





# **MED-MEM**

Sharing our Mediterranean audiovisual heritage Launch of the website

www.medmem.eu

# Marseille, 12 October 2012



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# Press release

Marseille, 12 October 2012

# Launch of the website <u>www.medmem.eu</u> on 12 October 2012 Med-Mem "Sharing our Mediterranean audiovisual heritage" The largest video library of Mediterranean online archives

With some 4000 audiovisual documents available to the public free of charge, Med-Mem - co-funded by the European Union as part of the Euromed Heritage IV programme - is the largest online video archive library devoted to the historic, cultural and tourism heritage of the Mediterranean.

Piloted by INA (Institut national de l'audiovisuel), under the auspices of COPEAM (Permanent Conference of the Mediterranean Audiovisual Operators), Med-Mem brings together 20 partners\* including 14 television corporations from the Mediterranean area, 3 professional organisations and high-level cultural and scientific partners.

Med-Mem offers the general public, and the younger generation in particular, a trilingual site (French, English and Arabic) enriched by the insights and varying viewpoints of more than 40 teachers and researchers specialising in the Mediterranean.

Med-Mem bears witness to the extraordinary riches of these archives, and will enable researchers, students, cultural institutions and the holders of audiovisual content to discover and appropriate this heritage. Searches covering the whole of the archives can be carried out using an interactive map and a chronological fresco.

**Exceptional documents, and fascinating footage**: from the visit of Che Guevara to Algiers in 1963 to the last TV appearance of the poet Mahmoud Darwich in 2008, from the construction of the Suez Canal to the magic of Petra, from the natural wonders of Montserrat and Capri to contemporary Bauhaus architecture and footage of Nicosia in 1960, from the faces of Tunisian lute craftsmen to traditional Croatian songs, from Morocco's first-ever women's horse-riding team to the eye-witness accounts of legendary footballers, this Mediterranean journey cannot fail to astound you...

A network of educational and cultural institutions (museums, libraries, universities) offers the general public website consultation points to extend the reach of the site. Med-Mem aims to foster intercultural dialogue and understanding about shared history in the Mediterranean area.

Med-Mem forms part of a collaborative partnership which is open to all Mediterranean audiovisual archives. The sharing of documentary and technical tools, audiovisual heritage conservation policies, and best legal practices between television corporation managers forms an integral part of the project.

### \* List of partners:

INA (France), COPEAM (Conférence Permanente de l'Audiovisuel Méditerranéen), Rai (Italian radio & television), EPTV (Entreprise publique de télévision - Algerian Television), JRTV (Jordan Radio and Television), SNRT (Société Nationale de Radiodiffusion et de Télévision - Moroccan Television), 2M SOREAD (Morocco), MMSH (Maison Méditerranéenne des Sciences de l'homme), CMCA (Centre Méditerranéen de la Communication Audiovisuelle), Biblioteca Alexandrina (Egypt), Uninettuno (International Telematic University - Italy), UER /EBU (Union Européenne des radiodiffuseurs/European Broadcasting Union), ERTU (Egyptian Radio and Television Union), HRT (Croation Radiotelevision), PBC (Palestinian Broadcasting Corporation), IBA (Israeli Television), CyBC (Cyprus Broadcasting Corporation), TV3 (Catalonian Television), TT (Tunisian Television) and Astram (Aix Marseille University).

Contacts: Press: Laure de Lestrange: Tel.: +33 1 49 83 26 68 / <a href="mailto:ldelestrange@ina.fr">ldelestrange@ina.fr</a>

Projet Med-Mem: contact@medmem.eu / Tel.: +33 4 91 14 33 40



# Editorial by Mathieu Gallet, Chairman and CEO of Ina Chairman of Copeam

The Mediterranean has a living memory of peoples and cultures. It is this centuries-old heritage which Med-Mem is aiming to extend today, through the richly expressive means of the audiovisual media. Fostering dialogue, understanding other people's culture, strengthening awareness of a common history: these objectives are at the heart of Med-Mem. To achieve these aims, its conception had to be underpinned by discussion and interchange. This brings out the importance of the active role played by each one of our twenty partners, in a process of international cooperation which was essential to bring about a project which is truly Mediterranean.

The result of this exemplary initiative will be available for everyone to see from 12 October: no fewer than 4000 audiovisual archive items will be available online free of charge, on a trilingual website, enabling a broad range of views of the heritage of the whole Mediterranean area.

Far more than just a shop window or a mere video catalogue, Med-Mem boasts an enriched interface and a high degree of editorial content, offering a multitude of entrance pathways. The large number of insights available means that each individual will be able to establish a personal pathway through the riches of Mediterranean culture and history.

Piloted by INA in the multilateral framework of COPEAM, this vast endeavour could not have been successfully carried out without the support provided by the Euromed Heritage IV programme, funded by the European Union. All those who have played a part deserve our gratitude for their contribution.

Mathieu Gallet Chairman and CEO of INA President of COPEAM

# Editorial by Eneko Landaburu, Head of the European Union delegation in Rabat

### Just a click away

The archives of 14 Mediterranean television corporations will be at our fingertips from 12 October 2012 at <a href="www.medmem.eu">www.medmem.eu</a>, thanks to the Med-Mem project, co-funded by the European Union as part of the Euromed Heritage 4 programme

Just click and you can watch the poet Mahmoud Darwich making his final appearance on television in 2008. Another click reveals footage of the building of the Suez Canal...

On 12 October 2012 Med-Mem becomes a reality. It is the first-ever free website in three languages (French, English and Arabic) to focus on the audiovisual heritage of the Mediterranean. Med-Mem - or "Sharing our Mediterranean audiovisual heritage" - presents the archives of 14 Mediterranean television corporations, with some 4000 audiovisual items available to the general public free of charge: it thus becomes the largest online video archive library dedicated to the historic and cultural heritage of the Mediterranean area.

The Med-Mem project is co-funded by the European Union as part of the Euromed Heritage 4 programme.

Why has the Euromed Heritage programme been set up? As a regional programme, it makes it possible for Mediterranean countries that are partners of the EU - Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, the Palestinian Authority, Syria and Tunisia - to work together. As a cultural heritage programme, it provides a framework enabling international institutions, national and local authorities, civil society entities, professionals in the heritage and education sectors, along with the region's peoples and young generation, to work together in developing an environment which is more favourable for the heritage both at national and regional level: rediscovering and sharing traditions, while keeping a close eye on the present, exchanging experience, and disseminating best practices, in order to pave the way for sustainable human and economic development in the region.

Med-Mem forms part of this endeavour, and contributes to achieving the programme's objectives: to improve accessibility to, and knowledge of, cultural heritage; to improve socio-economic impact at local and regional level; and to reinforce cultural heritage institutions and legislation. The project has thus made a major contribution to improving knowledge and practices in the Mediterranean audiovisual heritage field, with the collection, indexing and analysis of this new video archive data base, and also via the drawing up of the associated practical and legislative manuals, and above all the raising of levels of equipment and professional training in the partner TV archive departments in the Mediterranean area. Furthermore, the project is a useful complement to the many achievements of the Euromed Audiovisual programme in the film sector, which is also funded by the European Union and has been extremely active in the archives field.

Both the Euromed Heritage and the Euromed Audiovisual programmes strive to play an active part in the economic and social development of the partner countries. With this aim in mind, three fields of action have been identified and targeted by the two programmes. Above all, they drive efforts to train and develop the skills of all those involved, managers and technicians, and heritage and audiovisual professionals. At the same time, they have developed a wide range of tools and publications in order to improve legislation, knowledge, teaching and practices in their respective fields. Finally, a substantial effort has been made to raise awareness amongst different sections of the population (children, young people, students, women, associations, generalist professions, etc.), so as to make them conscious of heritage and audiovisual issues, and the benefits drawn from best practices in these areas, which tend to spread and have an impact at all levels: societal, economic and cultural.

The Med-Mem site is a perfect example of this awareness-raising effort, for it enables researchers, students, cultural institutions and the holders of audiovisual content to discover and appropriate a Mediterranean audiovisual heritage. Already, a network of cultural institutions (museums, libraries and universities) has been set up to offer website consultation points for the general public.

The project, which brings together 14 television corporations from the Mediterranean area, 3 professional organisations and a number of high-profile cultural and scientific partners, has also mobilised the efforts of more than 40 teachers and researchers specialising in the Mediterranean area, who have analysed and compared some of the 4000 archive videos collected to produce thematic research dossiers, which are provided on the platform alongside the video footage.

Med-Mem is thus fully committed to its goal of encouraging intercultural dialogue and an understanding of shared history in the Mediterranean.

Finally, it is very gratifying to see the innovative business model that the project has collectively constructed, which should ensure the continuing existence and evolution of the platform in a long-term perspective. In addition to the advertising revenue and the capital made available, the financing plan - shared by all the partners - optimises the "showcase" effect and the visibility of the archives presented, with a fixed percentage charge on revenues for videos ordered and purchased from TV corporations via the Med-Mem site.

To see all this for yourself, I invite you to visit the www.medmem.eu website on 12 October.

**Eneko Landaburu** Head of the E.U. delegation in Rabat

# Editorial by Rachid Arhab, journalist

Speaking as someone whose memories have been passed on essentially through oral traditions, I am delighted that, from now on, the younger generations of the future will have at their disposal a new tool to give them direct access to the Mediterranean audiovisual heritage.

This new resource for students, teachers and audiovisual professionals brings together for the first time 4000 archive items from 14 Mediterranean television corporations, and thus opens up a new pathway, very shortly to be enriched by other documents which might otherwise have disappeared for ever.

Med-Mem is a digital bridge between the shores of a "sea of civilisation", and a guarantee that our common history will be engraved on the hard disk of our memory.

Rachid ARHAB

# I. General presentation

#### MeD-MeM: Sharing our Mediterranean Audiovisual Heritage

Initiated by Ina under the auspices of COPEAM (Permanent Conference of the Mediterranean Audiovisual Operators) at the request of the holders of audiovisual archives in the Mediterranean region, "Sharing our Mediterranean Audiovisual Heritage (Med-Mem)" offers the general public some 4000 audiovisual documents from the countries in the Mediterranean area. The TV and radio archives, set into their historic and cultural context, are accompanied by a trilingual documentary note (in French, English and Arabic).

Co-funded by the European Union as part of the Euromed Heritage IV programme, Med-Mem strives to raise the profile of a common heritage, and underpins the drive to safeguard Mediterranean audiovisual archives.

#### The website is accessible to everyone free of charge.

This project brings together **20 partners** (see list in Chapter VI) including **14 Mediterranean television corporations**, 3 professional bodies, and high-profile cultural and scientific partners. It forms part of a collaborative partnership, open to all Mediterranean audiovisual archives. The sharing of documentary and technical tools, of policies for safeguarding the audiovisual heritage, and of best legal practices, forms an integral part of the project.

#### Med-Mem targets various audiences:

- The general public, and young people in particular:
  - They will be able to freely discover the Med-Mem website, the riches of both their own heritage and that of other Mediterranean countries, and to gradually share and appropriate the Mediterranean cultural heritage.
- Researchers, teachers and students:
  - The will find audiovisual documents with commentaries on the Med-Mem site, offering a range of viewpoints for their research and teaching purposes.
- The holders of audiovisual content, and primarily Mediterranean broadcasters: The visibility of the audiovisual archives put online on the MedMem website provides Mediterranean broadcasters with a new opportunity to raise awareness about the safeguarding and digitalisation of this endangered heritage.

#### A network of consultation points broadens its reach:

**Educational and cultural institutions** (museums, libraries, universities, etc.) offer the general public website consultation points to broaden the reach of the site.

# II. Euromed Heritage IV

#### Protecting our future

We are taking care of our past in order to protect our future. We are encouraging the preservation of fountains, wooden doors and ancient dialects, the restoration of ancient manuscripts and the restoration of modern buildings and theatres dating back thousands of years, in order to safeguard the identity of future generations and contribute to a shared understanding of them. By enhancing the cultural heritage, the Euromed Heritage programme underpins dialogue between different cultures in the Mediterranean region. Euromed Heritage 4 (2008-2012) is creating new opportunities to raise the awareness of citizens, to enable them to reappropriate their extraordinary common cultural heritage.

#### Historical background

Since 1998, the regional programme Euromed Heritage has allocated a total of €57 million to the financing of partnerships between heritage institutions in the Mediterranean region, and heritage conservation experts. Some 400 partners in member states of the European Union and MEDA countries (Algeria, Cyprus, Egypt, Israel, Jordan, Lebanon, Malta, Morocco, the Palestinian Authority, Syria, Tunisia and Turkey) have benefited from this programme in its earlier phases.

#### **Euromed Heritage IV**

Euromed Heritage IV represents a further stage in the process leading to the recognition of "culture" as a catalyst for mutual understanding between peoples in the Mediterranean region. Now forming part of the <u>European Neighbourhood Policy (ENP)</u> and granted a budget of €17 million, Euromed Heritage IV (2008-2012) is intended to help populations appropriate their own national and regional cultural heritage, by facilitating access to education and to knowledge about their own cultural heritage. It is with this aim in mind that twelve projects have been funded over a 3-year period. Each of the projects is based on a major organisation teaming up with various partners of the European Union and Mediterranean partner countries. For the projects selected, Euromed Heritage IV offers a framework for the sharing of experience, a network for the dissemination of best practices, and new prospects for the development of the institutional framework of culture at the national and regional levels.

#### What does this mean in practice?

The programme facilitates interdisciplinary cooperation, the exchange of best practices, training, the creation of networks, initiatives to stimulate and reinforce the social and economic impact of the cultural heritage, and finally, the improvement of the institutional and legislative frameworks of the cultural heritage in the partner countries. A regional management and support unit (RMSU) provides its technical assistance to twelve projects:

- ATHENA: Ancient theatres enhancement for new actualities;
- ELAICH: Educational linkage approach in cultural heritage;
- FOUNDATIONS FOR A STRONG FUTURE: Youth in Lebanon and Jordan promote cultural heritage;
- **HAMAMMED**: Raising awareness for the hammam as a cultural heritage;
- MANUMED II: Of manuscripts and men;
- MARE NOSTRUM: A heritage trail along the Phoenician maritime routes and historic port-cities of the Mediterranean Sea;
- MEDLIHER: Safeguarding Mediterranean living heritage;
- MED-MEM: Sharing our Mediterranean audiovisual heritage;
- MONTADA: Forum for the promotion of traditional architecture in the Maghreb;
- MUTUAL HERITAGE: From historical integration to contemporary active participation;
- REMEE: Rediscovering together the water heritage in the Mediterranean region;
- · SIWA & TANGIER: Cultural heritage for a better life.

http://www.euromedheritage.net

### III. The content

Med-Mem offers a selection of more than 4000 videos from countries in the Mediterranean area.

- Seven major themes form the archives corpus, of which some examples are given below:
- Historical and contemporary issues (19th-21st centuries)



Official visit to Algiers by Che Guevara in 1963, to mark the first anniversary of independence (EPTV collection / Algeria - 1963)

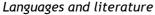
Watch a clip from the video: EPT00175



Inauguration of the town of Port-Fuad on 21 December 1926, in the presence of HM King Fuad (Bibliotheca Alexandrina collection -with the authorisation of the Association du Souvenir de Ferdinand de Lesseps et du Canal de Suez Egypt - France - 1926)

Watch a clip from the video: BIB00020

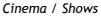
• Art, culture and knowledge





The last reading by the poet Mahmoud Darwich at Ramallah in 2008, in the company of the Trio Joubran (PBC collection / Palestine - 2008)

Watch a clip from the video: PBC000150





The first show given by humourist Jamel Debbouze, taken from "Les artistes de l'émigration" in 1993 (2M collection / Morocco - 1993)

Watch a clip from the video: 2MT00090

#### Historical heritage

Ancient history



In this cartoon, Sénouhi, a Pharaonic hero, travels through time with his friends (ERTU collection / Egypt - 2010)

Watch a clip from the video: ERU00476

Archaeological sites



Visit to Petra, the town of the ancient Nabataeans with its rock-cut architecture (JRTV collection / Jordan - 2008)

Watch a clip from the video: JRT00407

### Economy

#### Commercial exchanges



Fos, the port complex near Marseille (INA collection / France - 1999)

Watch a clip from the video: INA00340

Markets and handicrafts



Anatomy of the Tunisian oud, a traditional instrument in danger of dying out (TT collection / Tunisia - 2010)

Watch a clip from the video: TUN00051

## • Landscapes and environment

#### Protection of natural areas



Montserrat in Catalonia, with its unique rock formations, declared as a national park (TV3 collection / Spain - 1997)

Watch a clip from the video: TV300049

Tourism sites



Discovering the isle of Capri and its blue grotto (RAI collection / Italy - 2002)

Watch a clip from the video: RAI00112

#### Tourism and cultural sites

#### Capitals



Views of Nicosia, the capital of Cyprus, filmed in 1960 before the partition between the Greek and Turkish sectors (CyBC collection/Cyprus - 1967)

Watch a clip from the video: CBC00121

#### Architecture



Tel-Aviv and its Bauhaus buildings, inscribed on the UNESCO World Heritage List (IBA collection / Israel - 2004)

Watch a clip from the video: IBA00002

#### Social structures and lifestyles

#### Celebrations and traditions



Summer solstice fires, a Slavic tradition, near Zagreb (HRT collection / Croatia - 1998)

Watch a clip from the video: HRT00035

#### Families and family links



Between Lebanon and France, the story of a childhood in pictures (Astram collection / France - 2011)

Watch a clip from the video: AST00001

#### Sport and games



First-ever women's horse-riding team (SNRT collection / Morocco - 2010)

Watch a clip from the video: SNR00379

## IV. The interface

### 1. Navigation: How doe it work?

#### Choose your language

A tab enables you to choose the website language. This is the language used for the website's textual content: documentary information, context and editorial dossiers, and archive subtitles.

#### Discover the website

The Themes access enables the Web user to select documents for each theme or sub-heading in all the collections. A narrow-down stage is proposed to restrict search results by sub-heading and/or by collection.

The Collections access enables the Web user to choose the selection of documents proposed by each partner for all themes (e.g. SNRT-Moroccan Television). The whole corpus of each participant is then available, accompanied by a presentation text. A narrow-down stage is proposed to restrict research results by theme and by sub-heading.

# At each stage, the display of results can be accessed in any of 3 modes: List, Map or Fresco

Access to documents may be presented in the form of an interactive map, a chronological fresco or lists.

Map navigation: for each country, a tag indicates the number of documents concerned (whatever the document source), which can be accessed by a single click.

The interactive fresco: The fresco consists of clickable thumbnail images arranged in chronological order: At the top of the fresco, a clickable time scale makes it possible to move in the time dimension. it can be used to find video documents by historic period, from ancient times to the present day.

**List:** a more traditional list mode also makes it possible to navigate in the results of a search (simple or advanced) and to combine several criteria





#### 2. Editorial content

#### Thematic dossiers

Editorial dossiers consist of overviews of research work, articles by specialists on the topic covered, translated into the three languages and illustrated by videos.

Multi-national and transdisciplinary teams of teachers and researchers have combined their efforts to contextualise the audiovisual documents and to propose teaching approaches, in conjunction with the educational sector.

#### A cultural diary:

A cultural diary compiled by the CMCA offers on its front page a selection of cultural events in the Mediterranean countries.

## 3. How to join the project

The partners of Med-Mem have adopted principles intended to ensure the ongoing enrichment of the website and its continuing existence.

#### Add content

#### Propose audiovisual documents

The collections available on the Med-Mem website can be enriched by new audiovisual documents supplied by the participants, thanks to the tool specially developed for this purpose. For any new holder of audiovisual archives wishing to join the Med-Mem community, a form is available on the website tab marked "The Project".

#### Propose editorial dossiers

If you are a specialist on the Mediterranean, a researcher, writer or journalist, your work can throw light on issues relating to the Mediterranean heritage. You can write an editorial dossier which will enrich the insights provided by the Med-Mem website.

Please contact the Med-Mem editorial team: contact@medmem.eu

#### Disseminate the website

The network of the website's dissemination points will be extended, to ensure that Med-Mem offers optimum accessibility If you represent a Library, Media Centre, University, Museum, Cultural or Tourism site, you can join the Med-Mem dissemination network,

Please fill in the form available on the website ("The Project" tab).

Support Med-Mem

#### by providing financial assistance in the form of patronage

Companies, institutions: If you are looking to raise your visibility in an international cooperation initiative, you can help us offer more online archives on www.medmem.eu,

- to digitalise a corpus of additional audiovisual documents

Many audiovisual archives have still to be saved all around the Mediterranean: you can raise your visibility on the Med-Mem website by linking your name to the conservation and digitalisation of new documents, while increasing the scope of the corpus offered by Med-Mem.

to translate and subtitle documents already available on the website

Continuing to translate and subtitle audiovisual archives on the website is a way of ensuring easier access for an even wider audience.

-to editorialise audiovisual archives online at www.medmem.eu,

Written by educators, the contexts and editorial dossiers are intended to provide historic and sociological insights into the audiovisual archives available on Med-Mem.

Advertising in the corpora of archives covered by the patronage can be set up in synergy with the communication policy of your company.

#### Example 1:

You represent a chamber of commerce:

by funding the digitalisation and placing online at <a href="www.medmem.eu">www.medmem.eu</a> of a collection of documentaries on handicrafts, you raise the visibility of the activity, and help to safeguard traditional skills.

#### Example 2:

Your company is socially responsible, and you wish to take an initiative which will raise the profile of your company in the fields of sustainable development, culture, and the restoration of heritage sites...

#### By buying an advertising space on the Med-Mem website

An advertising space is available on the home page of the Med-Mem website, and is accessible to advertisers wishing to reach an audience which covers the whole of the Mediterranean area. Get in touch at contact@medmem.eu.

## 4. Med-Mem for professionals

Med-Mem is a new source of fascinating archives which is worth discovering for your professional projects, and offers holders of audiovisual content useful tools which encourage best practices in safeguarding and respecting intellectual property rights.

Application form: this function is exclusively for professionals

As an audiovisual, educational or cultural professional, you may wish to order a document available for consultation on the MedMem website, and get in touch with the rights holder: The basket icon enables you to identify yourself and to send an email to the contact, who will deal directly with your order.

#### Commonly developed tools

The Med-Mem charter, adopted by all participants

The Med-Mem charter illustrates the common determination to include audiovisual archives in the collective heritage It is intended to promote the implementation of measures to safeguard the heritage, and to continue disseminating it to future generations, in particular by using the Med-Mem platform. Its adoption is compulsory for those wishing to join the Med-Mem platform.

#### A safeguard manual:

A methodological tool presenting the main stages necessary for implementing the audiovisual archive safeguard measures, this manual features a wide range of case studies and feedback from the main participants.

It is available in 3 languages (French, English and Arabic).

#### A guide of best legal practices:

The exploitation of audiovisual archives for cultural, educational or commercial purposes is governed by international legislation and national laws, aimed at ensuring that intellectual property rights are respected in the interest of all rights holders. This guide sets out the legal framework, and offers tools to facilitate its implementation. It is available in 3 languages (French, English and Arabic).

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### V. The contributors

### - The partners:

INA (Institut National de l'Audiovisuel-France),

**COPEAM** (Conférence Permanente de l'Audiovisuel Méditerranéen – Permanent Conference of the Mediterranean Audiovisual Operators),

Rai (Italian Radio & Television),

**EPTV** (Entreprise Publique de Télévision-Algerian Television),

JRTV (Jordan Radio and Television),

**SNRT** (Société Nationale de Radiodiffusion et de Télévision – Moroccan Television),

2M-SOREAD (Sociéte d'Etudes et de Réalisations Audiovisuelles-Moroccan Television),

MMSH (Maison Méditerranéenne des Sciences de l'Homme-France),

CMCA (Centre Méditerranéen de la Communication Audiovisuelle),

Biblioteca Alexandrina (Egypt),

Uninettuno (International Telematic University - Italy),

UER / EBU (Union Européenne de Radiodiffusion – European Broadcasting Union),

**ERTU** (Egyptian Radio and Television Union),

HRT (Hrvatska Televizija- Croatian Radiotelevision),

**PBC** (Palestinian Broadcasting Corporation),

**IBA** (Independent Broadcasting Authority-Israeli Television),

CyBC (Cyprus Broadcasting Corporation),

TV3 (Televisio de Catalunya-Catalonian Television),

**TT** (Tunisian Television)

Astram (Arts, Sciences et Techniques / Recherche Audiovisuelle et Multimédia- Aix Marseille University).

#### - Editorial Committee

**An Editorial Committee**, comprising eminent figures from the field of Mediterranean humanities research and media specialists, has contributed to the balance and coherence of the editorial line. It is composed of:

- Dionigi Albera: Ethnologist, Research Director at CNRS, Director of the Institut d'Ethnologie Méditerranéenne et Comparative.
- Maryline Crivello: Professor of history, Aix-Marseille University, Director of TELEMME Laboratory, MMSH.
- Karima Dirèche: Researcher at CNRS, Contemporary history, (UMR TELEMME).
- **Jean-Yves Empereur**: Research Director at CNRS, Director of CEAlex.
- **Thierry Fabre**: Essayist, Head of Cultural Projects and International Relations of MUCEM, and founder of the Rencontres d'Averroès.
- **Jean-Marie Guillon**: Professor PRCE (UMR TELEMME).
- **Brigitte Marin**: Professor PR2, History, Urban history, Social and cultural history of modern Europe, Director of MMSH (Aix-Marseille-I University/ Provence / CNRS).
- Frank Mermier: Research Director at CNRS, media and image specialist, IFPO.
- Mohamed Tozy: Sociologist and political analyst, Professor at Casablanca University and Provence University.

#### - Authors of editorial content

Abecassis Frédéric, Associate Professor of contemporary history, ENS Lyon, LARHRA,

Albera Dionigi, Director of Research, CNRS, IDEMEC, MMSH,

Alterio Tiziana, Journalist - Global Vision / ilmediterraneo.it

Antéby-Yemini Lisa, Researcher, CNRS, IDEMEC, MMSH

Arnaud Jean-Luc, Director of Research, CNRS, TELEMME, MMSH

Arrif Abdelmajid, Research Associate in urban ethnology, Aix-Marseille University, IREMAM, MMSH

Baquey Stéphane, Associate Professor of French literature, Aix-Marseille University

**Ben Khalifa Riadh**, Associate Master in history, Tunis University, Institut supérieur des Sciences appliquées en humanités

Bonillo Jean-Lucien, Architect and historian, Professor, ENSA Marseille

Brahim Rachida, Doctoral student in history under the supervision of Gérard Noiriel, EHESS

Buti Gilbert, Professor of modern history, Aix-Marseille University, TELEMME, MMSH

**Chalvet Martine**, Associate Professor in history of the environment and the forest, Aix-Marseille University, TELEMME, MMSH

Crivello Maryline, Professor of history, Aix-Marseille University, TELEMME, MMSH

**Demarchi Nora**, Doctoral student in Mediterranean ethnology under the supervision of Dionigi Albera, Aix-Marseille University, IDEMEC, MMSH

Dirèche-Slimani Karima, Researcher in contemporary history, CNRS, TELEMME, MMSH

**Dusserre Aurélia**, University teacher, Doctor of contemporary history, Aix-Marseille University, TELEMME, MMSH **El Oifi Mohammed**, Associate Professor and Research Associate, Arab world media specialist, Institut d'études politiques - Paris, Centre Thucydide,

**El Sahn Marwa**, Doctor in Information & Communication Sciences, Head of Multimedia Department, Bibliotheca Alexandrina

**Gaertner Julien**, Post-doctoral associate in history, writer of documentaries, Institut d'études politiques de Paris, Nice-Sophia Antipolis University

Gastaut Yvan, Associate Professor of contemporary history, Nice-Sophia Antipolis University, URMIS

Graziana Coco, Professor of English, cultural mediator, journalist - Global Vision / ilmediterraneo.it

Guillon Jean Marie, Professor – PRCE (UMR TELEMME)

Isnart Cyril, Researcher in ethnology, University of Evora, CIDEHUS.UE

**Jacquemond Richard**, Professor of modern Arabic language and literature, Aix-Marseille University, IREMAM, MMSH

**Jockey Philippe**, Professor of Greek history and civilisation, Aix-Marseille University, TELEMME, MMSH **Jordi Jean-Jacques**, Doctor of history, teacher at EHESS

Kerrou Mohamed, Associate Professor of sociology, Tunis El-Manar University

Lachkar Abdenbi, Professor of communication sciences, Ibn Zohr University of Agadir

Lafi Nora, Researcher in Ottoman history, specialist on towns, Zentrum Moderner Orient (ZMO) in Berlin

Larriba Elisabel, Professor in Romance studies, Aix-Marseille University, TELEMME, MMSH

Latte Abdallah Stéphanie, Researcher in contemporary social history and anthropology, CNRS, IREMAM, MMSH

Marin Brigitte, Professor of modern history, Aix-Marseille University, TELEMME, MMSH

Montenach Anne, Associate Professor of modern history, Aix-Marseille University, TELEMME, MMSH

Mourlane Stéphane, Associate Professor of contemporary history, Aix-Marseille University, TELEMME, MMSH

**Neveu Norig**, Doctoral student in history at EHESS under the supervision of Jocelyne Dakhlia and researcher/teacher at Aix-Marseille University

Parizot Cédric, Researcher in political anthropology, CNRS, IREMAM, MMSH

Regnard Céline, Associate Professor in contemporary history, Aix-Marseille University, TELEMME, MMSH

Siino François, Research engineer, CNRS, IREMAM, MMSH

Sintès Pierre, Research engineer, CNRS, IREMAM, MMSH

Zubillaga Mayalen, Writer

Contact
Laure de Lestrange
+33 1 49 83 26 68
ldelestrange@ina.fr