

“Strategic Cultural Heritage”: Discovering the cultural DNA of success

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Cultural Heritage defined as comprising tangible and intangible heritage, anchors potentiality in the dead past. A nascent protectionism threatens today's free market economy so that Singapore, a small nation with one of the world's most open economy, is like a little rowing boat in a big ocean (Ms Grace Fu, Singapore Minister for Culture, Community and Youth). Singapore's Committee for the Future Economy (CFE), co-chaired by Minister for Finance Mr Heng Swee Keat and Minister for Trade and Industry Mr S Iswaran, proposes that economic success will be reliant upon businesses that are nimble and innovative. At the helm of the Singapore boat would be pilots equipped with deep skills honed through life-long learning. I propose “Strategic Cultural Heritage” as a research discipline dedicated to the discovery of the cultural DNA of success. Strategic Cultural Heritage as a discipline is about identifying and distinguishing received attitudes and values that ameliorate socio-economic and socio-political progress.