

## VINEYARD LANDSCAPES AND THE WORLD HERITAGE GLOBAL STRATEGY

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In 1992, twenty years after the World Heritage Convention was signed, the World Heritage Committee began a systematic study aimed at assessing the representative nature of the World Heritage List. Work began around that time on exploring the geographical and thematic lacunae in the List, notably a draft "Global Study" developed by a working group of ICOMOS (the International Council on Monuments and Sites), which is the advisory body to the Committee on all matters relating to the cultural heritage. A new dimension was opened up with the recognition and definition of World Heritage cultural landscapes at the Committee meeting in Santa Fe (USA) in December of that year, a development that was to have profound implications in the years that followed.

The Global Study was considered by the Committee not fully to respond to the requirements of the Convention, and so an expert working group met at the UNESCO Headquarters in Paris in June 1994 to produce proposals for the future implementation of the Convention. At that meeting it was acknowledged that there had been significant changes in approaches to the concept of cultural heritage over the two preceding decades. To quote the report of the working group, "the history of art and architecture, archaeology, anthropology, and ethnology no longer concentrated on single monuments in isolation but rather on considering cultural groupings that were complex and multidimensional, which demonstrated in spatial terms the social structures, ways of life, beliefs, systems of knowledge, and representations of different past and present cultures in the entire world." Two main areas were identified as the focal points for the expansion of the World Heritage List so as to make it truly representative of the world's cultural heritage:

- *Human coexistence with the land:*  
Movement of peoples (nomadism, migration);  
Settlement;  
Modes of subsistence;  
Technological evolution.
- *Human beings in society:*  
Human interaction;  
Cultural coexistence;  
Spirituality and creative expression.

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The recommendations of the working group were accepted by the Committee at its next meeting and adopted as the "Global Strategy" for the World Heritage Convention. This has been applied in a variety of ways. General briefing meetings have been held in a number of regions of the world, such as sub-Saharan Africa and Oceania, the cultural heritages of which are inadequately represented on the List (or in some cases completely absent). ICOMOS has been carrying out a number of thematic studies designed to ensure better representation of certain categories of cultural heritage, notably industrial monuments and landscapes and the heritage of the twentieth century. It is collaborating in this work with The International Committee on the Conservation of the Industrial Heritage (TICCIH) and with the International Working Party for Documentation and Conservation of Buildings, Sites and Neighbourhoods of the Modern Movement (DoCoMoMo) and the UNESCO World Heritage Centre respectively.

The primary objective of the various ICOMOS thematic studies has been to provide criteria for the evaluation of properties falling within these categories that are nominated to the World Heritage List. One of the principal roles of ICOMOS is to evaluate new nominations against the criteria prescribed by the World Heritage Committee and set out in the *Operational Guidelines for the Implementation of the World Heritage Convention*. These are six in number and amplify the fundamental criterion of the Convention itself, that of "outstanding universal value." To qualify for inscription nominated properties must conform with at least one of the following:

- i represent a masterpiece of human creative genius;
- ii exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture, monumental arts or town-planning and landscape design;
- iii bear a unique or at least exceptional testimony to a civilization or cultural tradition which is living or which has disappeared;
- iv be an outstanding example of a type of building or architectural ensemble or landscape which illustrates (a) significant stage(s) in human history;
- v be an outstanding example of a traditional human settlement or land-use which is representative of a culture (or cultures), especially when it had become vulnerable under the impact of irreversible change;
- vi be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance (the Committee considers that this criterion should justify inclusion on the List only in exceptional circumstances and in conjunction with other criteria, cultural or natural).

It will be recognized that these are general criteria, and so it is necessary for ICOMOS in its work of evaluation to have additional tools, provided by experts, when dealing with specialized categories of property.

With the growing awareness among States Parties to the Convention of the eligibility of cultural landscapes for inscription on the List, ICOMOS is in the process of launching comparative studies of the multifarious ways in which man interacts with and transforms the natural landscape – the "human coexistence with the land" that forms part of the Global Study. As a starting point we are looking at landscapes associated with major economic activities such as growing staple crops such as rice, wheat, and maize, stock raising, and the production of important crops such as tea, coffee, or cotton. Among the distinguishing factors that must be taken into account are geographical distribution, the influence of climate and geomorphology, technological and social differences, as well as the historical dimension.

One of the first, and most important of these, is indisputably the study of vineyard landscapes in a global context. The emphasis in the present meeting is on the traditional wine-producing regions of Europe such as France, Germany, Italy, Spain, Austria, and, of course, Hungary. However, it must be borne in mind that the Convention is global in application. This means that the ICOMOS study will extend to both the Maghreb and South Africa, to parts of the Middle East and Asia, to North and South America, and to the more recent production areas in Australia and New Zealand as well as those of Europe.

It should be stressed that it is not the intention of ICOMOS to provide some kind of "hit list" of what it considers to be the most significant vineyard landscapes of the world. To do so would be to attempt to prejudge eventual nominations without exposing them to a full scrutiny. Instead, it is intended to identify the different parameters that must be taken into account in assessing nominations. There will be a number of case-studies to illustrate the nature and intended application of the criteria that are evolved, but the heart of the study will be the criteria that are defined. It should be added that these will service not only to assist ICOMOS in its primary evaluation work but also the World Heritage Committee, upon whose decision alone inscriptions are made on the World Heritage List. It is hoped that the ICOMOS study will also be of value to the States Parties to the Convention, to assist them in selecting and assessing potential nominations of vineyard landscapes from their national territories.