THE SPECTACLE OF HERITAGE
Call for Papers

Eleventh International Conference of Young Heritage Researchers

Universidade Estadual de Campinas (UNICAMP, Brazil)
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CHAIRE de recherche du Canada en patrimoine urbain
ESG UQÀM

UNICAMP

PARVI
Groupe interuniversitaire de recherche sur les paysages de la représentation, la ville et les identités urbaines

The Eleventh International Conference of Young Heritage Researchers will focus on the spectacularization of urban heritage. Twenty-five years ago, the sociologist David Harvey (1989) predicted a growing spectacularization of urban space that would accompany the rapid transformation of the modes of representation in Western society and in its areas of cultural influence. His thesis, which is proving more relevant by the day, asserts that there is increasing competition around the production of images making up the daily experience of individuals in neoliberal cities. In the vast forest of signs produced and consumed in urban environments, only the most striking artefacts have any chance of getting our attention. In this regard, any cultural production promoted under the reign of vision must become a form of spectacle – structured by way of outwardness –, thus confirming Guy Debord's speculations (1967) on the society of spectacle and Baudrillard's thesis (1995) on the "disappearance of the real".

The fate of heritage in this mad rush for media attention is marked by the fact that its already being deemed on the basis that it could likely disappear. It is therefore legitimate to wonder how these heritage components will manage to emerge from the flux of "spectacular" events if they are already suffering from a certain interest deficit. Above and beyond the fear of loss, other heritage projects define desires for legitimization, revealed through a focus on practices and objects that have long been recognized and institutionalized, as well as on places of life and conflicted memory, where horror, tragedy, misery or death are turned into spectacle. In this context, is heritage *representation* superseding heritage *content*? Such are the key processes and issues concerning heritage that we would like to assess in this conference.

The 2015 edition of the International Conference of Young Heritage Researchers will take place in Brazil. The country is renowned for its urban heritage which includes no fewer than seven historic centres registered on the UNESCO World Heritage List. In this respect, the built landscapes that serve as the image of Brazil on an international scale epitomize the sometimes difficult cohabitation between "spectacularized" heritage representations and local community symbols that inform certain urban sites, like Brasilia for instance, an icon of modern heritage. Mega-events such as the FIFA World Cup or the Olympic Games are also part and parcel of this "spectacular" dynamic. A web of heritage-linked images is wrapped around these global events and masks, not without irony, the bulldozer work flattening entire neighbourhoods across the country. At the level of local practices, the heritagization of spaces of repression from the dictatorship era or of Rio de Janeiro's *favelas* also provides a leg up in the heritage spectacularization game through an attempt to focus attention on controversial heritage.

For the Eleventh International Conference, we invite young researchers from all disciplines and countries to submit proposals for papers based on case studies enabling discussions on the spectacle of heritage, observed in built landscapes and public spaces at micro, meso and macro social levels. The conference is designed to provide an opportunity for exchange, reflection and interrogation on the role of image in heritage dissemination and also on the various ways to create, produce and adapt heritage so as to make it captivating, attractive, and desirable. We propose to examine the challenges and the ethical, economic, political, cultural and social issues of the spectacularization of heritage, primarily, but not exclusively, from four overriding perspectives:

1) Mega-events and heritage: Jump on the bandwagon or avoid it?
2) Promoting heritage in the media sphere
3) The spectacle of inequality and conflicting memory: Is an image really worth a thousand words?
4) Place of worship or worship of place

Every year since 2005, the International Conferences of Young Heritage Researchers have invited young scholars to present their research on various aspects of heritagization, initially in Quebec and in Europe, under the scientific supervision of the Canada Research Chair on Urban Heritage (Dr. Luc Noppen and Dr. Lucie K. Morisset, Professor, School of Management, Université du Québec à Montréal) and PARVI (Interuniversity Research Group Concerning Landscape Representation, the City and Urban Identities).

For its eleventh edition, the Conference will cross the equator for the very first time. It will be organized in conjunction with the Programa de Pós-Graduação em História do Instituto de Filosofia e Ciências Humanas (postgraduate program in History of the Institute of Philosophy and the Humanities of the State University of Campinas, or UNICAMP), under the scientific direction of Professor Cristina Meneguello, Dr. Jessica Roda (Canada Research Chair on Urban Heritage of Université du Québec à Montréal) and Dr. Guillaume Ethier (McGill Institute for the Study of Canada).

The deadline for submitting proposals is **March 16, 2015**. Please send the title of your proposal, a summary of no more than 500 words (for a 20-minute presentation), and a short biographical note to the following email address: **crcpatrimoineurbain@gmail.com**. **Proposals may be submitted in French, English, or Portuguese, but papers must be delivered in ENGLISH or PORTUGUESE.** Proposals will be evaluated by a scientific committee based on their relevance to the conference theme and their originality. Travel expenses may be partially subsidized, subject to budgetary restrictions. After scientific evaluation, the best articles from the Eleventh International Conference of Young Heritage Researchers will be published in the form of an anthology.