



# THE PHILADELPHIA WORLD HERITAGE QUARTERLY

August 2019

– A publication of the Global Philadelphia Association and the World Heritage City Project –



Main Square in Krakow, Poland

## Welcome!

This issue of the Quarterly includes a special insert featuring this year's celebration of Philadelphia World Heritage Day and the 15<sup>th</sup> World Congress of the Organization of World Heritage Cities held in Krakow, Poland.

This issue directly proceeds the [4<sup>th</sup> Global Philly Expo](#), which will feature 45 days of globally themed events throughout the region Sep 1 – Oct 15. The Expo promotes the activities of GPA member organizations. Learn about the 2019 Expo and GPA membership opportunities by visiting the [GPA website](#).



## Preserving & Celebrating Historical & Cultural Assets

As part of the Philadelphia Heritage Mapping Project, GPA unveiled the National Historic Landmark (NHL) Map in July to highlight Philadelphia's many diverse and cultural sites. The map is available in both print and online forms, with the print version featuring illustrations by a local artist. In addition to this, GPA is producing an online guide to Philadelphia's NHLs to provide useful information and links to researchers, students, educators and tourists who

want to use the map as an educational tool. You can check the [NHL Map website](#) for more information.

Haverford Township Free Library showcased the film [Philadelphia: First World Heritage City in the United States](#) on June 18 to engage and engage the audience about



their region's legacy and role in the global community. The film documents Philadelphia's centuries-long evolution from the visions of William Penn into its current status as a leader in the arts, transportation, urban planning, and medicine. Dr. David Brownlee, who narrated and wrote the film, and Dr. Sarah Sharp, who assists with the World Heritage Education programming, attended the viewing on behalf of GPA to facilitate a discussion about the film and answer questions from audience members.

GPA partnered with the National Parks Service and city government on May 23 to celebrate the fourth annual World Heritage Day and the 40th anniversary of Independence Hall being named a UNESCO World Heritage site. In addition to this, Pennsylvania gained a new World Heritage site in July when Frank Lloyd Wright's [Fallingwater](#) was added to the UNESCO World Heritage List. Fallingwater is one of eight of Wright's sites across the country that will share this designation.



### **Educating Global Kids with Roots**

[Global Education Motivators](#) held their annual Camp FITI this July. FITI is a one-week summer camp for students

from all over the world that focuses on global interdependence and the [Sustainable Development Goals](#) (SDGs). This year, GPA Education Consultant Sarah Sharp conducted activities with the students at the National Liberty Museum that examined World Heritage in Philadelphia and their home countries. They also considered SDG #2, Zero Hunger, and explored how this SDG could be achieved by working cooperatively.

In July, "Urban Heritages: Philadelphia, the Middle East, and North Africa" was presented by the [Penn Middle East Center](#), the [Penn Museum](#), and GPA. This 2-day Global Summer Institute (GSI) for teachers offered educators the opportunity to explore various aspects of urban lives across global regions and cultural perspectives through time. Scholars in the fields of World Heritage, Cultural History, and Archaeology shared their insights and participants toured the Penn Museum, experiencing object-based learning with real artifacts.

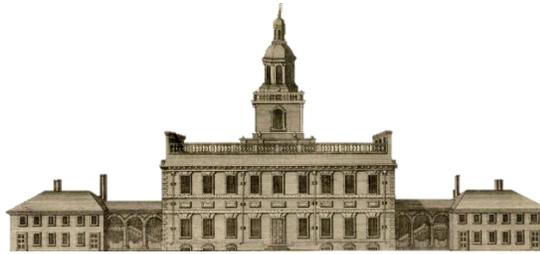
GPA participated in Franklin Learning Center's International Day on May 31<sup>st</sup>. Storyteller [Denise Valentine](#) presented a Heritage Storytelling workshop for students and GPA World Heritage Program Manager Melissa Stevens and World Heritage Education Consultant

Sarah Sharp presented on Philadelphia as a World Heritage City and engaged students in explorations of their own heritages.



This spring, GPA piloted a school-based, teacher-led program at Houston H. School in Mt. Airy. The program involved using the Philadelphia World Heritage Coloring Book to teach elementary school students about Philadelphia history, culture, and global connections. Six classes participated and 140 Coloring Books were donated. We held a teacher workshop and facilitated field trips and classroom activities throughout the spring. Each class came up with their own creative project, including student-designed heritage coloring books and neighborhood heritage guides. We will continue working with Houston teachers this coming school year, as well as beginning the same programming with St. Mary Interparochial School.

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## 2019 Philadelphia World Heritage Day

With Independence Hall towering in the background, the city celebrated Philadelphia’s fourth annual World Heritage Day on May 23rd at the site that started it all.

As the site where both the Declaration of Independence (1776) and the Constitution of the United States (1787) were signed, Independence Hall was designated as a UNESCO World Heritage Site in 1979 due to its iconic status as a beacon of freedom and democracy. “At Independence National Historical Park, we share authentic stories of historic events and people that add meaning to the lives of today,” said Superintendent of Independence National Historic Park Cynthia MacLeod.

Independence Hall’s UNESCO designation helped the city meet the criteria for joining the Organization of World Heritage Cities in 2015, when Philadelphia became the first World



Heritage City in the U.S. Mayor Jim Kenney instituted the tradition of celebrating World Heritage Day in 2016 and he spoke at the 2019 festivities to further recognize Philadelphia’s legacy and role on the global stage.

Superintendent MacLeod and Mayor Kenney weren’t alone in sharing these sentiments. The World Heritage Day program also featured remarks from Councilman Mark Squilla, GPA Board Chair Robert McNeill, City Representative Sheila Hess, and GPA Executive Director Zabeth Teelucksingh. “Philadelphia holds a very special place on the world stage,” said Teelucksingh. “Independence Hall’s designation as a UNESCO World Heritage site in itself is a true testament to this city’s role as a timeless and universal symbol of humanity and democracy.”



In addition to honoring Independence Hall, World Heritage Day also celebrated the nine other UNESCO World Heritage sites that received their designations in 1979. To commemorate the day, attendees were given World Heritage City flags and copies of the Declaration of Independence.

## 15<sup>th</sup> World Congress of the Organization of World Heritage Cities

In 2015 Philadelphia became the first American city to join the Organization of World Heritage Cities (OWHC). The OWHC oversees the exchange of ideas by hosting a range of conferences and meetings, most recently including the 15th World Congress held June 2-5 in Krakow, Poland.

Philadelphia's delegation included:

- Sheila Hess, City Representative, City of Philadelphia
- Margaret Hughes, First Deputy City Representative, City of Philadelphia
- Cynthia MacLeod, Superintendent, Independence National Historical Park
- Danielle DiLeo Kim, architect and urban designer, USA250
- Robert J. McNeill, Board Chair, Global Philadelphia Association
- John F. Smith, III, past Board President, Global Philadelphia Association
- Zabeth Teelucksingh, Executive Director, Global Philadelphia Association
- Melissa Stevens, World Heritage Program Manager, Global Philadelphia Association



Given the honor of speaking at the first session of the 2019 Congress, Philadelphia's delegation addressed the theme of "Communicating Heritage." Our city's representatives used the opportunity to share their expertise, discussing



Philadelphia's efforts to use inclusive methods of communication to build World Heritage awareness. Speakers were Zabeth Teelucksingh, Cynthia MacLeod, and Sheila Hess.



But the real highlight of the World Congress, was Mayor Kenney's election to the OWHC Board of Directors. He was represented at the World Congress by City Representative Sheila Hess. Kenney, the first U.S. mayor ever to serve, will fulfill a 2-year term on the OWHC's eight-member board. This opportunity is an honor for our city to be recognized on a global stage and will help strengthen our relationships around the world. "It is a distinct honor to be selected as a board member for the Organization of World Heritage Cities," said Mayor Jim Kenney. "Philadelphia has a long history as an international city, and our diversity is a key element of our identity. We are living in an increasingly global society, so it is critical that we continue to strengthen our relationships around the world. I am thrilled to have the opportunity to represent our city on the international stage and look forward to the increased opportunities this designation will bring for Philadelphia."

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### Building WHC Awareness & Ownership

The World Heritage City seal can now be displayed at your place of business. Once it is placed, the business will then be added to the GPA community Google map, which marks all locations exhibiting the seal. There is no charge to participate in the [“Spread Our Seal” campaign](#), which aims to build public awareness of Philadelphia’s World Heritage City designation.

This July saw GPA continue its fruitful partnership with [Wawa Welcome America](#), with the two organizations working together to raise awareness of Philadelphia’s global roots. This year’s weeklong Wawa Welcome America Festival featured over 50 free cultural events, and saw GPA traverse the city, joining in on the celebrations while fostering



public ownership in the World Heritage City Project.

Particularly popular was GPA’s postcard coloring station, present at both PECO’s Go 4th and Learn and the Kimmel Center’s Great American Party on the Plaza, which proved invaluable in raising awareness of Philadelphia as a World Heritage City. Marching in the Salute to America Independence Day Parade, GPA representatives helped carry the Canvas of America, a patchwork of 195 national flags sponsored by the Philadelphia International Airport, raising

cheers and awareness with each step taken.

Held on June 8th, the [West Park Arts Fest](#) brought together the community, culture, and businesses in celebration of Parkside’s history and heritage. Featuring the “FunkFest Lineup” of live music, food trucks and local businesses, the event drew in a crowd of over 3,000. Present at the festival grounds in West Fairmount Park, GPA was able to build World Heritage City awareness through the presentation of a historical timeline of Parkside and hosting a coloring station, both of which proved popular amongst the many guests.



### Extending Philadelphia’s Global Reach

[American Airlines](#) launched its first nonstop flight to Dubrovnik, Croatia on June 7th. The event was marked by a 3-day celebration with dignitaries from Croatia and the US alike. The group visited historic sites in Philadelphia, including the

Betsy Ross house, and the St. John Neumann Museum. In the evening, they gathered for a reception at the [National Constitution Center](#). Croatian Ambassador to the US, Pjer Šimunović, moved by this impactful step in Philadelphia-Dubrovnik relations spoke to the crowd, “For us, this is not just a flight, It’s a deeply spiritual, historic connection between two nations, two cities standing historically for freedom and liberty.”

The German Ambassador to the US, Emily Margarethe Haber visited Philadelphia on June 28th with honorary consul Ralf D. Wiedemann.

Ambassador Haber spoke at a luncheon about the long history of German American relations and continued importance of the relationship. After lunch, superintendent of Independence National Historical Park, Cynthia McLeod gave her a tour of Independence Hall and the iconic Liberty Bell. She was also given a copy of the GPA cookbook which boasts recipes from both Philadelphia as well as many German World Heritage Cities. The ambassador is sure to return to the city of brotherly love;



shortly after her departure she tweeted, “#I’llbeback”.

The [Temple University School of Tourism and Hospitality](#) hosted the China Tourism Forum 2019 from July 21-22. High profile panelists from the tourism industry in both the US and China spoke on various topics including: Mobile Payment Systems, VISA Status Issues, and the China-US trade war’s effect on the industry and travelers. Alibaba’s travel division group Fliggy was represented by Mr. Ray Wang who spoke on the importance of discovering “fun” in today’s era of tourism. Chellie Cameron, CEO of the [Philadelphia International Airport](#) laid out the business opportunity for direct and

connecting flights to China and East Asia. GPA was present as a media partner and contributed to the discussion with an intriguing question about the impact of the sharing economy and services like AirBnb on traditional hotels.

We welcome you to send your stories to Melissa Stevens ([melissa.stevens@globalphiladelphia.org](mailto:melissa.stevens@globalphiladelphia.org)) for inclusion in the next Quarterly.

### Key Upcoming Events

**Aug - Oct** Philadelphia International Unity Cup  
**Sep 1-Oct 15** Global Philly Expo  
**Sep 5** Philadelphia World Heritage City Celebration  
**Dec 9** Globy Awards