

# THE WORLD IN FLORENCE

2021  
2025

FESTIVAL OF THE DIVERSITY OF WORLD'S CULTURAL EXPRESSIONS

**FLORENCE**  
**NOVEMBER 15-18, 2022**

MONUMENTAL COMPLEX OF SANTA CROCE,  
PALAZZO COPPINI  
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**THE ANNUAL MEETING OF**

  
Luoghi Parlanti

Hic est Genius Loci

**MEETINGS, TALKS, EXHIBITION,  
CULTURAL STORYTELLINGS, EVENTS**



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## **ORGANIZED BY**

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# WELCOMING LETTER BY THE PRESIDENT OF ROMUALDO DEL BIANCO FOUNDATION AND LIFE BEYOND TOURISM - TRAVEL TO DIALOGUE MOVEMENT



**Il Festival internazionale della diversità delle espressioni culturali del mondo e dei Luoghi Parlanti® “The World in Florence”** giunge alla sua seconda edizione ed è un grande piacere accogliervi a Firenze, all'interno di un suggestivo e significativo sito culturale della città quale il Complesso Monumentale di Santa Croce.

Il Festival dei Luoghi Parlanti “The World in Florence” è un'occasione unica di incontro, scambio e formazione sul tema del patrimonio come veicolo di pace, sostenibilità ambientale e coesione sociale; offre un panorama di eventi ibridi (in presenza e online) nella cornice del Complesso Monumentale della Basilica di Santa Croce: la mostra, in primis, che propone alla cittadinanza e in particolare agli studenti delle scuole superiori toscane la conoscenza e il contatto con gruppi di studenti di università di tutto il mondo, parte della rete accademica internazionale della Fondazione Romualdo Del Bianco e del suo Movimento Life Beyond Tourism Travel to Dialogue. La mostra introduce alle diverse espressioni culturali dei territori, rappresentati in pannelli interattivi, nelle loro peculiari forme e presentati dai giovani alla presenza e con l'aiuto di esperti del patrimonio mondiale.

Il Festival vede infatti riuniti a Firenze nomi di eccellenza del dibattito internazionale sui temi connessi alla fruizione del patrimonio culturale: da Mounir Bouchenaki, Consigliere Speciale del DG UNESCO e Presidente Onorario della Fondazione Romualdo Del Bianco a Francesco Bandarin, architetto e Assistente Direttore Generale dell'UNESCO per la Cultura (2010-2018), da Joseph King Direttore Senior di ICCROM a Jean-Louis Luxen, già Segretario Generale di ICOMOS .

Il Parlamento Europeo, il Consiglio d'Europa, i Ministeri della Cultura e degli Affari Esteri, Unesco, Iccrom, Icomos, la Regione Toscana, la Città di Firenze, testimoniano, con la loro attiva partecipazione al Festival, l'adesione alle attività di cultura e di pace che da tanti anni la Fondazione Romualdo Del Bianco persegue.



The **International Festival of the Diversity of Cultural Expressions and the Talking Places® “The World in Florence”** reaches its second edition, and it is a great pleasure to welcome you all to the Monumental Complex of the Basilica of Santa Croce, a significant cultural site in Florence.

The Festival of the Talking Places® “The World in Florence” is a unique opportunity to meet, exchange and train on the issues of heritage as a means for peace, environmental sustainability and social cohesion. The Festival offers a panorama of hybrid events (in person and online) in the setting of the Monumental Complex of the Basilica of Santa Croce. The Festival offers citizens, especially Tuscan high school students, a knowledge exchange with groups of university students, local administrators and experts from all over the world as part of the international academic network of the Romualdo Del Bianco Foundation and its Life Beyond Tourism–Travel to Dialogue Movement.

The Festival presents diverse cultural expressions of places, displayed in interactive panels and described by young people in the presence and with the help of world heritage experts.

The Festival brings together outstanding personalities from the international debate on issues related to the use of cultural heritage. Personalities include Mounir Bouchenaki, special advisor of Director General UNESCO and honorary president of the Romualdo Del Bianco Foundation; Francesco Bandarin, architect and assistant director general of UNESCO for Culture (2010–2018); Joseph King, senior director of ICCROM; and Jean-Louis Luxen, former secretary general of ICOMOS.

With their active participation in the Festival, organizations testify to their endorsement of the activities of culture and peace awareness raising that the Romualdo Del Bianco Foundation has pursued for many years. Patronizing organizations include the European Parliament, the Council of Europe, the Ministries of Culture and Foreign Affairs, UNESCO, ICCROM, ICOMOS, the Tuscany Region and the City of Florence.

**The Festival of Talking Places® “The World in Florence” is an unmissable appointment of excellence that engages young generations, local communities, companies and experts of reference in a proactive dialogue, tracing future scenarios and good practices, so heritage can concretely represent a vehicle of territorial self-awareness and hospitality, with respect for diversity and inclusiveness, as well as social and environmental development. This dialogue can lead to a new model of territorial management, attitude to travel and educational recommendations for new generations.**

The 2022 edition marks the formalization of the Talking Places® programme as a strategic and practical application to fulfil the aforesaid Festival’s commitment, which recalls a sense of social responsibility of all local communities towards their own territory, allowing visitors and participants to virtually get to know it through their eyes, thus establishing an interaction between resident and traveller communities that goes far beyond mere tourism.

We want to respond to the most diverse needs of those who work in the territories (e.g. public administrations, local authorities, companies and civil society in general), promoting awareness of the actors who live in the territories and serve as the territories’ historical custodians. These actors have a moral duty to protect and enhance the interpretation and presentation of a territory’s history.

**Our goal for the five-year period 2021–2025 is to build a solid basis for disseminating the methodology and implementation of Talking Places® in 100 countries on 5 continents.**

This year, we propose two example cases that highlight how the Talking Places® programme is much more than a tool for travellers and meets the contemporary needs of dematerialisation and environmental sustainability.

The first case focuses on the narration of the figure of Father Ernesto Balducci through an itinerary of places close to him. The project is carried out in collaboration with the Balducci Foundation on the centenary of his birth and ideally traces the most significant moments in his life between the Maremma, Florence and Rome, in 11 stages.

The second case is represented by the digitization and enhancement of a nucleus of 37 tabernacles out of over 1,200 in Florence. It is an initiative in collaboration with the Friends of the Florentine Museums and Monuments—Committee for the Decoration and Restoration of Tabernacles—which is part of a complex project of restoration and return of the works to Florence. At risk of getting lost amid the immense Florentine artistic and cultural heritage, this case highlights the importance of these tabernacles and their rich history.

These examples show that Talking Places® can give voice to many projects already active in the most diverse areas, including house museums and a myriad of other small and large hidden realities.

In this sense, Talking Places® can become a tool for enhancing community identity, highlighting the social, environmental and governance commitment and strengthening the government's presence and role in its territories.

A great example of this is the case of B&B Hotels Italy, an international chain with more than 600 hotels in Europe and 51 in Italy. B&B Hotels has welcomed the Talking Places® programme in its CSR policy, and today, within selected Italian structures (Florence, Rome, Naples, Bolzano, Verona, Milan, Cortina, Palermo and Trieste), guests can discover the city starting with the information available in the hotel through an interactive panel that communicates with smartphones.

Therefore, Talking Places® is not simply a system of interactive panels equipped with NFC tags and QR codes but represents something deeper that starts from the introspection and analysis that the territories (by their community) must necessarily perform to talk about themselves.

Additionally, Talking Places® is a useful tool to improve organizational flows within the territories, which invites the actors involved to explore their places from the inside, highlighting their strengths and weaknesses and determining what works and what needs improvement—a real owner analysis of territorial marketing.

The 2022 Festival programme is full of events that are divided into three areas of discussion:

**1) New Concept of Heritage:** On the 50th anniversary of the 1972 World Heritage Convention, it is possible to deepen the changes that have occurred to the concept of heritage over the last few decades.

What are the new meanings and what are the new cultural policies that aim at the inclusion of other concepts and other uses of heritage?

2) **Heritage for Peace:** Recent global conflicts have severely damaged people, natural and cultural heritage, economies and local identities. We must practice intercultural dialogue to learn, know, welcome and support diversity. The communication of places in this process plays a fundamental role. What can heritage do to prevent conflicts between peoples?

3) **Heritage for the Planet:** Cultural heritage and traditional knowledge have developed with respect and cooperation for the environment in the long term. Since the industrial revolutions, mankind has begun to model natural systems according to his interests without considering the repercussions. Currently, despite growing widespread awareness, market rules prevail over respect for the environment. What is the power of culture and heritage to change our choices and habits?

On November 16, we offer two “educational games” for high school students, coordinated by ICCROM, on the themes of heritage for peace and for the environment. Subsequently, Paolo Iabichino will offer a *lectio magistralis* that will lead him to dialogue with young people on the theme “Travel for social, not social for travel”, analysing the phenomenon of travel bloggers and influencers, who risk conveying a dangerously superficial idea of travel.

This will be followed by the speech of the Italian Touring Club by Fiorenza Frigoni, director of the Touring Academy, and Prof. Margherita Azzari, president of the AIIG Tuscany section and vice-president of the Italian Geographic Society, individuals who recognize the importance of young people and care for them and their training. They will help us discover the NATIVI project and lead us to the discovery of the TCI Travel Archive.

November 17 and 18 represent the Festival programme’s core, as attendees will see presentations (in person or online) of the Talking Places® by local communities (e.g. universities, public administrations, cultural institutions) of Armenia, Azerbaijan, Cameroon, Democratic Republic of Congo, Georgia, Greece, Kyrgyzstan, Kosovo, Italy, Lithuania, Madagascar, Mozambique, Czech Republic, Romania, Slovakia and Taiwan. We will also offer a special section dedicated to Ukraine.

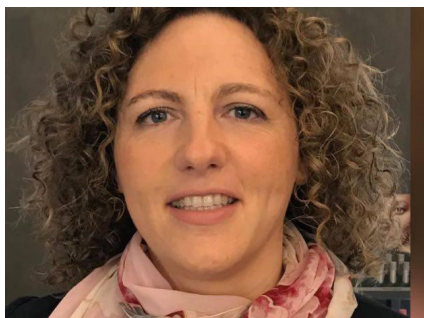
These presentations will be interspersed with the following:

- A focus on issues relating to the future of heritage, with high-level speeches moderated by Francesco Bandarin, 2010–2018 assistant director general UNESCO for Culture (November 17).
- Two round tables organized in collaboration with ICCROM will address a) the relationship between climate crisis and heritage and how heritage is adapting and mitigating the impacts of change and b) the implications of heritage in building sustainable peace. These talks will be moderated by Joseph King, senior director of ICCROM, and Aparna Tandon, senior programme leader of ICCROM.

With great pleasure, the Festival will close with a concert of the Krakow Philharmonic Orchestra (in collaboration with the Honorary Consulate of Poland for Tuscany and the Polish Embassy in Rome) to celebrate the 200th anniversary of the death of the Polish composer Józef Rufin Wybicki, author of the “Mazurka of Dąbrowski”, the Polish national anthem.

**Carlotta Del Bianco**

# LETTERA DI BENVENUTO DALLA PRESIDENTE DELLA FONDAZIONE ROMUALDO E DEL BIANCO E DEL MOVIMENTO LIFE BEYOND TOURISM - TRAVEL TO DIALOGUE



**Il Festival internazionale della diversità delle espressioni culturali del mondo e dei Luoghi Parlanti® “The World in Florence”** giunge alla sua seconda edizione ed è un grande piacere accogliervi a Firenze, all’interno di un suggestivo e significativo sito culturale della città quale il Complesso Monumentale di Santa Croce.

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**Il Festival dei Luoghi Parlanti® The World in Florence, è un appuntamento di eccellenza imperdibile, che impegna giovani generazioni, comunità locali, imprese ed esperti di riferimento in un confronto proattivo nel tracciare gli scenari futuri ma anche le buone pratiche affinché il patrimonio possa concretamente rappresentare un veicolo di autoconsapevolezza e accoglienza territoriale, di rispetto delle diversità e di inclusività, di sviluppo sociale e ambientale che possano confluire in un nuovo modello di gestione dei territori, di approccio al viaggio, di politiche educative mirate per le nuove generazioni.**

L'edizione 2022 del Festival suggella l'ufficializzazione del Programma Luoghi Parlanti quale applicazione strategica e pratica di questo impegno, che richiama il senso di responsabilità sociale di tutte le comunità locali verso il proprio territorio, per consentire a visitatori e partecipanti di conoscere virtualmente il mondo attraverso i loro occhi, stabilendo così una interazione tra le comunità residenti e i viaggiatori che vada ben oltre al mero turismo.

Vogliamo dare risposta alle più diverse esigenze di chi opera nei territori, dalle pubbliche amministrazioni, agli enti locali, alle aziende ed alla società civile in generale, favorendo la crescita di consapevolezza degli attori che vivono i luoghi, che sono depositari delle loro memorie ed hanno il dovere morale di tutelarne e valorizzarne l'interpretazione e la presentazione.

**Il nostro obiettivo per il quinquennio 2021-2025 è costruire una solida base di diffusione della metodologia e della implementazione dei Luoghi Parlanti in 100 Paesi dei 5 continenti.**

Quest'anno vi proponiamo due casi esempio che evidenziano come il programma Luoghi Parlanti® sia ben più che uno strumento per i viaggiatori e che incontra le contemporanee necessità di dematerializzazione e sostenibilità ambientale.

Il primo caso è incentrato sulla narrazione della figura di Padre Ernesto Balducci, raccontato attraverso un itinerario tra i luoghi a lui cari. Il progetto è realizzato in collaborazione con la Fondazione Balducci in occasione del Centenario della sua nascita e ripercorre idealmente i momenti più significativi della sua vita tra la Maremma, Firenze e Roma in 11 tappe.

Il secondo caso è rappresentato dalla digitalizzazione e valorizzazione di un nucleo di 37 Tabernacoli degli oltre 1200 presenti a Firenze. È un'iniziativa in collaborazione con gli Amici dei Musei e dei Monumenti Fiorentini – Comitato per il Decoro ed il Restauro dei Tabernacoli – che si inserisce in un complesso progetto di restauro e restituzione alla città di Firenze delle opere. Dal rischio di perdersi nell'immenso patrimonio artistico e culturale fiorentino, questi Tabernacoli hanno ora ricevuto una nuova luce ad hoc ad illuminarne la conoscenza.

Questi esempi dimostrano che Luoghi Parlanti® può dare voce a moltissimi progetti anche già attivi sui territori, nei più diversi ambiti, dai luoghi della memoria, alle case museo, alla miriade di altre piccole e grandi realtà nascoste.

In questo senso, Luoghi Parlanti® può diventare uno strumento di valorizzazione dell'identità di

impresa, dando evidenza all'impegno sociale, ambientale e di governance e rafforzandone la presenza e il ruolo sul proprio territorio.

Cito in questo senso il caso di B&B Hotels Italia: una catena internazionale con più di 600 hotel in Europa e 51 in Italia che ha accolto il programma dei Luoghi Parlanti nella sua CSR e oggi, all'interno di selezionate strutture italiane (Firenze, Roma, Napoli, Bolzano, Verona, Milano, Cortina, Palermo e Trieste), gli ospiti hanno la possibilità di scoprire la città partendo dalle informazioni presenti in hotel attraverso un pannello interattivo che dialoga con lo smartphone.

Pertanto, Luoghi Parlanti® non è semplicemente un sistema di targhe interattive dotate di tag NFC e QR code ma rappresenta qualcosa di più profondo che parte dall'**introspezione** e dall'**analisi** che i territori devono necessariamente compiere per raccontarsi. E Luoghi Parlanti® è uno strumento utile a migliorare i flussi organizzativi interni ai territori, che invita gli attori coinvolti a esplorare i propri luoghi dall'interno, mettendone in luce pregi e difetti, cosa funziona e cosa dev'essere migliorato: una vera e propria analisi anche di marketing territoriale.

Il programma di questo 2022 è ricco di appuntamenti che si articolano tre aree di discussione:

**Nuovo concetto di Patrimonio:** alla ricorrenza del 50esimo anniversario della Carta del Patrimonio Mondiale del 1972 è possibile pensare ai cambiamenti che sono intercorsi nel corso degli ultimi decenni al concetto di Patrimonio. Quali sono le nuove accezioni e quali sono le nuove politiche culturali che mirano all'inclusione di altri concetti e altre fruizioni del patrimonio?

**Patrimonio per la Pace:** i conflitti a livello globale negli ultimi anni hanno danneggiato fortemente le persone, il patrimonio naturale e culturale, le economie e le identità locali. È necessario esercitarsi al dialogo interculturale per imparare a conoscere, accogliere e assecondare le diversità. La comunicazione dei luoghi in questo processo gioca un ruolo fondamentale. Cosa può fare il patrimonio per prevenire l'insorgere di conflitti tra i popoli?

**Patrimonio per il Pianeta:** Il patrimonio culturale e le conoscenze tradizionali si sono sviluppate in una logica di rispetto e di cooperazione con l'ambiente a lungo termine. Dalle rivoluzioni industriali l'uomo ha iniziato a modellare i sistemi naturali secondo i suoi interessi senza tenere di conto delle ripercussioni. Attualmente, nonostante la crescente consapevolezza diffusa, le regole di mercato prevalgono sulla logica del rispetto dell'ambiente. Quale è il potere della cultura e del patrimonio per cambiare le nostre scelte e abitudini?

Dal 16 novembre proponiamo due "giochi educativi" per studenti delle scuole superiori, coordinati da ICCROM, sui temi del patrimonio per la pace e per l'ambiente.

Successivamente Paolo Iabichino offrirà una lectio magistralis che lo porterà a dialogare coi giovani sul tema "Travel for social, not social for travel", analizzando il fenomeno del travel blogging e dell'influencer, che rischiano di veicolare un'idea di viaggio pericolosamente superficiale.

Seguirà l'intervento del Touring Club Italiano a cura di Fiorenza Frigoni e della prof.ssa Margherita Azzari, presidente della sezione AIIG Toscana, Vicepresidente della Società Geografica Italiana, che pongono al centro della loro analisi i giovani e l'importanza di prendersi cura di loro e della loro for-

mazione. Ci faranno scoprire il progetto NATIVI e ci porteranno alla scoperta dell'Archivio di viaggio del TCI.

E non è un caso che, proprio nella cornice così stimolante e suggestiva del Festival, gli studenti toscani possano conoscere il patrimonio attraverso il coinvolgimento diretto in giochi didattici pensati per loro sul patrimonio. La pace si costruisce con l'impegno attivo per il rispetto delle differenze: l'incontro e lo scambio interculturale sono alla base della costruzione di questo percorso.

Il 17 e il 18 novembre rappresentano il cuore del programma del Festival in quanto vedranno le presentazioni (in sala o in remoto) dei Luoghi Parlanti creati dalle comunità locali (università, pubbliche amministrazioni, istituzioni culturali) di Armenia, Azerbaijan, Camerun, Rep. Dem. Congo, Georgia, Grecia, Kirgizstan, Kosovo, Italia, Lituania, Madagascar, Mozambico, Rep. Ceca, Romania, Slovacchia, Taiwan; oltre ad una sezione speciale dedicata all'Ucraina.

Queste presentazioni saranno intervallate da:

- un focus sulle tematiche relative al futuro del patrimonio, con interventi di altissimo valore moderati da Francesco Bandarin, Assistant Director General UNESCO for Culture (17 novembre).
- due tavole rotonde organizzate in collaborazione con ICCROM, che affronteranno: la relazione tra crisi climatica e patrimonio e come il patrimonio si stia adattando e mitigando gli impatti dei cambiamenti: le implicazioni del patrimonio nella costruzione di situazioni di pace sostenibili. Questi interventi saranno moderati da Joseph King, Senior Director ICCROM e da Aparna Tandon, Senior Programme Leader ICCROM.

Con nostro grande piacere, il Festival si chiuderà con il concerto della Krakow Philharmonic Orchestra (in collaborazione del Consolato Onorario della Polonia per la Toscana e l'Ambasciata Polacca) per celebrare il 200° anniversario della morte del compositore polacco Józef Rufin Wybicki, autore della "Mazurka di Dąbrowski", l'inno nazionale polacco.

**Carlotta Del Bianco**

# GREETINGS FROM EMERITUS PRESIDENT OF ROMUALDO DEL BIANCO FOUNDATION



## **Greetings 17th November by Paolo Del Bianco, Refectory of Santa Croce**

I greet all the participants, Authorities, Ladies and Gentlemen, a warm WELCOME in the splendid atmosphere of the Monumental Complex of Santa Croce in Florence.  
. with the Honorary President of the Romualdo Del Bianco Foundation, Mounir Bouchenaki,  
. with the great participation of the Intergovernmental Institution ICCROM  
. with the participation of the prestigious TOURING CLUB ITALIANO  
. with the participation of so many friends and participants from so many countries, from 4 continents.

*From Florence,*

*. on the 50th anniversary of the UNESCO World Heritage Convention,  
. on the 40th anniversary of Florence in the World Heritage List,  
. in the 2nd edition of THE WORLD IN FLORENCE Festival*

*the Foundation is alongside the Life Beyond Tourism Movement that it is engaging with the TALKING PLACES in a process of raising awareness and educating the territories to know themselves and how to present themselves to the Other, with their own reality, with their history, their nature, their relationships, their know-how.*

The journey represents an exceptional opportunity to encourage these exchanges, but the visitor and the place visited must be aware that this action represents an exceptional opportunity that, transposed on a global scale, contributes to the dialogue between cultures, to conscious exchanges between peoples and not just simple commercial exchanges.

The World Heritage Sites become rich in multiculturalism, they become Centers of Awareness on the importance and also of the responsibility of managing the richness given by the multiculturalism of their visitors to favour interpersonal exchanges between all those who intend to participate in this evolution of personal education and that we have called the Learning Communities, in other words



those who feel ready for this commitment, for this change, with the tourist who will be facilitated to evolve into a Temporary Resident.

The Foundation takes its starting point from the 1972 UNESCO World Heritage Convention, but also from the 2003 Intangible Heritage Convention and the 2005 Convention for the Promotion and Protection of the Diversity of Cultural Expressions; but also from Ename's ICOMOS charter for the principles it expresses in the interpretation of the heritage and its communication.

The "Talking Places", in a refined exercise of analysis and communication, want to contribute to acting as a keystone to unite Theory with Practice, because they are not always in synergy with each other.

On the other hand, the meeting of the G20 - the 20 countries that meet on economic issues - in July 2021, in Rome, opened for the first time the "G20 of Culture"!

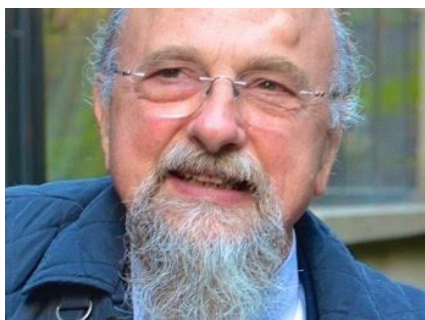
On that occasion, the importance of culture in the economy, in interpersonal and international relations was affirmed, a real opportunity for a substantial contribution to the formation of the international community and its growth in peaceful coexistence.

HERITAGE for PEACE  
HERITAGE for PLANET EARTH

Life Beyond Tourism

**Paolo Del Bianco**

# SALUTI DAL PRESIDENTE EMERITO DELLA FONDAZIONE ROMUALDO DEL BIANCO



## Saluto del 17 Novembre di Paolo Del Bianco - Cenacolo Santa Croce

Saluto tutti i partecipanti, Autorità, Signore e Signori, un caloroso **BENVENUTI** nella splendida realtà di questo complesso monumentale di Santa Croce.

- . con il Presidente Onorario della Fondazione Romualdo Del Bianco, Mounir Bouchenaki,
- . con la grande partecipazione dell'Istituzione intergovernativa ICCROM
- . con la partecipazione del prestigioso TOURING CLUB ITALIANO
- . con la partecipazione di tanti amici e partecipanti di così tanti paesi, da 4 continenti.

*Da Firenze,*

- . in questo 50° anniversario della Convenzione UNESCO sul Patrimonio Mondiale,
- . nel 40° anniversario di Firenze nella lista del Patrimonio Mondiale,
- . in questa 2a edizione del Festival *THE WORLD IN FLORENCE*

*la Fondazione è a fianco del Movimento Life Beyond Tourism che si sta impegnando con I LUOGHI PARLANTI in un processo di sensibilizzazione e formazione dei territori a conoscere se stessi e a sapersi presentare all'Altro, con la propria realtà, con la propria storia, la propria natura, le proprie relazioni, il proprio saper fare.*

Il viaggio rappresenta una opportunità eccezionale per favorire questi scambi, ma visitatore e luogo visitato devono essere consapevoli che questa azione rappresenta una opportunità eccezionale che, tradotta su scala mondiale, contribuisce al dialogo tra culture, agli scambi consapevoli tra popoli e non solo semplici scambi commerciali.

I Siti Patrimonio dell'Umanità diventano ricchi di multiculturalità diventano Centri di Consapevolezza dell'importanza e anche della responsabilità di gestire la ricchezza data dalla multiculturalità dei loro visitatori per favorire gli scambi interpersonali tra tutti coloro coinvolti che intendono partecipare a questa evoluzione di formazione personale e che abbiamo chiamato le Learning Communities, ovvero

chi si sente pronto a questo impegno, a questo cambiamento, con il turista che si evolverà in Residente Temporaneo.

La Fondazione prende spunto dalla Convenzione UNESCO 1972, Patrimonio Mondiale, ma anche dalla Convenzione 2003 Patrimonio Immateriale e dalla Convenzione 2005 Promozione e protezione della diversità delle espressioni culturali; ma prende anche spunto dalla carta ICOMOS di Ename per i principi che esprime nella interpretazione del proprio patrimonio e la sua comunicazione.

I Luoghi Parlanti, in un raffinato esercizio di analisi e di comunicazione, vogliono contribuire ad agire come chiave di volta per unire la Teoria alla Pratica, che non sempre sono in sinergia tra loro.

D'altronde anche l'incontro del G20 - i 20 paesi che si incontrano su temi economici - nel luglio del 2021, a Roma, ha aperto per la prima volta il "G20 della Cultura"!

In quella occasione si è affermata l'importanza della cultura nell'economia, nelle relazioni interpersonali e internazionali, una vera opportunità per un consistente contributo alla formazione della Comunità Internazionale e alla sua crescita in pacifica coesistenza.

HERITAGE for PEACE  
HERITAGE for PLANET EARTH

Life Beyond Tourism

**Paolo Del Bianco**



ITALO VAGNETTI  
1902





## KEYNOTE SPEAKERS



### **Mounir Bouchenaki**

**Honorary President of the Romualdo Del Bianco Foundation and Special Advisor to the Director-General of UNESCO**

Mounir Bouchenaki was elected Director-General of ICCROM in November 2005 and acted in such capacity until 31 December 2011. His appointment at ICCROM followed a long career at UNESCO, where he was Assistant Director-General for Culture from end 1999 to early 2006. Previously, Mr. Bouchenaki had been Director of the Division of Cultural Heritage and Director of the World Heritage Center at UNESCO, and in his own country, Director of Antiquities, Museums and Historic Monuments in the Algerian Ministry of Culture and Information. Mr. Bouchenaki holds a Ph.D. in archaeology and ancient history from the Arts Faculty of Aix-en-Provence (France). Since 2005, he provides his expertise, as ad hoc Expert, to the Technical Session of the International Co-ordinating Committee for the Safeguarding and Development of the Angkor Site (CIC/Angkor) and to the flagship project for the revival of the spirit of Mosul. Currently, Mounir Bouchenaki, is the Special Advisor to the Director-General of ICCROM and Special Advisor to the Director-General of UNESCO. He contributed to the launching of a UNESCO category II Centre, The Arab Regional Centre for World Heritage based in Bahrain. He is the author of a number of publications related to History and Cultural Heritage.

### **War is the enemy of man**

Starting by a quote by the Czech-Swiss jurist Jiri Toman, war is also the enemy of the best that man has produced – Art, Culture, Monuments – or the entire historical and cultural heritage”. The conflicts that we see developing since the second half of the twentieth century and at the beginning of this century, the twenty-first century, are more and more often aimed at targeting the symbols of Culture, in order to destroy and in some cases to destroy the memory and identity of a people!”

# KEYNOTE SPEAKERS



## Paolo Iabichino

Creative Advisor Luoghi Parlanti®

Paolo Iabichino, also known as Iabicus, is an advertising writer, creative director, founder of the Civic Brands Observatory with Ipsos Italia.

He deals with creativity and new languages in the construction of contents inside and outside the Net. He conceived the concept of "Invertising" in a book that has become a manifesto for a renewed and aware advertising message. His latest book is 'Scrivere civile. Pubblicità e brand al servizio della società' for Luiss University Press, which also entrusted him with the editorial management of a brand new series, 'Secret Weapons'.

In 2018 the University of Modena and Reggio Emilia elected him 'Communicator of the year' and in November 2021 he was awarded the Honoris Causa Degree in Communication and Advertising for Organizations at the University of Urbino Carlo Bo.

Medium, LinkedIn, Twitter, Facebook and Instagram have always been the stage for his suggestions and inspirations. Spaces for conversation to share and discuss with the 100,000 people who follow him: <https://linktr.ee/Iabicus>

## Travel for social, not social for travel

The phenomenon of travel blogging, but even more so that of the influencer, risk conveying a dangerously superficial idea of travel. We must strive to put environmental energies into the digital world, not just the analog one. For the adult world, the internet is a medium, for our boys and girls it is a habitat that requires attention and care. We must defend and protect it, learn to listen to the places that are visited rather than 'shooting poses' in their own digital windows.



## KEYNOTE SPEAKERS



### Fiorenza Frigoni

Director Touring Academy, Touring Club Italiano

Fiorenza Frigoni is responsible for the development management of special projects of TCI and the Touring Academy.

With her team she creates and implements projects for public and private realities aimed at enhancing the territories to make them more known, attractive, competitive and welcoming.

The areas of action are numerous: tourist signage, the production of paper and digital content, the historical archive of the TCI, consultancy activities for the construction of a new tourist offer.

Training activities aimed at students, families, operators and managers in the sector take on particular significance. These include the NATIVI and ARCHIVIO IN VIAGGIO projects as well as the executive master in Management of Territorial Development.



### Margherita Azzari

Professor at the University of Florence and Geographer

Professor of Geography and GIS for the analysis of the environment and the territory at the University of Florence. Vice president of Italian Geographic Society, president of Italian Association of Geography Teachers, Tuscany section, member of the Italian Association of Cartography, Association of Italian Geographers.

President of School of Humanities and Education, coordinator of II level master in Geotechnology for Territory Monitoring and Management and scientific director of LabGeo, Laboratory of Applied Geography of University of Florence. Editor-in-chief of Bulletin of the Italian Geographical Society, of the Studies Series of Applied Geography and Geographical and a member of Scientific Committee of Italian and international geographic journals.

### Touring Club Italiano, taking care and educating young people

Touring Club Italiano and training.

The Association, which initially took care of making Italy known to Italians (and others), has long been committed to spreading its mission of taking care of Italy as a common good.

Training and dissemination of knowledge are fundamental activities in the relationship with the younger generations. Here are presented the NATIVI projects, under construction with the Italian Association of Geography Teachers aimed at high school students and the Traveling Archive for the 8-12 age group.

## KEYNOTE SPEAKERS



### Michael Turner

Architect, Professor Emeritus at Beza-  
lel Academy (Israel), Committee Member  
(2005-2009)

Prof Michael Turner is a practicing architect, faculty member of the Bezalel Academy of Arts and Design, Jerusalem. He serves on many professional-academic bodies providing expert advice over a range of subjects focusing on urban heritage and its support for sustainable development. His European and Israeli research activities cover issues on education, heritage, peace, urban design and resilient cities, contributing to academic fora and professional meetings over the world. With over two decades of involvement in UNESCO, inter alia, he has accompanied the debate on the Historic Urban Landscapes since its inception. He is currently special advisor to the Director of the World Heritage Centre and accompanying the Modern Heritage of Africa initiative – MoHoA. Michael is active in other global activities including the UNDRR Resilient Cities Programme, one of the initiators of the OurWorldHeritageourworldheritage civil society network and is coordinating the UNHabitat UNiversity partnership metrohub consortium on Heritopolis – heritage and the metropolis.

**The Future Metropolitan Heritage: Heritopolis - while the city is more than a group of buildings the metropolis is more than a large city.**

According to the UN-Habitat projections a new metropolis will emerge every two weeks over the next quinquennium. This will mean that two thirds of the world's urban population will be living in a metropolis. The challenges associated with these complexities also offer new perspectives in the coalescing of communities in an urban fragmentation. The multiple identities of urban heritage with socio-economic transformations requires, in the words of the Nara Document, that the communities that created that heritage give way to the responsibilities of those that are currently its managers. The Historic Urban Landscape Recommendation considers that heritage will go beyond the historic ensemble thereby including the synoecism of rural forms and patterns providing for spatial sustainability in a symbiotic relationship. Urban and rural community linkages go beyond the mantra of culture and nature in providing livelihood and well-being; the metropolis may provide for these physical, ethereal and digital linkages.



## Giovanni Fontana Antonelli

Architect (Italy), former UNESCO Culture Sector official

Giovanni Fontana Antonelli is an architect and urban planner specialized in the safeguarding of cultural heritage, historic towns and cultural landscapes. From 1998 to 2013 he worked as a UNESCO Programme Specialist at the World Heritage Centre and in various countries of Africa and the Middle East, and from 2014 to 2019 as a Senior Consultant for various United Nations agencies, especially in conflict and post-conflict contexts. His projects have been awarded international prizes, such as the Melina Mercouri International Prize for the safeguarding and management of cultural landscapes in 2001 and nominated to the Aga Khan Award for Architecture in 2013 and 2016. Speaker at international conferences and events, he is the author of more than 70 scientific articles and book chapters on historic cities, cultural landscapes and management of cultural heritage sites. He is currently Chief Executive Officer of the non-profit organization Archi.Media Trust.

### The future of Mosul: prodromes of a post-conflict reconstruction

The Old City of Mosul did not receive any attention as a World Heritage site until it was destroyed. It was included in the Tentative List of Iraq only in August 2018, thirteen months after its liberation. Its cultural heritage was deliberately destroyed by ISIL/Da'esh in 2014, while its historic urban fabric was almost wiped off the map in 2017. The people of Mosul started to reconstruct their city right after its liberation. The old city today looks like a huge building-site where dozens of plots are undergoing reconstruction. The "Initial Planning Framework for the Reconstruction of Mosul" paved the ground to future plans for urban recovery and reconstruction. The "Revive the Spirit of Mosul" initiative launched several projects towards the rehabilitation of its Historic Urban Landscape and its most significant landmarks. Year 2072: The Old City of Mosul is fully reconstructed, following Dresden, Warsaw, Rotterdam or Le Havre after WWII or more recently Saigon, Mostar, Timbuktu. Mosul might not follow any of the past examples, but will be certainly reborn from its ashes.

## KEYNOTE SPEAKERS



### **Patricia O'Donnell**

**Landscape Architect (USA), President of the Board of OurWorldHeritage**

Patricia M. O'Donnell serves the heritage community as OurWorldHeritage board president. She is a landscape architect and urban planner, founder of Heritage Landscapes LLC, Preservation Landscape Architects and Planners in 1987. As leader of over 600 professional planning and implementation projects, she sees the accelerating pace of global heritage impacts and the need for adaptive change management. Having contributed to the continued vitality and resilience of a legacy of public landscapes, O'Donnell seeks to apply resilience to these cherished landscape heritage places. O'Donnell's work aligns to the UN SDGs 2030 Agenda, New Urban Agenda, and the latest scientific findings recognizing a foundation in gratitude for our beleaguered planet, to act locally on universal objectives.

### **The future of World Natural Heritage: Our Local and Global Landscape Heritage: Focusing on Planetary Rights and Adaptive Change Management**

This presentation will explore the status of the planet in terms of protection, issues and threats presenting the notion of Planetary Rights, for all the members of the living communities of Earth. Our global landscapes, shaped by nature and culture, are under myriad threats. Bringing adaptive change management to the forefront of landscape heritage and community, the contribution will address what is needed to make progress in the face of rapid and unpredictable change at the local level. Exploring these topics and good practice examples leads to potential engagement for the heritage community through collaboration toward positive actions. This presentation provides timely perspectives to understand the challenges of our times and to apply effective practices in heritage management, inclusion, and climate action toward Planetary Rights.

# KEYNOTE SPEAKERS



## Jean-Louis Luxen

**Belgium, President of “Culture, Heritage & Development”.  
Former Secretary General of ICOMOS and  
Board Member of the International Coalition  
of Sites of Conscience.**

Jean-Louis Luxen holds a PhD in Law (Louvain) and a Master Degree in Economics (Stanford). As a senior civil servant, he was in charge of Cultural affairs, involved in Heritage conservation since the 1970's, in Belgium and at the Council of Europe. As Secretary General of ICOMOS, from 1993 to 2002, he took part in the preparation of the Nara Conference and in the implementation of the World Heritage Convention. From 2008 to 2013, he acted as Senior Legal Expert of the Euromed Heritage programme for the strengthening of the institutional and legislative framework. From 2007 to 2019, he was a Board member of the International Coalition of Sites of Conscience. In 2018, he was asked by the World Heritage Centre to chair the Working Group on “Interpretation of Sites of Memory”. He is Professor Emeritus at the University of Louvain.

## World Heritage Inscription and interpretation of Sites of Memory

The past and present living conditions of people connected to a heritage site should be more taken into consideration, both in the evaluation process and in the management of the site. Besides industrial sites or human settlements, a particular attention is required when dealing with Sites of Memory. Heritage places related to recent conflicts or violation of human rights under dictatorship, slavery, colonialism, discrimination against indigenous people and cultural minorities. With a distinction between sites where the memorial aspects are dominant, with physical remains of limited value (to what extent do they relate to the World Heritage Convention?) and sites where the memorial dimension is accompanying outstanding physical heritage values. How can an inclusive interpretation present the historic significance of the site and make it a place of remembrance and peaceful reflection in order to promote dialogue and a culture of peace?

## KEYNOTE SPEAKERS



### **Christina Cameron**

**Professor, University of Montréal (Canada),  
World Heritage Committee Chair (1990 and  
2008)**

Christina Cameron (Canada) held the Canada Research Chair in Built Heritage at the University of Montreal from 2005 to 2019 where she directed a research program on heritage conservation. She previously served as a heritage executive with Parks Canada for more than thirty-five years. She has worked with the World Heritage Convention since 1987, chairing the Committee in 1990 and 2008 and co-authoring *Many Voices, One Vision: The Early Years of the World Heritage Convention* (2013). In 2007, she received the Outstanding Achievement Award of the Public Service of Canada, the country's highest recognition for public service. She was appointed to the Order of Canada in 2014 and received the Prix du Québec Gérard-Morisset in 2018 for her contributions to heritage conservation in Canada and abroad. She is a founding member of OurWorldHeritage.

### **What future of the WH Convention?**

After 50 years, it is time to shift the focus from listing sites to protecting and conserving them. Furthermore, while respecting the role of various international committees and organisations, it is essential to recognize that conservation happens at the local level. OurWorldHeritage focuses on co-learning to share best practices for conservation and sustainability among all members. If this is the future for World Heritage, we need to mobilize to break down administrative and disciplinary silos in order to implement a holistic approach to looking after these special places. We also need to break down the hierarchy of implementation processes that shut out the voices of civil society, communities and Indigenous Peoples. By clarifying and simplifying language and reducing geopolitical interests, the future of the World Heritage Convention could see people working together for the common good of humanity. The choice is ours.

# KEYNOTE SPEAKERS



## Jad Tabet

**Architect (Lebanon), Former World Heritage Committee member**

Jad Tabet is the former President of the Lebanese Order of Engineers and Architects and of the Arab Union of Architects. He is the Honorary president of ICOMOS Lebanon and former Member of UNESCO World Heritage Committee. An architect and planner working between Beirut and Paris, he is the author of several academic publications on war and reconstruction, and on the relationship between heritage and modernity.

### The future of heritage in conflict zones

Three-Quarters of a century ago, UNESCO was founded in the aftermath of World War II to promote peace between nations and establish the intellectual and moral solidarity of mankind. In the context of a global age, our world witnesses the return of the evils of the past and new forms of conflicts emerged as a direct result of sectarian and ethnic violence. Cultural heritage as an expression of communities' values has become a direct target of armed conflicts and is subject to deliberate destruction. Protecting this heritage constitutes a crucial element for the preservation of cultural identities and plays a major role in the recovery process.

# KEYNOTE SPEAKERS



## Tokie Brown

Architect & entrepreneur (Nigeria)

Dr. Tokie is a Scientific Member of the Scientific Committee, Graduate Programme in Cultural Heritage Studies at the University of Nova Gorica, Slovenia. Co-Founder, Foundation for the Preservation of Cultural Heritage in Nigeria. An Expert/voting Member of the ISCCCL and represents Nigeria on ICOMOS-IFLA. Dr. Tokie also works as a Heritage Architect and Cultural Economist with Merging Ecologies Studio which maintains a bespoke sustainable and heritage infused design development solutions in Africa.

### The future of community building

The holistic approach to cultural heritage analysis in the context of social responsibility is an element of pursuing long-term sustainability of a community and its environment. It also originates the necessity to analyse governing strategies, processes and key indicators that breeds transparency and inclusion. The presenter will draw on examples from African communities. The optimal linkage of these three key factors: economic, ecological, and social, through ethical cultural sensitivity, all in the shared interest of building community engagement. The communal activities mentioned above are useful for societies as a whole, which demands creative innovations while still upholding sustainability principles. In this way, communities achieve their fundamental purpose of existence, i.e. their communal objectives, uphold human and ecological values which is expressed through a well being framework and transparent public awareness steeped in the common good of the community.



# KEYNOTE SPEAKERS



## Meetali Gupta

**Delhi, India. Architect and heritage researcher in Germany**

Meetali Gupta is an Architect from Delhi, India currently pursuing an advanced masters course on "World Heritage Studies" in Cottbus, Germany. Over the past 3 years, she has been a part of a variety of heritage organisations including Blue Shield Germany, Europa Nostra Germany, European Heritage Volunteers and European Heritage Times, serving in the capacity of a heritage assistant, heritage researcher, project coordinator, media coordinator and technical instructor. As part of the coordination committee member for ESACH (European Students Association for Cultural Heritage), she manages the university groups across Europe. She also served as a research and communications assistant for European Historic Houses, Brussels. Currently, she works as a heritage research assistant for the faculty of architecture in the Brandenburg University of Technology, Cottbus Germany. Her interests lie in built cultural heritage and the dissemination activities revolving around heritage crossing borders.

## Future for Young Heritage Professionals

Strategies of preserving heritage for the future generations is a well known discourse revolving around the techniques of conservation, heritage identity and sense of belongingness. While countless challenges within this perimeter lay ahead, it is not only important to address heritage in need, but also to continue building on an environment for young professionals to embark in this quest. What does it take to motivate the present generation to protect the heritage? To develop a professional career in heritage? And to devote their expertise to its adoption in today's time? If we take the quest of sustainable approaches at heart, it is about time that we collaborate on an ecosystem that attracts young minds to its upkeep.

## KEYNOTE SPEAKERS



### Joseph King

Senior Director, Office of the Director General ICCROM

Mr. King provides support for the Director General of ICCROM in the implementation of the mandates of the organization, with a particular focus on governance issues. An architect and urban planner, he also leads a team of professionals in all aspects of ICCROM's role as an Advisory Body to the UNESCO World Heritage Convention, where he has represented ICCROM for 25 years at the World Heritage Committee. Previously at ICCROM, he has been Director of Partnership and Communication, and was Director of the Sites Unit, responsible for capacity building programmes for the conservation of immovable cultural heritage around the world.

### Climate Crisis and Heritage/ Heritage in adapting to, and mitigating Impacts of a changing climate

An existential threat to life on Earth, the climate crisis is widespread and intensifying. There has been a significant rise in heatwaves, droughts, wildfires, floods and cyclones, indicating our increasing vulnerability and exposure to disaster risk. The unprecedented rise in sea levels is threatening most coastal settlements – cities like Alexandria and Venice could disappear forever. Environmental stresses caused by climate change, contribute to food insecurity, displacement and unemployment, thereby feeding into the root causes of an existing conflict or giving rise to new tensions.

Climate change, therefore, must be seen as a complex problem that has intertwined social, cultural, environmental, and economic underpinnings. Culture fuels creativity and connection. Climate change has become one of the primary threats for cultural heritage. Culture and heritage shape our perceptions of, and responses to, climate change and the environmental variability it is bringing. But major global approaches are not yet recognizing the influence of culture and heritage on climate action.

This panel is based on ICCROM's work on heritage based climate action. It will feature case studies from Italy, Australia, Sudan and Turkey where through cross-disciplinary collaborations, comprehensive risk management plans are being prepared to protect heritage from the impacts of climate change. Simultaneously, efforts are underway to explore the use of community held traditional, as well as Indigenous knowledges for finding place specific climate change mitigation and adaptation strategies.

# KEYNOTE SPEAKERS



## Aparna Tandon

**Senior Programme Leader, First Aid and Resilience for Cultural Heritage in Times of Crisis| Sustaining Digital Heritage**

Aparna Tandon specializes in disaster risk reduction and post crisis recovery of all forms of heritage. She has 25 years of post-qualification work experience in heritage conservation and has conducted professional training for the conservation of heritage in Asia, the Middle East, Europe, Africa and South America. As Senior Programme Leader at ICCROM, she leads the design and implementation of its international flagship programme on First Aid and Resilience for Cultural Heritage in Times of Crisis (FAR) Additionally, she coordinates the activities of Sustaining Digital Heritage and SOIMA (Sound and Image Collections Conservation) programmes aimed at saving endangered audio-visual and digital heritage.

## Heritage for Sustainable Peace

With the rise in internationalised civil wars and non-state conflicts, many of which are recurrent and marred with sectarian violence, the twin challenges of conflict prevention and sustaining peace are now more important than ever. But what does peace mean to communities living in zones of intense conflict? And what role does cultural heritage play in bringing about that peace, especially when conflicts involve violence between communities and long-standing, complex disputes over identity, religion, resources and power? While much attention has been paid to the destruction of cultural heritage as a consequence of violent conflicts, the underlying causes are easily dismissed as iconoclasm, and the place of heritage destruction in the broader dynamics of conflict is rarely examined.

Drawing examples from the conflicts in Myanmar, Bosnia and Syria, this panel discussion will bring peacebuilders and heritage professionals together to examine the possible role heritage could play in transforming protracted conflict situations and building lasting peace. The Panel will also highlight ongoing research of ICCROM on heritage-based peace indicators and introduce an assessment tool that has been developed to evaluate peacebuilding outcomes of heritage interventions in post-conflict recovery.

## KEYNOTE SPEAKERS



### **Chiara Arrighi**

**Italy, Assistant professor in hydrology, University of Florence (since 2019)**

Chiara Arrighi is currently assistant professor of hydrology and hydraulic works at the department of Civil and Environmental Engineering, University of Firenze (Italy). She is chair-associate of the UNESCO Chair on Prevention and Sustainable Management of Geo-Hydrological Hazards. She teaches Water Resources Management and Flood Risk, and she is author of many publications in the field of flood hazard mapping, risk analysis, damage, and vulnerability assessment of different asset typologies. Since 2018 she has been scientific consultant for CIMA Foundation (Savona, Italy) for the project "Building disaster resilience to natural hazards in Sub-Saharan African regions, countries and communities".

### **Flood risk assessment and resilience in heritage cities**

According to the IPCC increased global and regional impacts on human systems attributed to climate change have already been observed with high confidence levels. Floodings have been listed as key risk in the European Region. Among the impacts of flooding to cities and settlements those involving cultural heritage are still poorly understood due to the complexity of the problem and the lack of agreed methods. In this seminar the challenges of flood risk analyses to cultural heritage at different scales are addressed and discussed. The case study of Florence, affected by a severe flood in 1966, is described to introduce methods for flood hazard, exposure and vulnerability analysis and possible risk mitigation strategies.

## KEYNOTE SPEAKERS



### Özden Coşkun Öner

**Türkiye, Architect, PhD, İzmir Metropolitan Municipality, Department of City History and Publicity, Directorate of Historical Environment and Cultural Assets**

Özden Coşkun Öner started her career in the private architecture offices as an architect in 2007. She has been working on restoration, new building, street rehabilitation, urban design projects and conservation plan studies in İzmir Metropolitan Municipality, City History and Publicity Department, Historic Environment and Cultural Assets Directorate since 2010. Additionally, she has been working as a part time lecturer in the architectural design studio of the faculty of Architecture of İzmir Democracy University. She has a MSc degree in restoration from Yıldız Technical University (Istanbul/TURKEY) and a PHD degree in architecture from İzmir Institute of Technology (İzmir/TURKEY) that is focused on architectural design parameters in traditional buildings in terms of their energy performance for future housing design.

### Guideline and Implementations Against Climate Change in Historic City Centre of İzmir

Climate change effects is an inclusive issue that should lead the activities carried out by local governments in any field. İzmir Metropolitan Municipality (İMM) published and started to implement Sustainable Energy and Climate Action Plan (SECAP) and Green City Action Plan (GCAP). In this context some projects and practices are currently carried out by İMM supporting the mitigation and adaptation strategies for the climate change effects in historic city center. The Cooling Kemeraltı Project proposes to develop the adaptation and mitigation strategies against climate effect via a green canopy design in historic city center. The canopy design inquires sustainable and innovative systems and materials. The Renewal of all Infrastructure System in Kemeraltı Project is an ongoing implementation. It will prevent the rain floods. Integrated sewer and storm water lines which cause sewage floods on heavy rainy days, will be separated. The initial aims of the historic Ahmet Aga Mansion restoration are to structurally re-erect the building, to complete destroyed parts and reinforce existing body, to protect the cultural heritage values and increasing energy efficiency.

## KEYNOTE SPEAKERS



### Catherine Forbes

Australia, Architect, Principal of GML Heritage, Co-Convenor of Australia ICOMOS

Catherine Forbes, GML Heritage Principal, is an architect with over 25 years' experience in heritage conservation. Her expertise lies in analysing historic buildings, sites and urban precincts (including interiors and landscapes), preparing appropriate guidelines for their conservation, adaptation, development and management, disaster risk management planning for cultural heritage and reviewing post disaster recovery.

### Mitigating the effects of climate change on the heritage of The Rocks, Sydney, Australia

Australia experiences numerous disasters every year (ranging from severe drought, heatwaves and wildfires to tropical cyclones, other extreme weather events and floods). Climate change has increased the frequency and severity of these events. Although Australia has developed resilience plans, emergency plans and recovery plans for all types of disasters, cultural heritage is rarely considered or prioritised. Heritage authorities do not tend to engage with the emergency management sector and heritage places are ill prepared for disaster when it occurs. In 2021, the NSW Department of Planning, Industry and Development commissioned a Disaster Risk Management Strategy (DRMS) for The Rocks, a nationally significant historic urban precinct located on the shores of Sydney Harbour. The strategy identifies and evaluates risks specific to cultural heritage, including risks arising from the effects of climate change. The DRMS was prepared in close consultation with property owners, managers, tenants, and emergency services personnel, using the most up to date data on the hazards likely to affect the precinct. The DRMS complements existing emergency plans for the precinct and the city and adaptable as a prototype for managing risks to other heritage places across Australia. The presentation will highlight the cumulative effect of climate change on the heritage of The Rocks, a place that is visited by more than 14 million visitors per year.

## KEYNOTE SPEAKERS



### **Nathalie Paarlberg**

**Netherlands, COO, Turquoise Mountain Trust (2017-present)**

Our work combines documentation, training, market access, social empowerment, and outreach. In the context of heritage and peace it brings to the fore questions about the ways in which cultural heritage can be used for political aims, the ways in which heritage is linked to questions of identity and belonging, and the role heritage can play as part of a wider arsenal of peace-building tools.

### **Empowering communities and creating dialogue through textiles in Myanmar**

Myanmar is home to the world's longest ongoing civil war and notions of national identity have been contested for decades. Especially since the military coup d'état of February 2021, many communities are experiencing conflict, displacement, human rights violations, and discrimination as well as a severe economic downturn. The country's hundreds of ethnic groups are particularly impacted by the conflict, marginalized and underserved.

Turquoise Mountain works with women weavers across ethnic groups to document their textile traditions, to protect their cultural rights, and to secure livelihoods for them and their families. By working with groups to build livelihoods based on the unique textile traditions that they guard, we ensure these traditions are preserved and can be a source of both economic and social empowerment as well as collective identity and social cohesion. Highlighting the diversity of Myanmar's cultural heritage also creates space for cross-cultural understanding and ultimately a more equitable society that values diversity and pluralism.

## KEYNOTE SPEAKERS



### **Marija Kamber**

**Croatia/Bosnia and Herzegovina/France,  
PhD Researcher, University of Kent**

Marija Kamber is a PhD candidate at the University of Kent. She holds a Master of Economics (University of Rijeka, Croatia) and a MA in Heritage Management (University of Kent/AUEB).

The focus of her PhD research is the cultural heritage policies of the Council of Europe, with a specific focus on heritage's role in democratic participation and in developing a more equal and peaceful society. Other heritage-related subjects she is passionate about are dark heritage which was a subject of her Master thesis and published articles; protection of heritage and intergovernmental organisations, as a subject of her guest lectures at the Euroculture Master Programme at the University of Strasbourg; and protection of heritage in times of crisis, a topic she was working on within the FIRST AID TO CULTURAL HERITAGE IN TIMES OF CRISIS course organised by ICCROM. She has participated in numerous conferences, summer schools and workshops on heritage-related topics, either as a presenter or a participant.

### **Regional Museum of Gorazde – A Community Museum and Its 'War Exhibition'**

The museum, established in 2016, is in the small industrial town of Gorazde, eastern Bosnia and Herzegovina. Its establishment was supported by key partners – the National Museum of Bosnia and Herzegovina and the Foundation Cultural Heritage without Borders in Bosnia and Herzegovina (CHwB BiH). Public consultation on the museum's vision, mission and goals was held in a workshop organised by CHwB BiH in 2016. The main goal of this pilot project is the continued preservation and promotion of the cultural and historical wealth of the region, as well as capacity building for small regional museums in Bosnia and Herzegovina. The 'War Exhibition' was the first permanent exhibition organised by the museum. The exhibition's goal was to demonstrate the citizens' creativity and capability to survive the 1336-days of siege during the war. It is also a way to speak about the traumatic events by putting the accent on the community and their everyday struggle, rather than exposing the political and historical views.



## KEYNOTE SPEAKERS



### **Eva Ziedan**

**Syria, PhD, Archaeologist, heritage, and community development practitioner**

Eva Ziedan (PhD) is an archaeologist, heritage and community development practitioner with more than ten years of field experience in Syria and Europe. Archaeology, working closely with local communities, and negotiating the interpretation of heritage sites are the three interconnected dimensions of her professional and personal experience. This multi-faceted background, both theoretical and practical, has given her insight into understanding the relationship between heritage, local communities, and governance. She has been working intensely with civil society networks, community leaders, professionals, and university students on various aspects of rethinking the heritage concepts and the contents of its development, supporting local actors working on peace building through capacity development, advocacy, project design, strategic planning, and networking.

### **Cultural Heritage between roots of crisis and peacebuilding: Syrian Ghab Plain as a case study**

The presentation will investigate the impact of the local agricultural heritage on the ability to develop sustainable development plans that could play an essential role in paving the way to eventual peacebuilding. This case study for this presentation is taken from my own engagement with various active actors in Al Ghab Plain in the middle Orontes basin in Syria between 2016-2022.

With the term “local agricultural heritage” I focus on two intertwined aspects of heritage: the issue of heritage vitality and continuity, on the one hand, and its plurality, within single villages or the context of the Ghab Plain and its surrounding area, on other hand.

Regarding the first aspect, which is the vitality of heritage or living heritage, I want to delve into the examples of negotiations that communities conduct to access water.

As for the second aspect, which is plural heritage, I focused my argument on the importance of understanding the variety of heritages in influencing people’s perception of themselves, and the formation of their ambitions and grievances. This attempt has been made by recalling pasts and linking those pasts to the behaviour of the people during the armed conflict.



# ICCROM “EDUCATIONAL GAMES” FOR YOUTH



## Jui Ambani

**Conservation Architect, Consultant for Disaster Risk Management and Climate Action, First Aid and Resilience for Cultural Heritage in Times of Crisis Programme ICCROM, Rome, Italy**

Jui Ambani is a Conservation Architect from Mumbai, India, currently based in Rome, Italy. A FAR Team member since October 2020, she has coordinated several capacity development initiatives and assisted in providing training workshops on disaster risk reduction, risk mitigation for built heritage, emergency response and climate action. The design and strategy lead for ICCROM's first international online conference, *climate.culture.peace*, Jui aims to continue her interest and research on heritage-based climate action. She has extensive experience in organizing and facilitating hybrid events on heritage safeguard with the use of interactive tools and resources. Co-lead for all FAR communications and graphic design, she is also the co-author of the FAR publication series, *A Story of Change 1, 2 and 3*. Jui is currently engaged in the development of an app to automate data for post-emergency damage and risk assessment. These apps are now being field-tested in Ukraine, Pakistan and the Philippines.



## Mohona Chakraborty

**Conservation Architect, Programme Assistant, First Aid and Resilience for Cultural Heritage in Times of Crisis Programme, ICCROM, Rome, Italy**

Mohona is an Indian Architect and has a Master's degree in Architectural Conservation from La Sapienza University of Rome, Italy. She has worked on several prestigious conservation planning projects in India, with organizations such as UNESCO and DRONAH. Since joining ICCROM in July 2020, Mohona has contributed to several capacity development activities of FAR as a coordinator, mentor and trainer. Additionally, she has coordinated training courses and led research, design, and production of several FAR learning resources such as PATH (Peacebuilding Assessment Tool for Heritage Recovery and Rehabilitation), as well as other self-learning videos on disaster risk reduction and peacebuilding. She is currently coordinating ICCROM's ongoing project – Net Zero: Heritage for Climate Action which aims to use Indigenous knowledge and traditional practices to mitigate food insecurity, environmental degradation, carbon emissions, forced migration and conflict over resources.

# ICCROM “EDUCATIONAL GAMES” FOR YOUTH



## Michela Masciocchi

**Consultant, First Aid and Resilience for Cultural Heritage in Times of Crisis Programme, ICCROM, Rome, Italy**

Michela Masciocchi works as a Consultant for the First Aid and Resilience Programme at the International Centre for the Study of the Preservation and Restoration of Cultural Property, supporting the implementation of ALIPH-ICCROM Alliance for Cultural First Aid, Peace and Resilience Project in the MENAP region by coordinating field-projects, mentoring and follow-up activities. She is a master's graduate in International Security Studies (Sant'Anna School of Advanced Studies, Pisa and University of Trento) and holds a bachelor's degree in Languages, Cultures and Societies of Africa and Mediterranean Africa (Ca' Foscari University, Venice) with a specialization in the Israeli-Palestinian area. Her research interests and work experiences relate to the security dynamics of the Middle East, including development projects, peacebuilding initiatives and cultural diplomacy in the region.

## ABOUT THE FAR PROGRAMME

First Aid and Resilience for Cultural Heritage in Times of Crisis (FAR) is a flagship programme of ICCROM. It trains, builds knowledge, creates networks, increases awareness and informs policy with an overall aim to reduce disaster risk for tangible and intangible heritage and associated communities.

The Programme motto – culture cannot wait – is grounded in the belief that by integrating heritage into the wider programmes for Disaster Risk Reduction (DRR), Humanitarian Aid, Peacebuilding and Climate Action, we can build peaceful and disaster-resilient communities.

The programme builds on the ICCROM's widely recognised training on First Aid to Cultural Heritage in Times of Crisis initiated in 2010. Today, the FAR network of over 1000 cultural first aiders, spans more than 87 countries.

Since its inception in 2020, the Programme has served 115 Member States and 18 non-member states by offering advisory services for protecting cultural heritage before, during and after a disaster or a conflict.

FAR offers several opportunities for cross-disciplinary training and field-based research on heritage-based disaster risk reduction, peacebuilding and climate action.

To learn more, watch FAR video:  
<https://youtu.be/EuKbNZ4n4Dg>





## FESTIVAL SCIENTIFIC COORDINATORS



### Corinna Del Bianco

PhD in architecture and urban design. Post-doctoral researcher and adjunct professor of Urban Design at Politecnico di Milano and founder and board member of the **Fondazione Romualdo Del Bianco**

Her research focuses on the documentation and analysis of local cultural identities in changing urban environments, tourism dynamics management and food systems integration into urban planning. Since 2016, she carries out research and photographic, curatorial, educational projects as consultant for institutions, international and local organizations and Municipalities.



### Aurora Savelli

Senior Tenure Track Researcher (RTDB) at the University of Naples L'Orientale, Professor of Modern History and History of the Modern and Contemporary Mediterranean **Fondazione Romualdo Del Bianco**

Senior Tenure Track Researcher (RTDB) at the University of Naples L'Orientale, where she teaches Modern History and History of the Modern and Contemporary Mediterranean. Since June 2021, she has been the University representative in the Interuniversity Centre for Research and Development of Public History (CISPH). From October 2018 to May 2020, I was a research fellow at ISEM-CNR, as part of the European Programme Research Infrastructure on Religious Studies. Since February 2020 I have been a consultant scholar within the demioethno-anthropological protection project "Palio di Siena" conducted by Soprintendenza di Siena on behalf of the Direzione Generale ABAP (Servizio VI) in collaboration with the Istituto Centrale del Patrimonio Immateriale. I am Scholarly Advisor to the International Institute Life Beyond Tourism since 2016. My areas of interest include the forms of control in urban spaces, popular and women's associations, city rituals and intangible legacies in long diachrony, the didactic use and valorisation of cultural heritage and archives. More recently, I have been focusing on Public History and the forms of museum narratives, particularly in relation to women's history. I am a member of the board of the Italian Society of Modern History (SISEM), of the board of the Italian Public History Association (AIPH), of the editorial boards of "Ricerche Storiche" and "Storia delle Donne".

# FESTIVAL SCIENTIFIC COORDINATORS



## Giorgio Von Arx

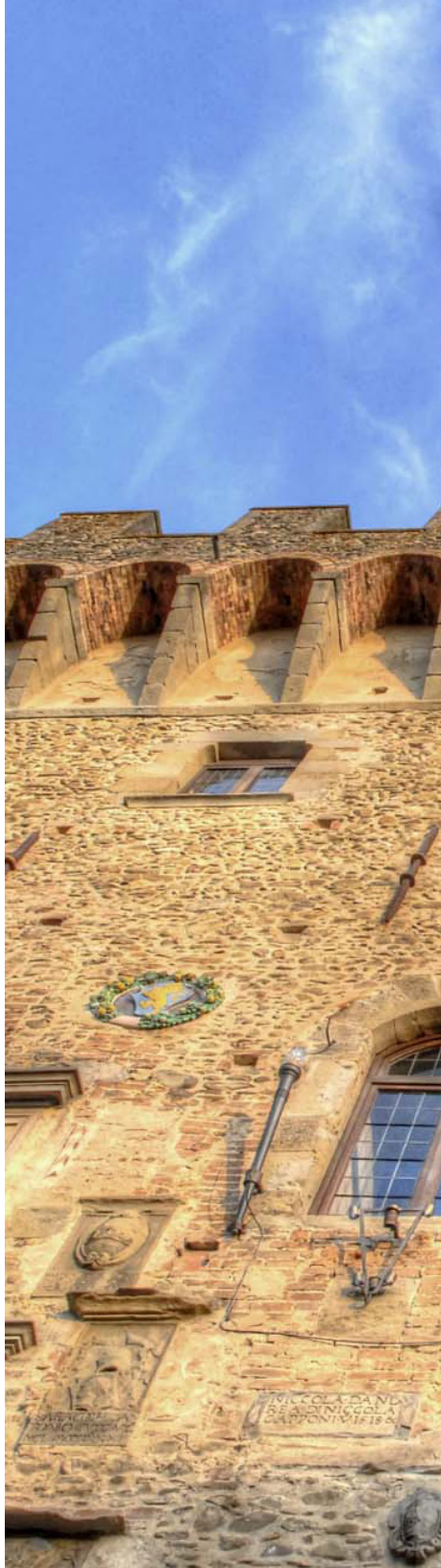
Marketing and communications consultant,  
trainer and lecturer  
ICCROM, Rome, Italy

Marketing and communications consultant, trainer and lecturer since 2010.

His work focuses mainly on strategic marketing, definition and management of corporate identity and branding. His main goal for his clients is to work on elements of uniqueness for each brand.

Since 2018 he has developed with Europromo the project of “talking objects” for marketing purposes: products and gadgets that make content appear on smart devices, using NFC technology or QR code.

Today he collaborates with Movimento Life Beyond Tourism to create “Talking Places” for territorial marketing purposes, takes care of the development of interactive and talking environments for training and works on the creation of the first “talking hospital” together with OdV Amici di Ampasilava at Hopitaly Vezo, Andavadoaka, Madagascar.











1940 - 1950



## THE MONUMENTAL COMPLEX OF SANTA CROCE

A unique hub where art, faith, spirituality and historical memory are closely interwoven, the Santa Croce complex is one of the best-loved sites in Florence thanks to the lofty secular and religious value of its art heritage. The vast fresco cycles painted by Giotto and his pupils are a self-contained compendium of the innovation in both style and content that marked 14th century painting; the monumental tombs of some of Italy's greatest figures – Michelangelo, Galileo, Machiavelli, Alfieri, Rossini and Foscolo – make Santa Croce a cradle of memory stretching far beyond mere local interest; while Brunelleschi's Pazzi Chapel and Donatello's sculptures rank among the most important examples of the art of the Renaissance.

The monumental complex is made up of the Basilica, the sacristy with the Medici chapel, the Pazzi chapel, the cloisters, the Opera Museum, the Crypt and the Memorial chapel. The Basilica in particular, the construction of which began in 1295, has continued to be redesigned over the centuries while other spaces, such as the Pazzi chapel, have not undergone significant transformations, thus maintaining their original function.

Owned by the FEC (Fondo Edifici di Culto) of the Italian Home Office and the Municipality of Florence, the Monumental Complex of Santa Croce is managed by the Opera di Santa Croce, which since the fourteenth century has dealt with the safeguarding, enhancement and improvement of this site in accordance with the owners.

The immense artistic heritage and civil value of the monuments and memorials preserved in Santa Croce, requires an important and constant upkeep that the Opera, one of the oldest Fabbricerie in Italy and today a secular non-profit organization, carries out without any public subsidy, thanks only to funds raised with paid visits and private donations. It is an activity that requires substantial resources and that the Opera carries out through delicate restorations, countless architectural and artistic recovery procedures, as well as ordinary and extraordinary maintenance and updating and adaption in line with technical and safety specifications. All measures are carried out under the supervision of the competent Superintendence, following a capillary organization and planning, that concern both the Basilica and the adjacent areas in which the museum and the cloisters are located.

**MORE INFORMATION ON:  
[HTTPS://WWW.SANTACROCEOPERA.IT/EN](https://www.santacroceopera.it/en)**

# PALAZZO COPPINI - FONDAZIONE DEL BIANCO MUSEUM OPENS ITS DOORS TO VISITORS DURING THE FESTIVAL

Palazzo Coppini - Fondazione Del Bianco Museum is both the tangible outcome and the symbol of the results achieved by the Fondazione Romualdo Del Bianco® – Life Beyond Tourism® and its international network in ensuring that human relations, the acceptance of difference and mutual knowledge through cultural and natural heritage, both tangible and intangible, can win recognition as crucial needs for the “family of mankind”.

Palazzo Coppini is the venue of Del Bianco Foundation Museum, a Study Centre devoted to the research on the themes of travel, heritage and dialogue among cultures, developing and concretising the concept of interculturalism among peoples with the Life Beyond Tourism® movement over a period of more than 25 years of activity. The purpose is to preserve, communicate and exhibit for the purposes of study, education and simple pleasure, a private collection of gifts - which have been received from people during their stay or delivered personally - made available to citizens.

The gifts come from several cultural sectors related to the traditions, usages and customs of over 83 countries that share the Foundation’s commitment to developing communication among peoples. A period of more than 25 years of activity.











# THE PROGRAMME

## TUESDAY, 15 NOVEMBER 2022

6.30 pm CET

Refectory of Santa Croce  
(16, Santa Croce Sq.)

### Official Opening of the 2nd Edition of the Festival of the Diversity of the World's Cultural Expressions and Talking Places "The World in Florence"

**Cristina Acidini**, President Opera Santa Croce

**Carlotta Del Bianco**, President Romualdo Del Bianco Foundation & Life Beyond Tourism-Travel to Dialogue Movement

**Filippo La Rosa**, Italian Ministry of Foreign Affairs (video)

**Eugenio Giani**, President of Tuscany Region (invited)

**Alessia Bettini**, Deputy Mayor City of Florence

**Sheikh Ebrahim Al Khalifa**, Deputy Director of the Arab Regional Centre for World Heritage (ARC-WH)

**Webber Ndoro**, Director General ICCROM (video)

**Francesco Bandarin**, Assistant Director General of UNESCO for Culture (2010-2018)

**Teresa Patricio**, President ICOMOS (video)

**Claudio Mauti**, Commander of the Comando Carabinieri Tutela Patrimonio Culturale Nucleo di Firenze

**Luciano Mornacchi**, Sales Manager, Touring Club Italiano

**Andrea Cecconi**, President of the Fondazione Balducci

**Mounir Bouchenaki**, Special Advisor DG UNESCO, Honorary President of the Romualdo del Bianco Foundation

7.30 pm CET

### Opening Cocktail and preview of the poster exhibition of the Diversity of the World's Cultural Expressions and Talking Places "The World in Florence"

8.30 pm CET

### Conclusion

# THE PROGRAMME

## WEDNESDAY, 16TH NOVEMBER 2022

**9.30 am–5.00 pm CET**

Refectory of Santa Croce  
(16, Santa Croce Sq.)

**Poster exhibition of the Diversity of the World's Cultural Expressions and Talking Places "The World in Florence" open to the public**

During all the day, citizens and visitors of the Monumental Complex of Santa Croce have the possibility to visit the poster exhibition reproducing the cultural expressions and talking places from the world described by the local youth and citizens.

The NFC technology enables each poster to "talk" to visitors and provide them with further text-visual details of places, traditions, customs and special itineraries in the world, a virtual full-immersion in the local identities worldwide.

**9.00 am-5.00 pm CET**

Refectory of Santa Croce  
(16, Santa Croce Sq.)

**ICCROM "Educational Games" for youth**

**9.00 am CET**

Entrance to the Refectory of Santa Croce by students and visit to the exhibition "The World in Florence"

**9.30 am-12.00 am CET**

Welcome greetings by Carlotta Del Bianco (President Romualdo Del Bianco Foundation & Life Beyond Tourism-Travel to Dialogue Movement)

Facilitators:

**Aparna Tandon**

ICCROM, Senior  
Programme Leader

**Activity 1: "inSIGHT": Heritage in adapting to, and mitigating Impacts of a changing climate**

**Jui Ambani**

ICCROM, Disaster Risk  
Management Consultant

This participatory game offers its users the opportunity to build a common understanding of how the cultural and natural heritage of a place contributes to capacities for disaster risk reduction and sustainable development.

It is an open-ended game where players are creatively engaged to map:

- heritage, both tangible and intangible, which is significant to the players' collective identity;

**Mohona Chakraburty**  
ICCROM, FAR Programme  
Unit

- risks to heritage and people;
- capacities that sustain lives and livelihoods; and external factors that may affect heritage or disaster resilience.

**Michela Masciocchi**  
ICCROM- FAR Programme,  
Consultant

The players may wish to include both natural and cultural heritage in the mapping exercise. Moreover, what participants in the game recognize as cultural heritage may or may not be identified as such by the national or local heritage authorities

The 'game approach' helps to engage young people, creating an informal, inclusive and trusting atmosphere. This in turn helps to break barriers and stereotypes, giving voice to the new generation of citizens.

**12.00 am-12.30 am CET Paolo Iabichino**

Creative Advisor of "Talking Places®" by Life Beyond Tourism-Travel to Dialogue Movement

*Travel for social, not social for travel.*

The phenomenon of travel blogging, even more so that the one of the influencer, risks conveying a dangerously superficial idea of travel.

We must strive to put environmental energies into the digital world, not just the analogic one. For the adult world, the internet is a medium, for our boys and girls it is a habitat that requires attention and care.

It is necessary to defend and protect it, to learn to listen to the places that are visited rather than 'shooting poses' in one's own digital windows.

**12.30 am-1.00 pm CET Fiorenza Frigoni**

Director Touring Academy, Touring Club Italiano

**Margherita Azzari**

President, Tuscan branch of The Italian Association of Geography Teachers (AIIG)

*Touring Club Italiano, taking care and educating young people*

**2.30 pm-5.00 pm CET**

**Activity 2: Community-Based Heritage Indicators for Peace**

Facilitators:

**Aparna Tandon**

ICCROM, Senior Programme Leader

Heritage has become a critical component of peacebuilding and development activities. This game aims to develop heritage indicators for peace and development, based on how the participants perceive and use heritage in times of peace.

**Jui Ambani**

ICCROM, Disaster Risk  
Management Consultant

**Mohona Chakraborty**

ICCROM, FAR Programme  
Unit

**Michela Masciocchi**

ICCROM- FAR Programme,  
Consultant

Through guiding questions, the participants will be able to recognise how their experiences of heritage reflect broader intercommunal relations, as well as identify what lasting peace looks or feels like in a given context.

- The size of the group in the workshop is an important factor in the inclusion of the perspectives of all the participants present. If you have more than 10 participants, you could try and divide them into smaller groups.
- Every small group can then identify a facilitator and occupy a table. At each table, the facilitator (in this case ICCROM) will ask or write down a prompt question.
- In order to get multiple views for each question, the facilitators can give the same question to more than one group.

5.30 pm CET

**Conclusion**

## THE PROGRAMME THURSDAY, 17TH NOVEMBER 2022

9.30 am-5.00 pm CET

Refectory of Santa Croce  
(16, Santa Croce Sq.)

**Poster exhibition of the Diversity of the World's Cultural Expressions and Talking Places "The World in Florence" open to the public**

During all the day, citizens and visitors of the Monumental Complex of Santa Croce have the possibility to visit the poster exhibition reproducing the cultural expressions and talking places from the world described by the local youth and citizens.

The NFC technology enables each poster to "talk" to visitors and provide them with further text-visual details of places, traditions, customs and special itineraries in the world, a virtual full-immersion in the local identities worldwide.

10.00 am-5.30 pm CET

Refectory of Santa Croce  
(16, Santa Croce Sq.)

**Cultural Storytelling presentations and Scientific Panels  
First Day****Welcoming remarks**

### **Carlotta Del Bianco**

President Romualdo Del Bianco Foundation & Life Beyond Tourism-Travel to Dialogue Movement

*"Talking Places" ® as a strategy for enhancing the memory and identity of places. The second edition of "The World in Florence" Festival*

### **Paolo Del Bianco**

Emeritus President of the Romualdo Del Bianco Foundation

*Heritage and travel with welcome and hospitality, for the dialogue between cultures, for the knowledge and respect for diversity and for the health of the Planet Earth we all share*

### **Mounir Bouchenaki**

Honorary President of the Romualdo Del Bianco Foundation

Special Advisor to the Director-General of UNESCO

*War is the enemy of man*

Starting by a quote by the Czech-Swiss jurist Jiri Toman, war is also the enemy of the best that man has produced – Art, Culture, Monuments – or the entire historical and cultural heritage". The conflicts that we see developing since the second half of the twentieth century and at the beginning of this century, the twenty-first century, are more and more often aimed at targeting the symbols of Culture, in order to destroy and in some cases to destroy the memory and identity of a people!"

### **Corinna Del Bianco and Aurora Savelli**

Scientific Coordinators of the Festival

*The genesis of the 2022 edition of the Festival: "games" and panels, the future perspectives of heritage between peace and climate risk-preparedness*

11.00 am-11.30 am CET

Moderator:

**Jad Tabet**

Lebanon, Architect,

World Heritage Committee member

### **Cultural Storytelling presentations from the World**

15 minutes-long presentations of the regional cultural storytelling by the participants to the Festival

### **AFRICAN REGION**

#### **Paul Alain Gbaman Dogoua**

Urban Community of Bertoua, Cameroon

*Cultural expressions of the spirit of Bertoua*

### **Déchaux Ngandu Kabuyi**

National Union of Architects, Democratic Republic of Congo

*Vernacular architecture and socio-cultural realities of the territory of Kabeya Kamuanya*

### **Milton Chirindza (on line)**

Eduardo Mondlane University, Mozambique

*Cultural expressions of the spirit of Maputo*

### **Michele Carraro**

Amici di Ampasilava (OdV) Association, Madagascar

*The spirit of Andavadoaka: ethnic expressions and people ethics*

11.30 am–2.00 pm CET

Refectory of Santa Croce  
(16, Santa Croce Sq.)

## **“Learning Journey, places and cultures in transition”**

### **Heritage Challenges for the Future**

#### **“The Future series”**

On the 50th anniversary of the 1972 World Heritage Charter, it is possible to think of the changes that have occurred over the last few decades to the concept of Heritage and imagine the challenges for the future.

### **Session 1**

11.30 am CET

Moderator:

#### **Francesco Bandarin**

Architect (Italy), Assistant  
Director General of  
UNESCO for Culture  
(2010-2018)

Rapporteur:

#### **Amy Wilson**

Linguist (United Kingdom), Global Outreach  
specialist at OurWorldHeritage

Coordinator:

#### **Maike Goedkoop**

Urban Planner (Netherlands), Secretary General  
OurWorldHeritage

### **Michael Turner**

Architect, Professor Emeritus at Bezalel Academy (Israel), Committee  
Member (2005-2009),

*The Future of Metropolitan Heritage: Heritopolis - while the city is more than  
a group of buildings the metropolis is more than a large city*

### **Giovanni Fontana Antonelli**

Architect (Italy), former UNESCO Culture Sector official

*The future of Mosul: prodromes of a post-conflict reconstruction*

### **Patricia O'Donnell**

Landscape Architect (USA), President of the Board of OurWorldHeritage

*The future of World Natural Heritage: Our Local and Global Landscape Heri-  
tage: Focusing on Planetary Rights and Adaptive Change Management*

## **Jean-Louis Luxen**

Belgium, President of “Culture, Heritage & Development”  
Former Secretary General of ICOMOS and Board Member of the International Coalition of Sites of Conscience  
*World Heritage Inscription and interpretation of Sites of Memory*

## **Session 2**

12.45 am CET

Moderator:

**Giovanni Boccardi**  
Architect (Italy), former  
UNESCO Culture Sector  
office

Rapporteur:

**Amy Wilson**  
Linguist (United Kingdom), Global Outreach  
specialist at OurWorldHeritage

Coordinator:

**Maaïke Goedkoop**  
Urban Planner (Netherlands), Secretary General  
OurWorldHeritage

2.30 pm-5.00 pm CET

Moderator:

**Giovanni Fontana Antonelli** (Italy), Architect,  
former UNESCO Culture  
Sector official

## **Christina Cameron**

Professor, University of Montréal (Canada), World Heritage Committee  
Chair (1990 and 2008)  
*What future of the WH Convention?*

## **Jad Tabet**

Architect (Lebanon), World Heritage Committee member  
*The future of heritage in conflict zone*

## **Tokie Brown (on line)**

Architect & entrepreneur (Nigeria)  
*The future of community building*

## **Meetali Gupta**

Delhi, India. Architect and heritage researcher in Germany  
*Future for Young Heritage Professionals*

## **Q&A Session and conclusion**

## **“Cultural Storytelling” presentations from the World**

15 minutes-long presentations of the regional cultural storytelling by the participants to the Festival

## **CAUCASIAN REGION**

### **Garnik Stepanyan, Arev Samuelyan (on line)**

National University of Architecture and Construction of Armenia  
*The richness of cultural expressions of Armenia*

### **Nana Tsikhistavi**

New Higher Education Institute of Tbilisi, Georgia  
*Cultural expressions of the spirit of Samtskhe-Javakheti*



**Sabina Hajieva (on line)**

Azerbaijan University of Architecture and Construction in Baku

*Cultural expressions of the spirit of Ganja*

**Orkhan Musa (on line)**

Azerbaijan Tourism and Management University in Baku

*Shusha, the symbol of cultural heritage of Azerbaijan*

**Daniel Pommier Vincelli**

“La Sapienza” University of Rome-Azerbaijan Embassy in Italy

*Presentation of the book Shusha cultural capital of Azerbaijan*

**EURASIAN REGION**

**Abdykalykov Erik Narynbekovich (on line)**

Ilgeri Foundation, Bishkek, Kyrgyzstan

*Cultural expressions of the spirit of Kyrgyzstan: the Eye of the Tunduk*

Moderator:

**Francesco Bandarin**

(Italy), Architect, Assistant  
Director General of UNESCO  
for Culture (2010-2018)

**SPECIAL TRIBUTE TO UKRAINE**

**Olga Degtiareva**

Odessa National University of Economy, Ukraine

*Cultural expressions of the spirit of Odessa*

**Antonia Chaban**

National Institute of Optics (Istituto Nazionale di Ottica, CNR-INO), Italy

**Nadiya Yeksareva**

Odessa State University of Architecture and Construction, Ukraine

*Cultural expressions of the spirit of Odessa*

**Natalia Maslova (on line)**

Kiev National University of Trade and Economics, Ukraine

*Cultural expressions of the spirit of Kiev*

**Vladyslav Berkovski (on line)**

Ukrainian Cultural Foundation, Ukraine

*Cultural expressions of the historical Ukrainian sites*

5.30 pm

**Conclusion**

# THE PROGRAMME

## FRIDAY 18TH NOVEMBER 2022

9.30 am-5.00 pm CET

Refectory of Santa Croce  
(16, Santa Croce Sq.)

**Poster exhibition of the Diversity of the World's Cultural Expressions and Talking Places "The World in Florence" open to the public**

During all the day, citizens and visitors of the Monumental Complex of Santa Croce have the possibility to visit the poster exhibition reproducing the cultural expressions and talking places from the world described by the local youth and citizens.

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9.00 am-11.00 am CET

Refectory of Santa Croce  
(16, Santa Croce Sq.)

**"Cultural Storytelling" presentations from the World**

15 minutes-long presentations of the regional cultural storytelling by the participants to the Festival

Moderator:

**Giovanni Boccardi**

Italy, Architect, former  
UNESCO Culture Sector  
official

**FAR EAST REGION**

**Ya-Hsuan Tsai (online)**

Nanhua University, Chiayi, Taiwan

*Cultural expressions of the spirit of Alishan*

**EUROPEAN REGION**

**Domantė Vaišvilaitė**

Vilnius University, Kaunas Faculty, Lithuania

*Cultural expressions of the Pažaislis Monastery*

**Antanina Kamelchyk (on line)**

European Humanities University, Vilnius, Lithuania

*Cultural expressions of Vilnius*

**Luan Tashi (on line)**

AAB College, Pristina, Kosovo

*Cultural expressions of Prishtina, Ulpiana, Artana/Novo Brdo*

**Simona Vitazova Bohovicova (on line)**

Slovak University of Technology in Bratislava, Slovakia  
*Cultural expressions of the Volcanic region Hont in Slovakia*

**Martina Jelínková (on line)**

Slovak University of Technology in Bratislava,  
Slovakia *Land of living water: spas in the middle valley of the river Hron*

**Alina-Lucia Stan**

The Gheorghe Dima National Music Academy in Cluj-Napoca, Romania  
*The Land of The Foresters, Hunedoara (South Transylvania)*

**Marianna Savrami (on-line)**

Messolonghi City Cultural Centre, Greece  
Cultural expressions of Messolonghi

**Šárka Zahradková (on-line)**

TIC BRNO, Czech Republic  
Janáček, Brno

**David Pastva (on-line)**

Cristal Valley- ARR - Regional Development Agency  
*Cultural expressions the Bohemian Chrystal Valley*

11.00 am–3.30 pm CET

Refectory of Santa Croce  
(16, Santa Croce Sq.)

Moderator:

**Aparna Tandon**  
ICCROM, Senior Program-  
me Leader

Co-Moderator:

**Jui Ambani**  
ICCROM, Consultant for  
Disaster Risk Reduction  
and Climate Action

**“Learning Journey, places and cultures in transition”**

**Climate Crisis and Heritage/Heritage in adapting to, and mitigating impacts of a changing climate**

An existential threat to life on Earth, the climate crisis is widespread and intensifying. There has been a significant rise in heatwaves, droughts, wildfires, floods and cyclones, indicating our increasing vulnerability and exposure to disaster risk. The unprecedented rise in sea levels is threatening most coastal settlements – cities like Alexandria and Venice could disappear forever. Environmental stresses caused by climate change, contribute to food insecurity, displacement and unemployment, thereby feeding into the root causes of an existing conflict or giving rise to new tensions. Climate change, therefore, must be seen as a complex problem that has intertwined social, cultural, environmental, and economic underpinnings. Culture fuels creativity and connection. Climate change has become one of the primary threats for cultural heritage.

Culture and heritage shape our perceptions of, and responses to, climate change and the environmental variability it is bringing. But major global approaches are not yet recognizing the influence of culture and heritage on climate action. This panel is based on ICCROM's work on heritage based climate action. It will feature case studies from Italy, Australia, Sudan and Turkey where through cross-disciplinary collaborations, comprehensive risk management plans are being prepared to protect heritage from the impacts of climate change. Simultaneously, efforts are underway to explore the use of community held traditional, as well as Indigenous knowledges for finding place specific climate change mitigation and adaptation strategies.

### **Chiara Arrighi**

Italy, Assistant professor in hydrology, University of Florence  
*Flood risk assessment and resilience in heritage cities*

### **Özden Coşkun Öner**

Turkey, Architect, PhD, İzmir Metropolitan Municipality, Department of City History and Publicity, Directorate of Historical Environment and Cultural Assets  
*Guideline and Implementations Against Climate Change in Historic City Centre of İzmir*

### **Catherine Forbes (on line)**

Australia, Architect, Principal of GML Heritage, Co-Convenor of Australia ICOMOS  
*Mitigating the effects of climate change on the heritage of The Rocks, Sydney, Australia*

Moderator:

#### **Aparna Tandon**

(ICCROM, Senior Programme Leader)

Co-Moderator:

#### **Mohona Chakraborty**

ICCROM, Programme Assistant, Climate Action and Peacebuilding

### **Heritage for Sustainable Peace**

With the rise in internationalised civil wars and non-state conflicts, many of which are recurrent and marred with sectarian violence, the twin challenges of conflict prevention and sustaining peace are now more important than ever. But what does peace mean to communities living in zones of intense conflict? And what role does cultural heritage play in bringing about that peace, especially when conflicts involve violence between communities and long-standing, complex disputes over identity, religion, resources and power? While much attention has been paid to the destruction of cultural heritage as a consequence of violent conflicts,

the underlying causes are easily dismissed as iconoclasm, and the place of heritage destruction in the broader dynamics of conflict is rarely examined. Drawing examples from the conflicts in Myanmar, Bosnia and Syria, this panel discussion will bring peacebuilders and heritage professionals together to examine the possible role heritage could play in transforming protracted conflict situations and building lasting peace. The Panel will also highlight ongoing research of ICCROM on heritage-based peace indicators and introduce an assessment tool that has been developed to evaluate peacebuilding outcomes of heritage interventions in post-conflict recovery.

### **Nathalie Paarlberg**

Netherlands, COO, Turquoise Mountain Trust

*Empowering communities and creating dialogue through textiles in Myanmar*

### **Marija Kamber**

Croatia/Bosnia and Herzegovina/France, PhD Researcher, University of Kent

*Regional Museum of Gorazde - A Community Museum and Its 'War Exhibition'*

### **Eva Ziedan**

Syria, PhD, Archaeologist, heritage, and community development practitioner

*Cultural Heritage between roots of crisis and peacebuilding: Syrian Ghab Plain as a case study*

## **Final Q&A and conclusions**

**4.00 pm–5.00 pm CET**

Refectory of Santa Croce  
(16, Santa Croce Sq.)

### **“Cultural Storytelling” presentations from the world**

15 minutes-long presentations of the Italian partners who implemented “Talking Places” project in their site

### **ITALIAN AREA**

A series of “case studies” of implementation of “Talking Places”, which highlights its adaptability to stand as an appropriate tool for local communities in order to enhance the specific genius loci of their places, to offer the visitor an experience that is both “exclusive” (in terms of content)

Moderator:

**Massimo Lucidi**

Head Editor “The Map Report”

and “inclusive” (in term of final output), where the place becomes the ideal background for getting people that animate it closer: from itineraries on the local historical personalities’ trail to the tabernacles, from the hotel accommodation to the business museums to the local community responsibility-oriented approach by enlightened companies who become first-in-line of a synergic involvement of local communities for sustainable development and inclusiveness.

**Emma Mandelli**

Accademia Casentinese

**Lorenzo Del Mastio (video)**

Fondazione Balducci

*“Talking Places” reminding Father Ernesto Balducci, 100th anniversary of his birth*

**Maria Cristina Hamel (video)**

“il Mandorlo” Farm

*The project : The enticement of Alta Versilia enhanced by the Talking Places*

**Lorenzo Manzani**

Amici del Musei Fiorentini e dei Monumenti Association, Florence

*“Talking Tabernacoli” , the first serial implementation of the “Talking Places” project in Florence*

**Valerio Duchini**

B&B Hotels Italy, Slovenia, Hungary

*B&B Hotels choice to join Life Beyond Tourism-Travel to Dialogue Movement: our common mission*

**Guido Mengoni**

Founder Temera Srl

5.30 pm CET

**Awarding, final remarks and Call for the 2023 Edition**

The Steering Committee of the Festival will announce the special mentions to:

- the cultural storytelling that better meets the Foundation’s Life Beyond Tourism philosophy
- the smart presentation in Florence

- the best poster

Tutors, professors of the universities participating, heritage specialists and practitioners of the Festival and those who are interested in coming editions are invited to participate for suggestions, questions and answers. Group picture.

**6.00 pm CET**

### **Conclusion**

**9.00 pm CET**

Refectory of Santa Croce  
(16, Santa Croce Sq.)

### **Closing event**

Concert of the Krakow Philharmonic Orchestra

Conductor: Maestro Sebastian Perłowski

The concert celebrates the 200th anniversary of the death of the Polish composer Józef Rufin Wybicki, the author of the “Dąbrowski’s Mazurka”, the Polish National Anthem.

Program:

- “Dąbrowski’s Mazurka”, the Polish National Anthem
- Messa F-dur of Józef Michał Ksawery Poniatowski, Duke of Montere-tondo
- Gaude Mater Polonia
- Karol Szymanowski - a selection of Kurpie Region’s traditional songs

**10.30 pm CET**

### **End of the concert**



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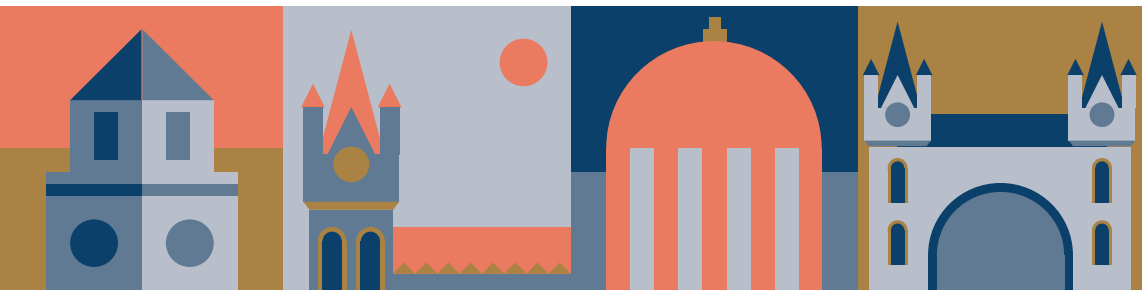
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A decorative border surrounds the central white text area, featuring stylized buildings in shades of blue, orange, and brown. The buildings have various shapes, including towers, domes, and arches, creating a vibrant, urban skyline effect.

**SEE YOU TO THE**  
3RD EDITION OF THE  
FESTIVAL OF THE DIVERSITY OF THE WORLD'S  
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**20-22 NOVEMBER 2023**

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