

“No, nothing is left there”. The potentiality of religious Jewish heritage in Spain.

Case study of the *judería* of Pamplona

❖ **Justification:** Throughout the Middle Ages, Jewish quarters, known as *juderías*, were vibrant spaces in Navarrese towns. However, Jewish heritage (JH) has only recently awakened interest in historians, archaeologists and some local councils. Interestingly, for social, cultural, and political reasons, the region’s capital city, Pamplona seems to have totally overlooked the Jewish component of its medieval past. Up to date, absolutely no Jewish remains have been made visible in public spaces. However, the geophysical prospection carried out recently by the author revealed underground structures that with high probability are remains of Jewish ritual facilities. This unprecedented discovery may serve as a springboard for revaluating the Jewish heritage and turning it into an asset for the city, or alternatively, be nonetheless ignored.

❖ **Purpose:**

- to analyse the attitudes, and expectations of supply- and demand-side stakeholders towards the invisible, yet existent Jewish heritage of the city;
- to determine its potential for placemaking;
- to assess the opportunity cost in case it is disregarded.

❖ **Stakeholders:** City Hall, Culture & Tourism
Technical Staff, Private agents, Inhabitants, Tourists

❖ **Methodology:** questionnaires & interviews

Preliminary conclusions:

- Unawareness of JH and its potential
- Different levels of popular historical consciousness and perceptions of Jewishness
- Political long-term uncertainty
- Local branding: Jewish heritage as cultural, social and economic asset
- Benchmarking: domestic and international
- Placemaking: from scratch
- Investment: value for money, max. ROI
- Opportunity cost: self-exclusión + €
- Action plan to be presented to the local government

Breaking news!

Discussion on social and cultural sustainability:

- ✓ Urban palimpsest
- ✓ Sustainability and authenticity
- ✓ JH as driver of public debate and social change
- ✓ Knowledge transfer
- ✓ Paradigm shift?

Reference:

Dulska, Anna K., (2021). “Urban Jewish heritage and its (in)visibility: perspectives from Navarre, Spain”, *Journal of Heritage Tourism*, 6/5, pp. 580-597

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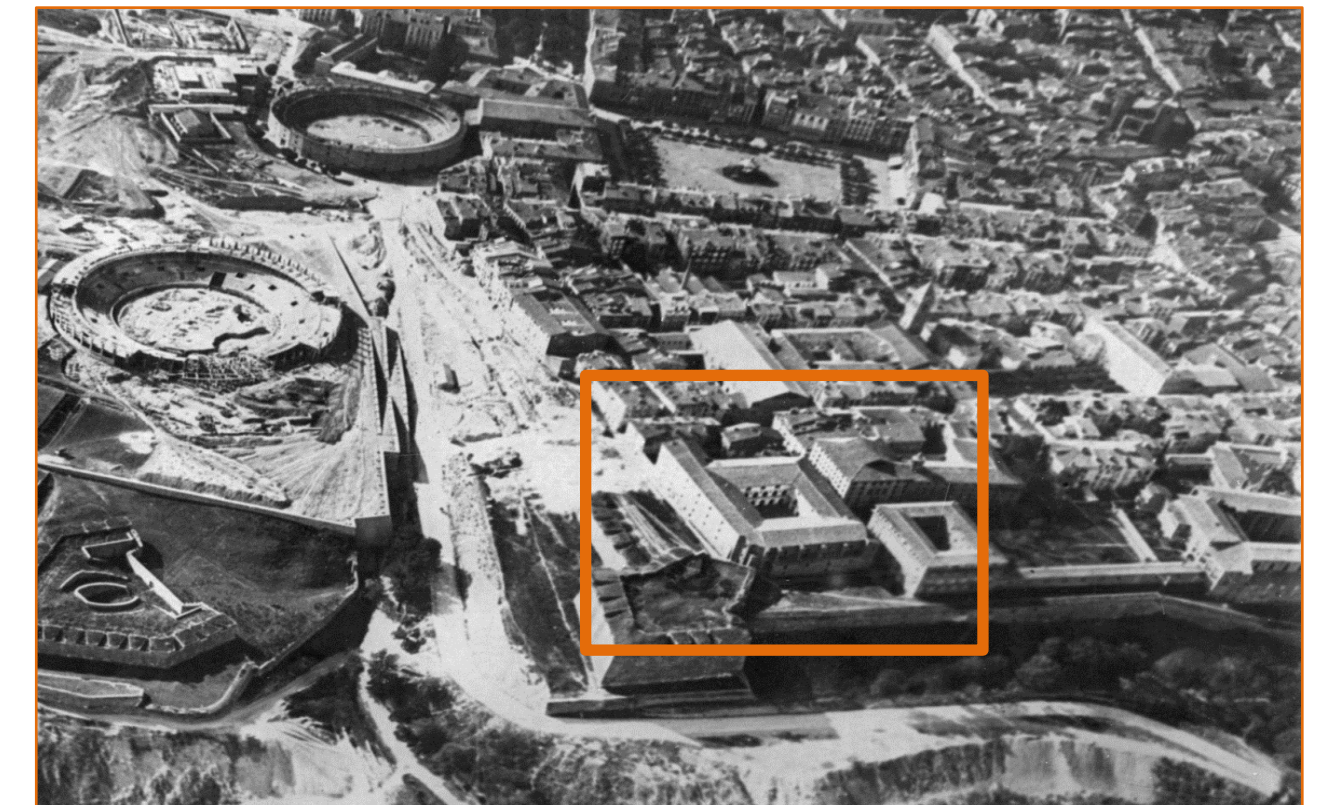


Fig.1 Jewish quarter of Pamplona in 1929



Fig. 2 Jewish quarter of Pamplona in 2022

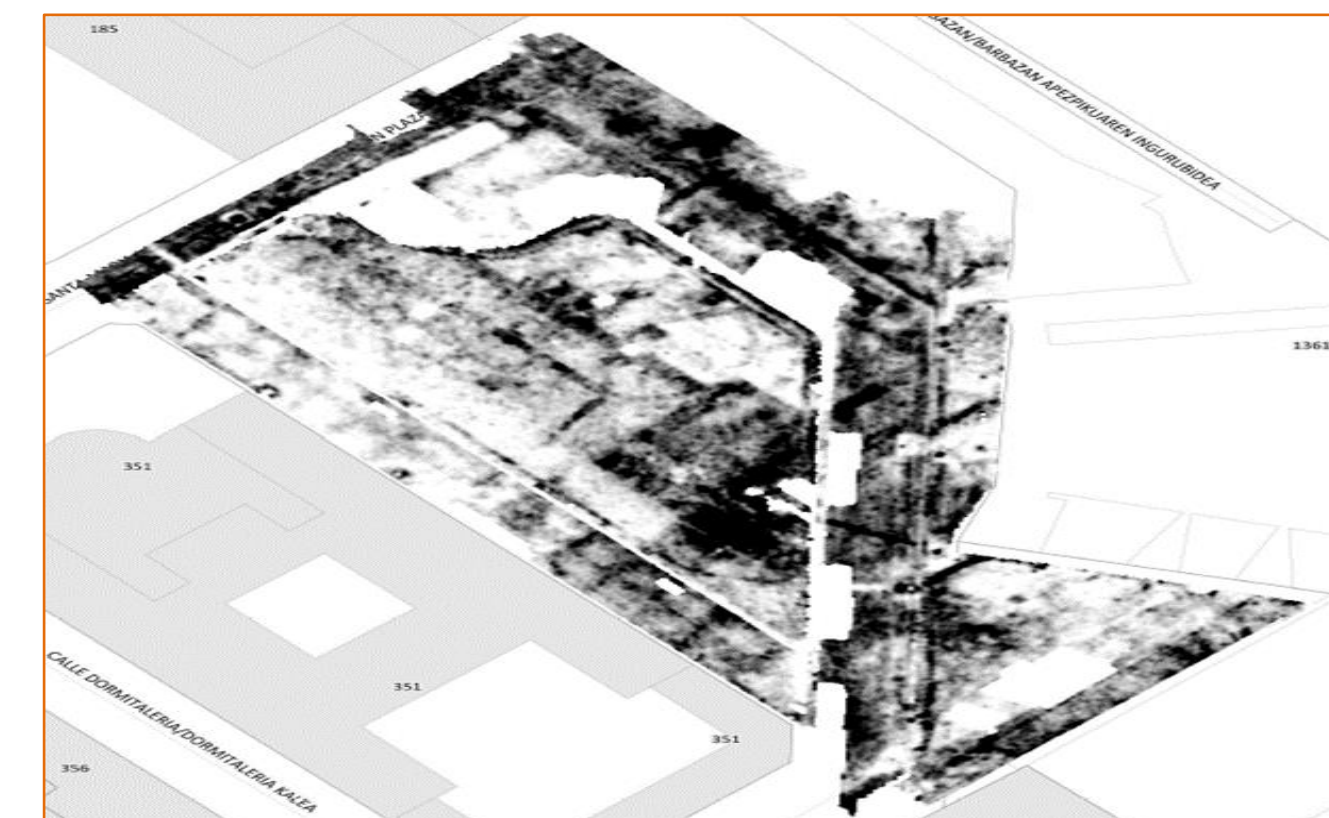


Fig. 3 Geophysical prospection (2021)