

**medneta** 2014 2015  
ENPI CBCMED CROSS BORDER COOPERATION

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



## SWOT SEMINAR

Seminar dialogue among stakeholders  
for promoting creativity and regeneration  
Historic Centre of Valencia

**3th July 2014 // 9:30 - 18:30**  
**Centro de Artesanía de la CV, Calle del Hospital, nº 7, Valencia**

This seminar aims to bring together the analysis and results of the survey recently sent to artisans, traders craft and designers to discuss the weaknesses, threats, strengths and opportunities arising from this project Mediterranean cooperation for improvement of crafts under active feedback from the historic center of Valencia.

## agenda



**Beneficiary**  
National Technical University of Athens - NTUA  
Greece, Attiki  
[www.ntua.gr](http://www.ntua.gr)

**Project Coordinator**  
Prof. Sofia Avgerinou - Kolonias  
School of Architecture, NTUA  
[info@medneta.eu](mailto:info@medneta.eu)  
[www.medneta.eu](http://www.medneta.eu)

9:30 – 10:00 - Reception of participants

10:00– 10:30 - **Introduction by the Director-General of Trade and Consumer, Silvia Ordiñaga, the Manager Director of the Crafts Center of Valencia , Cristina Cabrelles and the Deputy Director of Culturarts, IVC+R, Carmen Pérez García**

10:30 – 11:00 - **Presentation of the project and MEDNETA SWOT seminars in other cities, Sofia Avgerinou-Kolonias architect professor at the National University of Athens, MEDNETA project coordinator, Eirini Klampatsea, associate professor, Aggeliki Demertzi, researcher, Aikaterini Lamprinou, researcher**

11:00 – 11:40 - **Survey analysis, Álvaro y Natalia Gómez-Ferrer, Architects**

11:40 – 12:00 -**Presentation of «Atypical Valencia», Virginia Lorente, Architect and designer**

12:00 – 12:30 - Coffee break

12:30 – 13:15 - **Discussion on challenges and opportunities in the field of crafts, design and associated trade**

13:15 – 13:30 - **Project Presentation: "El COL.LEGI DE LA SEDA", Ernest Jose Sorrentino, director**

13:30 – 14:00 - **Conclusions**

14:00 h – 16:30 - Lunch

16:30 – 17:00- **Ruzafa experience, Eugenio Jiménez, President of the Association of Merchants and Professionals Ruzafa**

17:00 – 18:00 – **Dialogue on concrete suggestions and proposals from participants**

18:00 – 18:30 - **Final conclusions and closing of the seminar**

