

# Yperia 2013



Investigating *NEW* sustainable models to endorse the Mediterranean heritage



vision

tools

strategies

amorgos

MediterraNew

cultural think tank investigating new possible approaches in development, communication and enhancement of cultural heritage and landscape in the Mediterranean area.



vision

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## MediterraNew

we are looking for new ways to build a better dialogue between the extraordinary heritage of the countries bordering the *mare nostrum* and a responsible fruition by an increasingly wide international audience.



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MediterraNew

we should find new tools for  
contemporary and sustainable  
economic development enhancing  
instead of spoiling the local  
resources.



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MediterraNew

we firmly believe that *mediterranean countries* CAN restart their economies endorsing their HUGE cultural heritage and amazing landscape.



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mediterranean

we are aware that a solution is not easy at hand: we need a think tank focused on researching guidelines for whole mediterranean area.





vision

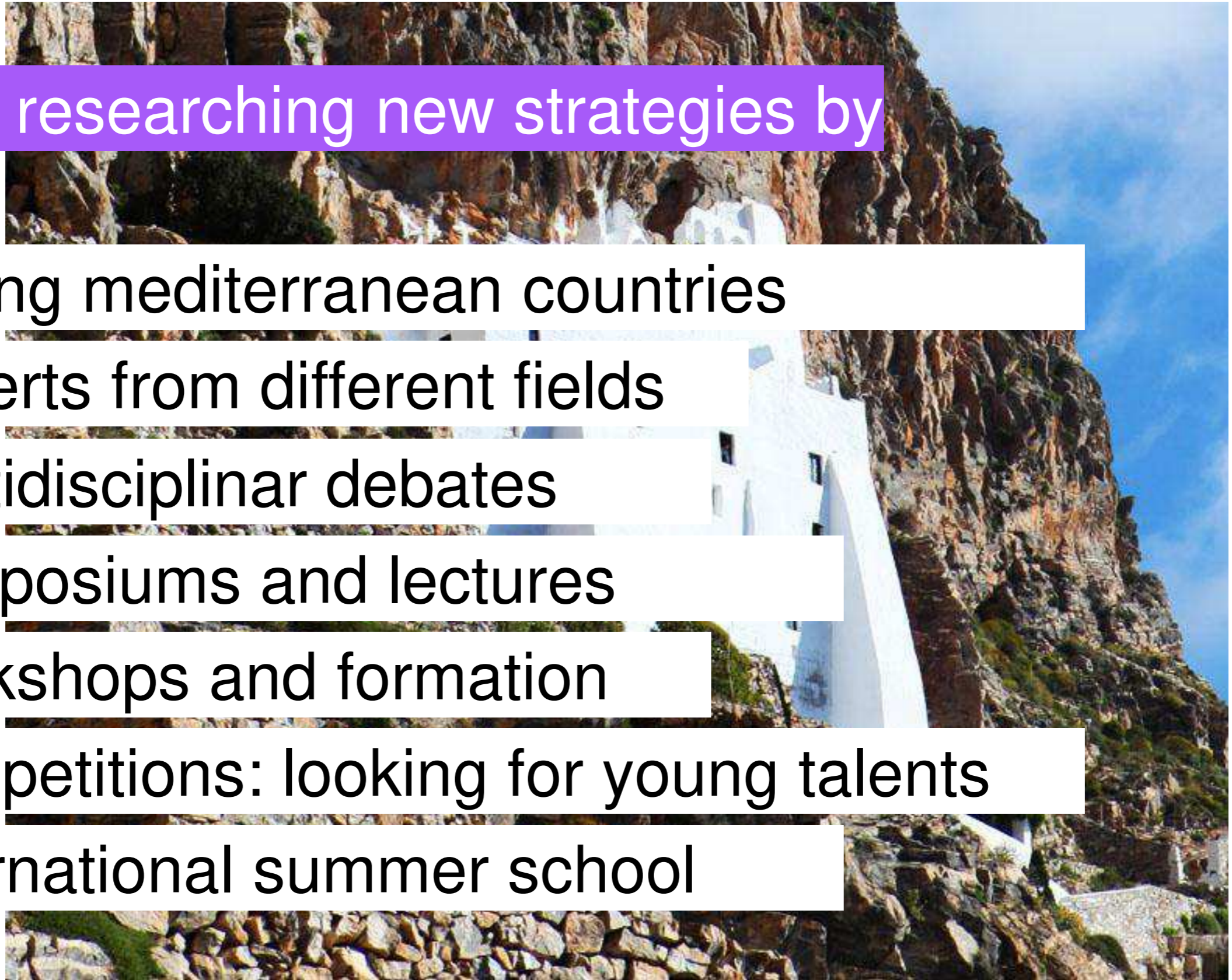
**tools**

strategies

amorgos

researching new strategies by

- . linking mediterranean countries
- . experts from different fields
- . multidisciplinary debates
- . symposiums and lectures
- . workshops and formation
- . competitions: looking for young talents
- . international summer school





vision

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multidisciplinary

- . architects & designers
- . urban planners
- . economists
- . archaeologists and cultural curators
- . sustainability experts
- . artists and creatives







vision

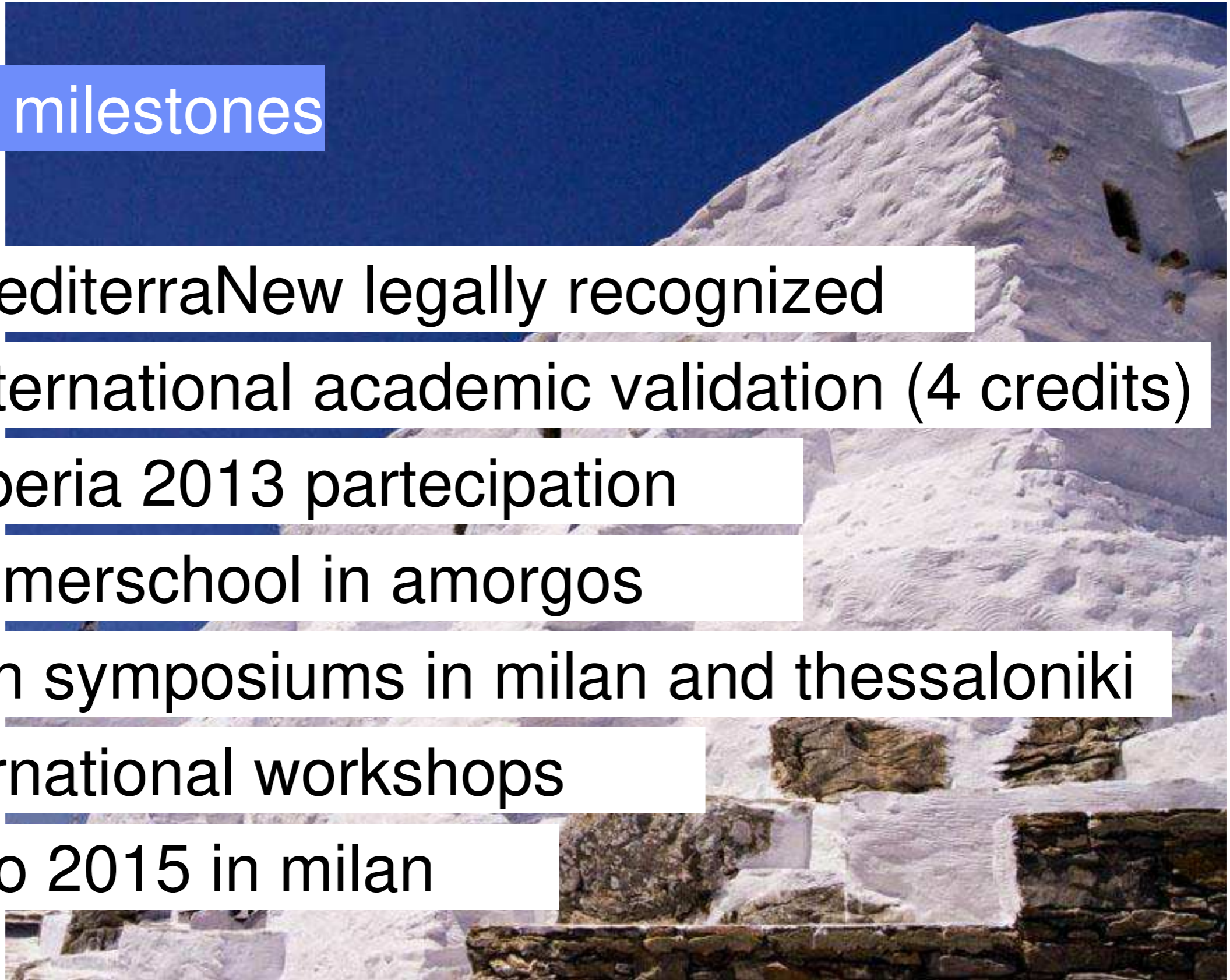
tools

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## milestones

- . V MediterraNew legally recognized
- . V international academic validation (4 credits)
- . V Yperia 2013 participation
- . summerschool in amorgos
- . open symposiums in milan and thessaloniki
- . international workshops
- . Expo 2015 in milan





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looking for

- . more institutional support
- . more investors and sponsors
- . more experts (economy)
- . more experts (energetic sustainability)
- . more mediatic resonance



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outcomes expected for 2014

- . first *guidelines sketchbook* developed
- . first ideas contribution to local communities
- . set summerschool
- . first young talents promotion
- . publications
- . international mediatic resonance



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an opportunity for the island

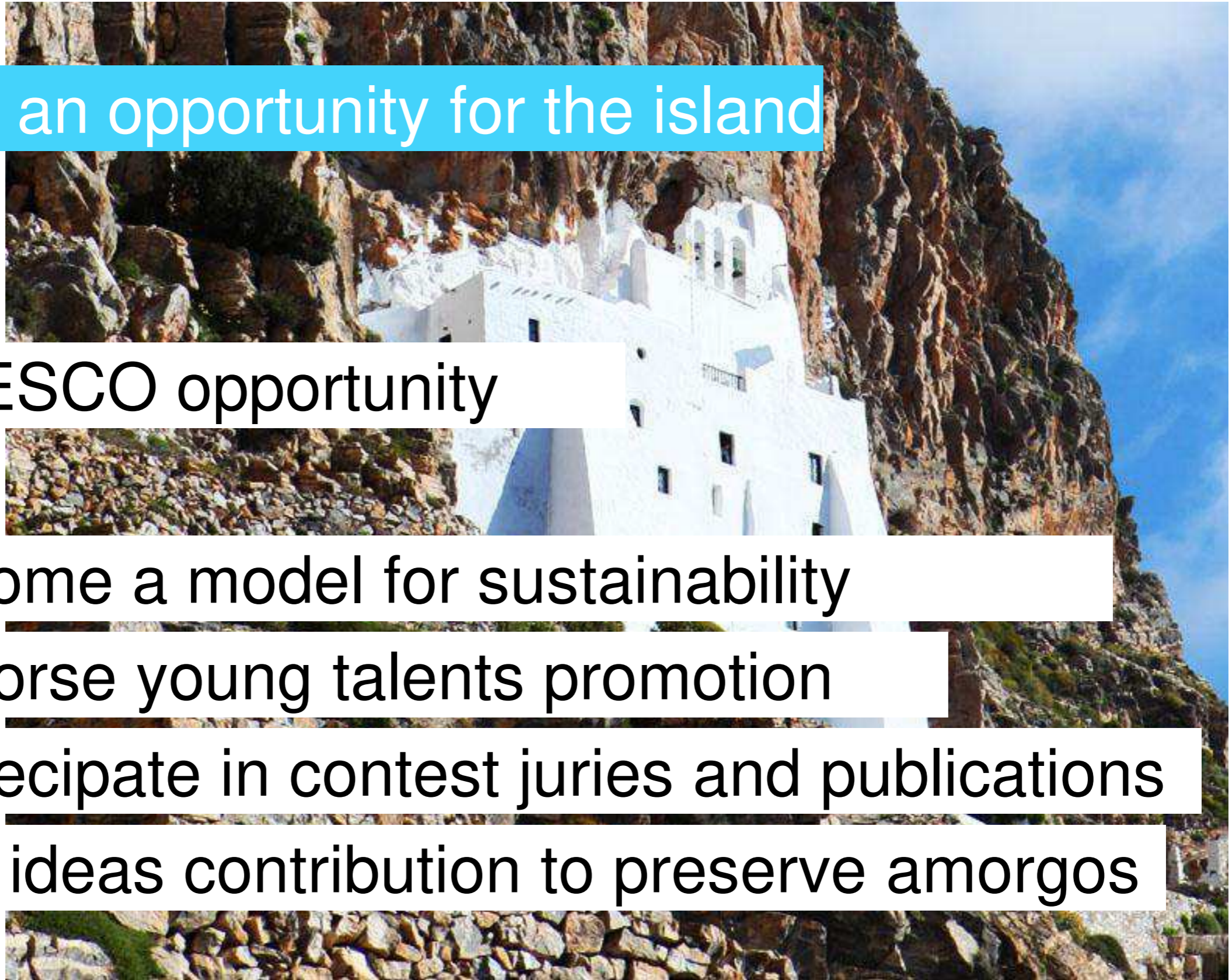
- UNESCO opportunity

- become a model for sustainability

- endorse young talents promotion

- participate in contest juries and publications

- free ideas contribution to preserve amorgos



thank you



Giorgio Martino  
CEO MediterraNew