



## ROCK Roadshow and Replication workshop in Lisbon – 25-27 September 2019

### Learning from and with Lisbon on citizens engagement for cultural heritage in neighbourhoods

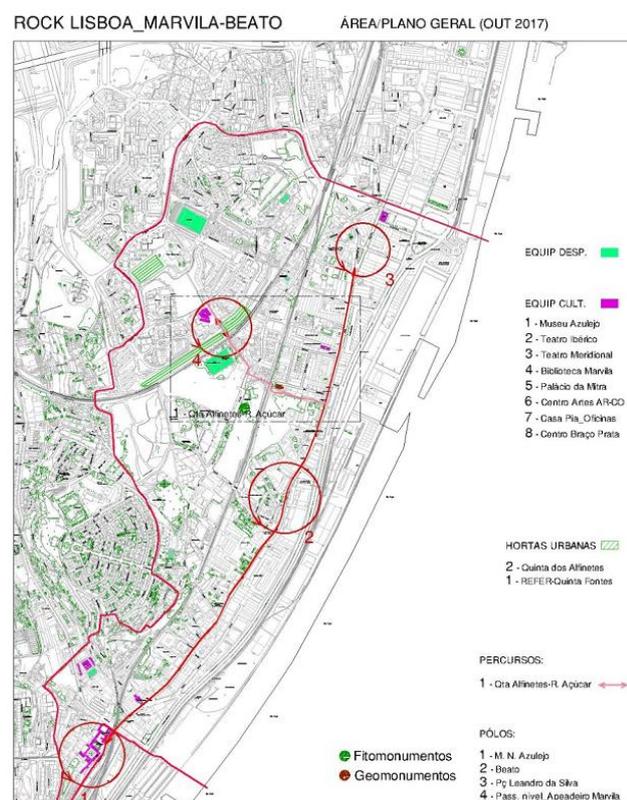
The Lisbon ROCK pilot area is included between the neighbourhoods of Marvila and Beato. This area is a former rural and industrial territory composed of multiple micro-neighbourhoods (*bairros*) which present complex geographic and social characteristics. The mix between rural and industrial heritage created a complex set of cultural traditions and societal behaviours in Marvila, linking agricultural activities with factory workers' social and political identities. These traditions still resonate today. The challenge today is to understand and respect the local identity and the different needs and profiles of the local communities, considering also the high proportion of NEET population and the disappointment emerging towards the multiplication of initiatives in the territory with little impact over the daily life of the inhabitants.

Through the ROCK project, the Lisbon municipality is investing in the creation of a living lab to approach these urban issues by engaging local communities. The "Lisbon Living Lab (LLL)" seeks to address the multi-faceted challenges of the territory through four core topics: urban voids, ecological networks, territories of continuity and local communities versus gentrification.

The Interpretive Centre is being created in the Marvila's Library through a participatory approach in which the local community (residents, local institutions, entities with local intervention) is called to participate actively. Its main objective is to gather knowledge about the cultural, material and immaterial patrimony of the parish, making it available to the public in an appealing, playful and innovative way. Lisbon methodology is based on a bottom-up safeguard strategy, encouraging the direct participation of communities. A participatory/open inventory offers the communities an opportunity to present their own tangible and intangible cultural heritage.

The Roadshow and the Replication workshop offer an in depth discovery of the ROCK project and its results in Lisbon and in Europe. The Roadshow is a public event open to all the interested participants. The Replication workshop is by invitation only.

All the presentations will be available online.





## Agenda

Time	Activity	Who
<p><b>Wednesday 25 September: ROCK Roadshow</b></p> <p><b>Venue:</b> Ar.Co – Centro de Arte e Comunicação Visual</p> <p>Antigo Mercado de Xabregas - Rua Gualdim Pais T 218 801 010 <a href="http://www.arco.pt">www.arco.pt</a></p>		
<p><b>Objectives of the Roadshow:</b></p> <p>The Roadshow is designed to present an overview of some innovations in cultural heritage created in Lisbon and to present a preview of some samples of ongoing projects, presented by the creators themselves. The objective is to collect feedback, ideas and suggestions from the participants to improve services with a view to bringing them closer to the real needs of the user.</p>		
9:30 – 10:30	Registration and welcome coffee	Lisbon Municipality, Bologna Municipality, ICSUL, CONFINDUSTRIA
10:30 – 11:15	<b>Guided visit to Ar.Co.</b>  Ar.Co. is an independent art school, dedicated to the experimentation, training and divulging of arts, crafts and visual communication. Ar.Co is a non-profit cultural association of public utility.	
11:15 – 11:30	Welcome words from local partners	
<b>11:30 – 13:00</b>	<b>ROADSHOW part I: What is ROCK and the platform for innovators in cultural heritage</b>	
11:30 – 12:00		
12:00 – 12:15	- The ROCK project and its achievements in Bologna (Silvia Bartoloni, Municipality of Bologna)	
12:15 – 12:45	- ROCK in Lisbon/Marvila (Maria Ana Silva Dias, Câmara Municipal de Lisboa)	
12:45 – 13:00	- Examples of Cultural Heritage-led innovation in Europe	



	<ul style="list-style-type: none"> <li>- Presentation of the <a href="#">Innovators in CH platform</a>, the online platform to share innovation in cultural heritage in Europe (Antonella Fresa, Confindustria, Rome)</li> </ul>	
13:00 – 14:30	Lunch	
<b>14:30 – 16:30</b>	<b>ROADSHOW part II: Cultural heritage led innovation in Portugal</b>	
14:30 – 14:45	<ul style="list-style-type: none"> <li>- Introduction</li> </ul>	
14:45 – 16:00	<ul style="list-style-type: none"> <li>- Panel discussion</li> </ul> <p>Panellists: Catarina Valença Gonçalves /José Maria Lobo de Carvalho/José Tavares/ Alexandra Paio/ Laura Pomesano</p>	
16:00 - 16.30	Coffee break	
<b>16:30 – 18:00</b>	<b>ROADSHOW part III: Creativity to promote cultural heritage</b>	
16:30 – 16:45	Bibliogamers, a week-long event last March 2019 when 9 teams of players brainstormed and created together video games about the past, present, and future of Marvila	
16:45 – 17:45		
17:45 – 18:00		
<b>18:00</b>	<p>The winners of the first edition</p> <p>Questions and Answers</p> <p><b>Conclusions and end of the Roadshow</b></p>	
<b>Evening</b>	<b>Dinner and Heritage cultural event</b>	



## Thursday 26 September: Replication workshop and site visits in Marvila

### Citizens engagement for cultural heritage in neighbourhoods

Venue: **Biblioteca de Marvila, R. António Gedeão**

**sala José Gomes Ferreira and sala multiusos**

#### Objectives of the Replication workshop:

- Learn from the experience and lessons from Lisbon innovative working method in Marvila and Beato
- Identify success factors that can help the transferability, scalability or replication of the innovative approach to other urban contexts

9.00-9.30	<b>Welcome session</b> Venue: Biblioteca de Marvila	EUROCITIES as facilitator
9.30-11.00	<b>Local context</b> History and social background in Marvila The ROCK project in Marvila: <a href="#">Lisbon Living Lab</a> and interpretive centre	University Lisbon culture department / ROCK team
10.00-10.30	<b>Coffee break</b>	
10.30-12.00	<b>Replication workshop:</b> The format will be interactive with a strong focus on collaborative learning. The workshop will examine in depth one case study. Following the presentation of the case study, participants will discuss the lessons learned and how to apply them to other urban contexts, such as in their own cities.  Focus on: <b>the Marvila and Beato interpretive centre</b> , including the participatory inventory methodology.  The Interpretive Centre is being created in the Marvila's Library through a participatory approach in which the local community (residents, local institutions, entities with local intervention) is called to participate	Lisbon culture department / ROCK team



	<p>actively. Its main objective is to gather knowledge about the cultural, material and immaterial patrimony of the parish, making it available to the public in an appealing, playful and innovative way. Lisbon methodology is based on a bottom-up safeguard strategy, encouraging the direct participation of communities. A participatory/open inventory offers the communities an opportunity to present their own tangible and intangible cultural heritage.</p> <ul style="list-style-type: none"> <li>- Presentation from Lisbon</li> <li>- Mapping of factors to adapt and transfer the practice in other cities/neighbourhoods</li> <li>- List of possible actions that cities could take to transfer and adapt the practice</li> </ul>	
12.00-13.30	<b>Lunch</b>	
14.00-16.30	<p><b>Site visits</b> (Departure from Biblioteca) - guided visits by residents and members of the stakeholders that are part of the organizing committee of the interpretive center</p> <p><u>Heritage of Marvila</u> Through the ROCK project, the Lisbon municipality is working on the social transformation of the remote neighbourhood of Marvila. The neighbourhood has a strong local identity linked to its industrial and rural heritage. The mix between rural and industrial heritage created a complex set of cultural traditions and societal behaviours in Marvila. These traditions still resonate today.</p> <p>Through the ROCK project, the Lisbon municipality is investing in the creation of a living lab to approach local urban issues by engaging local communities. The “Lisbon Living Lab (LLL)” seeks to address the multi-faceted challenges of the territory through four core topics: urban voids, ecological</p>	<p>Lisbon culture department / ROCK team</p> <p>ROCK LLL stakeholders; residents</p>



	<p>networks, territories of continuity and local communities versus gentrification.</p> <p><u>Rés do Chão</u> The association Rés do Chão develops rehabilitation and urban regeneration projects, with the main objective of revitalize and invigorate cities, through the reoccupation and rehabilitation of unoccupied ground floors and the requalification of public space.</p> <p><u>Colectivo Warehouse and Cozinha Popular de Mouraria</u> In the ROCK project, Colectivo Warehouse and Cozinha Popular de Mouraria deal with "urban voids" in open space, with the structuring of proposals to occupy an expectant land next to Marvila Library with the creation of a communitarian vegetable garden, an aspect that, in turn, will be interconnected with the theme of the 'ecological network', i.e. 'Beato-Marvila Verde', with the more direct follow-up of the Colectivo Warehouse.</p>	
16.30-17.00	<p><b>Wrap up of the day</b> Key lessons and considerations Recommendations from delegates Remaining questions</p>	EUROCITIES as facilitator
19.00	<b>Dinner and Heritage cultural event</b>	Days of Marvila



## Friday 27 September: co-creation workshop on Lisbon challenge

### Turn remote neighbourhoods into territories of continuity

How can we ensure social cohesion and neighbourhood participation in a remote area disconnected from the city centre? How can we use cultural participation and cultural heritage to give residents a sense of ownership, build trust and increase social cohesion and neighbourhood participation?

**Venue: Biblioteca de Marvila**

#### Objectives of the co-creation workshop:

- Discuss challenges and obstacles in the implementation process and how to overcome them
- Formulate more effective and efficient responses to a critical challenge in Lisbon, in a collaborative learning process with inputs from different cities

9.00-9.30	<p><b>Welcome</b></p> <p><u>Methodology of the co-creation workshop</u>: participants will work together to co-design possible solutions to a real case of complex challenge in the city of Lisbon. The case study of city challenge will be presented, discussed and explored through situation-based group work. The workshop will result in a set of ideas for actionable solutions that the representatives from Lisbon could consider acting upon. The logic is to generate out-of-the-box ideas and a fresh perspective to help a city that is looking for innovative ways to tackle a pressing challenge it faces at the moment.</p>	EUROCITIES as facilitator
9.30-10.30	<p><b>Co-creation workshop part one</b></p> <p>Lisbon presents its challenge and the statu quo Brainstorming and shortlisting of possible solutions</p>	Lisbon culture department / ROCK team
10.30-11.00	<b>Coffee break</b>	
11.00-12.00	<p><b>Co-creation workshop part two</b></p> <p>Pitching possible solutions to Lisbon Group work to turn ideas into actionable solutions</p>	EUROCITIES as facilitator



12.00-13.30	<b>Lunch</b>	
14.30	<b>Heritage Days events</b> (Registration is required)	
20.30	<p><u>Guided visit to the Roman Galleries - Rua da Prata</u> <i>Dating from the early 1st century AD, and discovered in Lisbon underground in 1771 after the 1755 earthquake, these galleries have, over time, been the subject of multiple interpretations of their original function. With a water level of over one meter high from groundwater flowing below Lisbon, a complex pumping operation is required to enable the visits.</i></p> <p><u>“Convivência(s). Lisboa Plural” - Night visit.</u> <i>Visit oriented to the exhibition Convivência(s). Lisboa Plural 1147-1910, followed by a concert.</i></p>	