

## UNESCO Chair

## Palermo

GAIA-Heritage is proud to announce that it will be taking part in the **UNESCO Chair on Cultural Management and Sustainable Development** from the end of 2013, coordinated by Georges Zouain. The UNESCO Chair is located in Lebanon within a network composed of Universities of the Mediterranean among which will be

the Lebanese American University, Rafik Hariri University, the University of Cyprus, and the Polytechnic University of Valencia (Spain).



Georges Zouain was pleased to be part of the International Scientific Committee for **Palermo 2019**, Candidate City for the **European Capital of Culture** and for the **2030** strategy of the city.

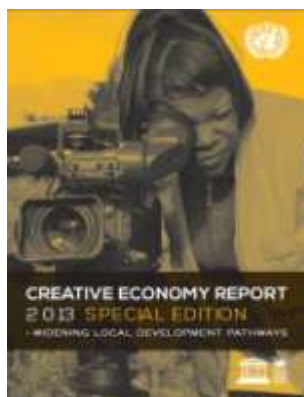
GAIA-heritage will continue to collaborate with Palermo on its cultural development strategies in the future.

## Seville

GAIA-Heritage is happy to report that the **International Meeting of Contemporary Architecture in Historic Cities** it organized in **Seville, Spain 17<sup>th</sup> – 19<sup>th</sup> September 2013** was a success.

## Creative Economy Report 2013

The **UN Creative Economy Report** produced by **UNDP** and **UNESCO**, in which GAIA contributed several case-studies on the creative economies of the **Arab World**, has been published.

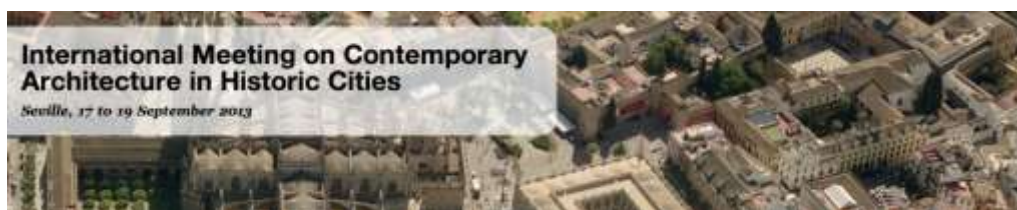


The UN Creative Economy Report provides lessons and best practices on the role of culture in local sustainable human development in developing countries. GAIA contributed examples from the creative industries of Lebanon, Jordan, Egypt, Oman, Tunisia, Morocco, and the UAE.

The conference, conceived as a contribution from Seville to the on-going reflection on World Heritage Cities' management has been supported by the **UNESCO World Heritage Committee**, **ICOMOS** and the **OWHC**. It gathered specialists in neurosciences, architecture, urban planning, and heritage who discussed subjects from the definition of the urban landscape, to visual perceptions of contemporary architecture in the context of neuroscience to methodologies to be determined for the insertion of contemporary architecture in historical cities. A **Report** on the conference's proceedings and conclusions is currently being prepared by GAIA-Heritage and a **Blog** will be launched soon.

To view GAIA's report, *Perspectives in the Arab World*:  
[https://dl.dropboxusercontent.com/u/270207/CRE\\_AR\\_AB\\_FINAL\\_GAIA%202013.pdf](https://dl.dropboxusercontent.com/u/270207/CRE_AR_AB_FINAL_GAIA%202013.pdf)

As a follow up, two conferences will be organized in 2014: one by the Lebanese American University (LAU) and the other by the Center for Advanced Studies in Integrated Conservation (CECI) in Brazil. Two more will take place in 2015, one by the Getty Conservation Institute as part of their 'Contemporary Architecture in the Historic Environment (CAHE)' project and the other by the City of Amsterdam.



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## ENPI CBC MED projects MEDINA

## MEDNETA



MEDINA training programme '**Conservation and museology for archaeological collections with special reference to epigraphy**', which took place from **9<sup>th</sup>-11<sup>th</sup> October** at **Saint Joseph University (USJ)** Beirut. Thirteen Lebanese students in archaeology, museography and museology, as well as museum personnel attended the training.

**Gael de GUICHEN**, main consultant to the Director General of **ICCROM** and present director general of the **International Centre for the Study of the Preservation**, travelled to Beirut to host the sessions. Participants became acquainted with means to conserve, organize exhibitions and promote archaeological collections or objects



Maria Mounzer, project coordinator at GAIA-Heritage, will be travelling to Barcelona for the **third project meeting 12<sup>th</sup>-13<sup>th</sup> December**.



Come visit MEDINA's Facebook:  
<https://www.facebook.com/MedinaProject>

GAIA is pleased to announce that it will be starting the **MEDNETA** project funded by the **ENPI CBC MED** programme early 2014. The overall objective of the project is to cooperate with stakeholders to support **creativity** in the **Arts, Crafts and Design (ACDs)** as a means for the regeneration of communities inhabiting the historical cities of the Mediterranean Basin.

GAIA's main aim is to generate more solid forms of institutional cooperation. It is responsible for setting up and organizing the first **rotating exhibition** dedicated to the promotion of Mediterranean ACD's, hosted in Beirut. GAIA will also carry out data collection and surveys on local ACD's as well as preliminary data analysis.

Partners in this project are: the National Technical University of Athens (NTUA), the Greek-Italian Chamber (GIC), the Social and Economic Research Centre for the South of Italy (CRESM), the Superior Institute of Artistic Industries (ISIA), Valencian Institute for Conservation and Restoration of Heritage (IVC+r), Association for the Safeguarding of the Medina of Tunis (ASM) & Birzeit University – Department of Architectural Engineering BZU.

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## World Bank Best Regional and International Practices in Built Heritage Preservation

Georges Zouain was contracted by the **World Bank** to undertake a research report illustrating an international set of best practices in the financing of the conservation of built heritage. The report concluded by recommendations on possible applications in the **Kingdom of Saudi Arabia**.

George Zouain presented the results of this work in the cities of **Al-Hasa** and **Dammam** on the occasion of the **Second National Built Heritage Forum** launched by the **Saudi Commission of Tourism and Antiquities** in 2012 at which he represented the World Bank.

## Saudi Arabia Red Sea

With **Tourism, Leisure and Sports (T&L)**, Gaia-Heritage has been subcontracted by the **Saudi Commission for Tourism & Antiquities (SCTA)** to provide external expertise services in cultural heritage aspects (presence, evaluation and potential reuse) for the elaboration of the **RED SEA Tourism Development Strategy Review**.

It provided a review and update of the Development Strategy and formulated an action plan to insure proper implementation.



## Souk Okaz

With **Tourism, Leisure and Sports (T&L)**, GAIA-Heritage was contracted to contribute to the assessment of the cultural heritage value of **Souk Okaz**. Situated at 45 Km from the city of Taif it has played a very important role in pre-Islamic and early Islamic times in Arabic language and poetry. The development of Souk Okaz project is part of the **SCTA's "Tourism Destinations & Sites Development Programme"** initiative to develop sustainable tourism and benefit from its socio-economic impact through the encouragement of private investments in the region.

GAIA will recommend measures of protections and a programme of academic research, studies and conferences around the intangible heritage of Souk Okaz.

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## GAIA's Team Members

**Alison Kumro**, Project Coordinator at GAIA for one and a half years, has recently left our team. GAIA wishes her well in all her future endeavors.

GAIA welcomed to the team **Maria Mounzer**, newly appointed Project-Coordinator for GAIA following her internship with us. She is now responsible for the coordination of the MEDINA project.

GAIA also welcomed **Félicité de Maupeou** and **Grégoire Mauve** to the team as interns. **Félicité de Maupeou**, Master student in Urban Strategy at Science Po- Paris was with GAIA for 6 months and worked on writing the development plan for the region of Qadisha, in line with its inscription on the UNESCO World Heritage List. She also updated the available data on the creative industries of the neighborhood of Mar Mikhayel forming the basis of a new territory study.

**Grégoire Mauve**, student at Science-Po Paris in International Affairs conducted the preliminary research on the Arabic coast of the Red Sea in order to prepare the inventory of the cultural and economic potential of the historic sites in the area.

GAIA welcomed **Elisabetta Pietrostefani**, Master student in International Development at Science Po- Paris as an intern this autumn. She was in charge of the coordination of a project proposal for the French Development Agency and contributed to the preparation of the Seville report and a project tender for the World Bank. Elisabetta will return to work with GAIA in April 2014.

GAIA also collaborated with **Joanna Parker**, who conducted a study on the public spaces of Bcharré and possibilities for a heritage path as part of GAIA's Strategy for the development of the Qadisha region.