



3RD ANNUAL UNLISTED CONFERENCE
APRIL 18, 2013 › 4 PM - 7 PM

**“CULTURAL HERITAGE IN DIGITAL MEDIA:
CONVERSATION FOR CONSERVATION,
SUSTAINING GLOBAL STORYTELLING ONLINE”**

MARCONI UNIVERSITY › SALA VITTORIA COLONNA
VIA VITTORIA COLONNA, 11 - ROME, ITALY

HOST INSTITUTIONS:

- › THE AMERICAN INSTITUTE FOR ROMAN CULTURE
 - › MARCONI UNIVERSITY
 - › MINISTERO PER I BENI E LE ATTIVITÀ CULTURALI
- › U.S. DEPARTMENT OF STATE (U.S. EMBASSY IN ROME)



MINISTERO
PER I BENI E
LE ATTIVITÀ
CULTURALI



3RD ANNUAL UNLISTED CONFERENCE

APRIL 18, 2013



PREMISE

In light of contemporary conflicts of war and political upheaval, economic crises, growth in international tourism, and rapid urban expansion that threaten heritage sites, new and innovative ways must be found to engage the public in order to more effectively conserve the past while increasing the accessibility and visibility of sites around the world. In recent years, the labeling of certain sites has brought greater attention to conservation and increased funding for a few, select sites (e.g., UNESCO world heritage list, WMF watch list) but at the cost of the thousands of significant sites that do not benefit from special labels or increased funding. The vast majority of the world's archaeological sites are, in short, **unlisted and undervalued by the current scheme**.

PURPOSE

In response, in 2011 the American Institute for Roman Culture, in cooperation with the Italian Ministry of Culture, General Directorate of Management and Promotion of Cultural Heritage (with then-director Mario Resca), launched 'Unlisted' – an annual forum and conference aimed at re-conceptualizing the way archaeological conservation is practiced. The principal aim of the conference is to bring together a diverse array of experts and organizations to create **sustainable** models for archaeological conservation and site development and engage the public at large that ultimately will decide the fate of cultural heritage. Recognized authorities on conservation, archaeology, business, economics, media and law have signed on to be members of this diverse and unique forum.

THEME FOR 2013: "CONVERSATION FOR CONSERVATION"

How is it possible to foster sustainable support for archaeological cultural heritage and make contributions with lasting impact?

Through engaging and involving a wider, more diverse community—the public at large—beyond the usual expert academic and scientific circles.

It is essential to tell a good story on a global level in an accessible manner through the various channels of digital media (e.g., FB, Twitter, Instagram), to foster conversation. This dialogue, in turn, leads to action, having a direct beneficial effect on sites and monuments because of the broad range of people and organizations involved through lasting partnerships and participation.

"Conversation for Conservation" will have a lasting, sustainable impact on the historic preservation of archaeological sites.

FORMAT

Each session will include 15 minutes per speaker, followed by open discussion. After the 3 sessions, there will be a



3RD ANNUAL UNLISTED CONFERENCE

APRIL 18, 2013



INVITED PARTICIPANTS

Mass Media

- **Stephan Faris**—TIME Magazine Correspondent based in Rome

Visual Storytelling

- **Darius Arya**—AIRC documentary films, online videos/website rebuild to accommodate videos, Kickstarter online documentary project *Digging History*
- **Nicolee Drake**—Professional photographer based in Rome with over 150,000 Instagram followers
- **Erica Firpo**—Freelance writer, social media consultant
- **Sam Horine**—Professional photographer based in NYC with over 217,000 Instagram followers
- **Brent Huffman**—Documentary film maker and professor at Medill - Northwestern University, currently producing Kickstarter documentary project *The Buddhas of Mes Aynak*

Engaging a Global Audience and Funding

- **Fondazione Sorgente**
- **Nexus Mundi Foundation**

Engaging a Global Audience Through Digital Media

(*FB, Twitter, Instagram, iPetition, Kickstarter*)

- **Roundtable discussion with invited participants**—Case studies, e.g. “Saving the Gladiator Tomb”

FOR MORE INFORMATION

Contact info@romanculture.org or visit romanculture.org



**THE AMERICAN INSTITUTE
FOR ROMAN CULTURE**
www.romanculture.org