



United Nations Educational, Scientific and Cultural Organization
Organisation des Nations Unies pour l'éducation, la science et la culture



Centre du patrimoine mondial World Heritage Centre

OLINDA REPORT of the Regional Conference “Historic Urban Landscapes in the Americas” Olinda, Brazil, 12 to 14 November 2007

Preamble

The Olinda Report is the outcome of the regional conference on “Historic Urban Landscapes in the Americas”, which was held from 12 to 14 November 2007 in Olinda, Brazil, hosted by the Brazilian Ministry of Culture’s *Institute for National Artistic and Historical Heritage* (IPHAN), the Municipality of Olinda, the UNESCO Brasilia Office and the World Heritage Centre with its partners, and was attended by more than 70 experts and professionals from 20 countries.

This meeting continued the regional consultations on the subject of Historic Urban Landscapes (HUL) and the 2005 Vienna Memorandum as a basis and work-in-progress to improve existing tools for the preservation of historic cities and their urban and natural landscapes. It followed previous regional meetings held in Jerusalem (June 2006) and Saint Petersburg (January 2007).

The rich natural landscapes and seascapes of the Americas have been predictors of the settlement patterns and ways of life. It is a continent which has indigenous, urban and historic traditions, currently constituted of young nations. All participants expressed concern for the rapid urbanization, distribution of income and lack of equity that threaten the social, cultural and economic fabric in the Americas.

The participants welcomed the deepening of definitions of cities, landscapes and urban spaces. They recognized that preservation and conservation of historic cities, towns and villages is a sustainable process and should address current issues of climate change, pollution, ecosystem degradation, resource scarcity and transportation challenges as drivers of urban issues.

Background & Rationale

Until now historic towns and inner cities have been treated under the category of “groups of buildings” as defined in Article 1 of the 1972 *World Heritage Convention* and Article 45 of the *Operational Guidelines*: “groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art or science.”

However, the traditional notion of groups of buildings, historic ensembles or inner cities, identifying them as separate entities within a larger whole, is not sufficient to protect their characteristics and qualities against fragmentation, degeneration and, eventually, loss of significance. The urban heritage of historic cities is considered to be a human, social, natural and cultural accumulation that goes beyond the notion of “groups of buildings”. Cities are complex

and often embody an accretion of diverse cultures and traditions, and therefore could also be included in the category of “sites”.

“Sites” are defined in the *World Heritage Convention* as “works of man or the combined works of nature and of man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological points of view.”

The adoption of “sites” as an additional category for nomination of historic cities would facilitate a holistic approach to heritage conservation. To underline the increased levels of complexity, layering and inter-relationships, the term of Historic Urban Landscape was introduced in the ‘Vienna Memorandum’, which was welcomed by the World Heritage Committee at its 29th session in July 2005 (Durban, South Africa) and subsequently adopted in the ‘Declaration on the Conservation of Historic Urban Landscapes’ by the 15th *General Assembly of States Parties to the World Heritage Convention*.¹ A broad approach seems more appropriate to deal with the management of change in complex urban environments that are characterized by highly dynamic processes.

Consensus was reached on the following key elements during the three-day debate:

1. The consideration of “landscape” as a broad construct to extend conservation beyond the accepted boundaries of the historic cities and urban areas;
2. The recognition of the city as a layering of significances;
3. The acceptance of the multiple dimensions of identity, in places where it can strengthen communities, and as a way to express *genius loci*;
4. The importance of integrating intangible aspects of urban culture;
5. The recognition that change is an inherent part of urban development and conservation therefore is integral to the management of this evolution in an historical area requiring continuity and coherent substitution;
6. The need to consider environmental, economic, social and cultural sustainability in the process of conservation and development, which is an essential goal in the urban process and in achieving equity;
7. The participation and engagement of all stakeholders, be they citizen, community, expert or governmental, was considered essential in making urban conservation meaningful and successful, aided by educational initiatives;
8. The need of multi-disciplinary cooperation to address the range of values and issues that form a cultural system.

It was noted that issues of integrity and authenticity in historic urban landscapes remain unclear and require an integration of tangible and intangible assets to achieve full understanding. The conception of boundaries in relation to core, buffer and setting, must move beyond current notions to embrace holistic constructs. Greater emphasis needs to be placed on the implications of proposed urban conservation and development, including explicit assessments of institutional and financial gaps and the management strategies and instruments that are needed to ensure urban conservation.

¹ On 10 and 11 October 2005, at UNESCO Headquarters, Paris.

Therefore, existing conservation processes and methods applied to heritage cities, while helpful, are insufficient to meet contemporary and emerging needs. In response to these needs and issues an updating of recommendations and guidelines is required. Outcomes are desired and a sharing of methodologies and case studies is urged. A diverse, robust tool kit is needed and should be the focus of collaborative efforts. To meet the specific needs of historic cities, tools to include policies, programs and interventions, should be shaped and adapted in an open creative exchange in the near term.

Accepted by acclamation,
Olinda, Brazil – 14 November 2007.

Annex 1:

List of participants to the Regional Conference on Historic Urban Landscapes in the Americas

Annex 2:

Programme of the Regional Conference on Historic Urban Landscapes in the Americas

Annex 1: List of participants to the Regional Conference on Historic Urban Landscapes in the Americas.

12-14 November 2007, Olinda, Brazil

1	Alfredo Conti	ICOMOS Argentina/ Municipal advisor La Plata	Argentina
2	Louise Cox	UIA	Australia
3	Christina Cameron	Chairperson, World Heritage Committee	Canada
4	Julian Smith	Architect, Julian Smith & Associates	Canada
5	Jorge Atria Lannefranke	Vice Presidente de ICOMOS, Chile	Chile
6	María Loreto Torres Alcoholado	CMNAcionales/Valparaiso	Chile
7	Juan Luis Isaza Londoño	Dean, Faculty of Cultural Heritage Studies, Universidad	Colombia
8	Jukka Jokilehto	ICOMOS	Finland
9	Francesco Bandarin	Director, UNESCO World Heritage Centre	France
10	Kerstin Manz	UNESCO World Heritage Centre	France
11	Lodovico Folin-Calabi	UNESCO World Heritage Centre	France
12	Nuria Sanz	UNESCO World Heritage Centre	France
13	Ron van Oers	UNESCO World Heritage Centre	France
14	Sachiko Haraguchi	UNESCO World Heritage Centre	France
15	Irene Wiese - v.Ofen	IFHP	Germany
16	Lee Minaidis	OVPM	Greece
17	Jyoti Hosagrahar	Professor, Columbia University in USA	India
18	Michael Turner	World Heritage Committee Member	Israel
19	Jade Tabet	Former World Heritage Committee Member	Lebanon
20	Paul Meurs	Prof. Delft University of Technology	Netherlands
21	Scott Muller	Director, CODESTA	Panama
22	Andrew Hall	Northern Cape Provincial Dept.of Sport, Arts & Culture	S. Africa
23	Hannetjie du Preez	Western Cape Provincial Dept.of Sport, Arts & Culture	S. Africa
24	Enrique Saiz Martin	Director General of Cultural Heritage at the Junta Castilla y	Spain
25	Esther Rodriguez Garcia	Ministry of Culture	Spain
26	Gamini Wijesuriya	ICCROM	Sri Lanka
27	Hal Moggridge	IFLA	UK
28	Robert Adam	Director, INTBAU-UK	UK
29	Jeff Soule	Policy Director, American Planning Association	USA
30	Norma Barbacci	Director, World Monuments Fund	USA
31	Patricia O'Donnell	IFLA United States, Heritage Landscapes	USA
32	Amélia Reinaldo	DPPC/Secretary of Culture - Recife	Brazil
33	Ana Lucia Dezolt	Social Development Specialist, IDB-Brazil	Brazil
34	Ana Paula Bittencourt C. Lins	Iphan / Recife	Brazil
35	Ana Rita Sá Carneiro	International Comitee on Historical Gardens	Brazil
36	André Luiz Zambelli	Rio de Janeiro City Council	Brazil
37	Carlos Fernando de Andrade	Supervisor Iphan / Rio	Brazil
38	Carlos Fernando Delphim	World Heritage Committee Member	Brazil
39	Célia Maranhão	FUNDARTE - Directory of Heritage	Brazil
40	Clésia Maria Pereira Melo Tenório	UEP Olinda - Monumenta	Brazil
41	Dalmo Vieira	Director / Iphan	Brazil
42	Elisabeth Tsakaroglou	Maria Nobrega Foundation	Brazil
43	Ericka Rocha	Fundarpe	Brazil
44	Fernanda Buarque de Gusmão	Chefe da Divisão	Brazil
45	Fernanda Pereira	Communications Adviser - Iphan	Brazil
46	Fernando Diniz	UFPE/MDU/CEPI	Brazil
47	Francisa Toledo	DPPC/Secretary of Culture - Recife	Brazil
48	Frederico Almeida	Supervisor Iphan / Recife	Brazil

49	Geraldo Gomes	UFPE/MDU	Brazil
50	Gregório Vázquez	Urban Planner Architect	Brazil
51	João Roberto Peixe	Secretary of Culture - Recife	Brazil
52	José Pedro de Oliveira Costa	Professor, University of Sao Paulo	Brazil
53	Jurema Machado	CLT coordinator in Brazil, UNESCO Brasilia Office	Brazil
54	Leonardo Falangola	General Manager - Iphan / Salvador	Brazil
55	Luiz Amorim	UFPE/MDU	Brazil
56	Luiz Fernando de Almeida	President of Iphan / World Heritage Committee Member	Brazil
57	Margareth Aparecida Campos da	PROURB - UFRJ	Brazil
58	Maria Elaine Kholsdorf	University of Brasilia	Brazil
59	Michael Carrington	Maria Nobrega Foundation	Brazil
60	Mônica Pimentel	UNESCO Brasilia Office	Brazil
61	Mozart Serra	World Bank & Executive Director (formerly consultant)	Brazil
62	Nadia Somekh	Mackensie - São Paulo	Brazil
63	Neide Fernandes	Fundarpe	Brazil
64	Noélia Lido	Secretary of Urban Planning, Transport and Environment -	Brazil
65	Patrícia Reis	Monumenta / Ministry of Culture	Brazil
66	Robson Almeida	Monumenta / Ministry of Culture	Brazil
67	Rosângela Nuto	International Adviser- Iphan	Brazil
68	Rosina Coeli Alice Parchen	Presidente do ICOMOS	Brazil
69	Sandra Alves Barbosa Spnelli	UEP Recife - Monumenta	Brazil
70	Sônia Coutinho Calheiros	Secretary of Estrategic Affaris - Olinda City Council	Brazil
71	Teresa Serra	Instituto LIGHT for Urban and Social Development	Brazil
72	Thays Pessotto	International Adviser- Iphan / World Heritage Committee	Brazil
73	Vânia Avelar	Iphan Office - Olinda	Brazil
74	Zeca Brandão	Government of Pernambuco - Recife Olinda Project	Brazil

Annex 2:



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**Centre du patrimoine mondial
World Heritage Centre**

Programme of the Regional Conference “Historic Urban Landscapes in the Americas”

12 – 14 November 2007, Olinda, Pernambuco – Brazil

Conference venue: Hotel “7 Colinas”, Olinda (<http://www.hotel7colinas.com.br>)

Conference languages: Portuguese, Spanish and English (with active translation in all three)

SUNDAY 11 NOVEMBER 2007

Arrival of participants and registration

16H00 – 18H00 *Closed Session of HUL Working Group on Recapitulation of Process*

19H00

OPENING CEREMONY IN OLINDA – **Opening Addresses** by:

- Mayor of the Municipality of Olinda
- President of IPHAN
- Director of UNESCO’s World Heritage Centre
- Representative of UNESCO Office in Brasilia
- Secretary-General of the Organization of World Heritage Cities
- Co-President of the Maria Nobrega Foundation

20H00 – 22H30

Reception hosted by The Maria Nobrega Foundation at Convento Sao Francisco, Olinda

MONDAY 12 NOVEMBER

THEME: Two Years after Vienna – Key Considerations for New Guidelines on HUL

Chair: Mrs. Christina Cameron, Chairperson of the World Heritage Committee

10H00 – 10H30

Presentation 1: The Challenges of Urban Conservation: by Mr. Francesco Bandarin (Director, UNESCO’s World Heritage Centre)

10H30 – 11H00

Presentation 2: Revising the Urban Conservation Paradigm: by Mr. Alfredo Conti (President ICOMOS-Argentina)

11H00 – 11H30

Coffee break

12H00 – 13H00

Panel discussion on the issues and approaches proposed, and on the elaboration of revised and updated international guidelines

Panel Members:

- Mr. Vitor Serra (former World Bank Specialist; Brazil) – Moderator
- Mr. Michael Turner (World Heritage Committee Member; Israel)
- Mrs. Irene Wiese-v. Ofen (former President IFHP; Germany)
- Mr. Jade Tabet (former WH Committee Member; Lebanon)

Closing Remarks by the Chair

13H00 – 14H30

Lunch Break

FINAL
11 November 2007

- 14H30 – 15H00 **Presentation 3:** The marrying of the Old with the New in Historic Urban Landscapes, by Mr. Julian Smith (Architect; Canada)
- 15H00 – 15H30 **Presentation 4:** Lessons from History in the Conservation of Historic Urban Landscapes, by Mr. Robert Adam (Director INTBAU and Trustee of the Maria Nobrega Foundation; United Kingdom)
- 15H30 – 16H15 **Panel discussion** on key considerations as presented. Members:
- Mr. José Pedro de Oliveira Costa (University of Sao Paulo; Brazil) – Moderator
 - Mr. Jukka Jokilehto (ICOMOS Int’l Representative; Finland)
 - Mrs. Jyoti Hosagrahar (Professor Columbia University; India)
 - Mrs. Louise Cox (First Vice-President UIA; Australia)
- Closing Remarks by the Chair
- 16H15 – 16H45 *Coffee break*
- 16H45 – 17H45 **Plenary debate** on the various approaches presented, their communalities and differences, and their usefulness in devising an international standard for the conservation of HUL
- 17H45 – 18H00 Rapporteur of Plenary Debate: Mr. Paul Meurs (Professor Delft University; The Netherlands)
- 19H30 – 22H00 *Reception hosted by The Maria Nobrega Foundation at its Headquarters in Recife*

TUESDAY 13 NOVEMBER

THEME: The Conservation of Historic Urban Landscapes in the Americas

Chair: Ms. Thays Pessotto, IPHAN

- 09H00 – 09H30 **Presentation 1:** The Brazilian Approach towards the Conservation of Historic Urban Landscapes, by Mr. Luis Fernando de Almeida (Architect and President of IPHAN, Brazil)
- 09H30 – 10H00 **Presentation 2:** Planning Tools in the Preservation of Historic Urban Landscapes, by Mr. Jeffrey Soule (Director, American Planning Association; USA)
- 10H00 – 11H15 **Panel discussion** on key considerations of presentations. Members:
- Mrs. Loreto Torres (Chile)
 - Mrs. Teresa Serra (Brazil)
 - Mr. Scott Muller (Panama)
 - Mr. Juan Luis Londoño (Colombia)
- Closing Remarks by the Chair
- 11H15 – 11H45 *Coffee break*
- 11H45 – 12H15 **Presentation 3:** The Case of Buenos Aires as a Cultural Landscape, by Mrs. Nani Arias (Under-Secretary for Cultural Heritage, Ministry of Culture; Argentina) – *to be represented by Argentina expert*
- 12H15 – 12H45 **Presentation 4:** The Case of Rio de Janeiro as a Cultural Landscape, by Mrs. Thays Pessotto, Mr. Carlos Fernando de Andrade and Mr. André Zambelli (Brazil)

13H00 – 14H30	<i>Lunch Break</i>
14H30 – 16H00	Panel discussion on key considerations of presentations. <u>Members:</u> • Mrs. Christina Cameron (Chair of the WH Committee; Canada) – Moderator • Mrs. Norma Barbacci (Director World Monuments Fund; Peru) • Mrs. Ana Lucia Dezolt (MONUMENTA Specialist IDB; Brazil) • Mr. Gamini Wijesuriya (Project Manager ICCROM; Sri Lanka) <u>Closing Remarks by the Chair</u>
16H00 – 16H30	<i>Coffee break</i>
16H30 – 17H45	Plenary debate on the current situation in the conservation of Historic Urban Landscapes in the Americas, and proposed Guidelines and Recommendations from these cases
17H45 – 18H00	<u>Rapporteur of Plenary Debate:</u> Mr. Andrew Hall (Senior Manager Heritage, South Africa)

WEDNESDAY 14 NOVEMBER

THEME: Draft Elements of a Road Map towards New Guidelines on HUL

Chair: Mr. Michael Turner, World Heritage Committee Member for Israel

09H30 – 10H00	Presentation 1: <u>Tools Kit Survey for Historic Urban Landscape Impact Assessment</u> , by Mr. Hal Moggridge (Landscape Architect, IFLA; UK)
10H00 – 10H30	Presentation 2: <u>Reflection on Historic Urban Landscapes as a Tool of Conservation</u> , by Mr. Jukka Jokilehto (Representative ICOMOS International; Finland)
10H30 – 11H00	<i>Coffee break</i>
11H00 – 12H45	Plenary Debate on Issues & Tools to be considered for further elaboration and research as part of a Road Map on the development of international guidelines on the Conservation of Historic Urban Landscapes – with Approval of Recommendations to the World Heritage Committee
12H45 – 13H00	<u>Rapporteur of Plenary Debate:</u> Ms. Patricia O'Donnell (Principal Heritage Landscapes, USA)
13H00 – 14H30	<i>Lunch Break</i>
14H30 – 17H30	SITE VISIT TO OLINDA BY IPHAN

THURSDAY 15 NOVEMBER

Departure of participants

09H00 – 10H00	<i>Closed Session of the HUL Working Group on The Way Forward</i>
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