



US/ICOMOS E-News November 2009

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Renew now to receive your 2010 ICOMOS Card in January



On the benefits of the ICOMOS Card -

"Our trip included a lengthy stay in Paris, and also time in Florence, Siena, London, Boston and upstate New York. Day after day we were surprised at the welcome our ICOMOS card provided us."

From Sam, a US/ICOMOS member, in a recent email

Membership Renewal Reminder

Please renew your membership by December 5 in order to receive your 2010 ICOMOS Card in January (International and Young Professional membership categories only). You can join/renew online at <http://www.usicomos.org/membership>.

News from the ICOMOS Secretariat

New ICOMOS Online Calendar

The ICOMOS Secretariat website now hosts an online calendar of ICOMOS meetings, including those of the Executive and Advisory Committees, individual Scientific Committees, conferences hosted by national committees, and meetings related to World Heritage matters. The calendar can be found at <http://www.international.icomos.org/calendar/index.htm>.

While the Executive Committee, Advisory Committee, and Scientific Council meet annually, the ICOMOS General Assembly is held every three years. Individual scientific and national committees, however, are responsible for determining their own schedule of meetings.

Papers and Publications Now Online

Papers presented at the recent Scientific Council Symposium in Malta are now online at <http://www.international.icomos.org/adcom/malta2009/symposium.htm>

The proceedings of the 16th General Assembly (2008 Quebec) are also available online at http://www.international.icomos.org/quebec2008/cd/papers_all_az.html

The new publication Monuments and Sites XVI: What is OUV? Defining the Outstanding Universal Value of Cultural World Heritage Properties is now posted online. You may order a copy or download the publication in PDF format. http://www.international.icomos.org/publications/monuments_and_sites/16/index.htm

Cultural Routes Scientific Committee (CIIC) Meeting in Japan

At the invitation of ICOMOS Japan, and with the generous support of the Governor of the Mie prefecture, the ICOMOS Scientific Committee on Cultural Routes (CIIC) met in Japan from 30 October to 5 November. The meeting was held in celebration of the 5th Anniversary of the inscription of the Kumano Kudo pilgrimage as a World Heritage Cultural Route in 2004 ("Sacred Sites and Pilgrimage Routes in the Kii Mountain Range"). Among those attending the meeting from the United States were Michael Romero Taylor of the National Park Service in Santa Fe and Dan Marriott of Paul Daniel Marriott + Associates in Washington, DC. Gustavo Araoz, newly elected president of ICOMOS, also attended the committee meetings and gave the keynote address. The meetings included three public symposia in Mie and Wakayama Prefectures, and an annual committee meeting. At the annual committee meeting two new working groups

were established to further the discussion, definition and dialogue regarding cultural routes: historic roads and cultural corridors. Michael Taylor and Dan Marriott will be leading the historic roads working group.

The committee toured several shrines and temples associated with the cultural route, walked segments of the historic road and made a visit to the Ise Grand Shrine—one of the most sacred sites in Japan, which is currently undergoing the ritual 20-year reconstruction in a cycle that has lasted over 2,000 years.

Most importantly, the organizers, with the support of ICOMOS Japan and CIIC drafted a resolution on World Heritage and Peace that underlined the role that transboundary cultural routes and transnational serial inscriptions in the World Heritage List can play in fostering intercultural understanding and in advancing UNESCO's overarching mission of creating a global culture of peace. Michael Taylor, a voting member of ICOMOS, was a member of the subcommittee that drafted the unanimously approved resolution.

The ICOMOS Charter on Cultural Routes ratified by the ICOMOS General Assembly in Quebec, Canada in 2008, offers a fundamental new concept of acknowledging a previously under recognized and integral part of our cultural heritage. It identifies a cultural route as being “innovative, complex and multidimensional; and stresses the importance of values related to the setting and territorial scale, while at the same time revealing the macrostructure of heritage on different levels.”

Cultural routes, by nature and definition, cover great distances and often multiple jurisdictions or nations. They are founded on the concept of the transference of ideas, people and resources. Unlike individual sites, cultural routes necessitate coordination among multiple jurisdictions and nations, providing heritage as a common theme for conservation and cooperation. Cultural routes may provide both an opportunity and model for long distance resources in the US, such as El Camino Real de Tierra Adentro (in cooperation with Mexico), Route 66 (8 states) or the slave trade routes (in cooperation with West Africa). Additionally, cultural routes may provide US resources with models for the protection and management of the cultural and natural landscapes through which these routes pass.

International Corporate Visual Responsibility Recommendation

At the October meeting in Malta the ICOMOS Scientific Council endorsed a US proposal authored by Ronald Lee Fleming to work with corporate franchise leadership to lessen the visual impact of poorly designed and executed marketing adjacent to significant heritage sites. US/ICOMOS will take the lead in researching the issue and catalogue good and bad examples in order to propose a program.

The visual impact of corporate franchises, particularly gas and fast food, is poignant adjacent or within some of the most fragile and important world heritage sites. Many franchises are drawn to these areas because of the tourism and so an anomaly of corporate homogeneity is nourished by the very specialness of the site. Visitors often have to run a gamut of the most banal and garish universal marketing images before they find the particular beauty of the locale they have come so many miles to see. Huge plastic shelters of gasoline stations juxtaposed against temple ruins and city fortifications come to mind. This condition is particularly arresting in some developing countries where there are often few planning constraints and where franchises are seen as economic progress. The question becomes how ICOMOS can use its influence to encourage corporate policy change in a world where there is increased concern about sustainability and where every major corporation has a company social responsibility element in its strategic plan with increased pressure to meet higher standards.

The strategic opportunity of starting with fast food and oil companies is palpable because there are so few international “players”; a handful of oil companies and fast food companies are responsible for most of the visual impact around the world. Perhaps a “visual environmental audit” of their facilities within a mile of historic and natural sites could set them on notice, and an eventual nomination system for awards for good compatible design (like the program the Civic Trust in the UK used to do), might be a step in the right direction. Certainly putting them on notice that an international body of experts through its national committees is concerned about this condition might make it easier for individual cities, towns, and/or cultural ministries to draft legislation. This could require that after a reasonable period of amortization garish plastic petrol shelters be replaced and the big M of McDonalds be fashioned in materials that are respectful of setting as are the signs in Salzburg and Prague.

CIIC MEETING IN JAPAN

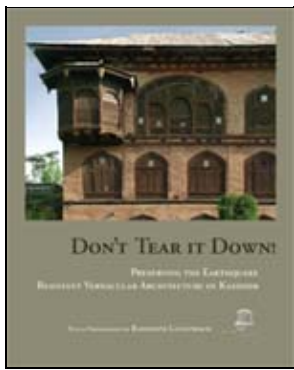


US/ICOMOS members Michael Taylor (left) and Dan Marriott in Japan for the CIIC Meeting



Darius Bagdonavicius, US/ICOMOS Intern from Lithuania, in the historic city of Charleston, South Carolina in 2008

NOW AVAILABLE



**Don't Tear It Down!
Preserving the Earthquake-
Resistant Vernacular Architecture
of Kashmir**

By Randolph Langenbach
(US/ICOMOS member)

Published by UNESCO in South Asia,
and republished in the US
and Britain by Oinfroin Media.
ISBN 978-0-9796807-1-7

This book is not the usual kind of work on architecture or monument preservation. Its aim is to make the case for the preservation of the traditional domestic architecture – buildings often of humble origins – that make up the urban form of Srinagar and the other cities in Kashmir. The work is also unusual in that it makes this case, not in spite of the antiquated construction of these buildings, but because of it. It is framed on the capacity of the best examples of Kashmiri traditional construction to resist one of Nature's most prodigious forces – earthquakes.

NEW YORK PUBLIC LIBRARY



Corporate Visual Responsibility Policy

Whereas, corporate franchises (petrol stations, fast food outlets, and drugstores) are increasingly impacting our world with blatant colors, out of size signage and awkward shapes that are not compatible with existing historic townscapes and cityscapes. Whereas, these tourist-related facilities are often sited in the very places that are most unique and special, such as their World Heritage sites and conservation and historic districts or areas.

Whereas, ICOMOS has the stature to influence environmental policy at a statewide level.

Whereas, corporate leadership can easily amortize their investments in these entities over a five year period and transform them to be compatible with the built or natural environments

1. Therefore let it be resolved that ICOMOS urges corporate leadership and beginning with selected oil companies and fast food corporations, among other categories, to develop “visual environmental audits” of their facilities and their impact and visual appropriateness on World Heritage sites and other historic and scenic areas.

2. That upon completion of this audit and evaluation of practices, the corporations and franchisees will take actions to make their facilities more compatible with these historic areas within reasonable amortization periods.

3. They will maintain visual performance ratings for such facilities to ensure that they maintain a quality that can be further enhanced over time, so as to support this goal.

4. That they may nominate to the secretariat of ICOMOS and national committees good examples of their facilities which meet standards of building design, landscaping, and signage that support conservation and enhancement goals.

5. That over time, ICOMOS will work with its national committees to solicit good and bad examples that may support an awards program which can be used in its publications and at conferences so as to encourage corporate behavioral change.

Panel Discussion on “Marble at the New York Public Library”

US/ ICOMOS in conjunction with the New York Public Library sponsored a panel discussion entitled “Marble at the New York Public Library” the evening of October 29 in New York City. The panel discussion centered on the Stephen A. Schwarzman Building (New York Public Library) Exterior Envelope Restoration Project.

The project and the panel were introduced by Joanna Pestka, FAIA (New York Public Library) and Pamela Jerome, AIA LEED AP (Officer of the ICOMOS Scientific Council and Partner, WASA/Studio A). The panel discussion that followed consisted of:

History of Construction & As-Found Stone Conditions
by Tim Allanbrook, AIA (Wiss, Janney, Elstner Associates Inc.)

Treatment Choices - Drawing on Relevant Experiences
by Elena Charol (Stone Conservation Consultant)

Architectural Stonework Restoration
by Kyle Normandin (Wiss, Janney, Elstner Associates Inc.)

and

Fine Arts Sculpture Conservation
by Mark Rabinowitz (Conservation Solutions Inc.), Jonathan Hoyte (LASCA Technologies),
and John Carr (Milner + Carr Associates).

The lecture was held in the South Court Auditorium of the NYPL's Schwarzman Building and with a reception that followed.

Symposia and Other Opportunities

Mark Your Calendars for the 2010 US/ICOMOS Symposium

Planning is underway for the 2010 US/ICOMOS Symposium, which will be held May 20-22, 2010 in Washington, DC. The deadline for reception of abstracts has passed and those received are under review by the Scientific Committee. More information will be forthcoming in January 2010. Visit <http://www.usicomos.org/symposia> for details.

Entrance to the library
(photo by GKtramrunner229,
from Wikimedia Commons)



The Inaugural National Cultural Heritage Law Moot Court Competition

March 5-6, 2010 in Chicago, Illinois

Sponsored by the Lawyers' Committee for Cultural Heritage Preservation and DePaul University College of Law. To register and for additional information, please visit <http://law.depaul.edu/chmoot> or email chmoot@depaul.edu.

Vernacular Architecture Forum

May 19-23, 2010 in Washington, DC

This will be the VAF's 30th annual meeting. The deadline for the call for papers has passed— but you may visit their website at <http://www.vernaculararchitectureforum.org> for details.

Preserving the Historic Road Conference

September 9-12, 2010 in Washington, DC

The conference will consist of four days of education sessions, special events and field workshops to provide you with the latest best practices, theories and methods for the identification, preservation and management of historic roads. The Call for Papers has been distributed; abstracts are due January 31, 2010—visit <http://www.historicroads.org> for details.

Fulbright New Zealand

invites applications for the 2011 Ian Axford (New Zealand) Fellowships in Public Policy. Ian Axford (New Zealand) Fellowships in Public Policy give outstanding American mid-career professionals the opportunity to research, travel and gain practical experience in public policy in New Zealand for seven months. Please forward this e-mail and/or flyer to anyone you know who would make a good 'Axford Fellow' and benefit from this opportunity. For further information and an application form, see Fulbright New Zealand's website at <http://www.fulbright.org.nz/awards/am-ian-axford.html>

Heritage and Culture UK-Based Study Programme

Challenge and innovation in public policy and practice

Public Administration International, June 28 - July 2, 2010

The programme is designed mainly for senior policy-makers and experts working in government ministries and agencies and in non-governmental organisations concerned with the funding and promotion of heritage conservation and culture. Applications will also be welcome from those in the voluntary and private sector who wish to gain insights into the role of heritage and culture in economic development and to engage in dialogue with officials with responsibilities in this field. Visit <http://www.public-admin.co.uk> for more information.

12th World Conference of Historical Cities in 2010

City of Nara, Japan. Visit <http://wchc2010-nara.jp/> for more information.