



WORLD MONUMENTS FUND

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WORLD MONUMENTS FUND LAUNCHES NATIONAL PROGRAM IN PERU

MARCELA PEREZ DE CUELLAR TO LEAD COMMITTEE FOR CONSERVATION OF PERU'S HERITAGE SITES

TO INAUGURATE NEW PROGRAM, WORLD MONUMENTS FUND ANNOUNCES \$1 MILLION GRANT TO HUACA DE LA LUNA, LARGEST WMF AWARD MADE IN LATIN AMERICA

For Immediate Release—Lima, Peru, April 5, 2010...Bonnie Burnham, President of the World Monuments Fund (WMF), announced today that WMF is launching a national program in Peru, under the leadership of Marcela Perez de Cuellar, the wife of former UN Secretary General Javier Perez de Cuellar and a resident of Lima. On the occasion of this announcement, WMF is also announcing the award of \$1 million to Huaca de la Luna, one of the most significant Moche ceremonial complexes in Peru.

“This is the biggest funding award we have made in Latin America to date,” said WMF President Bonnie Burnham. “Huaca de la Luna is an important project and a good model for demonstrating how the disciplines of archaeology, conservation, and sustainable tourism development can all be integrated. World Monuments Fund has been working in Peru for more than ten years and we think this is the right time to establish a more formal presence. Under the able leadership of Marcela Perez de Cuellar, the WMF Peru Committee will help oversee our current eight projects in Peru, fundraise for future ones, and broaden our outreach not only in Peru but eventually throughout South America.”

“I am pleased to lead the launch of the Peruvian Committee,” said Mrs. Perez de Cuellar. “I have been involved with the World Monuments Fund for several years, and we have worked together to raise the funds for beautiful and important churches at Huaru and Andahuaylillas. These projects are both an economic and cultural contribution to the local communities and have huge impact. I am looking forward to focusing more people’s attention on how important it is to preserve our great monuments, and how satisfying it is to be involved in this activity.”

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Huaca de la Luna, or Temple of the Moon, is part of the ancient Moche capital in northern Peru and has yielded important archaeological discoveries. The Moche civilization developed great religious complexes (huacas) formed by structures that grew over time as the result of successive entombments. By filling in and covering the older structures with mud bricks, Moche architects created fresh platforms on which they built their new constructions, often decorated with polychrome friezes.

Built of millions of adobe (mud-brick) blocks between the first and eighth centuries AD, Huaca de la Luna underwent at least six construction phases spanning almost 600 years. Its enormous platforms are connected to four plazas located at various levels, and had covered-in patios and enclosures connected by corridors and ramps. Some of the enclosures were roofed and embellished with murals painted in striking colors. The exterior murals faded after 1000 years of weathering, but a good portion of the decorative finishes still reveal evidence of rich color.

After the fall of the Moche civilization, the huacas were partially occupied by the Chimú until the 15th century when the region fell under the control of the Inca. As a result of the Spanish conquest, these ceremonial sites were abandoned in the 16th century. For the next four centuries, they lay exposed to the elements, damaged by wind erosion and the effects of El Niño. The adobe structures deteriorated and the upper-most platforms and decorative elements were lost.

WMF began working at Huaca de la Luna in 2001, collaborating with the Patronato Huacas del Valle de Moche, the organization that co-manages the archaeological project with the National University of Trujillo. This public-private partnership includes such institutions as the Backus Foundation, the Trujillo Provincial Municipality, the National Institute of Culture, the Public Treasury of Peru (Fondo Empleo), the Presidency of Peru, and the Fondo Contravalor Perú-Francia. This successful collaboration has conserved the site and developed a cultural tourism management plan that has included job creation, craftsmanship training, and economic development. The project has been organized into three major components: archaeological research; hands-on conservation, including professional training in earthen conservation; and management of the site, including interpretation and tourism development. The conservation work has focused on structural consolidation and cleaning, color and surface stabilization, drainage, protective covers, documentation, and monitoring of previously excavated and conserved areas.

The balanced excavation, conservation, and interpretation strategies applied at Huaca de la Luna have already exponentially increased local and international tourism, bringing economic development and job opportunities to the local communities. The site has also received international recognition—in 2004, it was named one of the 11 best-managed sites in Iberian-

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America by Spain's Ministry of Industry, Tourism, and Commerce and, in 2006, it received the IV Reina Sofía Award for Conservation and Restoration. With this new grant of \$1 million, WMF will continue to work closely with its local partners over the next three years to conserve and interpret for the public the temple façade and main plaza, create a research center for earthen architecture, organize a workshop on protective covers, and conduct conservation training. WMF will also help develop an integrated management plan to support the inscription of Huaca de la Luna as a UNESCO World Heritage Site, an official designation that would acknowledge to the world the extraordinary importance of this heritage site.

World Monuments Fund

World Monuments Fund is the leading independent organization devoted to saving the world's most treasured places. For over 45 years, working in more than 90 countries, its highly skilled experts have applied proven and effective techniques to preserve important architectural and cultural-heritage sites around the globe. Through partnerships with local communities, funders, and governments, WMF inspires an enduring commitment to stewardship for future generations. Headquartered in New York City, WMF has offices and affiliates worldwide. For additional information: www.wmf.org

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