

Sub-theme 4: Managing monuments as a national resource
Author : Mrs Christina Sandström, Sweden

Cultural heritage as part of development strategies in rural areas

What do we mean by architectural heritage and in what senses do we judge it as a resource

The attitude towards our architectural heritage has changed considerably during the course of this century. It is no longer seen as the prestigious monuments of utmost historic or artistic value but as the base for cultural identity at large. Thus including also the vernacular architecture in all its varieties as well as industrial sites and the building-stock at large.

Continuity and the sense of having roots is the concept of today. The architectural heritage is judged as a resource in everyday life; a source of knowledge, pride and self-esteem which could serve actively in encouraging people locally when trying to find a possible future living for themselves and their children. The heritage as a resource could also be looked upon in a more narrow way. How could a specific building or traditional skill serve directly in developing schemes for jobholding and economic growth locally. These aspects on heritage as part of development have been topical the last decade and the question of awareness is no longer a mere strategy for preservation of our heritage but de facto judged as essential for peoples well-being and belief in a positive development of their own lives.

The European architectural heritage year in 1975 highlighted the threats to our architectural heritage and the need for a new concept for preservation. "Integrated conservation" was the key thus formulated and meant integration of preservation policies in all sectors of society. From the beginning this concept was merely aimed at preserving the heritage through coherent physical planning but has since then developed into a wider concept where the qualities of our physical cultural heritage shall be taken into account in all kinds of future strategies for society.

Current action on the European Level - The Countryside in Focus

A current example of this way of thinking is the European Campaign for the countryside organized by the Council of Europe 1987-88 with "Let's make the most of our countryside" as the slogan. This activity is wide in scope and contains all aspects of countryside life. The theme of the campaign is "To foster the development of rural areas through a determination to guarantee the continuity and preservation of the qualities of these areas for future generations". The emphasis is layed on continuity preservation and development. The aims and means of the campaign are appended to this report.

Why a countryside campaign?

The countryside is changing in an ever increasing speed. New production methods, new patterns of life, new economical structures and strategies form a development process that in a short time have tended to jeopardize our heritage as well as qualities of life of which we are only vaguely aware. The question is complex and urges for action in all countries of the world; in the industrialized countries as well as in developing countries. It is only the scale of time and the actual stage in specific moment that differs.

The countryside is of concern to all inhabitants, either they live in town or in the rural areas. The links of identity, the need for recreation is needed by everyone and as a living countryside means that people live there and have their outcome there, the future development of the countryside is of concern to everybody.

Within the Council of Europe the countryside situation with a specific regard to the rural heritage was raised already in the 1970:s as a follow up to the Architectural Heritage Year. Politicians were aware of and worried by the threat to the rural heritage through the rapid changes both in developing rural areas where the claim on land is high and in declining rural areas where emigration, isolation and poor economy are the features. At the same time they realized that the trend of internationalization needed a counter-part in the feeling of belonging emanating out of tradition and cultural roots. Protect whilst developing, develop whilst protecting became thus the attitude. An attitude where the need for cultural identity has been one of the selfevident points of departure.

The rural heritage is, in this sense, of concern in developing schemes out of two angles:

- o As a quality of life and source of proudness, thus promoting positive efforts from individuals and cooperatives in their search for suitable developing strategies.
- o As a resource in itself thus promoting jobs and balanced economy locally and regionally (tourism, leisure, craftsmanship, foodquality etc).

The "Rural heritage" is in this context seen in its widest sense - vernacular architecture and cultural landscapes formed by man over the centuries in an anonymous, till now not really acknowledged, but rich pattern where most people even town-dwellers have their roots. This is true for most countries while even in highly industrialized countries it takes only one or two generations into the past to find a majority of the population living in rural areas.

The specific qualities of the rural heritage

The qualities of the countryside are fragile. The rural heritage has grown out of a complex interaction between man and nature. The location of buildings, the use of land, the grazing cattle form a symbiosis that have imprinted the landscape one dependant on the other. Different from region to region developing out of available resources the rural heritage really is local although influenced from the prevailing international and national styles in a naive way. Such a totality is dependant on all its components to be readable and understood and as each component in itself might be of minor importance and easy to neglect the risks of jeopardizing this heritage are much larger than for ordinary "monuments".

The species of flowers that grow where cattle graze, the wild life fauna depending on cultivated land, the pattern of arable and pasture land, hedges, fences, paths and roads, the villages around their churches, the buildings formed by local material and traditional skills, the intricate pattern between farm buildings and dwelling-houses, the interaction between resources needed as water and communication; -it all merges into a totality which is the rural physical heritage.

Maybe that concerning the physical heritage the building tradition is the most obvious sign of a local distinctive character, that could be maintained if only the awareness of its features and qualities were common goods. While the "open cultivated land" in all its rich variety is more complex to grasp and also more evidently at stake when it comes to the question of earning one's living. The non-physical heritage that lies in traditional skills, local traditions and pattern of life is even more complex, and also more threatened as lifepatterns rapidly change and migration leaches whole districts of their able-bodied inhabitants.

Offensive heritage-actions as part of development schemes

Development policies in any the true sence of that word has to take stock of what can be offered as positive contributions. For the Rural heritage its potential in this respect is obvious. This would mean that the following actions are called for in development schemes for the countryside

- identifying and listing qualities developed over the centuries
- developing an overall concept from detail to totality
- developing policies and tools to protect and enhance the qualities
- making politicians, officials and people at large aware of their country as a resource
- utilizing the qualities in development schemes in an active way
- enhancing traditional skills and knowledge of material.

This of course could not be accomplished if not the relevant bodies in charge of the protection of the cultural heritage take their responsibility as promoters of such a policy. We have to be offensive in pointing out the values both generally and in detail, explaining them and making them familiar and worth-while to people at large as well as to politicians. We have to actively search ways of cooperation with other sectors of society and we have to develop tools that are understandable and workable for them.

Projects of interest

An offensive attitude means intense work on all levels of society. In such work the impact of good examples plays an active role and one interesting feature of the European Countryside Campaign is the submission of 6 demonstration projects pro country to be published and widely spread.

International experience

At the time of writing, these presentations are in process but it will be possible first in october to pick a sample for presentation orally at the ICOMOS symposium.

Swedish experience

Overall preservation policy

To make possible a thorough integration of the architectural and archeological heritage into policies of different kinds on regional and local level the Central Board of National Antiquities some years ago introduced a special form of inventory. This could be described as municipally and regionally initiated researchwork and programmes whith a total aproach to the cultural heritage the purpose of which is to serve as a proper base for future physical planning on regional and local level. These programmes so called cultural historical preservation programmes, consists of three elements.

The first part is a wide description of the growth over time of the community in question taking into account the development of basic industries, such as agriculture, forestry, fishing etc, the set up of industrial production, of communications, of administrative structures etc.

The second part consists of a listing of objects and ensembles worth protecting and preserving as parts of the described historical growth of the region in question. These two parts are descriptive and form a basic knowledge to be used in all kinds of development schemes. The third part is of an other kind. There the main aim is to formulate plans for action. These could deal with preservation measures or with awareness or with possible economic development or any other aspect where the heritage could or should be taken into account.

The first two parts are under way or published quite frequently both at regional and local level. The third part though has been treated in different ways. Some communities have geared their programmes towards development of tourism, others have decided to use the descriptive parts in a broad information campaign to foster awareness. Still others have used the presented knowledge as a basis for decisions on how to handle physical planning in the area etc.

The possibilities to use these programmes in fostering awareness as well as the possibility to use them directly as bases for development schemes will be further developed during the campaign period.

Central campaign initiatives

The Rural Campaign is in Sweden developing on two parallel tracks closely linked to one another on central regional and local level. One is "Official Sweden" represented by governmental bodies on central level, the Country Administrative Board on regional level and the communities on local level. The other is emanating out of the work of the NGO:s on all levels. More or less all the NGO:s of Sweden have merged together in a Campaign committee with the aim of fostering awareness and making people at large contribute in forming their future. The committee thus contains all varieties of political, rural, preservation, sports, environmental, a.s.o associations. To carry out a campaign in this way where the innovative spirit of people on the local level is closely linked to the elaboration of governmental policies, is an interesting project showing that the countryside infact really is of concern to everybody. One of the main tools therefore also is a scheme for study-circles where local people are asked to analyse the situation of their own area and point out possible or wished scenarios for development and how these could be accomplished.

Local initiatives

In disadvantaged rural areas where depopulation and migration is high due to shortness of jobs, outdoor-theater-performances based on the historic development of the own region have been used as a tool for positive future actions. The inhabitants have themselves taken the initiative. They have accomplished a thorough research work on the history of their own neighborhood transformed that into a play-wright and worked out the performance together, both as actors, stage designers, stage-hands a.s.o. The solidarity and sense of shared identity that these activities have brought forward consequently have formed a genuine base for active future development planning for the community as such. An

example is Huså, a little village in the north western mountainous area where the spirit of the common theatre activity fostered a belief in the future for the village to such an extent that a lot of different initiatives were taken to enhance the village's tourism facilities. And today this had led to a raise in the number of jobs, some of them totally new, invented due to new demands, some of them complementary to those already established.

Another type of local initiative is where a prestigious monument in a remote area has been the core around which a developing strategy has been formulated. Leufsta Bruk in northern Uppland is one of the most important Swedish ironworks from the 17th-century where the total ensemble is designed by the most dignified architects of their time. Here a joint cooperation between state, region and a private foundation has resulted in a total concept for this place containing amongst other things tourist accommodations, and a stud enterprise tied to training of trotting horses. A project organisation has been established with participation of regional authorities, voluntary organisations and the University of Uppsala. Projects concerning the following subjects have started:

- o Intensified forestry, cultivation of garden products, breeding of fish and crustaceans, refinement of biofuels.
- o Local mobilisation and training in entrepreneurial skills are also planned.

On one hand the high quality and uniqueness of the ensemble is used actively in formulating a tourist programme. On the other hand one has tried to find complementing activities and lastly the upkeep and repair of the old buildings generate jobs where traditional craftsmanship is needed.

Concluding remark

As have been related above the heritage as a resource in developing schemes is increasingly discovered and a number of interesting examples show that a conscious elaborating along these lines have led to positive results. It is though important to note that those responsible for the management of the cultural heritage have to lay the ground for positive actions through identification of the heritage and fostering awareness about its values on all levels of society.

Sub-theme 4: Managing monuments as a national resource
Title : Cultural heritage as Part of development strategies in Rural areas.
Author : Mrs Christina Sandström, Sweden

To areas threatened by structural changes, migration, declining labour-market, loss of faith in the future etc the heritage as a positive resource has increasingly been brought to the fore the last few years.

The countryside is changing in an ever increasing speed. New production methods, new patterns of life, new economical structures and strategies form a development process that in a short time have tended to jeopardize our heritage as well as qualities of life of which we are only vaguely aware.

The question is complex and urges for action in all countries of the world; in the industrialized countries as well as in developing countries. It is only the scale of time and the actual stage in a specific moment that differs. Actions are indispensable as the countryside is of concern to all inhabitants either they live in town or in the rural areas. The links of identity, the need for recreation is needed by everyone and as a living countryside means that people live there and have their outcome there, the future development of the countryside is of concern to everyone.

This situation has been notified within the Council of Europe and a campaign for the countryside is now launched for 1987-88. The main-theme for the campaign is "To foster the development of rural areas through a determination to guarantee the continuity and preservation of the qualities of these areas for future generations."

The emphasis thus is layed on continuity, preservation and development.

A totality such as the rural heritage is dependant on all its components to be readable and understood and as each component in itself might be of minor importance and easy to neglect the risks for jeopardizing this heritage are much larger than for ordinary "monuments".

A development strategy based on the cultural heritage as a resource is needed but it could only be accomplished if the relevant bodies in charge of the protection of this heritage act as promoters of such a policy. Values have to be identified both generally and in detail. They have to be explained and made familiar and worth-while to people at large as well as to politicians. Ways of cooperation with other sectors of society have to be actively searched. Tools that are understandable and workable have to be developed. In such work the impact of good examples play an active role and one interesting feature of the European Countryside Campaign is the submission of 6 demonstration projects per country to be published and widely spread. The report and oral presentation highlightens examples of this kind from different parts of Europe.

Sous-thème 4 : La gestion des monuments en tant que ressource nationale
Titre : Le patrimoine culturel en tant qu'élément des
stratégies de développement des zones rurales.
Auteur : Mme Christina Sandström, Suède

Pour les régions menacées entre autres par les mutations structurelles, les migrations, le fléchissement du marché de l'emploi, la perte de confiance en l'avenir, la ressource positive que constitue le patrimoine est devenue d'une actualité grandissante ces dernières années.

Les régions rurales se transforment à une allure de plus en plus rapide. Nouvelles méthodes de production, nouveaux modes de vie, nouvelles structures et stratégies économiques constituent un processus évolutif qui a tendu en peu de temps à mettre en péril notre patrimoine ainsi que des facteurs de qualité de la vie dont nous ne sommes que faiblement conscients.

La question est complexe et appelle une intervention dans tous les pays du monde, qu'ils soient industrialisés ou en voie de développement. La seule différence réside dans les échéances et l'état de choses effectif à un moment donné. Une action est indispensable, car le paysage rural intéresse tous les citoyens, qu'ils vivent à la ville ou à la campagne. Liens d'identité, besoin de récréation sont des nécessités pour tous et, comme un paysage vivant implique que des gens y vivent et en tirent leurs moyens d'existence, le développement futur de l'espace rural concerne chacun d'entre nous.

Le Conseil de l'Europe a pris note de cet état de choses et vient de lancer pour 1987-88 une campagne pour le paysage rural, dont le thème essentiel est "Favoriser le développement des régions rurales par notre détermination de garantir la continuité et la préservation des qualités de ces régions pour les générations futures".

L'accent est donc mis sur la continuité, la conservation et le développement.

Pour être lisible et intelligible, une entité telle que le patrimoine rural est tributaire de toutes ses composantes et, chacune de celles-ci pouvant être en soi d'importance mineure et aisément négligeable, les risques de compromettre ce patrimoine sont bien plus graves que lorsqu'il s'agit de "monuments" ordinaires.

Une stratégie de développement fondée sur la ressource que constitue le patrimoine culturel est nécessaire, mais elle ne pourra être réalisée que si les organismes compétents chargés de la protection de ce patrimoine se font les promoteurs actifs d'une telle politique. Les valeurs en cause doivent être identifiées tant globalement que dans le détail. Elles doivent être explicitées et rendues familières et dignes d'intérêt, tant aux yeux de la population en général qu'à ceux des responsables politiques. Les voies et moyens d'une coopération avec d'autres secteurs de la collectivité doivent être activement recherchés. Des instruments intelligibles et utilisables doivent être mis au point. Pour cette action, l'impact des bons exemples joue un rôle actif, et un élément intéressant de la campagne européenne pour le paysage rural est la présentation de six projets témoins en faveur de l'espace rural, projets qui doivent être publiés et largement diffusés. Le rapport et la présentation orale mettent en lumière des exemples de ce genre, choisis dans diverses régions d'Europe.