

ABSTRACT - 2. A CROSS-CUTTING APPROACH BETWEEN CONVENTIONS
- A DISCUSSION LINKING THE VENICE CHARTER WITH OTHER
INTERNATIONAL DOCUMENTS, NOTABLY THE HAGUE CONVENTION OF
1954, THE WORLD HERITAGE CONVENTION OF 1972, THE NARA
DOCUMENT ON AUTHENTICITY OF 1994, THE INTANGIBLE HERITAGE
CONVENTION OF 2003, AND THE FARO CONVENTION OF 2005,
EXPLORING INTERSECTIONS AND SHARED PRINCIPLES TO ADDRESS
CONTEMPORARY CHALLENGES.

**PARADIGM CHANGE IN THE PRESERVATION OF CULTURAL HERITAGE:
INTERNATIONAL CONTRIBUTIONS IN THE BRAZILIAN ACTIVITY FIELD**

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A particular interest in culture emerged in Brazil in the 1930s with the creation of SPHAN and its mention in the Constitution. The government's purpose at the time was to prevent the disappearance of the significant legacy of national unity. Then, the accelerated road and urban development that began in the 1960s required the preservation of urban ensembles. So, a UNESCO mission is welcomed in Brazil to remedy the shortage of heritage specialists. As a result, it was proposed a union between heritage, economic development and tourism, an idea disseminated in Europe in the same period. The awareness of the human values of heritage and its universal role, deepened during the 1972 Convention, inspires the mission. It was based, above all, on the appreciation of universal qualities of heritage and collective action for its protection, concepts arising from the Venice Charter.

The paper shows how the meaning of conservation evolves. At first, it is mentioned singular contributions that became theoretical bases, such as Boito's intermediate perspective after the dialectic between Violet-le-Duc and Ruskin, and Giovannoni's contribution to the protection of heritage on an urban scale. There is Riegl's lasting contribution to the presentation of the historical monument values. Afterwards, the Athens Charters consider feasible solutions for the transformations of the Modern Age. It was in this international context that the protection of Brazilian heritage was institutionalized in the 1930s. Subsequently, Brandi's restoration theory came as a unique contribution to the topic. The principles of conservation then emerge as a result of the theoretical unity of the Venice Charter, which, together with the Athens Charter of 1931, advocates international principles for the conservation and restoration of cultural heritage. Reciprocity on the topic resulted in universal collaborations that complement the conceptual basis of the Venice Charter, among others, it is mentioned the contributions of the Burra Charters; the Brazilian Seminar (1987); the World Heritage Convention (1972); the Nara Declaration (1994); the Convention on Intangible Heritage (2003); the Faro Convention (2005); the Cultural Itineraries (2008) and the principles on industrial heritage (2011). Progressively, the lessons of international recommendations supported by regional particularities of a heterogeneous society contributed to a conscientious perception of Brazilian and world heritage. Following this dynamic, the field of conservation expanded. Now, themes such as sustainability and cultural landscape enrich the debate and collaborate with specific approaches to action in numerous scenarios, meeting the successive challenges of the time.

Palavras-chave: evolution of preservation concepts; protection of brazilian heritage; values; restoration; venice charter; international conventions; cultural landscape.