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ERASMUS+ PROGRAMME Project Number: 610238-EPP-1-2019-1-JOEPPKA2-CBHE-JP

Project Title: traditional craft Heritage trAining, design and marketing in jorDan and Syria

Report on:

HANDS Dissemination / Participation in International Symposium on the Theme: "Tradition and Digitization in Craftsmanship"

Event Type	International Conference Tradition and Digitization in Craftsmanship
WP Number	WP8
WP Leader	UJ
Event Date	14-15/2/2024
Number of Participants	
Total number of pages	14

Project Coordinator

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Al-Zaytoonah
University of
Jordan



The University of Jordan



Jordan University of
Science and
Technology



The Hashemite University



Karmeh Design Studio



Tishreen
University



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EVENT DESCRIPTION

Event: HANDS Dissemination / **International Symposium on the Theme: "Tradition and Digitization in Craftsmanship"**

Date: Wednesday, Thursday, 14-15, February / 2024

Organizer: Foundation of the Hassan II Mosque of Casablanca: Academy of Traditional Arts

Location: ATA, Casablanca / Morocco

This is a two days' conference organized by the Foundation of the Hassan II Mosque of Casablanca: Academy of Traditional Arts at Casablanca / Morocco.

Dr. Loai Dabbour the HANDS project coordinator (ZUJ) was invited as a key note speaker in this conference. His presentation titled: "**Digital Craft Design and Manufacture: The case of HANDS project**".

Dr. Loai presented the case of HANDS project centre at ZUJ in preserving and promoting traditional craft designs and the academic role in this process. Participants covered different countries (Morocco, Tunisia, France, and Jordan).

The conference was a highly beneficial and comprehensive, well-organized, and aimed to examine the interactions between traditional arts and digital innovations, to recognize the positive or undesirable impacts of these innovations on contemporary artisanal practices.

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Foundation of the Hassan II Mosque in Casablanca
Academy of Traditional Arts

Tradition and Digitalization in Craftsmanship

The Academy of Traditional Arts is organizing an international symposium
on the theme:

"TRADITION AND DIGITALIZATION IN CRAFTSMANSHIP"

Symposium Dates: Wednesday 14th and Thursday 15th February 2024

Location: The Academy of Traditional Arts (AAT)

Foundation of the Hassan II Mosque, Casablanca
Casablanca, Morocco

Axis 5: Impacts of Digitalization on Craftsmanship

Positive impacts :

- o New tools available to artisans and creators
- o Acceleration and **expansion** of knowledge sharing
- o Digital marketing, social networks
- o Digital archiving

Negative impacts :

- o Threats to traditional craftsmanship and heritage
- o Spread of misinformation through social networks
- o Mass production
- o Dehumanization of artisan-client relationships

2 - Parallel Events

A collective exhibition, posters, and workshops will be organized alongside the symposium.

3 - Incomplete List of Potential Conference Speakers (in alphabetical order)

• Prof. Rachid BENSLIMANE (confirmed)

Innovative Technologies Laboratory
Higher School of Technology, Sidi Mohamed Ben Abdellah University, Fés - Morocco

• Jean-Marc CASTERA (confirmed)

Mathematician and artist specializing in geometric art
Author of "Arabesques"

• Prof. Loai DABBOUR (confirmed)

Al-Zaytoonah University of Jordan

• Mr. Richard DWERRYHOUSE (confirmed)

Regional Director of the Turquoise Mountain project in Amman

• Prof. Abderrahman TENKOUL

Dean of the Faculty of Humanities and Social Sciences (FSHS) at Euromed University
in Fés (Morocco)

1 – Rationale, Objectives, and Proposed Themes

We will refer to "manual tradition in craftsmanship" as the set of techniques and know-how passed down from generation to generation to produce utilitarian and/or decorative works. In Morocco, as elsewhere, these traditions reflect a unique vision and experience of the world within each local culture.

Today, these traditions cannot escape the global phenomenon of digitization, which represents the triumph of the discontinuous over the continuous, and the digital over the analog. How does this phenomenon impact traditional arts?

This symposium aims to examine the interactions between traditional arts and digital innovations, to recognize the positive or undesirable impacts of these innovations on contemporary artisanal practices, focusing on **the ornamental building arts** (Zellige, plaster, stone carving, and wood).

The theme of this symposium will be explored through the following five thematic axes:

Axis 1: History and Evolution of Moroccan Traditional Building Ornamentation

- Moroccan ornamental art from the 11th to the 21st century: Characteristics and influences
- Evolution of decoration techniques by material: Zellige, plaster, stone, marble, wood.

Axis 2: Tradition Today

- Attempts at definitions
- Tradition and cultural identity
- Contemporaneity and modernity

Axis 3: Craftsmanship, Sciences, and Technology

- Materials: tradition and innovation
- Digital tools for design, modeling, and visualization of works (CAD ; Computer-Aided Design, CAM ; Computer-Aided Drafting)
- Digital tools for physical realization (laser cutting, CNC ; Computer Numerical Control, plasma cutting, 2D and 3D printing...)
- Crystallography

Axis 4: The Question of Patterns

- Traditional techniques of geometric and floral tracing
- Contemporary speculations on these techniques
- Algorithmic generation of "traditional" geometric patterns
- Innovative proposals

4 - Writing Standards

The article to be submitted to the Academy is a digital document composed of two files. The first file is a Word document with images and graphics inserted, and each figure should be indicated by the author as follows:

Figure X

The figures should be accompanied by captions and numbered sequentially as **Figure 1, Figure 2, Figure 3**, etc.

The second file will be solely dedicated to the same images and graphics as the first file but presented in high definition, also accompanied by captions and numbered sequentially as **Figure 1, Figure 2, Figure 3**, etc.

Images should be in JPEG/PNG format with a resolution of **300 DPI** and in actual printing size (between a **minimum of A5** and a **maximum of A4**).

The author must ensure that any images used (photographs, diagrams, graphics) are not in violation of copyright.

Article Presentation

A summary of the article in a maximum of 15 lines, followed by keywords :

- Summary: This article...
- Keywords: ...
- Font: Times New Roman
- Text Size: 10
- Line Spacing: Single
- Justified Text
- The summary and keywords should have a 1 cm left indentation and a 1 cm right indentation.

An Introduction, the Body of the article, and a Conclusion should adhere to the following standards:

- Font: Times New Roman
- Text Size: 12
- Title Size: 14 or 16, depending on the importance of the title
- Line Spacing: 1.5
- Margins: Normal
- Justified Text

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Different levels of headings within the body of the article should follow this sequence:

- Roman numerals, uppercase letters, numbers, and lowercase letters in italics:

I. II. III.

A. B. C.

1. 2. 3.

a. b. c.

Bibliographic References must be systematically presented as footnotes (using the automatic function in Word). These are all the bibliographic references cited in the text, including those consulted, even if they do not appear in the text.

All definitions, numbers or tables, quotations or information, thoughts or passages taken from a reference must be mentioned in footnotes. These footnotes should adhere to the following format:

- Font: Times New Roman
- Text Size: 10
- Line Spacing: Single
- Justified Text

It should also be noted that:

Short quotations in the main text should be enclosed in French quotation marks exclusively (i.e., "quotation"). A quotation within a quotation should be enclosed in English quotation marks (i.e., "quotation within a quotation").

Quotations exceeding two lines should be indented by 1.5 cm from the text and should not be enclosed in quotation marks. These longer quotations should be written in a text size of 11.

Italicization is reserved for book titles, words or phrases of foreign origin to the language used for the article, and words the authors wish to emphasize.

Bibliography: This involves listing authors and their bibliographic references in alphabetical order and by category, adhering to the following format:

- Book: Author's Name, P. (2012), "Title of the Work," Publisher, City, page numbers.
- Journal Article: Author's Name, P. (2012), "Article Title," Journal Title, journal number and publication date, relevant pages.

- Thesis or Dissertation: Author's Name, "Thesis or Dissertation Title," type of thesis and discipline, University, Year.
- Website: <http://www...>

5 - Key Dates

- ✓ Tuesday 2nd January 2024: Deadline for submitting abstracts (1 page maximum, including keywords) specifying the chosen axis.
- ✓ Monday 15th January 2024: Deadline for submitting full papers/final versions of the selected abstracts by the symposium secretariat.
- ✓ Wednesday 14th and Thursday 15th February 2024: Symposium takes place.
- ✓ **Languages of the symposium: Arabic, French, and English.**

6 - Participation Conditions

Participation in the symposium is free. The academy provides coffee breaks and lunches for participants whose applications are accepted.

A participation request form is attached in the annex. Please send it in **PDF format** to the symposium secretariat as soon as possible and before the deadline on Monday 15th January 2024.

7 - Symposium Secretariat (Correspondence)

- o Special symposium email address: Colloque.aat.24@gmail.com
- o Coordinators: Abdelhamid LAHJOUJII : +212666940144 / +212677283839
Brahim ELYACOUBI : +212661307984

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PHOTOS



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