

MEDNETA | Mediterranean Cultural Network to Promote Creativity in the Arts, Crafts and
Design for Communities
ENPI CBCMED CROSS BORDER COOPERATION

Brief for MEDNETA's Final Exhibition

Prepared by GAIA-heritage



Overview

This document is a proposal and a programme of work for the MEDNETA project final exhibition that will take place in Beirut in November 2015.

This exhibition will bring together pilot products, and their stories, created between artists, craftsmen and designers (ACDs) of the partner cities: Athens, Florence/Palermo, Hebron, Tunis, Valencia, and Beirut. The aim of the exhibition is to demonstrate and present the value of cooperation between artists, designers and craftsmen from the different participating cities. In doing so, it is expected that the exhibition will positively impact the ACDs in each city by facilitating multicultural and/or multidisciplinary collaboration opportunities among them and promoting them across the Mediterranean, as well as increasing their market value.

Today, one cannot forget the tragic events that rock the shores of the Mediterranean or the increasing death toll of migrants trying to escape from violence and poverty. In implementing the MEDNETA project and preparing for its final exhibition, there is a moral duty to contribute

– even though with minimal resources – to improving employment opportunities and increasing income for the concerned population of partner cities.

This could be done by stimulating more co-production between artists, designers and craftsmen of cities, devising more adapted products to the needs of today’s markets, as an outcome of cultural interaction and continuity of the involved MEDNETA societies and through better communication and marketing. To link the different partner cities and ensure a common inspiration for all participants to follow, a common thread will bring together the exhibition: the Mediterranean - the geographical link between the ACDs. Each of the artists, craftsmen and designers will bring their own reading of the region. MEDNETA’s final exhibition will be centered on the dialogue between these ACDs throughout the process of pilot co-productions.

ACDs Cooperating with other ACDs from Partner Cities

The collaboration and its process of creation between the artists, craftsmen and designers of the different MEDNETA partner cities will be a major component of the project’s final exhibition. Each of the partner cities will select 4 ACDs. These participants will be matched with counterparts from other Mediterranean cities, creating 12 pairs of artists, designers and craftsmen resulting in 12 pilot products. Each of these pilot products will be given a MEDNETA passport, which will be presented during the exhibition and will introduce both the objects and the origins of their making. Moreover, these partnerships will not only create 12 pilot products but also 12 creative relationships that will underpin MEDNETA’s aim to create a cultural network across the Mediterranean.

The following table presents the matching of ACDs across partner countries:

ACD1	ACD2	Pilot product
Beirut	Valencia	Product Design (Ceramics)
Beirut	Athens	Product Design (Silver)
Valencia	Tunis	Product Design (Leather)
Tunis	Hebron	Product Design (Mother of Pearl)
Athens	Hebron	Accessory - Jewellery
Athens	Valencia	Accessory - Jewellery
Athens	Valencia	Accessory - Jewellery

Tunis	Athens	Accessory - Jewellery
Hebron	Beirut	Fashion
Beirut	Valencia	Fashion
Florence	Palermo	TBD
Florence	Palermo	TBD

ACD pair combinations for exhibition						
ACD 1	Name	Type	ACD 2	Name	Type	Pilot Product Type
Beirut	Tamara Barrage	Product Designer	Valencia	Limo Ceramics	Very nice ceramic makers	Product Design (Ceramics)
Beirut	Marc Baroud	Product Designer	Athens	Koukous	Different skilled jewellery makers	Product Design (Silver)
Valencia	Yolanda Herraiz	Furniture design	Tunis	Abdelkarim	Leather	Product Design (Leather)
Tunis	Emna Charfi	Interior and Product Designer	Hebron	Ibrahim Al Natsheh	Mother of pearl - high potential matched with a good sketcher	Product Design (Mother of Pearl)
Hebron	Khaled Fakhori	Traditional Palestinian ceramist	Beirut	Nathalie Khayyat	Ceramic artist	Product Design (Ceramics)
Athens	Olga Kandaraki	Silver, bronze and gold	Hebron	Maryam Qafasheh	Refined Needlework	Accessory - Jewellery
Athens	Dolly Boucoyannis	Jewellery designer, uses sand and rocks	Valencia	Peris Roca	Interesting textures/effects on metal	Accessory - Jewellery
Tunis	Samia Ben Abdullah	Interior Designer who has worked on jewellery before	Athens	Harris Vassiliadis	Jewellery workshop of very high level	Accessory - Jewellery
Hebron	Nadya Hazboun	Fashion and Jewellery designer	Tunis	Taher Shalbi	Jebba maker - Traditional embroidery on garment etc.	Fashion
Beirut	Creative Space Beirut	Fashion design school	Valencia	Carlos Salvador	Fashion	Fashion
Florence	TBC	TBC	Palermo	TBC	TBC	TBD
Florence	TBC	TBC	Palermo	TBC	TBC	TBD

Creative Conversations across the Mediterranean

Starting prior to the creation of pilot products and intensifying throughout the joint creation process, the paired ACDs will be encouraged to establish a dialogue, enabling them to produce the pilot product together at equal footing; every one of them bringing their vision, skill, and experience in the conception and production. This discussion will be facilitated by a point-person (one for each partner city) which will provide the artists, craftsmen, and designers, whenever necessary, with means of communication – speedy internet and Skype. The pairs of ACDs will also be encouraged to communicate between each other independently.

The collaboration between the craftsmen and designers will go as follows:

After the paired ACDs have established contact, ACD1 will be asked to produce a sketch of a shape/object inspired by the Mediterranean. The following keywords will be given to him for inspiration: **“light, sea, navigation, trade, blending, cross border”**. The drawing will not have any indication of scale. ACD2 will then receive the sketch and be asked to reinterpret the 2 dimensional drawing through their own craft, giving it both function and scale. Following these initial steps and before the beginning of production, the ACDs will discuss the sketch and 3-dimensional adaptation on Skype or any other platform. This conversation will be facilitated through the help of a translator and the respective partner point-people. The craftsman will then create the products locally in their workshops while further discussing the concept and production of their co-creation until it is completed.

Co-creation Guidelines & Deadlines

25 June	Both ACDs receive MEDNETA pamphlet on pairing of ACDs	Kick-off
26 June-10 July 2 weeks	ACD1 produces a sketch of a shape/object inspired by the Mediterranean keywords: light, sea, navigation, trade, blending, cross border.	Ideation Phase
10 July	ACD 1 sends initial drawing to GAIA-heritage, CRESM, NTUA and ACD2	Deadline
10-15 July 3 working days	ACD2 and partners reflect on proposed drawing	Review phase
17 July	First Skype meeting to discuss drawing	Milestone
20-22 July 3 working days	ACD1 reviews/amends and completes drawing as per Skype discussion	Ideation Phase

23 July	Second Skype meeting to reach an understanding and agree on the final product	Milestone
27 July	Submission of final idea of product. ACD1 SENDS a HIGH RESOLUTION SCAN OF THE FINAL SKETCH TO ACD2, GAIA, CRESM & NTUA	Deadline
27-31 July 5 working days	ACD2 prepares the production of the agreed upon product	Production phase
1 August- 11 September	ACD2 carries out production of the agreed upon product. ACD2 IS RESPONSIBLE FOR THE TRANSFORMATION OF THE SKETCH TO A 3 DIMENSIONAL OBJECT USING THEIR CRAFT/SPECIALISATION. IMPORTANT: The produced object should not exceed 0.5x0.5x1m for reasons of transportation to Beirut if made in hard materials.	Production phase
1-21 August	GAIA-heritage and CRESM experts travel to partner cities to monitor pilot product production and ensure the quality of the products and their alignment with the exhibition brief.	Partner Missions
1-21 August	Skype meeting after production preparation phase for quality control. This should preferably take place during partner missions.	Milestone
14 September	Pilot Products ready for shipping. Final Skype meeting between ACD pairs.	Final Deadline + Milestone
15 September - 19 October	Shipping of pilot products to Beirut	Post-Production

The final products, which will be exhibited in the final exhibition, will be an array of different shapes produced in various materials representing the different artisanal skills of the region. Products will have to fulfil a use function and be based on traditional crafts even if contemporaneous.¹ The use function of the object will furthermore be a condition of its marketability, which is one of the main objectives of the project.

Video-documentary of ACDs

The collaboration process between the artists, craftsmen, and designers of the different partner countries, and the network of ACDs created from it, will present an important added value to the pilot products and the exhibition as a whole. To capitalize on these collaborations, the cooperation between ACDs will be documented in short videos that will be shown in the exhibition: one 2/3 min video for each pilot product.

¹ The function of the object - its possible use in life - is a condition for its marketability that is an objective of the project.

A video director will be travelling to all the partner cities to interview each of the participating ACDs on film and to document the production process of the pilot products.

Within each interview, the ACDs will be asked a series of questions related not only to the production of the pilot products but also to their professions, enabling them to address the challenges they face in their cities. The videos will display all the steps of the process to engage the viewer with the story behind each object and the story of the people behind it. They will highlight the differences and similarities between the arts, crafts and design of the partner cities, the challenges of their working environments, and the difficulties of their local markets.

The video director will be travelling to each partner city to interview ACDs and film their work: 17 August – 4 September.

Choice of ACDs

The partners of each city - together with GAIA-heritage and CRESM - chose these 12 craftsmen and designers during their visits on location. They were chosen according to:

- The quality of their work
- The age of beneficiaries, giving preference to young creators <35 years old
- The scientific and technological knowledge of beneficiaries. The diversity of their expertise and skills, in regards to techniques and material, in order to have a diverse group of craftsmen
- The possibilities of producing a sketch relevant to the exhibition theme
- Their readiness to work remotely with a partner
- Their readiness to send feedback and do regular check-ins with GAIA-heritage and CRESM

This has resulted in:

Types of Pilot Products	Total number in exhibition
Accessory/ Jewellery	4
Fashion	2
Product Design	4

Monetary Contribution

Each ACD pair (the producers of the pilot products) will receive Euros 1,250 to cover production costs as convened by the project document. The production cost grants will be distributed as follows: Each EUMC partner (Beirut, Tunis, Hebron) will accord grants of Euros 1,250 (only) to the two makers who will be producing objects designed by *Lebanese/Tunisian/Palestinian* designers respectively and to the makers who will be producing product in each of the EUMC respective cities.

- 50% of the sub-grant will be issued once the pilot product concept is finalized and approved.
- the other 50% of the sub-grant will be issued when the MEDNETA experts visit the partner cities mid-production and verify the quality of the products in process.

Choice of Additional Objects

In parallel to the co-created pilot products, the exhibition will showcase 3 additional objects from each city, where they were conceived and produced.

In order to insure the alignment of these objects with the exhibition concept and overall exhibition layout/scenography, GAIA-heritage and the exhibition scenographer will carefully select 3 out of 10 options suggested by the partner cities. These suggestions should be sent to GAIA-heritage before 3 August 2015 to be able to make a final selection by 10 August 2015.

Please note that:

1. The partners in each city will be responsible for the production costs of the accompanying objects;
2. The partners in each city will, as agreed, be responsible for the shipping fees of the accompanying objects as well as the pilot products;
3. To optimize the use of the exhibition space, each accompanying object should not exceed a size of 40x40x40cm

Customs, Imports and Re-exports of Exhibition Objects

The MEDNETA partners in each city will be responsible for all logistic and administrative measures to be taken to ensure shipping the pilot products to Beirut on time. Arrangements need to be made for the temporary exportation and return of the objects to be displayed in the exhibition.

GAIA-heritage is currently investigating the specifics of the different options for temporary import of design objects to Lebanon with Fast Mondial and Marine to evaluate whether it is best to import objects with *Carnet ATA* or *Temporary Entry*. Each project partners will cover the shipping costs of all products coming from their country from their 7% administrative costs.

Activities during the Exhibition

In addition, a series of exhibition activities will be organised to complement the exhibition. These will include:

- Project presentation through a talk and a permanent project stand
- Talks with the partners, the EU delegates, and officials
- Roundtables with some of the ACDs
- Education activities on design process

Lab Network | Signing of Agreements for Pilot Stakeholders Partnerships

- Each partner needs to think about potential cooperation ideas they have thought of concerning their stakeholders and discuss them with GAIA-heritage
- GAIA-heritage will start drafting a general document on the Lab Network cooperation and send it to the partners shortly.

Exhibition Organisation Tasks

#	Task	Specs
1	Exhibition Concept Development	Develop exhibition concept. Research exhibition theme (for: booklet content for ACDs, exhibition texts etc.) Brainstorm curatorial possibilities. Draft (and approve) all texts related to the exhibition.
2	Pilot Product Development	Pre-select ACDs according to exhibition concept. Conceive guidelines for the creation of pilot products. Match designers/artists and craftsmen for pilot product creation (shortlisted ACDs, scouting missions). Send pilot product packages to ACDs with guidelines. Monitor pilot products. Responsible for the quality of the pilot products
3	Exhibition Design	Conceive: <ul style="list-style-type: none">• detailed exhibition space designs/drawings and location of objects• appropriate colour specifications for the exhibition area

		<ul style="list-style-type: none"> • appropriate lighting system in the exhibition area <p>Advise on the relationship between the exhibition and the other designed materials (flyer, banners..) with the graphic designer</p> <p>Oversee and verify exhibition design production (display aids, such as pedestals, panels etc.</p>
4	Video-Making	<p>As part of the exhibition there will be short documentaries showing the creation process of each pilot product and the stories of the ACDs behind them.</p> <p>Film <i>(done by a film director travelling to each country)</i>:</p> <ul style="list-style-type: none"> • Each designer and craftsmen according to specific storyboard • The process of production of the object <p>Montage:</p> <ul style="list-style-type: none"> • 12 videos of $\frac{2}{3}$ min A for each object
5	External Contributions	<p>Draft contributions packages according to needs</p> <p>Identify contributors to cover needs (e.g. transportation of items)</p>
6	Exhibition Activity Conception	<p>Organise exhibition activities:</p> <ul style="list-style-type: none"> • Talks • Educational activities • Gift-shop
7	Logistics	<p>Handle shipping contracts in Beirut and overseas shipping</p> <p>Handle exhibition space requirement</p> <p>Oversee exhibition production</p> <p>Handle exhibition logistics</p> <p>Oversee exhibition installation</p>
8	Graphic Design	<p>Ideate and produce all the digital and printed communication outputs for the exhibition and its events</p>
9	Social Media	<p>Establish a social media strategy with postings and a target audience</p> <p>Design and create social media posts</p> <p>Create the event page</p> <p>Promote the project's events through postings</p> <p>Boost relevant posts to enhance visibility according to social media strategy</p>
10	Public Relations	<p>Create PR strategy,</p> <p>Find media partnerships and handle of media campaign both</p>

		internationally (NTUA) and nationally.
I I	Lab-Network	<p>Create partnerships between institutions from different cities. Provide framework for this cooperation and signing of agreements between involved parties. Contact institutions in partnering cities and talk to them about participating to the Lab Network. Design framework for cooperation between participating institutions. Sign agreements in ceremony during exhibition.</p>
I 2	Exhibition Production & Installation	<p>Produce and/organize exhibition curatorial elements (vinyl text, showcases, screens etc) as defined by the exhibition designer. Install exhibition in time for its launch.</p>