

## EXPLORING SACRED RUINS HIGH IN THE ANDES.



JOHAN REINHARD

The world's highest ruins by far are found in the southern Andes. Nearly one hundred sites, predating the Spanish invasion of 1532, have been found above 5,200m - with some well-built structures up to 6,700m.

They constitute one of the most awesome accomplishments that have survived from ancient times.

Being almost inaccessible, only a few of these sites have been examined by anthropologists. Their origins, distribution and purpose were largely conjectured before Johan Reinhard began work in 1980. He has developed a subfield of anthropology, called high-altitude archaeology. Strangely, diving is one of his specialised techniques, for mountain lakes were often perceived as doors into the mountains where the gods dwelt.

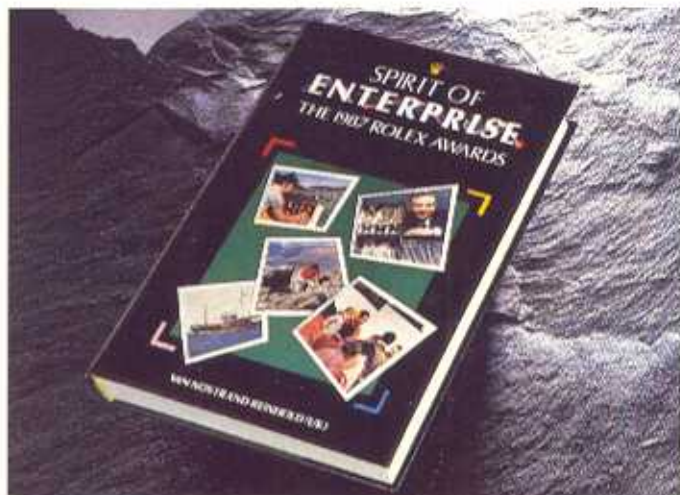


Reinhard's findings indicate that mountain gods were believed to control the weather and, consequently, crop and animal fertility. The hypothesis - which his project is designed to test - is that the Incas

built the sacred sites to help increase production, thereby strengthening the Inca state and its religion.

Reinhard's pioneering techniques in high-altitude archaeology will greatly increase understanding of traditional Andean religio-economic beliefs and ancient religious sites.

Johan Reinhard  
(PERU)

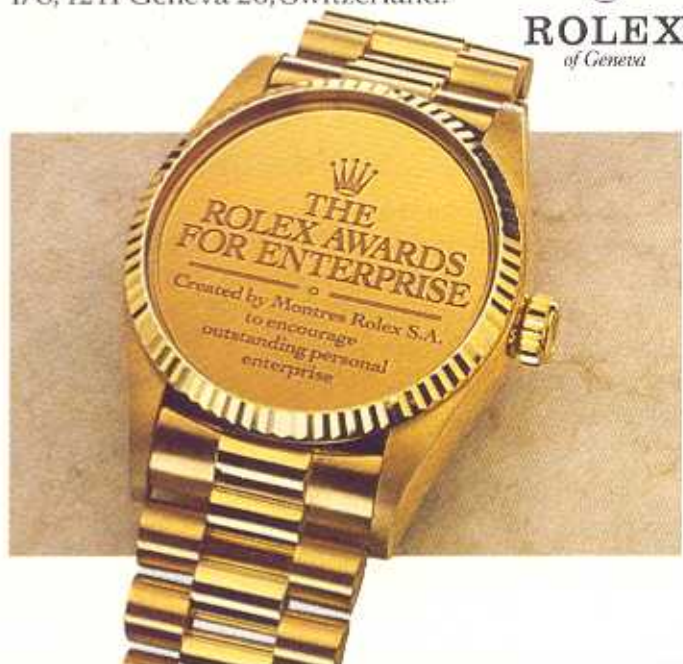


A book about The Rolex Awards for Enterprise will be available in the spring of 1987, either from bookshops or from the publishers, Van Nostrand Reinhold. It will give full details of the projects of the five Laureates as well as 238 other projects selected from the many submitted, including 32 that were accorded Honourable Mentions.

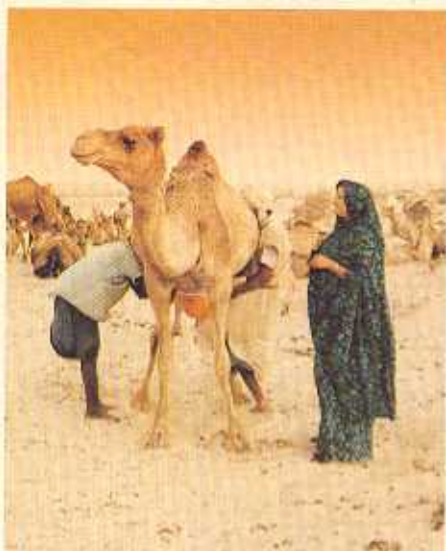
Further information about The Rolex Awards for Enterprise is available from The Secretariat, The Rolex Awards for Enterprise, PO Box 178, 1211 Geneva 26, Switzerland.



**ROLEX**  
of Geneva



1993. NANCY ABEIDERRAHMANE (MAURITANIA)  
Pasteurising camel's milk in the desert.



1987. JOHAN REINHARD (PERU)  
Studying Andean mountain-top ceremonial sites.



1981. MILAN MIRKOVIC (AUSTRALIA)  
Cultivating the jojoba plant in the desert.



## Could you follow in their footsteps?

### The 1996 Rolex Awards for Enterprise.

Since their creation in 1976, the Rolex Awards for Enterprise have drawn thousands of applications from motivated men and women in wide-ranging fields of endeavour.

Once again we are issuing a worldwide call for entries. If you feel that like the past winners above, you can demonstrate the spirit of enterprise in your own field, we'd like to hear from you.

**US \$350,000 to be awarded.**

The five applicants whose work is judged the most outstanding by our distinguished Selection Committee will each receive an award of US \$50,000 together with a specially inscribed gold Rolex Oyster.

Ten further people whose projects are deemed particularly promising will each be awarded US \$10,000 and an inscribed steel and gold Rolex Oyster.

### A choice of categories.

We will be looking for entries that fall into one of the following categories: Applied Sciences and Invention; Exploration and Discovery; The Environment.

The winning projects will be the ones



that display exceptional enterprise, commitment and feasibility.

When the results are announced in 1996 a hardback book will be published giving details of many of the best entries.

### How to apply.

You can send for an application form with a set of rules and conditions from: The Secretariat, The Rolex Awards for Enterprise, P.O. Box 1311, 1211 Geneva 26, Switzerland.

Completed applications must reach the Secretariat by 31 March 1995. The Awards will be presented in Geneva in May 1996.

### The Selection Committee

*Chairman:* Mr. André J. Heiniger. (Chairman of the Board and Chief Executive Officer of Montres Rolex S.A.)

*Dr. Mary Archer* (Great Britain): Chemist, Chairman of the National Energy Foundation · *Mr. Ricardo Bofill* (Spain): Architect, founder of the Taller de Arquitectura in Barcelona · *Mrs. Laila El-Hamamsy* (Egypt): Anthropologist, Professor Emeritus at the American University of Cairo · *Professor Reinhard Furrer* (Germany): Physicist and astronaut, Managing Director of the Berlin Space Institute. *Mr. William Graves* (United States): Editor of National Geographic magazine · *Professor Tommy Koh* (Singapore): Law professor and diplomat, Chairman of the National Arts Council and Director of the Institute of Policy Studies · *Professor Luc Montagnier* (France): Research virologist, Professor at the Pasteur Institute in Paris, Research Director at the National Scientific Research Centre (CNRS) · *Dr. Ivo Pitanguy* (Brazil): Plastic surgeon, Director of the Ivo Pitanguy Clinic and Professor at the Carlos Chagas Medical School of Rio de Janeiro's Catholic University · *Ms. Junko Tabei* (Japan): Mountaineer, Representative of the Himalayan Adventure Trust.

THE ROLEX AWARDS FOR ENTERPRISE 1996