



a programme funded by the European Union/  
un programme financé par l'Union européenne/  
برنامج ممول من الإتحاد الأوروبي

Euromed Heritage  
الأوروبي المتوسطي



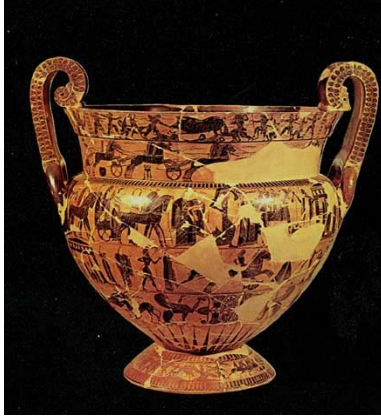
DiCR

Dipartimento di Costruzioni e Restauro

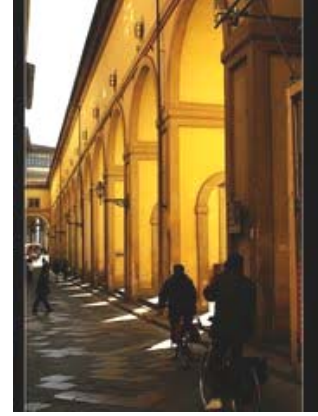
Sede legale e Sezione di Costruzioni - Piazza Brunelleschi, 6 - 50121 Firenze tel. 055 2757888 - fax 055 212083  
Sezione di Restauro - Via Pier Antonio Micheli, 8 - 50121 Firenze tel. 055 2756580 - fax 055 2756584  
web <http://www.unifi.it> - e-mail [rest@unifi.it](mailto:rest@unifi.it)



Università degli Studi di Firenze



Crater "François" by Ergotimos and Kleitias,  
570bC, Archaeological Museum Florence.



Vasari Corridor external view, Florence

# Steering Committee Meeting

اجتماع اللجنة التوجيهية

FLORENCE

24 November 2011

## Melkart Workshop

ورشة عمل ملكارت

"Intangible Heritage"

التراث غير المادي

FLORENCE

25 November 2011



a programme funded by the European Union/  
un programme financé par l'Union européenne/  
برنامج ممول من الإتحاد الأوروبي

Euromed Heritage  
الأوروبي المتوسطي

# AGENDA

v.02.11.2011

## جدول أعمال

Working language English

### ACTIVITIES

1. Mare Nostrum Steering and Monitoring committee meeting. 24.11.2011
2. Mare Nostrum Visit to the Archaeological Museum and Phoenician Deposits 24.11.2011
2. Melkart Workshop "Intangible Heritage 25.11.2011
3. Mare Nostrum and Melkart Poster Exhibitions. 21-25.11.2011
4. Mare Nostrum Press Conference. 25.11.2011
5. Mare Nostrum Visit to the "Corridoio Vasariano". 25.11.2011

Participants, the project referents of :

#### Partners

University of Florence DiCR, Italy.  
Medieval City of RHODES, Greece.  
City of TYRE, Lebanon.  
USJ & MAJAL, Lebanon.  
PARALLELI, Italy.

#### Associated partners

AEGEAN UNIVERSITY, Greece.  
HOUSE OF EUROPE IN RHODES, Greece.



a programme funded by the European Union/  
un programme financé par l'Union européenne/  
برنامج ممول من الإتحاد الأوروبي

Euromed Heritage  
التركة الأوروبية المتوسطية

24 November 2011

Gino Capponi str. 18R "CSARVI" ground floor.

08:30

*Arrival and registration of participants.*

09:00

Communication activities:

- Mailing lists
- Mare Nostrum local cultural events in our heritage city-ports
- News letters and MN flash news
- Dissemination of products
- Web site

10:00

Heritage trails:

- Presentation of Heritage Trails drafts from Tyre, Tartous, Rhodes, Marsaxlokk and Carthage.
- Virtual tours: planning of activities
- Booklets: planning of editing and print
- Panels: local procedures and approvals to follow, time schedule for design, realization and installation.

11:00 *Coffee break*

11:30

- Sustainable Tourism Development and Promotional Plans (Aegean University)
- Melkart Craftsmen Poster Exhibitions
- Melkart Exhibition-Markets
- Melkart stand to "Florence Handicraft International Exhibition, MART", April 2012.
- Melkart Workshops

12:30

- Financial assessment (Cristina Dolfi, University of Florence)

13:30 *Light lunch on the spot*

14:30

- Reporting from the Tangier RMSU workshop "Training on Sustainability & Embedding", (Fabrizio Fucello DiCR-USJ/MAJAL)

15:00

- Tyre 3<sup>rd</sup> Phoenician Conference
- Train the trainers actions (USJ/MAJAL-Paralleli-DiCR)
- MN school workshops (USJ/MAJAL)
- MN University students Competition (USJ/MAJAL)

16:00

- Exhibitions in the square schedule (USJ/MAJAL)
- Monitoring and evaluation activities (DiCR)
- Next meetings and events schedule
- Approval of until now performed activities

17:00



The Museum Entrance

**Guided visit to the Archaeological Museum of Florence and to the Phoenician section of the deposits of the Museum.**

19:00 End of the first day meeting

20:30 *Dinner*



a programme funded by the European Union/  
un programme financé par l'Union européenne/  
برنامج ممول من الاتحاد الأوروبي

Euromed Heritage  
التراث الأوروبي المتوسطي

25 November 2011

Gino Capponi str. 18R "CSARVI" ground floor.



## MELKART WORKSHOP

ورشة عمل ملكارت

*intangible heritage*

التراث غير المادي

Mapping and empowering a priceless Mediterranean legacy  
for sustainable tourism development.

This Workshop is continuing the previous one organized by Mare Nostrum in Torino, on June 2011, deepening knowledge and awareness raising of Mediterranean intangible heritage as essential sustainable parameter for cultural tourism.

The aim of the Workshop is to contribute to strengthen intangible heritage in the framework of fresh, innovative and quality visit itineraries and sustainable tourism development planning that Mare Nostrum elaborates for Tyre, Tartous, Rhodes, Marsaxlokk and Carthage, integrating intangible heritage potential in local development.



a programme funded by the European Union/  
un programme financé par l'Union européenne/  
برنامج ممول من الاتحاد الأوروبي

**Euromed Heritage**  
التراث الأوروبي المتوسطي

**08:30**

***Arrival and registration of participants.***

**09:00**

**Welcome by DiCR and introduction.**

**09:15**

**“Mare Nostrum in Carthage”, a court-métrage by DELARPA.**

**“Tom & Jerry”, ALBA students court-métrage from Tyre Souk.**

**09:45**

**Andreas Papatheodorou, Dimitris Koutoulas, Aegean University, Laboratory of Tourism Research and Studies (ETEM), Greece.**

Essentiality of Intangible Heritage in Sustainable Tourist Development.

**10:15**

**Antonio Barone, La Rotta dei Fenici, Italia.**

"Mediterranean Cultural Trails: The Intangible Heritage of the Phoenician Route"

**10:45 coffee break**

**During the coffee break:**

**“Thalatta-Thalatta” a Mare Nostrum concert of Mediterranean songs, by House of Europe in Rhodes.**

**11:15**

**Liliane Bucciatti Barakat, USJ/University of Saint Joseph, Lebanon.**

**Claudine Abdelmasih, University of Balamand/MAJAL, Academic Laboratory for Construction and Reconstruction in Lebanon.**

Understanding and Interpreting Intangible Heritage along the Phoenician Maritime Routes in the Mediterranean Sea. The case of Mare Nostrum



a programme funded by the European Union/  
un programme financé par l'Union européenne/  
برنامج ممول من الاتحاد الأوروبي

Euromed Heritage  
التركة الأوروبية المتوسطية

11:45

**Davide Virdis** Architect – Photographer

Witnessing Intangible Heritage, a Photographic Challenge

12:15

**Leonardo Chiesi** Sociologist. Department of Urban and Regional Planning, Faculty of Architecture, University of Florence.

**Paolo Costa** Sociologist. Department of Urban and Regional Planning. Faculty of Architecture, University of Florence.

Intangible Heritage for a Tangible Future

12:45

Other interventions, discussion.

13:30

*Press conference*

*Visit to the MN and Melkart Exhibitions*

*Buffet*

15:30



**Guided visit to the “Corridoio Vasariano” the Medici’s indoor protected connection between Palazzo Vecchio and Palazzo Pitti, with Fabrizio Paolucci.**

17:00

**End of the Workshop**



a programme funded by the European Union/  
un programme financé par l'Union européenne/  
برنامج ممول من الإتحاد الأوروبي

Euromed Heritage  
الأوروبي المتوسطي