Cultural Mapping & Digital Storytelling

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Cultural Mapping

- A systematic approach to identifying, recording, classifying and valuing a community's cultural assets
- Celebrates unique resources and contributions of our artists and artisans
- Enables participants of the cultural sector to self-organize
- Raises awareness of cultural assets in the community
- Consolidates existing information
- Shows how resources are distributed in a geographical context

Three Pillars

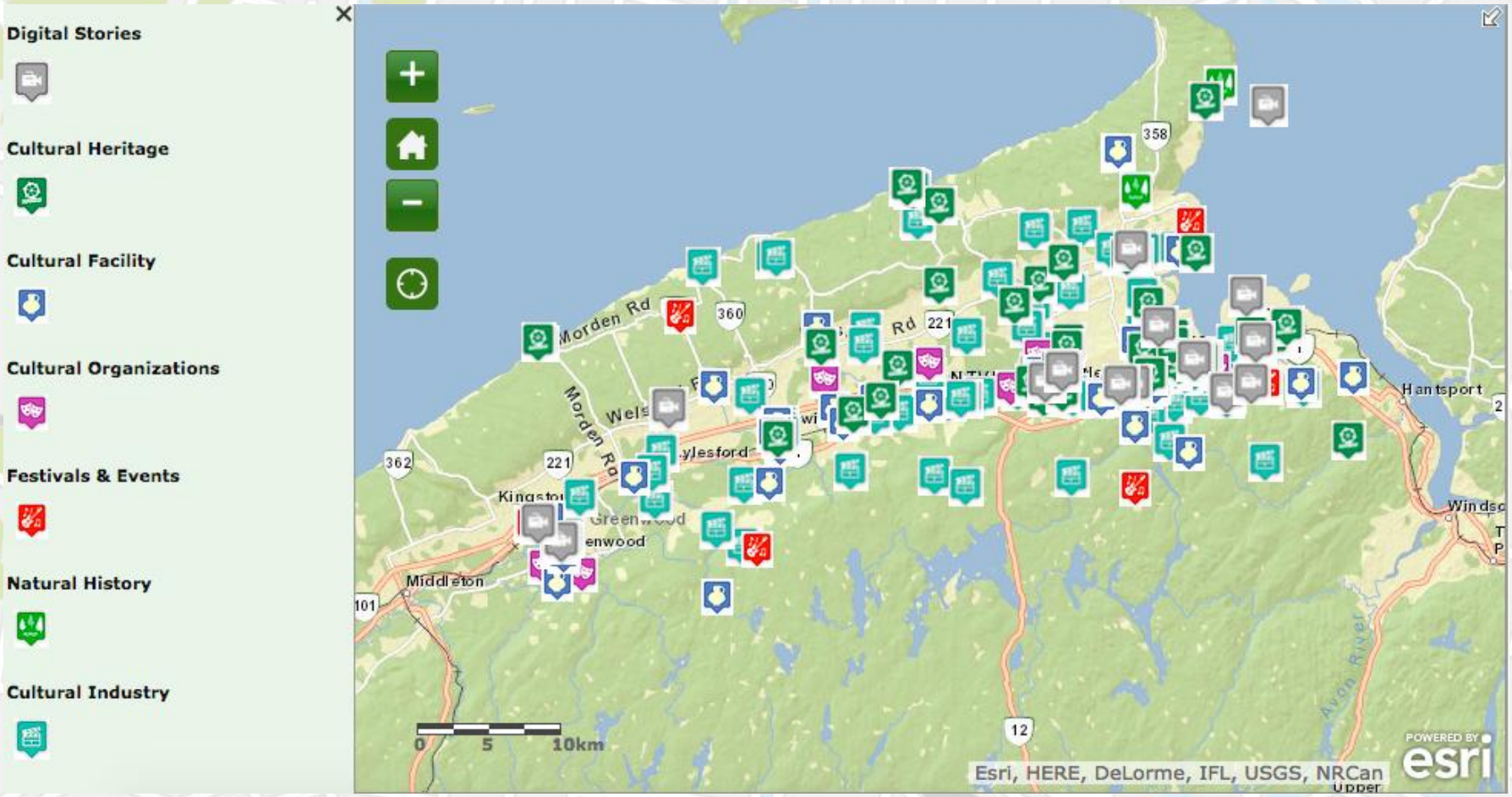
- Community-driven
- Accessible
- Inclusive

Cultural Resource Framework

Benefits of Cultural Mapping

- Increases awareness of cultural resources
- Supports networking and collaboration among cultural groups
- Leaves a lasting legacy of stories
- Promotes businesses, organizations, events and entrepreneurs
- Used as a baseline data for cultural planning by municipalities

Digital Cultural Map



Digital Storytelling

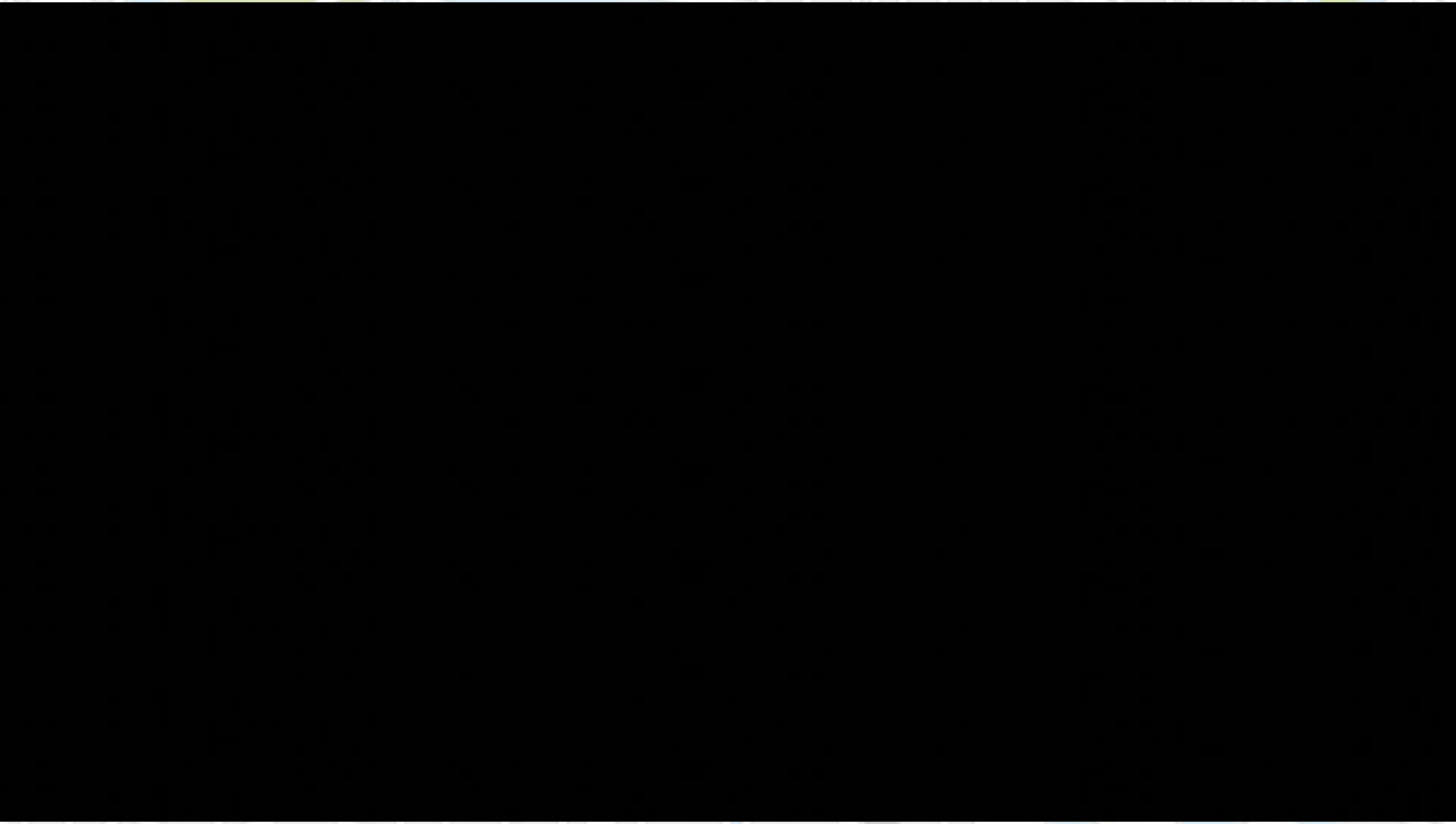
- Stories + Multi-media technology
- Multi-media components =

  audio (story recording, music, sound effects) +

  visual (photos, video footage, text, special effects)

Digital Storytelling Principles

- Everyone has a story to tell
- Everyone has the capacity to tell their story
- We construct meaning through stories
- Using a digital medium is a powerful way to reach people



Local Examples of Mapping & Storytelling

VANSDA

Canadian Museum *of* Immigration at Pier 21

Musée canadien *de* l'immigration du Quai 21

jane's walk