

**The Heritage of Education
--- 18th April International Day on
Monuments and Sites**



The Heritage of Education – 18th April 2013 International Day on Monuments and Sites

--- Organized by IICC-X

A. Event Information

1. Time

18th April 2013, One Day

Details: March 2013 --Advance Publicity

1st -15th April 2013—Activities Preparation

18th April 2013—Event Day

2. Event Location

- Great Wild Goose Pagoda
- Small Wild Goose Pagoda
- Xi'an Stele Forest
- Xi'an Qinglong Temple
- Xi'an Louguan Chinese Taoism Culture Exhibition Area
- Xi'an Jiaotong University
- Northwest University

3. Target Group

- ① School child, Teenagers, University students
- ② Professionals and experts in cultural heritage related fields
- ③ People interested in heritages of education.

B. EventContent

This Eventare divided into two parts:

1. Heritageof education and exhibition of Silk Roads Tentative Nominationinformation.
2. Series of publicity activitieson “Heritage of Education” in Xi'an.

1. The heritage of education—Silk Road information display

In: Site of Chang'an City of Han Dynasty, Site of Daming Palace in Chang'an City of Tang

Dynasty, Great Wild Goose Pagoda, Small Wild Goose Pagoda, Xingjiaosi Pagoda, The Grottoes of Great Buddha Temple in Bin County and Tomb of Zhang Qian, these seven heritage sites in Shaanxi province provide their abstract information and pictures as publicity materials. It will be exhibited as panel display advertisements. And the location is inside Small Wild Goose Pagoda Park.

2. A series of publicity activities on “Heritage of Education” in Xi'an

➤ **Advance publicity**

These activities are divided into two parts—Advance publicity and the event on the day. The advance publicity includes designing and the printing of leaflets. The publicity activities include providing leaflets, posters and hanging banners for publicity as well as volunteers' recruitment on the event day among the relevant sites, and Universities. The Weibo (Chinese twitter) and official website are the main ways of online publicity, which will regularly post activity information on consultation and arrangement.

➤ **The Heritage of Education—18th April 2013 International Day on Monuments and Sites: Events in Small Wild Goose Pagoda**

- ① Seminar of Silk Road (About 100 School children join in this event)
Time: 18th April 2013, 14:30-16:00.
Location: Lezhiauditorium.
Number of People: 100 School child and visitors
Preparation: Invite reporter, Take photograph in the event
- ② Autograph activity on safeguarding the heritage of education
Time: 18th April 2013, 14:30—17:00
Location: Inside Small Wild Goose Pagoda
Preparation: Invite reporter, Take photograph in the event
- ③ The Symposium of World Cultural Heritage Conservation and Management
Key words: Cultural Heritage, Conservation and management, heritage of Education etc.
Time: 18th April 2013, 15:00-16:00
Location: Conference room of ICOMOS International Conservation Center Xi'an
Participants: Administrator of Silk Roads related Properties and IICC-X staff
Preparation: Take photograph
- ④ Hanging Banner
Time: Whole Day
- ⑤ Leaflet
Time: Whole Day

➤ **The Heritage of Education—18th April 2013 International Day on Monuments and Sites: Events in Xi'an Louguan Chinese Taoism Culture Exhibition Area**

- ① Autograph activity on safeguarding the heritage of education
Location: Xi'an Louguan Square
Preparation: Invite reporter, Take photograph

② Leaflet
Location: Xi'an Louguan Square
Time: Whole Day

③ Display Boards
Location: Xi'an Louguan Square
Time: Whole Day

➤ **The Heritage of Education—18th April 2013 International Day on Monuments and Sites: Events in Qinglong Temple**

① Leaflet
Location: Inside Qinglong Temple
Time: Half Day

② Hanging Banner
Time: Whole Day
Location: Inside Qinglong Temple

➤ **The Heritage of Education—18th April 2013 International Day on Monuments and Sites: Events in Xi'an Stele Forest**

① Leaflet
Location: Inside Xi'an Stele Forest
Time: Half Day

② Questionnaire Survey
Number of people: volunteers and visitors
Time: 10:00-10:30
Location: Inside Xi'an Stele Forest

③ Free Tour guide in Exhibition Room
Time: 18th April 2013, 10:30-11:30
Number of people: volunteers and visitors

➤ **The Heritage of Education—18th April 2013 International Day on Monuments and Sites: Events in Great Wild Goose Pagoda**

① Zeng Qin Master's Lecture
Key Words: Xuanzang Master, Great Wild Goose Pagoda, Conservation
Time: 18th April 2013, 9:30-11:00
Location: East side of Great Wild Goose Pagoda yard's auditorium
Number of people: 100
Preparation: a. videotape to Zengqin Master b. Invite report, take photograph

② Autograph activity on safeguarding the heritage of education
Time: Half Day (9:00—12:00)
Location: Inside Great Wild Goose Pagoda yard
Preparation: Invite report, take photograph

③ Leaflet
Time: 18th April 2013, half Day

Location: Great Wild Goose Pagoda Square

➤ **The Heritage of Education—18th April 2013 International Day on Monuments and Sites: Events in Northwest University**

① Leaflet

Time: 18th April 2013, half Day

Location: Inside Northwest University

② Visit University Museum

Time: 18th April 2013, half day (9:00-12:00)

➤ **The Heritage of Education—18th April 2013 International Day on Monuments and Sites: Events in Xi'an Jiaotong University**

① Leaflet

Time: 18th April 2013, half Day

Location: Inside Northwest University

② Visit University Museum

Time: 18th April 2013, half day (9:00-12:00)