



Fig. 1. A post-modern bridge in Madrid, scenario for the video on 'Postmodernity in art'. Image by Líneas Cruzadas.

MY FAVOURITE WAY OF PRESERVING HERITAGE: GETTING PEOPLE INVOLVED

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The editors of e-Dialogos asked us to write a paper about our favourite piece of heritage and we were quite surprised: How a cultural association focused on Contemporary Art could accept the challenge?

So we decided to go a bit further.

Our association was set up to promote education, respect and enjoyment of Culture, particularly Contemporary Culture. And this is not an easy task. Nowadays it is widely believed that “old things” are valuable, such as monuments, paintings, archaeological sites, etc., and that society must respect and even preserve them. General public appreciates, without hesitation, the importance of the Parthenon or the Prado Museum. However, things get more complex when we face Urban Art or Conceptualism.

Following these ideas we designed a project named Glosario¹ (“glossary”), based on the creation of an audio-visual dictionary of terms of contemporary culture. For this purpose, we invited several art historians, cultural managers and artists to talk about art terms, such as “Fanzine” or “Hiperrealism”, to Biologists, Therapists or Engineers. One video, one concept and one conversation, with two very different

kinds of participants. It was vital for us to include people not related to the cultural field, so as to provide a non-academic approach to these topics.

We aimed to make different elements of contemporary culture understandable, by just recording a simple conversation of two people in a public space, not in the closed cube of an academic institution such as a gallery or a museum. We wanted all these people to have a direct approach to modern art, which is so close by, but at the same time so far too, as it is accepted and valued just like the ancient works of art. Our intention somehow was to help changing the vision and sensitivity of the people a little and to bring them closer to the world of art and modern heritage, thus becoming an essential part of this project.

People would discover contemporary art and learn how to value ancient and contemporary heritage, tangible and intangible, as well as long-lasting and ephemeral creations. We believe that only by being appreciated, will heritage be respected and preserved. So, our favourite way of preserving heritage (antique or modern) is by getting people involved in the projects, as we did in Glosario, and as Diadrisis also does in their heritage projects, in a different way.

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¹ The Glosario project is available at https://www.youtube.com/playlist?list=PLmpSI3H5RCzF-a4YYLuTo_pYx3s4moh-R



Fig. 17. Líneas Cruzadas' team recording the video on 'Art installation'. Image by Líneas Cruzadas.

It was our aim to link this idea to a phrase we read in an article by Salvador Muñoz Viñas (e-Dialogos n. 3), “the notion of heritage is changing”. We firmly believe that, society must be increasingly prepared to understand and appreciate all versions of heritage

and new artistic creations, thus definitely contributing to the enhancement and preservation of these works through to the future.

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