



United Nations  
Educational, Scientific and  
Cultural Organization



BEZALEL Academy of Arts and Design Jerusalem  
Graduate School, Department of Architecture  
UNESCO Chair in Urban Design and Conservation Studies



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C E N T R E**

*the Beracha Foundation*  
*Netherlands Funds in Trust at the UNESCO*  
*World Heritage Centre*  
*Istituto Italiano di Cultura, Tel Aviv*

**The MUrbDes 2010 urban design graduate workshop celebrating  
the  
UNESCO International Year for the Rapprochement of Cultures  
11-12 November 2010 at the Van Leer Jerusalem Institute**

## **The cross-cultural city: urban context and cultural diversity**

**Celebrating 10 years of World Heritage in Israel with  
an appreciation of the UNESCO Chair in Urban Design and Conservation Studies,  
in recognition of 35 years teaching at Bezael**

***Building on PUSH - Promoting the Understanding for Shared Heritage***  
***An EU partnership for peace project 2006-2008***  
***Al Quds University, Bezael Academy of Arts and Design and***  
***the Jordanian Society for Sustainable Development;***  
[www.pushproject.org](http://www.pushproject.org)

**Thursday 11 November 2010**

- 10.00 - 13.00     **Invitational Master Class**  
**Urban culture in the Levant – dialogue between generations**  
Convener:        Dr Meirav Aharon, Mediterranean Urbanism – bottom-up  
research group, the Van Leer Jerusalem Institute
- 10.00-11.15     **Joint session with the Israel Man and Biosphere Programme**  
**Urban Biospheres**
- 11.30 -13.00     **Joint session celebrating 10 years of Israel's ratification of the**  
**World Heritage Convention**  
*Israel World Heritage Committee*  
*ICOMOS*  
*Israel Planners Association*  
*Israel Association of Architects –Heritage Committee*

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*The Society for the Preservation of Israel Heritage Sites*

13.00 -14.00 Registration for the Workshop on Rapprochement of Cultures

14.00-16.00 **Urban Context**

Chair: Prof Zev Druckman, Head, Graduate Programme in Urban Design,  
Bezael Academy

**The Mediterranean city**

Prof Daniel Pini, University of Ferrara

**Tel Aviv's Urban Change and Modern Heritage**

Prof Moshe Margalith, UNESCO Chair in Modern Heritage

**Heritage in the wake of urban change in Asia**

Minja Yang, President of the Raymond Lemaire International  
Centre for Conservation

**Can we preserve monuments through reconstruction?**

Prof Giorgio Gianighian, University Luav of Venice

**Beside-ness and Plurality**

Prof Zali Gurevitch, Poet

Rapporteur: Liat Brix-Etgar, the Van Leer Jerusalem Institute and Bezael Academy

16.00-16.30 Refreshments

16.30-18.30 **Cultural Diversity**

Chair: Prof Abraham (Rami) Friedman, Chair of the Israel Committee for the  
Management of Social Transformations (MOST) Programme

**Ecologies of Place:**

**Cultural diversity and sustainable development in historic cities**

Dr. Jyoti Hosagrahar, Sustainable Urbanism International at  
Columbia University and Bangalore, India

**The role of rural customs and their contribution to diversity in the  
urbanizing landscape**

Prof Rassem Khamaisi, University of Haifa

**The Madonna of the prickly-pear cactus; the diversity of 19th and  
20th centuries Greek-Orthodox, Armenian and Latin art in Jerusalem**

Prof Nurith Kenaan-Kedar, Tel Aviv University

**European culture on historic remains -**

**Architect Leo Adler and the Mediterranean**

Yossi Klein, Bezael Academy

Rapporteur: Dr Nati Marom, the Van Leer Jerusalem Institute and Bezael Academy

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- 18.30-19.00 **Celebration**
- 19.00 **The Cross-Cultural City**
- Chair: Prof David Guggenheim, Bezalel Academy
- Convocation: Bassam Khouri, former board member of Jerusalem - YMCA
- Greetings: Prof Gabriel Motzkin, Director Van Leer Jerusalem Institute  
Prof Yaarah Baron, Deputy President  
Francesco Bandarin, ADG-Culture, Director World Heritage Centre

**Can you see the difference? Photographing culture**

Prof Simon Goldhill, Kings College, Cambridge

**Poles Apart**

Prof Mike Turner, Bezalel Academy

**Friday 12 November 2010**

08.30-09.00 Refreshments

09.00-11.00 **Shared Heritage**

Chair: Dr Yusuf Natsheh, Jerusalem

**PUSH animation,**

Prof Roni Oren, Bezalel Academy

**PUSH and the Lower Jordan Valley and the Dead Sea**

Munqeth Meyhar, FoEME, Jordan

**Can holy places be shared?**

Dr Doron Bar, Bezalel Academy

**Between dogma and politics:**

**some examples from Jerusalem and its surroundings**

Dr Nazmi el Jubah, former Director RIWAQ, Ramallah

**Shared heritage, shared power:**

**Why heritage slogans alone are not enough?**

Neil Silberman, University of Massachusetts

Rapporteur: Oryan Shachar, the Van Leer Jerusalem Institute and Technion: Israel Institute of Technology

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- 11.00-11.30 Coffee break
- 11.30-13.30 **Rapprochement**  
Chair: Prof Arie Sivan, Architect
- **Overcoming the Otherness:  
Reconciling conflicting publics in a polarized city**  
Dr Meron Benvenisti, Historian
- **Cultural heritage and management - challenges and realities**  
Mounir Bouchenaki, Director, ICCROM
- **Epilogue**  
Chair: Dr. Yossi Leshem, Tel Aviv University
- **Dialogue - from theory to action**  
Francesco Bandarin, UNESCO ADG-Culture, WHC Director
- Rapporteur: Dr Noah Hysler-Rubin, the Van Leer Jerusalem Institute and Bezael Academy

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**Prior registration necessary**  
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