

**CALL FOR PAPERS**  
**National Trust Conference 2018:**  
**Opportunity Knocks:**  
**Heritage as a Social, Economic, and Placemaking Force**

**In association with Canadian Association of Heritage Professionals &  
Association Heritage New Brunswick**

**October 18 - 20, 2018  
Fredericton, New Brunswick (Fredericton Convention Centre)**

Heritage is a catalytic and progressive force anchoring community identity, attracting visitors and investment, and advancing social and environmental goals. And yet, this heritage potential can often go unrecognized and untapped. Opportunity knocks!

The 2018 National Trust Conference will explore the transformative power of heritage to help turn places around, galvanize communities, and create fresh options. Bringing together the cutting-edge of heritage thought and practice – in Canada and abroad – the conference will emphasize interdisciplinary insights on such diverse topics as heritage-led development, sustainability, museum/historic site regeneration, and Indigenous heritage.

*Opportunity Knocks* is inspired by Fredericton, a vibrant mid-sized city renowned for its east coast warmth and charm. Home to one of the first universities in North America, Fredericton also boasts a world-class art collection, a vibrant farmers' market, and a historic garrison district – all woven into the fabric of a picturesque downtown on the banks of the Saint John River.

The annual National Trust Conference is Canada's largest event for professionals, practitioners, and volunteers engaged in regenerating and saving our heritage places. The 450 participants expected at *Opportunity Knocks* will come from a diverse range of backgrounds: architects, professionals, and the conservation industry; planners and government representatives; heritage organizations, museum workers, and volunteers; and university instructors and students.

## PROPOSALS ARE INVITED ON THE FOLLOWING THEMES:

### Creating Social & Environmental Impact

Topics may include:

- **Heritage as a Social Tool:** How heritage places/museums can actively address social concerns (e.g. inequality, affordable housing, public health, local food production); initiatives or hacks bringing “top-drawer” conservation technical solutions to modest places; heritage projects addressing/mitigating gentrification forces.
- **Sustainability & Reducing Carbon:** Projects demonstrating/promoting heritage as a tool for environmental sustainability (e.g. quantifying impact of renewal over demolition-new build, long-life loose fit and durability, understanding and enhancing energy performance); museums/historic sites using their properties to demonstrate environmental sustainability and inspire the public.
- **Reconciliation & Sites of Conscience:** How heritage places can be tools for Reconciliation in Canadian communities (e.g. reinvention, public engagement); understanding and sustaining sites of conscience and places with contested histories.
- **Story and the Intangible – Tangible Exchange:** How the stories places tell about themselves has an impact on historic fabric (e.g. renewal vs. new iconic buildings as symbols of “progress”; understanding and leveraging intangible heritage in community revitalization initiatives.

### Rooting Vibrant Places (Design & Planning)

Topics may include:

- **Adaptive Reuse & Placemaking:** Integration of sensitive additions and adaptations to heritage places to create dynamic new uses; reflections on issues like façadism and the handling of historic interiors (e.g. retaining vs. gutting); inserting new buildings, layers, or uses into historic areas and sites, or cultural landscapes.
- **Intensification & Regeneration:** Planning that sensitively manages intensification of heritage areas; reviving abandoned older properties or blighted neighbourhoods.
- **Integrating Diversity:** How existing buildings and cultural landscapes can be adapted and transformed by integrating/reflecting Indigenous knowledge and cultural diversity.
- **Heritage Tools & Big Data:** Examination of planning tools, old and new (e.g. digital tools, inventories, heritage designation); strategies for understanding places and capturing the economic, social/cultural, and environmental value of heritage places.
- **Museums Without Walls:** Initiatives that break down siloes between museums/historic sites and other community heritage resources – built, landscape, or intangible.

## Building Economies and Engaged Communities

Topics may include:

- **Heritage-Led Development:** Innovative urban or rural projects that are having a catalytic impact on their communities; business models, tourism initiatives, policy solutions, and creative approaches to regenerating heritage properties and downtowns.
- **Regenerating Historic Sites, Museums, & Places of Faith:** Innovation in the acquisition, reinvention, community relevance, or viability of historic sites/museums or places of faith through social enterprise, traditional craft or knowledge (e.g. Économusée), art installations, pop-up events, or other models.
- **Rural Heritage & Heritage Rivers** – Understanding and responding to the challenges facing rural heritage places; strategies for protecting, linking, and supporting rural heritage (e.g. agricultural, industrial, historic waterways).
- **Public Policy as a Game Changer:** Innovative public policy creating a climate for conservation (e.g. offering financial incentives, removing barriers, devising standards); how codes, zoning, financial incentives, green ratings systems, and guidelines collide with or support planning, design, and technical considerations.
- **Building Grassroots Support & Changing Perceptions:** Innovative examples of community action in successful historic place interventions; strategies for building grassroots support for heritage, including social media and other digital platforms.

### PRESENTATION FORMATS:

- **Traditional Presentation (15-20 minutes)** – These presentations will use case studies and research results that offer insights, principles, and real solutions that others can apply in their communities. What questions were raised? What lessons were learned?
- **Spark Presentation (7 minutes)** – Brief, effective, powerful. These “Pecha Kucha” inspired presentations raise important issues in dynamic sessions (always popular).

### PLEASE INCLUDE WITH YOUR SUBMISSION:

- Title of presentation/session proposed, format, and a summary (450 words or less).
- How your proposal aligns with conference theme(s).
- Your name, contact information, and short bio (100 words).

### DEADLINE FOR SUBMISSIONS: MARCH 19, 2018

Notification of acceptance of abstracts will be made by late April 2018. Presenters of accepted abstracts will receive a discount on full conference registration.

To submit your proposal, or for more information: [conference@nationaltrustcanada.ca](mailto:conference@nationaltrustcanada.ca)

Tel.: 613-237-1066. Visit [www.nationaltrustcanada.ca](http://www.nationaltrustcanada.ca)