

2020



THE
PHOENICIANS'
ROUTE

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



NEWSLETTER 01

MAY 14th, 2020

President Message

The Coronavirus has the world in shock, as our cities continue to be locked down, and we continue to be isolated within the confines of our homes in order to protect ourselves and others from the spread of this harmful virus. Despite its impact on our material lives, our struggle against this evil disease has given us a meaningful pause to reconsider safeguarding our cultural values and appreciate our intercultural dialogue. Big thank you to our Phoenicians' Route partners for the unshakable and passionate commitment to sustaining our Phoenicians' connectivity during these difficult times. I have faith that with the unique spirit that binds us together, we will emerge from this crisis stronger and better people. Yes indeed, I consider our role **"more of a mission than a project"** through the intercultural dialogue of the Cultural Routes of the Council of Europe.

It gives me great pleasure to present you the 2020 newsletter, which includes national and international activities in compliance with "The Phoenicians' Route" Action Plan 2020 – 2030. This Newsletter aims to bridge the distance between our wider communities of supporters by updating them on the various initiatives our institutions have been undertaking in heritage education and pedagogy framework within our curriculum and research activities. Its aim is to bring you news of ongoing cultural activities as it pursues its mission of quality intercultural dialogue, and multi-pronged community services within the action plan guidelines



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*Rachid Chamoun
President of the Phoenicians' Route*



Phoenician Ostrich egg, painted
5th/4th century BC
Ibiza, Museum of Puig des Molins
(Balearic Islands, Spain)

Director Message

Newsletter n.1 refers to the first two months of the year: January and February. From the beginning of March, the time seemed to stop. From that moment on, only grief, death, fear and worry for our future. Scenarios we could have never imagined before, perspectives difficult to conceive. For us dealing with an International Cultural Route, the awareness of the necessity of leaving this torpidity and its consequent disorientation behind. It is our turn to contribute with ideas and proposals. The references fields of an International Cultural Route have been profoundly undermined: international intercultural dialogue relations, cultural development, sustainable tourism, education and heritage pedagogy are all put at risk by the inability to travel, to gather, to operate as well as by the need to find resources that today, obviously, are all destined to the care of citizens' health and to find tools to support the economy. However, we can develop ideas and proposals resulting from applied research and relationships with the territories we are expression of.

The understanding of future operational scenarios could help our people in the Mediterranean Sea save their activities, local businesses, renew cultural, educational and tourism offers, make sense of a walk up the slope no one can escape from. Now we must contribute with all our strength to the reconstruction of our society and communities, being aware that something - certainly a lot - has changed. But at the same time, we keep in mind that the reference models of the Cultural Routes are above all little-known villages, little-visited itineraries, meetings with the community, slow, sustainable, responsible, compatible, creative, accessible tourism. These should be the strengths for the territories, especially if they are aimed at SMEs, young people, communities with proximity tourism, guaranteed and certified by the Phoenicians' Route through Smart Ways and Interpretation Centres, lifelong learning and strengthening of skills for current and future operators, web marketing narrating our lands and people. Paths based on the values of identity, sustainability, local products, intangible culture (know-how, languages and dialects, literature), landscapes, hospitality.

The challenge of rebirth awaits us. We owe it to those who lost or will lose something, we owe it for a basic human principle: solidarity. After the storm the sailors make things right and return to the sea. Yet another life lesson that puts man in front of the need to become resilient, to adapt to situations that are likely to subvert his certainties.

Together we will achieve it.

Antonio Barone

Director of the Phoenicians' Route

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The Phoenicians' Route at FITUR, the International Tourism Trade Fair

As in recent years, the Phoenicians' Route attended the FITUR – the International Tourism Trade Fair, which took place in Madrid from January 22nd to 26th, with plenty of events. On Friday, January 24th the new travel guide of the **“Smart Way Andalusia Ibera”** of the Phoenicians' Route was presented. The Smart Way is the result of a fruitful collaboration between the Research Institute in Iberian Archaeology of the University of Jaén and 3 Provincial Councils (Jaén, Cordoba and Granada). In the afternoon, new nautical routes together with the multimedia App ‘Nautical Smart Way’ - **“The Phoenicians' Route in the Atlantic – The Cassiterides”** was displayed at the Galicia Region Stand. Afterwards, the **Bari Declaration** was introduced in the presence of Dr. Paolo Ponzio, Apulia Region.



The mission of the Director to Greece

From February 5th to 7th, 2020, the Director went on a mission to Greece to strengthen the partnership with this country, especially the Peloponnese and Attica Regions. Important meetings were organised with the Greek General Secretary of the Ministry of Culture, the Mayor and the Vice Mayor of the Municipality of Amaroussion, the Mayor and the Vice Mayor of Corinth, the President of the Chamber of Commerce of Corinth, the Director of the Archaeological Area of Ancient Corinthia and the Camping Association of Argolis and Peloponnese. The Director also met the President of the Lions Club Effi District Governor D.117-M.D. Greece-Cyprus who agreed to organize a national Lions event dedicated to the Phoenicians' Route in Athens, in 2020.

IV Assembly of the Spanish Network of the Phoenicians' Route

On February 19th – 21st the Municipality of Galera, in collaboration with the Provincial Council of Granada and the Andalusian Government, hosted the IV Annual Meeting of the Spanish Network of the Phoenicians' Route, attended by 31 members: mayors, councillors and institutional delegates. Among other events, it is worth mentioning the conference “The Cultural Routes of the Council of Europe, Declaration of Sibiu” by Pilar Barraca de Ramos, Technical Advisor, Ministry of Culture - Government of Spain.



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European Projects

In the first quarter of 2020, the Phoenicians' Route submitted many projects on various topics: development of destination management companies and organizations, enhancement of cultural and archaeological heritage, involvement of young people in Cultural Routes, food and wine tourism and involvement of women in management roles in tourism. In many cases, project partners are other Cultural Routes of the Council of Europe, Universities and members of our Network, for a total of 5 Erasmus+ projects presented in the following countries: Italy, France, Croatia (2) and Cyprus.

The Phoenicians' Route also joined a project within the Horizon 2020 Programme. Results are expected in September 2020.

The Phoenicians Museum – Jounieh, Lebanon

The Municipality of Jounieh, as active member of the Phoenicians' Route, donated a historical building in the old souk of Jounieh that will be transformed into a Phoenicians' Route Museum. The architectural project was entrusted to Dr Maroun Daccache, Director of the Department of Architecture and Design at LAU - American Lebanese University, who made a truly unique proposal. The historical palace is placed along the ancient commercial street of Jounieh. It is defined by a typical and traditional Lebanese building: a central hall with triple arcade in the upper floor, and vaulted structure that defines the space of the ground floor. The idea leading the restoration and transformation of the existing palace into a Museum is the exposure of the place's history, "the typology of the existing building" as a collective memory of the city of Jounieh and its projection towards a new evolutionary cultural function for the community. It is a dialogue and reflection between "history and contemporaneity" to involve all generations in taking part in the museum space and in public activity. It is a dialogue of cultures and heterogeneous generations that could originate new spaces and ideas for our society. In fact, the museum path ends with a meditation belvedere, projected as an extension of the central hall and conceived as a lighthouse in the middle of Jounieh bay, describing the beginning of the history of both the Phoenician and the Mediterranean world.

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A Network of Visitors Centers along the Phoenician Route's Heritage Sites in the Mediterranean

In the first half of 2020, Dr. Marwan Basmaji, Architecture Professor at LAU School of Architecture and Design - Lebanese American University, involved his 15 students enrolled in 4th grade in the study and design of visitors' centres for 15 archaeological sites that are part of the Phoenicians' Route. The students began their research with the study and census of Phoenician and Punic archaeological sites in each member country of the Route, contacting the representatives of the Phoenicians' Route in their countries. After completing this preliminary study phase, each student chose a site and started the architectural intervention project for the construction of a Visitors' Centre, respecting the landscape characteristics of the site itself.

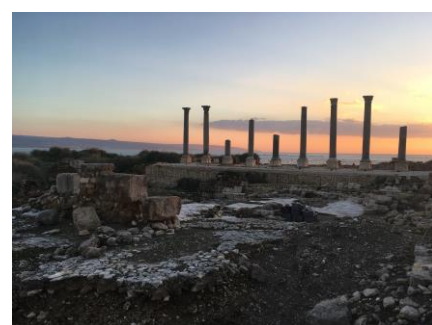
Another group of 12 LAU senior architecture students, enrolled in the Regional Urbanism Course of Prof. Rachid Chamoun, President of the Phoenicians' Route, are conducting an Action Research to understand the present conditions of selected cities of the Phoenicians' Route.

Phoenicians' Route success with Routs4U Grant for EUSAIR Smart Way

Four of the Cultural Routes of the Council of Europe receiving funding for the development of activities within the framework of the Routes4U project have obtained very positive results, as the project reports show. The Phoenicians' Route is one of these routes and is on the way to establishing itself as a route of excellence. The implemented project contributed to the strengthening of the goals of the EU strategy in the Adriatic-Ionian Region. Thanks to the Routes4U grant, many activities were carried out, including the development of a "Phoenicians' Route Smart Way in the EUSAIR area" and the communication and promotion activities connected to it. [Click for more information.](#)



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Almatourism - Journal of Tourism, Culture and Territorial Development

The electronic journal of the Alma Mater Studiorum, University of Bologna, Center for Advanced Studies in Tourism (CAST), Rimini Campus, published Vol 10, No 20 (2019) containing essays on 3 Cultural Routes of the Council of Europe, including the Phoenicians' Route. [Enjoy the reading!](#)



Smart Ways' Strategy

"The dream doesn't stop": this is the title of the April issue of the Italian magazine PleinAir, where you can find a beautiful description of a stretch of the Ancient Via Selinuntina from Erice to Selinunte and the [TRAMES - smart TouRism Across the MEditerranean Sea project](#), co-financed by the COSME Programme of the European Union.

Today, this "antiquity route" along the southern coast of Sicily is the leitmotif of the "**Ancient Via Selinuntina Smart Way**", promoted by the Phoenicians' Route in collaboration with local and international entities (including the World Tourism Organization). The initiative is part of the strategy for the implementation of a series of "Smart Ways" in the Mediterranean basin: paths of excellence where local communities are involved in the improvement of "quality" cultural tourism offer, but also in the development of forms of sustainable, responsible, accessible, slow, creative and experiential tourism.



Phoenicians' Route website in Spanish

The Phoenicians' Route is pleased to announce that the Castilian-Spanish version of the website www.fenici.net is now online! Given the large number of partners and native speakers of this language, in addition to English, French and Italian, the Route has equipped itself with another language to communicate its activities and its own entity. At the same time, the fourth official language of communication lines up with the intercultural dialogue and the respect of identities that constitutes the beautiful mosaic of the Phoenicians' Route.



International Museum Day – May, 18th 2020

The Phoenicians' Route will celebrate this Day with an online event entitled "**Stories of Museums on the Phoenicians' Route**". On the Facebook page we will narrate the stories of 10 museums that are part of the Phoenicians' Route Network through short videos, photos and descriptions: a sort of museum digital storytelling. Don't miss it!

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