



**Our Future's Past: Sustainable Cultural
Heritage in the 21st Century 24-26
November 2011**

CONFERENCE PROGRAM

Conference Schedule

Thursday 24th November – Sainsbury Lecture Theatre, British School at Rome.

2.00-3.30. Session 1: Heritage and Landscape

3.30-4.00 - Break

4.00-5.30. Session 2: The Interaction between Conservation and Cultural Heritage

5.30-6.00 – Break

6.00-7.15 – Session 3: Official opening of conference

7.15 – Reception

Friday 25th November - Sainsbury Lecture Theatre, British School at Rome.

9.00-11.00 Session 4: Cultural Heritage as a Basis for Economic Development. Part 1.

11.00-11.30 Break

11.30-1.30 Session 5: Cultural Heritage as a Basis for Economic Development. Part 2.

1.30-2.45 Lunch

2.45-4.00 Session 6: Too Much of a Good Thing? Heritage and Sustainable Tourism in Major Tourist Centres

4.00-4.30 Break

4.30-6.45 Session 7: How Far Can Heritage be International?

Saturday 26th November – Auriana Auditorium, The American University of Rome.

9.00-11.00 Session 8: Heritage and Identity

11.00-11.30 Break

11.30-1.15 Session 9: External Threats to Sustainable Heritage

1.15-2.30 Lunch

2.30-5.00 Session 10: New Technology in Support of Cultural Heritage

5.15- Reception and closing remarks

Session Speakers

Thursday 24th November – Sainsbury Lecture Theatre, British School at Rome.

2.00-3.30. Session 1: Heritage and Landscape

Chair – David A. Ruben, Fellow of the American Academy of Rome, Garden Club of America Rome Prize.

Goh Hsiao Mei & Moktar Saidan.

Documenting the archaeological heritage in Lenggong Valley, Malaysia: a pilot project.

(Centre for Global Archaeological Research, Universiti Sains, Malaysia)

Paolo Camilletti.

A landscape of spirituality: sustainable conservation of the SS. Sacramento garden in the hermitage La Solitudine at Piedimonte Matese.

(Politecnico di Torino, Italy)

Raffaella Sini & Simone Quilici

Cultural routes: the via Francigena case study.

(The American University of Rome)

Patrizia Barucco.

Two Cases of Historic Urban Landscape: Asmara and Erbil.

(ARS Progetti, Italy)

4.00-5.30. Session 2: The Interaction between Conservation and Cultural Heritage

Chair – Roberto Nardi, Centro Conservazione Archeologica

Valentina Puglisi.

Herculaneum ten years on: making an archaeological site sustainable

(Herculaneum Conservation Project)

Luciana Tozzi^a & Simona Rinaldi^b

Contemporary art in transit: a research project on sustainable exhibitions

(^aGalleria Nazionale d'Arte Moderna & ^bUniversità della Tuscia, Italy)

Brian Kernaghan

Interiography - re-evaluating interior architecture

(Rhode Island School of Design, Providence, USA)

Salvatore Lorusso

Interdisciplinarity and ethics for attaining professionalism in cultural heritage: the past for the future

(Università di Bologna)

6.00-7.15 – Session 3: Formal Opening of Conference.

Keynote Speech by Prof Luca Zan.

The Heritage Chain: The Structure of Heritage and a Chinese Case-Study

Luca Zan is Professor of Economics at the University of Bologna and author of several major works including *Managerial Rhetoric and Arts Organizations* (2006); *Il «discorso del maneggio». Pratiche gestionali e contabili all'Arsenale di Venezia, 1580-1643* (2006) and *The management of cultural heritage in China. General trends and a micro-focus on the luoyang municipality (Biblioteca dell'economia d'azienda)* (2008).

Friday 25th November - Sainsbury Lecture Theatre, British School at Rome.

9.00-11.00 Session 4: Cultural Heritage as a Basis for Economic Development: Part 1.

Chair – Bjorn Thomassen, Chair of International Relations, The American University of Rome.

David Pollon

The challenges of valuing cultural heritage

(The American University of Rome)

Michele Trimarchi

Sustainability of cultural heritage: features, measures, and strategies

(Università di Bologna)

Tatiana Vakhitova

Enhancing performance of built cultural heritage in social and environmental impact assessment tools: case studies World Heritage Sites in the UK.

(University of Cambridge)

Brian Ayers

Butrint, southern Albania – a vision for sustainable regional development

(Butrint Foundation)

Pablo Alonso Gonzalez

Projecting the past, preserving the future: the establishment of a Cultural Park in Maragatería (León, Spain)

(Universidad de León/University of Cambridge)

**11.30-1.30 Session 5: Cultural Heritage as a Basis for Economic Development: Part 2.
Chair – Jane Thompson, Herculaneum Conservation Project.**

Elenita Roshi & Sadi Petrela

Social innovation in Gjirokastra: a model for future development
(Gjirokastra Conservation & Development Organization)

Kodzo Gavua

Managing Ghana's cultural heritage: challenges and prospects
(University of Ghana)

Nelly Robles Garcia^a & Jack Corbett^b

Sustaining heritage, sustaining communities: a cautionary tale from Oaxaca, Mexico
(^a National Institute of Anthropology and History for Oaxaca, Mexico, ^b Portland State University, USA)

Linda Tuttiett

Hadrian's Wall World Heritage Site – a case study in stimulating economic development
(Hadrian's Wall Heritage Ltd)

**2.45-4.00 Session 6: Too Much of a Good Thing? Heritage and Sustainable Tourism in Major
Tourist Centres**

Chair – Valerie Higgins, Chair of Archaeology and Classics, The American University of Rome.

Nigel Mills

*Hadrian's Wall World Heritage Site – a case study in sustainable management of a World
Heritage Site*
(Hadrian's Wall Heritage Ltd)

Oliver Gilkes

*Through the green beige door at Butrint and other places: the paradox of 'sustainable tourism'
and cultural heritage*
(Andante Travel)

Paul Bennet & Jessica Stewart

Vatican, Louvre, Topkapi... Oh My. Sustainable practices for touring cultural capitals.
(Context Travel)

4.30-6.45 Session 7: How Far Can Heritage be International?

**Chair – C. Brian Rose, James B. Pritchard Professor of Archaeology, University of
Pennsylvania; Curator-in-Charge, Mediterranean Section, Penn Museum of Archaeology and
Anthropology**

Jonathan Sweet

Lampang Temples Project and cross-cultural pedagogy
(Deakin University, Australia)

Alessandra Peruzzetto & Lisa Ackerman
Sustainable management planning at Babylon, Iraq.
(World Monuments Fund)

Helen Human
Is universal heritage possible? Exploring the limits of Liberal Internationalism and the UNESCO World Heritage Convention.
(Stanford University)

Matthew Davies
Looking forward to another 50 Years of heritage collaborations: The British Institute in Eastern Africa and its local partners
(British Institute in Eastern Africa)

Stephanie Wynne-Jones
Kilwa World Heritage Site
(University of York)

Saturday 26th November – Auriana Auditorium, The American University of Rome.

9.00-11.00 Session 8: Heritage and Identity

Chair - Turid Seim, Director, Norwegian Institute in Rome.

David Howell

National identities: The heritage identity of the past or the political identity of the future?
(University of Wales, Newport)

James Walston^a & Maja Gori^b
Ubiquitous Illyrians – elastic identity in the Balkans
(^aThe American University of Rome, ^bUniversity of Heidelberg)

William Gblekpor

Archaeology and heritage matters: An assessment of the Krobo Mountain Archaeological Research Project, Ghana
(University of Texas/University of Ghana)

Daniela Calanca & Gianluigi Di Gangirolamo
Social heritage and Italian identity: theories and practices of cultural imaginaries and intangible resources
(Università di Bologna)

Christian Biggi

Community participation in support of Herculaneum's sustainability
(Herculaneum Conservation Project)

11.30-1.15 Session 9: External Threats to Sustainable Heritage

**Chair – Dale Kinney, Visiting Professor The American University of Rome, Eugenia Chase Guild
Professor Emeritus in the Humanities, Bryn Mawr**

Mark Harrison^a, & Andrew Richardson^b

Policing the past, protecting the future: tackling crime & anti-social behaviour in the historic environment

(^aKent Police, ^bCanterbury Archaeological Trust)

Savino di Lernia

Libya's cultural heritage: past, present and future

(Università di Roma "La Sapienza")

Laurie Rush (presented by Liz Robinson, Fellow of the American Academy of Rome)

Protecting the past to secure the future; military education for cultural property protection

(US Army)

Friedrich Schipper^a & Franz Schuller^b

Implementing the 1954 Hague Convention and its Protocols in the Armed Forces: some observations from a Blue Shield perspective

(^aUniversity of Vienna, ^{ab}Austrian National Committee of the Blue Shield)

2.30-5.00 Session 10: New Technology in Support of Cultural Heritage

Chair – Katariina Mustakallio, Director of Finnish Academy in Rome

Tom Rankin

A project for the environmentally and culturally sustainable recovery of an earthquake-damaged medieval village: Castelvecchio Calvisio (AQ)

(Università di Roma "La Sapienza")

Ascanio D'Andrea

The Herculaneum Conservation Project: managing interdisciplinary information for effective planning, implementation and monitoring of heritage conservation

(Herculaneum Conservation Project)

Pier Matteo Barone

Could geophysics support the preservation of cultural heritage?

(Università Roma Tre)

Darius Arya & Alberto Prieto

Podcasting culture: the role of video in heritage preservation

(American Institute for Roman Culture, Rome)

Marta Garcia Morcillo^a, Pepa Villalba^b & Alberto P. Marti^c
ArqueotuR: an international network devoted to the promotion of archaeological tourism and local development

(^aUniversity of Wales Trinity Saint David, ^bUniversitat de Barcelona, ^cUniversity of Leicester)

5.15 – Reception

The conference will be closed by
Prof. Andrew Thompson,
President Ad Interim,
The American University of Rome