

## The HOMEE Research Project

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### INTRODUCTION

In the past, many cities used mega-events to support their investment plans, develop tourism, or improve their competitiveness. Until recently, the focus was put primarily on creating new infrastructure for sports or culture where such events could take place. Recently, some organisers of mega-events have come to prefer using already existing facilities, revitalising them or adopting them for new purposes. For historic heritage-rich cities this change (triggered both by cuts in city budgets as well as by a slower pace of urban expansion) represents an opportunity for development but also poses a threat to their cultural heritage.

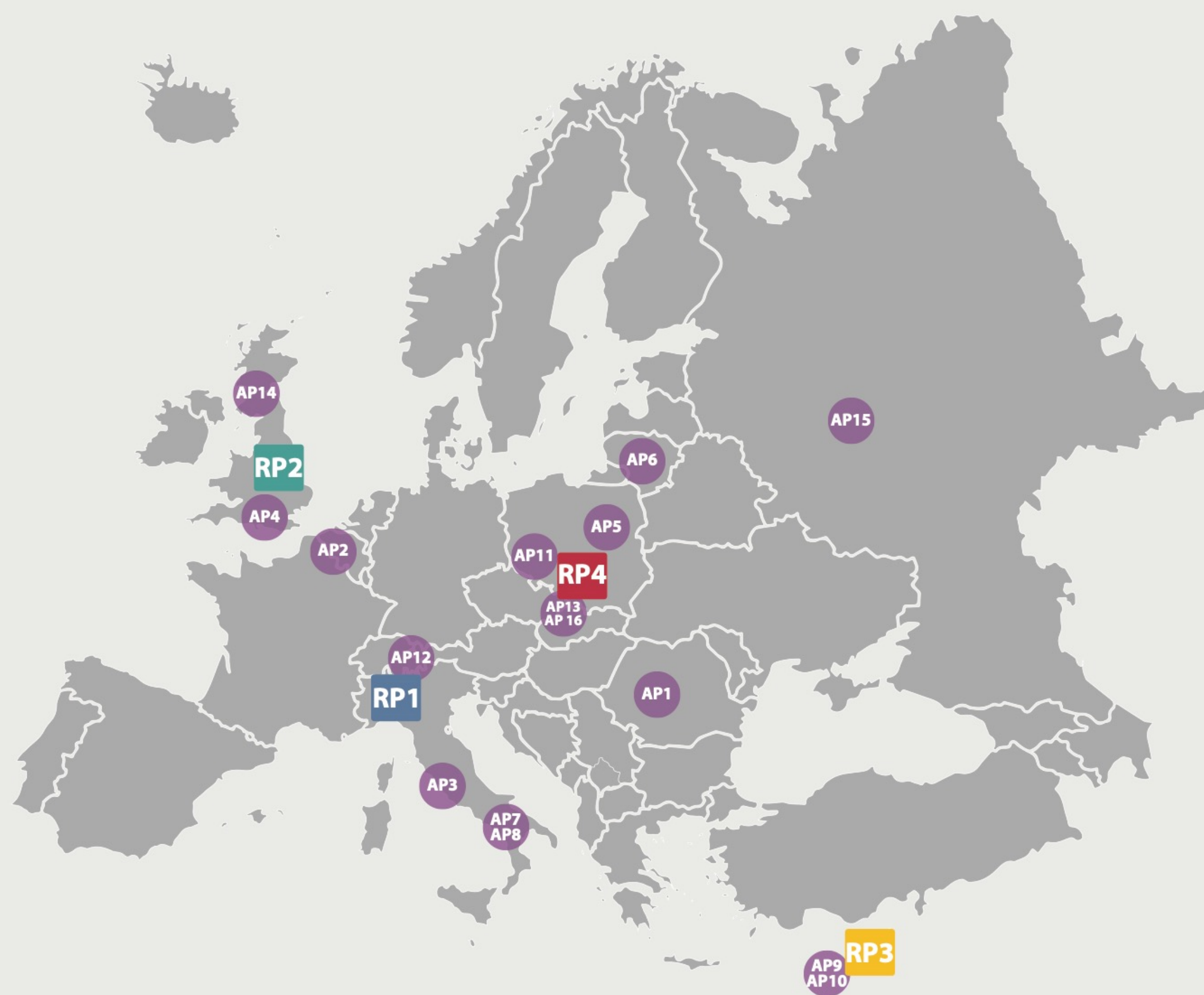
Project duration:

1 October 2018 – 30 September 2021

Funded by the JIPCH 2017 Heritage in Changing Environments Joint Call

### PROJECT OBJECTIVES

The objectives of the HOMEE international project are to better understand the relationship between mega-events and cultural heritage protection policy, as well as the impact of mega-events on heritage-rich cities. These objectives are to be achieved through a broad literature review and analyses of the case studies of the European Capital of Culture (ECoC) programs of Genoa 2004, Wrocław 2016, Pafos 2017, Matera 2019 as well as the Milan Expo 2015 and Hull 2017 UK City of Culture. The analyses of these cases along with the Living Lab Workshops, conducted during the ECoC 2019 in Matera, and cooperation with the Associate Partners will serve as a basis for developing the HOMEE Charter – a document offering innovative recommendations and planning tools, promoting a more sensitive approach to heritage in organising initiatives and cultural mega-events. The HOMEE Charter intends to improve the awareness of those who make decisions in matters of cultural heritage and mega-events on a local, national, and international level so that they clearly identify opportunities and threats stemming from planning and implementing mega-events in the context of historic cities.



### PROJECT PARTNERS

RP1 Politecnico di Milano – Department of Architecture and Urban Studies, Italy (Davide Ponzini - coordinator)

RP2 University of Hull – Culture, Place and Policy Institute, Great Britain (Franco Bianchini)

RP3 Neapolis University Pafos – Department of Architecture, Land and Environmental Science, Cyprus (Julia Georgi)

RP4 The International Cultural Centre, Kraków, Poland (Jacek Purchla)

### ASSOCIATE PARTNERS

AP1 University Network of the European Capitals of Culture (UNeECC)

AP2 European Network on Cultural Management and Policy (ENCATC)

AP3 Ministry of Cultural Heritage and Activities (MiBAC)

AP4 Heritage Lottery Fund (HLF)

AP5 National Heritage Board of Poland

AP6 Kaunas European Capital of Culture 2022

AP7 Matera-Basilicata 2019 Foundation

AP8 University of Basilicata

AP9 Pafos District

AP10 Pafos 2017 Organization

AP11 IMPART 2016 Festival Office

AP12 City of Milan

AP13 Krakow Festival Office

AP14 Robert Palmer Consultants

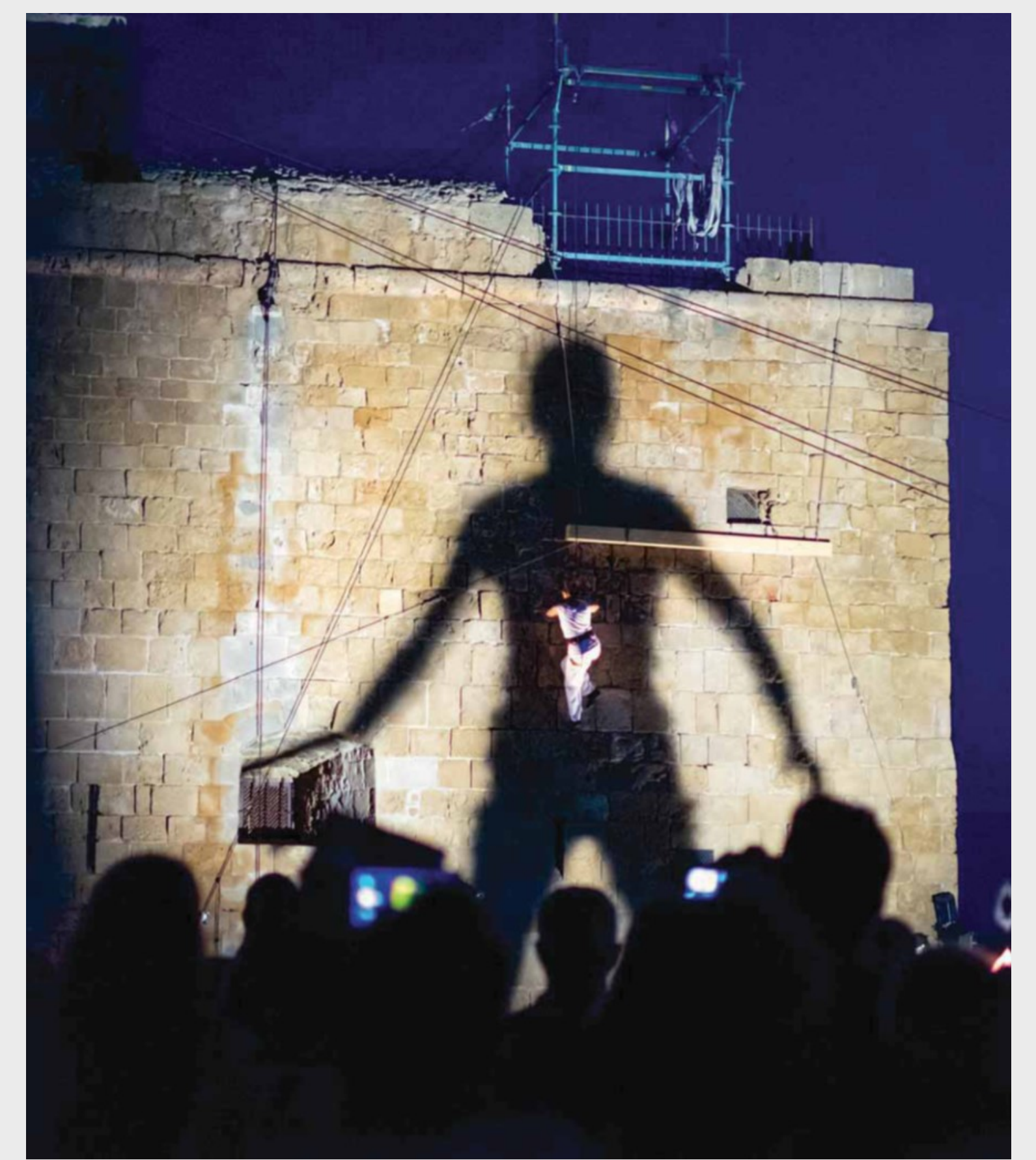
AP15 National Research University Higher School of Economics

AP16 Cracow University of Economics

## HOMEE

Heritage Opportunities/threats within Mega-Events in Europe:

Changing environments, new challenges and possible solutions for preservation in mega-events embedded in heritage-rich European cities



Source: fotoLark

The dance of the Caryatides by Compagnie Retouramont was performed at Pafos Castle as part of the Pafos 2017 European Capital of Culture, one of the HOMEE project case studies. While just one example of a single event interacting with the city's heritage, the ECoC led to the recovery of several historic buildings and public spaces. Additionally, it contributed to generating a new long-term development strategy for the city based on the enhancement of cultural heritage, sustainability, inclusion and social capacity.

### 1ST YEAR OUTPUTS

- HOMEE – Literature Review Regarding Mega-events/Cultural Heritage
- HOMEE – National Case Studies: Report Briefs

### INFORMATION:

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