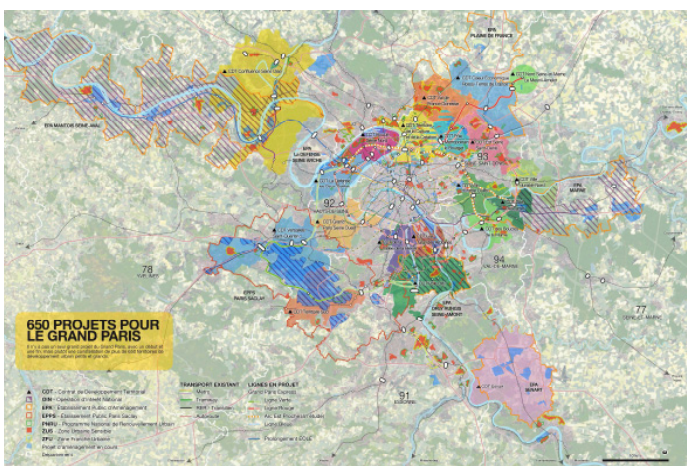


Grand Paris

GAIA-heritage is pleased to announce that it has been selected by the Atelier International du Grand Paris (AIGP) to serve on the new Scientific Committee for the Grand Paris project as part of a team assembled by STAR strategies + architecture. The initiative 'Grand Paris: for a sustainable city' aims to drive sustainable development and strengthen Paris in its role as a global city. The project calls for an extensive re-shaping of the region's urban, social and economic structures and is said to be the most ambitious plan for Paris since Haussmann's renovation in the 19th century. The AIGP was created in 2010 to consult on all matters related to architecture and urban planning for the sustainable development of the region.

STAR strategies + architecture is an architecture and planning firm based in Rotterdam. The other members of the team are MONU magazine on urbanism (The Netherlands), Elioth engineering consultants (France), Shensekai Analysis cultural and urban trend analysts (The Netherlands), and Lyn Capital real estate and financial advisors (France).

For more information about the Grand Paris project, please see <http://www.ateliergrandparis.com/news/?p=2485.creativite-et-les-echanges>.



UNESCO World Heritage Committee Meeting in St. Petersburg

From June 24 to July 6 the Russian Federation of UNESCO hosted the organization's 36th session in St. Petersburg. Attending as an advisor to the Spanish delegation, Georges S. Zouain managed to keep Seville off the List of World Heritage in Danger. The southern Spanish city has been proposed for the List in Danger due to an urban project that includes a modern tower. ICOMOS and the World Heritage

Centre believe that the tower will have a negative impact on the property despite the fact that it is situated at 1.6 kilometres from the listed monuments and is outside the protected areas. In order to comply with the recommendations of the UNESCO Committee, GAIA-heritage will organize a seminar of international experts to take place in Seville in the coming months to discuss contemporary architecture in historic settings.

Also discussed at the meeting was the revised World Heritage and Sustainable Tourism Programme. The new programme highlights an extensive stakeholder consultation process, with greater participation by the tourism sector and the local communities. While the previous programme focused on site-specific projects, the new programme will take a more strategic approach that encompasses all World Heritage properties.

For more information on the 36th session of the World Heritage Committee meeting, please see <http://whc.unesco.org/en/sessions/36COM/>.

MEDINA Project

GAIA-heritage travelled to Pisa, Italy in May for the kick-off of MEDINA, a project funded by the European Union through a multilateral cross-border cooperation program for the Mediterranean Sea Basin (ENPI CBC MED). MEDINA is a two-year project that seeks to promote, through innovative means, the knowledge and dissemination of Phoenician and Nabataean inscriptions in Lebanon and Jordan. Led by the University of Pisa, the project also includes partners from Yarmouk University (Jordan), MAGO Productions (Spain) and IPOA (Spain). As the project partner in Lebanon, GAIA-heritage will carry out detailed cataloguing of Phoenician inscriptions, organize workshops and training, and promote the project and its results through dissemination and a final conference.

For more information on the ENPI CBC MED program, please see <http://www.enpicbcmmed.eu/>.

IMAGINATION Workshop and Symposium

In February GAIA-heritage teamed up with Henning Larsen Architects to host the firm's third IMAGINATION symposium and workshop, a one-week program for architecture students in Lebanon, Syria and Denmark that fosters learning and exchange of ideas in a cross-cultural environment.

With the theme of this year's symposium as 'Suitable Cultural Institutions', participants sought to find ways to encourage civil society from the point of view of the built environment.

As one of the symposium speakers, Georges S. Zouain presented a practitioner's perspective on the global role of cultural amenities. He discussed the importance of understanding an institution's relation to and role in society through the examples of GAIA-heritage's work on the Museums of the Land of Frankincense in Salalah, Oman and the House of Arts and Culture in Beirut.



UNESCO French National Commission Symposium

Georges S. Zouain presented at the symposium on heritage organized by the French National Commission at UNESCO Paris in April. He was answering the question "To whom and why make part of heritage?" He presented the evolution of the concept of heritage and its functions from its origins to the present. He insisted on the complexity of this question and explained that there is no unique and universal answer to it. Indeed, it is relative since heritage is a notion continually evolving; new sorts of values and functions are conferred to it depending on the time periods and the cultures.

Creative Industries in Mar Mikhayel

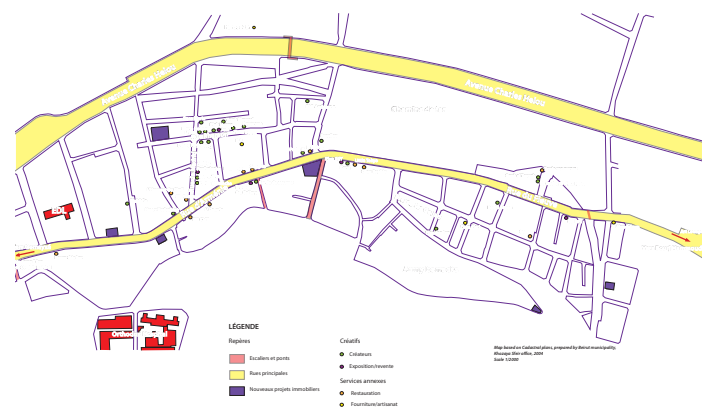
The preliminary results of GAIA-heritage's survey of the creative industries in Mar Mikhayel were published in issue number 85 of *Travaux et Jours*, the multidisciplinary journal of the Université Saint-Joseph in Beirut. The paper presents the historical, geographical and architectural context of the neighbourhood, focusing on the situation of the creative population and their perception of the neighbourhood. The purpose of the study was to prepare for a mapping of the creative industries in Lebanon. On the local level, the paper highlights the importance of communication and cooperation between the creators and the local economy for a harmonious development of the industry and the neighbourhood. On the global level, it notes the need to modernize the Lebanese economy and provide support to the creative industries in the country.

World Bank Sustainable Development Network Forum

On March 1 the World Bank hosted an internal Sustainable Development Network (SDN) forum in Washington D.C. on the topic 'Creating Jobs by Supporting Historic Cities, Cultural Heritage and Sustainable Tourism.' Through presentations from external speakers, private sector representatives, economists and World Bank staff, the session demonstrated how some of the Bank's investments supporting urban regeneration, historic city conservation and sustainable tourism development promote job creation and private sector development by reusing built assets and minimizing carbon emissions.

Georges S. Zouain participated in the forum by presenting on the subject 'Leveraging Cultural Heritage and Sustainable Tourism for Job Creation.' He identified cultural heritage as a commodity that can be exploited on the market and make profits, rather than a social good. Heritage grows older every year, and the more it is used the faster it ages and the less it makes profits. He recommended, depending on the site, to utilize and exploit cultural heritage differently, in more sustainable ways.

For more information on the World Bank SDN Forum, please see <http://www.worldbank.org>.



Beit Beirut

In June GAIA-heritage, along with architect Frédéric Husseini, submitted a proposal for the Cultural Program Manager for Beit Beirut, the museum and cultural centre to be housed in Beirut's historic Yellow House. The Yellow House, also known as the Barakat Building, is located along the former Green Line in Sodeco. As a control post and sniper base, it played an instrumental role in the Civil War and has been heavily damaged. The restored building will house a museum, a cultural centre, an auditorium and an urban observatory, among others. The selection process is now underway. For more information on Beit Beirut, please see <http://www.beitbeirut.org/>.



ENPI 2nd Call for Standard Projects

Following on the success of the MEDINA project in the first call for standard projects, GAIA-heritage has teamed up with various groups in ten submissions for the ENPI CBC MED programme's second call for standard projects, which concluded in February. GAIA-heritage partnered with the Lebanese American University (LAU) and MAJAL urban observatory to propose a Mediterranean observatory for coastal heritage cities, which would target study of Byblos, Valencia, and Tunis. Other submissions included an underwater archaeology project, a cultural network to support creativity in arts, crafts and design, and a proposal for improvement of the energy efficiency of ancient Mediterranean buildings.

Escuela Tecnica Superior de Arquitectura Valencia

In May Georges S. Zouain gave a presentation at the Escuela Tecnica Superior de Arquitectura in Valencia. He spoke about the process and justification behind inscription on the World Heritage and World Heritage in Danger lists and their implications. He also took part in a jury on the MA degree in Heritage Management.

Global Heritage Fund

Georges S. Zouain has been appointed to the Editorial Committee of the Report on Global Heritage and Economic Development. The report will serve as an economic guide for governments, development agencies, and private sector leaders on best practices for development of major global heritage sites in developing countries. By providing the necessary theory, framework and tools, the report will help decision makers balance heritage conservation and development, and ultimately ensure more sustainable preservation of the world's endangered heritage sites.

Mardin, Turkey

Gaia-heritage has joined a consortium led by the Turkish consultant BYG Group to submit a tender for two contracts in Mardin, Turkey: one for rehabilitation works for 1st Street and the other for sustainable tourism development. Other members of the consortium are the Department of Tourism at Saint Joseph University (Lebanon), the Université Libre de Bruxelles (Belgium), Intraway (Greece) and EY Consulting (Greece).

House of Arts and Culture Update

The House of Arts and Culture is currently in abeyance until the ownership of the land is confirmed to the Ministry of Culture. The project was conceived by GAIA-heritage for the Ministry of Culture and is funded by a \$20 million donation from the Sultanate of Oman. The architect Alberto Catalano was chosen through a competition organized with the help of the International Union of Architects. For more information on the House of Arts and Culture, please see <http://darbayrut.org>.

News From Our Partners

CREATIME AND WILD TOUCH

While in Lebanon at the Invitation of Alice Mogabgab, Luc Jaquet visited the Jabal Moussa Biosphere Reserve in the company of Pierre Doumet and Georges S. Zouain. After Beirut, Luc has immediately embarked on filming rain forests in Peru for his coming movie. Meanwhile, Creatime continued preparing the technical and financial components of the Arium – a total experience box that can take you to places too remote to be visited or that do not exist – that will become part of an international traveling exhibition on the Antarctic.

Wild Touch and Creatime, assisted by GAIA-heritage, are preparing a series of actions to support the Antarctic and the main forest.

MAGO PRODUCTION

MAGO Production has joined GAIA-heritage on the MEDINA project to create audiovisual materials for the museum exhibitions and an online portal for the dissemination of the project activities.

New Team Members at GAIA-heritage

GAIA-heritage welcomes to the team Alison Kumro as Project Coordinator and Luana Youssevitch as summer Intern. Alison has a Bachelor's in International Studies with a concentration in International Development from Johns Hopkins University. Luana recently graduated from Sciences-Po Paris campus of Menton with a specialty in the Middle East and the Mediterranean region and will start her Master's in communication in Paris in the fall.