Contents

List of Figures	x
Avant-propos/Preface	xiii
Acknowledgements	xv
EAMON MAHER AND EUGENE O'BRIEN	
Introduction: Patrimoine/Cultural Heritage in France and Irelan	ıd 1
PART I Coming to Terms with Patrimoine	11
EUGENE O'BRIEN	
Metanoia and Reflexive Thinking: Towards a Deconstruction of Patrimoine/Cultural Heritage	1 13
EÓIN FLANNERY	
2 Debt as Inheritance	35
HARRY WHITE	
3 'We did not choose this patrimony': Irish Musical	
Inheritances since Independence	57
PART II Tourism and Culture	79
TONY KIELY	
4 'Protestant Strangers and Others': Re-imagining the	
Contribution of French Huguenots and their	
Descendants to Ireland's Ancient 'Patrimoine'	81



CATHERINE MAIGNANT	
5 The Reification of Sceilg Mhichíl	103
DÉBORAH VANDEWOUDE	
6 Faith-based Tourism in Ireland and France	121
PART III Linking Products to Patrimoine	141
PATRICIA MEDCALF	
7 Irish Cultural Heritage through the Prism of Guinness's Ads in the 1980s	143
BRIAN MURPHY	
8 A Traditional Irish Family Butcher Shop: 'Harnessing the power of <i>Patrimoine</i> '	163
JULIEN GUILLAUMOND	
9 'Butter them up': When Marketing Meets Heritage The Case of Irish Butter in Germany	_ 185
PART IV Literature and Patrimoine	203
MAGUY PERNOT-DESCHAMPS	
10 'Enfants d'ici, parents d'ailleurs'	205
MARY PIERSE	
II George Moore: A Case of Dúchas/Patrimoine in F	lux? 219
GRACE NEVILLE	
12 'I don't think I could have made a decent living wi the French': An Analysis of Reviews of Irish Litera	
in <i>Le Monde</i> , 1950–2017	237

	ix
Notes on Contributors	257
Index	263