

## Abstracts Plenary Sessions



## Session 1: Strategies

### **Evolving Economics of Heritage: New Themes and Challenges**

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#### **Françoise Benhamou**

University of Rouen and Sorbonne, France

The economics of heritage is a well-established area of investigation. Nevertheless, it covers very unequally the different fields concerned by heritage. Many papers and books deal with built heritage, but the relation between tangible items and intangible assets is poorly investigated.

An interesting example can help exploring new perspectives of research. The Musée du Louvre has recently announced the creation of a kind of "subsidiary Louvre" in Abu Dhabi that consists in a museum that would display works of art coming from the reserves of the Louvre. The new museum will be allowed to be called "Louvre". The contract with the Emirate stipulates that the Louvre would receive 800 millions Euros. This sum represents 4.5 times the budget of the Louvre. It represents the value of the long-term loans and the value of the label.

The case of the Louvre illustrates three important trends:

- trade-marks and labels are more and more important for the valorization of heritage
- there is a deep movement towards globalization in the field of museums, and, more generally speaking, of heritage
- globalization may allow the revival of works of art that sleep in the reserves, creating new opportunities for the survival of heritage (a kind of "long tail" as analyzed by Anderson, 2006).

The presentation will explore the following questions related to the value of heritage:

- its definition
- the methods generally used in order to evaluate heritage
- new trends for research: the importance of labels, the globalization and the rise of new perspectives, that may include the notion of global public goods, with implications for the financing of these goods
- regulations: the rising importance of copyrights and the movement of predation of the public space by copyright holders.

### **UNESCO's Mandate and Strategy in Heritage Conservation**

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#### **Christian Manhart**

UNESCO/World Heritage Centre, Paris, France

The Preamble to UNESCO's Constitution which states that "Since wars begin in the minds of men, it is in the minds of men that the defences of peace must be constructed..." Article I of its Constitution assigns the task of "the conservation and protection of the world's heritage of books, works of art and monuments of history and science..." to the Organization providing the double mandate for peace building and heritage conservation. The safeguarding of all aspects of cultural heritage, both tangible and intangible, including museums, monuments, archaeological sites, music, art and traditional crafts, is of particular significance in terms of strengthening cultural identity and a sense of national integrity.

Cultural heritage conservation is not only a value in itself but can be an efficient tool for sustainable development and national and regional reconciliation in post-conflict situations. UNESCO has developed a strategy which comprises four complementary and simultaneous elements:

- The conservation and restoration of monuments of high symbolic significance.
- Emphasise on the socio-economic impact of heritage restoration.
- Reintegration of conflict groups in cultural processes.
- Re-creation and strengthening of the cultural identity of a people.

During the last decades, UNESCO has acquired a extensive experience in post-conflict activities in many contries immediately after hostile action had ceased. With reference to UNESCO's Constitution and the 1972 Convention Concerning the Protection of the World Cultural and Natural Heritage, this paper will highlight policies and activities for the safeguarding of cultural heritage focusing on training and capacity-building activities related to the preservation of cultural heritage.

### **New Challenges of Heritage Conservation: Integral and Integrated Approaches within the Development of Cultural Landscapes**

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**Marc Laenen**

Provincial Centre for Heritage, Limbourg, Belgium

In the last few years new pressures in development of living heritage sites have compelled decision makers and practitioners of all relevant sectors to develop visions, concepts and working methods of integral and integrated heritage practice. The terms 'Integral' and 'integrated' refer to the inclusion of all heritage sectors (cultural landscapes, historic settlements, buildings, together with objects in their contexts and at the same time customs, myths and stories) in the multifaceted development of regions. Here not the easy stories for tourists but substantial information as far as it can be understood within the context of heritage values, in their reinterpretation and "re-signification" are required. We need good practices and training programmes about the ways to link conservation of heritage with environmental care, economic and cultural development, education and above all with planning, which is also applicable for intangible heritage. Especially with regard to living cultural heritage we may need to extend our objected oriented approaches to wider comprehensive, dynamic and contextual approaches within regional development and planning and to move from product oriented action to the management of processes.

The key problem remains the continuity of heritage values: their "re-signification" for us today. The past has given evidence how easy the appreciation in heritage of values can change in both the good and the bad senses: Only in the last few decades have conservation of historic areas, cultural landscapes and environment received an important impulse. We may need to examine whether objective and ever lasting values exist and if not on which principles value continuity can be based.

Context is crucial because all heritage, including immaterial heritage, is situated somewhere. Cultural landscapes are heritage context and have become heritage themselves, subject to development. In this contextual approach, we must interact with our colleagues in the field of environment, culture, economy, education and planning: They are working in the same cultural or heritage landscapes

This paper will suggest that our conservation work is not a product but a process and a platform of negotiation to harmonise interest and objectives and to structure collaboration between all relevant partners.

## Session 2: Transformations

### **Post-Tradition, Hyper-Traditions and the End of Tradition**

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**Nezar Al-Sayyad**

University of California Berkeley, USA

This paper argues that processes of globalization and the emergence of new forms of communication and entertainment has created new imperatives for the conservation and the preservation communities and the larger discourse about heritage. In this new arena where history is invented, heritage is often manufactured, and traditions are regularly commercially consumed, authenticity can no longer be used as the principal frame of reference or the bearer of valuable historic knowledge to be passed on from one generation to another.

The paper will suggest that in this new climate where the relationship between the original and the copy, the real and fake, the physical and the virtual, has been unsettled, there is a need to re-conceptualize heritage and recognize the role that the hyper-traditions of the new built environments are playing in this ever-changing dynamic process.

### **Lost in the Labyrinth: Mapping the Path to Where Heritage Significance Lies**

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**Gustavo Araoz**

ICOMOS, USA

The concept of heritage that evolved over the 19th century and well into the 20th before the drafting of the Venice Charter and the creation of ICOMOS relied on the axiomatic assumption that the totality of the values of a heritage place lay on its physical manifestation. Because of this, all conservation theories, legal frameworks, heritage classifications and appropriateness of treatments were predicated on this materiality. Over the last 20 years, however, for many of the heritage sites that have emerged, the vessel for their values and significance lies elsewhere, in ill-defined immaterial constructs that have proven hard to grasp. For these sites, if they are to be preserved, the tools for protection, conservation and management must be re-directed from the material evidence towards those intangible vessels where the values actually lie. The challenge is that at present, few tools have been developed for understanding, identifying or characterizing what those other vessels for significance are, much less what the right legal or even moral procedures for protecting them should be.

Because much of the new heritage is dynamic in nature, the vessel for its significance IS the process of change, which brings heritage conservation to an apparent oxymoron: the need to protect and preserve change. With preservation long assumed to be concerned with the prevention of change, the field has had to re-define its mission: it is not so much about preventing change any more; it is about managing change.

The resulting situation is more than an expansion of heritage classifications. It is a major paradigm shift that relies on the acceptance of a new set of values and that requires a whole new way of conceiving heritage. In this still uncharted world, some of the innocent victims that could be lost along the way may be such sacred precepts as the reversibility of treatments, the conservation of historic fabric, the inter-generational pact for transmitting heritage unchanged; the principles of authenticity, and the Venice Charter itself.

## **Community Participation and Heritage Sites**

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**Laura Soullière Gates**

USA

**Nancy Morgan**

Cane River National Heritage Area, USA

Heritage sites are manifestations of cultures, and as cultures change, heritage sites may be used, altered, and even perceived very differently than at the time of their origins. Heritage sites are important not only to the cultures affiliated with them, but also to the people who visit them. The keys to heritage site conservation and sustainability include maintaining the connections between the affiliated cultures and the sites, and increasing the knowledge and understanding of the sites for all visitors.

Community participation is integral to research, management and public interpretation of heritage sites. Over the past 10 years, Cane River Creole National Historical Park and Cane River National Heritage Area, in the south-eastern United States, directed and/or funded planning, historical, archaeological and ethnographic studies that included substantial community involvement. The completed projects served as catalysts for dialogue among cultural groups affiliated with heritage sites, academic researchers and site managers. As a result of these directed efforts, all entities advanced to a higher, more enriching level of communication.

In addition the national park and national heritage area continue to work actively with affiliated cultural groups to advance opportunities for them to tell their own stories in their own voices. At the same time the academic researchers provide considerable insight to the cultural groups based on solid documentary evidence that, in some cases, modifies oral traditions and interpretive themes. This paper will describe the techniques that have been used and will discuss selected experiences in building community involvement with heritage sites for a sustainable future.

## Session 3: Agendas for the Future

### **The Contribution of New Technologies to Working Practices**

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**David Arnold**

University of Brighton, UK

This talk will survey the areas in which technologies are developing which have the potential to contribute to the working practices of cultural heritage professionals. The survey will draw on the EPOCH research agenda ([http://www.epoch-net.org/research\\_agenda.pdf](http://www.epoch-net.org/research_agenda.pdf)) to describe some of the ways in which the professional lives of those working with and in cultural heritage can be expected to change over the next 20 or so years. Some of these changes are inevitable; others might be considered more speculative. Some have attracted attention and sponsorship of the EU and national governments, who are expecting to see this investment fundamental change the relationship between the citizen and the heritage of a multi-cultural Europe. Some potential changes are technically more difficult to achieve and may still require fundamental results in computer science research to allow the potential applications to be developed.

It is a fact that historically predictions of the speed of achieving these advances have virtually all been overstated and the developments have occurred substantially more slowly. Nevertheless it is instructive to compare the situation with the impact of technology on the working practices of architects and some parallels will be drawn. It is hoped that during discussions at the colloquium expectations of timescales for technological innovation and deployment within the sector can be elaborated and that this process will inform the expected revision to the EPOCH research agenda, which is due for finalisation in the next few months.

### **Evolution of Scientific Research Applications to Cultural Heritage**

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**Alberto de Tagle**

Netherlands Institute for Cultural Heritage, The Netherlands

Scientific research in the domain of cultural heritage applied to monuments, archaeology or collections has seen an evolution which started in the 18th century. The creation and establishment of the diverse disciplines in chemistry, particularly the development of analytical techniques as well as the growing interest in such cultural issues as easier public access to monuments, the creation of museums, the expansion of national collections, and significant archaeological expeditions, demanded from science answers to the questions related to origin, composition, restoration, conservation and display possibilities.

This paper will discuss this evolutionary path, highlighting the turning points or moments which can be identified as well as the different approaches which resulted from the demands of the subjects and the advances and possibilities of science. The different specialties that have resulted from the development of the field, their characteristics and requirements, the advances and set backs will be highlighted. The current needs in education and training of professionals, the trends, and the future developments will also be presented and discussed.

## **The Future of Virtual Heritage**

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### **Maurizio Forte**

Italian National Research Council, Italy

In the era of digital globalization and of postmodernism, the daily bombardment of information has reached unimagined levels. We are surrounded by information that generates noise first, and then, maybe, understanding. This dramatic growth of information generates greater complexity but it is unclear if an excess of information on the edge of chaos can create understanding. If it does so, we must create a suitable mechanism for its communication.

Cultural heritage cannot escape from this dynamic of complexity; an interdisciplinary way to transmit and communicate knowledge must be found. Every conceivable segmentation of this process leads to a loss of data and of knowledge and to a diminution of the social impact of research: what is not perceived cannot be communicated: this is one of the key challenges of virtual heritage. The big challenge posed by digital technologies is to integrate the ontologies of data into a single process: digital acquisition, digital processing, digital communication.

The moment in which the aesthetics of models seemed to have a higher priority than the accuracy and quantity of the information has passed, we have entered a phase in which researchers and stakeholders must raise epistemological questions to enable their discipline advance methodologically. The quantity of models (geometric, epistemological, cultural, spatial, etc.), which digital technologies have been able to produce is impressive and grows at an increasing rate. This phenomenon cannot be culturally digested without suitable methodological and theoretical reflections. It is the purpose of this presentation to offer a sketch of a possible starting point for such reflections and case studies.

## Abstracts Simultaneous Sessions

(in alphabetical order)



## **When Worldviews Collide: Incorporating the Native Critique Into the U.S. National Holiday of Thanksgiving**

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**James Ring Adams**

National Museum of the American Indian – George Gustav Heye Center, NY, USA

Thanksgiving Day is a primary observance of the "civic religion" of the United States of America. It has been sharply challenged in recent decades by an increasingly articulate Indigenous activism. But the debate over the civic myths of the First Thanksgiving shows potential for producing an accommodation between the pieties of the mainstream tradition and the heritage of the Native minority.

Through the 1960s and '70s, Native activists in Massachusetts protested the annual Thanksgiving Day celebration of the landing of the Puritan settlers. In response, the heritage center Plimouth Plantation broadened its reconstruction and interpretation activities in cooperation with the Mashpee Wampanoag Indian tribe to give broader representation to the Natives who welcomed the first settlers and participated with them in the first Thanksgiving. Native historians and institutions, including the Research Office of the National Museum of the American Indian, have continued to contribute to the understanding of these first contacts with Europeans.

The story that emerges is more nuanced, not to say more tragic, than the mainstream tradition. Within a generation initial inter-racial cooperation gave way to the mortal conflict of, in American historical labelling, King Philip's War, or, from the Native perspective, the First War of Indigenous Resistance, the bloodiest war per capita ever fought by North Americans. This history is far from the comforting mainstream tableau of Thanksgiving Dinner, but by confronting it, American self-understanding of its heritage becomes deeper and ultimately more hopeful.

## **Rivalling Encounters. Archaeological Fieldwork in a Living Village. A Case Study from Mali**

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**Noemie Arazi**

Ename Center for Public Archaeology and Heritage Presentation, Belgium

Between 1998 and 2002 an international team of researchers carried out archaeological investigations at the western edge of the Inland Niger Delta of Mali. The results of these investigations have been successfully published in several academic journals and in an edited volume.

Instead of presenting some of our findings, I will talk about an aspect, which is usually omitted from archaeological reports and conferences: life in the field. As archaeologists we might not study living cultures but we often live in communities, whose land we are digging and whose trust and hospitality we take for granted.

In this paper I will describe a number of incidents that have taken place over a time period of four field seasons in the village of Dia, known for its strict adherence to Islam. What some of us archaeologists thought of as cordial relations, were in fact highly conflicting relationships, which created a considerable amount of antagonism within the village population. The discovery of human burials in the first field-season contributed to the complex nature to carry out our archaeological investigations. Even though some measures were taken to sensitize the population to the role of archaeology, especially in the wake of pillaging, which has left the Inland Niger Delta one of the most heavily looted areas in West Africa, we have failed to make Dia's inhabitants actively participate in our archaeological endeavours.

Indeed until recent years many western archaeologists working on the African continent have often been driven by the lure of investigating virgin territory and the exotic other, failing to grasp the true meaning of co-operation. I will argue that our contributions to reconstruct past life-ways are limited to an audience mostly within academia, which in the case of African archaeology consists of a rela-

tively small community of specialists. As a result Africanist archaeologists have only recently started to acknowledge that we are also working with living communities and that community participation is an important means of making archaeology more relevant for present generations.

### **Preservation Experiences at the Archaeological Site of Panamá Viejo**

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**Silvia I. Arroyo D, Félix Durán Ardila**

Patronato Panamá Viejo, Panama Republic

Panamá Viejo (Old Panama), located in Central America at the east side of the Bay of Panama's, was founded in 1519 in what was a coastal Indian village. It was the first Spanish settlement on the American Pacific Coast. The city became an important point of transit until 1671 when it was attacked and destroyed. The city was then abandoned and relocated at a new settlement at Ancon.

Panamá Viejo has been administered by many institutions, until 1995 when the Patronato Panamá Viejo was created. Its purpose is the conservation and management of the archaeological site of Panamá Viejo. The site, inscribed on World Heritage List in 2003, is an example of early colonial urbanism and architecture.

The Patronato Panamá Viejo has been developing different projects to enhance the value of this ancient space, for example, the recovering the original colonial urban layout.

There is also the intervention at the convent of the Conception, Panamá Viejo's only convent of cloistered nuns. The idea here was to recover, preserve, understand, and use this monument. Architectural intervention consisted on the construction of a cover and paving of the church.

Another project took place in the cathedral, an example of European building traditions adapted to the New World. The objectives were the preservation of the bell tower and the recovering of visual relationships with its surroundings. The masonry of the bell tower was preserved and an observatory was built inside of it.

### **Research and Disclosure of Heritage in the Experience Economy**

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**Frank Bambust**

Tinker Imagineers BVBA, Belgium

When dealing with heritage, the relationship between researchers and tourists or the local community is often described in terms of conflict, ownership and rights. This problem can be solved by introducing an analogy, where the researcher acts as a notary, who supervises the way in which the heritage can benefit the heir. In our emotion economy, this benefit lies not within the heritage as such, but in the inspiration that can be drawn from it. The researcher now is not only considered as a source of information, but also as an identifier of the inspirational ideas and insights.

Of course, the researcher-notary doesn't have to go this alone. He's aided by his notary clerks: the exposition builders and the communication specialists. For decades these clerks could limit their task to informing, explaining and visualizing, but nowadays they are instructed to create the ever more popular "experience".

Everybody seems to agree on this point, but then the questions arise around this broad container concept: what does it mean, and how do you "create an experience"?

Tinker has developed an "experience model" to help and mould this inspiration task. The model helps to identify the different experience classes (the social experience, the emotional experience, the challenge and wonderment) and subclasses (expression, test, sharing, competition, senses,

fantasy, intellectual wonder and aesthetics), that form a basis for experience strategies such as storytelling, identifying, playing, guessing and questioning.

The model demonstrates that experiences don't always need to include elaborate high-tech solutions. The main directive for the notary and his clerks is to stay in touch with their own authentic inspiration, for there lays the true treasure of all heritage.

## **A Geoinformation System on World Heritage**

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**A.S. Baranov, D.P. Finarov**

Alexander Herzen State Pedagogical University, Russia

For more than ten years the Alexander Herzen State Pedagogical University of Russia has been conducting research on World Heritage. For this project the authors developed a "World Heritage" geographical information system (GIS) containing components for gathering, transfer, storage, processing and distribution of the information. This system has application for education. The paper will describe the structured features of the GIS as well as its use in school. The WH "World Heritage" was approved at schools and high schools of Saint-Petersburg and results of its application have considerably increased quality of training of pupils.

## **Rehabilitation and Local Capacity Building in the Historic Commercial Centre of Şanlıurfa**

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**Burak Belge, Numan Tuna**

Middle East Technical University, Ankara, Turkey

In the area in which this project is concerned, the lack of awareness of the local artisans on cultural heritage and tourism is one the main obstacles to the development of tourism in the area. Moreover, the Municipality of Şanlıurfa, though having the main responsibility for the management of the area, has not enough technical and operational capacity for the development of tourism and cultural heritage of the city. Therefore, governance and local participation models could not be developed because of financial and administrative problems between local municipality, tradesmen and local institutions. In addition socio-economic problems among of them the poor physical conditions of the historic commercial area are serious problems that artisans (especially those dealing with handi-crafts) in the area are faced with.

Therefore, METU-TAÇDAM and the Municipality of Şanlıurfa proposed the Project of the Rehabilitation and Local Capacity Building in the Historic Commercial Centre of Şanlıurfa that aims to provide the historic-symbolic and functional sustainability of the Historic Commercial Area, through physical improvement and rehabilitation, participatory management, conservation, and local capacity building. This project is a pioneer experience for the South East Anatolia Region. The proposed project was approved in December 2005 and signed a contract with the EC Delegation of Turkey. The activities started in February 2006 and will be completed in June 2007.

The main goal of this project is to contribute to the sustainable development of the Cultural Heritage in South East Anatolia, specifically in the province of Şanlıurfa in Turkey. The specific objective is to preserve the historical identity of the commercial area through environmental rehabilitation, historic preservation and local capacity building. The expected impact of the project is the integration of the area into cultural tourism of the region, which will create new sources of income and will increase the economical level of the local public.

## **The Future of the Ababda Cultural Heritage**

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### **Jolanda Bos**

Past2Present-ArcheoLogic, The Netherlands

The Ababda are an indigenous nomadic people with a pastoral lifestyle living in the region of south-eastern Red Sea coast of Egypt near the Sudanese border. Ababda tradition shows connections with the Beja cultures of other areas of Egypt, Sudan, Somalia and Ethiopia. In the early 1990's it became evident that with the increasing tourism activity along the Red Sea shore the Ababda way of life was on the brink of changing forever. When realizing this, the Ababda asked for help in documenting their lifestyle for their children, grandchildren and the rest of the world before their way of life would disappear forever. The Eastern Desert Antiquities Preservation Project (EDAPP) and funding by the Royal Netherlands Embassy in Cairo allowed this heritage to be saved.

Now, ten years later, a cultural heritage centre has been created as well as a national park. But with the building of the museum collection questions arose as well. International organizations became involved in the 'Ababda case'. The USA, Dutch and Egyptian government, private companies in and outside Egypt now all had a share in the region, each with their own objectives. The role of the general public was no longer easy to describe. And questions now arose about the extent of their participation in what once began as an Ababda initiative. Who would now hold the key to the heritage centre?

The museum, positioned at a crossroad of different environments that play a key role in the Ababda life, is not only an exhibit space. It aims to stimulate awareness and pride and educate the young generation of Ababda as well as the tourists visiting the area. The compilation of the collection was left to Ababda, who told the story behind it themselves. Eventually members of the Ababda will write a book about their culture. With limited means a unique educational program will be started, tentatively called the 'Panoramic View of the Eastern Desert'. But how do we ensure sustainability in this remote area, how may we stimulate visitors from outside, and how may the Ababda benefit from this all?

## **Stakeholders Analysis of Fez Medina Rehabilitation Programme**

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### **Mohammed Bounhiss**

City University London, UK

The Fez Medina Rehabilitation Programme signalled the start of a new paradigm in cultural heritage management. Indeed, the project was considered particularly during its early stages, as the epitome of the World Bank's vision in cultural heritage management, which consisted of economic revitalisation of historic centres, poverty alleviation and inclusive community participation.

However, cultural heritage management in its Moroccan context remains an alien "Western construct" parachuted into an environment where Government's policies have failed in generating more public interest and slammed the door shut in the face of more calls for community participation.

The objective of this paper is to explore the results of the Stakeholders Analysis, with a particular emphasis on the interest, agenda, influence and capacity of institutional (the World Bank, Government of Morocco, Ministry of Cultural Affairs, Ministry of Habus & Religious Affairs, International NGOs, Municipality of Fez Medina) and non-institutional stakeholders (homeowners, craftsmen, local community groups and the poor) involved in the rehabilitation programme. Furthermore, the results of the Stakeholders Analysis would also be critical in shedding more light on community participation, the ambiguous relations between a number of stakeholders, and the high poverty rates that dominate the Medina's demographic landscape.

Finally, the paper goes beyond stakeholders' analysis in asking pertinent questions that could be summed up as follows:

- Could the dual criteria of relevance and significance have enhanced more community participation and harnessed local involvement if certain measures have been taken by the World Bank and the Government of Morocco?
- Is the World Bank the right partner in cultural heritage rehabilitation projects?
- What are the lessons that could be learned from the Fez Medina experience?
- How does the Fez Medina Rehabilitation Programme compare to similar initiatives in historic centres of Sena'a (Yemen), Hafsia (Tunisia) and the historic city of Lahore (Pakistan)?

## **Naked Chefs Flirt with Gastronomy, Regional Gastronomy Evokes Culture in People**

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### **Dirk Brentjens**

Academy of Regional Gastronomy, Belgium

While naked chefs appear on television screens and politicians write their own cookery books, papers and weeklies have their journalists skimming our cookery world always trying to get a scoop. While doing so, behind computer screens, in libraries, but also on the market, journalists and authors are eager to find out more about regional gastronomy. This paper will emphasize the role of scholarship in culinary history. This type of journalism respects folklore, history and regional geography.

The Academy of Regional Gastronomy began in 1960. In those days culinary journalism was created by Jan Lambin, co-founder of the Academy of Regional Gastronomy, a non-profit society. On the radio he had his own programme 'The Postiljon', the post boy with his carriage, bringing interesting topics for tourism on the various regions in Flanders. Nowadays it is easy to write articles about a certain region. Tourist boards are eager to present their trumps. But forty years ago this was quite a challenge. Our roads were paved with cobble stones and a complete day was necessary to drive from Brussels to Dunkirk to have a chat with fishermen pulling the nets with their horses trying to catch shrimps. It was culinary journalism 'avant la letter.' Cookery in Flanders changed in the sixties. Kitchen maids and cooks who had to work for the establishment changed our way of cooking. Exquisite local dishes were served on family banquets. Local fowl was prepared and it was called French cuisine. Partly true of course, but culinary history is still a melting pot of preparations.

The Academy for Regional Gastronomy has a major task to fulfil in the Benelux region. Organising guided study tours, preparing papers and booklets on regional gastronomy and traditions they are an important observer. They register, evaluate and sometimes monitor regional events where local gastronomy plays an important role.

## **Preserving the Contemporary: Palestinian Refugee Camps as a Living Heritage**

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### **Khaldun Bshara**

Conservation Unit, Riwaq Centre, Palestine

In the first quarter of 2007, Riwaq Centre will release the Registry of Historic Buildings in Palestine. This three-volume work is the conclusion of a long-term project that started in 1994. The project aimed at compiling information on all historic buildings in the West Bank and Gaza Strip. Buildings more than 50 years old (when the project started) and built in traditional materials and methods were registered. 50,320 buildings were given reference numbers and fact sheets to include historical, architectural, geographic and social data.

Riwaq Centre considers the release of this monograph a step towards acknowledging the hard work of the last 13 years. At the same time, Riwaq sees this stage as a station in the history of the Registry, i.e. if the criteria on 50 year old structures is still applicable then more buildings are worth listing. Therefore, structures that were considered modern in 1994 (such as the Palestinian refugee

camps built after 1948 War) have become older than 50 years old and hence historic according to the criteria set forth in 1994. Scattered over the West Bank, Gaza Strip, Jordan, Lebanon and Syria are tens of Palestinian refugee camps which are more than half a century old. These camps acquired a national significance as they document a period in the Palestinian history which still on going, i.e. exile and Diaspora. Architecturally, the poor concrete structures of refugee camps resemble a mode of construction which is very peculiar to its era and provides us with important socio-political and economic data.

Things are preserved for their knowledge or aesthetic values. Hence, I claim that it is a matter of time when the Palestinian refugee camps will require for inventory, study and maybe nomination to World Heritage List because of their universal values. The emerging conservation concepts which have to do with neither with history nor with aesthetics but rather with socio-political and anthropological values are supporting such claims. And in the near future refugee camps (especially when very few of those who witnessed their construction would remain alive) will be acknowledged as living contemporary heritage, among with contemporary structures. In this paper I will shed light on the historical, architectural, planning and social significance of the Palestinian refugee camps that supports such an opinion.

## **New Perspectives for the Study of Our Heritage**

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### **Dirk Callebaut**

Flemish Heritage Institute, Belgium

The future of our heritage is also determined by government policies and the attitude of society. The study of heritage plays an important role in the interaction between both. It interprets heritage and points out its importance, which helps to guide government policy and to stimulate appreciation by the general public. If we want to perpetuate this role for the study of heritage, we have to consider what is socially relevant today: accessibility, relevance and participation.

Accessibility means that the investigation results are made available for everyone, quickly, clearly and attractively. The government needs reliable information for task such as granting permits and the interested public wants authentic heritage experiences. As far as relevance is concerned, heritage study should answer concrete questions and deal with current problems. It has to be socially significant and to contribute to the efficiency of the policies and the quality of people's lives.

Participation implies that researchers give room to public and private actors who may directly or indirectly be involved in the investigations. This participation results in a broader basis for government policies and for heritage study itself. The most important participants are education, cultural life in its broadest sense, tourism and business.

In 2004 the Flemish Government established a new scientific institution, the Flemish Heritage Institute (Vlaams Instituut voor het Onroerend Erfgoed). Scientists from the disciplines of archaeology, monuments and landscapes cooperate to realize these social aims of accessibility, relevance and participation and, this way, the government contributes to safeguard the future of our heritage as a tangible past.

## **Cartographic Supports for Archaeological Sites Preservation and Dissemination: Different Techniques and Digital Applications in the Case of United Arab Emirates Archaeology**

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**Alicia Castillo, Mercedes Farjas**

Universidad Politécnica de Madrid, Spain

**Sabah Abboud Jasim**

Directorate of Antiquities, Sharjah Emirate

**Julio Zancajo, Teresa Mostaza**

Universidad de Salamanca, Spain

This document summarizes the use of different techniques and applications in archaeological cartography in the Sharjah Emirate. Twelve years of work have been useful in comparing the effectiveness of various geographical documentation methodologies.

This paper will discuss the cartography that has been developed in collaboration with archaeological teams from different countries working in this area. Its aim is to generate different cartographic supports and solutions in relation to the priorities of each team. The distinct research and scientific interests permit the generation of new proposals for the treatment of geographical information. Its utility for protection and dissemination of Archaeological Heritage will be shown

## **Tuareg, Tourists and the Tadrart Acacus: Exclusion and Equivocation in a Libyan World Heritage site**

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**Jasper M. Chalcraft**

University of St Andrews, UK

In the context of a category of artefact viewed by archaeologists as universal, by state authorities as a resource, by tourists as a vestige of a nobler, wilder, and supposedly less-complicated past, and by some Tuareg as part of the landscape in which they herd livestock, Libya's rock art patrimony hangs in the balance. Recent activity by the Department of Antiquities has involved massive intervention on a few sites, supposedly to reduce the impact of tourism; this has apparently sought to exclude locals through fencing-off sites.

Reporting back on fieldwork being undertaken in the area in January 2007, this paper will describe the perspectives of those affected by the Libyan state's actions, and situate this within a theoretical framework of metacultural colonialism, whose pervasiveness, partly in myopic rapture to a universalised credo with the international tourist as its disciple, threatens the very heritage it seeks to preserve.

## **The Paradise, a New Heritage Centre for the Art of Puppeteering in Flanders**

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**Roel Daenen**

Flemish Center for the Study of Popular Culture (VCV), Belgium

Het Firmament vzw, a Flemish heritage organisation for the art of puppeteering, based in Mechelen, Belgium, has recently completed a research project about this sector's intangible cultural heritage. This project has been conceived with the support of the Flemish Centre for the Study of Popular Culture (VCV), Culturele Biografie Vlaanderen (CBV) and the local heritage cell of Mechelen.

The central question of this project was the question: "where exactly can Flanders' puppeteering heritage be found?" And secondly: "what can be done with it?" For this project, Het Firmament implemented a methodology combining elements from communication management, conflict management and qualitative research, which aimed at the creation of a base of support within the sector for the active puppeteers – the main group that guards the heritage. By interviewing each one

of them, Het Firmament could derive the answers to the questions concerning the desirability, the need and the feasibility of a new heritage centre for the art of puppeteering. Inspired by UNESCO's newest convention on the intangible cultural heritage, Het Firmament intended to develop a hybrid heritage model, in which the praxis of old and new forms of puppeteering can interact. Transfer of knowledge by practising the 'repertoire' is in this matter a crucial element.

## **On Site Pre-Investigation by means of DRMS as Strong Basis for a Consolidation**

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### **Hilde De Clercq**

Royal Institute for Cultural Heritage, Belgium

Deterioration of buildings and monuments, which are exposed to weathering and pollution, is becoming a serious life-cycle problem. In most cases damage is restricted to the surface layer while the core material is in good condition. In such cases, the stability is not in danger but the architectural shape and hence esthetical expression is lost.

A conservative surface intervention consists of a treatment with chemicals aiming to re-establish the stone's original surface strength. In Belgium, products based on ethylsilicate are mostly used for this purpose.

The evaluation of the efficiency of a consolidation is usually based on results obtained from laboratory experiments. However, due to different application conditions, these results cannot always be transferred to in real-world applications. In order to judge the necessity of a consolidation and define the application modalities (type of product, number of layers), the on site study of the weathering state and alteration depth of the porous building materials and of the strengthening treatment is necessary as important part of a monument's material-technical pre-investigation. For these purposes, a drilling device "DRMS (Drilling Resistance Measurement System)" is used enabling the continuous registration of the resistance to drilling. The result is a hardness profile that reflects the evolution of the hardness as a function of the depth. One of the purposes of the DRMS-technique resides in the determination of changes in strength of the surface layer of weathered building materials submitted to durability tests and the assessment of the performance of consolidating treatments of monumental stones. This paper will present results obtained from several on site pre-investigations of consolidations.

## **The "Staats-Spaanse Linies" Project: The Valorisation of Spanish, French and Dutch Fortifications along the Belgian-Dutch Border**

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### **Mathieu De Meyer**

Province of West-Flanders, Belgium

"Staats-Spaanse Linies" is the name of a European Interreg IIIa-project in which attention is devoted to some "forgotten" fortifications built during the Eighty Years' War (1568 – 1648) and the War of the Spanish Succession (1702 – 1713). They were built by Spanish, Dutch and French forces along the Belgian-Dutch border in the province of West Flanders (B), East Flanders (B) and Zeeland (NL). In these areas there are over 150 fortresses, lines, fortalices and town defences. Although over the years most of them have disappeared, some are still visible in the landscape in one way or another. The current border between Belgium and the Netherlands was formed during these conflicts and the independence of the Netherlands was regained because of these events which took place during that era. Nevertheless, this fact is not well known in the region. Publicising its existence is an important task of the project.

Several authorities in the two countries have been working together to make some of the fortifications visible again, and to develop them recreationally. This include a contribution from Europe (EFRO). Other partners are the province West Flanders (B), The Flemish Government (B), province

Zeeland (NL), Natuurpunt (B), Staatsbosbeheer (NL) and the city of Damme (B). A private partner is also involved in the project at Damme. Within the projects the restoration of the fortifications is combined with nature and landscape development. The reconstructions are based on archaeological and historical research. Within another Interreg –project ("Van Maurits tot Napoleon") a museum was set up in IJzendijke (NL) about the fortifications in the area. One of the other projects in that programme was the development of a GPS-guided walk, in which the story of the village is told during the Eighty Years' War.

At this moment both European projects are working together with new partners on a new cross-border project. In the future the plan is to use more location based systems and to develop a more interactive website; this will be combined with more traditional bicycle and walking routes through the entire region. The interaction between culture, landscape, tourism, art and the region as a whole is an important issue. It is also a goal to put the "Staats-Spaanse Linies" in a network with other such heritage resources.

## **Settimo Torinese, an Aware City, Between Past and Future**

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### **Giuliana Degiorgi**

Foundation Experiences of Metropolitan Culture, Settimo Torinese, Italy

The "Ecomuseo del Novecento (the Ecomuseo of twentieth century)" is a project by which the city attempts to reveal its collective memory and historical identity, through its archaeological-industrial heritage. These are material testimonies of the recent past which have transformed, in a century, the society of Settimo Torinese from agricultural to industrial and from industrial to post-industrial. The abandonment of the industrial activities begun in the '80 and has not ended yet.

The projects moves from the awareness of the difficulties in recovering and meaningfully reusing the numerous industrial sites – completely or partially dismissed– and the importance of conserving the material remains of the recent past, on which the historical and socio-cultural identity of the community will be based. To achieve this goal, a series of cultural and educational events were programmed, also with an eye of the possibility of establishing a source of tourist development and socio-economic growth.

The strategic choices came from a basic reflection on local resources, through the creation of an integrated action system of protection, conservation and improvement in a cultural continuum, and the idea of a "Museo Diffuso – Diffused Museum".

The museum is then distributed in the territory, not isolated in a bounded space but "alive", incorporated in the city and part of its modernity and its future. Therefore, the Diffused Museum becomes a territorial system to set up events, places, people, to create a system not only made of evident and enjoyable "fixed points" but also of animation, actions and territorial planning.

## **"Instant Multimedia": A New Challenge for Cultural Heritage**

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### **Nicoletta Di Blas, Paolo Paolini**

Polytechnic of Milan, Italy

The Cultural Heritage domain is traditionally associated with long term values and content; by consequence, traditionally, we are used to thinking that the "editorial products", associated with it, have a long life and deserve a long-term well planned effort.

Very recently a new trend is slowly emerging: budgets are shrinking, new opportunities and needs of communication are springing up, technologies and devices are rapidly changing. The consequence of this is that a new approach must be taken: "instant multimedia" (analogous to "instant books"),

meaning that in a short span of time, with little budget a good quality multimedia application can be produced, possibly involving several technological channels (from Web to mobile and iPOD).

Low budget means that the production can be repeated often; short span of time means that opportunities can be taken when they appear; good quality means that the impact upon users is ensured. Instant multimedia imply an "instant design method" (design must be accomplished quickly), an "instant workflow" (every one in the team should know what to do), and an "instant technology" (fast and easy to use and reliable).

In this paper we describe a new kind of instant multimedia approach: QST, Quick Story-Telling. QST consists of a very simple design, a well defined workflow and a robust, reliable engine. QST produces high quality applications that can be delivered as CD-ROMS, Information Points, websites, pod-casting and, in the near future, mobile phones. QST has been used to generate 15 instant multimedia applications, for a variety of partners including museums (e.g. the Archaeological Museum of Milan), ministries (e.g. the Syrian Ministry for Tourism and Culture), research teams, academic institutions, etc. In January-February 2006, thousands of students, in Italy, will use it to generate their own multimedia applications.

## **Planning and Architectural Conservation in Cairo**

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**Adham Fahmy**

Catholic University Leuven, Belgium

In Egypt, architectural conservation predates planning in its modern legislative form. Since its introduction to Cairo towards the turn of the twentieth century, planning became increasingly integrated into conservation and, in some respects, came to dominate it. In the 1950s, planning contributed an integral, though relatively minor, role in conservation while in the 1970s and 1980s, planning and conservation, each acquired a life of its own. However, just as planning grew wider in scope than conservation, so conservation goes deeper than planning.

Focusing on the relationship between conservation and planning in today's reality (the urban rehabilitation of Cairo's historic core), this paper maps the overlapping notions of these two disciplines and the concomitant transformations they underwent in the last few decades in order to predict the future of heritage in Cairo. The core hypothesis of this paper is that the lack of synergy between these two diametrically opposed fields was the stumbling block to urban conservation efforts in the past. Thus, the 1956 Long Range Urban Plan opened the door for informal housing by allowing rural migrants to encroach on the Cairene monuments. The 1969 Master Plan and the 1983 Master Scheme for the Greater Cairo Region were both physical plans that failed to address, let alone solve, specific problems of the world heritage sites within the capital. To make matters worse, the earthquake that hit Cairo in 1992 necessitated a shift in policy. A Final Report for the Rehabilitation of Historic Cairo was concocted in 1997 as a prelude for the current Historic Cairo Restoration Project (1998-present).

It is the ambition of this paper to account for these shifts in planning strategy with attention to the relationship between changing aesthetic imperatives in urban conservation and the pressures engendered by historic determinants on the future Master Schemes for Cairo.

## **Culture Driven Policy Approach and Revaluation of Local Cultural Heritage: the Case Studies of Otaru and Yubaru, Japan.**

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**Guido Ferilli, Pier Luigi Sacco**

DADI - Department Art and Industrial Design, IUAV University, Italy

The debate on economic valorisation of cultural assets for local communities has become very active in recent years. Culture is recognized today as an essential part of the new process of creation of economic value and cities have started to adopt a more strategic approach to cultural policy and investments related to their heritage. This paper will present the opposite results of two cultural heritage revaluation projects on the Hokkaido Island, Japan. The case of Yubary represents the attempt by mean of a top-down intervention through government subsidies of the transformation of mining heritage into a tourist destination. On the other hand, the case of Otaru is one where the revaluation of local cultural heritage was mediated by culture-driven policy in consultation with local community

The results of these opposite policies have recently appeared in the press. In the case of Yubary, the cut-off the enormous subsidies from Tokyo caused the bankruptcy of the municipality, which had built tourist attractions such as: the robot museum, the fossils collection and the coal-mine museum. in recent years Now this city of 12,828 inhabitants is saddled with debts of more than \$500 million.

On the other hand, the City of Otaru which started a process of revaluation of local heritage in the 1990s in accordance with the needs and interests of citizens, public and private businesses. The main results were the rejuvenation of the city, its attractiveness from to foreign tourists (in the last ten years the number of visitors is grown from 2 million to more then 8 millions), the amelioration of quality of life and the sustainable use of local cultural heritage.

## **A New Heritage: the "Euro-Heritage"**

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**Caterina Franchini**

USAC (University Studies Abroad Consortium), Italy

In the framework of the EU policy for sustainable development of the entire European territory, non monumental buildings or sites could contribute to the protection of the environment and to the enhancement of the cultural, social and economic contexts.

The cultural projects financed by European programs, due to their capacity to cross administrative barriers, seem to configure a new heritage that we can define as "Euro-heritage". This new heritage has as a main value the "value of networking". The 19th and 20th century buildings and sites are particularly suitable to channel that value.

The analysis of projects realised in the frame of different EU programs has shown that the construction of typological, thematic or stylistic networks achieves two fundamental objectives. In fact, the networks allow the exchange of problems and methodology of conservation and unify monumental and "minor" heritage in a common space. This space has a "variable geometry" that each actor in the project is free to define.

The organisation in the network of the project itself, the multiple-disciplinarily of the theoretical and practical research, the transnational and interregional dimensions let the new European-heritage become a multiple-heritage.

These considerations are the result of my Ph.D research on over 600 projects financed until 2000 by the EU. At that time member states were 15. The actual enlargement of EU to 27 countries in 2007 implies that the new heritage could increase and develop to including new architectural assets not yet recognised; that will increase the existing networks and will create new ones. The heritage

of the latest accession states will channel economic resources and it will introduce new themes concerning heritage of Europe, both east and west.

### **The Alhambra in Granada: Cultural Heritage or Tourism Attraction?**

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**Francine Giese-Vögeli**

Spain/Switzerland

In 1492 both Granada and the Alhambra, the last strongholds of Islamic power in Spain, were conquered by the catholic kings Ferdinand and Isabelle. Since then, the extensive palace area dominating the city of Granada lives from the memory of its Islamic past. The former splendour of the Nasrid palaces, recreated by the restorations of the 19th and early 20th century, attracted travellers from all over the world, among them the famous American author Washington Irving.

Today, his example is followed by millions of tourists. The ever growing problems arising from this apparently uncontrollable overdemand will be questioned in this paper. As a phenomenon of the 21st century the implications of tourism must be considered seriously, if the cultural heritage of al-Andalus and especially the Alhambra will be preserved for the future.

### **Interactive Mobile Assistants for Enhancing the Experience of Visitors at Cultural Institutions: the Case of the Implementation of the AMICO Prototype**

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**I. Gil-Fuentetaja, A. Alzua-Sorzabal**

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**M.T. Linaza**

Visual Communication Technologies, VICOMTech, Spain

The spread of Information and Communication Technologies (ICT) in the cultural sector has changed not only the representation, conservation and reproduction of cultural assets, but also the quality of visitors' experience is enhanced. Nevertheless, ICT implementation should not divert the attention of the visitor from the actual contents of the exhibition. Moreover, personalized rich multimedia content that fits the needs of several profiles of visitors should be developed and provided. These technological and social challenges should be addressed in the design of the narrative experience for mobile multimedia museum visitors' guides.

This paper presents the usability study of a mobile prototype called AMICo, which was implemented and tested to enhance of the experience of visitors in exhibition room. The prototype was implemented at an exhibition of architectural scale models by the famous Spanish architect Rafael Moneo held in the Kubo exhibition centre of the Kutxa Foundation in Donostia-San Sebastian in September and October 2005. Visitors were equipped with wireless handheld devices.

The architectural scale models were augmented with personalized multimedia content. Users were able to access that content when in the proximity of a scale model. Electronic questionnaires were filled by the visitors at the end of the experience as the basis for the quantitative analysis. Finally, the paper points out some future recommendations and guidelines when designing such experiences for cultural exhibitions.

## **The Anthropology Department in the French Ministry of Culture and the Issues of Intangible Heritage in France**

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**Sylvie Grenet**

Ministry of Culture, France

On June 2006, the French government ratified the UNESCO convention on intangible cultural heritage. Since then, the Anthropology Department in the French Ministry of Culture has been in charge of inventorying the intangible heritage in France. This paper aims at examining three points:

- The reason why the Anthropology Department was chosen inside the French Ministry of Culture. The choice by the French government of a department almost exclusively dedicated to research is significant in light of the fact that intangible heritage still remains in France a domain largely dedicated to intellectual and not practical issues.
- The methods used by the Anthropology Department in inventorying intangible heritage. The department has chosen to produce a single inventory, with aims established by the French Ministry of Culture, instead of multiple inventories that would be left to the initiative of the various communities. It has chosen a pragmatic method, based largely on the manifestations that will be distinguished in the territories, and a documentary approach (recently, a researcher has been commissioned to draw an inventory of the inventories on intangible heritage)
- The political issues of this inventory for France. If communities succeed in having some of their manifestations inscribed in the inventory, will it be the sign of further independence? The case of the Corsican polyphonies, which is strongly supported by the Corsican community, will be more specifically developed, as well as the case of the overseas regions.

## **Israeli Conservation and Unheard Communities**

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**Shmuel Groag**

Conservation Consultant, Tel-Aviv, Israel

This paper will discuss the option to change the discourse of conservation through the role of alternative NGOs and the way to promote the representation of communities that are not represented on sites.

It will discuss two different contested communities and memories in Israel, the German Templar and the Palestinians. While the Templars community is recognized and presented, the Palestinian heritage and presentation is still regarded as a threat and as a part of the political conflict. Conservation in Israel is carried out by official institutions such as the Israel Antiquities Authority or semi-official bodies like the Council for the Restoration and Preservation of Historic Sites (CRPHS).

Alternative memory agents are emerging in recent years as a result of the failure of the official planning system to acknowledge Palestinian history. For years the CRPHS ignored Palestinian heritage in Israel and did not include any Palestinian heritage as part of its conservation agenda. New NGOs such as "Zochrot" or "Jafra—an Association for development of the conservation of the built heritage and its environment in the Arab cities and villages" are promoting different agendas, focused on Palestinian cultural heritage.

One of the leading examples of conservation discourse in Israel concerns the German Templar that came to Ottoman Palestine in the end of the nineteenth century. The massive Israeli effort to conserve these colonies has included not only their physical structures but also a survey of the history of the community, its rituals and its daily lifestyle.

The relevant question concerning community presentation and participation is how the Templar did; achieve such a broad public consensus in Israel, despite the known fact of their pro-Nazi sympathies during their last years in Palestine. While all the Templar colonies were declared as heritage sites,

Palestinian sites are regarded as a threat though 250,000 Israeli Palestinians citizens regard them as their birth sites.

The paper will discuss the option of differentiation between political conflict and conservation through the role of the alternative NGOs as representatives of unheard communities and the power of conservation to help reach reconciliation with problematic historical events.

## **Talloor - Food Memory of East Flanders**

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### **Kaatje Van Der Meiren, Malika Hamza**

Ename Center for Public Archeology and Heritage Presentation, Belgium

Traditional food production and gastronomy constitutes a unique living memory. Local food shape regional and cultural identities of territories and is more and more recognized as a medium for local identity, community activities, social integration, as well as an important element of cultural tourism development. As such, culinary traditions and food memories should be preserved, sustained, enhanced, and interpreted no less than other elements of heritage.

This Food Memory Project seeks to document East Flanders' food history and memory and to sustain economic development as well as social integration through the recording, valorisation, and interpretation of the province's culinary heritage. Travelling through the Province of East-Flanders with an old plate – a Talloor – in hand, the Ename Center searches for cooks, family businesses, farmers, gardeners, and food lovers willing to share a traditional or forgotten dish, a culinary tradition, a recipe and the stories behind the food.

The objective of Talloor is to

- Preserve the Province's cultural identity and memory through the publication of food memories linked with oral history, by creating a virtual library and documenting local dialects and food-related expressions.
- Promote the variety and consumption of locally produced dishes by restoring their production and consumption and to encourage the restaurants, cafés, and cooking schools to include these forgotten or endangered products and dishes in their menus.
- Promote of sustainable tourism by designing tourist routes and scenarios for visits where visitors can learn about the production and history of local specialities.
- Take Actions to integrate migrant communities by cooperating with non-profit associations and public institutions to preserve new food traditions from abroad and to teach new communities about the traditional food products and local recipes.

## **Woerden: Roman Heritage Preserved in Drive-in Museum**

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### **Tom Hazenberg**

Hazenberg Archeologie, The Netherlands

Between 1999 and 2006, the Community of Woerden in the Netherlands undertook a complete Archaeological Heritage Programme in its town center. The Programme has successfully integrated archaeological research and preservation with large-scale construction works. Furthermore, in a joint effort of the Community of Woerden, project developer Multi Vastgoed and Hazenberg Archeologie,, Woerden's town center – where the Roman heritage of the town is brought back to life – was turned into a large Drive-in Museum.

The Dutch town of Woerden is located at the limes, the northern frontier of the Roman Empire in Europe. Extensive archaeological research has established the presence of a Roman fortification settlement, the castellum Laurium, under the modern town center. Archaeologists also found the remains of seven Roman ships. In 1999, the Community of Woerden and Multi Vastgoed started a major reconstruction of the town center. Because of the importance of the castellum Laurium as

part of the European archaeological heritage as well as its excellent state of preservation, the Community of Woerden and Multi Vastgoed jointly decided on extensive and costly measures to protect the castellum Laurium. For example, the original design of the underground parking garage was altered (at considerable expense!) to place it outside of the boundaries of the castellum. Its extent was reduced by giving it two parking decks instead of one, thus significantly decreasing the area to be disturbed. As a result of this policy, the castellum Laurium now lies largely untouched under Woerden's town center.

Everywhere in the town center and in the underground Castellum garage, visitors are reminded of their Roman legacy by large images of life in the Roman times, information panels, photos of the excavations, images of spectacular finds, and displays of original Roman finds. As such, the Roman past of Woerden has become an intricate part of its present. ([www.drive-in-museum.nl](http://www.drive-in-museum.nl))

## **Australia's Heritage at Risk and in Crisis: An Outline of Heritage Policy Failure and Suggested Reforms from a Community Perspective**

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**Kelly Henderson**

Australia

As a signatory to the World Heritage Convention, Australia has an obligation to identify, protect and conserve its natural and cultural heritage. This paper aims to outline major and emerging threats to Australia's heritage, to highlight systemic flaws, and to suggest reforms.

The Australian Government's recent inquiry into the conservation of Australia's historic heritage places attracted international attention and condemnation of the direction being proposed. Public submissions highlighted a grim reality - for many years communities have been struggling with ineffective policies and procedures against an accelerating rate of destruction. At the community level there is ample evidence that national, state and local government heritage policies are dead letters.

As a result of legislative amendments in recent years sites inscribed on Australia's Register of the National Estate (RNE) are no longer protected from Australian Government Ministers, departments or agencies. Australia's National Estate now faces an uncertain future with some listed sites already totally destroyed, damaged, or under imminent threat of destruction. Examples of the negative impact of recent legislative amendments on Australia's heritage and ongoing damage to inscribed and potential World Heritage sites demonstrates that governments at the national, state and local levels are major threats to Australia's heritage.

For many years the identification, protection and conservation of Australia's heritage has been hampered by ineffectual policies, inappropriate structures and systems, lack of enforcement, and inadequate resourcing. Important sites throughout Australia have already sustained damage to their heritage values as a result of government decisions and actions and are currently at risk of further damage and unlikely to be conserved without access to interim emergency protection. Without significant policy and procedural reform the future of Australia's heritage is bleak and this paper suggests several reforms which have emerged from the experiences of communities struggling to protect their endangered heritage.

## **From Private to Public: Ensuring Public Posterity for Private Collections**

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**Jason Herrick**

National Gallery of Art Washington DC, USA

Museums must play an instrumental role in ensuring that cultural heritage is preserved and shared with the broadest public audience that can learn how works of art help define who we are today. But unless governments implement policies that encourage private collectors to contribute their collections to public institutions, our children's opportunities to appreciate their cultural heritage will suffer.

Who is the most suitable and responsible custodian? Now that the fractional giving tax laws in the United States have been changed, private collectors' civic motivations have been hampered: museums often rely on tax-incentivized donations because they can no longer compete in the burgeoning art market.

This paper will objectively consider ways in which American museums can help inspire private benefaction and build the most comprehensive public collections representing America's cultural patrimony. Examples of recent transactions and congressional legislation on donations will point to ways in which the federal government, auction houses, private collectors, and museums can facilitate responsible preservation of important works of art. Slides of some of the greatest works of Western art still in private collections will help illustrate the enormous challenge American museums face. Certain questions will be posed such as: Would the United States benefit from a clone of Great Britain's "Waverly Commission"? Are universal policies for "de-accessioning" realistic in light of the Albright-Knox Art Gallery's recent decision? Do works like the Neue Galerie New York's new Adele Bloch-Bauer I by Gustav Klimt belong in their home country? This paper will present some of the many experiences American museums have recently endured.

## **The EU – in Need of a Supranational View of Cultural Heritage**

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**Anders Högberg**

Malmö Heritage, Sweden

How does the EU deal with questions of cultural heritage? What values are given to heritage in a Europe that transcends national boundaries? What would happen to cultural heritage, if it were no longer associated with individual countries? Despite the 'supra-state' nature of the European Union, it is still bound to a cultural heritage rhetoric that originates in nationalism. The eagerness of the EU to create a European identity has meant that cultural heritage has come to be presented as a geographically defined "community of fate". In the long term this could cause more division than diversity. This paper I will examine aspects of these questions, and discuss the EU's inability to adequately formulate a supranational view of cultural heritage.

A new way of thinking is suggested. In an age when socio-political conflicts are often described as cultural, ethnic or religious, cultural heritage institutions have a responsibility to discuss cultural heritage and its work as a part of our time's current questions. The challenge for cultural heritage institutions when it comes to EU involvement is to give up nationalism's value-based way of acting and instead find future moulds for a view of cultural heritage based on rights. This is a large and pressing task for both the Union's cultural heritage institutions and the publicly elected politicians of the European Parliament.

## **A Preservation Manifesto for the 21st Century**

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### **Meisha Hunter**

American Academy in Rome, Italy

Amidst a plethora of recent 40th anniversaries, including those of the Venice Charter, ICOMOS, the National Historic Preservation Act, the World Monuments Fund, the New York Landmarks Law, the 1966 Florence and Venice Floods, and the destruction of New York's Pennsylvania Station, preservationists from around the world are reminded of both the challenges and successes of the past, and future opportunities in preservation practice. Decades after the pioneering efforts of Jane Jacobs, Otis Pearsall, and James Marston Fitch, and the establishment of enabling legislation, preservation practitioners continue to seek a place at the planning board table in many communities. Lists of endangered heritage sites, whether threatened by demolition, natural disaster, or neglect, continue to be generated. Preservationists continue to dispel outmoded attitudes regarding heritage management, advocate the economic benefits of historic preservation in real estate development agendas, and agitate for wider tax credit applicability.

A short-list of future preservation challenges might be categorized according to the following themes:

- Address potential increases in adaptive use of monuments and infrastructure as suburban sprawl excesses and finite resource availability increasingly redirects development towards historic urban cores;
- Generate more quantitative analyses of the economic benefits of historic preservation;
- Stimulate greater awareness of the value of historic engineered infrastructure;
- Broaden opportunities for multi-disciplinary education about the importance of heritage preservation and encourage historic craftsmanship training;
- Advocate more socially-inclusive development in historic districts (especially the integration of low and median income units with market rate units); and
- Transform public perceptions of preservation and reuse from an exclusive, peripheral activity to one that is as routine as recycling.

## **Investment Decisions at Heritage Sites: a Model for Impact Assessment**

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### **Jim McLoughlin, Jaime Kaminski, Babak Sodagar**

University of Brighton Business School, UK

As part of the EPOCH project ([www.epoch-net.org](http://www.epoch-net.org)) Brighton Business School has been studying the socio-economic impact of ICT deployment at cultural heritage and archaeological sites. A number of models have been developed that allow cultural heritage professionals to conceptualise heritage sites from a business perspective.

This paper looks at a holistic ICT investment appraisal and deployment model. The model considers what factors are likely influence impacts and outcomes associated with the deployment of information technology at archaeological and heritage sites. More importantly it considers what issues heritage site professionals need to consider when making investments in ICT. We contend that the type of technology deployed is one of a number of factors that lead to impacts. Therefore, those in the heritage sector who wish to influence the impacts and outcomes associated with an ICT deployment need to consider far more than just the technology type deployed. The cultural heritage sector is poorly served with information about the impact of ICT and this model provides a first step in the provision of heritage business information for ICT. Importantly, the framework presented can be applied to other investment decisions at heritage sites.

## **Protecting "the Other's" Heritage: How Can the Bayarat Houses of Jaffa Be Preserved?**

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**Iris Kashman**

Columbia University, USA

The 20th century has been defined by forced migrations of people around the world, who have had to leave their houses behind to escape war. This fact raises difficult philosophical and moral questions for the victors who take over the care of those houses.

The Bayarat houses built in the historic orange groves of Jaffa can be used as a study case for this type of preservation challenge. The mid 19th century Bayarat houses are significant not only as records of the history of citrus cultivation culture but also as documents of the city's historic urban growth. They were the first buildings built along the roads that radiated from the center of Jaffa into the countryside, and served as the backbone of all further urban development. As a group they form a spatial arrangement through which we can read the city's history. Moreover, the Bayarat houses speak to an urban reality that has been overshadowed by the attention given to the Modern "White City" of Tel Aviv.

The present sad state of the Bayarat houses is that many are deserted and others have been converted to uses damaging to their preservation. Only less than a third of the houses are presently protected by local planning authorities. Given the high market values of real estate in the Tel Aviv area their preservation today is an urgent matter.

Preservation issues are:

- Cultural identity: How is it possible to raise awareness of the historic value of these houses in a context of animosity towards the culture they represent?
- Conflict of ownership and interests: Who will be the preservation agents - Israelis, Palestinians, both or others? What message will the preservation convey?
- Legal limbo: How can Tel Aviv – Jaffa's position at the head of the preservation field in Israel be used to realize the preservation of the houses?

## **The Future of Pre State Modern Architectural Sites in Kibbutz Areas (1920-1945)**

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**Yossi Klein**

"Bezalel"- Academy of Art and Design, Jerusalem, Israel

The Kibbutz settlements built from the early years of the 20th century in pre state Palestine are an eloquent expression of local Socialist-Zionist thought aimed to realize individual, social, national and universal revolution

From the beginning, architecture in these cooperative settlements was strongly linked to European Modernist patterns. Later, a local style was developed using both Modern and Vernacular typologies.

The rise of Nationalistic and Totalitarian regimes interrupted the Socialist experiment in Europe, and paradoxically Palestine turned to be one of few areas in which these European efforts continued. In historical perspective, it seems that these peculiar political conditions gave an international importance to the local Modern Architecture, urban and rural. Preliminary surveys made recently by ICOMOS-Israel and Docomomo members have raised awareness of the importance of architectural sites in Kibbutz rural areas which are not less significant than the "White City" of Tel Aviv recently inscribed on the UNESCO as World heritage List.

It is worth pointing out that as a result of recent economic and social changes, the future of the sites in Kibbutz areas is unclear and an immediate action for their rescue and conservation is required.

The proposed discussion will provide a wide historical picture of Modern Collective Architecture in pre state Zionist rural areas, a documentation of their physical situation, as well as a discussion about conservation dilemmas in the context of ideological, political and economic changes.

### **Interdisciplinary Research in the West-Brabant Delta, the Netherlands: Shaping a Drowned Landscape**

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**S.J. Kluiving, A.M.J. de Kraker**

Free University of Amsterdam, The Netherlands

In the western part of the Dutch province of Noord-Brabant a medieval drowned landscape is present below the surface of a Holocene clay-sequence. Future development of the area will consequently change the landscape providing opportunities for cultural historic inspiration in the planning stage. This is the central theme of an interdisciplinary Belvedere project where multidisciplinary research (geology, geophysics, archaeology, cultural history, historical geography, remote sensing, and oral history) of the flooded area was to be spatially translated by designers. Which image is called upon by the drowned landscape and how can spatial planning and redevelopment of the area be involved?

After having compiled an inventory of almost 40 flooded sites such as villages, castles, monasteries, chapels and cities, four sites were investigated in more detail. All this information is arranged and presented by researchers to designers. The results of the four sites form the building blocks of the drowned landscape showing a pattern that very well reflects the history of the drowned landscape: e.g. drowning by neglecting of dike maintenance by local communities, the erosive force of flooding and therefore disappearance of a worship place, and the presence of a 'street'-village lying on an old sandy river bank and presently covered by clay deposits.

Designers have presented a matrix with guidelines for the development of the West-Brabant landscape in the next decennia. Within the matrix a major role is played by the drowned landscape and its villages that is viewed upon as inspiration for museal possibilities, economic development and recreation, and water. Multiple scale levels interfere with different strategies of spatial development along these themes. Currently artists in West-Brabant are developing projects associated with the drowned landscape, and a follow-up of the design matrix is under discussion to make concrete projects visible in the future.

### **The Indeterminacy of a Common World and Democratizing Heritage's Future or, Conditions for Addressing Challenges Contradictory Unity and Disunity Paradigms for 'Age of Risk' Policies Pose**

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**Stephanie Koerner**

University of Manchester, UK

The humanities and social sciences may be at crossroads in their roles in the dynamics of local, national, and international (world or global) pedagogical institutions and public affairs. Research and teaching on heritage has been expanding, and becoming increasingly institutionalised as source of cultural policy advice. Along with radical changes in social geographies of conditions of possibility for sustainable economic and technological innovation are biological and ecological hazards, and threats of exposure to political violence. Today, few themes are receiving more attention than the "future" not only in areas of specialisation in archaeology, history and anthropology centring on heritage, but also expanding multi-disciplinary fields centring on assessment and management of risks to heterogeneity of ecological and biological inheritance.

For some the problem is that predominant 'post-positivist' philosophical traditions (analytic, continental and sociological) offer little help in situations where it is open to question whether any of the conflicting visions expressed should be ignored. This has been taken by some to imply that viable

solutions to problems of democratising access to economic and technological resources, and expert – public community participation in developing and implementing 'cultural heritage' policy can be found in 'new cosmopolitan' notions of alternative realities. Yet it would seem to be plain that conflict over heritage (over what of the past is valuable to know about and/or remember) is not due to different worlds. Wars are not fought over 'alternative realities', but different experiences of what matters in the world that we live in together.

This paper (1) develops a framework to explore cultural heritage's relations to the dynamics of pedagogical institutions, public affairs, and social geographies of ecological hazard, sustainable development and threats of political violence and (2) illustrates how such explorations relate to several questions listed in the Colloquium Programme with materials on the ecological, biological, techno-economic, and cultural heritage of northwest England's Lake District. It concludes with observations on how these materials relate to the importance of heritage's indeterminacy for democratically debating conventionally marginalised questions of what sorts of human beings we can aspire to be, and in what sort of world? Much of the value of the indeterminacy of heritage's futures may relate to that a 'common world' is not 'given' but (if there going to be one) something we have to build together.

### **Ideology and Discourse in Heritage Policy: The Importance of Defining and Framing the Extent and Context of 'the Significant'**

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**Christopher Koziol**

Colorado State University, USA

Operative definitions of preservation differ between and among policymakers and scholars. Often those who have attempted to understand the field have subjectively focused on one definition and argued that it is more central than all the others. However, based on empirical evidence, more fully developed in my recent dissertation, I argue that there are discernible lines of discourse between differing understandings of preservation. While no single understanding is "correct," the resulting patterns of meaning and discursive frames, when taken together, are critical to understanding the policy processes of historic preservation.

The discursive frames herein discussed are mapped along two dimensions. In the first, a standing debate among preservationists is assessed in a new way. Preservationists have long discussed whether an artifact or site is more important for reasons intrinsic to that thing, or because of the associational values brought to it by those who are doing the valuation. Additionally, this established associational / intrinsic debate among those concerned with preservation, and the role of heritage in society more generally, has been supplemented by a new set of discussions in the literature on market-oriented the outcomes of preservation activity.

These two dimensions - one arrayed along an axis from intrinsic to associational, and the other along an axis from monetarized to non-monetarized - are developed and juxtaposed to provide a heuristic; first, to help critically frame the ongoing professional discourse on preservation; second, to consider how 'market ideology' has affected this debate that in the past frequently ignored both the political and economic context of practice. This mapping, in turn, is intended to contribute to future policy discussions and planning decisions by distinguishing between understandings of different discourses and discursive coalitions, each attempting to define the meaning of historic preservation.

## **Heritage and Tourism at the Cross-Road: Public Awareness as an Instrument of Protection**

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### **Gloria Lara-Hasemann**

President ICOMOS Honduras

The projected construction of an airport 17 km from the World Heritage Centre of Copan, in Western Honduras, launched a three-year-long controversy that culminated recently in January 2007 with the veto of the President to the selected construction location, following UNESCO/ICOMOS advice. The initiative for the planned construction had come originally from the Ministry of Tourism, a fact that was in itself symptomatic of the way in which the tourism sector has come to conceptualize heritage — natural and cultural — namely as simply a commodity for the generation of foreign currency.

In short, no written policies exist and no cooperative bonds had been so far established between the activities of the tourism and culture sectors, and until 2004 the tourism entrepreneurs were not used to taking public opinion into consideration. The still incipient trends related to local participation, increasing flow of information and awareness on the tangible and intangible value of cultural heritage proved to be more developed than expected among the Honduran population. The debate escalated from the secluded circle of researchers, conservators and environmentalists, to the lobbies of the local NGOs and regional civil rights groups, to urban public opinion, and from there to the national arena and an almost daily coverage during the last six months in all the country's mass communication media.

At the end, it was clear that public opinion supported the UNESCO/ICOMOS recommendation in order to avoid putting the World Heritage Centre at risk. The increase of awareness of the Honduran public about the management of cultural heritage that has taken place in the last decade, and the beginning recognition that not any tourism development is the desired development, was critical in this case. This new appraisal of public awareness is to be taken from now on into consideration by policy makers and tourism developers.

## **Heritage and Landscape Conservation: an Integral Approach**

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### **Philippe Liesenborghs**

Regional Landscape Noord-Hageland, Belgium

As elsewhere in Western Europe, nature and culture are closely interwoven in Flanders. Through the ages mankind changed and molded the landscape. In the last hundred years this close bond has weakened. Stories and experiences of nature and landscape are slowly forgotten.

In our opinion it is necessary to keep the stories and old examples of land use alive in order to create more public support and awareness for these cultural landscapes. For us oral history and heritage have an essential role in future nature and landscape conservation.

We have put this idea into practice with an oral history project on ferruginous sandstone quarries in the Noord-Hageland region. In cooperation with local authorities, environmental and cultural organisations and the local governments we introduced this forgotten cultural heritage to the inhabitants of the region. The oral history research we did in cooperation with other heritage organisations resulted in the preservation of the stories of old stonecutters for next generations. We also use the heritage approach to expose the link between nature and culture. This methodology is innovative in Flanders. Usually environmental organisations try to protect the landscape in a narrower, more nature-centred manner.

We, on the other hand, addressed a broader public with an integral method. The result is more awareness of the region where people live, which makes an enduring protection of the landscape possible. This is the main strength and innovation of the project. Groups and specialists who nor-

mally never cooperate, now work together to preserve the landscape on the one hand and the immaterial heritage on the other. The project also serves as an example. Through public moments, a brochure and a symposium we are trying to arouse interest within the broader heritage sector for our integral and participative approach

## **The Future of Heritage Management**

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### **Henrik Lindblad**

Swedish National Heritage Board, Sweden

The Swedish National Heritage Board has, in a recent report for the Government, identified societal trends and the future impact of these on the cultural heritage field in 2015.

The most important trends are:

1. Increasing significance of regions
2. Escalating urbanization
3. Increasing and deepening international contacts
4. Increasing privatizations and new players on an unlimited market
5. The growing Experience Economy
6. The increasing integration of Information Technology in our everyday lives
7. Increasing heterogeneity of the population
8. Rapidly changing values, commitments and priorities
9. Increasing interest in environmental issues, particularly concerning climate change.
10. Changing prerequisites for the public sector.

The possible future consequences for the Swedish cultural heritage field include:

- More diversified concepts of cultural heritage - Due to globalization, migration, individualization and privatization
- Landscapes in rapid change - Structural change, urban sprawl, and the production of experiences and sustainable energy, transform the cultural landscapes
- A different view on the cultural heritage as a resource - With heritage as a commercial product, the importance of storytelling, interpretation and authenticity increases
- An expanded knowledge production - As a result of growing public participation and communication, and the decentralization of authority and control
- An increasing demand for quality secured knowledge - The heritage professionals as experts on finding relevant facts and certifying quality in an immense world of information
- New demands on public authorities - Increasing demands on accessibility, transparency and efficiency with decreasing resources

Based upon this, we have identified three important challenges to be met by the Swedish Government and the heritage sector, to ensure successful future management of the cultural heritage:

- A raised preparedness for managing changing cultural landscapes
- Strengthened humanistic and historical perspectives on environmental issues
- Updated and clarified missions for public heritage bodies

## **Linking Heritage: Communication Ways (Heritage Routes, Cultural Corridors and Ancient Roads) as a New Way of Understanding Cultural Relationships.**

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**Alberto Martorell**

ICOMOS ICIP (International Committee on Interpretation and Presentation)

The new Operational Guidelines for the Application of the World Heritage Convention (Annex 3) has included the category heritage route.

It is the result of the last developments in the conservationist arena. In fact, there are very interesting initiatives around the world to study both, routes as heritage goods and the cultural interrelationships generated by them. This paper will analyze the different points of view currently existing (mainly those of the European Institute for Cultural Routes, the International Committee of Cultural Routes of ICOMOS, and various cultural corridors and landscape routes initiatives). It will reflect on one of the colloquium's main questions:

Do heritage sites belong only to a nation, to regional and local administrations, to the communities that produced them, or to the specialists that study and conserve them as "universal" heritage?.

Taking into account the existence of national, regional, continental and intercontinental heritage routes currently in study (for example the Silk Road and the Qhapac Nam or Inca Route), facing this question from the "cultural routes" perspective present some interesting alternatives.

## **Interdisciplinary and International Perspectives on Preservation of the World's Cultural Heritage**

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**Phyllis Mauch Messenger**

Hamline University, USA

In November 2005, a working conference on "Preserving the World's Cultural Heritage" was convened at Cumberland Island National Seashore, Georgia. The four-day session brought together 16 specialists in archaeology, anthropology, heritage resource management, international law, and public policy from four continents to address issues of public policy and resource management.

Their assignment had several facets: They were to examine what policies and practices currently exist to protect and manage global cultural heritage and how well they affect or stimulate increased preservation. They would identify gaps or improvements needed in resource management and policy. They would conclude the conference by generating recommendations for steps or interventions that could enhance cultural resource management and policy on the local, national, and international scale. Outcomes were to be a set of action items that could be shared, discussed and further refined and developed in multiple venues, especially other international gatherings, moving toward implementation of the actions by individuals, organizations, and governmental agencies working together into the future.

This paper will describe some of the results of the conference. The group identified its mission to be: "Identifying how to influence policy--global, regional, national, and local--to support cultural heritage preservation in context." We identified current conditions related to resource protection. For example, there are national cultural heritage policies in many countries and existing multinational agreements about world heritage sites and protection of the past. Yet heritage resource destruction continues at an unacceptable and alarming rate worldwide. Existing policies appear insufficient to allow for wise management and preservation of the world's cultural heritage.

## **Interpretation in Conflict: Resolving the Inconsistent Values of Uncomfortable Monuments**

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**Jennifer McStotts**

College of Charleston, USA

Any conflict between universal and local values often parallels the perceived generational gap between enduring historic or academic values and the demands of those who personally experienced the source of the site's significance. This paper examines the relationship of these twin conflicts in the practical context of two uncomfortable monuments. At Checkpoint Charlie - the Friedrichstraße crossing of the Berlin Wall - a private memorial to victims of the wall-era regime was built in 2004 and demolished in 2005; it failed, at least in part, due to an overemphasis on economic values and the bias of its patrons, Rainer and Alexandra Hildebrandt.

In contrast, commemorative efforts in Manzanar, California - the best preserved of the ten WWII Japanese American Internment Camps - were positively shaped by the conflict between different generations of pilgrims and visitors, as well as the incongruent understandings of wartime internment of alien and American-born Japanese. Manzanar's interpretive design delicately balanced the deeper message of the site and the desires of the internees and their descendants.

At both sites, the global heritage values and the local movement have been set against each other, though in landscapes of difficult or uncomfortable history like these, the use of the site for healing by stakeholders and pilgrims cannot be ignored in favor of any value.

What, then, allowed these conflicts to be resolved successfully in Manzanar while they resulted in the failure of the Hildebrandt Memorial? In essence, Manzanar interpreters allowed the universal value of their site and the belief that heritage belongs to many generations to direct their educational program. The unilateral design of the Hildebrandt Memorial placed the greatest weight on its patrons' emotional aims and the inherent economic values, rather than global heritage.

## **Seeking the "First Person" in Antiquity: A Pedagogical Approach Toward Taking Ownership of the Preservation of Heritage Resources**

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**Lewis C. Messenger, Jr.**

Hamline University, USA

A distance or tension between archaeologists and descendant communities whereby archaeological science has often led toward treating ancient cultural materials as specimens to be objectively subjected to a whole host of analytical procedures. While this has contributed greatly to our knowledge, it has nonetheless depersonalized ancient individuals.

Descendant communities have been rightly indignant about this, leading toward confrontation rather than cooperation. An approach having students utilize legitimate archaeological information to write well-grounded fiction about specific times and places addresses indigenous people's concerns about depersonalization, while helping students develop a sense of co-ownership of our collective ancient heritage.

This paper will discuss the experience of writing fiction about the past from the students' perspective, using interviews of current and past students. Students who wrote archaeological fiction during a fall 2006 course on ancient Southeast Asia reported that the assignment helped them greatly during a January term class that took place in Thailand and Cambodia. One student, who had created a "day in the life of Hoabinhian culture," reported that in her subsequent reading she was able to identify specific weaknesses in the use of the proxy data. Other students, who finished the assignment several years ago reported that the experience influenced their choice of vocation toward interpretation of the past.

## **A Different Model for Heritage Management in Sicily: a Lesson from Abroad**

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**Anna Mignosa, Ilde Rizzo**

University of Catania, Italy

Heritage management in Italy is characterised by a strongly centralised organisation dominated by strict rules set by law. These features characterise also the organisation of heritage management in Sicily, even though a different administrative organisation was introduced and different laws apply, because of devolution. From a theoretical point of view, devolution should allow for a decentralised organisation, possibly more flexible, whose decisions are closer to local people's preferences. Is it the case in Sicily?

The analysis shows that, notwithstanding devolution, the organisation remains rather centralised and characterised by what can be referred to as a "bureaucratic model". A future vision for a different administration of heritage, less focussed on the centre, more flexible and accountable, would envisage some changes. A useful model to inspire these changes could be found looking at the experience of other countries with a similar political decentralisation but different administrative context. In particular, Scotland represents an interesting example to consider, because of the institutional analogies.

The paper shows that a comparative analysis of cultural policies can provide suggestions about which features could be introduced in Sicily to improve the present situation taking into account the specificity of the Sicilian context.

## **From Control to Collaboration: Evolving Concepts of Social Services in the Redevelopment of Workhouses**

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**Lindsay Miller, Katie McLaughlin**

Columbia University, USA

In Ireland, as elsewhere, community participation is vital to the redevelopment of any town or city – particularly in cases where structures have negative history and a complicated relationship to the community. While it may be easy to reuse historic structures as tourism venues in the larger cities such as Dublin and Galway, smaller towns such as Callan, located in County Kilkenny, Ireland, often must find more pragmatic uses for their historic buildings. One example of such reuse is the Callan Workhouse, one of dozens of remaining mid-nineteenth century structures across the country built in an attempt to efficiently handle the poor.

The planned redevelopment of the Callan Workhouse, however, is not an isolated occurrence. Rather, it is part of a century long process of adapting various social services into a monumental building scheme that covers both Ireland and the United Kingdom. In the past, interpretations of workhouses came from those in power. Today, local communities have claimed the workhouse history as their own and have taken an active role in reinterpreting their use.

This study, completed in June 2006, seeks to provide an in-depth analysis of the metamorphosis in the Callan Workhouse. Factors that we took into account include: Analysis of Irish Planning and Preservation Policy, Conservation in Callan, including the redevelopment of several other vernacular structures, and the Redevelopment and Adaptive Reuse of Workhouses. Information was gathered through interviews with local planning authorities and Callan residents. Further information about the workhouses outside of Callan was assembled through travel and meetings with individuals associated with the workhouses.

This study will ideally be of interest to parties currently involved in the redevelopment of the Callan workhouse, those interested in redeveloping other workhouses or similarly redundant structures, and those who are simply interested in the field of preservation and the role it can play in a community.

## **Preserving Heritage by Displacement. The Case of the St. George's Bastion in Antwerp, Belgium.**

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**Karen Minsaer, Walter Slock**

City of Antwerp, Belgium

In this paper we present the discovery of a well preserved bastion dating to the 16th century and its unusual conservation, it was cut into large blocks and subsequently rebuilt on a deeper location.

This bastion was part of the famous 16th century fortification constructed around the city of Antwerp by Italian architects under government order of the Spanish Emperor Charles V. In 1865, the monumental fortification structure was dismantled to ground level to enlarge the city, and on top of these remains the city's main boulevard, the Leien, was constructed. In 2002, this boulevard was part of a large scale renewal project and, as a result, the intact remains of the fortification were exposed. Regrettably, the ancient structure was doomed to be destroyed in order to make place for new underground parking facilities and tunnels.

During the archaeological excavations the idea of preserving St. George's Bastion was discussed and a formal request was made. The Department for Infrastructure Works presented an unusual proposal: that the bastion could be moved to a deeper location, and therefore be publicly accessible. Consequently it was cut into 3 ton blocks, and after being stored for several years, was recently rebuilt six meters below its original location.

Displacing historical remains is a controversial issue. In this paper a number of examples dating to different time periods are discussed. We focus on recent techniques that make preservation much more possible. Re-exposing archaeological remains offers a new way to experience our cultural heritage. Increasing public awareness can also lead to future heritage projects as public members can influence the government and heritage administrations

## **Fluid European Identity**

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**Peter Mols**

ContraPunt, The Netherlands

The notion that we have our differences in common helps us to define our common identity.

Without doubt we can speak of European identity. Europeans themselves have the mysterious need to overemphasize their cultural differences. What if we take differences as a challenge to formulate identity as multilayered, dynamic and constantly changing? Can we see identity as a layered picture in Photoshop where the different picture layers aren't flattened yet?

This paper will suggest that the way we experience reality is based on mental constructions that enable us to live and relate to reality. Mental constructions can be seen as meaningful stories. In an absolute sense we all have to make use of the same basic ingredients to construct these stories. The differences arise from different contexts in which the stories were born. Heritage, education, philosophy and arts are the perspectives that are able to show a multilayered identity.

An artist doesn't deal with universal processes of meaning-giving but with personal processes. In his creative process new constructions are born and tested. Artists enlarge the depot of possible stories. Contemporary cultural heritage deals with reading and interpreting tracks left behind more or less by coincidence and un-self-conscious. This is necessary in order to create new and challenging stories.

In new learning strategies all over Europe children are no longer only consumers of knowledge, but the producers of their own knowledge. In order to play their role as future designers of the world, children must be able and equipped to construct stories/meaning.

In that way heritage and heritage education have to take an important role in the process of formulating a fluid European identity.

Thus, a living identity is based on the simultaneity of different layers of meaning that reinforce each other. Heritage shows that we have our differences in common. And can be the engine of this meaning-giving-process.

## **Opportunities and Challenges Faced by Heritage in the Postsocialist Period. The Case of Cracow**

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**Monika A. Murzyn**

Research Institute of European Heritage, Kraków, Poland

The significant political and economic changes taking place in Poland after 1989 have had a profound effect on the heritage of its historic cities and regions, especially those ones richly endowed with the legacy of the past. The currently accepted broad concept of heritage regards it as a complex set of tangible elements and immaterial values and meanings. The contemporary approaches also often emphasize the need for an inheritor who welcomes and uses the relics of the past for present-day purposes, whether symbolically, as identity building elements or commercially as basis for diverse tourist and leisure oriented products.

This paper will explore different ways and examples of how the attitude, usage and interpretations of heritage in Cracow have evolved in the last fifteen years. The observed developments include, among others, the discovery and acceptance of heritage previously considered unwanted, dissonant or marginal such as the Jewish heritage, socrealist heritage of Nowa Huta, and its industrial heritage.

Another trend is more emphasis placed on using heritage in the process of local identity building as well as on its role in providing tourist and leisure time resources in the form of heritage trails, souvenirs, cultural events, tourist accommodation and catering. A much more intensive use of heritage inevitably also brings about the question of limits of its exploitation, commercialisation and the possible threats created by changing the postsocialist urban space into the landscape of consumption.

## **Interpretation for Distant Audiences**

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**William Nethery**

New South Wales Department of Planning's Heritage, Australia

Sometimes it's necessary for the managers of a heritage place to recognise that the majority of their "audience" is unlikely ever to visit the site in person.

Since December, 2002 the Old King's School on the banks of the Parramatta River has been home to the Heritage Council of New South Wales and its executive arm, the Heritage Office. Situated on the traditional land of the Burramattagal people, this imposing sandstone building and its grounds have undergone dramatic changes in size, design, use and occupancy since first opening, in 1836.

The aim of the Heritage Office's internet-based interpretation project is to make the many-layered cultural significance of the Old King's School accessible to a challenging range of audiences. Actual visitors include: people who attend the Heritage Office on business, passers-by, individuals and school groups using the former Old King's School sports ground and the general public of the surrounding community.

However, these are only a small fraction of the "target" audience. The place is listed on the State Heritage Register and broad accessibility of its significance to the people of New South Wales is a specific aim of the project.

This short presentation will demonstrate what can be achieved when innovative approaches supplement a relatively modest budget. It is suggested that this combination lies within the reach of many sites that may be discouraged by the apparent expense and complexity of high-tech interpretive options.

## **Changing Trends in Cultural Heritage Conservation: the Turkish Perspective**

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### **B. Nilgun Oz**

Middle East Technical University Ankara, Turkey

Turkey has been going through interesting changes both politically and economically since the 1980s, which in due course have started to affect policies on cultural heritage as well. A strong tradition of central government and state protection over cultural heritage is slowly but surely being replaced / overlapped by a new trend in which cultural heritage and the services to provide its protection and conservation are privatized.

This move might be considered a correct one in terms of providing more widespread cultural heritage protection, considering that Turkey has a total of 7692 conservation areas and 68095 cultural and natural assets, rendering the state incapable of coping with them all. But will sharing the responsibility of protection of cultural heritage with private initiatives solve the problems or rather create even more problems that the state would actually want to avoid? How do private companies perceive heritage?

Will "public good" be damaged by giving the rights of use of cultural assets to private companies? How are the state officials or conservation professionals going to monitor private actions? What is going to happen to the cultural heritage sites when the periods of rights of use end? With these questions and developments in mind, this paper will address current issues in cultural heritage conservation in Turkey, in terms of state protection and privatization and the changes in public and cultural policies by giving examples of conservation projects of the private sector in the country and discuss the strengths and weaknesses of involving private initiatives in cultural heritage conservation.

## **The Hadrian's Wall Major Study 2004: a Case Study in the Effectiveness of Participatory Planning**

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### **Kirsty Norman**

Institute of Archaeology, UCL, London

Values-based systems of heritage management have developed hand in hand with the inseparability of the stakeholder from successful management. It has become increasingly apparent that, just as in concurrent movements in western governments to invigorate democratic society, success lies not just in consultation, but in participation. The next stage, of actual participatory planning, has moved heritage management theory finally from government, to governance. But does the ideal work? Observation of the system of site management through participatory planning on Hadrian's Wall, England, when it came under pressure from the attentions of two Regional Development Agencies keen to find ways to make the Wall contribute better to the local economy, showed its vulnerabilities. Where the system had worked reasonably well within its own ideological community, it was not understood and gained little respect from the Regional Development Agencies. Each side defined "success" differently. For the RDA's, the end would justify the means: the heritage community was unable to put across to them their belief – now justified, but after two years of unnecessary confusion and growing cynicism - that the route taken would define the success. In order to defend core values, participatory planning has to ensure that it does not result in an abdication of responsibility; that it incorporates leadership, and that the participatory community does not, in its admirable work, forget to look out into the world around it.

## Heritage 2.0

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### Gert Nulens, Kristof Michiels, Kris Luyten

Interdisciplinary Institute for Broadband Technology (IBBT)  
SMIT / Free University of Brussels, Belgium

'Heritage 2.0' is an upcoming IBBT-project in which research groups and heritage organisations in Flanders will do research on a social, interactive, location-based heritage experience via mobile devices within a network of heritage sites. An often heard critique on the use of ICT in a heritage context focuses on the individualized nature of the experience. The innovative aspect of this project lies specifically in the focus on the importance of social interaction within a cultural experience. The objective is to link that interactive component to a digital environment. The project aims to enrich the visitors' experience, both during their actual visit as well as in the pre and post trajectory.

The specific technical and/or scientific results that are key to this project are:

- The development of a metadata- and data exchange model for the Flemish heritage sector, starting from existing (heritage) standards and with inclusion of existing social software applications practices and their bottom-up data description. This part of the research constitutes the foundation for a new form of heritage experience (concerning content-combination) and situates itself on the level of database and metadata.
- Research on the required network technology to pass location-based information within the specific context of Flemish heritage-sites. The stipulation of the most optimal network configuration is not evident because of the sometimes exceptional conditions on the sites (big concrete walls, old buildings, etc).
- The development of a generic system for the automatic generation of context and visitor related data and for the transformation of these data into appropriate contents and interfaces tailored to specific user profiles. This research must lead to user interfaces that are created on-the-fly 'during use' and that can adapt according to the individual preferences and the context-of-use. This personal user interface must also extend toward a group concept where multiple visitors are linked together and where social interactions play a significant role.

## Community Participation: a Case Study from Nigeria

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### Victoria Osuagwu

National Commission for Museums and Monuments, Nigeria

In most of Africa and in Nigeria in particular, Heritage has traditionally been preserved and presented mainly from a technical point of view. This attitude no doubt led to emphasis being placed on the preservation of the architecturally spectacular places like forts and castles, pyramids and stone monuments etc.

Furthermore, heritage management in Africa focused on the tangible elements of heritage, which concentrated on the monumental and archaeological aspects.

This may not be unrelated to the fact that heritage management in the past had been based on the legal frameworks in place that were drawn up by the colonial masters. It saw heritage as belonging to the nation and did not advocate community participation, but rather gave powers to the "specialists", who study and conserve heritage.

Even at the international level, the conventions were not in any way different as they placed emphasis on the architectural monuments and tangible elements.

The effect of this was that local communities were seen as uneducated and non-specialists in the heritage they had created and managed over a long period. This led to their being alienated from

the management of their own heritage, which resulted in the looting, vandalisation and destruction of important cultural monuments without any strong desire to conserve them.

However, with the recent reviews of legal frameworks for the protection of cultural property by most African countries and the introduction of the Global Strategy and the Convention on Intangible Heritage on the international level, new visions and attitudes have emerged.

This paper will examine the impact these new attitudes will have on the future of heritage with Nigeria as a case study. The paper will further examine whom heritage sites belong to. It will explain the role of the general public, the forgotten stakeholder in this new vision and also state some innovative programmes that can most effectively enhance education and community identity in our collective desire to leave a legacy for posterity.

### **Managing Change: the Case of Tenos Island Cyclades - Hellas**

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**Ioanna Papastathopoulou**

Hellenic Ministry of Culture, Greece

Theoretically, international legislation and recommendation papers could guide national laws in order to protect and enhance the quality of the landscape. However, when it comes to real-world conditions, international 'good practice' is not always capable of preventing destruction and enhancing the historic character of the landscape. On the contrary, as the case of Tenos Island will demonstrate the Hellenic laws are unable to protect the historic character of the Tenian landscape. Rather, they seem to create a dangerous fragmentation in the long-established relationship between the landscape and the local population, endangering the quality of every day life.

More specifically, the existing inflexible governing system, based on western ideals, is proven incapable of embracing the necessary integrated approach that the complex nature of the landscape demands. Moreover, the labyrinth of bureaucracy and most importantly the lack of political will are proven to be fatal obstacles towards the ideal of sustainability.

Undeniably, the present reality on Tenos Island looks like a dead-end situation, as far as the protection of the landscape is concerned. However, things can always be improved.

David Lowenthal, believes, that "we can return neither to a state of nature nor to any supposed 'balance'; Environmental interference always requires further interference, and stewardship means not leaving nature alone but meddling more carefully." One could argue that the same stands for the wider physical and socioeconomic environment of Tenos Island. In fact, research could improve the understanding of the complex interrelations between the cultural and the natural elements of the landscape. At the same time, education could increase the awareness of the public on issues related with the past and possibly prevent destruction. Last but not least, careful planning could enhance the quality of the landscape and thus achieve long term prosperity for both the present and future generations.

### **First Step towards a Sustainable Future for Archaeological Sites: the Herculaneum Conservation Project as an Example of Public/Private Collaboration in Management and Funding.**

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**Jane Thompson, Sarah Court, Paola Pesaresi, Ascanio D'Andrea**

The Herculaneum Conservation Project, Italy/USA/UK

Pompeii and Herculaneum are among the best known and most visited archaeological sites in Italy, offering a fascinating glimpse into the past due to their destruction by the eruption of Vesuvius in AD 79. They are however also among the most difficult sites to conserve, being half way between open-air museums and archaeological sites.

Herculaneum is managed by the Soprintendenza Archeologica di Pompei, a heritage agency that comes under the Ministry of Culture. The continuous decrease in funding available for conservation and maintenance of the Vesuvian sites has produced, especially during the last 20 years, a notable decline in the preservation of these sites. In Herculaneum the presence of fragile elements (wood, human remains, metal, etc.) miraculously preserved after the eruption makes the site not only extremely important from an archaeological point of view, but also incredibly difficult to conserve.

An ambitious conservation project was launched in 2001, the Herculaneum Conservation Project (HCP), and in 2004 a sponsorship agreement was signed by project partners the Soprintendenza Archeologica di Pompei, the Packard Humanities Institute and the British School at Rome. This had been made possible thanks to new Italian legislation whereby private entities can have more direct involvement in heritage. In this way, not only do public budget constraints not have to affect substantially the conservation decisions, but also management of funds can be directed according to long-term planning.

This paper will describe HCP's efforts to achieve long-term conservation in Herculaneum by testing methodologies and techniques (both for works and documentation) together with the Soprintendenza in order to learn lessons that can enrich conservation working practices in Pompeii and elsewhere.

Recently, HCP has also become involved in the International Centre for the Study of Herculaneum, which among its aims hopes to raise awareness of the importance of safeguarding the archaeological site and enhancing the modern city, particularly working with the local community, and through research and outreach initiatives.

## **Integrated Development of the San Antonio Tierras Blancas Indigenous Community in the Municipality of Los Reyes Michoacán**

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**Valeria Prieto**

ICOMOS CIAV (International Committee on Vernacular Architecture), Mexico

This brief compilation of the history and development of the San Antonio Project is meant to reflect the experience garnered during the different phases of the project. They are the result of the hard work of a group of passionate people who believe that it is still possible to restore our pride in our culture. The work that will be described was carried out in a period of slightly more than two years, during which little by little new allies joined the effort and new support was gained.

Vernacular architecture in Mexico, particularly in the state of Michoacán, reveals the culture and history of the indigenous population. A type of house that stands out is the one known as troje (granary), which until recently was very common in the Purépecha region, mainly in the mountains. However, the ravages of urban life and the introduction of Western lifestyles brought by workers who have migrated trying to make a living have led to the near disappearance of these houses, which are well-adapted to the climate, the region and the way of life of this indigenous group.

The town of San Antonio Tierras Blancas, in the municipality of Los Reyes, was chosen because it preserves several groups of vernacular architecture. We thought that the only possible way to preserve and improve the greatest number of traditional houses was to demonstrate the advantages and significance of traditional housing and introduce some improvements. This way, the community would not feel the need to destroy them or replace them with constructions that are less well-adapted to the climate and their needs.

The project took into account the rehabilitation of the cooking area in the houses by building a lime and dirt floor. It also provided a wood stove that saves 70% of the fuel used by traditional wood stoves and extracts the smoke, an important improvement in terms of family health, as it also helps to expel fewer gases into the atmosphere. The construction of latrines and the replacement of the

original roofing material were also taken into consideration. The cobbling of streets and the supply of water were goals that were also considered from the outset.

The details of the project, the methodology, the recommendations and conclusions that have been reached thus will be examined in this paper. One must bear in mind, however, that this is an ongoing project and that because of insufficient funding the first phase has not yet been finalized. In 2007 we are continuing to lobby local authorities and international foundations and organizations for the funding that is required to secure the preservation of this example of Mexican vernacular architecture.

### **Heritage Covenants, the Cutting Edge of Flemish Heritage Policy. Flemish Community and Municipal or Regional Authorities Enter into a Collaboration Agreement for an Innovative and Integral Heritage Policy**

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**Annemie Rossenbacker**

Culturele Biografie Vlaanderen, Belgium

The Heritage Covenant is a new and eye-catching element in Flemish heritage policy. It consists of a collaboration agreement between the Flemish government and a municipality or alliance of neighbouring municipalities.

This paper will describe the experiences that show the local level offers a great many opportunities for a comprehensive and integrated heritage policy. This has prompted the Flemish government to incorporate the 'Heritage Covenant' instrument – following an experimental phase – in its Heritage Decree of May 7 2004.

The Covenant sets out to encourage local or regional authorities to develop a sustainable and integral cultural-heritage policy; the Flemish government will then provide working subsidies to help finance its implementation. The Heritage Covenant is embodied by a Heritage Unit comprising at least two Heritage Coordinators. The Heritage Unit works to strengthen and energize the relationship between cultural heritage and groups of people. It does so by promoting collaboration between local heritage managers and by setting up short and long-term projects on its own initiative.

The drafting and operation of a Covenant continues to be specifically tailored as the context within each city or region is naturally different. However, the basic idea is the same in each instance: the Heritage Covenant takes as its point of departure the notion of 'heritage' in the broadest sense: physical and intangible, moveable and immovable, managed and 'unmanaged', 'high' and 'low', urban and non-urban. In principle, the only restriction to the operation of the Heritage Unit is its geographical scope. The focus on 'stray' heritage – heritage that receives little or no support from 'official' institutions and which hence finds itself in a weak position – is crucially important in this regard. The Heritage Covenant is the first initiative in Flanders to structurally focus attention and resources on this important 'partner'.

### **Managing World Heritage Sites: the Role of Information and the Need of Documentation Guidelines**

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**Mario Santana Quintero**

Lemaire International Centre for Conservation, University of Leuven, Belgium

The World Heritage Convention (1972), without any doubt has been the most effective instrument to increase our awareness of the need of conserving our fragile cultural heritage.

After more than 30 years of existence, nearly 1000 sites are inscribed on the World Heritage List. However, much is not known about the extension of the areas protected by enlisting and the current

state of conservation of these sites, by the lack of appropriate information, ranging from demarcated protection areas on maps to adequate documentation on the inscription criteria.

This paper, which is part of the international RecordIM initiative, presents a preliminary proposal of guidelines for the documentation of World Heritage Sites, specifically the sites containing built environments.

The guidelines are aimed at providing sufficient and relevant information not only for nomination files, but also for management purposes. They will contribute to the definition of 'baseline' information for site managers, where cartographic information about the site is enriched with information about the condition, values assessment, historic chronology and other relevant assessments are presented.

In addition, the guidelines will be associated to other handbooks currently prepared by the RecordIM initiative partners.

## **Friend or Foe? Or Something Different? About the Role of the Mass Media**

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**Diane Scherzler**

Germany

Archaeologists and heritage managers have quite diverse ideas about how the mass media could serve them. Some are hoping journalists would help them to increase public attention to cultural heritage and to their archaeological research. Others want to educate and teach the general public via radio, TV, and the press. There are some scientists who are skilled in the masterful use of the opportunities mass media are offering and who regard them as a platform for their personal public visibility. Finally, there are – not that few – archaeologists who refuse to cooperate with editors and journalists as they regard them as mere distributors of superficiality.

No matter which view a scientist takes, most of what people know about archaeology came to them via the mass media. Ignoring the media or not knowing how to cooperate with them means renouncing a major gateway to wider audiences.

But could the journalist be an ally for us and serve as multiplier of our messages? Is the journalist necessarily the opponent who works in a separate world that is incompatible with ours? Are there fruitful ways of cooperation for both sides?

This paper examines the real tasks of journalism in contemporary society. It also gives a view from inside the media and thereby tries to sketch a realistic and constructive way of collaboration for the future.

## **Citizens, Experts and Cultural Heritage. Participatory Research and Cultural Heritage as Means of Local Development**

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**Eva Svensson**

Karlstad University, Sweden

Large parts of Sweden are forested and sparsely populated areas that, from a dominating urban view are considered as peripheries, and attributed certain shared qualities, such as high levels of unemployment, low degree of inhabitants with a higher education, low economic growth, high dependence on subsidises and a decreasing and aging population. The sparsely populated areas are thus often pictured as problems for modern societies, and their inhabitants rendered a lower value as citizens.

The practices of cultural heritage management and nature conservation have contributed to the social marginalisation of the forested, sparsely populated areas. This occurs through cultural heritage management attributing a low or no cultural value at all to forested landscapes—and by nature conservation considering the forested landscapes as nature. Thus citizens in sparsely populated, forested areas are deprived of their history and cultural affiliation in the society in general.

It is important to reduce the cleavage between urban centres and sparsely populated areas in order to promote sustainable development and growth in the sparsely populated areas, and to increase the value of citizenship to the inhabitants. Here cultural heritage management has an important role to play, and often citizens in forested, sparsely populated areas look upon their locally recognised cultural heritage as a resource for the future. This presents a new challenge for cultural heritage management experts, a challenge that should include new ways of working and new goals. Most important among them are:

- The on-site co-operation of local inhabitants and experts.
- The use of local knowledge, traditions, value and history and history as resources.
- Enhanced community pride and strengthened citizenship.

In this paper two ongoing participatory research projects, with the above agenda, involving cultural heritage management-experts and local communities will be presented.

## **The Visionary Gaze and the Mystery of the Light Room**

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**Johan Swinnen**

Free University of Brussels, Belgium

The history of photography is now well established as a respectable academic field in art history and has become highly productive with much scholarly work on the lives and works of photographers as well as the impact of photography on art and society. The preservation of photographs has become a matter of concern for a civilized society that appreciates and is fascinated by them. Over the past few decades, scientific research has advanced considerably in its efforts to understand the deterioration of 19th photographs and to find more effective methods of preserving them.

Our research work on the critical history and the heritage of photography was guided by the idea of translation. The project of this critical and endless adventure may be named as an attempt to conceive photography as an allegory of an unattainable, but constantly 'present' presence, the photographic image being the resonance of a volume it is touching like a tangent. To move towards such a criticism implies an avoidance of any canonisation of the photographic image and consequently, any historicist and formalist approaches. But photography is to be approached by literature, music, sculpture and numeric cryptology.

The aim is clearly to integrate the heritage of photography in public education on all levels. The technological impact of the medium of photography for the society is a conceptual impact and the conceptual impact of the medium of photography for the society is clearly intended to understand the importance of the technological for any conception of communication and social integrity. In neither the European education system, in art academies, nor in universities is photography considered to be of any importance.

If we conceive for the future an aesthetic education as also being the basis for the critical understanding of the "infospheres" and the information age as well as for the political responsibility of community, photography, as the oldest of the New Media, has to be on the top of any educational program since it brings together advanced technology and cultural heritage. This paper will present a philosophy of the heritage of photography that comes down to asking the classic question: can we identify its historical infrastructure?

## **The Museum of the Future: A Tool for Local Development**

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**Marc Terrisse**

University of Maine, Le Mans, France

Museums are no longer simply sanctuaries devoted to art and aesthetics. The most recent productions, related to the creation of museums, have revealed a new face of these institutions, wherein they are clearly involved in the broader field of territorial development. How can museums remain scientific and cultural institutions with an educational mission connected to tourism? Which elements make museums attractive without being a pure leisure product devoid of culture and education?

On the basis of several examples in Europe and Canada, this paper, based on PhD research work, will describe factors that enable museums to combine culture and tourism. If we refuse the museum of the 19th century based on an aesthetic approach limited to a small elite, we also reject the so called museums strongly associated with attraction parks and where people come more for having fun and consuming rather than learning about the past.

The primary step to be achieved is a local compromise between all actors involved in the museum's project and in its management. This consensus about the use of the museum is agreed upon by the local authorities and the inhabitants in order to make the museum a participative experience. The museum thus becomes a symbol of pride and identity and a link between past and present.

The museums of the future must also integrate a scientific, cultural, educational and touristic dimension from the beginning of the project through its ongoing management. This multidisciplinary approach is based on permanent socio-economic surveys and on specific studies of public needs in terms of museography and services. All aspects included in the museums topics must be taken in charge by specialists who would work with the local authorities' services responsible for conservation, education, cultural management and tourism management. This holistic movement is one of the key factors for the museums' sustainability so that all the dimensions mentioned above would be integrated, ranging from pedagogic museography to touristic promotion.

## **Funding Strategies for World Heritage Sites in Least Developed Countries (LDC)**

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**Brijesh Thapa**

University of Florida, USA

The designation of World Heritage sites is a major tool for conservation and protection of global cultural and natural assets. Tourism has been employed as an instrument to promote conservation due to its potential to generate revenues for the communities and respective World Heritage Sites. Given visitation trends to World Heritage sites, sustainability in resource management needs to be at the forefront due to the growing challenge of balancing conservation and generating revenues. More importantly, for tourism to be sustainable at World Heritage sites in LDC, major initial investment is needed for restoration, and general improvement in visitor and site management.

Generally, financing for cultural heritage resource management, including World Heritage sites is problematic. Funding for World Heritage sites is a major managerial issue that is faced by even wealthy developed countries, while it is especially systemic in LDC. In an era of government funding cutbacks as well as lower priority towards cultural heritage resources, alternative sources of funding are needed. Financial resources are critical for maintaining the integrity of heritage resources as economic sustainability is desired by heritage resource managers. While World Heritage sites have been the beneficiaries of additional protection and funding, not all sites have experienced this approach.

In most cases, non-governmental organizations and foreign monies have aided in the preservation of certain monuments and historic sites. Besides World Heritage Sites, other cultural and natural

national treasures have also suffered neglect largely due to the lack of skilled human resources, financial capital and political will of governments. The purpose of this paper is to outline internal potential funding strategies, such as debt swaps, user fees, conservation and departure taxes for sustainable conservation and management of cultural heritage resources and World Heritage sites in LDC.

### **The Right to Tell Which Story: 'Unity in Diversity', 'Love for your Country' or 'Mini Crusades'?**

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**Smaragda Touloupa**

University College London, UK

The main focus of this presentation is on how identity is expressed through cultural heritage interpretation and negotiated in an environment of globalisation, multiculturalism, promotion of 'universal value' and locality. Interpretation involves public communication of perceptions and values attached to heritage, and cultural tourism is its main globalised arena. But who has the right to "tell the story," to interpret? How can the "local" and "universal" be defined in our increasingly globalised communities and administrations? And what determines the rights of ownership of heritage: collective sentiments and consciousness, the national/regional identity, or the specialists' "technologies of government" (authority of knowledge, legislation)?

This paper will use the case of professional interpreters such as Greek tourist guides, a "contact zone" sector where the local, global, personal, social and professional contexts interact. The specific case study reveals the stark contrast of perceptions as to who has the right to "tell the story" in a peripheral context of a country with a nationalist baggage that revolves on the European orbit of the "unity in diversity" dogma. Strict national legislation, allowing only those with state licenses to guide, aroused an open confrontation with the European Union and fierce competition about rights of interpretation. Beyond the economic aspects, this conflict relates to the projection of identity, identity construction and self-determination manifested in national, European, multiculturalism and personal narratives.

Through this conflict, identity and heritage related issues, rights of ownership, the role of education - especially archaeology - in governing, are examined and analysed in the context of the general public, the state, and the European Union through an ethnographic research conducted in a sample of sixteen Greek guides. This topic is a fertile context for increasing the understanding of perceptions of ownership and universalism narratives as they are confronted with locality, protectionism and the potent 'symbolic capital' of heritage.

### **Cultural Identity for the Community: the Public Gallery in Corinth**

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**Antonia Tzanavara**

Curator of the Municipal Art Gallery of Corinth, Greece

In the era of "globalization", the preservation of cultural heritage appears to be a primary need and matter of great importance for each nation, as the cultural heritage is strongly related to its national identity. Museums play a significant role in this direction, as they make cultural heritage materials accessible to a broad array of audiences all over the world. Of course museums cannot ignore a serious effect of the so called globalization, meaning the pressure exercised by one or more strong cultures on weak ones, but they can and should redefine their role as regards their collections and communication with the public, considering the culture tradition of each people and the need for providing cultural outreach information services in the community.

Things can be easier for an established and well-known museum or a museum in a financially powerful country, than a local museum in a "small" one. In this last case the future of local or national cultural heritage is doubtful, not only because of lack of interest from the local and regional authori-

ties, nor because the community doesn't participate actively, but because the economic resources are very restricted (very low budget to cover e.g. exhibitions, educational programs, cultural festivals). Under such depressing circumstances, the growing social mission of a museum in terms of education, social development and cultural heritage protection cannot be fulfilled. It depends on the people who work in such a museum, to put all their efforts in order to familiarize, on the one hand, the local community with the cultural heritage resources and share, on the other hand, these materials with a world-wide audience.

This paper will highlight the case of the Public Gallery in Corinth, Greece (a town of 40.000 habitants) with an important collection of paintings, including Rubens, Dali, Goya, and Ensor. It will discuss the problems that the professionals of this local gallery had to deal with and the solutions they came to, in order to overcome the difficulties, support the cultural heritage resources and enhance the cultural identity of the community.

### **Financial Incentives for Revitalization of the City of Dubrovnik**

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**Sandra Uskokovic**

University of Dubrovnik, Croatia

The historic city of Dubrovnik is inscribed on the UNESCO's list of the World Cultural Heritage. From 1980 - 2000 the cultural heritage organizations in Dubrovnik experienced a period of high-levels of state funding that had a double-sided effect, since it enabled the restoration and conservation of major historic buildings but also led to the conservation approach that was essentially similar to that of the building industry since it did not take into consideration the viability of the historic urban fabric.

The other major problem was the 'museumification' of the restored buildings that resulted with the loss of the vital building functions and instead created a series of isolated buildings in a historic district originally characterized by diversity of expression and functions. Additionally, the question of economic viability proves to be crucial since none of these restored buildings can be sustained as state-funded institutions without a management plan for additional private financial initiatives that would contribute their own budget. This issue is even more aggravated since so far no private management of sites exists. Recent redistribution of property, capital investment, new market economy, and tremendous tourism flows buoyed by a wave of political and social transformation have led to the drastic gentrification of the area and greatly exacerbated the situation.

This paper will suggest that heritage organizations in Dubrovnik lack conceptualization of heritage as cultural capital. The municipality of Dubrovnik needs a rehabilitation program as a model for sustainable regeneration that would preserve both physical and socio-economic integrity of the historic center and its communal territory. Future economic strategies for rehabilitation of the city should reflect the local needs and involvement of the grass roots in decision-making structures; and finally the initiation of small-scale local industry and business as an income generating projects should be developed in order to help the city to recover economically and socially.

### **Destruction of Tangible Cultural Heritage in Conflict and Post Conflict Situations. The Need of an Interdisciplinary Approach to meet Future Challenges**

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**Sigrid Van der Auwera**

University of Antwerp, Belgium

Destruction of cultural heritage during armed conflicts is, on a global scale, one of the largest threats for the preservation of cultural heritage. Preventing monuments and sites from war calamities will thus be an important challenge for cultural heritage conservation policies in the next decennia.

Most research concerning the topic is rather discipline specific. We think however that there is a need for more interdisciplinary research to catalogue and analyse current prevention measures with the aim of improving and refining them.

Not only conservation theory, international law and international cultural policy could be helpful in the struggle against war damage to cultural property, but research into the field of international politics and economics could also be an asset.

The assumption that the proceeds from illegal exploitation of archaeological sites and antiques trading contribute to the financing of armed conflict, also gives reasons to believe such trade protracts armed conflicts. Oxford and World Bank economist Paul Collier raised the international community's awareness of the relevance of that economic "cause" of war and suggested actions to curb it.

The phenomenon of destruction of cultural property in times of war is better understood when put in the light of a post cold war-era, in which the so called "new wars" play an important role. A mixture of political motives, organized crime and violations of human rights characterizes these conflicts that, moreover, need to be seen in a context of globalization, erosion of sovereignty of states and erosion of the monopoly on violence of states. Non-international conflicts often result in ethnical cleansings, in which destruction of cultural property that symbolizes the identity of one's enemy is used as a means of psychological warfare. This has occurred not only in the Former Yugoslavia (with famous examples as the destruction of Stari Most and Dubrovnik) but also in places such as Lebanon, Israel/Palestine, Iraq and Northern Ireland.

Therefore research concerning cultural property in times of war must bear in mind actual conflict theories that try to address the causes and not only the symptoms of heritage destruction during war, so that the international community could tackle the origins before demolition of heritage during and after armed conflict can take place.

## **Heritage Management in Cairo**

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### **Sigrid van Roode**

Past2Present-ArcheoLogic, The Netherlands

In the late nineteenth century, a new quarter in European style was added to Egypt's capital. During the Revolution of 1952, many of these buildings were burnt to the ground. The remaining architecture has been in continuous decline for the past five decades.

This built heritage of a recent past is slowly being recognized as heritage in its own right. National and international heritage committees are not only focusing on managing Cairo's medieval built heritage, but gradually widening their view.

In recent years, various organizations have concerned themselves with this heritage. The initiatives vary from informative books and interactive CD's with maps and photographs to renovation and restoration projects of single buildings and complete streets. Furthermore, possibilities for the use of VR-models in heritage policies are being explored and heritage management is integrated in urban improvement projects. The background of all these organizations and initiatives is as manifold as their products. Universities, private companies, governmental committees and NGO's all concern themselves with this built heritage. In what ways can these parties contribute to heritage management? How do they differentiate themselves, and what effects do their various contributions have in both short and long term planning? How can an optimal balance between international experience and local knowledge be reached?

This paper will show that heritage management in a mega-city needs to be integrated in a variety of other urban aspects. Can the different initiators use their various backgrounds in that integration? How can and should that process be approached?

## **Managerial Aspects of a Project of Re-Utilization: The Scuola Grande Della Misericordia**

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### **Marilena Vecco**

University of Nova Gorica, Slovenia/Venezia  
ICARE – International Center for Art Economics, Italy  
University Ca' Foscari of Venice, Italy  
University of Paris I – Panthéon Sorbonne, France

The aim of this paper is to present an economic-business analysis of the intervention of re-use and re-utilisation of a historic architectonic structure. We propose a conservation matrix in order to evaluate and take a conservation decision.

We would therefore like to present the reading of intervention projects that were filtered by means of economic-business analysis models, trying to make them efficient as regards the interpretation of situations, events and plans, guided not only by the logic of the market but also by aims such as the promotion and diffusion of culture.

In particular, the study will concentrate on the Scuola Grande della Misericordia in Venice which has recently undergone a complex intervention of restoration and conservation thanks to funding through the special law for the preservation of Venice.

## **Historic City Centers as Museums: Late Modernist Buildings as New Collectors Items**

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### **Gerrit Vermeer**

University of Amsterdam, The Netherlands

Insofar as Dutch governments and city councils preserve and strengthen the traditional and picturesque qualities of old city centres the can always count on the approval of the public. Everyone can enjoy the romantic aspects of old towns and villages. The organisations for preserving the built heritage in the Netherlands however have a long tradition of opposing this general taste of the public. From the early decades of the twentieth century the committed themselves to preserve only those parts which they considered "authentic": they had to be original expression of a historical past. All parts that were lost, had to be filled with parts that were "authentic" in their own way. That is to say, they had to be expressions of their own time. Thus, many old buildings were complemented with contemporary architecture in forms in modern materials.

At present many of the large-scale metropolitan buildings in the inner town of Amsterdam built in the seventies have become outdated or redundant and some of them will perhaps be pulled down. At the time they were build they ruined the small-scale structure of the old town, which provoked fierce protests from the population. For years these buildings ranked high on lists of the ugliest buildings of the town, probably because they so brutally denied their historic surrounding.

Now organisations for the preservation of the build heritage are considering placing these modern buildings on the list of protected monuments because they represent a typical, late modern phase in the development of the town. Are the old towns and villages museums after all? But if the historical cityscapes are to be considered as museum pieces, why should we accept the recent degradations? Why are these also to be considered as part of the heritage? If so, why not accept then that historical centres will change continually and just wait till the changes are eventually historical and valuable themselves? Perhaps old towns are museums indeed. Perhaps we have to preserve them in all their traditional and romantic forms of the past. The public and tourists wouldn't oppose if we did! Could we indeed do this in a responsible and thought-out way?

## **Community Participation in Heritage in Post-Conflict Kosovo**

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**Sarah Wolferstan**

University College London, UK

This paper will describe a participatory project combining cultural heritage restoration activities with heritage tours and dialogue events in order to explore the relationship of heritage with identity in the multi-ethnic setting of Peje/Pec, Western Kosovo. The destruction, restoration and protection of cultural heritage in Kosovo has and continues to play a major role in the political negotiations on the province's future status, increasing the tendency to manipulate heritage sites into ethno-nationalist agendas. This innovative approach is offered as a tool for integrating restoration into the wider social aims of humanitarian projects in an area where the right to define heritage is contested at many levels. The project allows constituent groups to negotiate their own path through the tensions presented by universal heritage value, local values and cultural diversity as well as concepts associated with humanitarian culture such as multiculturalism, human rights, peace, reconciliation and democracy.

The project is evaluated in terms of its ability to increase dialogue and demystify the negative meanings associated with heritage sites and their restoration. Tradition becomes heritage as memories are narrated in the hope of a future of co-existence and reconciliation. This form of open heritage 'archive' – an inventory, restoration activities and the new uses of the site – successfully incorporates pre- and post-conflict memories of co-existence, allowing visitors to heal wounds caused by the war. The sites themselves are subject to continuous reinterpretation their negative meanings change in the context of the tours. The sensory experience of sense of place, aura of time and aesthetic values of the sites, combined with the liminality of visiting them together with members of groups perceived as 'Other' gives the 'dialogue tourists' a sense of the importance of these sites and their right to negotiate their status as victims or seekers of peace.

## **History, Heritage and Regeneration in Britain: Extending the Categories**

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**Jason Wood**

Heritage Consultancy Services, Carnforth, UK

This paper investigates changing perceptions of, and conflicts around, the heritage of the recent past. Its focus is on sports venues and seaside resorts of the late 19th and 20th centuries. It aims to stretch established categories and challenge received assumptions about the content and nature of heritage. Until recently the words "sport" or "seaside" were rarely associated with the word "heritage"; but this has begun to change with widening recognition of the economic and cultural importance of sport and the seaside in British society and beyond. The paper will explore issues and open out debate in this context, focusing on such questions as spirit of place; loss and change; memory and meaning; authenticity and nostalgia; regeneration and sustainability.

Why did sport and the seaside holiday remain for so long below the radar of mainstream academics and policy makers? This, we believe, reflects an enduring hierarchy of professional values that has regarded popular culture as frivolous, trivial and beneath the notice of serious scholarship, which rubbed off on, and was reinforced by, the assumed priorities of the academic Research Assessment Exercise and of heritage organisations in government and the voluntary sector, leading to a lack of coherent policy, organisation and documentation in these and related areas. The media have reinforced existing prejudices by denying the legitimacy of serious research on "trivial" subjects and trivialising them in turn when commenting on developments.

We explore the controversies over the proposal for a World Heritage Site bid for Blackpool, the world's first working-class seaside resort, as an illustration of these forces at work. We also compare the British case with those of North America and Australia, where the history and heritage of popular culture seem to have greater legitimacy and recognition, and try to explain the enduring power of cultural snobbery in the British setting.

## **Nephele: Electronic Database of Materials Research of Paintings**

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**Barbara Zitova, Miroslav Benes, David Hradil**

Academy of Sciences, Czech Republic

**Janka Hradilova**

Academy of Art Prague, Czech Republic

This paper will introduce a comprehensive solution for processing and archiving information about artwork specimens used in the course of art restoration - Nephele. This work is carried out in close cooperation with the experts from Academy of Sciences and Academic Laboratory of Materials Research of Paintings. The aim of the material research of painting layers is to identify inorganic and organic compounds (pigments and binders) using micro analytical methods, and to describe stratigraphy and morphology of layers in light end electron microscopes.

The results are used to interpret the painting technique of original paint and re-paints and to describe secondary changes of painting materials. The materials research report contains images, texts and analytical data. For the future comparisons, historical evaluations, dating, and authentication, the comprehensive electronic database of all these results would be very helpful. The Nephele system is the database system for painting materials research reports, extended with the image pre-processing modules and the image retrieval facility. Archived reports contain general information about the artwork, then the information about each studied specimen from the artwork with its localization, and finally all undertaken analyzes and their results, with estimated colour layers and used materials. All recorded images are included (for example visual spectra, UV, and electron microscope images).

The implemented digital image processing methods enable acquired data pre-processing for further analyzes as well as improved querying within the reports database. The pre-processing of specimen images consists of image registration and segmentation technique. Considering the querying part, the look-up of archived reports based only on the text information is often not enough. The ability to retrieve reports that describe visually similar specimens/materials can increase the usefulness of the database. In addition to the traditional database functions (text-based search, archiving), image-based retrieval methods were included into the developed system.

