Panel 5 Paper 5.1 Egyptian Rural Practices: Living Heritage and Musealization

Mohamed Badry Kamel Basuny Amer M.A.
HeritageForAll Initiative, mohammadbadry2013@gmail.com

Follow this and additional works at: https://scholarworks.umass.edu/icomos_isccl

Part of the Critical and Cultural Studies Commons, Cultural History Commons, Folklore Commons, Museum Studies Commons, Oral History Commons, Other Social and Behavioral Sciences Commons, Rural Sociology Commons, Social and Cultural Anthropology Commons, Social History Commons, Sociology of Culture Commons, and the Tourism Commons

https://scholarworks.umass.edu/icomos_isccl/2019/papers/26

This Paper in a panel / paper dans un panneau is brought to you for free and open access by ScholarWorks@UMass Amherst. It has been accepted for inclusion in Rural Heritage - Landscapes and Beyond / PATRIMOINE RURAL: Paysages et au-delà by an authorized administrator of ScholarWorks@UMass Amherst. For more information, please contact scholarworks@library.umass.edu.
Egyptian Rural Practices
Living Heritage and Musealization

Mohamed Badry, M.A.
Heritage Management Professional
Founder of “HeritageForAll” Initiative
Paper Structure

• Introduction

• Rural Living Heritage and Cultural Investment

• Rural Heritage Exhibitions

• Rural Social Practices and Musealization: Interactive EDUTAINMENTAL Socio-cultural Tourism Technique

• Conclusion
Research Methodology

• Qualitative Methodology
  
  • **Primary Data** (Direct Observation; Semi-structured Interview; Personal Experience; and Direct Experiment)
  
  • **Secondary Data** (e.g. references, articles, old documentary shoots and so on)
Egyptian Rural Living Heritage

Egyptian Village 1930
Rural Living Heritage & Cultural Investment
Living Heritage ... "sense of the place"

• ... creating an emotional rapport between the heritage space, and the local community.

• the way of showing and presenting these international heritage tourism products (non-traditional) through
  • reviving the social practices;
  • rehabilitating the heritage structures;
  • reprocessing the traditional cultural contexts.

(Mason, 2014)
Cultural Entrepreneurship “Abeeeya”

• The Nubian culture, the Upper Egypt
• Nubia identity as a unique rural community
• Nubian Traditional Dress “Gergar”
• The colored triangles are inspired from the Nubian houses, and its unique vernacular architectural heritage.
Rural Heritage Exhibitions
Heritage Exhibition

“is based on problem-solving and which draw on existing scientific and socio-historical knowledge and avoid sectarianism, while regarding a critical consciousness as an educational precondition that enables us to grasp our socio-historic reality in order to demystify it”.

(Borges & Botelho, 2008, p. 66)
Heritage Exhibition

• To evolve towards community management and the inclusion of multi-sensorial idioms, as a first step towards musealising living heritage;

• indigenous cultures have persisted through orality, which has mainly ensured the survival of their worldview.

(Labbé, 2015, p. 105)
National Museum of Egyptian Civilization (NMEC)

Part of the Temporary Exhibition “Egyptian Crafts through the Ages” refers to the traditional custom and jewelry in Lower and Upper Egyptian Rural Communities, and Nubian and Siwan Community.
Agricultural Museum Complex

The Scene of *el-Hawdag*, Transferring the Bride in Upper Egypt

The Scene of *Hena* Celebration, Lower Egypt
Agricultural Museum Complex

The Scene of *el-Hawdag*, Transferring the Bride in Lower Egypt

Floral Museum ©Researcher, 2015
Nubian Museum

• Heritage Exhibition “Traditional Nubian Life”

• The exhibition is considered one of the significant cases worldwide that highlighting the major of Nubian cultural ethnological manifestations.

• the themes .... changed due to the globalization effects.

• the interactive thinking, the local cultural memory e.g. the features of the Nubian vernacular constructions' facades

©Researcher, 2015
Rural Social Practices and Musealization as Interactive EDUTAINMENTAL Technique
Heritage Class

Reviving the Rural Rituals of Celebrating Iftar Feast in Lower Egypt

Educational Activity at Children’s Civilization and Creativity Center (Child Museum) by Museum Educator Mr. Mohamed Hashem and his Colleagues

©Researcher, 2016

©Ahmed Ashour (accessed 29 August 2016)
Heritage Class

Reviving the Rural Rituals of Celebrating Iftar Feast in Lower Egypt

Educational Activity at Children’s Civilization and Creativity Center (Child Museum) by Museum Educator Mr. Mohamed Hashem and His Colleagues,
Heritage Fairs

Muscat Festival 2019 at al-Amarat Park

©Researcher, 2019
Musealization

• .... to provide the enthusiasm and motivation of tourists to connect with the local rural communities exploring a new kind of traditional culture.

• the people-based contextualization approach

• .... to apply indirectly various pillars of heritage tourism, especially agro-tourism, culinary tourism, ecotourism and creative tourism
Rural Heritage Village

• an integrated Public-Private Partnership investment approach (Corporate Entity)

• the governmental bodies; non-governmental/profit organizations; tourism agencies; and private companies “RURAL ENTREPRENEURS”
  • covering the financial resources;
  • developing the integrated development strategy and the rural tourism master plan

• Outcome = an effective sustainable rural tourism policy
Rural Heritage Village

The Ritual of Baking Day "Yom el Khabiez" in Egyptian Rural Community

©Ahmed Ashour (accessed 29 August 2016)
Rural Heritage Village

• "el-Canoon", the Common Quick Cooking Oven at Egyptian Upper and Lower Rural Communities

• Rituals of drinking tea at the afternoon “Shay el A’asary”
THANKS FOR ALL

https://issuu.com/heritageforall
@heritageforall
www.linkedin.com/in/HeritageForAll

www.facebook.com/HeritageForAll/
@heritage4all
info.heritageforall@gmail.com