

Webinar

The Power of Cultural Heritage in Socio-Economic Development Good Practices and Intercultural Bridges in Euro-Mediterranean Societies

11th - 12th December 2020

11th December 2020

Morning sessions are available here: <https://meet.google.com/hph-fkqw-afe>

10:00 - 10:15 (Italian Time)

Institutional greetings

Carlo BIRROZZI, Director of ICCD - Istituto Centrale per il Catalogo e la Documentazione, e ICBSA - Istituto Centrale per i Beni Sonori e Audiovisivi, MIBACT

Davide SCALMANI, Director of the Italian Cultural Institute in Cairo

Gaetano SABATINI, Director of CNR-Istituto di Storia dell'Europa Mediterranea

10:15 - 10:30 (Italian Time)

Webinar presentation

Luciano GALLINARI, CNR-Istituto di Storia dell'Europa Mediterranea

Heba M. S ABDELNABY, Alexandria University - Egypt

10:30 - 11.30 (Italian Time)

Session 1

Cultural Heritage: Past, Present and Future Strategies

Giuseppina CAPRIOTTI VITTOZZI, Director of the Italian Archaeological Center in Cairo
Italian archaeology in Egypt

Corinna DEL BIANCO, Fondazione Romualdo Del Bianco - Politecnico di Milano - Istituto Internazionale *Life Beyond Tourism*
Building Peace through Heritage with the Life Beyond Tourism Movement

Giuseppe MELIS, Università degli Studi di Cagliari
Value co-creation and emotional segmentation of Cultural Tourism in the Mediterranean

Shaimaa TAHA - Sara RAGAB, Alexandria University - Egypt
The effectiveness of social media platforms in preserving and promoting Egyptian ICH destination: the case of Siwa Oasis

Debate 30 min

12:00 -13:00 (Italian Time)

Session 2

Tangible and Intangible Cultural Heritage Through Travelogue and Newspapers (12th - 21st century)

Ali Ahmed EL SAYED - Mohamad AL-SHARQAWY, Damanhour University - Egypt

The unique observations of Egypt's monuments during the Crusades: Abu Al Hassan Al Harawi (570 A.H – 1174 A.D)

Luciano GALLINARI, CNR-Istituto di Storia dell'Europa Mediterranea

Male Italian travellers to Egypt 19th to 20th century

Antonella PASCI, CNR-Istituto di Storia dell'Europa Mediterranea

Identities and spaces: Can travelogue connect cultures? Italian women discovering Egyptian Cultural Heritage between the XIXth and the XXth century

Abdallah Abdel-Ati AL-NAGGAR, Academy of Scientific Research and Technology - Egypt; Eötvös Loránd University

Egypt–Italy archaeological cooperation under President Mubarak: a study of Egyptian newspapers

Debate 30 min

Break 14:00 - 15:00 (Italian Time)

Afternoon session is available here: <https://meet.google.com/gji-iekr-xpv>

15:00 - 16:00 (Italian Time)

Session 3

Museums and community engagement

Sara RAGAB - Heba M. S. ABDELNABY, Alexandria University - Egypt

The Post Museum in Egypt: a wealth of Heritage and potential for community engagement

Giovanni SERRELI, CNR-Istituto di Storia dell'Europa Mediterranea

Multimedia reuse of Cultural Heritage: medieval monuments

Dina SAMIR MOHAMED EL-OZERY, Alexandria University - Egypt

Cultural Heritage utilization and community engagement: Role of museums shops & café in the Heritage Tourism

Maria Grazia MELE, CNR-Istituto di Storia dell'Europa Mediterranea

Multimedia Reuse of Cultural Heritage: Modern Age monuments

Luigi SERRA, CNR-Istituto di Storia dell'Europa Mediterranea

Multimedia reuse of Cultural Heritage: Innovative projects proposals

Debate 30 min

12th December 2020

Morning sessions are available here: <https://meet.google.com/fhi-kgrz-cko>

10:00 - 11:30 (Italian Time)

Session 4

Archaeological Heritage and Communities Development

Rossana MARTORELLI, Università degli Studi di Cagliari

The archaeological area of S. Eulalia in Cagliari: giving back to present day people centuries of life of a Mediterranean city

Sara KATAT, Alexandria University - Egypt

Sanatoria in Græco-Roman Egypt: Approaches to Healing Heritage

Fabio PINNA, Università degli Studi di Cagliari

The island of archaeologists. The contribution of Sardinian experience in the Italian reflection on 'Public Archaeology'

Mattia SANNA MONTANELLI, Università degli Studi di Cagliari

Public archaeology for social innovation. The 'gardens of biodiversity' at the former early medieval church of San Salvatore in Iglesias (SW Sardinia) between migratory phenomena and community regeneration

Francesco GABELLONE, CNR-Istituto di Nanotecnologia

Integrated technologies for archaeological communication, from passive media to interactive applications

Debate 30 min

12:00 - 13:00

Session 5

Cultural Heritage and Sustainability

Luisa SPAGNOLI, CNR-Istituto di Storia dell'Europa Mediterranea

Enhancing the Cultural Heritage between preservation of memory and activation of innovative itineraries

Heba M. .S ABDELNABY, Alexandria University - Egypt

The Educational role of the Italians in Alexandria: a living heritage and prominent legacy

Sebastiana NOCCO, CNR-Istituto di Storia dell'Europa Mediterranea

Historical and cultural itineraries and religious routes as a tool for development and territorial valorisation also for the rural areas of Sardinia

Rita CANNAS, Università degli Studi di Cagliari

Good practices in the management of cultural heritage and tourism facility: the case of the Rosas Mine in Sardinia

Debate 30 min

Conclusions

Partnerships

The Webinar is realised as part of the activities of the ASRT (Egypt) and CNR (Italy) Bilateral Project *Intercultural Influence between East and West: 11th-21st centuries*, whose Scientific Responsibilities are Prof. Dr. Ali Ahmed El Sayed and Dr. Luciano Gallinari, in collaboration with the **Italian Cultural Institute in Cairo** and the **Doctorate Course in History, Cultural Heritage and International Studies of the University of Cagliari**.

Scientific Organisation

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