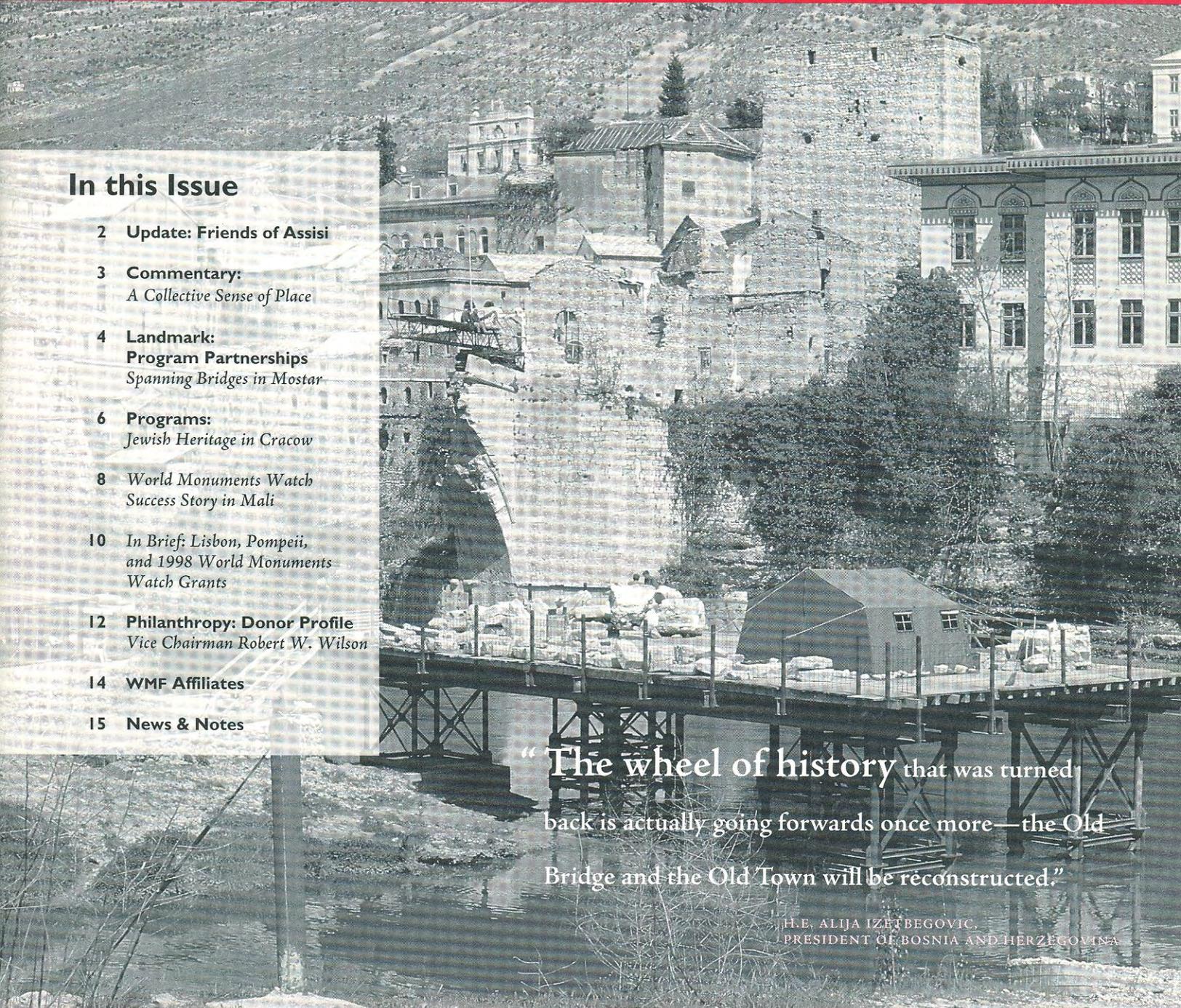


# MILESTONES

THE NEWSLETTER OF THE WORLD MONUMENTS FUND

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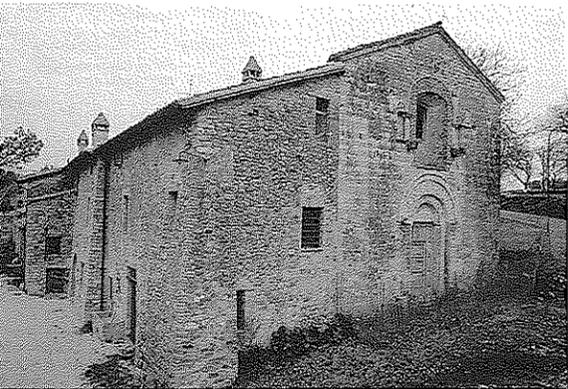


“The wheel of history that was turned back is actually going forwards once more—the Old Bridge and the Old Town will be reconstructed.”

H.E. ALIJA IZETBEGOVIC,  
PRESIDENT OF BOSNIA AND HERZEGOVINA

WMF teams up with the Aga Khan Trust for Culture to help the Stari Mostar Foundation develop and implement reconstruction planning . . . See page 4.

# Earthquake Appeal to Benefit Medieval Rural Church



GHIGO ROLI

Established last fall under WMF's auspices by New York philanthropist Barbara Gimbel, the **Friends of Assisi** have to date raised over \$120,000 and selected a project, the **Pieve di San Gregorio** (pictured above) in Castel Ritaldi, near the picturesque hill town of Trevi. Last

year's tremors seriously damaged this medieval village church, detaching the facade with its richly carved sculpture, compromising the structural integrity of the walls and loosening the roof beams.

The Friends of Assisi welcome additional donations toward the total project cost of \$200,000. Contributors of \$100 or more receive a complimentary copy of *The Basilica of Assisi: Glory and Destruction*, recently published by Harry N. Abrams, Inc., which features an introduction by Giorgio Bonsanti, director of the Opificio delle Pietre Dure in Florence and photographs by Ghigo Roli. When the earthquakes struck, production of the book was already in progress.

Roli's thorough documentation of the Cimabue and Giotto frescoes suddenly became incalculably precious.

Last month, the Friends of Assisi hosted a two-day celebration in New York in conjunction with the book's publication. A May 18 dinner honored Prof. Bonsanti, who came at the generous invitation of committee member Prof. Gioacchino Lanza Tomasi di Lampedusa, director of the Italian Cultural Institute. The Institute hosted a special presentation of *The Basilica of Assisi: Glory and Destruction* on May 19, which featured WMF Chairman Marilyn Perry; Dott. Bonsanti; and Keith Christiansen, Jayne Wrightsman Curator of European Painting at the Metropolitan Museum of Art. The events raised over \$16,000.

Please make checks payable to Assisi/World Monuments Fund and send to World Monuments Fund, 949 Park Avenue, New York, NY 10028.

## WMF in Britain Establishes Earthquake Appeal, Announces Project

In London the Central Italy Earthquake Appeal, established jointly by the British-Italian Society and World Monuments Fund in Britain, will restore the twelfth-century Church of San Silvestro in Bevagna. A June 11 concert and dinner at the Italian Embassy in London, in the presence of His Royal Highness, the Prince of Wales, raised £31,000 in contributions.

# The Search for a Collective Sense of Place

In March of this year I was privileged to participate in a symposium of international conservation experts arranged by the Howard Gilman Foundation and the World Monuments Fund in the splendid surroundings of the White Oak Plantation in Yulee, Florida. Through cross-disciplinary discussion and field study, the symposium aimed to produce a draft protocol for assessing cultural landscapes worldwide.

While ecologists, zoologists, and cultural heritage professionals share a concern for endangered habitats, they rarely confront problems in tandem. The experts present very quickly found common ground, and by tackling the particular problems of Cumberland Island in Georgia were able to bring a wide spectrum of expertise to bear in identifying and proposing a range of options for the future management of that endangered U.S. National Park.

The Yulee Agreement, which resulted from the symposium, emphasizes the urgent need for improved, effective conservation of the environment in all its aspects (the Yulee Agreement text is available upon request from WMF's New York office). In the face of expanding population, economic development, increasing tourism, and technological change, there is a need for improved collaboration. Interdisciplinary programs need to be established involving individuals, agencies, foundations, institutions, and the public to assist and support govern-

mental and intergovernmental bodies in sustaining the world's scarce natural and cultural resources.

The acceptance by national governments of the challenge of Agenda 21, following the 1992 "Earth Summit" in Rio de Janeiro, provides a political context in which collaborative actions can be particularly effective.

Too often, natural and cultural heritage conservation have been perceived as distinct and even competing enterprises. Laws, statutes, and international conventions emphasize an apparent dichotomy. Competition for scarce financial resources works to the detriment of collaborative work, and funding guidelines promote disciplinary segregation.

The public is left confused as to what heritage is, and how it can be effectively maintained as a living part of the modern world. Where then are we to start? In his stimulating book *Landscape and Memory* Simon Schama, a professor of art history and history at Columbia University, reminds us that "although we are accustomed to separate nature and human perception into two realms, they are in fact indivisible."

While we must create a more coherent approach between specialists of diverse disciplines and encourage institutions to take a more holistic approach of their own objectives within the area of the

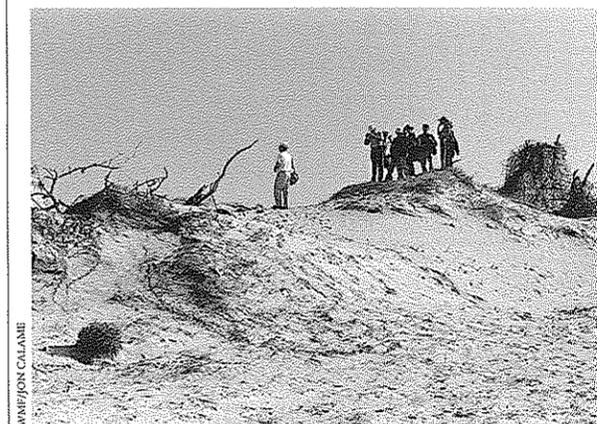
conservation of the cultural and natural resources, it is clear that we really need to devote more time and thought to the public.

With scarce resources no community can afford to be complacent, and therefore each must be sure of its own "sense of place." This concept can be at the same time meaningful to an individual or to an extended social group.

The heritage we are describing is shared by all. The task of reshaping systems of education and training to ensure a constituency that is more aware of its collective responsibility, should be a priority for all concerned.

LESTER BORLEY

Chairman of the ICOMOS UK Cultural Tourism Committee and Former Secretary General of Europa Nostra.



WMF/JON CALANE

CONFERENCE PARTICIPANTS ON THE DUNES AT CUMBERLAND ISLAND, A NATIONAL PARKS SERVICE-MANAGED CULTURAL LANDSCAPE THAT HAS BEEN CONTINUOUSLY INHABITED SINCE 2000 B.C.

The World Monuments Fund seeks to safeguard the heritage of mankind by encouraging the conservation and preservation of culturally and historically significant works of art and architecture worldwide. Founded in 1965, WMF works with public and private-sector partners to provide financial and technical support for project planning and management. Contributions from corporations, foundations, and individual donors support WMF projects, which encompass field research, documentation, strategic planning, training, and advocacy.

### MILESTONES:

The Newsletter of the World Monuments Fund

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I & Company, Red Hook, NY

WORLD MONUMENTS FUND IS A REGISTERED SERVICE MARK OF WORLD MONUMENTS FUND, INC. WORLD MONUMENTS WATCH IS A SERVICE MARK OF WORLD MONUMENTS FUND, INC.

Cover: In early 1998, masonry fragments of Mostar's destroyed Old Bridge (background) were retrieved from the Neretva River, which bisects the city. United Nations Special Protection Forces assembled a temporary storage platform (foreground) in advance of the bridge's reconstruction, slated to begin in September 1998.

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Publication of the 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 to 1990.

# Spanning Bridges Mostar Project Launches WMF Partnership with the Aga Khan Trust for Culture



A SECTION OF THE FRANCISCAN MONASTERY, DEVASTATED DURING THE 1992-94 MILITARY CAMPAIGNS. RELIGIOUS PROPERTIES BECAME POPULAR TARGETS AS ETHNIC GROUPS BECAME INCREASINGLY SEGREGATED AND ANTAGONISTIC.

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For decades, color photographs of the Old Bridge in Mostar filled travel agents' glossy brochures, urging tourists sunning in Dubrovnik to venture inland. No image ever fully captured the bridge's significance, which only a first-hand encounter could reveal. Now, patrolling soldiers pose amid the ruins, and every snapshot conveys a single poignant message. In 1993, Mostar's Old Bridge fell victim to the military campaign designed to eliminate Mostar's Ottoman past.

But the city's rehabilitation following the military campaigns of 1992-94 is finally attracting interest and support. Recovery must address displaced persons, crippled industry, demographic shifts, social disintegration, medicine, and destruction of the

cultural heritage, both physical and ephemeral. In response to these needs, the World Monuments Fund has joined the Aga Khan Trust for Culture (AKTC) to implement a joint project for Mostar's revitalization.

This partnership resulted from discussions following WMF's presentation of the 1997 Hadrian Award to His Highness the Aga Khan. WMF specializes in project planning, packaging, and advocacy, and the AKTC's Historic Cities Support Program has carried out many successful projects focused on the social, physical, and economic dimensions of sustainable heritage conservation. The two organizations considered collaborating at several sites of common interest, including active AKTC projects and sites on the most recent World Monuments Watch endangered list—before deciding to collaborate in Mostar.

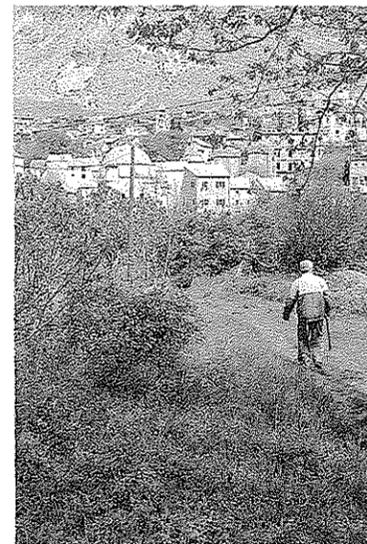
Both organizations have participated in the annual "Mostar 2004" summer workshops, organized since 1994 to encourage student participation in

post-war reconstruction. Architect Amir Pasic, consultant manager for the partnership's project, won the prestigious Aga Khan Award for Architecture in 1988 for his restoration of Mostar's Old Town. The war's bombardments destroyed much of that work, and Dr. Pasic and the Aga Khan Trust for Culture have emerged as well-informed contributors to Mostar's post-war reconstruction and development. As the political climate stabilizes and refugees return home throughout Bosnia and Herzegovina, the time is ripe for more direct and determined involvement with Mostar's redevelopment.

The challenge of revitalizing Mostar makes it an ideal subject for a concerted intervention. Wartime emigration has reduced local professional capacity. Conservation issues range from microscopic materials analysis to long-term urban planning; these are intimately linked to the future of the whole city.

Our collaboration in Mostar emphasizes conservation and develop-

ment during reconstruction; planning and hands-on intervention; and the strengthening of local institutions. These recommendations will be considered by the local urban planning and monuments protection institutes in conjunction with the Stari Mostar Foundation, a national nonprofit entity dedicated to the city's revitalization, for future implementation with primary funding from the Bosnian State and the World Bank. This work follows the principle that foreign involvement should engender local action, enterprise, and support.



THE BASCHINE GARDEN, CULTIVATED FOR CENTURIES BY LOCAL RESIDENTS NEAR THE CITY CENTER.

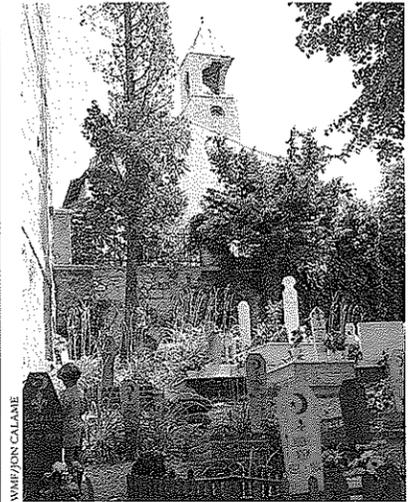
The project, to be completed by April 1999, has three parts. First is the development, in cooperation with local authorities, of a strategic plan for conserving the historic city as defined by its 1918 boundaries. The area encompasses Mostar's full architectural legacy, with Ottoman, Austro-Hungarian, and early Modern buildings. This strategic plan will draw upon all existing documentation in order to set reconstruction and development priorities within the historic zone, analyze reuse possibilities, and design guidelines for future projects affecting the historic fabric.

The second component, a historic neighborhood rehabilitation project, focuses on two traditional Ottoman neighborhoods, facing the Neretva and Radobolja rivers respectively. This project will appraise the threats posed by new development and spontaneous reconstruction. Our program encourages inhabitants to maintain the material and scale of Mostar's urban character from the perspective of an entire

district, as opposed to individual sites. Strategic planning aims to strengthen the neighborhood project, which, after interviews with individual property owners, will be undertaken by local professionals, foreign consultants, and a task force of skilled craftsmen commissioned to carry out our team's recommendations.

Lastly, this joint program will generate project "packages" for conserving 15 historic structures critical to the short-term revitalization of the historic zone. These sites, which occupy important locations along major roads and pedestrian corridors, reflect the contributions of all three ethnic groups which shape the city's development. This component requires gathering existing information on these structures, preparing a proposal and budget for restoring each of them, and making the information collected accessible to prospective donors.

Mostar—partially ruined, divided, unstable, and awash in social ills—proved to be a difficult subject for fundraising and



CITY PARK CONVERTED TO A CEMETERY IN 1992. IN THE BACKGROUND, THE SEVENTEENTH-CENTURY CLOCKTOWER, DAMAGED BY MORTAR FIRE.

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direct involvement. As political tensions in Bosnia begin to thaw, the moment is ripe for strong and coordinated assistance from abroad. For both Mostar and WMF, the inauguration of a working partnership with the Aga Khan Trust for Culture represents a promising step towards tangible results in a political environment long considered intractable.

WMF's participation in this project is made possible by generous support from the Robert W. Wilson Challenge for Conserving our Heritage.

# In Memory and for Posterity Jewish Landmark Restoration Nears Completion

*"Entering the Tempel Synagogue, one feels pride in Jewish achievement, despair at Jewish loss, and awe at Jewish survival and continuity."* RONALD S. LAUDER, CHAIRMAN OF THE JEWISH HERITAGE PROGRAM AND WMF VICE CHAIRMAN

This year the Tempel Synagogue restoration enters its final phase, restoration of the interior. Launched in 1992 with \$20,000 from the Getty Grant Program, the Tempel's restoration owes its success to generous private donors. Lead sponsors Joyce Z. and Jacob Greenberg recognized from the outset the need to preserve this majestic vestige of Poland's lost Jewish culture. "Here a synagogue ironically survived because the Nazis used it as a stable," said Mrs. Greenberg, a Houston businesswoman and philanthropist, in a recent conversation with *Milestones*. "It had not deteriorated to the point where it couldn't be restored. To permit its destruction by neglect would allow the Nazis to succeed."

## Project Background

In April 1992, Joyce Greenberg and her daughter Barbara Kaplan drove from Warsaw to Cracow to join a WMF delegation at a special benefit performance by the Cracow Philharmonic in the Tempel. Accompanied by Lena Bergman, a historian from the Jewish Historical Institute in Warsaw, they visited along the way the ruins of many formerly significant synagogues. Mrs. Greenberg was appalled. "Although my family has no personal connection to Poland, the drive dramatically illustrated the extent of destruction

of Jewish life in Poland, and I decided something had to be done."

Once in Cracow on the first evening they entered a silent and cold building—the Tempel. But fully illuminated the following night for the concert, the synagogue sprang to life. "I sensed then the practical purposes that the synagogue could serve, complementing the symbolic need to save it," said Mrs. Greenberg.

She had found her project. Upon returning to the United States she made, with her late husband, a \$25,000 grant towards repair of the building's roof. The Greenbergs have now contributed a total of \$150,000 to the project, challenging WMF to secure matching funds from other donors.



TEMPTEL SYNAGOGUE FACADE AFTER RESTORATION.

"Joyce is the very conscience of this project," observed Jewish Heritage Program Chairman Ronald Lauder. "Indeed, affirming the Greenbergs' foresight, the Tempel's success has helped to catalyze the dynamic revitalization of Kazimierz, a once-vibrant Jewish district adjacent to the synagogue. The project has also paved the way for WMF's more recent Jewish Heritage projects in Greece, Morocco, and India." Lauder supported the 1992 concert and since then has visited the building many times. Lauder's generosity has also underwritten all the costs of WMF's professional work on the project. Now, a second Getty award of \$150,000, once matched 2:1, will allow the project to be completed.

## Project History

After the Tempel received city recognition as a historic site in 1990, Cracow's small Jewish community requested WMF assistance. As the largest and best preserved synagogue in the country today, the imposing 1862 Tempel—with extensive painted decoration surviving—evokes the rich architectural and decorative style of the late nineteenth and early twentieth centuries, when prosperous Jewish communities in most major Polish cities built large, prominently situated synagogues.

Although after World War II

Cracow's Jewish community reclaimed the Tempel, regular religious use ceased in 1968, and by 1990 the synagogue stood abandoned, closed for over two decades. Plagued by a leaky roof, broken drains, cracked walls, a defunct heating system, and unstable foundations, only immediate intervention could save the building.

In 1994, WMF's first project phase repaired, restored, or replaced substantial portions of the foundation, roof, walls, and exterior drainage. From 1995–97, the government-funded Civic Monuments Association of Cracow assumed responsibility for restoring the building's exterior, while WMF oversaw the installation of new heating, electrical, and water systems.

## The Project Today

In preparation for the project's final phase, WMF has carried out extensive tests to analyze the history and appearance of the interior finishes, executed during the building's two periods of expansion in the 1890s and 1920s. In consultation with Polish conservators, the WMF team has proposed minimal intervention: cleaning and consolidating the interior surfaces to recover their appearance after the 1920s renovation, the period in which the congregation achieved its greatest renown. Analysis of paint layers and an old photograph—discovered two years ago in the Jewish Historical



CONSERVATION TESTING ON SOUTH SIDE OF ARK WALL.

Institute's archive in Warsaw—will enable conservators to reconstruct the 1924 painting scheme.

The Tempel serves as a reminder of the past, yet its current restoration accompanies and enhances the revival and continuity of Jewish identity in a beautiful city with a long and rich Jewish history. In tandem with the synagogue's restoration, Cracow's historic Jewish neighborhood has experienced a rebirth. In population size and vitality, Jewish life in Cracow today can neither recreate nor ever rival the past. But its reemergence pays tribute to that past, and now presents it to Cracow's citizens and visitors.

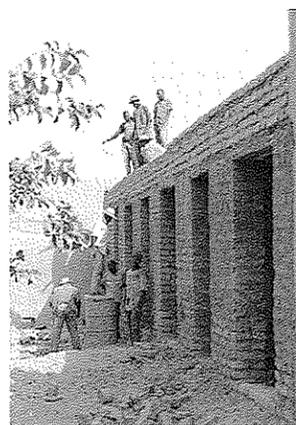
## GETTY CHALLENGE GRANT AWARD SPURS MATCHING FUND APPEAL FOR TEMPTEL'S COMPLETION

The Getty Grant Program has just awarded WMF a \$150,000 challenge grant towards the completion of the interior conservation of the Tempel Synagogue. "This is the largest amount that the Getty has ever awarded a Jewish site," said WMF's Special Advisor for Jewish Heritage, Diana Goldin. "It requires us to raise \$300,000—a matching ratio of 2:1. The Jewish Heritage Program invites prospective donors interested in Eastern Europe as well as Jewish Heritage to participate in the triumphant conclusion of the Jewish Heritage

Program's first large-scale project." WMF thanks recent donors, notably Rabbi Emily Korzenik and the Stamford Fellowship for Jewish Learning in Connecticut, which honored the memory of Edward Blonder, an Auschwitz survivor who died earlier this year. Twelve years ago, in the Tempel Synagogue, Mr. Blonder and 150 others attended the bar mitzvah of Eric Strom, an American whose family traveled to Poland for the occasion, organized by Rabbi Korzenik.

# Success Story: Mali's Djenné-Djeno Archaeological Site

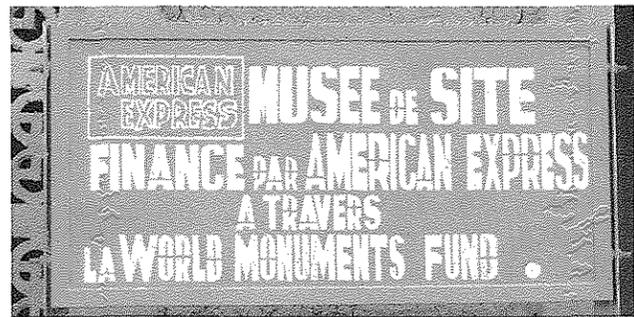
In 1977, a Malian-American team unearthed at Djenné-Djeno the earliest known sub-Saharan urban civilization. The discovery shattered the notion that no cities existed in pre-Islamic Africa. Subsequent work has only begun to relate the story of a preeminent Middle Niger society, which arose around the mid-second century B.C., prospered with the trans-Saharan caravan trade, and had declined by the twelfth century. By 1400 the city had been abandoned for new Djenné three kilometers to the northwest. The reason for this shift remains a subject of study routinely frustrated by the illegal excavation of artifacts for



DJENNÉ-DJENO SITE MUSEUM UNDER CONSTRUCTION IN 1997.

sale to private collectors in Europe and the United States. (Of several thousand known objects, collectors abroad own all but the approximately 50 in the national museum in Bamako, Mali's capital.) And in recent years erosion has become as great a threat as looting. Professors Rod and Susan McIntosh—both are on the Rice University faculty have worked regularly at Djenné-Djeno since the first excavation. Rod McIntosh has noted that with respect to erosion, “between 10 and 20 percent of the site by volume has been lost since we began excavating.”

“While archaeology frequently falls outside WMF’s purview, cases which involve site integrity and interpretation will attract our attention,” said Vice President John Stubbs, who oversees WMF’s programs. “The success of Djenné-Djeno, included on the 1996 *List of 100 Most Endangered Sites*, demonstrates how timely attention and funding can rescue a site from danger, notably where the local community is already engaged in



protecting its cultural resources.”

When The Djenné Circle, a local private organization, applied for World Monuments Watch listing, Djenné-Djeno had made considerable progress. World Heritage designation in 1988 encompassed the new city, with its traditional earthen architecture, and the 69 mounds that comprise the archaeological district. After taking office in 1992 as Mali’s first democratically-elected president, archaeologist Alpha Oumar Konaré launched a public education program to promote “heritage as a non-renewable resource.” Within the Ministry of Culture he created the Missions Culturelles at Timbuktu, the Dogon cliffs at Bandiagara, and Djenné. Directed by archaeologist Boubacar H.

Diaby, the Djenné Mission Culturelle has effectively curtailed looting within 20 kilometers of the archaeological district.

The erosion problem at Djenné dates to the drought of the 1970s and early ‘80s, which depleted the protective top layer of soil. Torrential rains returned in the mid-1980s. Because looters had cracked open the carapace—a hard-baked soil crust that for centuries protected the soft archaeological layers—water streamed in to the archaeological mounds, forming gullies and exposing and washing away artifacts. “Breaking the integrity of the site’s surface accelerates destruction,” said Rod McIntosh. “It is clear, sadly, that the majority of gully systems have their start in the disturbed soils of looter’s trenches and pits.”

## TERMITES ENHANCE EROSION CONTROL

“Our experience with the [clay-filled] sacks has been poor. Once exposed to the sunlight they tore and their contents scattered,” wrote archaeologist Boubacar H. Diaby, head of the Mission Culturelle in Djenné, to Professor Rod McIntosh at Rice University. A pilot erosion control system, built with World Monuments Watch funding in early 1997, faced an unforeseen challenge. To fill new sacks and use cement as a reinforcement would be unwise, and

also deplete the remaining budget. But Diaby found a novel and cost-effective solution. On the advice of park service authorities, he replaced the ruptured sacks with abandoned termitaria—abundant in this part of Africa and easily transported.

Termites inhabiting the savanna construct mounds—an outer layer of encrusted soil covering an inner core of “carton,” a cardboard-like substance composed of wood fragments and fecal matter—as high as nine meters. Abandoned nests can

be harvested for the material which, Diaby noted, “has the advantage of being as dense as cement-fortified clay. And, because it is less expensive, it enables us to carry out much more extensive work.” The termite mounds withstood the rainy season and will be used to extend the erosion control system throughout the site. Introduced at Djenné-Djeno, this cost-effective, locally obtainable, and non-invasive technology may prove useful at tell (high mound) archaeological sites elsewhere.

Through the World Monuments Watch program, American Express awarded the Mission Culturelle \$40,000 to tackle erosion, secure the site from looting, and treat exposed objects. To address



FRACTURING A TERMITE MOUND.

erosion, the team filled the deepest ravine, installed test barriers at two gullies, and planted a greenbelt. The grant also funded construction of a site museum to store and display objects salvaged from eroded areas. Work took place from mid-December 1996 through the end of February 1997 and involved Malian cultural and forest service authorities, students, Peace Corps volunteers, and the McIntoshes. At the museum’s dedication on January 27, 1997 the U.S. Ambassador, Hon. David Rawson, presented a plaque to Diaby an-



TERMITE MOUND PIECES ARE ASSEMBLED TO CREATE A BARRAGE AGAINST EROSION.

nouncing the American Express grant. The museum opened in the summer of 1997.

Though World Monuments Watch listing helped remove Djenné-Djeno from immediate danger, work remains to

be done: the installation of a fence would further deter looters and also prevent cattle incursion. With the stability of the site so compromised by looters’ pits, even cattle, which have roamed there for centuries, pose a threat.

# Tower of Belém « Associação WMF completes inaugural project in Lisbon » Pompeii « Kress foundation supports conservation planning over three years » World Monuments Watch « 1998 grants to endangered sites »



AFTER INSPECTING THE NEWLY COMPLETED TOWER OF BELÉM IN EARLY 1998, THE WMF TEAM— (LEFT TO RIGHT) NUNO PROENÇA, JOSÉ PINA, FERNANDO HENRIQUES, DELGADO RODRIGUES, ISABEL CRUZ DE ALMEIDA, AND JOHN STUBBS—POSE IN THE FOREGROUND.

## Tower of Belém Completed

On April 6, 1998 in Lisbon, the Associação World Monuments Fund-Portugal celebrated the completed restoration of the Tower of Belém, the affiliate's inaugural project. When the Associação was established in 1993, this World Heritage site—a symbol of Portuguese national identity urgently needed cleaning, conservation treatment, and a viable plan for future use and long-term maintenance. Shaped like a galleon heading out to sea, the tower, built from 1514 to 1520 by King João II as part of the strategic defense of the Lisbon port, evokes the prestige,

wealth, and power that marked Portugal during the so-called Age of Discovery of the fifteenth and sixteenth centuries. The Associação WMF's involvement spurred an exemplary public-private partnership to oversee a program that comprised a conditions survey, treatment tests, and conservation work and ensured the project's completion in time for EXPO '98 in Lisbon this year.

Project partners were the Instituto Português do Património Arquitectónico e Arqueológico (IPPAR), the Administration of the Jerónimos Monastery/Tower of Belém, and the Ministry of Culture of Portugal.

## Kress Foundation Supports Research at Pompeii

A \$600,000 grant from the Samuel H. Kress Foundation will support a three-year program to develop a conservation plan and conservation manual, which will assist the Superintendency Archaeology of Pompeii and Herculaneum's planning for the site.

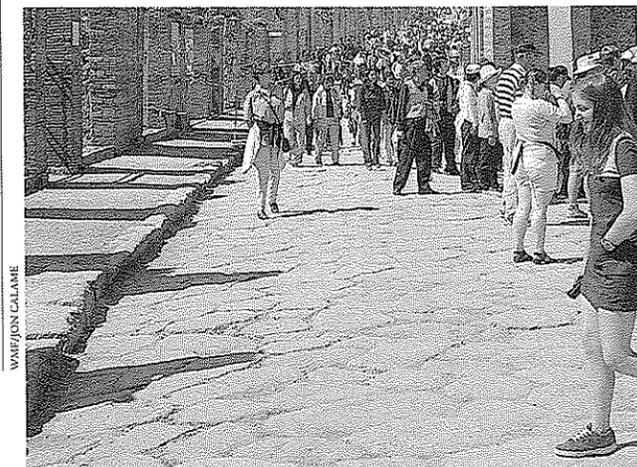
Since the discovery of Pompeii in 1748, almost uninterrupted archaeological excavation, tourism, and looting has compromised its integrity. While the historic resources decayed, public accessibility declined: of the 64 houses open to tourists in 1956, visitors today have access to only 16. Meanwhile, visitor numbers rose from 863,000 in 1981

to 1.9 million in 1996.

Using one representative city block (*insula*), WMF's team will examine conditions and materials in order to analyze typical conservation problems.

Pompeii's inclusion on the World Monuments Watch List of 100 in 1996 and 1998 helped mobilize concern. New legislation in Italy gives Pompeii unprecedented autonomy and access to revenues generated at the site. And in December 1997, UNESCO inscribed the Archaeological Areas of Pompeii, Ercolano, and Torre Annunziata on the World Heritage List, a permanent designation. Pompeii has also received World Monuments Watch grants totaling \$250,000 from American Express.

ISSUES OF CROWD CONTROL, SITE ACCESSIBILITY AND INTERPRETATION, AND RECONSTRUCTION PROMPTED POMPEII'S RENEWED WORLD MONUMENTS WATCH LISTING IN 1998.



On June 11, 1998, at a reception at the United States Capitol, Bonnie Burnham, WMF's president, and Harvey Golub, chairman and CEO of American Express, announced over \$2.4 million in emergency grants to sites on the List of 100 Most Endangered Sites. Grants from American Express Company, founding sponsor of the World Monuments Watch, accounted for \$1 million in 1998.

**The Ani Memorial Fund**  
TURKEY, OCARLI, KÖYÜ, KARS ·  
*Ani Archaeological Site* \$10,000

**The Bay Foundation**  
U.S.A., COLORADO · *Mesa Verde National Park* \$40,000

**Mr. and Mrs. Ahmet Ertegun**  
ROMANIA, TÂRGU-JIU · *Brancusi's Endless Column* \$50,000

**Samuel H. Kress Foundation**  
ALBANIA, SARANDE · *Butrint Archaeological Site* \$20,000

ISRAEL, RAMLE MUNICIPALITY ·  
*Ramla White Mosque* \$10,000

ITALY, POMPEII ·  
*Ancient Pompeii* \$600,000

RUSSIA, KEMI PROVINCE ·  
*Paanajärvi Village* \$11,000

TURKEY, OCARLI KÖYÜ, KARS ·  
*Ani Archaeological Site* \$10,000

UNITED KINGDOM, ENGLAND, MANCHESTER · *St. Francis Church and Gorton Monastery* \$13,600

UNITED KINGDOM, NORTHERN IRELAND, CASTLEROCK ·  
*Mussenden Temple* \$20,000

**Robert W. Wilson Challenge Grants**  
AUSTRIA, VIENNA · *Belvedere Gardens* \$500,000

CZECH REPUBLIC, LEDNICE AND VALTICE · *Follies and Conservatory* \$30,000

ROMANIA, TÂRGU-JIU · *Brancusi's Endless Column* \$15,000

## AMERICAN EXPRESS COMPANY

The American Express grant panel met on March 23, 1998 and distributed emergency funding totaling \$1 million to 19 sites on the 1998-99 World Monuments Watch List of 100 Most Endangered Sites. WMF's Bonnie Burnham and Connie Higginson, American Express Philanthropic Program vice president, presented sites for consideration. The nine-person panel of senior executives then narrowed down the list, aided by reports from American Express offices around the world and WMF staff. Following a lively and sometimes provocative debate, the panel chose such favorite tourist destinations as Mesa Verde in Colorado and Pompeii, as well as lesser-known treasures such as the Russakov Club, a twentieth-century Constructivist masterpiece in Moscow and Brancusi's *Endless Column* in Romania.

"It was a difficult choice for our committee," said Beth Salerno, president of the American Express Foundation. "The rationale for each project was very compelling and many came with strong recommendations from American Express local management around the world. The input from the World Monuments Fund was very important and helped guide our selection and decision-making process."

These grants are part of American Express's commitment of up to \$1 million dollars per year to sites on the endangered list.

- CHINA, BEIJING · *Jufu Hall* \$30,000
- CZECH REPUBLIC, LEDNICE AND VALTICE VILLAGES · *Lednice Park Structures* \$50,000
- EGYPT, GURNA (LUXOR) · *Mortuary Temple of King Ahmenhotep III* \$50,000
- FRANCE, CHANTILLY · *Chateau of Chantilly* \$40,000
- ITALY, POMPEII · *Ancient Pompeii* \$50,000
- JAMAICA, SPANISH TOWN (ST. CATHERINE) · *Old Iron Bridge* \$50,000
- JORDAN, PETRA (WADI MUSA) · *Petra* \$50,000
- MALAYSIA, KUALA TERENGGANU · *Kampung Cina River Frontage* \$50,000
- MALTA, MNAJDRA · *Mnajdra Prehistoric Temples* \$50,000
- MEXICO, MEXICO CITY · *Palace of Fine Arts* \$100,000
- PAKISTAN, BAHAWALPUR DISTRICT (PUNJAB PROVINCE) · *Uch Monument Complex* \$68,000
- PHILIPPINES, MANILA · *San Sebastián Basilica* \$25,000
- POLAND, GDANSK · *Vistulamouth Fortress* \$50,000
- ROMANIA, TÂRGU-JIU · *Brancusi's Endless Column* \$100,000
- RUSSIA, MOSCOW · *Russakov Club* \$50,000
- SPAIN, BALEARIC ISLANDS · *Windmills of Mallorca* \$50,000
- UGANDA, MASAKA (KITOVU VILLAGE) · *Masaka Cathedral* \$25,000
- \* UNITED KINGDOM, SCOTLAND, GLASGOW · *The St. Vincent Street Church* \$50,000
- U.S.A., APACHE TRIBAL LAND (ARIZONA) · *Fort Apache* \$80,000
- U.S.A., COLORADO · *Mesa Verde National Park* \$32,000

\* Awarded September 1997 in conjunction with the announcement of the new List of 100.

# Robert W. Wilson

Robert W. Wilson's interest in the World Monuments Fund was piqued by one of the organization's fundraising mailings.

"I got a grungy little card in the mail," the habitually self-effacing, plain-spoken philanthropist recalled during a wide-ranging chat at his Central Park West apartment. "I became interested and sent them a check. Then I met Marilyn Perry (WMF's chairman) and went on the board of trustees in 1991."

He is now vice chairman and treasurer of the WMF board and one of the organization's major benefactors. His affiliation with WMF came after he retired in 1986 as a private investor of legendary stature. "I really burned out," he explained. "I decided that if you can't do better than the market, you should get out of the game. You can buy index funds that do as well as the market."

Retirement gave Wilson the luxury of more time to work at being a financial contributor to projects that tie in with his interests in the arts (particularly opera), the environment, and preservation of historical and cultural landmarks. A very personal interest "in preserving things that once they're gone, they're gone forever" underlies Wilson's deep commitment to WMF's programs.

"I'm interested in world monuments in general," he said. "As far as which monuments are to be saved, I rely on others to make those decisions. I'm not interested in

picking projects. I'm a tourist. I've been to Angkor and Borobudur, but I think of them as far more than a place where tourists go. I think of the people who live with these monuments, and I feel that if the locals don't get behind these preservation projects, to hell with it. If they don't pitch in for preservation and maintenance, their monuments will just crumble again eventually."

Since most of the world's great monuments in need of preservation are abroad, residents of the countries where these are sited must be encouraged to mobilize in support of WMF programs, Wilson said. "I want money to come from foreigners not from Americans or through foreign subsidiaries of American companies," he added. "Foreigners have traditionally relied on their governments to support cultural programs. When it comes to the arts, they turn to government."

That is why the Robert W. Wilson Foundation has pledged \$1 million a year to generate support for WMF's conservation programs, making funds available only if matched by donors from outside the United States. The foundation matches donations from individuals, corporations and foundations (overseas organizations controlled by American companies do not qualify) on a one-to-one basis. Contributions from foreign governments and intergovernmental organizations are matched one-to-two (one foundation dollar match-

ing two government dollars).

Among the projects that have received Wilson Foundation funds since Wilson's pledge was announced early in 1997 are the sixteenth-century Tower of Belém, Lisbon's trademark landmark; the baroque chapel in Valtice Castle, the finest of its kind in the Czech Republic's Moravia region; the Romanesque church of San Quirze in Spain's Catalonian Pyrenees; the Belvedere Gardens in Vienna, the most important example of French baroque landscaping in Austria; and the eighteenth-century pagoda temple of Kulima in Nepal. "I generally okay whatever the WMF likes," Wilson said. "If something comes along that I don't like, I exercise a veto. For instance, if something is historically important but not beautiful, I don't care to fund it."

Asked how he feels about making reproductions of world monuments to replace ones that have been ruined by neglect and negative environmental factors, including tourist wear-and-tear, Wilson said he would prefer restoration to replacement, however well done. "Restore the Acropolis, but if someone wants to build one in a theme park elsewhere, that's fine," he said. "I'm not against Disneylands."

Wilson has promised WMF a \$1 million grant yearly, but says he will give more if WMF comes up with more projects worthy of support. "The need is unlimited," he observed. "WMF could always find a way to



CONSERVATORS TREATING A BAROQUE STATUE OF HERCULES IN THE VALTICE CASTLE COURTYARD. THE TWO-YEAR PROGRAM TO RESTORE THE TWO COURTYARD SCULPTURES AND THE CHAPEL INTERIOR RECEIVED MATCHING FUNDS FROM VICE CHAIRMAN ROBERT WILSON.

spend \$1 billion a year intelligently if they had a larger staff."

Wilson is chairman of the steering committee of WMF's Winning the Race campaign, launched in 1994. This five-year effort aims to raise \$10 million for international program management and a reserve fund for crisis response.

On the home front, Wilson has become interested in preserving the downtowns of smaller American cities under the aegis of the National Trust for Historic Preservation. He also gives to the New York Landmarks Conservancy.

Wilson seems to be reducing other philanthropic commitments while increasing his participation in WMF's program. He recently retired from the board of the New York City Opera, which he chaired from 1981 to 1993—a period marked by two strikes, a change in artistic leadership, and a recession that

diminished box office returns. "They did splendidly after I pulled out as chairman," he said with a chortle. "I'd done my thing there. I had been on the advisory board of the Metropolitan Opera, too, but went off that when I became chairman of NYCO."

Wilson formerly served on the boards of the Brooklyn Museum of Art and the Brooklyn Botanical Garden and contributes to the Municipal Art Society but is not on its board. Other interests have been the Whitney Museum of American Art and the Environmental Defense Fund, and he is an enthusiastic supporter of the Manhattan Institute, which he describes as a right-wing think tank. Despite his deep interest in the arts, Wilson hasn't tried his hands at painting or playing an instrument.

His artistic bent is evident in the decoration of his apartment, which

commands the entire panorama of Central Park's seasonal tapestry. It is a perfect recreation of 1950s interior design with bright colored furnishings that tend to be biomorphic in form, and paintings and decorative glassware of the period.

A native of Detroit and a graduate of Amherst and the University of Michigan (M.A. in economics), Wilson began his financial career as a trainee with the First Boston Corporation, a job interrupted by a two-year enlistment in the U.S. Army in 1951–52. During most of the 1950s, he was a securities analyst with the National Bank of Detroit and an analyst and later vice president of General American Investors, a closed-end investment trust in New York. In the 1960s, he was a securities analyst and later a voting stockholder with A.G. Becker & Co., a New York brokerage firm. Wilson left Becker to become a private investor in 1968.

His experience with WMF has honed an interest in getting people and corporations abroad more interested in supporting financially local cultural preservation projects.

"What is needed is a tax incentive as we have here in the United States. You need changes in the law so that contributions are deductible for income tax purposes. But I see no sign of that happening anywhere abroad. Perhaps you can do it in England but only if you are very rich. Otherwise, I see no movement in this direction at all."

**Associazione Comitato Italiano WMF**

**Bartolomeo Colleoni Monument Survey Completed**

Verrocchio's famous equestrian sculpture appeared on the 1996 *List of 100 Most Endangered Sites*. The Comitato Italiano has funded a conservation survey, which will help the Soprintendenza per i Beni Ambientali e Architettonici to develop a restoration and maintenance program for the bronze statue.

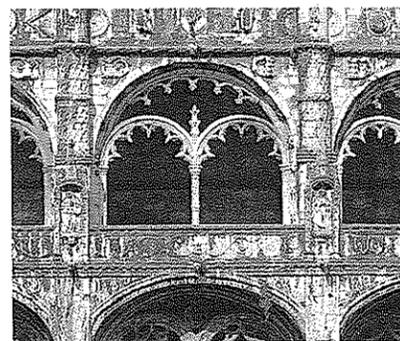
**WMF España**

**Church of San Quirze: Durro, Catalonia**

The restored Church of San Quirze was dedicated on June 16, 1998. Through funds generated by the Spanish affiliate, the remote Romanesque building in the Pyrennes has been saved. Enhancing the Durro municipality's \$13,000 project outlay, WMF España elicited \$32,700 from Banesto, the Spanish bank that contributed to the restoration of the affiliate's first project, the Portada de la Majestad at the Church of Santa María la Major in Toro. A \$39,200 grant from the Robert W. Wilson Challenge for Conserving our Heritage matched private donors 1:1 and government support 1:2.

**Associação WMF-Portugal**

The Associação has announced its second project, conservation of the cloister of the Jerónimos Monastery. WMF's international expert team assembled for the Tower of Belém project will remobilize to tackle similar challenges relating to limestone conservation in a contemporary structure. But at



VIEW OF THE UPPER ARCADE, JERÓNIMOS MONASTERY CLOISTER, LISBON, WHERE A NEW WMF PROJECT ADDRESSES STONE DETERIORATION CAUSED BY POLLUTION AND BIOLOGICAL FACTORS.

Jerónimos the team faces a more complex task, where the extensive and intricate sculpture retains traces of sixteenth-century polychromy.

**World Monuments Fund in Britain**

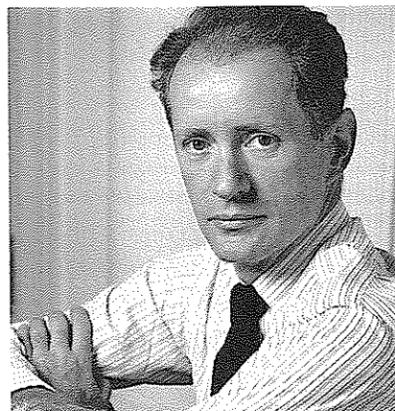
**Lecture for Pompeii in London**

On January 22, 1998, Prof. Pietro Giovanni Guzzo, Superintendent of Archaeology for Pompeii and Herculaneum, visited London to participate in a lecture at the Italian Cultural Institute. He spoke about the completion of the first stage of the overall conservation and excavation plan at Pompeii. Professor



WMF'S COLIN AMERY (LEFT) AND PIETRO GIOVANNI GUZZO, SUPERINTENDENT OF ARCHAEOLOGY FOR POMPEII AND HERCULANEUM.

Roger Ling, a distinguished archaeologist from the University of Manchester who is working in Pompeii, also spoke. The overflow crowd comprised an invited audience of archaeologists, classicists, architects, and members of London's Anglo-Italian community. WMF President Bonnie Burnham presided with affiliate Chairman Lord Norwich. H. E. Signore Paolo Galli, the Italian Ambassador, and Mrs. Galli hosted a dinner at the Embassy following the lecture.



WMF FRANCE CHAIRMAN AND WMF TRUSTEE BERTRAND DU VIGNAUD.

**WMF France**

Under the newly-announced chairmanship of Bertrand du Vignaud, WMF France has adopted the Théâtre de la Reine Marie Antoinette at Versailles as its current project. A WMF trustee since 1994, Bertrand du Vignaud is chairman of Christie's Monaco and vice president of Christie's France. He is also a trustee of the Demeure Historique, an organization dedicated to preserving private historic homes in France. WMF France will host a European conference on endangered sites, planned for 1999 in Strasbourg.

**1998 Rotch Traveling Scholarship Competition: WMF on the Drawing Board**

Each year the Rotch Traveling Scholarship awards a \$30,000 grant to allow a young architect to visit the world's monuments. The 1998 program, conceived by architect William Schwartz, entailed the design of a hypothetical World Monuments Fund Museum on the Boston River waterfront. Sixty architects entered the competition. The jury, chaired by Schwartz, met on April 7, 1998 at the Boston Society of Architects, and selected Julia R. Holmes McMorrough, an associate at the Boston firm of Rothman Partners as the winner from among seven finalists. The jury comprised: Laurie Beckelman,

WMF vice president; Mildred Schmertz, architecture critic; and the Boston architects Bob Krion, Joseph Mamayek, Carol Burns, and Duke Reiter.

**New Trustee Elected**

Gayfryd D. Steinberg has joined the WMF board of trustees. She is active in civic and cultural affairs, particularly in the areas of education, literature, and the arts, and serves on the board of the New York Public Library and the Wharton School of the University of Pennsylvania. In addition, through her sponsorship, 104 New York City public school students receive 11 years of mentoring and financial assistance to help ensure their completion of high school and underwrite their college educations.

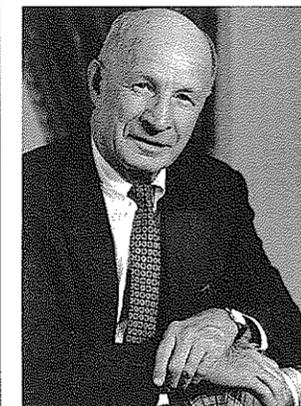
**TING SHAO KUANG EXHIBITION TO BENEFIT WMF**

*Revolution to Revelation: The Art of Ting Shao Kuang, the first New York solo exhibition of works by Chinese-American artist Ting Shao Kuang, will be mounted at the Westwood Gallery from September 2-29, 1998. Proceeds from the exhibition will benefit WMF programs.*

*During the Cultural Revolution, Ting rebelled against state-sanctioned academic realism and pursued modern art. Since immigrating to the U.S., Ting has received many prestigious commissions, including three paintings and six stamps for the United Nations.*

*"I am happy to be associated with an organization that thinks beyond national boundaries and is working for the benefit of the world," said Ting. "I believe the World Monuments Fund's charter is critical.*

*For information please contact: Westwood Gallery 578 Broadway (at Prince Street) (212) 925-5700.*



**Save the Date**

1998 Hadrian Award Luncheon to Honor Richard H. Jenrette

**On October 23, 1998**

Richard H. Jenrette will receive the 1998 Hadrian Award at a benefit luncheon at the Plaza Hotel in New York. Jenrette's prodigious involvement in historic preservation includes establishing the Classical American Homes Preservation Trust and serving on the boards of the National Trust for Historic Preservation, Historic Charlestown, and Historic Hudson Valley. He has also restored historic houses in New York State, North and South Carolina, and the U.S. Virgin Islands. Phyllis Lambert, the 1997 recipient, will present the Hadrian Award to Mr. Jenrette.

For further information, please contact the Hadrian Award Luncheon Benefit Committee at (212) 685-0113.

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Samuel Gruber directed the WMF Jewish Heritage Program from 1989 to 1992, and now serves as Jewish Heritage consultant.

Frederick Winship, cultural editor at United Press International, is a new contributor to MILESTONES.

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