

# HOMEE

**Heritage Opportunities/threats  
within Mega-Events in Europe:**  
Changing environments, new challenges and possible solutions for  
preservation in mega-events embedded in heritage-rich European cities

## **Discussing the Opportunities and Threats of Organising Mega-Events in Historic Cities**

**September 19, 2019**

**International Cultural Centre, Kraków**

**Panoramic Room (5<sup>th</sup> Floor)**

**Event organised with the 5<sup>th</sup> Heritage Forum of Central Europe: Heritage and Environment**



5th Heritage Forum  
of Central Europe  
**HERITAGE  
AND ENVIRONMENT**



**19–20 September 2019**  
International Cultural Centre  
Kraków, Poland

## Discussing the Opportunities and Threats of Organising Mega-Events in Historic Cities Working Programme

14:00 – 14:40 **Mega-events, heritage and the city: reflections on Matera European Capital of Culture 2019. Keynote speech by prof. Franco Bianchini**

The presentation will discuss the case of Matera European Capital of Culture (ECoC) 2019 within the framework of a wider European research project on opportunities for/threats to heritage within cultural mega-events. Mega-events can help foster participation in heritage-related activities, public engagement, debate and learning. They can also facilitate the recognition and protection of heritage resources. Conversely, unbalanced mega-events planning can lead to overtourism, commodification and physical damage to heritage and environmental assets. The presentation will provide a context for the case of Matera ECoC 2019, including a brief discussion of the ancient city centre districts known as 'Sassi' ('Stones'), which obtained UNESCO World Heritage status in 1993. The concluding sections will consider urban transformations in Matera which are directly related to the 2019 ECoC. These include the risk of "touristification" and gentrification, as well as the unsatisfactory co-operation between local and regional institutions and the weakness of post-ECoC 2019 legacy plans.

**Franco Bianchini** is Professor of Cultural Policy and Planning and Director of the Culture, Place and Policy Institute at the University of Hull, UK. He is part of a team in charge of the evaluation of the impacts and processes of Hull UK City of Culture 2017. He is an author of numerous publications, including *Focus on Festivals* (co-edited with C. Newbold, C. Maughan and J. Jordan, Goodfellow, 2015), *Urban Mindscapes of Europe* (co-edited by G. Weiss-Sussex, Rodopi, 2006), *Planning for the Intercultural City* (with J. Bloomfield, Comedia, 2004), *The Creative City* (with Ch. Landry, Demos, 1995) and *Cultural Policy and Urban Regeneration: the West European Experience* (co-editor, with M. Parkinson, Manchester University Press, 1993).

14:45 – 16:05 **Cities and Their Mega-Event Experience. Presentation of the key finding of the case studies**

- **European Capital of Culture Genoa 2004** – Politecnico di Milano
- **EXPO Milan 2015** – Politecnico di Milano
- **European Capital of Culture Wrocław 2016** – International Cultural Centre
- **European Capital of Culture Pafos 2017** – Neapolis University Pafos
- **UK City of Culture Hull 2017** – University of Hull

Q&A

16:05-16:30 Coffee break

16:30 – 18:25 **Mega-Events as Opportunities and Threats for Historic Cities.**  
**Round table discussion on mega-events experience and recommendations for future mega-event hosting cities.**

Participants: HOMEE partners, HOMEE associated partners, invited experts



Financed from the funds of the Minister of Culture and National Heritage within the JPICH Heritage in Changing Environments Programme – support for research on cultural heritage, as part of the Joint Programming Initiative on Cultural Heritage (JPI CH)

**Ministry of  
Culture  
and National  
Heritage.**



# HOMEE

## Heritage Opportunities/threats within Mega-Events in Europe:

Changing environments, new challenges and possible solutions for preservation in mega-events embedded in heritage-rich European cities

In the past, many cities used mega-events to support their investment plans, develop tourism, or improve their competitiveness. Until recently, the focus was put primarily on creating new infrastructure for sports or culture where such events could take place. At present, organisers of mega-events prefer using already existing objects, revitalising them or adopting them for new purposes. For historic heritage-rich cities this change (triggered both by cuts in city budgets as well as by a slower pace of urban expansion) represents an opportunity for development but also poses a threat to their cultural heritage.

The objective of HOMEE project, organised in an international partnership, is to better understand the relationship between mega-events and cultural heritage protection policy, as well as the impact of mega-events on heritage-rich cities. This objective is to be achieved through a broad literature review and analyses of case studies. Analyses and Living Labs workshops, conducted during the ECOC 2019 in Matera, will serve as a basis for developing the HOMEE Charter – a document offering innovative recommendations and planning tools, promoting a more sensitive approach to heritage in organising initiatives and mega-events. This document will also improve the awareness of those who make decisions in matters of cultural heritage and mega-events on a local, national, and international level so that they clearly identify opportunities and threats stemming from planning and implementing mega-events and are more skilled in tackling these problems in the context of historic cities.

Project duration: 1 October 2018 – 30 September 2021

#### Partners:

- Politecnico di Milano – Department of Architecture and Urban Studies, Italy (coordinator)
- University of Hull – Culture, Place and Policy Institute, Great Britain
- Neapolis University Pafos – Department of Architecture, Land and Environmental Science, Cyprus
- The International Cultural Centre, Kraków, Poland

#### Associate partners:

University Network of the European Capitals of Culture (UNeECC), European Network on Cultural Management and Policy (ENCATC), Italian Ministry of Cultural Heritage and Activities and Tourism (MiBACT), Heritage Lottery Fund (HLF), National Heritage Institute, Kaunas European Capital of Culture, Matera Basilicata 2019 Foundation Matera, University of Basilicata Matera, Pafos District, Pafos 2017, Culture Zone Wrocław, City of Milan, Krakow Festival Office, Robert Palmer Consultants, Moscow National Research University Higher School of Economics, Cracow University of Economics.



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