2023 HeritAP Chat on
Digital Technology Empowering World Heritage Interpretation

UNESCO · 世界遗产 WORLD HERITAGE · PATRIMOINE MONDIAL · WHITRAP

Contents

Background

Digital technology plays a key role in the Fourth Industrial Revolution. It also greatly improves the practice of heritage conservation and management. In 2022, WHITRAP Shanghai organized a series of 50th anniversary activities. Among that, the session on World Heritage and the Digital Revolution[1] was discussed. During the session, the contributions to enhancing the quality of documentation, monitoring and managing World Heritage site, and interpretation were presented.

Following the above-mentioned outcome, the 4th HeritAP Chat[2] will focus on the Digital Technology Empowering World Heritage Interpretation. New member of World Heritage Category 2 Centres, the International Centre for the Interpretation and Presentation of World Heritage Sites (WHIPIC) will join the Chat. As the tradition of HeritAP, the session expects to explore the whole life-cycle of the World Heritage interpretation while using digital technology, from the design to operation. Four cases will be introduced from four countries. Meanwhile, effectiveness will be reflected, such as the input-output ratio and experience from various stakeholders etc. On the other hand, the CHAT will touch the critical issues where the site lacks of funds and talents. Any feasible approaches on how to use digital technology empowering World Heritage interpretation are expected to be deliberated.

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[1] http://heritap.whitr–ap.org/index.php?classid=12484&id=263&t=show

[2] The World Heritage Institute of Training and Research for the Asia and the Pacific Region under the auspices of UNESCO (WHITRAP) is a UNESCO category 2 centre. Its mission is to strengthen the implementation of the World Heritage Convention in Asia and the Pacific region through training, research, dissemination information and network building. In order to enhance the role of networking. WHITRAP Shanghai establishes the Heritage Asia–Pacific (HeritAP), a network of heritage practitioners, which aims to promote the knowledge and experience sharing in the region. In addition to the annual meeting since 2018, WHITRAP Shanghai holds the online HeritAP Chat, with latest and most heated themes in each quarter. HeritAP Chat expects to facilitate the communication among professionals. We believe that by sharing their experiences, heritage practitioners could better respond to management and conservation of the sites.

Schedule

27th July (UTC+8)

Time	Theme	Speaker
Moderator: **LI Hong**, Programme Specialist, WHITRAP Shanghai		
14:00-14:10	Introduction to HeritAP Chat 4	LI Hong
14:10-14:25	Connection: Using Digital Technologies to Enhance Heritage Interpretation	**Nayeon LEE** Senior Programme Specialist, Strategy and Planning Office, UNESCO WHIPIC
14:25-14:40	Data-Driven Storytelling of Vernacular Dwellings on the Silk Roads	**SHI Yang** Associate Professor, College of Design and Innovation, Tongji University
14:40-14:55	Digital Documentation as an Important Step in Any (World) Heritage Project	**Aziliz VANDESANDE** Guest Professor, Faculty of Engineering Science, University of Leuven; RealVisuals
14:55-15:10	The Digital Evolution of Interpretation and Destination Development at the Archaeological World Heritage Sites: The Example of the Augtraveler Platform in India	**Pankaj MANCHANDA** Expert Member, ICOMOS International Cultural Tourism Committee
Moderator: **YANG Chen**, Associate Professor, College of Architecture and Urban Planning, Tongji University		
15:10-16:00	CHAT	
	YANG Chen Associate Professor, College of Architecture and Urban Planning, Tongji University **LI Hong** Programme Specialist, WHITRAP Shanghai **SHI Yang** Associate Professor, College of Design and Innovation, Tongji University	**Gamini WIJESURIYA** Special Advisor, WHITRAP Shanghai **Nayeon LEE** Senior Programme Specialist, Strategy and Planning Office, UNESCO WHIPIC **Aziliz VANDESANDE** Guest Professor, Faculty of Engineering Science, University of Leuven; RealVisuals

Participants

YANG Chen

Country: China

Organization: College of Architecture and Urban Planning, Tongji University

Title: Associate Professor

Short Resume:

YANG Chen, PhD, Associate Professor, College of Architecture and Urban Planning, Tongji University, Honorary Senior Fellow in the University of Queensland, Australia. He is the co-anchor for the 2021 Global Webinar on Transformational Impacts of Information Technology, Our World Heritage Initiative, Editorial Advisory Board of the Journal of Cultural Heritage Management and Sustainable Development (JCHMSD), and the expert member of ICOMOS-IFLA International Scientific Committee on Cultural Landscapes (ISCCL) and the International Committee for Documentation of Cultural Heritage (CIPA). Prof. YANG's research has focused on the digital conservation, management and interpretation of World Heritage and landscape heritage in different cultural and natural contexts. He has presided over or participated in research projects on digital heritage, including National Natural Science Foundation project, National Key Research and Development Plan, and Shanghai Philosophy and Social Sciences Planning Project, and undertook the planning and design and digital protection practice of World Heritage sites and national cultural sites.

Gamini WIJESURIYA

Country: Sri Lanka

Organization: WHITRAP Shanghai

Title: Special Advisor

Short Resume:

Born in Sri Lanka, Dr. Gamini WIJESURIYA has gained recognition as a leading international specialist in World Heritage with over 40 years of experience. He initiated the ICCROM programme on people-centred approach to conservation and management of heritage which was an extension of his pioneering work on living heritage. This approach aims to place the people at the heart of the heritage discourse which has gained a standing worldwide. Currently, he is a special Advisor to the Director-General of ICCROM, to the Director of WHITRAP Shanghai and is a UNESCO facilitator for the Intangible Heritage capacity building programme. He has published extensively.

LI Hong

Country: China

Organization: WHITRAP Shanghai

Title: Programme Specialist

Short Resume:

LI Hong got her Master of Tourism Management at Fudan University. She is programme specialist at WHITRAP Shanghai and project manager in the World Heritage and Sustainable Tourism Programme – Chinese Pilot Studies (2015-2020; 2020-2025), cooperated with WHC. She was the consult for Guizhou Cultural and Natural Heritage Protection Project, supported by the World Bank, advising how to preserve the traditional buildings, improve community involvement and tourism development. LI Hong has been and now is in charge of international capacity building activities in World Heritage since 2008. In addition, she also assists in the activities at the Regional Knowledge Hub for Sustainable Urban Development between College of Architecture and Urban Planning of Tongji University (CAUP) and Asian Development Bank (ADB).

Nayeon LEE

Country: Republic of Korea

Organization: Strategy and Planning Office, UNESCO WHIPIC

Title: Senior Programme Specialist

Short Resume:

Dr. LEE is currently working in the Strategy and Planning division at UNESCO WHIPIC as a senior programme specialist. She is also dedicated to establishing the Centre since the preparatory office launched in 2020. She holds a Ph.D. in Heritage Policy from the Korea National University of Cultural Heritage. Throughout her time of over ten years studying Archaeology, Anthropology, and Heritage Studies, her main interest has been how to (re)present the multiple values of heritage from the perspective of heritage interpretation. Also, capacity-building performed by Category 2 Centres is another field of her research.

Title: Connection: Using digital technologies to enhance heritage interpretation

Abstract:

In recent years, with the development of various digital technologies, the heritage field has been actively using digital technologies to improve the efficiency of heritage conservation and management. In particular, from the perspective of heritage interpretation and presentation, digital technology plays an important role in "connection" to achieve inclusive heritage interpretation.

The first part of the presentation will begin with a fundamental consideration of why digital technologies are needed to actualize inclusive heritage interpretation. It will emphasize that by 'connecting' heritage and people, past and present, digital technologies can include the voices of more stakeholders in heritage values and convey those values to the public faster and in more detail.

In the second part, an application of 'Baekje Historic Areas' for tourists will be introduced as the fastest and easiest digital technology to engage with the public. The Baekje Historic Areas, a World Heritage Site in the Republic of Korea, is a serial property that includes eight historical places representing the culture, religion and architectural technologies of the Baekje Kingdom. An application was created and distributed to help tourists visit the sites and understand their values in a World Heritage context. Therefore, the overall process of creating application and attracting people to use it will be discussed. Finally, there will be a chance to take a look at how digital technologies have enabled the inclusive heritage interpretation of the site.

SHI Yang

Country: China

Organization: College of Design and Innovation, Tongji University

Title: Associate Professor

Short Resume:

SHI Yang is an associate professor and doctoral supervisor in the College of Design and Innovation, Tongji University, and a member of the Visualization and Visual Analysis Committee of CSIG. She focuses on the intersection of computer and design, and her research interests are theoretical models for visualization design and intelligent design for visualization. In recent years, she has published papers in top international journals and conferences in visualization, human-computer interaction, and artificial intelligence (IEEE TVCG, ACM CHI, ACM CSCW, AAAI), and received two Best Paper Honorable Mention Awards (IEEE VIS2022) and two Best Paper Awards (IEEE PacificVis2018, ChinaVis2020). She was awarded the second prize of the Natural Science Award of the Chinese Society of Graphics 2022, and was listed in the 2019 Forbes China 30 Under 30 (Science). Meanwhile, she served as the IEEE VIS2022-2023 Meetup Chair and IEEE PacificVis2020 Poster Chair.

Title: Data-Driven Storytelling of Vernacular Dwellings on the Silk Roads

Abstract:

This talk will introduce the data-driven storytelling interpretation on world heritage with the example of the work "The Ecological Adaption of Vernacular Dwellings on the Silk Roads". The topic of the work focuses on traditional vernacular dwellings, which have triple values of culture, art and science, and are an important cultural heritage reflecting the regional landscape, and whose diverse forms are profoundly affected by the complex climates of different regions. The work selects five vernacular dwellings along the Silk Road that are located in typical climatic zones, including Chang'an, the Hexi Corridor, Iran, Ancient Egypt, and Rome, and correlates and visualizes local architectural features with climatic data to demonstrate their climate adaptation strategies. The work explores the coexistence of vernacular dwellings and climate through data-driven storytelling, demonstrates the ecological wisdom of adapting to local conditions, and investigates the common historical memories and cultural genes of the Silk Road.

Aziliz VANDESANDE

Country: Belgium

Organization: Faculty of Engineering Science, University of Leuven; RealVisuals

Title: Guest Professor

Short Resume:

Aziliz is a graduate of the Master in Conservation of Monuments and Sites at the Faculty of Engineering Science of the University of Leuven. In 2017, following 4 years of research on preventive conservation and monitoring of the built environment, she obtained my degree of Doctor in Civil Engineering from the University of Leuven. Throughout her career, she has successfully set-up and was involved in several EU and international R&D projects. The value of understanding the unique and specific needs of each heritage building or site, she picked-up by successfully carrying-out projects and capacity buildings in the Middle-East, Sub-Saharan Africa, North-Africa, South-America and the Western Balkans. Today, Aziliz is a guest professor at the KU Leuven, where she coordinates and teaches a course on the highly specialized subject of built heritage documentation. In addition, she is part of RealVisuals, a company specialized in reality capture and 3D documentation techniques to aid architects and building professionals in enhancing the efficiency of their projects. As any "good" academic, over the years, she presented her results at different international conferences, and published several articles and edited books on built heritage. She is am a member of several active networks, e.g. the OurWorldHeritage committee for transformational impacts of information technology.

Title: Digital documentation as an important step in any (World) Heritage project

Abstract:

Three cases will be presented that illustrate the role that digital documentation can play in (World) Heritage projects. The emphasis will put on practical applications (not policy or theory):

- Risk management at heritage sites, a case study of the Petra Archaeological Park

- An inventory of local heritage towards a WH nomination in the Western Balkans: Capacity Building, GIS and Local Communities

- Making heritage accessible: further development of 3D data tailored for local experts

Pankaj MANCHANDA

Country: Indian

Organization: ICOMOS International Cultural Tourism Committee

Title: Expert Member

Short Resume:

Pankaj MANCHANDA is the founder of Augtraveler, a new age Technology Startup which focuses on preservation and promotion of World Heritage and Culture in alignment of UN SDGs 12, 11, 8 and 4 while making 'Culture and Heritage Accessible to All'.

Title: The Digital Evolution of Interpretation and Destination Development at the Archaeological World Heritage Sites: The Example of the Augtraveler Platform in India

Abstract:

Archaeological sites across the globe offer myriad stories and visualizations of pre-historic and historic civilizations which would have existed thousands of years ago. An archaeological site is a vault filled with historical and cultural artifacts with valuable information. The linkages of some of the well-known archaeological sites with the travel and tourism industry has also provided an opportunity to promote and preserve them by creating greater sensitization to the significance of these sites. The revenues generated from such visitations can often be utilized to fund their preservation and to engage the local communities in related activities, thereby empowering them and promoting local custodianship and sustainability.

From a World Heritage standpoint, one of the key aspects for site managers is to ensure that the Outstanding Universal Value (OUV), the reason(s) why the site was nominated to the List in the first place, be maintained and protected. Otherwise, there is the potential that all of that time, money and effort that went into the nomination process, and the subsequent visitor economy that built up around it could be diminished or lost. There are instances where such sites that are not conserved and maintained could be placed on the World Heritage in Danger List and potentially have their designation removed.

By applying new forms of technology, particularly those related to augmented and virtual reality, it is possible to both allow sites to be better interpreted and understood by visitors, while ensuring that this is undertaken at a safe distance from artifacts which may be thousands of years old. In especially sensitive cases, such as in caves or confined spaces, it may be possible to provide a remote, informed access to the site in its entirety, limiting any potential damage that human contact may cause.

Logistics

Chat Time Zones

HeritAP Chat will take place **ONLINE** from 14:00-16:00 on 27th July (UTC+8). To facilitate your timetable, please refer to the following time zone.

City and Country	Chat Time
Beijing, China (UTC+8)	14:00-16:00
Seoul, South Korea (UTC+9)	15:00-17:00
Brussels, Belgium (UTC+2)	8:00-10:00
New Delhi, India (UTC+5.5)	11:30-13:30
Colombo, Sri Lanka (UTC+5.5)	11:30-13:30
London, UK (UTC+1)	7:00-9:00

ZOOM Meeting

Participants of the HeritAP Chat will login in the Zoom Meeting 30mins in advance. Please **update your name tag** by <u>Name and Surname</u> to allow organizers to recognize you in the waiting room.

HeritAP Chat: Digital Technology Empowering World Heritage Interpretation

https://zoom.us/j/93967082206

Meeting ID: 93967082206
Passcode: 123456

Live Stream

Audience will join the WeChat Channel or Bilibili Channel of CAUP.net on time.

WeChat Channel

Bilibili Channel