



Cultural Heritage Agency  
Ministry of Education, Culture and Science

# Reinventing Souls of Heritage Buildings

*Report on the Workshop Utilization of Restored  
Heritage Buildings  
Jakarta, 19-21 September 2016*



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## **Reinventing Souls of Heritage Buildings**

Report on the Workshop Utilization of Restored Heritage Buildings  
Jakarta, 19-21 September 2016

### **Authors**

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**PT. Pembangunan Kota Tua Jakarta-Jakarta Old Town Revitalization Consortium (PT. PKTJ-JOTRC)**



Cultural Heritage Agency  
*Ministry of Education, Culture and Science*

**The Cultural Heritage Agency of the Netherlands (RCE)**



**Stadsherstel Amsterdam**

Heritage *hands-on*

**Heritage Hands On**

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The City Restoration of Amsterdam (Stadsherstel Amsterdam) is an example of achievements of private initiative with public supports in the field of heritage conservation. Since 1956 the company has shown its perseverance in saving historic urban ensembles of Amsterdam that led to an acknowledgement from UNESCO as a world heritage city in 2010. It is a private company with social mission: targeting profitable ends by keeping standard of restoration.

In 2012 the idea about private public partnership like Stadsherstel Amsterdam was brought to Indonesia during the Asia Europe Meeting in Yogyakarta.

This introduction was followed up by a workshop 'Public-Private Partnership (PPP) in Managing Historical Urban Precincts' in Jakarta, May 2013, in the context of heritage cities program of the Ministry of Public Works (PU) of Republic Indonesia. Besides an expert from Netherlands, this workshop invited an expert from Heritage Strategies International from Washington USA as well. Main objective of the heritage cities program was to start several pilot projects which focus on PPP in heritage conservation in Indonesian cities.

To achieve this objective a team of experts from Indonesia, India (City Heritage Center) and the Netherlands made working visits to Semarang, Yogyakarta and Jakarta and participated in a training at the Ministry of PU in October 2014.

On the other side, Indonesian heritage professionals visited Netherlands in 2013 and 2015 to share and learn more about PPP practices invited by the Cultural Heritage Agency of the Netherlands (RCE) and Stadsherstel Amsterdam. They represented the Indonesian Heritage Trust, the Province Government of Jakarta and Jakarta Old Town Revitalization Consortium (JOTRC).

All these activities led to a decision to pursue a cooperation with JOTRC for further exchanging knowledge and experiences about PPP practices.

JOTRC that has been through a reorganization becomes PT. Pembangunan Kota Tua Jakarta (PKTJ-JOTRC) has expressed interest to learn more from Stadsherstel Amsterdam on how to manage and utilize their assets. This inquiry was fulfilled through a workshop "Utilization of Restored Heritage Buildings" in Jakarta, 19-21 September 2016.

Extra attention was given to the effort of the governments of Jakarta and the Republic of Indonesia to nominate Kota Tua as a UNESCO World Heritage Site, as part of the nomination of "The Age of Trade. The Old Town of Jakarta (formerly Old Batavia) and 4 Outlying Islands (Onrust, Kelor, Cipir and Bidadari)". For this topic, a World Heritage expert of the Cultural Heritage Agency of the Netherlands (RCE) participated in the program to share experiences from the Netherlands and abroad on the nomination process and the sustainable management of historic urban landscapes.



## 2. Objectives

- Sharing knowledge and experiences about utilization of restored historical buildings with case study of the Old Town of Jakarta or popularly called as Kota Tua;
- An overview about Jakarta nomination process and dossier for the list of the UNESCO World Heritage City.



### 3. Resource persons and participants

Resource institutions and participants from Indonesia:

1. PKTJ-JOTRC (host);
2. Architects who involve in restoration processes;
3. Owners of the restored buildings;
4. Private and informal sectors who invest in the Old Town.

Resource persons from the Netherlands:

1. RCE (Dré van Maarwijk, World Heritage nomination specialist);
2. Stadsherstel Amsterdam e.g. Exploitation Department (Emmy Schouten –the Department’s Head and Casper Wienia, expert of the Facilities Division);
3. Heritage Hands On (Hasti Tarekat, workshop management and heritage expert).





## 4. Orientation programs 17-18 September 2016

This was a preliminary activity consist of two days orientation program for the resource persons from the Netherland before the workshop to learn about the latest development in the Old Town of Jakarta.

### Saturday, 17 September 2016

The first day of orientation started by discussing actual situation at PT. PKTJ-JOTRC and its role in the Old Town of Jakarta plus visit of some of their on-going restoration works and also the completed and re-used buildings.

Eddy Sambuaga, the new Executive Director of PT. PKTJ-JOTRC, turned out to be especially interested in expanding financial opportunities. He asked for more information about Nederland Restauratie Fonds (NRF) and was eager to find new shareholders of JOTRC consist former Dutch companies in the Dutch-Indies period.

### Sunday, 18 September 2016

Visiting restoration projects:

1. A tea house in a restored building in the Chinese quarter Glodok;
2. Railway station Kota;
3. Offices in the former Olveh building;
4. Museums in the Fatahillah Square;
5. Office Lloyd Rotterdam.

The second day orientation was closed by presentations about the works of PT. PKTJ-JOTRC and discussions about preparation of the workshop.



# 5. Workshop programs

## 19-21 september 2016

### Monday, 19th September 2016

#### Session 1

Introduction about Stadsherstel Amsterdam N.V.

By Emmy Schouten and Casper Wienia

After World War 2 there are many buildings left empty and neglected. In 1956, Stadsherstel Amsterdam started to buy an old building. The goal is to acquire and to restore historical buildings in Amsterdam.

#### The mission:

- Maintain buildings with a good construction condition.
- Transforming and reestablish the function.

The company always has a transparent annual report.

The excess is not allowed to be distributed to shareholders, but it is used for long-term investments.

The spaces are always for rent but not for sale.

One of the example of adaptive reuse or reestablishment of special buildings:

Using old churches for multi functions area such as office spaces, concert hall, wedding venue, musical hall etc.

#### Session 2

World Heritage Nomination and Management by Dré van Marrewijk from Cultural Heritage Agency of Netherlands (RCE).

The content about the World Heritage Convention, requirements for nominating for the World Heritage List, the importance of the Management Plan, conservation versus development, and four case studies from the Netherlands.

Presentation given in the context of the World Heritage nomination file for the Old Town of Jakarta and surroundings that has been prepared by the government of the Republic of Indonesia.

#### Discussions

*Question 1:*

Are there any differences between the west culture and east culture for the heritage management approach? What do you suggest for the case of Kota Tua?

*Question 2: Tania*

How to increase the awareness about Kota Tua as world heritage toward the migrants and foreigners who visit or live in here?

*Answer:* Many activities can be done to increase people awareness, this kind of workshop is the example. Another way is making regulation for the migrants and visitors.

*Question 3 by Heri Setiadi from Kopi Aroma Nusantara:*

Are there any specific rules from UNESCO regarding the dos and don'ts in restoring and maintaining heritage buildings?

*Answer:* There are no particular rules, UNESCO provides the recommendations but the rules and policies are according to the local governments.

*Question 4 by Ary Sulisty from Unit Pengelolaan Kota Tua:*

Regarding the Outstanding Universal Values (OUV), were the proposed OUVs of the Old Town of Jakarta could suitable for the present? For example, the concept of the canal from the 16th century; is it still reasonable to propose this concept for the current activities in the Old Town?

By the end of the session, participants were asked to write down their opinions, expectations and recommendations about topics regarding Kota Tua: regulations, finance, programming and dream.

## Tuesday, 20th September 2016

### Session 1

Stadsherstel Amsterdam Workshop Part 1 by Emmy Schouten and Casper Wienia  
We bought houses before it got demolished. The criteria of corner houses are preferable because they could protect 2 streets and are a good eye catcher on the corner that could work as an incentive for private initiatives.

In Amsterdam world heritage part there are about 6000 listed monuments / buildings, 450 of them are belong to Stadsherstel Amsterdam.

In 1968, Amsterdam Municipality also joined as stakeholder (12%) in Stadsherstel Amsterdam as an example of Public Private Partnership.

Initiate and facilitate a mix of cultural and commercial events, such as:

- Weddings
- Dinner party, receptions
- Fashion shows
- Exhibitions
- Publicity / press conference

What should we provide?

- Technical systems, such as: sound system, light systems, etc.
- Caterers (partner)
- Interiors facilities, such as: chairs, tables, stages, etc.
- Building managers

How to make it sustain?

Get more people to the building.

By renting out the venue for commercial events, we make the cultural events possible.

And by renting out the venue for cultural events, we get a lot of people in the monument, who come back as a commercial client.

Earn funding from government, city, and private companies.

Reach foundation goals in PR activities:

- Sponsorship
- Performance
- Put signage on buildings
- Information signage

- Marketing and publicity through website, flyer, brochure, tourist maps, etc.
- The content of information should be about what is coming up inside the building because people usually have no idea.
- Report of previous events.

### Session 2

Stadsherstel Amsterdam Workshop Part 2 by Emmy Schouten and Casper Wienia

Facilitating tenant for event:

- Small maintenance
- Partners (technicians, companies, caterers, florists, decorators, etc.)
- Acoustics
- Toilet
- Infrastructure (power supply, cooking facilities, etc.)

#### Emmy's closing note:

Before restoring, think what we could do with the building.

Don't be afraid of competition.

*Question 1 (Setya - ACG Architects):*

How it was established in the first time? Was it from incentive?

*Answer:* From private fund at first, then from donors and government.

*Question 2 (Yayat - JOTRC):*

In JOTRC case, buildings were owned by state owned companies (BUMN), what could we do to maximize the sustainability?

*Answer:*

- Initiate plans, opening spaces for tenants is a good small steps.
- Discuss with the government.
- Try things (ex. Exhibition, events, etc.) Review why it work out or why not
- Museums: add temporary events for repeat visitors

*Question 3 (Anneke - heritage architect):*

Since the restoration, within how many years you could get started using the space?

Why did you started?

*Answer:* You have to have mixture with local people. Too many people bought houses for investments but left it empty, that's why Stadsherstel started buying houses to restore and offer it for rent.

What is Stadsherstel status as an organization?

*Answer:* Stadsherstel is a non-profit company. Stadsherstel only gives max. 5% to stakeholders, the other profit for buying new profits.

Based on what criteria did you decided to choose the building?

*Answer:*

- Neglected buildings, buildings no one wants/ can develop.
- Corner buildings
- Special buildings (ex. Factories, churches, etc.)

*Question 4 (Anis - Han Awal & Partners Architects):*  
How were the conditions of the buildings when you got them at first, especially residential?

*Answer:* Usually empty, neglected.

At the end of the second day, Emmy and Casper initiate speed-dating amongst participants to get to know each other's backgrounds and to exchange information.

## Wednesday, 21st September 2016

### Session 1

Historic Urban Landscape by Dré van Marrewijk from Cultural Heritage Agency of Netherlands (RCE)

The content was about the UNESCO Recommendation concerning the Historic Urban Landscape Approach and its practical meaning for the Kota Tua area. Many planned developments in Kota Tua (restoration, planning adaptive re-use, planning and implementing revitalization measures in the public space, execution based on a master plan) already fit in a HUL approach, but raising the scale of planning and management and increasing the role of the local government could be useful and more effective.

Historic Urban Landscape approach can be used for proposing and maintain world heritage sites.

What we should propose to WHC:

- Management Plan
- System
- To protect and to conserve
- Managing Changes? Example for Netherland's context: urban sprawl, infrastructure, dams, power plants, wind turbines, tourism and industry.

And how to deal with current threads, such as:

- Pollution
- Deforestation
- Animal extinct
- Demolishing monuments

In 2005, WHC announce new standard to make a plan than integrate with urban landscape.

Recommendation on HUL:

Urban approach that consider urban landscape as part of past, present and future.

Urban Heritage and Heritage preservation is part of urban development.

HUL gives tools to integrate contemporary architecture in the history fabric of the city.

Broaden the scale:

1. Restoring buildings (good)
2. Considering adaptive reuse (better)
3. Connecting to surrounding and revitalize public space (even better)
4. Preparing in integrated master plan that takes social, cultural, environmental and economic elements.

*Hasti:* Don't be afraid of new developments which harmoniously combined with historical buildings and areas. Heritage conservation should not give an impression of nostalgic and freezing the history. It should provide benefits to the current and future generations.

*Nadia:* Attract people to other sites in Kota Tua (outside the Plaza Fatahillah).

## Session 2

Stadsherstel Amsterdam Workshop Part 3 by Emmy Schouten and Casper Wienia

Reviewing recommendations from the participants on the first day about 4 topics:

### 1. Regulations:

- a. Role that the government play answered by Bayu (UPK) regarding the area activities:
  - Visitor entrance/access
  - Street vendors are no longer allowed
  - Lack of toilets, tourism ministry gave toilet hardware but without water source.
  - Kali Besar revitalization: an open public place other than the square.
- b. Nadia (PDA) responded:
  - Regarding building restoration, there are no clear guidelines from government, what's the dos and dont's for the listed heritage buildings
  - A clear regulations about what to do with the building (program and activities)
  - Government should provide guidance
- c. Angie (JOTRC) responded:
  - Regarding building guidelines, it is not UPK's authority but TSP (Tim Sidang Pemugaran)
  - We (JOTRC) looked for guidelines from references such as UNESCO recommendations or other cities as case studies.
- d. Heri (Aroma Nusantara) responded:
  - No association (/community) between tenants in Kota Tua
  - No clear master plans for the area.
- e. Emmy (Stadsherstel Amsterdam) responded:
  - One of example for policies: it was forbidden to have drinks during concerts at venues, so Stadsherstel sell membership to buy drinks.

### 2. Finance:

How to integrate cost in renovation plan (financially sustainable) in Netherlands?

- a. Casper responded:
  - We made a forecast budgeting for the next 50 years on renovation and think about the future plan.
  - Do more than 2000 events in the area/venue each year.
- b. Cosmas (architect of Fine Arts Museum)
  - Make events for funding
  - Planning maintenance for building, human resources, etc. to estimate the cost.
  - Approach private owners or companies that interested with arts.
  - Other function hall that can be rented by outside sectors for events in the museum.
- c. Casper:
 

By the time WHS awarded, more visitors will come. We should consider how to protect local business?
- d. Tania (Hotel Batavia Rivier)
  - Does Batavia Rivier still considered as UPK area (it will next year)

### 3. Programming:

- a. How to organize many cultural and commercial events in long term?
- b. How to strengthen the Kota Tua area by organizing events?
- c. How to attract visitors to café and restaurants in old buildings? Does it always have to relate to history?
- d. Currently the governments' policy does not allowed events to be held in plaza.
  - Government should be more flexible in order to keep the plaza alive.
  - Work together between UPK, JOTRC and other stakeholders in Kota Tua (Angie)
  - Regarding plaza, public area should be for public (Cosmas)

### 4. Dreams:

To raise awareness to the public about the use of historical buildings and area.

### Session 3

Stadsherstel Amsterdam Workshop Part 4  
(closing) by Emmy Schouten and Casper Wienia  
Discussion on exercises the day before.

Group of 3 or 4 persons were asked to propose  
an event for Kota Tua:

- Chartered Bank for mix use
- Kopitiam for daily F&B
- Gewehry and Gudang Timur for mix use
- Gudang Apung for mix use

Hasti responded: Choose the affordable one to  
begin with.

- Museum: affordable
- Restaurant: expensive
- TV Stations: reach - cheap
- Embassy: reach - cheap

What kind of events could you organize in  
Kota Tua?

Group 1

Jakarta Fashion week at Museum BI

Group 2 (Astri - JOTRC, Nadia - PDA, Rika - PDA)

Jakarta Design Week

Fashion show

Buyers x traders x designers meeting.

Design competitions

Group 3 (Anis - architect HAP, Heri - Aroma

Nusantara, Angie - JOTRC)

Choir competitions

Inside buildings for competition selection and  
other supporting events.

Plaza for semifinal and final events

Culinary, culture, workshop, mini concert.

Group 4 (Cosmas - architect, Fachri - architect)

Jakarta Fashion Week at Museum Seni Rupa

Endorse local people's business

Casper responded:

- Start small
- Step by step, together, learn by each mistake
- Think bottom up



## 6. Side programs

### Sunday, 18 September 2016, evening

Meeting with four representatives (civil servants) of Sawahlunto Municipality, discussing their nomination file for the World Heritage nomination of Sawahlunto, a coal mining town, with railway track and port of transshipment. An interesting and likely nomination. Many good studies had been executed, the comparative analysis seemed adequate. Weak points were the absence of support from the transport and the mining companies, two main owners of the heritage. This makes support for management measures insecure.

Meeting attended by Hasti Tarekat and Dré van Marrewijk, at the request of Sawahlunto Municipality.

### Tuesday, 20 September 2016, morning

Public lecture at the Trisakti University, Department of Architecture, for an audience of over 80 students and lecturers, about "World Heritage Conservation and Sustainable Urban Development". The public lecture was hosted by dr. ir. M. Bambang Susetyarto, Head of the Department of Architecture at the Faculty of Civil Engineering and Planning.

Trisakti University is organizing an International Seminar on Livable Space which will be held on December 1-2, 2016 at the National Museum of Indonesia, Jl. Medan Merdeka Barat No. 12, Jakarta. The theme of the Seminar is "Applying Local Knowledge for Livable Space" with the objective to explore the relation between local



knowledge and the creation of more livable space in Indonesian cities. The Seminar is conducted in cooperation with the Ministry of Education and Culture, Ministry of Land and Spatial Planning and the Government of DKI which contribute much to the city development strategies in Indonesia. The public lecture on World Heritage Conservation and Sustainable Urban Development is organized as a prelude of the seminar by exploring and discussing key contemporary issues in urban development with urban experts.

In the lecture the Historic Urban Landscape Approach was introduced and related to the 17 Global Sustainable Development Goals. Additionally three developments in Dutch World Heritage sites were presented and discussed. After the presentation a lively discussion took place.

Meeting organized by Punto Wijayanto and presentation delivered by Dré van Marrewijk. Tuesday, 20 September 2016, evening  
A monthly meeting organized by PDA (Pusat Dokumentasi Arsitektur) in cooperation with the Indonesian Institute of Architects (IAI), about World Heritage policy, nominations and management in the Netherlands. A good meeting in a pleasant atmosphere with an interested audience of about 25 persons, completed with a lively discussion and good food.

Meeting organized by Nadia Purwestri of PDA and presentation by Dré van Marrewijk.

## Wednesday, 21 September, evening

The Dutch delegation accompanied by Yayat Sujatna from PT. PKTJ-JOTRC visited the Tourism & Culture Department of the Jakarta Provincial Government, at the invitation of mr. Catur Laswanto, Executive Director of the Departement. We discussed the aims of the workshop and the necessity of conservation, revitalization and touristic development of Kota Tua in the light of its World Heritage nomination. Also the role of RCE and Stadsherstel Amsterdam were discussed. We concluded with the request of the Executive Director to organize a joint trip to the Netherlands in order to learn from comparable projects and organizations (RCE, adaptive re-use, Stadsherstel Amsterdam, NRF, PPP-construction in heritage management, tourism).

### **Note**

All inviting organizations/persons received a copy of the English language book on World Heritage in the Netherlands by Marjolein van Rotterdam.

## Thursday, 22 September 2016, morning

The Dutch delegation had a bike tour to the harbor of Sunda Kelapa and the Museum Bahari, as well as other locations where Old Batavia can still be experienced.



## 7. Evaluations

### From the participants

Evaluation consists of two elements:

1. The workshop
  - a. Content of the workshop;
  - b. Resource persons;
  - c. Organization of the workshop.
2. What kind of expertise/skills do you need for your work in the Old Town of Jakarta?

Responds from the participants in general:

### The Workshop

#### Content of the Workshop

Inputs from the participants:

- It broaden the views about management of historical buildings;
- It is important for the government as a policy maker to do the right things and bring benefits to the communities;
- Some aspects are a bit too theoretic and complex but the overall topic is very interesting and creates curiosities;
- It is new knowledge with a lot of beautiful pictures, hopefully the participants can visit Netherlands some day;
- The content was good but it would be better if more group activities and interactive discussions;
- Need more knowledge about management of world heritage sites;
- Stories about Stadsherstel Amsterdam is inspiring to think out of the box about new function of heritage buildings;
- Content of the presentations should be given to the participants for further study;
- PT. PKTJ-JOTRC should be more involved in the whole workshop;
- Besides giving examples from Stadsherstel Amsterdam, need also guidances and suggestions on how to implement it in Indonesia because the situation in Indonesia is different;
- The interactive sessions and assignments are very good because they gave ideas to the participants on how to implement it in Jakarta.

#### Resource Persons

Input from the participants are in general positive and they are satisfied with professionalism and capabilities of all resource persons. Impressions that were given are:

- Very good
- Professional
- Very inspiring
- Eye opening
- Optimistic
- Nice
- Expert
- Great presenters
- Very helpful
- Dedicated
- Competent
- Capable

Suggestions are:

1. To add other kind of expertise during the workshop;
2. To have experts from Netherlands to assist the Old Town of Jakarta;
3. The Dutch experts should be accompanied by an expert who is already know about Indonesia or has a long experience with Indonesia. The presence of Hasti Tarekat was very much helpful.

#### Organization of the Workshop

Participants are in general satisfied with the organization of the workshop with some inputs. Impressions that were given are:

- Great
- Benefit for Indonesia
- Helpful
- There are some hiccups like speed dating because it is not known in Indonesia
- Nice
- Cohesive
- Well organized
- Professional
- Progressive
- Flexible
- Simple
- Participants should be obliged to attend the workshop fulltime for three days;
- Ok
- Couldn't start on time

### What kind of expertise/skills do you need for your work in the Old Town of Jakarta?

These are the inputs from the participants:

1. How to make an integrated tourism planning and marketing for the heritage area like the Old Town of Jakarta;
2. Business planning;
3. Heritage conservation advice;
4. Socio-economic;
5. Management plan;
6. Technical knowledge how to conserve heritage buildings;
7. Restoration and conservation architects to involve in the Old Town of Jakarta;
8. Project manager to help utilization of restored heritage buildings;
9. Maintenance;
10. Experienced experts;
11. Dedicated persons to help with situation of the Old Town of Jakarta;
12. A better building management to accommodate existing tenants needs with a clear plan (building/area plans);
13. Water management;
14. Fund raising expert;
15. Public relations.

## From the organizers

### Logistics

The workshop took place shortly after management reorganization of the local host (Konsorsium Pembangunan Kota Tua Jakarta-JOTRC). Despite this fact, the workshop was well managed with sufficient venue and facilities. The host managed to recruit targeted participants.

### Participants

Most participants represented government agencies, building owners, investors and experts (architects, archaeologists, researchers, historians, contractors) who work and involve in and around the Fatahillah Square as the heart of the Old Town of Jakarta. There were also participants from outside the Old Town of Jakarta who involve in heritage projects and heritage organizations.

The attendance of participants declined by days. It should be considered that a three days' workshop turned out to be too long.

On the opening day, we invited 80 people to introduce both RCE and Stadtsherstel to the Old Town Jakarta shareholders. Whereas on the second and third day, we invited 50 people whose career background directly related to the content of the workshops. However, as it was held during weekdays, some participants (whose mostly professionals) couldn't join the complete series of workshops. We think it would be more effective if it was done as two-days' workshop on weekend.

The workshop was satisfactory for participants and host. Other than exchanging information with presenters, the workshop also worked as a networking and discussion event between stakeholders of the Old Town Jakarta which seldom to happen.

### Content

Stadshersel Amsterdam has delivered outstanding performance as main resource persons during the workshop. What could be further improved is didactic method of the workshop to find out the best approach for the local situation. Involvement of more local experts would be very valuable.

Another point is during the whole process it should be better if there is a local expert in the field of urban development to provide links between heritage buildings and urban issues which are very obvious in the case of the Old Town of Jakarta such as building ownership, traffic, informal sector and the use of public space.

Participants would also like to learn more case studies of utilization of restored heritage buildings for residential, since in the Old Town Jakarta almost all utilizations are for public functions like restaurants and museums).



# Appendices

# 1. Profiles

## The Cultural Heritage Agency of the Netherlands

The Cultural Heritage Agency of the Netherlands is a department of the Ministry of Education, Culture and Science, commissioned to create the conditions for a sustainable conservation of the country's tangible heritage. The department takes a central position in the heritage field, connecting practice to policy and academia. The Cultural Heritage Agency of the Netherlands helps other parties to get the best out of our heritage.

The Cultural Heritage Agency is at the heart of heritage management in the Netherlands. We are closely involved in the listing, preservation and sustainable development of our cultural heritage. We provide knowledge and advice, and provide access to the data of the most valuable heritage in our country. We also perform certain statutory duties that have been assigned to us, and we manage the national collection of fine and applied arts. Some 320 staff work for the department.

The Cultural Heritage Agency is the Netherlands' center of expertise for heritage.

The conservation of heritage is a public interest, for which government also takes responsibility. The Cultural Heritage Agency is an executive body of the Ministry for Education, Culture and Science. Its tasks go beyond merely preserving and protecting buildings, sites and works of art. Today, society devotes increasing attention to how cultural historical values can be given a place within spatial development plans and projects. Doing so ensures that we can give the future a recognizable past.

The Agency has a staff of over three hundred, including specialists in restoration, historical research, chemistry, law, art history, archaeology, urban planning, archiving... the list goes on. They are based at one of four locations. At the Agency's head office in Amersfoort you will find advisors, researchers, and policy staff, as well as communications and information experts. There is also a large library which is open to the public. The extensive State Art Collection is managed from Rijswijk. In Amsterdam, our scientists work alongside their counterparts at the University of

Amsterdam and the world famous Rijksmuseum, undertaking research to ensure that objects of art and design, books, archival documents and other objects of historical value can be preserved for posterity. Lelystad is home to the National Maritime Collection. The varied work of the Agency includes generating and disseminating knowledge, implementing policy and legislation, administering guarantees and subsidies, and providing practical advice.

Our strength lies in connecting three key elements: practical expertise, scientific knowledge and government policy. These elements are mutually reinforcing, whereby we can base our practical advice on scientific knowledge, on our extensive experience and on the objectives of government policy.

Conversely, our practical expertise and knowledge make a significant contribution to the development of policy. Caring for our heritage is a question of teamwork. It involves owners, research and knowledge institutes, specialist contractors, government authorities and, of course, the Agency itself. Within this partnership, we bring together political and administrative elements, knowledge and practical expertise, and the various 'domains' of heritage: historic buildings, museums, archaeology and the landscape. Wherever possible, we adopt an integrated perspective which transcends the dividing lines between these various domains.

The Cultural Heritage Agency in figures

- Locations: 4 (Amersfoort (HQ), Rijswijk, Amsterdam and Lelystad)
- Yearly budget: over 35 million euros for the organization and 80 million euros for subsidies
- Staff: approx. 320 employees, plus over 100 internships each year

## Dré van Marrewijk | 1953 the Netherlands



Dré van Marrewijk is focal point for World Heritage in the Netherlands. He works for the Cultural Heritage Agency of the Netherlands.

He was responsible for the nomination as a World Heritage Site of the Amsterdam Canal Ring (2010) and the Van Nellefabriek (Rotterdam, 2014), as well as the withdrawn nomination of Teylers Museum (Haarlem, 2013). At the moment he is coordinating the work on two new nominations: the Colonies of Benevolence (2017/2018) and the extension of the Defence Line of Amsterdam WHS with the New Dutch Waterline (2018/2019).

Next to new nominations he coordinates the management of ten existing World Heritage Sites in the Netherlands: the preparation of Management Plans, State of Conservation Reports and Heritage Impact Assessments, and planning capacity building for site managers.

Dré van Marrewijk is a physical and historical geographer who has worked in the field of landscape conservation and cultural heritage management for over 30 years, at the national as well as the international level.

### **Drs. A.A.M. (Dré) van Marrewijk**

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www.werelderfgoed.nl

## Stadsherstel Amsterdam: The Company for City Restoration

Since its founding, 60 years ago, Stadsherstel Amsterdam has developed into a restoration company for all kinds of monuments in an urban or rural environment. It not only restores, but also preserves these monuments in such manner, that the character of the building is left intact and that further development will not cause any damage to the architecture, or change it in any way.

Currently Stadsherstel owns more than 600 houses and some twenty larger monuments, e.g. churches and industrial monuments like pumping-stations and a shipyard. It is partly thanks to the example set by Stadsherstel that the historic center of Amsterdam became a very sought-after residential area.

Stadsherstel has three objectives:

- To buy and restore the most threatened historic dwelling houses, especially listed monuments;
- To construct modern dwellings within these buildings for the benefit of the public housing sector;
- To maintain these buildings after restoring them.

## Emmy Schouten | 1955 Rotterdam, The Netherlands



After finishing high school I started my first job as a diagnostic radiographer in the medical branch. From 1981 to 1984 I studied Fashion Design at the Art Academy in Rotterdam and The Hague. After getting my degree I worked as Head of Design department with and for various costume designers.

In 1984 I created my own company and worked as costume designer for the world famous musical CATS and for various well known Dutch dance companies such as; Krisztina de Châtel, Leine & Roebana, and for theatre companies such as Art & Pro.

In between assignments I offered workshops in my own studio for costume design, pattern design and sewing lessons.

In between jobs I have been organizing various events in rare heritage locations. Because of that I was invited by Westergasfabriek Pty Ltd Amsterdam in 1995 to join their team and cooperate with them to find ways to give substance to the vacant buildings on their premises; the so called temporary rule for cultural and commercial use. The process of shaping and developing the design and architecture for this large inner city area and her vacant heritage buildings has been purposely a slow process to enable an organic development. This has resulted in a full restoration of this area and her buildings and it has become a prizewinning project. The big restoration of all heritage buildings on this premises started in 2002 and as a result of this closure, organising events was brought to a temporary stop.

At the time, Stadsherstel Amsterdam had a vacancy for a manager of the Exploitation Department for Special Locations. When hired, I helped creating and setting up this Department which was, until that date, run by the director and his secretary, holding 2 locations only. At present this department holds 5 FTE's and 25 free-lance employees for a total of 13 special locations – monumental heritage building that were saved from demolition and are now in full use as location for concerts, marriages, presentations, festivals, funerals and - where it concerns heritage churches - also still for church masses.

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2002 - Present  
Head of Exploitation Dept. at Stadsherstel Amsterdam N.V.

1995 - 2002  
Events Manager at Westergasfabriek Pty Ltd

1984 - 2004  
Self-employed Costume Designer and executive producer

1982 - 1991  
Head of Costume Department

1975 - 1981  
Employee in Medical branch

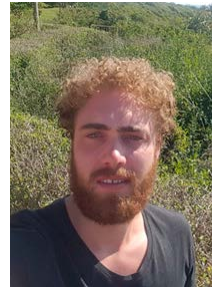
### Emmy Schouten

Afdelingshoofd Bijzondere Locaties  
Stadsherstel Amsterdam NV  
Postbus 3777 | 1001 AN | Amsterdam |  
The Netherlands  
Amstelveld 10 | 1017 JD | Amsterdam |  
The Netherlands  
T +31 20 520 0090 | F +31 20 638 20 40

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emmy@stadsherstel.nl  
www.stadsherstel.nl

### Casper Wienia | 1986 Zeist, The Netherlands



In 2005 I graduated from high school at eighteen and moved from a country town to Amsterdam. I studied Social Geography at the University of Amsterdam and graduated in 2013 with respectively a bachelor and a master degree, followed by a second master degree in Environment and Resource Management in 2014.

While studying in Amsterdam, I developed a passion for the old buildings in the medieval centre of the city. Travelling around the world and visiting many historical cities, learning about the diversity and different use of these historical places, has only fuelled this passion.

To pay for my university studies I worked as a location manager for The Hospitalist Pty Ltd.,

a dedicated student employment agency. During my time at university I worked at various heritage locations and was responsible for management and technical support during all sorts of events; concerts, lectures, opening of exhibitions, marriages.

In 2014 I started working for Stadsherstel Amsterdam Ltd., where my interest for heritage buildings has become the focus of my work. As Location Managers, I am responsible for the practical needs and processes that are required to organize and facilitate events in the monumental buildings of Stadsherstel.

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2014 - Present  
Stadsherstel Amsterdam Ltd.

2008 -2014  
Stadsherstel Amsterdam N.V. through the Hospitalitist Pty. Ltd.

2011 - 2014  
Master degree Environment and Resource Management

2010 - 2013  
Master degree Social Geography

2005 - 2009  
Bachelor degree Social Geography

1999 - 2005  
High School

## Heritage Hands-on Expertise | Entrepreneurship

### Expertise

1. Supporting the development of individual and/or organization in cultural heritage sector through an array of resources and services, developed and orchestrated by incubator management;
2. Conceptualization and management of cultural heritage by creating synergy between developed and developing countries through exchange of experts and practitioners.

### Entrepreneurship

1. Promoting entrepreneurial capacity amongst cultural heritage professionals and institutions to be financially independent;
2. Creating job opportunities by implementation of cultural heritage code of conducts.

## Hasti Tarekat | 1966 Semarang, Indonesia



### Degrees:

MA in Regional Planning, University North Sumatra, Medan, Indonesia, 2002  
Bachelor in Social Welfare, University Padjadjaran, Bandung, Indonesia, 1990

### Employment summary:

Founder Heritage Hands On, Expertise and Entrepreneurship , Project Leader of several shared heritage projects between Indonesia and Netherlands , Board of Directors Indonesia Heritage Trust in the Netherlands (2005-present), Guest Lecturer International Master's Program "Museology" Reinwardt Academy, Amsterdam (2006-present), Member Indonesia Diaspora Task Force Liveable Cities, Senior Program Coordinator, Centre for International Heritage Activities (2014), Advisor Erfgoed



Nederland (2008-2010), Founder and Executive Director of Sumatra Heritage Trust (1998-2005) and Pan-Sumatra Network for Heritage Conservation (Pansumnet) (1998-present), Secretary of Bandung Heritage Society (1993-1997)  
Major scholarly and professional activities  
International Committee on Monuments and Sites (ICOMOS)  
International Field School on Asian Heritage (IFSAH)  
Modern Asia Architecture Network (MAAN)  
Leadership for Environment and Development (LEAD International), 1998-2000  
Salzburg Global Seminar, 2002  
Freeman Symposium Fellow, 2003  
2003 UNESCO Asia Pacific Heritage Award for Merit

**Heritage Hands On, Expertise and Entrepreneurship**

Amsterdam | the Netherlands  
M + 31 6 5151 8947

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tarekathasti@yahoo.com  
[www.culturalheritageconnections.org/wiki/Hasti\\_Tarekat](http://www.culturalheritageconnections.org/wiki/Hasti_Tarekat)



## 2. List of participants

### Day 1, 19 September 2016

No	Name	Institution	Occupation	Email
1	Albertus Napitupulu	Dit PCBM, Kemendikbud		anapitupulu7@gmail.com
2	Lina Mulia	Kedai Pos		kedaiposjkt@gmail.com
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34	Reina A R	Bandung Heritage		reina11@gmail.com
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38	H Eddy Suyanto	Pos Indonesia		
39	Muhammad Thamrin	PT Pasagi Designworks		thamrin@pasagi.com
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### Day 2, 20 September 2016

No	Name	Institution	Occupation	Email
1	Doni Prabawa	Aroma Nusantara		donioptions@yahoo.com
2	Rani Okridarma Dewi	Rika Sjoekri Architects / Badan Pelestarian IAI		raniod.arsitek@gmail.com
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20	Dewo Permana	Unit Pengelolaan Kota Tua		
21	Anindya Putri Melati	PDA		anindyaputri.melati@gmail.com
22	Nadia P	PDA		nadiarinandi@gmail.com
23	E. Suryana	Bangi Kopitiam		"085885505363"
24	David D	Arsip Mandiri		diondavid70@yahoo.com

### Day 3, 21 September 2016

No	Name	Institution	Occupation	Email
1	Fachri Maulana	PT Pasagi Designworks		fachri@pasagi.com
2	Nadia P	PDA		nadiarinandi@gmail.com
3	Cosmas Gozali	Atelier Cosmas Gozali		cdgozali@singnet.com.sg
4	Jaka Yudha	Museum Sejarah Jakarta		jackmanda@yahoo.com
5	Bayu	Unit Pengelolaan Kota Tua		pengelolakotatua@yahoo.com
6	Nurul F	Unit Pengelolaan Kota Tua		wastakotu@gmail.com
7	Iwan Setiadi	Kopi Aroma Nusantara		iwansed@yahoo.com
8	Doni P S	Kopi Aroma Nusantara		donioptions@yahoo.com
9	Rani Okridarma Dewi	Rika Sjoekri Architects / Badan Pelestarian IAI		raniod.arsitek@gmail.com
10	Natania	DeRivier Hotel		tania_sd_bali@yahoo.co.uk
11	Thanti Felisiani	PT KAI		thanti.felisiani@gmail.com
12	David D	Arsip Mandiri		diondavid70@yahoo.com
13	Heri Setiadi	Kopi Aroma Nusantara		herisetiadi17@gmail.com
14	Niswatul Azizah	Han Awal & Partners		niswatul.azizah@gmail.com
15	E. Suryana	Bangi Kopitiam		"085885505363"


## Workshop on Utilizing Restored Heritage Buildings

Kantor Pos Fatahillah, 19th - 21st September 2016

Hosted by



Presented by





Cultural Heritage Agency  
Ministry of Education, Culture and Science



19 September 09.30 - 16.00 : World heritage nomination and management by Dré van Marrewijk from Cultural Heritage Agency of Netherlands. Organization of Stadsherstel by Emmy Schouten and Casper Wienia from Stadsherstel Amsterdam.

20 September 09.30 - 16.00 : Structure of the office, work floor, financial and booking system of heritage buildings by Stadsherstel Amsterdam.

21 September 09.30 - 16.00 : Culture and commercial rental, marketing, publicity and customer recruitments of heritage buildings by Stadsherstel Amsterdam.

Supported By

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astri.dunggio@kotamajakarta.co.id  
Sry 0812 6808 8088  
sry.munthe@kotamajakarta.co.id



Cultural Heritage Agency  
Ministry of Education, Culture and Science

### Kuliah Umum "Pelestarian Warisan Dunia dan Pembangunan Kota yang Berkelanjutan"



**Drs. AAM (Dré) van Marrewijk**  
Cultural Heritage Agency of  
the Netherlands (RCE)

Dré van Marrewijk adalah koordinator untuk nominasi Warisan Dunia dari Amsterdam Canal Ring (2010) dan Van Nulleviertel (Rotterdam, 2014) serta beberapa situs lainnya dalam proses. Ia bertanggungjawab pula atas pengelolaan 10 Warisan Dunia di Belanda, mencakup persiapan dokumen rencana pengelolaan, laporan kondisi pelestarian dan analisis dampak pasuka serta merencanakan peningkatan kapasitas bagi para pengelola warisan dunia.

**Selasa, 20 September 2016 | pk. 09.30-12.00 WIB**  
Ruang Siding, Lantai 8  
Gedung C, Kampus A, Universitas Trisakti  
Jl. Kipi Tapa No. 1, Grogol, Jakarta

Informasi dan Pendaftaran:  
Punto Wijayanto (wa.0812.274.2725)

Gratis &  
Terbuka untuk Umum

Obrolan Heritage | #07:2016  
Selasa, 20 September 2016  
16.30 – 20.00

## NOMINATION & MANAGEMENT OF WORLD HERITAGE SITES IN THE NETHERLANDS

**VAN NELLE**  
**Drs. A.A.M. (Dré) van Marrewijk**  
Ministry of Education, Culture and Science  
Cultural Heritage Agency of the Netherlands

Venue: @lpda; jl. tebet dalam 4-i no.30  
Rsvp 021-8291932 jam kerja  
#maks.35 peserta - Biaya sukarela & potluck



## Kennis delen in Indonesië

# ONDERWEG NAAR DUURZAAM ERFGOED



Fatahillah-plein met één van de gerestaureerde gebouwen Kantor Pos

42

STADSHERSTELLEN IN HET BUITENLAND

### **In Jakarta is men zich bewust van de waarde van monumenten. Steeds meer panden krijgen een opknapbeurt. Maar hoe blijven ze houdbaar? Stadsherstel ging op expeditie en wisselde ervaringen uit.**

Stadsherstel Amsterdam is begin 2016 door de Rijksdienst voor het Cultureel Erfgoed in Nederland gevraagd om in Jakarta advies te geven over het gebied rondom het Kota Tua plein in het stadshart van Jakarta. De stad Jakarta is al een aantal jaren bezig met de revitalisering van dit gebied en heeft twee jaar geleden de Jakarta Old Town Revitalization Corporation (JOTRC) opgericht. Een corporatie die zich bezig houdt met restaureren, onderhouden en exploiteren van het (Nederlands) erfgoed rondom het plein.

Afgelopen jaren zijn behoorlijk wat gebouwen in Jakarta gerestaureerd. Veel van deze prachtig gerestaureerde panden staan echter leeg of worden eenzijdig geëxploiteerd met een museale bestemming. Het plein en de stad missen daardoor levendigheid. Tot nu toe wordt er te weinig aandacht besteed aan het onderhouden, maar vooral aan de exploitatie van de gebouwen. Gevolg is dat de staat van het gerestaureerde, leegstaande pand snel achteruit gaat.



Emmy Schouten en Casper Wienia overhandigen het boek *Amsterdam Herstelt* (engelse uitgave) aan Eddy Sambuaga, managing director van JOTRC

## Exploiteren en faciliteren

In de afgelopen jaren zijn verschillende delegaties uit Indonesië bij Stadsherstel op bezoek geweest, om kennis uit te wisselen over de organisatie Stadsherstel. Dat ging over de wijze van restaureren, maar nog niet over praktische zaken als exploiteren en faciliteren.



Daarom zijn Emmy Schouten en Casper Wienia, (Exploitatie Bijzondere Locaties Stadsherstel), Dré van Marrewijk (specialist Unesco Wereld Erfgoed) en Hasti Tarekat (Heritage Hands On, Expertise and Entrepreneurship) in september afgereisd naar Jakarta om daar presentaties en workshops te geven. Er waren onder meer presentaties over de doelen van Stadsherstel, de facilitaire zaken in onze Amsterdamse locaties en de exploitatie van onze monumentale gebouwen in de context van hun omgeving.



Deelnemers van de workshop

## Wens: diversiteit

Daarnaast is er in groepjes gewerkt aan verschillende casussen, zoals 'Hebben de gebouwen rondom het Kota Tua plein een sterke positie in het erfgoedgebied' en 'Welke huurders zou je willen zien in de erfgoedgebouwen op en rondom het plein'. We mogen concluderen dat er een grote wens bestaat om de gebouwen zo divers mogelijk te verhuren en te programmeren, dat er meer samenwerking moet komen tussen de Stad (Government) en het JOTRC en dat er meer aanvullende kwaliteiten voor het personeel gewenst zijn. Voor ons waren het intense dagen, waarin wij veel kennis hebben kunnen uitwisselen en veel positieve reacties kregen over Stadsherstel en haar werkzaamheden.

## StadsHerstel Amsterdam



### STADSHERSTEL AMSTERDAM N.V.

AN EXAMPLE OF SAFEGUARDING BUILT HERITAGE  
Company for City Restoration, a limited liability company

Selamat datang,  
Ibu-ibu dan Bapak bapak

Presentation about StadsHerstel Amsterdam - Slide 1



Presentation about StadsHerstel Amsterdam - Slide 2

## StadsHerstel Amsterdam



# STADSHERSTEL AMSTERDAM N.V.

AN EXAMPLE OF SAFEGUARDING BUILT HERITAGE  
Company for City Restoration, a limited liability company

Selamat datang,  
Ibu-ibu dan Bapak bapak

Presentation about the Division of Exploitation of Special Locations - Slide 1




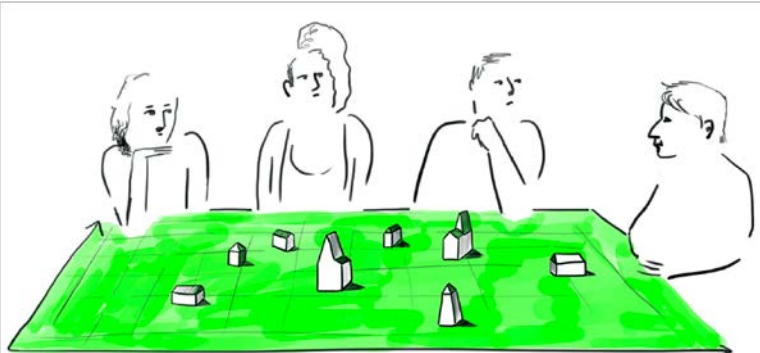
Presentation about the Division of Exploitation of Special Locations - Slide 2

Stadsherstel Amsterdam

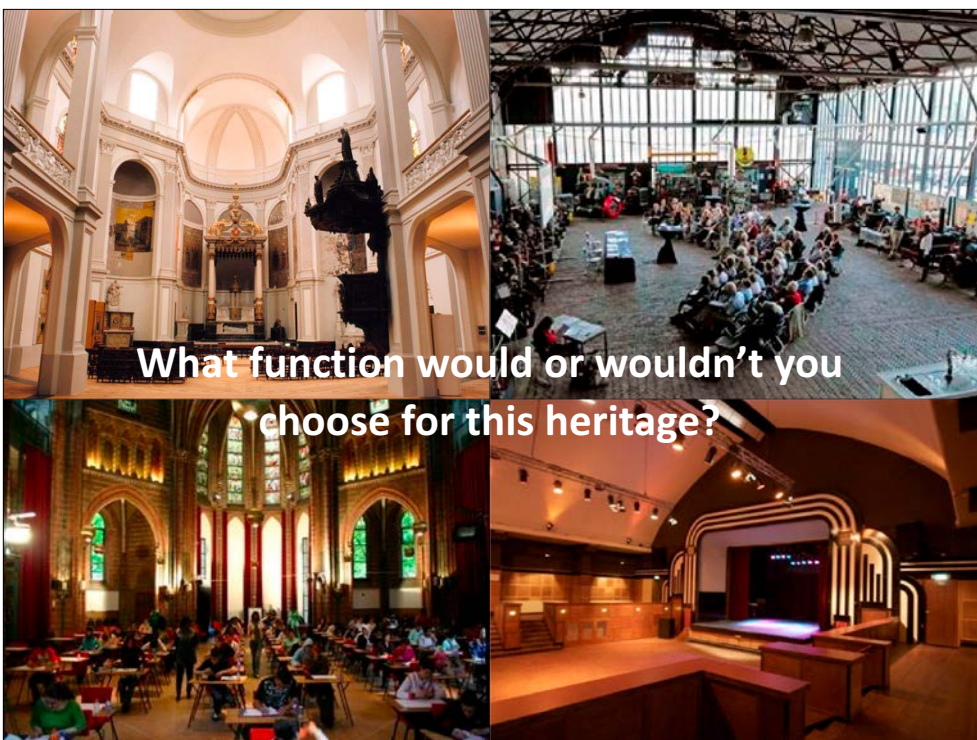
# Extraordinary heritage of Kota Tua

*A case study of Kantor Pos*

Brainstorm



Presentation about Workshop Exercises - Slide 1



**What function would or wouldn't you choose for this heritage?**

Presentation about Workshop Exercises - Slide 2



## The Cultural Heritage Agency of the Netherlands (RCE)



Cultural Heritage Agency  
Ministry of Education, Culture and Science

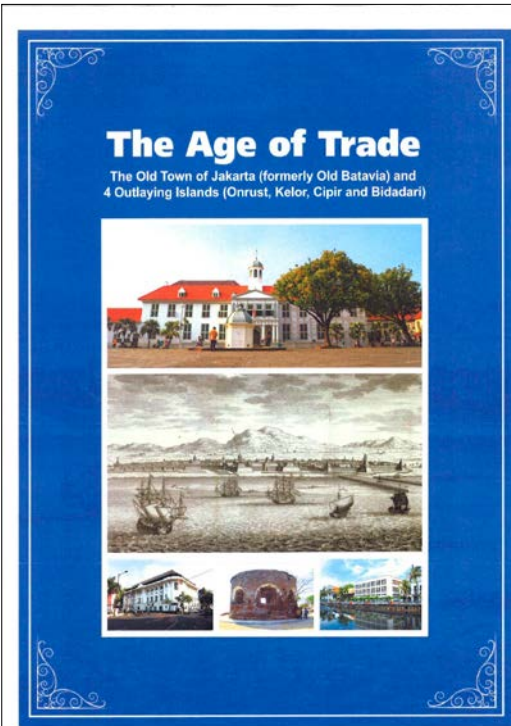
### The Historic Urban Landscape Approach

and some case studies from the Netherlands

Jakarta, september 2016

**Dré van Marrewijk M.Sc.**  
focal point for World Heritage in the Netherlands

Presentation HUL Approach - Slide 1



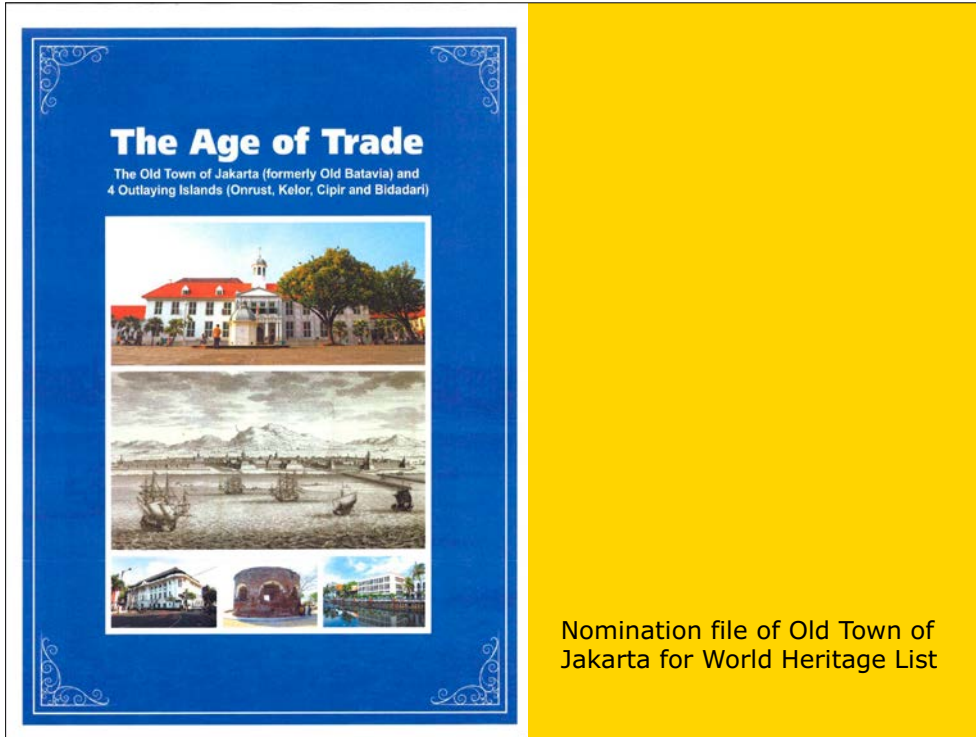
### The Age of Trade

The Old Town of Jakarta (formerly Old Batavia) and 4 Outlying Islands (Onrust, Kelor, Cipir and Bidadari)

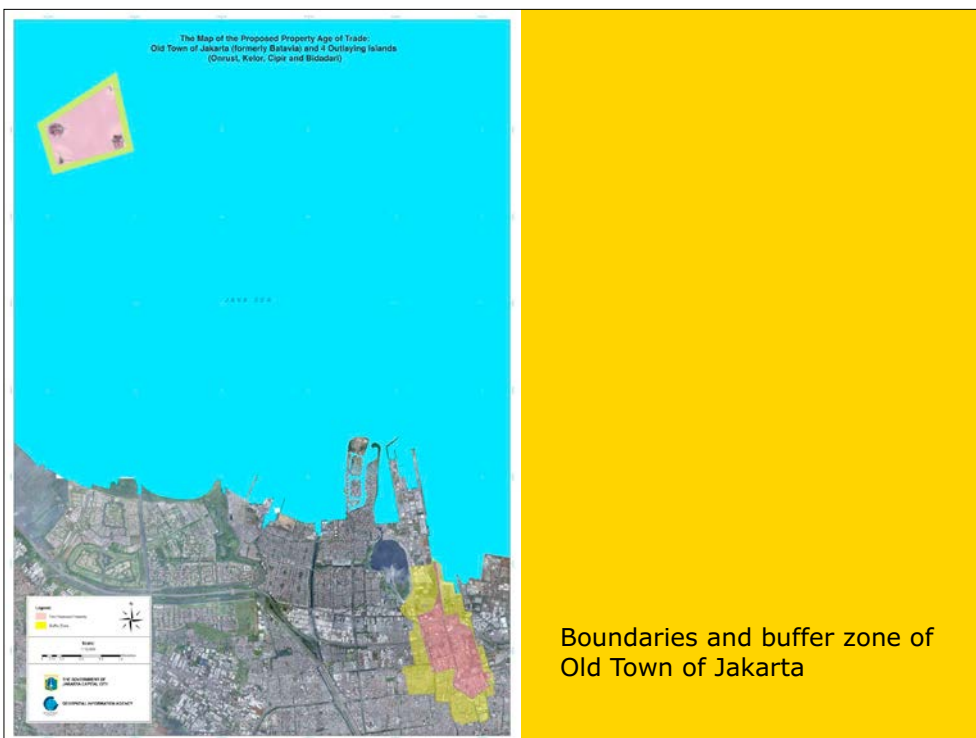
Nomination file of Old Town of Jakarta for World Heritage List

Presentation HUL Approach - Slide 2

## The Cultural Heritage Agency of the Netherlands (RCE)



Presentation Nomination Management Urban Development\_def - Slide 1



Presentation Nomination Management Urban Development\_def - Slide 2

## The Cultural Heritage Agency of the Netherlands (RCE)





Cultural Heritage Agency  
 Ministry of Education, Culture and Science

**World Heritage Sites  
 and  
 preparing  
 World Heritage nominations  
 in the Netherlands**

**Dré van Marrewijk M.Sc.**  
*focal point for World Heritage*

Presentation World Heritage in Netherlands - Slide 1





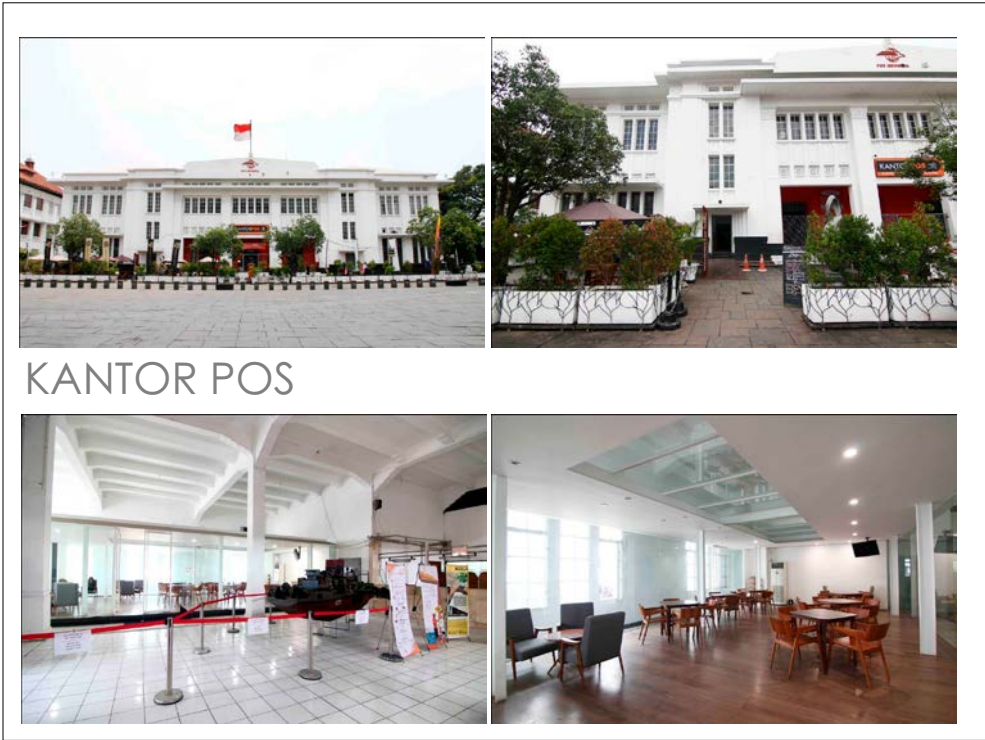
Cultural Heritage Agency  
 Ministry of Education, Culture and Science

Cultural Heritage Agency:

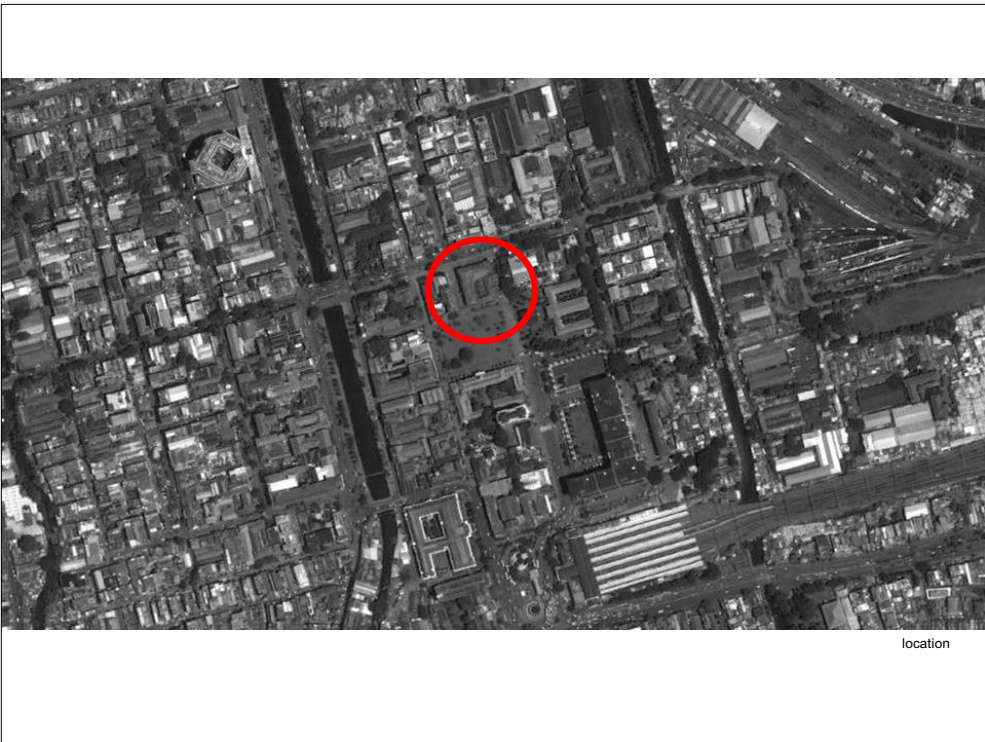
- 320 fte: archaeologists, architecture historians, geographers, art historians, planners, financial experts
- Work fields: protection national monuments, archaeological sites, landscapes and townscapes; advising; restoration grants; WH nominations,
- Shared Heritage Programme: eight countries; workshops and training; focus on revitalization historic inner cities and public-private participation

Presentation World Heritage in Netherlands - Slide 2

### PT Pembangunan Kota Tua Jakarta (PKTJ-JOTRC)



Fatahillah Post Office - Slide 1



Fatahillah Post Office - Slide 2

## PT Pembangunan Kota Tua Jakarta (PKTJ-JOTRC)



# KOTA TUA JAKARTA



JOTRC - Slide 1



**Area:** 740.3 km<sup>2</sup>  
**Population:** 10.012.271 (2014)

JOTRC - Slide 2