

THE FUTURE OF TRADITION:

How Challenging Change Can Honour Cultural Heritage

“Financing, Business Models and Governance of Cultural Heritage Interventions” online workshop

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WHO ARE WE?

Non-profit cultural association
behind the northern hills of Portugal

WWW.INDIEROR.PT

**WHAT ARE
WE DOING?**



HOW ARE WE DOING IT?

CHALLENGING
CHANGE!
GIVING TRADITION
A FUTURE.



**CULTURAL HERITAGE
IS A SERIOUS TOPIC!**



THE MANIFESTO



1. “THE UNIVERSAL, IS JUST THE UNBOUNDED LOCAL”

WE WANTED TO MAKE OUR COMMUNITY
UNDERSTAND THAT WE ARE INSERTED
IN A GLOBAL COMMUNITY.

TO GIVE OUR COMMUNITY, ESPECIALLY THE
NEW GENERATIONS, THE TOOLS TO BREAK DOWN WALLS
IN A WORLD THAT IS TENDING TOWARDS THE OPPOSITE
DIRECTION.



2. "THE WORLD IS AN UNIVERSAL REALITY, DISINTEGRATED IN A BILLION INDIVIDUAL IDENTITIES."

WE WANTED TO ESTABLISH CULTURAL IDENTITY BY SIMILAR BONDS, INSTEAD OF DIFFERENCE.

DEEP CULTURAL PROGRAMMING THAT FORCED THE
INTERCHANGE BETWEEN THE COMMUNITY
AND DIFFERENT REALITIES





CASE STUDIES



TRILHA

THE PROBLEM:

- ACCESS TO CULTURE
- BAD CULTURAL SELF-ESTEEM
- "BLACK SHEEP SYNDROME"

THE SOLUTION:

- HIGH PROFILE
INTERNATIONAL ARTISTS
- EXCLUSIVE TO LOW-DENSITY
TERRITORIES
- 5-10 DAYS VISIT
- INTERACTION WITH
THE COMMUNITY

HIGHLIGHTS:

GLEN HANSARD

(OSCAR, GRAMMY AND TONY WINNING ARTIST)

LISA HANIGAN

(OSCAR NOMINATED, GRAMMY ARTIST)

JESSE HARRIS

(GRAMMY WINNING ARTIST)

A person wearing a patterned dress is crouching in a field, operating a camera mounted on a tripod. The background is a grassy field with some trees in the distance.

PLANO A'SALTO

THE PROBLEM:

- LOST CULTURAL BOND WITH THE GALICIAN NEIGHBOURS
- NO EASY ACCESS TO NEW MEDIA EDUCATION
- NO RECOGNITION OF ORAL TRADITION BY THE NEW GENERATIONS
- ISOLATED VILLAGES IN THE REGION

THE SOLUTION:

- YEAR-LONG NEW MEDIA EDUCATION IN SCHOOL PARTNERSHIPS
- HIGH PROFILE DIRECTORS AND ACTORS
- SCRIPTS BASED ON ORAL TRADITION STORIES
- WITH SUBJECTS OF THE PORTUGUESE BORDER
- ONE-LOCATION PRODUCTIONS

MUSICAL POSTCARDS

THE PROBLEM:

- COVID-19
- LOCAL BUSINESSES WERE STRUGGLING
- NO WORK FOR MUSIC/LIVE SHOWS PROFESSIONALS

THE SOLUTION:

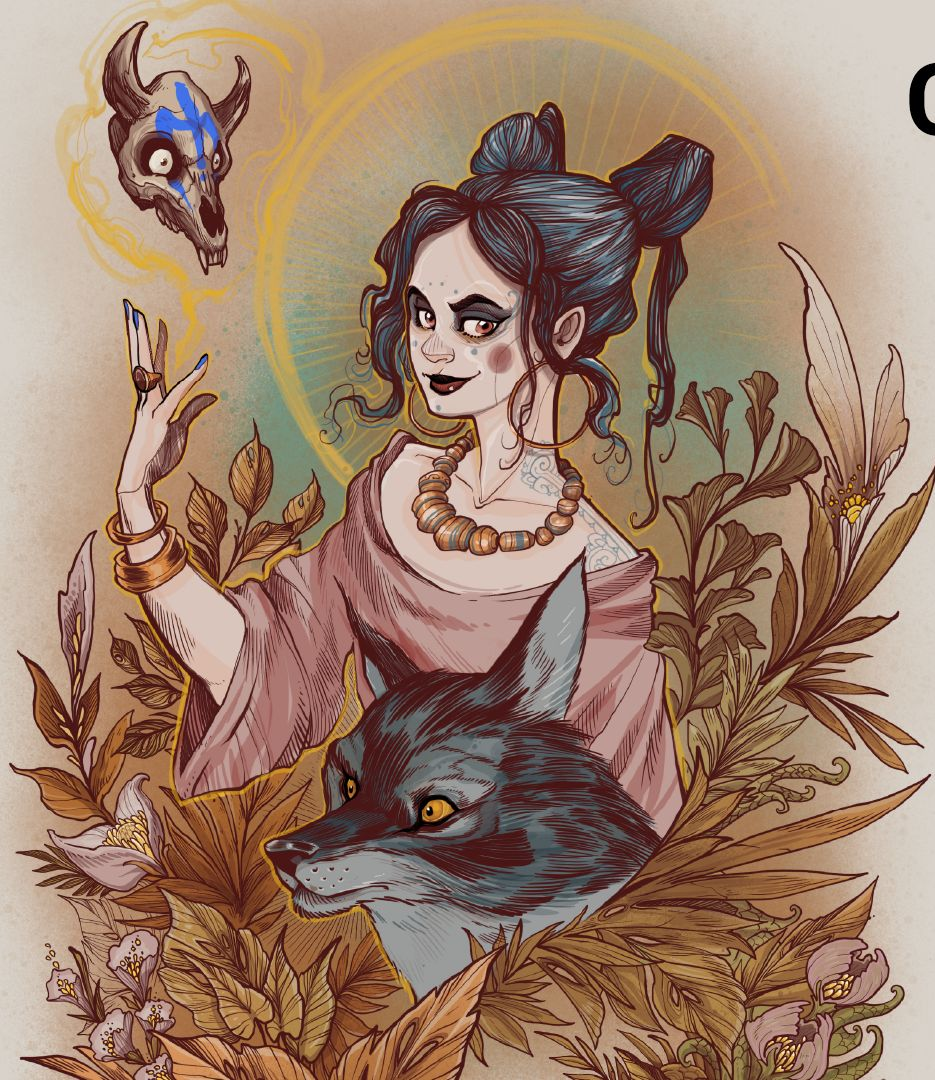
- CULTURAL TOURISM
- 1 MONUMENT/LOCAL = ONE ARTIST
- BROADCAST LIVE CONCERTS IN THE MONUMENTS

HIGHLIGHTS:

- RECOGNIZABLE ARTISTS AS:
JORGE PALMA, LEGENDARY TIGERMAN
CLÁUDIA PASCOAL AND ADOLFO
LUXÚRIA CANIBAL

- 48K VIEWS





CICLO DAS PEEIRAS

THE PROBLEM:

- DEEP PATRIARCHAL TENDENCIES
IN THE REGION
- HIGH MISOGYNISTIC
ORAL TRADITION
- ROOTED MISCONCEPTIONS
GENDER ROLES AND EQUALITY

THE SOLUTION:

- REBRAND ORAL TRADITION
WITH CURRENT VALUES
- TALK ABOUT IT. BRING THE SUBJECT
TO THE PUBLIC EYE.
- EDUCATE AND INFORM, ASSOCIATING
FEMALE ARTISTS AND TELLING THEIR STORIES.

HIGHLIGHTS:

MÁRCIA, LA OTRA.
PARTNERSHIP WITH "HEFORSHE" AND THE UN

**TRADITION MUST BE QUESTIONED
AND ALLOWED TO EVOLVE THROUGH
COMMUNITY PARTICIPATION.**

OUR CULTURAL HERITAGE IS THE KEY
TO OUR FUTURE, AS LONG AS ARE
WILLING TO LEARN FROM IT.

THANK YOU!

QUESTIONS?

