CULTURAL HERITAGE NOW:
THE PROCESS OF PRESERVATION
A CONVERSATION ABOUT HERITAGE
IN THE MID-ATLANTIC REGION

Conference Program

The High Line, New York, NY

Saturday, April 16, 2011
The Zimmerli Art Museum
71 Hamilton Street, New Brunswick, NJ
Those who would work to preserve cultural heritage are faced with many difficult questions. How do you know when to preserve? Who decides what to preserve? What is the role of the local community in the decision-making process? These issues strike especially close to home in the mid-Atlantic, where stakeholders must decide how to commemorate events like 9/11. This conference addresses these questions through a discussion about the process of preservation. We will look at how practitioners work, the arenas in which they offer their expertise, the challenges they face, and their achievements and difficulties.

This day-long event will take place at Rutgers University, under the auspices of the Program in Cultural Heritage and Preservation Studies (CHAPS) in the Department of Art History. It will include two sessions, each just short of two hours. They will be connected by a keynote speech that links the concerns of practitioners to broader public debates about what should be preserved, who is entitled to make those choices, and the specific regional issues implicated in the idea of heritage.

The first panel, “Making Choices about Heritage Preservation: Practitioner Views,” brings together three speakers who work in very different systems of heritage preservation: the international arena, the American government, and the for-profit sector. Each will offer their views about the benefits of their position in the field of heritage management, and then discuss its practical limitations. The panel is comparative by design and will illustrate the diverse institutional, economic, and legal concerns involved in heritage preservation in the mid-Atlantic region. The second panel, “Engaging Communities in Preservation: New York and New Jersey,” discusses cases of heritage preservation in the New York and New Jersey area. Again, the panel is designed to be comparative, giving presenters the chance to react to each other and the audience an opportunity to see the various stages, obstacles, and achievements of heritage projects.

By drawing together a diverse set of experienced practitioners in heritage preservation, this conference highlights the pivotal role of Rutgers’ Program in Cultural Heritage and Preservation Studies as a center for education about these issues. The conference is calibrated to focus specifically on issues relevant to New Jersey, New York, and the mid-Atlantic region, and therefore brings together speakers familiar with the challenges of local heritage preservation. As such, it offers students and the general public an opportunity to share the issues surrounding the preservation of our shared, regional heritage.
Event Schedule

Opening Remarks (10:00-10:15)
Archer St. Clair Harvey

Panel I: Making Choices about Heritage Preservation Practitioner Views (10:15-12:00)
Moderated by Brian I. Daniels

“Federal Law and Local Preservation: How They Work Together”
Loretta Neumann, President, Takoma Theatre Conservancy

“Propelling the Movement: How Mid-Century Modern Coming of Age is Impacting Preservation Policy, Programs, and Projects”
Joan Brierton, Senior Preservation Specialist, Center for Historic Buildings, U.S. General Services Administration

“When Everything Old is New Again: The Relationship Between Preservation, Sustainability, and Tradition”
John H. Cluver, Partner and Director of Preservation, Voith & Mactavish Architects, LLP

Lunch Break (12:00-1:15)

Keynote Address (1:15-2:20)

“The World Bank’s Approach to Heritage: From Protection to Inclusion of Cultural Assets and Historic Cities in Local Economic Development Programs”
Guido Licciardi, Urban Specialist, Finance, Economics, and Urban Development Department, World Bank

Panel II: Engaging Communities in Preservation: New York and New Jersey (2:45-4:30)
Moderated by Richard M. Leventhal

“From Evidence to Exhibition: Collecting in the Aftermath of September 11, 2001”
Mark Schaming, Director of Exhibitions and Public Programs, New York State Museum

“New Jersey Case Studies: The Process of Preservation”
Andrea Tingey, Principal Historic Preservation Specialist, New Jersey State Historic Preservation Office

“Building the High Line through Community, Building Community through the High Line: An Educators Perspective”
Emily Pinkowitz, School & Youth Program Manager, The High Line

Champagne Reception to Follow
Speakers, Moderators, and Organizers

Joan M. Brierton is a senior preservation specialist with the U.S. General Services Administration’s Center for Historic Buildings. She serves as agency liaison to the National Trust for Historic Preservation, the Advisory Council on Historic Preservation, federal agencies and non-federal organizations. As a compliance expert, she is responsible for oversight of Section 106 review for reinvestment and new construction projects nationwide. From 1999 to 2001, Ms. Brierton was detailed to the White House Millennium Council where she managed the federal Save America’s Treasures program. She received her Master of Science degree in Historic Preservation from the University of Pennsylvania in 1992, and published her first book, American Restoration Style: Victorian, in 1999.

John H. Cluver, AIA, LEED AP is a partner and the director of preservation at Voith & Mactavish Architects, LLP, of Philadelphia, PA. He received his professional degree in architecture from the University of Notre Dame, and a Certificate in Historic Preservation from the University of Pennsylvania. Cluver has worked on a wide range of rehabilitation and new construction projects for a variety of educational, commercial, and civic institutions, both as an architect and preservation consultant. He has presented and written on numerous topics, including the energy efficiency of historic buildings; the relationship between preservation, sustainability, and traditional design; and durability in construction. He is a member of the City of Philadelphia’s Historical Commission Architectural Committee, and was named Young Architect of the Year by the Philadelphia Chapter of the American Institute of Architects.

Brian I. Daniels is finishing a joint Ph.D. degree in History and Anthropology from the University of Pennsylvania. His research focuses on the role of heritage preservation and cultural institutions in the development of public culture. His dissertation examines how the History collections at the Smithsonian Institution shaped public awareness of the past and national identity in the United States. Daniels also has an extended ethnographic commitment to western North America where he has worked with indigenous communities on issues surrounding heritage rights, repatriation, and recognition. He has been involved with law enforcement training on cultural property issues and served as a “heritage expert” for the U.S. Ambassador’s Speakers Series in southeastern Europe. Currently, he is the Program Coordinator at the Penn Cultural Heritage Center and a Research Associate with the Smithsonian’s Institutional History Division. He also teaches in the Program in Cultural Heritage and Preservation Studies, Department of Art History, Rutgers University.

Richard M. Leventhal is Director of the Penn Cultural Heritage Center, Professor in the University of Pennsylvania Department of Anthropology, and Curator in the American Section of the University of Pennsylvania Museum of Archaeology and Anthropology. He is also the former Director of the Museum. He received his B.A. degree in 1974 and his Ph.D. degree in Anthropology in 1979, both from Harvard. He has done extensive archaeological field research in Belize, Mexico, and other parts of Central America for over 30 years. This fieldwork has resulted in several monographs and books on the ancient Maya. Leventhal lectures and writes extensively on the preservation of cultural properties and cultural sites, on the need to prevent the looting of global heritage resources, and on the acquisition policies of museums. His most recent field project focused on the detailed excavation, preservation, and development of the ancient Maya site, Xunantunich, located in Belize. He has worked extensively with the government of Belize on a development master plan for the Belize tourist program. He has also advised the government on the development of a National Museum. In addition, Leventhal has been an
advisor to several indigenous groups in Belize related to the preservation of archaeological sites and current land claims of the Maya. Leventhal’s previous positions include President and CEO at the School of American Research in Santa Fe; Director of the Cotsen Institute of Archaeology at UCLA; Associate Professor, Department of Anthropology, UCLA; and Director of the Institute for Mesoamerican Studies at SUNY-Albany.

Guido Licciardi graduated in Architecture and Urban Planning from Florence University (Italy) and he holds a PhD from the Department of Structural Engineering of Milan Polytechnic (Italy), all with highest honors and academic distinctions. His expertise includes urban development, infrastructure planning, historic city regeneration, cultural heritage conservation, community based city management, disaster risk reduction and recovery, and sustainable tourism development. He has been working with the World Bank since January 2009 as an Urban Specialist, in the Finance, Economics, and Urban Development Department. He previously worked with Aga Khan Trust for Culture: UNESCO; Carnegie Mellon University; Iranian Cultural Heritage, Handicrafts, and Tourism Organization; Italian Ministry of Heritage and Cultural Activities; and International Council on Monuments and Sites. He has developed extensive field experience in the Middle East, North Africa, East and West Asia, and worked in Afghanistan, China, Iran, Iraq, Libya, Mali, Morocco, Oman, Philippines, Qatar, Saudi Arabia, Tunisia, United Arab Emirates, United States, and West Europe. He also published about 30 articles on international journals and lectured at international conferences and universities.

Loretta Neumann has spent more than three decades working on conservation and historic preservation, both nationally and locally. She has lived and worked in Washington D.C. since 1967, as a conservation and historic preservation consultant and in the federal service handling national parks, public lands and historic preservation legislation for Rep. John F. Seiberling (D-OH), directing President’s Clinton’s American Heritage Rivers Initiative at the White House Council on Environmental Quality, and working with Rep. (now Senator) Mark Udall (D-CO). Currently, Ms. Neumann is a trustee of the Committee of 100 on the Federal City and a co-founder and vice president of the Alliance to Preserve the Civil War Defenses of Washington. She is also a founder and president of the Takoma Theatre Conservancy, which she helped create in 2007 to preserve and revive the historic theatre as a community cultural arts and education center. A native of Oklahoma, Loretta received her bachelor’s degree in English from Oklahoma State University in 1965 and a master’s degree in legal studies from Antioch Law School, Washington D.C. in 1984.

Emily Pinkowitz is the School and Youth Program Manager at Friends of the High Line, where she managed the implementation of their new education programs, including school field trips and drop-in family programs. Previously, she worked as an educator and facilitator at the Lower East Side Tenement Museum, where she worked with staff to develop a new dialogic tour that links historic narratives to contemporary issues. She has worked as an educator and researcher at the Oakland Museum of California, the Exploratorium, and the Prospect Park Zoo. Her pedagogy has been informed by work in social services and community organizing, and seven years as a teaching artist and educator. She has an MA in Museum Studies from NYU.

Mark Schaming is Director of Exhibitions, and Public Programs at the New York State Museum. He organized the exhibition: *The World Trade Center: Rescue Recovery and Response*, the nation’s first permanent exhibition of artifacts documenting the September 11 attacks, and *September 11, 2001: A Global Moment*, the touring exhibitions that followed. He spent over 40 days at the WTC Recovery Operation at Fresh Kills working with police, FBI and other key recovery effort personnel to facilitate the documentation and preservation of World Trade Center artifacts. Working now with a number September 11 related projects, Mr. Schaming was mem-
ber of the WTC Memorial Museum Advisory Committee (2004), works as an advisor to the Tribute Center at the World Trade Center site, and the Port Authority of New York and New Jersey.

**Archer St. Clair Harvey** is founder and Director of the Graduate Program in Cultural Heritage and Preservation Studies (CHAPS), Department of Art History, Rutgers University, which was inaugurated in 2009 with support from Rutgers’ Academic Excellence Fund and the School of Arts and Sciences. As Professor in the Department of Art History, she specializes in Late Antiquity. She served as Associate Director of the American Academy/Soprintendenza Archeologica di Roma, Palatine East Excavation, for which she is editing Volume 2 of the Final Report, and is the author of *Carving as Craft: Palatine East and the Greco-Roman Carving Tradition*. She is currently engaged in a research project on Overpainting of White Ground Frescoes in Late Antique Rome and Ostia, for which she received a Samuel H. Kress European Preservation Grant. She received her Ph.D. degree from Princeton University.

**Andrea Tingey** is a Principal Historic Preservation Specialist with the New Jersey State Historic Preservation Office. Her current responsibilities include coordinating the Survey, Outreach, and Certified Local Government Programs. Previously she spent 11 years working in the Transportation and Planning Section where she developed an expertise in the regulatory review of bridge projects. This included the identification and evaluation of a broad range of historic property types. Ms. Tingey also coordinated the establishment and publishing of New Jersey’s first statewide guidelines for architectural survey activities and has taught the *Introduction to Historic Preservation* course at Drew University for the past six years. Over the years she has developed a particular interest in recent past properties. Ms. Tingey received a bachelor of art’s in history from Dickinson College and did her graduate work in historic preservation planning at Cornell University.
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Cultural Heritage and Preservation at Rutgers

Based in Rutgers’ Department of Art History in the School of Arts and Sciences, the Program in Cultural Heritage and Preservation Studies (CHAPS) offers both a Certificate in Historic Preservation and a Master of Cultural Heritage and Preservation Studies track. Crossing boundaries between the humanities and social sciences, it combines a rigorous academic program with opportunities for professional training through fieldwork and internships on local, national, and through CHAPS Abroad, global levels.