Culture Heritage in the 21st Century: A New Paradigm for Collaboration

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Cultural Heritage

- Cultural heritage is the legacy of physical artifacts and intangible attributes of a group or society which is considered worthy of preservation for the future.

- Importance of cultural heritage was recognised relatively recently.
  - General Conference of UNESCO adopted the Convention Concerning the Protection of World Cultural and Natural Heritage in 1972.

- By 2006, there are 830 World Heritage Sites: 644 cultural, 162 natural, and 24 mixed properties in 138 countries.

- Intangible cultural heritage is more difficult to preserve than physical objects
Rise of Culture Institutions

Culture Institutions often include Museums, Libraries, Theatres and Symphony Orchestras
  - Most of them were founded in the end of 19th and the beginning of 20th Century

Impact of Industrial Revolution in late 19th Century
  - Older lifestyles were abandoned, practices outdated
  - But, people need to find the certainty from culture continuity

Popular movements in religion, politics and education for the masses
  - Grass-root activities to change for a better life for the poor people required discipline, hard work, reading and education
Rise of Culture Institutions

- Wealthy, influential people and industrialists feared some kind of revolution would happen
  - Culture institutions as a common non-political arena for the wealthy class and the workers (political background behind)
- The famous Andrew Carnegie who donated money to build 1,412 library buildings, stated: "I want to make people prudent evolutionists instead of violent revolutionaries; they should build with diligence instead of tearing down."
- Culture institutions are being challenged by Internet and Digital Technologies
Cultural Policy

- "Kultur - German concept for the benefits of civilisation to be imposed on all others"
  - Ministry of Culture was almost synonymous to Ministry of Propaganda
- Until 1970, the Venice conference started and structured the discussion on the “New Cultural Policy”
- Background then:
  - Steady economic growth, poverty disappearing, choices of commodities, media, etc
  - Life in modern society is debasing, fragmented and monotonous, it lacks joy, fantasy and creativity. Meaningless mass consumption of commodities and media...
Cultural Policy

- The goal was “Cultural Democracy”
  - Art and culture should be for everyone.
- The four principles from the European Council “In from the Margins” form a framework:
  - Identity, often local communities
  - Participation, active role of the audience
  - Diversity, local and minority culture life
  - Creativity, role of culture in the innovation process
- Cultural Rights
  - The concept may contribute to the promotion of minority rights, inter-culturalism and efforts to combat exclusion, etc.
Challenges for Sustainable Culture Development

- New Culture Policy was rather successful until 90’s
- However, focus on core political issues such as education, health care, social welfare, etc. led to continuous cuts in culture public expenditure
- The emergence of a global market
- Globalisation v.s. Culture Diversity
- Internet and IT revolution may provide opportunities
  - Virtualisation and Digitisation
- Partnership and interaction between the public sector and private corporations such as the building of cultural innovative industry
Culture Heritage in the 21st Century

- It is the result of the development of culture institutions and culture policy in the 20th Century
- It has transformed from largely private holdings into public domain in the past hundred years
- Nevertheless, the rising maintenance cost of culture heritage and challenges for sustainable culture development are the core issues to face in the 21st century
- Better opportunity to solve the preservation difficulties of Intangible Cultural Heritage by Digital Archives programs
How Does Taiwan Stand in Global Culture Landscape?

- Intriguing culture history in Taiwan
  - where the Austronesian people and language were originated in 17th century, Spanish was in the north of Taiwan and Dutch in the south; part of Qing Empire from 1683 to 1895; part of Japan Empire from 1895 to 1945
  - over hundred times higher Bio-diversity density than global average

- Already a networked society: wide adoption of Internet and wireless technologies

- Early recognition of the convergence and functional change of Library, Museum, Archives, etc in the Digital Age

- Cross governmental ministries, integrated approach that may pave the Culture e-Infrastructure for the general public in the future
Impacts of NDAP Phase I: CASE value

- **Cultural Impact**: create a new way to preserve cultural heritage and disseminate knowledge
- **Academic Impact**: create a new environment for innovative research and development
- **Socio-economic Impact**: create win-win opportunities for content holders and digital content industries
- **Educational Impact**: build a knowledge repository for life-long learning and bridge the digital divide
Cultural Impact: Create a new way to preserve cultural heritage and disseminate knowledge

- Stores in museums
- Books in libraries
- Objects in archaeological sites

Digitization → Database

Scholarly Community
Access
Union Catalog
Access
User
From “Humanities” to “Humanities Informatics”

Example: The city was once the sea---Natural and cultural changes of Taijiang Inland Sea during the past 3 hundred years

Source: Fan, I-chun (2006), Enter the Time Tunnel: Integration of GIS and Spatio-temporal Information, presented in the Knowledge Feast Colloquium at Academia Sinica.
Academic Impact: From “Humanities” to “Humanities Informatics” ²

Number of imperial court records about “Lin, Shuangwen and Zhuluo (current called “Chiayi”)” from Qing Dynasty (data from NTU Digital Archives Search System)

Source: Chiung-min Tsai (2006) DARC@NTU.EDU.TW: Digital Archives Resources Center at National Taiwan University
Socio-Economic Impact: Help stimulate business investment in digital contents

- Business models derived from NDAP
  - Value-added products industries (36 companies)
  - Digitization technologies, services and software (106 companies)
  - Commercial image/digital content libraries (31 companies)
  - Content service providers (16 companies)
  - Content integration products (24 companies)
- Some companies adopt different models with different products

Business opportunities and application of digital archives

- 45 industry/academic collaborative projects, and 58 enterprise partners.
- 28 Value-added products and increasing.
- More than 149 companies partner with NDAP.
- Companies participated in New York Licensing International for three years (2005-2007). The total estimated licensing contracts approximately USD 32,000,000.
Educational Impact: Bridge digital divides in Taiwan

- For the general public
More than 200 training courses or workshops have been held, and the estimated number of participants is 10,000.
Educational Impact

- For general public and professionals
  Share “know-hows” of digital archives with professionals

Digitization Workflow Guidebooks of 15 major themes
Educational Impact

For Digital Archives Professionals: Talent cultivation

Offering workshops and training courses to enhance knowledge and skills of digital archive professionals.

Agenda for a two-day workshop

One training course

PC-based implementation
Technology Training and Promotion for Digital Archives of Formosan Aborigines

Formosan Aborigines Human Resource and Data Exchange Platform was built to facilitate communication, cooperation and participation among aborigines working on digital archives.
International Collaboration

Three Missions:

1. Developing multi-lingual contents and demonstrating richness of cultural and biodiversity in Taiwan

2. Building an international community network and collaboration mechanism to share collections about Taiwan which had scattered overseas.

3. Participating actively in international digital collections organizations
International Collaboration

Digital Collections Exchange and Sharing

To exchange and share digital content with California Digital Library

http://www.cdlib.org/
At Tokyo University
Herbarium
Komarov Botanical Institute, Russian Academy of Sciences
Insect Specimens in DEI, Germany
Taiwanese Textile Collection in British Museum
Active Involvement in International Organizations

- Museum Computer Network (MCN) Taiwan Chapter (from 2007)

MCN, founded in 1967, helps information professionals use technology to serve their institutions.

http://www.mcn.edu/

- Asia-Pacific Secretariat Office of Culture Mondo Network (in NDAP’s plan)

Culture Mondo is "an informal network of culture portals from around the world".

http://www.culturemondo.org/2/
NDAP/TELDAP Summary

■ Phase 1: Establishment of Taiwan Digital Archives

■ Phase 2:
  Expand TDA featuring Taiwan’s bio-, socio- and cultural diversities
  Cultivate Cultural, Academic, Socio-economic and Educational values of NDAP
  Partnership among public and private sectors
  International cooperation

■ Integrate digital archives and e-learning programs (2008~)
Concluding Remark

- **NDAP: A Unique Taiwan Experience**
- Collaboration among **content experts** and **information technologists**.
- Address issues of **easy** and **open access**.
- Emphasise education, promotion and industrial partnership.
- Opens up new areas of research in ICT, long-term preservation, bio-diversity, and social informatics, etc
- Long-term governmental commitment (infrastructure) and sustainable management.
- Unprecedented opportunity for the public to understand our culture and history in depth, sometimes, even a different perspective.

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Concluding Remark ²

- The Internet and digital technology enable paradigm shift for the civilization.
- Cross-cultural issues, cross-language issues, cross-media issues, intellectual property rights issues are among the most urgent to address.
- The above issues closed related to Culture Heritage in the 21st century must be scrutinised in the global context
- TELDAP (NDAP) enables interactions and collaborations both within and external to the project
- The result is a Complex system where the Whole is greater than the Sum of parts