



The Arab Administrative Development Organization

In collaboration with
Balamand University
and partnership with
Arab ICOM

is organizing a Two-Day Seminar
on

“Museums: A Way to Intercultural Communication & Social Cohesion”

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Hussam Eddine Hariri Hall, Balamand University, Sept.28th & 29th, 2010

Overview

The Arab Administrative Development Organization- ARADO and Balamand University in Lebanon are organizing a two-day event on museums at Balamand University Campus, Lebanon on Sept.28th & 29th, 2010

This two-day seminar is held under the theme "Museums: A Way to Intercultural Communication & Social Cohesion". This function amalgamates the original function of museums as “boxes” where art-pieces and important historical evidences could be stored safely and the modern essential function of a museum for education and valorization of culture, where schools and families is one way to make future adults more competent and responsible of their cultural heritage and the only real and permanent way museums have to survive and to reach their mission of promotion of culture and intercultural communication. The uniqueness of this event is in its originality in being the first of its kind in the Arab region to raise this issue in a seminar and discuss an important cultural and educational related topic and its impacts at the social and development levels. It also opens a platform for all museum workers and managers to network and exchange information and experiences on museums in the Arab world and other neighbouring countries.

This event will host a big number of concerned bodies and individuals: presidents and artistic directors of local, regional and international museums; curators; museum professionals, museum personnel and authorities, and antiquities organisations.

Objectives

This scientific meeting is to:

- Celebrate and appreciate the role of museums in the development of culture in the region and specifically the Arab Countries;
- Shed the light on the role of museums in bridging the gap of interreligious and intercultural communication;
- Raise awareness and build bridges between museums and organizations whose experience includes cross-cultural communications and development of global understanding;
- Identify common goals and challenges and inspire collaboration among museums;
- Develop the capacity of museums to contribute to successful cross-cultural interaction and navigation of diverse Cultures, and
- Focus attention on building global awareness among young people and museum professionals.

Organizers

ARADO: Arab Administrative Development Organisation

ARADO was established in 1961, as a specialized organization affiliated with the League of Arab States, to assume the responsibility of promoting administrative development in the Arab region. ARADO's strategy stems from the joint Arab economic strategy to enhance socio-economic development through enriching management knowledge and practices, and increasing the efficiency of Arab administration in various development sectors. ARADO is conceived as the major pan-Arab cooperation panel in various fields of administrative development. It plays a leading role in institutional development in the Arab world. The organization's financial resources consist of annual contributions of member states according to quotas established by the League of Arab States, annual membership fees of national and regional organizations, capital investments, and income from consultancy and other services, donations and Grants. Membership in ARADO is open to Arab states

accredited by the Arab League, as well as to Arab national and regional administrative development institutions, consultancy organizations, development agencies and foundations ARADO relies for the planning and implementation of its activities on a small qualified staff that works together with a network of distinguished Arab and international experts, including academicians and practitioners in all fields of administrative and management development.

The Arab Administrative Development Organization aims at fulfilling the societal development needs in the Arab world through presenting distinctive managerial activities, and transforming into digitalization for the purpose of enhancing the efficiency and effectiveness of management and social development, by using the most modern quality and communication methods, and information technology.

Balamand University

Founding the University: In 1979 Bishop Ignatius was elected Patriarch Ignatius IV. From his seat in the Patriarchate he witnessed Lebanon entangled in a devastating internal war. He saw the war as a product of ignorance and intolerance, and as an erroneous interpretation of religion and of identity. To face this situation, he felt the need to establish a university on the Balamand Hill * with a mission of knowledge, tolerance, and appreciation of the other.

The determined Patriarch, and against heavy odds, proclaimed the University open in 1988. Lebanese law requires a minimum of three Faculties (colleges) to qualify for university status. The three Faculties submitted to the Government for the decree authorizing the launching of the University were: The St. John of Damascus Institute of Theology, L'Académie Libanaise des Beaux-Arts (ALBA) founded by the late Alexi Butros in the 1937 in Sin-al Fil-Beirut, and a new Faculty of Arts and Social Sciences. The University opened its doors on the Balamand Campus on October 1st 1988 with three faculty members, 43 students, two employees and two buildings under construction. In one year the University had two hundred students, ten faculty, eight employees, three buildings, and another under construction.

Thanks to the Patriarchate of Antioch, the Main Campus at Balamand grew in 20 years to occupy an area of 500,000 square meters. Donors, Orthodox and others, helped the University grow into 33 buildings accommodating the academic programs, faculty housing, student housing, sport facilities, and cultural centers. Parallel to this, the University grew in the Greater Beirut Area at the ALBA campus in Sin al-Fil; and within the Saint Georges Health Care Complex through facilities made available by His Eminence Metropolitan Elias of Beirut & Dependencies.

The University continues to expand its campuses. His Eminence Metropolitan Elias of Tripoli put a choice seaside parcel at the disposal of the University for future Marine Programs.

His Excellency Mr. Issam M. Fares donated a large piece of land in Akkar for the University's Institute of Technology. Dr. Farid Karam, a trustee of the University, donated a Game Reserve in the village of Kaftoun, al-Kurah, for the University's Environmental program. In addition, the University acquired land in Achrafieh, Beirut; and 160,000 m² in the suburbs of Beirut from the Patriarchate. In just 20 years, the University of Balamand has attained in excellence and international reputation the status attained by the private universities founded in Lebanon by American and French missionaries in the latter half of the 19th Century.

At present, the University has more than 300 full time faculty members, 200 employees, and 3,735 students. Of its 7,000 graduates, those interested in furthering their education excelled through academic programs at the most prominent universities of Europe and North America; others moved to assume prominent professional positions in Lebanon, the Arab Countries, Europe, and the United States.

Mission Statement: The University of Balamand is a private, non-profit, independent institution committed to raising future generations in the immutable Eastern values, and does not discriminate on the basis of race, religion, gender, nationality, or disability. The University of Balamand issues forth from its long Eastern Orthodox tradition, a tradition open to the other, accepting the other and working with the other in the promotion of human and national interests. The academic programs of the University apply the scientific method, emphasize interdisciplinarity, promote research, and nurture the art of learning. The University believes in responsible freedom, in environmental and social responsibility, in the role of reason in uncovering truth, in the promotion of the standards of living, and in the deepening of human existence under God. The University is committed to promoting Christian-Muslim understanding and to enhancing unity in a society proud of its diversity..

Balamand Monastery Site Museum Project: The Balamand Monastery is the only Cistercian Monastery that is preserved in Lebanon. The Monastery is the holding ground for a large cultural trove that is both rich in history and heritage. Therefore, a project was launched in 2005 with the sole purpose of conserving this valuable heritage through the creation of a site museum that would serve local and foreign visitors along with the academic community.

Ethnographic Museum at the University of Balamand: The primary objective of this ethnographic museum is to collect items such as articles of clothing, costumes, jewelry, shoes or household objects, cooking utensils, ...etc. not for their historical value alone, but for accurately describing the daily lifestyle and undertaking of a group of people. Therefore, the Ethnographic Museum of the University of Balamand is designed to reflect the traditional Lebanese peasant's house (the Kurah type).

Venue and Date: Hussam Eddine Hariri Hall, Balamand University Campus , Sept.28th & 29th , 2010

Themes

Museums: collecting and exhibiting recent history and culture is a way of connecting to your audiences;

Museums as a reflection of the local society and its culture;

Museum as a tool for local sustainable development and cultural awareness;

Museums as an important means of cultural exchange and enrichment, understanding, cooperation, and peace among peoples;

Museums as a representation of social exclusion and a catalyser for mutual understanding;

Museums as agents of social regeneration and vehicles for social change;

Museums: beyond access and the cultural dimension;

Museums in the service of man, today and tomorrow: the museum's educational and cultural roles;

Museums: space for thinking about each other;

Museums- local artists Vs. Global Museums: paradoxes of identity between local and global understanding(Louvre and Guggenheim in the Arab world, Egyptian Museum in Turin)

Confirmed International & Arab Speakers

- **Mr. Barry Lord**, *Co-president of Lord Cultural Resources, Canada*

- **Dr. Mohammed Sadeqi**, *Resident Representative, Kuwait Fund for Economic Development, Lebanon*

- **Mrs. Chedlia Antabi**, *President of Arab ICOM and curator of the National Museum of Carthage, Tunisia*

- **Dr. Carla Maurano**, *Responsible for management of cultural heritage and cultural landscapes at the European Centre for cultural goods- Centro Europeo, Italy*

- **Mr. Benoit Junod**, *Director, Museums and exhibitions Unit, Aga Khan Trust for Culture, Switzerland*

- **Christiane Dabdoub Nasser**, *Team Leader, Euromed Heritage 4 programme, Brussels*





- **Dr. Anna Paolini**, *Director, UNESCO Office, Jordan*


- **Ms. Manal Ataya**, *Director General, Sharjah Museums Dept., Sharjah, UAE*

- **Mrs. May Aboud Abi Akl**, *Environment and Heritage, An Nahar Newspaper, Lebanon*

- **Prof. Dr. Mamoun Al Wareh**, *Dean, Faculty of Architecture, Damascus University, Syria*

Profiles of the Speakers of the Seminar:

 <p>Barry Lord <i>Co-President Lord Cultural Resources Canada</i></p>	<p>Barry Lord is Co-President of Lord Cultural Resources, which he founded in 1981 with his wife Gail Dexter Lord. Lord Cultural Resources has grown to become the largest cultural planning firm in the world with offices in Toronto, New York, Paris, Madrid, and Beijing. The firm has completed 1,850 projects in 45 countries on 6 continents.</p> <p>Barry and Gail Lord have co-authored five books and numerous articles on museum and cultural planning. Their latest book is the Artists, Patrons, and the Public: Why Culture Changes (AltaMira Press, California, 2010).</p>
 <p>Dr. Carla Maurano <i>Member of the Board of Directors of ICOMOS, ITALY</i></p>	<p>Dr. Carla Maurano is the Former director of the International Centre for Med. Cultural Landscapes Italy Responsible for management of cultural heritage and cultural landscapes at the European Centre for cultural goods- Centro Europeo per i Beni Culturali di Ravello) Member of the Board of Directors of ICOMOS ITALY (International Council on Monuments and Sites), UNESCO Advisory Body Member of the WCPA/IUCN (World Commission on Protected Area/IUCN); Member of the CMWG/ IUCN (World Commission on co-management/IUCN). Member of the TGER Commission; Member of WAMIP(World Alliance of Mobile Indigenous Peoples) Member of " ISNART (National Institute for Researches on Tourism) – UnionCamere- Commission on Bench Mark Q-Identità Italiana" Since 1983, Registration in the Professional Association of Architects of Salerno (Italy), n.381 CEO and Senior Adviser of the "Cultural Heritage Management Team"</p>
 <p>Ms. Chédliá Annabi <i>President of Arab ICOM Conservatrice. Musée de Carthage, Tunisia</i></p>	<p>Mrs. Chédliá Annabi, Présidente de ICOM Arabe , Conservatrice. Musée National de Carthage Responsable de l'espace UNESCO et du CEDAC : Centre d'Etude et de Documentation Archéologique de Carthage. Ancienne Présidente d'AFRICOM. Responsable de l'inventaire des collection du Musée de Carthage Mme Chedliá Annabi a été chargée par l'ICOM de la coordination du Projet de Normalisation des inventaires pour les pays africains. Elle a organisé plusieurs ateliers de formations au profit des jeunes conservateurs de musée des pays africains et arabes. Elle a été l'initiatrice des Rencontres ICOM Arabe- ICOM Europe pour une meilleure compréhension des différences et pour un rapprochement culturel. Elle œuvre et participe par des études et des conférences à la lutte contre le trafic illicite des biens culturels essentiellement en Afrique, dans les pays du Maghreb et en Méditerranée. Elle est membre actif du CIDOC.</p>
 <p>Mr. Benoit Junod <i>Director, Museums and exhibitions Unit, Aga Khan Trust for Culture, Switzerland</i></p>	<p>Mr. Benoit Junod was born of Swiss parents in London (GB) in 1945. A former Swiss diplomat, he worked as a consultant and specialist in international politics and economics, as well as in the fields of arts, events management and cultural institution-building, from 1997 until 2008. Since then, he has been in charge of Museum and exhibition projects for the Aga Khan Trust for Culture, based in Geneva. During his diplomatic career, Junod was mainly involved in multilateral political and security questions (he took part in CSCE follow-up meetings in Belgrade and Madrid and in the CDE) as well as questions relating to culture and press. He co-edited a book on the Conference on Disarmament in Europe and is the author of many publications on graphic arts. He has lectured on over forty subjects relating to Switzerland and to visual arts. He studied at the</p>

	<p>International School in Geneva and Winchester College, England and obtained his Law degree in 1971 from Geneva University, having followed courses in journalism at the BBC (1965) and of Spanish language and literature at Barcelona University (1959-1960). He entered the Swiss Ministry of Foreign Affairs as a diplomat in 1972. After a training period in the Ministry and in the Federal Office for Foreign Trade, and at the Swiss Embassy in Copenhagen, he spent four years in the Ministry's international law department and as a member of the Swiss delegation to the U.N. Conference on the Law of the Sea (1974-1978). He was then posted to Buenos Aires, as a Second - and later First - Secretary at the Swiss Embassy. From Argentina he was transferred in 1982 to London as Counsellor for Cultural Affairs. From 1984 to 1987, he was Deputy Head of the Swiss delegation to the Conference on Disarmament in Europe in Stockholm. In 1987, he became Deputy to the Swiss Ambassador in Colombia, and occupied the same post in Turkey from 1989 to 1993. At the height of the Balkan crisis, he was transferred as Chargé d'Affaires of Switzerland to Belgrade, Yugoslavia, where he worked as acting Ambassador until 1996. Posted back to the Ministry, he worked for a year in the international organisations department and left his job as a civil servant to work as an independent consultant in 1997, when he created his own firm, A&S (assessments and strategies), registered in Geneva. His main client from 2003 onwards was the Aga Khan Trust for Culture, which he advised in the field of museum creation and arts-related questions, and in 2008 he became a member of its staff. Benoit Junod speaks seven languages, he is webmaster of www.fisae.org.</p>
 <p>Mrs. Christiane Dabdoub Nasser Team Leader, Euromed Heritage 4 programme</p>	<p>Christiane Dabdoub Nasser is a dynamic and creative cultural heritage professional specialised in formulating and implementing project strategies with a strong expertise in the fields of research, communication and public relations, Christiane Dabdoub is currently leading the support team for Euromed Heritage 4, a programme funded by the European Union. From 2001 to 2008 she worked at the Centre for Cultural Heritage Preservation (CCHP) in Bethlehem, first as Head of International Relations and from April 2007 as Director. Prior to joining CCHP, she served as Event Coordinator on the Bethlehem 2000 project for three years and was Director of the French Cultural Centre in Bethlehem for five years.</p>
<p>Dr. Mamoun Al Wareh Dean, Faculty of Architecture of Damascus University, Syria</p>	
<p>Dr. Anna Paolini Director, UNESCO Office, Jordan</p>	
<p>Dr. Mohammed Sadeqi Resident Representative of the Kuwait Fund for Economic Development</p>	



Eng. Rashad M. Bukhash
Director of Architectural Heritage Dept. Dubai

Mr. Rashad M. Bukhash is the Director of Architectural Heritage Department, Dubai Municipality. Chairman of Architectural Heritage Society, U.A.E.

Rashad has the experience of 23 years in the fields of planning, directing, managing, supervising of modern, conservation of historic buildings, museum designing and management, and landscaping projects. With his background in both architecture and conservation of historic buildings, he supervised the conservation of more than 136 historic buildings in Dubai, the Emirates and abroad. He also supervised the design and execution of more than 200 modern buildings including universities, colleges, public and leisure buildings, parks and community facilities.

Rashad also supervised the design and execution of 12 museums in Dubai, such as Dubai museum, Sheikh Saeed Al-Maktoum house, the heritage house, Al Ahmadiya School, the Camel and Horse museums, and the traditional architecture museum.

Rashad won many prizes such as the best employee of Dubai government 1998, Rashid prize for scientific Excellency 2002, the champion of sustainability in Gulf States 2008, the U.A.E Excellency award 2008 in architecture, and the best architect of the year in the Arab region from Arab cities organization in 2009. Rashad wrote and supervised more than 32 books on architecture, history and traditions of Dubai and the U.A.E.

Ms. Manal Ataya
Director General, Sharjah Museums Dept., Sharjah, UAE



Mrs. Nadine Panayot-Haroun
Director of Archaeology and Museology Department Balamand University, Lebanon

Nadine Panayot-Haroun, a member of ICOM – Lebanon, has a long experience in excavations and field work. She has managed several archaeological sites in Lebanon and Syria for the American University of Beirut and for the Sorbonne Paris I. She also has extensive experience in museums and conservation.

She joined the University of Balamand in 1999 as a faculty member. She taught for the past 10 years and is now the Director of the Archaeology and Museology Department.

She is in charge of establishing two museums: the Ethnographic Museum on campus and the Archaeological and Cultural Museum at the monastery of Balamand. She is currently in charge of archaeological excavations for the University of Balamand and is managing two sites: the Balamand Monastery and the Basilica at Cyrhus – Syria in partnership with the Lebanese University and the Syrian Directorate General of Antiquities.

Publications:

- Chief Editor of a Book in two volumes: the Balamand Monastery Heritage: Archaeology, Architecture and Collections. To be published in 2011.

- "The Archaeological Collection of the Balamand Monastery", Nadine Panayot-Haroun, *Mélanges X*, Paris, in press, 2010.

- *Ethnographic Exhibition Catalog*. Nadine Panayot-Haroun, Publications of the University of Balamand, 2009.

- "A Historical Interpretation of the Childhood Gospels" Nadine Panayot-Haroun, Publications of the Greek Orthodox Bishopric of Beirut, 2001.

- "Preliminary Report on the Excavation Campaigns for the Years 1988-1992 in Tell Kazel, Syria", L. Badre, E. Gubel, E. Capet, and N. Panayot, *SYRIA TOME LXXI*, 1994, Geuthner, Paris.

Mrs. May Aboud Abi Akl
An Nahar Newspaper



Dr. Samia Rab
*Associate Professor,
College of Architecture, Art
and Design, American
University of Sharjah, UAE*

Dr. Samia Rab is an educator and heritage conservation professional teaching at the College of Art, Architecture and Design in the American University of Sharjah (AUS), UAE. Since joining AUS in 2000, she has actively participated in program accreditation, development of new curricula (Graduate Certificate in Heritage Resource Management & Graduate Certificate in Museum and Heritage Studies), and served as Department of Architecture Chair from 2005-2008. She received her PhD in architecture from the Georgia Tech (1997, Atlanta-USA), SMArchS from the MIT (1990, Cambridge-USA), and BArch from the NCA (1987, Lahore-Pakistan). Her research investigations have focused on architecture and urbanism in diverse contexts where indigenous/local cultures have been transformed through forces of “modernization”, “urbanization” and “globalization” (Australia, the Hawaiian Islands, the Indian-Subcontinent and Eastern Arabia). Contrary to the generally held view that these forces have contributed to the erosion of regional specificities, her studies have underscored the continuities within evolving local identities.

Dr. Rab has actively pursued dissemination of her scholarly work in diverse venues and her established role as an academic advocate on heritage issues has led to her involvement as consultant in several projects for UNESCO, ICCROM (International Centre for the Study of the Preservation and Restoration of Cultural Property), the Getty Conservation Center, the Aga Khan Award for Architecture, the East-West Center in Honolulu, the Government of Sharjah, and select architectural design firms in the region. She has drafted for ICCROM the International Assistance Modules for Conservation Education in the Arab Region and is currently the Arabian Peninsula Regional Coordinator for the Aga Khan Award for Architecture.

Program

A rich two-day program dedicated to celebrate the Museum as an open space for understanding of the other by looking deeply into the history and culture of the exhibited material and its impact on the families and young generation and what they expect to grasp from it.

This event will explore the relationship between museums and social change and how to reinforce the role of museums in education and mutual understanding among different cultures and religions. Also, it highlights the significance of museums to the fulfillment of social inclusion/cohesion agendas and to regeneration and cultural industry initiatives. The seminar will also address the relationships between this use and the demands placed on museums by their adoption as agents of growth and regeneration. It is hoped that the seminar, will provide a stimulus for further reflection and collaboration between these groups.

Among the topics of discussion is: Museums and Cultural Change, Museum as a Tool for Local Sustainable Development and Cultural Awareness, Social Relevance of Museums in Port Cities of Eastern Arabia, Building Museums for Education, Registration, Documentation and Collections Management in the Egyptian Museum in Cairo, Egypt Strategy to Raise Public Awareness through Museums, *Museums as Important Means of Cultural Exchange and Enrichment, Understanding, Cooperation, and Peace among Peoples*, Euromed Heritage 4 and Valuing the Intangible Heritage, ... (More to come later)

The program includes some cultural visits to the Museum of Balamand University and other museums in the area. In addition, there will be tours in the old souks of Batroun Town and Byblos with dinner in the Phoenician old port.

Attendees

This event will host a big number of concerned bodies and individuals: ministries of culture, presidents and artistic directors of local, regional and international museum associations and organisations: ARAB ICOM, Lord Cultural Resources (Canada), UNESCO (Jordan), *Aga Khan Trust for Culture-Switzerland, Sharjah Museums, Faculty of Architecture in Damascus*, curators; museum professionals, museum personnel and authorities, and antiquities organisations. (More confirmations on the way...)

REGISTRATION FEE: Full payment must be received by Sept.15th, 2010.

\$350 per person.

\$1000 for every four participants coming from the same institution.

\$4000 under sponsorship category for any museum or institution with participation of 12 persons and logo on all event publications and website.

Mode of Payment:

Payment may be made by check Bank transfer in favor of:

Arab Administrative Development Organization to order of

CIB Bank, Meryland Branch, Cairo, Egypt

Acc: 3190300057

Swift Code: CIBEEGCX 031

This covers the following facilities:

Attending all sessions

Forum scientific material

Visits to museums

Coffee breaks and lunches

Reduced price accommodation

Below mentioned rates include Service Charges, Breakfast (Either 1 Continental Breakfast for 2 persons OR 1 Oriental Breakfast for 2 persons), but are subject to 10% VAT.

Eddé Sands Annex guest will have free access to the resort.

Room Type		Single	Double
Sands Hotel (Annex)	Standard Courtyard View	\$107	\$128
	Standard Sea View	\$149	\$170
	Junior Suite	\$192	\$213
Extra Bed		\$34	\$34
Room Type		Weekday	Weekend
Boutique Hotel	Deluxe Room	\$270	\$400
	Bungalow Suite	\$540	\$700
Extra Bed		\$30	\$40

Timing Conditions

High Season starting from 1st of May till 15th of October.

· Check in time is at 14:00 and check out time is at 12:00 for **Eddé Sands Annex**.

· Check in time is at 18:00 and check out time is at 16:00 for **Boutique Hotel** (Bungalows and Deluxe room).

· **Please note that beach parties and wedding parties are taking place all over the summer season, excuse the loud music**

Languages: Arabic and English with interpretation from Arabic to English and vice versa.

Accommodation:

Edde Sands Resorts, Byblos, Lebanon

Accommodation reservation forms (to be posted very soon)

Khadijah Lakkis

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