

MAP YOUR PEARL, TELL YOUR STORY

26/01/2017

Map Your Pearl is a participatory intervention organized by a multidisciplinary, international team in the city of Tagbilaran on the island of Bohol in Philippines. The project had two main objectives: First of all, the objective of the project was to raise awareness of the cultural and historical value of heritage house conservation among the community, as well as expose the community to the potential for development that these sites hold. Secondly, the intervention aimed at exposing the most valuable and potential local buildings, sites and businesses across the city and creating a conversation between locals and tourists. Through these objectives, the long term goal of the intervention was to make the community realize the potential of their existing surroundings and hence strengthen the local distinctive identity and pride, and ultimately support sustainable development.

The reason for the team to tackle heritage conservation and the exposure to the most valuable sites in Tagbilaran was that the heritage houses remaining in the city have been neglected over time, and are not seen as a valuable asset within the community. The development plans for the city of Tagbilaran are alarmingly disconnected from the heritage, history and identity of the context. By raising awareness within the community, our team supported the acknowledgement and conservation of the traditional built environment, as well as the reconnecting of the further city development with the existing environment that celebrates the local identity. Through research, the team was able to identify a solid sense of belonging and pride within the local community. By letting people share their most valuable spots and personal stories within the city, an emotional connection and attachment is created to these places among those who the stories and sites, or Pearls, are shared with. Passion and memory is used as a power tool in order to build a strong sustainable future with great identity.

The location of the intervention was chosen based on the surroundings, where numerous heritage buildings are still standing



MAP YOUR PEARL
CITTAGLAB

RAISING AWARENESS

By raising awareness, the community will acquire a more responsible role; sustainable and social modes of practice will be stimulated prior to speculative economic profitability for the common good. The voice of the community will be louder when they are more aware of their existing surroundings and heritage, and when they recognize the value of these assets. Knowledge combined with emotional connection and feelings will lead to a sustainable development that is based on the community and local identity rather than impersonal profitability. This will mature into a stronger and richer society that will generate a healthier economy as well.



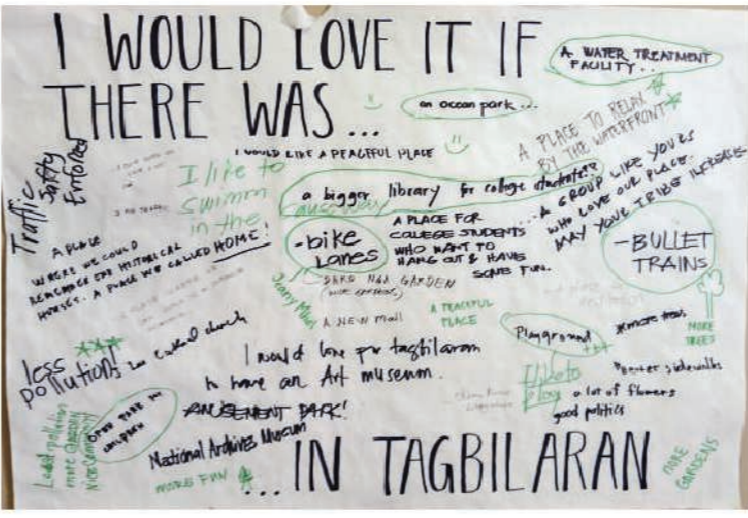
SHARING KNOWLEDGE

Sharing knowledge, promoting discussion, reflection and awareness, and collaborating in the advancement of the social production of habitat. Through the story sharing and finding of each person's hidden pearls, the community will share a wider range of special places about which they will learn something new. This will lead to development that maintains habitat as a sustainable ecosystem where the communities have the necessary "power tools", motivation and knowledge to participate and contribute to their environment.



PARTICIPATORY PLANNING

All these issues have a common goal, which can only be achieved through participatory methods. We want to act as a platform for this exchange of knowledge. Different members of the community, tourists, politicians, investors, experts and specialists in different fields have access to all the tangible and intangible aspects that are involved in heritage and natural environment in order to achieve comprehensive strategies, plans and projects for the future development of the place.



MAP YOUR PEARL
CITTAGLAB