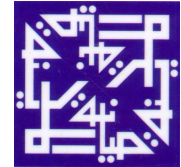




PRESS RELEASE

ENPI CBCMED COOPERATION TRANSFRONTALIERE MEDNETA :
Réseau culturel méditerranéen pour la promotion de la créativité dans les
arts, l'artisanat et le design pour la régénération urbaine dans les centres
historiques.



Tunisia hosts the 1st MEDNETA Conference

Tunis, December 12, 2014 – Tunis Medina Preservation Association, ASM, organizes Monday, December 15, 2014 at 9am at Hotel Africa, the first MEDNETA Conference to be attended by policy makers, designers, artisans, development experts, as well as public and private sector representatives.

The conference is part the MEDNETA project implementation plan, developed by ASM-Tunis in partnership with MEDNETA project partners. The objective of MEDNETA project is to enhance cross-border cultural dialogue and cooperation among multiple stakeholders with the aim 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). This project, aims to promote cross-border cultural and economic dialogue which supports creativity in the arts, crafts and design as a means for urban regeneration of the historic centers within the Mediterranean basin. MEDNETA project includes six historical cities: Athens (Greece), Florence (Italy), Valencia (Spain), Medina of Tunis (Tunisia), Beirut (Lebanon) and Hebron (Palestine).

Each project partner developed a SWOT analysis (Strengths, Weaknesses, Opportunities & Threats) of their arts, crafts and design sector in collaboration with local stakeholders within their historical cities. Findings were drawn from field surveys, round tables, and individual interviews with artisans and designers. Collected data related to local creative industries will be discussed during the conference, to share best practices and identify potential future collaboration initiatives between partner cities that foster the creative sector through sustainable cross-border programs. Within central Tunis Medina, ASM-Tunis implementation team, found hundreds of artisan workshops practicing over 20



A project implemented by the NTUA

Project Coordinator
Prof. Sofia Avgerinou – Kolonias,
School of Architecture, NTUA
info@medneta.eu
www.medneta.eu

The European Commission is the EU's executive body

"The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its value with countries and people beyond its borders".

This publication has been produced with the financial assistance of the European Union under the ENPI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of the National Technical University of Athens – NTUA and the implementing partners, GIS, CRESM, ISIA, IVC+r, ASM, Gaia-h, BZU and can under no circumstances be regarded as reflecting the position of the European Union or the Programme's management structures.



PRESS RELEASE

traditional craft, all were localized and interviewed, and results will be presented during the conference.

The field survey also included an urban analysis of the souks and their evolutions through urban changes due to socio-economic dynamics. This included analyzing the shift of artisan production workshops outside of their dedicated souks, the evolution of trade techniques, the challenges due to weak market controls as well as the collaboration between product designers and artisans to innovate the product.

The conference is designed as a forum to exchange findings and discuss best practices between project partners: Tunis Medina Preservation Association, GAIA-heritage from Beirut, Birzeit- University Department of Architecture and Engineering, Valencia Institute for Conservation and Restoration of Heritage, Superior Institute of Artistic Industries in Florence and the National Technical University of Athens, (project coordinator). Specialists, professional experts, academics, artisans and designers; the conference aims to raise awareness and promote field findings and achievements of MEDNETA project in its first year, which were implemented in all partner towns with collaborations of artisans and artisan trade unions, local authorities, local development agencies, public and private sector institutions specializing in the promotion of cultural heritage, schools, universities of art, architecture, urban planning, young designers and stakeholders in the arts, crafts and design sectors as well as active civil society.

During this first MEDNETA conference in Tunis, interim project results will be presented, especially the field survey results related to "art, craft and design regeneration programs within historical cities", as well as share pilot urban interventions experiences and arts and craft workshops which partner cities plan to execute soon.

Press contact:

ASM-Tunis, Tel: 00216 71 563 618, Fax: 000216 71 560 965, asmedina.tunis@gnet.tn



Beneficiary MEDNETA



Project funded by the
EUROPEAN UNION



ENPI
CBCMED
CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN



REGIONE AUTONOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA

