

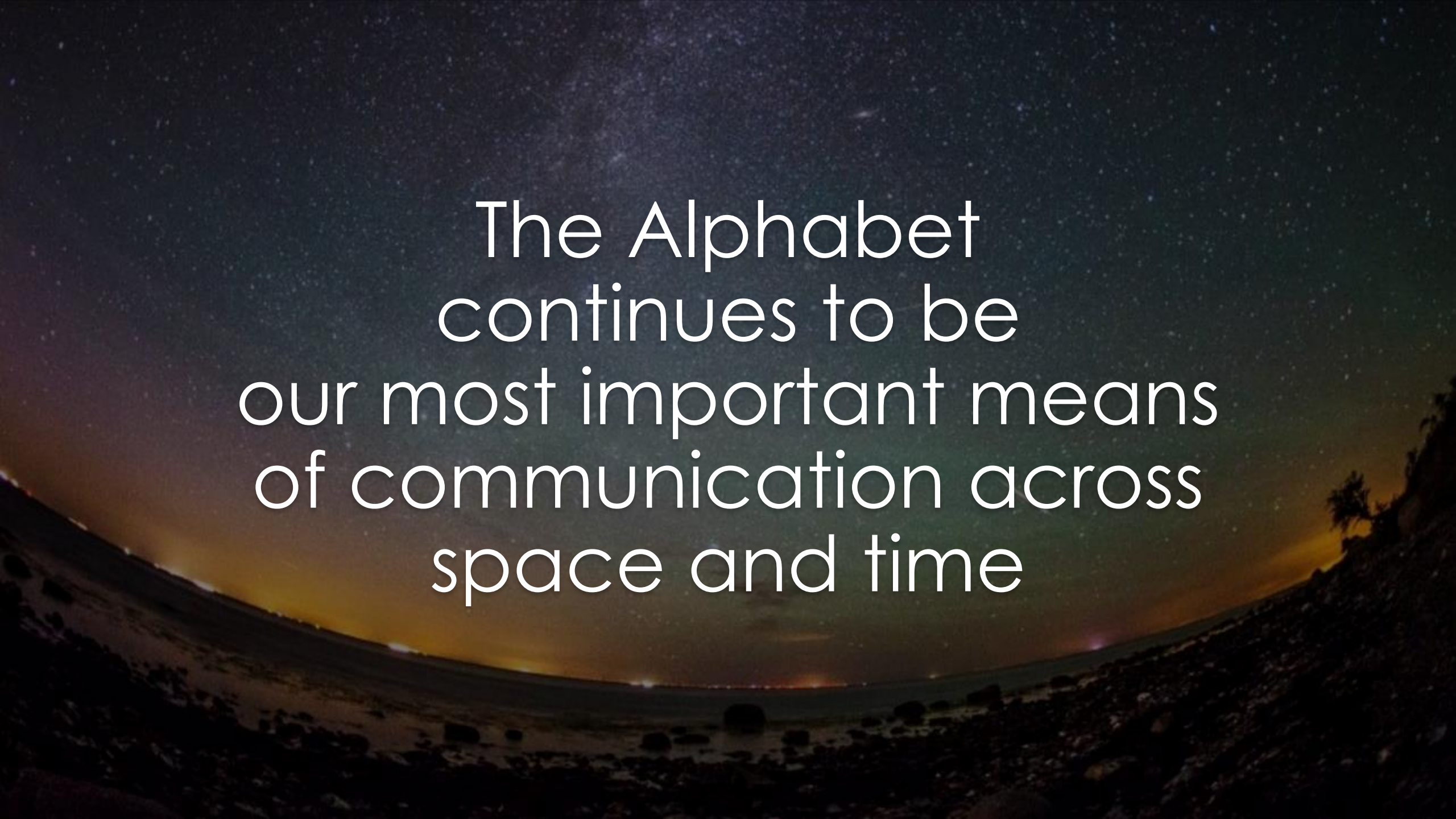


THE ALPHABET MUSEUM
متحف الأبجدية

An AlephBet Foundation Project

Byblos





The Alphabet
continues to be
our most important means
of communication across
space and time



It lies at the very
core of modern
civilization



And is the Phoenicians' and Lebanon's
most important contribution
to humankind

Yet today,
there is no landmark or institution
that showcases
our nation's greatest pride

The AlephBet Foundation
was established
to change that





The name of the Foundation refers to the first two letters of the Phoenician alphabet:



Aleph (Cattle) and **Bet** (House)

It plans to create an important cultural venue, which will become a must-see tourist attraction.

The image shows a museum exhibit with glowing neon letters and symbols. The letters are arranged in curved paths that recede into the distance, creating a sense of depth. The background is dark, and the floor has some glowing patterns. A blue speech bubble is overlaid on the bottom left, containing the text 'The Alphabet Museum'.

The Alphabet Museum



As the oldest known alphabetical writing comes from the city whose name is forever associated with books, it was only befitting that **The Alphabet Museum** be established in Byblos

The Alphabet Museum

- The Alphabet Museum is an interactive venue that uses advanced audio-visual techniques (including virtual- and augmented-reality), as well as rare historical exhibits to take the visitor on a journey of discovery through history, geography, culture, art and civilization.
- It will cover all the alphabets of the world.
- This is an educational museum, which will cater to visiting school groups as well as to tourists of all ages.
- Its outdoor area could serve as a venue for cultural events.



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At its heart lies
the Phoenician Alphabet

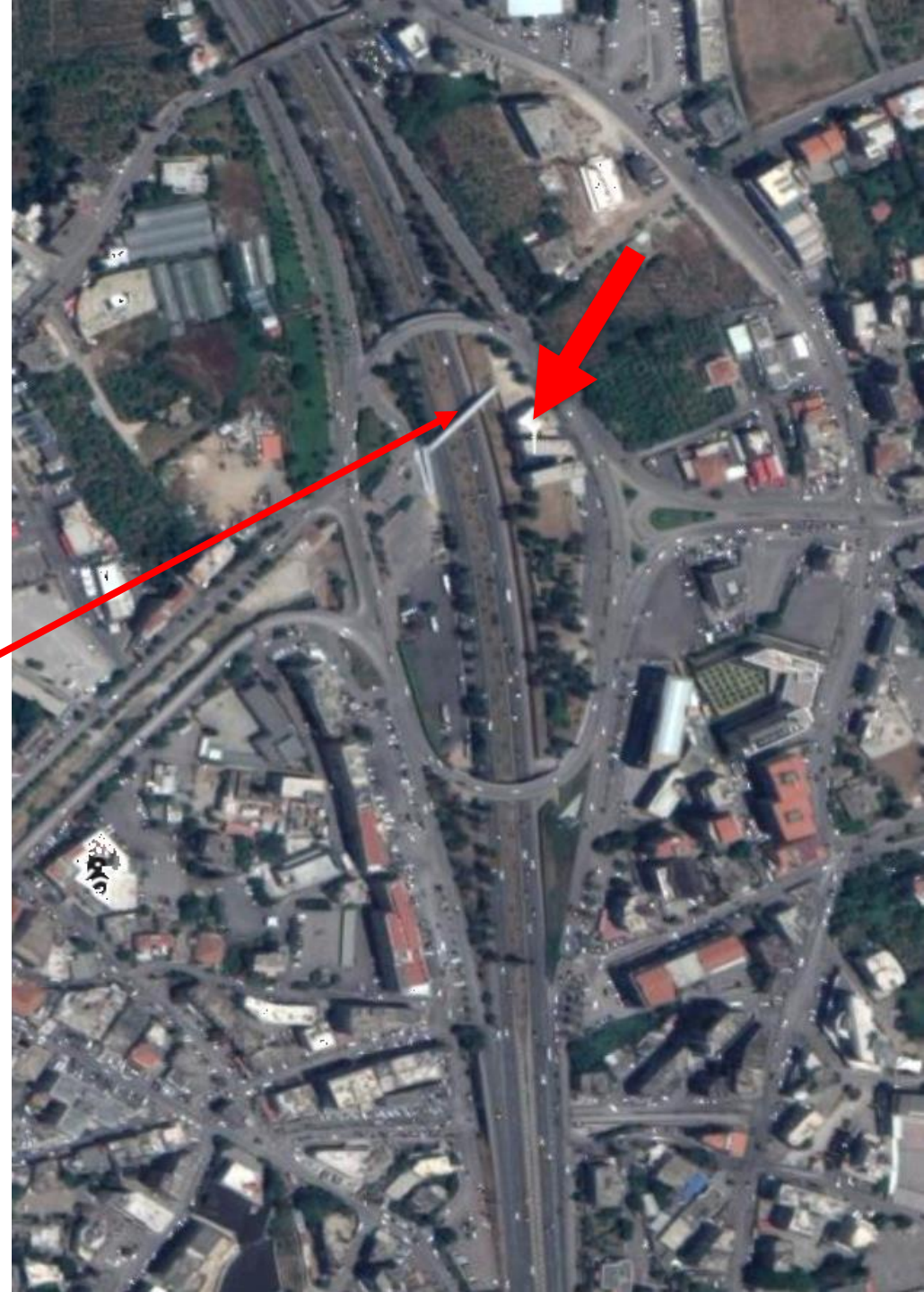
The Location

The city of Byblos is always looking to leverage its rich culture, engaged leadership, and strong social cohesion to fortify its resilience.

In an effort to re-center the city, the new town hall site was chosen at the interchange of the north south highway that separates the city from its eastern suburbs, in a public park and near a tourist information area. The building is broken down into three large blocks that span over the park:

- The municipal departments
- The municipal council offices
- The Alphabet museum

This location is easily accessible for out-of-town visitors yet is connected to the other touristic sites within the old city by a pedestrian bridge extending from the Roman Way.



The Structure

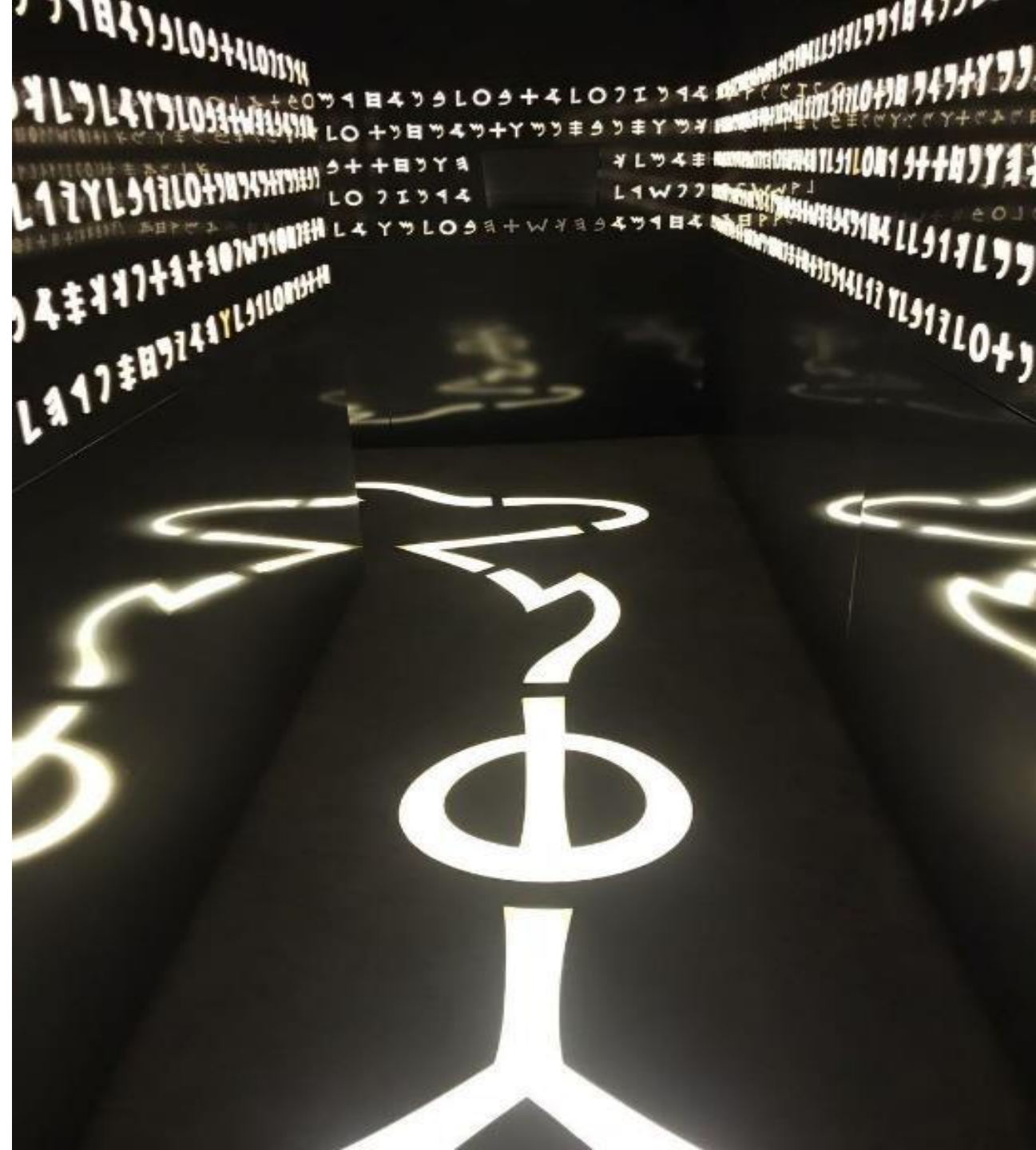


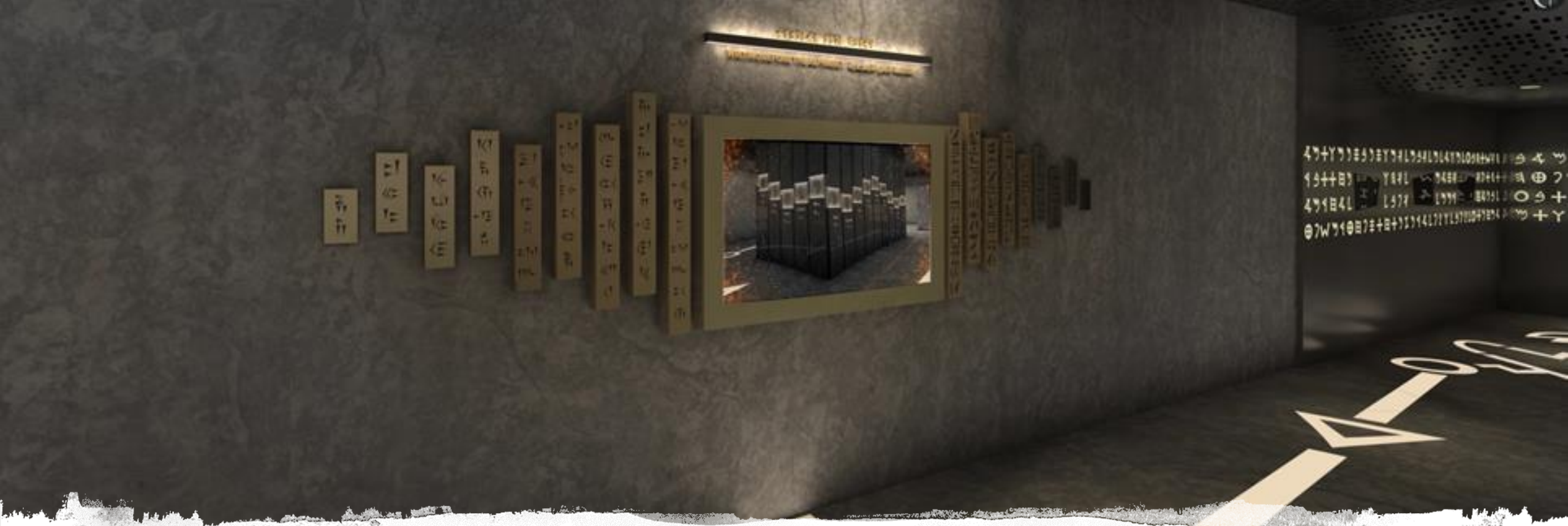
Journey through the Museum - 1

Entrance

The visitor is led through a dark tunnel surrounded by Phoenician text from the sarcophagus of King Ahiiram of Byblos – the oldest known alphabetic text.

Phoenician letters on the floor guide the visitor through the various exhibits.





Journey through the Museum - 2

Exhibit 1 – The History of Writing

At this first exhibit, the visitor learns about the earliest attempts of humans at communicating: Pictures, pictograms, ideograms, hieroglyphic and cuneiform writing.

Exhibit 2 – Syllabic Writing

The visitor here learns about how symbols representing words came to be used to represent syllables – first in Mesopotamia, then through Ugarit, to Byblos and then Crete and elsewhere.

Journey through the Museum - 3

Exhibit 3 – Byblos

In this corner of the Museum, and through a 3D station, the visitor is invited to discover the history of the City of Byblos, the meaning of its name, its trade with Egypt, and its influence on the Abrahamic religions, among others.





Exhibit 4 – The Phoenician Alphabet

This is the most prominent exhibit. It presents the development of the Phoenician Alphabet; it features all its letters; it explains the meaning of each one of them and how they are sounded.

Exhibit 5 – Phoenicia

At the next corner, opposite the exhibit of Byblos, is the exhibit of Phoenicia. It guides the visitor through the glorious history of the Phoenicians, their inventions, their trade, the maritime exploits, their trading empire, and how they influenced our modern civilization.

Journey through the Museum - 4



Exhibit 6 – The Spread of the Phoenician Alphabet

Journey through the Museum - 5

Through this wall-size exhibit, the visitor learns about the story of Europe and Cadmus; how Europe gave her name to the Continent, how Cadmus went in search of her and, in the process, became the first teacher in history, according to Herodotus, as he taught the alphabet to the Greeks.

Journey through the Museum - 6

Exhibit 7 – The Multidimensional Table

This table offers the visitor the opportunity to interact with the information received during this first part of the visit. It is the pivot to the second part of the visit, on the lower floor.



Journey through the Museum - 7

Exhibit 8 – The Lower Floor Area

The middle of the lower floor is a multi-purpose area where guided tours can gather and workshops can be held. It has its own screen and equipment.





Journey through the Museum - 8

Exhibit 9 – The Eastward Spread of the Alphabet

From the center of the wall, going right, the visitor can follow the spread of the Alphabet to the East. First, the Aramaic family of alphabets, then the Arabic, the Brahmic and others.

Exhibit 10 – The Westward Spread of the Alphabet

From the center of the wall, going left, the visitor can follow the spread of the Alphabet to the West. First, the Greek family of alphabets, then the Latin, the Cyrillic and others.

Journey through the Museum - 9

Gift Shop and Coffee Shop

The visit ends where it began on the Ground Floor, where the visitor can have coffee and find souvenirs.

Outdoor Areas

Both the front and back yards of the Museum will feature art exhibits inspired by the alphabet.

متحف
الأبجدية



Budget – 1

CapEx

- Such a project can cost millions of dollars and take decades to complete. The AlephBet Foundation recognizes the challenges of completing the entire project immediately, so the project might have to be phased by necessity.
- The estimated shortfall to complete the set up of the Museum is US\$400,000.
- An additional amount, for content development and researches, will also be needed. We do not have an exact figure for this amount, but we guesstimate that we would need to set aside about US\$300,000 for it.

Financing

- *The AlephBet Foundation* has received a US\$1 million grant from Mr. Carlos Slim who funded also the sports village in Byblos
- The Municipality of Jbeil will contribute with the installation of an elevator and with some of the ground floor setup. It may also contribute in the future to part of the operating expenses, though this cannot be certain.
- A total amount, therefore, of about US\$970,000 (for remaining CapEx, content development and the OpEx of the first year of operation) would need to be raised.





THANK YOU