

PRESS REVIEW

CULTURE: EU MEDITERRANEAN TV HERITAGE A MOUSE-CLICK AWAY ***

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A concentration of the historical memories of many countries in the Mediterranean will be "a mouse-click away" within a couple of years. A mosaic of short documentaries and television reports which tell the story, the art, the culture, as well as the cuisine of different countries and ages, will be available on home computers thanks to a portal which will be created in 2011 by the Med-Mem project, under the Euromed Heritage programme, funded by the EU Commission as part of the European Neighbourhood Policy with Partner countries of the Mediterranean. A click will take you to Cairo to learn about the Coptic Hanging Church, or witness modern dance in Israel, or learn about the traditional Greek sirtaki. The site includes the main museum collections of the various countries, as well as reports on problems such as water and pollution. This is all available by searching by country, topic, or historical period, with the possibility of comparing the same subject within the same period, for example, how television has handled the role of women in society. "The idea is to cover the history of the Mediterranean basin, from its cultural roots and heritage", explains Mireille Maurice (Ina), coordinator of the Med-Mem project. It is not enough to scour the national TV archives for old and new documentation, but the project also needs to be able to transfer everything onto digital format, organising a modern archive using new technology. With this in mind, the second Med-Mem training seminar begins in Alexandria today, with around 20 experts in the national television archives of Croatia, Egypt, and the national libraries of Alexandria, Greece, the Palestinian Territories, Israel and Libya, in collaboration with professionals working on the project, led by INA France, which includes Copeam (The Permanent Conference of the Mediterranean Audiovisual Operators), Rai (Italy), Jrtv (Jordan), Snrt (Morocco) and Eptv (Algeria). "It will be possible to access other countries' archives through this project" explains Florence Lanzaoui from the Copeam general secretariat, "as well as online files, with contributions from university experts in the Euromediterranean area. Thanks to the transfer of technical know-how and the coordination of the archives, the various televisions will be able to exchange material. In a later stage we plan to coordinate the legal side, in terms of image rights, before the end of the project in 2012". (ANSAméd).

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