

## MEDNETA Research Project

*“Mediterranean cultural network to promote creativity in the arts, crafts and design for communities’ regeneration in historical cities”*



*Birzeit University*

*Information Day*

*7th of December, 2015*



In the 7th of December 2015, the Department of Architecture Engineering at Birzeit University, and within the project “Mediterranean Cultural Network to Promote Creativity in the Arts, Crafts and Design for Communities’ Regeneration in Historic Cities MEDNETA”, held an Information Day for Presenting the Results of MEDNETA Project.

The goal of the project, which was launched nearly two years ago, is to regenerate of arts and crafts in historic cities in the Mediterranean basin, and development of historical urban environment to help the revive of this crafts. Seven educational and research institutions from Greece, Spain, Italy, Lebanon, Tunisia as well as Palestine, represented by Birzeit University participated in this project.

The project director Dr. Shadi Ghadban mentioned in his presentation that Hebron was chosen for the implementation of the project due to its unique industry and production of ceramic, glass, and pottery. Also he talked about the work methodology, saying: "The project included holding meetings and preparatory workshops, as well as a field survey that covered all craftsmen in Hebron and it’s old city, followed by sectoral and analytical workshop (SWOT) with workers in these industries and concerned institutions to assess and analyze the reality of these industries and to discuss the needed mechanisms for developing these sectors , in addition to a training workshop, which led to the production of 10 pilot products to participated in the final exhibition in Beirut from ( 24/11-5/12/2015)

About the results of the project, Dr. Ghadban mentioned that the project developed sustainable strategy to stimulate the development of social and economic situation of the historical cities, regeneration of arts and crafts and innovative designs, the creating of new permanent forms of cultural and economic cooperation across the border, formation of arts, crafts and designs network between participating cities in the project, and to encourage innovation through the development of synergies,



### **Beneficiary**

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encouraging the exchange of best practices, knowledge transfer and transmit the new technology, as well as establishing a network for arts, crafts and designs for the Mediterranean basin as an open virtual laboratory, in addition to observatory to oversee the functioning of the Arts, crafts and designs Network Laboratory, which was created by the project.

On the other hand, the Dean of the Faculty of Engineering and Technology Dr. Khaled Abaza mentioned that the main objective of this project is to enhance cross-border cultural dialogue and cooperation between multiple stakeholders in order to support innovation in the areas of arts, crafts and creative design (ACD), as means of regeneration of communities' living in Mediterranean region through: increasing competitiveness of contemporary creativity and transform this capability into a leading economic factor in historic cities, and improve cultural dialogue between the owners of the. ACDs. In addition to this will help in revitalization of local communities and economic activities over the Internet, which form the urban and social background of the Mediterranean cities, and stimulate the overall experience of the partners in order to spread knowledge and skills.

From his side, Eng. Baher Dkedik an expert of design and development of creative and innovative products, and a project team member, presented a presentation on the pilot products that have been designed and produced, in addition to presenting the experience of some craftsmen who participated in producing the pilot products that took participation in the final exhibition in Beirut between 24/11-5/12/2015. This was followed by film screenings, and a photo gallery about the pilot products made by the photographers Eyad Jadallah and Haitham Dandes.



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