



AR&PA

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El Norte de Castilla



CASTILLA Y LEÓN
ES VIDA

VII INTERNATIONAL AR&PA

CONGRESS

The Economy of Cultural Heritage

Valladolid

12th, 13th and 14th of November

Organised by

The Autonomous Government of Castile and Leon

Director

Juan Carlos Prieto Vielba

General Director of the Santa María la Real Foundation

Place

Convention Hall of the Feria de Valladolid

Feria de Valladolid

Avda. de Ramón Pradera, s/n. 47009-Valladolid
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Technical Director

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GENERAL OBJECTIVES OF THE CONGRESS

Cultural heritage has been the object of knowledge, of memory, and of important aesthetic value that only until recently specialists and cultured elite were able to enjoy. However, what we can call a democratization of heritage took place which served to open the door for society as a whole to enjoy. Moreover, since 1999, the conference in Florence and subsequently the reports from the World Bank and UNESCO contributed to the economic development of local towns generating employment and well-being.

To ensure that heritage can serve as fuel for development and profit, it is of utmost importance to guarantee its conservation in optimum conditions as well as its proper management. It has been proved time and again that efficient planning produces a positive impact in local, regional and national economies. There is a need to support and adequately manage cultural tourism as well as produce businesses dedicated to visitor services and the protection of cultural assets.

Therefore, the VII International Congress "AR&PA" (Management Restoration and Heritage), organized within the activities of the **Biennial Heritage Restoration and Management Fair AR&PA 2010**, has chosen "The Economy of Cultural Heritage" as this year's theme. The aim is to analyze the economic and social impact that cultural heritage generates in our cities, regions, and countries through projects related to the protection, conservation, appreciation, and management of heritage resources. The potential that heritage possesses is becoming more and more relevant in our society. Thus, it has become a stimulating agent in economic policies that go hand in hand with new models for the exploitation and management of heritage.

A group of Spanish and foreign specialists have been selected to develop this theme from different perspectives and points of view. All of the selected specialists are models in areas ranging from public management to the study and implementation of economic plans linked to different heritage sites.

The collaboration and support given by the Autonomous Government of Castile and Leon, businesses and other entities dedicated to the recuperation and management of cultural heritage like Volconsa, the Santa María la Real Foundation and *El Norte de Castilla* newspaper have been fundamental in the organization of this event.

THEMATIC UNITS

The contents of the VII International AR&PA Congress 2010 have been divided into 5 blocks:

B1 Block 1

Economic Analysis

Cultural heritage is an asset that generates an expense due to its preservation as well as produces a profit thanks to the services linked to it. This block is destined to the study of this economic data and defining measurement indicators.

B2 Block 2

Vision and experience from public organizations

The objective of the speeches and conference papers in this block is to present the policies, projects, and strategies developed by public organizations dealing with cultural heritage as an element to fuel economic and social development.

B3 Block 3

Management from the business sector

Cultural heritage has generated numerous opportunities that have favored professionalism in the cultural sector. This block offers a look at the experiences of the business sector in the study, conservation, and diffusion of diverse aspects related to cultural heritage.

B4 Block 4

Economy in the life cycle of a project

This block deals with the importance of defining the different phases that form part of the life cycle of a cultural project, the system used to add value to each as well as cost analysis and the necessity of resources for the project's proper development.

B5 Block 5

Sustainability Models

In this block, examples of good practices associated with the financing and management of cultural resources will be presented. It deals with sustainable models that have been able to take advantage of the fundamental potential that cultural heritage offers.

Friday, 12th of November

09:30-10:30 h. Reception and hand-out of documentation

10:30-10:45 h. Opening Ceremony

María José Salgueiro Cortiñas | Regional Ministry of Culture and Tourism of the Autonomous Government of Castile and Leon

10:45-11:00 h. Presentation and methodology of the congress

11:00-12:00 h. B1

The Economic crisis and preservation of historical heritage

Juan Alonso Hierro and Juan Martín Fernández | Professors of Applied Economics | The Complutense University of Madrid

12:00-13:00 h. B5

Culture and local development. Towards an intangible economy

Romano Toppan | Professor of Labor Organization and development of Human Resources from the University of Verona. Italy

13:00-14:00 h. B2

Heritage and development

Román Fernández-Baca Casares | Director of the Andalusia Institute of Historic Heritage

14:00-16:30 h. Break

16:30-17:30 h. B3

The Appreciation of heritage. Economic and social development of Heritage

Marion Dedieu | President of AEERPA, European Association of Architectural Heritage Restoration Enterprises | France

17:30-18:30 h. B2

Spanish culture satellite accounts

María Ángeles Pérez Corrales | Director of the Cultural Statistics Division for the Ministry of Culture

18:30-19:00 h. Break

19:00-21:00 h. Short Presentations

1. Economic Analysis
2. Vision and experiences from public organizations
3. Management from the business sector
4. Economy in the life cycle of a project
5. Sustainability models

Selected Scientific Committee and work groups

The Autonomous Government of Castile and Leon: Ana Carmen Pascual Díez, José Luis Cortés Herreros, Silvia Escuredo Hogan, José Javier Fernández Moreno, Jesús del Val Recio, Carlos Tejedor Barrios, Marco Antonio Garcés Demaison y Benito Arnáiz Alonso.

The Centre of Conservation and Restoration of Cultural Assets of Castile and Leon: Milagros Burón Álvarez

The University of Alcalá de Henares: Javier Rivera Blanco

The University of Valladolid: Luis César Herrero Prieto y Eva Vicente Hernández

The Complutense University of Madrid: Juan Alonso Hierro y Juan Martín Fernández

IE University: Miguel Larrañaga Zulueta

Fundación Santa María la Real: José María Pérez, Peridis

Labein-Tecnalia: Isabel Rodríguez-Maribona

Assorestauro: Andrea Ratazzi

Association "Culture and Work": Karin Drda-Kühn

Saturday, 13th of November

09:30-10:15 h. **B1**

Methods for calculating economic turnover generated by cultural heritage

Terje Nypan ■ Dr. Senior Councillor, Riksantikvaren, Directorate for Cultural Heritage, Norway ■

10:15-11:00 h. **B2**

The Political economy of heritage: Archaeology as an example

Felipe Criado-Boado and others ■ Laboratory of Heritage from the National Council of Scientific Investigation ■

11:00-11:30 h. Break

11:30-12:15 h. **B5**

Financing the Smithsonian Institution: From unique to the norm

Alison McNally ■ Under Secretary for Finance and Administration, Smithsonian Institution, The United States ■

12:15-13:45 h. **B3**

The Keys to profitability and sustainable management of heritage products related to Archaeology. Atapuerca (Burgos) and Arqueopinto (Madrid)

Manuel Luque Cortina ■ Archaeologist and director of Paleorama Ltd. ■

Movable and immovable heritage: as one. The State of the question

Lucrecia Ruiz-Villar Ruiz ■ Administrator of *In Situ*. Conservation and Restoration, Ltd. ■

Facsimile: A new form of sponsorship

Manuel Moleiro ■ President of Moleiro Editor, Inc. ■

13:45-16:30 h. Break

16:30-17:15 h. **B5**

The management of cultural heritage in the city as fuel for economic growth. The City of Zacatecas (Mexico)

Héctor Castanedo Iriarte ■ ICOMOS. México ■

17:15-18:00 h. **B5**

Stones or diamonds? Becoming aware of the value of heritage

Carlos F. Aganzo ■ Director of El Norte de Castilla Newspaper ■

18:00-18:45 h. **B4**

Presentation of the study: Necessities and opportunities for innovation in cultural heritage

Federico Baeza (Foundation COTEC) ■ Jaime Nuño (Foundation Santa María la Real) ■ Gabriel Morate (Foundation Caja Madrid) ■

8:45-19:15 h. Break

19:15-21:00 h. Round Table Discussion

Moderator: Enrique Saiz Martín ■ *General Director of Cultural Heritage of the Autonomous Government of Castile and Leon* ■

Javier Rivera Blanco
E.T.S. Professor of Architecture at the University of Alcalá de Henares ■

Jesús Castillo Oli
Architect of the Santa María la Real Foundation ■

Isabel Rodríguez-Maribona
Labein-Tecnalia Foundation ■

Oscar Campillo Madrigal
Director of Radio Television Castile and Leon ■

Guillermo Eguren
Manager of Volconsa ■

Sunday, 14th of November

09:30-10:15 h. **BS**

The Territorial system of Romanesque art and architecture in the PLAN PAHIS 2004-2012 of Cultural Heritage of Castile and Leon

Juan Carlos Prieto Vielba ■ General Director of the Santa María la Real Foundation ■ José Luis González Prada ■ General Director of the Rei Afonso Henriques Foundation ■ José María García ■ General Director of the Duques de Soria Foundation ■

10:15-11:00 h. **BS**

The Cathedral of Seville. 30 years of conservation

Alfonso Jiménez Martín ■ Master builder of the Cathedral of Seville ■

11:00-11:30 h. Break

11:30-12:15 h. **Closing Speech**

Jukka Jokilehto ■ former Deputy Director-General of ICCROM ■

12:30 h. Closing Ceremony

Awards diplomas

AR&PA 2010 Intervention in Historical Heritage Awards Ceremony

Conference papers

The conference papers will be between 8 and 15 pages A4, in Word format, font Times New Roman (12) with footnotes. A maximum of 8 illustrations in electronic format (JPG in high resolution), accompanied by a description of the photo will be accepted. Copies in paper and CD should be sent by mail to the Technical Director of the Congress before the 15th October 2010, with an abstract of 25-30 lines. The selected papers by the Scientific Committee will be available for public view during a maximum of 20 minutes and published in digital support on the AR&PA website.

Registration

There is limited availability. Registration will be accepted on a first come first serve basis until the 15th of October, 2010.

The registration form must be completed and accompanied by the deposit slip from the bank (normal fee 100€; reduced fee for exhibitors of AR&PA, students, unemployed professionals and Amigos del Patrimonio (only with proper accreditation of their situation: 50 €)*. The fee includes access to all of the sessions of the Congress, documentation, diploma of attendance equivalent to 20 hours and free entrance into the Biennial of Heritage Restoration and Management Fair, AR&PA 2010.

* Proof of payment as a fair exhibitor, photocopy unemployment card, student card or membership card of Amigos del Patrimonio.

REGISTRATION FORM

VII INTERNATIONAL CONGRESS

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Normal: 100 €

Reduced: 50 €

Deposit the fee in the bank account Caja España: 2096 0187 13 3177302704

IBAN: ES30.2096.0187.1331.7730.2704 - SWIFT: CSPA ES 2L

paid to **Feria de Valladolid. VII Congreso Internacional AR&PA**

In the of of 2010

Signed (name and surnames)

Send this registration form along with a photocopy of the bank deposit slip (those registering for the reduced fee must send a photocopy of the documentation that accredits their situation) to:

TECHNICAL DIRECTOR

VII INTERNATIONAL AR&PA CONGRESS

Servicio de Planificación y Estudios

Dirección General de Patrimonio Cultural

Consejería de Cultura y Turismo

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