
EDITORIAL

CULTURAL PROPERTY, CULTURAL APPROPRIATION. CONSUMPTION OF CULTURE

The interest in folk culture and the valorisation of culture of different communities and the nation in the 20th and 21st centuries have resulted in raising the significance of the patrimonial regime, of cultural property and heritage at its core, in drawing boundaries and triggering actualization of identities, followed by economic consequences and social tensions. All that evokes new problems of importance to researchers – everywhere from invented traditions to historical reenactments, from creative districts to new and old “authentic” folk festivals and festive town processions – we have the opportunity to trace the present-day manifestations of traditions, customs, holidays, crafts and handmade design products. How we describe and analyze these phenomena within the theoretical framework of heritage ethics and concepts such as cultural property, cultural appropriation and consumption is the subject of this issue of the *Антропология/ Anthropology. Journal for Sociocultural Anthropology*. The issue features cases of ethnographic research from different sites and countries – Thessaloniki (Greece), Siberia (Russia), Armenia, Bulgaria. The unifying theme of these contributions is presenting communities of memory which preserve, and in some cases, construct intangible heritage through their practices of narrating, searching, remembering, collecting, distributing, exchanging, safeguarding, and sometimes producing material objects – clothes, books, vintage photographs and postcards.

In their paper, Eleni Sideri and Elina Kapetanaki present the historical center of Thessaloniki through the labor history of women employed in the clothing industry in the 20th and the beginning of 21st century. Through their narratives expressing memories of care and endurance Thessaloniki’s center is constructed as a heritage site. Thus, the conclusion points to the contact points between gender and intangible heritage expressed in the oral histories of women.

Jędrzej Morawiecki discusses the interconnection between fiction and spiritual search in the context of constructing the post-Soviet religious identities. He employs autobiographical interviews to collect data about the attitudes of residents in present

day Siberian cities. His text is focused on the turning points as a catalyst for the spiritual search of respondents who most often cite specific books and authors that ignited their interest in religion and spirituality.

Another case of identity construction is presented by Iliya Nedin in his paper “Building identity and nationhood through ethnography during the interwar period of the Soviet era: the case of Armenia”. The text reviews the work and life trajectories of the three founders of Armenian ethnography along with the development of the field under the Soviet rule. The author shows how the written legacy resulting from ethnographic research could become the heritage of a nation.

In the paper, “Bulgarian traces in Thessaloniki. Historical postcards from the beginning of the 20th century”, Margarita Kuzova discusses Bulgarian images and motifs depicted on vintage postcards reissued until the First World War. She is concerned with the possible interpretations of the origin, memory and identity of the images reproduced in these cards, which became vehicles for the manifestation of Greek, Serbian and French attitudes towards the Bulgarian minority in the region.

The view of heritage as produced and producing a community of memory is presented by Milena Marinova who writes about Facebook groups for presenting the history of Bulgaria through vintage photographs. Her review of the typology, founders, users and followers of these groups testifies to the need to further research the widespread phenomenon of exchanging, collecting and posting images of the past in the virtual space.

Zlatina Bogdanova, editor
Institute of Ethnology and Folklore Studies with Ethnographic Museum
Ethnology of Socialism and Postsocialism Department
Bulgarian Academy of Sciences
Moskovska 6A Str.
1000 Sofia
Bulgaria
E-mail: zlatina_bogdanova@abv.bg