

PRESS RELEASE



A click away

14 TV archives from the Mediterranean region are online from October 12th, 2012 on www.medmem.eu: this is the Med-Mem project, co-financed by the European Union within the framework of the Euromed Heritage 4

On October 12th, 2012, Med-Mem becomes a reality. It is the first **free website in three languages** – English, French, Arabic – dedicated to the Mediterranean audiovisual heritage. Med-Mem – or "Visual memory of the Mediterranean" – presents the archives of 14 Mediterranean partner televisions with nearly 4,000 audiovisual materials accessible to the public. Regarding the full range of digitalized holdings, search can be carried out via an interactive map and timeline. This is the largest library of online archive devoted to historical and cultural heritage of the Mediterranean region.

The project, which gathers several professional organizations, cultural partners and leading scientists, has also mobilized more than 40 teachers and researchers specializing in the Mediterranean heritage. It has analyzed and confronted some of the thousands of archival images collected to produce records of thematic research presented on the platform. Thus, Med-Mem – co-financed by the European Union within the framework of the **Euromed Heritage 4** – fully assumes its ambition to promote intercultural dialogue and understanding of a shared history in the Mediterranean countries.

Led by the INA (National Audiovisual Institute) under COPEAM (Permanent Conference for Mediterranean Audiovisual), the project demonstrates the extraordinary richness of the archives and will allow researchers, students, cultural institutions, and holders of audiovisual content to discover and integrate this heritage.

Unique documents and unseen images will be accessible: from the visit of "Che" Guevara in Algiers in 1963 to the last television appearance of the poet Mahmoud Darwish in 2008, from the construction of the Suez Canal to the magic of Petra, from the natural wonders of Montserrat to images of Nicosia in 1960, from the first women's horse riding team to the testimony of Moroccan football legend!...

This cultural walk in the Mediterranean will not cease to amaze you...
See you on October 12th on www.medmem.eu

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