

REGIONAL CONFERENCE THE VALUE OF CULTURE IN THE SOUTHERN MEDITERRANEAN

3 & 4 December 2017
Amman, Jordan

Speakers



Ammar Kessab (PhD, CA) is Senior Governance Expert at the African Development Bank (Tunis). Specialist in public management, he has collaborated with several regional and international organisations in the field of governance for cultural diversity, culture and development and cultural policies. He is member of the Board of Directors of the African Fund for Arts and Culture and former member of the Steering Committee of Al Mawred Al Thaqafy (2010-2015). Deeply involved in the cultural debate in Africa and in the Arab region, he has published several chapters in books and articles.



Antonio Lázaro Gozalo holds a degree in Law from the Complutense University of Madrid (Spain). Before his work at Instituto Cervantes, he held different positions in the Spanish Ministry of Economy and Finance and in the Spanish Ministry of Civil Service. He was the manager of the Instituto Cervantes' centres in Bucharest (Romania) and Prague (Czech Republic) as well as director of the centre in Belgrade (Serbia). Antonio Lázaro Gozalo is currently the Director of Instituto Cervantes in Amman (<http://aman.cervantes.es>) and President of the EUNIC cluster in Jordan.

Carole Gürtler works for Drosos Foundation, a private Swiss Foundation that is committed to enabling disadvantaged people to live a life of dignity (www.drosos.org), and that is mainly active in the Arab region (Egypt, Lebanon, Jordan, Palestine, Morocco and Tunisia). She currently holds the position of Head of the Department Levant, managing the country portfolios Jordan and Lebanon. Previously Gürtler worked for the Swiss Development Agency in Eastern Europe as well as Deputy Director and Programme Manager for "medienhilfe", a Swiss NGO advocating for freedom of speech and expression by supporting independent media in South- and Southeast-Europe. After her studies in history of art, history and journalism at universities in Zurich and London, she worked for several years as a free-lance journalist and editor for Swiss and German media. She completed a postgraduate course in Museum Sciences at the University of Basel, Switzerland as well as postgraduate course in NPO-Management at the University of Freiburg, Switzerland.



Christiane Dabdoub, a cultural professional specialising in formulating project strategies and streamlining their implementation, with expertise in the fields of research, communications and public relations Christiane was Head of the Technical and Monitoring Unit for the EU-funded programme Euromed Heritage IV (www.euromedheritage.net) from 2008-2013, which promoted cultural heritage preservation and development throughout the Mediterranean. She was also part of the core team of Bethlehem 2000 Project, a multi-sectoral development project designed to raise the global profile of Bethlehem in the run up to the Millennium celebrations. She co-founded the Centre of Cultural Heritage Preservation in 2001 and became involved in cultural heritage, and community development in the Bethlehem region, and in programmes of work supported by international organisations including UNESCO, UNDP, World Bank, Sida and the EU.



Fatin Farhat is a PhD researcher in cultural policy (University of Hildesheim), facilitator of the Task Force for Cultural Policy-Palestine. Fatin Farhat has a long and intensive experience in cultural development and management of cultural and artistic programs and has previously served as the director of the cultural and social affairs department at the Ramallah municipality and as the director of Khalil Al Sakakini Cultural Center in Palestine. She has actively contributed to the development and establishment of numerous cultural initiatives and centres in Palestine and in the MENA region. She is a strong lobbyist for the decentralization of art and cultural practices and for the promotion of cultural development as an integral part of the local government' mandate in Palestine. Fatin Farhat has been involved in a series of cultural research, mapping and evaluation projects and interventions with the Young Arab Theatre Fund and the European Cultural Foundation, IETM, Danish Center for Culture and Development, Netherlands Government, the Drosos Foundation, Med Culture. She is a member of the Expert Facility for the implementation of the 2005 Convention on the Protection and Promotion of the diversity of cultural expressions.



Ferdinand Richard is the Chairman of the Roberto Cimetta Fund (www.cimettafund.org). He is the founding Director of AMI in Marseilles that was set up in 1985 and co-founder of the Friche de la Belle-de-Mai. He is currently a member of the Board of Directors of the Cultural Policies Observatory in Grenoble, expert of the Agenda 21 Culture Commission of the Cities and Local Governments United Network, expert for UNESCO and lecturer on various cultural management training courses (University L.Senghor, Alexandria, Institut d'Etudes politiques de Grenoble, Lyon-2, Paris-8, UniSavoie, etc...). He was Chairman of the European Certificate in Cultural Management of the Marcel Hicter Foundation from 2001 to 2004 and of Culture Action Europe, European advocacy network for the cultural sector, from 1996 to 1999. Ferdinand has written a number of articles on mobility, culture in EU external relations, the role of culture in security and defense and on the current changes in paradigms that affect mobility in arts and culture.



Helena Nassif, Executive Director of Al Mawred Al Thaqafi (<http://mawred.org/>). She studied public health, media and journalism in Beirut, Aarhus, Amsterdam, and Swansea. She holds a Ph.D. in Media and Cultural Studies from the University of Westminster (London), with research focused on the construction and reception of popular cultural, moral and spatial telos. She was a visiting fellow researcher at the University of Marburg and at the Orient Institute in Beirut, working on a book project that explores the role of memory in mass and oppositional cultures in the Arab East. Helena Nassif's multi-disciplinary research and career in media and culture extend to the non-governmental sector, the aid industry, television and documentary film production, program coordination and evaluation, training and education, and consultancy. Her work is driven by the desire to understand the impact of the arts and culture in society, and to contribute to its vital role in community building and social change.



Hicham Bouzid is a cultural manager and curator based in Tangier (Morocco). In 2013 he co-founded Le18, a multidisciplinary cultural Riad and an art residency space located in the old Medina of Marrakech. He was also the coordinator of Nuits Sonores Tanger, electronic music festival and EuropeanLab forum. Hicham Bouzid is currently Artistic Director of Think Tanger, a cultural platform & urban lab, and Atelier Casariera, a production space dedicated to crafts and printing practices.



Ouafa Belgacem is the founder and the CEO of Culture Funding Watch, a private company that collects, disseminates and analyses financing strategies and trends for the cultural sector, operating in both the MENA and Africa regions. Ouafa is an expert in cultural projects fundraising and project management and a researcher interested in topics related with arts and culture funding and cultural policies in the Arab Region. She holds Masters degrees in History, Archaeology, Business Administration and Heritage Management, she has been building capacities towards funding and financing development projects in various assignments with intergovernmental organisations as well as INGOs. She has work experience in the Middle East, Africa and Asia. Prior to founding Culture Funding Watch she was the Secretary General of Arterial Network and worked with Oxfam GB as Programme Funding Coordinator in Myanmar and as Regional Programme Funding Coordinator for West Africa. Previously she worked with SNV in Laos as Senior Business Development Advisor and as Assistant to the Head of Finance and Contract Section for the European Commission Delegation in Cairo. Ouafa was also assigned as head of fundraising unit within the Supreme Council of Antiquities of Egypt. Earlier, she served as consultant and trainer on cultural heritage sites management. She is one of the six international experts to assist in the evaluation of proposals submitted for funding to the UNESCO's International Fund for Cultural Diversity.



Oussama Rifahi is a board member of AFAC and has been its Executive Director from 2010 to 2016 (www.arabculturefund.org). Previously, he was Managing Director for Museum Development in New York with GCAM, and provided cultural consultancy services to governments, cities, foundations and private collectors in Europe, the Middle East and Central Asia. As Director of Special Projects for the Guggenheim Foundation, Rifahi led feasibility studies of modern and contemporary museums. At Mubadala in Abu Dhabi, Rifahi directed the market analysis, strategy definition and development of the business model for tourism and culture in Abu Dhabi and supported the first architectural developments on its Cultural District, as well as the initial negotiations between Abu Dhabi and the Louvre and Guggenheim museums.

Coordinators/rapporteurs of the working groups



Abdalla Daif is a writer, theatre director and cultural manager based in Alexandria (Egypt). He has been working in theatre since 1997. Since 2004, he Works as Program Manager at the Gudran Association for Art and Development (<http://gudran.com/>), a coalition of artists, writers, photographers, directors, dramatists and musicians motivated by what they call “the artists’ social responsibility” to abandon the traditional spaces of exhibition and performance, activate the artistic practice in the streets, and stimulate contact with all aspects of Egyptian society. Gudran’s aim is to promote positive social transformation through the development of artistic practices that involve more members of society and surpass the state of stagnancy surrounding contemporary art. Gudran is partner of the SouthMed CV project.



Houssein Ben Hadj is Senior Consultant in Project Management, Networking and development policies, supporting the German Commission for UNESCO (www.unesco.de/home.html) in the framework of the SouthMed CV project. He holds a Master of Business Administration with a focus on International Management from the International University of Marketing in San Francisco and a Certificate in Marketing from the University of California Berkeley.



Karim Dakroub is the founder and director of The Lebanese Puppet Theatre and the Mediterranean Puppet Festival in Beirut and the President of Khayal Association for Arts and Education (<http://khayal.org>). Khayal aims at promoting arts for social, educational and development purposes. Khayal's objectives are to improve the creative, technical, social and administrative skills of young artists, to encourage communication and cultural networking among artists from different culture and nationalities, and to support and develop artistic production and events. Khayal is partner of the SouthMed CV project.



Mohamed Ben Soltane is a visual artist and Project Manager of BAC Art Center in Tunisia (www.facebook.com/BACARTCENTER), the first art center dedicated to contemporary art in Tunisia. The BAC Art Center is an independent non-profit cultural association that aims at promoting the contemporary art and its young actors, developing their critical mind and thinking about citizenship values for a free, more creative and democratic Tunisia. BAC goals are to promote young Tunisian contemporary artists; to create a network and partnerships between Arabic and international organizations in order to support cultural exchanges; to increase awareness on contemporary art as a vector of values such as tolerance, critical mind, respect to the others, etc. through education, mainly for the youth; to be an active part turning the public space into a place of cultural development; to introduce culture as a right for every citizen. BAC Art Centre is partner of the SouthMed CV project. (Photo: Wassim Ghozlani)

Facilitators of the working groups



Ahmed Eldeeb is Co-founder and Director of Reflection for Arts Training & Development in Alexandria (Egypt) (www.reflectionart.org). His organisation is currently implementing the "PerForm: Performing Arts Consultancy Office" project, sub-granted by SouthMed CV. The project aims to meet the needs of performing arts groups, individual arts managers, organisations and/or initiatives in order to assist and support them to implement their visions and build sustainable practices through providing consultancy and administrative assistance and offering an effective mix of training and cultural exchange programme to support the development of their artistic work. The project also aims at increasing access to performing arts through audience building, and assisting in providing funding at strategic events in partnership with cultural organizations.



Amr Hussein is Founder and CEO of Koshk Comics in Egypt (www.koshkcomics.com/s/), an organisation part of the “Arab Comics as Education tool” project, sub-granted by SouthMed CV. The project aims at creating an Arab comics network for comic artists in the region, to collaborate and share their creations internationally. This will be reached through establishing a platform that supports the work of the artists in the region, producing and distributing comics about social issues, artists exchange between Palestine, Egypt and Morocco, translation of comics to English, French and Spanish which will make them accessible to international audience, and through implementing exhibitions to showcase the work of the comic artists involved. The “Arab Comics as Education tool” project is coordinated by Tamer Institute for Community Education of Palestine.



Anis Barghouti is the Director of Young Palestinian Filmmakers (www.youngfilmmakers.ps). In 2016 his organisation developed the “Youth for Environment” project, sub-granted by SouthMed CV. In the context of the project, young Palestinian filmmakers from West Bank met to receive intensive training in documentary filmmaking. The films made by them focused on environmental issues: lack of recycling awareness, pollution of groundwater, the need for rehabilitation of the sewage system, water resources for farmers, and other problems. The goal of the project was to enhance the role of cinema education in the cultural and social development and highlight the environmental issues in Palestine.



Asma Kouech works for Fanni Ragman Anni in Tunisia (www.fanniragmananni.org), an organisation coordinating the “We are here” project, sub-granted by SouthMed CV. The project aims at creating polyvalent spaces in schools and educative institutions located in poor marginalized interior regions of Tunisia. In Palestine, artistic, cultural and mural painting will be made on the walls and in public spaces of the Old city of Ramallah, where Tunisian artists, local Palestinian artists and local community will create an open air exhibition and interactive workshops. The main objective of the project is to consolidate Street Arts as a means of work in framing public awareness and advocacy strategies to promote respect for marginalized groups and their active participation in society.



Fatma Triki from TALAE in Tunis (www.facebook.com/Talae.Tunisia/) is coordinating the “Sustainable Local Planning – Locality of Thibar” project. The project is sub-granted by SouthMed CV and aims to reconcile Thibar’s territory with sustainable development by enhancing community’s life conditions, promoting economic growth, and preserving its natural resources as well as cultural heritage. By adopting a participatory approach, the project helps civil society (citizens included) as well as public stakeholders to enhance and adopt good practices in matter of decentralization and good governance. The project intends to highlight the competences of landscape architects and engineers and therefore enlarge their horizons and those of decision makers.



Francesca Masoero, independent researcher and curator, is also the coordinator of the “KIBRIT” project led by Le18 (www.le18.weebly.com). It is a collaborative research and production programme dedicated to contemporary artistic and curatorial practices engaged in processes of reactivation of cultural heritage and collective memory (architecture, radio and sound archives, cinema and photography). Curated and implemented by a network of independent art spaces and initiatives based in North Africa and Middle East, “KIBRIT” embodies the willingness of its partners to build sustainable synergies and to exchange practices and ideas between cultural activities engaged in the social fabric. The project is sub-granted by SouthMed CV.



Haneen Basheer Khayri is Programme Coordinator at Tamer Institute for Community of Palestine (<http://tamerinst.org/>). On behalf Tamer, she is involved in the “Arab Comics as Educational tools” aimed at creating an Arab comics network for comic artists in the region, to collaborate and share their creations internationally. The project will promote the use of comics as an educational and social tool in the community and share possible sources to finance this kind of projects, it also seeks to build the capacities of different partners through shared experiences and practices, strengthen the abilities of Arab Artists in comics to work as a network and spread the Arab comic in Europe and make accessible to a larger audience around the world. It is sub-granted by SouthMed CV.



Hatem Bou Kissra from Mass'Art Association for alternative culture of Tunisia (www.facebook.com/EspaceMassART?_rdr=p), responsible for the coordination of the “Sail” project in 2016. The project was sub-granted by SouthMed CV and implemented in collaboration with Social protection center for youth in Tunis. “Sail” consisted of educational visual arts and music workshops, theatre-forum, cinema club and monthly events with boys and girls in order to bring closer art and culture to popular neighbourhoods and fragile social groups. The project also aimed at raising awareness among youth on human rights and the ways to defend them by staying away from violence and fundamentalism.



Joana Hammour from Nahnouo in Lebanon (www.nahnouo.org) is coordinating the “Youth Engagement Index” project. It is a collaborative research project developed to analyse in a consensual manner the participation of young people in their city’s affairs on three main levels: economic, political-institutional and civic-cultural. This initiative aims to engage youth on a city scale, in the discussion of policy making through different angles (civic-cultural, political-institutional and economical), to reinforce the public awareness, opening dialogue on the role of youth’s participation & engagement in the livability of the city. The project is sub-granted by SouthMed CV.



Mouhamad Alameddine is the Project Coordinator of Safadi Cultural Foundation in Lebanon (<http://safadiculturalcenter.org/>), and responsible for implementing the “Our city our way” project. It aims to empower youth from El Mina city by building their capacities in urban design, cartography, model making, and proposal writing. The project is sub-granted by SouthMed CV.



Najem Khalil from Crossroad for Media Art Services in Jordan (www.crossroadme.com) is involved in the development of the “Arts & Crafts playground” project. The initiative presents an innovative concept that combines waste management with art making, while providing public creative space, materials/tools, guidance and visibility for both emerging and established artists alike to work on projects that otherwise would go unrealized, and to help them become self-sufficient. The project is sub-granted by SouthMed CV.



Omar Rajeh is the Artistic Director of Maqamat Dance Theatre in Lebanon (www.maqamat.org), which was responsible for implementing the “Moultaqa Leymoun – Arab Dance Platform, 5th edition” project, in collaboration with Saryyet Ramallah- First Ramallah Group. Moultaqa Leymoun was a platform for emerging and established Arab dance artists. The platform included full-length performances by established Arab artists and a series of studio presentations introducing young emerging talents, their work and future projects. (Photo: Joerg Letz)



Pau Cata is the Director of CERCCA in Spain (www.cercca.com) is involved in the development of the “KIBRIT” project. The project is coordinated by Le 18. It is a collaborative research and production programme dedicated to contemporary artistic and curatorial practices engaged in processes of reactivation of cultural heritage and collective memory (architecture, radio and sound archives, cinema and photography). “KIBRIT” is sub-granted by SouthMed CV.

Russol Al Nasser is the Managing Director of Tajalla for Music and Art in Jordan, currently coordinating the “Tashbeek” project. It is a collaboration and networking project with the aim to empower cultural activists in seven cultural centers across Jordan in selected development, culture and arts related fields. “Tashbeek” also focuses on enhancing the collaboration and cooperation among cultural centers to establish an independent sustainable network, and to place a strategic plan for cultural centers, and to achieve sustainability by sharing available resources that cultural centers already have, as an alternative ways of funding.



Sara Ghanem is coordinating the “Culture and Theatre against Discrimination” project on behalf of Egyptian Feminist Union (www.efuegypt.org/). The project aims to use different artistic fields: theatre, music, dance, and visual art, to combat the problem of discrimination, based on gender and religion in Egypt. It provides training and workshops to groups of youth from Cairo University and from The Ministry of Youth through which they develop their artistic skills and their awareness about the problem of discrimination. It is carried out in partnership with The University of Cairo and the Egyptian Ministry of Youth, and is sub-granted by SouthMed CV.



Wassim Ghozlani is an independent photographer who works in Tunisia. He is also the coordinator of Maison de l'Image (www.maisonimage.tn), an independent space dedicated to visual arts: photography, video, cinema and new media. Maison de l'Image is currently coordinating the “Inkylab” project, sub-granted by SouthMed CV. “Inkylab” is a publishing platform, a collaborative print space and a network, aiming to create accessible tools and a networking context to enhance the exposure of talented creative illustrators and artistic collectives based in the MENA region. Through publishing, educational, and curatorial activities, “Inkylab” gathers artists who seek to create, engage, and communicate topics and issues concerning self-publishing and lead them towards collaboration. (Photo: Amine Landoulsi)

Chairs of the panels



Antonio Gucciardo holds a Doctorate in Tourism Sciences from the Faculty of Economics of the Università di Palermo, Italy, with a specialization in the economy of culture and cultural marketing as well as in quantitative and qualitative research. He is member of the commission for the adaptation to the European Space for Higher Education of the “European Master of Professional specialization, Inter-Mediterranean Mediation: Economic inversion and intercultural integration” (MIM) of the Universidad Autónoma de Barcelona, Spain. He has worked in the information department of the Universal Forum of Cultures - Barcelona 2004. In his current position at Interarts he has been in charge of the financial and human resource management of the organization. He has also overseen several research studies carried out by Interarts, among which the study “Tax systems in Latin America for the promotion of creative and cultural industries” (2008/2010); the study “Venture Capital for the Creative Industries (VCCI)” (2009); the research project “Σ3C Culture, Competitiveness and Creativity Strategies for the Promotion of Competitiveness and Creativity in the Cultural Industries” (2008). He has also coordinated, as representative of the lead partner, several projects in the area of international cooperation towards development, such as the “Promotion of cultural and creative industries - FOMECC” projects in Colombia, Honduras, Peru and Senegal (2006-2013). Most recently, he has also been involved in the development of the SouthMed CV

(www.smedcv.net) and SouthMed WiA (www.smedwia.net) projects, focusing on supporting the cultural sector in the Southern Mediterranean region.



Toni Cots is the Coordinator of the SouthMed CV project and its consortium at Interarts, Barcelona, Spain. Researcher, teacher, actor and director of Performing Arts as well as cultural operator working and touring internationally. Director of several international arts festivals, artistic coordinator and manager of international performing arts programmes and cultural cooperation regarding exile and refugee issues in Spain, Denmark, Holland and Venezuela. Since 1997, is an Editorial Board member of 'Performance Research', Routledge. Between 2007 and 2010, cofounded and directed the MA in Contemporary Arts Practice & Dissemination in collaboration with several High Education Institutions and Cultural Organisations from Spain, UK, Holland and Slovenia. Since 2011, is a cofounder member of CRA'P – Arts practices and research (<http://www.cra-p.org/>). He holds a BA in Performing Arts at the Theatre Institute of Barcelona.

Conclusions



Lina Attel uses theatre as a catalyst to generate understanding and creativity across various cultures. She has expanded the access to theatre in a conservative society by both developing programs through the government and working at the grassroots level. Her programs have brought theatre into education, fostered mutual understanding between people of diverse backgrounds, and connected distant international communities. A writer, director, educator, and actress, Lina has run the Theatre-in-Education program at the Noor Al-Hussein Foundation since 1987 and The National Interactive Theatre Troupe since 1989. NITT produces issue-based plays and tours extensively on the national and international level, making theatre a creative, informative experience accessible to all communities. In 1997 she established the first professional Theatre Arts School for young people in cooperation with the John F. Kennedy Centre for the performing arts in Washington and has worked with the Ministry of Education to introduce drama into mainstream education. She is the founder and director of the Nation Center for Culture and Arts (NCCA) which was appointed by UNFPA, in 2013, to act as Global Centre of Excellence on Theater Based Peer Education Training. And in 2015 NCCA became the Y-PEER International Center for Youth Development. Lina is a recipient of "Al Hussein Medal for Distinction of the First Order for distinguished achievement in the field of theatre" in the year 2000 and recently shortlisted as one of five finalists for the 2017 Gilder/Coigney International Theatre Award, organized by League of International Theatre Women, New York.



Mercedes Giovinazzo holds a Laurea in Archaeology (Università degli Studi “La Sapienza”, Rome, Italy) and a Master’s Degree in Arts Management (École Supérieure de Commerce de Dijon, France). Since 2005 she is director of Interarts in Barcelona (www.interarts.net/en), a non-governmental organization specialized in international cultural co-operation. From 2013 to 2016, she was Board Member of the Teatro di Roma. From 2008 to 2015 she chaired the Executive Committee of Culture Action Europe, the European political platform for the arts and culture (www.cultureactioneurope.org); and from 2008 to 2011 the “Access to culture” Platform of the European Commission. She was one of the leaders to the global campaign calling for culture to be included in the post-2015 Sustainable Development Goals (“the future we want includes culture”: www.culture2015goal.net). She has been Director of Services and Deputy Director of Customer Services at the Universal Forum of Cultures in Barcelona, Spain; Administrator at the Division of Culture and Cultural and Natural Heritage at the Council of Europe, in Strasbourg, France; and, director of the Mastère Européen Management des Entreprises Culturelles at the École Supérieure de Commerce de Dijon, France.

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