



THE PHILADELPHIA WORLD HERITAGE QUARTERLY

JULY 2017



Meet our new World Heritage Coordinator

Melissa Stevens recently joined the GPA team as the new World Heritage Coordinator. A native of the Philadelphia area, Melissa received her Ph.D. in Anthropology from the University of Maryland in 2014. She has worked internationally on community-based heritage tourism projects in Vietnam and Tanzania and she has taught global studies courses at Drexel, Widener, Philadelphia University, and the University of Maryland. She is excited to apply her experience, skills, and passion for culture and heritage to the Philadelphia World Heritage City Project.

Join us in South Korea!

In early Nov, Philadelphia will be taking part in the [14th World Congress](#) of the Organization of World Heritage Cities (OWHC) in Gyeongju, South Korea. We invite you to consider joining us to represent our World Heritage City at this event. Cities from all over the globe will be present during the three-day gathering where the theme is Heritage and Community. The coastal city of Gyeongju is home to three UNESCO World Heritage sites, and contains a remarkable concentration of outstanding examples of 7th to 10th century Korean Buddhist art and architecture.



Neighborhood & Community Development

Community engagement is the theme of OWHC World Congress, and GPA has been hard at work establishing programs and initiatives that engage our diverse communities in the heritage conversation and in securing its potential benefits.

GPA partnered with the West Park Cultural Center and the Fairmount Park Conservancy to hold the 10th anniversary celebration of the [West Park Arts Fest](#) on June 3rd in Fairmount Park. The Fest attracted visitors from

throughout the Philadelphia region and beyond, and featured musical and dance performances, art installations, and family friendly activities facilitated by local arts and culture organizations. GPA contributed a historic timeline installation that traced Parkside's evolution since the 1876 Centennial Exhibition and a Heritage Storytelling booth. Visitors to the booth were interviewed about what their heritage means to them and shared stories about the many ways that they identify with their "City of Neighborhoods." The interviews were filmed to create a short Heritage Storytelling video, which can be viewed on the [GPA website](#).

We plan to continue the Heritage Storytelling program at community events, engaging Philadelphians in heritage conversations with an Instagram photo booth and other interactive activities. We are also exploring ways to

leverage the World Heritage City status to benefit local development through tourism. GPA will participate in a neighborhood-based heritage tourism workshop on October 5th organized by the Delaware Valley Regional Planning Commission, and we are currently reaching out to local museums and cultural sites, such as the Marian Anderson Museum.



History & Preservation

The city's recognition as a World Heritage City has been repeatedly cited as we have made important advances in safeguarding our historic resources, increasing their understanding, and making the most of their economic value. A common theme in all these activities has been the importance of recognizing all of the city's memorable sites and buildings, in every neighborhood and from every period in our history.

In June, Mayor Jim Kenney successfully secured increased funding for the Historical Commission to hire two full-time Preservation Planners and to establish an [expert task force](#) to advise him on "best practices" for preservation. The task force, chaired by Harris Steinberg of the Lindy Institute of Drexel University, comprises a broad cross-section of interested citizens. Its work will be supported by a grant of \$183,750 from the William Penn Foundation and a pledge of collaboration from the National Trust for Historic Preservation. The first meeting was on July 20th.

The litany of accomplishments included, next, the celebratory designation by the National Trust of Historic Preservation of the entire city of Philadelphia—all of its historic neighborhoods—as a "[National Treasure](#)." A complement of the Trust's pledge of technical assistance to the Mayor's Historic Preservation Task Force, the designation was the first National Trust recognition of an entire city. With the Mayor in attendance, the award was announced on June 15th by National Trust president Stephanie Meeks at a ceremony in the renovated Ortlieb's Beer bottling plant. The industrial building in Northern Liberties is now the home of KieranTimberlake architects.





International Relations

The [Consular Corps of Philadelphia](#) is an invaluable resource, and we have been working to make sure that Consuls representing each country in Philadelphia are aware of the connections that we have in-country for their nation. This is a work in progress but an important part of deepening and broadening the city's international relationships. We also met with Dr. Ashok Gangadean of Haverford College, a world authority on the Religions of the World and an advocate for the freedom and tolerance that historically emanates from Philadelphia.

We are currently in the final planning phases for the [Philadelphia World Heritage City Celebration](#), which will be held on September 7th, in the Crystal Tea Room in the Wanamaker Building. This will be a global event, in which we celebrate our World Heritage City designation in solidarity with all 270 World Heritage Cities, and we have invited mayors and other VIPs from OWHC member cities to attend the Celebration as Global Guests. Lee Minaidis, Deputy Secretary General of the OWHC and Former Deputy Mayor of the City of Rhodes, Greece will be in attendance as our

honored guest and will give remarks at the dinner.

In July, Philadelphia Councilman At-Large Al Taubenberger visited the [German City of Regensburg](#), an OWHC member and home to a number of historic structures spanning some two millennia, including ancient Roman, Romanesque and Gothic buildings. Councilman Taubenberger toured the World Heritage Visitor Center and met with Regensburg World Heritage Coordinator Matthias Ripp in order to exchange experiences and ideas for further cooperation.



Education

After the success of our two pilot World Heritage Education programs, we are now exploring ways to replicate the program at other sites and ensure that the resources that have been developed, like the

[Tool Kit](#) are implemented. On June 2nd, GPA participated in the International Day festival at Franklin Learning Center, where we had an information table with World Heritage and educational resources. On August 31st, GPA will have a booth at the Office of Arts, Culture, and the Creative Economy's [Arts Education Fair](#) at the Kimmel Center, and on September 16th, we will partner with the Penn Museum to hold a World Heritage Teacher Workshop.

The 2nd Annual Philadelphia [World Heritage Day](#) celebration took place on May 25th at Tilden Middle School, a historically-designated public school with a diverse student body in Southwest Philadelphia. The school held an "International Open House," in which students presented on their distinct cultural traditions and foods, and the celebration featured student performances and a video depicting international students reflecting on what they love about Philadelphia, followed by a Q&A with Mayor Jim Kenney and the students. Mayor Kenney and GPA Executive Director Zabeth Teelucksingh gave remarks, and Executive Director of the School District of Philadelphia's Office of the Arts & Academic Enrichment Frank Machos and Philadelphia International Airport CEO Chellie Cameron announced

the 61st Annual City-Wide Student Art Exhibition, “Celebrating World Cultures.”

This August, a group of 15 Philadelphia teachers will travel to World Heritage sites in India and Nepal as a part of a program organized by the South Asia Center at the University of Pennsylvania. These teachers will serve as our initial group of “Philadelphia World Heritage Education Ambassadors,” and will participate in the Teacher Workshop in September.



Tourism & Hospitality

GPA partnered

with Temple University’s School of Sport, Tourism, and Hospitality Management and Fox CIBER to host [a program](#) on April 19th to discuss the impact of World Heritage City status on the hospitality and tourism industry. GPA Executive Director Zabeth Teelucksingh reported on the World Heritage City Project and Quebec City Government and Advisor for the OWHC, Julie Lemieux, shared best practices on her experience leveraging Quebec’s historical and cultural heritage to generate greater cultural and economic opportunities in their Region. Moving forward, Quebec and Philadelphia will work closely with one another to strengthen their World Heritage City brand

to attract more international visitors and businesses.



The [2017 Philadelphia International Cricket Festival](#)

was held May 3-7, and featured 18 teams from five countries (US, Canada, UK, South Africa, and Australia) and players representing 18 nationalities. The festival kicked off with a reception at the CC Morris Cricket Library, one of the sport’s greatest archives in the world. This annual event truly encapsulates the global potential of sports in Philadelphia.

Over the 4th of July holiday weekend, GPA partnered with [Wawa Welcome America](#) to promote the city’s World Heritage City status to visitors and residents alike. The World Heritage City seal was prominently displayed on the stage at the Philadelphia POPS concert at Independence Hall and was featured on Wawa Welcome America’s website and promotional materials. The World Heritage exhibit at the Airport was promoted to international visitors, and the Philadelphia World Heritage

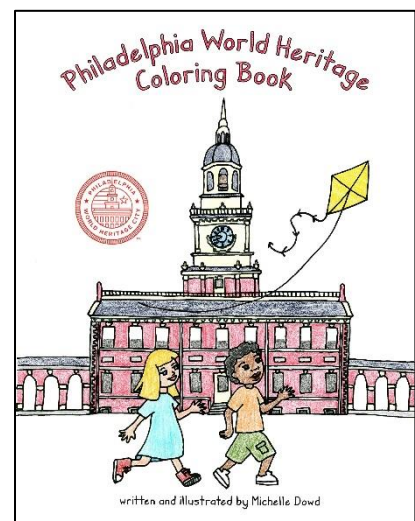
Coloring Book made its public debut during the Wells Fargo Citywide Community Day on July 1st.



Arts & Culture

The Philadelphia World Heritage

Coloring Book has arrived! This innovative and engaging publication is designed for ages 5-11, but can be enjoyed by children of all ages, including adults. Written and illustrated by William Penn Charter art teacher Michelle Dowd, the book features a diverse group of children visiting sites of historical and cultural importance throughout the city. We are currently working on Spanish and Mandarin Chinese translations of the coloring book. The book is now [available to buy](#), and orders of 250 or more feature the logo of the sponsoring organization on the back cover. Early sponsors have included the Philadelphia Airport, the Philadelphia Zoo,



Wawa Welcome America, and the Office of Arts, Culture, and the Creative Economy.

On June 28th, the Philadelphia International Airport unveiled a [new exhibition](#) that illustrates and describes all 67 of Philadelphia's National Historic Landmarks. Designed by airport Chief Curator Leah Douglas and opened in time to greet and inform visitors to Wawa Welcome America events, the installation includes the [World Heritage City video](#) made by historian David Brownlee and filmmaker Sam Katz. The video has now been translated into multiple languages, including Chinese, Korean, Spanish, Arabic, and Japanese.



The Airport exhibit, as well as the World Heritage banners hanging in the international terminal are part of a larger signage campaign to promote the city's World Heritage status to visitors and residents alike. GPA is currently working with J2 Design and SEPTA on exploring opportunities to publicly position the World Heritage seal and brand in

Suburban Station and other high traffic sites.



Business & Non-Profit Organizations

Select Greater Philadelphia welcomed Trade Representatives from all over the world who came to learn about the exciting things happening in our city including the Schuylkill River Yards project. We were hosted by Brandywine Realty Trust at the Cira Centre where David Briel from DCED, Peter Gonzales for WCNP, Meghan Kelly from Select Greater Philadelphia, and Zabeth Teelucksingh from GPA gave presentations about the opportunities in Philadelphia, and there was much interest in our World Heritage City status.

On April 24th, the [Young Caribbean Professional Network](#) (YCPN) awarded GPA Executive Director Zabeth Teelucksingh the International Entrepreneur of the Year Award for her leadership of Philadelphia's World Heritage City Project and for her commitment to diversity in the marketplace. The YCPN helps to raise funds to assist over 700 underprivileged students from the Caribbean attend and participate in the Penn Relays.

In June, a significant conference was held here in Philadelphia with our Sister

City Frankfurt. Philadelphia International Airport has also been using the WHC status to advantage and has made progress in developing more direct, nonstop air service overseas. In May, [Icelandair](#) became the latest new carrier at PHL, instituting four weekly non-stop flights from Philadelphia to Iceland. Exploring the heritage of various industries in Philadelphia is another goal of this sector. Drexel University has taken this up as a project and is working on the first of an international thought leadership series to be called "Drexel Dialogues," beginning in early November. Projects like this will further enhance Philadelphia's longstanding image as a City of Ideas.

Key Upcoming Events

Aug 24 Culture in the Courtyard & GlobalPhilly™ 2017 Opening

Aug 31 Arts Education Fair

Sep 7 The 2017 World Heritage Celebration Dinner

Sep 15 - Nov 1
GlobalPhilly™ 2017 Expo

Sep 16 Around the Globe in Your City: A World Heritage Teacher Workshop

Oct 31 - Nov 3 The 14th World Congress of the OWHC in Gyeongju, South Korea

Dec 11 Ideas Summit & Globy Awards