

Milestones

FALL 1995

World Monuments Watch

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American Express Company Gift Launches International Program to List and Protect Sites

With a \$5 million lead grant from American Express Company WMF proudly announces the establishment of the World Monuments Watch, a major new program aimed at identifying and preserving the world's most important endangered cultural landmarks. The August 4, 1995 kick-off took place at a luncheon hosted by Harvey Golub, Chairman and Chief Executive Officer of American Express, and attended by company executives Cornelia Higginson, Jonathan Linen, Mary Beth Salerno and Thomas Schick, and WMF trustees Bonnie Burnham, Marilyn Perry, Peter Stern, and Robert Wilson.

The \$5 million grant is the largest that American Express has ever awarded to an organization and the largest single grant that WMF has ever received. Since 1988, American Express has been a major sponsor, supporting WMF programs in Cambodia, the Czech Republic, Italy and Spain and publications—a special edition of *The American Express Pocket Guide to Venice* to celebrate WMF's 20th anniversary, *Saving Our Past: A Race Against Time* on the

occasion of its 25th anniversary and *Trails to Tropical Treasures: A Tour of ASEAN's Cultural Heritage*, a joint effort with U.S./ICOMOS.

The World Monuments Watch will target selected sites for immediate action, to call attention to the need for innovative approaches to protect threatened sites throughout the world. The World Monuments Watch emphasis on sites in danger of imminent collapse or severe damage caused by acts of man or nature distinguishes it from other cultural property listings.

The List of 100 Most Endangered Monuments

At the heart of the World Monuments Watch is an inventory of sites nominated each year by governments, private organizations active in the field of heritage conservation and concerned individuals. Each year, the World Monuments Watch will convene an advisory panel of international experts to evaluate the nominated sites and select the annual *List of 100 Most Endangered Monuments*. The advisory panel will also make initial recommendations for financial assistance.

World Monuments Watch Fund

The *World Monuments Watch Fund* is comprised of donations and grants from corporate, individual and foundation sponsors. WMF will award *World Monuments Watch Fund* grants each year to sites selected from the *List of 100 Most Endangered Monuments*. Grant awards will support activities such as strategic planning, emergency and technical assistance, educational and local fund raising programs and conservation treatment.

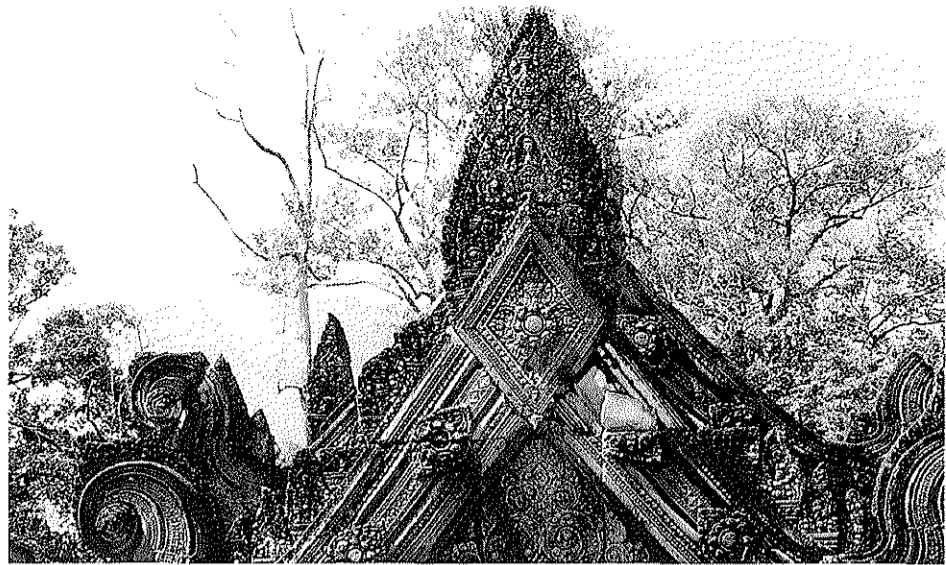
Approximately \$1 million per year will be distributed in grants within the first five years of the program (1996-2000) as a part of American Express's pioneering grant. World Monuments Fund will also seek contributions to the fund from other sponsors. An annual spring fundraising gala will coincide with the announcement of the *List of 100 Most Endangered Monuments*.

Site Selection

The World Monuments Watch will consider the diversity of cultural sites, including historic structures, groups of buildings and historic districts,



Present at the announcement on August 4, 1995 of the American Express Company grant for the World Monuments Watch (left to right): Cornelia Higginson, Vice President, American Express Philanthropic Program; Robert W. Wilson, Vice Chairman and Treasurer, WMF; Harvey Golub, Chairman and Chief Executive Officer, American Express; Mary Beth Salerno, President, American Express Foundation; Bonnie Burnham, Executive Director, WMF; Marilyn Perry, Chairman, WMF; Jonathan Linen, Vice Chairman, American Express; Thomas Schick, Executive Vice President, Corporate Affairs and Communications, American Express; and H. Peter Stern, Vice Chairman, WMF.



WORLD MONUMENTS FUND



WORLD MONUMENTS FUND

Evidence in 1993 of vandalism at Banteay Srei, a remote 10th-century Angkor temple complex, coincided with the appearance of architectural elements from the site on the international art market. WMF assisted the Cambodian government in protecting the site by conducting a security survey and submitting recommendations for a protection plan.

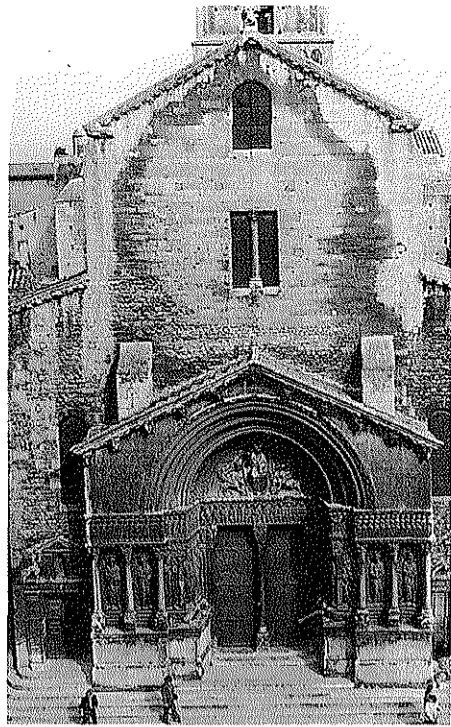
archaeological sites and cultural landscapes. Movable artifacts and works of art integral to an architectural context are eligible.

Both public and privately owned sites are eligible for listing, but ownership status may affect the ability to receive financial support from the *World Monuments Watch Fund*, depending on the laws of the country in question.

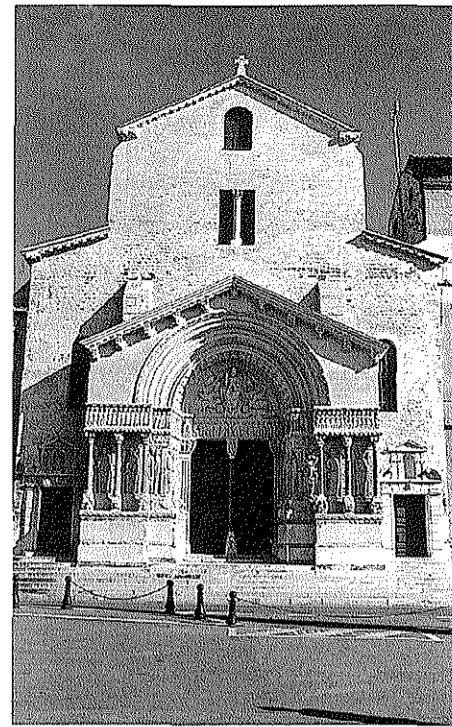
Selection of sites for the *List of 100 Most Endangered Monuments* will be based on three criteria:

urgency: the need for immediate intervention, which will be ranked according to the following categories:

1. a disaster has occurred, such as natural catastrophe, collapse or extreme deterioration;



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CITY OF ARLES

In 1987 WMF and the City of Arles began an international partnership to clean and conserve the facade of the Primatial Church of St. Trophime. The resulting stone conservation studies and conservation program developed with WMF assistance address the global problem of stone disease caused by air pollution.

2. a disaster is imminent, due to an absence of conservation measures or the planned introduction of factors known to be harmful;
3. a pattern of deterioration is evident which, if not addressed and reversed through proper corrective measures, will inevitably lead to loss; and
4. a long-range implicit danger exists that can be prevented through planning or minimal intervention now.

viability: the feasibility of proposed remedies to the threat(s) endangering the site. Indication that there is a practicable plan to implement the proposed remedies or that an appropriate plan could be constructed.

significance: the intrinsic artistic and/or historic importance of a site within its cultural context as evidenced by

local landmarks listing, national monument status, or World Heritage designation.

An Open Call for Nominations
Requests for nomination forms should be addressed to WMF headquarters in New York or the offices of its affiliates abroad. Any preservation organization, whether public or private, international or local, is eligible to nominate sites to the World Monuments Watch.

Imperiled sites are entered into the World Monuments Watch inventory as the nominations are received. In order to be eligible for the 1996 List, however, nominations must be received by January 15.

All correspondence about the World Monuments Watch should be directed to the World Monuments Fund, 949 Park Avenue, New York, NY 10028. Tel: 212.517-9367. Fax: 212.517-9494.

World Monuments Fund in Britain

The past year has been a busy and exciting time for World Monuments Fund in Britain, whose London office was established in St. James's Place, in September 1994. The establishment of WMF in Britain confirms the need for such a conservation body in the U.K., where WMF's newest affiliate can dovetail its work with many of the respected heritage bodies—private and public—already active here.

The new affiliate was launched with two events—both at Spencer House, the great 18th-century town palace in St. James's, itself a model of

enlightened restoration. Both events were given jointly with the Directors of Spencer House, to whom we are very grateful. We were delighted by the warm welcome and support we received on both occasions from so many friends and colleagues from the world of heritage who attended.

The first event took place on February 28, 1995. Two lectures, presented by our chairman, John Julius Norwich, and a trustee, Colin Amery, gave us a wonderful opportunity to explain the history and work of the World Monuments Fund and to discuss the two projects adopted by WMF in Britain, the Albert Memorial in London and St. George's Hall in Liverpool. Dinner in the Great Room at Spencer House followed. We were honoured by the presence of HRH, The Prince of Wales, at the second occasion, on March 28. Three presentations on WMF projects, including a wonderful talk on St. George's Hall by Colin Amery, were enthusiastically received. John Sanday, WMF's project director at Angkor, flew from Cambodia especially to be with us that afternoon.

Over the past year our Board of Trustees has increased from three to fourteen and we are more than



WORLD MONUMENTS FUND IN BRITAIN

WMF in Britain Trustees and friends at the first launch event at Spencer House on February 28, 1995. From left to right, back row: Stephen Jones, Director Spencer House Ltd; Bonnie Burnham, Executive Director WMF; Colin Amery, Trustee; Simon Jenkins, Trustee; Carla Powell, Trustee; Marilyn Perry, Chairman WMF; Raymond Seitz, Trustee; Victoria Agnew, Director, WMF in Britain. Front row: John Julius Norwich, Chairman, WMF in Britain; Caroline Seitz; Clive Gibson, Founding Chairman, WMF in Britain.

grateful for their interest and commitment to our endeavours. Representing the arts, architecture, heritage, business, politics and journalism, they provide a wealth of experience, advice and guidance on the development of WMF in Britain and on the selection of projects. The Board of Trustees comprises: The Hon. Clive Gibson, Founding Chairman; The Rt. Hon. The Viscount Norwich, Chairman; Mr. Colin

Amery; The Hon. Raymond Seitz; Lady Powell; Mr. John Fairbairn; Mr. Simon Jenkins; Mr. Christopher Gibbs; Mr. Max Ulfane; Mr. James Sherwood; Mrs. Mortimer Sackler; The Rt. Hon. the Baroness Rawlings; Mr. John Spearman and Mrs. Rupert Hambro.

Victoria Agnew,
Director, World Monuments Fund in Britain



WORLD MONUMENTS FUND IN BRITAIN

The launch of WMF in Britain on March 28, 1995 at Spencer House: HRH, The Prince of Wales and The Rt. Hon. The Viscount Norwich—Chairman of WMF in Britain.

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New WMF Trustees

The Board of Trustees of the World Monuments Fund welcomes four distinguished new members:

W. L. Lyons Brown, Jr. is the former Chairman and Chief Executive Officer of Brown-Forman Corporation, Louisville, Kentucky. Mr. Brown is a member of the President's Advisory Committee for Trade Policy and Negotiations, the Trustees' Council of the National Gallery of Art and the Board of Trustees of the Winterthur Museum. He is also a member of the Board of Directors of the Pennzoil Company, the Board of Directors of Westvaco Corporation, and the Advisory Board of Bessemer Holdings, L.P.

Louise Grunwald is Co-Chairman of the Visiting Committee of the Egyptian Department of the Metropolitan Museum of Art, a trustee of the New York Public Library and the Friends of Art and Preservation in Embassies, and member of the Metropolitan Opera Association.

Jonathan S. Linen is Vice Chairman of American Express Company. Mr. Linen is also President of the Board of Trustees of The Gunnery School, and a member of the Council on Foreign Relations, the American Red Cross, the U.S.-Japan Business Council and the World Travel and Tourism Council. Mr. Linen is a trustee of the National Urban League.

Samuel C. Miller is the Director Emeritus of The Newark Museum. Under Mr. Miller's tenure from 1968-1993, the architect Michael Graves designed the Master Plan, which received national and international acclaim and resulted in the museum's renovation and expansion. He is founding director of the American Friends of the Sir John Soane Museum in London, and a member of the Art Committee of the Port Authority of New York and New Jersey and the International Council of Museums.

Correction

WMF greatly regrets the omission of Abe and Sally Magid from the list of WMF donors that appeared in the previous issue of *Milestones*. The Magids are long-standing donors to WMF's Jewish Heritage programs. Sally Magid has provided generous time as a volunteer researching the preservation needs of synagogues in the United States. We apologize for this oversight.

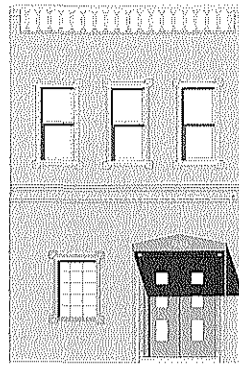
Rebecca Anderson
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Design Consultant

Thames Printing, Norwich, CT
Printing

WMF welcomes individual donations. Members contributing \$100 will receive a complimentary copy of *Easter Island: The Heritage and its Conservation*. All contributors receive a subscription to *Milestones*.

A Monumental Move



On August 4, 1995, WMF moved to its new headquarters at 949 Park Avenue, New York, N.Y. 10028. Allanbrook Benic Czajka Architects & Planners reconfigured the interior, designed new fittings and furnishings and guided the construction process to completion in a miraculous two months. Please note that WMF's telephone number, (212) 517-9367, is unchanged. The new fax number is (212) 517-9494.

WMF Expands Staff

WMF extends a warm welcome to its new staff members:

Martha Flach, a 1994 graduate of Columbia University's Graduate program in historic preservation, has joined the staff as *Photo Archivist*. Since 1994 she has been an indispensable member of WMF's part-time staff.

Kirstin Sechler is *World Monuments Watch Program Assistant*. A 1994 graduate in architecture from Pennsylvania State University, she was a U.S./ICOMOS intern this past summer in the Republic of Lithuania.

Susan Sherwood has been appointed *Director of Research*. She comes to WMF after a distinguished tenure at the U.S. National Park Service, where she conducted the Cultural Resources Acid Rain Research Program since 1980.

Angkor T-shirts Support WMF Programs

Angkor T-shirts, of pre-shrunk 100% cotton, are \$20 each and available only through WMF. All proceeds support WMF's worldwide programs. Designs appear on the front, with the WMF logotype in red on the back.

To order, please use the reply coupon below and specify design and adult size: Apsaras (M only), Lotus King (M or L), Warrior in Chariot (M, L or XL), Temple Plans (M, L or XL).

Please make your check payable to World Monuments Fund. Price includes postage and handling.

APSARAS (DANCERS)



(size M available only)

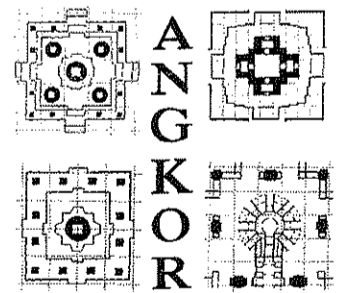
LOTUS KING



WARRIOR IN CHARIOT



TEMPLE PLANS



Milestones, The Newsletter of the World Monuments Fund is published by World Monuments Fund, 949 Park Avenue, New York, N.Y. 10028 Telephone: (212) 517-9367

Publication of the World Monuments Fund newsletter is made possible through the bequest of Lucius R. Eastman. Mr. Eastman joined the Board of Trustees in 1972 and served as chairman from 1983 through the spring of 1990.

I/we would like to join the World Monuments Fund.

Enroll me in the following category:

- Patron \$5,000
- Benefactor \$2,500
- Sponsor \$1,000
- Sustaining Member \$500
- Member \$100
- Institution \$45
- Affiliate \$35

WMF's latest Financial Statement can be obtained by writing to the Secretary of State, Empire State Plaza, Albany, N.Y. 12242 or to WMF.

Name _____

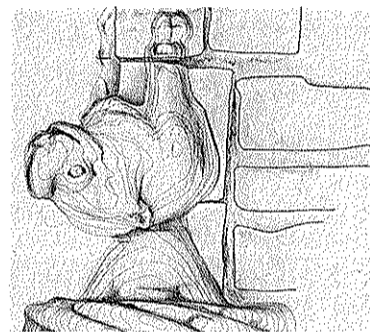
Address _____

T-Shirt	Quantity	Size
<input type="checkbox"/> Apsaras (Dancers)
<input type="checkbox"/> Lotus King
<input type="checkbox"/> Warrior in Chariot
<input type="checkbox"/> Temple Plans
Total (\$20 per T-Shirt)

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Photometric record of rhinoceros corner ornament, Tower of Belem, Lisbon.



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The World Monuments Fund was founded in 1965 by private citizens concerned about the accelerating destruction of important artistic treasures throughout the world. In its 30 years of operation, WMF has orchestrated over 100 major projects in 32 countries around the world. Today, WMF has affiliate organizations in Europe and the Americas and sponsors an ongoing program for the conservation of cultural heritage worldwide. As a private organization, WMF can move quickly and flexibly when help is urgently needed. The World Monuments Watch, a global program launched on the occasion of WMF's 30th anniversary, aims to enhance WMF's unique capacity to identify imperiled cultural heritage sites and leverage financial and technical support for their preservation. As a leading champion of preservation internationally, WMF is able to guide, organize and channel the growing number of appeals for help in a cogent and effective way.

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