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**UNITED NATIONS EDUCATIONAL,
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**CONVENTION CONCERNING THE PROTECTION OF THE
WORLD CULTURAL AND NATURAL HERITAGE**

**WORLD HERITAGE COMMITTEE
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Report: Planetary Dialogues World Heritage Multimedia Internet Websites

REPORT
PLANETARY DIALOGUES WORLD HERITAGE
MULTIMEDIA INTERNET WEBSITES

I. Background.

The UNESCO/World Heritage Centre and Planetary Dialogues, Inc. have formed an Internet information partnership to develop and present original multimedia World Heritage information on the World Wide Web which is accessible to virtually everyone and every classroom on the planet that has a computer and communications link. This project provides complimentary services to States Parties by increasing public awareness, understanding and appreciation of World Heritage site significance and values at an unprecedented global scale of anticipated millions of Website visitors.

Participating States Parties will receive leading-edge technology and software transfer and training in multimedia Internet production capability. These services are provided at no cost to UNESCO, the World Heritage Fund, or States Parties. The full design, development, production, validation and partnership costs are fully covered by Planetary Dialogues, Inc. and the corporate sponsors.

During the first several months of the Internet project, it was agreed that a revised pilot phase target of five World Heritage multimedia websites on-line would be developed and scheduled in cooperation with the participating States Parties and the World Heritage Centre in 1997. Under the terms and conditions of the agreement, UNESCO/WHC is responsible for facilitating project activities and cooperation with the State Party participants, World Heritage content validation and that UNESCO may be licensed to produce derivative World Heritage products for non-profit information and educational purposes for use of States Parties.

Participating States Parties now include Austria, Indonesia, Japan and Jordan. The reception of the participating States Parties to the project has been overwhelmingly enthusiastic. In several instances, plans for significant website expansion have been sought by the involved State Party Ministries.

II. Planetary Dialogues Webpage.

The Planetary Dialogues (PD) multimedia webpage may be easily accessed and reviewed at the Internet address of: [[www.Planetary Dialogues.com](http://www.PlanetaryDialogues.com)].

Active imagery, appealing and colourful graphic design and relatively simple navigation is used to present the purpose and intent of Planetary Dialogues and invite the Internet user to explore World Heritage on the select Websites of Salzburg, Hiroshima, Borobudur and Passages to Peace. Active links on the introductory Planetary Dialogues Webpage provide immediate direct access to UNESCO's World Heritage Information Network (WHIN) and Convention documentation maintained by UNESCO.

Unlike conventional media presentations (books, films and TV), PD responds to suggestions and can make corrections for Webpage material in less than 24 hours. The World Heritage PD electronic platform therefore may evolve and expand on an ongoing basis in response to demand. Under development is the software capacity to break the Internet language barrier on a global basis; the language of Internet to date is English with an estimated 98% of all Internet communications in that language. Anticipated revolutionary advances will make it possible in the future to facilitate instant global communications and dialogue in the other major languages.

Highlighted text links on the PD Web page allows the user to move quickly in to more detailed information on specific World Heritage features and values. In addition to the mentioned links on the introductory PD Webpage, six active graphic/text icons (click buttons) represent repeated menu area options which may be quickly accessed from any Website: Onsite, Dialogues, Netizen's Eye, E-Poll, Gallery and Bazaar. Each reflect distinct areas of content and activity.

1. "Onsite: A magazine of the world's natural and cultural heritage" Currently on-line are multimedia electronic site visits to Salzburg, Borobudur and Hiroshima World Heritage sites. Passages to Peace (Jerusalem and Jordan) are currently being developed on-line. Style and content is suitable, inviting and exciting. The changing nature of the material in Onsite will encourage repeated visits to the Websites.

2. "Dialogues: Join a global community of conversation". Further development of software is necessary to provide the anticipated forums of interactive user exchange of World Heritage information between users. Conversations will cover different areas such as: Education, Culture Heritage, Environment and Ecology.

3. "Netizen's Eye: Connections and visions of the networked world". Remote live digital camera imagery on-line coverage, will only be possible at select sites where national communications technology will support live ongoing visual coverage and transmission of real time site images.

4. " E-Poll: Help determine the most pressing issues of the day". A user platform to be designed as a forum for individual expression on World Heritage issues, concerns, and perspectives. As the name suggests, this site will provide a mechanism for States Parties and site managers to have available a body of information provided by an informed public concerned with World Heritage issues.

5. "Gallery: experience the world through the eyes of artists". The creative expression of talented artists provide a variety of perspectives on heritage. An opportunity for enrichment and appreciation of associative heritage values leading to cultural understanding and tolerance.

6. "Bazaar: Products and tools for the Engaged Netizen". For those interested and motivated to pursue and explore World Heritage further and in more detail, relevant materials and products will be identified and referenced for user convenience. UNESCO/ World Heritage material and publications available from UNESCO will be cross referenced and could no doubt expand UNESCO's on-line user base considerably.

III. World Heritage Websites

Three of five scheduled pilot phases (1997) multimedia World Heritage Websites have been produced and are on-line: Salzburg (Austria), Hiroshima (Japan) and Borobudur (Indonesia). A fourth Website, " Passages to Peace" (Middle East with emphasis on Jordan), is in production and partially on-line at this time. These Websites have been produced with the full cooperation, collaboration and enthusiasm of the participating States Parties. The multimedia materials have been reviewed and are now to the full satisfaction of the States Parties concerned.

WHC validation of the material with respect to the World Heritage principles, procedures and editorial content has been an ongoing process and will continue to be so.

A. Salzburg Onsite

This was the first Website scheduled to be produced and placed on line (September 1997). This Website sets the tone and format for subsequent Websites. Five menu options may be selected to provide different experiences at the Salzburg World Heritage Site: Heritage, Explorations, Discoveries, Guides and Panoramas. This format is repeated on other World Heritage Onsite locations accessed via the PD Webpage to facilitate ease of user navigation and the transition from Website to Website.

Salzburg World Heritage values are portrayed both in a historical context and as experienced in the contemporary community. The user views and listens to a special Real media video clip "Welcome to contemporary Salzburg" vis-a-vis personal messages from the current Governor of Land Salzburg and the Mayor of Salzburg recorded on-site.

The talented blend of artistry, leading edge computer technology and imagination as applied to World Heritage values and significance, fully exceeds all expectations according to the collaborating State Party.

1. *Salzburg Explorations*. Multimedia "old city" life visits include the Glockenspiel Tower complete with bell chimes, a biking tour of the cycle paths, a backstage animated vignette of the Marionette Theatre and the two flavourful visits to the "Tomaselli", the oldest cafe in Austria and to "Des Computerhaus", one of Europe's largest Internet cafes and a projection of this World Heritage City into the future.

2. *Salzburg Guides*. The "Pursuing Mozart" menu item takes the user on a multimedia journey into the past, providing historical and contemporary visual and text insight into Mozart's surroundings, personality and work.

3. *Heritage*. The geographical, religious and philosophical factors which influenced the cultural evolution of Salzburg are presented in a variety of approaches. Prehistorical discoveries, Roman ruins and selections from the Carolino Augusteum Museum chronicle a rich cultural and artistic past.

4. *Panorama*. Visual representation of Salzburg is captured by an image of the "Sattler Panorama", a 360 degree view portraying the city. A contemporary photographic version can be compared with the Sattler Panorama.

B. Hiroshima Onsite

The presentation of the Hiroshima World Heritage Site reflects with sensitivity the symbolic significance of the Genbaku Dome, Memorials and Peace Park. Contrasted with the congruent vitality of the Salzburg Website, a tone of dignity, sadness and hope are conveyed, consistent throughout the Website.

1. *Hiroshima Heritage*. The photographic images of the Genbaku Dome and the Peace Memorial are presented as symbols of World Peace for more than half a century.

Actions taken by the city council to preserve Genbaku Dome and the decision of the World Heritage Committee of inscribing the site in the World Heritage List are detailed.

2. *Hiroshima Guides*. A child and a survivor provide two poignant statements on the hope for World Peace. These eloquent and simple poems are accompanied by powerful graphic images.

3. *Hiroshima Explorations and Discoveries*. Includes the text and photo image of the Memorial Cenotaph and the "Lantern Floating" annual memorial. The Aogiri trees which survived the explosion and the blooming oleanders are imaged in the Peace Park.

4. *Hiroshima Panoramas*. A 360 degree view of Hiroshima Peace Park and Genbaku Dome will be provided in the future.

C. Borobudur Onsite

The Borobudur Website is perhaps the most richly illustrated and animated of the PD Websites on-line at this time.

1. *Map*. The geographic location of Borobudur has been represented in a stylized map of Java.

2. *Architecture and Symbolism of Borobudur*. A sequence of mood setting panoramic photos of the Borobudur World Heritage site are effectively used to portray the architectural details and the religious significance of the site. Advanced technology is used to allow the site visitor to animate images and achieve a virtual reality impression.

3. *History*. Borobudur is placed in historical context using historical quotations and contemporary texts. Information on the discovery, excavation and complex national and international restoration efforts in Borobudur is provided.

4. *Video Clips*. Visual and audio images of Borobudur allow close up inspections of the site.

5. *Information on Java*. A Javanese welcome and an audio recording of Gamelan Music from the Court of Surakarta emphasize the complexity and richness of Indonesian culture.

D. Passages to Peace

After consultations with Jordan, Egypt, Israel and representatives from the PLO and agreement, a multimedia Website theme approach to Middle Eastern World Heritage is in production with an initial focus on Jerusalem and Jordan (Petra). This Website is scheduled to be fully on-line in mid-November 1997.

IV. Conclusions.

Planetary Dialogues has fully met UNESCO/WHC requirements under the terms and conditions of the PD-UNESCO/WHC Agreement and exceeded expectations in producing innovative and original World Heritage Website multimedia material. Participating States Parties have plans in place to expand and further enrich the Internet World Heritage Websites. Quantitative data on use and distribution will be available for analysis in the future. This project is viewed as highly successful to date.