



## H2CU e-newsletter

July 2017

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Please submit news and events to the H2CU newsletter  
h2cu.newsletter@gmail.com

## World Heritage Studies events in NY



### WORLD HERITAGE STUDIES



FORDHAM UNIVERSITY  
THE JESUIT UNIVERSITY OF NEW YORK



SAPIENZA  
UNIVERSITÀ DI ROMA



United Nations  
Educational, Scientific and  
Cultural Organization



UNITWIN Network in  
Global Pharmacy  
Education Development

This month, international activities organized by H2CU will be held in New York City, USA.

In particular, the *World Heritage Studies* project will be carried on with two different events, aimed at corroborating the academic and research collaborations between participants: the Workshop and the Summer School.

## THE WORKSHOP

Italian Cultural Institute, NYC

17<sup>th</sup> July 2017

9:00 - 12:00

The stringent requirements in cultural heritage preservation and the emerging use of new solutions for consolidation, recovery, rehabilitation, re-functionality and energy retrofit of historic buildings, represents a new professional path required by the real world market.

Humanities focus is also dedicated to the preservation of ancient oral traditions from the Middle Ages by highlighting new dimensions of intangible cultural heritage such as the magic dimension, the power of rituals, the charms of liturgy, science, medicine, etc.

In this view, the workshop will deal with these threefold perspective of preserving cultural heritage for the future generations.

### Program

9:00 – 9:40 Morning arrivals – Registration

9:40 – 10:30 Plenary session – Welcome speeches

- Francesco Genuardi, Consul General of Italy in New York
- Giorgio Van Straten, Italian Cultural Institute Director
- Matthew M. McGowan, Dept. of Classical Language and Civilization, Fordham University
- Lucio Ubertini, H2CU Director, UNESCO Chair holder

10:40 – 12:00 Plenary session – Morning Keynotes

- Presentation of the Master Degree Investigations
- 10:40 – 11:00 Orality and Cultural Heritage, *Franco De Vivo, University of Cassino*
- 11:00 – 11:20 Structural strengthening and rehabilitation of historic buildings, *Marco Savoia, University of Bologna*
- 11:20 – 11:40 Digital heritage. Cultural communication through digital technologies, *Umberto Longo, University "La Sapienza" of Rome*
- 11:40 – 12:00 Energy efficiency and environmental sustainability in historical buildings, *Anna Laura Pisello, University of Perugia*

## THE SUMMER SCHOOL

Fordham University, NYC

17<sup>th</sup> -29<sup>th</sup> July 2017

### COURSES, for international students:

#### Orality and Cultural Heritage: Magic and Charms in the Medieval Germanic Tradition

by Franco De Vivo, University of Cassino, and Eleonora Cianci, University of Chieti-Pescara

Topics: Oral traditions as intangible cultural heritage; The magic dimension; Defining a charm; The uses of charms in different contexts and traditions; The power of rituals; Preserving Intangible Heritage; Case study: "Three Good Brothers charm".

#### Structural strengthening and rehabilitation of historic buildings

by Marco Savoia, University of Bologna, and Anna Saetta, University IUAV Venezia

Topics: Historic masonry structures, quality and testing; Damage states in masonry buildings after earthquakes and safety assessment methods of historic buildings; Criteria and technologies for rehabilitation of historic masonry buildings; Overview of preservation problems in contemporary historic reinforced concrete buildings; Homework on seismic vulnerability assessment.