



EGYPT'S CULTURAL TREASURES

iHERITAGE Augmented Brochure

2023

iHERITAGE:
ICT Mediterranean platform for
UNESCO cultural heritage



About iHERITAGE

iHERITAGE - ICT Mediterranean platform for UNESCO cultural heritage - is an EU-funded ENI CBC MED project providing new solutions to improve the interpretation and access to UNESCO cultural heritage on- and off-site in the six Mediterranean countries of Italy, Egypt, Spain, Jordan, Lebanon, and Portugal via augmented and immersive experiences and the use of newly developed Augmented-, Virtual- and Mixed Reality products. The project promotes technology transfer between the partner countries and encourages the collaboration between universities, Small & Medium Enterprises (SMEs), start-ups and spin-offs by creating living labs for research, innovation and development of new ICT products, ultimately resulting in the increase of employment opportunities, entrepreneurial capacities of young people and the fostering of innovation in the Mediterranean region.



The iHERITAGE team has been actively working to achieve several goals, including:

- Deliver and foster 18 research agreements between universities, researchers, and SMEs,
- Develop 6 new training programs, and
- Create 76 new innovative products/services to boost the valorization of intangible cultural heritage,
- Establish the Regional Centre for the Safeguarding and Valorization of Mediterranean Intangible Cultural Heritage (CRESPIEM).



iHERITAGE is funded to a maximum of 90% by the ENI CBC Med 2014-2020 Mediterranean Sea Basin Programme and 10% by the participating project partners.

Beneficiaries:



300 researchers and ICT specialized staff



2 million general end users, who will be able to access UNESCO cultural heritage's AR/VR multimedia contents on- and off-site



300 employees from public authorities



Managers and staff of UNESCO sites



6,000 NEETS, young people, and women



Universities, researchers, SMEs and spin-offs



10 million tourists visiting UNESCO cultural sites involved in the project

Our Team



CEEBA as a Project Partner



The Confederation of Egyptian European Business Associations (CEEBA) is one of 10 organizations from 6 Mediterranean countries implementing the iHERITAGE project and it joins the partners in:

- The activation of Living Labs and design of a training program to inform and enthuse aspiring researchers
- Fostering 3 Research Agreements on the Analysis of intangible cultural heritage in Egypt
- The management of a total of €50.000 in sub-grants to support the creation of 7 spin-offs
- Managing calls and commercial support services for the creation of 8 innovative products/services in Egypt

iHERITAGE in Egypt

Egypt's efforts in preserving and promoting its cultural heritage are augmented by supporting cutting-edge ICT innovations to demonstrate heritage challenges in the context of Egypt's 2030 sustainable development strategy. This encourages the implementation of existing and future innovation strategies, such as iHERITAGE, and helps maximize ICT contributions to the country's economic growth.

iHERITAGE has been supporting the creation of an official registry of Intangible Cultural Heritage elements, including elements such as Arabic Calligraphy, Tahteeb and Handmade Weaving, as well as the introduction of innovative products to the Pyramids Field from Giza to Dahshur, providing an unforgettable experience for travelers and explorers from all over the world.

These products will include:

- AR/VR SOLUTIONS INTRODUCING INTANGIBLE HERITAGE RELATED TO FOOD
- AR/VR AUDIO-VIDEO GUIDED TOURS
- 3D RE-CONTEXT
- VR CARDBOARD EXCURSIONS
- The SPACE-TIME ELEVATOR
- HOLOGRAPHIC EXHIBITIONS
- VIRTUAL ARCHAEOLOGICAL RECONSTRUCTION
- VR ROOM & VR BOOTHS

Tangible and Intangible Cultural Heritage

The iHERITAGE project seeks to improve on-site and off-site access to UNESCO cultural heritage while also promoting the Safeguarding and Valorization of Mediterranean Intangible Cultural Heritage. As representations and examples of the various sites and elements that will be promoted by the iHERITAGE project in Egypt and across the Mediterranean, the following tangible and intangible cultural heritage sites and elements were chosen:

MEMPHIS AND ITS NECROPOLIS –THE PYRAMID FIELDS FROM GIZA TO DAHSHUR



As one of the oldest remaining and most iconic yet mysterious wonders of the ancient world, Egypt's Pyramids of Giza are an incredible sight to behold. The Giza pyramid complex includes the Great Pyramid of Giza - Khufu, the Pyramid of Khafre, and the Pyramid of Menkaure, along with their associated pyramid complexes and the Great Sphinx of Giza, which were all built during the Fourth Dynasty of the Old Kingdom of Ancient Egypt, between 2600 and 2500 BC. Khufu's pyramid is both the oldest and largest of the three, and the first building to exceed it in height would not be built for another 3,800 years.

ARABIC CALLIGRAPHY: KNOWLEDGE, SKILLS AND PRACTICES



Arabic calligraphy is the artistic practice of handwriting Arabic script in a fluid manner to convey harmony and beauty. The practice, which can be passed down through formal and informal education, uses the Arabic alphabet's twenty-eight letters written in cursive from right to left. For the Qalam, or writing instrument, traditional techniques employ natural materials such as reeds and bamboo stems, - the ink is made from honey, black soot, and saffron, and the paper is handcrafted and treated with starch, egg white, and alum.

TAHTEEB, STICK GAME



Tahteeb is a festive game in upper Egypt, associated with many symbols and values. Performed in front of an audience, it involves a brief, non-violent interchange between two players, each wielding a long stick while folk music plays in the background. Practitioners are mainly male both young and old, mostly from Saeedy populations in upper Egypt, particularly rural areas where the Tahteeb stick has been used by inhabitants as part of their daily lives and social occasions. The rules of the game are based on values such as mutual respect, friendship, courage, strength and pride.

HANDMADE WEAVING IN UPPER EGYPT (SA'EED)



The craft of 'Handmade weaving in Upper Egypt (Sa'eed)' is a complex process that requires time, effort, patience and skills. For centuries, men and women have used their inherited knowledge and artistic talent to create embroidered textiles both as a family legacy and profession. Handloom weaving is considered as a source of identity and pride for the communities concerned and the persistence of handloom terminology attests to its deep-rooted significance for them. The practice currently faces numerous challenges, including the high cost of working materials, and marketing. It is, however, believed that training a new generation of young people in this traditional craft will help solve the communities' escalating unemployment problem.

Partners

Lead Partner

Sicilian Region - Department of Tourism
– Italy

Partner 1

Network of Castles and Medieval Towns
– Italy

Partner 2

Confederation of Egyptian European
Business Associations – Egypt

Partner 3

Association of the Mediterranean
Chambers of Commerce and Industry –
Spain

Partner 4

Jordan Society for Scientific Research,
Entrepreneurship, and Creativity –
Jordan

Partner 5

General Department of Antiquities of
Jordan – Jordan

Partner 6

University of Algarve – Portugal

Partner 7

Andalusian Public Foundation El
Legado Andalusí – Spain

Partner 8

Chamber of Commerce, Industry and Agriculture
of Beirut and Mount Lebanon – Lebanon

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