

Local culture on-line

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Summary:

This presentation is a theoretical approach of an existing, planned real world project. The city of Pécs is going to be European Capital of Culture in 2010. Enterprise and academic efforts are spent on to promote local people to participate and play communicative and open role in this process. Using scenarios in virtual space for local communication is one of the possibilities to support collaboration for real actions. The concept of e-neighborhood seems to turn real. This thematic "walk" is about to show some connection between theories of tourism, locality and network communication.

Today's city's inhabitants relation to the culture in wider sense is a complex problem. It is particularly interesting when it connects to a special situation when a city becomes European Capital of Culture. A lot of effort, a lot of tourists, many changes gives a challenge for inhabitants. The information technology, pervades today's man's life can add a new angle for participation. A lot of disciplinary fields should be integrated if we would like to research, understand and influence this phenomena. The cultural anthropology has a lot of good contribution to these questions, discussing the city as culturally active collective construction or federation of private cities. From the point of view of information technology the social networking literature gives base points to understand how important are the relations we have.

The project we have aimed discover how to involve the city's inhabitants into an active participation. We are going to create a web application, which enables real time and space relationships. It could be in the past or in the future here or there. If it appears in the virtual space, it enables to join. We plan it to be accessible for all for free.

This is carried out in a e-neighborhood. Those skills, which have a direct impact on urban space in which citizens live, could be used to navigate and feel comfortable in the virtual space. We want to create an opportunity to create discourses to the virtual representation of the events in real space. We are confident that these relationships could gain activity in communication between residents and tourists. The approaches of these two groups are very different. We want to break the wall of traditional cultural institutions creating formal ways of interaction between visitors and the locals. We would like people to build their own "institutions" in abstract sense. To build institutions are individually functional and highlights collective goals, but could be organized with the help of the ICT.

The social networking solutions are not limited to a general purpose networking application today. Facebook or Twitter are just part of our social network life. Just like in real life social networks are not a simple cumulation of friends by time, it could be dynamic, thematic and in most of the cases parallel structure of relationships. The inclusion of these new possibilities could stabilize the impact of a cultural flash. In the present case it could enlarge and stabilize the influence of events, festivals going to take place. It gives a chance to keep connections with not only the moment passed by, but it also offer the possibilities of the cohesion of the round, the memory of moments can be directly exploited.

In accordance with the web2 philosophy this application is built not only for being a source of information for users, but gives a lot of ways to embellish the cultural space by individuals interested. The registered users can place new events to event-space, giving significant traces left at the fixed points of time and/or space.

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