

SAVE THE
HERITAGE

INTERNATIONAL WORKSHOP AND COMPETITION

DAVID GAREJI MONASTERIES, GEORGIA

5. 7. 2021 - 15. 7. 2021

TIMELINE

Categories:

- a) Cultural heritage
- b) Architecture
- c) Graphic Design
- d) Sustainable tourism & Marketing

1 Mission

4 lecturers

5 Keynote speakers

120 participants

Workshops & lectures & team work & round trips & publication & traveling
exhibition



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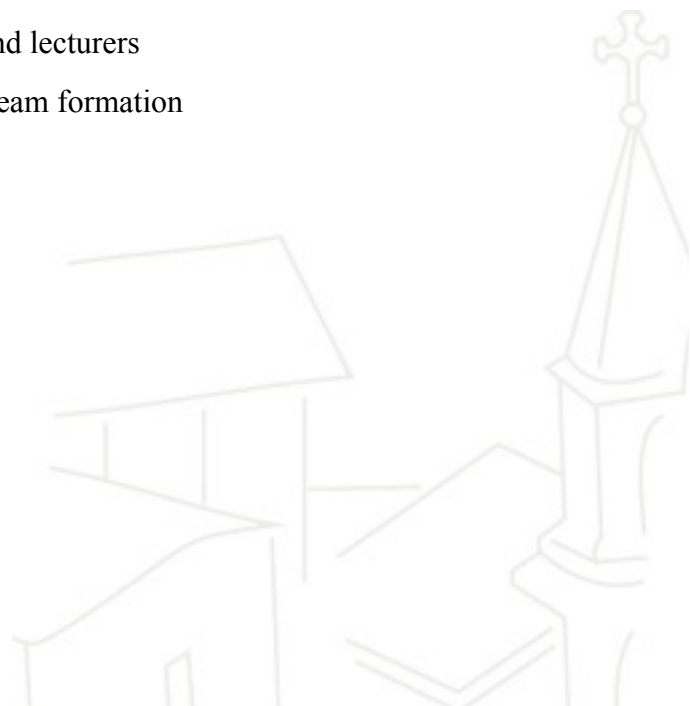
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Day 1, 5. 7. 2021 (Monday)

- 8.00 – 12.00 Arrival of the participants in Tbilisi
- 12.00 – 12.30 Welcome speeches: Introduction
- 12.30 – 13.15 Keynote speaker:
dr. Piet Jaspaert, Belgium, Vice president of Europa Nostra
7 Most Endangered Cultural Heritage Sites
- 13.15 – 13.45 Keynote speaker:
Mariam Dualishvili, Founder and CEO, Georgian Arts and Culture Centre, Europa Nostra Georgia
Europa Nostra Georgia
- 13.45 - 14.45 Keynote speaker:
dr. Zaza Skhirtladze, Senior Researcher, Gareji Study Centre&Tbilisy State University, Institute of History and Theory of Art
David Gareji Monasteries: Introduction
14. 45 - 15. 00 Break
- 15:00 – 18:00 Sightseeing: Tbilisi: Behind the Scenes
- 18.30 – 19:30 Presentation of the project and lecturers
- 19.30 - 22. 00 Welcome dinner, mingling, team formation



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Day 2, 6. 7. 2021 (Tuesday)

8:30 – 19:00 Work on site:
David Gareja monasteries
Late lunch and Wine Degustation in Wine Region
Questions & Answers & Teamwork

Day 3, 7. 7. 2021 (Wednesday)

9:00 – 12:00 Group work

Cultural Heritage: From Sherlock Holmes to Harold Stowe and all the way to Paul Getty or How to become a perfect cultural heritage manager

Architecture: The charm of a ruin, from Giovanni Battista Piranesi to John Ruskin and the contribution of the contemporaneity

Graphic Design: How much history is in graphic design?
Graphic design and cultural heritage

Sustainable tourism: Protecting cultural heritage through tourism – who, why, how?

& Marketing

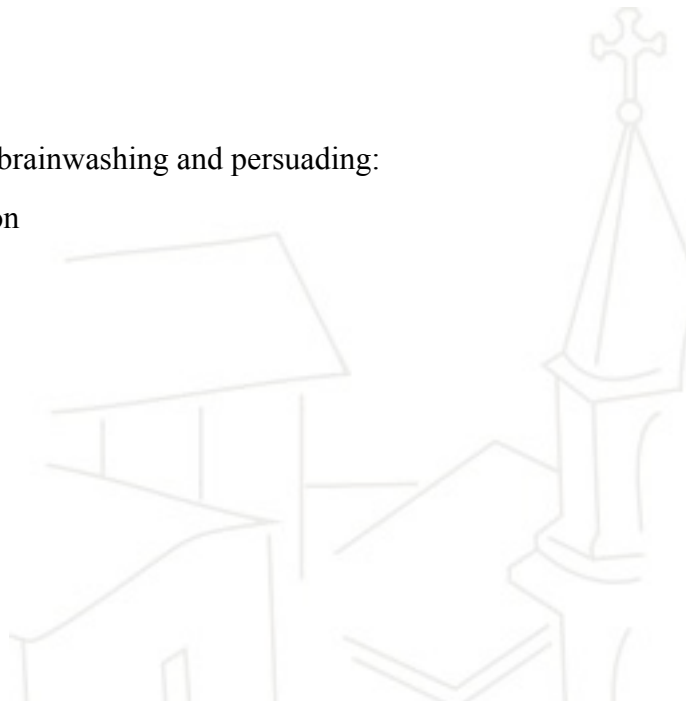
12:00 – 13:00 Lunch

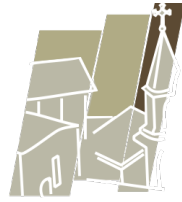
13:00 – 17:00 Group work

Cultural Heritage: The Interpretation: Between brainwashing and persuading:
What happened to information



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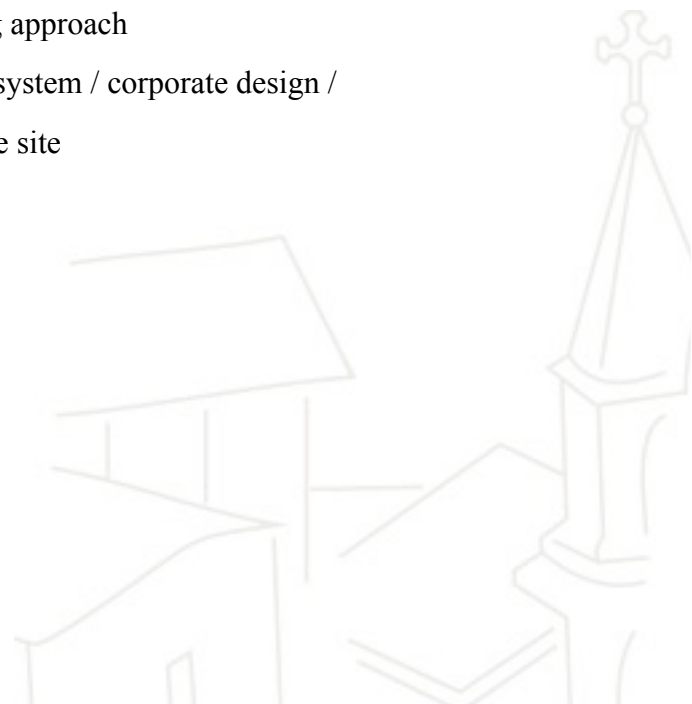
- Architecture:** Nature and architecture: examples and lessons for sustainable recovery
- Graphic Design:** How to communicate cultural heritage – best practice in visual communication for culture /the creative brief
- Sustainable tourism:** Presenting cultural heritage to tourists –how to do it responsibly?
- &Marketing** responsibly?
- 17:00 – 19:00 Team Work
- 18:00 – 19:00 Questions & Answers

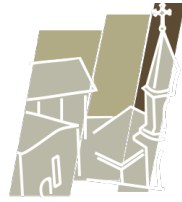
Day 4, 8. 7. 2021 (Thursday)

9. 00 – 10. 00 Keynote speaker:
Masaru Takayama, Kyoto, Japan:
Introduction to Cultural Heritage and Sustainable Tourism
10. 00 - 12.00 **Masaru Takayama, Kyoto, Japan:**
The Interpretation of Cultural Heritage and Sustainable Tourism (for Cultural Heritage & Sustainable Tourism)
- 10.00 - 12.00 Group work (Architecture & Design)
- Architecture:** Site analysis, urban planning approach
- Graphic Design:** Site analysis for orientation system / corporate design / visual communication for the site



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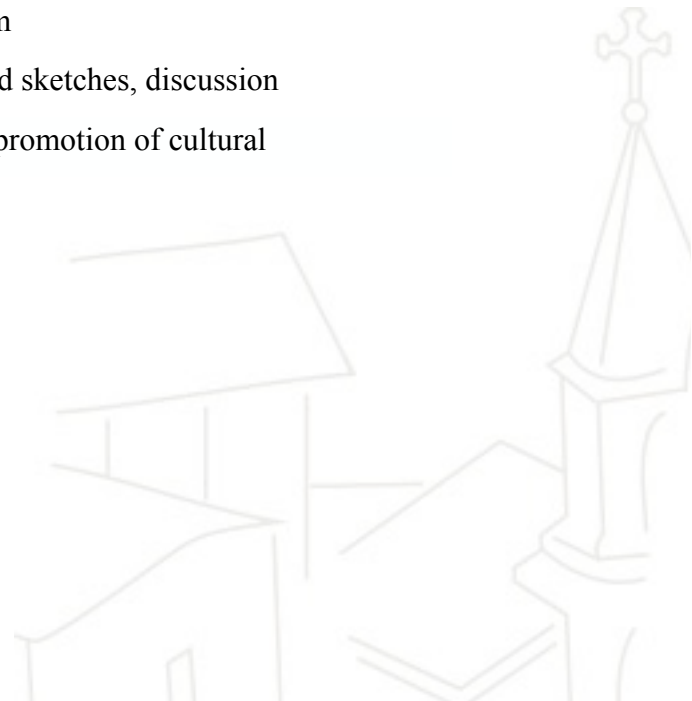
12:00 – 13:00	Lunch
13.00 - 15. 00	Visiting of National Museum
15:00 – 19:00	Teamwork
18:00 – 19:00	Questions & Answers

Day 5, 9. 7. 2021 (Friday)

9. 00 – 11. 00	Keynote speaker: Masaru Takayama, Kyoto, Japan: Global trends and new standards in Sustainable Tourism (Cultural Heritage & Sustainable Tourism)
9.00 - 11. 00	Group work (architecture & Design) Architecture: Addition and conservation: what for the existing site? Graphic Design: How to present the site in public – sustainable tourism in visual communication, first ideas and sketches
11:00 – 12:00	Group work Cultural Heritage: The Heritage Site as a cultural hub or tourist attraction Architecture: “Support architectures”: the propose of a itinerant map for a sustainable tourism Graphic Design: Presentation of first ideas and sketches, discussion Sustainable tourism: Responsible marketing and promotion of cultural & Marketing heritage sites
12:00 – 13:00	Lunch



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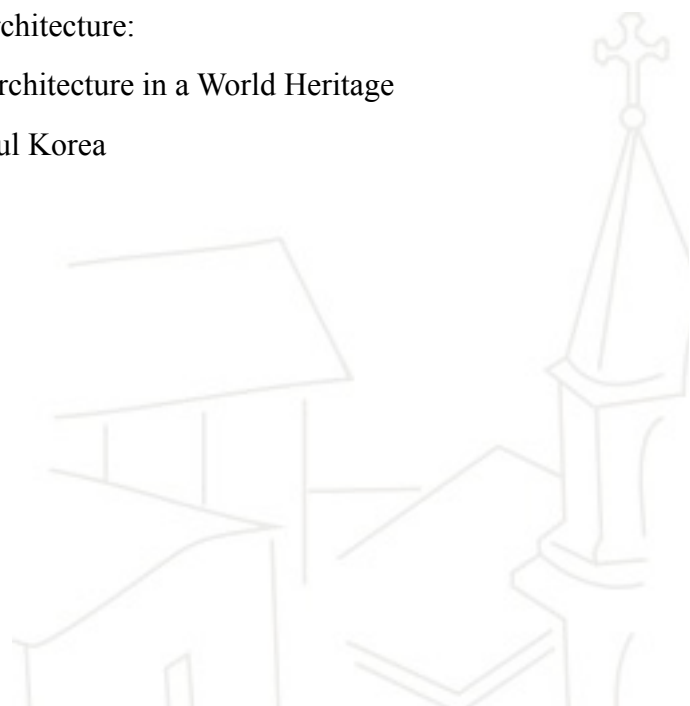
13:00 – 19:00 Team Work
18:00 – 19:00 Questions & Answers

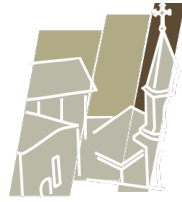
Day 6, 10. 7. 2021 (Saturday)

9:00 – 10:00 **Design talk**
10:00 – 12:00 **Design hotel Rooms Hotel Tbilisi: Sightseeing**
(architecture&design)
10:00 – 12:00 Group work (Cultural Heritage&Sustainable tourism)
Cultural Heritage: The Musts of Preservation work
Sustainable tourism: Applying GSTC Sustainability Criteria to protect local culture
&**Marketing** and cultural heritage
12:00 – 13.00 Lunch
13:00 – 15.00 Group work
15:00 – 19:00 Team Work
18:00 – 19.00 Questions & Answers
20:00 – 21.00 Keynote speaker:
In-Souk Cho, Seoul, South Korea:
Cultural Heritage site and Architecture:
Water, Pavilion and *Hanok* architecture in a World Heritage
Site, *Changdeokgung* in Seoul Korea



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Day 7, 11. 7. 2021 (Sunday)

9:00 – 11:00

Keynote speaker:

In-Souk Cho, Seoul, South Korea:

The dialogue between the modern architecture and cultural heritage site: conservation and intervention in and around the heritage sites (architects&designers)

9.00 - 11.00

Group work (Cultural Heritage&Sustainable tourism)

Cultural Heritage: How to Communicate the cultural heritage site

Sustainable tourism: Visitor management at cultural sites (visitor numbers, & Marketing behaviour, expectations)

10:00 – 12:00

Group work

Cultural Heritage: Soft Power of Cultural Heritage

Architecture: Matter, light and colour, the contribution of architecture to save the heritage

Graphic Design: Understanding the site – visually, space-oriented, content related: the contribution of design to save the heritage

Sustainable tourism: Guests-host interactions and impact of tourism on local culture

& Marketing & Sustainable Heritage Management Plans – why and for whose benefit?

12:00 – 13:00

Lunch

13.00 - 19.00

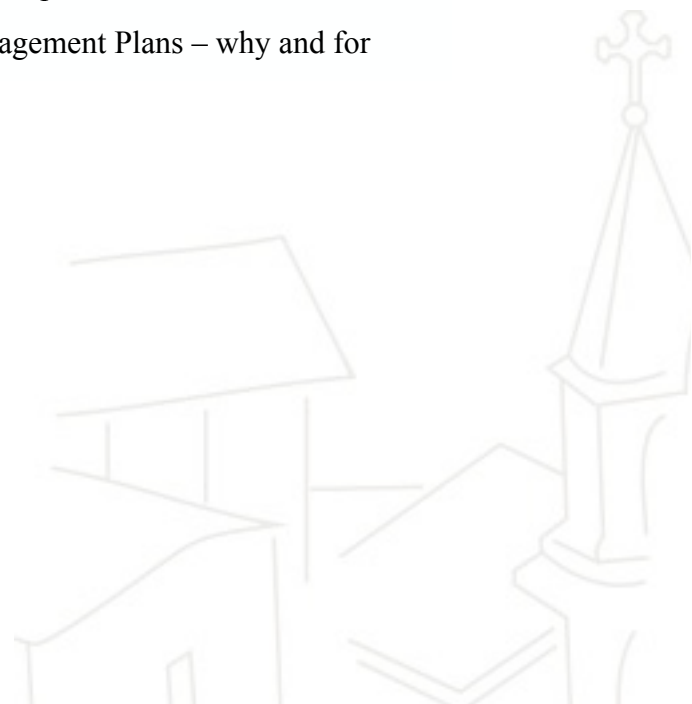
Team work

18:00 – 19:00

Questions & Answers



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Day 8, 12. 7. 2021 (Monday)

Teamwork

18:00 – 19:00 Questions & Answers

Day 9, 13. 7. 2021 (Tuesday)

9:00 – 13:30 Teamwork

13:30 – 14:00 Work submissions

14:00 – 14. 30 Lunch

14:30 – 17:00 Work on oral presentations

17:00 – 19:00 Oral presentations of papers

Day 10, 14. 7. 2021 (Wednesday)

8:00 – 20:00 Day trip to Kazegi with Lunch break

20:00 - Announcement of the results and farewell dinner

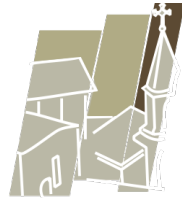
15. 7. 2021 (Thursday)

Departure



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WE WILL LEARN

Cultural Heritage:

The goal is to understand and to learn how to communicate the cultural heritage site in the Age of Mass Tourism, fake news and identity crisis.

We will learn:

- The organisation structure of the cultural heritage site
- How to write a mission statement,
- How to prepare the exhibition,
- How to write the perfect exhibition text,
- The preservation musts of the site,
- The interpretation of cultural heritage site,
- The possibilities of development and presentation of the site,
- The impact of cultural heritage site on the society and environment,
- How to develop the communication strategy for the site.

Architecture:

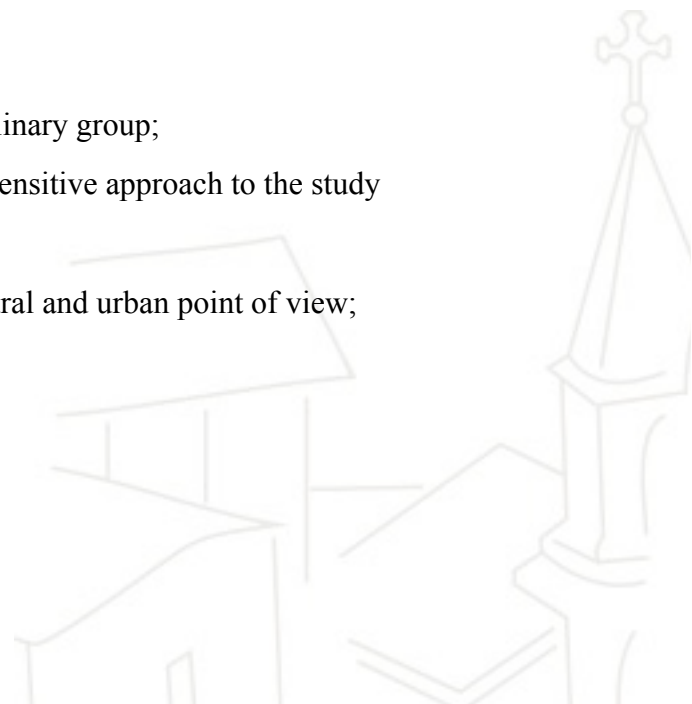
The goal is to acquire a method for the recovery and sensitive implementation for fragile places.

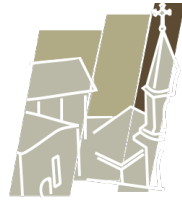
We will learn:

- To analyze case-studies working in a multidisciplinary group;
- Architectural, urban and historical notions for a sensitive approach to the study areas;
- To analyze the sites of interest from an architectural and urban point of view;



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- To propose intervention scenarios with the support of a multidisciplinary group;
- How to carry out an exhibition and a public debate.

Graphic Design:

The goal is to find solutions for an appropriate approach to visual communication of a cultural heritage site in special consideration of sustainable tourism.

We will learn:

- Co-operation in an interdisciplinary group
- How to work on a complex assignment
- How to formulate a creative brief
- Research, writing for presentation, exhibition, convincing presentation to the public
- Basics of graphic design history and its value for the work as graphic designer

Sustainable tourism & Marketing

The goal is to understand the impacts of tourism on cultural heritage in destinations, and to learn how to maximize the positive and minimize the negative impacts to culture, communities and tourists through responsible management and marketing.

We will learn:

- How tourism organisations and businesses contribute to the protection of the cultural heritage?
- How to promote and market cultural heritage in a responsible way?
- How to manage visitor numbers and behavior at the sites to ensure its protection?



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- How to prepare Sustainable Heritage Management Plans?
- Best practice in applying sustainability criteria at cultural sites.

The organiser reserves the right to make minor changes to the program.



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