INFOPATRIMÔNIO: DIREITO À MEMORIA INFOPATRIMÔNIO: THE RIGHT TO MEMORY

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1 Introduction

In 2006, at the 49th meeting of the Consultative Council for Cultural Heritage, Luiz Fernando de Almeida, then president of the National Historical and Artistic Heritage Institute (Iphan), mentioned the importance of creating a National Cultural Heritage System (SNPC), involving state and municipal administrations, historical and geographic institutes, as well as universities. As part of the SNPC formulation process, Iphan developed the Integrated Knowledge and Management System (SICG). It is an online database that seeks to integrate cultural heritage data in Brazil, with special attention to tangible cultural assets, and which aims to operate as an instrument for "constructing a new policy for the protection and management of cultural heritage in Brazil" (Baratto, 2017, s.p., our translation).

The SICG[1] has been in development since the beginning of the 2010 and was the subject of a news release of Archdaily website in November 2017. The system has three modules: 1. Knowledge: historical and geographical information; 2. Management: information on the already protected areas, focused on standardization, inspection and planning of actions; and 3. Registration: a set of records to be applied to the cultural assets for identification. The SICG is structured, for the time being based, on Microsoft Word and Excel property-protected programs; nevertheless, another computerized system to be used by "Iphan, states, municipalities and partner entities (such as universities, study centers, museums, and others) is under construction" (Baratto, 2017, s.p., our translation).

> The system is intended to organize the collection, storage and management of information on cultural heritage, also absorbing the knowledge already produced to serve two essential purposes: 1. facilitate access to information on cultural heritage; 2. Support the management of the preservation policy, instructing and facilitating decision-making, planning and formulation of actions, as well as daily work related to inspection, project analysis, monitoring of works, etc. (Porta, 2012, p.42, our translation).

The SICG is a major advance in the disclosure of Iphan-registered cultural assets. However, it is still under development and its use is not friendly. The search tool does not work properly; to find the cultural assets, it is necessary to find them through maps, a proceeding which involves previous familiarity or knowledge of their location.

The information on already registered cultural assets is neither widely disseminated nor facilitated. By analyzing the online platforms of the heritage preservation agencies in Brazil and their respective available content, it reveals that their information is often incomplete or fragmented, while the tools are unfriendly to users and generate inefficient searches.

Thus, under the current scenario, there is a need for civil society and institutions, for a unified basis for the officially recognized and protected cultural heritage in Brazil, where the information may be gathered, organized and disseminated in a appropriate way. Furthermore, there is also a lack of communication channels between, on one side, interested parties and its queries on the subject, and, on the other, actors which already have available data on this regard.

2 Mapping and georeferencing

The mapping and georeferencing of public data adds a dimension of analysis to management, as they are inserted over the territory. This solution generates new possibilities for knowledge, apprehension and evaluation of data, by State and society. Together, these actors may act constructively towards public policies upon the obtained analyzes. As Prado Filho and Teti (2013) affirm, in the matter of cultural heritage the spatialization of history and memory occurs; this allows a more accurate view of the population on the protected cultural assets, as well as orientates its knowledge to a collective composition of critical analysis of the current cultural heritage strategies at the local, regional and national levels.

If, in the early days, one could say that the main aspect of mappings was the storage of geographic data - for the analysis of places and how to reach them - with the evolution of the field of Cartography, maps have become vectors of communication of other information in the territory. According to Fonseca and Kirst (2003, p. 92 cited in Prado Filho and Teto, 2013, p. 47, our translation):

> *The term "cartography" uses specificities of geography to create relations of difference between "territories" and to account for a "space". Thus, "Cartography" refers to the idea of "map", which contrasts the quantitative topology, which characterizes the terrain in a static and extensive way, with another dynamic dimension, to capture intensities, that is, available to record the monitoring of transformations on the covered terrain and the implication of the perceiving subject in the mapped world.*

From a map it is possible to inform not only the physical space. With the advancement of information technologies, digital platforms allow the crossing of a series of data on and from virtual maps, through the spatial location of databases and statistics, with a greater content and degree of elaboration, although, at the same time, accessible. Thus, georeferencing - mapping based on precise geographic coordinates - is progressively becoming an indispensable tool for territorial and environmental management, since it allows the construction, analysis and monitoring of Brazilian public policies.

Among several challenges in public policies in general, one of the most important is to create communities of citizens, professional classes and public agents, so that the collective and participative construction is internalized by the Public Administration, to improve their actions and the real fulfillment of the demands. The Brazilian cultural heritage preservation policies are part of this framework, which requires solutions and collaborative tools with a focus on preservation. However, such a perspective has yet to be accomplished.

The georeferencing of cultural heritage - and its complementation with diverse information - amplifies the population's understanding of the memory, identity and history that constitute them. One may, for example, induce the citizens' perception for new understandings of their cultural references and whether and how they are represented in the list of protected cultural assets by the heritage agencies and, specifically, their spatial distribution, or, conversely, the "heritage voids" - territories without recognized assets. This possibility may generate a process of reflection in the communities, regarding the preservation of cultural assets and, consequently, lead to greater social engagement in the identification, registration and safeguarding of not yet officialized cultural heritage.

The adoption of georeferencing for cultural assets allows deepening and improving the preservation proceedings of public agencies, as well as fosters knowledge, monitoring and social appropriation. In addition to increasing the efficiency of vigilance actions over cultural assets, the full involvement of citizens is a prerequisite of the heritage-based education practices, on an emancipatory and freeing perspective. In this regard, Flávia Nascimento and Simone Scifoni (2015, p. 35) characterize heritage education as the "collective construction of the idea of heritage, based on the appreciation of the residents and their memories."

Social participation must therefore be a central premise in the preservation of cultural heritage, since the community is an active and indispensable part in the process of collectively building knowledge and maintaining cultural assets. While the heritage agencies officially declare cultural assets as symbolically representative of groups which make up Brazilian society - keeping references to their memory and identity - it is up to the society, in a broader sense, and not only a state-wise sense, to safeguard them.

From this point of view, citizens may be the main actor of cultural preservation. Thus, at the local level - where daily life and interaction with cultural heritage effectively occur - the dissemination of information about cultural assets has the potential to contribute to the social control of preservation. Eventually, this solution may be used to monitor and overview the conservation status, encouraging participation and engagement among interested parties in the safeguarding of cultural assets.

3 Social participation

The social participation in the decisions and proceedings of cultural heritage management is a predicted foundation by the Brazilian Federal Constitution of 1988, which indicates every citizen is rightful to request the official preservation of a cultural asset. The role of society in heritage management involves the education, awareness-development and self-assertion of each citizen as a cultural subject endowed with a family and social memory, as well as cultural rights. The sharing of a collective and extended memory is related to the articulation between State and society, as civil actors and heritage agencies.

In this context, cooperation between public agencies and citizens is fundamental. Therefore, it is imperative to expand the dissemination of the universe of protected cultural assets by those agencies, to broaden their knowledge and favor their

appropriation by society. According to Porta (2012, p. 15, our translation),

> The expansion of the action field of preservation agencies, determined by the concept of cultural heritage, requires the inclusion of new stakeholders in the preservation policy. The current extension of the cultural heritage in the country and the size of our territory does not allow preservation to be understood as the exclusive attribution of the preservation agencies. However as much human and financial resources as there may be (and there is much to improve in these areas), it will never be enough if they have not been associated with significant community participation, represented by individuals, organizations and companies.

This diagnosis led to the creation of Infopatrimônio, a project started in 2014 with the objective of expanding the dissemination, interpretation and dissemination of the officially recognized Brazilian cultural heritage, both of tangible and intangible nature. The initial focus of the project was on protected assets within the jurisdiction of São Paulo State's government. In 2017, the project was expanded to federally-protected assets throughout Brazil, as well as those entitled "World Heritage Sites" by Unesco.

4 Infopatrimônio

Infopatrimônio was initiated, as it was seen, to comprehended São Paulo State, by registering the protected assets of three cultural agencies which operate there: Conpresp, municipal agency of the State's homonymous capital; Condephaat, the state-level agency; and assets protected by the federal-level Iphan in São Paulo territory. In 2017, the platform attained federally-protected assets in all 26 Brazilian states and its Federal District, including intangible ones (Fig. 1). In January 2018, basic information of other Brazilian states' agencies was added (official proceedings registers and assets description). In the current year, such assets will be complemented with photos and corresponding weblinks with further information. The outlook is to expand the scope of the project, with the goal of gradually reaching the potentially protected assets in the 5,570 Brazilian municipalities.
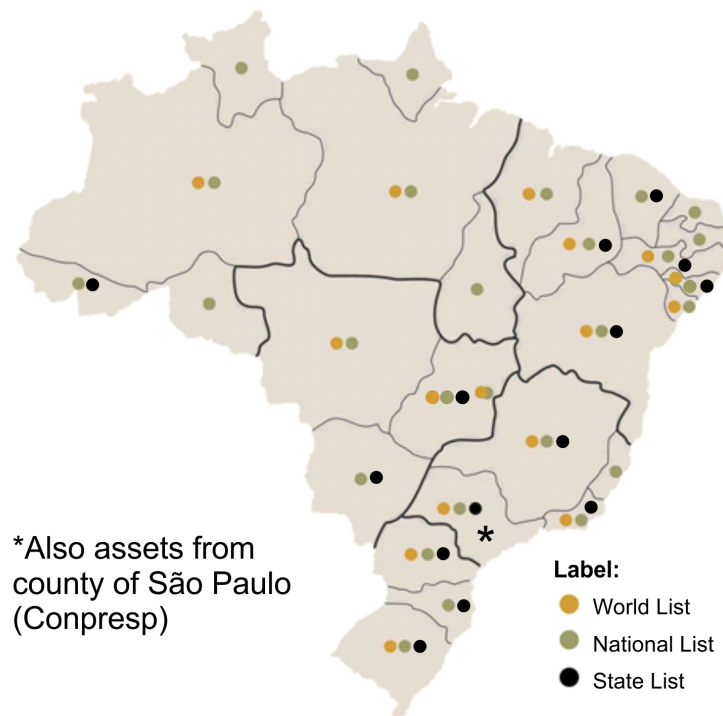

*Also assets from county of São Paulo (Conpresp)

Label:
- World List
- National List
- State List

Fig. 1: Infopatrimônio's scope. Source: Sandra Schmitt Soster, 2018.

The project's already-inserted data was obtained from their corresponding heritage agencies' online databases. In some cases, the gathering of this information required significant efforts, including requirements through the Federal Law of Access to Information (Federal Law 12,527 / 2012), as well as further research on official websites. The data consists essentially of listings (tables, texts and images) of the respective agencies' protected assets, whether containing or not the assets' addresses - eventually searched and added.

From the survey on, the data is georeferenced and transferred to a database and published in a Content Management System (CMS) - in this case, Wordpress - which allows, through an Internet website, access to any interested actors in the field, including mobile devices (cell phones, tablets, etc.). An algorithm is used by interpolating geographic coordinates obtained from the Google georeferencing web service and OpenStreetMaps (OSM).

5 Results

Infopatrimônio (http://www.Infopatrimônio.org) was also elaborated with focus on the user experience. It has simple language, to favor research and knowledge about cultural heritage, even by citizens with little practice of Internet tools. Until the elaboration of this article, the platform had registered 3,148 cultural assets, whose information improvement is always in progress. In 2017, the website had reached 121,899 views, with about 80% of new visitors (Fig. 2). In the first two months of 2018, albeit periods of traditionally under-average access, the website attained 33,788 views and 12,278 users.
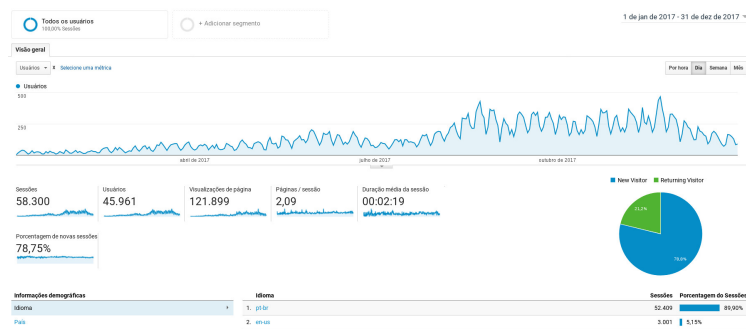
Fig. 2: Infopatrimônio access statistics. Source: Google Analytics.

Currently, Infopatrimônio's Instagram (https://www.instagram.com/Infopatrimônio/) has 17,871 followers and its Facebook account (https://www.facebook.com/Infopatrimônio/) has 713 followers. Due to its integration with social media networks, the number of new visitors has expanded, which makes an argument that information sharing on cultural assets has a great potential of interest.

Infopatrimônio's management model is participative, with open content under the attendance of curators - staff collaborators who evaluate page's comments and changes suggestions by its users. This model has the purpose of maintaining the quality and long-term relevance of the content, as well as guaranteeing to all the unrestricted reuse of platform information, giving it greater credibility.

The financial sustainability of the project is maintained through donations, both monetary resources and specialized labor, thus reinforcing its participatory nature. As of the end of 2017, a collaborative funding campaign (crowdfunding) was carried out. Although it did not achieve significant values, it was essential for the wide dissemination of the platform and, consequently, for the increase of its access.

6 Final considerations

Infopatrimônio is a platform for improving the transparency of public data related to cultural heritage in Brazil, through the constitution of an integrated information base, with the perspective of building, by the communities, social preservation networks, in all states and municipalities. Through a territorial approach to heritage, the purpose is to use information in management and integration processes of and among preservation agencies and society. In the context of the present edition of V!RUS Journal, the action takes place in the field of information technology towards efforts to store and disseminate cultural- and memorial-related information of societies and their commitment to the preservation of its heritage.

Currently, Infopatrimônio's main result is the expansion of the dissemination of knowledge about officially protected cultural assets in the three government levels in Brazil - proved by the growing level of interaction within the platform and its social media channels. Based on the creation of an intuitive and friendly research tool for all citizens, civil society organizations, the private sector and government agencies (either heritage ones or other interrelated areas), the project aims to increase the monitoring and social control of cultural assets preservation of in the country.

By bringing together different actors and being an open platform for the participation and collaboration of interested parties, Infopatrimônio prizes for an interactive form of diffusion of representations of collective memory - its cultural assets. Through the wide dissemination of heritage information and knowledge, Infopatrimônio also seeks to empower citizens to monitor and oversight cultural heritage, which is indeed theirs. Thus, by providing online-accessible qualified information, we hope to engage partners and join efforts with states and municipalities. In this way, other forms of safeguarding and preservation of the Brazilian cultural heritage may be promoted, in addition to official listings.

The use of open and collaborative technological means, with constantly improving content, increases the platform's potential to become a more effective social control solution. Thus, it is expected that Infopatrimõnio's mapping of cultural assets in Brazil will open a window of opportunity for social participation to become furthermore concrete in cultural heritage policies of preservation and enhancement.

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