



NEWSLETTER THE MEDNETA NEWS November 2015

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



EDITORIAL

Dear readers of MEDNETA Newsletter,



I am presenting you with great pleasure our 6th Newsletter. In a couple of months, our project will be completed and as MEDNETA Team we are full of pride reaching the end of this excited and creative journey around Mediterranean. Having been in the final stretch, we have complete our research tasks and now is the time to step up with extroverted events, dissemination of the results and open a democratic and productive dialogue with those directly involved as well as the general public.

I am pleased to announce that the process of production of the pilot products was successfully completed and now is the acquis of collaboration and communication of ACDs professionals. By this collaboration, twelve unique pieces jointly produced by a designer of one of the cities and a craftsman of another.

As you can see below, young creators, skilled professionals, designers and craftsmen met, experimented and collaborate together creating new paths for creativity and ACDs in Mediterranean.

All this work will be presented during the 1st MEDNETA Rotating Exhibition under the name: **"Weaving the Sea - Craftsmen and Designers from Across the Mediterranean Collaborate"**. The inauguration event of this Exhibition will be on 24th November in Beirut, lasting from 24th November to 5th December 2015, Opening hours: Monday – Friday: 10am to 8pm, Saturday: 9am to 12am.

Since the market dimensions have changed and competition is becoming global, there is a definite need to increase the size of the primary market of these ACDs. In this context, MEDNETA exhibition have brought together pilot products, and their stories, created between artists, craftsmen and designers of the partner cities (Athens, Florence/Palermo, Hebron, Tunis, Valencia, and Beirut), involving all parties in a way to concentrate on bringing back Mediterranean creative activities to market value at international level.

In doing so, MEDNETA Exhibition have positively impact the ACDs in each city by facilitating multicultural and/or multidisciplinary collaboration opportunities among them, providing them with access to a market that goes much beyond the traditional physical market of their cities and finally promoting them across the Med-

iterranean, as well as increasing their market value at international level.

To this end, I would like to express my sincerest thanks to all MEDNETA partners that embraced with such fervor the issue of revival of Mediterranean cities and especially our partner GAIA-heritage, responsible for setting up and organizing the MEDNETA Exhibition in total.

In addition, I would like to express my warmest gratitude to the artists, craftsmen and designers from the partner cities for their efforts in order to create a cross-border cooperation and dialogue through the joint creation of MEDNETA Pilot Products.

Therefore, as Project Coordinator, I am delighted to invite you to contribute with your presence to the Beirut's Exhibition as well as to stay tuned about the **Final Conference on 14 & 15 December 2015** in the Ceremony Hall of the National Technical University of Athens.

For more information and details you can visit www.medneta.eu and MEDNETA's official page on Facebook.

With my warmest regards,

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WEAVING
THE SEA
و نزل



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A brief description about the MEDNETA Exhibition and the creation of the Pilot Products:

This exhibition is centered on the joint work of craftsmen and designers from the Southern and Northern shores of the Mediterranean, creating a common product and launching the premises of cultural cooperation at a time where the unstable political environment and the disparities in economic, social and spatial level recorded between Mediterranean countries have rocked this region (<http://mednet.gaiaheritage.com/session03/>).

The aim of the Exhibition is to demonstrate and present the value of cooperation between artists, designers and craftsmen from the different participating cities: Athens, Florence-Palermo, Hebron, Tunis, Valencia, and Beirut.

Through this exhibition, we intend to present the quality of craftsmen and designers of Mediterranean cities and hence contributing to improving their products and launch a series of cooperation between the craftsmen and designers of the partner cities.

In this context, twelve unique pieces jointly produced by a designer of one of the cities and a craftsman of another will be the core of the MEDNETA exhibition.

The collaboration and its process of creation between the artists, craftsmen and designers of the different MEDNETA partner cities is a major component of the project's exhibition. Each of the partner cities selected 4 ACDs. These participants matched with counterparts from other Mediterranean cities, creating 12 pairs of artists, designers and craftsmen resulting in 12 pilot products.

The partners of each city - together with GAIA-heritage and CRESM - chose these 24 craftsmen and designers during their visits on location. 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. Each artist, designer and craftsman was 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

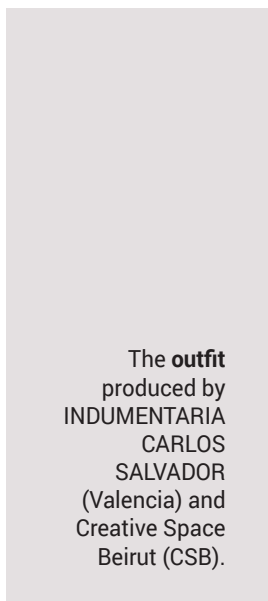
sketch relevant to the exhibition theme

- Their readiness to work remotely with a partner
- Their readiness to send feedback and do regular check-ins with GAIA-heritage and CRESM

The final Pilot Products are an array of different shapes produced in various materials representing the different artisanal skills of the region. Each of these products has been given a MEDNETA passport, which will be presented during the exhibition and will introduce both the objects and the origins of their making.

In addition, short movies documenting these collaborations will explain and enhance the uniqueness of these twelve productions. Moreover, a selection of objects representing the traditional craftsmanship as well as innovative contemporary designs of each city will surround and complete the whole.

At the end, 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. Creativity is essential in any field where communities need to communicate ideas, cooperate, participate, make decisions, and solve problems.



The outfit produced by INDUMENTARIA CARLOS SALVADOR (Valencia) and Creative Space Beirut (CSB).



CREATIVE SPACE BEIRUT AND CARLOS SALVADOR (BEIRUT AND VALENCIA)

"THE CO-PRODUCTION WAS A BIT COMPLEX, BUT AT THE END IT REALLY BECAME A PLEASURE AND A CHALLENGE" - CARLOS



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Picture of the **necklace** produced by Elisa Peris (Valencia) and Dolly Boucoyannis (Athens). **Peris Roca's** family established themselves in 1918 as master goldsmiths, crafting accurate and exclusive jeweled reproductions anchored in Valencia's heritage. Three generations have dedicated their craft in this trade, chiseling and embossing epoch inspired jewels and headpieces native to the city and its cultural influences. **Dolly Boucoyannis** creates very unique pieces (with narratives) by combining natural elements with gold and precious stones. Her most famous collection is made with small black pebbles that she has collected from several greek island, that she mixes with Diamonds. She has studied jewelry design in the UK and has also a degree in gemology.



TAMARA BARRAGE AND VICENTE LUNA CERVERE VALENCIA (BEIRUT AND VALENCIA)

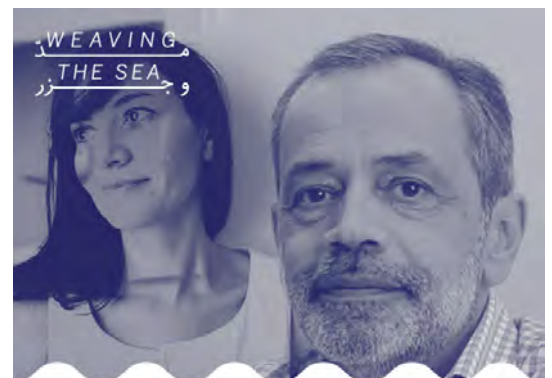
"WE USED LAYERS TO REPRESENT THE DIFFERENT PEOPLE AND CULTURES THAT HAVE SHAPED THE HISTORY OF THE MEDITERRANEAN" - TAMARA



The pilot product (in the phase of construction) produced by **Tamara Barrage** and **VICENTE LUNA CERVERE VALENCIA** (Valencia).



The pilot product (under construction) produced by **Harris Vassiliadis** (Athens) and **Samia Ben Abdullah** (Tunis).



SAMIA BEN ABDULLAH AND HARRIS VASSILIADIS (TUNIS AND ATHENS)

"SAMIA'S INSPIRATION CAME FROM THE MEDINA IN TUNIS. IT REMINDED ME OF THE AEGEAN ISLAND'S ARCHITECTURE. SIMPLICITY AND CLEAN FORMS." - HARRIS



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YOLANDA HERRAIZ AND ABDELKARIM EL HASNI (VALENCIA AND TUNIS)

"I WAS INSPIRED BY THE PEACE THAT YOU FEEL WHEN SITTING ON THE BEACH WHILE LOOKING AT THE BLUES OF THE HORIZON AND OF THE SEA GETTING MIXED" - YOLANDA



OLGA KANDARAKI AND MARYAM QAFESHEH (ATHENS AND HEBRON)

"OUR INSPIRATION HAS BEEN THE BLENDING OF PEOPLE AND TRADITIONS FROM THE MEDITERRANEAN" - OLGA



NATHALIE KHAYAT AND KHALED FAKHORI (BEIRUT AND HEBRON)

"WE AGREED TO WORK ON A TRADITIONAL FORM, BUT TO REPRESENT ON ITS SURFACE AN UNUSUAL DESIGN" - NATHALIE



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