



**ENPI CBCMED CROSS BORDER COOPERATION
MEDNETA:**

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

**Toolbox:
Workshops for Artists, Craftsmen and Designers**

Workshop Dates	22-23-24 January 2015
Location	Mar Mikhael, Beirut, Lebanon

MEDNETA

Gaia-Heritage is partner in the EU-funded project “MEDNETA” (www.medneta.eu) that aims at reinforcing creativity (arts, crafts and design) and enhancing their role in the regeneration of neighborhoods. The project aims at building a Mediterranean network of creativity, linking the artists, craftsmen and designers (ACDs) of the partner cities - Athens, Tunis, Valencia, Florence, Hebron and Beirut - around collaborative activities. The National Technical University of Athens is the project lead partner.

Gaia-Heritage has selected in Beirut the district of Mar Mikhael because of the high concentration of ACDs and of the mixity of this old neighborhood. It held a first exhibition and SWOT conference on Arts, Crafts and Design in Mar Mikhael at the Grande Brasserie du Levant (July 2014).

WORKSHOP RATIONALE

Research carried out in the initial phase of the MEDNETA project collected the necessary data to identify the needs and expectations of Mar Mikhael’s artists, craftsmen and designers. It also underlined the various difficulties young designers may have in entering the Lebanese market and pursuing creative entrepreneurship.

The specific needs and expectations of Mar Mikhael’s ACDs included the following:

- Devising communication and commercial strategies, finding solutions to exporting products and participating in exhibitions or fairs;
- Finding adapted loans and funding opportunities, since these remain beyond the reach of small artists, craftsmen and designers;
- Reinforcing and improving local handicrafts;

- Collaborating with the other ACDs and local handicraft trades was finally seen as an advantage.

The analysis of these findings resulted in the Beirut 'Entrepreneurship Workshop for Arts, Crafts and Design' with a collaborative creative approach.

WORKSHOP OBJECTIVES

1. Support ACDs by providing them with the needed business and entrepreneurial skills, terminology, market penetration, and business sustainability toward a better creative economy in the area;
2. Empower ACDs by exposing them to new technologies and innovative techniques;
3. Facilitate collaboration and co-creation between local and international ACDs;

EXPECTED OUTCOMES

1. Understanding by participants of fundamental business and entrepreneurial perspectives relevant to their fields;
2. A series of pilot-products co-created by local ACDs that would be created through the use of new technologies and production techniques;

PARTICIPANTS PROFILE

The workshop is open to all and participants are strongly encouraged to register in advance through www.ihjoz.com/inmarmikhael due to a limited number of spaces.

The workshop will particularly target:

1. Artists;
2. Craftsmen open to product innovation and product prototyping;
3. Designers of products, interiors, fashion, and accessories;
4. Freelancers or young designers wishing to build a creative business;
5. Students and recent graduates.

CALENDAR & Workshop description¹

Day 1 will be dedicated to empowering ACDs by exposing them to innovative techniques and new technologies.

DAY 1	Personal and Professional Development		
INTRODUCTION			
09:30-10:00	Introduction to Workshop, Structure and Day 3		
	GAIA-Heritage, IGA premises		
10:00-10:30	Coffee Break		
SHAPE IT		SKILLS	
11:00-13:00	Storytelling	New Technologies + Open Source Platforms	
	Diala Lteif & Joumana Mattar IGA premises	Mirko Tattarini, Guillaume Credoz, Halim Choueiry Fleming Street	
13:00-14:00	Lunch Break		
SHAPE IT		SKILLS	
14:00-16:00	Mapping & Visualization	Alternative Materials	Make your own material (3h)
	Joumana Ibrahim IGA premises	Vrouyr Joubanian, Gilbert Debs, Rapid Manufactory Fleming Street	Tamara Barrage Brut l'Atelier
17:00-17:30	Coffee Break		
SKILLS			
18:00-19:30	What is contextual design? Definitions		
	Marc Baroud, Pascale Wakim, Annie Tabet-Tohme, Moderted by Mirko Tattarini Fleming Street		
20:00	An evening at Badguèr, Craftsmen and Armenian Delights Bourj Hammoud		

¹ Please refer to Annexe 1 for full calendar design

Day 2 will be dedicated to providing designers and craftsmen with fundamental business and entrepreneurial skills, as well as marketing tools to pursue creative entrepreneurship. Consultants from different backgrounds will be available throughout the day for ongoing consultation.

Day 2	Business and Entrepreneurship
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PLAN IT / SCALE IT UP (Using LEAN Methodology)

9:00-11:00	Business Plan Generation ²	Once your business is established...
	Diala Lteif & Joumana Mattar IGA premises	Dani Abboud (Association of Business Industrialists) IGA premises

11:00-11:30 Coffee Break

IMPROVE IT

11:30-13:00	Branding	Intellectual property
	Nathalie Fallaha IGA premises	Wissam Al Amil (WIPO) IGA premises

13:00-14:00 Lunch Break

IMPROVE IT

14:00-15:30	Communication / Advertising + Social Media	Marketing studies - the case-study of jewellery
	Joumana Ibrahim, Elia El Khazen, Mirko Tattarini IGA premises	Harris Vassiliadis IGA premises

FUND IT

15:30-17:00	Budget/Accounting and Taxes	Start up culture / Young Entrepreneur programs
	Fiduciaire du Moyen Orient IGA premises	Fouad Saade Fleming Street

17:00-17:30 Coffee Break

FUND IT

17:30-19:30	Funding Opportunities
	Kafalat
19:30-20:30	Networking/drinks

² Including Market Study, Key Activities, Resources, Value Proposals, Customer Segments, Cost Structure, Revenue Streams, etc.

Day 3 will be dedicated to promoting and testing ACDs collaboration and consequently contribute to developing a strategy for the final exhibition. It will also serve as a first reflection on joint design of products, both between local ACDs and with the other partner Mediterranean cities.

This day will be staged through a ‘collaborative strategy’ where ACD groups will work together to develop pilot products and a strategy for their successful introduction into the market. A sign up process will be established throughout days 1 and 2 to determine 5 groups of:

- Maximum of 5 participants (25 participants in total)
- Individuals from different backgrounds: e.g. 1 Artist or supporting industry, 1 Craftsman/Artisans, 1 Designer, 1 freelancer in any given creative field, 1 student/recent graduate

To participate on Day 3, creatives need to have attended a minimum of 2 workshops on Days 1 and 2 and sign up at the IGA premises by 12pm on Day 2.

Designers are encouraged to apply from all backgrounds: Interior Design, Fashion and accessory design, Graphic design, Web design etc.

Doreen Toutikian, Diala Lteif & Joumana Mattar, will facilitate Day 3.

Day 3	Creative Collaboration
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ALL at Fleming Street

DEFINE YOUR PRODUCT	
9:00-11:30	What is it?
	Teams of 5

11:30-12:00	Coffee Break
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PLAN IT 1.0	
12:00-13:00	Business plan generation
	Teams of 5

13:00-14:00	Lunch Break
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PLAN IT 2.0	
14:00-16:00	Feasibility, Funding, Risk assessment, Sustainability
	Teams of 5

BRAND IT	
16:00-17:30	Concept identity
	Teams of 5

17:30-18:00	Coffee Break
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PRESENT IT	
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18:00-19:00	10 minute presentations
	Members of the jury include: Kafalat, Rassemblement des Dirigeants et Chefs d'Entreprises Libanais, UNESCO, a design market expert and a design process expert.