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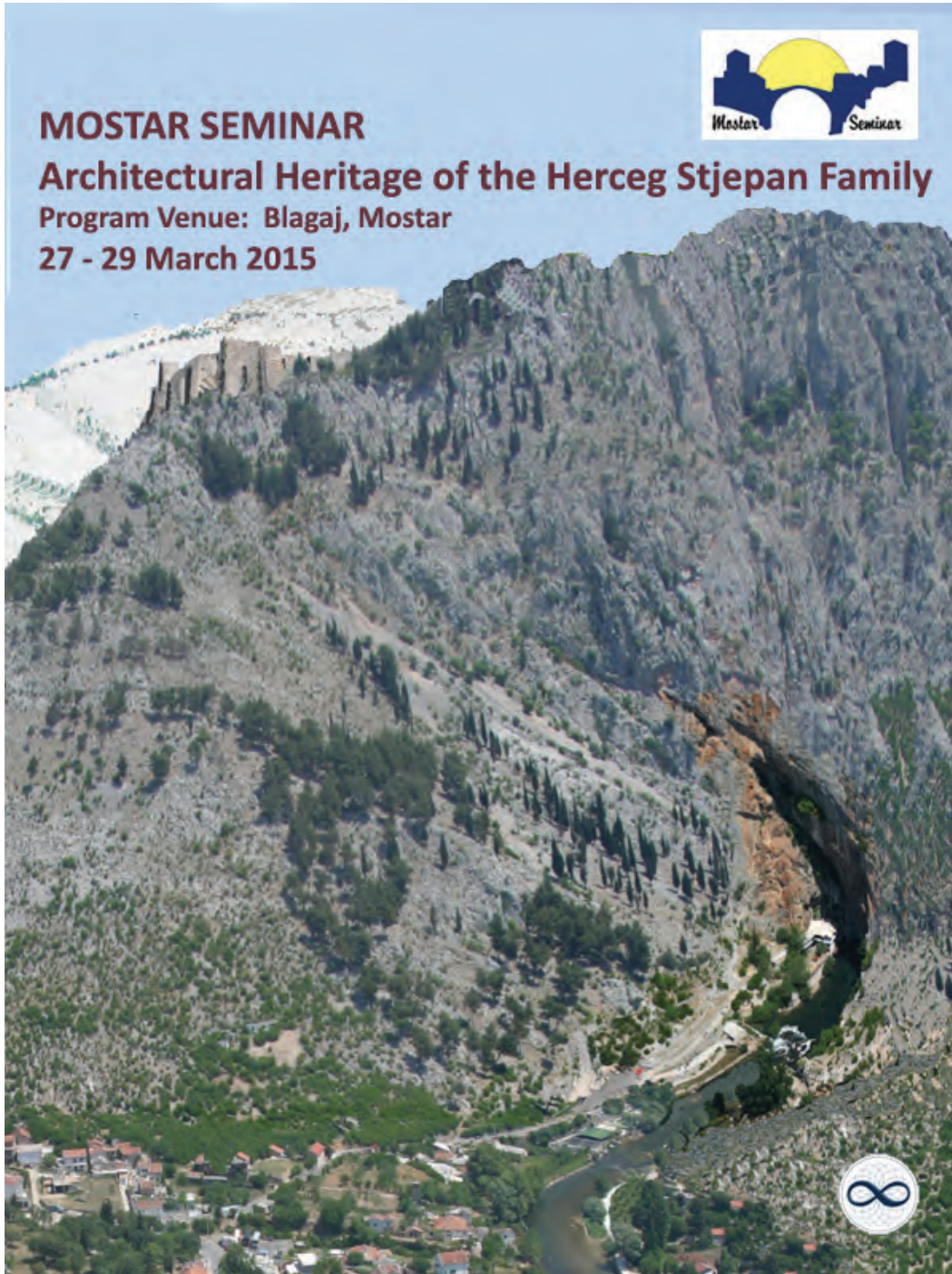• Architectural theory, individual architects, architectural technology, environment, design methods, design theory, architectural practice, information technologies for design professionals, environmental evaluation, social-impact assessment, forecasting for the environmental professions, user participation, environmental education for the public, energy, site planning, topology, and building configuration, interior design
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Intersections and links with other disciplines are welcomed in order to gain a more thoughtful and broad understanding of the practice and theory of architecture.
All papers and articles received would be peer reviewed to meet the best standards of academic research. Journal will be published in both electronic and hard copies.
The NGO "Infiniti Heritage" will publish first issue of the Journal "Architecture & Science" in January 2014.
Taking into consideration that the year 2014 will be dedicated to the 10th anniversary of the Old city of Mostar rehabilitation, the journal will publish the most important contributions of the "Mostar Seminars".

MOSTAR SEMINAR
Architectural Heritage of the Herceg Stjepan Family
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Architecture & Science

CONTENT

Authentic Hercegovina Project - a Prospectus

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Abstract

Initiated at the Infiniti Heritage Seminar 2-14 on October 18 2014 in Mostar, the Authentic Hercegovina project will continue and complement the Mostar 2004 post-war revitalization project, by revitalizing the economy and culture. At the same time, this project will be a laboratory for developing and testing a specific transdisciplinary approach to urban historical landscape revitalization and preservation. By developing a pattern language, we make our results applicable elsewhere. The resulting Authentic Hercegovina travel destination and online community will combine a specific approach to events and tourism called authentic travel, information technology as enabler of creative infrastructure design, and transdisciplinary collaboration.

Keywords: *Revitalization, historical urban landscape, authentic travel, systemic innovation, knowledge federation*

1. Introduction

The Authentic Hercegovina research and development project, which was initiated at the Infiniti Heritage Seminar 2-14 on October 18 2014 in Mostar, will build upon and continue the Mostar 2004 revitalization project. Through successful collaboration of international and local experts, masons, funding agencies and other stakeholders, Mostar 2004 rebuilt the architectural heritage that was destroyed during the 1992-1995 war. The goal of the Authentic Hercegovina project is to continue this revitalization effort by revitalizing in a true sense also the region's wounded economy and culture.

While working toward this locally situated goal, Authentic Hercegovina will also attempt to make progress on several general and global frontiers, including architectural and post-war revitalization, tourism and travel, IT innovation and sustainability or global issues. This we intend to achieve by applying a transdisciplinary approach – namely by bringing together a combination of creative actors representing a suitable mix of skills and backgrounds, and by empowering them to impact each other's thinking and conventional practice. The Authentic Hercegovina project will be marked by a synergy of :

- a specific approach to tourism and travel called authentic travel, which has been developed by the MAP-tip international destination development team

- he historical urban landscape approach to architectural and regional revitalization, as practiced by Infiniti Heritage based in Mostar
- state-of-the-art information technology, contributed by the Authority Partners Lab, Sarajevo
- a methodology for systemic innovation that has been developed within Knowledge Federation, an international R&D community

In the context of architectural and post-war revitalization, the Authentic Hercegovina project may be understood as a laboratory developing and testing solutions. We frame the results of the 'experiments' in this 'laboratory' as pattern [1]. As a contribution to revitalization practice, those patterns may be understood as memes or transformative 'cultural genes', which — once developed — can be replicated, transplanted and cross-fertilized with compatible memes in other localities and situations worldwide.

A central meme we want to develop is the sense of opportunity that can be fostered through collaboration. We want to give the people of Hercegovina, especially the young people, the experience that it is in Hercegovina that positive change is under way, and where the solutions that the people of the world are desiring are now being created.

In the four sections that follow we

- name the initiators of this project, and explain how their collaboration might revitalize revitalization
- summarize the initial results of their collaboration during the launching of the project
- outline the Authentic Hercegovina authentic travel destination, which is the intended physical result of the project
- present a preliminary draft of the Authentic Hercegovina pattern language – which is a multifaceted collection of problem—solution pairs, each of which represents a potential contribution to the project's local and general objectives. Those patterns have an additional quality — and this is a key design challenge of our project — they are woven seamlessly into the Authentic Hercegovina authentic travel destination design.

In the concluding section we summarize the characteristics of the approach to revitalization that may result from the Authentic Hercegovina project; and we draft a timeline for implementation.

Part of our purpose in writing is to invite and inspire collaborators, sponsors and other stakeholders. We therefore found it suitable to share some of our personal stories and aspirations.

2. Project Initiators

2.1 Infiniti Heritage — historical urban landscape-based revitalization

While being the responsible architect and later the director in a firm instituted in 1977 to maintain and revitalize the old city Mostar, and at the same an architecture professor, Amir Pašić approached his job in an original way — by developing an inspired team of students. A result was that the Mostar Old City revitalization project won the prestigious Aga Khan award; and that Mostar Old City was included into the UNESCO World Heritage List. While giving invited talks as award recipient at universities in United States and Europe, Dr. Pašić developed an international network of professional connections.

This enabled him to appear in 1993 — when Mostar Old City was being turned into rubble — at the door of IRCICA Istanbul with detailed plans of Mostar Old City as it once was; and with a strategy for rebuilding.

A few months after the Old Bridge fell, in 1994, Prof.Pašić began inviting his international academic colleagues, funders, political leaders... to a completely rebuilt Mostar in 2004; and to contribute to such turn of events. The project Mostar 2004 that resulted not only successfully rebuilt the architectural infrastructure, but it also created an island of positive action and hope, co-created by local workers and international experts who gathered to say "no" to an attempt at

cultural genocide. A rebuilding of a mosque (which was built in stages, over the centuries) was a subject of an MS thesis.

What economic activity would be suitable to complete this revitalization? Tourism was a natural choice; but the participants of Mostar 2004 looked at it with apprehension, pointing to its tendency to turn an authentic historical site into a "Disneyland". It was then that Karina Fürst proposed authentic travel (see below).

After Mostar 2004 was successfully completed, Professor Pašić created Infiniti Heritage to preserve the key people and the infrastructure for completing the revitalization[2]. Infiniti Heritage practices the UNESCO-recommended historical urban landscape approach to revitalization and preservation, which "goes beyond mere notions of historic centres, ensembles and surroundings to include the broader geographical context. It extends the meaning [of revitalization] to include land use patterns, spatial organization, social and cultural values, visual relationships, topography and soils, vegetation, and all elements of the technical infrastructure. It also includes intangible dimensions of heritage and aspects of cultural diversity and identity."[3]

The approach to travel and event organization that has been developed by the MAP-tip international team closely suits this comprehensive approach to revitalization.

2.2 MAP-tip — authentic and sustainable destination development

The MAP-tip creative repertoire began to assume its current organizational form in Mostar when two former high school friends from Hamburg, Germany, Serafine Lindemann and Karina Fürst, met again and — having found out that they were working in two different ways on closely similar themes — decided to put their ideas and toolkits together. With a small team of international collaborators (Frauke Liesenborghs / www.gcn.de et.al.)they created MAP-tip - an "authentic and sustainable destination development method".

Serafine Lindemann founded artcircolo[4] in Munich, Germany, about 20 years ago, to develop a transdisciplinary way to communicate and highlight global challenges in cooperation with artists. Her projects involved collaboration of artists with scientific and other experts and people from a region. Each project was anchored in a specific locality. Artists were invited to first of all find out what is needed to be communicated — through a dialog with experts representing the project theme (for example climate change). The challenge given to the artists was then to communicate that theme to the public by finding or creating images, situations, sounds… from the local environment — through collaboration with the local people. The underlying idea is to use the inherent ability of an artist — to see and communicate in unexpected and creative ways — to catalyze authentic insights and experiences of the visitors. Examples of her many successful projects include "Calling the Glacier"[5], which was presented worldwide, a.o.at the United Nations Climate Conference in 2009; and My Erithrea[6], where artists, designers and curators collaborated with physicians, technologists, water experts and local inhabitants, on the challenge to identify and communicate some of the main determinants of Erithrean cultural identity and contemporary condition.

Karina Fürst founded Authenticore in 1998 in Oslo, Norway, to design authentic experiences for international travellers, mostly in the high-budget incentive market, and offer destination development. Ms. Fürst took however an uncommon approach in this niche marked by luxury and consumption — she relied on a specific kind of regional personality — in Norwegian they are called "ildsjel" or in rough translation "fire souls" — to katalyse authentic experiences. The ildsjel are inspired people, those who 'burn' for what they do; hence they can also inspire the local people to create and show their best — and hence turn a visit to a region into a memorable, authentic or artistic experience. Her many successful projects include a visit of SAP Netherland to an ordinary village in Norway called Dagali, in 2005. With the help of a local ildsjel, this project mobilized this entire little village of only 200 inhabitants to host the guests in private houses and create an immersion into the local tradition and way of life. In another project, a group of 140

guests built an ice hotel together with artists and local inhabitants in rural Finland[7]. Both the guests and locals truly worked hard. After two days the two groups knew a lot about each other's cultures and way of life, because they did something together.

A point worth highlighting, which the mentioned projects illustrate, is that successful travel adventures do not need to dependent on conventional tourist attractions. On the contrary — memorable experiences for the travellers, and revenue and empowerment for the local inhabitants, can be developed based on no more than the authentic character of the local people and culture — something which neither the local inhabitants or tourism workers might anticipate or even perceive, because they'll consider it as just ordinary and normal.

In the context of revitalization, the MAP-tip approach to events and travel opens up the opportunity for revitalization experts to take part in creating a compendium of business and cultural institutions and activities that will revitalize and offer to travelers whatever in the region may need to be revitalized.

MAP-tip will also play another key role of connecting the Authentic Hercegovina destination with the right kind of prospective visitors. Indeed, Ms. Fürst joined us in Mostar arriving straight from this year's international convention of adventure travel businesses in Ireland — where she already made a tentative agreement to showcase Authentic Hercegovina at the 2015 convention, as an example of an approach to adventure travel that a growing number of members of that community are eager to see.

2.3 Authority Partners Innovation Lab — IT support

Developed by Erol and Maja Karabeg who were born and raised in Mostar, Authority Partners is a California-based IT company with international outposts in Bosnia and China. With nearly 200 employees, the Authority Partners in Sarajevo is repeatedly voted as one of Bosnia and Herzegovina's most desired employers. In the Authority Partners Innovation Lab in Sarajevo, teams of students and prospective entrepreneurs learn hands-on, three months at a time, to work with state-of-the-art information technology and challenges[8].

The Authority Partners Innovation Lab will contribute to the Authentic Hercegovina project by creating an information and Internet infrastructure.

Information technology will connect Authentic Hercegovina with prospective and past travelers, and with the diaspora. Authentic Hercegovina will exist both in physical places and online.

At the same time, the Authentic Hercegovina project will connect the Authority Partners Lab with the systemic innovation activity that is being developed by the Knowledge Federation international community.

2.4 Knowledge Federation — systemic innovation

Facilitated by Dino Karabeg, a University of Oslo professor with family roots and childhood memories from Mostar, the Knowledge Federation international research and development community is motivated by the insight that information technology can make a key difference in our times and conditions — namely by being used to configure innovative 'nervous systems' of our various organizations; and hence to enable patterns of interaction and co-creation, and even organizational structures, of completely new kinds. This systemic innovation affords a new degree of freedom and impact; it is a way to work on the characteristic contemporary challenges or global issues by creating institutions, businesses and other organizational structures that will enable us to understand them and handle them effectively.

Knowledge Federation has been developed as a meeting place, where knowledge media researchers and developers team up with field experts, collective intelligence experts and other professionals and stakeholders as needed, to develop radically innovative systemic solutions in knowledge work (education, journalism, science...) and other key areas[9].

A characteristic way of working in Knowledge Federation is to create a systemic prototype (for ex. a new model of knowledge co-creation in journalism or in science, or — characteristically — a combination of both) and a transdiscipline (a team or community representing a suitable combination of expertise) around it to develop it continuously. Experts bring to the transdiscipline the latest insights and developments from their discipline; they return to their discipline with fresh insights about what the world needs. Hence a transdiscipline is a natural medium for exchanging and combining or federating knowledge. Systemic prototypes (in for example journalism or education) are allowed to evolve continuously, powered by recent developments in relevant disciplines, and in information technology.

The Authentic Hercegovina project will be an example and a showcase of this transdisciplinary way of working in architectural, cultural, economic and post-war revitalization.

2.5 Local partners — the substance of our project

We have now come to the main component of the Authentic Hercegovina project. By local partners we mean not only the creative and concerned individuals, but also tourism and other businesses, organizations aiming to revive the region's economy and culture and other stakeholders. The core goal of Authentic Hercegovina is to identify the key local resources, and empower them to engage in a comprehensive reorganization and revitalization of their business models, heritage and region.

To that end, Authentic Hercegovina was initiated by bringing together a preliminary assembly of local stakeholders and international experts and helpers, to co-create initial ideas by using the world cafe technique[10]. The local participants represented, in an initial and minimal way, some of the main interests that the project will aim to bring together, by representing institutions including the Office of the High Representative; Fortuna Tours as a prominent tour operator; Tudupraft, a daring adventure travel agency); REDAH, a proactive regional development agency; Muslibegovic House, a premier authentic Ottoman house / hotel / museum; Mostar UNDP office.

3. Results of the inaugural world cafe

The Authentic Hercegovina project was initiated by a conversation which, we hope, will continue over the years.

While following the world cafe collaboration technique, the participants circulated through three tables, with themes

- Who and What: What resources we have? Who are the people we may count on?
- Internet and IT: What roles will the information technology play in the project?
- Business Model and Communication: How to create and distribute revenue, become visible to suitable prospective visitors, reach out to donors and investors?

In addition, an initial survey was made among the participants, regarding what they believed were the most significant authentic qualities of Mostar and Hercegovina.

What follows is a brief summary of the results.

3.1 Findings at the Who and What table

The participants in charge of the first table found it easy to identify an initial set of service providers that could make up the Authentic Hercegovina authentic travel destination. Their report, however, focused on the more important and immediate challenge of finding out who was going to locally be in charge of the project. What kind of "smart structure" will be behind this project and idea? Who would be the local organizers and motivators, capable of putting it into practice.

It turned out in the course of this discussion (and this was of course one of the intentions

behind this world cafe) that there were resourceful people already present, who have the kind of enthusiasm, leadership skills and charisma that this role may require.

3.2 Findings at the IT & Internet table

The conclusions at the IT & Internet table were that while there were already many travel support IT solutions in use, our project would create a solution that is innovative and creative, and in that way suits its spirit. The recommendation was to base this solution on personal stories and experiences, of both the local service providers and travelers. The Web site should offer stories of the owner of a hotel, the artist next door, the old lady making an especially delicious pie (more precisely "pita" – a regional specialty). We will collect this information, and organize it in space and time, and offer it based on the stated profile and interests of the traveler.

On top of this data base of local points of interest and service providers, we will make a structure that will facilitate search and finding. The visitors will be able to state their interests and budget and other concerns. The system will provide help already in the planning phases, and offer authentic experiences already online.

The data will be mapped to locations, and the traveler will be able to scan the QR code and get the contextual information about each specific location, and what the neighboring places may have to offer.

3.3 Findings at the Business Model and Communication table

The Business Model and Communication table report was focused on the challenge to upgrade the integration, quality and communication among the existing tourism service providers.

At this table the participants especially emphasized the need to improve communication, both among the service provides, and with the world. The communication has suffered historically because of the divisive character of the politics of the region. The communication with the world of the travelers has not yet been properly established. "We may have the best website, but if we are not promoting it, it will give us the benefits we need."

Here Ms. Fürst and Ms. Lindemann were able to report about their plans to bring Authentic Hercegovina to the attention of the right kind of agencies and travelers through their international network.

3.4 What is unique about Mostar

Professor Yonca Kösebay Erkan from Kadir Has University in Istanbul initiated an additional conversation that we hope will continue and grow. She asked the participants from Hercegovina what it was about Mostar that they were particularly proud of; and the participants from abroad what it was about Mostar that particularly impressed them. The answers ranged from cultural diversity, architectural monuments and nature to humor, food and beauty of local women.

There seemed to be a consensus among the participants that there was something quite unique about Mostar that still needed to be teased out and highlighted. Someone mentioned its uncommon cultural diversity, water as the connecting element and the surrounding hills as a container. Several participants agreed that visitors tend to frame frame Mostar's uncommon quality as "it feels as if the time has stopped".

4. Authentic Hercegovina preliminary design

While the actual design of the Authentic Hercegovina project and destination is of course our intended result, and therefore not something we are yet ready to describe, an outline of our present thinking seems appropriate to this prospectus. We envision Authentic Hercegovina as having three distinct but of course closely interoperating parts: an authentic travel destination, an R&D project and an online community.

4.1 Authentic Hercegovina authentic travel destination

In a nutshell, the core value proposition of Authentic Hercegovina to its local collaborators and other stakeholders interested in revitalizing Hercegovina's economy and culture is the development of an authentic travel destination. This means two things.

The first — pointed to by the word destination — is that the travel service providers will no longer be operating as isolated units but will have a shared identity and infrastructure. The obvious advantages are in

- branding and marketing
- IT and Internet infrastructure
- quality control
- funding
- business model and product design
- tour design
- customer relations

The second meaning — pointed to by the expression authentic travel — is the potential for radical re-orientation and re-branding, resulting in an ability to tap into attractive niches and markets such as

- Hercegovinian diaspora, including families and international friends
- international art projects
- upscale travelers with interest in arts, history and culture
- ware travelers interested in authentic relationship with and even contribution to local people and conditions
- MICE market (meetings, incentives, conferences and events)
- FIT market (frequent individual traveller)
- adventure travel

4.2 Authentic Hercegovina R&D project

As mentioned, the Authentic Hercegovina authentic travel destination will be supported by an international transdisciplinary R&D project, whose task will be to first create it and then recreate it continuously.

The value proposition of this project to the Authentic Hercegovina destination is that the design and the products of the destination will represent a creative state of the art on a number of frontiers including

- travel
- historical urban landscape revitalization
- information technology
- communication design

Through a compendium of activities with common name destination development, the Authentic Hercegovina R&D project will aspire to elevate the quality standards and brand of the Authentic Hercegovina destination in a similarly dramatic way (although with entirely different values) as a concentration of creative expertise once elevated the Four Season Hotels and other famous hotel brands.

In this way we also intend to impact the values that orient events and travel internationally.

Authentic Hercegovina R&D project has an attractive value proposition also to the international architectural and post-war revitalization research community: Revitalizing the economy and culture of a region, once the architectural objects have been rebuilt, clearly requires a transdisciplinary and multi-sector collaboration. The Authentic Hercegovina R&D project undertakes to develop a prototype, an experimental laboratory and a showcase of this way of working.

4.3 Authentic Hercegovina Online Community

The Authentic Hercegovina IT support will play several significant roles including

- connecting the regional service providers with one another into a functioning unit, and with the visitors
- connecting the prospective and past travellers with each other, and with the destination
- connecting the members of Hercegovinian diaspora together, and with the people and events in Herzegovina
- connecting the contributors to the Authentic Hercegovina R&D project with each other, with the destination, and with international researchers and field workers wanting to know more about our approach

The first of those roles is conceptually especially interesting, because in it the Authentic Hercegovina project undertakes to reverse a negative trend that has been characteristic for globalization. The idea might be imagined as a specific kind of a 'Judo trick', in which some of the technical tools that have enabled globalization are used to reverse its direction. Globalization — which has been known to decrease the competitiveness and survival capabilities of small and authentic actors — has been to a large degree enabled by information and communication technology. Nike, to name a familiar example, is no longer a factory but a 'value chain' — a flexible and reconfigurable collection of businesses, distributed worldwide, through which for ex. a Nike T-shirt conceptually 'travels' during its production (the design may be made in Los Angeles, the cotton produced in Bangladesh, the sowing may be done in Nicaragua etc.) In our project the information technology is used to counteract and reverse this trend — by enabling the destination to function as a single unit of service, we enable it to become competitive to large hotels and hotel chains — which in our metaphor correspond to a conveyor belt-driven factory.

5. Authentic Hercegovina Pattern Language

Our creative challenge is to create a single thing — the Authentic Hercegovina destination — which serves a multitude of purposes; and in a way that is replicable — hence in a proper sense academic.

We approach that challenge by developing a collection of patterns, which are problem-solution pairs, and by weaving them seamlessly together into the Authentic Hercegovina destination design.

From the point of view of architectural and post-war revitalization, the development of a significant portfolio of patterns — first through co-creative play between the local people and the international authentic travel, revitalization and other experts, and then through testing, experimenting, changing and improving — is a core purpose of our project. The patterns listed below are necessarily only a snapshot, and only preliminary, serving no other purpose than to illustrate our approach.

Problem 1a: Perhaps the second thing one notices in Old City Mostar, after being stunned by the beauty of its architectural objects and ambients, is that the goods offered in its row of authentic shops are cheap imported souvenirs. Mostar Old City still still bears the characteristic marks of an economy that emerged when war-impoverished people had only international soldiers as money-bearing clients.

Problem 1b: While Mostar is usually full of tourists, a majority are only being transported to the city by tour operators, and taken away after a few hours of sightseeing.

Solution 1: Develop an authentic travel destination that will rebrand Mostar. Let it become a showcase of new thinking in tourism, and even of new thinking as such — which is at the same time indeed a very old way to think of travel, where the purpose is to be moved inwardly, inspired and renewed, through an authentic meeting of people, and of cultures. Let us make Mostar a

symbol of an emerging art. Let us bring to Mostar authentic works of art, of international and local artists; and authentic food, music and handicrafts, developed through suitably developed cooperatives. Let us bring to Mostar travellers who will value and support this kind of offer.

Problem 2: The authentic people and culture of Mostar are to a large extent still — and possibly forever — in exile. In the style of humor that has been and still is a characteristic of this culture, a joke questionnaire has been developed to tell Mostar's "real citizens" from the recently immigrated ones. Its first question is "Snakker du Norsk?" ("Do you speak Norwegian?", in Norwegian). If you don't even understand the question, you surely don't qualify! The point is that a significant proportion of Mostar citizens emigrated to Norway when the war broke out.

Solution 2: Develop an Authentic Hercegovina online community and identity; and an opportunity for the emigrated people to be part of a culture that lives both online and in real place. Give the emigrants from Mostar a chance to bring their families and children to experience both Mostar as it once was and its recent history, and be part of and play a role in its contemporary condition.

Problem 3: It is not sufficiently known, but it's never the less true, that Bosnia and Hercegovina has an endemic brand of music ("sevdah") and a finely developed and original cuisine. Both continue to live only within the closed doors of private houses and courtyards ("avlijas"), if at all.

Solution 3: Develop restaurant-like places where authentic food and music will be experienced; and a cooperative where the women who have inherited the culinary tradition will be able to stage "events", showcasing their best dishes and meals.

6. Conclusion

Through cross-sectoral and transdisciplinary collaboration and co-creation, the Authentic Hercegovina project undertakes to become a laboratory for innovation in historical urban landscape and post-war revitalization, and develop methods to enable deep, structural and multifaceted interventions into a region's economy and culture.

Applied in Hercegovina, our project will aim to elevate this region's general outlook and mood to blossoming and exhilaration.

Our project has, however, also no less interesting contemporary–global aspirations. A growing awareness of the acuteness of the climate change, economy and other 'global issues' may seem to invite a shift of interest away from the classical urgent issues such as post-war revitalization and historical urban landscape preservation. We, however, consider the war in Bosnia and Hercegovina as having accelerated and made more acute some of those characteristic destructive global trends; hence we consider Hercegovina to be a suitable site for an international laboratory developing remedies.

A meme we want to develop and manifest in this laboratory is what has been called systemic innovation. In Authentic Hercegovina project, human creativity and technology are no longer employed only to make systems more efficient, or more prone to create revenue — but to create better conditions for everyone involved in every sense.

Our goal now is to develop a minimal functioning prototype of the Authentic Hercegovina R&D project, IT support infrastructure and authentic travel destination by June 2015 — and make the destination ready to receive the first travelers and yield the first results and experiences during the 2015 season. This minimal model will of course be made flexible, to easily include new participants and stakeholders.

Then around the first anniversary of the project launch, in October 2015, our intention is to create the second workshop to assess the results, and begin a new cycle of design and development.

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