

**November 6, 2021**  
**(room BC 420, BC Building)**

**Interrogating heritage and creativity**  
**PhD School**

**9:00 -16:00** IPhD School roundtable presentation followed by a discussion with **Michael Herzfeld, Peter Larsen and Florence Graezer Bideau**

**With the participation of:**

- Serjara Aleman
- Giacomo Alliaro
- Pascale Bugnon
- Nathaniel Danishwara
- Dorota Kozaczuk
- Phi Nguyen
- Sanja Platisa
- Facundo Rivarola
- Helena Roux
- Pierrick Porchet
- Alina Volynskaya
- Mengke Zhang



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# The Heritage, Creativity and Innovation Nexus



**an international workshop and a  
PhD school**

**Co-organizers: Florence Graezer Bideau  
and Peter Bille Larsen, IAGS**

**Research Group Heritage, Culture and City**

**November 4, 5 and 6, 2021**

**College of Humanities, EPFL**



# November 4, 2021 (room AAC 108, SG Building)

- 9h00-9h10** Welcome coffee and opening remarks by **Béla Kaposy, Dean of the College of Humanities, EPFL**
- 9:10 – 9:40** Introductory remarks: reframing heritage, creativity and innovation, **Florence Graezer Bideau and Peter Bille Larsen, CDH, EPFL**
- 9:45 –10:45** **Michael Herzfeld, Harvard University, Keynote**  
Crafting the Artisan: Creativity as Material Performance and Social Challenge
- 11:00 – 12:30** **Panel 1: Creative heritage techniques revisited**
- Sarah Kenderdine, EPFL:** ‘Insurgent acts of translation’: experiments from the archive
- Harriet Deacon, Coventry University:** Rethinking concepts of authenticity: repertoire and innovation in the HIPAMS project (heritage-sensitive intellectual property and marketing strategies)
- 14:00 – 15:30** **Panel 2: Governance creativity and innovation**
- Luca Zan, University of Bologna:** Cultural Heritage and Identity building in current China. Stateholder creativity and administrative legacy
- Chiara Bortolotto, Paris Cergy University:**  
Mastering the future through Intangible Cultural Heritage: sustainability, change and temporality disruptions
- 15:30 – 16:30** Guided visit to Deep Fakes exhibition by **Sarah Kenderdine (eM+)**
- 16:30 – 17:30** Roundtable discussion on theoretical paper by **Graezer Bideau and Larsen**

# November 5, 2021 (room BC 420, BC Building)

- 9:00 – 10:00** **Trevor Marchand, SOAS, Keynote**  
Recovery & Reconstruction of Architectural Heritage: toward a people-centred approach
- 10:15 – 12:15** **Panel 3: Rethinking creativity, sustainability and landscapes**
- Ave Paulus, University of Tartu:** Hot Heritage of the Cold War - Translating Controversial Soviet Occupation Heritage on the Coasts of Estonia into Creative Futures
- Katriina Siivonen, Finland Futures Research Centre, Turku:** Heritage Futures for resilience and sustainability transformation
- 12:15 – 13:30** Introduction to the Montreux Jazz Project by **Alain Dufaux (Cultural Heritage and Innovation Center)**
- 13:30 – 15:00** **Panel 4: Urban heritage imaginaries, innovating public space and creativity**
- David Littlefield, University of Westminster:**  
Creative practice and narrative: representational techniques and the voice of historic surfaces
- Michel Rautenberg, University of St. Etienne:**  
Photographic nostalgia, historical comics and posters in the heritage imaginary of a former French industrial city, Saint-Etienne
- 15:15 – 16:00** **Closing remarks**
- 16:30 – 18:30** **PhD students/poster presentations and drinks (BC420)**