



TECHA 2010

TECHNOLOGIES EXPLOTATION
FOR THE CULTURAL HERITAGE ADVANCEMENT

ARLES, 20TH - 23RD SEPTEMBER 2010
GRANDE HALLE

INTERNATIONAL FORUM & BROKERAGE EVENT, EXPO



Innovation at the service of the Cultural and Natural Heritage

TECHA - Technologies Exploitation for the Cultural Heritage Development is an International event, organized every two years, promoted by the Consiglio Nazionale delle Ricerche - Dipartimento Patrimonio Culturale e ENEA to offer to researchers, companies and local organizations, a common discussion platform on methodological topics, innovations and problems connected to the cultural heritage.

Heritage is today a major asset in the attractiveness of territories. Its economic and social impacts are key elements for the stakeholders (communities, managers, companies), which intervene in heritage diagnosis, preservation, renovation or even valorization.

Moreover, heritage valorization necessitates integrated management that takes into account the cultural, economic and social dimensions of the territories.

Trough a cycle of conferences on the state of the art in heritage innovation, open round table discussions, specific business meetings, a fair where professionals can exhibit their innovative technologies and present their specific competences, TECHA wants to draw the

attention on the state of the art and on the innovative trends of scientific research.

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Following TECHA 2008 in Rome, next September 2010, the CNR, ENEA and Cultural Industries & Heritage Cluster organize the second forum TECHA 2010, in Arles in partnership with the EEN (Enterprise Europe Network) nodes: Bridge Economies, Cinema and Med2Europe.

This edition is focused on conservation and interpretation of the Cultural and Natural Heritage.

International Forum & Brokerage event

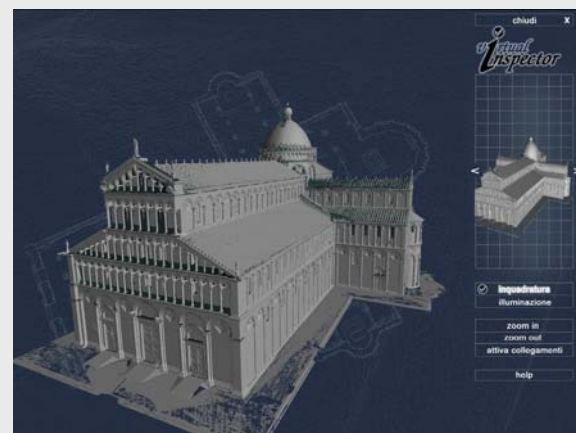
Arles, 20th –23rd September 2010 – Grande Halle

L'innovazione al servizio del patrimonio culturale e naturale

TECHA – Technologies Exploitation for the Cultural Heritage Development è un evento internazionale con cadenza biennale promosso dal CNR Dipartimento Patrimonio Culturale ed ENEA per offrire una piattaforma di discussione e di condivisione sulle questione teorico-metodologiche, le innovazioni e le problematiche inerenti il patrimoni culturale.

Attraverso conferenze sullo stato dell'arte e le innovazioni tecnologiche per la conservazione e la valorizzazione del patrimonio culturale, tavole rotonde, incontri bilaterali tra ricercatori, imprenditori e rappresentanti delle organizzazioni locali e spazi espositivi, TECHA è l'occasione di incontri e dibattiti nonché vetrina delle migliori tecnologie.

Dopo TECHA 2008, organizzato a Roma, in cui ci si è confrontati su tematiche legate prevalentemente ai beni culturali come analisi, diagnostica e monitoraggio, materiali e tecniche di intervento, ICT e tecnologie sostenibili per il patrimonio culturale, in TECHA 2010 l'attenzione sarà rivolta alle problematiche legate al territorio quali la conservazione e la fruizione del patrimonio naturale e culturale.





TECHA 2008 in Rome

In 2008, Rome was the venue of the first TECHA event, Technologies Exploitation for the Cultural Heritage Advancement.

This international event focused on the current and future perspectives of technologies linked to the cultural Heritage.

More than 200 participants attended the event during which more than 500 meetings took place between research centers, excellence clusters, works managers, communities, design offices and businesses acting in diagnosis, conservation recommendations, restoration and conservation.

Topics

- Survey, diagnostic and monitoring;
- Materials and techniques of intervention;
- Information & communication technologies for cultural heritage;
- Sustainable technologies for cultural heritage

TECHA 2010 in Arles

In 2010, Arles will be the venue of the second edition of TECHA. It will take place in the Grande Halle (Great Hall) of the former railway yard, Landmark of Arles Heritage and symbol of the renovation and valorization of Heritage.

Whilst keeping the axis of the first TECHA the Arles event will focus on themes developed within the Cultural Industries & Heritage Cluster, i.e. built heritage, natural heritage, culture dissemination.

The TECHA conferences are a rare opportunity for professional meetings between the players of the whole decision-making process.

The interventions will make it possible to take stock of:

- the condition of the relationships between the various players in Integrated Heritage Management,
- the needs – in terms of innovation – of all the players: innovations in equipment, practices, protocols, culture dissemination tools, etc.
- scientific progress in diagnosis, protocols, practice tools and innovative technologies put to the service of the valorization and dissemination of Heritage.

International Forum & Brokerage event

Arles, 20th –23rd September 2010 – Grande Halle

Scientific Committee

A Scientific Committee has been organized to design the programme. It is composed by:

Salvatore Amico Roxas

European Commission, Joint Research Centre Intellectual Property and Technology Transfer Unit

Mounir Bouchenaki

ICCROM, International Study Centre for the Conservation and Restoration of Cultural Assets

Luciano Cessari

CNR, Consiglio Nazionale delle Ricerche

Thierry Dutoit

IMEP, Institut Méditerranéen d'Ecologie et de Paléoécologie

Stella Styliani Fanou

ENEA, Italian National Agency for new technologies, energy and sustainable economic development

Bernard Latarjet

Marseille-Provence 2013

Claude Mollard

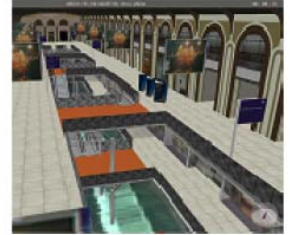
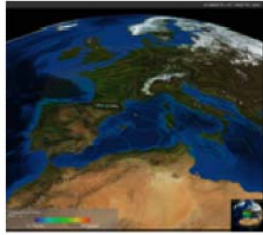
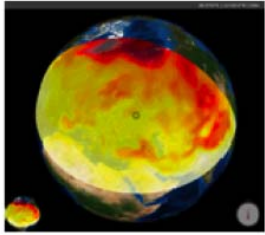
Cultural expert and photographer

Roch Payet

INP, Institut National du Patrimoine

Freddy Rey

Cemagref, Institut de recherche en sciences et technologies pour l'environnement



From global scale



... to interiors

Monday 20th September

ACCESS TO THE WHOLE EVENT

(including lunches on 21st and 22nd September):

- General rate : 75 €
- Stand - Innovation Fair : 500 €

15.30 Welcome in the Musée Départemental de l'Arles Antique.

16.00 Opening speech

M. Michel MERCIER, *Ministre de l'Espace Rural et de l'Aménagement du Territoire*

M. Michel SAPPIN, *Préfet de Région Provence-Alpes-Côte d'Azur*

M. Pierre CASTOLDI, *Sous-préfet d'Arles*

M. Michel VAUZELLE, *Président du Conseil Régional Provence-Alpes-Côte d'Azur*

M. Hervé SCHIAVETTI, *Maire de la ville d'Arles*

M. Gilles MARTINET, *LERM, Président du Pôle Industries Culturelles & Patrimoines*

Mme Stella FANOU, *ENEA, Comité scientifique TECHA 2010*

17.30 Opening remarks

The importance of innovation through History

M. Jean-Claude GOLVIN, *Architect archaeologist, researcher at CNRS*

18.00 Presentation of the exhibition *César, le Rhône pour mémoire*

M. Claude SINTES, *Director of the Musée Départemental de l'Arles Antique*

18.30 Tour of the exhibition *César, le Rhône pour mémoire*

20.00 Reception cocktail

Chamber of Commerce and Industry of the Pays d'Arles

WORKSHOPS - Tuesday 21th September

PROGRAMME

BUILT AND CULTURAL HERITAGE

Moderator : **Pierre-Antoine GATIER**

Monuments Historiques et Président d'ICOMOS France

9.00—13.00 INVITED SPEAKERS

Ralf KILLIAN, *Fraunhofer Institute for Building Physics - Germany*. Heritage preservation and energy efficiency: the role of building simulation tools.

Luciano CESSARI / Stella FANOU, *CNR / ENEA - Italy*. Sustainable solutions and integrated Non Destructive Technologies for energy retrofitting and conservation of historic buildings and areas.

Timo KAUPPINEN, *Technical Research Centre of Finland - Finland*. Performance verification techniques for historical buildings and Monuments.

Benoît COIGNARD, *Conservation-restoration-creation of sculptures - France*. Reconstructing a statue or a monument using the techniques of 3D scanners and repositioning dynamics : technological evolution, current processes.

Heleni PORFYRIOU, *CNR, Institute for Conservation and Valorization of Cultural Heritage - Italy*. Preserving places: managing and monitoring mass tourism in the historic centers.

Alain-Charles PERROT, *Chief Architect of Historic Monuments - France*. Materials and innovative processes, feedback on prestigious restoration projects.

Abdelaziz DAOULATLI, *INA, ICCROM, International Center for the Study of the Preservation and Restoration of Cultural Property - Tunisia*. Preservation strategies, including historic urban centers.

Gaël HAMON, *Graphic Art and Heritage - France*. Augmented reality in the service of heritage.

Thomas SAGORY, *Multimedia Project Leader in the Higher Education Research and Technology Department - Ministry of Culture and Communication - France*. Virtual exhibitions and imaginary museums: Multimedia in the service of archeology.

Henri RIVIERE, *Architect - France*. Brownfield redevelopment. Examples of innovative projects.

Antonia MOROPOULOU, *National Technical University of Athens - Greece*. Application of innovative and new nanostructured materials for compatible solutions in Cultural Heritage rehabilitated buildings.

NATURAL HERITAGE

Moderator: **Thierry DUTOIT**

Mediterranean Institute of Ecology and Paleoecology

9.00—13.00 INVITED SPEAKERS

Jean-François MASCARI / Laura MOLTEDO, *CNR, Institute for applied mathematics Mauro Picone / Dipartimento Patrimonio Culturale - Italy*. A unique approach for the Governance of the cultural heritage of a landscape.

Hervé BEGUIN, *Project leader Planning and Heritage, Great Site of the Sainte Victoire - France*. Innovation in the service of managing a natural area or how to manage the built heritage of the Great Site of the Sainte Victoire.

Esther BOCHET, *CIDE, Center for Research on Desertification - Spain*. Scientific knowledge useful and applicable to ecological restoration. Example of road embankment.

Freddy REY, *Research Institute for Agricultural Engineering and the Environment - France*. Restoration ecology in the service of ecological engineering : an application to control erosion in the mountains.

PROGRAMME

WORKSHOPS - Tuesday 21th September

13.30 - 14.30 Roman lunch

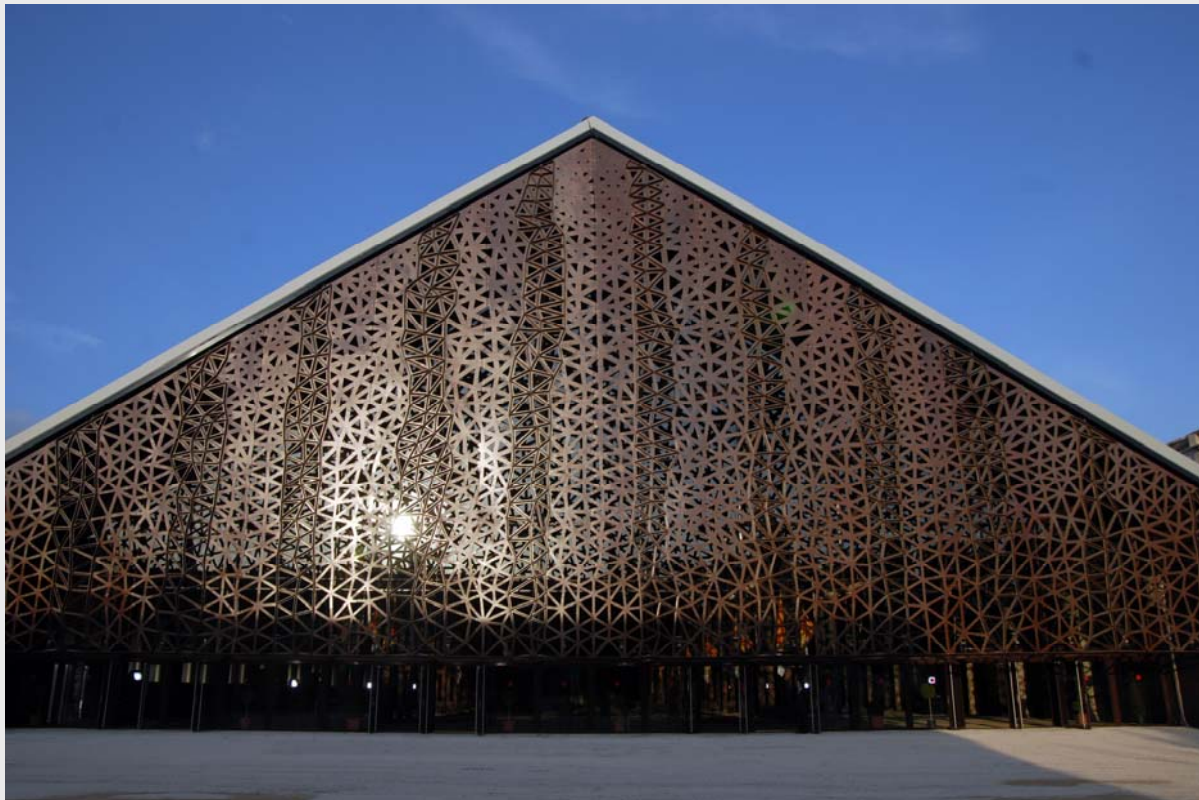
14.30 - 18.00 Round table and discussion

Co-moderated:

Pierre-Antoine GATIER and **Thierry DUTOIT**

18.00 Closing speech

Jean-Bernard MEMET, *Director of A-Corros, coordinator of TECHA 2010*



BROKERAGE EVENT, EXPO, COMPANY VISITS

BROKERAGE EVENT

Wednesday 22nd September

The event is organised by the Italian and French nodes of the Enterprise Europe Network Bridge Economies, Cinema, Med2Europe.

9.00 Registration

10.00 – 13.30 Brokerage event

Bilateral meetings among companies and research centres.

13.30 Lunch Buffet

14.00 – 18.00 Brokerage event

Bilateral meetings among companies and research centres.

EXPO

Tuesday 21th - Wednesday 22nd September

An exposition area is dedicated to some projects of research groups, to compagnie, to universities and local organization

The companies and research centers will take advantage of an exhibition space to display their innovative technology.

COMPANY VISIT

Thursday 23rd September

Visits to sites and presentation of project.

9.30 - 12.00 The Arles Amphitheatre and the Saint Trophine Cloister.

13.30 - 17.00 Presentation of the “Cossure Project”, for the rehabilitation of a space in the pastoral plain of Crau.



L'Europe à la portée de votre entreprise.

Organizing Commitee

Gilles Martinet

Co-Director of LERM, President of the Cultural Industries & Heritage Cluster

Jean-Bernard Memet

Manager - A-Corros

Bouzid Sabeg

Director of Heritage – City of Arles

Patrice Morot-Sir

Director of the “École d’Avignon”

Sara Di Marcello

CNR, Consiglio Nazionale delle Ricerche

Filippo Ammirati

ENEA, Italian National Agency for new technologies, Energy and sustainable economic development

Philippe Hurdebourcq

Director of the Cultural Industries & Heritage Cluster

Laetitia Bertrand

Cultural Industries & Heritage Cluster

Amandine Lacoste

Cultural Industries & Heritage Cluster

Juliana Promskaia

Med2Europe

Céline Hertgen

Med2Europe

PROMOTER



Chambre de Commerce et
d'Industrie du Pays d'Arles



Regional Cluster for
Innovation and Sustained
Economic Development)



Musée départemental
Arles antique



Arles - Patrimoine Mondial
de l'Humanité



Arles Cran Camarque
Montaguette



Med -
l'Europe en Méditerranée



Cultural Heritage: exploiting
Opportunities for Rural
Development



S'engage l'Europe en
Provence - Alpes - Côte
d'Azur

Organization for Italy

Luciano Cessari, *CNR*; Stella Styliani Fanou, *ENEA*
Forum Promotion and Scientific Coordination

**Filippo Ammirati, *ENEA*; Sara Di Marcello, *CNR*;
Fulvio Miraglia, *ENEA*; Luigi Pavia, *ENEA*;
Vania Virgili, *CNR*.**

Elena Gigliarelli, *CNR*; Maria Giovanna Mastroilli, *CNR*;
Fair

Cinzia Bacigalupo, *CNR*
Graphic Design