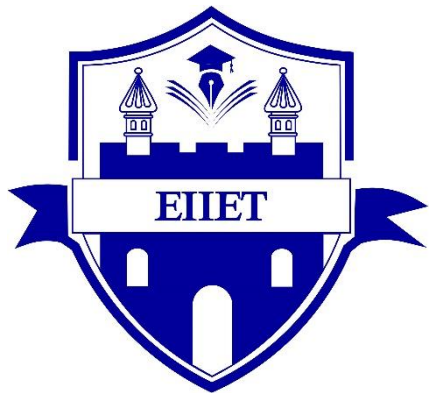


Cultural Heritage Management

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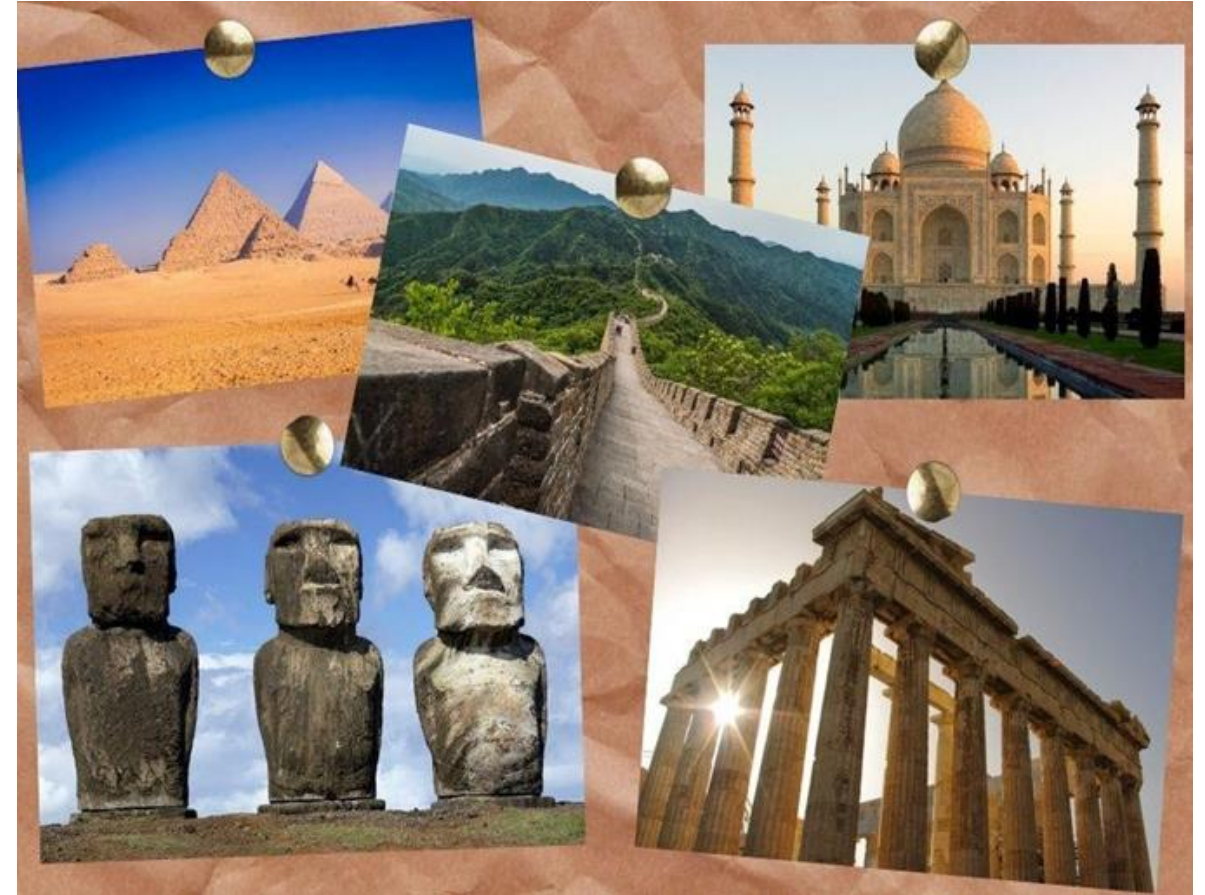
Outline

1. The Concept of the Outstanding Universal Value
2. On the Meaning of Values
3. On the Meaning of Attributes
4. Authenticity and Integrity



1- The Concept of the Outstanding Universal Value

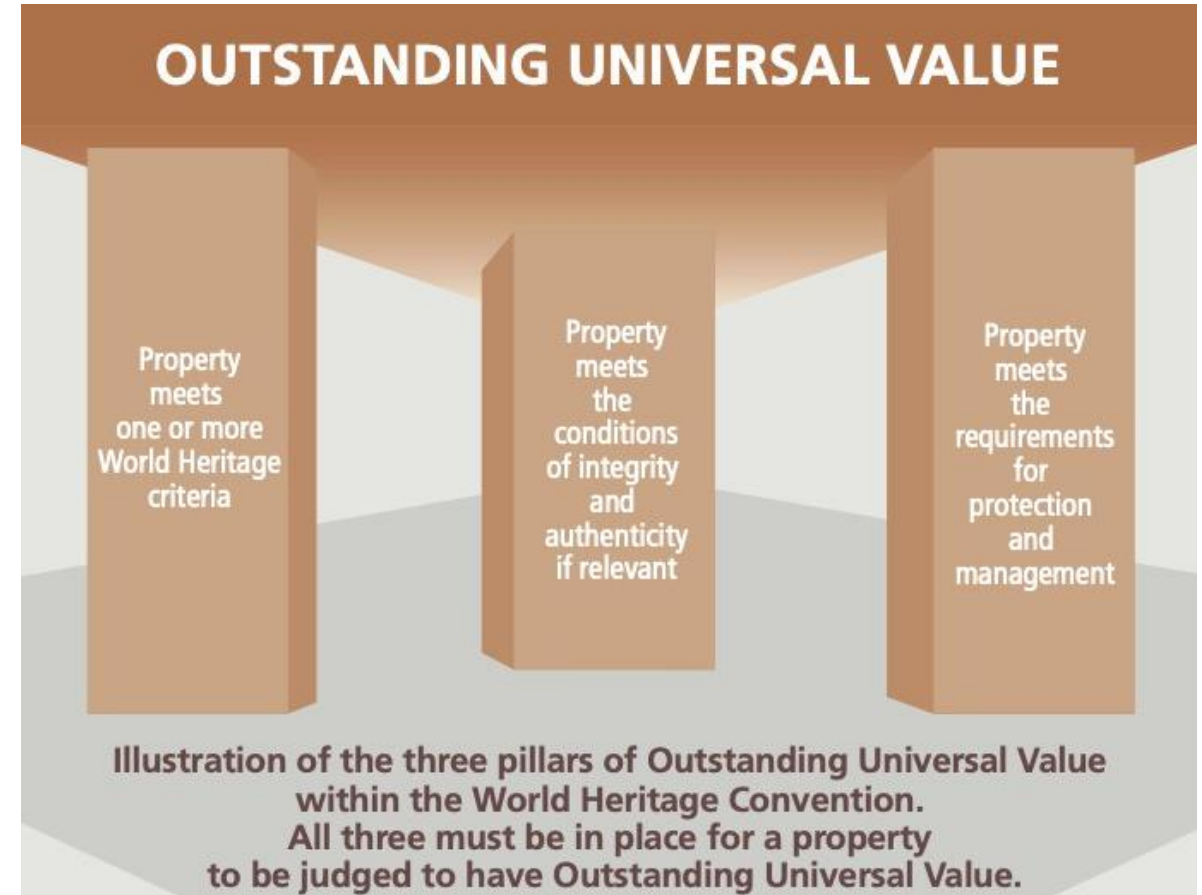
- Heritage conservation requires a clear management framework.
- In recent decades, two dominant approaches:
 - ❖ Conventional Approach Values
 - ❖ Led Approach
- These approaches: Are not mutually exclusive, Often co-exist in practice.



1- The Concept of the Outstanding Universal Value

Outstanding Universal Value (OUV):

- The key concept of the Convention is Outstanding Universal Value (OUV)
- Focus: identify, protect, present, and transmit heritage to future generations
- Applies to places of value for all humanity, not just one country.



1- The Concept of the Outstanding Universal Value, Cont.

- Defined as “Outstanding Universal Value means cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity”.

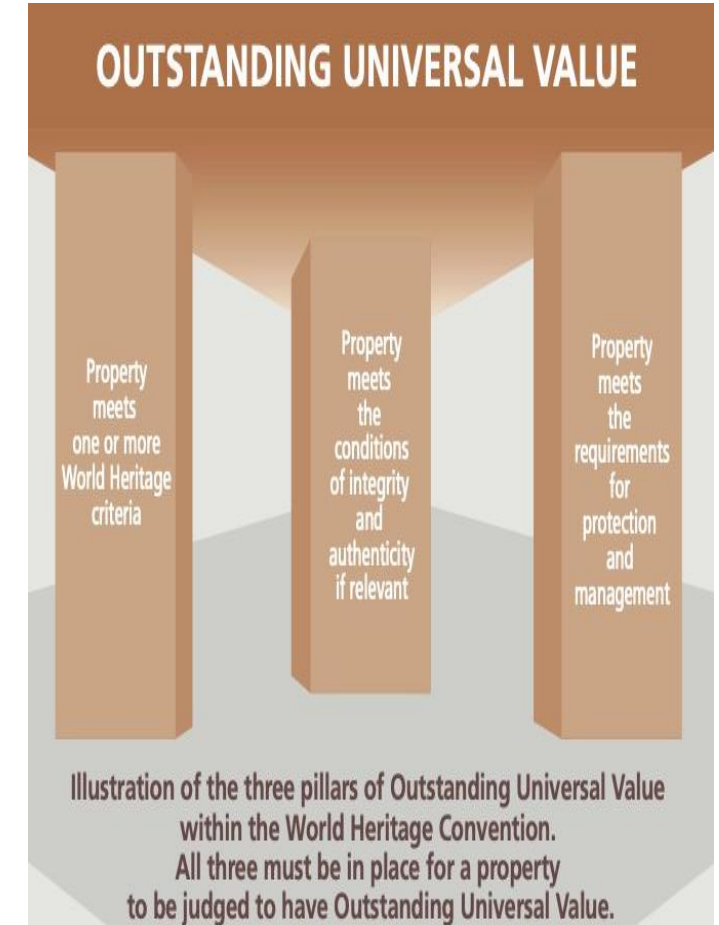
- **Key points:**

- **Exceptionalism:**

➤ The site represents something extraordinary, rare, or a “masterpiece of human genius.”

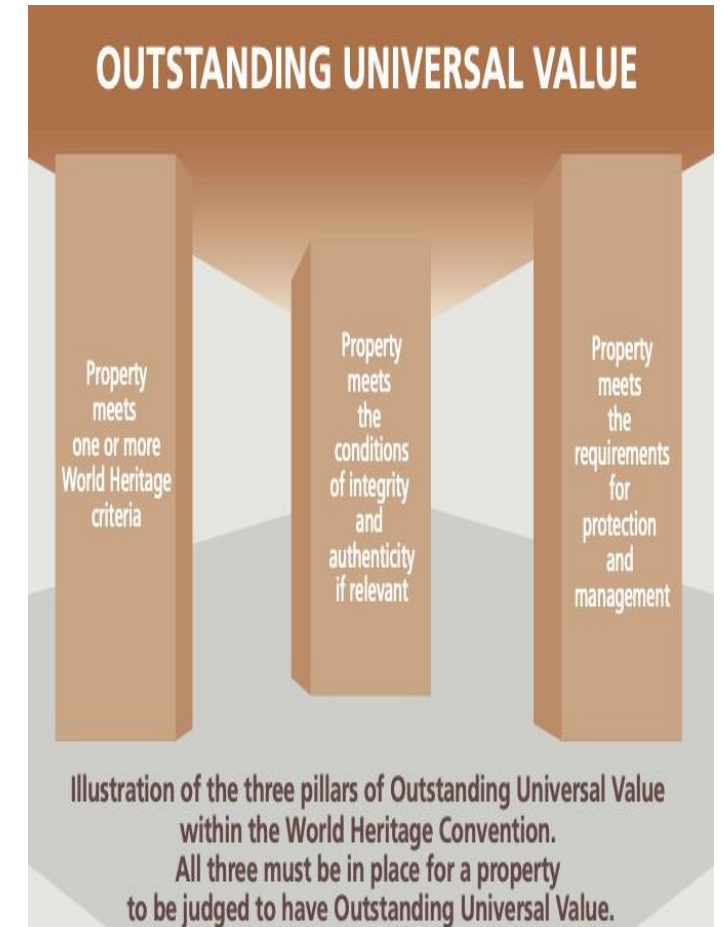
- **Internationalism:**

➤ Its value is recognised as important to all humanity, not just the country where it is located.



1- The Concept of the Outstanding Universal Value, Cont.

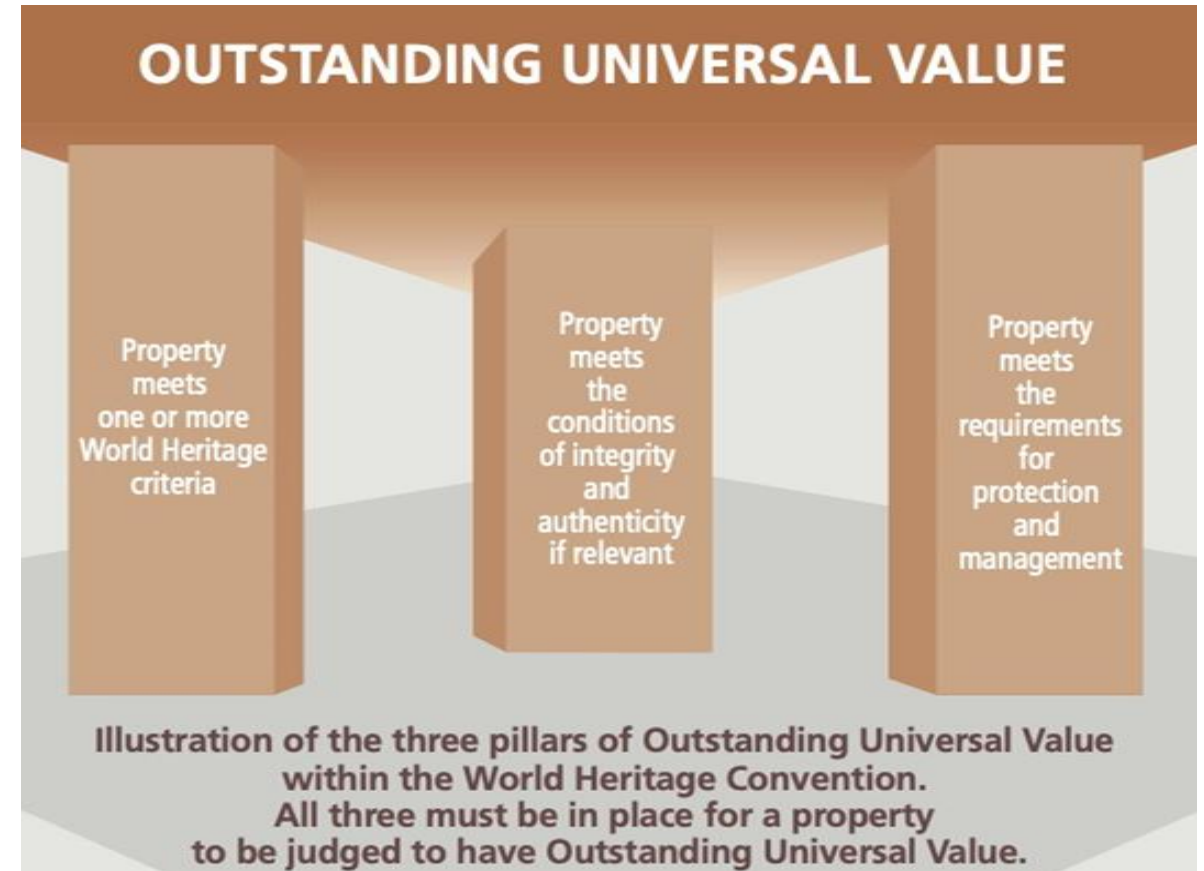
- Outstanding Universal Value (OUV) has a broader dimension that must be clearly understood
- It is essential for:
 - Justifying World Heritage nominations
 - Forming the foundation for property management



1- The Concept of the Outstanding Universal Value, Cont.

- To be considered of Outstanding Universal Value (OUV), a property must:

- Meet the conditions of integrity and/or authenticity
- Have an adequate protection system
- Have an effective management system
- Ensure its long-term safeguarding

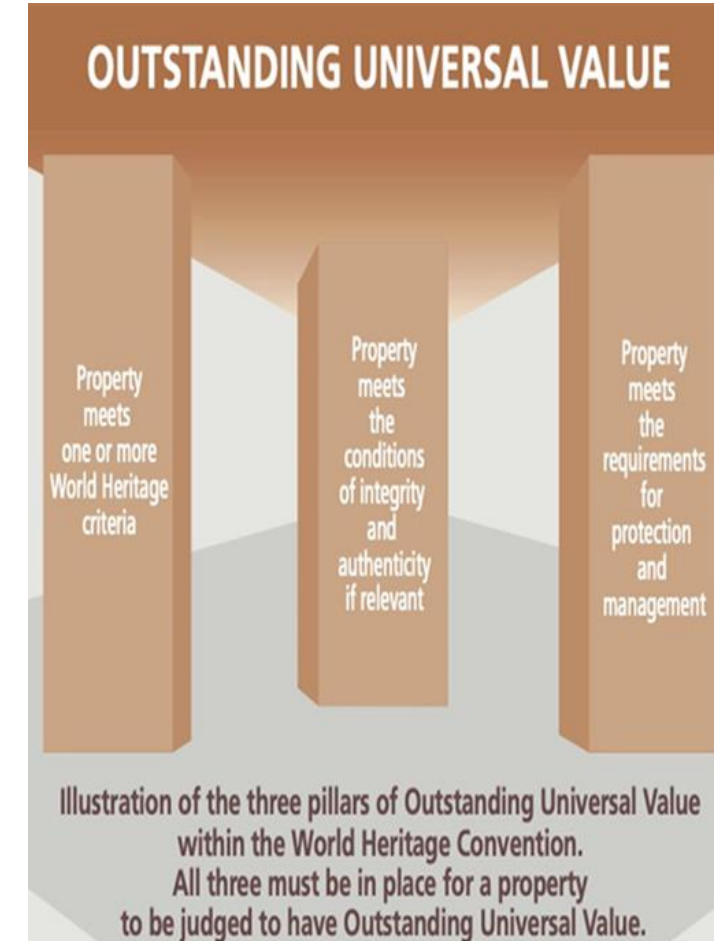


1- The Concept of the Outstanding Universal Value, Cont.

- A property must meet three key requirements of OUV to be included in World Heritage List:

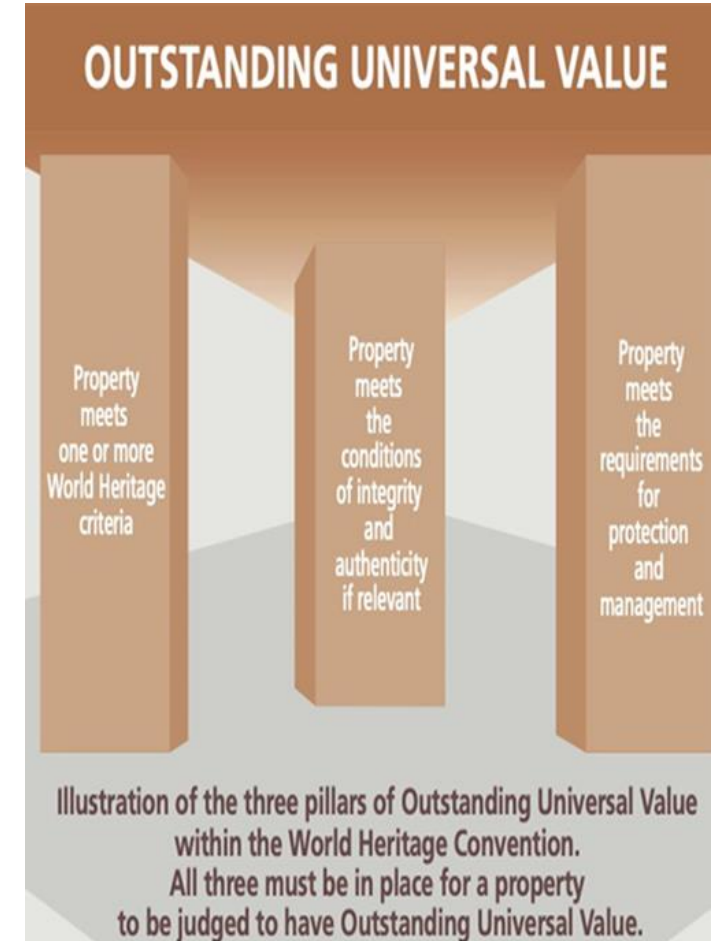
A- Criteria:

- Criteria for assessing OUV were established earlier
- These criteria have been modified over time
- Currently, there are ten criteria used by the Committee
- The criteria apply to both:
 - Cultural heritage
 - Natural heritage



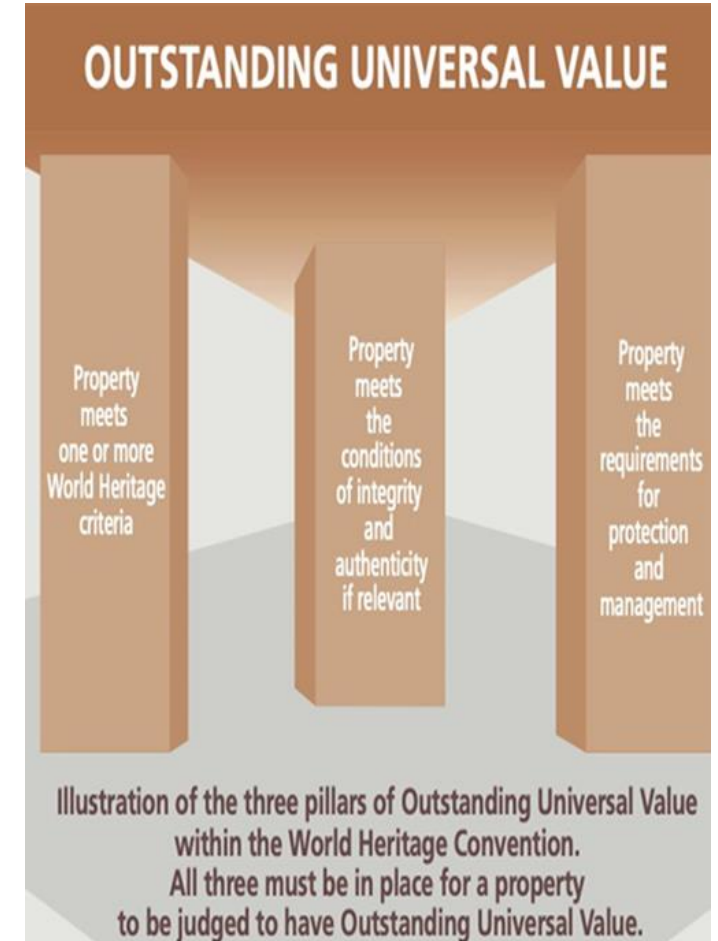
1- The Concept of the Outstanding Universal Value, Cont.

- To represent a masterpiece of human creative genius.
- To exhibit an important interchange of human values.
- To bear a unique or at least exceptional testimony.
- To be an outstanding example of a type of building, architectural or technological ensemble
- To be an outstanding example of a traditional human settlement.
- To be directly or tangibly associated with events or living traditions.



1- The Concept of the Outstanding Universal Value, Cont.

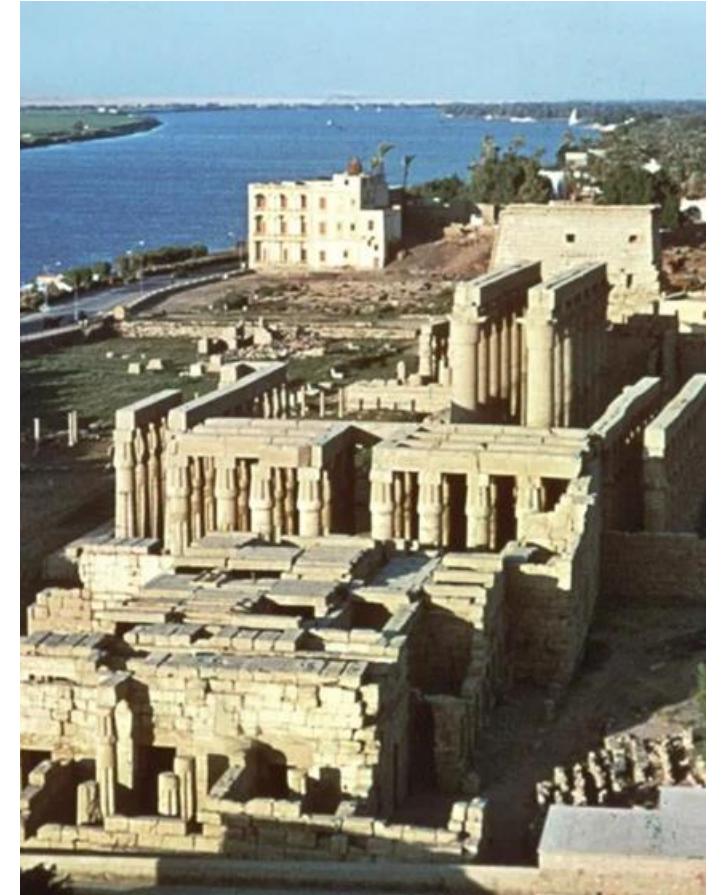
- To contain superlative natural phenomena or areas of exceptional natural beauty.
- To be outstanding examples representing major stages of earth's history.
- To be outstanding examples representing significant on-going ecological and biological processes.
- To contain the most important and significant natural habitats.



1- The Concept of the Outstanding Universal Value, Cont.

The OUV of Ancient Thebes with its Necropolis:

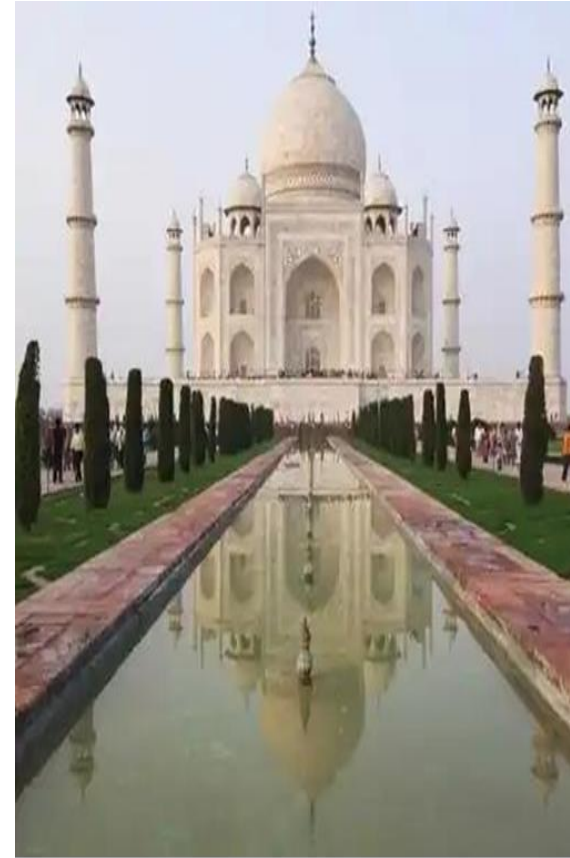
- ❖ **Criterion (i):** Thebes showcases monumental ancient Egyptian architecture.
- ❖ **Criterion (iii):** The surviving monuments demonstrate the antiquity and uniqueness of Thebes' architectural and artistic achievements.
- ❖ **Criterion (vi):** Thebes stands as a comprehensive record of Egyptian civilisation.



1- The Concept of the Outstanding Universal Value, Cont.

The Case of Taj Mahal:

- The OUV is based on criteria: I
- The Taj Mahal is a masterpiece of Indo- Islamic architecture.
- Its innovative design and exquisite craftsmanship.

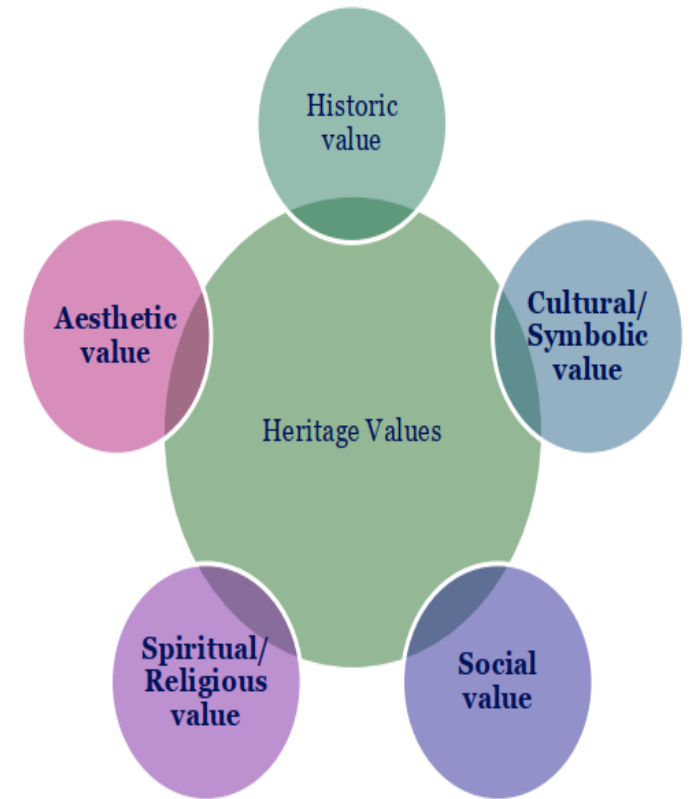


3- Why We Need to Preserve the Historic Urban Landscape?

HUL holds irreplaceable, unique **socio-cultural and economic** values.

3.1- Social Values:

- Core of heritage conservation
- Meaningful to people or social groups
- Linked to:
 - ❖ Age of the site or object
 - ❖ Beauty or artistic value
 - ❖ Association with significant persons or events
 - ❖ Contribution to cultural identity and affiliation



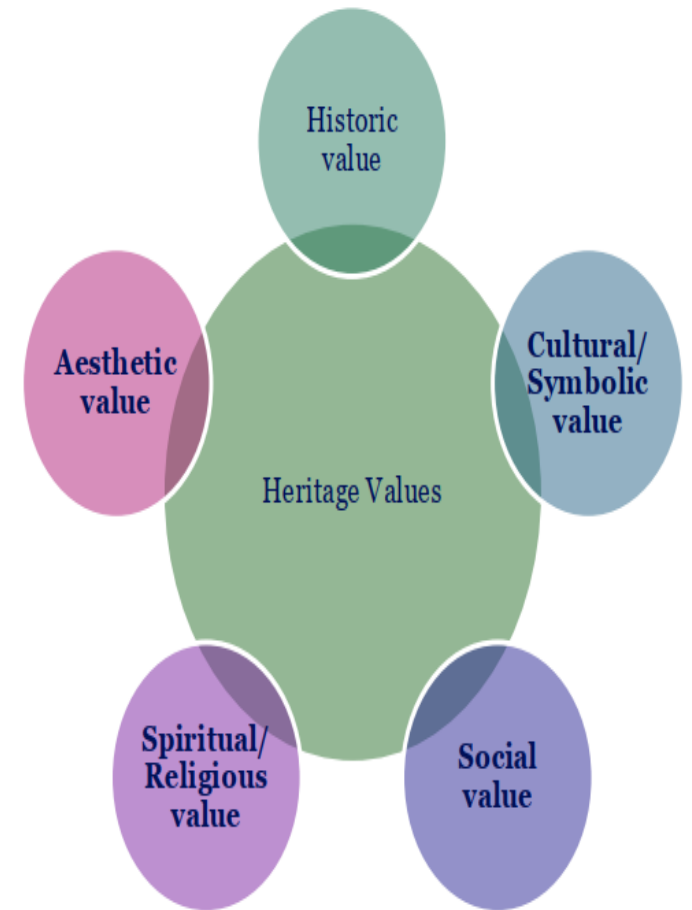
2- On the Meaning of Values

- Social Value

- Heritage enables and facilitates social connections and networks
- Examples of social uses:
 - Celebrations, markets, picnics, and sports
 - Strengthens various social groups:
 - Families, neighborhoods, ethnic groups, special interest groups

-Includes place attachment:

- ❖ Social cohesion
- ❖ Community identity
- ❖ Sense of belonging to a specific heritage environment



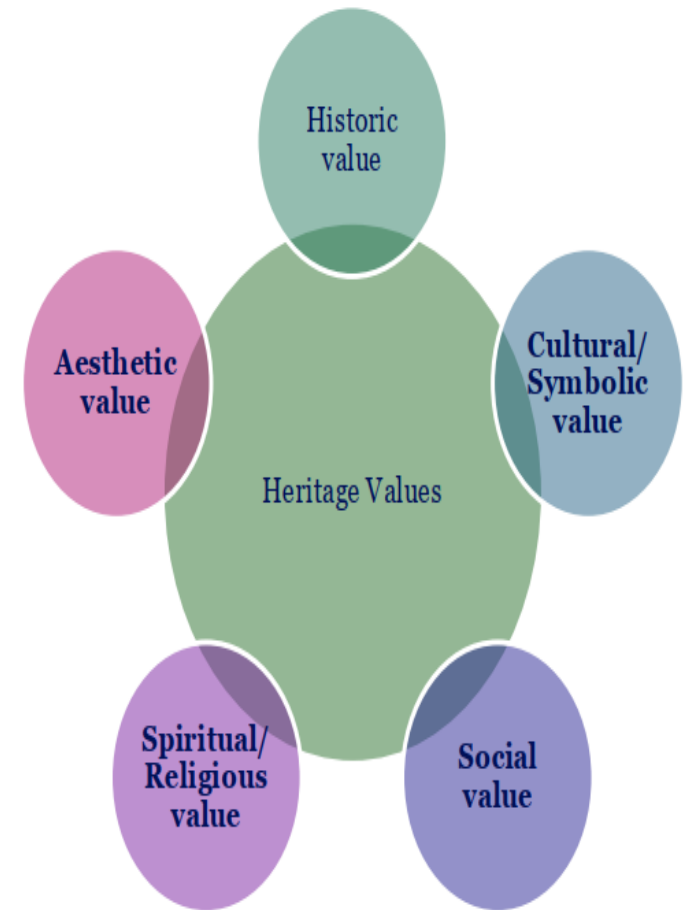
2- On the Meaning of Values, Cont.

- Historical Value

- Core of heritage: connects us to the past
- Conveys, embodies, or stimulates reaction to history
- Sources of historical value:
 - Age of the heritage material
 - Association with significant people or events
 - Rarity or uniqueness
 - Technological qualities

Subtypes of historical value:

- Educational/Academic Value
- Artistic Value



2- On the Meaning of Values, Cont.

- Cultural/Symbolic Value

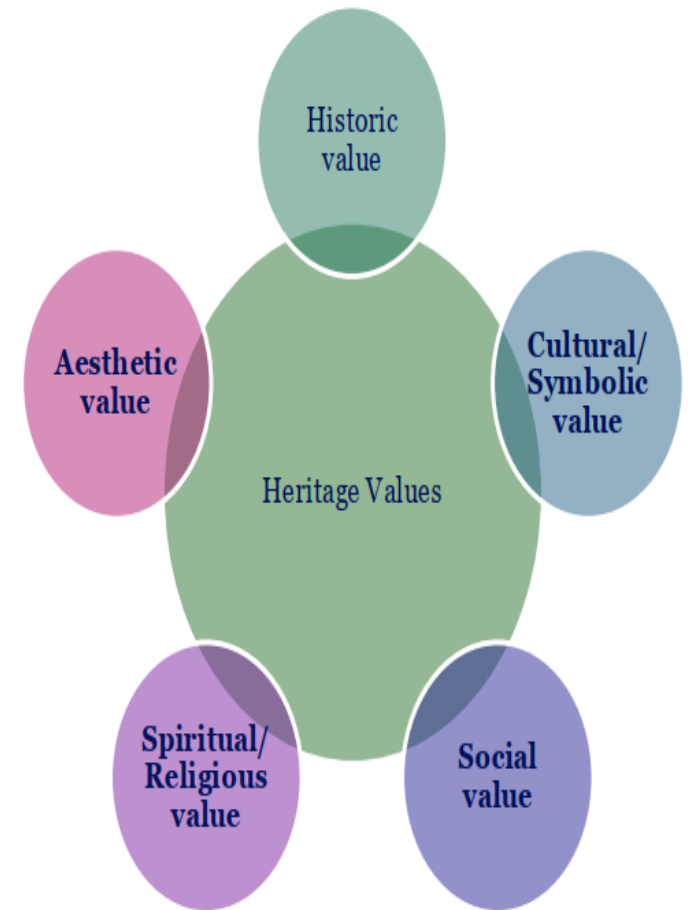
- No heritage without cultural value
- Builds cultural affiliation in the present

- Can be:

- ❖ Historic
- ❖ Political
- ❖ Ethnic

- Related to ways of living together.

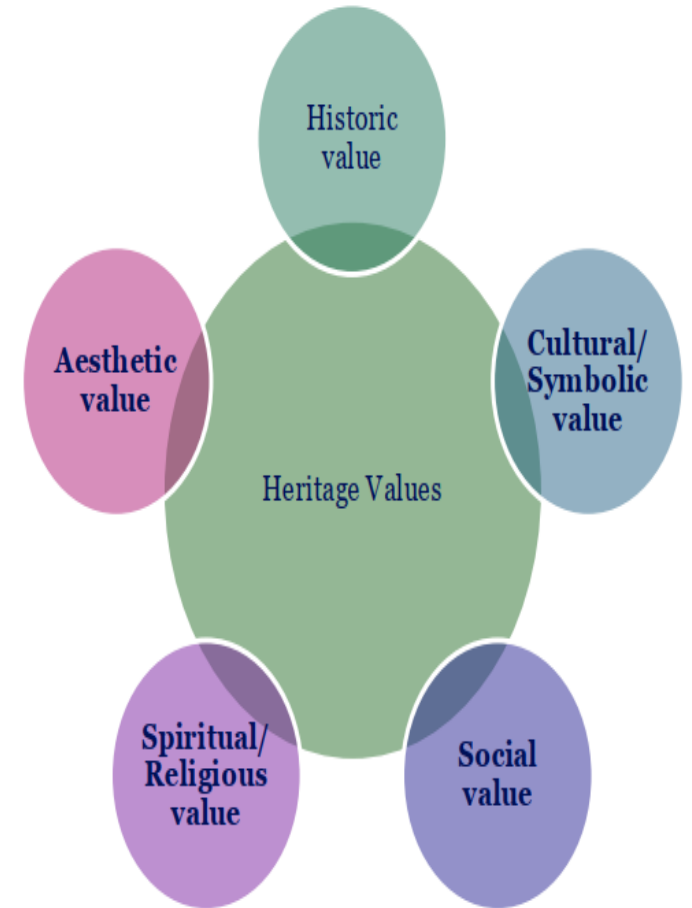
- Refers to shared meanings associated with heritage



2- On the Meaning of Values, Cont.

- Spiritual/Religious Value

- Heritage sites may have religious or sacred significance
- Spiritual values can arise from:
 - Organised religion (beliefs, teachings, rituals)
 - Secular experiences (wonder, awe, inspiration)
 - Visiting heritage sites can evoke emotional or transcendent experiences.



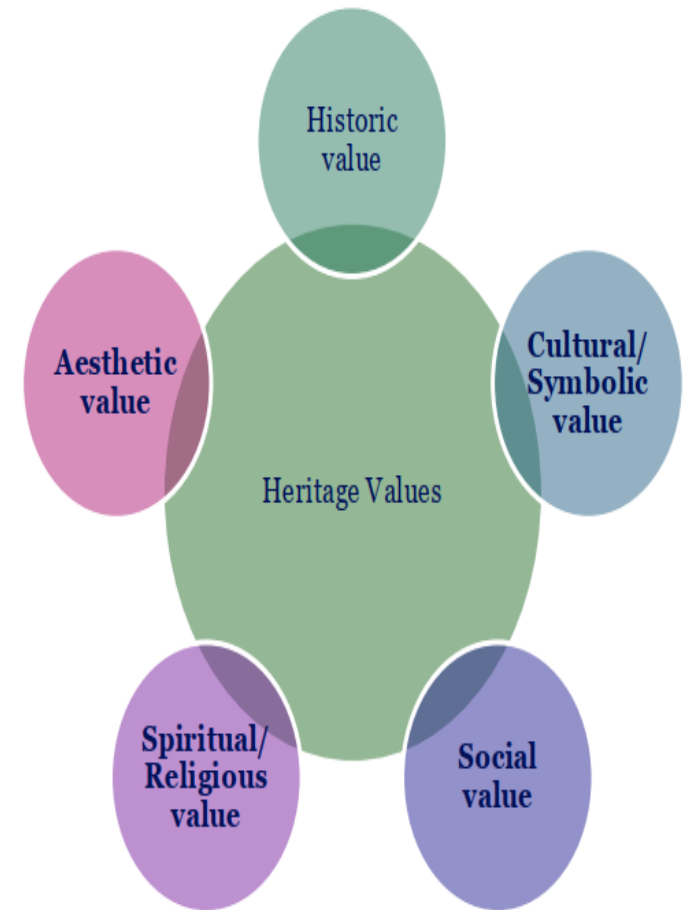
2- On the Meaning of Values, Cont.

- Aesthetic Value

- Primarily concerns visual qualities of heritage

- Includes:

- Beauty and the sublime
- Ruins and historical decay
- Formal relationships in design and composition
- Design and evolution of buildings, objects, or sites add value



3- On the Meaning of Attributes

- Attributes are aspects of a property that express the OUV
- They can be:
 - Tangible (physical features)
 - Intangible (non-physical elements)
- Identification of attributes is essential because they:
 - Can be tangible and intangible
 - Convey the OUV of the property
 - Are important for management and protection

3- On the Meaning of Attributes, Cont.

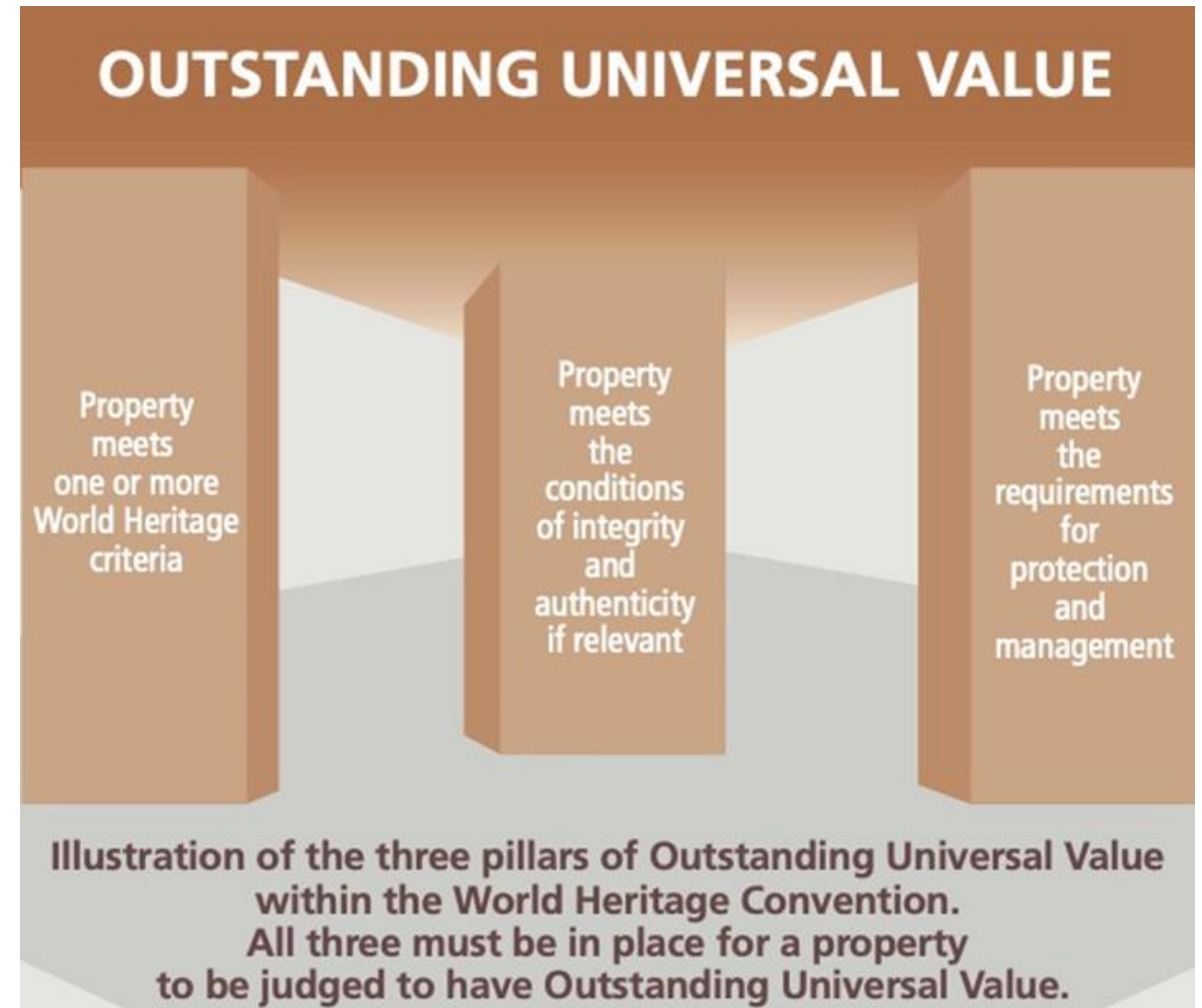
- Examples of attributes include:

- Form and design
- Materials and substance
- Use and function
- Traditions, techniques, and management systems
- Location and setting
- Language and other intangible heritage
- Spirit and feeling

2- Authenticity and Integrity

A- Authenticity:

- It refers to the truthfulness and credibility of the attributes that express OUV.
- In practice, authenticity examines whether the attributes:
 - Are genuine and truthful
 - Accurately reflect the original or intended value of the property



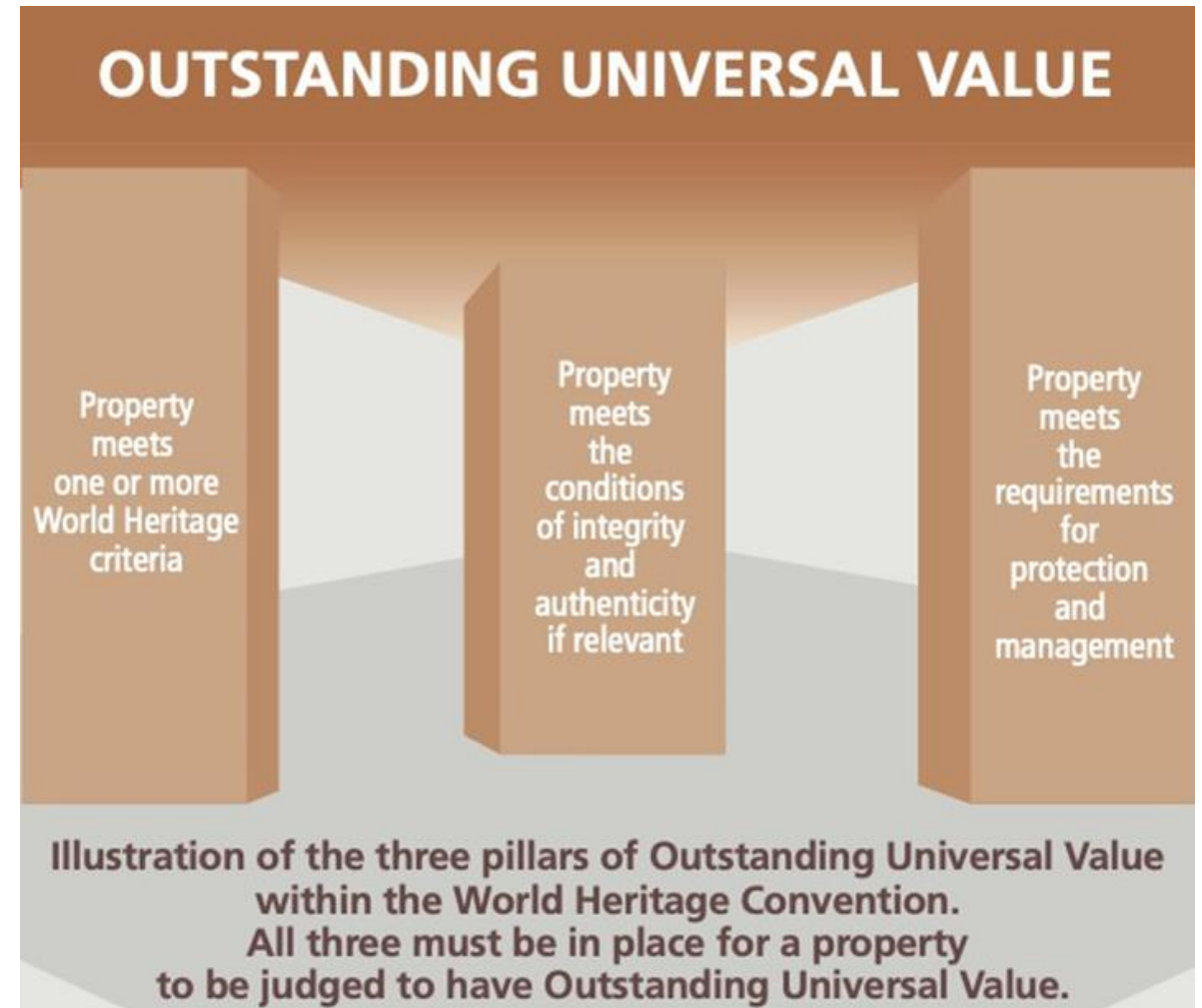
2- Authenticity and Integrity, Cont.

- Historic buildings in Rome or Paris

- Authenticity is shown through original materials, construction techniques, and preserved architectural design
- Example issue: replacing stone façades with modern concrete can reduce authenticity

- Traditional crafts or music:

- Authenticity lies in skills, techniques, and transmission from generation to generation
- Example: handmade weaving vs. machine-produced imitation textiles



2- Authenticity and Integrity, Cont.

B- Integrity:

- Integrity is a required condition for Outstanding Universal Value.
- It relates to the completeness of the property
- Integrity is primarily concerned with:

1. Boundaries:

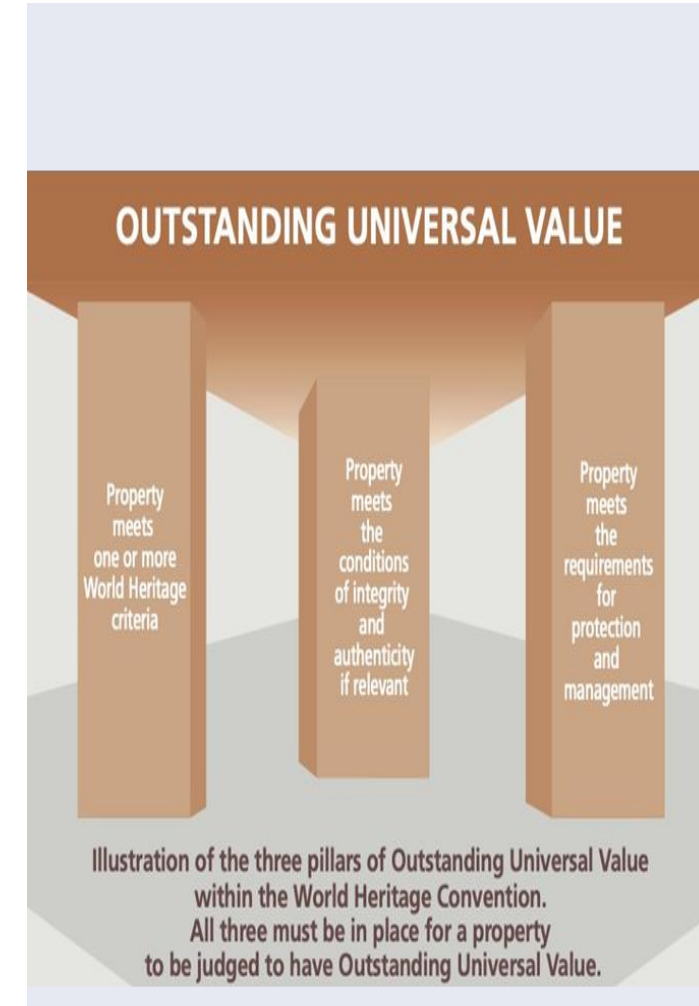
- Does the property include all attributes needed to express its OUV?

2. Completeness:

- Is the property large enough to fully represent its significant processes and features?

State of conservation:

- Are the attributes that convey OUV well preserved, or at risk from neglect or decay?



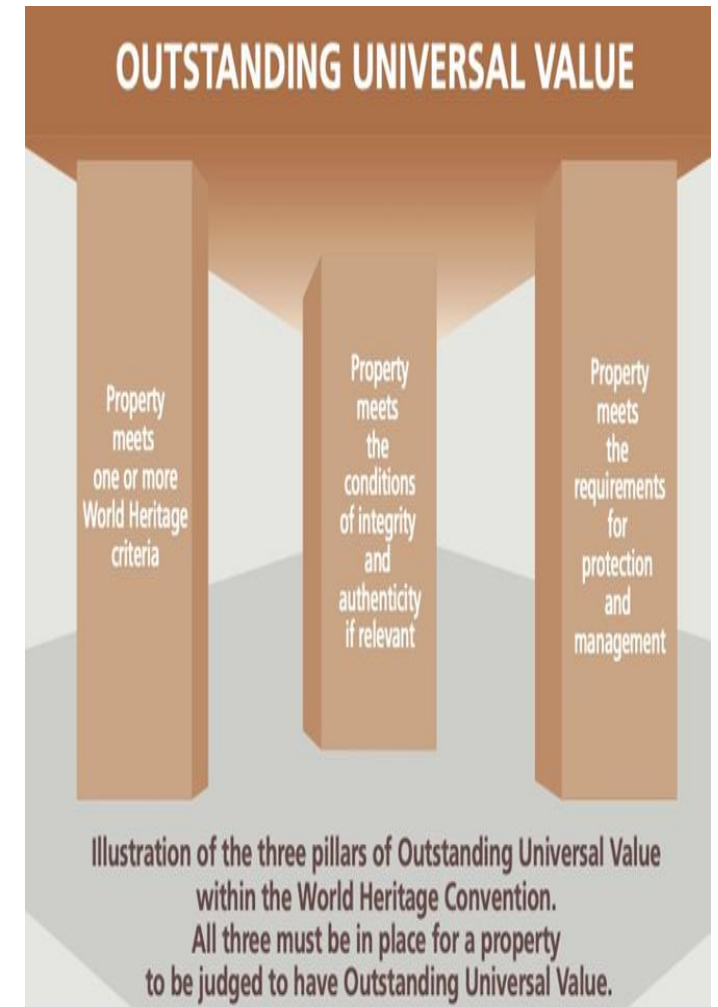
2- Authenticity and Integrity, Cont.

- **Boundaries (complete coverage of attributes)**
- Example: Ancient city sites
 - Integrity is strong when the entire urban layout, monuments, and surrounding context are included in the protected area.
 - Weak integrity if only a small fragment of the city is protected, while key parts are outside the boundary



2- Authenticity and Integrity, Cont.

- **Completeness (whole system/process included)**
- Example: Cultural landscapes
- High integrity when the site includes:
 - terraces
 - irrigation systems
 - surrounding forests and villages
- Low integrity if parts of the water system or agricultural land are missing or destroyed.



2- Authenticity and Integrity

- The Authenticity and Integrity of Ancient Thebes with its Necropolis:
- **Authenticity:**
 - Around 80% of its original form and setting remain intact.
- **Integrity:**
 - Ancient Thebes preserves its key attributes and artistic value through time.



Thank you



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