

SAVING OUR GLOBAL HERITAGE

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Global Heritage Fund

BAM, IRAN

On December 26, 2003, a devastating earthquake measuring 6.7 on the Richter scale destroyed the Iranian city of Bam and killed thousands of people. The crown jewel of the city — the 2500-year-old historic citadel of Arg-e-Bam — was a well-preserved Iranian cultural treasure, renowned as the largest mud-brick structure in the world. Much of the citadel now lies in ruins, with a reported 95% of buildings within the structure collapsing, and the eastern wall of the fortress in rubble. Natural disasters, in addition to looting and uncontrolled urban encroachment, regularly decimate our few remaining heritage sites.



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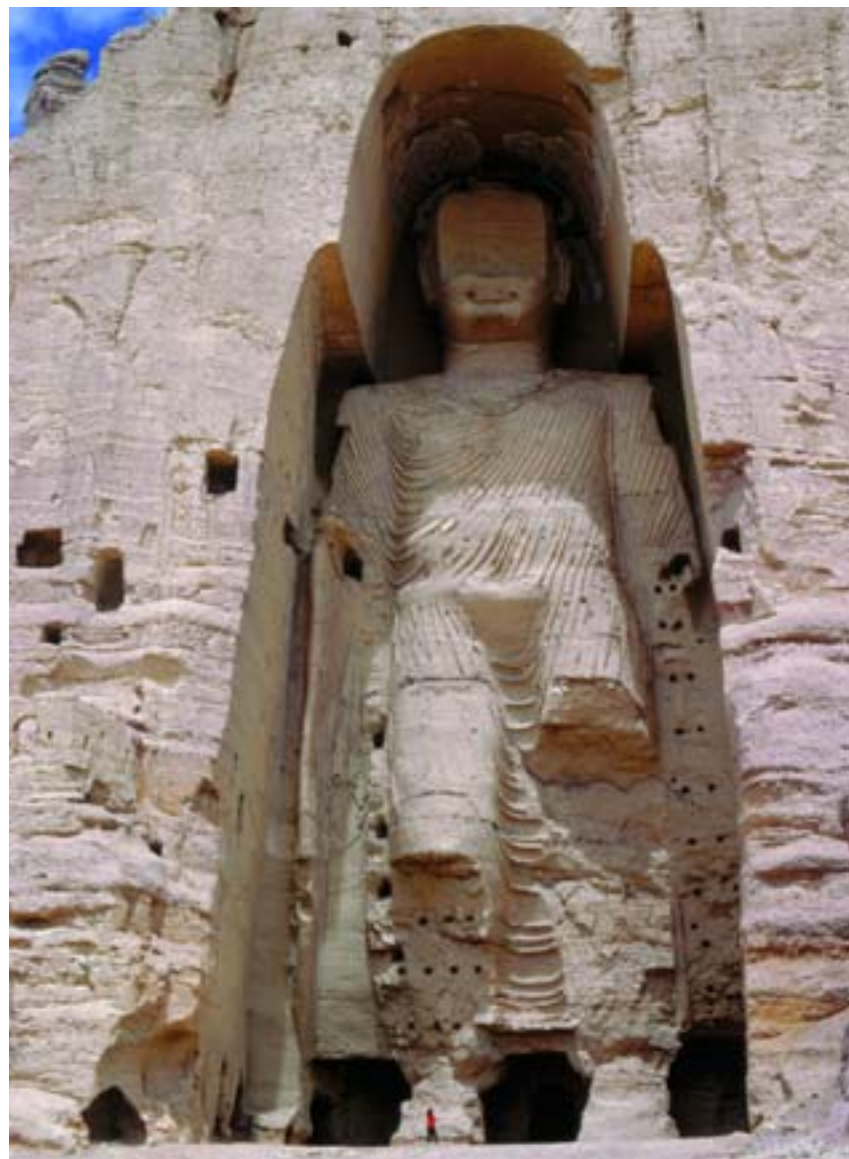
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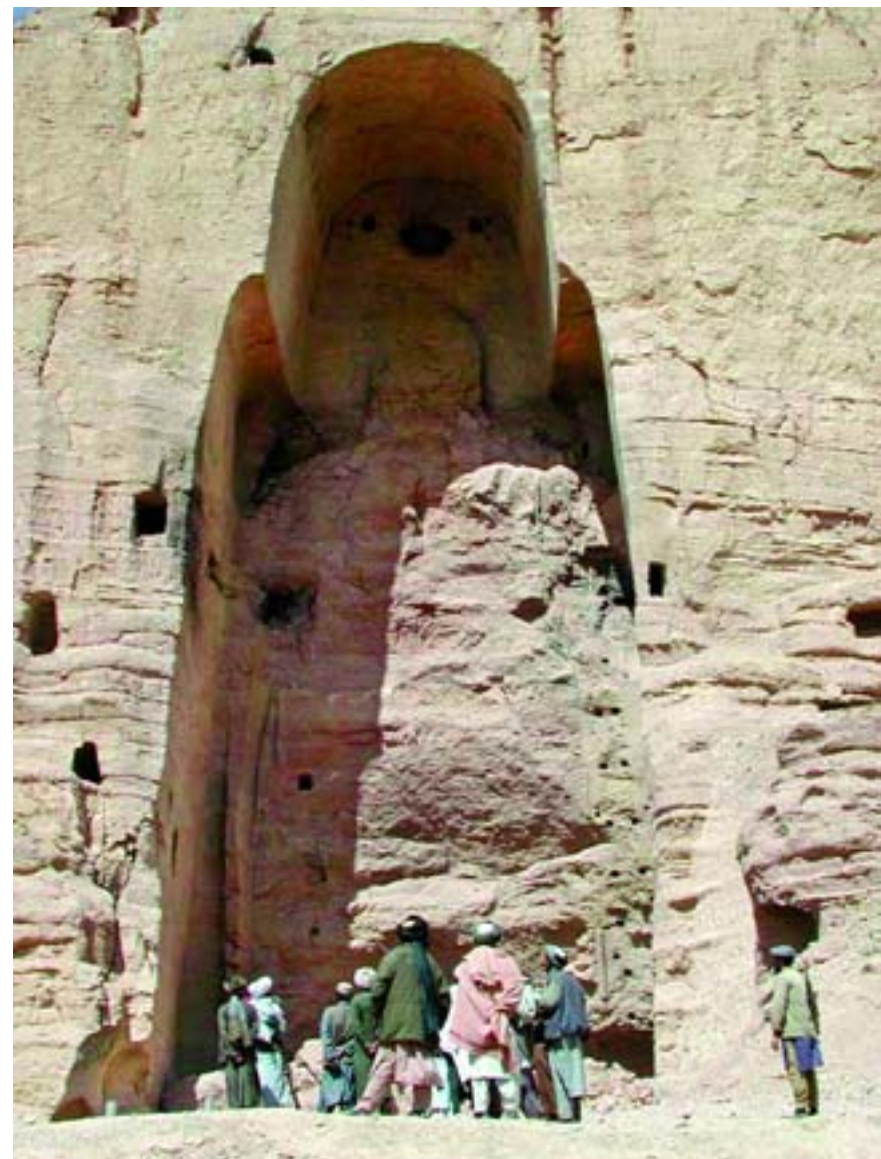
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Dedication

This book is dedicated to the world's Conservators, those men and women who work in the most difficult of environments and devote their lives to saving our most important world heritage sites, humankind's last remaining *Cradles of Civilization*.



Bamiyan Buddhas, Afghanistan



Message from the Executive Director

At this very moment, heritage sites around the world are being destroyed. In Guatemala, looters are hacking trenches into ancient Maya cities to steal artifacts. Thieves use chainsaws to steal the sacred Buddha of Nanchan Temple, one of China's most sacred sites. The aftershocks of a major earthquake collapse the few remaining walls of the legendary Bam citadel in Iran, while the famed monumental Bamiyan Buddhas of Afghanistan now lie in piles of rubble after dynamite blasting by the Taliban.

These are only a few of the threats that jeopardize the conservation of priceless archaeological sites in developing countries. Without the funding, expertise or infrastructure to adequately protect and preserve these cultural treasures, the remains of ancient civilizations, townscapes and monuments will be lost forever.

Global Heritage Fund (GHF) was founded to address this critical need in conservation. In a cooperative process, we partner with local institutions to create a conservation planning network. Our network of experts contributes the necessary scientific knowledge and technology, while our system of matching endowment grants encourages foundational support from both government and international donors. Through a symbiotic process of training, education, and advocacy, we encourage communities to create change internally. Our long-term goal is to catalyze sustainable conservation through managed economic development.

In *Saving Our Global Heritage*, you will visit some of the most endangered heritage sites in the world. These spectacular remains of ancient civilizations testify to the achievements of those who have gone before us. Please join us in working to preserve our common cultural inheritance for the enjoyment, education and enlightenment of future generations.

Jeff Morgan

Executive Director, Global Heritage Fund



Wat Phou, Laos

Foreword

Over the last decade I have been excavating the pre-historic site of **Çatalhöyük** in Turkey. But the excavation has only been a small part of our activities. A major concern has been conservation and the development and implementation of a long-term site management plan. The difficulties have been considerable but also absorbing, as the solutions are not always easy to see.

This experience has convinced me of the enormous need for independent global non-governmental groups that can spearhead new conservation initiatives and try to gain funding and support for heritage sites. The need is especially strong outside Europe in areas which have not tended to be the focus of traditional fund-raising bodies. In many parts of the world, governments find themselves very stretched in terms of resources, and unable to provide more than minimal protection, conservation, management and development for heritage sites. And yet the potential economic, social and cultural values from these monuments and cultural landscapes are immense.

Appropriately developed heritage sites can aid economic development through tourism, and they can be the focus for social and cultural identity. So it is very welcome to recognize a new organization devoted to global heritage that can assist heritage groups to break out of the downward spiral of low investment and low returns. Contributing to the development of cultural resources can reap major long-term social and economic rewards.

The challenge is to achieve sustainable site

management over the long term. Too often, investment in conservation and site development has had limited impact. The focus and commitment of heritage work need to be directed towards site management projects that are based in local and regional institutions so that durable systems of care can be established.

This is a key time for investment in global heritage. The rate of destruction of sites through erosion, looting, deep ploughing, housing expansion, gravel extraction, road building and the like is truly exponential. It is not too extreme to say that soon there will be few sites left to save. So the urgent challenge is to identify key sites that can act as examples of whole classes of sites that are threatened and are in the process of disappearing. This is a race against time, and there is a need for conservation bodies that can contribute to the impetus for change, helping to identify key sites at the critical time.

Heritage management has hopefully moved beyond the time when specialized decisions were imposed on sites with minimal consultation with local communities and with inadequate engagement with a range of different scientists. Today the emphasis is on dialogue between stakeholders and the engagement of multiple interests. One of the great strengths of the Global Heritage Fund is its commitment to building partnerships between a variety of different sectors. This is best achieved as a local process, tailored to specific problems and interests, but the general principle of consultation and partnership lies at the

heart of the overall strategy. This is a move towards a shared past.

The diverse global projects that Global Heritage Fund has embarked upon during the past year illustrate the theme of identifying conservation schemes that can contribute to development over the long term, by building partnerships at key sites. Selective, judicious investment in specific sites and landscapes can promote an upward cycle of regeneration and renewal.

Ian Hodder

Dunlevie Family Professor, Stanford University
Chairman, GHF Advisory Board



ÇATALHÖYÜK Research Project, Turkey

The Neolithic site of **Çatalhöyük** was first discovered in the late 1950s and is renowned due to the densely populated settlement's large size and spectacular artifacts, including wall paintings and other art objects. The first urban centre in the world (7000 BC), **Çatalhöyük** is an internationally important key for furthering understanding of the origins of agriculture and civilization. Since 1993 an international team of archaeologists led by GHF co-founder and Advisory Board member Dr. Ian Hodder has been carrying out new excavations and research.

Introduction

The Global Heritage Fund (GHF) was founded to address a critical need in world heritage conservation. Our goal is permanent protection of **GHF Epicenters** — the last remaining endangered cultural heritage sites in developing countries — through sustainable economic development for local communities.

Saving Our Global Heritage illuminates the rich history of the last remaining ancient archaeological and cultural heritage monuments around the world. GHF invites you on a journey through the developing nations of Asia, the Americas, Europe, the Middle East and Africa as we travel across millennia of history to the spectacular sites of our most important founding civilizations.

These *Cradles of Civilization* in the developing world are in grave danger of being lost forever. Without immediate action backed by world-class master planning, scientific conservation, technology, sustained training and site protection, these irreplaceable archaeological and cultural heritage sites will be destroyed. Many UNESCO World Heritage Sites, including those featured in this book, are threatened by looting, vandalism, erosion, natural disaster and unchecked urbanization.

Saving Our Global Heritage is one aspect of the important advocacy and outreach work Global Heritage Fund does to draw attention to the tragic obliteration of these precious resources. This collection is driven by a love for our shared ancient history and an appreciation of its invaluable lessons for the future in governance, technological progress, environmental destruction, and cultural, artistic, and intellectual development.

Faced with the daunting task of prioritizing site conservation based on our available resources, GHF consults with governments, communities and donors

from around the world to select **GHF Epicenters**. Guided by the GHF Advisory Board of conservation experts, GHF Epicenters receive critically needed funding, expertise and technology to drive focused scientific conservation and planning.

Our ancient monuments serve not only as a touchstone for humanity's history, but also as the engine for benefiting today's communities through sustainable tourism, job creation and economic development. We believe that the ambitious scope of conserving cultural heritage sites is a fitting homage to the original creation of these sites by our ancestors at the dawn of civilization.

MIRADOR BASIN Guatemala



TAURIC CHERSONESOS Ukraine



ASIF KHAN TOMB Pakistan



LIJIANG ANCIENT TOWN China



CHAVÍN DE HUÁNTAR Peru



GEDE Kenya



HAMPI India



MY SON SANCTUARY Vietnam



The loss of our world heritage is permanent and accelerating. What if you could save only three of Picasso’s masterpieces? How would you choose? In selecting **GHF Epicenters** for priority conservation, we face a similar dilemma.

Choosing **PIEDRAS NEGRAS** Guatemala



Twice a year, the GHF Advisory Board reviews nominations from conservation leaders around the world. Funding is available in three areas — master conservation planning, on-site scientific conservation, and training for site conservators.

The Mayan site of Piedras Negras was evaluated by the Advisory Board to determine site significance, funding needs, intervention

urgency and expertise of the on-site conservation team. Under threat of permanent flooding from a pending dam project in Mexico, Piedras Negras was determined to be at high risk of destruction. GHF has been working closely with the Lacandon National Park and the government of Guatemala to identify appropriate conservation measures and create an experienced team for saving the

site. GHF has also funded a one-hour documentary to be aired on national television to create public awareness for this famous *Cradle of Maya Civilization* where historians decoded the Maya language.



SAVING OUR ENDANGERED HERITAGE

Few countries in the developing world have the necessary funding, expertise, and infrastructure to provide professional conservation, planning and park services for world-class Global Heritage sites. Many of these nations still contend with the demands of day-to-day survival. Furthermore, national leaders may have little understanding of the tourism and economic potential of Global Heritage sites. The sites garner little notice as they are threatened by looters, unchecked urban development, and natural disaster. Once gone, they are gone forever.

We have a duty to help protect and conserve the remnants of once thriving civilizations. Many of these irreplaceable monuments provide never-before-understood glimpses into the formation of human civilization and how we have managed to survive through war, famine and environmental catastrophes. This is the grand tale of mankind’s perseverance, adaptability, and evolution: there is no greater tale save the origin of life or the universe itself.

Working in **ASIF KHAN, JAHANGIR COMPLEX** Pakistan



GHF is raising urgently needed funding for high-priority monument conservation at Asif Khan Tomb in Lahore, Pakistan. The site has not had conservation since 1849 and is in serious disrepair. GHF is leading development of the site's first master conservation plan and preservation of this unique Moghul tomb monument which represents the master architecture of the famed Moghul Emperor Jahangir.



Many archaeological heritage sites like the ones featured in this book are threatened by unplanned urban growth and unprecedented development pressures, causing the destruction of entire ancient towns, cultural landscapes, and ancient monuments.

THE THREATS

The daunting task of conserving our rapidly vanishing heritage is an ongoing challenge. Threats of destruction, neglect, urban encroachment, looting and vandalism are driven by seemingly unstoppable forces of modernization, urbanization and greed. The black market trade in ancient cultural artifacts is causing irreversible damage to our world heritage sites at an accelerating pace. The appalling Taliban destruction of Afghanistan's monumental Bamiyan Buddhas in 2001 is emblematic of the havoc that can be wreaked by political intolerance and warfare. Additionally, natural disasters such as the earthquake that recently destroyed the historic city of Bam, Iran in combination with the erosion of time require constant vigilance.

For the majority of Global Heritage sites there has been little or no investment available to help catalyze a process of economic growth and sustainable long-term conservation. The most effective way to build support and enforce protection is to demonstrate success – by establishing permanent legal protection and enforcement, through scientific planning and conservation, and by creating economic benefits at the community level.

THE OPPORTUNITY

The explosion of global tourism has brought travelers to cultural heritage sites across the developing world. Machu Picchu in Peru, for example, now generates

over \$400 million in tourism revenues from more than 300,000 annual visitors. Angkor Wat has brought millions of visitors to Cambodia in just ten short years, the single most important industry for this emerging country. **GHF Epicenters** all have similar potential to bring long-term, sustainable economic opportunities to the countries and communities where we work. The timing for a new concerted approach to conservancy and for direct support and involvement in saving our global heritage is critical.

The cultural legacy of ancient civilizations is for all of us to cherish. What knowledge and inheritance will we pass on to our children? By building a network of partners and providing timely funding and expertise in conservation, we protect and preserve our cultural heritage. By building networks of conservation teams, we create the foundation for cultural exchange and appreciation. By constructing a framework for sustainable tourism, we stimulate economic activity and alleviate poverty. By preserving major archaeological sites and thus the surrounding natural forests and biospheres, we leave world-class parks and preserves for enjoyment, knowledge and research — legacies for future generations. With these goals in mind GHF invites you to join us in working to preserve and protect our common cultural inheritance.

CASE STUDY MIRADOR BASIN, GUATEMALA

GHF has led efforts to coordinate support from government and international conservation groups and create a new conservation model for large-scale permanent protection of 525,820 acres of pristine tropical rainforest surrounding the most extraordinary Preclassic Maya archaeological sites in Mesoamerica. Designed as a road-less wilderness preserve, this *Cradle of Maya Civilization* includes two of the oldest and largest pyramids in the Maya world, as well as Central America's last major jaguar habitat.

THREATS

Habitat loss through uncontrolled logging and slash-and-burn agriculture is the greatest threat to Mirador Basin's biodiversity. New roads, logging concessions, oil exploration projects and migrant populations have detrimentally affected the rainforest, and caused a dramatic increase in looting of site artifacts.

TECHNOLOGY

GHF sponsored FARES conservation of the oldest known standing building in the Maya world, the crumbling Structure 34 and its monumental sculptures. World-class consolidation and advanced UV polycarbonate roofing designed by Boeing engineers helps to protect these delicate Preclassic Maya stucco sculptures from the elements as conservation work proceeds.

PEOPLE

Substantial funding has been raised for an integrated program of archaeological conservation and research, park rangers, forestry management and security, ecotourism guide operations, and nature and wildlife conservation. Advocacy efforts continue to urge UNESCO to designate Mirador Basin as a World Heritage Site.



Looter trenches are hacked into unprotected archaeological sites by vandals in search of cultural antiquities. Approximately \$5–10 million in stolen artifacts are smuggled from northern Guatemala each month.



Top image — El Mirador before proactive conservation efforts.

Bottom image — GHF sponsored conservation technology includes roofing to protect Preclassic Maya monuments.



Mirador Basin provides immediate job and training benefits to hundreds of families from the surrounding community, enabling long-term employment in conservation and park services.

A founding tenet of GHF conservation methodology is protecting the monuments and ruins of earlier cultures to preserve the past while providing a long-term asset for emerging tourism under planned conservation and development.

A NEW INTERNATIONAL FORCE FOR HERITAGE CONSERVATION

Global Heritage Fund is pioneering a new philosophy combining cultural preservation of ancient world heritage sites with modern economic benefit creation for impoverished communities based on free-market capitalist principles. This approach requires sensitivity for the fine balance between the necessity of continued economic development and wealth creation with the preservation of what is unique or essential about a country's ancient civilizations. It is this balancing act that we believe makes GHF unique in fulfilling one of humanity's most important, yet neglected, responsibilities — preserving the treasures of our past for future generations.

GHF focuses on results at each stage of our work in direct partnership with local communities to build their institutional capacity and opportunities for economic development. As well, GHF energizes an international network around each site, integrating the efforts of multiple agencies, institutions, NGOs, governments, universities, financial institutions, individual donors, scholars, and conservation managers in a seamless and supportive manner.



GHF Conservation in **CHAVÍN DE HUÁNTAR** Peru



In concert with GHF Partners Instituto de Cultura, Peru (INC) and Stanford University, GHF is providing classroom and on-site training of local people in conservation work for the site's long-term preservation. In the last year, GHF also undertook emergency conservation for an entirely new ancient city that was discovered last year during the construction of a new road. An international team was mobilized to provide excavation, protection and conservation expertise.

Master Conservation Planning in **LIJIANG ANCIENT TOWN** China



Initial GHF conservation work in Lijiang Ancient Town focused on the completion and approval of a world-class Master Conservation Plan (MCP) designed to assist the Chinese government in safeguarding this irreplaceable UNESCO World Heritage site. GHF then established the Lijiang Epicenter Trust in 2002 as a matching co-investment to fund and manage conservation of two hundred (200) poverty and low-income ancient Naxi family residences in the Core and Protected Areas.



CYCLE OF SUCCESS

Global Heritage Fund uses a three-fold approach to successful world heritage conservation:

1. Preservation by Design
2. Global Heritage Network (GHN)
3. GHF Epicenter Trusts

PRESERVATION BY DESIGN

GHF monitors the status of conservation of more than one hundred Global Heritage sites in developing countries. Twice each year, the GHF Advisory Board uses a rigorous nomination and selection process to select the most critically endangered **GHF Epicenters** where our expertise, funding, technology and training will have the most beneficial impact

GHF Epicenters are then engaged over a multi-year accelerated conservation program based on our proprietary *Preservation by Design* methodology encompassing:

- Master Conservation Planning
- Conservation Science and Training
- High-Priority Monument Conservation
- Advocacy and Tourism Development

Global Heritage Fund's unique approach takes each **GHF Epicenter** through a rigorous conservation lifecycle

CYCLE OF SUCCESS



using the power of our Global Heritage Network (GHN) to bring critically-needed science, technology, and expertise directly to each **GHF Epicenter**.

GHF's collective effort mitigates the burden of a single party (be it a country's government, a specific segment of the private sector, an individual donor, or a bureaucratic agency) carrying the responsibility for the overall preservation of world heritage. *Preservation by Design* integrates planning, conservation, training, research, museum interpretation, effective fiscal management, and quality assessment across a multi-year accelerated conservation effort.

A designated **GHF Epicenter** receives months of professional conservation training and effective site-specific knowledge-sharing. GHF works with each country's government and private sector to multiply funding, leverage partners, and develop advocacy and outreach efforts for site conservation and sustainable tourism development.

GHF works with a proactive, community-based conservation approach that directly addresses economic imperatives while maintaining the highest international standards with our *Preservation by Design* methodology. GHF conservation extends beyond the practical tools and techniques commonly used to excavate and preserve archaeological sites and ancient townscapes. It encompasses the entire horizon of lifecycle planning, conservation, advocacy, and community-based economic development necessary for long-term sustainable success.

Partnering for Success **MY SON SANCTUARY** Vietnam



GHF partnerships with the UNESCO World Heritage Centre of Asia Pacific and the Lerici Foundation are bringing urgently needed funding and expertise to conservation of the only major archaeological site in Vietnam showcasing 2000 years of settlement by the Champa Kingdom. GHF funding is restoring the E and G Groups of temples and providing GHN technology for mapping and GIS of the site.



Backed by the GHF Advisory Board, the Global Heritage Network brings needed science, technology and expertise from around the world to developing countries.

GLOBAL HERITAGE NETWORK (GHN)

The Global Heritage Network brings together critically-needed expertise, technology and international best practices in conservation science, master planning, archaeological research and site development for each GHF Epicenter.

GHN COMPONENTS

CONSERVATION SCIENCE

Preservation by Design methodology

GHF ADVISORY BOARD

Worldwide experts in heritage conservation

PRESERVATION TECHNOLOGY

Applications and systems

MASTER CONSERVATION PLANNING

Early-stage investment in expertise

LEADERSHIP DEVELOPMENT

Conservation Leadership Institutes (CLIs)

GHN provides a turn-key conservation and planning infrastructure and network for each GHF Epicenter, including the necessary hardware, software, and expertise to make effective use of appropriate technology for conservation, planning, mapping, geographic information systems (GIS), architectural design, heritage

project management, archaeological research, and materials science.

The Global Heritage Network provides professional expertise based on a robust, collaborative, international technology platform geared to maximizing the best practices of the evolving science of conservation from throughout the world. The GHN platform is the foundation for future thinking and best practices for world heritage conservation. It enables GHF to transcend the traditional dynamics of limited supply and demand for major heritage conservation projects in currently under-developed countries with fewer resources and investment for conservation. GHN provides a model not only for GHF Epicenters, but other endangered world heritage sites and their conservation teams in developing countries.

GHF Epicenter Trusts solidify matching funding from government, local and international donors, and establish a managing board of directors for accountability and quality assessment at each site.

GHF EPICENTER TRUSTS

GHF Epicenter Trusts leverage GHF's initial site investments to have long-term impact in conservation. Replenishing trusts reinforce the mindset that conservation is an on-going obligation, not a one-time burden that weighs on a single generation. Instead of bestowing one-time grants, GHF establishes ongoing regional loan programs for site conservation and future sustainable development. These elements work together to create a strictly mandated permanent and replenishing trust. By consecrating a long-term cultural awareness of the historical significance and economic benefit of conservation projects, an enduring horizon is created that binds the past, present, and future generations of any given culture.

GHF's unique combination of a proprietary scientific *Preservation by Design* methodology, a dynamic Global Heritage Network of expertise and technology, and the innovative *GHF Epicenter Trusts* work together to ensure the long-term protection of world heritage sites. It is Global Heritage Fund's goal to fundamentally change behavior and policy around the world to secure the protection of our greatest historical treasures for future generations.



2

- 1 Pskov, Russia
- 2 Gede, Kenya
- 3 Hampi, India
- 4 Tripoli, Lebanon
- 5 Anjar, Lebanon



5

PROTECTING OUR PAST FOR OUR FUTURE

The devastation of Global Heritage sites continues worldwide. Hundreds of looter trenches are destroying the earliest pre-classic Maya center of El Tintal. Utter neglect reigns across most of the 100-acre Ancient City of Tauric Chersonesos in the Ukraine. The U.S. bombing of Vietnam's My Son Sanctuary during the Vietnam War has irreparably damaged the only major archaeological site in Vietnam. More recently, nightly news has brought to everyone's living room the recent looting of Iraq's earliest *Cradles of Civilization* like Nineveh, Nimrud and Umma. Such unchecked destruction of the world's most important ancient heritage sites kindles a deep anxiety in our conscience, and awakens a compelling need for action to stem the tide of such unwarranted rapacity.

Our last remaining *Cradles of Civilization* embody the most important lessons learned from humankind's storied history of governance, war, and evolutionary practice. Our cultural memory serves as a testament to the skill, passion, and power of ancient people, and their architects and engineers who built the impressive monuments of the past. Our historical monuments are becoming an endangered legacy — crumbling testaments to the impressive riches in technology, architecture, science and art of our ancient civilizations. Global Heritage Fund was founded to address this critical need to protect and preserve the most endangered world heritage sites in developing countries.