



I INTERNATIONAL SYMPOSIUM ON CONSERVATION
AND CULTURAL MANAGEMENT IN MONUMENTS,
LANDSCAPES AND WORLD HERITAGE SITES.

**Overcoming the Challenges of
Conservation in the XXI Century:**
Alhambra case study

GRANADA | 7-11 NOVEMBER 2011



Patronato de la Alhambra y Generalife
CONSEJERÍA DE CULTURA

مؤسسة المعهد الأوروبي العربي
للتربية والتكوين



Fundación Instituto Euroárabe
de Educación y Formación

The Euro-Arab Institute Foundation (INSTEAF) and the Council of the Alhambra and Generalife have created this conference for managers of World Heritage in Europe and the Arab world to encourage dialogue, promote international collaboration and analyze the sector's best practices in cultural management.

We have chosen the Monumental Complex of the Alhambra and Generalife as the host of this first edition due to its international prestige for efficient cultural management techniques in conservation, research and tourism management.



OBJECTIVES OF THE CONFERENCE



To promote common strategies and initiatives for sustainable development and Heritage conservation among managers of Monuments, Archaeological Sites and Cultural Landscapes declared World Heritage in Europe and the Arab world.

To establish a forum for convergence, reflection and an ongoing debate on pertinent issues, achievements and experiences related to the conservation and cultural management of World Heritage sites.

To encourage communication and diffusion of the results of the conference, as well as to promote further initiatives for greater care regarding heritage preservation and a better understanding of sustainable management's potential for social and economical development.

To create a permanent network for the education and training of cultural agents and experts on both sides of the Mediterranean Sea, extensible to other areas of Europe and the Arab world.

ORGANIZERS AND PARTICIPATING INSTITUTIONS

This conference is jointly coordinated and managed by the Euro-Arab Institute Foundation for Education and Training (INSTEAF) and the Council of the Alhambra and Generalife; with the collaboration of The United Nations World Tourism Organization for its central role in attaining responsible, sustainable and accessible tourism development.



CONFERENCE FORMAT

The Conference, lasting 5 days, is broken into roundtable debates in the morning, training workshops in the afternoon and cultural visits on the final day.

Each roundtable will be moderated by an expert with extensive experience in the field of cultural management, who will lead discussion and prepare conclusions at the end. The roundtables will also feature one speaker from Europe and one from the Arab world, whose desired profile is persons of high influence in cultural policy, managers of World Heritage sites, or directors of cultural institutions. These speakers will present their ideas and experiences while participating in debates and answering questions posed by the participants.

The five afternoon training workshops will be led by professionals of the Alhambra and Generalife, who will enrich the subjects and discussions of each roundtable by presenting their area of expertise with hands-on examples.

COMMITTEE OF HONOR

A Committee of Honor will inaugurate the conference, which will include representatives of the Spanish Ministry of Foreign Affairs, the Ministry of Culture, the Council of Culture of the Andalusian Government, the World Heritage Centre, the World Tourism Organization and the Albaycin Foundation.

TECHNICAL & SCIENTIFIC COMMITTEE

The scientific coordination of the Conference will be conducted by a Committee of two experts, one from each of the organizing institutions. Both will draw the proposed program and will select the issues to be discussed, as well as the profile of moderators and invited speakers. In addition, at the end of the Conference, they will gather a summary of the expert and speaker submissions and will be responsible for its subsequent diffusion or publication.

This Committee will be assisted by as many technicians as deemed necessary to ensure efficient coordination of the event.



Monday 14th

ROUNDTABLE ON CULTURAL
HERITAGE AND LANDSCAPE

Tuesday 15th

ROUNDTABLE ON CONSERVATION
AND RESTORATION OF HERITAGE
PROPERTY

Wednesday 16th

ROUNDTABLE ON INTERVENTION
AND MANAGEMENT OF CULTURAL
HERITAGE

Thursday 17th

ROUNDTABLE ON ECONOMY AND HERITAGE

Friday 18th

TECHNICAL AND CULTURAL VISIT TO
CORDOBA'S MOSQUE

Topics for discussion	Topics for discussion	Topics for discussion	Topics for discussion	Summary and Conclusions	
<p>1.1 The notion of cultural land- scape and its characteristics. Methods for the management, protection and policy creation of cultural landscape.</p>	<p>2.1 A multidisciplinary approach to intervention: criteria, techniques and classification of materials.</p>	<p>3.1 The preservation of heritage as an integral action. Tourism Management and Conservation.</p>	<p>4.1 Cultural industries and their economic, social and cultural impacts.</p>	<p>In this final module the conclusions drawn by the moderators of each roundtable and the Scientific Committee will be presented. Their thoughts and views on the substantial issues addressed by the guests and participants will enrich the contents of this conference, as well as create added value by disseminating the results and guaranteeing the continuity of this initiative.</p>	<p>A technical visit to the Mosque in the city of Cordoba will provide the participants with a different perspective on heritage site management and further elaborate on the issues discussed in the roundtable debates. Similar to the training workshops coordinated by the Council of the Alhambra and Generalife, the Mezquita's experts and professionals will guide the participants through their experiences in topics such as cultural management, conservation techniques, visitor studies and sustainability plans.</p>
<p>1.2 Cultural landscape as a dynamic entity. Strategies for sustainable land development.</p>	<p>2.2 Methodology requirements and sources of information for intervention in real estate.</p>	<p>3.2 Urban design and economic spaces, planning and intervention.</p>	<p>4.2 Cultural heritage in the creation dynamic and development indicators.</p>		
<p>1.3 The human dimension of cultural Landscape. Basic principles in preservation of urban and inhabited areas.</p>	<p>2.3 Devices for preventive conservation: the importance of property supervision, monitoring and maintenance.</p>	<p>3.3 The new models of territorial culture. Including heritage in design and territorial planning programs.</p>	<p>4.3 Sustainable management of cultural heritage and its economic impact on local development.</p>		
Training Workshop and visit	Training Workshop	Training Workshop	Training Workshop	GALA DINNER	
<p>The Alhambra: Heritage Townscape and Landscape.</p>	<p>Experiences of intervention in the Alhambra.</p>	<p>Monitoring for sustainability. Visitor studies, economic impact studies and impact studies of conservation.</p>	<p>Heritage as a catalyst for development and employment: A case study of the Alhambra.</p>		
<p>RESPONSIBLE Rafael de la Cruz Márquez.</p>	<p>RESPONSIBLE Francisco Lamolda Álvarez.</p>	<p>RESPONSIBLE Victoria Chamorro Martínez.</p>	<p>RESPONSIBLE M^a del Mar Villafranca Jiménez.</p>		
<p>COLLABORATORS Jesús Bermúdez Pareja and María Cullrell Muro. Council of the Alhambra and Generalife.</p>	<p>VISIT The Alhambra Restoration Workshops.</p>	<p>COLLABORATORS Victoria Madrid García, Raquel Chica and Belén Prados Peña. Council of the Alhambra and Generalife.</p>	<p>COLLABORATORS Victoria Chamorro Martínez and Germán Ortega Palomo.</p>		
		<p>Special Nocturnal Visit to the Nasrid Palaces and Generalife.</p>			



LOCATION AND DATES

THE CONFERENCE WILL TAKE PLACE IN GRANADA (SPAIN) FROM NOVEMBER 14 TO 18, 2011, IN THE PALACE OF CHARLES THE V'S CONFERENCE ROOM IN THE MONUMENTAL COMPLEX OF THE ALHAMBRA AND GENERALIFE (GRANADA, SPAIN).

EXPERT, SPEAKER AND PARTICIPANT PROFILE

The Conference will feature experts and European and Arab speakers who are selected by the Technical & Scientific Committee:

FOUR EXPERTS of recognized expertise in the fields of Cultural Management, Heritage, Preservation and Impact, who will serve as moderators for panel discussions (roundtables) and will prepare their respective summaries/conclusions.

EIGHT SPEAKERS, four from Europe and four from the Arab world, will discuss amongst themselves the topics presented in each roundtable and will answer questions posed by the other participants.

30 PARTICIPANTS will be selected to attend the Conference, listen / contribute to the roundtable discussions and participate in the training workshops. These participants will be cultural managers, directors of heritage sites or cultural representatives from the competent governing body in their respective countries.

Additionally, five training workshops will be organized and conducted by fifteen professionals of the Council of the Alhambra and Generalife, who will elaborate on the roundtable discussion topics with real-world examples.

PARTICIPATION FEE

The fee for participation is 650 euros, which includes accommodations for five nights, meals and cultural visits. A formal dinner will also be held on the day of the 4th workshop, which is included in the price.





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Application Form

Overcoming the Challenges of Conservation in the XXI Century: The Alhambra case - study

Granada 14-18 November, 2011

Name:

Surname:

Applicant's Cultural Institutional Name:

Address:

City:

Postal Code:

Country:

Telephone Number:

Fax:

Email:

Website/blog/social network:

I confirm my interest in taking part in the Alhambra Conference, and I am aware of the admission fee in case my application is selected.

Date and Signature.