



CULTURAL HERITAGE IN LOCAL AND REGIONAL SOCIAL AND ECONOMIC STABILITY

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Fig. 1 Throughout their history the Romanians have found themselves at the confluence of the frontiers of several powerful kingdoms and empires. Thus the Romanian territories have been an area of dispute and interference. The Romanians succeeded in preserving uninterruptedly their language, religious faith and culture



The Roman monument of Adam Clisi (second century AD)

Trajan's Column The birth certificate of the Romanian people.

Fig. 2 Romanian people are the sole Christian Orthodox among the Latin people and the sole Latin people in the Eastern Orthodox area.



Voronet Church



The Church of Densus

Fig. 3. The Romanians' sense of identity has always been deeply related to their Roman roots, in conjunction with their Orthodoxy



The Palace of Mogosoaia



Bran Castle in Brasov county

Fig. 4. Romanian culture and civilization showed two major trends: one towards Central and Western Europe and the other oriented towards the Eastern Orthodox world.



Fig. 5. The door between the past and the future, or... "back to the future".



Fig. 6. A living legend - Dracula's Castle, not so real but ... convenient. Poenari Castle XIIIth century



Fig. 7. The most ecological transportation means of the millenium - it has the advantage of producing by-products



Fig. 8. No comments: the symbol of the music - The Atheneum



*Fig. 9. Citadel of Orthodoxy - a living evidence that ever lasting work requires human sacrifice
Curtea de Arges monastery*



Fig. 10. At Curtea de Arges, the former capital of the old Valachian country, and the residence of the first Basarabs, “founders of the country, laws and customs”

THE DECLARATION OF ROSTOCK-DRESDEN 7TH ICOMOS GENERAL ASSEMBLY, MAY 12-18, 1984 ROSTOK AND DRESDEN, GDR

- “As witnesses of human civilization, **monuments and sites contribute to the strengthening of the historical awareness and cultural identity of individuals and communities.** Monuments and sites are of local, national, and international importance as **an expression of culture and lifestyle,** as a significant part of world heritage. Therefore, it is the responsibility of all people **to ensure protection and preservation of monuments and sites at all levels at all times”**
- “Participation in cultural life is a human right. This right also includes **the enjoyment and educational benefits of monuments and sites”**
- National and international policies should be directed not only at the material factors of welfare. These policies should be directed at the preservation and protection of monuments and sites which make specific and significant **contributions to the quality of life as a whole”**

***THE RAZING OF ROMANIA’S PAST
INTERNATIONAL PRESERVATION***

report by DINU C. GIURESCU

- “..... This architectural heritage, an irrefutable reflection of multifaced history of the Romanian people, is today being destroyed by the country’s own government in an attempt to homogenize the national cultural experience and to eliminate the history of the nation”
- “ But never in our century has a human agency put into action a blatant and conscious peacetime program for the willful destruction of the artistic heritage of an entire nation, such as we now witness in Romania”

Marilyn Perry, President The Samuel H. Kress Foundation

Bonnie Burnham, Executive Director World Monuments Fund

Terry B. Morton, President US/ICOMOS



Fig. 11. During communism, the freedom of expression was constantly restricted in various ways: the Sovietization period was an attempt to build up a new cultural identity on basis of socialism realism and lending legitimacy to the new order by rejecting traditional values.



*Fig. 12. Proof of the intrusion of politics in the life of the city, dull neo-classical solemnity, 3,107 rooms
- 742 of them are used as offices*

THE TRADITIONAL ROMANIAN ARCHITECTURE CONSISTS OF:

- Houses and other civil buildings, a few prior to 1800, the other from the 19th century and the interwar period, of old-Romanian, neoclassical, neo-Gotic, eclectic, neo-Romanian, Bauhaus and cubist style
- Churches of Romanian style based on the Byzantine tradition
- The network of streets including old route the overall urban “fabric” which evolved over the centuries.



*Fig. 13. The closest spot to God - an incredible Orthodox jewelry in the soul of Bucharest
Stavropoleos Church*



Fig. 14. Living history and signs of “market and consumption economy”



Fig. 15. Once upon a time....



Fig. 16. Where do you think this is? You have one guess - Yes, Bucharest



Fig. 17. The "City"



Fig. 18. Front view of a popular bank - inside, this is even more incredible



Fig. 19. Blueprints for new blocks of flats



Fig. 20. My dream housemusic, arhitecture, joy of living

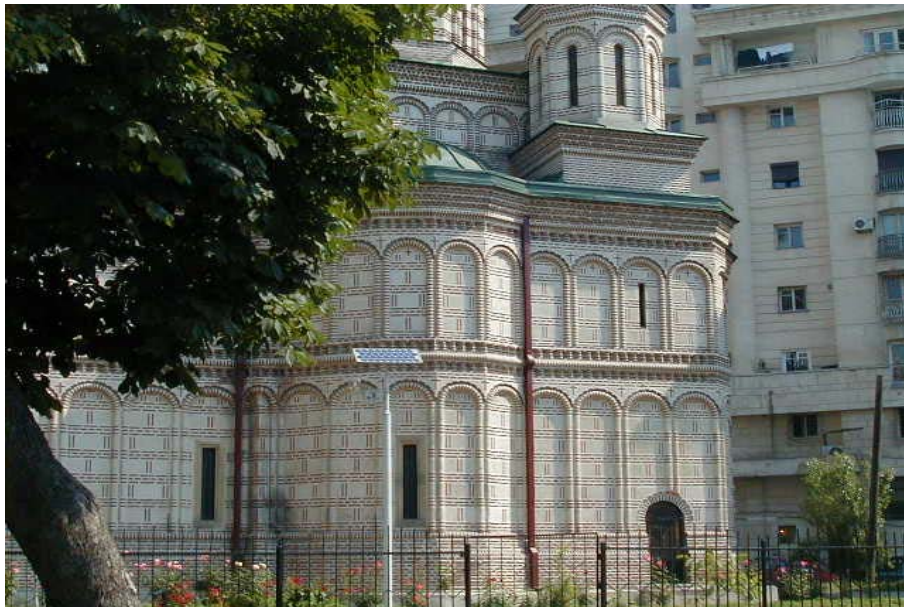


Fig. 21. "Blocking" the past

Without the cross the life would be fundamentally impoverished



Fig. 22. The modeling role of France - especially in the fields of political ideas, administration and law, as well as in literature - was paralleled, from the mid - 19th century down to World War I, by German culture



Fig. 23. Romania's history has been full of rebounds: the culturally productive "epochs" were those of stability, when the people of this country proved quite an impressive resourcefulness in making up for less pretious periods and were able to rejoin the mainstream of European culture



Fig. 24. "In Dionysos' gardens" - history and legends blending together the memory of the past and the "shining" present



Fig. 25. Looks familiar? - German heritage, Black Church in Brasov.

The influence of German space was felt especially in the humanities (philosophy, logics, philology, history) and technical sciences



Fig. 26. A sense of the “ethnic” insularity in the area has kept Romanians available for fruitful communication with other people and culture

THE TRADITIONAL URBAN AND RURAL ARCHITECTURE SPEAKS FOR PRESENT AND FUTURE GENERATIONS, AS WELL AS THE PAST

- “By the end of 1989, when the Ceausescu regime fell, at least 29 towns had been almost totally restructured, another 37 were in the process of being restructured, and rural systematization had begun”
- “The official policy had been to demolish 7-8000 of the 13,123 villages by the year 2000, and to replace these with 500 agro-industrial centres”

Dinu C Giurescu

FOUR BROAD THRUSTS FOR ACTION THAT ARE DESIGNED TO SUPPORT THE ACHIEVEMENT OF THE GOALS OF PEACE, STABILITY AND PROSPERITY

- Moving rapidly towards trade integration with the EU and within the South East European region itself, and creating a stable, transparent and non-discriminatory environment for private sector development
- Fostering social inclusion and social change within the region to reduce tensions and create the conditions for peace and stability
- Improving institutional capacity and governance structures, and strengthening anti-corruption efforts in the region
- Investing in regional infrastructure to integrate the region physically with the rest of Europe and within itself, which must include initiatives that safeguard the environment



Fig. 27. The period of radical changes and modernization of Romanian culture coincided with the creation of the national state, the national identity was thus defined in relation with the European model



Fig. 28. The decades of peace during the interwar period, were devoted to the synchronization with European culture. In both processes - modernization of culture and its synchronization with European world - not devoid of polemics, of confrontations between conservatives and the advocates of progress, the assimilation of Western culture and capitalization on local tradition proved highly beneficial

**THERE ARE FIVE AREAS
WHERE POLICY REFORM APPEAR TO BE OF A HIGH PRIORITY:**

- **Private sector development**, especially through liberalization of trade, improvement of the business regulatory environment, and strengthening of the financial sector, particularly banking regulation and supervision;
- **Poverty reduction and social development**, especially through policies to foster social cohesion and inclusion, including for minorities, refugees and other excluded groups, to encourage democratic and participatory processes, to strengthen social protection, especially for the poor and vulnerable groups, and to ensure adequate access and better performance of social services;
- **Institutional development and governance**, especially strengthening public administration, improving financial control mechanisms and improving the legal and judicial systems;
- **Infrastructure policies**, especially commercializing and streamlining public utilities, and putting in place a regulatory system that would allow the involvement of the private sector;
- **Environmental policies**, especially protecting the region's valuable natural resources and remedying the consequences of recent conflicts and past inappropriate industrial policies.

**AN IMPROVEMENT OF ECONOMIC PERFORMANCE, IN LINE WITH THE
GOVERNMENT'S OWN MEDIUM- AND LONG-TERM STRATEGY, DEPENDS ON
PROGRESS IN THESE THREE KEY AREAS:**

- **Restructuring and liquidation of the inherited industries must continue**, in order to avoid the ongoing waste of valuable resources as well as the pressures on macroeconomic stability (and on the financial sector) originating from the inability of these enterprises to survive on their own.
 - The bad news is that this endeavor will have to overcome vested interests which have now had ten years to become organized and entrenched, and which have proven that they are capable of defending their privileges.
 - The good news is that many of the industries in question will not be capable to survive much longer.

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PROGRESS IN THESE THREE KEY AREAS:**

- **Private sector growth needs to accelerate**. This is important from many perspectives.
 - It is the only way of finding employment for those released by the old sector.
 - It is also the only sustainable way of generating tax revenues sufficient to sustain a budget which has a modicum of funding for items of long-term importance such as education, health and social security.
 - Ultimately it is the only way of battling the increase in poverty resulting from the lack of opportunity which thus far accompanies the slow death of the old industries and the inability to create new jobs in new enterprises.

**AN IMPROVEMENT OF ECONOMIC PERFORMANCE, IN LINE WITH THE
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PROGRESS IN THESE THREE KEY AREAS:**

- **Institutional and governance reform remains crucial to accomplish this task.** Without sensible and enforceable rules, the market cannot operate.
- Moreover, the currently perceived free-for-all form of competition does little to increase support for market-oriented reforms. Instead it is likely to increase cynicism and fragmentation, and strengthen the hand of special interests.
- For reforms to continue, a public administration that **(a) is capable of implementing the measures it announces, and (b) has the capacity to enforce the rule of law are critical in Romania.**

FIVE STRATEGIC PILLARS OF ROMANIA'S DEVELOPMENT AGENDA

- **Promotion of economic growth** through sound macroeconomic policies building on structural adjustment (in particular, financial, enterprise, and utilities reforms), an improved enabling environment for private sector development, private participation in the provision of infrastructure and energy, improved energy efficiency, and investment in national transport infrastructure
- **Institution building to strengthen the rule of law** via anti-corruption efforts and greater transparency, elimination of red tape, civil service reform, deregulation, judicial and legal reform, decentralization, local capacity building, restitution of property, and protection of property rights
- **Greater access to opportunity** through redeployment of dislocated labor, knowledge creation and sharing (via education reform, promulgation of information technology, and public awareness campaigns), health sector reform, investment in local infrastructure and other rural development, outreach to ethnic groups, economic and social equity for women, and promotion of social capital through community-based development
- **Strengthening of the safety net** to improve child welfare, ensure a sustainable pension system, target social assistance more effectively, and improve national preparedness for natural disasters
- **Protection and sustainable management of natural resources and the environment**, with particular focus on biodiversity conservation and development of forest resource management, toxicity management (including liability and clean-up mechanisms), a system for conservation of natural resources, and a regulatory framework and its enforcement to control air, water, and soil pollution in both urban and rural areas

**KEY ENVIRONMENTAL ASPECTS TO BE CONSIDERED FOR OTHER
ENVIRONMENTALLY RELEVANT PROJECTS:**

- Actual ecological situation in the project region or with respect to specific ecosystem
- Existing stresses on various ecosystems in the project location (baseline state)
- Description of the additional stresses imposed by the project
- Estimation of future overall stresses
- Interaction between ecological, economic, cultural and social effects
- Recommendations for environmentally sound option
- Overall evaluation

SHORT GUIDE FOR INSTITUTIONAL ASSESSEMENT OF CHE (CULTURAL-HISTORICAL ENTITIES)

adapted after the Guide designed by Universalis Management Group

- We intended to provide a framework for rapid institutional assesement during brief visits to an “institution”
- The guide provides some concepts to reflect on as analyzing the “institution”
- Use these concepts in writing institutional assesement reports.

DATA SOURCES

- Meet a suitable spectrum of people
- Obtaine available key documents
- Observe relevant facilities
- Observe the dynamics among people

THE INSTITUTION'S ENVIRONMENT

- Describe and assess the **ADMINISTRATIVE/LEGAL** environment within which the CHE operate
- Describe and assess the **TECHNOLOGICAL** environment within which the CHE operate
- Describe and assess the external **POLITICAL** environment within which the CHE operate
- Describe and assess the **ECONOMIC** environment within which the CHE operate
- Describe and assess the **SOCIO/CULTURAL** environment within which the CHE operate
- Describe and assess the major **STAKEHOLDERS** of the CHE

INSTITUTIONAL MOTIVATION

- Analyze the institution's **HISTORY**
- Understand the institution's **MISSION**
- Understand **VALUES, BELIEFS, CUSTOMS, TRADITIONS**
- Understand **INTELLECTUAL FREEDOM, STIMULATION, AUTONOMY**
- Grant **ACCESS**

INSTITUTIONAL CAPACITY

- Assess the strenghts and weaknesses of **STRATEGIC LEADERSHIP**:
 - leadership
 - strategic planning
 - governance
 - structure
 - niche management

- Assess the strengths and weaknesses of **HUMAN RESOURCES:**

- human resources planning
- training and professional development
- equity

INSTITUTIONAL CAPACITY

- Assess the strengths and weaknesses of **CORE RESOURCES:**

- infrastructure
- technology
- finance

- Assess the strengths and weaknesses of **PROGRAM MANAGEMENT:**

- planning
- implementing
- monitoring

INSTITUTIONAL CAPACITY

- Assess the strengths and weaknesses of **PROCESS MANAGEMENT:**

- planning
- problem-solving and decision-making
- communications
- monitoring and evaluation

- Assess the strengths and weaknesses of **INTERINSTITUTIONAL LINKAGES:**

- network
- partnerships
- external communications

INSTITUTIONAL PERFORMANCE

- How effective is the institution in moving toward fulfilment of its mission?

- Research performance
- Teaching performance
- Service performance
- Policy structure

- How efficiently are resources used?

- Stretching the financial allocations
- Staff productivity
- Administrative system efficiency

- Has the institution kept its relevance over time?

- Program revisions
- Adaptation of mission
- Meeting stakeholders needs
- Adapting to environment
- Reputation
- Sustainability over time
- Entrepreneurship

POINTS OF SPECIAL ATTENTION

- Absence of strategies and management plans
- General absence of adequate documentation
- Lack of and, in cases, absence of necessary professional and technical skills
- Ignorance about heritage sites and a general public unawareness of the existence or significance of heritage sites
- Central government-driven initiatives and non-involvement of civil society, NGOs and the public
- Management-based on “rule of thumb” and not on scientific principles and consequently absence of key indicators
- Ill-defined or ill-understood values

PROPOSED OBJECTIVES:

- Close link between concepts of integrity and authenticity
- Stronger emphasis placed on site management
- Emphasis on reactive monitoring to stress the credibility



Fig. 29. -What does the meditation mean?- Is the modern man still willing/able to meditate?
-Is any place fit for meditation?-Do you need a pretext? - Well, here is one!

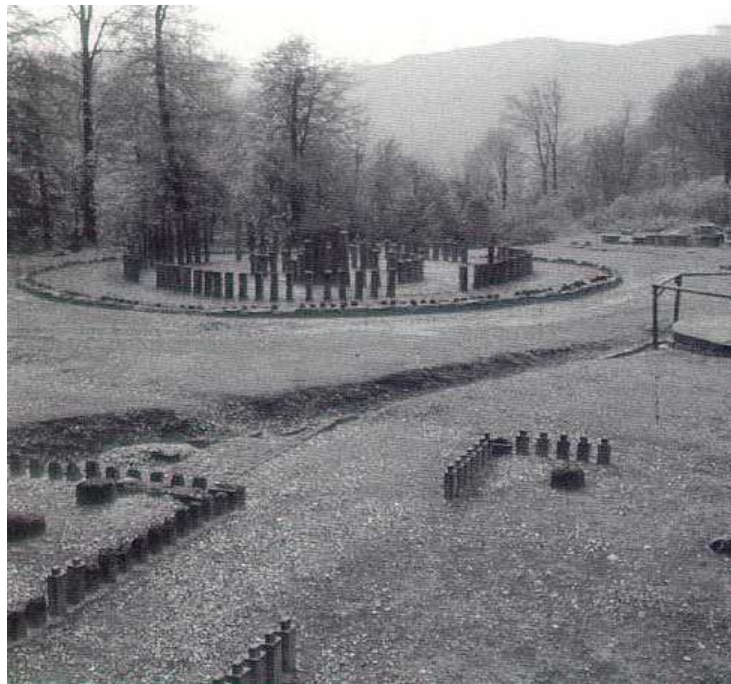


Fig. 30. The museum... "the highest and yet simplest of schools... The school of the museum is indeed simple, for he who searches into it needs no special training. He will only have to keep his eyes open in order to understand what lies before him. If you know how to look at things and how to penetrate their meaning, they will start talking a language that will make more sense to you than any book can ever do..."

Alexandru Tzigara-Samurcas - "How to use museums"