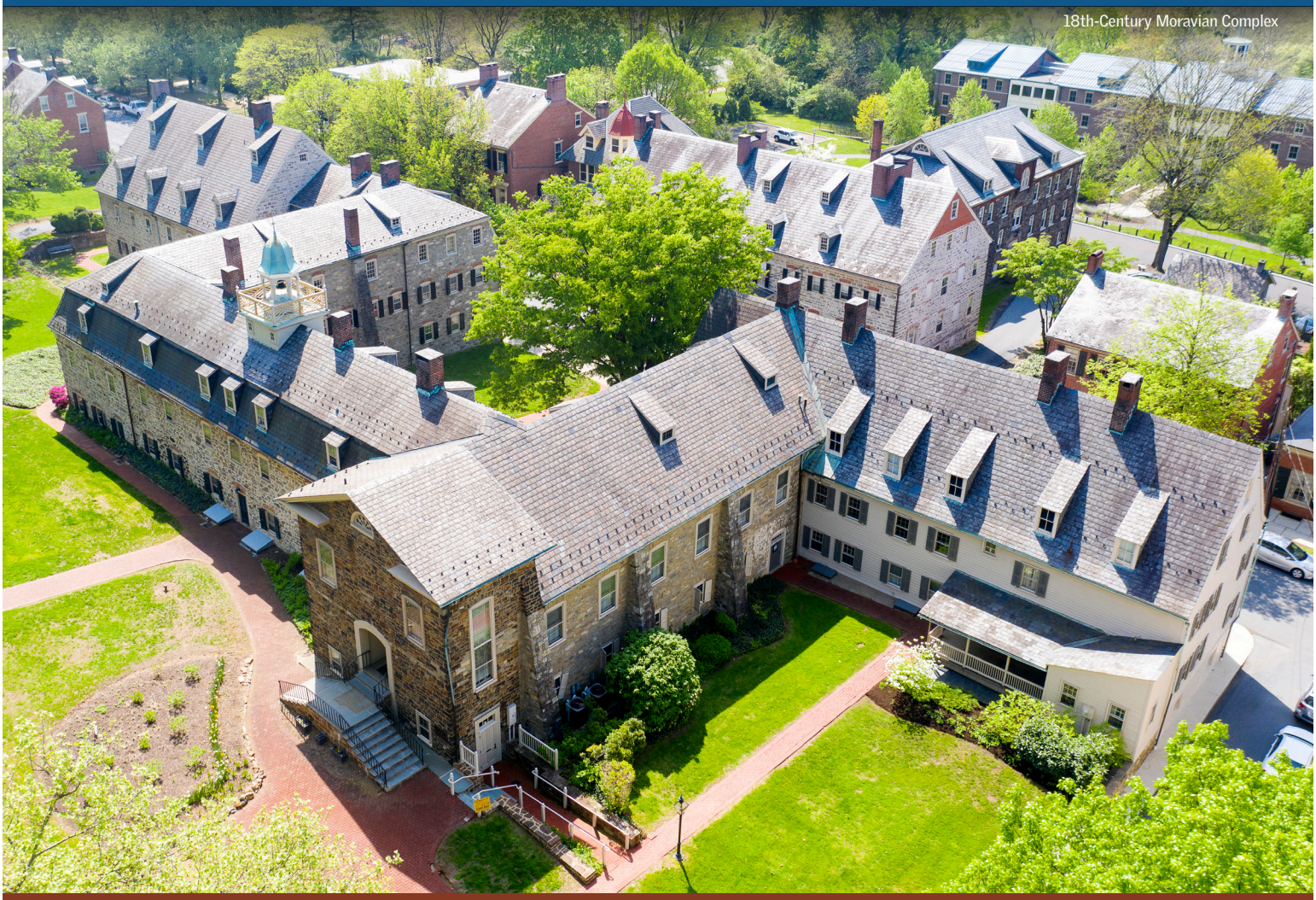
# Historic Bethlehem
## MUSEUMS & SITES


18th-Century Moravian Complex

# OVER 275 YEARS OF HISTORY

**Timeless Community, Ageless Values: A Story Worth Telling and Preserving**


Docent-led School Tour of the Colonial Industrial Quarter

Our historic buildings give visitors a path to the past that brings the heritage of our beautiful city to life.

Through walking tours, museum visits, school outings, events and programs, we keep these stories alive by educating the public and making them part of today.

74 W. Broad St., Suite 310, Bethlehem, PA 18018 • 610.882.0450 • HistoricBethlehem.org

# Our History and National Significance

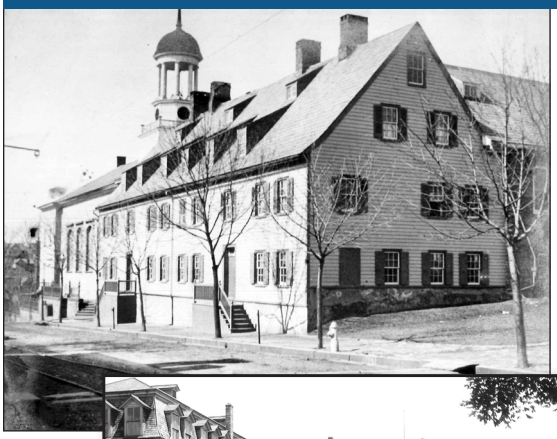
Historic Moravian Bethlehem Historic District has been designated a National Historic Landmark. This site has national significance in commemorating the history of the United States of America.

In the 18th century, Moravian settlers from Europe established a communal society here as part of an international religious network and social experiment. The surviving buildings and industrial structures are outstanding examples of German colonial architecture and Moravian town planning.

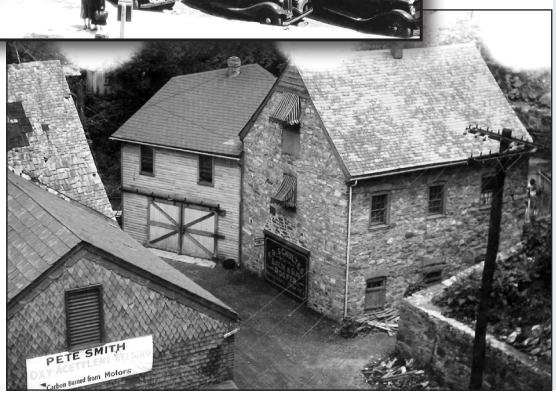
*National Park Service*
*United States Department of the Interior*
*Designated 2012*



Historic Moravian Bethlehem National Historic Landmark District Plaque








From its earliest days in the 1740s, **Bethlehem was a diverse community** with 12 different languages spoken by colonial settlers who arrived from many countries around the world, as well as the Native Americans who shared their lives with them. Historic Bethlehem Museums & Sites tells the story of the lives of these early Moravians and their invaluable contributions to our local, regional, and national history.

In Historic Moravian Bethlehem, **you will find a unique, intact community of buildings** that conveys the essential qualities of the early Moravian settlement. Many of the buildings would be recognized by the original settlers, but they are special today because **they are still part of a living community.** The buildings reflect the artistic, architectural, cultural, religious, and industrial characteristics that set the Moravians apart from other colonial settlers.

**"With such a wealth of places that preserve its past whilst being fully part of its present, Bethlehem truly is a uniquely vibrant historic city."**

- Global Philadelphia Association

*Top Left: 1741 Gemeinhaus; Center Left: Apothecary; Bottom Left: Waterworks*
*From the Historic Bethlehem Museums & Sites photo collection.*

# A National Treasure

- According to the National Park Service, the finest examples of 18th century Germanic-style architecture in America
- One of eight National Historic Landmark Districts in Pennsylvania
- Two individual National Historic Landmarks
  - Gemeinhaus (1741)
  - Waterworks (1762)
- The Kemerer Museum: the only institution of the decorative arts in Pennsylvania and one of 11 in the U.S.



1762 Waterworks Wheel & Gears. Photo by Paul S. Bartholomew



1762 Waterworks. Photo by Brian Kutner

# Bethlehem's Remarkable Assets

- **First school to teach Native American languages**
- **Oldest school to educate women in the original 13 colonies (forerunner of Moravian Academy and Moravian College, 1742)**
- **One of the earliest orchestras in America**
- **One of the oldest apothecaries**
- **Oldest continuously operating bookstore in the world: Moravian Book Shop**
- **Considered America's Earliest Industrial Park – a concentration of 35 crafts, trades, and industries operating in the Colonial Industrial Quarter by 1747**
- **First pumped municipal water system in America**

**"The Moravian District is a source of pride for the city of Bethlehem and the surrounding Lehigh Valley, as it has provided a unique, historically rich, and culturally significant way of life for over 275 years. The United States is filled with a number of important historical sites, so to even be considered is an honor."**

- Former U.S. Congressman Charlie Dent, lifelong Lehigh Valley resident and member of the Bethlehem Mayors' World Heritage Commission

# Our Next Big Step: World Heritage List Recognition

**In 2016, Historic Moravian Bethlehem National Historic Landmark District was short-listed for nomination as a World Heritage Site.**

Christiansfeld, Denmark, settled by Moravians 30 years after Bethlehem, was designated a World Heritage Site in 2015. The World Heritage organization has expressed interest in the worldwide network of Moravian towns, cities, and settlements dating to the 18th and 19th centuries.

**Some other World Heritage Sites:**

- **Statue of Liberty**
- **Independence Hall**
- **Grand Canyon National Park**
- **Historic Centre of Rome**
- **Great Wall of China**
- **Palace of Versailles**
- **Pompeii**
- **Pyramids of Egypt**
- **Taj Mahal**

**Bethlehem World Heritage Commission**

**Mayor Robert Donchez, *Chair***
**Curtis Barnette, *Vice Chair***
**Charlene Donchez Mowers, *President***
**Don Cunningham, *Treasurer***
**Daniel McCarthy, *Secretary***

**Phillips Armstrong**
**Rt. Rev. Hopeton Clennon**
**Former U.S. Congressman Charles Dent**
**Tim Fallon**
**Dr. Bryon Grigsby**
**Bruce Haines**
**William Alexander Karras**
**Dr. Cynthia Kosso**
**Alex Michaels**
**Lamont McClure**
**Caroll Neubauer**
**Mike Perrucci**
**Dr. Joseph Roy**
**David Shaffer**
**Dr. John Simon**
**Dan Soos**

The World Heritage List encourages the identification, protection, and preservation of sites around the world that are of **outstanding universal value to humanity**. There are only 24 recognized in the United States, only two of which, Independence Hall and Frank Lloyd Wright's Fallingwater, are in Pennsylvania.

**World Heritage List status will acknowledge that:**

- **The ingenuity, creativity, and ideals of the Moravian settlers in Bethlehem are of universal value and worth preserving today**
- **Moravians made lasting contributions to architecture, medicine, education, technology, and music, and furthered principles of equality and diversity**
- **Moravian ideals promote the greater good of the world community**



Dye House Ruins (foreground) and 1761 Tannery (background) in the Colonial Industrial Quarter

# Taking the World Stage

Widely recognized as a gem of our region and a national treasure, **Historic Moravian Bethlehem has moved closer to the top of the U.S. list of World Heritage Site nominees.**

What a great honor it is for our region to be listed with the likes of Independence Hall, the Statue of Liberty and the Historic Centre of Rome!

**It is possible that this will happen in the next three years. We need to be ready.**



Moravian Museum of Bethlehem

Sometime in the near future, **experts from the international World Heritage Commission will arrive in the Lehigh Valley to evaluate Historic Moravian Bethlehem.** They will assess the authenticity, integrity, and architectural character of our historic structures and observe the visitor experience presented by Historic Bethlehem Museums & Sites.

This expectation has created **a more urgent timeline** to prioritize and address our needs. Historic Bethlehem Museums & Sites is the steward of many of Bethlehem's historic assets and the keeper of what sets this historic center of our region apart from others. It is also the teacher that must interpret that history in ways that reach changing audiences.

In order to be ready for this once-in-a-lifetime opportunity,

## We must be prepared to put our best foot forward to the world.



Ruins in the Colonial Industrial Quarter. Photo by Caitlin Kohl

The Campaign for Historic Bethlehem Museums & Sites ensures that we address our most urgent needs right now so that when the World Heritage Commission experts come, we are ready.

**The campaign will make it possible to:**

- **Complete restoration and preservation projects that will enhance Historic Moravian Bethlehem's World Heritage candidacy**
- **Prepare for more visitors with a world-class experience**
- **Ensure that Historic Bethlehem Museums & Sites' buildings and artifacts are continually maintained and worthy of being a World Heritage Site.**

# Benefits of World Heritage Recognition

Bethlehem's cultural and historic assets add to the unique resources of our region. Historic Moravian Bethlehem's World Heritage recognition will strengthen the entire Lehigh Valley.



"Pub Tour" in front of the 1750 Smithy. Photo by Scott Piccotti

## Your investment in Historic Bethlehem Museums & Sites will impact our region's quality of life, economic sustainability, and place on the world stage.

### Fundamental Social Impact

- Enhances the quality of life for the entire region
- Preserves Bethlehem's 18th-century and old-world charm, and reinforces its place in the history of our community
- Instills pride and a sense of place for Lehigh Valley's residents

### Significant Economic Impact

- Estimated four-fold increase in tourism due to World Heritage status
- Increased hotel, restaurant, and retail revenues, and state and local taxes
- Attracts to and retains talented professionals in the Lehigh Valley



Aerial View of Northside Bethlehem

### An Enriched Future Inspired by the Past

- Moravian values of equality, education, and individual potential, established in 1741 before the founding of the United States, continue today
- Bethlehem is home to three centuries of industrial ingenuity and advancement
- Reminders of our community's resiliency motivate future generations toward success

**"History influences how we see others, what we value, and how we perceive the world around us. History and these historic sites are relevant because we are continuously impacted by the legacies of people's past actions and the environment built around us."**

- Caroll Neubauer, Chairman and CEO
B. Braun, Inc., Bethlehem