

18 ICOMOS General Assembly

*Symposium
Heritage and Landscape
as Human Values
Firenze, Italia
9/14 novembre 2014*



The Confederation CICOP Net participates in the 18th General Assembly of ICOMOS International

“Symposium Heritage and Landscapes as Human Values”
which will be held in Florence from 8-14 November 2014

Promoving

Thursday, November 13



in the Major Hall of the Palazzo Comunale, Piazza Duomo, PISTOIA, h.16.45-19.00

ROUND TABLE

on the theme

**A BIG CHALLENGE: INVERT THE ACTUAL TREND OF THE EXPLOITATION OF THE RURAL TESTIMONIES
(ARCHITECTURAL AND TERRITORIAL) IN ORDER TO PRODUCE TOURISTIC DEVELOPMENT.**



Institutions patronizing



Ordine degli Architetti
Pianificatori, Paesaggisti
e Conservatori
della Provincia di Pistoia

ICOMOS and UNESCO puts great emphasis on rural/local communities and integrating them to cultural tourism. So the testimonies sparse in the territory by agricultural activities (production, storage, local transportation), is a good option of integrating this tangible heritage for cultural tourism development. Healthy food, traditional methods of food production, traditional knowledge is also something that ICOMOS highlights. However, in general, these testimonies are exploited to produce tourism, often with questionable results and in fact often have a negative impact on the surrounding environment. In Italy and in all the Balkan countries there is a wide range of such testimonials landscapes, often with characteristics that they share, such as agricultural terracing of Cinque Terre (Liguria), the Farmhouses (Masserie) of Puglia, the deposits of Tobacco in Thrace (Greece). Testimonies that attract tourism, but which, through the manipulation in favor of tourism development, have lost their intrinsic values which made them attractive to the effects of tourism and have allowed them to be transmitted up to the our own times. Therefore, it is necessary to INVERT the current trend, that is, to try to exploit THE POTENTIALITIES OF TOURISM TO MAINTAIN THE INTRINSIC BEAUTY / CULTURE / TRADITIONS of such territorial testimonies and improve THE QUALITY OF LIFE THAT CAN STILL PROVIDE TO US.

**WELCOME SPEECH of the President of ICOMOS Italy
Prof. Arch. Eng. Maurizio Di Stefano**

Introduce: Prof. Arch. Nina Avramidou
president of CICOP Net Confederation

Program:

- h. 16.45, Musical Performance** provided by the school of music Mabellini of Pistoia
- h. 17.00-19.00 ROUND TABLE and DEBATE**, moderator: Arch. Paolo Caggiano, CICOP Italy
- h. 19.15 Welcome Cocktail**

Speakers:

Prof. Arch. Lianos Nikolaos, Vice-president of ICOMOS Hellas, Democritus University of Thrace, Greece

“THE REQUALIFICATION OF PRODUCTION FACILITIES OF TOBACCO IN EAST MACEDONIA IN GREECE “

Prof- Eng. Amir Causevic, President CICOP BH, University of Sarajevo, Faculty of Architecture, Bosnia;
Prof. Arch. Maja Roso Popovac, Civil Engineering Faculty, University Džemal Bijedić, Mostar H&K; **Prof. Arch. Neriman Rustempasic**, CICOP BH, University of Sarajevo, Bosnia & Herzegovina:

“THE MEMORY OF THE LAND AS THE THE IMPORTANCE OF THE PLACE “

Arch. Eugenia Valacchi, freelancer, Order of Architects of Florence, CICOP Italy

“TOURISM IN TUSCANY AND THE INVENTION OF TRADITION”

Arch. Nazila Khaghani, Ph.D University of Florence, President of CICOP Net Iran

**“THE INDUSTRY OF ROSEWATER DISTILLATION AND ITS POSITIVE IMPACT ON THE REGION’S TOURIST
ATTRACTION: THE CASE STUDY OF QAMSAR IRAN”**

Arch. Antonella Carella, CICOP Italy Steering Committee, former Councillor of Culture for the historical center of Taranto, Puglia, Italy

REQUALIFICATION OF THE LANDSCAPE: THE EXPERIENCE OF PUGLIA

Dr Aysegul Yilmaz, Ph.D. in Urban and Regional Planning and Design from the University of Maryland, College Park (USA), Boğaziçi University’s Department of Tourism Administration in Istanbul, President of CICOP Net Turkey

**“PROTECTED AREAS, TOURISM AND COMMUNITY DEVELOPMENT - THE CASE OF THE TURKISH
VILLAGE OF KAPIKIRI “**

Organizing Committee

Arch. Carmelo Garofalo, **CICOP Italy Editing Committee**

Arch. Benedetta Maio, **CICOP Italy Steering Committee**

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The Round Table is introduced to the three days of debates on the architecture sponsored by the Order of Architects and Landscape Architects of Pistoia, with the specific title of the edition 2014 "COMMUNICATING THE TRANSFORMATION"

see program: <http://www.3ga.it/programma-manifestazione.html>





Map & Directions

Major Hall of the Palazzo Comunale, Piazza Duomo, Pistoia.

Accessible on foot or from the railway station, and from the Bus Station, and the adjacent car parking in the street Vignaccia.

For those arriving from the A11 motorway exit at Pistoia, take westbound, exit at Pistoia West.