
INTERNATIONAL COUNCIL ON MONUMENTS AND SITES

ICOMOS

International Scientific Committee for Theory and Philosophy of Conservation and Restoration



International Scientific Conference

**Place of Memory –
Protection, Conservation, Interpretation**
9th edition in Florence, Italy

Florence (Italy), March 8-10, 2017
Auditorium al Duomo (via de' Cerretani 54/r)

Promoted by:



In collaboration with:



SCIENTIFIC COMMITTEE:

ICOMOS ISC Theory and Philosophy of Conservation and Restoration

Wilfried Lipp

President

Bogusław Szmygin

Secretary General

ICOMOS ISC Interpretation and Preservation of Cultural Heritage Sites (ICIP)

Sue Hodges

President

Fondazione Romualdo Del Bianco® – Life Beyond Tourism®

Paolo Del Bianco

President

Simone Giometti

Secretary General

WEDNESDAY, MARCH 8, 2017

Arrival of participants

**LOCATION
TO BE ANNOUNCED
6.30 pm**

Welcoming Tuscany Wine Tasting*

** reserved to those who booked and paid in advance*

THURSDAY, MARCH 9, 2017

at Auditorium al Duomo (Via de' Cerretani 54/r)

**Foyer
8.15 am**

Opening of the Secretariat Desk for registrations and slide center

**Sala Anfiteatro
"A. Tomaszewski"**

MORNING CONFERENCE SESSIONS

9.00-9.20 am

Paolo Del Bianco / Simone Giometti

Welcome from Fondazione Romualdo Del Bianco

9.20-9.40 am

Wilfried Lipp

General Thoughts

9.40-10.00 am

Sue Hodges

Introduction

10.00-10.20 am

Bogusław Szmygin

Introduction

10.20-10.50 am

COFFEE BREAK

10.50-11.10 am

Balcer Małgorzata, Krawczyk Janusz

Pierre Nora's "sites of memory" and the social aspect of issues in built heritage conservation

11.10-11.30 am

Giora Solar

Same Place – different memory

11.30-11.50 am

Miia Perkiö

The Oblivion of Meanings (or how to tell the story without obliterating the essential)

11.50 am – 12.20 pm

Discussion

12.20 -2.30 pm

Free time at disposal for lunch

AFTERNOON CONFERENCE SESSIONS

**Sala Anfiteatro
"A. Tomaszewski"**

2.30-2.50 pm

Kobyliński Zbigniew, Kobylińska-Bunsch Weronika

Modern creation of social memory for ideological purposes: simulacra and reenactment

2.50-3.10 pm

Wojciech Kowalski

Place of memory as a legal concept. Current state and possible development

3.10-3.30 pm

Jean-Louis Luxen

Site of Conscience, a dynamic concept for Places of Memory

3.30-3.50 pm

Wu Cong, Guo Man

Guji: Traditional Chinese Conception of Cultural Heritage Rediscovered in Local Records

3.50-4.20 pm

COFFEE BREAK

4.20-4.40 pm

Wang Xiaoshi, Yang Jing

The Reproduction and Interpretation of Memory a study of Azure Cloud Temple

4.40-5.00 pm

Fan Xiaofeng, Cong Wu, Lei Zhu

Discussion on the conservation practice of ancient Chinese monuments

5.00-5.20 pm

Kayo Murakami

Memory and Interpretation through Tourism: the Ecomuseum and Conservation in Salt Lake City, Jordan

5.20-5.50 pm

Discussion

**LOCATION
TO BE ANNOUNCED
6.30/7.00 pm**

CONFERENCE DINNER*

**reserved to those who booked and paid in advance*

FRIDAY, MARCH 10, 2017
at Auditorium al Duomo (Via de' Cerretani 54/r)

Foyer
8.30 am

Opening of the Secretariat Desk for registrations and slide center

Sala Anfiteatro
"A. Tomaszewski"

MORNING CONFERENCE SESSIONS

9.30-9.50 am

Vincent Jacot

(Selectively) Remember the Alamo: Maintaining Texan Identity Through Tourism

9.50-10.10 am

Campos Rogério, Rodrigues Fernanda, Costa Anibal, Varum Humberto

São Luiz do Paraitinga: The Image of São Paulo State in the 18th Century

10.10-10.30 am

Calogero Bellanca, Susana Mora

Memory of Tremours

10.30-11.00 am

COFFEE BREAK

11.00-11.20 am

Castriota Leonardo Barci

Places of Memory and Cultural Landscape, a complex relationship

11.20-11.40 am

Sigrid Brandt

From the Berlin's Schlossfreiheit to a national memorial to freedom and unification?

11.40 am -12.00 pm

Dornbusch Ramona Simone

Museum Island Berlin – a place of memory. From the former residence Hohenzollern dynasty to a public urban space. Challenges in protection, conservation, management and interpretation

12.00-12.20 pm

Forlini Francesca Romana

Interpretation of places of memory/how to communicate the meaning of places of memory/relationship between the tangible and intangible components

12.20-12.50 pm

Discussion

12.50 -2.30 pm

Free time at disposal for lunch

**Sala Anfiteatro
“A. Tomaszewski”**

AFTERNOON CONFERENCE SESSIONS

2.30-2.50 pm

Flaminia Bartolini

Places of difficult memories: remembering and forgetting heritage of the dictatorship

2.50-3.10 pm

Aoki Nobuo, Wang Ruoran, Xu Subin

The cultural trauma and negative heritage value cognition of East Asia

3.10-3.30 pm

Tania Blackwell

A guide to remembering – The Black Line Colonial Amnesia Project

3.30-4.00 pm

COFFEE BREAK

4.00-4.20 pm

Meltem Vatan, Efsun Ekenyazici Güney

Heritage Protection vs Time Flow: case study of Istanbul Taksim area as a “Place of Memory”

4.20-4.40 pm

Amra Hadzimuhamedovich

Competing Memorialisations and Destruction of Heritage – the case of Sarajevo Assasination

4.40-5.00 pm

Silvio Mendes Zancheti, Norma Lacerda

Solving Conflicting Interpretations in the Heritage Site of the Battlefield of Guararapes (Recife, Brazil)

5.00-5.20 pm

Ghafouri Mehdi

Protection, Conservation, Interpretation of Unintentional Place of Memory as Cultural Landscape

5.20-5.50 pm

Discussion

Moreover we invite you to:

19° GENERAL ASSEMBLY OF FONDAZIONE ROMUALDO DEL BIANCO®
AND INTERNATIONAL CONFERENCE:

HERITAGE for PLANET EARTH® 2017

“Smart Travel, Smart Architecture, Heritage Conservation and its Enjoyment”

March 11-13, 2017

at Auditorium al Duomo & Palazzo Coppini Museum Fondazione Romualdo Del Bianco
(Via de' Cerretani 54/r)

see the program in the following pages

FONDAZIONE ROMUALDO DEL BIANCO® is

- Institutional Member of the ICOMOS ISC Theory and Philosophy of Conservation and Restoration
- Institutional Member of the ICOMOS ISC Mural Painting
- Institutional Member of the ICOMOS ISC Cultural Tourism
- Institutional Member of the ICOMOS Hungary National Committee
- Signatory of a Memorandum of Understanding with ICOMOS (signed by Gustavo Araoz)

All ICOMOS conference participants are invited to take part in the following events:

SATURDAY, MARCH 11, 2017

at Auditorium al Duomo, Anfiteatro Andrzej Tomaszewski (Via de' Cerretani 54/r)

3.00 - 5.00 pm : **OPENING CEREMONY**

- **Welcome Greetings and Opening of "HERITAGE for PLANET EARTH 2017"**
- **Keynote Speech "Safe to the Planet: Travel Life Beyond Tourism"** by Paolo Del Bianco
- **Institutional Greetings**

5.00 - 7.00 pm : **PANEL SESSION on TRAVEL:**

"Smart Travel for Dialogue" - From Tourism to Travel and Dialogue

SUNDAY, MARCH 12, 2017

at Auditorium al Duomo, Anfiteatro Andrzej Tomaszewski (Via de' Cerretani 54/r)

9.00 am - 2.00 pm : **INTERNATIONAL CONFERENCE (parallel sessions)**

"Smart Travel, Smart Architecture, Heritage and its Enjoyment for Dialogue"

Heritage, Travel, Dialogue, Planet Earth

Session I Smart Travel for Dialogue

Session II Smart Architecture for Dialogue

Session III Heritage and its Enjoyment for Dialogue

2.00 – 3.30 pm *Lunch break – free time*

3.30 – 6.00 pm : **PRESENTATION of the Life Beyond Tourism Model and in particular of the web app "DelBianco CitySmart"**

by Gabriel Militão Lopes, Miguel Del Castillo Hoffman

An opportunity for intercultural Dialogue and cooperation among the territories in the world with their Mayors for the management of their territories.

Sharing experiences and responsibilities at worldwide level with **DelBianco CitySmart** web app.

Questions and comments by the Professors, Administrators and Mayors participants.

Hypothesis of future development by Gabriel Militão Lopes and Miguel Del Castillo Hoffman.

6.00- 7.15 : **CONCLUSIONS**

MONDAY, MARCH 13, 2017

at Palazzo Coppini – Museum Fondazione Del Bianco (Via del Giglio 10)

10.00 am : **Meet in Person Developers and Master Educator who proposed the project, into the frame of the Life Beyond Tourism Model, to discuss how you can apply DelBianco-CitySmart in your city along with the NASA Program Manager**

Gabriel Militão Lopes and Miguel Del Castillo Hoffman will be at disposal for those Mayors and others who would like to know more regarding this web app <DelBianco CitySmart> and the opportunities of cooperation.

Meeting Fees

ICOMOS Theophilo & ICIP "Place of Memory - Protection, Conservation, Interpretation"	
Registration fee for ICOMOS Members and for Romualdo Del Bianco Foundation Experts	€ 60 Attendance in 2 Days Academic Sessions with coffee break (Welcome Wine Tasting and Farewell Dinner EXCLUDED , to be booked and paid separately)
Student Uditor Daily Fee	€ 20 Attendance in 1 Day Academic Session with coffee break (Welcome Wine Tasting and Farewell Dinner EXCLUDED , to be booked and paid separately)
Standard Uditor Daily Fee	€ 60 Attendance in 1 Day Academic Session with coffee break (Welcome Wine Tasting and Farewell Dinner EXCLUDED , to be booked and paid separately)
OPTIONAL DINNERS - to be booked by February 28, 2017	
Typical Tuscany Welcome Wine Tasting	€ 28 Selection of cured meat and cheese with three half glasses of red wine
Conference Dinner	€ 35 Typical Tuscany menu (4 courses with 2 glasses of wine and water)

Registrations can be realized on the official webpage of the conference at <http://www.lifebeyondtourism.org/evento/951> by following the instruction on how to register and pay in the appropriate section.

There are two ways of payments:

- by credit card, that can be realized directly on the website;
- by bank transfer by using the following information:
 Reason of payment: Name of the Event, Name of participants
Made out to: COMI SpA
 BANCA CR FIRENZE AG. 21
 IBAN IT66Y 06160 02821 000902871C00
 Swift Code: CRFI IT 3F XXX
 NOTE: all paid fees shall be net of all bank costs and commissions.

INFORMATION ON ACCOMMODATION

The delegates are kindly invited to use the *Best Practice* Reservation Portal www.vivafirenze.it that is a practical application of the **Life Beyond Tourism philosophy**. You can choose among over 200 accommodation facilities to get the option that better suits you in terms of prices (the same hotel fares as in the other international reservation portals), location, category, etc.

This is a way to better know how the [Life Beyond Tourism Model](#) operates on the territory and for the territory interpreting and communicating it to the visitors; indeed, booking your stay with Vivafirenze you (without any extra-costs for you) contribute to support a crowdfunding campaign for 4 special restoration projects in Florence ([click here](#)) as with the Model you can do on your territory.

For this reason, the reservation portal www.vivafirenze.it has been selected by the Organising Committee as the official one for the Conference.

Please kindly note, given the occupancy level of hotels in Florence expected in March, rooms will be allocated on a first come, first served basis.

About Vivafirenze.it

Born from the Life Beyond Tourism philosophy, it is the first non-profit booking portal for hotels in Florence and its surroundings and proposes an innovative model of sustainable tourism that connects the traveler, tourist operators and the heritage of the territory. By booking in one of the structures of Vivafirenze.it the traveler can contribute to conservation projects and development of the area and of the culture of Florence, UNESCO World Heritage Site.

The traveler books his room for free with direct payment at the hotel, after the stay. What differentiates Vivafirenze.it is the direct relationship between each booking made and the financing of projects in support of the heritage of Florence, at no extra cost to our guests.

ORGANIZING SECRETARIAT

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