

## Exploring Cultural Identities in the Former CCU Industrial Neighborhood in Limache, Chile

11. Open Themes

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### Paper description:

This paper examines cultural identities in contexts of urban transformation through the implementation of the qualitative workshop *The Tree of Identity* in the former industrial neighborhood of the Compañía de Cervecerías Unidas (CCU) in Limache, Chile. Using a participatory methodology, the workshop explored collective memory and identity representations of local residents, investigating their relationships with the past, present, and emerging dynamics shaping their future.

The theoretical framework is based on studies on modernization and changes in Chilean identity, highlighting contributions from José Bengoa, Norbert Lechner, and the UNDP Human Development Reports in Chile, among others. The study identifies processes of gentrification, loss of collective memory, and new dynamics of territorial appropriation, creating a space of tension between the industrial legacy and contemporary urbanization.

The analysis reveals continuities and ruptures in neighborhood identity, showing how the narratives of older residents contrast with the perspectives of younger generations. The persistence of symbols and community practices is evident, but also the fragmentation of identity paths.

The findings underscore the relevance of qualitative methodologies in studying industrial heritage and its impact on local identity construction, providing tools for designing community development strategies based on memory and social participation.

