



**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*



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 testimonial 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 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.

*Introduce: Prof. Arch. Nina Avramidou*

president of CICOP Net Confederation

### **Provisional 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 Italia

### **welcome cocktail**

#### **Speakers:**

- Prof. Arch. Lianos Nikolaos, Vice-president of Icomos Hellas, Democritus University of Thrace, Greece
- Prof- Eng. Amir Causevic, President CICOP BH, University of Sarajevo, Faculty of Architecture, Bosnia
- Eng. Maja Popovac, CICOP BH, University of Sarajevo, Bosnia & Herzegovina
- Prof. Arch. Neriman Rustempasic, CICOP BH, University of Sarajevo, Bosnia & Herzegovina
- Dr Ajna Zatric, President of CICOP Serbia
- Mr. Konstantin Anastasov, member of ICOMOS, FYROM National Committee
- Eng. Aleksandra Bogdanovic, Research Assistant, Msc., University of Scopje, CICOP FYROM
- Arch. Radmila Salic, Research Assistant, Msc., University of Scopje, CICOP FYROM
- Arch. Elena Zlateska, Scopje, FYROM
- Arch. Eugenia Valacchi, freelancer, Order of Architects of Florence, CICOP Italy
- Arch. Nazila Khaghani, President of CICOP Net Iran

- Arch. Antonella Carella, CICOP Italy steering Committee, former Councillor of Culture for the historical center of Taranto, Puglia, Italy
- Eng. Mario Maio, CICOP Italy steering Committee, Italy

*The Round Table is introduced to the three days of debates on the architecture  
with the specific title of the edition 2014 "COMMUNICATING THE  
TRANSFORMATION"*



**Organizing Committee**

**Arch. Carmelo Garofalo, CICOP Italy Editing Committee**  
**Arch. Benedetta Maio, CICOP Italy Steering Committee**