

in partnership with



Third HERITY International Conference

“Observing Cultural Heritage”

Rome December 4-6, 2010

Announcement & Call for Papers

PURPOSE

In the framework of the International Conferences which **HERITY** organizes every two years, the First HERITY International Conference on *Quality in Cultural Heritage Management: models and methods of classification* was held in 2006, and the Second on *Measuring the Value of material Cultural Heritage* in 2008. After every conference the related proceedings are published. The **Third edition** will be focused on

“Observing Cultural Heritage”

Evaluating the state of conservation and communicating it to the public

In fact, the Conferences follow the order of the four sectors of the “**HERITY target**”, used to score the level of quality management reached at a place with regard to: Value, Conservation, Communication and Services.

The **Conference**, launched by Gaël de Guichen, as the Deputy President of HERITY International on the 5th of December 2008, will take in account Museums, Monuments, Libraries, Archives and Archaeological sites open to the public and under control.

During the last 30 years several instruments to evaluate the state of conservation of the Cultural Heritage were individuated; the Conference is aimed to get a look to these methods and discuss two issues:

- 1) **tools** developed by specialists **for evaluation** of the state of conservation of the places above mentioned, which results can be compared over time with coherence independently from their type, location or historical period they belong to;
- 2) **tools for visitors** to be aware and informed about the state of conservation of the places they visit in order to make possible their involvement in better practices for preventive conservation.

The Conference is aimed at managers of Heritage sites open to the public, managing companies, specialists in conservation, politicians and public administrators, tourism professionals and guides, educational services of cultural sites, students and professors from schools and universities and, of course, at visitors of Cultural Heritage sites.

Conclusions are reached thanks to ICCROM, UNESCO-WHC, UN-WTO, HERITY International.



CALL FOR PAPERS

Interested people are invited to contribute to the conference. Please, send an **abstract** of your proposed intervention. Arguments to be treated have to be strictly connected to the theme of the Conference and its sessions. A Scientific Committee, chaired by Mounir Bouchenaki, will select admitted interventions specifying if they will be accepted as **speeches, communications or posters**.

The proposals of intervention have to be sent filling in the **enrollment form**, which you can find also at www.herity.it, and attaching a 300 words summary both in English and Italian, which are the official languages of the Conference, by July 31, 2010. Authors whose papers will be accepted will have to send their texts in advance according to publishing regulations which will be clearly specified, and pay the proper **fee**.

PROGRAM OF THE CONFERENCE

1st DAY (12/04/10)

1. Opening of the Conference
2. *Key note speech* – Why today the public is essential for conservation
3. Opening of the Poster Session
4. Session I – How is it possible to evaluate the state of conservation of Cultural Heritage?
5. *Case studies*
6. Discussion

2nd DAY (12/05/10)

7. Session II – Tools for informing and involving visitors
Case studies
8. Discussion
9. On-site visits
10. Social event

3rd DAY (12/06/10)

11. Session III – The HERITY experience
12. Discussion
13. Conclusions

4th DAY (12/07/10)

Meeting of the International HERITY Committee (**reserved**)

12/03/2010 pre-registration will be possible, and the sessions coordinators meeting will take place.



HOW TO PARTICIPATE

The Third HERITY International Conference is organized by

HERITY Italia

c/o DRI, V. E. Filiberto 17

00185 ROMA

Tel./Fax +39.06.7049.7920

info@herity.it

www.herity.it

at HERITY Italia offices you can apply for

- ◆ Participation
- ◆ Accommodation etc.
- ◆ Media accreditation
- ◆ Papers
- ◆ International relations
- ◆ Other activities, stands...

You can **attend** the HERITY International Conference **only after proper registration**, to be completed in advance. The registration is made **filling in the enrollment form** you can find also at www.herity.it and **paying the participation fee by November 30, 2010** as follows:

220.00= Euros, regular fee until October 31, 2010;

350.00= Euros, regular fee from November 1 till November 30, 2010;

110.00= Euros, students (undergraduate students, without social event);

950.00= Euros, institutions and companies (3 persons permitted and a space to illustrate your own activity).

Reduced fee (50% off) for:

- representatives from Universities which adhere to the *Universities of HERITY* program;
- representatives from places certified by HERITY.

13 **grants for students** and just graduated people will be available according to regulations which will be published at the HERITY Italia Web site (www.herity.it). The grants do not cover travel and accommodation or other expenses, just the cost of the participation fee.

The registration fee includes the DRI inscription fee and allows for admittance to the conference and related facilities and services and for participation to related activities. It also allows for receiving the conference material as well as to receive a participation certificate, which can be used for curricular and professional aims. The payments have to be made using the following DRI account:

Postal service account **BIC BPPIITRR IBAN IT42N0760103200000072983000.**

Tourist services (travel, accommodation, transfers from and to the airport, meals, visits) are available if needed at HERITY Italia offices at an extra cost.

The following special rates are available at present:

- **Hotel ****** (high level hotel in a modern building near the Coliseum)

Only on request.

- **Hotel **sup.** (good level hotel in a historic building near the Teatro di Marcello¹)

Single bedded room with private bathroom with breakfast **€54,00=** per person per night;

Double bedded room with private bathroom with breakfast **€39,00=** per person per night.

¹ Free Internet connection, no lift.



THIRD HERITY INTERNATIONAL CONFERENCE

Rome December 4-6, 2010

ENROLLMENT FORM / MODULO DI ISCRIZIONE

Please, fill in where applicable and send to/Compilare le parti che interessano ed inviare a
HERITY Italia c/o DRI, V. E. Filiberto 17, 00185 ROMA ITALY
Tel/Fax ++39 - 06.7049.7920 ISDN, info@herity.it

FIRST NAME/NOME _____	
SURNAME/COGNOME _____	
QUALIFICATION/QUALIFICA _____	
ADDRESS/INDIRIZZO _____	N° _____
POSTAL CODE/CAP _____	LOCATION/LOCALITA' _____
	PROVINCE/STATE/PROV. _____
TEL. _____	FAX _____
E-MAIL _____	C.F. _____

ORGANISATION REPRESENTED ORGANIZZAZIONE _____	
ADDRESS/INDIRIZZO _____	N° _____
POSTAL CODE/CAP _____	LOCATION/ LOCALITA' _____
	PROVINCE/STATE/PROV _____
TEL. _____	FAX _____
E-MAIL _____	P.IVA/VAT _____

PROPOSING PAPER? PROPONE UN INTERVENTO?	YES/SI' <input type="checkbox"/>	NO <input type="checkbox"/>
TITLE/ TITOLO _____		

ARRIVAL/DATA ARRIVO ____/____/____	DEPARTURE/PARTENZA ____/____/____
ACCOMPANYING PARTNER NAME/NOME ACCOMPAGNATORE _____	

ACCOMODATION / ALLOGGIO (ROOM & BREAKFAST / CAMERA & 1a COLAZIONE)	
HOTEL **** <input type="checkbox"/> or/oppure HOTEL **sup. <input type="checkbox"/>	
One bedded room / singola <input type="checkbox"/> Twin bedded room / doppia <input type="checkbox"/> with bath / con bagno	
EXTRA MEALS / PASTI EXTRA	<input type="checkbox"/>
AIRPORT TRANSFER / TRASFERIMENTO AEROPORTO	<input type="checkbox"/>
TRAVEL/VIAGGIO	<input type="checkbox"/>
POST CONFERENCE VISITS / VISITE POST CONFERENZA	<input type="checkbox"/>

Regular/Congressista Student/Studente Institution, company / Ente, azienda

DATE/DATA _____ SIGNATURE/FIRMA _____

(Please photocopy this form if more than two people are attending / Fotocopiare la presente scheda se per più di due persone)