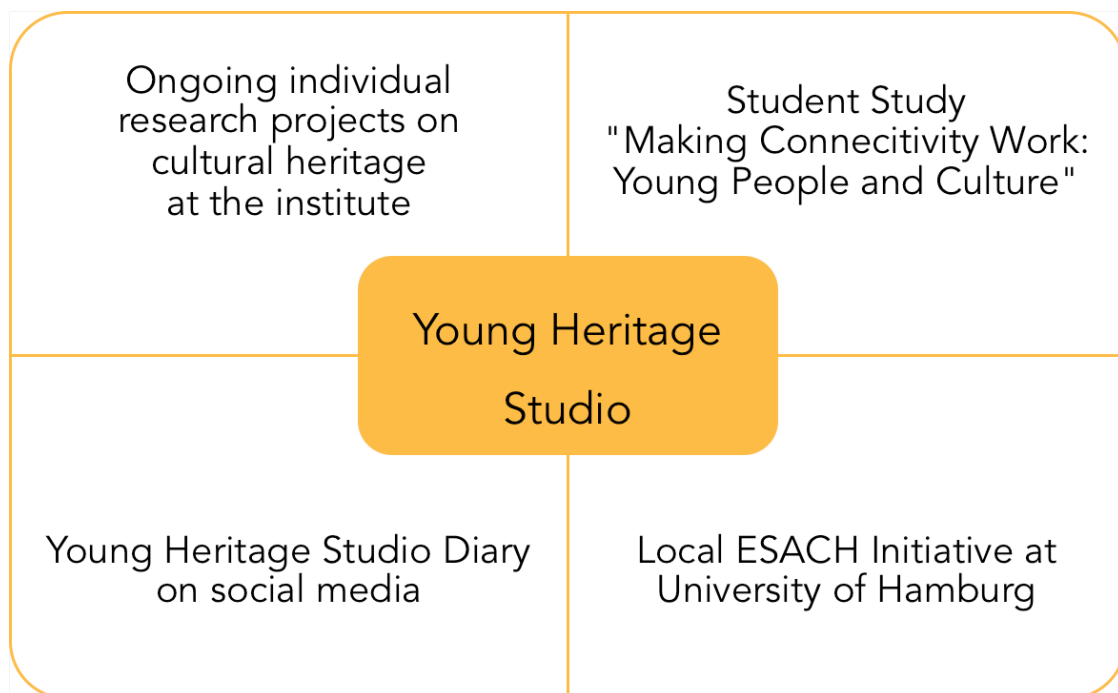


Young Heritage Studio



ESACH
EUROPEAN STUDENTS'
ASSOCIATION FOR
CULTURAL HERITAGE

The **Young Heritage Studio** is a cross-generational platform/knowledge hub founded at the Institute of Cultural Anthropology at the University of Hamburg to uncover currently unknown perspectives, bearings and adaptations of cultural heritage. Designed by the young, for the young, our aim is to find new ways of approaching cultural heritage with the domain of safeguarding it alongside professional memory practices in Europe. We focus on young people because passing on cultural heritages to the younger generation is essential not only to safeguard and preserve the value of European heritage sites, but also to foster a sense of communal understanding and responsibility.

This aspect becomes even more relevant in light of ongoing political trends towards nationalism in Europe and riots in London, Paris and Hamburg. These examples show that the „idea of good life“ is at stake - raising the research question of how participatory projects can play a role in forging connectivity between the young generation and society at large. Against this background, we plead for a deeper understanding of how young people of the public operate and can be heard, engaged, and empowered.

We ask:

- ▶ To what extent is cultural heritage important for the young in Europe?
- ▶ Which perspectives and motives do emerging researchers have that make them want to explore cultural heritages?
- ▶ Which heritage sites do young people regard as meaningful and relevant to their everyday life? What significance do young people attribute to different cultural traditions, objects, manners of expression?
- ▶ How does cultural knowledge circulate in their everyday life? How do they develop it further while being considerate to social and cultural change?

To answer these questions, the Young Heritage Studio composes four dimensions (see above).

Have we piqued your interest? You can find out more here:

Mail: youngerheritage@digilab-culture.de

Web: <http://digilab-culture.de>

Twitter: @digilabhh

ESACH: <https://esach.jimdo.com/>

Contributors: Larissa Borck, Sarah Junker, Ragna Quellmann, Julia Rausch, Olivia Stracke
In cooperation with Prof. Dr. Gertraud Koch and Samantha Lutz (M.A.)

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EUROPEAN YEAR
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HERITAGE
#EuropeForCulture

