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UNESCO Chair on  
Mediterranean Cultural Landscapes  
and Communities of Knowledge,  
University of Basilicata, Matera, Italy



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UNESCO CHAIR on *Mediterranean Cultural Landscapes and Communities of Knowledge*  
University of Basilicata

## WUC – Workshop of UNESCO Chair / Generative Narration and Mediterranean Landscapes



**WUC – Workshop of UNESCO Chair /Generative Narration and Mediterranean Landscapes** is a UNIBAS UNESCO Chair project in *Mediterranean Cultural Landscapes and Communities of Knowledge*.

Within the "Mediterranean Landscape Observatory", which is a line of work of the UNESCO Chair, the WUC program is oriented to the knowledge and enhancement of the variety of characters of the Mediterranean landscape and to the reading/facilitation of the identity processes of the places, working through the tool of **generative narration**.

Generative narrative is a strategy of reading and communicating the landscape both as a cultural heritage and as a living space. The "narration" is the same practice that perpetuates the process of "generation" of the landscape, which attributes to the same, from time to time, a specific meaning, the scene within which take shape projects of use and economic, cultural and of a territory.

Another aspect of landscape "narration" concerns the interpretation and communication of the potential attractions of the natural and cultural heritage of a territory for tourism purposes; but the "narration" also has the role of an in-depth tool of the knowledge of the territory for the inhabitants, so that they can consciously contribute to the dynamic construction of their cultural identity and participate actively in the cultural, economic and social development of the landscape they inhabit.



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In an age of great changes the new narratives of the landscape will tell / guide the emergence of new forms of identity link between communities and places, and it becomes strategic to contribute to the narration with a strong reference to the objectives of the 2030 Agenda for sustainable development, to help strengthen development scenarios for humanity.

The chosen **narrative language** is **filmic, audiovisual**, as a narrative tool more widely used and enjoyed in our time, and as a privileged vehicle of narration in the digital age, in which all not only enjoy but continually produce digital images in motion.

It is expected for the audiovisual production the use of the most widespread **digital technologies** with which to experiment **Social Impact Storytelling** methods and **Collaborative Filmmaking** processes.

The geo-historical contest is the **Mediterranean**. The history of the Mediterranean proves the presence of environmental sustainability cultures and integrated uses of territorial resources. The Mediterranean, a sea overlooked by three continents, is a permeable border area between civilizations and different cultures, a place of exchanges and conflicts. Today the Mediterranean, a little space and an inner sea, is also the turbulent and tragic place of the migrants' routes and of the complex relations between North and South of the world. It is a place of geo-historic place with a specific cultural identity and cultural landscapes are an area in which this identity is recalled: an identity that is expressed in the many differences between the distinct civilizations that confront, dialogue, exchange, influence and clash each other in this sea. The research and the narration of the many specifics such as many pieces with which to read common traits and differences as a richness of Mediterranean cultural landscapes can contribute to building a culture of peace, cooperation and sustainability starting from the Mediterranean as a improved human laboratory.

By the WUC we intend to focus the relationship with local institutions, orienting the relationship according to a broad vision: to provide useful tools through responsible cooperation, in a rapidly changing world.

The WUC allows to further develop the international relations network with other universities and research institutes in the Mediterranean (especially if located in territories where there is a UNESCO site with cultural landscape features), to develop interaction, cooperation and exchange.



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## ORGANIZATION OF THE WUC – Workshop of UNESCO Chair / Generative Narration and Mediterranean Landscapes

Every year, by joining the WUC program, more **Presidia** will be activated, which will take place, at the same time and in their own premises, the training workshop.

The WUC Network of Presidia consists of all the presidia that will be formed adhering to the WUC in the different editions.

UniBas UNESCO Chair is the **Presidium** with the role of **proposer and coordination** of the program.

The other Presidia are identifiable among the following categories:

- Universities
- UNESCO Chairs
- Schools
- Professional Orders
- Institutions of territorial government
- Associations
- Local Communities
- ...

**The WUC format** is as follows:

- a **training workshop** whose outcome is the production of short films that narrate the landscape, annually, made in several Presidia at the same time
- an annual **FESTIVAL**, in one of the Presidia chosen within the Network, for the public screening of all the short films produced during the year in the various Presidia;
- An annual **SYMPOSIUM**, in one of the Presidia chosen within the Network, of cultural elaboration and comparison about the investigation paths that emerged in the Workshops realized in each of the Presidia and of the direction for the common research.



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**The training Workshop** is organized as follows:

- Each Presidium choose a **Mediterranean place-landscape** to increase the knowledge for the elaboration of audio-visual/filmic narration of the same (it can be a natural landscape, a human landscape, or an internal landscape, or “Mediterranean outside the Mediterranean”, chosen to contribute to the narration of Mediterranean varieties and characters, but also to develop the potentiality of the Mediterranean as human laboratory of sustainable development).
- **Educational path** is organized in: 1) seminar lessons; 2) surveys; 3) workshops of writing, audio and video recording, film editing; 4) Use of films and audiovisuals; 5) laboratories of process facilitation for “communities of knowledge”.
- The **seminar lessons** are related to 5 areas of interest: 1) on the specific landscape-site aim of the study; 2) on the overall topic about landscape; 3) on filmic narration of landscape; 4) on the goals of 2030 Agenda; 5) on “communities of knowledge”.
- The seminar lessons, realized in the various Presidia, are recorded in audiovideo (each Presidium takes care of the subtitling of their videos) to be shared through an online **platform** with a dedicated **youtube channel**, prepared by the UNESCO Chair of the UniBas and shared by the whole Network of WUC Presidia.

The **training Workshop**, based on the training courses activated in each Presidium, can contact:

- University and post-graduate students
- School students
- Professionals (as part of professional update)
- Administrators and Officials (as part of professional update)
- Artists (as Artistic Residences)
- Citizens (as part of lifelong learning e to facilitate participation process in order to became “communities of knowledge”)



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During the annual **FESTIVAL** all the short films produced by the WUC Network Presidia are shown to the public. The **FESTIVAL** is also the moment of choral narration in which all the short films, like cards that interact with the other cards, show a partial vision, but more and more significant as the annual product archive grows in the different annual editions in order to construct a puzzle as a varied and progressive image of the Mediterranean, both for how it is and for how it can become a laboratory for sustainable development

The annual **Symposium**, associated with the **FESTIVAL**, is the reflective moment of evaluations and projects, both for the Mediterranean Landscape Observatory and for the WUC as a strategic action of the Observatory itself.

The WUC program includes the themes, the methods and the spirit of the UNESCO Chair and UNESCO in general within the ordinary teaching provided by the UniBas, in school and university training, in the one for work updates, and in the continuing education, through the various Presidia that contribute to the dissemination of knowledge and operational commitment to the objectives of the 2030 Agenda for Sustainable Development

In **2017** there was the first edition of WUC program, and as **pilot edition** was realized in one Presidium, UniBas Unesco Chair of Matera, with the title "*Mediterranean landscapes as laboratories of sustainably and peace: audiovisual narrations of Murgia, blades and ravines*". 50 students participated in the Workshop activities and 32 students, organized in 7 groups, produced an audiovisual product and received the required training credits. Of the seven short films produced, one was presented in the competition for the Biennale of the Public Space (Rome, 25-27 May 2017) and won the prize for the "third landscape" section.

In **2019** the second edition of the WUC program will be realized in the new format which provides the Presidia Network. The UniBas UNESCO Chair Presidium will implement the program with the following theme: ***Mediterranean landscapes and outskirts as laboratories of sustainability and peace: audiovisual narrations of Venosa***; and will take place between Matera and Venosa in March – June 2019.



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## FEATURES OF A WUC PRESIDIUM

Establish a Coordination Group of activities to be carried out as a Presidium and identify a Contact Manager:

- Establish a classroom group;
- Define the methods for assigning any formative credits or other forms of recognition of participation in the Workshop;
- Define the object of the survey, choosing a Mediterranean landscape to narrate (it can be a physical landscape, or a human landscape, or an interior landscape, or “Mediterranean outside the Mediterranean”, chosen to contribute to narrating the variety and character of the Mediterranean, but also the potential of the Mediterranean as a human laboratory for sustainable development) and giving a title to the Presidium WORKSHOP;
- Students of the classroom group produce one or more short films on the chosen survey object, as a result of the WUC training course;
- Coordination of the Presidium defines the calendar of the training activities, identifying the seminars to be implemented in the Presidium and those to be acquired from the WUC Network Platform through the youtube channel or in streaming;
- To carry out the seminar lessons on site (those relating to the first of the 5 areas, or on the Mediterranean landscape-site as the specific object of the survey of the Presidium, but possibly also on the other 4 areas);
- To equip the tutors of the classroom to guide / assist the students in the work of writing short films, audio - video filming and film editing;
- Share the seminars on the WUC Network platform through the dedicated youtube channel or in streaming;
- Participate in the annual FESTIVAL;
- Partecipate in the annual SIMPOSIO



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- The activities of Presidium are self-financed and are planned in a sustainable way, also by the activation of forms of collaboration and support with other subjects synergistic to the project;
- The WUC Network supports individual Presidia by sharing networks of relationships, skills, ideas for sustainability and creativity in the implementation of the project;
- Access to all the materials shared by the WUC Network through the platform multiplies the range of content available in the Workshops of each Presidium;
- The UNIBAS UNESCO Chair, as the initiator and coordinator of the WUC program, creates and makes available the platform with the youtube channel, is available for the accompaniment and support of the Presidia in the organization of activities, coordinates the organization of the FESTIVAL and the annual SYMPOSIUMS; commits to seek to apply for the WUC project in the context of funding programs; undertakes to look for the partnership of UNESCO and European Community structures.

To join the WUC network and become a PRESIDIO, it is necessary to send a **letter of intent** to UNIBAS UNESCO Chair to present itself as a Coordination Group, illustrating briefly the job offer, motivation and objectives, also in relation to the 2030 Agenda for Sustainable Development for sustainable development, the format of the Workshop and a first hypothesis of the title, the type of recipients of the Workshop (e.g.: university students).

Beyond this brief preliminary illustration, a more detailed **information sheet** (attached form) will follow, as soon as it has been defined, useful for coordination and information sharing actions within the WUC Network.