



PALIMPSEST

Creative Drivers for Sustainable  
Living Heritage Landscapes

# Nothern NEB-lights | Intro to PALIMPSEST

March 2024

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New European Bauhaus  
beautiful | sustainable | together



Funded by  
the European Union

# The PALIMPSEST Project

# General info

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**PALIMPSEST** - Creative Drivers for Sustainable Living Heritage Landscapes

## **New European Bauhaus Initiative**

HORIZON-CL2-2022-HERITAGE-01 – Shaping a greener and fairer way of life in creative and inclusive societies through Architecture, Design and Arts

## **Research and Innovation Action**

RIAs are collaborative projects funding research activities relatively upstream of a product or exploring new technologies, methods, products, or improving existing ones.

**3yrs:** started in March 23

**Partners:** +15

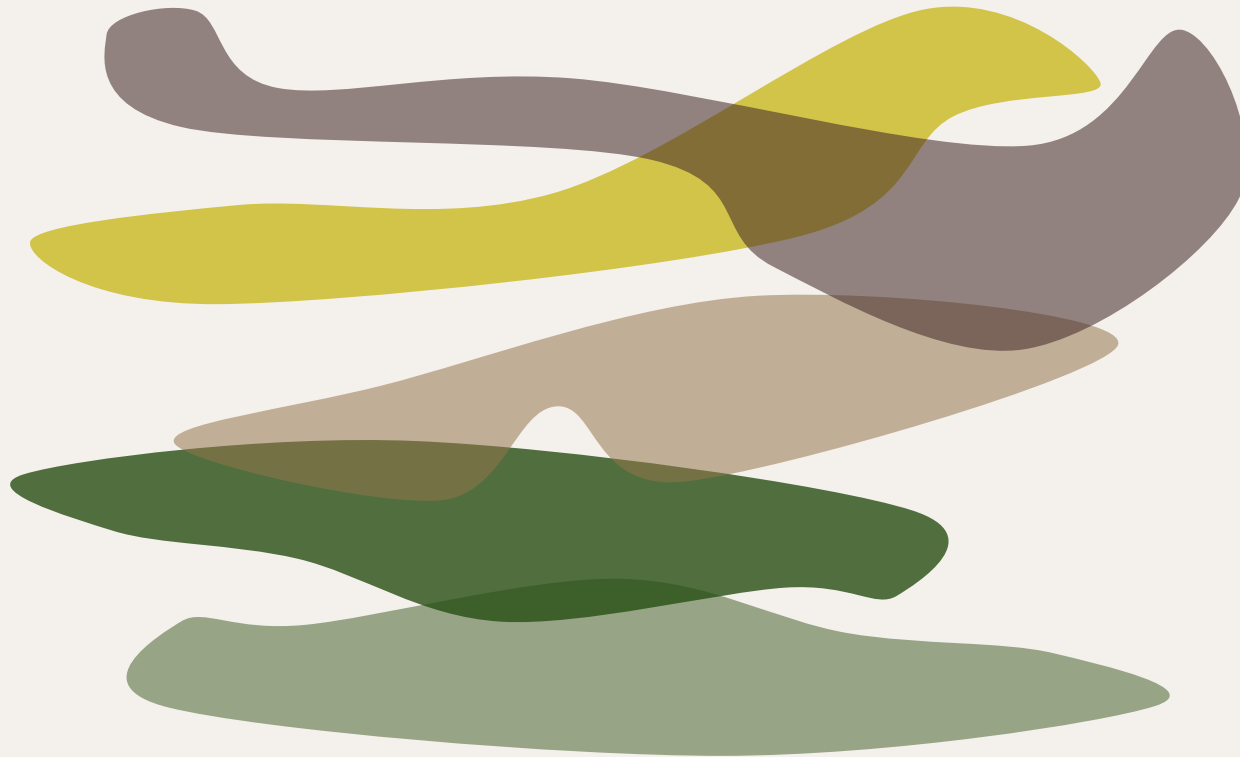
# General info

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**PALIMPSEST is a research project that explores the added value of creative actions for landscape sustainability transition through co-creation experiments**

# The concept

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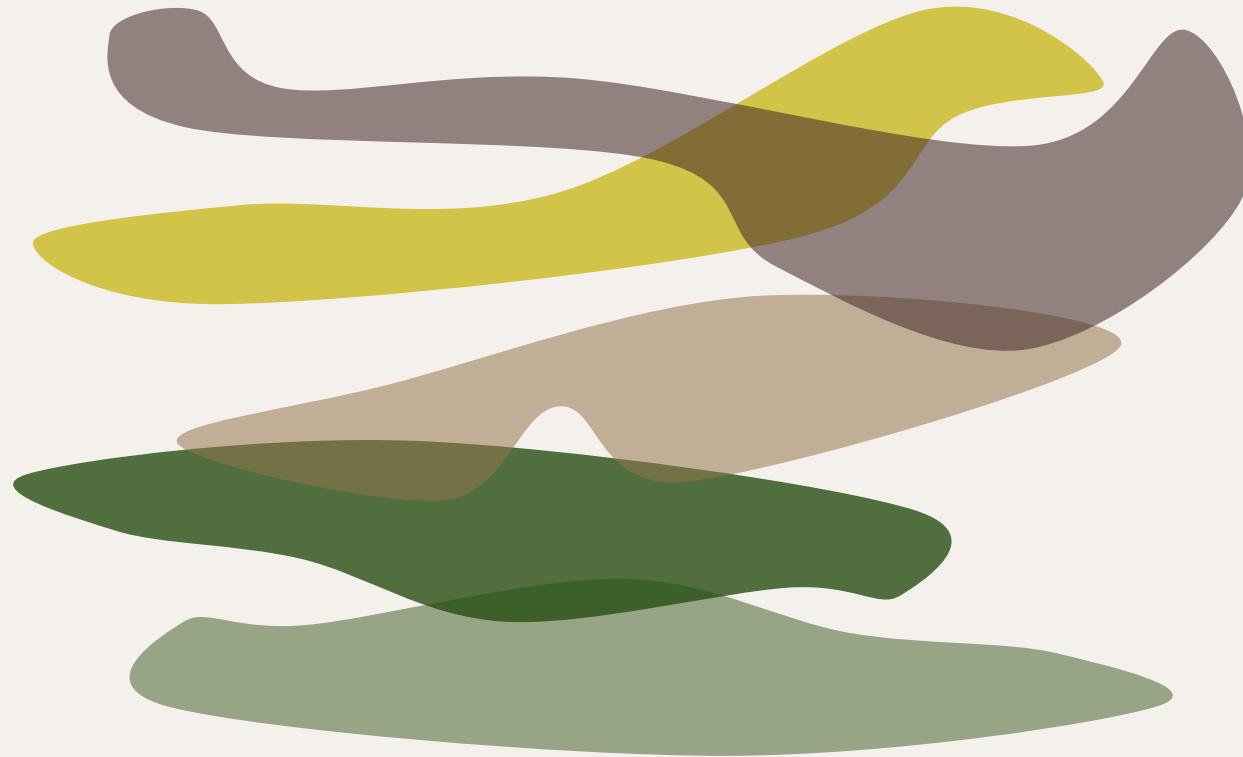


Land

as a  
palimpsest  
(Corboz, 1983)

# The concept

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**Landscape**

as a  
palimpsest

# The concept



Environmental and climate crises modify /accelerate the alteration of “balanced” human-nature interactions

- climate risk production
- deterioration of “living heritage”
- loss of symbolic and relational value

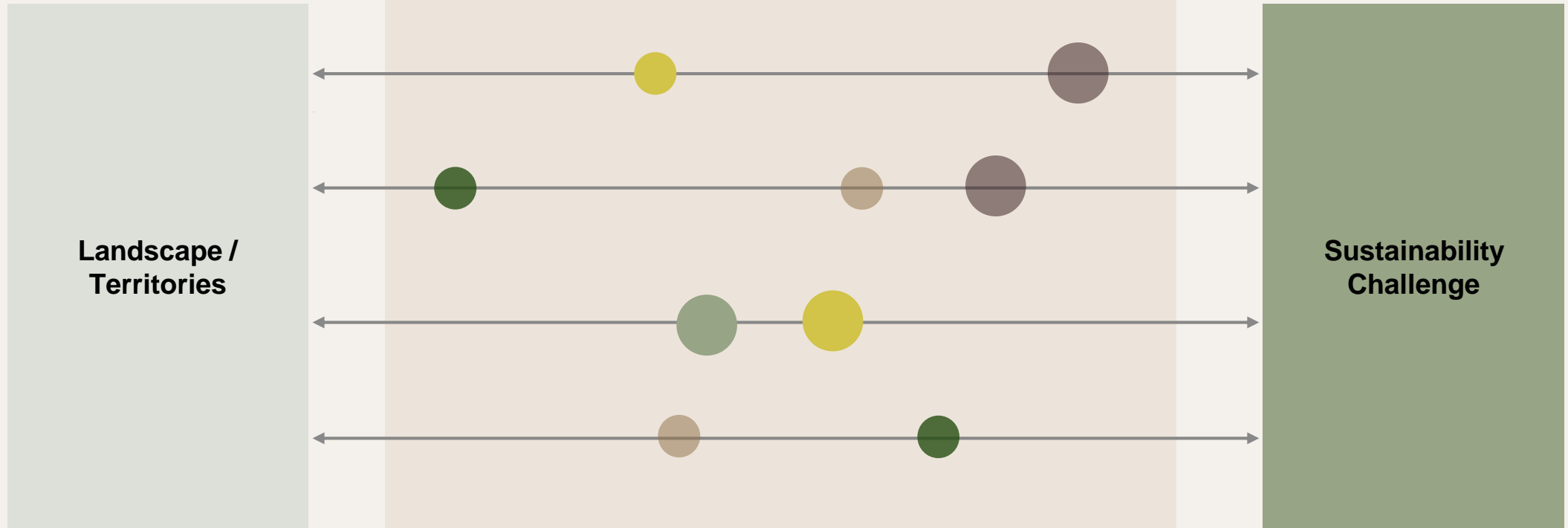
# Our intent: transforming practices

## Practices

= "What people do" // Actions and ways of acting

= bridge between

- **individual, collective and institutional behaviours and physical transformation of space**
- **present challenges and future horizons**





# The hypothesis

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## creative actions as sustainability transition drivers?

Creative actions have the potentials to

- provide **alternative ways of framing and understanding**
- imagine **other ways of (inter)acting**
- give voice to **multiple agencies**
- create rooms for **new alliances**
- give space to the **intangible / invisible dimensions**

# The hypothesis

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## creative actions as sustainability

### PALIMPSEST

is an **experiment** to prove the validity of this hypothesis

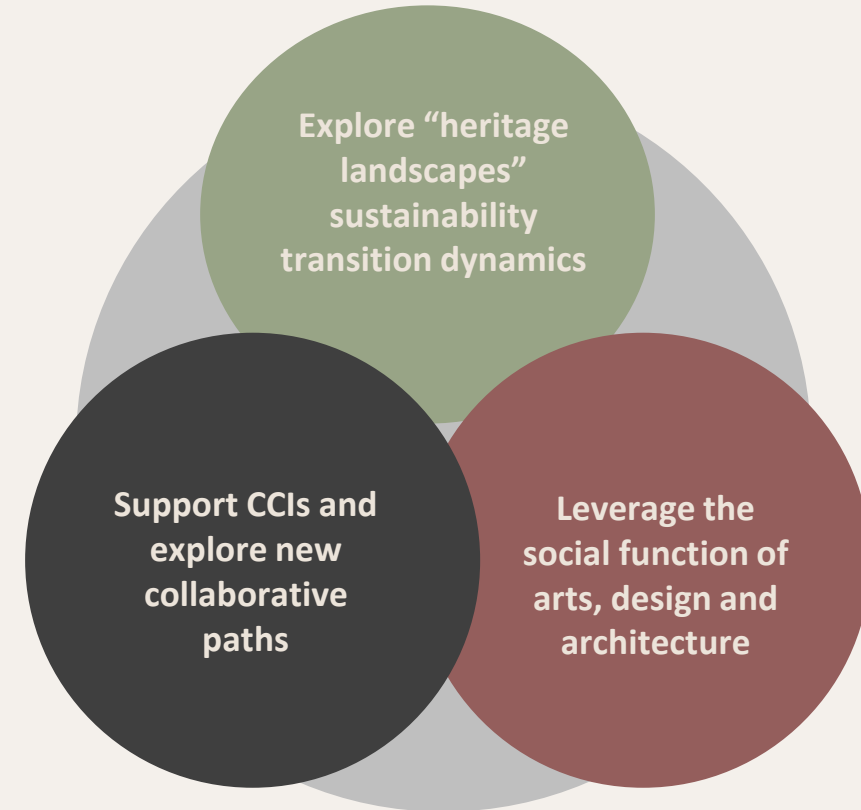
is looking for creative agents interested in such an experiment

- give space to the **intangible / invisible dimensions**

# The objectives

PALIMPSEST seeks to develop and test

- 1) an experimental **operational framework** to imagine creative practices favoring sustainability transition dynamics
- 2) **collaborative environments** for artists / designers / architects to work with communities and institutions
- 3) **opportunities** to capture the added value of creative agents and practices



# The experimental framework

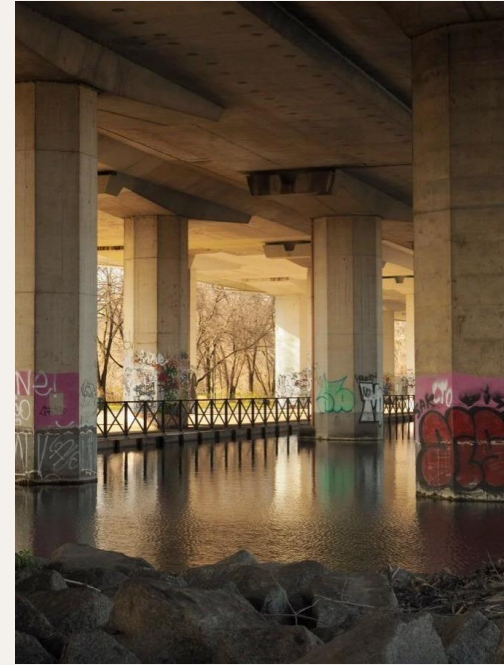
# The three pilots



Jerez de la Frontera (Spain)

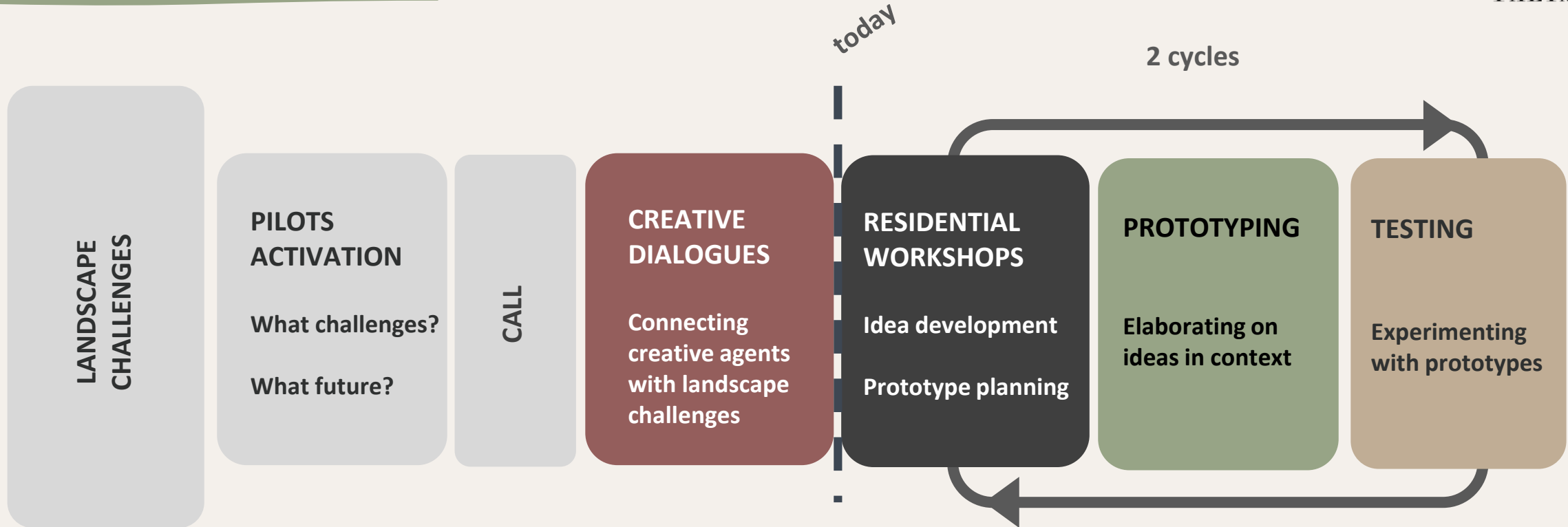


Łódź (Poland)

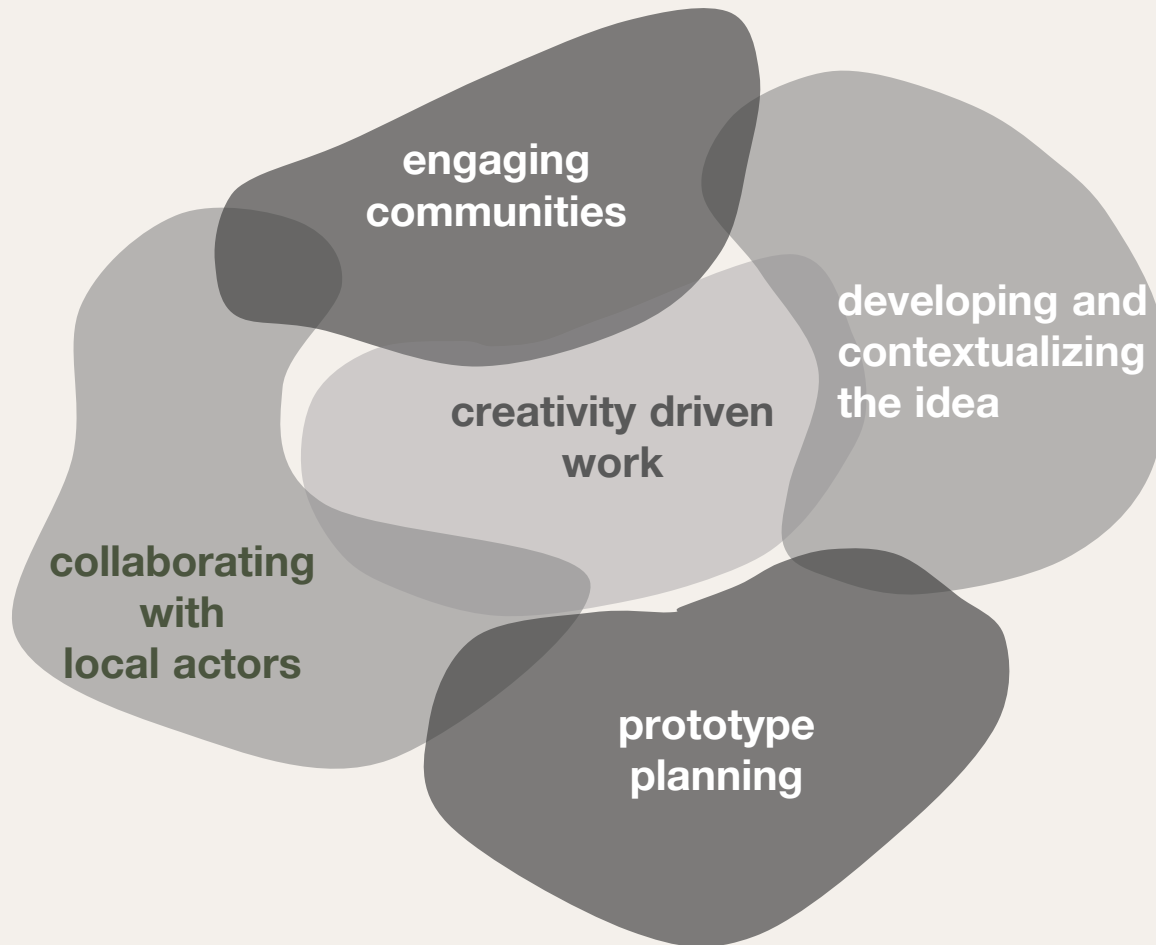


Milan (Italy)

# The process

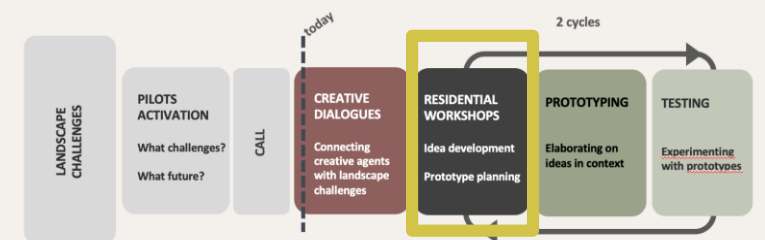


# Residential workshop

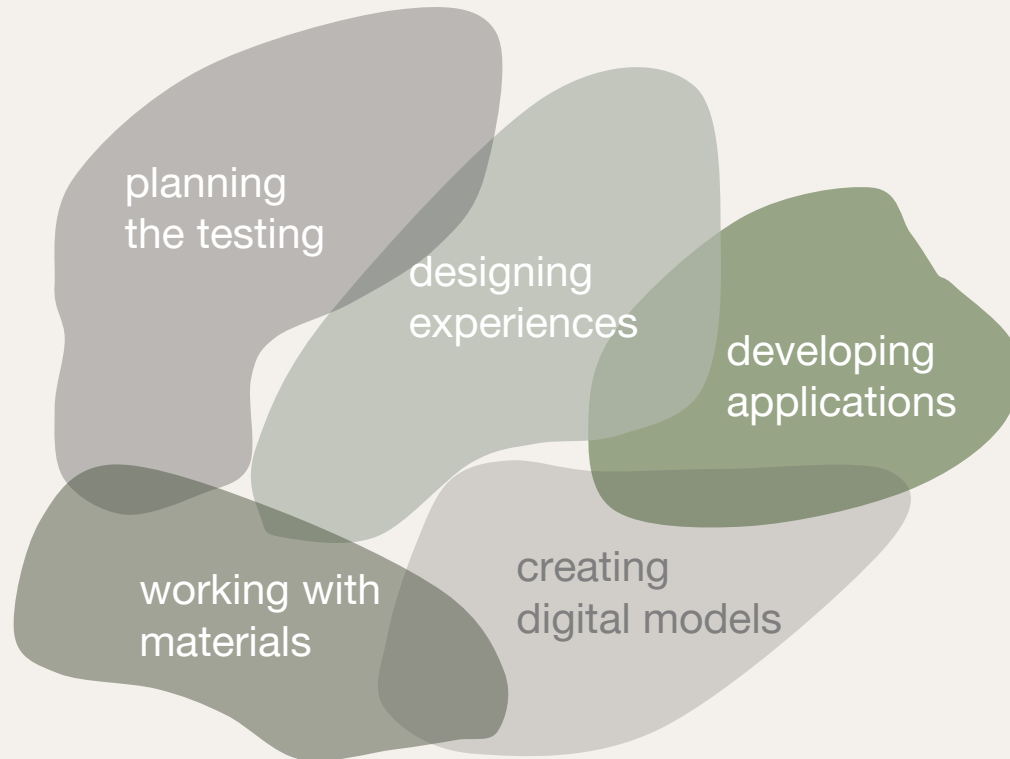


## Achievements:

- idea development
- idea specification
- landscape scenario
- prototype draft
- prototype development plan

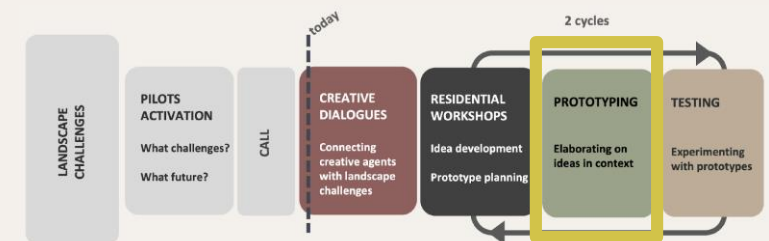


# Prototyping



## Possible achievements:

- application of augmented reality
- installations
- public performances
- applications of virtual realities
- testing agenda



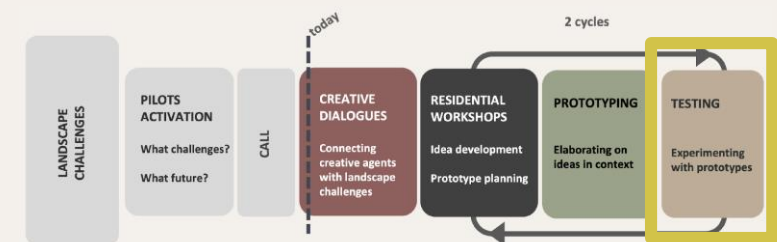


# Testing



## Achievements:

- landscape scenario validation
- evidences collection
- proving hypotheses
- ...
- 





# The PALIMPSEST Pilots: Jerez

# The Local team



**Local administration/City Council:**  
Lola Vallespí



**Fundarte/Teatro Villamarta:**  
tbc



**Local curator/Nomad Garden**  
Salas Mendoza Muro  
Fran Pazos García  
Sergio Rodríguez Estévez



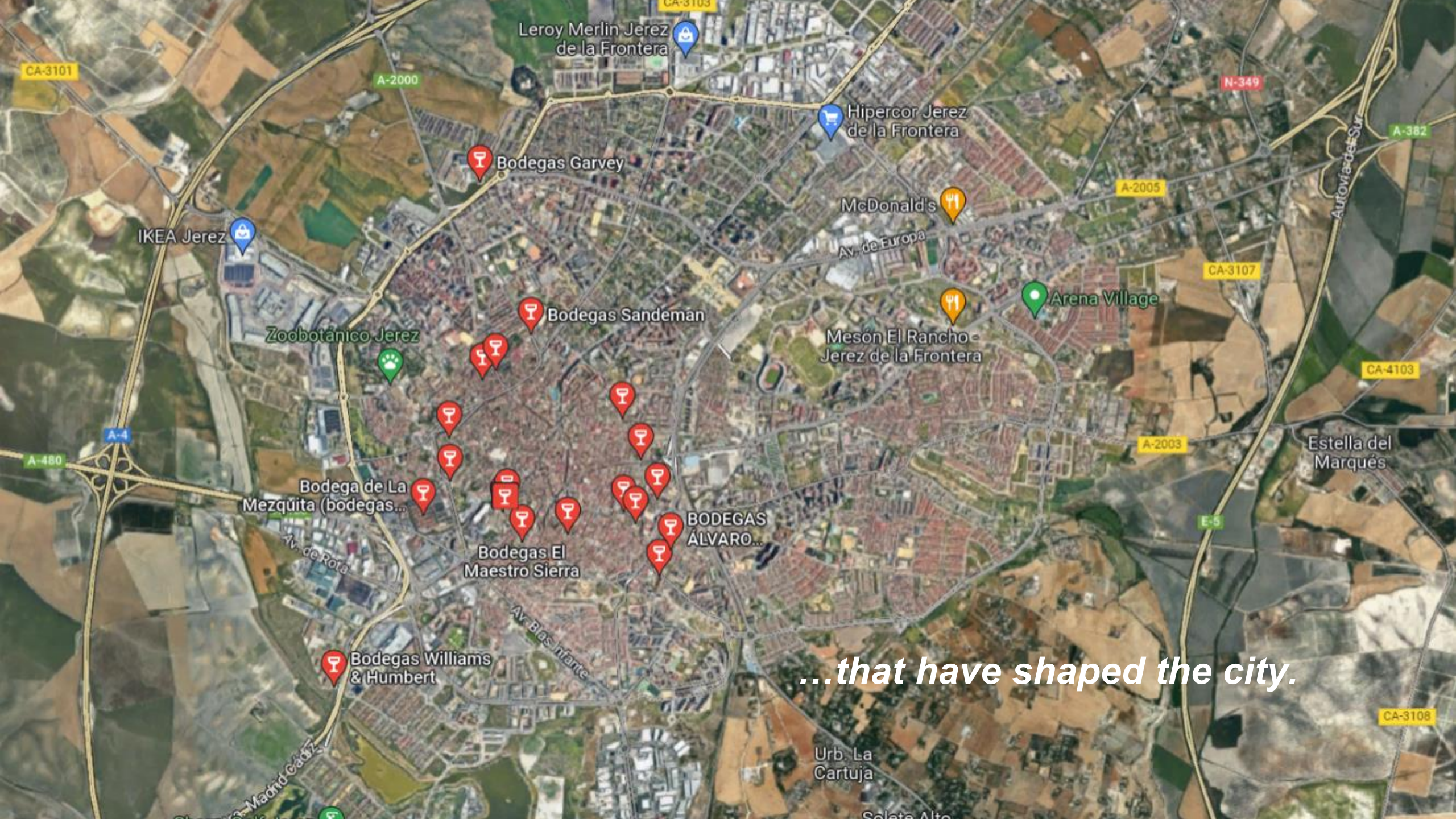
***Jerez city is surrounded by a very special type of soil, called “albarizas”, that has supported...***

*...vineyards*

Foto: Bodega Viña La Constancia



*...and wineries*



Leroy Merlin Jerez de la Frontera

Hipercor Jerez de la Frontera

Bodegas Garvey

McDonald's

IKEA Jerez

Zoobotánico Jerez

Bodegas Sandeman

Mesón El Rancho - Jerez de la Frontera

Arena Village

Bodega de La Mezquita (bodegas...)

Bodegas El Maestro Sierra

BODEGAS ÁLVARO...

Bodegas Williams & Humbert

*...that have shaped the city.*

Urb. La Cartuja

Estella del Marqués

Madrid Gatz

Salata Alto

*A key node of flamenco, a very lively and dynamic culture, rooted in tradition, and at the same time very innovative.*





*...and an example of integration.*



*...a new landscape?*



# The challenge

# Challenge

*Renewable romería: a common path for sustainable agricultural uses and energy transition landscapes.*

- Jerez is still closely linked to their rural landscape, but with a **growing disaffection**. Rural-urban interactions define Jerez's society, economy and culture. How can we reconnect them creatively?
- Jerez has reinvented many times, overcoming conflict through creativity. The relationship between culture and territory should be updated to take into account new elements, maintaining its **cultural expressions as custodians of the territory**.
- In a context of climate change and energy transition, **new uses are emerging** (windmills, PV, new crops) and they are not always been well received by the pre-existing ones.

# Renewable energy transition



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- Climatic emergency and great local potential (including available grid connection points) make Jerez countryside a strategic area for renewable energy.
- The emergence and acceleration of the implementation process have multiplied the presence of these new production plants on the territory.
- Investors, energy companies, land owners (farmers, landowners) and competent administrations are part of the process, but other sectors (wineries, tourism) are also involved (against).

“the **largest renewable energy generation capacity** of Europe is in Andalusia”  
(Agencia Andaluza de la Energía).

"No matter how many windmills you put up, you are not going to have a land occupation detrimental to agricultural production. **From an agricultural point of view, it's compatible**" (...) "I think it is something **we will have to get used to**".  
(farmer).

"It's an aggression (...) **part of the story we tell and sell, part of the story behind a bottle of wine**" (Consejo Regulador).

“wind turbines (...) **break up the uniformity of the landscape** of vines”  
(Ecologistas en Acción)

“renewable energies are key for energy independence and for the environment (...) and have a positive impact on the health of neighbours” (energy company technician).



# Landscape, impacts and practices



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- **Viticulture is in crisis** (price, ageing). Wineries are the most active in the protection of landscape and the development of tourism. Still, for some farmers energy is a way to make agriculture viable or switching to other uses.
- Conflict around **landscape protection and loss of identity**: land occupation, (in)compatibility (tourism, livestock, agriculture), birdlife, noise... impacts seen very differently by the sectors involved (energy sector, farmers, wineries, environmentalists, tourism sector...).

"... they are some of **the best drylands in Spain**" (farmer).

"let's hope it doesn't end up being a **hyper-intensive olive grove**" (energy company technician).

"It is true that it does have an effect on the landscape, but in terms of birdlife there are studies that show that it multiplies, **it becomes a nature reserve**" (Agencia Andaluza de la Energía).

"Climate change is there, and we have to fight it with renewables (...) what I wouldn't like to see is Jerez Cathedral covered with panels (...) **renewables yes, but not like that**" (Consejo Regulador).

"[infrastructures] pose a danger to birds and bats (...) steppe birds, among the most endangered species, are very sensitive" (...) "[about the conflict] there is **little concern among the majority of the population**" (Ecologistas en Acción)



# Cultural practices

- The rural-urban has been the main axis of economic and cultural development. Vivid presence of these relations in flamenco (gañanía songs), craftsmanship (wine, cooperage, gastronomy, ceramics, basketry/esparto, saddlery, guitar making...).
- It has also shaped its traditions and social life: “romería”, fair, "mostos", "zambombas",...
- Flamenco has a strong presence and enormous potential to mobilise population, with a marked component of ethnic integration and international projection.

“[local population] **live with their backs to the countryside**” (Ecologistas en Acción)

"the journeys from the city to the vineyards were traditionally **made on foot or by animal traction** along the cattle tracks, paths and agricultural roads. Many of them still survive in the rural area, although **they are now difficult to access**" (Fundarte).

"The traditional landscape of Jerez is the result of the implementation of a **territorial culture and, in this sense, it is an element of identity and a heritage resource**" (...) “numerous vineyard houses and farmhouses open temporarily, where it is customary to go with family and friends to taste the freshly made wine (...) and many other **festivals and pilgrimages** (...) dotted around the territory” (Ecologistas en Acción).

# What practices can the proposals be plugged in?



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1. The local culture reflect a clear link with the landscape, that seems to have been lost, but that can still be experienced and enhanced. A huge heritage from which the link with the countryside can be recovered and re-interpreted through **new artistic expressions able to incorporate new actors and controversies**.
1. Culture in Jerez is a **history of coexistence and a window open to the world**. It is also a key economic sector well imbricated in local society that facilitates collective artistic work and search for synergies to generate circular economy processes, and even its connecting with international artistic circuits (Flamenco Festival, Horse Fair, Sherry industry,...).



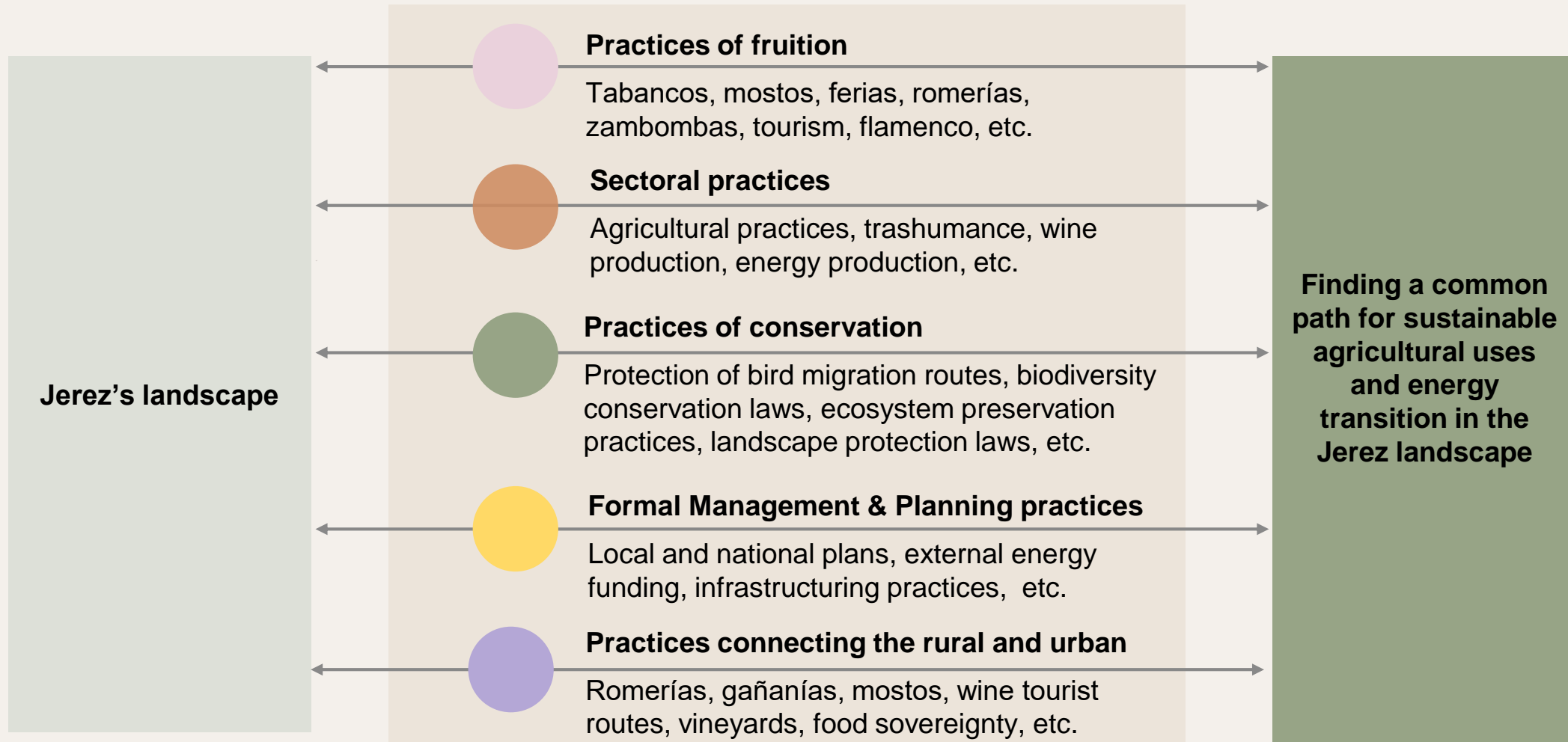


## Practices

= “What people do” // Actions and ways of acting

= bridge between

- **individual, collective and institutional behaviours and physical transformation of space**
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# Next steps: the residential workshops

## The Songs of Nearby Earth | Estelle Jullian (Culturama)

“The Songs of Nearby Earth” is a project that aims to approach the territory and landscape of Jerez de la Frontera **through artistic and design practices integrating popular knowledge, landscape practices, local cultural expressions and emblematic elements such as ceramics, viticulture and flamenco.**

Inspired by the flamenco zambombas rituals, the project seeks to open spaces for reflection and landscape transformation. It promotes creative actions that use **local materials** (clay, vines, glaze from pruning wastes,...), refer to **localised practices**, adopt a context-sensitive approach and work hand in hand with **the communities** and their cultural expressions, exploring new trends in their relation with the landscape and the on-going energy transition.

# Next steps: the residential workshops

## Łódź | Freedom Flow. Be like water | Mona El Batrik

The awarded project, “Freedom Flow: Be like Water,” by Mona El Batrik, proposes **artistic installations** in the Księży Młyn area for **filtering water, cleaning air, and regenerating soil hybridising nature-based methods and vernacular approaches**. With a central focus on co-designing with the local community and government representatives, the project aims to nurture connections with nature and to co-creating long lasting scenery of human-nature interaction.

Highlighting a practical approach to regeneration, the outcome will integrate low-tech filtering systems by using natural materials and a design philosophy that supports sustainability.

# Next steps: the residential workshops

Milan | Acqua Lambro | gethan&myles

Acqua Lambro is a multi-layered project that explores an “impossible idea”: making the water of the Lambro River drinkable. The project aims to **reset the collective imagination through a series of provocative, co-created artistic actions**, that include: the design of a “purification machine” (a cross between a functioning DIY prototype and a temporary art installation/performance), the bottling of purified river water in hand-made glass bottles, and a marketing campaign for an imaginary mineral water brand, Acqua Lambro. Acqua Lambro gives the public a chance to witness and interact with the river and makes visible the fact that, despite centuries of abuse, the Lambro’s quintessential “water-ness” can be restored.

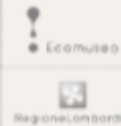
# Consortium



COAL

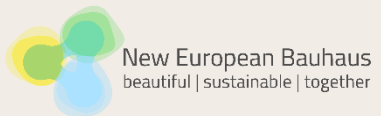


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