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Creative talents for Creative cities – The experience of the MEDNETA project

Sofia Avgerinou-Kolonia, N.T.U.A



MEDNETA Presentation Outline

Purpose of Presentation: Visions and perspectives obtained during of the first year of MEDNETA activities

1. MEDNETA's Identity

- MEDNETA is based on the acknowledgement that forms of artistic creation in Arts, Crafts and Design can reinforce the cultural exchanges and cooperation between Mediterranean communities, especially young creators, and can become the vehicle for the regeneration of historic cities, urban areas and their economies.
- Considering the Mediterranean context 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.

2. One year experiences

The first year of MEDNETA's activities, give prominence to the strong potential for creativity inspired by the Arts, Crafts and Design and their roots discovered in the Mediterranean tradition. On one hand, the unstable political environment and the disparities in economic, social and spatial level recorded between Mediterranean countries and on the other, the uniqueness and the quality

Beneficiary

National Technical University of Athens - NTUA
Greece, Attiki
www.ntua.gr

Project Coordinator

Prof. Sofia Avgerinou - Kolonias
School of Architecture, NTUA
info@medneta.eu
www.medneta.eu

of cultural heritage and the tourist interest it generates in every place, reveal more than ever the necessity of networking and synergies through the creativity. This potential could effectively play a crucial, coherent role among the common Mediterranean political and social circumstances as well as a compensatory factor of social and cultural pressures of massive tourism (Mediterranean is the first tourist destination worldwide)

3. Vision for a new creativity

Today considering culture and tourism as generators of the creativity we can operate within each city as well as among localities and communities with the aim to generating synergies and we are attempting to address creators, especially young creators, aiming at:

- Configuring a communication code- based on common principles and objectives- in order to promote the creativity and regeneration of the Mediterranean historical cities and the activation of designers, artists, craftsmen communities, economic activities associated with the creative industries, hotel owners and tourism business located in the historic urban environments of Mediterranean that have not been effected so far.
- Producing innovation through development of synergies, exchanging of best practices, transferring of know-how and infusion of new technology.

4. Address to young creators and local communities

Today within the Mediterranean context, among the common Mediterranean political and social circumstances as well as a compensatory factor of social and cultural pressures of massive tourism we address the young creators and local communities experiencing the touristic pressure and the environmental degradation, by proposing a series of sustainable urban strategies and pilot programs to revive the historic towns, through the adaptation of ACDs to new conditions.

5. Expecting by synergies and networking

The vision, purposes and method to success of MEDNETA project should be inspired by the stakeholders networking - especially young creators.

Sofia Avgerinou Kolonias
MEDNETA Project Coordinator
Professor of NTUA