



# NEWSLETTER THE MEDNETA NEWS June 2015

Let's improve the cross-border cooperation among ACDs in the Mediterranean basin.



## EDITORIAL



Dear readers of MEDNETA Newsletter, I am proud to present you our forth Newsletter. Our MEDNETA Project is going through the second year of work and collaboration, heading at the end of this year (2015). We could say that if the first year was dedicated to the field research, data collection, building relations among stakeholders and ACDs professionals, the second year which is already running, deals with the creation of a wealth of knowledge, practices and experiences. We have already carried out successful events around Mediterranean and now, we find ourselves at the delighted but also responsible position to collect all the raw material, experiences and informa-

tion and to transform these into useful future capitalized knowledge. We hope and we aim at contributing, on the one hand to highlight the traditional techniques of the Mediterranean and on the other to strengthen the new technologies in the field of ACDs. The bet we set from the start for the MEDNETA Project, was to connect and combine the tradition of the South with the expertise in new techniques and technologies that have been developed for decades in the North in order to give boost to the local economic and urban development. And it seems that we are close to that point. During the period that passed, the last two scheduled Open Workshops held in Medina of Tunis and Valencia and were initiated the interest of our target groups. In early March, we had the honor to be chosen to present our work at

the "Capitalisation Event" organized by "ENPI CBC MEDITERRANEAN SEA BASIN PROGRAMME 2007-2013" in collaboration with Italian Ministry of Culture and Tourism and took place in Rome. The following period, we set up the engines of Capitalization (WP3), Pilot Products and Implementation Schemes (WP7) and ACDs Lab network (WP8). I wish you good browsing on our new newsletter and stay tuned for all that is following by our website and our Facebook Page. Kind Regards,

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## OPEN EVENT IN VALENCIA 23-27 FEBRUARY

The open event took place in Valencia for four days, February 23th to February 26th, while exhibition was being opened for one month. The specific panels about the silk and the traditional clothes were shown in the Guild of Mercers. In the Craft Centre, there were exposed different artisans

products and seven panels about the creative process of these products. There were also two panels explaining the meaning of Medneta project and the sense and importance of the artisan qualification. The exhibitions were visited by many people who enter every day to visit the different exhibitions located in both buildings. Additionally, were

organized several round tables about different aspects of the design in the artisan procedure, not only about product and brand design, but also about the importance of design in the premises and workshops, the design of the urban space in terms of accessibility, mobility, etc, and the multimedia design and networking.



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## OPEN WORKSHOP IN TUNIS 13-14-15 MARCH

The Open Workshops in Tunis firstly positioned the ACDs; the map of the medina was presented for the first time through ACD locations; ACDs gave for the first time public talks about their own sector and their perception of the challenges and threats of their sector; The ACDs documentary allowed wide audience awareness of Medina's ACD richness and hence positioning

ASM-Tunis as the advocator of ACD dynamic preservation partner for public, private and civil societies who want to take part on the preservation process. Also the interactive workshops allowed ACDs to lay out to the Open Workshop visitors their passion for their craft. The Open Workshops pre-launch campaign and event logistics presented the historical medina, as young, trendy and open to everyone who wants to take part in the identity preservation through economic dynamics. The FaceBook interaction was light and accessible to all sectors of society; the Chechia exhibition was also light and accessible with clear simple messages that were easily understood by the general visiting public. The successful pre-launch campaign, attracted many pro-bono services providers to contribute to the success of the whole event. The main

important event supporter was HAPAX PR agency, which provided wide media coverage; Cafe Mrabet which offered its space for free; Ms. Sihem Lamine curator of the Chechia exhibition, who offered pro-bono services. Today after the Open Workshops, several civil societies are now paying attention to ACDs sector development in the medina; several ACDs demanding that ASM-Tunis makes the event annual; Rachidia school of Andalusi music has also approached ASM-Tunis requesting partnership in developing Rachidia's 140th anniversary event in the medina; and finally the National Office of Handicrafts is offering prime location to Designers and Calligraphers for the first time at the national annual Kram Handicraft Exhibition, as a result of ASM-Tunis advocacy for the positioning of those ACD types.



## “CULTURAL HERITAGE AND SUSTAINABLE TOURISM”

In early March, the “ENPI CBC MEDITERRANEAN SEA BASIN PROGRAMME 2007-2013” organized in collaboration with the Italian Ministry of Culture and Tourism, organized a Capitalization Event in Rome, aimed at analyzing and discussing key topics addressed and main results achieved by the projects financed under the ENPI CBC MED Programme 2007-2013. Future challenges had highlighted while considering the results of the implemented projects as starting points.

The context of the event was dedicated to the natural and man-made legacies that have been passed down through

*the millennia are priceless gifts and the identities that attributed to future peoples. The main purpose was the preservation of these given “gifts” and the wisely use of them in order to drive the economic development and to maintain their existence for the next generation.*

In this framework the *creative industries are recognized today are important drivers for the development of local economies. Running ENPI CBC Med projects are actively engaged in a wide range of actions aiming to support the development of creative activities on both sides of the Mediterranean area, especially by leveraging youth and potential talents. During that session, participants discussed and learned how to turn creativity into new business opportunities.* \*

Within this event Prof. Sofia Avgerinou – Kolonias had the honour to be invited to present the most innovative elements of

MEDNETA Project. Among others, she referred to the Mediterranean context which is characterized by heritage / physical and cultural environment, fragile territorial situation and tourism, MEDNETA transmitting the message of communication, cross-cultural dialogue, creativity and cooperation in a territorial context sharing common perspectives and threats. She also presented the new vision of creativity that is building within MEDNETA Project framework as well as the necessary conditions for this, namely not only to address young creators and the local communities but also enhancing synergies and networking.

MEDNETA Project Team, would like to thank the ENPI CBC PROGRAMME and especially the Officer Renato Botti, for the opportunity given to present our work in such an important event.

*\* The parts in Italics are borrowed from the Event Agenda*



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## INFORMATION DAY PALERMO EVENT

After having the most of public events (seminars, open workshops and training programs) completed, 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 products. In this context, the information campaign for their promotion started from Palermo 20 & 21 March and it will be continued in each MEDNETA city. Specifically, during this inaugural public event included: 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. In the second part of Palermo Event, have been discussed issues about the creation of pilot design products, the development of funding schemes and business strategies as well as the enhancement of entrepreneurial and commercial activities. Within the event in Palermo attempted the objectives, activities and results of the project to be matched with other existing initiatives and opportunities in Sicily and the Mediterranean.



## ASM INTRODUCING MEDNETA PROJECT IN ARTS & CRAFTS EXHIBITION KRAM 24th April - 3rd of May 2015

The Arts & Craft Exhibition takes place every year in Tunis at the Kram exhibition center from the 24th of April till the 3rd of May. This year it was exhibition's 32nd edition, and it is one of the most successful in Tunisia with highest footfall, over 500 visitors over 10 days. ASM's Kram participation was in the frame of work of a signed MOU with ONAT (National Office of Handicrafts) for collaboration on ACD promotion since Oct 2014.



During Exhibition:

- ASM presented the important MEDNETA survey results
- ASM demonstrated the ACD opportunities and threats with participating 3rd parties participating at exhibition and potential visiting stakeholders
- Young designers and calligraphers (through ASM) participated



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## MEETINGS WITH ACDs PROFESSIONALS

In the (WP8) ACDs Lab network context, GAIA-h has already organized successful meetings with ACDs Professionals around Mediterranean. Until now, three meetings have been took place. In Valencia on 14 to 16 of April, in Tunis on 14 to 17 of May and lastly in Athens, at the same days. The meetings were really fruitful and it could be said that a very

interesting network is being built creating important expectations with regards to Rotating Exhibition will be held the next time interval. It should be noted the interest shown by the ACDs professionals regarding MEDNETA Project activities by enriching it with new ideas and willingness to cooperate.

## STAY INFORMED ABOUT THE FUTURE ACTIVITIES:

### WP3 Capitalization

#### Objectives:

- Maintain updated ACD data
- Design initiatives
- Identify priority issues
- Cooperate with partner cities
- Share resources, exchange best practices
- Assist new members in network integration
- Regularly measure the "Urban-ACD index"
- Disseminate and communicate the experience

#### Quality Control System - Indicators:

- The number of new members of the ACD Lab Network (impact indicator of MENETA Project), % change on a year
- The number of new sitting of creative activities in historical centers, % change on a year
- The number of graduates from schools related to creative industries, % change on a year
- The number of export of creative activities products, % change on a year
- The number of creative activities that will be benefited from promoting their products and activities through the rotating exhibition

#### MEDNETA Web- GIS Platform (phases):

- Design and implementation of the geodatabase (conceptual – logical - physical design, setup connection with the map server)
- Data publishing and development of the web GIS interface
- System integration and evaluation

### WP7 Pilot Products and Implementation Schemes

- Creation of pilot design products
- Funding schemes
- Enhancement of entrepreneurial and commercial activities
  - Organization of one information day in each city
  - Stage one seminar for the promotion of entrepreneurship in each MEDNETA city with local government and associations.
  - Meetings with local governments in each MEDNETA city to be informed on the project strategies, in order to foster proper accompanying measures for the enhancement of entrepreneurial and commercial activities of local stakeholders.

### WP8 ACDs Lab network

#### ACD's Lab network

- Contact the local institutions
- Finalize the structure of the network and the list of institutions and organizations that will participate
- Create appropriate framework for cooperation between the participating institutions
- Signing of cooperation agreements

#### Rotating Exhibition

- Building the concept
- Address the stakeholders and their first pilot products
- Design the exhibition dedicated to the promotion of Mediterranean ACDs