

Master of History, Civilisations, Heritage

Master of Social Science
History, Civilisations, Heritage Honours
METIS / MACLAND PATRINUM / PATRILANG Studies

Objectives

> **METIS studies** (Management, conservation and restoration of material and immaterial heritage, mixed with the modern) (JMU and ENTPE). In an ever-changing world, METIS trains adaptable professionals by bringing together scientific skills, technical abilities and expertise. This methodology fuels the course: interaction between field and knowledge, support in personal and professional development, pragmatic approach to languages, NICT, virtual reality applied to culture. METIS handles modern heritage with strong economic, social, cultural and political aspects in the national and international field.

> **MACLAND Studies** (Heritage and cultural landscape management) (JMU - Collaboration agreements with the National Museum of Natural History in Paris and Musée Confluences in Lyon). There is increasing interest in heritage and the international concept of cultural landscape in the territorial development sector. Cultural landscape explores a country's evolution, the "man/environment" relationship and provides economic, ecological and social opportunities that help mankind live together better. MACLAND is a 2-year course training human and territorial development project leaders in the cultural landscape and managers of listed or unlisted sites to grasp the complexity of the landscapes. MACLAND provides an all-round and integrated insight into the complex management, sustainable conservation and promotion of heritage systems and sites (material and immaterial heritage), towns, protected areas etc. The course meets the requirements outlined by international institutions and territorial collectivities.

> **CEI Studies** (Written and image cultures) (Lyon 2 University and ENSSIB).

> **PATRILANG Studies:** the PATRILANG course is designed to train students in Portuguese-speaking heritage in all its forms and cultural fields (Africa, Asia, Europe, Latin America). By highlighting the interaction between language, inter-culturalism and heritage, students focus on topics such as innovation in sectors including tourism and sustainable development, mediation in political and territorial organisations, cultural landscape. The fully inter-disciplinary course trains professionals to be able to intervene in several socio-professional situations on a global scale. At the end of the course, students will have skills in: project culture, teaching, monitoring and presenting a project. They will be able to: explore other disciplinary fields to design pluri and inter-disciplinary research and development programmes; establish a quality control and consultant network; reproduce and highlight data and results by adapting to the target audience; possess knowledge and concepts in heritage science; understand the challenges of cultural property past, present and future; handle the functioning of managing heritage, environment, conservation, restoration and reinstatement; gain basic disciplinary theoretical and procedural knowledge to be able to grasp the complexity of pluri-disciplinary projects; design and convey a cultural and heritage project in a transnational context.

Partnerships and bilateral agreements: Portuguese universities (Faro, Lisbon, Mação, etc.); Brazilian universities (São Paulo, Santa Catarina, Rio de Janeiro and Brasília – under way); French engineering and architecture universities and colleges (Paris3, Lyon 2, ENSAG, ENTPE, Museum, etc); Companies and Institutions related to Portuguese-speaking heritage and culture.

> **PATRINUM Studies:** The "heritage and digital" subject in France has spent too much time abandoned in the marketing sphere. But as proven by the study we conducted with 8 local cultural structures and 26 French and European structures who hosted our interns in recent years: it's time for France to turn a corner in digital and develop a French-style cultural approach to digital. Unlike some courses that have now been designed in France, we have to adapt to digital and use it as a tool to aid heritage and not the opposite. All too often digital experiments in culture make a lot of noise to start off with (media overexposure) then fail epically: how many

towns and cities spent thousands of Euros buying tablets and apps enabling a pseudo independent tour of local heritage before scrapping them (e.g. Cluny)? How many mediator jobs have been replaced by mobile apps? During a recent interview on France Culture, the economist Daniel Cohen explained that digital is bringing us the first industrial revolution to destroy jobs and that we need to rethink our relationship with digital.

Digital may need to be incorporated into promoting heritage but that can only happen by working with figures in heritage. Professionals need to be trained in digital tools for heritage to grasp all the complexity involved in heritage processes: it requires sound technical and theory training in digital and in-depth knowledge of heritage issues

. Professional training is the only way that digital applied to heritage can be an asset to human development and job creation.

The PATRINUM course provides solutions to these issues by drawing inspiration from successful training experiments in Québec and America. The PATRINUM course has been co-developed in partnership with Laval University in Québec. Following a technical and critical course, students will conduct the resolution of a practical case in an international team in the field (France-Québec). Laval University provides high-tech equipment to explore new possibilities in IT: panoramic video camera and portable 3D digitalisation, ambiophonic microphone, HD-ready professional camera.

We will address the following themes: interactive websites, mobile apps, incorporation of material and immaterial heritage, new multimedia and transmedia narratives, 2D and 3D photography, ethnographic short films (ethnoclips) to present heritage, serious game, use of CMS and social media. Designed with close collaboration and participation by both teams and countries (teachers, students and figures in the field), the course gradually addresses content, explains how to proceed and tests knowledge gained collectively through concrete output. *Partnership*: Laval University in Québec; École Nationale des Travaux Publics de l'État

Who's it for?

Entry requirements

> Prepare your Master application

Skills

Methodological and interpersonal skills:

Optimise career development, CV, personal potential. Introduction to ethics. Update scientific, technological, technical and regulatory information. Project culture, learn to teach, monitor and communicate about a project. Be open to other disciplinary fields to conduct pluri-disciplinary and interdisciplinary research and development programmes. Implement quality control and a network of consultants. Reproduce, promote data and results to suit the target audience.

Skills related to knowledge:

Have knowledge and concepts of heritage sciences. Learn the legal and business rules in the sector. Know the challenges of cultural property past, present and future. Understand how heritage management, environment, conservation, restoration and restitution works.

Interdisciplinary and intercultural skills:

Gain basic disciplinary theory and procedure knowledge to be able to grasp the complexity of pluri-disciplinary projects. Develop and convey a cultural and heritage project in a transnational context. Apply intercultural working methodology. Identify disciplinary skills required for scientific studies or projects related to inter-disciplinary environmental issues. Work in a pluri-disciplinary team.

What's next?



Prospects

Employment rates up to now speak for themselves: the employment rate for the METIS and MACLAND courses are over 92%.

Career prospects: Study and research engineers; project leaders; design studio consultants; international organisation consultants (UNESCO, ICOMOS etc.); marketing or patronage project managers for a cultural establishment; heritage policy manager in collectivities, towns or museums; head of establishment or deputy director in a museum, cultural centre or heritage site; collection manager, curator or assistant curator (preventive conservation); heritage site or system manager.