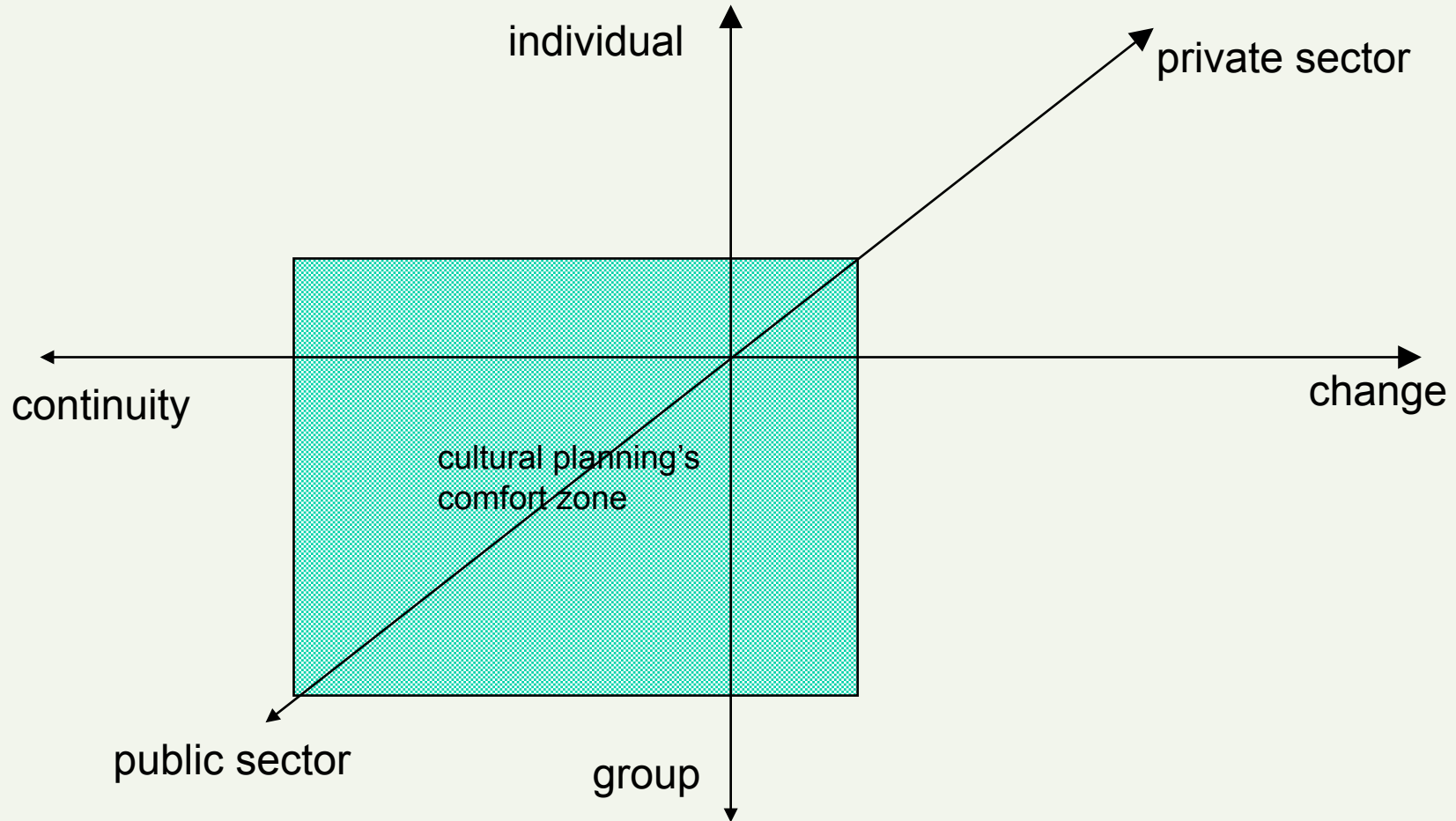


Taking Cultural Planning out of its comfort zone



Continuity → change

- culture as the domain of 'traditions' emphasises continuities
- rapid contemporary change -- culture in a dynamic state of flux
- innovation in culture, not just in the arts
- diversity as an engine of productive change
- sustainability -- need for 'cultural futures' thinking and research
- cultural development -- asset orientation not 'growing' culture

Group → Individual

- concept of 'community' itself as problematic
- move beyond reified communities to looser aggregations and networks
- how to identify and uncover common cultures -- need for cultural research
- dynamic relationship between the individual and the group
- role of *aspiration* -- potent symbols as rallying points for collective cultural expression.

Public → Private sector

- 'creative industries' and the knowledge economy
- a creative industries development model linked to citizenship not individual empowerment
- innovative long term strategic outcomes involving government & private sector
- growing markets for cultural products, cultural tourism -- cultural innovation has economic benefits

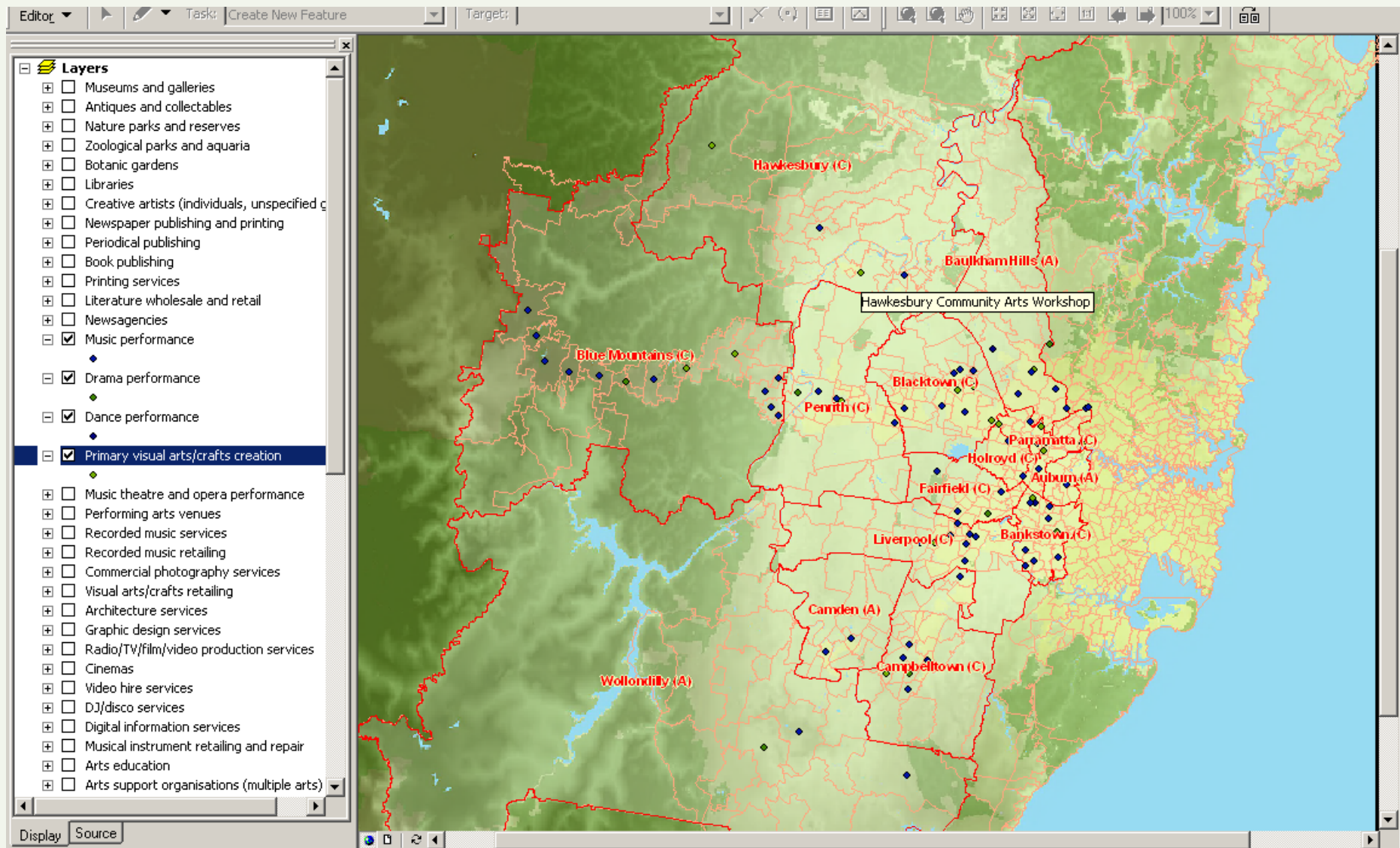
The electronic cultural atlas concept

- Electronic cultural atlases extend on the traditional atlas
 - ◆ Geographical Information Systems (GIS)
 - ◆ Networked information and the World Wide Web
 - ◆ Powerful linking and indexing techniques
- Mapping cultural assets, resources and infrastructure
 - ◆ Heritage places: built heritage, museums, galleries
 - ◆ Churches, mosques, temples
 - ◆ Environmental heritage: sacred sites, historical places
 - ◆ Knowledge and skills, professional and volunteer
 - ◆ Cultural diversity
 - ◆ Cultural economy, including tourism, etc.

Beyond the bird's eye view

- ◆ Images, video audio
- ◆ Documents, stories
- ◆ Links to related information wherever it is
- ◆ Online Exhibitions and access to digital collections
- ◆ Adding 'intelligence' through analysis and interpretation
- ◆ Linking information together to provide 'trails'
- ◆ Documenting cultural development initiatives and projects
- ◆ Assessing cultural impact of policies, strategies, projects
- ◆ Cooperation and collaboration across the region

Mapping culture in GWS



Mapping cultural diversity

Diversity Sydney : An Atlas of Cultural Diversity

© 2003 Brian Cooper, WESTIR Ltd. (data) and University of Sydney, Archaeological Computing Laboratory (TimeMap software) Project Description

Sydney
Chinese languages and region of birth

World
Distribution of Chinese language groups
(groups with more than 500 speakers in Sydney S.D.)

Left Panel (Sydney):

- GEOGRAPHY:**
 - Suburb detail
 - Local Govt
- REGION OF BIRTH:**
 - Mainland SE Asia
 - Maritime SE Asia
 - Chinese Asia
 - Chinese Ancestry (Syd)
- LANGUAGE AT HOME:**
 - Mandarin (Syd)
 - Other Chinese Languages
 - Cantonese Speakers (Syd)

Right Panel (World):

- Legend:**
 - 3 - 361
 - 361 - 6,335
 - 6,335 - 32,258
 - Above 32,258
- Layers:**
 - World Map
 - Cantonese
 - Mandarin
 - Chang Chow, Kan
 - Hokkien
 - Teochew
 - Hakka
 - Chinese Languages NFD

Bottom Left: 11/23/20

Bottom Right: 7