

MEDNETA Research Project

"Mediterranean cultural network to promote creativity in the arts, crafts and design for communities' regeneration in historical cities"



International Scientific Meeting on "Cross border Cultural Dialogue to return Creativity in the Mediterranean Historical Centers: Tools and Strategies"

2nd MEDNETA Conference

Date: 14 December 2015

Hours: 14.30- 21.00

Place: Ceremony Hall of NTUA/ Averof Building
42 Patision Street, 10682, Athens, Greece



Organized by:



NTUA MEDNETA Research Team and



Greek Italian Chamber

This International Scientific Meeting has the primary purpose of communicating to the target groups (private companies and commercial associations of creative activities, local authorities and local development agencies, as well as competent national authorities, specialized public and private art cultural heritage promoting institutions, universities, schools and ACDs stakeholders and young creators), **final beneficiaries** (designers, artists, craftsmen communities, workers and associated enterprises located in the historic urban environments of Mediterranean Basin inhabitants of MEDNETA cities, economic activities associated with the creative industries, hotel owners and tourism business, city visitors, urban economy), **and the general public the results of the two years implementation of MEDNETA Project at National, Mediterranean and European level, concerning the Cross border Dialogue which has developed to return Creativity in the Mediterranean Historical Centers.**

Specifically, **at this International Scientific Meeting (2nd MEDNETA Conference**, open processes for the local stakeholders and final beneficiaries) will be presented:

- a. The final results of the project, focusing on the strategy for the revitalization of ACDs in each MEDNETA city.
- b. Special Theme Sessions, focusing on the tools which secure the sustainability after the completion of the project:
 - Presentation of the Basic Principles, Advantages and Risks of the Applied Pilot Conservation and Rehabilitation Actions to the historic



Beneficiary

National Technical University of Athens - NTUA
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- MENDETA buildings;
 - Presentation of the Funding Schemes and Business Strategies for the ACD's products;
 - Presentation of specific guidelines to a wider audience how the MEDNETA Web-GIS Platform will be accessible;
 - Presentation of specific guidelines to ACDs and MEDNETA Stakeholders for the operation of MEDForum;
 - Presentation of specific guidelines to the local governments and/or agencies for the operation of MEDNETA Observatory;
 - Assessment of the created tools by the MEDNETA Project concerning the enhancement of cooperation, networking and synergies between multiplier stakeholders.
- c. Seminar for the promotion of entrepreneurship/ Talks with MEDNETA Stakeholders of Athens:
- The topical issue of active and effective participation, dialogue and cooperation among many social actors (central and local government, professional associations and organizations, educational institutions, artists, designers and craftsmen etc.) for sustainable development through the return of creativity in historical cities for residents, businesses, employees, visitors and tourists.
 - The experiences gained from the MEDNETA ACDs, through their involvement in the project and especially focusing on those who participated in the creation of the Pilot Design Products and the MEDNETA Exhibition (sharing ACDs' success stories). Model examples of successfully regenerated ACDs stakeholders which have been benefited by the project actions (commercial associations of creative activities, local and national authorities, local development agencies, chambers etc).
- d. Poster exhibition on "The MEDNETA Project. A story to tell" during the Athens Info Day, for the promotion of joint partnerships of cooperation of ACDs from EUMC and MPC countries.
- e. A special urban event/ happening in the city centre of Athens.

The MEDNETA Project is under the aegis of:



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Program 2nd MEDNETA Conference

Monday, 14 Dec 2015	2nd MEDNETA CONFERENCE (open processes for the local stakeholders and final beneficiaries)		Averof Building NTUA
	14:30 - 21:00	Athens Info Day: Poster exhibition on "The MEDNETA Project. A story to tell"	
	14:30 - 15:00	Arrival of Participants & Registration	
	15:00 - 15:30	Welcome - Opening speech: <i>Helen MAISTROU</i> <i>(Dean of School of Architecture Engineering, NTUA, Greece)</i> <i>Dr. Renato BOTTI</i> <i>(Project Officer, Joint Technical Secretariat, ENPI CBC Med Program)</i> <i>Antonia MOROPOULOU</i> <i>(Professor NTUA, Vice President of Technical Chamber of Greece)</i>	
	1st Panel: Specific strategies for revitalization of Arts, Crafts and Design (ACDs) in each MEDNETA city Moderator: Yiota THEODORA, Assistant Professor of NTUA Rapporteur: Dr. Anastasia TOUFEGOPOULOU, MEDNETA Researcher		
	15:30 - 15:40	Strategy for revitalization of Arts, Crafts and Design in historical center of Athens <i>Sofia AVGERINO KOLONIAS and Anastasia Toufegopoulou</i> <i>(National Technical University of Athens -NTUA, Greece)</i>	
	15:40 - 15:50	Strategy for revitalization of Arts, Crafts and Design in historical center of Florence <i>Mirko TATTARINI</i> <i>(Partner 3: Superior Institute of Artistic Industries - ISIA, Italy)</i>	
	15:50 - 16:00	Strategy for revitalization of Arts, Crafts and Design in historical center of Valencia <i>Alvaro GOMEZ FERRER BAYO</i> <i>(Partner 4: Valencian Institute for Conservation and Restoration of Heritage – IVC+r, Spain)</i>	
	16:00 - 16:10	Strategy for revitalization of Arts, Crafts and Design in historical center of Tunis <i>Zoubeir MOUHLI</i> <i>(Partner 5: Association for the Safeguarding of the Medina of Tunis - ASM, Tunisia)</i>	
	16:10 - 16:20	Strategy for revitalization of Arts, Crafts and Design in historical center of Beirut <i>George ZOUAIN</i> <i>(Partner 6: GAIA-heritage Institute of Urban Planning – GAIA-h, Lebanon)</i>	
16:20 - 16:30	Strategy for revitalization of Arts, Crafts and Design in historical center of Hebron		



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	<p><i>Shadi GHADBAN</i> <i>(Partner 7: Birzeit University – Department of Architectural Engineering - BZU, Palestinian Authority)</i></p>
<p>2nd Panel: MEDNETA Tools to secure the sustainability after the completion of the project Moderator: Theodoros GIANNAKOPOULOS, <i>Representative from Partner 1: Greek – Italian Chamber -GIC</i> Rapporteur: Ioannis SPYROPOULOS, <i>MEDNETA Researcher</i></p>	
16:30 - 16:40	<p>Basic Principles, Advantages and Risks of the Applied Pilot Conservation and Rehabilitation Actions <i>Antonia MOROPOULOU</i> <i>Aikaterini DELEGKOU</i> <i>(National Technical University of Athens -NTUA, Greece)</i></p>
16:40 - 16:50	<p>Proposals for Funding Schemes and Business Strategies for the ACD's products <i>Alessandro LA GRASSA</i> <i>(Partner 2: Social and Economic Research Centre for the South of Italy -CRESM, Italy)</i></p>
16:50 – 17:00	<p>MEDNETA WEB GIS <i>Panagiotis STRATAKIS, Eleni GADOLOU</i> <i>(National Technical University of Athens -NTUA, Greece)</i></p>
17:00 – 17:10	<p>MEDNETA MEDForum <i>Shadi GHADBAN</i> <i>(Partner 7: Birzeit University – Department of Architectural Engineering - BZU, Palestinian Authority)</i></p>
17:10 – 17:20	<p>MEDNETA Observatory and ACDs' Lab Network <i>George ZOUAIN</i> <i>(Partner 6: GAIA-heritage Institute of Urban Planning – GAIA-h, Lebanon)</i></p>
17:20 – 17:30	<p>Assessment of the created tools by the MEDNETA Project concerning the enhancement of cooperation, networking and synergies between multiplier stakeholders <i>Theodoros GIANNAKOPOULOS & Kyriaki LAZOPOULOU-PETOUSI</i> <i>(Representatives from Partner 1: Greek – Italian Chamber -GIC, Greece)</i></p>
17:30 – 18:00	<p>Discussion Moderator: <i>Sofia AVGERINOY KOLONIAS, Professor NTUA, MEDNETA Project Coordinator</i> <i>Dr. Renato BOTTI, Project Officer, Joint Technical Secretariat, ENPI CBC Med Program</i></p>
18:00 – 18:30	<p>Video presentation of the MEDNETA Pilot Products production</p>



Monday, 14 Dec 2015	3rd Panel: Seminar for the promotion of entrepreneurship/ Talks with MEDNETA Stakeholders of Athens Moderator: Eirini KLABATSEA, Assistant Professor of NTUA, General Secretary for Regional Planning and Urban Development, Ministry of Environment & Energy Rapporteur: Aggeliki DEMERTZI, MEDNETA Researcher	
	18:30 – 20:00	<i>Round Table with Athens Stakeholders and ACDs (in alphabetical order):</i> <i>Sotiris ANTONIOU, General Director of Athens Trades Association</i> <i>Valia ARANITOU, Professor, Director of Institute of Trade and Services</i> <i>Dora BEI, President of Association Biennale des Jeunes Créateurs del Europe et de la Méditerranée (BJCEM)</i> <i>Juliana CONTINI, Scientific Officer of the Hellenic Confederation of Professionals, Craftsmen & Merchants (GSEVEE)</i> <i>Antonis EKONOMOU, Director of INNOVATHENS</i> <i>Natassa PAGANI, AGORA OF PANDROSSOU</i> <i>Harris VASILEIADIS, Secretary General of the Panhellenic Federation of Craft Silversmiths Jewelers Watch Sellers</i>
	20:00 – 20:15	Signing the MEMORANDUM OF UNDERSTANDING to establish the Arts, Crafts and Design (ACDs) Lab Network in Athens
	20:15 – 20:30	Closing Event by the Music Choir of NTUA
	20:30	Dinner



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