

UNIVERSITY OF SANTO TOMAS

THE GRADUATE SCHOOL

Center for Continuing Professional Education &
Development (CCPED)

and

Center for Conservation of Cultural Property and
Environment in the Tropics (CCCPET)

Heritage and Development Seminar

Date: October 2 & 3, 2017

**Venue: Thomas Aquinas Research Complex
University of Santo Tomas**

PROGRAMME

Day 1, Monday, October 2, 2017

7:00-8:00 Registration

8:00-8:30 Opening Ceremonies

8:30-9:30 Hyperpresent: *Redefining Heritage, Reforming Conservation*

Provides various definitions of heritage and its classifications. The lecture and discussion allow issues and challenges to surface in defining heritage. The participants will be equipped with the ability to formulate a heritage definition appropriate to his field.

9:30-10:30 Development 101: *Development Perspectives*

Provides introduction to the various theories of development and the causal chronology of development thought. It foregrounds development in the social, culture, political, economic educational, technological, and environmental dimensions. This conditions the participant to understand how his field contributes to the development process.

10:30-10:45 Health Break

10:45-12:45 Conservation Policies: *Pamanaraan: History of Conservation Policies*

Traces the history of conservation policies and laws in the Philippines. It illustrates the conditions of various historic periods (Spanish, American, Republic, Marcos and Post Martial) and the corresponding conservation laws that evolved accordingly. This highlights a systems approach and how conservation theory and practice have changed over a period of time.

12:45-2:00 Lunch Break

2:00-4:00 Cultural Mapping: *Heritage, Makakakain Ba Yan? Heritagizing in Developing Economy*

Casts the overview of cultural heritage mapping. In particular, it positions mapping as a fundamental technique to develop a meaningful and effective basis for any development program. This topic concretely connects heritage to poverty alleviation programs by generating existence, education, and economics values.

4:00-4:15 Health Break

4:15-5:30 Workshop

Day 2, Tuesday, October 3, 2017

8:30-9:30 Natural Heritage: *Walking on Water: Evolving the Concept of Cultural Riverscape*

Focuses on the parallels of cultural landscapes and cultural riverscapes. It highlights the insoluble relation of man to natural heritage and issues on sustainability. This allows the participant to understand how his field works closely and impacts on the environment.

9:30-10:30 Intangible Heritage: *Paggamit ng Unlicul: Utilizing Unlimited Culture*

Centers on intangible cultural heritage. One of the most difficult topic to document, this allows participant to appreciate the diversity of intangible expressions and the techniques of documentation. Special topic on the UNESCO 2003 Intangible Cultural Heritage Convention is opened for discussion.

10:30-10:45 Health Break

10:45-12:45 Built Heritage: *Mga Akala sa Heritage at Marami Pang Iba: Misconceptions on Heritage*

Concentrates on the built heritage. In particular, it illustrates the development of built heritage definition and the charters of conservation that evolved. This opens the participant to a varied menu of conservation principles and approaches that could be adopted in development projects.

12:45-2:00 Lunch Break

2:00 – 3:00 Church Heritage: *Amen/Amin: Context and Issues of Church Heritage*

Delves on church heritage. This defines church heritage, raises issues on church heritage conservation and introduces the legal framework to promote good conservation practice and pastoral care. This impresses on the participant how the holistic church conservation conjures a deeper profession of faith in the community.

3:00-3:15 Health Break

3:15-6:00 Movable Heritage: *History, Controversy and Continuity: The Parisian Life by Juan Luna*

A powerful presentation of one artwork. The controversial artwork is dissected according to art appreciation, provenance, heritage significance, historical interpretations and semiotic analysis. This moves participant to develop a well-researched narrative using heritage towards a meaningful development program.

Introduction

Heritage has become an indispensable component of the development process. Traditionally viewed in the anthropological dimension, contemporary discourse positions heritage in education, tourism, architecture, arts, religious, engineering, economics, environmental and science disciplines. This seminar introduces concepts of heritage, dynamics and their significant role in human and societal transformation. This foundation is the springboard towards a specialized course on the usage of heritage and intersectional approach to development.

Course Objectives:

At the end of the seminar, the participants will be able to:

1. Appreciate the concept of heritage and its vital role in human and societal development;
2. Discuss issues and challenges on heritage valuation, conservation, and management;
3. Propose heritage-based policies, programs, and projects, in their respective fields.

Registration Fee:

Php 4,000/participant until September 22, 2017

Registration may be made by **depositing the Full Amount as registration fee at any Bank of the Philippine Islands (BPI) Branch to University of Santo Tomas (UST) Savings Account No. 0151-0000-45**. After depositing, please email a copy of deposit slip together with the accomplished reservation form to ust_ccped@yahoo.com. Official receipts will be given on the day of the seminar.

❖ **NO on-site registration will be accepted.**

Reservation Form:

YES, I will attend the **Heritage and Development Seminar** on Oct. 2 & 3, 2017 at the University of Santo Tomas, Espana, Manila.

Name: _____
Surname First Name M.I.

Position: _____

School: _____

Address: _____

Office Tel. No. _____

Fax No. _____

Cell phone No. _____

Email Address: _____

Signature: _____

This form may be reproduced for additional participants.

UST:S009-00-FO01

Profile of Resource Speaker:

ERIC BABAR ZERRUDO is the Director of the UST Graduate School Center for Conservation of Cultural Property and the Environment in the Tropics (UST-CCCPET). He is also the Program Consultant and Associate Professorial Lecturer of the UST Graduate School for Cultural Heritage Studies and National Coordinator of the CBCP Episcopal Commission for the Cultural Heritage of the Church. He serves as a Cultural Heritage Resource Person of the National Commission for Culture and the Arts-Philippine Cultural Education Program (NCCA-PCEP), Department of Trade and Industry-Design Center of the Philippines (DTI-DCP), Department of Tourism, and Cultural Center of the Philippines. He was a former UNESCO Philippines Commissioner for the World Heritage Convention and the Focal Person for Intangible Cultural Heritage Convention of the Philippines. He was the Deputy Project Director of the World Bank-Department of Tourism Multi-hazard Vulnerability Assessment of Philippine Built Heritage Structures and served as the resource person for the ICCROM Experts' Fora on Authenticity in the Asian Context and the Conservation Policies of Asia. He has facilitated cultural heritage mapping projects all over the country and continues to coordinate UNESCO World Heritage projects in the World Heritage City of Vigan, Rice Terraces of the Philippine Cordilleras and the Puerto Princesa Subterranean River National Park. His areas of specialization cover heritage and development, cultural mapping, culture and representation and cultural diplomacy.



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