



United Nations
Educational, Scientific and
Cultural Organization



European Union

NET MED
YOUTH
NETWORKS OF MEDITERRANEAN YOUTH

Increasing appetite for creative digital technologies among young cultural heritage defenders

PROGRAMME 13-14 December 2018
Tunis, Tunisia



Increasing **appetite** for creative digital technologies among young **cultural heritage defenders**

This workshop highlights the potential of cutting-edge technologies for cultural heritage protection and promotion among young audiences. It aims at equipping creative young entrepreneurs and partner youth organizations from the Arab region and beyond with new skills, knowledge and approaches to represent, document and promote cultural heritage and at inspiring them to take action. It also provides participants with unique opportunities to network, share and analyse successful experiences, mutualize resources and upgrade their work using the most advanced technologies (augmented reality, virtual experiences, 3D simulation, gaming) to promote cultural heritage as a fundamental prerequisite of democracy, a pillar of freedom of expression, a resource for youth empowerment and an essential element for the wellbeing of societies.



AGENDA

13 December

08:30-09:00 Registration

Opening

09:00-09:30 Welcome Speeches:

- **Souria Saad-Zoy**, Programme Specialist and Manager of NET-MED Youth, Social and Human Sciences Sector, UNESCO
- **Vladimir Rojanski**, Cooperation Attaché, Private sector and economic development, Delegation of the European Union in Tunisia
- **David Codling**, Regional Arts Director, Middle East and North Africa, British Council

Introduction of participants

Session 1

09:30-10:45 Gaps, opportunities and cutting-edge technologies for creative cultural heritage safeguarding

Facilitator: Ahmed Zaouche, Regional coordinator, NET-MED Youth Project, Social and Human Sciences, UNESCO

- **Eugene Ch'ng**, Professor of Cultural Computing and Director of the NVIDIA Joint-Lab on Mixed Reality, Nottingham
- **Melissa Sassi**, Senior Project Manager, Microsoft and founder of MentorNations
- **Noureddine Ezzaraf**, Artist and librarian, Atelier Observatoire
- **Reem Al Furjani**, Founder and Director of Scene cultural heritage in Libya
- **Mahmoud Haydar**, Lecturer and expert in mixed reality applied to cultural heritage, Lebanese University
- **Nadine Fattaleh**, Programmes and Media Coordinator at StudioX-Amman, Columbia University

Discussion

10:45-11:15 Coffee Break

Session 2

11:15-12:45 Critical perspectives on heritage safeguarding and digital technologies

Facilitator: May Farhat, Professor of Architectural History at the Holy Spirit University of Kaslik

- **Tim Bowden**, Senior engineer, Robert Sliman Associates and advisor at Columbia University
- **Rahaf Orabi**, Architect, Damascus Directorate General of Antiquities and Museums
- **Mohamed Alazaizeh**, Assistant Professor, Department of Tourism Management, the University of Jordan
- **Reda Kherbouche**, Head of communication, Wikimedia Algeria

Discussion

- **Remah Gharib**, Assistant Professor in Architecture and Urban Design, Hamad Bin Khalifa University
- **Darine Dairiah**, Founder of Masar Initiative
- **Raji Naji**, Founder of Save Beirut Heritage
- **Ahlem Kebir**, Co-Founder of Ineffable Magazine

Discussion

12:45-14:00 Lunch Break

Session 3

14:00-16:00 Youth-led experiences on the move

Facilitator: Nahla Naili Bouhired, Co-Founder of Atelier N.A.S

- **Dahbia Abbou**, Architect, member of Santé Sidi El Houari of Oran and Djannatu El Arif of Mostaganem
- **Hatem Drissi**, Scientific Coordinator, MuseumLab
- **Zaineb Hachami**, Co-Founder of the Hope Builders club for the rehabilitation of Moroccan heritage
- **Hatem Bejar**, Co-Founder of Edifices & Mémoires

Discussion

- **Mhamad Al Hajj**, Communications Expert, Tourathi Project/Search for Common Ground Office in Beirut
- **Riwa Abdallah Saleh**, Architect and Urban Planner, Birzeit University
- **Haidar Daoui**, Architect, urbanist and director of programmes at Malkan Organization
- **Robin Wijnhold**, Project Manager at Badira Morocco, Chief Editor at Marocopedia

Discussion

16:00-16:15 **Coffee Break**

Session 4

16:15-17:30 **Transfer of tools and technologies**

Facilitators: Aymen Gharbi, Co-Founder of Collectifs Créatifs and Interférences & Molka Haj Salem, global coordinator, Rambourg Foundation

Introductory intervention by Mike Gogan, Director of Virtual Experience, United Kingdom

Overview:

- Balancing project expectations with available budgets
- Balancing levels of technology with audience's technology (jpeg at one end of the scale, hi-res VR at the other end)
- Putting a team together
- Project management and communication
- Illustrated examples of AR, QR codes, 3D visualizations

Preparation/guidance for Day 2

Discussion

18:00-20:00 **Side Event – Medina of Tunis**

Guided visit of the exhibition "Abdelaziz Gorgi pluriel", Musée de la Ville de Tunis, Palais Khereddine, Place du Tribunal, Medina of Tunis.

21:30 **Dinner served at the hotel, EDDAR Restaurant**

14 December

Session 5

09:00-09:30 **3D technologies for cultural heritage representation, interpretation and safeguarding**

Facilitator: Fabrizio Galeazzi, University of East Anglia and University of York. In collaboration with Virtual Experience.

09:30-10:30 **Structure for Motion**

Participants to be divided in Working Groups of 2 participants each to engage in a practical workshop with 3D photogrammetry

10:30-10:45 **Coffee Break**

10:45-12:45 **Continuation of 3D training**

12:45-14:00 **Lunch Break**

14:00-15:30 **Introduction to online and open access 3D visualization systems**

15:30-15:45 **Coffee Break**

15:45-17:15 **Restitution of plans**
Discussing possible applications and future projects

17:15-17:30 **Closing**
Next steps and follow-up by UNESCO and partners

20:00 **Dinner served at the hotel, LI-BAI Restaurant**

PARTICIPANTS & SPEAKERS





Dahbia Abbou ALGERIA

Dahbia is an Architect, Assistant Lecturer and Researcher who is passionate about cultural heritage valorization and preservation, especially Earthen Architecture. She is a member of Santé Sidi El Houari of Oran, Djannatu El Arif of Mostaganem and the city's collective for the protection of the architectural heritage.

Riwa Abdallah Saleh PALESTINE

Riwa is an Architect and Urban Planner, graduated in Architecture Engineering and Urban Planning. She has over five years of experience in the fields of urban planning and rehabilitation and currently works with the Belgian Development Agency (ENABEL) on Urban Rehabilitation Projects.



Naseer Abumariam PALESTINE

Naseer graduated in Business Administration from Al-Quds Open University. He is the Head of the media unit at Sharek Youth Forum, an independent Organization that aims to build capacities and empower Palestinian youth. For over 8 years, he has been engaged in activities on youth media interventions and documentation initiatives.



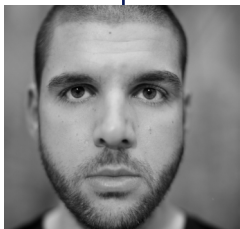
Mhamad Al Haj LEBANON

Mhamad graduated from the Lebanese International University in Communication Arts, majoring in Public Relations. He started his career as an activist, promoting and supporting cultural heritage, peacebuilding, and conflict transformation. He is the communication manager of Tourathi, a youth-led cultural heritage protection project in Lebanon.



Sami Alalul PALESTINE

Sami is a business development professional for Leaders organization and an award-winning filmmaker. He recently produced From Beneath the Earth, a documentary about the underground Palestinian music scene. In addition to his work, he volunteers to support youth media awareness and skills development in Jordan for youth and refugees.



Mohammad Alazaizeh JORDAN

Mohammad is Assistant Professor at the Department of Tourism Management of the University of Jordan. His research focuses on cultural heritage sites development, planning and management in order to help experts, professionals and the public understand and respond to emerging challenges in the heritage tourism industry.

Reem Alfurjani LIBYA

Reem is the Founder and Managing Director of Scene, an NGO that addresses cultural heritage preservation by fostering a sense of belonging. She is also a lecturer, visual artist, and theatre Playwright/Director. Her current PhD research tests performance strategies as a tool to investigate how lay users negotiate the value of heritage.



Majed Badarin PALESTINE

Majed is a Youth Officer for the As Samou municipality. Since 2013, he has been involved in Youth Promoters, a collective project that aims at institutionalizing youth employment and participation in the local government. He also participates to the rehabilitation of a building that will be repurposed as a cultural and youth center in 2019.



Hatem Bejar & Emin Turki TUNISIA

Emin and Hatem founded, along with other young architects, Édifices & Mémoires. The association activities aim to enhance cultural heritage and enable its appropriation by Tunisian citizens. It also brings together experts' and citizens' visions notably via participatory identification, and reflects on the future of architectural heritage.



Raya Ben Guiza Verniers TUNISIA

Raya works as a Communication Strategist with a wide expertise in territorial branding and creative economies. She is also the co-Founder of Hapax, a Strategic Communications Agency based in Tunis since 2011. She holds a PhD in Archeology and Art History and lectures at Institut Supérieur des Beaux Arts de Nabeul.





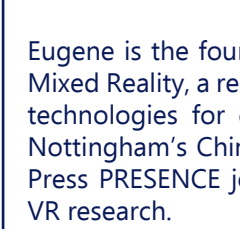
Tim Bowden UNITED STATES OF AMERICA

Tim is a Senior Project Engineer at Robert Silman Associates, where he specializes in the restoration, preservation, and retrofit of historic structures. He also volunteered in rebuilding earthquake-damaged structures, conducted seismic assessments, and taught emergency stabilization for the First Aid to Cultural Heritage in Times of Crisis.



Imene Diaf ALGERIA

Imene is a PhD Candidate in Geography and Land Planning at the University of the Mentouri Brothers Constantine 1. Her research in this area focuses on the compatibility between tourism development and the safeguarding of the environment and the natural and cultural wealth in national parks in Algeria.



Eugene Ch'ng UNITED KINGDOM

Eugene is the founding Director of the NVIDIA Joint-Lab on Mixed Reality, a research Centre focusing on the use of digital technologies for culture and heritage at the University of Nottingham's China campus, and Co-Editor-in-Chief for MIT Press PRESENCE journal, the longest established journal for VR research.



Hatem Drissi TUNISIA

Hatem is the Scientific Coordinator of Museum Lab, a Company with which he has directed several projects related to the protection and promotion of cultural heritage. Currently pursuing a PhD at Université Paris Nanterre, his research interests cover the history of antique sculpture, museography and cultural mediation.



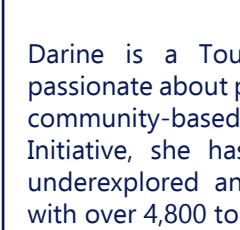
Nassima Chahboun MOROCCO

Nassima graduated as an Architect from the National Architecture School of Rabat. She is the Co-Founder of the Hope Builders club for the rehabilitation of Moroccan heritage and vernacular architecture. She also engages in restoration and mediation of cultural heritage projects with the associations Rempart and Rabat-Salé-Mémoire.



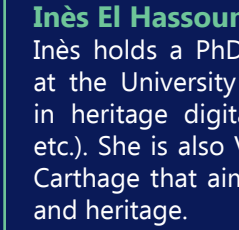
Bayan El Faouri JORDAN

Bayan graduated in Architectural Engineering at the University of Jordan and worked for five years as a Conservation Architect and Urban and Environmental Planner. Her interests include cultural heritage planning and site management, architectural conservation, cultural tourism/destination implementation, and heritage impact assessments.



Darine Dairiah JORDAN

Darine is a Tourism Leader and Entrepreneur who is passionate about promoting cultural heritage and sustainable community-based tourism. As CEO and Founder of Massar Initiative, she has organized over 140 national tours to underexplored and unconventional destinations in Jordan with over 4,800 tourists, as well as volunteering initiatives.



Inès El Hassoumi TUNISIA

Inès holds a PhD in Computer Science. She is a professor at the University of Tunis Carthage, where she specializes in heritage digitalization (3D modeling, photogrammetry, etc.). She is also Vice-President of the Association Didon de Carthage that aims to promote the city of Carthage history and heritage.



Haider Daoui LIBYA

Haider is a trained architect, urbanist and activist, graduated from the University of Tripoli. He founded MAKAN, an NGO aiming to develop urban environments and promote cultural heritage, through the organization of participatory street art galleries, grassroots community development and preventive preservation in rural settlements.



Mohamed Elghazal LIBYA

Mohamed is a tech startup expert with solid knowledge in web and mobile apps development, as well as in new technologies applied to cultural heritage. He developed successful mobile apps (500,000+ downloads on app stores) and recently founded SadeemTech Ltd which has become the mobile app marker leader compagny in Libya.



Nouredine Ezarraf MOROCCO

Nouredine is a multidisciplinary Artist and Librarian whose practice engages with memory and archive. He is currently in residence at l'Atelier de l'Observatoire for the collective museum of Casablanca. He also developed a platform to share ideas and drive action around culture and rurality in Aghmat, Morocco, with the Association Anmass.

May Farhat LEBANON

May graduated from Harvard University and teaches Architectural History at the Holy Spirit University of Kaslik. Her work revolves around the interrelation of architecture and urban space with politico-religious ideologies in the Islamic world. She is also engaged in a project to preserve modern Lebanese architectural heritage.



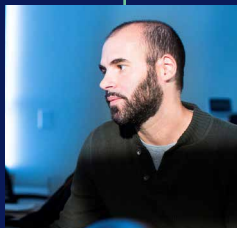
Nadine Fattaleh JORDAN

Nadine is the programmes and media Officer at Studio-X Amman, where she works on mapping cultural heritage trails, researching water infrastructures, and organizing the X-Talk public lecture series. She is producing a documentary film on the Islamic Bayda Project where she volunteers and is working on a film about a Syrian refugee family.



Fabrizio Galeazzi ITALY

Fabrizio is a Senior Research Associate at the University of East Anglia and a Research Associate at the University of York. With over 15 years of experience in the application of digital methods, in particular 3D, to cultural heritage documentation, interpretation and safeguarding. He collaborates with renowned research groups and universities.



Aymen Gharbi TUNISIA

Aymen graduated from the National School of Architecture and Urban Planning of Tunis and worked as an architect at the National Institute of Heritage. Together with Bettina Pelz, he is the Co-founder and Co-Curator of INTERFERENCES and See Djerba. He has also participated as an artist in various international projects.



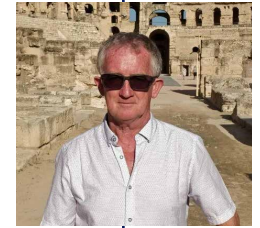
Remah Gharib EGYPT

Remah is Assistant Professor of Urban Design at Hamad Bin Khalifa University, since 2011. He has published works on urban planning, neoliberal urbanization and Smart Cities in the Gulf Region and urban conservation, including The Case of Masdar City, United Arab Emirates, and Projects of Cairo: A Critique of the Local Literature.



Mike Gogan IRELAND

Mike is the Founding Director of the Virtual Experience Company. Over the past 20 years, he has worked with a wide range of technical, academic and professional partners, acting as a catalyst to bring creative concepts to reality, especially in the cultural heritage sector. He works to turn creative ideas into products or services that play a role in the real world.



Brahim Guedich TUNISIA

Brahim is a Front-end Developer at Wizy. He holds a Master's Degree in Computer Engineering, a Diploma in Computer Networks and a LEED Green Associate credential. He is involved in heritage preservation and promotion through the use of new technologies with the association Carthagina and developed a virtual and augmented reality video game.



Zaineb Hachami MOROCCO

Zaineb graduated from the National Architecture School of Rabat. She is Co-Founder and former Vice-President of the Hope Builders club for the rehabilitation of Moroccan heritage and vernacular architecture. She also takes part in rehabilitation and urban restructuring projects of the old medina of Meknès.



Molka Haj Salem TUNISIA

Molka is an Achitect, Urbanist and Cultural Manager, graduated from the National School of Architecture and Urbanism of Tunis. After managing creative projects and working on the safeguarding, valorization and management of historical monuments and sites, she joined the Rambourg Foundation where she is General Programme Coordinator.





Mahmoud Haydar **LEBANON**

Mahmoud holds a PhD in Computer Science. He is an Associate Professor at the Lebanese International University. His research interests include artificial intelligence, virtual reality, augmented reality, as well as 3D interaction and reconstruction. He has also published various works and reports on these subjects.

Imen Jemâa **TUNISIA**

Imen holds a PhD in Computer Science and Signal and Image Processing Techniques. She teaches at the Faculty of Human and Social Sciences of Tunis University, where she specializes in cultural heritage digitalization. She is also a member of the Laboratory of Intelligent Electric Research and ICTs at Carthage University.



Mohamed Kamoun **TUNISIA**

Mohamed is the Executive Director of Arije El Médina, a project that aims at safeguarding the medina heritage through the rehabilitation of buildings and the realization of various cultural projects. He graduated as an Engineer, majoring in mathematics, and has experience working as a consultant in Information Systems.



Ahlem Kebir **ALGERIA**

Ahlem is a PhD candidate in cultural heritage and Co-founder of ineffable art & culture, a start-up that publishes a magazine on Algerian contemporary art practices and cultural heritage. Both her research and startup aspire to reduce inequality in access to arts and cultural heritage through the use of technologies.



Reda Kerbouche **RUSSIAN FEDERATION/ALGERIA**

Reda is a graduate from St. Petersburg State University of Economics and Peter the Great St. Petersburg Polytechnic University. As Head of Communication at Wikimedia Algeria, he created MOOCs for Wiki projects and contributes to organizing Wiki loves monuments, the largest world photography competition in Algeria since 2013.



Jihad Kmail **PALESTINE**

Jihad holds a Master's degree in architectural visualization. He is also a Vray Mentor and the Founder of AD3 studio, a firm specialized in architectural digital services and design, where he currently works on a digital 3D documentation project for Birzeit old city, Palestine, and on projection mapping light shows.



Amine Mani **TUNISIA**

Amine is a student in agronomy engineering. He is also a member of Enactus, INAT, a social start-up that aims to contribute to sustainable development in the rural zone of Sejnene by promoting local cultural and historic heritage through the creation of a touristic circuit involving the local population.



Mohamed Mahdi Mekki **TUNISIA**

Mohamed graduated in Computer Maintenance. Since 2012, he has been an IT Technician at the National Heritage Institute of Tunis, Ministry of Culture, where he manages the regional inspection of the historical heritage roman site of El Jem (Mahdia).



Mohamed Ali Midani **TUNISIA**

Mohamed is the Co-Founder and Managing Director of Digital Cultural eXperience, a recently launched start-up that aims to create innovative cultural experiences through the use of new technologies, storytelling and gaming techniques. He previously worked as a Marketing Consultant and Project Manager, and taught Communication Strategy.



Nahla Naili Bouhired **ALGERIA**

Nahla is an Artist, Curator, PhD Candidate, and Researcher. She is also the Secretary-General of the association Sauvons la Casbah d'Alger, where she uses artistic mediation to revitalize the tangible and intangible heritage of the Kasbah of Algiers. In 2016, she co-founded the Atelier N.A.S., a contemporary art space in the Kasbah.





Rahaf Orabi SYRIA

Rahaf is a PhD candidate at Pázmány Péter Catholic University and she works as an Architect at the Directorate of Antiquities and Museums in Syria. As a member of the project ANQA, she notably works on the digital documentation of monuments in the old city of Damascus using laser scanning and Photogrammetry.

Naji Raji LEBANON

Naji is a Designer, Installation Artist and Founder of Save Beirut Heritage, an NGO that aims at safeguarding the archeological, architectural and urban history of Beirut. He notably advocates for national heritage protection laws and succeeded in inscribing the Palais Heneine on the 2016 World Monuments Watch List.



Lobna Saidi TUNISIA

Lobna graduated in agronomic engineering and worked as Project Coordinator in sustainable agriculture, social and solidarity economy, and public policies. She co-founded with Mehdi Baccouche the social enterprise Shanti that aims to conceive innovative collaborative solutions to meet Tunisia's current social, economic and cultural challenges.



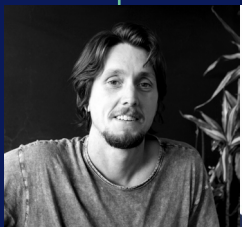
Melissa Sassi USA

Melissa is the Founder and CEO of MentorNations, a youth-led digital inclusion nonprofit inspired by her work at Microsoft on increasing internet access and digital skills in rural communities. As a PhD Candidate in International Business and Co-Chair of IEEE's Digital Literacy Working Group, she focuses on digital inclusion and economic empowerment.



Robin Wijnhold THE NETHERLANDS

Robin is a trained journalist, a photographer and a historian in economics. Besides teaching economic history at ESSEC Business School in France, he is also Chief Editor and storyteller at Marocopedia, the first platform dedicated to collecting, safeguarding, and sharing the diverse natural and cultural heritage of Morocco.



Vladimir Rojanski EUROPEAN UNION

Vladimir is Cooperation Attaché for the EU Delegation in Tunisia. He works on the design and monitoring of the implementation of cooperation programmes in support of the private sector and economic development, particularly on financial inclusion, innovation and tourism/heritage. Before joining the EU, he held various positions in the private sector, the national civil service, and in the academic world. He holds an LLM in European Law from the College of Europe and a PhD in public and European law.



Souria Saad-Zoy UNESCO

Souria is a Programme Specialist on youth empowerment and peacebuilding, and leads the NET-MED Youth Project. While working at the UNESCO Office in Rabat, she has also led the coordination of publications on gender equality, cultural rights and democracy. Prior to joining UNESCO, she worked with OHCHR (Geneva & Rwanda), UNHCR (Egypt), and as a lawyer at the Department of Justice in Quebec.



Ahmed Zaouche UNESCO

Ahmed is the Regional Coordinator of NET-MED Youth at UNESCO HQ. Prior to this position, he worked with other UN entities in the Maghreb region. As an Architect, Art Historian and Urban Planner, he is the author of various books and has produced exhibitions and documentaries on cultural heritage protection. He is also the founder of several cultural NGOs.



Emilie Dejasse UNESCO

Emilie is the Communication and Visibility Officer of the UNESCO-EU NET-MED Youth Project. She is involved in various youth organizations, such as SJ Vietnam, Guarauna Associação and Le Filon, mostly working on the inclusion of marginalized communities. She also uses photography as a means to promote the world's endangered cultural heritage.



Claudia Maresia UNESCO

Claudia is an Assistant Programme Specialist working on youth engagement at UNESCO HQ. She has also been engaged in peace education, human security, democracy, and philosophy. Prior to joining UNESCO, she worked at the Third World Academy of Sciences and at the UNIDO International Centre for Science and High Technology.



Rosario Soraide UNESCO

Rosario coordinates the media component of NET-MED Youth. She specializes in the fields of freedom of expression, access to information and media development. Prior to joining UNESCO in late 2009, she worked for the World Bank, the Inter-American Development Bank and the Inter-American Commission on Human Rights.



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