

MA **in** HERITAGE MANAGEMENT

University of Kent and Athens University of Economics and Business (AUEB)
collaborative programme

University of
Kent



MaNet

Using Ethnography Out of the Context of Sustaining Images

The case of the Mountainous Mastorochoia

Cultural Heritage, Pindus, Greece

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Foteini Giannoulidi

Theodosia Maroutsi

Tetyana Strashevsk

NW Greece

Mastorochoia villages, Pindus, Greece



Mastorochochia

is a coherent region of great cultural and natural richness

Present State

- ➔ Implementation of several projects in the area
- ➔ The significant cultural heritage is still under threat

Motivation

- ➔ Promotion of Mastorochochia assets through a development perspective based on the values of the area

Research Hypothesis

- ➔ Gap in previous development actions: the engagement of local community and a value-centred ethnography has played a passive role
- ➔ Cultural identity is a prerequisite in any development action and demands a holistic approach

Aim

- ➔ Underline that ethnography is one of the most crucial tools for achieving any development

The culture

of the Mastorochochia villages

Stone masonry, woodcarving and painting activity

- ➔ Emerged from the devotion of the male population to specific crafts in the Mastorochochia multicultural region
- ➔ Formed by the local social traditions of patriarchal structures and the influences of other European cultures' craft guilds
- ➔ Evolved through the transmission of skill-based knowledge from father to son or to apprentices through monitored tutoring
- ➔ Developed through the periodic travels of 'Bouloukia' (craftsmen groups of experts) over an extended geographical scale
- ➔ Sustained by the use of an economy based on monetary exchange and secured by private contracts

The culture of the Mastorochochia villages

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The economy of the Mastorochochia villages

Agro-pastoral activity

- ➔ **Managed by the women**
- ➔ **Supplemented the needs of the permanent population for survival**

Foresting activities

- ➔ **were focused exclusively on the needs of the construction works**

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Gazing

the concave landscape of Mastorochochia
from Mt Smolika to Mt Kamenik

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Gazing

the concave landscape of Mastorochochia

Amarandos River

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Gazing

the concave landscape of Mastorochochia

Sarantaporos River

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The tangible heritage of Mastorochochia

A visual image of harmonious coexistence between humans and nature

- ➔ Demonstrate the virtuosity of craftsmen and the successful economic model of preindustrial lifestyle

Architectural constructions

- ➔ Bridges, mills, founts, routes, and cobbled paths surround the Mastorochochia residential areas
- ➔ Chapels and icon stands delimit the residential areas
- ➔ Churches, masonries and school buildings

The tangible heritage

stone bridges

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The tangible heritage

of Mastorochochia

Decorative art

- ➔ Wall paintings, icons and wood carved iconostases are preserved in the churches
- ➔ Secular art is cherished in the local houses as rare instances of local artistic legacy

Little Heritage

- ➔ Tools (crafting, agricultural tools)
- ➔ Stamped and signed official documents (exchange bill, debit bond, passports)
- ➔ Simple and/or ornate domestic objects
- ➔ Old photographs

The tangible heritage

Decorative art

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The tangible heritage

Little Heritage

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Cultural Landscape

mill in Likorachi

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Cultural Landscape

haystacks

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Mnemonic Reflections

Approached through 'Tasteful Ethnography'

- ➔ Holisitic approach
- ➔ Complexity of the intangible heritage
- ➔ Participant observation

Multidimensional perception through 'Tasteful Ethnography':

- ➔ experiential and intuitive approach
- ➔ stimulating the human senses
- ➔ developing empathy, subjectivity, sensuality and authenticity
- ➔ sensing how locals perceive and interpret the natural and cultural phenomena
- ➔ attributing a dynamic dimensions to the visual perception of tangibility

Tasteful Ethnography

Examine the temporal dimension

- slow time of big narratives
- crucial milestones

In situ survey

- sporadic, different seasons
- multi-sited and even transborder fashion
- movement from the notion of the field to that of the net

Interviews

- mainly open, unstructured, in-depth interviews of participant observation
- extract crucial details and authentic ideas

Engagement in a continuous dialogue within the context of the landscape, the society, the culture and its tastes, its sounds and smells

- thorough image of natural and cultural assets, values and potentials

Tasteful Ethnography

early winter

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Tasteful Ethnography

spring

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Tasteful Ethnography

domestic animals

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Tasteful Ethnography

contribution

The contribution of 'Tasteful Ethnography' in MaNet Project

- ➔ hopes and aspirations of the local communities
- ➔ circumstances in which they could accept, support and sustain a development plan
- ➔ meaning of such development initiatives in their lives
- ➔ values beyond those with outstanding significance
- ➔ how the values of individuals and communities are constructed with regard to cultural heritage

Tasteful Ethnography

Amarandos

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The intangible heritage

of Mastorochochia

The tangible heritage is released by its materiality and creates 'images purely symbolic'

- ➔ the landscape through the passage of time 'be[came] for ever the mnemonic of ' its historic context and the ancestors 'became part of the place for ever' (Howard Morphy)
- ➔ Dynamic cultural capital becoming a latent form of intelligence integrated into the Mastorochochia as part of this landscape

Customs Myths and Rituals

- ➔ material and a spiritual dimensions
- ➔ cultural processes that articulate experience
- ➔ intangible heritage enriched folklore tradition

The intangible heritage

'Mantilomata' (1912, Armoloi)

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The intangible heritage of Mastorochochia

Sensing and making sense

- ➔ **objective and subjective data of fieldwork**
- ➔ **archival study of the past and the fragmentary images of the present**
- ➔ **solid base to design an outline for a unified future**
- ➔ **'what the place wants to be' dictates the path for sustaining its meaningful image**

Sustaining Images of Mastorochochia

- ➔ Fragmentary actions in the present
- ➔ Coherent future: archival and ethnographic research
- ➔ Active involvement of local community
- ➔ Networking

MaNet Strategic Plan

Large-scale coherent and future-oriented project

- ➔ potentialities and competitiveness of the Mastorochochia villages
- ➔ interconnected environments
- ➔ tangible and intangible territorial assets

Sustaining Images of Mastorochochia

'art and science should complement one another'

(Paul Stoller)

- ➔ approach to the Mastorochochia area's in its 'full being'
- ➔ decipher and identify local intelligence
- ➔ constantly 'sensing and making sense'

Tasteful Ethnography

Amarandos

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