

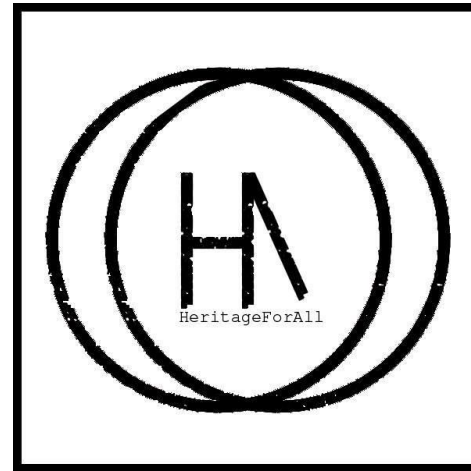


University of  
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## Panel 5 Paper 5.1 Egyptian Rural Practices: Living Heritage and Musealization

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## **RURAL HERITAGE: Landscapes and Beyond**

2019 ICOMOS Advisory Committee Scientific Symposium

Marrakesh, Morocco – 17 October 2019

# Egyptian Rural Practices Living Heritage and Musealization

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# 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)

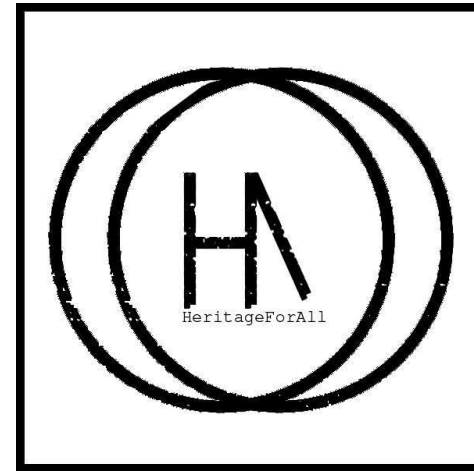


# Egyptian Rural Living Heritage

*Egyptian  
Village  
1930*



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# 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 “Abeeya”

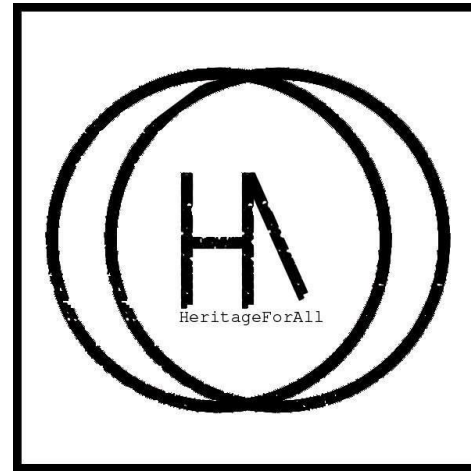
- The Nubian culture, the Upper Egypt
- Nubia identity as a unique rural community
- Nubian Traditional Dress “*Gergar*”
- The colored triangles are inspired from the Nubian houses, and its unique vernacular architectural heritage.



©Rania Magdy,  
“The Nubian beauty” Design  
(Waikandi, 2019)



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# 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.



Wednesday, 7 August, 2019

©Researcher, 2015

Egyptian Rural Practices: Living Heritage and Musealization



# 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

# 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



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# Rural Social Practices and Musealization as Interactive EDUTAINMENTAL Technique



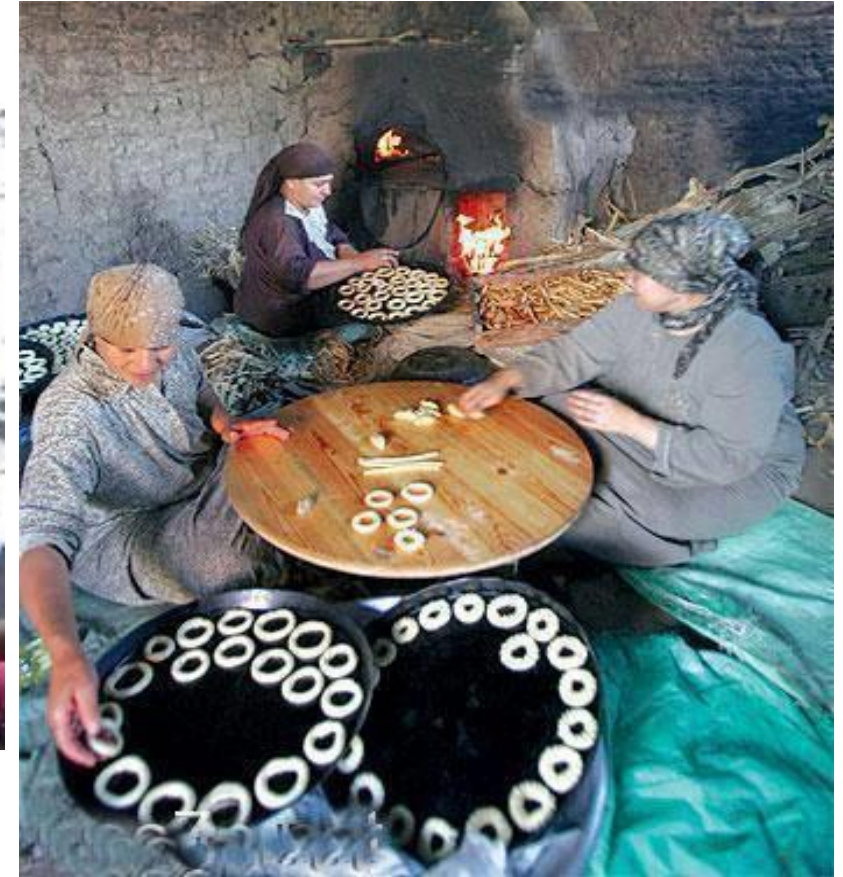
# Heritage Class

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



# Heritage Fairs





# 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

# Rural Heritage Village

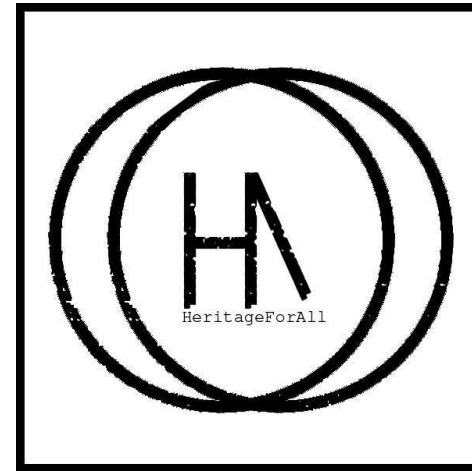
- "el-Canoon", the Common Quick Cooking Oven at Egyptian Upper and Lower Rural Communities
- Rituals of drinking tea at the afternoon "*Shay el A'asary*"



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