

M17-0361:1

Barbara Törnquist - Plewa  
Mångfald och kulturarv i europeiska städer

RIKSBANKENS JUBILEUMSFOND

Program

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|---|---|
| <b>Professor Barbara Törnquist - Plewa</b><br><b>Centrum för Europaforskning</b><br><b>Lunds universitet</b><br><b>Box 201</b><br><b>SE-221 00 Lund</b><br>ORCID: 0000-0001-6548-2301 | <b>Mångfald och kulturarv i europeiska städer</b><br><b>Approaching Diversity as Cultural Heritage in European Cities</b> |
| Anslagsförvaltare / Grant administrator<br>Lunds universitet  |   |

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| Startdatum / Start date:<br>2018-01-01<br>Slutdatum / Final date:<br>2023-12-31 | Ämneskod / subject code 1: Kulturstudier<br>Ämneskod / subject code 2: Etnologi<br>Ämneskod / subject code 3: Övrig annan humaniora |
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Sökta medel / Applied funding

| Budgetår / Budget year 2018   | Lokaler (ej del av sökt belopp) | Indirekta kostnader (ej del av sökt belopp) Indirect costs (not part of applied funding) | Lönekostnader / Salaries 3.022.564 | Drift / Operating costs 977.447                       | Totalt år / Total (year) 2018 <b>4.000.011</b> |
|---|---------------------------------|--|------------------------------------|---|--|
| Personal / Staff (icke forskande personal / Non-research staff: 15% årsarbetstid) |                                 | Disp.år / Year of PhD exam   | Årsarbetstid / Annual working time | LKP / Employer's social-insurance contribution top-up | Månadslön (heltid) Monthly salary (full time)  |
| Bernsand, Niklas (Fil. dr), 730908-8255   |                                 | 2017   | 50%                                | 52,21%  | 34.000   |
| Dutceac Segesten, Anamaria (Universitetslektor), 751122-4987                      |                                 | 2009   | 25%                                | 52,21%  | 43.400   |
| Gradén, Lizette (Docent), 661103-1482   |                                 | 2003   | 25%                                | 49,26%  | 50.000   |
| Karlsson, Håkan (Professor), 621101-5117  |                                 | 1998   | 25%                                | 53%   | 56.700   |
| Merrill, Samuel (Dr), 840228-7794   |                                 | 2014   | 25%                                | 36,7%   | 40.500   |
| Narvselius, Eleonora (Dr. Phil.), 721001-7005                                     |                                 | 2009   | 50%                                | 52,21%  | 43.300   |
| O'Dell, Tom (Professor), 620930-2618  |                                 | 1997   | 25%                                | 49,26%  | 62.600   |
| Pietraszewski, Igor (Ph. D.), 1962-07-13  |                                 | 2010   | 25%                                | 52,21%  | 15.300   |
| Poehls, Kerstin (Ph. D.), 1978-06-26  |                                 | 2011   | 30%                                | 36,7%   | 43.400   |
| Ristilammi, Per-Markku (Professor), 581226-4439                                   |                                 | 1994   | 30%                                | 35%   | 58.300   |
| Sandberg, Linda (Ph. D.), 780307-8588   |                                 | 2011   | 20%                                | 36,7%   | 40.500   |
| Törnquist - Plewa, Barbara (Professor), 601204-2641                               |                                 | 1992   | 25%                                | 52,21%  | 62.500   |
| Willim, Robert (Docent), 700630-2710  |                                 | 2002   | 25%                                | 49,26%  | 45.300   |
| Budgetår / Budget year 2019   | Lokaler (ej del av sökt belopp) | Indirekta kostnader (ej del av sökt belopp) Indirect costs (not part of applied funding) | Lönekostnader / Salaries 3.250.340 | Drift / Operating costs 1.237.956                     | Totalt år / Total (year) 2019 <b>4.488.296</b> |
| Personal / Staff (icke forskande personal / Non-research staff: 15% årsarbetstid) |                                 | Disp.år / Year of PhD exam   | Årsarbetstid / Annual working time | LKP / Employer's social-insurance contribution top-up | Månadslön (heltid) Monthly salary (full time)  |
| Bernsand, Niklas (Fil. dr), 730908-8255   |                                 | 2017   | 50%                                | 52,21%  | 34.510   |
| Dutceac Segesten, Anamaria (Universitetslektor), 751122-4987                      |                                 | 2009   | 25%                                | 52,21%  | 44.051   |
| Gradén, Lizette (Docent), 661103-1482   |                                 | 2003   | 25%                                | 49,26%  | 50.750   |

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| Karlsson, Håkan (Professor), 621101-5117   | 1998                               | 25%  | 53%   | 57.550   |  |
| Magnusson Staaf, Björn (Docent), 620216-4411   | 1996                               | 20%  | 52,21%  | 49.939   |  |
| Merrill, Samuel (Dr), 840228-7794  | 2014                               | 25%  | 36,7%   | 41.107   |  |
| Narvselius, Eleonora (Dr. Phil.), 721001-7005  | 2009                               | 50%  | 52,21%  | 43.950   |  |
| O'Dell, Tom (Professor), 620930-2618   | 1997                               | 25%  | 49,26%  | 63.539   |  |
| Pietraszewski, Igor (Ph. D.), 1962-07-13   | 2010                               | 25%  | 52,21%  | 15.530   |  |
| Poehls, Kerstin (Ph. D.), 1978-06-26   | 2011                               | 30%  | 36,7%   | 44.051   |  |
| Ristilammi, Per-Markku (Professor), 581226-4439                                      | 1994                               | 30%  | 35%   | 59.175   |  |
| Sandberg, Linda (Ph. D.), 780307-8588  | 2011                               | 20%  | 36,7%   | 41.107   |  |
| Törnquist - Plewa, Barbara (Professor), 601204-2641                                  | 1992                               | 25%  | 52,21%  | 63.438   |  |
| Willim, Robert (Docent), 700630-2710   | 2002                               | 25%  | 49,26%  | 45.980   |  |
| <b>Budgetår / Budget year 2020</b>   | Lokaler<br>(ej del av sökt belopp) | Indirekta kostnader<br>(ej del av sökt belopp)<br>Indirect costs<br>(not part of applied<br>funding) | Lönekostnader /<br>Salaries<br>3.962.630                          | Drift /<br>Operating costs<br>1.237.956                | Totalt år / Total<br>(year) 2020<br><b>5.200.586</b> |
| Personal / Staff (icke forskande personal / Non-research staff: 15%<br>årsarbetstid) | Disp.år / Year of PhD<br>exam      | Årsarbetstid /<br>Annual working<br>time   | LKP /<br>Employer's<br>social-insurance<br>contribution<br>top-up | Månadslön<br>(heltid)<br>Monthly salary<br>(full time) |  |
| Bernsand, Niklas (Fil. dr), 730908-8255  | 2017                               | 50%  | 52,21%  | 35.028   |  |
| Dutceac Segesten, Anamaria<br>(Universitetslektor), 751122-4987                      | 2009                               | 25%  | 52,21%  | 44.711   |  |
| Gradén, Lizette (Docent), 661103-1482  | 2003                               | 50%  | 49,26%  | 51.511   |  |
| Karlsson, Håkan (Professor), 621101-5117   | 1998                               | 25%  | 53%   | 58.413   |  |
| Magnusson Staaf, Björn (Docent), 620216-4411   | 1996                               | 20%  | 52,34%  | 50.688   |  |
| Merrill, Samuel (Dr), 840228-7794  | 2014                               | 25%  | 36,7%   | 41.723   |  |
| Narvselius, Eleonora (Dr. Phil.), 721001-7005  | 2009                               | 50%  | 52,21%  | 44.610   |  |
| O'Dell, Tom (Professor), 620930-2618   | 1997                               | 50%  | 49,26%  | 64.492   |  |
| Pietraszewski, Igor (Ph. D.), 1962-07-13   | 2010                               | 75%  | 52,21%  | 15.762   |  |
| Poehls, Kerstin (Ph. D.), 1978-06-26   | 2011                               | 30%  | 36,7%   | 44.711   |  |
| Ristilammi, Per-Markku (Professor), 581226-4439                                      | 1994                               | 30%  | 35%   | 60.062   |  |
| Sandberg, Linda (Ph. D.), 780307-8588  | 2011                               | 20%  | 36,7%   | 41.723   |  |
| Törnquist - Plewa, Barbara (Professor), 601204-2641                                  | 1992                               | 25%  | 52,21%  | 64.390   |  |
| Willim, Robert (Docent), 700630-2710   | 2002                               | 25%  | 49,26%  | 46.670   |  |
| <b>Budgetår / Budget year 2021</b>   | Lokaler<br>(ej del av sökt belopp) | Indirekta kostnader<br>(ej del av sökt belopp)<br>Indirect costs<br>(not part of applied<br>funding) | Lönekostnader /<br>Salaries<br>4.163.372                          | Drift /<br>Operating costs<br>1.097.140                | Totalt år / Total<br>(year) 2021<br><b>5.260.512</b> |
| Personal / Staff (icke forskande personal / Non-research staff: 15%<br>årsarbetstid) | Disp.år / Year of PhD<br>exam      | Årsarbetstid /<br>Annual working<br>time   | LKP /<br>Employer's<br>social-insurance<br>contribution<br>top-up | Månadslön<br>(heltid)<br>Monthly salary<br>(full time) |  |
| Bernsand, Niklas (Fil. dr), 730908-8255  | 2017                               | 50%  | 52,21%  | 36.808   |  |
| Dutceac Segesten, Anamaria<br>(Universitetslektor), 751122-4987                      | 2009                               | 25%  | 52,21%  | 46.982   |  |
| Gradén, Lizette (Docent), 661103-1482  | 2003                               | 50%  | 49,26%  | 54.129   |  |
| Karlsson, Håkan (Professor), 621101-5117   | 1998                               | 25%  | 53%   | 61.383   |  |
| Merrill, Samuel (Dr), 840228-7794  | 2014                               | 50%  | 36,7%   | 43.844   |  |
| Narvselius, Eleonora (Dr. Phil.), 721001-7005  | 2009                               | 50%  | 52,21%  | 46.877   |  |
| O'Dell, Tom (Professor), 620930-2618   | 1997                               | 50%  | 49,26%  | 67.800   |  |
| Pietraszewski, Igor (Ph. D.), 1962-07-13   | 2010                               | 25%  | 52,21%  | 16.565   |  |
| Poehls, Kerstin (Ph. D.), 1978-06-26   | 2011                               | 30%  | 36,7%   | 46.982   |  |

|  |                                    |  |   |  |  |
|--|------------------------------------|--|---|--|--|
| Ristilammi, Per-Markku (Professor), 581226-4439                                      | 1994                               | 30%  | 35%   | 63.145   |  |
| Törnquist - Plewa, Barbara (Professor), 601204-2641                                  | 1992                               | 50%  | 52,21%  | 67.663   |  |
| Willim, Robert (Docent), 700630-2710   | 2002                               | 25%  | 49,26%  | 49.042   |  |
| <b>Budgetår / Budget year 2022</b>   | Lokaler<br>(ej del av sökt belopp) | Indirekta kostnader<br>(ej del av sökt belopp)<br>Indirect costs<br>(not part of applied<br>funding) | Lönekostnader /<br>Salaries<br>3.598.731                          | Drift /<br>Operating costs<br>1.007.697                | Totalt år / Total<br>(year) 2022<br><b>4.606.428</b> |
| Personal / Staff (icke forskande personal / Non-research staff: 15%<br>årsarbetstid) | Disp.år / Year of PhD<br>exam      | Årsarbetstid /<br>Annual working<br>time   | LKP /<br>Employer's<br>social-insurance<br>contribution<br>top-up | Månadslön<br>(heltid)<br>Monthly salary<br>(full time) |  |
| Dutceac Segesten, Anamaria<br>(Universitetslektor), 751122-4987                      | 2009                               | 25%  | 52,21%  | 47.686   |  |
| Gradén, Lizette (Docent), 661103-1482  | 2003                               | 50%  | 49,26%  | 54.941   |  |
| Merrill, Samuel (Dr), 840228-7794  | 2014                               | 50%  | 36,7%   | 44.501   |  |
| Narvselius, Eleonora (Dr. Phil.), 721001-7005  | 2009                               | 50%  | 52,21%  | 47.607   |  |
| O'Dell, Tom (Professor), 620930-2618   | 1997                               | 50%  | 49,26%  | 68.817   |  |
| Pietraszewski, Igor (Ph. D.), 1962-07-13   | 2010                               | 25%  | 52,21%  | 16.813   |  |
| Poehls, Kerstin (Ph. D.), 1978-06-26   | 2011                               | 30%  | 36,7%   | 47.686   |  |
| Ristilammi, Per-Markku (Professor), 581226-4439                                      | 1994                               | 30%  | 35%   | 64.061   |  |
| Törnquist - Plewa, Barbara (Professor), 601204-2641                                  | 1992                               | 50%  | 52,21%  | 68.678   |  |
| Willim, Robert (Docent), 700630-2710   | 2002                               | 25%  | 49,26%  | 49.777   |  |
| <b>Budgetår / Budget year 2023</b>   | Lokaler<br>(ej del av sökt belopp) | Indirekta kostnader<br>(ej del av sökt belopp)<br>Indirect costs<br>(not part of applied<br>funding) | Lönekostnader /<br>Salaries<br>3.717.704                          | Drift /<br>Operating costs<br>794.233                  | Totalt år / Total<br>(year) 2023<br><b>4.511.937</b> |
| Personal / Staff (icke forskande personal / Non-research staff: 15%<br>årsarbetstid) | Disp.år / Year of PhD<br>exam      | Årsarbetstid /<br>Annual working<br>time   | LKP /<br>Employer's<br>social-insurance<br>contribution<br>top-up | Månadslön<br>(heltid)<br>Monthly salary<br>(full time) |  |
| Dutceac Segesten, Anamaria<br>(Universitetslektor), 751122-4987                      | 2009                               | 25%  | 52,21%  | 48.401   |  |
| Gradén, Lizette (Docent), 661103-1482  | 2003                               | 50%  | 49,26%  | 55.765   |  |
| Merrill, Samuel (Dr), 840228-7794  | 2014                               | 59%  | 36,7%   | 45.168   |  |
| Narvselius, Eleonora (Dr. Phil.), 721001-7005  | 2009                               | 50%  | 52,21%  | 48.321   |  |
| O'Dell, Tom (Professor), 620930-2618   | 1997                               | 50%  | 49,26%  | 69.850   |  |
| Pietraszewski, Igor (Ph. D.), 1962-07-13   | 2010                               | 25%  | 52,21%  | 16.697   |  |
| Poehls, Kerstin (Ph. D.), 1978-06-26   | 2011                               | 30%  | 36,7%   | 48.401   |  |
| Ristilammi, Per-Markku (Professor), 581226-4439                                      | 1994                               | 30%  | 35%   | 65.022   |  |
| Törnquist - Plewa, Barbara (Professor), 601204-2641                                  | 1992                               | 50%  | 52,21%  | 69.707   |  |
| Willim, Robert (Docent), 700630-2710   | 2002                               | 25%  | 49,26%  | 50.524   |  |

Total projektkostnad / Total project cost: **28.067.770**

**Projektledarens (Sökandens) underskrift / Project manager's (applicant's) signature**

|   |
|---|
| Datum / Date:   |
| Underskrift och namnförtydligande / Signature and name: |

**Anslagsförvaltarens (Prefekt/motsvarande) underskrift / Grant administrator's (head of department or equivalent) signature**

Datum:

Underskrift och namnförtydligande:

## **Budgetkommentar / Comments on the Budget**

### Comments on the programme s budget

The main part of the programme costs will be allocated to salaries of the researchers. All the researching staff has been identified by name, except one postdoc who will be recruited during 2018 and work in the years 2019-2020 for a research on Swedish cases (in cooperation with Ristilammi and Karlsson) and then comparing them with Polish cases investigated by Törnquist-Plewa and Pietraszewski. Her/his share is allocated under position "operating costs" (50% during 2019, 2020, 2021, 2022). The total amount of salaries with overheads including LKP is 21.715.341 kr.

Another important part of the budget is operating costs (6.352.429 kr in total).

#### Operating costs

- Travels in connection to the field work.

This budget position applies to every member of research staff, as comparison of Swedish cities and other cities selected for the programme is the core research activity. The needs of staying abroad will vary between 15 researchers involved in the program. Thus, we allocated 190.000 per year in the course of the first four years of the program for the field work abroad in the cities relevant for the subprojects. Total amount for field works is 760.000 kr.

- Travels in connection to international conferences and other dissemination activities.

Every researcher will be allocated 10 000 kr annually for this purpose over the first four years of the programme and 15 000 kr annually during the two concluding years. Total amount is 1.050.000 kr

- Travels in connection to the programme's workshops.

We are planning to have four WP workshops annually, which gives us 24 workshops in the course of the programme. 125.000 kr per year will be allocated to cover the travel costs and related expenses in connection to the WP workshops (incl. invited key-notes, if relevant and members of the advisory board) Total amount for 6 years will be 750.000 kr.

- International conferences.

Three international conferences (year 2, 4 and 6) will be organized on the basis of the participating Swedish universities (preliminary, Gothenburg, Umeå, Lund) in the course of the project. They will serve as platforms for research networking, dissemination of the programme's findings and enhancing visibility of the programme for the stakeholders. We allocate 100.000 kr per conference, which is not much, but we aim to apply for complementary founding approaching local sponsors. Thus, to total amount for all conference is not more than 300.000 kr

- Publication costs and language check.

Starting from year 3, the programme will produce 6 book-long publications, including 4 monographs and 2 edited volumes. Significant funding should be allocated to cover costs of language check, layout and eventual publisher fees (payment for open access). Total amount over 3 years is 290 000 kr (60 000 under year 3, 70 000 under year 4 and 80 000 under year 5 and 6).

- Literature, copying.

This budget position caters to daily research tasks and ensures quality of the research procedure. Total amount is 125 000 kr (or 25 000 annually).

- Digital software.

As work with digital material and digital methodology is a pillar of the programme, several researchers (especially those in WP4) will need to employ an advanced software to conduct the digital analysis. Computer programs used for advanced research coding and “data mining” (e.g, NVivo) should be purchased and, besides, running them demands continuous renewal of licences. Total cost of the purchase and use for up to 5 researchers is 100 000 kr.

- Dissemination.

A special position is costs of building a programme website as a principal tool for communication between the programme researchers and for outward exposure of the programme. The one-time cost for construction of the website is 50 000 kr. Afterwards the website will be maintained and updated by the programme assistant as a part of her work tasks.

- Focus groups

This is a principal methodological innovation and pillar of the programme that ensure cohesion and quality of the programme’s material. As the preparatory work and transcription of the material collected by means of discussions in focus groups are time-consuming and can be delegated to a specially trained staff, we plan to approach professional sociological agencies on the tender basis in Sweden, Poland, Germany, Spain, Ukraine and Russia. 3-4 focus groups with heritage workers, users and promoters will be conducted in each selected Swedish city (Stockholm, Lund, Malmö, Gothenburg, Umeå) and in some other cities (expectedly, Wroclaw, Hamburg, Copenhagen, Barcelona, Kaliningrad and Lviv). Costs: 400.000

- Assistant

The programme will need services of an assistant who will conduct administrative tasks and help the researching staff to prepare conferences and workshops, announce programme events via the programme website, keep contact with the funding institution and stakeholders, occasionally assist with dissemination activities and conduct minor editing work. The assistant will be employed on 15% over 6 years.

### **Sammanfattning på svenska / Summary in Swedish**

Detta banbrytande multi- och interdisciplinära forskningsprogram söker identifiera hur kulturarv och dynamiken kring kollektivt minne är stadda i förändring i många europeiska städer. De påverkas både av den ökande kulturella mångfalden som drivs på av europeiseringen och av global rörlighet (som inkluderar migration och digital uppkoppling och samverkan). Programmet jämför svenska städer präglade av social innovation och tolerans (Stockholm, Göteborg, Malmö, Lund, Umeå) med flera europeiska städer (t.ex. Berlin, Köpenhamn, Wrocław). Programmet är innovativt i kraft av teori, metoder och förväntade empiriska resultat. Teoretiskt befinner den sig i gränslandet mellan kulturarv, minne och urbana studier och söker nå en bättre förståelse för koncept som transnationalism och transkulturalitet inom dessa fält. Det använder sig av ett flertal metoder, från intervjuer med fokusgrupper för att bedöma receptionen av kulturarvsprodukter, till "nättopografi" och analys av sociala nätverk för att studera hur användare samverkar i de digitala fälten kring kulturarv och minne. De förväntade empiriska resultaten (särskilt jämförelserna mellan de svenska fallen och utvecklingen utomlands) kommer att ge nya insikter om hur mångfald kan hanteras i samband med arv och minnesskapande, och om den urbana kreativitetens och förnyelsens ekonomiska aspekter. De kan därför ha en direkt tillämpbar relevans för praktiker i kulturarvssektorn.

### **Sammanfattning på engelska / Summary in English**

The program proposes a cutting-edge multi- and interdisciplinary research with the goal to identify how cultural heritage and collective memory dynamics are changing in several European cities under the impact of the increasing cultural diversity driven by Europeanisation and global mobility (including migration and digital connectivity). The program builds on a comparison between Swedish cities scoring high on social innovation and tolerance (Stockholm, Gothenburg, Malmö, Lund, Umeå) and several European cities (i.a Berlin, Copenhagen, Wrocław). The program is innovative in terms of theory, methods and its expected empirical findings. Theoretically, it is located at the intersection between heritage, memory and urban studies and aims to better understand concepts like transnationalism and transculturality in these fields. Methodologically, it employs a variety of approaches, from interviews with focus groups to assess the reception of heritage products, to "netnography" and social network analysis to study users' interaction in the digital spaces of heritage and memory. The expected empirical findings of the program (especially the comparisons of the Swedish cases with developments abroad) will allow new insights about diversity management in connection to heritage and memory-making, the economic aspects of urban creativity and regeneration. Thus, they may have direct applicable relevance to practitioners in the cultural heritage sector.

## **Projektbeskrivning / Project description**

### **1. INTRODUCTION. RESEARCH QUESTIONS, AIM AND PURPOSE OF THE PROGRAMME**

This program suggests a cutting-edge comparative research exploring tensions and synergies of cultural diversity through the lenses of heritage-making and remembrance in several European cities. The focus is laid on several Swedish cities (Malmö, Lund, Stockholm, Gothenburg, Umeå) located in municipalities that score high on tolerance, creativity and innovation (Tinagli, Florida et al 2007). However, a broader international context is indispensable to explain the local symbolic-political dynamics and synergies. We focus on the cities where historical diversity and cultural clashes have been present for centuries and shaped the urban identities. In particular, we are interested to explore through our case studies the effects of Europeanization on urban identities, memories and heritages, especially in view of the coming European Heritage Year in 2018. The programme's topic reflects the increasing importance of heterogeneous cultural heritage and entangled memories in urban contexts. It highlights the societal significance of cultural heritage and cultural memories as transformative resources whose flexibility and openness are not limitless. There are numerous examples of how heritage becomes a focal point in academic debates and in public discussions. In Sweden, cultural politics in the 2000s was affected by the neoliberal—and supported by the EU—ideas of manageability of culture, utility of culture for economic growth, and decentralisation of cultural-political decisions (Svensson&Tomson 2016). The new context created both constrains and opportunities for dealing with cultural diversity. Efforts to “disturb homogeneity” (Furumark 2013) and promote a democratic cultural heritage (Aronsson 2006) have been regularly undertaken within the frame of various museum exhibitions and public actions in bigger cities. At the same time a recent debate on fusion of several Swedish museums into a framework of the Museum of World Heritage revealed public concerns about use of culturally heterogeneous heritage for the projection of uniform ideological messages. Another example reveals ideological divisions and inter-ethnic animosities in micro-practices of heritage consumption. In 2015, the Malmöhus museum opened an exhibition telling the story of ‘white busses’, the Swedish Red Cross action that saved, among others, female prisoners of the concentration camp Ravensbrück. Unexpectedly, the projected interpretation of the Holocaust as an all-human tragedy and transnational heritage was openly challenged by younger visitors with roots in the Middle East, who perceived the exhibition as an example of “Israeli propaganda”. These examples lead us to the argument that after more than two decades of Sweden's membership in the EU with its idea of ‘unity in diversity’ as a cornerstone, we are still short of in-depth academic knowledge about how and why cultural diversity in urban spaces helps or fails to challenge, blur or overcome established (nation-centred, top-down or ideologically biased) conceptualisations of cultural heritage. Comparisons with international examples are employed in this project to allow us to attain deeper, empirically informed

insights about tendencies and outcomes of current heritage processes in Sweden. The primary aim of the programme is to cross-examine discourses and practices of heritage that are geared to challenge established patterns, show alternatives and increase accessibility and openness of heritage in urban contexts. In line with this the overarching purpose is to explore the selected public urban spaces (e.g. museums, city districts, architecture, festivals, digital arenas) as contact zones where co-operation emerges despite different standpoints of the participants, but also where memory-based conflicts over interpretations and uses of cultural heritage are long-standing. After all, the international research indicates that successful innovative cities thrive on striking the right balance between order and disorder, solidarity and discontent (Welz 2003).

It should be stressed from the outset that this programme suggests a descriptive view of cultural diversity as a constantly evolving, embodied and mediated aspects of heritage sites, discourses and events. Our research is underpinned by a theoretical framework (see ch.3) focusing on various lines of conflict and conviviality (Gilroy 2004) pertaining to the complex, heterogeneous nature of urban heritage as a product of historical relations and recent conscious efforts to undermine exclusive homogeneous identities. We do not suggest to measure deductively established indicators of cultural diversity and then conclude about the amounts of heritage-related diversity in the selected cities. In a similar vein, estimating the success of certain “diversity-informed” heritage initiatives (exhibitions, flash mobs, art projects etc.) on the basis of attendance measurements is not the main task of this programme. The program critically examines diversity and heritage in relation to one another, and thus distances itself from other initiatives that are driven by a rationale to achieve a “better management” of diversity or some form of steering of diversity in relation to various heritage initiatives and commemorations.

Cultural heritage is conceptualised here in its relationship to memory, urban culture and identity. Given that historically heritage was used to forge and maintain bounded, homogeneous identities, especially of the nation-state, a major issue is “whether heritage is capable of accommodating other kinds of identities, especially those that might be considered... ‘hybrid’, ‘open’, or ‘transcultural’” (Macdonald 2013:102). Our programme turns this rhetorical concern into a series of theoretically informed, empirically applicable and methodologically innovative research questions:

- How does cultural diversity emerge from complex local histories, EU co-operation and national accommodation of migrating populations defined and used in the selected cities?
- What new identity stories focusing on cultural diversity and multi-layered pasts have been formulated by urban actors, both expert and non-expert ones?
- How are these stories internalised within the existing frames of heritage institutions? What is the practical utility and actual application of these stories? How are they perceived by the heritage stakeholders (tourists, local communities, politicians, heritage developers etc.)?
- How does the market and the search for broader publics (tourists, opinion-makers, politicians, local communities etc.) affect the attempts by heritage actors to unpack urban diversity? As not everyone’s heritage is prioritized equally under market pressures, how do processes of marginalization work in a heritage

economy, and how might they be countered?

-What dissonant, heterogeneous, conflictual memories are actualised in public discussions about urban heritage? How and why is this done, whose opinions and voices take an upper hand?

-How do digital media help to create and promote or limit those dimensions of local heritages that invoke cultural diversity? Why?

The former two questions have been conceived as the main conceptual pillars of the whole programme, while the latter four will be addressed within separate WPs or tracks

## 2.HOW THE PROGRAMME RELATES TO THE INTERNATIONAL RESEARCH FRONTLINE

### 2.1.The research team's previous contribution to the international research on heritage and memory

The proposed program, headed by Lund University's Centre for European Studies (CFE), makes several innovative contributions. First we wish to underline the unique scope of our comparative approach. The ambition is to go beyond the mere description of Swedish cases and pursue multilevel international comparisons instead, enabling us to uncover the links between actors and institutions in a transnational context. This will help us to answer questions about the existence of transnational communication spaces that may lead to the formulation of theoretical propositions about post-national identities, alternative heritages and transnational memories.

Theoretically, we propose a multidisciplinary approach to the study of memory and heritage through the prism of urban diversity. Our program will be an experimental site facilitating cross-pollination among different disciplines, as we bring together scholars specializing in collective memory, history, museology, urban studies, ethnology, digital media studies and political science. Most significantly, our programme will connect heritage studies with a burgeoning scholarly field of memory studies by considering heritage not merely as an outcome, but as a part of cultural memory and thus an important factor of community building.

Methodologically, the programme goes beyond methodological nationalism (Wimmer&Schiller 2002), as it does not regard the nation as the main domain generating collective memories and heritage. Instead, it looks at the city as a site of cosmopolitan potentialities, emerging from local, regional, national and transnational lines of conflict and co-operation.

The proposal grew out of the initiative of CFE to create a research program comprising the topics of collective memories, cultural heritage, urban diversity and Europeanization. In 2007, after receiving an initial research grant from RJ, CFE established an interdisciplinary network within LU dealing with research on memory and conflicts in Europe. The network organized international conferences and workshops on the subject and published several anthologies (in 2008,2009,2014,2016). In 2009 CFE received a grant from the NordForsk Research Council and established a Nordic network in Memory Studies "Towards a Common Past? Contesting Memories and Conflicting Historical Narratives in

Europe after 1989”.

Also, our proposal springs from the findings of the EU-financed research network COST (Action IS 1203, In Search of Transcultural Memory in Europe). The COST action (2012-2016), led by Prof. Törnquist-Plewa (CFE, the principal investigator of the programme), has propelled a network between researchers from 36 countries around the issues of collective remembrance and memory conflicts in contemporary Europe.

One of the spinoffs of the COST-cooperation was a research project The Europeanization of realms of memory and the invention of a common European heritage financed by the National Science Centre (Poland). It has been in operation since 2013 and boosted cooperation between the Jagiellonian University and CFE. Participation in this project helped us crystallise several important research questions (e.g., hypothesis about Reciprocal Heritage Discourse as charged with possibilities of both conflict and neutralisation of tensions) whose investigation will be continued within the framework of this programme. In parallel, researchers affiliated at CFE run the international project "Memory of vanished population groups and societies in today's East-Central European urban environments. Memory treatment and urban planning in Lviv, Černivci, Chişinău and Wrocław" funded by RJ. Its findings will be further tested within the programme. The programme participants have also taken part in several EU-funded projects (HERA, Interreg and Creative Europe) as well as RJ and VR funded projects.

The programme also draws on the findings from other international projects focusing on cultural and historical heritage, European identities and cultural diversity. Some of the most relevant are FP7 projects CRIC, EuNaMus and MeLa.

The positive experience of CFE's involvement in international networks and projects led to the realisation of the benefits of a joint Swedish research program that in contrast to the EU-funded projects will bring to the fore Swedish cases without neglecting useful international comparisons. It will strengthen and expand the already existing cooperation comprising several Swedish universities accommodating studies of heritage and memory, and their foreign partners. It will also integrate and further develop the ongoing projects on several research themes led by scholars involved in the program (e.g. the studies of uses of memory, commercialisation and Europeanization of cultural heritage in Lund, Critical Heritage Studies in Gothenburg, studies on transnational memory in Malmö and on digital heritage in Umeå)

## 2.2. Main concepts and contribution to the progress beyond the state of the art

The core innovative features of the programme in terms of research design are interdisciplinary cross-pollination, and comparison of the Swedish cases with developments abroad. Methodologically, we suggest a sharper focus on processes of heritagization, reception of heritage products, multiple forms of “heritage from below” (Robertson 2012) and vernacular memories. With this in mind we will test some recent methodology that was developed for studies of opinion-making and interaction in digital space. Among them are netnography, “data mining” and cultural analytics.

The main benefit of this research program spells significant theoretical refinement. Our theoretical ambition is to interlock the concepts of heritage, cultural memory and diversity in the context of urban identities, which is a theoretically unexplored avenue. At the core of our thinking about heritage, memory and identity is a view of people as self-aware and reflexive actors who have insight into their social world and act accordingly. Therefore, we suggest an actor-oriented approach that allows for the study of heritage-making and memory work seen not as measurable units, but rather as processes of meaning-construction involving the actions and discourses of various groups, institutions and individuals. Hence, a core benefit of our programme is a cutting-edge theoretical clarification of what Macdonald (2013) calls "memory-heritage-identity complex", i.e. tensions and synergies between various ways of dealing with the past (memory, heritage), urban contexts and multitude of identity formations. For this purpose, we re-state the existing links between heritage and memory, utilise the concepts of Responsive Heritage Discourse and Subaltern Heritage Discourse (delineated below) and operationalise the notion of Europeanization applied to heritage and memory work.

### 3.CORE THEORETICAL CONCEPTS

#### 3.1.Urban memory and urban heritage

European cities are increasingly intercultural and can challenge nations as the most important factors articulating citizenship, and thus can provide alternative forms of co-existence. In the era of mass migration, economic globalization, and the rapid circulation of rights discourse, cities localize supra-national forces as much as they make use of national resources, heritages and solidarities (Holston&Appadurai 1996:198). Moreover, urbanity may "work" in such a way that cultural differences become transformed into scaffolds for relationships of social, cultural, and economic domination. Hence, identification of various groups with a certain cityscape and its history can be wielded as a powerful political instrument (Czaplicka 2003:373).

In essence, cities are not only geographical, but imagined spaces, often with cosmopolitan touch, where cultural identities are made and unmade, and multiple traces of time encountered and used. A crucial characteristic of heritage is that when mobilized, it can be used to select and evaluate fragments of the past from a perspective of the present day. In bigger cities all over Europe, urban heritage is being used to explore the existing diversity of cityscapes for the sake of strengthening social cohesion and negotiating the identities of the city's inhabitants (Czaplicka,Gelazis&Ruble 2011). This closely associates heritage with the concept of collective memory (Graham and Howard 2008, Peckham 2003). Within Critical Heritage Studies it has been pointed out that while in contact with heritage, people tend to do "social memory, personal or family memory work, negotiating regional, class, ethnic, gendered or national identities" (Smith&Campbell 2016). Thus, we consider cultural memory as the discursive and performative engagements with the past, and heritage as "packaging" certain products resulting from these engagements.

The exploration of transcultural and transnational entanglements of both urban heritage and memory is thus a key innovative aspect of our research. We mean to

explore in depth the hypothesis about the “potential in the transnationalisation of heritage for helping to create a cosmopolitan cultural memory” (Chalcraft&Delanty 2014). The recent upswing in Critical Heritage Studies indicates the emergence of significant synergies between the scholarly fields of Memory Studies and Heritage Studies. Our team includes specialists in both of them and views this blurring of disciplinary boundaries as productive. Memory and heritage were too often treated as separate and even mutually exclusive fields, which is infelicitous since authoritative scholars tend to conceptualize heritage as part of cultural memory. They mean that heritage work is a subcategory and an “especially efficacious” aspect of memory work (Macdonald 2013:18). Like cultural memory, heritage is a device legitimizing the existence of community and justifying its future existence (Harvey 2001:9). As such, it can contribute both to the social cohesion and to its opposite. Therefore, we want to focus precisely on “heritagization”, i.e. the process of heritage creation, much more than on its products

In a similar vein, we understand collective memory dynamically, as a set of practices. For the purposes of our analysis, we find, together with Misztal (2003:7), three main components to be most informative in regards to our understanding of collective memory: it is formulated by actors representing communit(ies) or group(s); it is performed in the present through practices of commemoration; and it plays an important role in defining the way that community sees itself today and in the future. Times of change are more prone than others to contestations and conflicts actualizing identity issues (Tismaneanu 1998;Törnquist-Plewa 2003;Törnquist-Plewa&Petersson 2009;Megill 1998;Ben-Amos&Weissberg 1999;Zerubavel 1995)

Given the proliferation of memories and identities, cities become natural arenas for selection, “packaging” and accompanying commercialisation of especially valuable forms of local legacies, and upgrading them to items of (national) heritage. Heritage is a term whose semantic range is constantly widened and enriched. It may be conceived as a socially significant performance focusing on cultural objects (symbols, narratives, sacred places, historical and architectural monuments), or a “particular cultural practice about cultural practices” (Aronsson&Gradén 2013:4). It also makes sense to approach it as a constellation of certain discourses (Smith 2006) that facilitate “manufacture” (AlSayyad 2001) and interpretation of the past for the local, national and increasingly transnational audiences and users. At different levels and in different contexts, heritage serves as a tool for the valorisation of the past through images prompted by collective memory, culture, tradition and identity.

An important epistemological point of departure for this programme lies in an understanding that urban space is a cultural juncture of complex and often contradictory processes that mobilize competing notions of public openness, democracy, (cyber)citizenship, social inclusion and exclusion, creativity and violence. These are processes that draw upon national frameworks and transnational perspectives, which we problematize as part of problematics of urban heritage and memory. We maintain that talking about urban heritage and urban remembrance implies a strong focus on identification of urban lines of

conflict and, consequently, on conflict prevention, and resolution, accommodation of difference and stimulation of agonistic dialogue (Mouffe 2000,101-2). Indeed, heritage becomes not only a source of multiple identifications, but also a potential zone of conflicts and uncertainties. This tendency colours the processes of forming cultural heritage on both institutional-political and grass-root levels (Ashworth 2007,Kuutma 2007). Besides, from our perspective, the key element of cultural heritage is the presence of multiple actors, at several levels, engaging in competition, but also compilation, adaptation, and hybridization, in a frame of reference that is not automatically nation-based.

There exists a broad range of academic literature on cultural processes and policies (e.g. Berg et al.2000; Löfgren 2002,2005,2008;O´Dell 1995,Stråth&Øysten 1997), heritage preservation and patterns of historical remembrance in Sweden (Aronsson&Gradén 2013,Landzelius et.al.2005,Holmberg&Persson 2016). It has been pointed out that “Swedish cultural heritage ...is a many-sided process of multi-cultural interaction between a number of cultural manifestations, forms and impulses over time” (Gustafsson&Karlsson 2011:21). Nevertheless, it is still unclear how alternative models of heritage (transnational heritage, “heritage from below”, “anti-heritage” etc.) are realised in Swedish urban milieus and how these alternative scenarios differ from those beyond the country, especially against the background of the EU-promoted vision of ‘unity in diversity’. After all, the framework of the EU presupposes much standardization and homogeneity in several domains, but cultural diversity continues to be a decisive element of urban development. Hence, our programme will further explore European urban spaces as sites of translation, contestation and incorporation of transnational, conflictual and dissonant heritage.

### 3.2. Cultural diversity in urban milieus: conceptual approaches

Theorizations of cultural diversity tend to be associated with studies on multiculturalism, tolerance, transnationalism and human rights. Heritage preservation and use make up an important aspect in this broader problematic, as cultural rights and human rights go hand in hand in a range of political and social contexts. The complex nexus of heritage, memory and identity creates preconditions for further sophistication of the debates on cultural difference and for the incorporation of cultural legacy of various actors. Urban public spaces have been constantly pointed out as arenas for experiments with cultural diversity and as preconditions for its maintainance (Hannerz 1992;Holston 1995).Major cities are now becoming microcosms of diversity comprising not only innovative places and inclusive identities, but also marginalized ones (Landry and Wood 2008). Urban landscapes are presently full of examples of plural mono-ethnic heritages, while successful cases of multi-ethnic hybridity are much less visible (Whitehead et al 2016).Much indicates that although urban heritages function as effective channels for transmission of an array of outlooks, attitudes and values (Ashworth&Larkham 1994,Timothy 2011,Urry 1990), some of them are far from being “inclusive” or tolerant.

Researchers have long concerned themselves with the question of how the city works as an economic and social entity (Park et

al.1925;Mumford,1938,1961;Wirth,1964), and this has taken into consideration the value of diversity (Hall 1998, Montes, 2000). Richard Florida (2002a,2002b,2003, Tinagli, Florida et al 2007) has attracted widespread interest by establishing a quantitative methodology that pinpoints diversity as a positive urban asset. His thesis is that the cities that compete most successfully in the modern world will attract the most talented people ('the creative class') and score high on tolerance and diversity (see also Zachary 2003,2005).

Several possible ways of approaching cultural diversity in the framework of urban heritage and urban memories may be distinguished:

- cultural diversity conceived within the framework of multiculturalism as an expressed distinctiveness and difference recognized in the public space and promoted by nation-state (Kymlicka&Norman 2000, Taylor 1992)
- cultural diversity as a part of the problematics of social inclusion, conviviality (Gilroy 2004) and making minorities visible in urban public spaces. In this context it may be interpreted as both the tool and aim of urban development and cultural citizenship.
- cultural diversity as a tool in the quest for cultural alternatives, e.g. to promote non-traditional ways of memory work, heritage and identity on the basis of explorations of transnational pasts, contemporary migrant networks and urban subcultures (Macdonald 2013: 186)
- diversity as an inherent complexity, conflict and antagonism/agonism of identities, memories and heritages (Bhabha 1989, Mouffe 2000)
- cultural diversity translated as hybridity, i.e. incorporation, (post-colonial) cross-pollinations, crossovers and boundary blurring that brings together elements from different cultures and fuse them in what becomes a new form, though it may retain identifiable elements of previous forms (Macdonald 2013, Aronsson 2006, Robert 1994)
- cultural diversity conceptualised as an outcome of historical multilayeredness and cosmopolitan entanglement of urban spaces.

The programme will relate to these various approaches to cultural diversity in order to make sense of the recent discourses and practices on urban heritage, memory and identity. Taking a vantage point in the interpretative humanities research, we assume that "Difference is something we should neither seek to water down, nor to reduce to a catalogue of exotica, but something to be explored for its intrinsic value" (Landry and Wood 2008: 45). Ethnicity, religion, social positions, gender, disability, age and subcultural affinity may provide clear guidelines as for aspects of diversity that might be put under analytical loupe. Nevertheless, our research seeks to empirically unpack diversity by focusing not primarily on sociologically defined categories, but on urban spaces (museums, monuments, architectural sites, festivals, tourist routs, digital arenas) that trigger conflicts, as well as search for alternatives that include hybridity and conviviality. We thus suggest to trace actorship, mechanisms and strategies of approaching diversity in heritage-related urban spaces where its effects are detectible. Findings from the programme will bring to light novel tendencies of contemporary heritage-making and practices of memory work in several European cities, with the focus on the Swedish ones. The programme will thereby contribute with new insights about diversity management in connection to heritage and memory making, economic aspects of urban creativity and urban

regeneration. By focusing on heritage practices and entanglements of local memories, national histories and transnational identities, our studies will contribute to exploring the insufficiently researched topic of the transformations of contemporary heritage in Sweden. Beyond this, it will infuse novel arguments into the existing discussion on the Europeanization/globalization of heritage and memories.

### 3.3. Authorised Heritage Discourse, Subaltern Heritage Discourse and Responsive Heritage Discourse

The issue of diversity and conflict may be unpacked on a more general theoretical level. Hence, this programme adapts and gives a new dimension to L. Smith's idea of Authorised Heritage Discourse (AHD) and Subaltern Heritage Discourse (SHD). Most often, the dominant top-down discourse (AHD) is formulated by experts and promoted by the cultural and political elites, primarily in relation to concepts of nation and nationhood. Embedded in this discourse are ideas about the immutable cultural values of heritage that bring expert assumptions about monumentality and aesthetics to the fore (Smith 2006, 4). Consequently, grass-roots initiatives, local heritage practices and community interests are usually envisioned as auxiliary elements of heritage programs whose "genuine" core is constituted by the top-down evaluations of (most often) national experts (ibid, 44). This helps to obfuscate continuing social inequities and perpetuates social and political marginalization (ibid, 36).

Exposure to AHD occasionally results in the formulation of a counter-discourse, the so-called Subaltern Heritage Discourse (SHD), whose qualities have not yet been properly investigated (but see Pendlebury, Townshend & Gilroy 2009, Robertson 2012). Our theoretical contribution extends into the development of the concept of SHD. We argue that the Authorised and Subaltern discourses must be studied in direct complementarity with the practices that make them substantial for European, national and local agents. By focusing on the relationship between AHD and SHD we highlight the negotiated nature of heritage, its plasticity and the possibilities it opens for the inclusion of cultural diversity (gendered practices, experience of minorities and migrants, cultural transmission between different generations).

Moreover, the programme takes a step further. On the basis of the existing knowledge about processes of Europeanization, we hypothesize the existence of a particular type of heritage logic that we call Responsive Heritage Discourse (RHD) (Narvselius 2016, forthcoming). We envision RHD as an actually existing variant of AHD, enriched by vernacular formulations and opinions. This is a horizontal, more diffuse expert discourse that emphasizes the importance of local participation, transnational networks, accessibility and mutual enrichment of academic and non-academic heritage expertise. It translates the main features of top-down AHD stemming from transnational and supranational heritage actors to the local level and at the same time opens the way for injections of SHD. As a result, RHD might be a fragile consensual construction that neither thoroughly privileges expert evaluations, nor precludes the local heritage initiatives bringing the alternative, the commercial, and the transnational to the fore. Highlighting the nexus of AHD, SHD and emerging RHD, we will be able to address discursive

logics and hybrid grammars of Europeanization of memory and heritage, whose forms vary between urban milieus.

### 3.4. Europeanization of cities, Europeanization of memory and heritage

The programme aspires to examine both national and local aspects of contemporary work with cultural diversity. Nevertheless, its conceptual vantage point is oriented towards transformations of urban heritage and memories in reference to current transnational and transcultural processes.

Several waves of the EU enlargement actualised the quest for incentives for European integration relating not only to economy, legislation and governance, but also to cultural identity (Malmberg & Stråth 2002; Chekel & Katzenstein 2009; Sassatelli 2009, Eder & Giesen 2001, Macdonald 2013). Correspondingly, effects of Europeanization opening for development of a post-national and even postwestern (Delanty 1995, 2009, Delanty and Rumford 2005) polity, began to be observable in the cultural domain, too. Our programme is inspired by a broad definition of Europeanization as “a variety of political, social, economic and cultural processes that promote (or modify) a sustainable strengthening of intra-European connections and similarities through acts of emulation, exchange and entanglement and that have been experienced and labelled as ‘European’ in the course of history” (Hirschhausen & Patel 2010:2). The abovementioned tripartite model of AHD, RHD and SHD where each type of discourse propels heritage in its own way, corresponds to a well-established multilevel model of Europeanization which stresses downloading, uploading and cross-loading of practices, decisions and knowledge between various institutional and non-institutional actors in Europe (Bache et al. 2015: 46-49).

EU decisions have affected local politics for several decades. However, the Europeanization of cities has only recently emerged as a separate topic for analysis (John 2000; Marshall 2005; Kassim 2005:303-307). There is empirical evidence that the Europeanization of cities is more than a top-down exercise dominated by Brussels. Kern (2007) points out that cities cope with European integration in three different ways: by implementing EU’s top-down initiatives, by complementing down-up responses with bypassing the nation-state, and by facilitating best practice transfer through horizontal twinning and networking. Unlike top-down processes of Europeanization, the emerging ‘foreign policy’ of cities underpinned by strategies of bypassing the national level and ‘cross-loading’ best practices open for the creation of transnational spaces autonomous from nation-states. From this point of view, Europeanization provides cities with new opportunities (Kern 2007: 4). One of them is the promotion of heterogeneous heritages and targeting transnational memory through various local channels, including commercial ones.

With the advance of Europeanization, certain periods and events of the continental history have been re-defined as those of Pan-European significance. One explicit example of such re-definition has been the Holocaust (Assmann 2010, Leggewie 2011). Processes of Europeanisation are at work in “labelling, mapping and narrating” other periods, events, figures and cultural objects as distinctly European (McNamarra 2015). Another aspect of the Europeanisation of heritages and collective memories arises from discovering patterns of

transnational circulation (De Cesari&Rigney 2014) and transcultural entanglements (Falser and Juneja 2013, Bond and Rapson 2014) of stories, objects, events, periods and personalities in Europe. Yet another factor that affects both political discourses and intellectual discussions on Europeanisation of heritage is normative underpinnings of the EU project, i.e. what are prone to be evaluated as European. Present formats of European memory consistently emphasize peace, respect of human rights, diversity, justice, freedom and democracy and thereby reflect the new normative conditionality developed by the EU and the Council of Europe (Kaiser, Krankenhagen&Poehls 2014: 4). While taking the diversity of European heritages and memories as a main vantage point of the programme, we will seek to answer the question how of: how is “it is possible to speak of the European heritage in ways that do not simply refer to the totality of national and local memories and heritage” (Chalcraft&Delanty 2014) or, on the contrary, do not present fragmentation as the only alternative. Thereby, we connect the notion of Europeanization to a broader domain of cultural and political processes such as globalization, transnationalism and transcultural exchange that are not limited to integrative and celebratory elements, but encompass parallel processes of dissociation, ‘othering’, fragmentation and conflict (Hirschhausen&Patel 2010: 3).

#### 4.METHODOLOGY

The main ambition of this programme is to interpret various aspects of forging cultural heritage from cultural diversity. Our research design is innovative in that it comprises the supranational, national and local urban levels and looks at the cultural heritage discourses and practices negotiated by various actors across these levels.

Another innovative feature we contribute is the comparison across Swedish and international cases. One of the axes of evaluation of our cases is temporal in regards to EU membership: Germany (as one of the founding members), Denmark (joined 1973), Spain (joined 1986), Sweden (1995), Poland (2004). We also consider this geographical spread as important, since these Member States have played different roles in the history of European integration and this may influence the creation and transmission of heritage in these regions. On the other hand, we understand Europeanization as a part of larger process of globalisation (Delanty and Rumford 2005: 18) and thus we are interested in tracing possible spill-over effects of Europeanization in non-EU/non-European countries. Hence, cases from Ukraine, Russia, US have been included to the programme.

A decisive criterion of the selection of cities was the presence of a well-articulated cultural heritage scene, where local actors are actively involved in co-operation/contestation with both national and transnational partners. Another criterion of inclusion was the existence of a diverse cultural heritage at each of these locations, with both idyllic and dramatic elements in place, and where different groups (i.e. youth, minorities and/or migrants) are actively involved in claim-making about their contribution to the local heritage. By means of contrasting and comparing these sites on the basis of the common methodological frame we will be able to make conclusions about the character of heritage discourses (AHD, SHD, RHD) and heritage practices elevating cultural

diversity in the selected cities.

The programme will apply a complex research design. Aside from particular research questions formulated by each WP (see below), the whole research group will delve into these principal issues in each of the cities that programme focuses upon:

-How is cultural diversity emerging from complex local histories, present-day European co-operation and national accommodations of migrating populations is worked?

-What new identity stories focusing on cultural diversity and multi-layered pasts have been formulated by urban actors, both expert and non-expert ones? Why?

-Why do some examples of diversity presentation/incorporation/transformation become utilized by both civil society and commercial actors?

The framework of AHD, SHD and RHD which has been described above, allows us to focus our quest. The research group will apply this framework as a lens through which heterogeneous material may be classified and then analysed and compared.

An important way of ensuring the cohesion of the programme that deals with heterogeneous material is a set of multidisciplinary methods allowing the research team as a whole to conduct a complex qualitative analysis. An important methodological pillar of the programme comes in the form of focus groups, a special kind of interview allowing to follow group discussions and the dynamics of conflictual opinions. These will be conducted with the help of professional sociological agencies. They will enable valuable insights into diversity of ideas on heritage, memory and urban identity. 3-4 focus groups with heritage workers, users and promoters will be conducted in each city that the programme focuses on.

With the help of digital content analysis, we will create profiles of the actors forming and popularising heterogeneous urban heritage and narratives of the past. The project will apply content analysis also to principal documents and media reports. Promotional productions of the selected institutions and public actors (guides, leaflets, webpages, political speeches) will be analysed with help of critical discourse analysis and narrative analysis. The same methodology will be used for analysing in-depth interviews with representatives of the chosen heritage institutions and initiatives, and core political and administrative actors deciding about the issues of heterogeneous heritage and commemoration.

Ethnographic fieldwork will be used for documenting the impact of selected heritage events on the visitors as well as on the perception/transformation of the intended messages by the audiences. To approach the dynamics of daily discussions about the local/regional heritage and to grasp their 'diversity dimension', the team will analyse digital material from Facebook groups and other on-line forums. In so doing the project will provide important (net)nographic insights that can be used in the future development of Swedish heritage policies.

## 5.IMPLEMENTATION OF THE PROGRAMME. WORK PACKAGES AND PROJECTS

### 5.1.WP1. Institutional frameworks for the accommodation and management of heterogeneous cultural heritage in urban milieus

Heritage institutions have been richly studied and theorized through the lens of accommodation of cultural heterogeneity and alternative conceptions of heritage. The research in this field addresses highly important questions concerning such issues as: museums and contestations of cultural heritage; the cultural processes behind the marginalization of cultural identities at heritage sites; the gendering of heritage collections; and the processes through which exhibitions and displays of material culture can provide agency to specific ethnic groups and/or local communities, etc. (see Aronsson&Gradén 2013; Conn 2010; Forsberg&Sennefeldt 2004; Karp & Lavine 1991; Kirshenblatt Gimblett 1998; Knell 2007; Macdonald &Fyfe 1996). Nevertheless, much of this literature lacks an ethnographic anchoring that analyses the complex daily context of heritage sites and the cultural realities faced by them, focusing more on macro-oriented trends distributed over the sector than the context of their daily operations. Our main point of interest in this WP is how both institutional constrains and the economic realities facing heritage institutions (Merritt 2008; Månsson 2009; Simmons 2006) create particular scenarios for the accommodation of heterogeneous heritage. Hence, this WP will look at how AHD and RHD are used for spurring alternative readings and visions of heritage (possibly, SHD) in the cities that increasingly become “tourist-historic cities” (Ashworth and Tunbridge 2000).

The project involves ethnographic fieldwork conducted at several heritage institutions both in Sweden and abroad, among them Etnografiska, Jewish Museum, Hallwyl Museum (Stockholm), Kulturen (Lund), Hamburg Museum, Solidarity Museum (Gdansk), Jewish Museum (Warsaw), Museum of Copenhagen and Speicherstadt (Hamburg). Fieldwork will interweave observations of daily operations and staff meetings at the sites with interviews. The interviews will address how heritage exhibitions are interpreted, and how different groups may be collaboratively involved in the work of heritage institutions. Textual analyses will be made of policy documents, strategic plans, mission statements and other steering documents as a background to interviews that investigate how they are interpreted and acted upon by staff and leadership at these heritage sites.

Participants: Törnquist-Plewa, Magnusson Staaf, O’Dell, Gradén, Bernsand, postdoc (LU), Ristilammi (MAH), Poehls (Hamburg University), Karlsson (GU)

Cities: Stockholm, Malmö, Lund, Gothenburg, Umeå, Warsaw, Gdansk, Gdynia, Hamburg, Copenhagen, Seattle

### 5.2.WP2. Commercialisation of heritage and memory in the urban space: actors, conflicts, negotiations

Much indicates that both cultural heritage, especially in form of heritage tourism, and popular culture function as effective channels for the transmission of

high-brow, low-brow – and, potentially, ‘no-brow’ - outlooks, attitudes and values (Ashworth&Larkham 1994, Timothy 2011, Urry 1990). It is widely known that commercial heritage capitalises on the widely shared understanding of positive value of ancient sites, and some famous monuments in Europe have attracted visitors for centuries. Hence, commercialised heritage does not necessarily need to be treated as inauthentic or dismissed as mere kitsch. After all, commodification and commercial application is part and parcel of heritage work. Wider questions of power, memory and identity need to be articulated, investigated and answered, as competing actors draw into the “product” peoples’ history, culture and lifestyles (Burns&Novelli 2006). Furthermore, popular heritage can speed up the transmission of hybrid forms and democratic values of inclusiveness, openness, and agonistic dialogue in contrast to antagonistic opinions (Mouffe 2000). It may also be hypothesized that it works as a lens that allows to “zoom” between local, national and global perspectives. In this capacity, it might help to generate new arguments in the debate on European identity. The importance of mass culture and “heritage from below” for strengthening national identification has been repeatedly emphasized in the academic literature (Billig 1995, Aronsson&Gradén 2013). We hypothesize that the same might apply to identification with the transnational, the cosmopolitan, the hybrid and the glocal.

The main focus of interest within this WP is commercial uses of the past and commodification of heritage related to tourist attendance of architectural monuments, city festivals, regional culture fairs, hybrid heritage sites, and traditional museums such as, e.g., Malmöhus, Lund University Historical Museum and Kulturen in Lund. Our researchers will analyse how efforts to attract larger publics (tourists, re-enactors, local stakeholders etc.) affect heritage work in the selected sites. Why someone’s heritage is prioritized and someone else’s sorted out under market pressures? How do processes of marginalization work in a heritage market economy, and how might they be countered? What is the effect of EU heritage initiatives on promotion and/or marginalization of some aspects of local heterogeneous heritages?

As in the previous WPs, a range of qualitative methods (interviews, ethnography, textual analysis of policy documents, visual analysis of exhibitions and performances) will be employed to estimate dynamics and forms of commercialization of heritage. The internal dynamic of AHD, RHD and SHD is of interest in each concrete case.

Participants: O’Dell, Gradén, Magnusson Staaf, Narvselius, Willim, postdoc (LU), Merrill, Sandberg, Poehls (Hamburg University), Pietraszewski (Wroclaw University).

Cities: Stockholm, Lund, Umeå, Wroclaw, Kaliningrad, Lviv, Barcelona, Berlin, Hamburg

5.3.WP3. Contemporary public debates about cultural diversity and heritage: stakeholders, discourses, media

Over the last two decades, new economic trends, political events and societal

processes gave fresh impetus to the public debate on cultural heritage. All over the world, and Sweden is no exception, cultural politics have been affected by the neoliberal ideas of manageability of culture, utility of culture for economic growth, and decentralisation of cultural-political decisions (Svensson and Tomson 2016). On the EU-level, a related view of cultural heritage as a motor for sustainability, economic revitalisation, employment and the innovation of cities and rural areas has been firmly anchored and promoted by various means. This line of thought sometimes overlaps, and sometimes comes into conflict with the arguments about heritage as a democratic resource facilitating the cultural enrichment of every citizen. Ideas about the commercial utility of heritage and its convertibility to economic asset have been a subject of intense public and academic discussions. A recurring theme of these debates is thus how the market logic constrains critical approach to the past and creates obstacles for lifting heterogeneous heritage and cultural diversity.

Another challenge vividly discussed, in particular, in the Swedish context, concerns the limits and degree to which heritage might be employed for the promotion of certain political agendas. An important question raised in this context is “how to steer a course between being responsive to the political context and retaining a sense of distance from contemporary political agendas” (Whitehead 2015: 28). In Sweden, the recent debate addressing fusion of several well-established Swedish museums into a framework of the Museum of World Heritage reveals public concerns about culturally heterogeneous heritage that might run risk of being used for projection of uniform ideological messages. Similar concerns have been voiced in other European countries (ibid).

An important aspect of the recent heritage debates that deserves full attention within the conceptual framework of our programme concerns the ownership of and responsibility for cultural heritage. In the wake of increasing mobility of populations and intensification of transborder, transcultural and transnational exchanges the role of the nation-state as a taken-for-granted custodian of cultural treasures has been questioned. But who are envisioned as the rightful heirs, custodians and users of heterogeneous heritages instead of the nation and nation-state institutions? Where does heritage belong? What historical and contemporary controversies have been revealed in the course of the debate about transnational/post-national/supra-national dimensions of heritage?

To summarise, this WP aims to analyse the content, dynamics and driving forces behind the contemporary debates on commercial, political and social aspects of heterogeneous urban heritage. It also asks: what dissonant, heterogeneous, conflictual memories are actualised in public discussions about urban heritage? How and why is this done, whose opinions take the upper hand? These questions will be answered with the help of interviews, focus groups, textual analysis of policy documents and media databases. The complex dynamics between “top-down” AHD and “horizontal” RHD are of special interest in this context. Participants: Törnquist-Plewa, Narvselius, Dutceac, Magnusson Staaf, Bernsand, postdoc (LU), Ristilami (MAH), Karlsson (GU)

Cities: Lund, Stockholm, Malmö, Gothenburg, Copenhagen, Warsaw, Gdansk, Gdynia, Wroclaw, Kaliningrad, Lviv.

#### 5.4.WP4. Digitalisation of urban heritage: possibilities, hinders and challenges

for diversity

One of the ambitions of the programme is the theoretical clarification and sophistication of analytical approaches to the digitalization of urban heritage. Our research team acknowledges a conceptual difference between the digitalized and the “native digital” forms of cultural heritage and heritage work. Digitalization of heritage understood as digital archivation and catalogization of heritage artefacts, texts and images, has been a mainstream research activity for almost two decades. However, while admitting a great importance of the digitalization of heritage collections (e.g. Europeana), our researchers take a step further and suggest to explore how digital technologies combine the ‘real’ and the ‘virtual’ and thus contribute to fostering “digitally native” heritage spaces, processes, communities and (sub)cultures (Kitchin&Dodge 2011; Lindgren et al 2014; Jansson 2013). Using such methodological tools as netnography, algorithmic mapping and other forms of cultural analytics (Manovich 2007, Willim 2010) will be essential for this WP.

New on-line practices, audiences and networks cannot be regarded as merely a contingent outcome of advanced digital technologies. On the contrary, the cultural and social embedding of online phenomena is at least as important as their technological imbrication. Divisions between the urban and the rural, the national and the cosmopolitan are translated into the virtual spaces in a myriad of ways. In particular, the transnational “memory boom” of the last decades that began offline, found multiple realisations online. Historical documents, catalogues of cultural objects, discussions of the past, commemorative events and popularization of the historical knowledge are increasingly digitalized. Moreover, new “digitally native” forms of dealing with the past and new practices of forging “digital heritage” at the crossroads of the material and the virtual, the spatial and the temporal, become increasingly visible. The assumption that diversity of memories, heritage practices and historical knowledges constitute both the input and the output of the digital media is an important vantage point of our programme.

Co-creation, recycling and the boulder-blurring exchange unfolding in the digital spaces have a significant potential to promote cosmopolitan outlooks, allow non-hierarchical participation, suggest alternatives to the nation-centred narratives and intensify popular discussions on the past. At the same time, it cannot go unnoticed that despite the conflict-soothing potential, the Internet increasingly turns into a digital war zone (Karatzogianni 2006, 2009), an engine of post-truth and counterfactuality, an incubator of uniformed opinions, and an extensive “echo chamber”. In particular, on-line “memory wars” (Etkind 2013, Rutten and Zvereva 2013, Zvereva 2011) have been notorious for extreme opinions, verbal brutality, and filtering away critical voices within own digital communities. Similar developments take place in the domain of heritage making, as different authorised and subaltern heritage discourses that circulate around officially and unofficially recognised forms of heritage are increasingly negotiated and transformed at on-line platforms. However, we can also distinguish a growing ‘digital detox’ movement of heritage users (Bonde Hansen 2016).

In this WP, our researchers will seek to answer questions: What are the

potentialities and limitations of digital heritagization? How does urban diversity translate into digital heritage? How are relationships between heritage and materiality affected by online phenomena? Does the digital heritage morphs into the online memory archive?

Participants: Magnusson Staaf, Dutceac, Willim, postdoc (LU), Merrill, Sandberg (UU)

Cities: Stockholm, Umeå, Copenhagen, Barcelona, Berlin

## 6. RESEARCHERS IN THE PROGRAMME

6.1. The research leader's and research group's skills and qualifications of relevance to the research assignment. The researchers' sub-projects in the programme

BARBARA TÖRNQUIST-PLEWA is the leader of the programme. She is Professor of East and Central European Studies at the Centre for Languages and Literature at LU and head for the Centre for European Studies (CFE). Her field of research includes studies of collective memory, cultural history and relations between countries of East-Central Europe and the EU with focus on Poland and Sweden. Since 2005 she is the head of CFE that coordinates and supports multidisciplinary research on Europe at LU and communicates research findings to the public. Apart from participating in several international research projects, she has profound experience in coordinating international research. Here come examples of the projects connected to the subject of this proposal:

- 2013-2016 chair and administrator of a 4-year EU-grant for carrying out COST-action In Search for Transcultural Memory in Europe (including researchers from 34 countries)
- 2015-2017 co-leader of the research project "The Europeanization of realms of memory and the invention of a common European heritage in Poland and Sweden" financed by the National Science Centre (Poland)
- Since 2009 co-leader of International Research Training Group Baltic Borderlands, founded mainly by German Research Council (DFG)
- 2009-2012 leader of the Nordic Memory Studies network, (Nordic Research Council)

Besides leading the whole program, she will conduct the project "Towards Transcultural Memory and Heritage in the Urban Spaces in Poland and Sweden" together with Igor Pietraszewski (Wroclaw University) and a post-doctoral researcher recruited to focus on the Swedish cases. They will explore both opportunities and limits of theories on transnational and cosmopolitan memories. Empirical analysis will address heritagization in Wroclaw, Gdansk, Gdynia and Warsaw in comparison with similar processes in Malmö, Lund and Stockholm. The project will focus on museum of History of Polish Jews in Warsaw, Museum of Emigration and Museum of Solidarity in Gdynia and Gdansk and Historical Museum in Wroclaw. The aim is to capture what the extent to which these new museums produce novel transnational narratives about the past and how they shape understanding of belonging and difference among their visitors. The research will be based on interviews with the heritage workers, surveys among the visitors, field observations as well as digital tools such as netnography.

A postdoc will be recruited to participate in comparisons both with Polish cities (within the subproject) and with Swedish cities in all WPs of the program.

ELEONORA NARVSELIUS is docent in European Studies affiliated with Centre for Language and Literature (SOL) at LU. Her recent research evolves on the intersection of Memory Studies, Heritage Studies and Urban Studies. She is the author of several publications on intellectuals and academic cultures. She has participated in 2 large international research projects focusing on urban environment, memory and heritage: *Life Forms in the Suburbs of Large Cities in the Baltic Sea Region* (VR, 1999-2001) and *Memory of Vanished Population Groups and Societies in Today's East- and Central European Urban Environments*. *Memory Treatment and Urban Planning in Lviv, Chernivci, Chisinau and Wrocław* (RJ, 2011-2014).

Narvselius will act as the leader for WP3 and conduct the project "Coining transnational heritage in Lund, Wrocław, Lviv and Kaliningrad: Diversity at universities in historical borderland regions" with some support from I.Pietraszewski (Wrocław University). She will compare academic heritage in the mentioned cities. Over centuries, these universities were crucibles of alternative urban identities growing on the intersection of regional, national and transnational trends. What images of university worlds have been projected in respective societies, how have they been valorized? What controversies concerning historical diversity of respective university have been explicated in the course of anniversaries and other memorable events that brought the university heritages to the fore? The project builds on participant observation, interviews, analysis of media, archival material and focus groups.

ANAMARIA DUTCEAC SEGESTEN is assistant professor in European Studies at LU. She holds a PhD in Political Science from the University of Maryland, USA. Her major interests are collective identity, collective memory, nationalism, political communication and cultural aspects of European integration. Her research is increasingly focusing on the Nordic region, seen in comparative perspective and on the development of digital tools for research in social sciences and humanities.

Due to her research profile and administrative experience (coordinator for an international master program and CFE's vice-director) she will act as the leader of WP4. She will conduct the project "Contested collective heritage in cityscapes: Christiania as a historical monument and alternative urban space". In particular, she is interested in the ways the supporters of the Freetown and those who want to re-integrate it fully under the authority of the Municipality of Copenhagen use the discourse of heritage to support their respective cause. The project seeks to learn how collective heritage is used by the two groups to organize themselves and to attempt to mobilize others via social media? Quantitatively, this translates into analysis of social media texts produced on Facebook and Twitter using computational methods and network analysis of clusters of Christiania activists. Qualitatively the project will use interviews with heritage activists as well as with representatives of the Municipality.

BJÖRN MAGNUSSON STAAF is associate professor with specialization in

museology at Lund University. Before 2008 he was employed as deputy director of the Museum of Cultural History for southern Sweden and first heritage officer of Lund. His research interests encompass museology, heritage management, early technological development, settlement archaeology as well as architectural history of the 19th and 20th century. He is the author of several major publications on heritage in Malmö and Lund. Among his recent research projects are "Museums in transformation" and "With history as compass" (funded by Swedish National Heritage Board).

His project "Heritage practice and urban development in Copenhagen, Hamburg and Malmö" aims to study how public heritage practices influence urban development and city design in the selected cities. The project will more specifically investigate how heritage institutions, such as city museums influence and cooperate with local urban planning offices in urban development. The specific legislative, financial frameworks relating to the urban heritage in three EU countries will thus also be compared, as well as the technological tools, such as digital Geographical Information Systems (GIS), since these factors create different outlines for heritage management.

TOM O'DELL is Professor of Ethnology at Lund University, Sweden. He is a guest professor of ethnology at Halmstad University and Stockholm University. He has conducted extensive research on: mobility; heritage and national culture as an outcome of transnational cultural processes; and the linkage between cultural and economic processes related to heritage and mobility. He currently leads a 2-year project Understanding the Conditions Facing Heritage in a Hybrid Market, funded the Swedish National Heritage Board. Previous research projects which he has either led or participated in include: Sensing, shaping, sharing: measuring and imagining the body in a mediatized world (RJ); Runaway Methods: Ethnography and its new Incarnations (RJ); Imagining and Living the Global: Transnational Trajectories and New Junctures of Community (VR).

LIZETTE GRADÉN is curator and research coordinator at The Royal Armory, Skokloster Castle and Hallwyl Museum, Stockholm and Affiliate Associate Professor in the Scandinavian Department at The University of Washington, Seattle. She has more than 20 years experience of ethnographic research and museum practice. Gradén's research centres on heritage politics and practices, with a specialty in Nordic immigration to the US. She led the RJ supported Nordic Spaces in the North and North America: Heritage Preservation in Real and Imagined Nordic Places (2008-2012), and participated as senior researcher in RJ project National History: Nordic Culture: Negotiating Identity in the Museum, and as researcher in the international project Folklore, Heritage Politics and Ethnic Diversity (1998-2001)

O'Dell will lead WP1 and together with Gradén will conduct the project "Commodified Diversity: The Challenge of Reframing Heritage in Contexts of Migration and Mobility". It will involve ethnographic fieldwork conducted at Kulturen in Lund, Kulturens Östarp, Skokloster Castle, the Hallwyl Museum (Stockholm), The Nordic Heritage Museum (Seattle), Skokloster Castle (Håbo), and The American Swedish Institute (Minneapolis). Their subproject will

examine how processes of commodification impact upon the daily operations of these heritage institutions? These museums are of interest in relation to understandings of cultural diversity as all of them are in the process of activating their collections in relation to processes of mobility and transnational migration. Results from this project will be of direct relevance to those currently developing the Museum of Migration and Democracy.

ROBERT WILLIM is researcher in European Ethnology at Lund University. He is also active as artist. His research has primarily dealt with how imaginaries are entwined with digital cultures, materiality and experiences of place. He has recently developed a research track about the concept Industrial Cool, which deals with the ways traditional industries are transformed in contact with ideas about a postindustrial society. His interest in digital heritage has been realized in the projects ASG Digital Society and DigiTrust: Privacy, Identity and Legitimacy in the Digital Society (funded by Puffendorf Institute, Lund).

Willim will discuss digital materiality and urban industrial heritage. Through ethnographic methods he will examine how urban facilities in Stockholm and Barcelona are repurposed to house digital infrastructures like data centres and supercomputers. The data centre Pionen in Stockholm is housed in an earlier civil defence bunker, a fact used by the company Bahnhof in their branding. The other example of a refurbished building is the Barcelona Supercomputing Center, housed in the old deconsecrated Chapel Torre Girona and containing a supercomputer MareNostrum. By comparing what happens when some buildings are repurposed, while other facilities are left to decay we can better understand the relationship between heritage and diversity.

SAMUEL MERRILL, PhD, is a sociologist with a primary interest in questions of memory, landscape, heritage and infrastructure. In 2014 he received first prize in the Peter Lang Young Scholars in Memory Studies Competition for his PhD thesis. He has worked at or been associated with Architectural Conservation, Tourism, Urban Studies and Modern Languages departments in the UK, Germany and Australia. He is currently undertaking a two-year postdoctoral research project Mobilising the Past: The Transnational and Digital Social Memories of Contemporary European Antifascism at Umeå University.

LINDA SANDBERG received her PhD from Umeå University's Centre for Gender Studies. She has recently researched Umeå's year as European Capital of Culture in 2014.

Merrill and Sandberg will investigate four case studies from three European cities, Umeå (Kulturhuset/Lokstallarna), Stockholm (Slussen) and Berlin (KUNSTrePUBLIK/ Zentrum für Kunst und Urbanistik, Curvy Brache) to examine the complicity of heritage discourses in the erosion of authentic subcultural urban places and practices. Their study will rely both on traditional ethnographic and on truly digital methods such as algorithmically mapping the distribution of Twitter or Instagram posts. How have subcultural urban places and practices been framed by authorized or subaltern heritage discourses within broader processes of gentrification? How have these processes of gentrification

been facilitated or resisted by different stakeholders? With what consequences for cultural diversity has the concept of cultural diversity been conceived and mobilized?

PER-MARKKU RISTILAMMI is Professor of Ethnology at Department of Urban Studies at Malmö University. He was resident Fellow at SCASSS (The Swedish Collegium for Advanced Study in the Social Sciences) in Uppsala in 1999. Since 1999 he has been engaged in several research projects on integration in the Öresund region. Ristilammi has been Research Fellow at the Department of European Ethnology at Lund University and external Assistant Professor at the Department of Ethnology at the University of Copenhagen.

Ristilammi will lead WP2 and conduct the sub-project “Frozen moments of time: Heritagization and migration-related activism in Malmö”. He will look at the process of heritagization of memories and emotions linked to especially memorable events through the prism of social activism in Malmö. Historically, the city is known as site for the early labor movement. Another specificity of Malmö is the large proportion of the population with a refugee background with experiences of traumatic events in other parts of the world, events that became entangled in collective memory. By exploring daily encounters and digital mediatization, the project will analyze institutionalization of symbolically significant activities in city spaces connected to migration.

HÅKAN KARLSSON is Professor of Archaeology and Vice Head of the Department of Historical Studies at the University of Gothenburg. His major focus of research is epistemology and ontology of archaeology, heritage management and contemporary archaeology. He is a co-leader of a number of archaeological projects in Cuba, India, Thailand and Sweden that in co-operation with local communities approach different kinds of remains from Soviet nuclear sites (Cuba) and industrial disasters in the third world. He is also co-leader of a project discussing the authenticity, staging and public communication of world heritage classified rock art sites in Australia, Argentina, India, Italy, Mexico, Tanzania and Sweden.

His sub-project “The Gothenburg 400-years jubilee and different urban identities” will focus on heritage practices and discussions in connection with the city’s jubilee in 2021. The central themes of the anniversary are the concept of “Building Bridges” and presentation of the city as an open multicultural place. The question is, however, how the ‘welcoming and open’ city, and the 400-year anniversary, are experienced by people belonging to the ethnic groups that today, as a consequence of the segregation, are marginalized to the city’s suburbs? Another question is how the National Museums of World Culture, which is located in Gothenburg and has multiculturalism centrally placed on its agenda, will be included in the anniversary and in the stories of the city?

NIKLAS BERNSSAND defends in 2017 his PhD thesis on how urban elites in the city of Chernivtsi in Western Ukraine work with local memories of pre-WWII ethnic diversity. He will be employed as postdoc for the project “Debating cultural diversity through cultural heritage in Sweden and Western Ukraine” that

takes special interest in debates on the inclusion of Roma and Travellers in recent heritage constructs in Swedish cities of Jönköping, Helsingborg and Gothenburg, and of Roma in the Ukrainian cities of Uzhorod and Mukachevo.

KERSTIN POEHLS is assistant professor of Cultural Anthropology at Hamburg University. Her research includes representations and narratives of migration and everyday performances of Europeanness. In 2013, she initiated a research project in Hamburg that aims to shed light on international and intra-European trade and post-colonial traits in consumer goods with regard to their sociocultural implications and historical traces in urban contexts. She has also participated in development of a program for museum professionals aimed at unveiling migration in the permanent exhibitions and museum collections in Hamburg museums.

Poehl's project "Hamburg and Gothenburg: Colonial traces and post-colonial voices in European port cities" enables the programme to examine two dimensions of EU heritage making, namely colonial traces and post-colonial debates and economic prosperity interrelated in metropolitan contexts (both in the cityscape and in narratives). Through qualitative research, social practices and earlier silenced voices from a wide range of social spheres will be analysed. The project will thus provide a more detailed picture of how symbolic inclusions into and exclusions from Europe took and take place.

IGOR PIETRASZEWSKI, PhD, assistant professor at the Dept. of Sociology at Wroclaw University (Poland). His research is mainly focused on sociology of culture, art and music. He is the author of monography "Jazz w Polsce. Wolność improwizowana" (Kraków 2012) and a number of scientific articles with the focus on city of Wroclaw. He has vast experience of conducting interviews and surveys and will support the program in the work with the case studies on Polish cities

## 7.CO-ORDINATION OF THE PROJECT

All the subprojects mentioned above work with the questions connected more or less to all the four WPs described in the section 5. Thus, all subprojects will contribute to them, although some more substantially to some WPs and less to the others, which is signalled by names referred to in the WP-description. Therefore, every WP will organize once a year a workshop for the entire program group, where the core WP-members will be obliged to present and others to comment. In this way, the team will meet 4 times a year (1 workshop for each WP), which will ensure an incessant dialogue and exchange of research results. Additionally, the whole team will also meet during 3 international conferences, organised by the program: a kick-off conference in Stockholm, an intermediary conference in Gothenburg and a concluding one in Lund. Between the meetings the WP leaders will monitor the work of the members the own WPs while the program coordinator will keep continuous contacts with the entire team.

The project has a clear organisational structure through the following bodies:

- Programme Co-ordinator (PC). Professor Barbara Törnquist-Plewa, head of the Centre for European Studies at Lund University, will act as Programme

Co-ordinator (PC).

- PC will lead the Steering Committee (SC) consisting of WP Leaders. The task of the SC is to enhance the coordination among the partners and monitor the research progress of the whole program. The SC acts as a quality assurance platform through the assessing of potential risks for the project and the establishment of counter-measures. The committee will meet 4 times a year in connection to the WP-workshops.

- Advisory Board (AB). It is an important organisational structure from a quality assurance perspective. Its task is to review the status of the project on an annual basis, provide advice to the SC and give feedback on the scientific deliverables. AB includes 3 prominent external experts in heritage. Two of them are scholars and professors in the field, and the third is both researcher and heritage practitioner:

Prof. LAURAJANE SMITH is widely known for her theorisation of heritage. She is an editor of the International Journal of Heritage Studies and the chair of the Association of Critical Heritage Studies. Her publications include several titles of great relevance for our project, among them *Uses of Heritage* (2006) and *The Cultural Moment in Tourism* (2012).

Prof. PETER ARONSSON specializes in research about uses of the past. He has vast experience of project coordination, including European National Museums: *Identity Politics, the Uses of the Past and the European Citizen*, a research project which was funded under FP7.

KARIN ARVASTSON, research and development coordinator at Swedish National Heritage Board. As representative of one of the potential stakeholders she will consult the program about outreach and impact of our findings outside the academic world.

All three have agreed to consult the programme if it receives funding

### 7.1. Research environment s strengths and weaknesses

The research group consisting of junior and senior researchers (among them 4 professors) have matching expertise and research interests comprising heritage, memory and urban studies, European identities, regional culture, anthropology, museology and history. Importantly, we are personally acquainted with each other, have monitored each other's work and have close working contacts.

Another big advantage of our research environment is its competitiveness in the international context. All the participants of the programme have a solid experience of participation in prestigious international research projects, including those funded by the EU. Our team includes researchers experienced in leading international projects. All of us have accumulated vast research networks, both in Sweden and internationally. These contacts can be effectively mobilized both for consultancy, exchange of ideas and, eventually, for dissemination of the programme's findings. Among the merits of our team are numerous publications on heritage, memories and identities in international peer-reviewed journals as well as editorship of several volumes issued by reputed publishing houses.

Possible weaknesses of our research environment are a flip side of its strengths. The geographical spread of our team members among different universities may,

on the one hand, be a challenge for coordination, but on the other, it offers greater visibility and impact of the program both within and outside the university milieu. The same could be said about the diversity of research experiences, interests, ideas as well as age and gender, represented by the members of our team. This may affect the group work, but may also bear fruit in terms of creativity, innovativeness and cross-pollination of ideas. In our view the competent leadership, regular discussions and collegial monitoring will be sufficient prophylactic measures to hold the research group together (13 individuals, among them 6 females). Also, the research design of our programme that builds around several WPs/tracks will promote both flexibility and clearer structuring of our work as a team. The researchers will have an excellent opportunity to deepen and further improve their competences in dialogue with each other, as each researcher will have an important role in at least two WPs and will be invited to participate in the workshops of all WPs.

## 8. DISSEMINATION OF THE RESULTS. PUBLICATION STRATEGY

The academic outreach will be achieved by means of:

- Articles submitted to peer-reviewed Swedish and high ranking international journals such as *Urban Studies*, *Memory Studies*, *Journal of Contemporary European Studies*, *International Journal of Heritage Studies*, *Ethnologia Europaea* throughout the programme's duration. The academic publications will start to appear after the second year of the project and continue to do so after the project ends
- 4 monographs by the project researchers (2 of them by the postdocs)
- 4 thematic issues of highly ranked international journals prepared by each WP within the duration of the program
- 2 edited volumes published by a reputed international publisher beginning from year 3 of the program. They will provide advanced cross-cases analysis and present theoretical perspectives by academic researchers and local experts (curators, activists, educators) involved in the management and outward presentation of local heritage sites
- Networking: Individual participants will disseminate the program findings by presenting them at larger international symposia and communicating them via already established research contacts (i.e., in the former COST network), projects and organizations whose profile and focus address the issues in our program. The dissemination will also take place during our fieldwork and research trips abroad
- 3 international conferences with leading scholars in the field as keynote speakers. Parts of the conference program will be open to the public. Besides, each WP will organize 1 workshop a year. Each of them will include an event open to the broader public, e.g. open seminars, roundtables or meetings with local stakeholders. Programs and materials of all the above-listed events will be available on the project's website
- Education: An online course disseminating the theoretical frameworks and summarizing the core findings of the programme will be prepared during the final year and offered to the universities involved in the program. Additionally, we will prepare a short summer course for the identified stakeholders (see below) in

cooperation with one of the so-called “folkhögskolor” (folk colleges) in Sweden. Each WP will target more specific audiences and potential beneficiaries. WP leaders may choose to lay emphasis on dissemination among a certain category of stakeholders (e.g., municipalities, authorities dealing with national heritage, tourist managers, civic groups, local communities, digital media). The project’s coordinating institution, CFE, has extensive experience in the dissemination of research results outside the academic community in close co-operation with other educational institutions, policy-makers, public intellectuals and the media. When choosing partners for the consortium, experience in dissemination and a wide network of contacts both inside and outside academia were among the core selection criteria.

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#### IGOR PIETRASZEWSKI

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