



# Digital storytelling: case studies from Spain

**UJa.** Universidad  
de Jaén



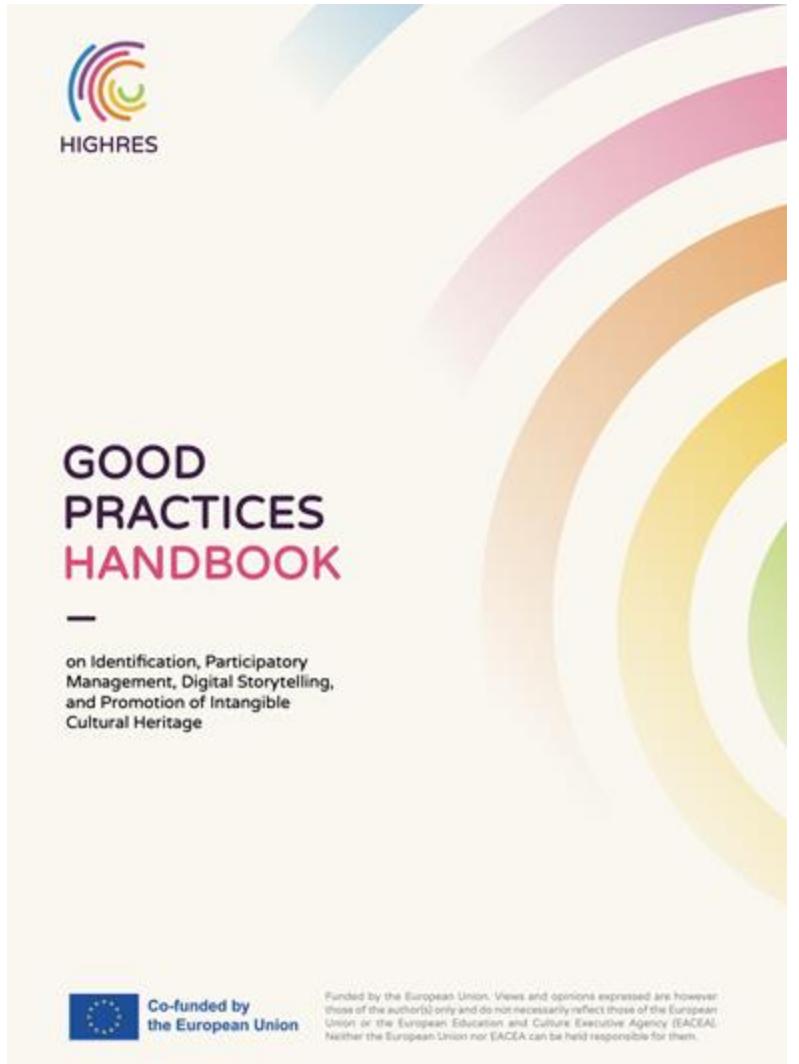
WP2 Good practices / A2 Case Studies

Helping Intangible Heritage  
Resilience through Storytelling

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Consult the Good Practices Handbook





# “Asociación Vientos del Tiempo”

(Wind of Time Association)



# “Proyecto Raíces”

(Roots Project)





# Asociación Vientos del Tiempo

This association has a very active presence. They primarily use theater to recover and transmit the ICH of their locality. Additionally, they work with digital tools, mainly audiovisual, to document all their work and aid in the resilience of this ICH. They have produced television series, as well as videos of their theatrical guided tours, always with the aim of making their territory a visitable area for people from around the world.

Local Narratives through storytelling and theater. They are a group of people of different ages doing a great work for their own IHC

[VIDEO](#)

# “Asociación Vientos del Tiempo”

(Wind of Time Association)

- 1. ICH Involved** - Oral traditions and expressions, performing arts (theatre) and rituals and social practices
- 2. Narrative creation and adaptation to digital format** - The creation process is done by one person who researches with others, and then he works on the narrative with the rest of the people involved (top-down). They usually create hand-made videos to share on social media (primarily on Facebook, but they also use others like Instagram or YouTube). They also create other audiovisual productions with the help of professionals, but in this case, they have control over the narrative adaptation to the digital format.
- 3. Impact** - There has been a big impact on tourism and community development. Under the theme “Make Our Rural Area Visitable,” they have created a solid tourism network with other institutions (both public and private). They have also recovered the ICH in this territory to share it with locals and visitors through storytelling and theater.

# “Asociación Vientos del Tiempo”

(Wind of Time Association)



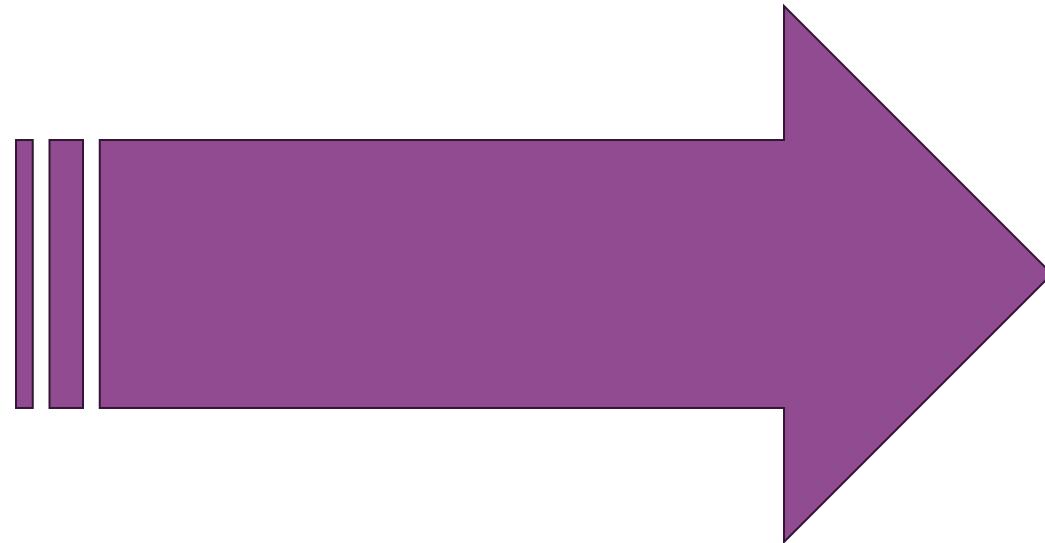
Tourism associationism

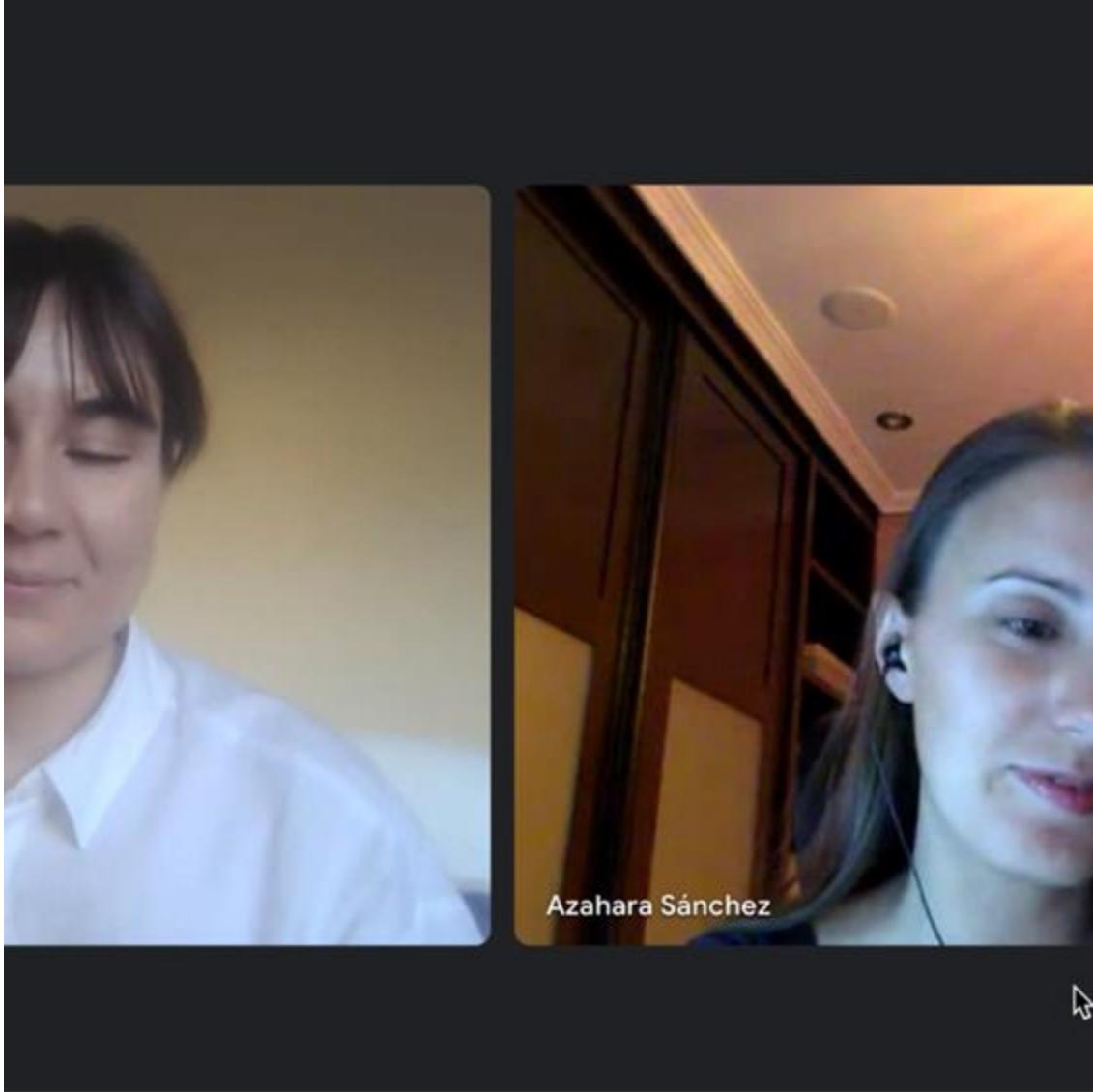
Heritage development  
and dissemination

Community

Social issues

Generational connection





# Proyecto Raíces

A group of students from the University of Jaén embarks on a social mediation project with a group of residents from a town in Alcaudete. They start working together from scratch and decide to convey their own stories and local narratives through a documentary and an artwork. The ICH they work with are the stories of the people from the neighborhood association, tales that speak about their context, their origins, their traditions, etc. Ultimately, the project concludes with an artwork showcased in 4 exhibitions and an audiovisual production that empowers and highlights this ICH.

[VIDEO](#)

A punctual project that had a nice benefit for the resilience of craftsmanship in the locality of Alcaudete.

# “Proyecto Raíces”

(Roots Project)

- 1. ICH Involved** - Oral traditions and expressions and traditional craftsmanship
- 2. Narrative creation and adaptation to digital format** - It's important to know that there are two groups involved: the commitment group made up of students from the University, and another made up of members of the neighborhood association. In this case, the narrative creation is done in a horizontal way because there is no hierarchy within the community (mixed). It was the group of students who made the adaptation to the digital format without change the originality of the stories and traditions.
- 3. Impact** - More impact in community development and wellbeing than the tourism promotion. Even so, this narratives were touring in different art exhibitions because the results of the project were the audiovisual piece and an artwork piece made with craft traditions. This results were in three exhibitions in Spain and in one exhibition in Italy. It's important to know that this project was a punctual event.

# “Proyecto Raíces”

(Roots Project)



**Educationally normative  
(University)**

**Methodology and  
concomitance**

**Artwork to preserve  
traditions and craft**

**Generational connection**

**Community involves,  
social empowerment and  
wellbeing**



# Questions



