

**CANDIDATE FOR THE POST OF VICE PRESIDENT  
CANDIDAT POUR LE POSTE DE VICE-PRESIDENT**

**MARIA DE GUADALUPE ZEPEDA MARTINEZ**

**MEXICO – MEXIQUE**



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Zepeda-Martínez, María-de-Guadalupe (México)  
ICOMOS IIBC VICE PRESIDENT-America CP (since 2017)  
ICOMOS MEXICO General-Secretary, (since 2018)  
ICOMOS IIBC General Secretary (2012-2017)  
ICOMOS MEXICO WSC-Coordinator, (since 2008) active-member (since 1993)  
Research Professor of the National Anthropology and History Institute. INAH (Since 2012)  
PhD in Architecture, University of Colima, Mexico 2005  
Master of Science in Forest Products, University of Guadalajara, Mexico. 1999  
Degree in Conservation of Cultural Heritage, Conservation, Restoration and Museography School ENCRYM, INAH-Mexico. 1989

**PLATFORM / PLATE-FORME / PLATAFORMA**

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Considering that America is the only one of the five continents that has two poles that give rise to the most different sites in climate, geography, flora, and cultural and natural heritage that exists from prehistoric times to the present day, through the pre-Hispanic, colonial and contemporary periods that constantly challenge the efforts made to know and protect it.

Bearing in mind that the inhabitants in all points of the continent show differences and particularities that deserve to be understood, recognized, differentiated and safeguarded through the evolutionary changes of their particular histories.

Whereas climate change, pandemics, risks and deterioration, marked social and economic cultural differences and political conflicts between and among communities are cross-cutting factors that must be addressed without delay before valuable examples of cultural heritage get lost, the evolution of ICOMOS must be fostered to achieve its goals.

This plurality in human beings and in the territory offers us an infinite richness of tangible and intangible production, of the highest quality and originality that place the great cast of cultural

heritage of this region, paired with the cultural heritage of the rest of the world. This is a reality that must be detected, studied and valued so that it is visible and recognized by all.

The threats preying on the permanence of this rich and valuable cultural heritage demand the constant work of an observer-manager, representative of ICOMOS to work for the protection of this great cultural mosaic that is America.

The Vice-Presidency for the Americas is a key position that will allow me to implement the social and cultural policies of ICOMOS that will refocus the assessment of this heritage, based on greater participation, which will promote a collective commitment to its protection over time.

Because of my conciliatory, executive and proactive nature, I have managed to reverse the rejection of members for participation and the problems in development opportunities. I believe in group work and **community commitment** as an effective instrument for achieving goals. I believe in the commitment of young people and **emerging professionals (EP)** for the development of important tasks linked to cultural heritage.

I propose the following actions and projects.

- 1) **To promote and strengthen the representation of ICOMOS** in all countries of the American region, not only in order to have the necessary cadres to distribute the tasks inherent for conservation, but also to constitute communities that defend their own heritage.
- 2) To make good use of **communication, social networks and participation of the countries of the Americas with all regions of the world** in order to establish mechanisms of communication, dissemination and cultural, social and financial promotion.
- 3) Based on the Landscape Charter of the Americas signed by all Latin American countries in 2018, it is proposed to promote the **Convention of the Americas** to be completed by 2023.
- 4) To establish the **ICOMOS Agenda** with the countries of the Americas to facilitate long term and comprehensive actions.
- 5) Establish **solid and close relationships with the Ministries of Foreign Affairs** of the countries and the embassies in order to make actions and programs more efficient and obtain resources and support.
- 6) Integrate the actions of Scientific Committees with the plans of National Committees in order to establish **solid and close relationships** in order to be not only advisors for conservation actions but also technical support groups in the countries. Reactivate the **Scientific Committees** needed to protect American heritage such as mural painting and create new relevant ones such as Funerary Architecture.
- 7) Unite and share strengths **among National Committees** of the countries in order to promote cooperation and a forum for the dissemination of cultural heritage.
- 8) **To coordinate actions and work closely with UNESCO, ICOM and IUCN** in order to improve the resources of the programs and projects as well as the management between the entities.
- 9) Promote **training and capacity building of youths (EP)** in heritage issues.
- 10) Promote the **Biennial of the Americas**, a competition for cultural heritage conservation projects.
- 11) **Research, publish and disseminate the heritage** of the region countries and manage its dissemination through the ICOMOS mechanisms

I believe that with these initial and priority proposals the necessary improvements can be achieved by ICOMOS in this region.

If I were elected Vice president I would commit to defend and observe the ICOMOS interests and cultural heritage in conjunction with members, national committees and scientists and if I weren't elected I will still serve as a board member and will attend all Board Meetings.

## **CURRICULUM VITAE**

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**Vice-president for America of the ICOMOS International Wood Committee** 2017-2020. **Representative member of the IWC Committee** for the revision and updating of the Principles of Conservation of Historic Timber Structures 2012-2017. In 2016 she proposed the inclusion of the category of Temporary Architecture as cultural heritage in the Principles of Conservation of Wooden built Heritage with the presentation of the proposal for the Updating of the Principles and interdisciplinary work with EP students and achieved its inclusion in the Principles in 2017 at the General Assembly held in New Delhi, India when the Principles were adopted by ICOMOS. **Coordinator of the IWC ICOMOS Temporary Architecture Working Group** founded by her since 2018. **Chairman of organizing-committee** of two international Temporary Architecture Forums in 2018 and 2019.

**PhD in Architecture**, University of Colima 2007 and Research Professor C of INAH since 2012. She develops a theoretical concept of heritage of timber species of cultural value, and new methods for diagnosis and evaluation of wood.

**Master of Science in Forest Resources**, University of Guadalajara 1999, expert and consultant in timber cultural heritage, specialist in forests, wood, plant fibers, associated intangible heritage and conservation of cultural heritage.

**Restorer-Conservator expert** since 1991 by ENCRYM-INAH. She participated on projects of restoration of pre-Hispanic heritage such as the Murals of the Great Pyramid of Cholula Puebla, Murals of the Eagle Knights Hall of the Templo Mayor. Colonial Altarpieces in the Parish of Maní Yucatán, among others.

She speaks fluent Spanish, English and Italian and understands French.