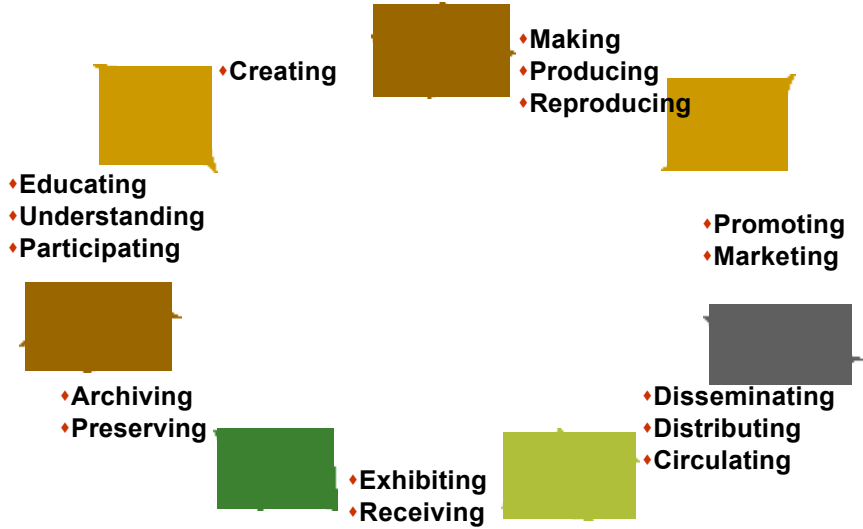
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METHODOLOGIES and TOOLS

- A B C D
- S C A T
- S N A
- V P C A

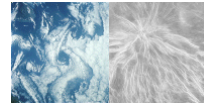
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CULTURAL CYCLE ANALYSIS



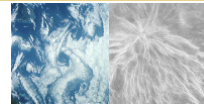
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EXAMPLE: BOOKS



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COMMON INSIGHTS



[+]

- assets
- resources
- commonalities
- big picture
- collective agendas
- understanding differences
- new vocabulary
- self-mobilisation
- new leaders

[-]

- deficiencies
- weak linkages
- inequalities
- fragmentation
- power struggles
- value differences
- inadequate resources
- overwhelmed
- prioritisation

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INTERNATIONAL TRENDS

1/2

- Connecting different agendas: Cultural social, environmental...
- Networks
- New patterns of cultural consumption
- Culture and Technology
- Information transfer and process ('flows')

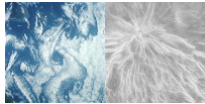
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INTERNATIONAL TRENDS

2/2

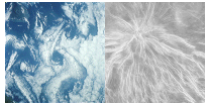
- Dialogue and reflection
- Evolutionary decision-making systems
- Sophisticated performance monitoring and measurement
- Sustainability
- Capacity building
- New development entities

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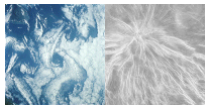
Be integrated and holistic

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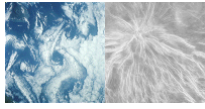
Think about the whole system

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Build partnerships

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“The whole is greater than the sum of its parts”

Aristotle

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