World Heritage Day – April 2018 **Heritage for Generations**

Organizers:

* **Egyptian Ministry of Culture**

MoC is a governmental entity that responsible for monitoring, evaluating and developing the cultural entities and activities in Egypt and Egyptian culturists. It seeks mainly to raise awareness of the Egyptian character for his/her history and the ways of preserving this inherited past and its creative outcomes.

* **National Organization for Urban Harmony (NOUH)**

NOUH is a governmental entity which was founded under the supervision of Ministry of Culture in 2004 caring the aesthetic value of the Egyptian architecture and urban spaces.

* **Cairo Heritage Development Committee (CHDC)**

CHDC was composed to create a strategic vision caring the cultural heritage significance of Cairo – Heritage City. This committee, taking into consideration the historical, social and economic values, estimates the alternatives of implementing this vision and develop the plans, policies, and the implementation programs for developing Cairo as a heritage capital regarding the tourism and economic criteria. Additionally, it seeks to inscribe Khedivian Cairo as a heritage capital at UNESCO World Heritage List.

**Event** Description:

Organizers would like to participate celebrating the world heritage day in April 2018. This celebration includes **a groups of general actions** as the following:

1. Creating an electronic diary of the whole heritage festive events in Arab Republic of Egypt 2018
2. Hanging the flags of the world heritage day including the logos of international heritage organizations - such as UNESCO World Heritage Center, UNESCO Intangible Cultural Heritage Committee, ICOMOS, ICCROM, ICOM, UNITE4HERITAGE, and IUCN – on the seven Egyptian world heritage sites
3. Designing a special logo of the world heritage day in Egypt and deliver it on the whole media tools especially Egyptian television.
4. Specifying a heritage education session at Egyptian schools – in collaboration with **Ministry of Education** - defining the Egyptian heritage and its values.

**NOUH Actions:**

1. Creating two photographic exhibitions:
2. Heritage photographic exhibition "Egyptian Life in the 19th Century" in collaboration with **American University in Cairo (AUC)**.
3. Photographic exhibition "Cairo Spirit" that to include a group of photos about the journey of the holy family in Egypt and Domes and Minarets in Cairo
4. Opening ceremony of the project "Street Story"
5. Offering a CULTRAMA show for the Egyptian audience for free
6. Delivering the introductory publications (leaflets, brochures and so on) defining the seven Egyptian world heritage sites and Arabian world heritage sites as well.
7. Creating a seminar "Heritage and Investments" - NOUH will open numerous opportunities for the heritage young professionals viewing their creative ideas for rehabilitating, adaptive re-using, and developing the Egyptian heritage sites and/or cities. This seminar aims mainly at discussing the suggestions and recommendations in relations to the heritage management operationalizing the economic value.

**CHDC Actions:**

Firstly, at **Khedivian Cairo**

1. Lighting the facades of the high heritage architectural value-derived buildings
2. Creating a great street art-derived festive event at Downtown streets for two weeks

Secondly, at **Historic Cairo**

1. Creating a great heritage musical festival at Ghory Wekala
2. Delivering a group of awards:
3. The best cultural heritage NGO
4. The best heritage investment idea at Egyptian heritage sites and historical buildings
5. Honoring the best Egyptian and Arabian character in the field of cultural heritage.
6. Creating a great fair for traditional crafts productions at Muezz street in collaboration with **CREATIVE EGYPT and General Authority for Culture Palaces** (20 – 27 April 2018)

**Event Duration:**

18 – 28 April 2018

**Event Location:**

Khedivian Cairo and Historic Cairo – Cairo – Egypt

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**Official Website:**

NOUH - <http://urbanharmony.org>

Egyptian Ministry of Culture - [www.moc.gov.eg/en](http://www.moc.gov.eg/en)

NCPDPC - <http://cairoheritagedevelopment.com>