



# INFORMATION DAY/ PALERMO EVENT

Palermo , 20 & 21 Mar 2015



## BACKGROUND

MEDNETA Project is an ongoing scientific research and its basic objective is to enhance a cross-border cultural dialogue and cooperation among multiple stakeholders. The aim is to support creativity in the Arts, Crafts and Design (ACDs) as a means for the regeneration of communities inhabiting the historical cities in the Mediterranean Basin (MB). Six different Mediterranean Cities participate in the project (Athens, Florence, Valencia from the North and Medina of Tunis, Beirut and Hebron from the South).

Recently, 3 training programs (workshops) in the Mediterranean Partner Cities (Tunis, Beirut and Hebron) carried out successfully, 4 open workshops have already completed in Athens, Valencia, Beirut and Hebron and other 2 open workshops in Tunis and Florence will be held in the near future. Moreover, all partners gathered in Medina of Tunis and participated at 1<sup>st</sup> MEDNETA Conference and discussed about MEDNETA' s vision as well as managerial matters during the 2<sup>nd</sup> Steering Committee. Lastly, MED Forum has finished and its activation will start very soon.

### Beneficiary

National Technical University of Athens - NTUA  
Greece, Attiki  
[www.ntua.gr](http://www.ntua.gr)

### Project Coordinator

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The next step is, based on the contacts that are formed in the context of the workshops and the training programs, the creation of pilot design products and the development of funding schemes and business strategies for the selected product. In this context, the information campaign for their promotion is proposed to start from Palermo and continue in each MEDNETA city (information days will be held in each city).

Specifically, this inaugural public event includes: **a) an information session** (Presentation of the project MEDNETA, Presentation of the activities and results of MEDNETA in the participating countries) with stakeholders from all over Italy (local governments, commercial associations of creative activities, experts in marketing and branding, institutions preserving and promoting cultural heritage, universities, etc.), **b) Best practices in Sicily for the regeneration of arts and crafts in historical cities** and **c) a session about Possible cooperation with other projects.**

The second part of Palermo Event, is a closed process only for MEDNETA Partners, and includes discussion about:

- the creation of pilot design products,
- the development of funding schemes and business strategies,
- the enhancement of entrepreneurial and commercial activities (the promotion of joint partnerships of cooperation of ACDs from EUMC and MPC countries and their pilot design products, the strengthening of entrepreneurship of ACDs enterprises, the contribution to the enhancement of commercial activities of ACDs both in MPC and EUMC).

**The Event in Palermo aims at matching the objectives, activities and results of the project with other existing initiatives and opportunities in Sicily and the Mediterranean.**

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## Program Information Day/ Palermo Event

Thursday, 19 Mar 2015	<b>Information Day/ Palermo Event</b>		
	<b>Arrival of the participants and transfer to the hotels</b>		
	16:00- 17:00	<b>Visit to the Palatin Chapel of Palermo</b>	
	20:00	<b>Dinner</b>	Palestinian restaurant "Al Quds"

Friday, 20 Mar 2015	<b>Information Day (open to local stakeholders and final beneficiaries)</b>		
	9:00-9:30	Arrival of Participants & Registration	<b>Museum of Contemporary Arts of Sicily Palazzo Riso</b>
	<b>Welcome - Opening speech</b>		
	9:30-9:40	<b>Leoluca ORLANDO</b> , Mayor of Palermo	
	<b>Presentation of the project MEDNETA</b>		
	9:40-9:55	<b>Beneficiary of MEDNETA Project</b> <i>Anastasia TOUFENGOPOULOU, MEDNETA Senior Researcher</i>	
	9:55-10:10	<b>Social and Economic Research Centre for the South of Italy (CRESM)</b> <i>Alessandro LA GRASSA, President of CRESM</i>	
	<b>Presentation of the activities and results of MEDNETA in the participating countries:</b>		
	10:10-10:20	<b>Theodoros GIANNAKOPOULOS, Kyriaki LAZOPOULOU-PETOUSI</b> , Representatives of Greek-Italian Chamber of Athens - GIC - Greece	
	10:20-10:30	<b>Mirko TATTARINI</b> , Superior Institute of Artistic Industries - ISIA - Italy	
	10:30-10:40	<b>Natalia GOMEZ FERRER LOZANO</b> , Valencian Institute for Conservation and Restoration of Heritage – IVC+r - Spain	
	10:40-10:50	<b>Zoubeir MOUHLLI</b> , Association for the Safeguarding of the Medina of Tunis- ASM- Tunisia	
	10:50- 11:00	<b>George ZOUAIN</b> , GAIA-Heritage Institute of Urban Planning – GAIAh- Lebanon	
	11:00- 11:10	<b>Shadi GHADBAN</b> , Birzeit University – Department of Architectural Engineering – BZU- Palestinian Authority	
	11:10- 11:30	<b>Coffee break</b>	
<b>The implementation of an International Exhibition for Mediterranean Design: an ongoing proposal</b>			
11:30-11:50	<b>George ZOUAIN</b> , GAIA-Heritage Institute of Urban Planning –		

		<i>GAIAlh- Lebanon</i>	
11:50-12:10		<b>Mirko TATTARINI</b> , <i>Superior Institute of Artistic Industries - ISIA – Italy</i>	
<b>Best practices in Sicily for the regeneration of arts and crafts in historical cities</b>			
12:10- 12:30		<b>Laura ANELLO</b> , <i>Festival “The Streets of Treasures”- Palermo</i>	
12:30- 12:50		<b>Andrea BARTOLI</b> , <i>Farm Cultural Park – Favara (Agrigento)</i>	
<b>Possible cooperation with other projects</b>			
12:50- 13:10		<b>Natale GIORDANO</b> , <i>Project “LADDER” Local Authorities as Drivers for Development Education and Raising awareness COPPEM- Palermo</i>	
13:10- 13:30		<b>Stefania ZANNA</b> , <i>Project “Innovation and Handicraft in the Historical Centre of Palermo” CLAC - Palermo</i>	
13:30- 15:00		<b>Lunch</b>	
<b>Information Day (closed process, only for MEDNETA Partners)</b>			
15:00- 18:00		<p><b>DISCUSSION about:</b></p> <ul style="list-style-type: none"> <li>• the creation of pilot design products,</li> <li>• the development of funding schemes and business strategies,</li> <li>• the enhancement of entrepreneurial and commercial activities (the promotion of joint partnerships of cooperation of ACDs from EUMC and MPC countries and their pilot design products, the strengthening of entrepreneurship of ACDs enterprises, the contribution to the enhancement of commercial activities of ACDs both in MPC and EUMC).</li> </ul>	
20:00		<b>Dinner</b>	

<b>Information Day (closed process, only for MEDNETA Partners)</b>			
<b>Saturday, 21 Mar 2015</b>	9:30- 11:30	<b>Continuation of the Discussion</b>	CRESM Office at “Comunità Urbane Solidali”
	11:30- 13:00	<b>Visit to the city</b>	
	13:00	<b>Lunch</b>	

