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PROJECT SHEET

ENPI 2008/150-692 MONTADA

Forum for the promotion of traditional architecture in the Maghreb

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Coordinator	Col-legi d'Aparelladors i Arquitectes Tècnics de Barcelona (C.A.A.T.B.) - Spain www.rehabimed.net		

Contact person: Xavier CASANOVAS
xavica@apabcn.cat

Partners

- Algeria *Office de protection et de promotion de la vallée du M'Zab*
- France *Ecole d'Avignon (www.ecole-avignon.com)*
- Morocco *Association Sala Almoustaqbal (www.sala-almoustaqbal.com/montada)*
- Tunisia *Association de Sauvegarde de la Médina de Kairouan*

Associated themes Conservation & Rehabilitation ; Intangible Heritage ; Landscape, Planning & Infrastructures

Summary

Historic city centres and rural Mediterranean areas bear witness to the history and tradition of their inhabitants. Traditional Mediterranean architecture is important for many reasons and above all represents the **living heritage** that houses millions of people. However, due to a lack of knowledge and awareness, politicians and the population alike often consider traditional architecture more of a hindrance from the past than a potential for future development. Montada sets out to address a comprehensive **preservation of this heritage**. To this end, it proposes recognition by politicians, governments and the population of the value of **traditional architecture as an element of cultural identity** and a potential source of **social, economic and environmental development** at local level. Montada plans to work within a new framework of governance with a wide range of activities to develop recognition of the value of traditional architecture. The principal features of Montada are the Forums of Citizen Participation set up in each of the cities involved (Salé, Marrakech, Ghardaïa, Dellys, Sousse and Kairouan) and EIDEM, the international multidisciplinary team of experts that provides the necessary support for the Forums and their work. This Project, implemented by a partnership specialized in the field of rehabilitation and conservation in different cities of the Mediterranean, aims at targeting civil society by emphasising the value of traditional architecture, so that its inhabitants can enjoy living and working in it.

Detailed description

Background, diagnosis and needs analysis

The old cores of historic cities and rural settlements within the Mediterranean basin organise and animate this geographical area, giving it a life of its own. As such, they are witnesses to the history, the traditions, and the heritage of its inhabitants, and reflect the crossing of the many cultures of this area. The Declaration of Amsterdam (1975) gives value to the preservation of this ubiquitous heritage that goes beyond the monumental. Also, ICOMOS initiates many actions targeting traditional architecture through the work of its many scientific committees.

Mediterranean architectural heritage has multiple values: it embodies centuries of tradition and popular culture; it enhances the knowledge of the craftsmen who have built it; it preserves the culture of its inhabitants; it represents above all a living heritage inhabited by millions of people, and houses the workshops of the artisans who contribute materially to this Mediterranean heritage.

In spite of its great value in enhancing identities, this heritage remains mostly unrecognised by both decision makers and the populations. Its dilapidation is considered only in terms of the past and as a relic of the poverty of bygone days, and its potential for socio-economic development is therefore ignored. This situation presents ripe ground to the process of 'gentrification' where the value of this heritage is appropriated by the wealthier classes. What is more, it contributes to the emergence of services that are in total dissonance with the needs of the population thereby creating a rupture in the social fabric. This situation is exacerbated further by the absence of legal tools and policies that would promote their rehabilitation within a holistic approach.

For a holistic preservation of this heritage, it is obvious that the first step would be the recognition by the authorities and population that traditional architecture is integral to cultural identity and that it represents a potential to locals for social, economic and environmental development. This is basically the goal of Montada: to inform authorities, administrations and populations of the value of this vital heritage, and underline their role in enhancing and revitalising it.

Objectives

- *Promote traditional built heritage* by strengthening its identity through appropriation by the population
- *Create several Forums as meeting places for community involvement* for the promotion and appropriation of built heritage
- *Design and implement effective tools* for the preservation and rehabilitation of traditional architecture
- *Capitalise on the heritage resources of the city* by learning about it and putting it to good use

Detailed description (follow-up)

Activities

Montada develops an array of complementary activities that would help it achieve its objectives :

- **Activity 1 : Meetings and discussions**
The study of heritage and the pooling of the collective concerns of civil society, administrations and the populations contribute to an understanding of the value of each place, and allows for an examination of local issues and the finding of effective solutions for its revitalization. The elaboration of a common methodology for the collection of inventories and the enhancement of heritage.
- **Activity 2 : integrated rehabilitation**
The outcomes of the Forum and the scientific input of EIDEM will provide the basis for a diagnosis and the elaboration of proposals that aim to an integrated rehabilitation of local traditional architecture taking into account both tangible and intangible heritage.
- **Activity 3 : Training, dissemination and awareness**
Courses, seminars, conferences as well as other training and awareness activities targeting cultural actors, craftsmen and professionals are at the bases of this new approach for the promotion, definition and rehabilitation of heritage.
- **Activity 4 : The city : a live heritage**
The city as it really is, as it lives, is the converging point of various actions and the canvas in which are interwoven the many activities to be implemented with the participation of all the actors.
- **Activity 5 : Schooling and heritage**
The involvement of children and educators in the activities Montada is organising will carry its impact with one of the most responsive social group, and the potentially the most promising for the future.
- **Activity 6 : Intercultural dialogue**
In order to achieve higher synergies and sharing of experiences and effect repercussions at the national and Mediterranean levels, local activities have to be shared. A transversal approach and an intercultural dialogue will highlight the value and diversity of Mediterranean heritage. National and international meetings are therefore essential tools.

Expected results and outputs

- Constant communication, wide dissemination and high visibility of the project
- Discussions on local issues related to heritage within a new framework of good governance focused on civil society participation
- The integrated management of the traditional built heritage is improved
- Cultural actors, craftsmen and professionals are aware of the need for the integrated management of their heritage and their know-how and skills
- The appropriation and understanding of traditional architecture by the inhabitants is achieved
- The elaboration of innovative educational tools for the understanding of heritage targeting youth
- An intercultural regional dialogue between all the actors at the north-south and south-south levels