

Goodwill Message



CIVVIH
ICOMOS



Thank you very much for your invitation to this great event. It is a great pleasure and honour for me to give a goodwill message here at this 'Dissonant Heritage Conference' in Kazanlak, Bulgaria on behalf of the three International Scientific ICOMOS Committees on 20th Century Heritage (ISC20C), on Cultural Tourism (ICTC) and on Historic Cities, Towns and Villages (CIVVIH). All three Committees are partners of this prestigious event and have contributed to the programme of the meeting.

My name is Claus-Peter Echter and I am the President of CIVVIH, which researches and promotes the understanding, protection, conservation, urban planning and management of historic cities, towns, villages, and urban areas. The conservation of heritage in cities is a commitment to the historic layers of the city. The aim is to preserve the historic fabric and basic structure of the city and to illustrate the local historic dimensions in future urban development.

The ICOMOS International Scientific Committee on 20th Century Heritage (ISC20C) is inter-disciplinary in its membership and recognises the diversity of regional and cultural expression in 20th-century heritage. The ISC20C welcomes expert, associate and institutional members and focuses its efforts on conserving and celebrating 20th-century monuments, buildings, and landscapes. A particular focus of the ISC 20C is advocacy through public awareness and education for sites at risk of disfiguration or demolition.

The ICOMOS International Cultural Tourism Committee (ICTC) is a global network of cultural heritage, conservation, and tourism professionals and academics. They play a pivotal role in research, providing a platform for cutting-edge transversal thinking, developing policy directions and providing advice and expertise on cultural tourism at local, national and international levels, including multilateral organisations like UNESCO, UNWTO, IUCN and ICROM.

Governments, communities and business are keen to promote cultural and heritage resources as strategic priorities for sustainable tourism development, which has been accelerated by the implementation of the UN 2030 Sustainable Development Goals (SDGs).

There is growing interest in the topic of integrated approaches to dissonant, contested or controversial heritage

sites in Europe. Compared to monuments like castles and palaces, picturesque old towns, splendid townhalls, delightful residential homes and villas, or attractive cultural landscapes, however, dissonant heritage has been mostly disregarded and rejected. Heritage experts, community activists and civic initiatives have thankfully rediscovered and reappraised this type of heritage. The Getty Foundation in its *Keeping it Modern* programme is supporting the architectural conservation of buildings of the 20th century, including dissonant heritage like the Buzludzha Monument and the Tbilisi Chess Palace and Alpine Club.

At this conference we will be discussing integrated approaches to handling and developing dissonant heritage in Europe and how to better integrate dissonant monuments and sites into urban, regional and tourism development.

Citizen engagement and municipal/municipal governance are key challenges to work on in achieving desired outcomes for the improved management of dissonant cultural heritage. Policy recommendations to connect different stakeholders for better funding, regulations and knowledge must be subsequently elaborated upon and implemented.

With such guidance we are able to support cities in dealing with the management of their cultural heritage and to contribute to developing solutions and taking action in cities and communities in implementing the New Urban Agenda to accelerate the achievement of the SDGs.

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Dr.-Ing. Claus-Peter Echter
President, ICOMOS International Scientific Committee
on Historic Cities, Towns and Villages (CIVVIH)

also on behalf of
Jack Pyburn
President, ICOMOS International Scientific Committee
on Twentieth Century Heritage (ISC20C)

Fergus T. Maclaren
President, ICOMOS International Cultural Tourism
Committee (ICTC)