

## PRESS RELEASE



Euromed Heritage  
التراث الأوروبي المتوسطي



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### Young photographers strongly committed to the revitalisation of Mediterranean cultural heritage

Nour El Refai, a 27-years-old Egyptian photographer and architect, is the winner of the 2010 edition of "Crossing viewpoints: living heritage in the Mediterranean" International Photography Award organised by the EU Euromed Heritage programme and Rehabimed Association.

Through the fleeting reflection of a neo-orientalist building on the surface of a mirror, the awarded photo illustrates a Cairo's neighbourhood teeming with life and emblematic of a superb and luxury architecture perfectly embedded in the present-day life of the Egyptian capital. *"I am always inspired by capturing the fleeting moments that are usually overlooked or forgotten. "Downtown" was one of those moments where I saw heritage as a reflection carried away, eager to be recognized and appreciated while everyone is too occupied to even perceive it"* says the winner Nour El Refai.

This competition revealed the value of cultural heritage for the youth, especially in the Mediterranean countries: the Jury received 516 pictures in total and 57% of the 327 participants are originally from the Mediterranean partner's countries and 13 out 30 finalist's pictures of participant's were from countries of the South of the Mediterranean. The Jury gave a special mention to Eyad Jadallah, a 26 years old Palestinian free lancer photo-journalist, Gianluca Capri (Italy), Augustin Le Gall (France), and Frédéric Seguran (France).

*"These photos marvellously highlight the place that cultural heritage holds in Mediterranean contemporary societies, as well as the existing connections between tradition and modernity, and the achieved integration between local and outside creative influences"* said Architect C. Graz, member of the Jury Committee.

Nour El Refai, who teaches architectural photography within the academic field in different universities in Cairo, will be invited to the official inauguration of the exhibition "Crossing viewpoints: living heritage in the Mediterranean", to be held in **Barcelona, on 15 February 2011**, at Hospital de Sant Pau i la Santa Creu, a masterpiece of Art Nouveau architecture inscribed to UNESCO Cultural Heritage List. The exhibition will be open until 28 February 2011.

**An overview of the exhibition, which includes the 30 Award's best photos, as well as the practical information, is available at this link:** <http://www.euromedheritage.net/intern.cfm?menuID=16&submenuID=23&subsubmenuID=16>

The awarded pictures will be exhibited during 2011 in several places: Barcelona (Spain), Casablanca, (Morocco), and Beirut (Lebanon). Locations and dates will be communicated in the coming weeks, through the website of Euromed Heritage.

### FOR MORE INFORMATION

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The European Commission is the EU's executive body.

"The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders".