



# Mediterranean network for the valorization and fruition of inscriptions preserved in museums

## MEDINA

**Priority 4** Promotion of cultural dialogue and local governance

**Measure 4.2** Support to the artistic creativity in all its expressions to encourage dialogue among communities

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Programme  
funded by the  
**EUROPEAN UNION**



**REGIONE AUTONOMA DELLA SARDEGNA**

## Project in brief

Jordan and Lebanon are home to an important and exclusive Nabataean and Phoenician heritage. The history of Phoenician cities and the Petra Nabataean kingdom is nowadays almost exclusively known by epigraphic material. The ancient people of Jordan and Lebanon produced countless pieces of artworks and inscriptions that bear an undeniably unique historical value. However, time is slowly corroding such heritage. On the one hand, this cultural heritage is suffering the negative influence of nature and people. On the other hand, such heritage is often neglected by populations.

To enhance the promotion, utilisation and conservation of epigraphic heritage in Jordan and Lebanon, **MEDINA** will apply innovative IT solutions and develop advertising/marketing strategies for concerned museums.

## Beneficiary

University of Pisa, Department of Historical Sciences of the Ancient World (Italy, Toscana)

## Partnership

1. Yarmouk University, Faculty of Archaeology and Anthropology (Jordan, Irbid)
2. GAIA-Heritage (Lebanon)
3. Interuniversity Institute of the Old Near East, University of Barcelona (Spain, Cataluña)
4. Mago Audio Visual Production (Spain, Cataluña)

## Specific objectives

- To promote and enhance Nabataean/Phoenician epigraphic collections of major Jordanian and Lebanese museums
- To increase the awareness, especially of young generations, concerning the Nabataean/Phoenician heritage and ancient culture

## Expected results

- Creation of a thematic website dedicated to the historical and epigraphic heritage preserved in selected Jordanian and Lebanese museums
- Multimedia points implemented in Jordan and Lebanon
- Collections of Jordanian and Lebanese museums digitized and made available through paper catalogues
- Museum staff and students trained in digitization techniques, as well as in marketing and communication strategies
- Increased number of visitors in concerned museums

## Target groups

- Museums staff
- Students and researchers
- Museums visitors and heritage amateurs

## Final beneficiaries

- Local populations
- Young generations

## Duration

24 months

## Budget

- Total budget: € 553.939
- Programme contribution: € 498.545 (90%)
- Project co-financing: € 55.394 (10%)

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