

International Society for Polysystem Studies

Marginal Heritage Practices that need though distance
from the Canon of Amsterdam

Trento, 6 & 7 October 2017

Roel During



PST and Cultural Heritage Canonisation

- Case study research using PST on peripheral heritage practices in Amsterdam
- Black Heritage Tours, Street Art Museum Amsterdam and ADM-abandoned shipyard area
- Using Authorized Heritage Discourse and PST
- Full of ambiguities and dilemma's:
 - Anti-establishment and recognition as heritage
 - Innate temporality and heritagization (safeguarding with augmented reality)
 - Commodification or staying non-commercial
- The canon is both enemy and friend, a necessary evil

Street Art Museum Amsterdam

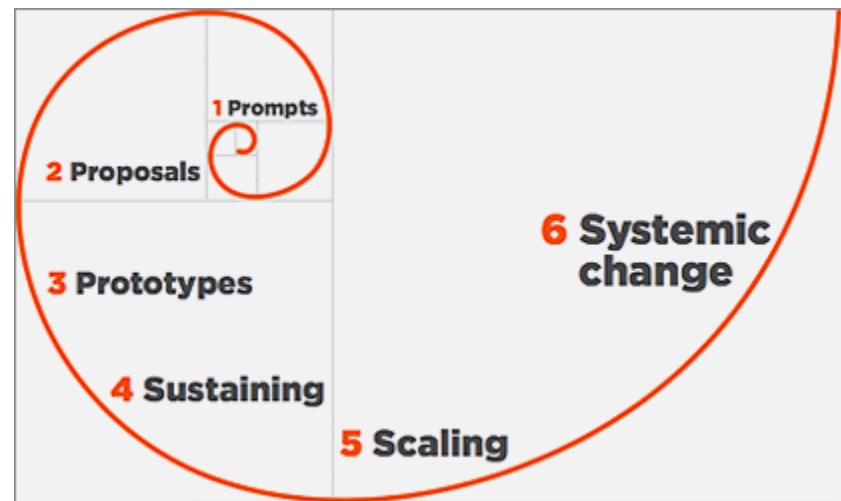
“According to UNESCO graffiti and street art are not heritage. So we played the cards from intangible heritage and storytelling. So we use words like gallery and exposition to convince them this is heritage. It is kind of a loop-hole but that is how we try to get in.”

SI4VC Problem Articulation

Whereas social innovations occur in society as peripheral social transitions, based on cultural evolution by social learning, shaping either resilience or new vulnerabilities, creating new structures, the question comes to the front how science could or should engage, even in case it counters the principles of market driven innovations.

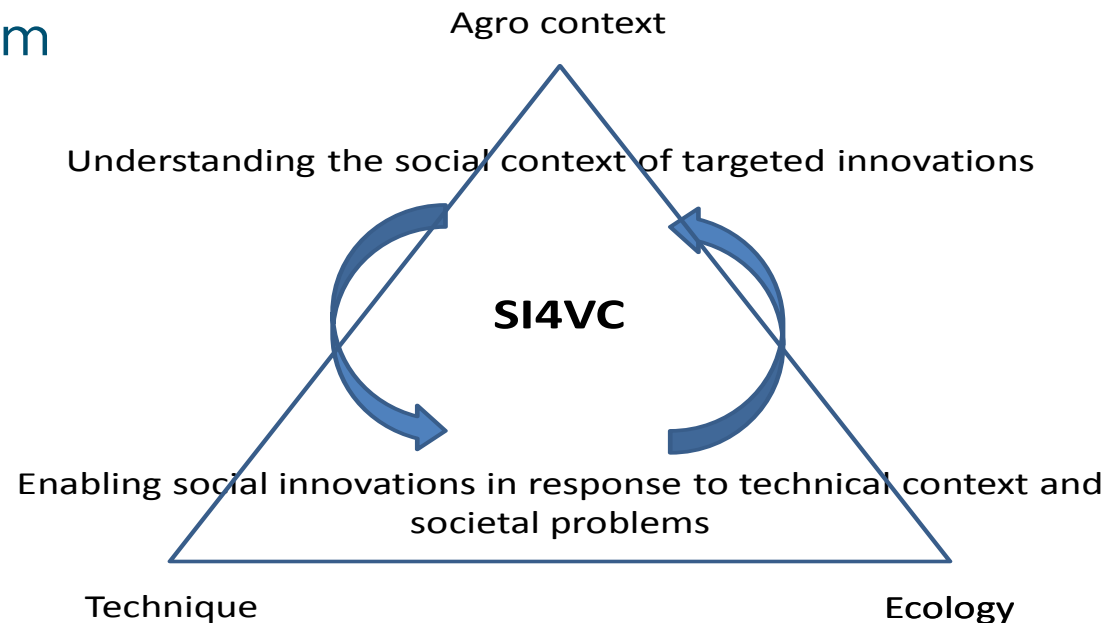
Programme Social Innovation for Value Creation

- **Ambition:** Discuss and influence innovation discourse: re-embedding science in societal transitions with contextual and actionable knowledge
- **Definition:** structuration and institutionalisation from below, becoming threats or alternatives to market driven innovations embedded in neoliberal ideology
- **Strategy:** Develop new repertoire to work on SDGs and attack neo-liberal lock-ins.



Understanding societal change

- Alternative facts and Post-truth society
- Entrepreneurial Activism
- Swarm solutions
- Value pluralism



SI4VC Problems

- Close and hidden paradigmatic intertwinement of science and neoliberal ideology
- University has self-centred view on its role in innovations (research = inventing)
- Canon of excellent research almost exclusively business oriented

Theoretical embedding

- Polysystem Theory
- Cultural Evolution Theories
- Symbiosys Evolutionary Theory (Lynn Margulis)
- Social Learning
- Commons (Elinor Ostrom)
- Value pluralism
- Polanyi: disembedding of economy



Elinor Ostrom: governing the commons

Highlights 2017

■ Citizens' Science, (SCP samenwerking):

- Wie wordt geloofd inzake voedsel en gezondheid?
- Waar halen particuliere natuurbeheerders hun kennis vandaan?
- Hoe werkt democratie volgens verzetspraktijken?
- Welke kennis werkt mobiliserend bij verduurzamen van oude huizen op wijkniveau?

■ Online Waardecreatie, casus Businessplan Bee Collective

- swarm solutions
- blockchain
- Diaspora onderzoek: gebruik van remittance for Social Entrepreneurship



Research activities

- Action Research
- Critical discourse analysis
- Performative research on new repertoire
- Discussions and lectures
- Build a scientific community within the university

Leitmotiv

Old African Saying:

“What you do for me without me, you do against me”

