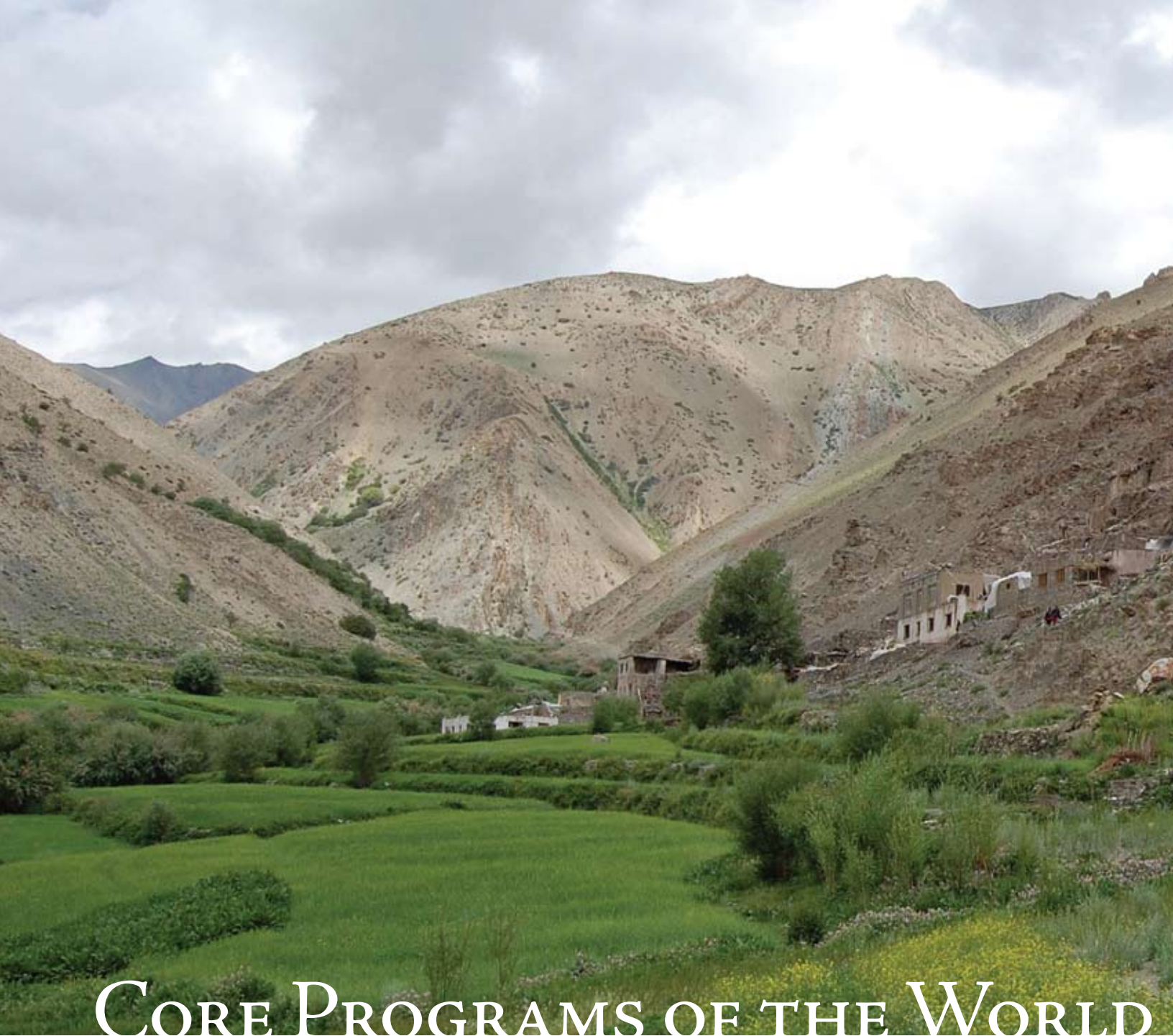




WORLD MONUMENTS FUND 2009 Priorities





CORE PROGRAMS OF THE WORLD

World Monuments Fund's projects over the last 43 years span time from the earliest known civilizations to the recent past, and include building types from simple vernacular structures to the highest cultural expressions. In the past, our mission was straightforward: identify extraordinary buildings, map out the problems to be solved, raise the money, and celebrate the project's completion.

The preservation field today demands more than the completion of high-quality conservation projects. Now there is an expectation for long-term management plans, site interpretation, professional exchange of information, and providing tools to make the work more engaging to the public, all to ensure stewardship of sites into the future.



MONUMENTS FUND

Today, WMF identifies the specific problems at the heart of the conservation need, addresses long-term sustainability of both the sites and local communities, and undertakes enhanced programs of planning, management, site interpretation, and training.

To this end, WMF has analyzed its field program history, its current agenda, and potential future projects, and has identified five core program areas that encompass all its field work and serve the broader interests of the preservation field today.

This book presents WMF's priorities for fiscal year 2009, grouped according to these themes.

THE REMOTE, 800-YEAR-
OLD MONASTERY OF SUMDA
CHUN PERCHES HIGH ON
A MOUNTAIN SIDE IN THE
HIMALAYAS IN CENTRAL
LADAKH, INDIA.



CONSERVATORS PAINSTAKINGLY RESTORE THE GRANDE SINGERIE AT CHANTILLY, A SUBLIME EXAMPLE OF THE CHINOISERIE IN VOGUE IN 18TH-CENTURY FRANCE.



CORE PROGRAMS

CULTURAL LEGACY

World Monuments Fund's broadest mandate has always been preserving the world's architectural and cultural heritage represented by great buildings and sites, singular monuments that define a particular period of artistic expression or symbolize a cultural era. These sites have universally acknowledged cultural value and are widely recognized as significant in both time and place. This program provides financial and technical support for conservation of major edifices and sites in collaboration with local partners.

CAPACITY BUILDING

Helping local communities build the governmental, financial, and technical infrastructures to preserve, protect, and sustain their heritage is a significant part of the World Monuments Fund's work. It is becoming ever more apparent that cultural tourism can advance economic development and have a major, positive effect on local communities. In areas where the tools and expertise to approach such large-scale projects are lacking, WMF assembles teams of international specialists to assist in designing conservation plans, conduct pilot projects, develop training programs, and plan for long-term stewardship of the sites.

ADVOCACY

By its very existence, the World Monuments Fund is an advocate for the preservation movement. Every project is an opportunity to raise awareness among the public, government agencies, community organizations, and potential donors about the importance of heritage preservation. The dynamics among economic development, environmental sustainability, and our built heritage play a key role in engaging and inspiring stakeholders. By formalizing its advocacy role through the World Monuments Watch, WMF speaks out in support of the protection of sites around the world.

EDUCATION AND TRAINING

World Monuments Fund takes a multilayered approach to education. WMF educates the public, facilitates the exchange of information among professionals, and trains crafts- and tradespeople in lost arts and modern standards. Site interpretation, the website, international conferences, field schools, and more ensure that heritage preservation remains a vibrant field.

DISASTER RECOVERY

World Monuments Fund recognizes that preservation activities must often respond to extreme circumstances. Unable to plan in advance for the damage wrought by natural or man-made disasters, WMF nonetheless remains at the ready, nimbly able to provide rapid-response missions of experts, damage assessment, and assistance in conservation planning and implementation. While no one can predict or prevent disasters, the tools developed in crises can have broad applications in the field that will go far beyond their use in a particular situation.



Qianlong Garden

Forbidden City, Beijing, China

Commissioned in 1771 by the Qianlong Emperor as part of his “retirement” palace, the elaborate garden complex tucked away in the northeast corner of Beijing’s Forbidden City was, and is, an exquisitely peaceful retreat.

In 2001, the World Monuments Fund partnered with Beijing’s Palace Museum to restore this 18th-century masterpiece. The 12-year, multimillion-dollar endeavor is WMF’s most comprehensive project and the Palace Museum’s most important collaboration with a foreign organization to restore historic interiors in the Forbidden City. Closed in large part to the public for over 230 years, the garden complex suffered from neglect but had been mostly undisturbed.

The spectacularly successful restoration of Juanqinzhai, or the “Studio of Exhaustion from Diligent Service,” is the first to be completed; all of the garden’s 27 structures will be restored. It has been a learning experience that will benefit future work at the site. WMF worked with the Palace Museum to bring this building up to modern standards while maintaining the integrity of its artistry. Craftspeople versed in traditional materials and techniques were found in China’s southern provinces, where many of the garden’s most distinguished buildings, courtyards, and rockeries were originally designed.

WMF is bringing together resources and expertise from around the world in the fields of architecture, conservation, and museum methodologies to restore and interpret for the public the history of this significant but lesser-known section of China’s preeminent cultural icon. The Studio will open to the public by early 2009.

The next phase of the Qianlong Garden project will apply the experience developed while working on the Studio to the remainder of the complex, including restoration of the gardens. An on-site education center and a major traveling exhibition are also being planned. Each successive phase will provide knowledge and resources to be built on into the future.



OPPOSITE: A VIEW FROM WITHIN THE GARDEN OVERLOOKS THE TRANQUIL ROCKERIES OF THE GARDEN’S FOURTH COURTYARD. **LEFT:** FUWANGGE, THE “BUILDING OF WISH AND REALITY,” HOUSES DUSTY RELICS AND AWAITS WMF RESTORATION. **BELOW:** SUPERB TROMPE L’OEIL MURALS WERE RECENTLY RESTORED WITH SUPPORT FROM WMF AND REINSTALLED IN JUANQINZHAI.



Zhalu Temple and Monastery

Tibet Autonomous Region, China

Zhalu Monastery is one of the oldest surviving monasteries in Tibet, with its earliest sections dating back to 1027. The monastery contains significant, intact 14th-century wall paintings that represent a key period in Tibetan art. Most of the paintings are hiding behind layers of soot, and have never been restored during their long history.

After centuries of continuous use, Zhalu is now threatened by neglect and isolation and a lack of technical and financial resources. World Monuments Fund has outlined a three-year project that includes planning, conservation, lighting, anti-fire and security systems, and flood protection.



Blue Mosque (Jama'a al-Aqsunqur)

Cairo, Egypt

The Blue Mosque dates from the 14th century, and takes its name from the 17th-century addition of blue Iznik tiles from Turkey. One of the few sites outside Turkey to feature these tiles, the Blue Mosque is a rare example of the Ottoman influence in Cairo. The building is in need of large-scale structural consolidation and a site management plan to assure its sustainability. A more delicate component of the conservation work will involve the consolidation in situ of the Iznik tiles and other mosaics and painted canvas decoration.

Krishna Temple Complex, Hampi Archaeological Site

Hampi, India

The vast archaeological site at Hampi contains hundreds of ruins from the last great Hindu city-state, Vijayanagara, which thrived between the mid-14th and the mid-16th centuries. Once the second-largest city in the world, its grandeur was virtually unrivaled at its peak around 1500. One of the city's most significant buildings, the Krishna Temple was built in 1531 by Vijayanagara's greatest king, Krishnadevaraya. Encroaching development from surrounding villages is an increasing threat to the temple and surrounding buildings. World Monuments Fund has produced a plan that will strengthen conservation programs at the temple and includes the repair and restoration of the stucco bas-reliefs on the temple's east gate.



Stowe House

Stowe, Buckinghamshire, England

Stowe House is the quintessential English country manor. Its landscaped gardens are filled with more than 40 neoclassical follies, and are considered the prototype of English arcadian gardens. The house, originally dating from the mid-18th century, features the work of renowned British architects and landscape designers such as Vanbrugh, Adam, Gibbs, Kent, Soane, and Brown, who renovated and added on over the next one hundred years. Stowe would likely have been demolished after World War I if the funding for a much-needed school had not been acquired. Currently a boarding and day school, the estate is open for public visitors 200 days out of the year. World Monuments Fund is repairing the effects, some severe, of substantial deferred maintenance and earlier, improper conservation measures. The interior of the immense Marble Saloon has been completely restored. Current priorities include the Library, the South Façade of the building envelope, the State Room interiors, and the gardens immediately adjacent to the main building.



Belvedere at Versailles

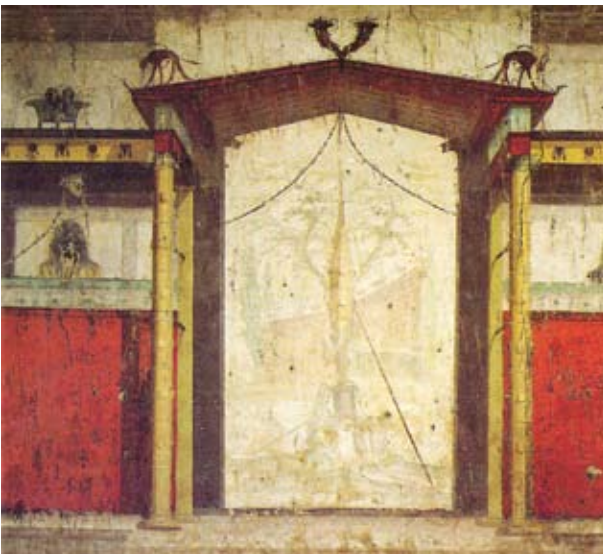
Versailles, France

Part of Marie Antoinette's Trianon complex in the gardens of Versailles, the Belvedere was built between 1778 and 1781 as a private space for the French queen within a landscape that reflected a fascination with both English and Oriental gardens. The restoration of this building that overlooks the gardens is part of the larger Trianon conservation project. Most of the Trianon is now open to the public, and gives visitors a unique glimpse into the private life of this famous and fascinating queen.

Cloister of Saint Trophime

Arles, France

The Church of Saint Trophime testifies to the long continuity of Christianity in southern France. Dedicated to the saint sent to the Roman city of Arles in 251 by Pope Fabian, the Church of Saint Trophime, founded in the third century, is now primarily famous for its trove of Romanesque and Gothic sculpture. The west portal, which the World Monuments Fund restored in the 1990s, is one of the great surviving treasures of Romanesque sculpture, while the cloister, currently being restored, offers a unique glimpse into the stylistic transition from Romanesque to Gothic between the 12th and 14th centuries.



Palatine Hill Projects, Rome

Domus Augustus, Farnese Gardens, Casina Farnese

Structures atop Rome's Palatine Hill span the millennia, from the Domus Augustus, residence of Rome's first emperor in the 1st century B.C., to the Farnese Gardens and Casina Farnese, Renaissance testaments to the wealth of the city in the 17th century. Structures that remain survived the archaeological works of the late 19th century, and now suffer from exposure, water infiltration, salt efflorescence, and more. Proposed projects at Palatine Hill sites focus first on structural work, then on restoration of the interiors and decoration.

**A RESTORED POLYCHROME WALL
FRESCO AT THE DOMUS AUGUSTUS**

Meryem Ana Church



Göreme, Cappadocia, Turkey

Originally sculpted by erosion and then refined by human hands, Meryem Ana overlooks a deep gully in the open-air museum at Göreme. One of a number of rock-cut dwellings and churches, the 11th-century Meryem Ana consists of two main chambers lined with well-preserved wall paintings. A large crack in one of the chambers is the most visible reminder that the church could collapse without warning. World Monuments Fund has offered technical assistance to the local stakeholders and has recommended that engineering studies, a plan for urgent interventions, and a plan for the conservation of the interiors take into account the sensitive geological conditions of the Göreme Valley.

European Fine Interiors

Through its European Fine Interiors program, the World Monuments Fund has been, for a decade, a leader in restoring masterpieces of interior decoration throughout Europe. All the buildings that have had interiors restored are now public spaces—museums, concert halls, exhibition rooms, or libraries—so their continued survival is important to the communities to which they belong. Many were converted from private to public at the urging of WMF. The involvement of WMF ensures that restorations of important interiors are undertaken in a detailed and professional manner under the auspices of art historians and conservators.

ONE OF WMF'S UPCOMING PROJECTS IS THE RESTORATION OF THE GRAND SALA TERRENA AT THE 18TH-CENTURY BELVEDERE PALACE IN VIENNA.





Bandiagara Escarpment Cultural Landscape

Bandiagara, Mali

The Bandiagara Escarpment is a dramatic, 95-mile-long cliff landscape in Mali. The area has been inhabited for millennia, with the current inhabitants, the Dogon, arriving in the 15th century. Their predecessors' architecture, including dwellings carved into the cliffs, has been incorporated into their own earthen villages. The site is a Malian national heritage site and a mixed-property (cultural and natural) World Heritage site.

The Dogon village of Arou is home to one of their oldest and most important temples. However, the remoteness of the village and the challenging living conditions have led much of the population to abandon the area, making the upkeep of the temple difficult.

World Monuments Fund is bringing its expertise to bear on not just the physical conservation of the temple, but also on developing a strategy to encourage and manage tourism to the village. Such capacity will create new jobs, slowing if not turning around the exodus from the village, and improving the local economy and living conditions. This will, in turn, restore the villagers' capacity to maintain the Arou temple as they have done for centuries.

Throughout 2009, WMF will assist in all aspects of documentation, assessment, and planning for the conservation of the temple; implement the conservation work; help create visitor materials; and train local guides and staff in managing visitorship.



DOGON GRANARIES CLUSTERED ON THE ESCARPMENT. THE DOGON CULTIVATE A FEW CROPS: MILLET, SORGHUM, PEANUTS, TOBACCO, AND, SINCE THE 1930S, ONIONS, WHICH ARE SOLD AS FAR AWAY AS THE IVORY COAST. THEY HAVE LARGELY MAINTAINED THEIR TRADITIONAL WAY OF LIFE AND RELIGION IN THE FACE OF OUTSIDE INFLUENCES.

Maya Sites of Mexico and Guatemala



World Monuments Fund is working at various Maya sites in Guatemala and on Mexico's Yucatán Peninsula. Although geographically distinct, the sites share common threats: encroaching vegetation; water damage; earlier, inappropriate conservation measures; insensitive tourism; and, sadly, looting. At El Naranjo in Guatemala, WMF is supporting the development of a plan that includes comprehensive mapping, structural stabilization, and managed tourism, and that can be applied to other sites in the future. At Mexico's Yucatán sites, such as Kabah, WMF is helping increase public access and enhance site interpretation and presentation.

EL NARANJO,
IN GUATEMALA

San Pedro Apóstol de Andahuaylillas Church

Andahuaylillas, Cusco, Peru

Built by the Jesuits in 1570, San Pedro Apóstol de Andahuaylillas Church is considered the Sistine Chapel of Peru because of the beauty of its mural paintings. A local conservation team has begun to restore the main altar, stone foundations, and organ with their own limited resources. World Monuments Fund will help the parish promote training opportunities for the local community, restore the façade of the church and the intricate coffered wooden ceiling, and support the development of Andahuaylillas as a tourist destination.





Angkor Archaeological Site

Angkor, Cambodia

In 1991, the World Monuments Fund embarked on a comprehensive program of conservation and training at Angkor. Today, this program focuses on long-term conservation at Preah Khan, emergency stabilization and planning at Phnom Bakheng, and restoration and conservation of the Churning of the Sea of Milk gallery at Angkor Wat. WMF's program fills the knowledge gap left by decades of civil war. It enhances appreciation and interpretation, advances conservation, trains Cambodian youth in preservation and stewardship, and helps the authorities build capacity to ensure the long-term sustainability of these measures.

WMF CONSERVATORS REASSEMBLE THE ROOF OF THE GALLERY THAT HOUSES THE CHURNING OF THE SEA OF MILK, AN EPIC 12TH-CENTURY BAS-RELIEF THAT TELLS THE HINDU CREATION MYTH.

Bulla Regia

Jendouba, Tunisia

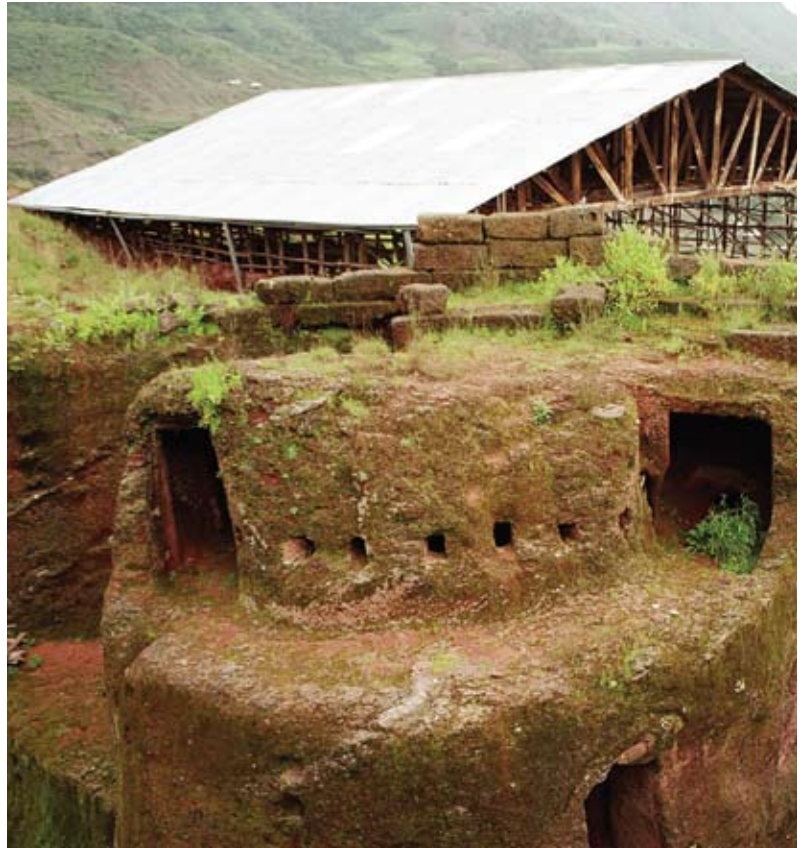
The ruins of the first- and second-century Roman city of Bulla Regia are magnificent but surprisingly little known. Although the city's origins are likely Numidian, Bulla Regia is significant for the unique construction methods employed by the Romans, in which the first floors of buildings were constructed underground to protect inhabitants from the fierce heat of the region. They employed the typical Roman peristyle design to assure substantial light and air reached the subterranean rooms. This has helped a great deal of the city survive until the present, including numerous spectacular mosaics in situ, but a lack of funds and staff for upkeep means the site remains exposed to the elements and in an imperiled state. Bulla Regia represents the first field project in Tunisia for the World Monuments Fund.



Lalibela, Ethiopia

For 300 years Lalibela was the capital of the Christian Zagwe dynasty of Ethiopia. During the reign of its most famous ruler, Gebre Mesquel Lalibela (c. 1189–1229), 11 great monolithic churches were carved directly into bedrock. They have often been called the “Eighth Wonder of the World.” Now not much more than a village, Lalibela struggles to maintain these ancient vestiges of a mighty kingdom. World Monuments Fund first worked at Lalibela in the 1960s, and has returned 40 years later to develop a conservation plan, in cooperation with UNESCO, that will enhance the management of the site by Ethiopian professionals.

**SHELTERS OVER THE ROCK-
HEWN CHURCHES ARE A
MISGUIDED ATTEMPT TO
STAVE OFF THE ELEMENTS.**



Sumda Chun Monastery

Leh, India

Sumda Chun, a remote Buddhist monastery high in the Himalayas—accessible only by an arduous four-hour hike—is a rare example of Tibetan Buddhist architecture in the Ladakh region of India. World Monuments Fund began a three-year conservation project there in 2007. Roofs and walls are being restored and made watertight. Documentation and materials analysis of the exquisite wall paintings and stucco sculptures are underway. In addition, WMF is helping the community develop a plan to manage the increase in tourism expected from the construction of a road that will ease visitor access to Sumda Chun.

Sustainable Tourism Initiative

Recognizing both the benefits and the pressures of tourism on cultural heritage sites around the world, the World Monuments Fund is undertaking a global initiative focused on sustainable tourism. It rewards and encourages responsible stewardship of historic sites by supporting projects that integrate historic preservation, tourism management, and visitor education.

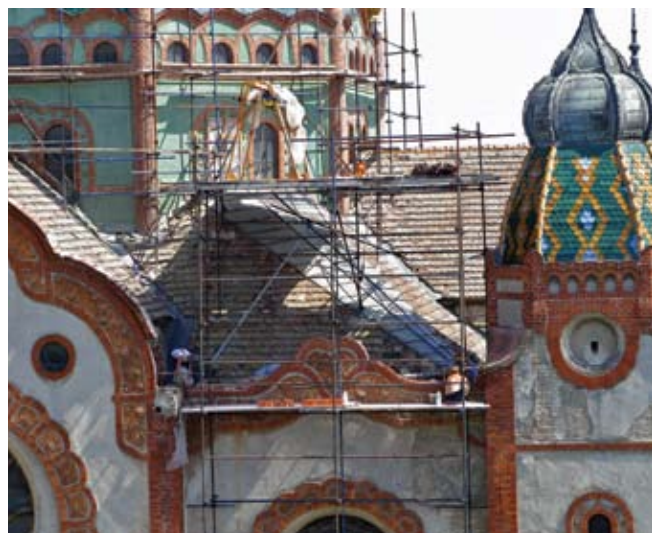
Unmanaged tourism can damage heritage sites, and high-profile sites often suffer the most. Sustainable tourism minimizes the negative impact of visitors on heritage sites and the surrounding environment, and also produces income and jobs for local communities.

Benefiting from this initiative is St. Paul's Cathedral in London. WMF is developing a visitor route that will manage traffic flow and reduce further damage caused by the nearly two million visitors each year, allowing the church to more fully engage them in its 300-year history.

In the United States, economic and environmental impact studies are the first step toward protecting Historic Route 66. WMF is also developing materials to interpret its significance in American culture. From Chicago to Los Angeles, communities across the country will be able to use this information to develop sustainable tourism programs, preserving the legendary Route 66 into the future.



IMPROVED TRAFFIC FLOW THROUGH LONDON'S 17TH-CENTURY ST. PAUL'S CATHEDRAL SAFEGUARDS ITS TREASURES AND MAKES THE VISITOR EXPERIENCE LESS CROWDED AND MORE INFORMATIVE.



SUBOTICA SYNAGOGUE IN SERBIA IS A SPLENDID EXAMPLE OF RELIGIOUS ARCHITECTURE IN THE ART NOUVEAU STYLE.

Jewish Heritage Program

World Monuments Fund launched its Jewish Heritage Program in 1988 to draw attention to Jewish cultural heritage threatened as a result of the Diaspora and the loss of communities to care for their sacred and secular sites. In the program's earliest years, WMF focused its attention on documentation to determine what remained of synagogues, cemeteries, and other buildings erected by the Jewish communities of Central and Eastern Europe and the former Soviet Union. WMF also funded symposia, lectures, and photographic surveys and exhibitions that helped the public understand the serious threats to an important chapter of architectural history.

Over the course of two decades, the Jewish Heritage Program has supported conservation work at sites in more than 20 countries, including China, France, Greece, Hungary, India, Lithuania, Morocco, and Poland, ranging in date from the 15th to the early 20th century. As the program has evolved, WMF's activities have reflected not only a concern for the cultural legacy of these sites, but also for the strengthening of Jewish communities in the post-Soviet era.

WMF has some continuing funds to support a limited number of projects. Given WMF's leadership in this arena and the growing need for it—there is increasing interest in preserving these sites both for worship and in response to a rise in Jewish cultural tourism—it would be beneficial to the field if WMF could expand its reach, particularly with technical assistance.



The World Monuments Watch

World Monuments Fund's signature advocacy tool since 1996, the World Monuments Watch—a biennial list of 100 endangered heritage sites—has garnered worldwide publicity, public awareness and engagement, and subsequent donations. More than 75 percent of Watch sites have been saved or are out of danger, thanks to intervention inspired by Watch listing.

Nominated by preservationists, community groups, or government organizations, and selected by an international panel of experts, the Watch is a global call to action on behalf of sites in need of immediate intervention.

Sites of all types, from ancient to modern, popular to obscure, are eligible. "Monuments" can be archaeological sites; residential, civic, commercial, military, or religious architecture; cultural landscapes or townscapes. Well-known sites that have been listed include the Taj Mahal, Hagia Sophia, Ellis Island National Monument, Pompeii, Machu Picchu, the Great Wall of China, and many others.

One of the most visible Watch sites has been Ireland's Tara Hill. Tara Hill plays an enormous role in Irish mythology, religion, and history, and is currently threatened by a new motorway that will ease Dublin traffic congestion. However, this road will not only cut through Tara's still-unexplored archaeological treasures, it will also forever alter the landscape and likely encourage further unchecked development. Although Watch listing may not prevent the road from being built, the public outcry is helping forge a strategy for better management of the site in the future.

WMF's work is never done. The places humans have built around the world tell the story of civilization. Many stand under the threat of imminent ruin, and the Watch is one of the foremost programs used to inspire international interest in preserving our shared heritage.

SITES THAT HAVE BEEN LISTED ON THE WORLD MONUMENTS WATCH, CLOCKWISE FROM BELOW: HEADFORT HOUSE IN KELLS, IRELAND; THE RED CHURCH, NEAR GÜZELYURT, TURKEY; SCOTT'S HUT, CAPE EVANS, ANTARCTICA; HISTORIC ROUTE 66 IN THE U.S.; AYAZ KALA IN UZBEKISTAN; THE CAPITANES GENERALES PALACE IN ANTIGUA GUATEMALA; IRELAND'S TARA HILL; AND THE OBSERVATORY OF JANTAR MANTAR IN JAIPUR, INDIA.





Modernism at Risk

Modernism at Risk is a groundbreaking World Monuments Fund initiative designed to identify and protect important examples of 20th-century architecture. While a recent addition to the world's architectural legacy, modern architecture is nonetheless a crucial component of our cultural heritage that is too often overlooked and undervalued.

Threats of demolition and unsympathetic alteration are common for modern structures, which some believe cannot stand the test of time, as they were often built in innovative ways with experimental materials.

The greatest enemy of modern architecture, however, is a lack of public awareness about its significance and the reality that it can (and should) be saved. Surmounting the obstacle of public apathy will be a great achievement in the battle to save modern buildings. Modernism at Risk brings the weight of experience and expertise of WMF to the forefront in the fight to raise awareness and to save great modern architecture.

WMF's MODERNIST SITES INCLUDE PAUL RUDOLPH'S RIVERVIEW HIGH SCHOOL IN SARASOTA, FLORIDA; PHILIP JOHNSON AND RICHARD FOSTER'S NEW YORK STATE PAVILION IN FLUSHING, QUEENS; AND ST. PETER'S COLLEGE IN CARDROSS, SCOTLAND, DESIGNED BY GILLESPIE, KIDD, AND COIA.

Traditional Building Arts in the United States

World Monuments Fund cannot fulfill its mission to preserve the world's architectural heritage unless there are experienced craftspeople, accomplished in their trades and versed in traditional skills as well as modern conservation standards, to perform restoration work.

To this end, WMF's field projects have increasingly addressed the growing need to recruit, educate, and train a new generation of craftspeople capable of maintaining historic resources.

The main component of WMF's Traditional Building Arts initiative is a field school. Each program offers a hands-on opportunity to building arts apprentices, graduate students in preservation and allied disciplines, and high school students to work on a restoration project.

At the Mount Lebanon Shaker Village in upstate New York, two parallel training tracks culminated in a certificate of completion for trades apprentices and nine credit hours for graduate students. Working together with professionals and local stakeholders in summer 2006, the students repaired the 1838 timber structure of the granary. In 2007, the students worked on a stone barn, surveying and documenting, exploring methodologies, and implementing conservation measures.

WMF plans to expand this effort in 2009 to the Dutch Reformed Church in Newburgh, New York.

STUDENTS LEARN
TRADITIONAL BUILDING
ARTS AT THE MOUNT
LEBANON SHAKER
VILLAGE IN UPSTATE NEW
YORK WHILE RESTORING
ITS 19TH-CENTURY
ARCHITECTURE.

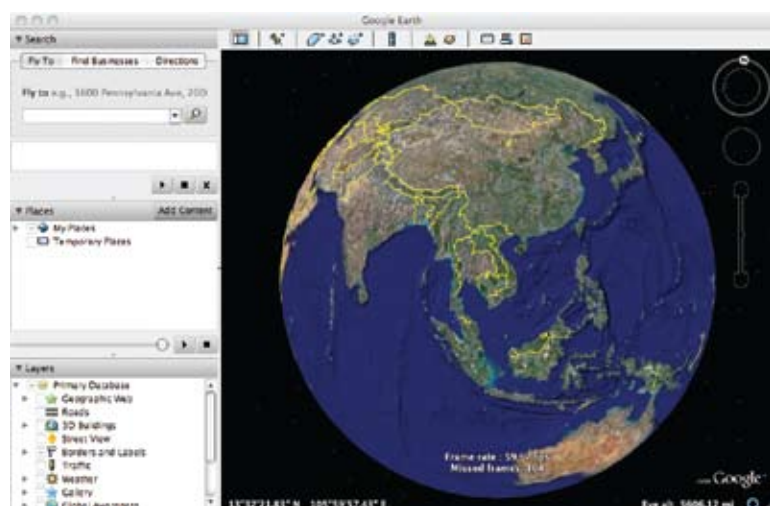


Site Interpretation

Site interpretation, ranging from explanatory panels to visitor and educational centers, is an important tool for educating the public about the significance of a site and advocating for its immediate and long-term protection, an activity central to the World Monuments Fund's mission. WMF educates to inspire stewardship.

Site interpretation is being incorporated into more and more of WMF's projects from their inception. Calling on the expertise of museum exhibition and education specialists, WMF is planning the construction and management of visitor facilities, the development of visitor materials, and the training and education of staff at sites including Beijing's Qianlong Garden, Brancusi's *Endless Column* in Romania, and Angkor's Preah Khan temple complex.

The ceremonial site of Orongo, perched on a narrow ridge on Easter Island, is WMF's most comprehensive site interpretation project to date. Orongo was suffering from unmanaged tourism that was not only damaging the site, but was potentially dangerous to the tourists themselves. Starting with a strategy elaborated in 2001 to manage the fragile site and control access to it, WMF constructed an interpretive trail system that included rehabilitating the landscape and improving fencing. WMF now proposes to build a visitor center that will be the entry point for all Easter Island tourism, eliminating further damage to the sites and the risks to tourists.



INCORPORATING INTERACTIVE COMPONENTS SUCH AS GOOGLE EARTH INTO WMF'S REDESIGNED WEBSITE WILL ENGAGE THE USER AND INCREASE SITE TRAFFIC.

www.wmf.org

WMF has begun a redesign of its website that will strengthen public outreach, enhance communication with current and potential supporters, and act as a forum for WMF's global constituency. The new site will contain easily searchable, in-depth information on WMF projects and make greater use of interactive components such as video, a blog, e-newsletter, social networking, and Google Earth.

Visitorship to wmf.org has increased from an average of 4,000 visitors a month in 2005 to 20,000-plus in 2008. The website regularly receives visitors from more than 130 countries.

Disaster Recovery

One of World Monuments Fund's earliest calls to action came in the wake of the 1966 Venice flood. This disaster, in fact, proved so mobilizing that mitigating the damage from both natural and man-made disasters has since been one of WMF's guiding principles.

As a result of the current war in Iraq, the entire country was listed on the Watch in 2006 and 2008 as an endangered site, but specific locations have also received our attention. For example, Babylon was harmed when a military base was established there at the start of the conflict, although the damage was by no means begun with the latest military occupation; this ancient site has a long history of unsuitable reconstruction and misappropriation of artifacts. Babylon has since been returned to the auspices of the Iraqi State Board of Antiquities and Heritage, and WMF is working closely with them to assess conditions and prepare a site management plan.

WMF also helped mitigate some of the damage from 2005's Hurricane Katrina, perhaps the most devastating storm in American history. WMF ran its 2008 summer field school in New Orleans, educating students as they worked on rebuilding the city and its unique architecture and infrastructure.

In late 2008, WMF quickly began to collect information on local cultural sites after the powerful August earthquake in Sichuan Province, China, and in Georgia in the aftermath of civil conflict.



NEW ORLEANS WAS DEVASTATED BY HURRICANE KATRINA IN 2005. THE CITY WAS WATCH-LISTED IN 2006; IN SUMMER 2008, WMF RAN A FIELD SCHOOL THERE TO HELP REBUILD THE CITY WHILE TRAINING THE NEXT GENERATION OF CARETAKERS.



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