

# THE MEDNETA PROJECT, FROM HERITAGE TO ARTISTIC CREATION

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## 1. The identity of MEDNETA

The overall objective of the MEDNETA project is to enhance cross-border cultural dialogue and cooperation between multiple stakeholders with the aim of supporting creativity in arts, crafts and design (ACD) as a means to regenerate the communities of historical cities in the Mediterranean Basin (MB).

One aspect of the concept of the project is that cities in Mediterranean partner countries (MPC), in which traditional artistic professions and production are still thriving, can offer the «essence» and «memory» of their traditional products and techniques and become a source of inspiration for MPC cities that have lost some of their production base over time, and as a result have lost some of their authenticity. Another aspect is that cities in EU Mediterranean countries (EUMC), which have successfully used their heritage and legacy as base for continuous economic vitality and touristic identity, are able to share and transfer scientific and technological knowledge, providing strategies to MPC cities to process traditional products at a small scale, using quality assurance practices for manufacturing unique, locally-branded products. In this context, an interesting dialogue between Mediterranean communities can be stimulated, resulting in the strengthening of socio-economic and cultural processes in terms of creative inputs to productivity, growth and sustainability. This support involves various aspects that relate to the competitiveness of ACDs, such as creativity, skills, organization of production and distribution networks, identity branding, and promotion.

In a geographical context characterized by such diverse elements as heritage, the physical and cultural environment, a fragile territorial situation, and tourism, MEDNETA promotes a message of inter-Mediterranean communication, cross-cultural dialogue, creativity and cooperation in a territorial context by sharing common perspectives and threats.

The activities of MEDNETA give prominence to the strong poten-

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