CALI
HISTÓRICA

ONERA PRIZE FOR HISTORIC PRESERVATION

CONTENT

Plaza de Santa Rosa, Biblioteca Departamentela Jorge Garcés Borrerro
Author: Unknown

1

AIMS

Cali Histórica introduced a new tool for the visualization of archival resources with the larger goal of promoting a more critical approach towards the valorization of architectural heritage into the discourse of preservation practice in Cali, Colombia.

The project endeavored to advance a different approach to architectural significance centered on the spatialization and visualization of the urban evolution, and thus social evolution of the city, through geolocated documentation of the physical fabric. Through the creation of a user-friendly, location-based digital online platform this project centralized archival photographic resources of the city rendering this material free and accessible to all.

Our mission is to extend the reach of local cultural organizations by providing them with a collaborative tool to share local history.

2

The City is your Museum

OUR OBJECTIVES

To promote access to collections and existing historical archives and create a centralized resource for all.

To encourage the study of our local history by georeferencing historical photographs in context.

To facilitate the interaction with historical archives and collections through an attractive, on line and free web app.

To extend the reach of cultural institutions through the introduction of historical content to new and younger audiences.

Taking the collections beyond the museum wall while encouraging the commitment with our city.

3

DESIGN + PROCESS

Cali Histórica partnered with the New York-based Technology non-profit **Urban Archive** Inc. who developed the map-based platform for geolocating graphic (photographs, drawings etc) resources in a city map.
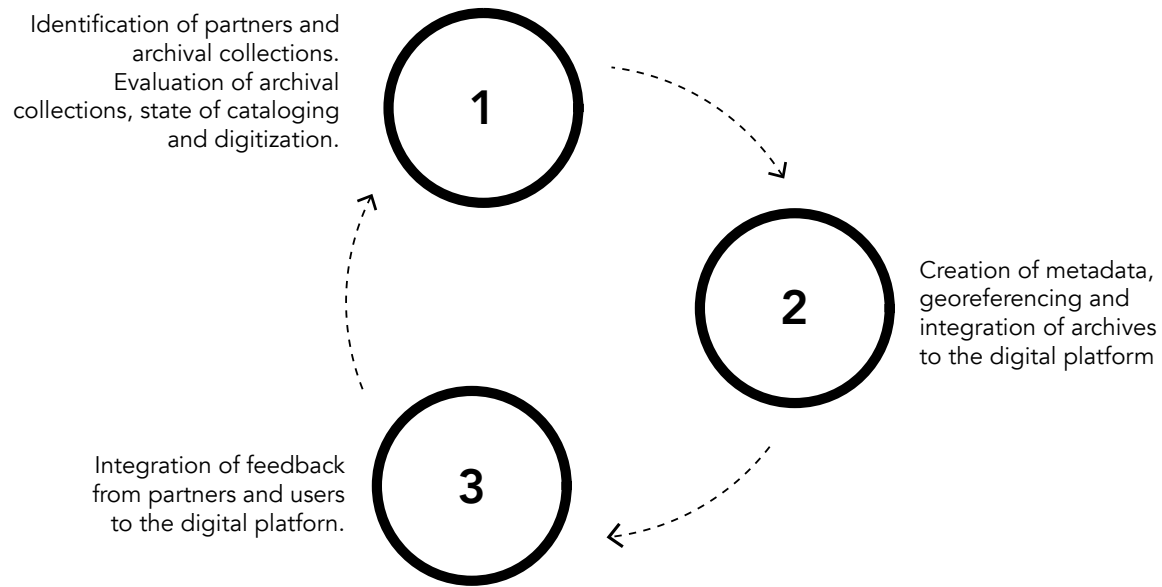

COLLABORATION

Our efforts focus on reaching out and establishing relationships with cultural institutions in Cali, Colombia in order to on-board their archival collections into the platform. We held stakeholder meetings to assess what work had been done, how to best visualize the already existing research efforts, and developed a training program so that in turn these institutions can benefit from the platform to amplify their programming and continue to generate awareness about immovable heritage in the city of Cali.

These institutions included:

- Archivo Fotográfico de Cali
- Archivo Histórico de Cali
- Biblioteca Departamental Jorge Garcés Borrero
- Banco de la República - Centro de Documentación Regional
- Planoteca Municipal
- Caliwood: Museo de la Cinematografía

5

Identification of partners and
archival collections.
Evaluation of archival
collections, state of cataloging
and digitization.

1

2

Creation of metadata,
georeferencing and
integration of archives
to the digital platform

Integration of feedback
from partners and users
to the digital platform.

3

METHODOLOGY

Given the various degrees of digitization and cataloging within each institution, our work consisted in creating a content management system for organizing and maintaining the archival records, which included the creation of geolocation meta data in order to adequately integrate each institution's content into the platform.

Cali Histórica worked with institutions as Digitization Partners and with individual researchers and historians as Content Partners in order to complement often limited meta data such as authorship, dates, and descriptions of various graphic records.
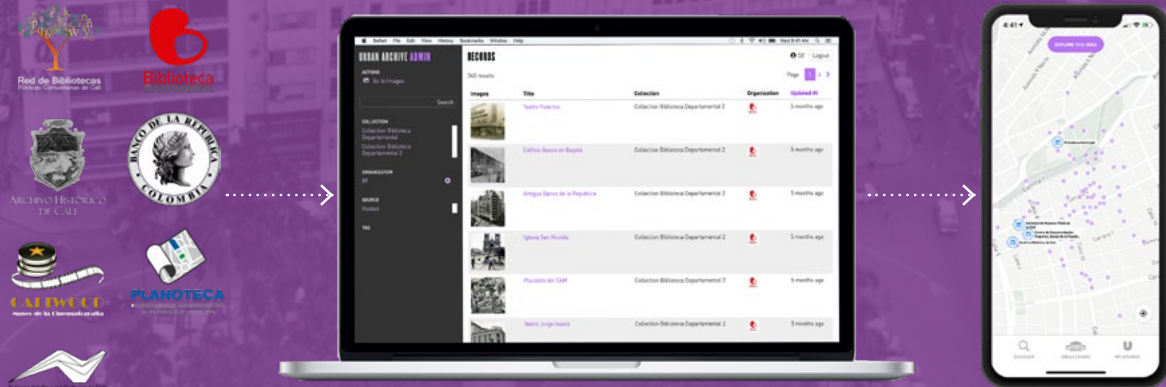
Having established the appropriate content management processes with the initial participating institutions, Cali Histórica's objectives after the launch of its pilot phase, is the continued streamlining of these process for our partners and the sustained training and support for contributing institutions.

CHALLENGES + OPPORTUNITIES

Through the process of establishing the relationships with the various cultural institutions that participated in the pilot phase of Cali Histórica, we identified an overall lack of knowledge and standards around the digitization of their historical archives. This was both a challenge, given that our work consisted in creating the necessary meta data for these historical archives; but it was also an opportunity for Cali Histórica to bring that added value to these institutions and provide them with the necessary tools for these institutions to share their archives and broaden their engagement with newer audiences through these new technologies.

One app, Multiple Institutions

Cali Histórica centralizes historical archives and collections of diverse cultural institutions creating one accessible resource.
The content managing system allows our partners to enhance collection engagement and digital story-telling.

Plaza Cayzedo, Centro de Documentación Regional, Banco de la República
Author: Otto Moll González

4

OUTCOMES + DELIVERABLES

Cali Histórica, in collaboration with Urban Archive, publicly launched its web and mobile app on December 19th, 2019 in Cali, Colombia hosting a reception at the Banco de la República. The launch event attracted a diverse audience of history aficionados, students, journalists, community organizers, archivists and historians.

The official launch of Cali Histórica consisted in a presentation of the methodology and mission of the initial pilot phase prepared over a six month period stipulated in the Onera Award with the culmination of a demonstration of the web and mobile apps followed by a discussion session with the audience.

Cali Histórica's interactive platform went live the same day, and has been live since then, accessible and free to the public.
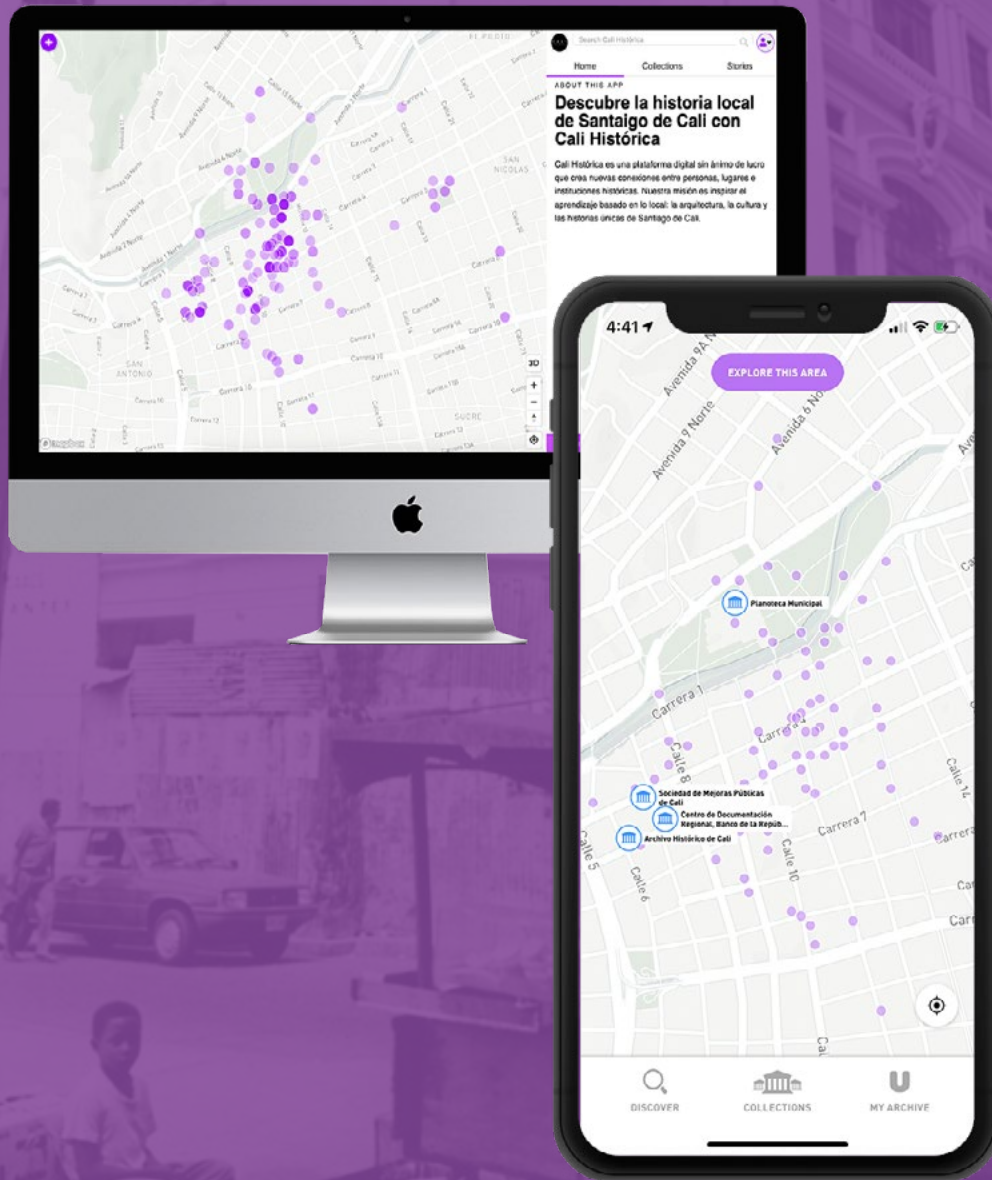
CALI
HISTÓRICA

6   10   100   600
MONTHS   PARTNERS   LOCATIONS   IMAGES

www.calihistorica.com

AVAILABLE ON URBAN ARCHIVE

Jorge Isaacs Theater and its Surroundings, Biblioteca Departamental Jorge Garcés Borrero
Author: Diario Occidente, Gustavo Gómez

5

IMPACT + POTENTIAL

The intersection of the digital humanities, the question of what constitutes heritage, and the how technology can facilitate and empower the public with knowledge of the evolution of their built environment.

The method of implementation and the collaborative nature of Cali Histórica has the potential to set the groundwork for future local initiatives to continue pushing the boundaries of how heritage is defined and open avenues to include and represent public histories in the built environment. We envision this project as an initial step toward increased inclusion and social justice by broadening the definition of how immovable heritage is valorized and how traditional images of the built environment are created. Cali Histórica advocates that historical literacy increases collective agency over our built environment.
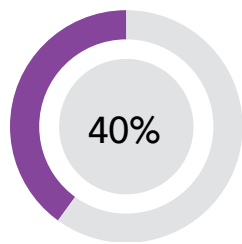
Cali Historica will continue to expand its scope within the city in 2020, establishing potential new partnerships with other institutions and integrating new collections to the platform by the end of 2020.

Cali Historica will participate in the IASTE 2021 conference Virtual Traditions: The Transience of Tradition in Changing Geographies and Global Landscapes which will take place in Nottingham, UK in the Spring of 2021.
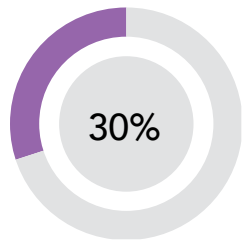
As a result of the community outreach and partnership-building strategies developed during Cali Histórica's pilot phase, Cali Historica's leadership has been onboarded by Urban Archive to introduce some of these processes into other locations as a pathway for increasing capacity in other cities utilizing Urban Archive's platform, specifically Newburgh, NY.
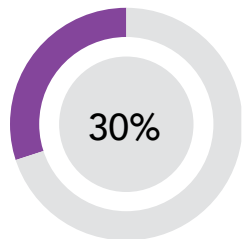
6

BUDGET

40%   **WEBSITE & APP DEVELOPMENT**

30%   **AIRFARE & TRANSPORTATION**

30%   **LAUNCH + OUTREACH & MARKETING**

CALI
HISTÓRICA