



**iHERITAGE – ICT Mediterranean platform for UNESCO  
cultural heritage**

**Final Conference Agenda**

**Palermo (Italy)**

**26 September 2023**



## **Final Conference of the iHERITAGE project**

Venue:

**Palermo Botanical Garden – Sala Lanza**

Via Lincoln, 2 – Palermo

Morning session: 9.45 – 13.30

Lunch: 14.00 – 15.00

Afternoon session: 15.00 – 16.00



09.30

### **Press Conference**

### **Link for the online participation**

<https://us06web.zoom.us/j/88652459693>

10.00 – 10.30

### **Institutional greetings**

Ms. Elvira Amata

Councillor – Dept. of Tourism, Sport and Entertainment – Sicilian Region and Deputy of the Sicilian Parliament

Ms. Maria Concetta Antinoro

General Director – Dept. of Tourism, Sport and Entertainment – Sicilian Region

Dr. Khaled El-Saadany

Senior Expert – Education, Research & Innovation – Joint Technical Secretariat (JTS) – ENI CBC MED Programme

Prof. Fady Bala'awi

Director General Dept. of the Antiquities – Hashemite Kingdom of Jordan

Ms. María de la Concepción de Santa Ana Fernández

Managing Director – Fundación Pública Andaluza El Legado Andalusi

Mr. Rabih Sabra

Director General – Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon (CCIAB-ML)



Prof. Francesco Lo Piccolo

Head of Department – Dept. of Architecture – Palermo University

Dr. Rida Shibli

President – Jordan Society for Scientific Research, Entrepreneurship and Creativity (JSSREC)

10.30 – 13.30

### **First Session**

- *Opening*

Dr. Daniela Segreto

Head of Cabinet of the Councillor – Dept. of Tourism, Sport and Entertainment – Sicilian Region

Mr. Marco Vella

Project coordinator – External expert – Dept. of Tourism, Sport and Entertainment – Sicilian Region

- *iHERITAGE focus on the valorisation of the intangible cultural heritage of the Mediterranean Countries involved in the project*

Mr. Lucio Tambuzzo

Project coordinator – Network of castles and medieval towns (CCBM)

Ms. Clara Mollica

Project assistant – Network of castles and medieval towns (CCBM)



- *Sustainability iHERITAGE project activities and the developed products*

Mr. Ahmad Mousa Abdel Rahman

Manager – Dept. of the Antiquities – Hashemite Kingdom of Jordan

- *Presentation/Beirut Chamber's iHERITAGE journey: Milestones Amidst Challenges*

Ms. Hana Nehme

Director of Projects – Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon (CCIAB-ML)

Mr. Kabalan Samaha

Director – Cre8mania, AR VR Lebanese company

- *Byblos Reimagined: Linking History with AR & VR Research Tools*

Dr. Marcel Hinain

Vice President – American University of Technology (AUT)

11.15 – 11.30

*Coffee break*



11.30 – 14.00

## **Second Session**

- *“Palermo Norman Treasure”. Results of UNIPA Living Lab related to iHERITAGE project and the UNESCO site of “Arab-Norman Palermo and the Cathedral Churches of Cefalú and Monreale*

Prof. Rossella Corrao

Project coordinator – Dept. of Architecture – Palermo University

- *VR and AR as research method for conservation, valorization and fruition of building Heritage*

Prof. Calogero Vinci

Project senior expert – Dept. of Architecture – Palermo University

- *Digital Renaissance: fruition of Cultural Heritage through Virtual Reality and Gestural Interaction with Oculus Quest 2*

Mr. Riccardo Auci

Researcher in the framework of Palermo University Research Agreement – Co-founder & CEO – Visivalab S. L.

- *Overview of the technological products developed by PP8 within iHERITAGE. El legado andalusí Andalusian Public Foundation*

Mr. Juan Jesús Ruiz

European Project Technician – Fundación Pública Andaluza El Legado Andalusí



- *Andalusian contribution to the REIM. Working method and elements under study for their inclusion as Intangible Cultural Heritage*

Mr. Juan Jesús Ruiz

European Project Technician – Fundación Pública Andaluza El Legado Andalusi

- *Preserving Egypt's Rich Tapestry: Exploring Intangible Cultural Heritage - Insights from the iHERITAGE Project*

Dr. Nahla Eman

Senior Technical Expert – Confederation of Egyptian European Business Associations (CEEBA)

- *Heritage in Petra. Digital technologies in the Jordanian iHERITAGE*

Prof. Talal Akasheh

Project coordinator – Jordan Society for Scientific Research, Entrepreneurship and Creativity (JSSREC)

14.00 – 15.00

*Lunch break*



15.00 – 16.00

### **Third Session**

- *iHERITAGE participation to MEDITOUR 2023 in Morocco: spreading the cultural heritage cooperation around the Mediterranean area*

Mr. Luis Miranda Molas

Project coordinator – Association of the Mediterranean Chambers of Commerce and Industry (ASCAME)

- *iHeritage app to discover cultural heritage*

Prof. Mauro Jorge Guerreiro Figueiredo

University of Algarve (UAlg)





Registration at the following link is necessary both for online and in person participants: <https://forms.gle/RWe3SjHdkPNcfeip8>

It is not possible to access the Botanical Garden without previous registration.

iHERITAGE – ICT Mediterranean platform for UNESCO cultural heritage is a strategic project co-funded by the ENI CBC MED Program of the European Union which total budget is €3.684.247,09. The project has a duration of 37 months from September 2020 to October 2023.

iHERITAGE involves 10 partners from 6 Mediterranean countries: Italy, Egypt, Spain, Jordan, Lebanon, Portugal.

<https://www.enicbcmed.eu/projects/iheritage>

<https://www.facebook.com/iheritageproject/>

<https://www.facebook.com/iHeritageSicily>