

University of Zagreb
Faculty of Architecture
and
Croatian Academy of Sciences and Arts
Department of Fine Arts

Call for Abstract and Poster
for the International Conference

**CULTURAL
HERITAGE**
—
**POSSIBILITIES
FOR SPATIAL
AND ECONOMIC
DEVELOPMENT**

**ZAGREB, CROATIA
22-23 OCTOBER 2015**

**SUBMISSION DEADLINE:
15 JANUARY 2015**

The conference is part
of the research project



HERU

HERITAGE URBANISM
Urban and Spatial Models for
Revival and Enhancement of
Cultural Heritage

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TOPICS



The *Heritage Urbanism* project is based on the premise that heritage must not only be a historic monument (protected object), but also an active factor (creative entity) in contemporary life and cultural, social, economic, and spatial development of a community.

Recognizing the importance of basic cultural and historic research that leads to better understanding of cultural

heritage, as well as its spatial context, the conference will cover three major paper topics focused on the following guidelines:

- *criteria, methods, models and scenarios of revitalization and enhancement of cultural heritage*
- *new high-quality interventions that turn cultural heritage into an essential local development factor.*

CONFERENCE TOPICS



1 | PLANNING AND HERITAGE

Cultural and historical heritage demands serious considerations regarding its conservation and enhancement. Planning and new interventions in historical, urban and rural environments are an important part of the planning process that requires the development of appropriate methods along with the application of special knowledge and approaches. Spatial development must recognize the existing layers of history, not only by analyzing and recording them, but also by developing methods for their evaluation and inclusion into the

development of the area. Spatial planning documentation for areas rich in heritage sites requires adjustment/change of existing spatial planning methods and models, as well as of the legislative framework. Technological and infrastructure systems in such a spatial context also require a different technical approach.

The questions that arise are: How can we plan contemporary interventions in historical environments in a functional and well-arranged manner? What are the preferred methods and sustainable scenarios?

2 | PERCEIVING HERITAGE

Cultural and historical environment can be found all around us but in order to understand it and let it become the development incentive, we need to learn how to interpret it and create attitudes toward it via special forms of education and promotion. Rural heritage, heritage of small towns, military and vernacular architecture, as well as all other types of heritage, are important components of the broader spatial context. In the urban environment, we observe cultural

heritage by interpreting and experiencing the urban fabric through the urban morphology of historical sites, whereas in landscape we observe it in preserved landscape patterns as testimonies to man's presence in the area.

The questions are: Which elements of landscape and urban identity can become bearers of new development? What are the relevant factors and applicable criteria, methods and models?

3 | DEVELOPMENT BASED ON HERITAGE

Development based on cultural and historical heritage requires the use of new tools and new methods in creating development scenarios. The saying "Heritage as a resource for economic development" is very widespread, however, good examples of it are rare. Successful projects imply new approaches in whereby the architectural and planning section is only one part of a bigger project. There are calls for new kinds of collaboration and adjustments to project, organizational and financial frameworks. A special form of reflection on the broader context of heritage can be seen in high-quality

projects, which provide thematic networking and development of new visions and scenarios for heritage development incorporated into international project collaboration.

The questions are: What are the acceptable/sustainable development models based on cultural and historic heritage, especially in the context of space capacity? Which urban and architectural criteria and methods are important to ensure design and construction excellence on heritage sites?

POSTER PRESENTATION



HERITAGE OF SPACES / SPACES OF HERITAGE

Poster presentation aims to emphasize presentation of specific research and good practice examples on restoring the historic heritage, the planning in historic context, and economic use of historic heritage in successful development projects.

The selected projects will be exhibited on posters during the conference and will be published in digital proceedings (on cd). A selection of them will also be presented orally at the conference.

STARTING POINTS



The research project *Heritage Urbanism* (HERU) explores the cultural/architectural heritage that, despite official conservation efforts, is in poor condition and in the state of decay, without a well-defined sustainable use and is not sufficiently included in town and village life. The project aims to determine spatial/urban and other criteria, methods and models for revitalization and new interventions in the immediate and surrounding area of cultural heritage, which can contribute to its enhancement.

Respecting the fact that many cultural and historic heritage sites are threatened, the HERU project has the following goals:

- To preserve cultural heritage – as the art of inheritance or the art of creating new heritage
- To acknowledge the value and potential of urban heritage – initiator and active participant in the socio-cultural, economic and tourism growth
- To enhance the condition of the urban heritage – searching for causes and reasons for dilapidation and opportunities for enhancement
- To establish the conservation model and creative urban heritage use – active space involved in contemporary life

- To promote the creative urban heritage use– spatial criteria, methods, models and scenarios for its enhancement
- The quality of a project that will start the creation act – an important contribution to the heritage enhancement.

Project research topics are classified into four themes/modules:

1. Heritage within Landscape
 - Cultural Landscape as Heritage;
2. Heritage within the Urban Environment
 - City as Cultural Heritage;
3. Experience of the Urban Environment
 - City as an Experience;
4. Urban Planning Normative and Legal Aspects of Cultural Heritage Sites.

Research is conducted in several directions: *spatial and urban planning* (involvement of heritage in urban and rural areas daily life), *landscape* (conservation and enhancement of landscape values, and environmental and visual experiences), *architectural* (achievement of excellence in new/contemporary building on heritage sites), *cultural and historic* (acknowledgement of heritage identity values), *economic* (sustainability of heritage) and others.

GOALS AND OBJECTIVES



The goal is to approach cultural heritage as an active resource in contemporary life and an initiator of sustainable development through multi-disciplinary and multi-regional participation. In addition to theoretical models that will help in developing the criteria, methods and scenarios for the revitalization of cultural heritage, illustrative examples from Croatia, Europe and the rest of the world are also welcome – especially those serving as models for revitalization and new interventions in the immediate and surrounding area of cultural heritage sites. Cultural heritage is observed in spatial context – from landscape and historical

parts of towns/settlements to individual architectural complexes and buildings with their surrounding urban and rural environment.

The goal is to answer the questions – how can policies, approaches, methods, theoretical models and conservation practice and enhancement of cultural heritage sites be oriented towards and included within spatial and economic development, taking into account cultural and historical, spatial and environmental, as well as social traits of a specific area?

APPLICATIONS



• PAPER ABSTRACT SUBMISSION

MUST CONTAIN:

title, abstract in Croatian or English (maximum 2000 characters with spaces), conference topic (1, 2 or 3), name and surname, institution/company and contact information of all authors.

The application has to be submitted using the attached form by **15 January 2015** to the following e-mail address: heru.conference@gmail.com

Upon reviewing all submitted abstracts the authors will be informed of the paper acceptance and will receive detailed guidelines for submitting a full paper.

• POSTER ABSTRACT SUBMISSION

MUST CONTAIN:

abstract in Croatian or English labeled “poster” (maximum 2000 characters with spaces), conference topic (1, 2 or 3), several illustrations, name and surname, institution/company and contact information of all authors.

The application has to be submitted using the attached form by **15 January 2015** to the following e-mail address: heru.conference@gmail.com

Upon reviewing all submitted posters the authors will be informed of the poster acceptance and will receive detailed guidelines for submitting full poster presentations.

DATES

Abstract submission	until 15 January 2015
Feedback on acceptance	until 9 February 2015
Final version of a full paper	until 27 April 2015
Final version of a poster	until 3 June 2015
Early bird rates	until 1 July 2015

PLACE AND TIME

Zagreb, 22 and 23 October 2015.

LANGUAGES

Official languages of the conference are English and Croatian.

REVIEW AND PUBLICATION

All papers will be peer reviewed. Accepted papers will be included in the book of abstracts and conference proceedings.

PARTICIPATION FEES

Until 1 July 2015

500 HRK / 65 EUR

150 HRK / 20 EUR – Master and Bachelor students

After 1 July 2015

700 HRK / 90 EUR

200 HRK / 25 EUR – Master and Bachelor students

MORE INFORMATION

ABOUT THE CONFERENCE

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ABOUT THE RESEARCH PROJECT HERU

<http://www.arhitekt.unizg.hr/znanost/HERU/>



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