

INTERNATIONAL DAY FOR MONUMENTS AND SITES – IDMS

18th April, 2017

Themed

“Cultural Heritage & Sustainable Tourism”

UCA Title

“Monuments & Sites: Retelling, Reconnecting, Reliving”

Concept Introduction

Our nation is the custodian of diverse and rich cultural heritage which goes back to 5,000 years in history. In its 70 years of existence, Pakistan faced immense responsibility towards securing its heritage and making it part of national identity whilst catering for the day to day needs of Pakistanis, such as food, shelter and education. Preserving cultural heritage was at the bottom of the priority list. As a nation we showed negligence in committing to our heritage, now we are on the verge of forgetting it.

The dilemma of the Cultural Heritage of Pakistan, especially the Built Heritage, is of people losing their link with their monuments. This lack of association may have developed over time through a number of socio-political situations, such as closing parts of a monument for security purposes making it unreachable and inaccessible for public, lack of initiatives to involve public in cultural activities within or around the Built Heritage making it unenjoyable, and isolating the Built Heritage from its Intangibles, from its living culture. Valuing only a hand full of monuments as of national importance whilst others of local significance get neglected can also be another reason for this delink.

The approach of UCA is of reaching out to the communities and reconnecting with people and their spaces. The activities planned by UCA for the IDMS, will have the same focus of reconnecting with the people, reclaiming the public spaces for awareness generation, retelling the story of the lost monuments, and reliving the fascinating experiences of life in the past. These will include performances, poetic baithaks, and exhibits organized at UCA and within the public spaces of Lahore with the participation of the people of Lahore.

Activities planned by:

**University of Culture & Art (forthcoming), sponsored by the Society of Cultural Education
In collaboration with ICOMOS Pakistan**

Date & Time:

Pre-IDMS (1st March-10th April, 2017)

Visiting the selected sites and monuments (Shrine of Shah Jamal, Madhu Lal Hussain Shrine, Bradlaugh Hall, Moochi Gate and Misri Shah)

Engaging with the community on the selected sites and monuments

Planning the activities in consultation with the community

Inviting suggestions from the members ICOMOS Pakistan and academics

On IDMS: (18th April, 2017)

Performance/Event at Bradlaugh Hall, Lahore

7:00 pm

Or

Performance/ Event at Moochi Gate Jalsa Gah, Lahore

At 7:00 pm

Post-IDMS: (19th April, 2017)

Film Screenings at UCA, Lahore

2:00 pm

For Further Details and to stay informed please visit us on

Facebook: @cultureandart2017

Website: www.uca.net.pk



Monuments & Sites: Retelling, Reconnecting, Reliving

UCA in collaboration with ICOMOS Pakistan
Marks the

INTERNATIONAL DAY FOR MONUMENTS AND SITES 2017

Cultural Heritage and Sustainable Development

by Organizing a Series of Events

Pre-IDMS

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(Shrine of Shah Jamal, Madhu Lal Hussain Shrine,
Bradlaugh Hall, Mochi Gate and Misri Shah)
Engaging with community on the selected Sites
and Monuments

Planning the activities in consultation with the
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IDMS

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Lahore, 7:00 pm
or

Performance / Event at Mochi Gate Jalsa Gah,
Lahore at 7:00 pm

Post-IDMS

19th April, 2017

Film Screening at UCA,
Lahore
2:00 pm

Please refer to web addresses for updates regarding preparatory events
Facebook: @cultureandart2017 , Website: www.uca.net.pk