



WORLD HERITAGE CITY LAB

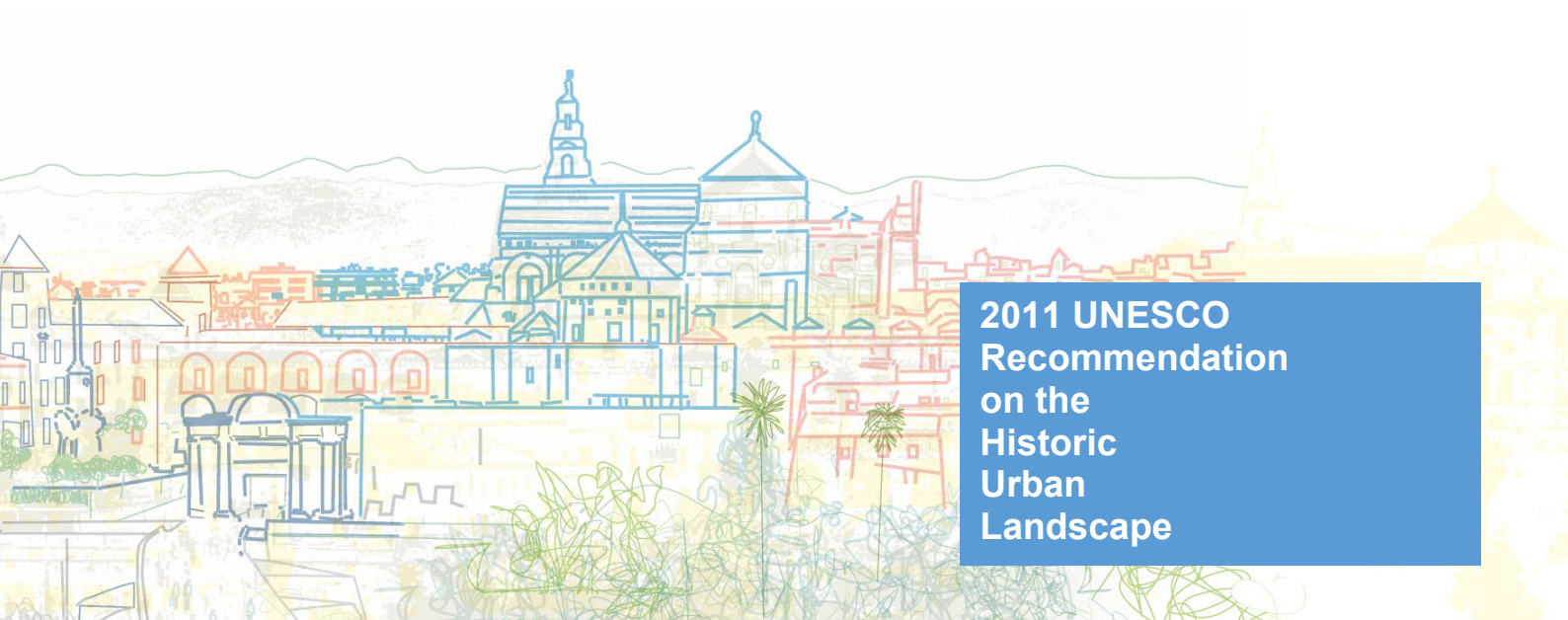
Urban Heritage and Traditional
Building Practices
for Sustainable Development

Cordoba, Spain

12, 13 and 14 September 2022

Hybrid Event

Cordoba Congress Hall and online



Organises:

With the collaboration of:



**WORLD
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Concept

Introduction

During its 10th Anniversary year in 2021, the 2011 UNESCO Recommendation on the Historic Urban Landscape (HUL) was celebrated online as a major global event with the participation of 24 Mayors and City leaders, 35 expert speakers and 19 case studies from 39 countries, bringing in 1432 participants and 4594 online views. The event not only marked the start of the celebrations but served as a catalyst for greater adoption of the HUL approach. As a result, a number of cities in collaboration with the UNESCO World Heritage Centre developed World Heritage City Labs on themes as diverse as sustainable development, management systems, resilience and livelihoods, in the framework of the World Heritage Cities Programme and the HUL Recommendation. City Labs have developed online as global collaborative co-learning high-level workshops for the development of strategies and solutions to the challenges of managing World Heritage cities with the HUL Recommendation. “The global post-pandemic recovery is expected to be based on innovative models that enhance cultural and creative industries, green development, and the circular economy” (Ost, 2021). This statement could be applied to the current context even beyond the COVID-19 pandemic and serve to creating resilience facing other challenges such as climate change. Now more than ever, a strong emphasis is put on fields beyond architectural preservation, urban zoning, and master plans. The HUL Recommendation provides a layered approach to urban heritage that aims at supporting the holistic management of cities.

The proposed World Heritage City lab in Cordoba, will stand out as a wrap up of the celebrations of the 10th Anniversary of the HUL Recommendation, and will address the topics of traditional building practices and local communities to discuss holistic historic city management for resilience and sustainable development. The event will present a mosaic of cases from around the world addressing intertwining topics in historic cities and their sustainable management of heritage, adaptation and resilience, and the engagement of local communities. The objective is to discuss transversality and coordinated strategies for the historic city in the current context. The takeaways of the HUL Anniversary year (Anniversary Celebrations, World Heritage City labs, World Heritage City Dialogues 2021) will serve as a base for debates. Experts and professionals will exchange with the Private Sector, Academia and Civil Society and will explore the replicability of previous experiences and recommendations, discuss their relevance at a global scale and define new ways for collaborative action.

Format

The event will take place in a hybrid format, both on-line and on-site. The on-site sessions will be simultaneously integrated as part of a Zoom session, which will connect the on-site speakers and attendees with the international participants joining on-line.

The sessions will also be broadcasted live on YouTube.

- **Master lectures and technical papers**

International experts have been invited to prepare technical papers on specific subjects, to deliver Master Lectures during the event and to participate in the different round tables.

- **Conversations**

Representatives of the Private Sector, Academia, and Civil Society will present their most recent actions and initiatives developed to support sustainability of historic cities. *What is the structure of such initiatives? Is there available funding? Who are the main stakeholders involved? What are the most cutting-edge topics and challenges?*

Master lecture experts (above) will be invited to discuss together with them and add their approaches to the debate.

- **Round tables**

Round tables will be spaces for interaction with the audience and free discussion of all the participants.

Agenda

Day 0 Morning - Monday 12 September 2022: Welcoming of participants and introduction

Day 0 Afternoon – Monday 12 September 2022: Opening

17:00-17:05 Welcome address and presentation of the event by the moderator

17:05-17:10 Welcome address by the Mayor of Cordoba

17:10-17:15 Welcome address by the UNESCO World Heritage Centre

17:15-17:20 Welcome address by the Junta de Andalucía

17:20-17:25 Welcome address by WMF American Express

17:25-17:30 Welcome address by *Cabildo* of the mosque-cathedral of Cordoba

17:30-17:50 Keynote lecture by Jyoti Hosagrahar, Deputy Director, UNESCO World Heritage Centre

17:50-18:10 Keynote lecture by Gabriel Ruiz Cabrero, architect-conservator of the mosque-cathedral of Cordoba

18:10-18:15 Plan of the conference and agenda by the Moderator

18:15-19:00 Reception at the mosque-cathedral

Day 1 Morning – Tuesday 13 September 2022: SUSTAINABILITY & RESILIENCE

10:00-10:05 Moderator's introduction

10:05-10:35 Master lecture 1: On the integration of different development needs in the context of the historic city, Hassan Radoine, Director, School of Architecture, Planning and Design, Mohammed VI Polytechnic University, Morocco

10:35-11:05 Master lecture 2: On vernacular construction in the sustainable city, Bakonirina Rakotomamonjy, architect, associate researcher and Project specialist, CRAterre, AE&CC, ENSAG, University of Grenoble-Alpes, France

11:05-12:00 Conversations 1:

- Municipality of Naples, Italy: Giancarlo Ferulano, former site manager, Department of urban planning and management and the Office of the historic city at the Municipality of Naples (tbc), and Laura Lieto, Urban Planning Advisor at the Municipality of Naples and Professor of urban planning at Federico II University (on-line)
- Flavio Tejada, European Cities Task Force Chair for Arup
- Raul Vallés, Social Housing Production and Founding Member of the Instituto Hacer-Desur Uruguay Montevideo (on-line)

12:00-12:50 Round table discussion

12:50-13:00 Rapporteur's wrap up

Day 1 Afternoon – Tuesday 13 September 2022: GOVERNANCE & COMMUNITIES

16:00-16:05 Moderator's introduction

16:05-16:35 Master Lecture 3: On HUL, Community & Governance, Minja Yang, heritage expert, Netherlands

16:35-17:05 Master lecture 4: "Urban "Maritorios" of a religious landscape: Heritage environments of the Churches of Chiloé", Lorena Perez, Architecture Director, and Natalia Cruz, Architecture and Territory Manager, Fundación ProCultura, Chile

17:05-18:00 Conversations 2:

- Julia Rey, University of Seville, Spain, and Felipe Manosalvas, Director of Historic Areas in Cuenca, Ecuador
- Zhou Jian, Director, WHITRAP Shanghai (on-line)
- Alessandro Balducci, Professor of Planning and Urban Policies at the Department of Architecture and Urban Studies of Politecnico di Milano

18:00-18:50 Round table discussion

18:50-19:00 Rapporteur's wrap up

Day 2 Morning – Wednesday 14 September 2022 (parallel programme)

Analysis town-walk visiting World Heritage sites in Cordoba, *patio* traditional housing typology, river side and *soto de Albolafia*, etc.

Day 2 Afternoon – Wednesday 14 September 2022: ECONOMY & TOURISM/GLOBAL & LOCAL

16:00-16:05 Moderator's introduction

16:05-16:35 Master lecture 5: On economy and cultural heritage as a tool for economic development: "Recycling cultural values in a circular economy", Christian Ost, President, Raymond Lemaire International Conservation Centre, KU Leuven and Honorary Rector, ICHEC Brussels Management School, Belgium

16:35-17:05 Master lecture 6: On strategies and good practices for tourism and placemaking in heritage cities, Greg Richards, Tilburg School of Social and Behavioural Sciences, Tilburg University, Netherlands

17:05-18:00 Conversations 3:

- Erminia Sciacchitano, Multilateral Relations-Minister's Cabinet, Italian Ministry of Culture (on-line)
- Dina Shehayeb, Nile University, Egypt
- Perla Rosales Aguirreurreta, site manager of "Old Havana and its Fortification System" and Director, *Oficina del Historiador*, and Patricia Rodriguez, Director, Master Plan for the Revitalisation of the Old Havana, Havana, Cuba

18:00-18:50 Round table discussion

18:50-19:00 Rapporteur's wrap up

19:00-19:10 Closing Remarks by WHC, WMF, and the city of Cordoba

Thursday 15 September – Visit to Medina Azahara (parallel programme) (optional)

