
EMPREINTE BLEUE - SYLVAINETLULU.COM



ISSUE: Focus on culture and heritage

ITINERARY 7A

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Location: Club Cascades

PROMOTERS

Sylvain Dodier and Luc Pallegoix, Empreinte bleue - SylvainetLulu.com | E-mail: info@SylvainEtLulu.com

Presentation of the issue:

How to use the heritage to develop the community? Art and culture are very powerful tools of change.

Project description:

For these artists, leaving the big city to settle in a rural area, in Saint-Isidore-de-Clifton, is either a personal or political choice. This does not mean leaving the major national and cultural arts networks; on the contrary, it means participating and contributing differently.

[Sylvain and Lulu.com](http://SylvainandLulu.com) is primarily a creative project that carries a cultural mediation approach, and that specifically targets children and adults (parents, grandparents, teachers). To do so, they distort the object using digitalization and thus promote the meeting and confrontation of cultures.

Sylvain and Lulu's universe includes the following projects:

- children's happening and expo;
- kids' multimedia magazine: art, culture, nature and society;
- digital castle from the "J@imerie";
- digital camps. Creative workshops with e-tablet;

They reach audiences in America, Europe and North Africa. Reaching the children gives us access to a vast network. The living heritage started with the inclusion of children in the production. They paired Quebec Estrie classes with European French classes to let them share their reality, which fed their publication.

Working with the community is a form of engagement that contributes to its promotion. By creating a multimedia work about the history of the town of Saint-Isidore, the two artists allowed people who had no knowledge of their natural heritage to make it their own.

Sylvain and Lulu also developed a living library through recordings of the elders' testimonies on what they would like to pass on to their children.

In the future, Sylvain and Lulu want to develop an ecocultural center with their intergenerational home, offer workshops open to the public, build homes for the artists, etc.

The key elements to remember according to the promoters:

- have a strong high-speed Internet connection;
- engaged art, co-creation with the public. The artist must be engaged in the community (the community aspect is more present with the anglophones);
- augment reality. Attract the public's eye on one detail: this is very powerful;
- conciliation with the community: the stakeholders must have a common orientation, but it can be very large;
- local, regional and national political engagement: the criteria for art and rurality must be adapted. Requires a significant political will;
- develop close ties with the people. Come in small groups;
- make the people understand it is not true that there are no tourists. Developing cultural tourism is possible. Upscale tourism. Make it clear that this is an investment;
- promote the attraction of artists to the region, not just young families;
- gather around a theme, a joint project (Heritage) and make it live.

RESEARCHER

Léon Robichaud, University of Sherbrooke | E-mail: Leon.Robichaud@USherbrooke.ca

Summary of the researcher's presentation:

The digital heritage. Strategies for the development of regional heritage through digital technologies.

Although they are not a panacea, digital technologies are an interesting tool to showcase the heritage. First, you must have solid content in order to grab the people's attention on the Internet. Furthermore, people often appropriate the digital media in unpredictable ways. The site must be dynamic and updated regularly to be effective.

To reach the public, we must consider what could encourage newcomers to take an interest in the region. The digital and real-life must always be meshed together and maximize the complementarity of the platforms.

School contribution: to be successful, we must link with a school program and with a skill to be developed by the students.

A virtual tour project on Sherbrooke is underway. Its development allows students to learn about the city and to promote it to others.

Crowd sourcing helps create links with the community, record testimonies, add new content obtained from the people, and to develop practices rooted in the community. Because they trigger memories and life stories, they can be used to foster local participation. The challenge is to showcase all the information available.

The key elements to remember according to the researcher:

- use college and university students. Heritage organizations rarely call on them. e.g. technical architecture: 3D modeling;
- create a local user group;
- do not hesitate to go outside the community, see what is done elsewhere;
- promote intergenerational encounters, which is not limited to grandparents and children;
- work with a strong local organization.

ADDITIONAL DOCUMENTATION

NOTE: All linked documents (PowerPoint, Prezi, etc.) are only available in their original French version.

PowerPoint from Léon Robichaud, University of Sherbrooke

Empreinte bleue website: www.labandeasyvain.com