

INTERNATIONAL CONFERENCE

THE IMAGE OF HERITAGE CHANGING PERCEPTION – PERMANENT RESPONSIBILITIES

FLORENCE, MARCH 6TH-8TH, 2009

PROGRAMME

THURSDAY 5TH MARCH 2009

Arrival of participants

FRIDAY 6TH MARCH 2009

Morning: cultural excursion

"Not only the Uffizi, but in the Florence territory: Villa Corsini at Castello: content and container"

- A contribution from the participants of the conference to formulate ideas for better promotion of this valuable heritage. Dr. Antonella Romualdi (former director of the Villa Corsini for the Polo Museale Fiorentino) will accompany the group. On the way back, the group will visit Villa Medici La Petraia at Castello
- 8.30: bus picks up the guests (meeting point in the downtown Via Vecchiotti – see map attached - in the front of the ATAF city bus stop)
- 9.30: arrival and visit of Villa Corsini at Castello; before coming back to Florence, the group will visit also Villa Medici La Petraia at Castello
- 12.30: departure for Florence downtown

Afternoon: Auditorium al Duomo (Via de' Cerretani, 54/r), "Amphitheatre" Hall: Opening of the conference

Until 15.30: registration of the participants and delivering of their presentations

16.00: greetings by the Authorities

17.30: signature of the agreement between ICOMOS ISC Theory & Philosophy and Fondazione Romualdo Del Bianco for the assignment to the Foundation the permanent secretariat of the Committee

18.00: introduction to the conference

- **ANDRZEJ TOMASZEWSKI (POLAND)**: The mutual relationships between man and monument through history
- **WILFRIED LIPP (AUSTRIA)**: Imago – Image – Imagine: sketches for a mind map
- **BOGUSLAW SZMYGIN (POLAND)**: The historic towns in the process of development of tourism
- **PAOLO DEL BIANCO (ITALY)**: In the Global Village: world heritage for intercultural dialogue with Life beyond Tourism

Evening: conclusive cocktail

SATURDAY 7TH MARCH 2009

Auditorium al Duomo - "Amphitheatre" Hall

9.00 – 13.00: **Session I Changing approaches in dealing with Cultural Property in the past. Physical and intellectual**

(8.00-8.30: Registration of the participants and delivering of the power point presentations of the Session I)

1. **GAMINI WIJESURIYA (ITALY)**: Pilgrimage – a victim of modern tourism
2. **MASAHIRO ONUMA (JAPAN)**: The worth of maturity in the living properties
3. **ENZO BENTIVOGLIO (ITALY)**: Territory, sites and museum: from the discovery of Etruria by Francesco Inghirani to the D.H. Lawrence
4. **PATRIZIA FALZONE (ITALY)**: Changing approaches in dealing with Cultural property in the past Physical and intellectual. The case of Genoa and its cultural heritage.
5. **PETER BURMAN (GERMANY)**: Conservation and creativity

10.30 – 11.00: coffee break

6. **IRMELA SPELSBERG (GERMANY)**: Mignon was right: Goethe's Stay in Italy 1786-1788
7. **SIMONETTA VALTIERI (ITALY)**: A hundred years from Futurism. Fruition of the car patrimony
8. **JÖRG HASPEL (GERMANY)**: "Where is the Berlin Wall?" – from a hated heritage to a missed monuments

12.00 – 13.00: opening of the discussion

Olga Krolenko (Russia): *Four Centuries of the Tsaritsino Ensemble and Its Revival*

Elena Lapshina (Russia): *Tatlin and Russian Avant garde: The Image of the Heritage*

Fusun Alioglu - Yonca Kosebay Erkan (Turkey): *Nicaea/Iznik: A City Image as Heritage*

15.00 – 19.00: **Session II The role of the New Media in transmitting the image of Cultural Heritage. The influence on the perception**

(Until 14.30: delivering of the power point presentation of the Session II)

1. **MICHAL FIRESTONE (ISRAEL)**: The lexis and the olive tree: cultural diversity in historic cities
2. **FRANCESCO CIVITA (ITALY)**: The indivisible relation between tangible and intangible cultural heritage
3. **MICHAEL FALSER (AUSTRIA)**: The Bamiyan Buddhas, performative iconoclasm and the image of heritage
4. **ARMIN GRUEN (SWITZERLAND)**: From Images to 3-D Models - a new perception of natural and cultural heritage
5. **SVETLANA SMOLENSKA (UKRAINE)**: Mind Manipulation by mass-media using city images in newspapers

16.30 – 17.00 coffee break

6. **MARIA ISABELLA AMIRANTE (ITALY)**: Choosing, visiting and understanding archaeological heritage: multimedia technologies for cultural tourism
7. **JOSEF ŠTULC (CZECH REPUBLIC)**: The So-called Synthetic Method of Architectural Conservation - the Response of Czech Conservators to the Militant Modern Movement of the Thirties
8. **MARKUS PESCOLLER (ITALY)**: Restoration and the narrative of tourism

18.00 – 19.00 (closing time): final discussion

Ruzica Bogdanovic-Marta Vukotic Lazar (Serbia): *How to Draw Attention on Cultural Heritage? Availability of the Information and the Promotion of Sustainable Cultural Heritage*

Nana Iashvili (Georgia): *Media art - time and space*

Irina Topchy (Russia): *Images of folk culture of European towns – a new value of the globalisation period*

SUNDAY, 8 MARCH 2009

Auditorium al Duomo - "Amphitheatre" Hall

10.00 – 13.00: **Session III Mass tourism and Cultural Heritage; sustainable cultural tourism. Focus of interest?**

(Until 9.30: Registration of the participants and delivering of the presentations of the Session III)

9.30 - 10.00: coffee break

1. **SUE MILLAR (UNITED KINGDOM)**: Engaging cultural tourists: moving towards a new philosophy of conservation management at iconic cultural heritage sites in the context of sustainable development and mass tourism
2. **NUHAD ABDALLAH (SYRIA)**: Archaeology, Urban sites and Cultural Diversity: A Gateway of Mass Tourism to Syria
3. **ANDREW SNEDDON (AUSTRALIA)**: Water Buffalo and Coach Tours: Mass Tourism and Traditional Life at Angkor, Cambodia
4. **CARLO FRANCINI (ITALY)**: Sustainable Tourism and Historic Center of Florence UNESCO Management Plan
5. **ROSA ANNA GENOVESE (ITALY)**: Management of heritage and culture of tourism
6. **MARC LAENEN (BELGIUM)**: Strategic action plans for substantive heritage tourism in Limburg

12.00 – 13.00 discussion

Beata Makowska (Poland): *Protection of cultural values of the Cracow architecture as an important driver of tourism development*

Mirjana Roter-Blagojević (Serbia): *Tourism and Cultural Heritage of an ancient Mediterranean City – significance and potentials of development of cultural tourism in Budva*

Kakha Trapaidze (Georgia): *Project for the Rehabilitation of Gelati Monastery – Major Aspects*

15.00 – 17.00: **Session IV Future responsibility. Mediating cultural diversity**

(Until 14.30: Registration of the participants and delivering of the presentations of the Session IV)

1. **HANS CHRISTIE BJOENNESS (NORWAY):** Building Memory of Heritage in Multicultural Societies
2. **LUCILLE KAREN MALILONG ISBERTO (PHILIPPINES):** Instilling pride of place: The Heritage Caravan in Cebu, Philippines
3. **MANLIO MONTUORI (ITALY):** Being passed on to future generations: the instances of Ponte a Santa Trinita in Florence and the Genbaku Dome in Hiroshima for the conservation of architectural heritage at risk
4. **TATIANA KIROVA (ITALY):** From passive protection to sustainable development: A shared yet not always fully achieved objective
5. **OJARS SPARITIS (LATVIA):** Architectura et Ars Sacra Christiana after WW II in the globalised World
6. **ROEL DE RIDDER (BELGIUM):** Building another future for neo-Gothic churches in Flanders

17.00 – 17.30: coffee break

17.30 – 18.30 final discussion

18.30 – 20.00: Plenary session of the ICOMOS Theory Committee (closed)

Working program for 2009-2011:

- call for papers for the Conference 2010 in Jerusalem
- tentative title of the Conference 2011 in Florence and working program
- Others

Elections of the Bureau of the ICOMOS Theory Committee for 2009 – 2011

20.30: Farewell dinner at “Antico Fattore” traditional Tuscan cuisine (Via Lambertesca 1/3 r) – see map

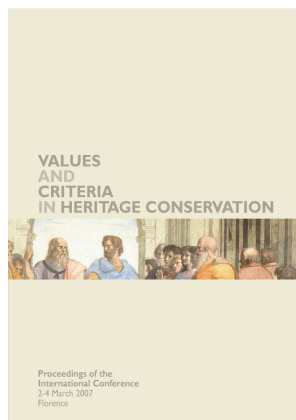
MONDAY 9 MARCH 2009

Departure

During the conference is possible to purchase

Values and Criteria in Heritage Conservation

Proceedings of the International Conference of
ICOMOS, ICCROM, Fondazione Romualdo Del Bianco
Florence March 2nd - 4th 2007
edited by Andrzej Tomaszewski



Foreword to the International Conference - Greetings and Auspices
Paolo Del Bianco, President of the Fondazione Romualdo Del Bianco - Giovanni Puglisi, President of the UNESCO Italian National Commission - Claudio Martini, President of the Region of Tuscany - Eugenio Giani, Deputy Mayor of the Town of Florence - Joe King, Sites Unit Director ICCROM, on behalf of the Director-General of ICCROM, Mr. Mounir Bouchenaki - Michael Petzet, President of ICOMOS - Marco Dezzi Bardeschi, President of ICOMOS Italy

Introduction on the Topic of the Conference

Andrzej Tomaszewski, President of ICOMOS Committee of Theory and Philosophy of Conservation and Restoration

SESSION 1 - Values of Heritage and Great Religious-Cultural Areas

SESSION 2 - Evolution of Values and Criteria

SESSION 3 - Systems of Classification of Cultural Property

SESSION 4 - Authenticity: Outstanding Italian Philosophy

SESSION 5 - Values in Restoration

SESSION 6 - Outstanding Universal Values (OUV) – Aesthetics

SESSION 7 - Dilemma of Values of Post-Totalitarian Heritage

SESSION 8 - World Heritage Evaluation Criteria

Information for purchase and shipping:

Fondazione Romualdo Del Bianco
Permanent Secretariat of the
ICOMOS Scientific Committee Theory and Philosophy of
Conservation and Restoration
icomos.theory@fondazione-delbianco.org
www.fondazione-delbianco.org

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Auditorium al Duomo
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Promoted by

**ICOMOS - International Scientific
Committee Theory and Philosophy of
Conservation and Restoration**



ICCROM - Rome



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