

Sustaining Med-Voices

MVA – Med Voices Association

Presentation by Johnathan Karkut

TRAINING WORKSHOP

Atelier de Formation

SUSTAINABILITY & EMBEDDING

Ancrage et Durabilité

Tangier/Tanger,

17 > 19 / 11 / 2011

Beyond Med-Voices

- What type of organisation fits our needs?
 - Company
 - Charity
 - Association

Where embedded

- **Who involved**
 - All partners?
 - Selection?
 - MEDA
 - EU
 - North region
 - Med region



Which Institutional base(s)?



- **Where best located**
 - One central site?
 - Twin organisations across a network?
 - Malta MVA
 - Las Palmas MVA

Independent Assessment

- Market research to consider commercialisation of products
 - Cluster around themes?
 - Geographical focus?
 - Education or Travel/tourism

Independent Assessment

- Where sales
 - ✧ own website
 - ✧ Partners (RAI)
- IPR & How to divide the profits


Objectives of association

- ✓ To continue the maintenance and expansion of the Med-Voices website
- ✓ To develop the materials derived from the Med-Voices project

Objectives of MVA

- ✓ To sustain a network which will function as a forum for the discussion and development of ideas
- ✓ To use the association as a platform for further collaborative projects and funding applications


Maintain MVA website



mva Mediterranean Voices Association

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Welcome to the Mediterranean Voices Association (MVA)

The Mediterranean Voices Association exists to build on the methodology and work of the Mediterranean Voices project and to create a platform for future collaborations. Our focus is intangible heritage, with particular emphasis on stimulating its contribution towards sustainable livelihoods.


News & Events



New website launched

The new MVA website is now fully functioning. Please do revisit periodically to find out about projects, events or upcoming collaborative opportunities


Projects



Ethno-Magic Goes Global (EGG)

'Ethno Magic Going Global' is an EU funded project led by the Kolkata based NGO Banglanatak. It's aim is to raise the livelihoods of over three thousand folk artists, most of them


Publications



Fragments from the Past

This is a photobook with accompanying English & Turkish text that explores the culture of cinema going amongst London's Turkish speakers. A DVD film of the interviews featured in the book is also included

Mediterranean Voices



The MedVoices Archive is the outcome of a unique collaboration of ten cities and municipalities across the Mediterranean, sharing a wealth of intangible heritage. The archive contains thousands of images, video and audio recordings and texts.

Comercialisation of other products



You are here Home » Publications

Publications

Publications

Fragments from the Past

LIMBO

Off the map



Fragments from the Past

This is a photobook with accompanying English & Turkish text that explores the culture of cinema going amongst London's Turkish speakers. A DVD film of the interviews featured in the book is also included.



LIMBO

A photobook with accompanying English & Greek text. In the words & photos of migrants themselves, it looks at how migrants and asylum seekers experience Cypriot society.

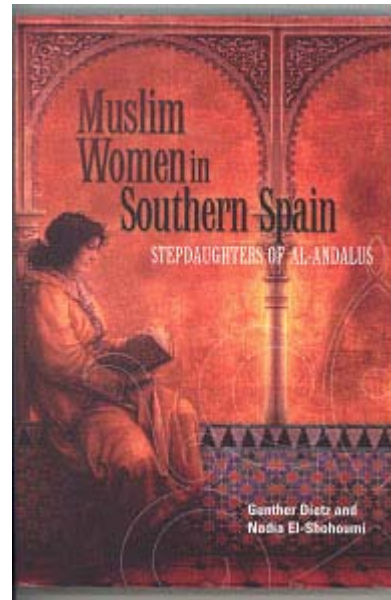


Off the map

A photobook with accompanying English & Greek text. It records communities & places within the historic centre of Nicosia

Tangible products...

- Books
- Catalogues
- DVDs



Projects flowing from Med-Voices

Projects

[Ethno-Magic Goes Global \(EGG\)](#)

[Religion in Education \(REDCo\)](#)

[Out of Africa \(Memorias de Africa\)](#)

[The Sugar Route.](#)

Projects

A number of projects have been inspired and grown out of the approach that was initially honed by the partners involved in Mediterranean Voices. These pages showcase some of those spin-offs and demonstrate the widening range of locations and settings where projects have been inspired by the 'Med Voices' view of the intangible world

See also

Some related content here



Ethno-Magic Goes Global (EGG)

'Ethno Magic Going Global' is an EU funded project led by the Kolkata based NGO Banglanatak. It's aim is to raise the livelihoods of over three thousand folk artists, most of them members of scheduled and tribal castes, living in rural districts of West Bengal, India.



Religion in Education (REDCo)

Religion in Education. A contribution to Dialogue or a factor of Conflict in transforming societies of European Countries (REDCo) The REDCo project represents a necessary approach to address the question, how religions and values can

Adapt and apply methodology

Intangible Heritage Centre: Qazvin



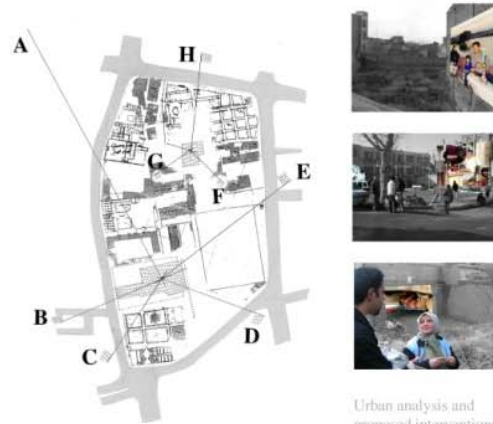
Phase 1



Phase 2



Phase 3



Urban analysis and proposed interventions

"Intangible Heritage is the practices, representations, expressions, knowledge, skills -as well as the instruments, objects and artefacts and cultural spaces associates therewith -that communities, groups and in some cases individuals, recognise as part of their cultural heritage". UNESCO

There are an increasing number of archives containing Intangible Heritage worldwide, but there are none known to exist in Iran. While the culture of story telling is embedded within Iranian culture, as Iran was for centuries primarily an oral society (a tradition that is evidenced today in contemporary Iranian society) there is no evidence of the recording and preserving of intangible histories.

Intangible Heritage is key to the identity and development of societies and the recording of this heritage can help strengthen these aspects of a community. In a town like Qazvin, where many significant historical artifacts were lost due to the centralization of artifacts to Tehran or to the devastation of earthquakes, recording the 'intangible' side of heritage can become an important way of recording the history and identity of that town.

Intangible heritage can also provide an affective tourist attraction, where heritage is presented in a novel and educational way and provides a real alternative to the conventional museum.

Given Iran's influential position within global culture, and given that it has been subject to numerous cultural, social, political, and economic changes over the past 1000 years, it emerges today as an obvious candidate for the adoption of such means of recording heritage.

In this light, an interdisciplinary team has formed within the London Metropolitan University with the aim to develop the project and secure funding for its realisation. The team is made up of practitioners with experience in the fields of Intangible Heritage, public architecture and public space. This document outlines the proposal as it stands and attempts to put forward a strong case for the realisation of the Qazvin Intangible Heritage Centre.



Archive furniture containing Intangible Heritage objects

Qazvin – former royal centre



Points to remember

- Important to ‘strike whilst the iron is hot’
- Work through assessment during lifetime of original project
- In particular think what to & how to commercialise outputs

Obstacles & Challenges

- Thinking ahead - updating
- Web security – hacking!
- Bureaucracies
 - Institutional
 - National