



# PRESS RELEASE

ENPI CBCMED CROSS BORDER COOPERATION MEDNETA:  
Mediterranean cultural network to promote creativity in the arts, crafts and  
design for communities' regeneration in historical cities

MEDNETA PARTNER



## Creativity and Regeneration in Mar Mikhael

On Thursday, July 17<sup>th</sup>, GAIA-Heritage will be hosting a conference with two roundtable discussions on “Creativity and Regeneration in Mar Mikhael” at the Grande Brasserie du Levant.

The event, which will be concluded by H.E. The Minister of Culture and the Head of the Cooperation Division of the European Union in Lebanon will be held from 10:00 to 18:00 and will include attendees from Mar Mikhael’s art’s, crafts and design sectors, as well as stakeholders, development experts, and various project partners. A cocktail party will close the event from 18:00 onwards. Moreover, various artists and designers will be exhibiting their work in the conference space.

Over the course of the day, GAIA-Heritage and partners aim to address the threats to Mar Mikhael’s creative district, such as the consequences of a possible gentrification phenomenon, diminishing public space, a small local market and a growing nightlife business.

The roundtables are part of a larger series of events organized within the framework of a European Union funded project of Cross Border Cooperation “Mediterranean cultural network to promote creativity in the arts, crafts and design for communities’



A project implemented by the NTUA

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regeneration in historical cities – MEDNETA”. The funding available to this project amounts to 1.786.998.50 Euro and spans six cities: Athens, Hebron, Valencia, Florence, Tunis and Beirut.

Conceived as a meeting between Arts, Crafts and Design (ACDs), stakeholders, academics, and various experts, the conference will foster discussion on the state of Mar Mikhael’s creative sector.

The two roundtable discussions will be followed by a concluding session, in order to reevaluate the points considered and establish a strategic plan of action to support the development of Mar Mikhael’s creative sector. An evaluation of the strengths and weakness of the ACD sector will be paramount in moving forward with the reinforcement and development of the creative economy in Lebanon.



Beneficiary MEDNETA



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