

INTRODUCTION

The role of cultural heritage in an age of intensive globalization seems to be more complex than we often presume. According to a popular simplistic account, globalization merely eradicates local traditional cultures and replaces them with homogeneous popular culture. However, on the other hand, people in the most globalized countries have become as reflective about heritage and its role as never before. Additionally, globalization helps to spread particular instances of cultural heritage in different parts of the world. For example, the traditional Andalusian dance of flamenco, which is included in the List of Intangible Cultural Heritage, is widely taught and practiced in Japan. In such a process, cultural heritage is not only maintained and popularized, but it also creatively develops new forms.

This volume addresses the following question: what are the different meanings, usages, and roles of cultural heritage in the age of globalization? We are particularly interested in situations where the classical cultural traditions of the West and the East are reinvented in a new cultural context. More generally, this volume seeks to explore different intercultural relations between what is usually tagged as “the East” and “the West”.

The volume comprises articles based on presentations delivered at the “Globalization and Cultural Heritage: East–West Perspective” workshop held in Kraków on November 8, 2019. The workshop was organized by Institute of Intercultural Studies at the Jagiellonian University in Kraków in close cooperation with Tohoku University represented by members of the Hasekura League and International Graduate Program in Japanese Studies. The Hasekura League is an academic network created between Tohoku University and universities from Europe with the aim of developing, conducting, and promoting Japanese studies. Currently, it includes twenty universities representing eleven countries, one of which is the Jagiellonian University.

The name of this network is associated with the Hasekura Tsunenaga 支倉常長 (1571–1622), a samurai who served the *daimyō* (大名) of the

Sendai domain, Date Masamune 伊達政宗 (1567–1636). On his request, Hasekura embarked on a diplomatic journey to Mexico and Europe in 1613, thus creating the foundations of Japan's intercultural exchange with the rest of the world. One of the aims of the Hasekura League network is to pursue educational and research projects together with partner institutions overseas in order to employ the humanities and social sciences for achieving better understanding of contemporary societies and relations among them. Such values are also important for the Institute of Intercultural Studies.

Thus, the workshop itself not only provided an opportunity for academic reflection on cultural heritage in the age of globalization, but it can also be perceived as an example of global intercultural cooperation based on shared values. It proves that, although there are various differences between the East and the West, the gap between those two cultural regions is not as wide as some orientalist-minded people claim.

The volume contains eleven articles, with the collection possessing an interdisciplinary character. All of the articles address the problem of intercultural relations, foreignisms, borrowings, adaptations, and inspirations between the East and the West in such various spheres as art, poetry, linguistics, fashion, cultural attitudes, values, and everyday life. Of course, such an omnibus cannot be final or comprehensive. Rather, it should expose the richness of an active intercultural interplay of heritages and stimulate further research. We sincerely hope that this is the case with present volume.

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