The Ministry of Culture launches Tyre's "Heritage Trailer"

"The Heritage Trailer" was launched on 16 September 2015 at the National Museum under the patronage and in the presence of HE the Minister of Culture Raymond Araygi. The Trailer’s concept has been developed by the Ministry of Culture within the framework of "Archeomedsites", a regional project which is funded by the European Union to raise awareness about cultural heritage.

"The Heritage Trailer" aims at highlighting the values of the Tyre World Heritage Site in an interactive, unconventional and entertaining way. It is a travelling exhibition for replicas of archeological objects, accompanied by a number of educational activities focusing on traditional crafts, calligraphy, and storytelling.

The launching ceremony kicked off with a welcome speech by the representative of the Ministry of Culture in the Archeomedsites project, Dr. Assaad Seif, followed by the presentation of the local project coordinator, Mrs. Maya Hmeidan, who presented the project’s latest achievements and activities focusing on "The Heritage Trailer". The Mayor of Tyre, Mr. Hassan Dbouk, thanked the Ministry of Culture and the EU for choosing Tyre as one of the target sites for this project. The Chargé d’Affaires of the EU Delegation to Lebanon, Mr. Maciej Golubiewski, and HE the Minister of Culture, Raymond Araygi, focused on the importance of mutual cooperation and interaction, both nationally and internationally, for the enhancement of the cultural heritage and the promotion of new innovative cultural dynamics responding to contemporary challenges.

Minister Araygi highlighted the fruitful collaboration between the Ministry of Culture and the Ministry of Education to make the stories and associated educational kit elaborated in the framework of Archeomedsites available at public schools.

Mr. Maciej Golubiewski said that "the soft power of culture and heritage - be it through exhibitions, storytelling, archaeology or handicraft demonstrations - is characterised by its ability to revive cultural memory, hence creating a powerful bond between people." "The Heritage Trailer that has been created with the Ministry of Culture through the European Union's ENPI CBC Med Archeomedsites project has the potential to contribute to all that," he added.

The audience was invited to visit The Heritage Trailer’s exhibition that included demonstrations of different handicrafts: artisans presented old techniques of glass blowing, mosaic making and handmade pottery to the invitees, and created replicas of ancient objects.
"The Heritage Trailer" will visit all the Lebanese regions, with at least one stop at each *Mouhafaza*, bringing the national archeological and cultural heritage values to citizens across Lebanon, specifically in Mtain, Zahle, Zghorta, Beirut, Jezzine and Tyre. Its first stop will be in Mount Lebanon, at the Historic Square of the city of Mtain on 19 September.

Archeomedsites is a project funded by the European Union through the ENPI CBCMED Mediterranean Sea Basin Programme with a budget of around €2 million. It aims at preserving cultural heritage and creating related management plans in Italy, Lebanon and Tunisia. In Lebanon, the project raises awareness about cultural heritage in general and in Tyre in particular, and eventually, encourages the Lebanese citizens to visit this fascinating city.

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