protection
prosperity
preservation

STORIES of WORLD HERITAGE

exhibitor handbook

Learning how to live sustainably from ancient communities to modern factories

M’ZAB VALLEY, ALGERIA
KAKADU NATIONAL PARK, AUSTRALIA
WEST LAKE CULTURAL LANDSCAPE, CHINA
COFFEE CULTURAL LANDSCAPE, COLOMBIA
ROCK-HEWN CHURCHES OF LALIBELA, ETHIOPIA
FAGUS FACTORY, GERMANY
CLIFFS OF BANDIAGARA, MALI
CULTURAL LANDSCAPE OF AGAVE, MEXICO
EVERGLADES, UNITED STATES
TAOS PUEBLO, UNITED STATES

Smithsonian Institution

www.worldheritage.si.edu
ONLINE RESOURCES
Feel free to download:
• Poster Designs
• Educational Curriculum
• Exhibitor Handbook

POSTER CHECKLIST
Poster 1: Introduction
Poster 2: M'Zab Valley, Algeria
Poster 3: Kakadu National Park, Australia
Poster 4: West Lake Cultural Landscape of Hangzhou, China
Poster 5: Coffee Cultural Landscape, Colombia
Poster 6: Rock-Hewn Churches of Lalibela, Ethiopia
Poster 7: Fagus Factory, Alfeld, Germany
Poster 8: Cliffs of Bandiagara, Mali
Poster 9: Cultural Landscape of Agave, Mexico
Poster 10: Everglades, United States
Poster 11: Taos Pueblo, United States

MOUNTING AND INSTALLATION
The 11 posters in this exhibition can be printed in full color up to 19.5 x 28.5 inches in size. Your mounting options range from framing, to dry-mounting, to thumb-tacking them to your walls. The method you choose should reflect your anticipated use of the posters as well as your budget.

Framing
Standard metal-section frames come in a variety of lengths. Do-it-yourself framing can be more affordable while custom-made frames in wood or enameled metal may costly. If you plan to frame the posters, it may be better to use acrylic glazing rather than glass. You may also frame dry-mounted posters without any glazing.

Dry Mounting
Presses use a heat-activated, pressure-sensitive tissue to form a permanent bond between graphic material and a backing material—illustration board, Fomecor, or other lightweight substrate. If you use a flexible substrate, you may wish to mount a piece of paper on the back of the substrate to prevent warping.

Film Lamination
You may wish to permanently protect the posters from the elements by laminating them, especially if they will be shown outdoors or moved frequently.

Hanging
Any frame that you choose will have suggested hanging hardware. You may also attach dry-mounted or laminated posters to your walls using double-sided or foam tape, escutcheon pins or thumb tacks, or a hanging wire affixed to the back of the posters.
Installation
Although you are free to hang the posters in any order that works for you, we suggest the arrangement shown in the Poster Checklist.

CURRICULUM MATERIALS
The Smithsonian has developed the following web-based curriculum resources for primary and secondary grades: http://worldheritage.si.edu/en/education.html

ADDITIONAL RESOURCES
UNESCO World Heritage Centre
http://whc.unesco.org/en/educationkit/

National Park Service
http://www.nps.gov/oia/topics/JR_Ranger/WH_Jr_Ranger.htm
http://www.nps.gov/oia/topics/worldheritage/worldheritage.htm

EXHIBITION CREDIT LINE
Appropriate credit shall be given to both UNESCO and Smithsonian in all publicity and other printed matter prepared for or in connection with the poster exhibition. The credit line should read: Protection, Preservation, Prosperity: Stories of World Heritage is brought to you courtesy of the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the Smithsonian Institution.

USE OF NAMES
Exhibitors shall not use “UNESCO”, “United Nations Educational, Scientific and Cultural Organization”, UNESCO World Heritage Centre”, “Smithsonian,” “Smithsonian Institution,” and/or the sunburst logo in connection with any advertising, marketing, promotion, or for any other commercial purpose whatsoever without prior written approval. Any such proposed uses must be submitted to UNESCO and the Smithsonian for prior written approval, which shall be at the sole discretion of UNESCO and the Smithsonian.

COLLABORATORS
The United Nations Educational, Scientific and Cultural Organization (UNESCO) was founded in 1945 to promote intellectual and moral solidarity between states. The organization developed five specific programs: education, natural sciences, social and human sciences, culture, communication and information. Through the implementation of these themes UNESCO wants to contribute to the building of peace, the eradication of poverty, sustainable development and intercultural dialogue. UNESCO operates jointly with specialized departments, member states, non-governmental organizations and the private sector.

Founded in 1846, the Smithsonian Institution is the world’s largest museum and research complex consisting of 19 museums and galleries, the National Zoological Park and nine research facilities. The Institution was established for the "increase and
diffusion of knowledge” and is dedicated to the understanding and preservation of humanity’s cultural heritage, the encouragement of contemporary cultural creativity, unlocking the mysteries of the universe, and the understanding and sustaining of the planet’s biodiversity.

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