

# Cultural Heritage as a Development Tool

## Cultural Heritage and Urban Sustainability

17TH JANUARY, 2024

 AUDIOVISUAL PRESENTATION

### PROGRAM

- Presentation **9:00-10:30 / 13:00-14:30**  
Chile / Paris
- UNESCO Forum University and Cultural  
Heritage Chair **9:00-9:15 / 13:00-13:15**  
Chile / Paris  
Polytechnic University of Valencia.  
Speaker: Victoria Vivanco
- UNESCO Chair in Cultural Landscapes and  
Heritage **9:15-9:30 / 13:15-13:30**  
Chile / Paris  
University of the Basque Country - Spain  
Speaker: Ander de la Fuente
- UNESCO Chair of Cultural Tourism  
UNTREF/AAMNBA **9:30-9:45 / 13:30-13:45**  
Chile / Paris  
Tres de Febrero University  
Buenos Aires - Argentina  
Speaker: Carmen Ramos  
Susana Malnis
- UNESCO Chair in Restoration and Conservation  
of Heritage Structures **9:45-10:15 / 13:45-14:15**  
Chile / Paris  
Speaker: Paulina Kaplan  
Pontifical Catholic University of Valparaiso  
Chile  
Speaker: Juan Diego Badillo  
National Institute of Cultural Heritage  
Quito - Ecuador
- UNESCO Chair on Modern Urban Heritage  
CREhAR. (Creative Research and Education on  
heritage Assessment and Regeneration) **10:15-10:30 / 14:15-14:30**  
Chile / Paris  
Sevilla University  
Speaker: Mar Loren
- Discussion Panel **10:30 / 14:30**  
Chile / Paris

### PARTNERSHIPS

- 🏛️ Polytechnic University of Valencia - Spain
- 🏛️ Sevilla University - Spain
- 🏛️ University of the Basque Country - Spain
- 🏛️ Tres de Febrero University. Buenos Aires - Argentina
- 🏛️ Pontifical Catholic University of Valparaíso - Chile
- 🏛️ INPC National Institute of Cultural Heritage. Quito - Ecuador

### ABSTRACT

Cultural heritage should be understood as a development tool because it is able to integrate diverse elements of identity and also culture, playing an integral role in describing heritage as a collective memory. heritage does not consist in a value on its own, but rather should be understood as a means for society to recognize and internalize its own creative and transformative capabilities; heritage is recreated in processes of appropriation and use of urban space. Historic urban centres as an essential public space, plays a fundamental role within the context of cities. The historic center, as a public space par excellence, one of the most important in the Historical centers have become places of learning, not only based on the urban fabric, but especially in reference to its intangible heritage, the knowledge of its inhabitants and its possibilities of transmitting it to future generations. The purpose of the event is to make known our lines of action from the academic field in the training of our students regarding built heritage with a look towards the 21st century. At the same time, call on ibero-american UNESCO chairs who are working in the field of cultural heritage and education.

### REGISTER

<https://forms.gle/pSd4ZScwpKjAB7xPA>

### CONFERENCE OFFICE

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### PARTICIPANT

