



ICOMOS

international council on monuments and sites

18

ICOMOS
General Assembly

Symposium
Firenze, Italia
9/14 novembre 2014

***Heritage and Landscape
as Human Values***

***Conference Proceedings
Oral Papers***

***Patrimoine et Paysages
en tant que Valeurs
Humaines***

Actes de la conférence

***Eredità Culturale e
Paesaggio come Diritto
dell'Uomo***

Atti del Convegno

Theme 1



Edizioni Scientifiche Italiane

Heritage and Landscape as Human Values

Theme 1

The real chance to guarantee the future of mankind is based, among other things, on the ability of modern society to ensure a “future for the past”, whose subsistence suggests that of a heritage totality, belonging to citizens of all the world: the totality of cultural heritage, of which architectural monuments and environment of ancient centers are an essential part.

La reale possibilità di assicurare l'avvenire del genere umano si basa, tra l'altro, sulla capacità della moderna società di garantire un “futuro per il passato”, la sussistenza del quale implica quella di un enorme patrimonio, appartenente agli uomini civili di tutto il mondo: quello dei beni culturali, di cui i monumenti di architettura e gli ambienti dei centri antichi sono parte essenziale.

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I C O M O S
General Assembly

Symposium
Heritage and Landscape
as Human Values
Firenze, Italia
9/14 novembre 2014

CONFERENCE PROCEEDINGS
ORAL PAPERS

*Sharing and experiencing the identity
of communities through tourism and
interpretation*

Theme 1



Edizioni Scientifiche Italiane

Heritage and Landscape as Human Values
Conference Proceedings

Volume 1 - Theme 1
Sharing and experiencing the identity of communities
through tourism and interpretation

Volume 2 - Theme 2 and Theme 3
Landscape as cultural habitat - Sustainability through traditional knowledge

Volume 3 - Theme 4, Theme 5 and Youth Forum
Community-driven conservation, local empowerment - Emerging tools for
conservation practice

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"Heritage and Landscape as Human Values"
18th ICOMOS General Assembly,
Florence – November 2014

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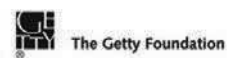


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Sue Millar – Co-chair of Theme 1

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Preface

Maurizio Di Stefano
President of ICOMOS Italy

The publication of the Conference Proceedings of the Scientific Symposium “Heritage and Landscape as Human Value” held in Florence from November 10 to 14, 2014 on the occasion of the 18th ICOMOS General Assembly and the celebration of the 50th anniversary of the founding of ICOMOS (1965-2015), has involved the major international experts of ICOMOS, to whom goes the sincere gratitude of not only the great ICOMOS family, but also of those all committed to the safeguard of cultural heritage.

The proceedings, in three volumes, are the result of a discussion started since October 2013 through a worldwide “call for papers”, which has explored the theme “Heritage and landscape as human value”, receiving a strong response favorably unexpected from the scientific community and experts of cultural heritage, to the chosen theme, proved highly topical and divided into five sub-themes with highly innovative ideas. In fact, by February 10, 2014, the closure of the Call launched on October 28, 2013, about 1,300 abstracts by more than 2,000 authors from 95 countries had been received. A response of such dimensions confirmed an interest in and a strong attention to the “right to cultural heritage”; a participation wish as a result of a working method that ICOMOS International shared with ICOMOS Italy and demonstrated the ability to involve the broadest scientific presence in the history of ICOMOS meetings.

ICOMOS Italy started the work just after the nomination, which took place during the 17th General Assembly of 2011 in Paris, through a confrontation in which the Italian National Committee involved the University of Florence, IULM University of Milan, IUAV University of Venice, University of Naples Federico II, Mediterranean University of Reggio Calabria and the National Research Council (CNR), culminated in the synthesis offered by the keynote address of Prof. Salvatore Settis, President of the Scientific Symposium, during the preparatory conference, held in Florence on September 13, 2013 with the presence of the President of ICOMOS Gustavo Araoz, the co-chair of the Symposium Monica Luengo, as well as numerous, renowned colleagues engaged in the scientific debate, just to name a few, Francesco Caruso, Emma Mandelli, Peter Cox, Neil Silberman, Paolo Del Bianco and other scholars.

The central theme of the Symposium was intended to relate the cultural heritage to human values and rights entrusting the themes also to the semantic language. This is a proposal of ethical importance, to consolidate concepts such as the strengthening of communities and cultural diversity, responsibility and allocation of value to the heritage. This process triggered development paths focused on cultural heritage as a sustainable resource, for improving the quality of life and strengthening the cultural identity through the Heritage defined as human right. There needs to be a strong attention to intangible values even before the technical rules of Restoration.

What has also been innovative, indeed, is the interpretation of each of the 5 themes articulated in subthemes **1**, through a cognitive, semantic palimpsest included in the schedule of the event, addressing the communication and space staging project curated by Stefano Esposito, who proposed a system of analysis of topics under discussion, combining meanings and communication through essential, clear and distinctive signs finalized in five sculptures realized by Paolo Carillo, which accompanied the meetings during the intense days of work. Also, this attention to the visual arts and design, as an additional framework of the themes of Restoration and Conservation, is an innovative approach that characterized the Symposium accompanying the 18th ICOMOS Assembly of Florence, an approach that I hope will become regular for the coming Symposia.

The involvement of a large number of ICOMOS experts all over the world and local institutions created a network of synergies that has guaranteed a quite high standing of quality, for all the 95 participating countries, with the achievement of excellent results. The Scientific Symposium received multidisciplinary contributions, in the form of oral presentations and posters, with experiences and dissemination of shared knowledge. This contributed to the creation of addressing tools for the management of international heritage, making it also possible to develop a critical thinking on enabling technologies in favor of the improvement of conservation results.

The Conference Proceedings are organized in three volumes, containing 96 scientific papers presented by 180 authors and sorted alphabetically **2**. The first volume contains 23 contributions of the authors

selected for oral presentation for Theme 1 - Sharing and experiencing the identity of communities through tourism and interpretation, designed to enable a profound discussion on sustainable tourism, quality of touristic experience of visitors and community involvement in heritage sites through intercultural and intergenerational dialogue, as well as new techniques of promotion and valorization.

The second volume includes 31 contributions of the authors selected for oral presentation for Theme 2 - Landscape as cultural habitat and Theme 3 - Sustainability through traditional knowledge, investigating the approaches to the heritage integrating landscape and cultural dimensions, as well as the value of traditional knowledge and practices as a basis for balanced development programs through innovative technologies and sustainable development.

The third volume, finally, collects 37 contributions selected for oral presentation for Theme 4 - Community-driven conservation and local empowerment and Theme 5 - Emerging tools for conservation practice, deepening the aspects related to community involvement and empowerment to identify local values and participatory methodologies for the conservation of historic centers and heritage resources, as well as the innovative tools making a real revolution in conservation; the contributions of five authors selected for the Youth Forum promoted by the Romualdo Del Bianco Foundation® - Life Beyond Tourism® are also included in this volume.

ICOMOS Italy publishes, together with the three volumes, also a digital version of the volumes for a wider dissemination **3**.

A sincere thanks to all those who made possible the edition, in particular to Professor Settis, the editors, the scientific secretary, the graphic designers, the revisers and the translators of the draft of a work so detailed and complex created by 180 authors from 30 different countries of the five continents, whose languages have articulated further the representation of ICOMOS experts' thought, which has allowed an important synthesis through the Florence Declaration "Declaration of the principles and recommendations on the value of cultural heritage and landscapes for promoting peaceful and democratic societies" **4**, unanimously accepted by the numerous members attending the 18th ICOMOS General Assembly of Florence, to whom goes the gratitude of all ICOMOS Italy and myself.

1. Subthemes: (Theme 1) 1-1 New Tourism Frameworks, 1-2 Experiencing and Conserving the Cultural Landscape, 1-3 Sustainable Tourism and the Viability of Cultural Traditions, 1-4 Empowerment of the Local Community in Tourism Activities, 1-5 Tourism and Conservation; (Theme 2) 2-1 Knowledge and values, 2-2 Use and protection, 2-3 Urban landscape, 2-4 Rural, 2-5 Archaeological landscape, 2-6 Landscape policies, regulations, practices, 2-7 Landscape hazards, 2-8 Landscape analysis, evaluation, planning and design; (Theme 3) 3-1 Quality of daily life produced by traditional knowledge, 3-2 Value of traditional knowledge and practices as the basis for balanced technological, innovative development programmes and sustainable development, 3-3 Respect for sites and decision processes that safeguard communities and people, 3-4 Reacting in an adaptive and participatory way to risk and catastrophes; (Theme 4) 4-1 Community Engagement in the valorisation of heritage, 4-2 Developing a bottom-up approach to the conservation, management and protection of heritage, 4-3 Harmonising international principles of heritage conservation with local needs, beliefs, practices and traditions, 4-4 Linking heritage protection and sustainable local socio-economic development, 4-5 Implementing community driven heritage conservation through participatory resource mobilization; (Theme 5) 5-1 Technological innovation, 5-2 Community engagement, 5-3 Theoretical tools, 5-4 Communication and Interpretation.

2. The interventions published were selected by the International Scientific Committee according to the criteria settled by the Executive Committee of ICOMOS with notes of the Bureau du President of 24/03/2014,

consisting in the definition of the Review Guidelines with the allocation of Rating Standards and Evaluation Criteria.

3. ICOMOS Italy will publish with similar information procedure, the papers of those who were classified in the evaluation phase as “Posters” or “General Interest”, which are available on the website of ICOMOS Italy: <http://www.icomositalia.com> and the website dedicated to the 18th ICOMOS General Assembly: <http://florence2014.icomos.org>.

4. Downloadable versions of the Florence Declaration of 2014 are available in English, French and Italian: <http://www.icomos.org/en/about-icomos/image-menu-about-icomos/173-governance/general-assembly/3479-18th-general-assembly-the-florence-declaration>.