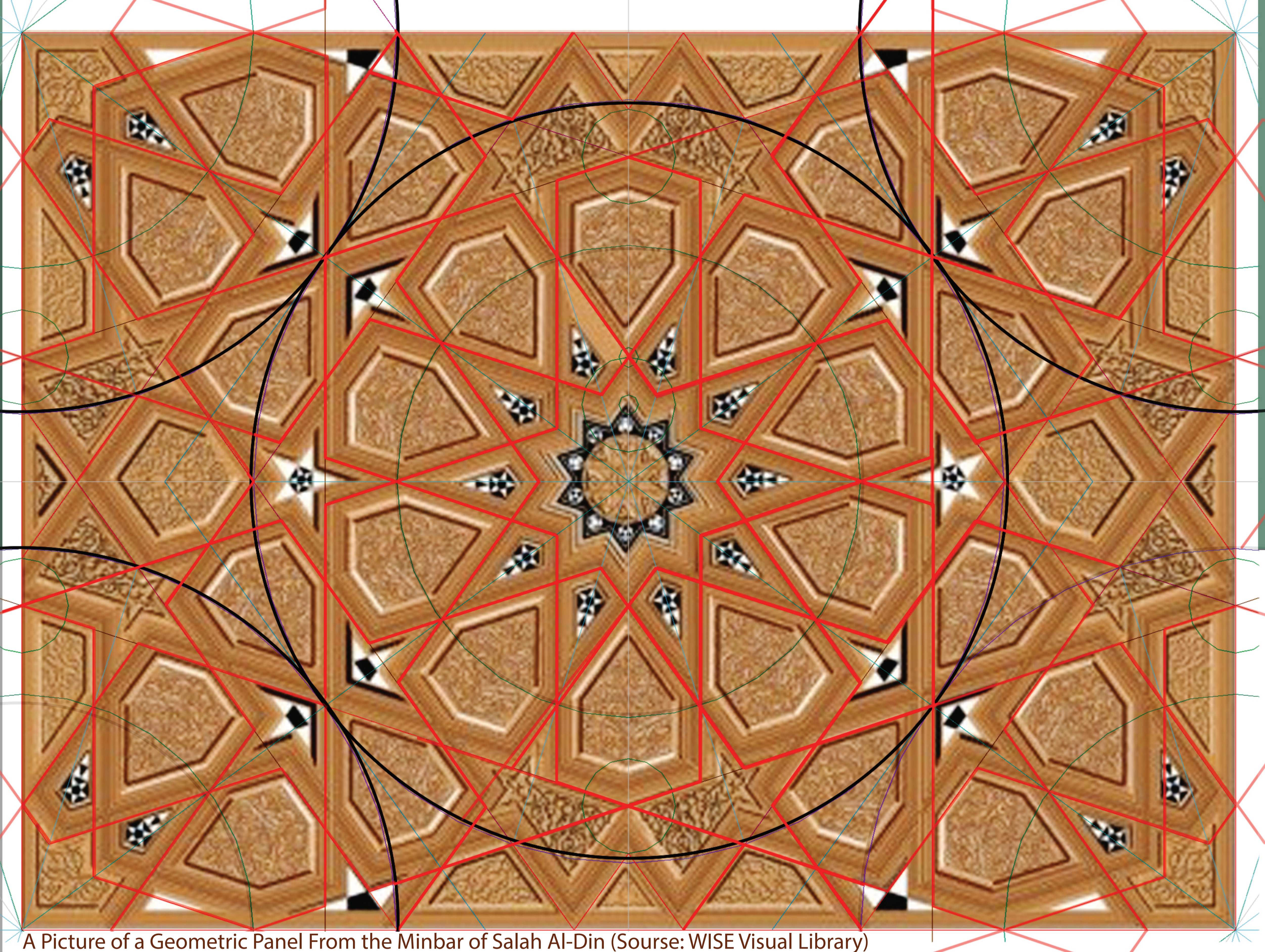




## Traditional Craft Heritage Training, Design and Marketing in Jordan and Syria

HANDS is an EU funded project through Erasmus + programme that supports the moderization of higher education in the EU's and partner countries

Project number : 610238 - EPP - 1 - 2019 - 1 - JO - EPPKA2 - CBHE - JP (2019 - 1989) 001 - 001



A Picture of a Geometric Panel From the Minbar of Salah Al-Din (Source: WISE Visual Library)

### HANDS Objectives

- Transfer the vast craft experience and knowledge into academic courses in higher education.
- Develop the managerial and marketing skills of master craftsmen through courses that addresses the market needs.
- Assist the transfer of experience and skills via training courses to Jordan and Syria in which it will help in creation of common adapted model of craft skills training courses.
- Establishing connections between the academic education and craft society.
- Establishing heritage craft centres during the project lifetime and sustain it via links to the craft market in Jordan, Syria and the region.
- Encouraging an appreciation of the universal values that are fundamental to the world's great artistic traditions.
- Contributing towards transforming the vast craft knowledge into e-learning courses / media to help spread the traditional craft culture within societies

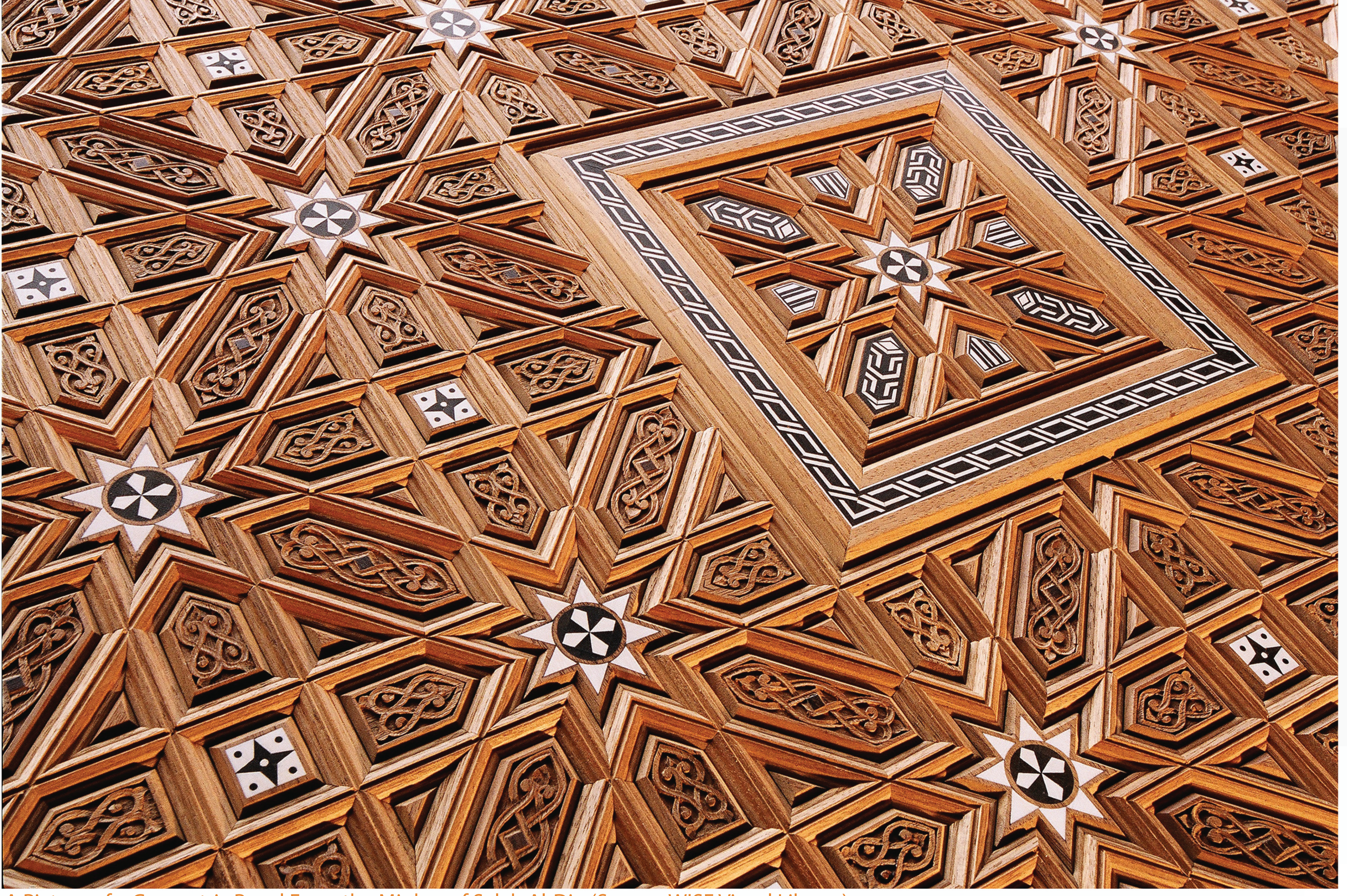




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