



Stadsherstel Forum 2011

Urban Heritage Inc.
Public-private Partnership meets Heritage Preservation

(the program is subject to change)

Thursday 31 March, 2011

Location: Church De Duif

Host: Ms. Tracy Metz and Mr. Paul Morel

Main theme: Public-private partnerships and global heritage developments

- 09.00-09.30 Arrival base group
- 09.30-09.40 Word of welcome on behalf of Stadsherstel by Mr. Onno Meerstadt. Mr. Meerstadt is Director of Stadsherstel
- 09.40-09.50 Word of welcome on behalf of the City of Amsterdam by Mr. Eberhard van der Laan. Mr. Van der Laan is Mayor of the City of Amsterdam.
- 09.50-10.15 Presentation by Mr. Anthony Tung, focusing on *lessons to be learned* from well-preserved historic cities for other cities whose heritage is under threat. Mr. Tung is author of *Preserving the World's Great Cities: The Destruction and Renewal of the Historic Metropolis*, urbanist and visiting lecturer and as such was keynote speaker at the 2006 Stadsherstel jubilee congress.
- 10:15-10:30 **1st Intermezzo:** *Crowd sourced Heritage in Beirut en Amsterdam*: a short presentation by Mr. Christian Ernten. Mr Ernten is Director of Partizan Publik, an innovative design and action collective.
- 10.30-11.00 Coffee break
- 11.00-12.00 Panel on public-private partnerships, with Baku, Azerbaijan as case study, with Mr. Anthony Tung and Mr. Jan de Jong. The case is introduced by Mr. Mikayil Jabbarov, director of Icherisheher ('Old City'). Mr. de Jong is project manager modernizing preservation monuments at the Dutch Ministry of Education, Culture and Science. The moderators of this session are Ms. Tracy Metz and Mr. Paul Morel. Ms. Metz is the day's moderator, author and journalist at the NRC newspaper. Mr. Morel is project manager at Stadsherstel. Subsequent introduction on workshop sessions.
- 12.00-13.00 Lunch at the Church Amstelkerk

- 13.00-15.00 Workshop sessions
- 15.00-15.30 Tea break
- 15.30-16.30 Presentation of the outcome of the afternoon sessions by the workshop moderators and concluding debate, led by the day's hosts, Ms. Tracy Metz and Mr. Paul Morel. Mr. Ron van Oers will respond to the outcome shortly, leading into debate with the participants.
- 16.30-18.30 Cruise through the Amsterdam Canal District, with a presentation on the restoration process of Stadsherstel by Mr. Jaap Hulscher, and including informal reception. Mr. Hulscher is Deputy Director of Stadsherstel.
- 18.30-22.00 Concert and dinner at Church Amstelkerk

Friday 1 April, 2011

Location: Church De Duif

Hosts: Ms. Tracy Metz and Mr. Paul Morel

Main theme: Challenges of a contemporary heritage city and public-private partnerships

- 09.00-09.30 Arrival base group and public
- 09.30-09.40 Word of welcome on behalf of Stadsherstel and presentation on the restoration of Church De Duif by Mr. Onno Meerstadt.
- 09.40-10.20 Keynote speech by Mr. Ron van Oers, on the current developments and various aspects of the debate on the preservation of urban heritage within UNESCO. Mr. van Oers is program specialist at the UNESCO World Heritage Centre and keynote speaker at the forum. Special focus on difference between well protected historic cities vs. cities under threat, with possible toolkit based on best practices.
- 10.20-10.40 Presentation by Mr. Niek Hoek on Stadsherstel as an example of a public-private partnership, with a focus on the financing and structure of the organization. Mr. Hoek is Chairman of the Executive Board of Delta Lloyd Group and future Chairman of the Board of Supervisors of Stadsherstel.
- 10:40-10:50 **2nd Intermezzo:** A livable heritage city vs. social media: short presentation by Mr. Willem Velthoven. Mr. Velthoven is Chairman of the Board of Mediamatic, a cultural organization and design bureau for software and social media.
- 10.50-11.15 Coffee break
- 11.15-12.15 Panel on the challenges of a developing heritage city and special focus on *lessons to be learned*, with Mr. Ron van Oers, Mr. Abderrahim Kassou and Mr. Nevil van der Kuyp. The topic is introduced by Mr. Michiel van Iersel, moderator of this session. Mr. Kassou is Director of Casamémoire, a Moroccan non-profit organization on the preservation of urban heritage. Mr. van der Kuyp is co-founder of Stadsherstel Paramaribo, Suriname. Mr. van Iersel is co-founder of Non-fiction, an Amsterdam bureau for cultural, urban and technological innovation.

- 12.15-12.30 Church De Duif – Church Amstelkerk
- 12.30-13.15 Lunch at the Church Amstelkerk
- 13.15-13.30 Church Amstelkerk – Church De Duif
- 13.30-13.40 Presentation by Ms. Fatima Mzallassi on the outcome of the youth forum, introducing the winners of the congress' design competition. Ms. Mzallassi is Director of Creative Urbans, a Dutch project bureau that designs urban development projects, especially for youngsters.
- 13.40-14.25 The three winning groups present their vision on redevelopment projects in Amsterdam
- 14.25-15.10 Tea break with review session on the youth visions
- 15.10-15.30 Presentation on modern urban developments within a heritage city by Mr. Mels Crouwel. Mr. Crouwel is architect and former Chief Government Architect of the Netherlands.
- 15.30-16.30 Panel discussion *World Heritage under threat?*, with Mr. Mels Crouwel, Mr. Jean-Paul Corten and Mr. Pieter Siebinga. Mr. Corten is coordinator international cooperation at the Dutch Cultural Heritage Agency and Mr. Siebinga is Director of the Dutch National Restoration Fund. The moderator of this session is Ms. Esther Agricola, Head of the Department of Monuments and Archaeology of the City of Amsterdam.
- 16.30-16.45 Reflection on the forum by Mr. Anthony Tung.
- 16.45-17.15 Closing of the day, including voting for and announcing of public winner youth visions by Ms. Carolien Gehrels. Ms. Gehrels is Alderperson of Economic Affairs, Art, Culture and Monuments for the City of Amsterdam.
- 17.15-19.00 Informal reception

Saturday, April 2, 2011

Location: Church De Duif

Host: Mr. Paul Morel

- 09.30-10.00 Arrival base group
- 10.00-12.00 Presentation of the concept version of the official forum statement and concluding debate.
- 12.00-12.15 Closing of the forum
- 12.15-13.00 Lunch

13.00-17.00 Excursions (optional)

- Option 1:
By bus (ca. 60 persons): to the Amsterdam Eastern Docklands, the Fort near Diemerdam and the Zeehoeve (Herstelling Foundation)
- Option 2:
By bicycle (ca. 20 persons): to examples of Amsterdam School architecture
By foot (ca. 20 persons): to several Stadsherstel projects within the Amsterdam Canal District

- Note: excursion option 1 takes the whole afternoon, excursion option 2 is a combination of two excursions, with either the Amsterdam School excursion (13.00-15.00) first and then the Stadsherstel excursion (15.00-17.00), or vice versa

17.00-18.00 Concluding drinks at Church Amstelkerk