

REVISITING CULTURAL HERITAGE:

Novel Approaches,

Innovative Methods, and

Transnational Connections

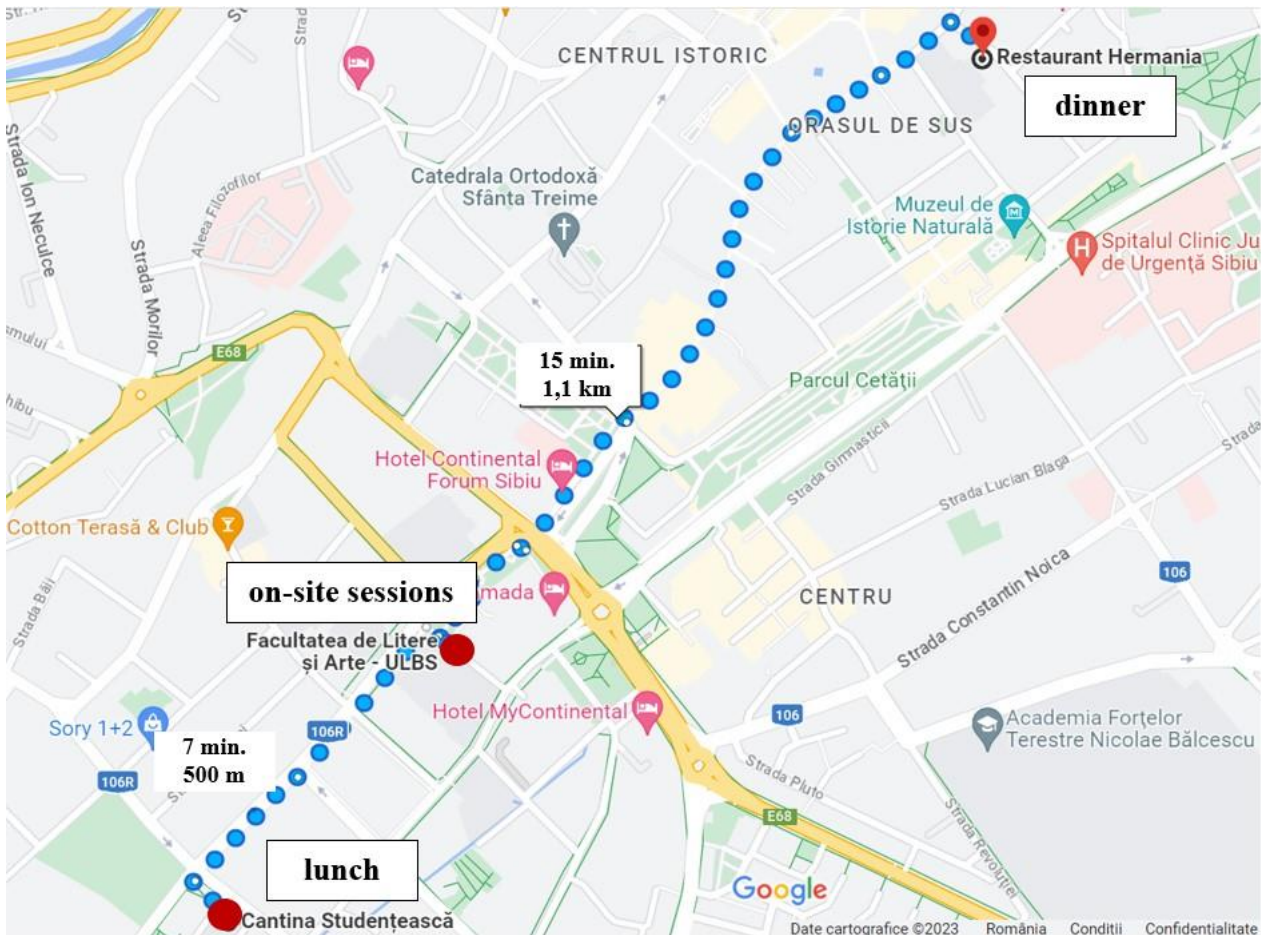
International Conference

Sibiu, Romania | 26–27 October 2023

**CONFERENCE
PROGRAM**

LOCATION AND VENUES

The conference will be organized on-site on the premises of the Lucian Blaga University of Sibiu. The **on-site sessions** will be held at the **Faculty of Letters and Art** located at the 5-7 Victoriei Boulevard, in the proximity of Sibiu's historical center.



Lunch will be served nearby, at the university cafeteria located at the 31 Victoriei Boulevard (on the corner of the Rennes Street). We will enjoy **dinner** at Hermania restaurant, in the historical center (2 Filarmonicii Street).

Near the conference venue location there are numerous cultural attractions including museums and historical buildings, hotels, and other facilities such as cafés, restaurants, and shops.

THURSDAY, 26 OCTOBER 2023**DAY 1****09:00–09:45 REGISTRATION****09:45–10:00 WELCOMING SPEECH** | Aula Avram Iancu**10:00–11:00 KEYNOTE ADDRESS 1** | Aula Avram Iancu**Tuuli Lähdesmäki**, University of Jyväskylä
Politics of Scale in the Making of European Cultural Heritage**11:00–11:15 COFFEE BREAK****11:15–12:45 MUSEUMS AND THE PRESERVATION OF CULTURAL HERITAGE****Chair: Johanna Turunen**, University of Jyväskylä / Room 16**Shikoh Shiraiwa**, University of Helsinki and University of Antwerp
National Museum and Societal Roles: A Case Study in Finland and Japan**Viktorija L. A. Čeginskas and Tuuli Lähdesmäki**, University of Jyväskylä
Heritage Diplomacy: Conceptualizing the Uses of Heritage in International Cultural Relations**Adriana Avram**, ASTRA National Museum Complex
Between Unintentional Whitewashing and Critical Awareness: The Case of World Cultures Heritage in Sibiu, Romania**Georgiana Vlahbei**, The National Museum of the Romanian Peasant
Re-sourcing Cultural Heritage: The “Creative Traditions” Framework**Bogdan Iancu and Theodora Năstasie**, National School of Political Studies and Public Administration / The National Museum of the Romanian Peasant
Incompletely Exorcised. The Afterlife of the Material Culture of Objects Belonging to the Collections of Socialist Museums

11:15–12:45 HERITAGE, CONSUMPTION, AND TOURISM

Chair: Alma Pentescu, Lucian Blaga University of Sibiu / Room 17

Iulian Mitran, Ovidius University of Constanta

Tourism is Not Our Saviour. The Ways in Which Tourism Maintains and Promotes Harmful Misconception in regard to the Folk Culture of Dobrudja

Ana-Cristina Irian, Asociația Omnia Photo

The Practice of Presenting Travel Public Diaporamas (Sound Slideshows) in Communist Romania and their Role in Popularizing Tourist Routes and Landmarks

Simion Valer Cosma, Lucian Blaga University of Sibiu

The Village as Theatre Props and the Faces of Rural Modernity in the Age of Entertainment and Tourism

Mircea Fuciu and Anca Șerban (Sims), Lucian Blaga University of Sibiu
Analysing Cultural Heritage Consumption in Sibiu County

11:15–12:45 ABANDONED HERITAGE

Chair: Andrei Terian, Lucian Blaga University of Sibiu / Aula Avram Iancu

Ștefan Cibian, Laura Visan, Edi Beserman, Oana Lup, and Ruxandra Mocanu, Făgăraș Research Institute / Lucian Blaga University of Sibiu

Exploring the Capacity of Local Communities to Preserve Cultural Heritage: The Case of the Ambulance for Monuments in Romania

Maria D. Pitarch, University of Valencia

Industrial Heritage as a Lever for Local Development. The Case of Sagunt (Spain)

Georgi Georgiev, Central European University, Budapest/Vienna

Abandoned Heritage: Transnational Perspectives on Cold War Technical Infrastructure

Mihai S. Rusu, Lucian Blaga University of Sibiu

Dissonant Heritage: The Memorial Afterlives of Communist Monuments in Postsocialist Romania

Marius Rotar and Corina Rotar, 1 Dec. 1918 University of Alba Iulia
Absent Presences: On the May 4, 2024 - Rugby and Memorialization in Contemporary Romania

12:45–14:30 LUNCH BREAK

14:30–15:30 KEYNOTE ADDRESS 2 | Aula Avram Iancu

Mathieu Viau-Courville, University of Burgundy/Ministry of Higher Education and Research, France
Reframing Expertise and Knowledge in the Museum: New Organizational Structures to Address the Challenges of Contemporary Society

15:30–15:45 COFFEE BREAK

15:45–17:15 MANAGING CULTURAL HERITAGE

Chair: Veronique Parisot, University of Burgundy / Room 16

Ana Bonmati, University of Valencia
Nau Social: An inclusive Approach to University Culture

Tudor Urea, Lucian Blaga University of Sibiu
Research and Valorization of the Archival Documents in the Study of Party and State Bureaucracy at the Local Level in Romania During the Communist Period in Argeş and Vâlcea Counties

Ester Alba Pagán, María Dolores Pitarch Garrido, and Adela Cortijo Talavera, University of Valencia
Models of University Cultural Management: Heritage, Culture, Knowledge Transfer and Territorial Extension

Lavinia Cociubei, Asociația Petrus Italus Trust
Volunteering Culture and the Preservation of Cultural Heritage

Delia Bran, Municipal Museum of Bucharest
Culture without Heritage – Art and Facts without Traces

15:45–17:15 ARCHEOLOGY AND MATERIAL HERITAGE

Chair: Ovio Olaru, Lucian Blaga University of Sibiu / Aula Avram Iancu

Sabin Adrian Luca, Anamaria Tudorie, and Florentin Perianu,
Lucian Blaga University of Sibiu / Brukenthal National Museum, Sibiu
**Three Stages of the Neolithic and Eneolithic Painted Pottery from South-
Western Transylvania: A Comparative-Evolutive Study**

Marius-Mihai Ciută, Lucian Blaga University of Sibiu
**Again about the Metal Detector in Romania. A Phenomenon under the
Sign of Sisyphus**

Nicolae Adrian Şovrea, Lucian Blaga University of Sibiu
The Technology behind the Modeling of Ceramic Vessels from Albeşti

Alexandru-Florin Cioltei, Lucian Blaga University of Sibiu
**Urban Archaeology in Sibiu. Excavations at the Outskirt of the Medieval
Town**

Oana Alina Dichel, Babeş-Bolyai University, Cluj-Napoca
**Public Archaeology: The Relationship between Archaeologists,
Archaeological Heritage and Cultural Tourism**

15:45–17:15 LES DYNAMIQUES DU PATRIMOINE CULTUREL

Chair: Andrei C. Şerban, Université Lucian-Blaga de Sibiu / Room 17

Maria Mateoniu-Micu, Musée national du paysan roumain
De l'industrie au patrimoine. L'exemple de la valle de Jiu (Roumanie)

Jean-Louis Tornatore, Université de Bourgogne
Le patrimoine culturel est-il soluble dans l'Anthropocène ?

Antoine Heemeryck, Musée national du paysan roumain
Le patrimoine comme enjeu politique et social

Domingo Pujante González, Université de Valence
**Dynamisation et décentralisation des espaces et des programmes
culturels : le programme "Activa Cultura" de l'Université de Valence**

Maria Şpan, Université Lucian-Blaga de Sibiu

Le rural rencontre l'urbain. La promotion du patrimoine culturel immatériel rural par les institutions culturelles de la ville de Sibiu – une forme de sauvegarde ?

FRIDAY, 27 OCTOBER 2023

DAY 2

09:30–11:00 GENDER PERSPECTIVES IN CULTURAL HERITAGE

Chair: Ionela Vlase, Lucian Blaga University of Sibiu / Room 16

Ester Alba Pagán and Mar Gaitán, University of Valencia
Revisiting Museums from a Gender Perspective. The Case of the Network Museum: Re-readings from Gender Perspective in Valencia

Johanna Turunen, University of Jyväskylä
Engaging the Knowledge Potential of Heritage

Mar Gaitán, University of Valencia / ICCROM
Sustainable Development for Collections-based Organizations: Our Collections Matter in Spain

Arabella León Muñoz, University of Valencia
Participation and Co-creation: Cultural Agitation of University Students. An International Project

Mădălina Căpraru, Alexandru Ioan Cuza University of Iași
The Traditional Romanian Blouse Aesthetically Revitalised: A New Actor on the Stage of Romanian Traditional Clothes

09:30–11:00 METHODOLOGICAL ISSUES IN CULTURAL HERITAGE

Chair: Tuuli Lähdesmäki, University of Jyväskylä/ Room Aula Avram Iancu

Anna Talasniemi, University of Jyväskylä
Sauna Dialogues – Methodological Potentials of Sauna as a Site for Making Heritage Futures

Stephen Ogheneruro Okpadah, University of Warwick
Performativity, Environmental Colonialism and the Death of Indigenous Epistemologies

Ester Alba Pagán, Jorge Sebastián, Mar Gaitán, Arabella León, Álvaro Solbes, Cristina Portalés, and Javier Sevilla, University of Valencia
Reflections on Digital Humanities: Cultural Heritage and Creative Industries

Jiyun Zhang, University of Antwerp
Applying New Media in the Safeguarding of Orochen Intangible Cultural Heritage: A Case Study of Animated Short Films “Orochen Tale of Nisan Shaman” and “Orochen Creation Story”

Khaoula Stiti, Université libre de Bruxelles
Bridging Contextual Divides: Exploring Decolonial Computing for Participatory Collection and Dissemination of Information of Architectural Heritage in Diverse Settings

09:30–11:00 HISTORICAL CULTURAL AND MATERIAL HERITAGE

Chair: Anamaria Tudorie, Lucian Blaga University of Sibiu / Room 17

Anda-Lucia Spânu, The Institute of Social Sciences and Humanities from Sibiu
Historical Images of Towns (of Nowadays Romania) as Cultural Heritage

Marco Antonio Coronel Ramos, Universidad de Valencia
The Old Valencian Jewish Quarter: Recovering the Memory through Juan Luis Vives

Corina Cioltei-Hopârtean, Institute of Social Sciences and Humanities from Sibiu
Cultural Heritage Depicted in 17th Century Transylvanian Chronicles. Case-study: The Town of Sibiu

Gabriela Boangiu, Institute for Socio-Human Research “C.S. Nicolaescu-Plopsor”, Craiova, the Romanian Academy
The Residential and Building Space Specific to the Architecture of the 19th Century and The Beginning of the 20th Century – Cultural Heritage among Archive Files, Social Biographies and Aesthetic Valuation

Simion Pop, Centrul Cultural Municipal George Coșbuc, Bistrița
Unfinished Heritization: The Case of Teleki Castle in Posmuș

Agota Abran, Independent researcher
The Entanglement of Nature and Culture in Posmuș Village

11:00–11:15 COFFEE BREAK

11:15–12:15 KEYNOTE ADDRESS 3 | Aula Avram Iancu

Suzie Thomas, University of Antwerp
Revisiting the Darkness: Participatory Approaches for Engaging with Difficult and “Dark” Heritage Places

12:15–14:00 LUNCH BREAK

14:00–15:30 TECHNICAL ISSUES IN MATERIAL HERITAGE

Chair: Delia Ștefenel, Lucian Blaga University of Sibiu / Room 16

Álvaro Solbes-García, University of Valencia
Non-invasive Imaging Techniques for Conserving and Disseminating Design Heritage, Materials Characterisation in the Arxiu Valencià del Disseny (AVD)

Rodica Mariana Ion, ICECHIM, Bucharest / Valahia University, Târgoviște
Nanomaterials in Architecture Monuments Conservation

Alma Pentescu, Lucian Blaga University of Sibiu
Gen Z’s Perception on Cultural Heritage and New Technologies: Opportunities for Cultural Preservation through Digital Storytelling and Gamification

14:00–15:30 PATRIMOINE CULTUREL : ACTEURS ET PROJETS

Chair: Sakir-Afsin Altayli, Université de Bourgogne / Room 17

Baptiste Cottard, Université de Bourgogne

Pour une sensibilisation de la communauté universitaire au patrimoine scientifique

Ana Pascu, Musée national du paysan roumain

Acteurs du patrimoine en Roumanie: de bénévolat à l'entrepreneuriat culturel

Garcia-Bardidia Renaud, Girard Pénélope et Viau-Courville

Mathieu, Université de Bourgogne

Des acteurs privés dans un écosystème culturel ? Une exploration qualitative

Gana Kenza et Garcia-Bardidia Renaud, Université de Bourgogne

Le patrimoine au cœur de l'expérience des jeux vidéo historiques : Comprendre l'expérience de consommation d'une pratique vidéoludique

Ana Lopez Navajas, Université de Valence

Women's Legacy : un projet pour la restitution dans les classes du patrimoine culturel créé par les femmes

Diana Nechit et Andrei C. Șerban, Université Lucian-Blaga de Sibiu

La festivalisation urbaine : revisiter le lieu théâtral. Le cas du Festival International de Théâtre de Sibiu

14:00–15:30 FESTIVALS AND PERFORMING CULTURAL HERITAGE

Chair: Mihai S. Rusu, Lucian Blaga University of Sibiu / Room Aula Avram Iancu

Alin Croitoru and Ionela Vlase, Lucian Blaga University of Sibiu

Explaining (Un)welcoming Attitudes towards Festivals of Minorities: Evidence from Central Romania

Raluca Mureșan, Lucian Blaga University of Sibiu

Local Cultural Festivals as Spaces of Inclusion – The Festivals Organizers' Perspective

Oana Marin, Lucian Blaga University of Sibiu

The Premises of Heritage Exploration through Performing Arts Markets. Case Study: The Sibiu Performing Arts Market

Miki Braniște, Babeș-Bolyai University, Cluj-Napoca
Open Attachment and Living Rural Heritage

15:30–15:45 COFFEE BREAK

15:45–17:15 CULTURAL POLITICS OF HERITAGE

Chair: Johanna Turunen, University of Jyväskylä / Room Aula Avram Iancu

Alexandra Horobet, Lucian Belășcu, and Zeno Dinca, Bucharest University of Economic Studies / Lucian Blaga University of Sibiu
Exploring the Economic Performance of Cultural Industries in the European Union: A Cluster Analysis

Ovio Olaru, Lucian Blaga University of Sibiu
Branding Germanness in Transylvania

Oana Mateescu, Babeș-Bolyai University, Cluj-Napoca
Critical Heritage and the Reproduction of Inequalities

Monica Stroe and Bogdan Iancu, National School of Political Studies and Public Administration Bucharest
The Politics and Poetics of Food Heritage Authentication in Romania: Norms, Practices, Discourses in Transnational Perspective

Mihai S. Rusu, Lucian Blaga University of Sibiu
“Mihai Eminescu is Everywhere”: Charting the Memorial Spatialization of a National Icon

15:45 –17:15 IDENTITIES IN CULTURAL HERITAGE

Chair: Alin Croitoru, Lucian Blaga University of Sibiu / Room 16

Daniela Stanciu-Păscărița, Lucian Blaga University of Sibiu
Les lieux de sociabilité. The Urban Public Space in Post-imperial Realities. Case Study: the Habsburg Cultural Heritage in Sibiu and Brașov

Florin Dumitrescu, Transylvania University of Brașov
The Market behind the Superstore: Romanian Fairways Threatened by Urban Progress

Delia Ștefenel and Mădălina Mirea, Lucian Blaga University of Sibiu /
Forest Stewardship Council, Bonn
**Towards Assessing Multiple Identity Domains and Well-being in
Culturally Diverse Germany**

Amalia-Ludmila Pavelescu, Lucian Blaga University of Sibiu
**Transnational Connections in the Fields of Ethnography and Folklore as
Viewed by Romanian Researchers**

Andrei Popa, Brukenthal National Museum, Sibiu
**Conflicting Views on Cultural Policies: The Manipulation of Art Through
Commercialization and Bureaucratization**

15:45–17:15 CULTURAL HERITAGE IN LITERATURE AND ART

Chair: Ionela Vlase, Lucian Blaga University of Sibiu / Room 17

Andrei Terian, Lucian Blaga University of Sibiu
“Canon” vs. “Heritage” in Literary Studies

Carles Padilla-Carmona, University of Valencia
**The Legend of Meșteru Manole between Medieval and Modern Literary
Tradition**

Ioana Baciu, Gheorghe Asachi Technical University of Iași
**Reassessing the Heritage of the Chivalric Past: David Lowery’s The
Green Knight (2021)**

Eva Nicoleta Burdușel, Lucian Blaga University of Sibiu
Literature as an Invaluable Asset for Intangible Cultural Heritage

SCIENTIFIC COMMITTEE

Tuuli Lähdesmäki, University of Jyväskylä
Raluca Mureşan, Lucian Blaga University of Sibiu
Veronique Parisot, University of Burgundy
Sorin Radu, Lucian Blaga University of Sibiu
Mihai S. Rusu, Lucian Blaga University of Sibiu
Tadeusz Sliwa, University of Burgundy
Andrei Terian, Lucian Blaga University of Sibiu
Johanna Turunen, University of Jyväskylä
Ionela Vlase, Lucian Blaga University of Sibiu

ORGANIZATIONAL COMMITTEE

Valer Simion Cosma, Lucian Blaga University of Sibiu
Alin Croitoru, Lucian Blaga University of Sibiu
Mircea Fuciu, Lucian Blaga University of Sibiu
Raluca Mureşan, Lucian Blaga University of Sibiu
Ovio Olaru, Lucian Blaga University of Sibiu
Alma Pentescu, Lucian Blaga University of Sibiu
Vlad Pojoga, Lucian Blaga University of Sibiu
Mihai S. Rusu, Lucian Blaga University of Sibiu
Andrei C. Şerban, Lucian Blaga University of Sibiu
Maria Şpan, Lucian Blaga University of Sibiu
Delia Ştefenel, Lucian Blaga University of Sibiu
Anamaria Tudorie, Lucian Blaga University of Sibiu
Johanna Turunen, University of Jyväskylä
Ionela Vlase, Lucian Blaga University of Sibiu