
Call for participants for the international workshop on 'Heritage Site Management Practices'

Ercolano, 13-18, 20-24 October 2008

This international workshop stems from a collaboration already under way between the International Centre for the Study of Herculaneum (Study Centre) and ICCROM (International Centre for the Study of the Conservation and Restoration of Cultural Heritage). It has the aim of exploring and improving heritage management practices for cultural sites, through an exchange of experiences between professionals from around the world. Based on previous Study Centre initiatives and the international experience of ICCROM, this 11-day workshop will be hosted by the two organisations in close collaboration with the Herculaneum Conservation Project. The entire event will be hosted by the Study Centre at the Villa Campolieto in Herculaneum. It will involve specialists from ICCROM's international programmes, from the Soprintendenza Speciale per i Beni Archeologici di Napoli e Pompei (formerly the Soprintendenza Archeologica di Pompei) and the Herculaneum Conservation Project, as well as others from the public and private sector, both on a local and national level.

The workshop will be a unique occasion and a great privilege for the Vesuvian area, as it will bring together representatives of many recent international courses run by ICCROM for the first time, and will seek to compare the participants' experiences. In this context, the Vesuvian/Campania area will be a source of case studies which will be examined together with local specialists. This will hopefully lead to a better understanding of the key problems in Heritage Site Management Practices that the cultural heritage sector has not yet sufficiently resolved.

The **International Centre for the Study of Herculaneum** (Study Centre) was created by the Associazione Herculaneum, whose founding members are the Comune di Ercolano (city council), the Soprintendenza Speciale per i Beni Archeologici di Napoli e Pompei (local heritage authority, formerly the Soprintendenza Archeologica di Pompei), and the British School at Rome (research institute).

It is hoped that the new Study Centre will create links with the world outside the archaeological site, broadening the positive impact of this unique heritage beyond its physical limits, offering benefits to the local and international communities, allowing even those who are not heritage professionals to share the past, present and – above all – the future of the ancient city of Herculaneum.

Most of the Study Centre's activities that relate to safeguarding and enhancing archaeological heritage are carried out in partnership with the Herculaneum Conservation Project, a public-private initiative launched in 2001 for the conservation and enhancement of the archaeological site of Herculaneum.

ICCROM (International Centre for the Study of the Conservation and Restoration of Cultural Heritage; www.iccrom.org) is an intergovernmental organisation created by UNESCO in 1956 and established in Rome in 1959. ICCROM is dedicated to the conservation of both moveable and immovable cultural heritage, and aims at improving the quality of conservation practice as well as raising awareness about the importance of preserving cultural heritage. ICCROM contributes to preserving cultural heritage in the world today and for the future through five main areas of activity: training, information, research, cooperation and advocacy.

Workshop objectives

1. To exchange ideas about site management practices in different parts of the world with management situations that are very different but with many common elements, using the participants' case studies to stimulate discussion and analysis among participants.
2. To evaluate the impact different management approaches can have on the conservation and management of heritage by providing concrete examples.
3. To create an opportunity for international exchange between the many institutions and heritage sites during the entire period of the workshop, and to build the foundations of a network that will last beyond the length of the course.
4. To create a unique opportunity to compare the experiences of participants of the various ICCROM courses, and how such courses impacted on their work afterwards, so as to reach conclusions that will benefit management approaches both in the Vesuvian area and beyond.

Workshop content

The workshop will examine the approaches to the management of cultural sites, and will have sessions dedicated to the following themes:

1. Planning for management
 - Decision-making process
 - Management systems/management plans
2. Management
 - Planning vs. practical management (implications)
 - In house/ outsourcing (including liabilities)
 - Managing resources
 - Budgeting
 - Management of contracts
 - Management of partnerships
3. Long-term (continuous care) maintenance vs. project based conservation
 - Maintenance plans

The workshop will be held 13-24 October 2008 (Sunday 19 October will be a free day) at Ercolano and will consist of presentations, case studies, practical activities, visits to the archaeological site of Herculaneum and other cultural sites in the Bay of Naples. In this way all the participants will be able to exchange professional experiences, find common ground on which to discuss the challenges involved in the management of cultural heritage, and understand the applicability of "best practices" in the real world. At least one day will be open to the public, so that students and professionals can listen to the debates and ideas generated during the workshop and to interact with each other. At the end of the workshop it is the organizers' intention to produce three results: to share the contents of the workshop with interested parties; to have created a network of professionals; and to have written conclusions of the workshop which will be published electronically and/or in paper format.

The participants

These will be selected from various ICCROM programmes (Africa 2009, ATHĀR Programme for the Conservation of Cultural Heritage in the Arab Region, Asian Academy, Conservation of Built Heritage, Latin America, Living Heritage, South-East Europe), and will bring with them experiences and understanding of the programme they took part in, as well as a broader management experience of their own country. The countries represented include: Albania, Australia, Benin, Bosnia-Herzegovina, Brazil, Cambodia, Canada, Lebanon, Mexico, Syria, Thailand, Zimbabwe. These will be joined by members of ICCROM, the Soprintendenza Speciale per i Beni Archeologici di Napoli e Pompei (formerly the Soprintendenza Archeologica di Pompei), the Herculaneum Conservation Project and specialists from the Campania area and beyond (originally from countries including Britain, Italy, Jordan, Mali, Mexico, Sri Lanka and the USA), for an exchange of experiences gained elsewhere around the world with the experiences of heritage in Italy and, more specifically, in Campania. This announcement seeks to select these latter participants.

The workshop, given the strong international presence, will be **entirely carried out in English**.

Who can participate

For this reason a minimum of 3 and a maximum of 6 heritage specialists are being sought (who work at a decision-making level either in the public or private sectors), who are capable of working in English, and who have direct or indirect experience of managing archaeological sites. Preference will be given to candidates with direct experience in the area of archaeological management, even though candidates from other related sectors (external consultants, academics, etc) will also be considered.

Participants will also be selected on the basis that they have worked or that they currently work in the Vesuvian sites, in Naples or the Campania Region, although this is not the only criteria. One participant will instead be chosen from among heritage professionals who work in other Italian regions.

Candidates must be prepared to participate in the workshop for its **entire length** of 11 days (Sunday 19 October will be free). The workshop will be an intense experience, but for this reason it should be very rewarding.

As already mentioned, the workshop will be held entirely in English as a common language among the participants from so many different countries. For this reason, participants are asked to have a good use of English both for speaking and listening, but it is understood that almost all the participants have English as a second language.

The success of the workshop depends on the contribution of every individual involved. The participants will be asked to participate actively before, during and after the workshop, submitting material on a case study from their country, completing questionnaires, preparing brief presentations and written contributions for dissemination and contributing actively to the discussion at all stages.

Applications

Applicants are asked to send their curriculum vitae (no more than 3 pages long), along with a short motivational text (up to 500 words) which explains the reasons for applying and demonstrates their suitability for the workshop. The application must be sent by email to c.biggi@herculaneum.org by **12 May 2008**.

Costs

There will be no costs for the successful candidates to participate in the workshop. There will be a modest fund available for participants to apply for an award to cover some of the expenses associated with attending the workshop.

Contacts

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