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برنامج ممول من الإتحاد 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.



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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**



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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**