

Milan, 13th April 2019

World Heritage Lab
“#Enhancing - Territories and World Heritage”
Milan, 16th april 2019
Palazzo Reale - Sala Conferenze

The third conference of the "World Heritage LAB" will be held in Milan on April 16th, organized and promoted by the Association of Italian Heritage World Heritage in collaboration with the Municipality of Milan and supported by the Italian National Commission for UNESCO, the Lombardy Region and Federculture.

Sponsored by the MiBAC thanks to the funds of the Law 77/06, the W.H.LAB is a path of updating and comparison, dedicated to operators and specialists who deal with the cultural heritage, with particular reference to the Managing bodies of UNESCO World Heritage sites.

For the Milan workshop, the LAB will focus on the relationship between the World Heritage sites and the territories on which they stand up in terms of valorisation, involving international experts in Management of Cultural Heritage, representatives of the Center of UNESCO and MiBAC World Heritage, foreign Site Managers, managers and administrators of the Italian World Heritage sites.

"We have arrived at the third and conclusive event of the WHL: after having talked about communication in Ferrara and management in Florence, we face the theme of valorisation in the field of World Heritage properties. It is a complex term, often correctly referred to the economic aspects but which in reality has much broader perspectives: it also means highlighting, building the ability to network and create cultural value. - explains Carlo Francini, coordinator of the technical-scientific Committee of the Italian Heritage World Heritage Association - We will talk about it in Milan with Italian and foreign colleagues, because for those of us who work in the World Heritage area, it is a fundamental theme: the processes of valorisation constitute an integral and indispensable phase of the processes of protection and conservation. Without it we would not be able to make Heritage sites organized and usable, we would grossly miss our main objectives: education, transmission to future generations because, as we always repeat, like a mantra, those who know the Heritage participate in it, help to protect it, to preserve it, to transmit it - figuratively as well as practical, material, to future generations. "

The workshop “**Enhancing - Territories and World Heritage**” will be held in the Conference Hall of Palazzo Reale, will be open to the public and broadcast in streaming on the Association's youtube channel; it will see the institutional greetings of Filippo del Corno, Councilor for Culture of the Municipality of Milan, Michela Palazzo, Director of the Museo del Cenacolo Vinciano and Andrea Cancellato, President of Federculture.

The opening address of the LAB will be given from the UNESCO World Heritage Center by Edouard Planche, Head of Culture of the Regional Office for Science and Culture in Europe.

Chairman of the workshop will be Carlo Francini, scientific coordinator of the Association and Site Manager of the site "Historic Center of Florence UNESCO World Heritage".

In the first session of works we will discuss Valorization and good practices from the World Heritage sites of Europe in the development of the Capacity Building and the Community,

with reference to the "5C" of the Budapest Declaration. Speakers will include the director of the Santagata Foundation, Alessio Re, the director of the UNESCO Dolomites Foundation, Marcella Morandini and Bruno Marmiroli, director of the Val del Loire Mission.

The second session will focus on the analysis of the valorisation processes of the World Heritage sites in relation to the territory they stand on, starting from a typology of punctual site such as the Cenacolo Vinciano with the intervention of Chiara Rostagno, responsible for the work, passing through a Historic Center with the inaugural lecture by Luana Alessandrini of the UNESCO Office of Urbino, to conclude with the study of the enhancement activities for a Cultural Landscape, thanks to the intervention of Roberto Cerrato, Site Manager and Director of the Association for the Heritage of the Wine Landscapes of Langhe-Roero and Monferrato.

"This third and last workshop of the World Heritage LAB will address the issue of the relationship between World Heritage sites and the territories on which they are located. - says Giacomo Bassi, president of the Association and Mayor of San Gimignano - It is one of the most frequently discussed topics in the meetings that take place within the Association I represent: it is interesting, because it merges hypotheses with good management practices but at the same time it is an important topic, which despite everything is often left to the good intentions and few resources of the local administrators. The growth of the territories on a cultural development basis, which World Heritage sites by their very vocation carry, is often perceived as a trivial issue while it is complex and must be the object of study, planning, support and adequate legislation. "

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