

Bonding, Bridging or Linking Heritage

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Concepts

- Cultural Heritage: objects and rituals that allow us to deal with modernization
- Modernization: changes imposed on our lives we cannot influence
- Europe is an ongoing process of modernization called Europeanisation
- Europeanisation requires cultural evolution to learn to deal with change
- Cultural evolution: social learning and creation of social capital
- Social capital is the collection of bonding, bridging and linking social relationships that we use to adapt to change
- European Heritage: the cultural heritage objects and rituals sprouting from or responding to Europeanisation producing bonding, bridging and linking social relationships

Bonding, bridging and linking in the perspective of modernization

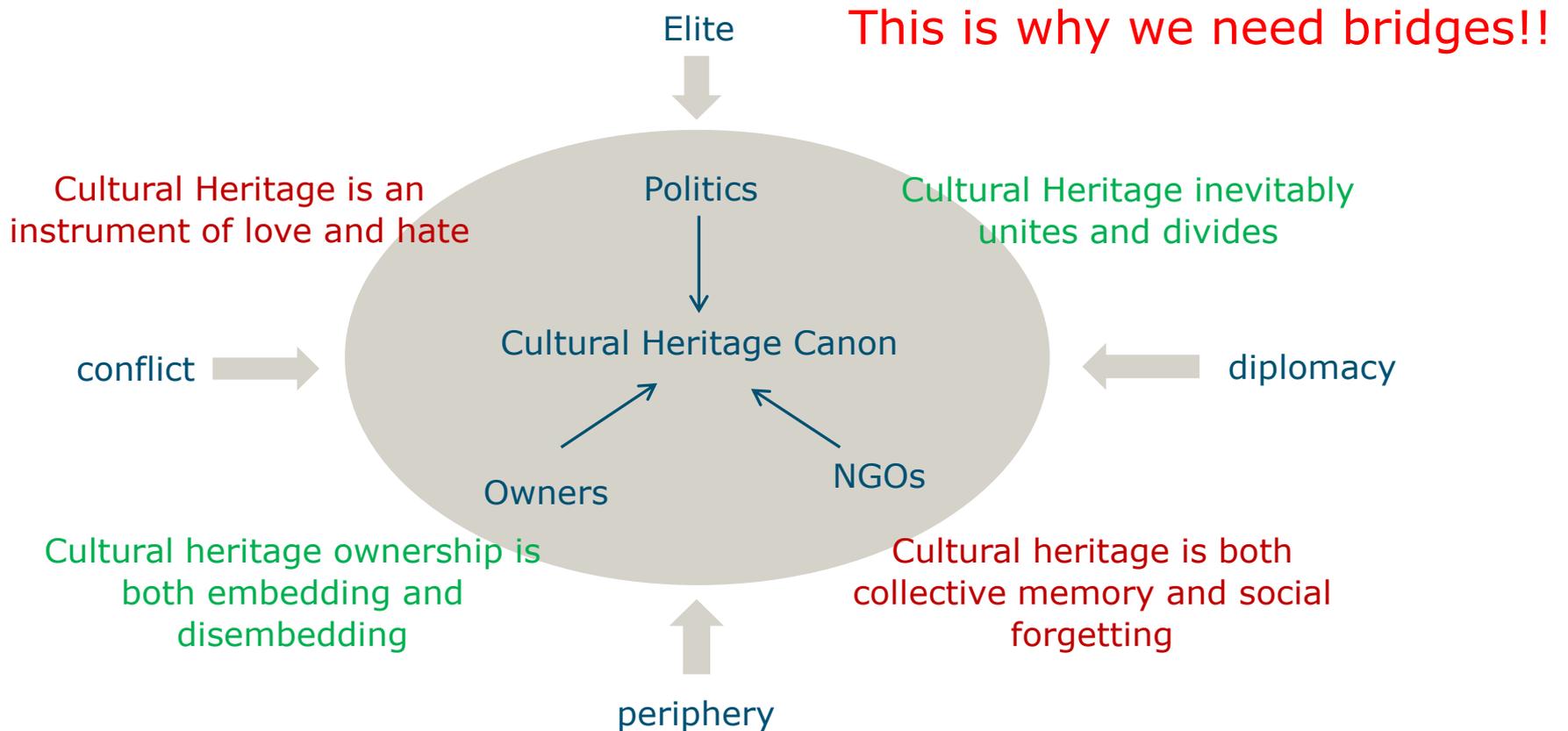
- Bonding needs a canon, a matter of belonging to the single core society
 - Exclusive, based on intrinsic values which must be difficult to understand as a serum from poisonous influences outside
- Bridging needs co-ownership and reciprocity procedures, referring to society as an increasingly complex salad bowl
 - Inclusive and selective, based on co-creation of norms and rituals to deal with value pluralism
- Linking needs objects that can enhance global mutual understanding in a postmodern society that is based on individualism
 - Inclusive and unselective

Bonding, bridging and linking heritage

Cultural Heritage	Examples
Bonding	The innate spirit of independence of the Scots: myths and literature
Bridging	The way your whisky should be drunk; the way elections should be organised; Scottish heritage abroad
Linking	Heritage tourism



Cultural heritage sustains the power of the elite



Cultural heritage and Europeanisation

- Heritage tourism, heritage projects to soften geographical and mental boundaries, heritage as regional assets for economic growth
- All heritage projects are based on interrelatedness: co-creation
- Being United in Diversity can only be arranged with co-creating bridging heritage, but needs linking and bonding heritage
- European Heritage: the cultural heritage objects and rituals sprouting from or responding to Europeanisation co-created in bonding, bridging and linking social relationships
- Can after Brexit UK stay on board of this co-creation process?

The case of Lithuania

- After the collapse of the USSR: freedom to differentiate and boom of semiotic activities
- Scavenging different periods in history for inspiration
- Inventing and recovering traditions (wooden architecture, woodcarving craftsmanship, field crosses, music and gastronomy) → regional bonding
- Re-inventing the Lithuanian Polish Commonwealth, as a bridge towards Ukraine
- Re-inventing the historic links with Europe, e.g. by stating that its acceptance of Christianity was a voluntarily action and re-installing “historic” regions

The case of Lithuania

- Lithuanian cultural regions
- Strong regionalism
- European administrative regions don't match cultural regions



Bridging and linking Scotland

Thinking out of the box Build new bridges

Global Scots

People from Scotland have made a significant impact across the world through migration to the Americas, Australasia, Africa and Asia.

Many of them collected objects as curios, gifts and personal mementoes, and these are now among the collections of this Museum. These objects reveal fascinating stories about the people who used, owned, discovered or acquired them.

The stories can be intensely personal, or reflect wider historical events and themes. Some objects connect people and stories thousands of years apart.

Scottish connections

The British empire created a network of military and trading links stretching around the world. For many Scots, the Empire presented a chance to build a career, fulfil a new and better life, and make money.

High principles and personal ambition motivated colonial administrators, soldiers and settlers. Reputations were built on taking personal and professional risks and on the desire to influence or change the society and politics of other countries and peoples.

Innovating Scots

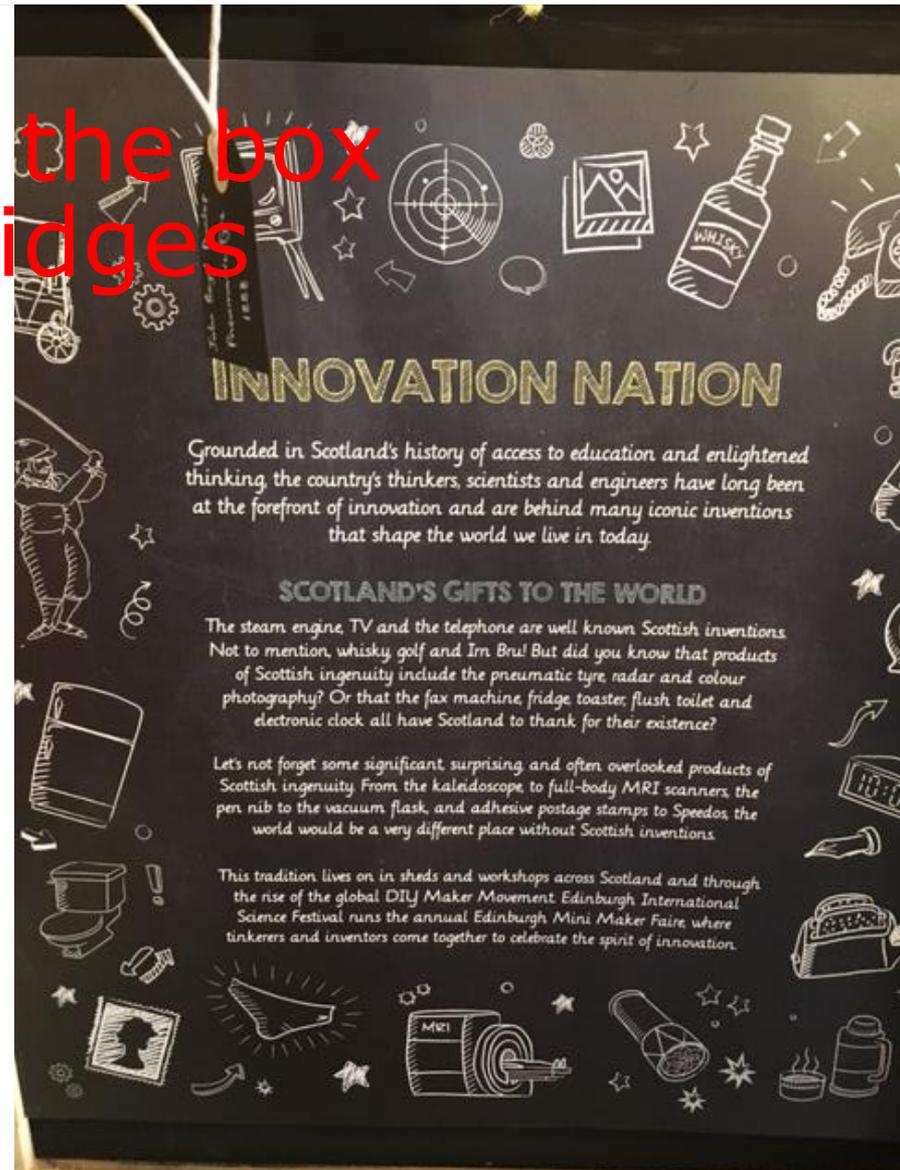
Scots have a long history of innovation and invention. They have made groundbreaking discoveries and promoted ideas that have changed lives and helped shape the modern world. Scottish men and women have made outstanding contributions in medicine, mathematics, education, engineering, exploration, communications and many other areas of human endeavour.

As the stories in this gallery reveal, creativity, new ways of thinking and even accidental discoveries have had revolutionary impacts.

Bridging and linking Scotland

Thinking out of the box
Build new bridges

Scottish linkages



Post-Brexit Bridging Heritage Innovations?

- Epitomize bridging and linking remains and results of European projects (e.g. INTERREG) and institutions
- Make strategic use of big diaspora for re-invention of economic heritage (e.g. combine historic coins such as Marks, Franks, Lires with blockchain)
- Celebration of historic transnational commercial ties and heritage objects?
 - Auld Alliance with France from 1295;
 - 14th century ties with the Dutch city of Veere
- Invention or re-enactment of bridging and linking traditions
 - Maritime heritage of the North Sea: herring fisheries

Conclusions

- Heritage is our answer to control and accept modernisation
- Heritage primarily is a product of co-creation, but has not been researched in this way in mainstream research
- Co-creation can be the result of linking, bonding and especially bridging social relationships
- Europeanisation as a process of modernisation produces European Heritage
- Brexit will lead to semiotic activities and heritage innovations
- Post Brexit Heritage innovations could well focus on bridging heritage
- Keep Scotland within the EU, because bridging is easier with the other side of Hadrian's Wall!!!

Thank you for your attention

