



## The Philadelphia World Heritage City Quarterly

OUR WORLD HERITAGE CITY IS A CITY OF THE WORLD'S HERITAGES

APRIL 2017

*Each of us is a living system within a greater living system, connected to each other in more ways than we can fathom. - Paul H. Ray and Sherry Ruth Anderson*



### Neighborhood & Community Development

**Development** - The second annual World

Heritage Day will be hosted in Southwest Philadelphia at Tilden Middle School on Thursday, May 25. PECO Vice President of External Affairs, Romy Diaz, will emcee the event and he will be joined by Mayor Jim Kenney, School District and City officials, GPA staff, community leaders, and students and faculty of Tilden School. Tilden consists of a very diverse population with 68% of their English Language Learners (ELL) originating from a country

outside of the United States. Khmer, Spanish, and Mandingo are the languages most spoken at home. The day's programming will draw upon this rich diversity by exhibiting an international Open House and an interview conducted by Mayor Kenney concerning the intercultural experiences of select students.

Plans for World Heritage programming at the 10<sup>th</sup> anniversary celebration of the West Park Arts Fest on June 3<sup>rd</sup> are underway. Now that the festival has moved from the School of the Future to green space in Fairmount Park, there are plenty of opportunities to creatively interact with festival-goers. To the left of Please Touch Museum and in the middle of Avenue of the Republic will stand a timeline tracing 10 major events

in Parkside's history from the beginning of the Centennial Fair to present and future affairs. The last panel of the timeline will appropriately be titled: "Memories of the Past, Hopes for the Future." There will also be a storytelling booth on site for festival-goers to visit and share personal testimonials of their Philadelphia and cultural heritage.



### History & Preservation

**History & Preservation** - A major plank of the World Heritage City strategic plan is to bring

increased resources to Philadelphia's Historical Commission, enabling it to manage better its substantial workload and begin to survey the city's historic resources and create a strategic plan for their protection and use. Indications

are good that this will be achieved within the present budget cycle. Legislation has been introduced in City Council that will increase the fees charged by Licenses and Inspections, with the intention of using some of the new funds to add personnel to the Commission staff. We will testify in support.



### International Relations -

In late February, GPA Executive Director Zabeth Teelucksingh traveled to fellow World Heritage City Vienna, Austria for 3 days with 12 other World Heritage Cities. There she presented on the intersection between community and heritage—a topic that will also be of focus during the World Heritage Congress this fall in South Korea. Several cities would like to collaborate more closely with Philadelphia: Bamberg, Aranjuez, Budapest, Visby, Angra de Heroismo. This was the first regional congress in which 3 secretariats participated—a model Philadelphia could look to replicate.

GPA Board member, Barry Eiswerth, and his wife Anne, recently visited the Mexican World Heritage City of San Miguel de Allende, where they met with the Presidente Municipal (Mayor) of the city. The Director of Tourism for the region and the Chair of the Committee on Patrimony also attended the meeting. A discussion took place regarding the unique characteristics of both San Miguel and Philadelphia and their

designation as World Heritage Cities and also possible opportunities for sharing cultural and educational programs. The Mayor of San Miguel is also the President of the organization of all ten Mexican World Heritage Cities and will be representing Mexico at the OWHC Conference in Gyeongju, Korea in November.



### Education - This past February, GPA launched its second

iteration of the [World Heritage Education Program - a month long series at Norris Square Community Alliance](#). The Alliance has an Intensive Preventative Services (IPS) division that serves youth aged 10-17 years old with a range of disciplinary histories. To help instill a greater sense of pride and global citizenship within the youth, World Heritage Coordinator, Nikia Brown, curated an educational program that draws its content from five world regions: The Caribbean, Latin America, Africa, Middle East, and South Asia.

Over a period of five weeks, students engaged with Philadelphia educators and artists to explore the multifaceted nuances of identity and culture through collective abstract art; African drumming and storytelling; mapping local and modern Middle Eastern areas; dissecting stereotypes of South Asians in media; and experiencing the enduring quality of resilience latent in Brazilian martial arts.

Since the conclusion of the program, a number of civic leaders have expressed interest in our implementation of this model at their individual organizations. We are eager to work with local partners in grounding youth in cultural and community pride while pointing them to a world that is much broader than their immediate environment. In other news, [World Heritage lesson plans](#) are now available to all on our website.



### Tourism & Hospitality - A team of student researchers under the direction of Professor Laurie Wu at Temple

School of Tourism & Hospitality Management conducted a study to evaluate the marketability of souvenirs branded with the World Heritage seal. The study consisted of field observations, retailer interviews, and online tourist interviews with 134 participants. The preliminary study found that while greater awareness of the World Heritage City designation is needed, retailers reacted positively to

selling merchandise branded with the World Heritage seal. Small souvenirs such as T-shirts, magnets, and postcards—items that can be easily packed—appeared to be most popular. The research team will present its preliminary findings to the Implementation Group on Thursday, April 27.



**Arts & Culture -**  
Global Philadelphia Association held a competition for a

World Heritage coloring book to be distributed during the Welcome America events throughout the week of July 4th. The coloring book is to include illustrations and a storyline that relates to Philadelphia heritage portraying historic characters, locations and events relative to our city's history. It will be suitable for children ages five to eleven. Twenty-one submissions were received. Michelle Dowd, an experienced freelance artist and art teacher at William Penn Charter School, has been selected as the Developer for the Project and we expect the finished product by the end of May and

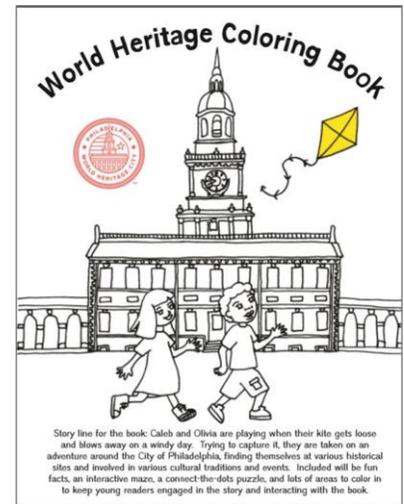
will work with Welcome America to distribute it.

The Philadelphia School District will be hosting its 61<sup>st</sup> Annual Student Art Competition, "Celebrating World Cultures," this spring. This year's event perfectly aligns with three sectors of our World Heritage City Strategic Plan: Arts and Culture, Education, and Neighborhood & Community Development. Accordingly, we will be collaborating with the District and Philadelphia International Airport (PHL) to select and publicly recognize a portion of the contributions. The Airport will host an exhibition of winning student artwork selected by Philadelphia's World Heritage City Committee in its Youth Art Gallery from January - August 2018. Hundreds of thousands of passengers from around the world will see it!



**Business & Nonprofit Organizations -**  
Philadelphia's membership in the

Organization of World Heritage Cities continues to be a rich resource of relationships for both the business and nonprofit communities. We will be applying for observer status in a second regional group, this one serving WHC's in Mexico and the Caribbean. These meetings not only enable increased dealings between Philadelphia interests and those in fellow member cities but they also pave the way for international events to be held in Philadelphia, some relating to the



OWHC itself and some on a broader scale.

Noting the importance of reinforcing Philadelphia's reputation as a City of Ideas, the Business and Nonprofit Group encouraged the creation of an international thought leadership series. Drexel University has taken up this challenge and will be offering a first program in the fall of 2017.

Another Business and Nonprofit initiative is supporting the efforts of Philadelphia International Airport to secure direct, nonstop air service to more international cities. We are working with PHL to enhance its efforts. Recently, for example, we have had the World Heritage City movie translated into both Japanese and Korean, adding these versions to a library that already includes Spanish and Mandarin versions, and the Airport is using these in its marketing to a variety of international carriers.



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A joint venture between the City of Philadelphia & Global Philadelphia Association

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**Many thanks to our Founding Sponsors**

# The Philadelphia World Heritage City Quarterly APRIL 2017

**Key Upcoming Events:**

- May 25 – World Heritage Day
- June 3 – West Park Arts Fest in Parkside
- June 27 – July 4 – Wawa Welcome America Festivities
- August 8 – Culture in the Courtyard
- September 8 – World Heritage Celebration Dinner, which will kick off: GlobalPhilly™ 2017, Greater Philadelphia's third biennial international exposition, which will continue to
- October 31 through November 3 – The 14<sup>th</sup> World Congress of the OWHC in Gyeongju, South Korea