

MARKETING PROFILE

HERMACONFERENCE



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HERITAGE
THE HERITAGE MANAGEMENT ORGANIZATION



EU
2014
SIS
European Capital of Culture

HERMA CONFERENCE

Unmet Need

Cultural Heritage Management covers a broad field of interests and needs, in an environment that is changing rapidly. Inevitably, the heritage sector is always searching for new approaches and innovative tools that will both promote interdisciplinary co-operation and facilitate the furtherance of formal and informal education. To promote a proper appreciation of varying human values and ethics across time (embracing in this an understanding of the constant interchange and communication between cultures) by means both theoretical and practical is the challenge that this international conference squares up to. Further, at a time when the intangible but influential effects of a faltering global economy endangers all aspects of sustainable growth, the heritage sector provides a most promising counter. Therefore, the HMO and its Conferences research, support, encourage and promote all actions and ideas that strive to construct a forward-looking sense of social identity and cohesion and to promote responsible and sustainable growth based on human values.

Identity

The **HMO International HerMa Conference** is an annual academic conference that promotes innovative practices and cutting-edge ideas in heritage management: the presentations are delivered by experts, young professionals and researchers in the fields of HMO's own expertise. It offers a coherent approach to heritage management by presenting diverse viewpoints.

Vision

The HMO International HerMa Conference aims to be a pioneer platform for evaluating **innovative ideas and best practices**, as well as, the proper framework so that **solutions** of global issues in heritage management could initiate a productive dialogue. In addition, the conference offers an ideal **networking opportunity** for senior and junior heritage managers.

Mission

To disseminate good practice in heritage management through the exchange of ideas and new theoretical or hands-on approaches, as well as the creation of networks for the benefit of heritage matters internationally.

Objectives

- To bring together scientists, academics, experts, policy-makers, young professionals and communities to collaborate and to turn **theoretical approaches** on heritage management **into practice**, and with feedback working cyclically too to upgrade the whole process.
- To promote the interest of and interaction with the scientific community (from many diverse fields) to **catalyze advances** in the vital contribution of science to heritage management.
- To **produce**, elaborate and develop innovative ideas and practices in the cultural heritage sector.
- Initiate and establish a dialogue with **local communities** that will lay the foundation for inclusive and sustainable practices

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4th HMO HERMA CONFERENCE

International Conference on Heritage Management

22-24/09/2017

HERITAGE   EL  21  SIS

HMO: The Heritage Management Organisation

The Heritage Management Organisation (**HMO**) was established in November 2008 as a not-for-profit organisation with the aim of promoting good practices in heritage management and planning. The HMO achieves its aims through tapping into highly trained human resources, developing educational programmes at all levels, fostering research, facilitating access to relevant information, as well as stimulating discussion. Since the summer of 2009, the HMO has operated under the auspices of the Greek Ministry of Culture.

The HMO's main goal is in helping cultural resource management organisations (CRM) to make heritage a sustainable source of education, culture, local pride and development through the promotion of good practice in managing heritage. The HMO runs a number of educational programmes, workshops, summer field schools and an MA in Heritage Management. It facilitates the training of current and future heritage managers in aspects of heritage conservation, architectural interventions, education, digitization, ethnographic archaeology, heritage photography, interpretation, climate change, human resource management, and in many other aspects of heritage management.

4th HMO International HerMa Conference

From 2017 and onwards the HerMa Conference will adopt the strategy of an annual **Honoured Country** and an annual **Umbrella Theme**. Thus the 4th HMO International HerMa Conference inaugurates this practice with **Italy** and a debate that is considered to be crucial for the future in heritage management and preservation. The core concern for 2017 is the notion of ruins in culture: the topic may be expressed – **“Monuments in Ruins – Ruins as Monuments”**.

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Umbrella theme:
Monuments in Ruins---
Ruins as Monuments

Ruins, archaeological and historical, present a special category of monuments: one generated through time from natural wear and tear, abrupt natural catastrophes, abandonment and/or intentional destruction. They present extreme cases of monumentality, dictated by the simple fact of being -- ruinous.

Ruins *qua* physical remains represent materiality. Partially preserved, they can only suggest their original complete state; existing thus in some middle ground between present diminished form and past substance, they are subject to all manner of theorization and philosophizing. Additionally, as remnants of edifices subjected to destructive forces, ruins embed both the monument they come from as well as the act of its destruction.

- Evaluation,
- Protection,
- Enhancement and
- Management



As a result, ruins do not have to be seen as mere passive remains, but by taking on an active cultural role, they can transcend their status as parts of lost wholes. They can assume an identity of their own, as ruins; they can become monuments *qua* ruins and not languish as pitiful ruins of monuments.

Ruins are an accurate way to describe all archaeological sites in terms of materiality, but as a concept they incorporate all monuments and objects, of whatever size, whose simple existence can stimulate remembrance. So, are ruins live entities or dead corpses? And in either case, are they cultural assets (passive) or cultural agents (active)?

If dead, as assets or agents, what kind of cultural symbolism do they perform – or could do? Does their pres-

ervation have a role to play in the Cult of Yesteryear? Are ruinous landscapes only cemeteries of the past?

If alive, in what sense is this so? How could their flickering existence be best enhanced and managed? How may they adapt to the present cultural dynamics in which they physically exist?

Traditionally, ruins have been appreciated as fragmented parts, conveying but a sense of the whole they once belonged to, so inviting the beholder to complete the image by extrapolating the whole out the part (in the time-honoured Classical tradition). Or as fragments celebrating –or mourning– that which is forever lost (in the full-blown Romantic tradition).

Despite the great influence ruins exert over audiences of all kinds, and despite the fact that all archaeological sites

are ruins almost by definition, there has been hardly any debate in recent decades as to their potential. Discussions here have tended to polarize between reconstitution from the original surviving pieces and reconstruction/stabilization at often arbitrarily-selected places. All too often, there exists no valid theoretical framework to underpin or guide the necessities of everyday practice.

The **4th HMO International HerMa Conference** on Heritage Management will contribute to this largely absent debate by reconsidering ruins *qua* physical remains, for their evocative potential, and in particular to provide a philosophy to inform heritage management at all kinds of scales: from museum objects to historical buildings, archaeological sites to historical landscapes.

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The PAST

15 International **Experts**
Keynote Speakers

80 **Speakers** From Various
Scientific Fields

300 **Participants** in an
International Audience

06 Side **Events**






30 **Countries** from all
Over the World

3.000 **Followers** in our
Social Media

Sessions

- Main Theme Theoretical Issues / Moderator: V. Ganiatsas
- Legal Issues / Moderator: I. Stamatoudi
- Heritage Education / Moderator: M. Corbishley
- Heritage Public Awareness / Moderators: L. Stefanou & A. Anagnostopoulos
- Advanced Heritage Technologies-Digital Heritage / Moderator: I. Liritzis

Keynote Speakers

-  **Stefano De Caro**, Director-General, ICCROM, Rome.
-  **Maurizio Forte**, Visiting Scholar at Stanford University PhD, William and Sue Gross Professor of Classical Studies Art, Art History, and Visual Studies, and Bass Fellow at Duke University, USA.
-  **Romolo Martemucci**, Professor in the Architecture department at Pennsylvania State University, University Park, PA, USA, Pantheon Institute, Rome.
-  **Alessandra Ricci**, Koç University, Archaeology and History of Art, Faculty Member.
-  **Tullio Scovazzi**, Professor of International Law, Faculty of Law, University of Milano-Bicocca, Milan, Italy.
- **Cornelia Hadziaslani**, Architect-Archaeologist, Head of Education Acropolis Restoration Service until 2011.
- **Toshiyuki Kono**, Dist. Professor at Faculty of Law, Kyushu University, Director of International Programme, Japan, Vice President ICOMOS.

The PRESENT

- **2017** is the year of **Italy** as an **Honoured Country**.
- This year we are presenting the **4th HMO International HerMa Conference** (a 3-day event) with a series of **Side Events**, under the auspices of **Eleusis Cultural Capital 2021** and **Aeschylia Festival**.

Umbrella Theme:

"Monuments in Ruins--Ruins as Monuments"

Venue:

Paleo Eleourgio, Elefsina

Dates:

22-24/09/2017

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Side Events:

The objective of the planned Side Events is to initiate and promote an interactive dialogue between the participants, the local community and the professionals of the creative industries. Such would be focused on practical and observed experiences connected to the conference's broad theme of ruins and monuments. All the events will be hosted in Paleo Eleourgio and selected sites of the broader area of Elefsina.

HerMa Market

Exhibition

This event brings together experts in the sectors of cultural heritage and business: to promote upcoming projects relevant to both groups.

HerMa Aeschylus: The Eternal Battle

Performing arts

This event scrutinizes Aeschylus' perceived status as a venerable literary monument -and as someone with a fundamental concern for core societal values- do they have relevance for us today?

HerMa Mural: Ruins and the Contemporary City

Representational arts
Street art is the voice of the people. Moreover, thinking about forms of ephemeral heritage, with the collaboration of st.a.co., a workshop will be held as a parallel to this side event, the HerMa Eleusis.

HerMa Eleusis: Visions for Archae- ological, Industrial & Contemporary Heritage

Open Discussion

The local communities are an integral factor in successfully managing and protecting the cultural heritage. This event will form a framework for acknowledging the importance of managing heritage in community level.

HerMa Photos: Capture Heritage Images

Photo Exhibition

Re-reading/re-thinking/
re-visualizing the cultural
landscape.

HerMa NewUse Heritage

Architectural Construction

Delivers the idea of
revitalising heritage
assets by bringing new
perspectives to their use.

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4th HMO HERMA CONFERENCE

International Conference on Heritage Management

22-24/09/2017



Provisional Programme Template:

Friday 22/09/2017

14:00	Registration
15:30-19:00	Session 1
19:30	Side Event

Saturday 23/09/2017

09:00	Registration
10:00-13:30	Session 2
13:30-15:00	HerMa Market
15:00-18:30	Session 3
19:00	Side Events

Sunday 24/9/2017

09:00	Registration
10:00-13:30	Session 4
13:30-15:00	HerMa Market
15:00-18:30	Session 5
19:00	Side Events

VENUE:

The HMO International HerMa Conference on Heritage Management will be hosted in the **Paleo Eleourgio**, the infrastructure of the old olive-oil and soap-making plant at Elefsina. The industrial complex embodies the significant commercial floruit achieved in the 19th century, at both local and national level.

The **soap factory Charilaou** was founded in 1875 by the brothers Lysander and Emmanuel Charilaos, who came from Galati in Romania to Elefsina, prompted by the production there already of household soap. As their source of energy they used steam power, exploiting as raw materials olive kernels, enriched with a few other substances. The product was transported easily by ships as far as the ports of Patras, Syros and Piraeus. The annual production reached a total of 600,000 tonnes; of which 175,000 were exported to various Mediterranean countries. As a result of such a large-scale, for those times, level of production, the **Σάπων Ελευσίνος** (Soap of Eleusis) rivalled French products.

In 1892, Epaminondas Charilaos, a chemist who had studied in France and Germany, went into cooperation with Nikolaos Kanellopoulos, also a chemist: they bought the soap factory. It was thereafter known as the **E. Charilaos-N. Kanellopoulos** factory. The plant, which at the beginning of its operation had 20 workers, in 1900 had grown to employ 90 (10 of which were women) and by 1928 had mushroomed to more than 250! However, all production ceased in the 1960s.

The inactive area of **Paleo Eleourgio** **hosts now cultural events** and in the facilities in general here is a plan to create permanent cultural spaces, parks and a parking station.

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iD HERMA CONFERENCE

SCIENTIFIC COMMITTEE/Session Moderators:

- **Evangelos Kyriakidis**, Director HMO, Senior Lecturer for Aegean Prehistory, University of Kent.
- **Vassilis Ganiatsas**, Professor of Theory, Philosophy and Practice of Architectural/Urban/Landscape Design, National Technical University of Athens.
- **Aris Anagnostopoulos**, Honorary Lecturer University of Kent, Director HMO Public
- **Mike Corbishley**, Honorary Senior Lecturer in Heritage Education University College London Institute of Archaeology, UK. Senior Lecturer MA Heritage Management, University of Kent-Athens University of Economics and Business, Elefsina, Greece.
- **Ioannis Liritzis**, Professor of Archaeometry/ Natural Sciences, University of the Aegean, Rhodes, Greece. Visiting Scholar University of California San Diego, USA.
- **Irini A. Stamatoudi**, Attorney at Law, Director of the Intellectual Property Organisation of Greece, Ministry of Culture and Sports/ Director of the Hellenic Copyright Organisation. HMO Law.
- **Lena Stefanou**, Lecturer, MA in Heritage Management (KENT-AUEB), Director HMO-Public Engagement Summer Program.

Academic Collaborators:

- **Architectural Conservation Laboratory**, Athens University of Applied Sciences.

Organised by:

The **HMO** (the Heritage Management Organisation) in partnership with:

- **Eleusis** European Capital of Culture **2021**
- **Aeschylia** Festival

ORGANISING COMMITTEE:

- **Theodosia Maroutsis**, MA (AUEB/University of Kent), The Heritage Management Organisation (HMO)
- **Foteini Giannoulidi**, MA (AUEB/University of Kent), The Heritage Management Organisation (HMO)

Conference Development:

- **Nikos Fratzeskos**, AUEB
- **Antonis Askianakis**, AUEB

Profile Analysis:

- **Katiana Lagoudaki**, UoA
The Heritage Management Organisation (HMO)

Marketing & Communication:

- **Dimitris Michaelides**, AUEB
- **Stelios Gkouvalias**, AUEB

Side Events:

- **Thanos Ioannidis**, NTUA
- **Leonidas Giannakopoulos**, ASFA

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