

TENTATIVE CONFERENCE PROGRAM

International Conference Interpretation of Heritage Monuments

Venue: Chandigarh

Date: 30 September 2013

Monuments are the physical remnants of our ancestors. They are living proof of stories and fables that inspire generations. They connect us with our roots and the greatest symbols of our identity.

At the very heart of these monuments, is thus a great story to be told. This story and physical evidence enshrined in the monument is what leads both the preservation and the presentation of the monument. People connect to this story and tourism is driven by this story.

The proper analysis and interpretation of our monuments is thus of paramount importance. New findings alter the complete perception and value people attach to monuments. Rapidly changing public commitment to upkeep and visitor volumes.

This expert discussion thus revolves around the following key areas:

What is Interpretation? What does it aim to achieve?

The role of Analysis in Interpretation. Can analysis change the very perception of Monuments?

Where does analysis and interpretation lie in the larger scheme of preservation and promotion of monuments.

What media exist for Interpretation? How do they fare?

What are the best examples of interpretation available to date?

What is the future road for interpretation and media?

Time	Details
10.15 AM – 10.45 AM	REGISTRATION
11.00 AM – 1:15 PM	INAUGURAL SESSION Chair: SARDAR SUKHBIR SINGH BADAL, Hon. Dy Chief Minister, Government of Punjab Co-Chair: MR. ALONZO ADDISON (Advisor to the UNESCO World Heritage Center. President of the Virtual Heritage Network and Vice President of the ICOMOS International Scientific Committee for Interpretation and Presentation of Cultural Heritage, on the boards of the ICOMIS Heritage Documentation Committee, the European EPOCH Heritage Network, and numerous other organizations) LIGHTING OF THE LAMP Introduction : Principal Secretary (Tourism) - Government of Punjab Presentation on Analyses and Interpretation of Heritage Monuments of Punjab by Dilmeet Grewal Study commissioned by PHTPB for evolving fresh approach towards interpretation of the monuments of Punjab to facilitate better appreciation of the built heritage, emphasize values and promote tourism. Address: SARDAR SWARN SINGH PHILLAU, Hon. Minister of Tourism, Government of Punjab Closing Remarks: SARDAR SUKHBIR SINGH BADAL, Hon. Dy Chief Minister, Government of Punjab Press Interaction
1:15 PM – 2:00 PM	LUNCH

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2.00 PM – 3.30 PM	SESSION I ANALYSIS and INTERPRETATION OF HERITAGE MONUMENTS Chair*: Chief Secretary, GoP / Secy (Culture), GoI Co-Chair*: DG (ASI) / Dr. Harsh Varma (UNWTO) / UNWTO Nominee PRESENTATION 1 on "Introduction to Fort Cultura", A Key Case-Study by Dr. Hans-Rudolf Neumann Scientific Coordinator of ECCOFORT, Expert of Fortifications in Europe and Key Expert on the International Council on Fortifications Scientific Committee PRESENTATION 2* on Best Practices in Interpretation of Built Heritage: Case Study of Interpretation Centres by Historic Scotland / English Heritage PRESENTATION 3: Tom Addyman - Analysis of Heritage and Case-study of Gobindgarh Fort, Amritsar Tom Addyman is an expert in archaeological recording and analytical study of historic buildings, he has worked for the National Trust for Scotland as well as English Heritage. Panelists*: DG ASI / UNWTO Q&A Session
3.30 PM- 3.45PM	Coffee Break
3:45 PM – 5:00 PM	SESSION II TECHNOLOGY, MEDIA & STRATEGY - NEW FRONTIERS IN INTERPRETATION OF BUILT HERITAGE Chair*: SECY TOURISM, GOI National Monument Authority Co-Chair*: National Culture Fund PRESENTATION 1 on Interpretive Methods and their Value - Emerging Technologies by Mr. Alonzo Addison covering 1. Interpretation – an experts perspective 2. The global state of art – most notable interpretation centers and works done till date 3. The future - technologies and paths forward 4. Strategy for interpretation – which path to choose and how. PRESENTATION 2*: Amita Baig Panelists: Giles Tillotsan* / Gurmeet Rai Giles Tillotsan is a writer and lecturer on Indian architecture, art and history. A prolific author, he also works in museum and higher education / research, in publishing and in travel. Gurmeet Rai, Conservation Architect, has worked on conservation projects throughout India. She has extensively documented historic buildings in Punjab and is a managing trustee of the Punjab Heritage Preservation Trust. She received UNESCO Asia-Pacific Heritage Awards in 2001 and 2004. Q&A Session
5.00 PM-5.30 PM	SESSION III WAY FORWARD FOR PUNJAB FOR ENHANCEMENT OF INTERPRETATION Moderators: Secretary Tourism-GoP, Director-Tourism / Addl CEO-PHTPB
5.30 PM-5.45 PM	WRAP-UP SESSION & CLOSING REMARKS Wrap up: PD-IDIPT / PST-DoT Vote of thanks: APD-IDIPT / ED-PHTPB

* Confirmation Awaited