Thematic Workshop / Atelier Thématique
Apprenticeship / Apprentissage

28 > 30 / 06 / 2011
Beirut/Beyrouth
Lebanon/Liban
MAIN ACTIONS OF THE MARE NOSTRUM PROJECT

- Create a Heritage Trail in 6 Port Cities along the Mediterranean inspired from the Pacific Conquest of the Phoenician Culture
- Promote these Heritage Trails through a transnational networking system and the creation of a website showing virtual tours and information on each city
- Develop the Participatory Approach in planning Sustainable Tourism Strategies
- Bring a technical support in the assessment of heritage sites
- Integrate traditional activities to tourist itineraries through a handicraft pamphlet and trail
- Raise awareness on the Past into Present Heritage through an educational kit on traditional port cities along the Mediterranean and a design competition in architecture schools
STRUCTURE OF THE MARE NOSTRUM TEAM

➢ **Universities:** - University of Florence (Italy)
  - University of the Aegean (Greece)
  - Saint-Joseph University (Lebanon)
  - ALBA/Balamand University (Lebanon)

➢ **National Authorities:** - Syrian Directorate General of Antiquities
  - Heritage Malta (Malta)

➢ **Local Authorities:** - Rhodes Municipality (Greece)
  - Tyre Municipality (Lebanon)

➢ **Associations** - Delarpa (Tunisia)
  - House of Europe (Greece)
  - Samotracia (Italy)
MARE NOSTRUM’S STRATEGY TOWARDS TRADITIONAL CRAFTS

➢ **IDENTIFICATION** of crafts that can represent their city’s traditional activities related to local traditions and know-how

➢ **PROMOTION** through the creation of the MELKART label

➢ **INTEGRATION** to the tourist trails as one of the main spots in the city

➢ **AWARENESS RAISING** especially among youth and through workshops, visits and other activities

➢ **NETWORKING** through the participation of Mediterranean craftsmen in international fairs (Carthage, Florence)

➢ **COOPERATION** with public authorities
IDENTIFICATION
IDENTIFY THE VARIOUS CATEGORIES OF CRAFTS AND KNOW-HOW THAT RECALL THE PHOENICIAN CULTURE
Theme 1 : NATURAL COLORS

Natural colors have a history of their own: their extraction from minerals or animals require appropriate techniques and raw materials that could be found in specific regions. Among all colors, purple was considered, in Ancient times as the color of kings and emperors. It was extracted from a shell and sold by the Phoenician cities all around the Mediterranean Sea. Nowadays, natural colors have been replaced by synthetic ones and the extraction techniques are disappearing. An effort should be made to revive these techniques and introduce them again in local handicraft (fabrics dying, building materials and finishing, paintings, etc…)

Claudine Abdelmassih
ALBA, 28-06.2011
EH4 MN150-825
RMSU Workshop on Apprenticeship 28-30 June 2011

Claudine Abdelmassih
Theme 2 : ALPHABET

One of the Phoenicians’ greatest contributions to civilizations is the creation and diffusion of alphabet. Alphabet is not only an irreplaceable communication mean, but also a great inspiration for artists and craftsmen. Paintings, engraving, illumination, dying are several techniques that use calligraphy in their design of objects and art works.
Theme 3 : SHIPBUILDING AND NAVIGATION

Phoenician were among the first navigators of the Ancient world. Their knowledge was spread among Mediterranean civilizations. Today, traditional shipbuilders still use old techniques inherited from very old traditions that are shared by many people and many cultures. This knowledge is transmitted by generations and generations through a family business that is now threatened by modern industrial techniques.
Theme 4 : FISHING TECHNIQUES

It is a fact nowadays that Mediterranean marine species are threatened by foreign invading species and also a big change in the fishing techniques. For this issue, traditional fishing appears less harmful being a small scale commercial or subsistence practice, using traditional techniques such as rod and tackle, arrows and harpoons, throw nets and drag nets, etc. Knowledge accumulated by the fishermen’s experience is a great source of information regarding the evolution of the marine species and habitat.
Theme 5 : TRADE

Traditional places of trade are anchored in the Mediterranean culture. Souks, caravanserais, fish markets and other places are traditional places of secular exchanges between different cultures and regions. They are the memory of the city and its interaction with the outside. They deserve to be preserved and valorized.
Theme 6: FOOD PRODUCTS
It includes shops or workshops that produce or sell typical local traditional products that represents a cultural and traditional heritage…
Phoenicians were renowned for their developed handicraft: glass, pottery, wool dyeing, etc... Shop and workshops propose nowadays products that are produced using old techniques inherited by our ancestors. Encouraging them means giving them the chance of surviving and enhancing their creativity by discovering the know-how and talent of other Mediterranean cities as well as historical works of art.
### PROMOTION
The MELKART logo and brochure

![Image of a statue]

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#### RESULTS OF THE INTERNAL VOTE FOR THE MELKART LOGO FOR THE CRAFTSMEN PAMPHLET

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- Did not vote
- selected at least once
- leading logo

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**ALBA, 28-06.2011**

**EH4 MN150-825**

**RMSU Workshop on Apprenticeship 28-30 June 2011**

Claudine Abdelmassih
➢ INTEGRATION

- To the Heritage Trail in each city (awareness raising among local and foreign population)

- To the Tour Operators’ program through training sessions

- To educational programs (workshop kit)

- To the Local Authorities’ tourism policies through a straight collaboration (contribution to development programs, exhibitions, field surveys…)

- To the National tourist programs (communication of the brochures and information)
AWARENESS RAISING

AN EDUCATIONAL KIT ON MEDITERRANEAN PORT CITIES
A PEDAGOGICAL WORKSHOP ON PORT-CITIES ALONG THE MEDITERRANEAN THROUGH THE EXAMPLES OF TUNIS/CARTHAGE, LA VALLETTE/MARSAXLOKK, RHODES, SYRACUSE, TARYOUS/ARWAD AND TYRE
What are the objectives of the workshop?

*Discovery* of port cities through their morphology, history, development, monuments and activities related to its port (fishing, shipbuilding, nets repair, market…)

*Understanding* of the reasons of the foundation and development of a port city, its cultural diversity that characterizes it, activities around the port.

*Confrontation* between the various port-cities highlighting their common heritage and at the same time their peculiarities.

*Raising awareness* on:

- past and living heritage
- the importance of traditional craftsmen in developing an identity of the city and fighting the consequences of globalization
- the role of a port city in regulating the relationship between fishing and sailing activities and the fragile marine ecosystems
DISSEMINATION ACTIONS: THE “ALBA WORKSHOP AND EXHIBITIONS”
NETWORKING

- Participation of Melkart craftsmen in international fairs (Carthage, Florence)
- Creation of an itinerant exhibition on craftsmen and their work
- Publication based on these craftsmen
- Use Mare Nostrum’s website to locate, present and promote craftsmen in the 6 cities

COOPERATION with public authorities

- Facilitate
- Promote
- Support
WHAT ELSE COULD WE DO?

- **APPRENTICESHIP** must be handled by a **MULTIDISCIPLINARY INSTITUTE**
- **COLLABORATION** between craftsmen and **DESIGNERS**
- **COLLABORATION** between **ART ACADEMIES** and craftsmen
- **TRAINING** at a transnational level by facilitating **MOBILITY**
- **MARKETING**
- **NETWORKING**
THANK YOU!