



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

MEDNETA



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



Project funded by the **EUROPEAN UNION**



ENPI CBCMED
CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN



REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA

Project in brief

Arts, Crafts and Design (ACDs) are traditionally rooted in trading and harbour cities of the Mediterranean area. Historically in these cities the production and sale of such goods were particularly vibrant and, besides inhabitants, concerned visitors came to shop for what they could not find in their place of residence. This commercial network kept alive and dynamic the crafts in Mediterranean cities for a long period of time, but the industrial revolution and then the globalization brought an end to it. The economy of the cities began to decline, and they could no longer compete with larger ports and more advanced economies.

In the belief that the economic improvement and the urban liveliness should insist on the creative industries revitalization and on the valorization of traditional heritage, **MEDNETA** project aims to support creativity in ACDs (i.e. ceramics, goldsmiths, cloth, tapestry, fashion and jewellery) as a means for the regeneration of the communities inhabiting historical districts. The project activities will thus take place in five different Mediterranean cities including Athens (Greece), Florence (Italy), Valencia (Spain), the medina of Tunis (Tunisia), Beirut (Lebanon) and Hebron (Palestine) which have all been selected for the challenges faced by the creative sector based on their geographical context and level of economic development.

Beneficiary

National Technical University of Athens - NTUA (Greece, Attiki)

Partnership

1. Greek-Italian Chamber (Greece, Attiki)
2. Social and Economic Research Centre for the South of Italy - CRESM (Italy, Sicilia)
3. Superior Institute of Artistic Industries - ISIA (Italy, Toscana)
4. Valencian Institute for Conservation and Restoration of Heritage - IVC+r (Spain, Comunidad Valenciana)
5. Association for the Safeguarding of the Medina of Tunis - ASM (Tunisia, Tunis)
6. GAIA-heritage Institute of Urban Planning (Lebanon)
7. Birzeit University, Department of Architectural Engineering (Palestine)

Specific objectives

- To raise the competitiveness of contemporary creative Arts, Crafts and Design (ACDs) to turn them into a leading economic actor in historical cities
- To support the communities and creative economic activities which form the urban and social setting of historical cities

Expected results

- Sustainable urban strategies for the revitalization of historic cities established with focus on the regeneration of Arts, Crafts and Design sectors
- 6 pilot projects implemented with benefits for about 10.000 private companies and commercial association in the 6 pilot cities
- 10 pilot design products created and related funding schemes developed
- Permanent economic cooperation and networking between pilot cities fostered in the ACDs sectors
- Mediterranean ACDs virtual lab network established

Main activities

- Drafting of a guide for promoting creativity of ACDs for communities regeneration
- Data collection and survey regarding the location, distribution and economic vitality of ACDs within the participating historic cities through interviews held with representatives of ACDs
- Setting up of a GIS database containing thematic maps of ACDs activities for each pilot city
- Implementation of six pilot urban interventions staged in MEDNETA cities to promote the visibility of the ACDs
- Training workshops on innovative design methods, marketing techniques and entrepreneurial strategies
- Organization of rotating exhibitions on pilot products and with a section for interested producers from the six cities willing to display their products

Target groups

- Private companies and commercial associations of creative activities
- Local authorities and local development agencies, as well as competent national authorities
- Specialized public and private art cultural heritage promoting institutions
- Universities, schools, ACDs stakeholders and young creators

Final beneficiaries

- Designers, artists and craftsmen
- Communities, workers and associated businesses
- Inhabitants of cities and tourists

Duration

24 months (December 2013 - December 2015)

Budget

- Total budget: € 1.985.553
- Programme contribution: € 1.786.998 (90%)
- Project co-financing: € 198555 (10%)

Website

www.medneta.eu

Contact person

Prof. Sofia Avgerinou-Kolonia

Director of Urban and Regional Planning Department, School of Architecture

National Technical University of Athens

skolonia@arch.ntua.gr

+ 30 210 7723813



www.enpicbcmed.eu



Follow us on Twitter [@ENPICBCMed](https://twitter.com/ENPICBCMed)