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PRESS RELEASE

International Conference "Revisiting Cultural Heritage: Novel Approaches, Innovative Methods, And Transnational Connections" at Lucian Blaga University of Sibiu

Between 26-27 October 2023, Lucian Blaga University of Sibiu hosted the international academic conference "**Revisiting Cultural Heritage: Novel Approaches, Innovative Methods, and Transnational Connections**". The event was organized within the framework of the **ELABCHROM** (Establishing a Laboratory of Cultural Heritage in Central Romania) project, affiliated with the **FORTHEM** University Alliance, in partnership with the University of Jyväskylä (Finland) and the University of Bourgogne (France)

Over 70 Romanian and European specialists from universities, research institutes, museums and cultural institutions presented their research within the 15 thematic sections and debated issues related to cultural heritage policies and management, the role of museum institutions in heritage protection, the festivalization and consumption of cultural heritage, as well as historical, methodological and identity issues.

Three special guests were keynote speakers: **Tuuli Lähdesmäki**, Professor at the University of Jyväskylä (Finland), discussed "Politics of Scale in the Making of European Cultural Heritage", **Mathieu Viau-Courville**, Director OCIM (Office of Museum Cooperation and Information), represented the University of Bourgogne (France) and the French Ministry of Higher Education and Research and presented the paper "Reframing Expertise and Knowledge in the Museum: New Organisational Structures to Address the Challenges of Contemporary Society", and **Suzie Thomas**, Professor at the University of Antwerp (Belgium), lectured "Revisiting the Darkness: Participatory Approaches for Engaging with Difficult and 'Dark' Heritage Places".

„The conference on cultural heritage, organized within the framework of the ELABCHROM project, brought together researchers from Romania and abroad, representatives of non-governmental organizations and museum staff. During the two days, the participants discussed highly relevant and pressing issues regarding the conservation and exhibition of tangible heritage objects, the recovery of abandoned heritage objects and their re-emphasis in the socio-political and cultural context of the area in which this process occurs. Many presentations proposed critical approaches to the festivalization and touristification of cities, processes that produce not only positive effects but also social challenges regarding the inclusion of marginalized social groups. The limitations of classical taxonomies such as the distinction between tangible and non-tangible heritage, which could leave some cultural activities not neatly categorized, were also discussed. The contribution of the three keynote speakers at the conference was to address some particularly challenging issues for contemporary international theoretical and methodological



approaches in the field of cultural heritage”, said the coordinator of the ELABCHROM research project, Assoc. Prof. **Ionela Vlase**, PhD, from Lucian Blaga University of Sibiu.

The full conference programme and further information is available at: <https://grants.ulbsibiu.ro/elabchrom/conference/>

About the project

The main objective of ELABCHROM (Establishing a Laboratory of Cultural Heritage in Central Romania) project, implemented by Lucian Blaga University of Sibiu as coordinator, in partnership with the University of Jyväskylä (Finland) and the University of Burgundy (France), with a total budget of 1.5 mil. euros, is to increase research excellence through institutional capacity building, supported by collaboration with European universities with a high profile in interdisciplinary research in the field of socio-human sciences. The ELABCHROM research project is dedicated to the investigation of the regional branding of the central area of Romania focusing on three main socio-cultural dimensions: cultural heritage, festival organization and multiculturalism.