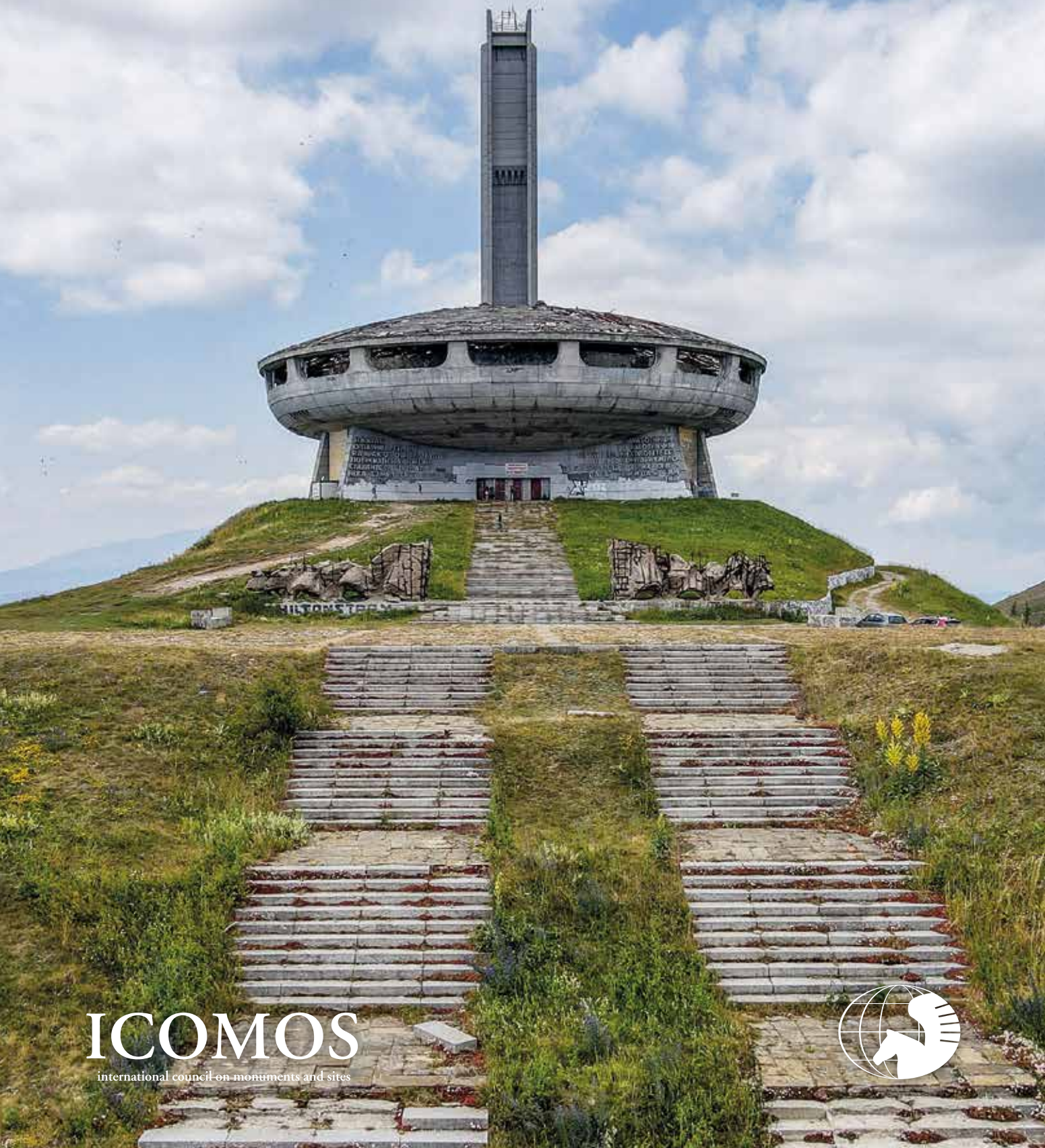

HERITAGE AT RISK

WORLD REPORT 2016-2019 ON MONUMENTS AND SITES IN DANGER



ICOMOS
international council on monuments and sites



NETHERLANDS

Amsterdam: Advertisements on Scaffolding in front of Historic Facades

In 2010, the 17th-century canal ring area of Amsterdam was added to the World Heritage List. As in the opinion of the World Heritage Committee giant outdoor advertisements on scaffolding threaten the visual integrity of the site, “the application of measures to eradicate aggressive advertising hoardings on scaffolding” were recommended. As Amsterdam did not follow



Fig. 1: Amsterdam, Rokin, October 2018



Fig. 2: Amsterdam, Dam Square, next to the Royal Palace, December 2018

that recommendation, in 2011 UNESCO took the decision (35 COM78.100) that this “practice has to stop”. Moreover, Amsterdam was included in ICOMOS’ Heritage at Risk report.

Thanks to ICOMOS and UNESCO, and to the efforts of Amsterdam stakeholders VVAB and Wijkcentrum d’Oude Stadt (Community Centre of the Old City of Amsterdam) from that year on, the advertisements-on-scaffolding project stopped altogether. That’s to say until 2018.

To the surprise and shock of many, the giant advertisements were back in full glory! The Amsterdam authorities, juggling with percentages of advertisements covering the scaffolding, claim



Fig. 3: Amsterdam, Rokin, September 2018, giant advertisement on scaffolding

that they are small in size now. That claim can simply be disputed by these photographs. Moreover, the initial 2011 zero demand by ICOMOS and UNESCO was clear: “eradicate” and “stop” this practice.

In 2019, Amsterdam is actively no longer respecting, even violating the clear agreement made with UNESCO.

In early 2020 the Amsterdam authorities proposed to ban (again) advertisements on scaffolding altogether. However, this proposal still has to be discussed and decided by the Amsterdam city council.

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All photos by R. Rijpma

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ICOMOS is dedicated to the development of common doctrines, the evolution and circulation of knowledge, the creation of improved conservation techniques, and the promotion of cultural heritage significance. As an official advisory body to the World Heritage Committee for the implementation of the UNESCO World Heritage Convention, ICOMOS evaluates nominations and advises on the state of conservation of properties inscribed on the World Heritage List. ICOMOS has built a solid philosophical, doctrinal and managerial framework for the sustainable conservation of heritage around the world.

The ICOMOS Heritage at Risk Reports, first published in 2000, are part of this framework. From a strictly preservation-based approach this publication series offers world-wide information about the dangers that are threatening our cultural heritage, in order to provide help in the case of risks and to promote practical measures to avert or at least allay these risks. The Heritage at Risk Reports are also addressed to the world public as an urgent appeal to commit itself to saving our heritage. Available also on the Internet, the reports furthermore serve as data base for the ICOMOS Global Monitoring Network.

