

صندوق الدنيا

SANDUQ EL-DUNIA

CONTRIBUTORS TO THE PHOTOGRAPHIC DATABASE

Amr Nazif, Axel Kronborg, Brian Broadus, David Maignan, Essam Fawzy, Gladys Haddad, Guido Reichlin and Karin Wälchli (Chalet 5), Huda Lutfi, Iman Abdel Fattah, Jean-Christophe Simon, Karim Mansour, Lotte Kryger Broe, Magdy el-Adawy, Mahmoud Sabit, Marwan Fayed, Michel Hanna, Mohamed el-Razzaz, Mohamed el-Shahed, Nairy Hampikian, Ola Seif, Omneya Abdel Barr, Sara Giersing, Sherif Lotfy, Yasmine al-Dorghamy.

FAMILY AND INSTITUTIONAL ARCHIVES

Don Church, Emad Abu Ghazi, Fayka Ashmawy, Hosniya Hosni, Laila Effat, Marie Assad, Nazli Kabil.

CULTNAT, The Center for Documentation of Cultural and Natural Heritage.

Rare Books Special Collection Library, The American University in Cairo.

Women and Memory Forum.

SPECIAL COLLECTIONS

Lehnert and Landrock, Description de l'Egypte.

PHOTO CREDITS

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THE SANDUQ EL-DUNIA PROJECT

Speak, share, and discover. Dialogue about what was, what could have been, and what can be across a Nile-centered Cairo cityscape. An active flow of change, revitalized by citizens and collective dreams!

The Sanduq El Dunia is a gateway to debate, discuss and dream about the future of Cairo and its historical development, where layers of the city's history, memory and heritage are brought to life using state-of-the art technology, offering the user a unique look at Cairo's history by digitally navigating through its past. It allows for citizen contribution to the complexities and paradoxes of the modern city's social-urban interface, fostering delight in urban engagement as users traverse their city and neighborhoods.

Loosely translated as the 'world in a box,' Sanduq el-Dunia is a large public, touchscreen installation to be set up in several areas of Cairo. It will allow users to create a dynamic relationship with their heritage by presenting the city of Greater Cairo and its surroundings to its residents and guests, in the form of an interactive, virtual mind-map. The map will allow users to explore, argument and comment on a vast historical and contemporary material – through a living, continuously nourished platform and database. This award winning innovative approach





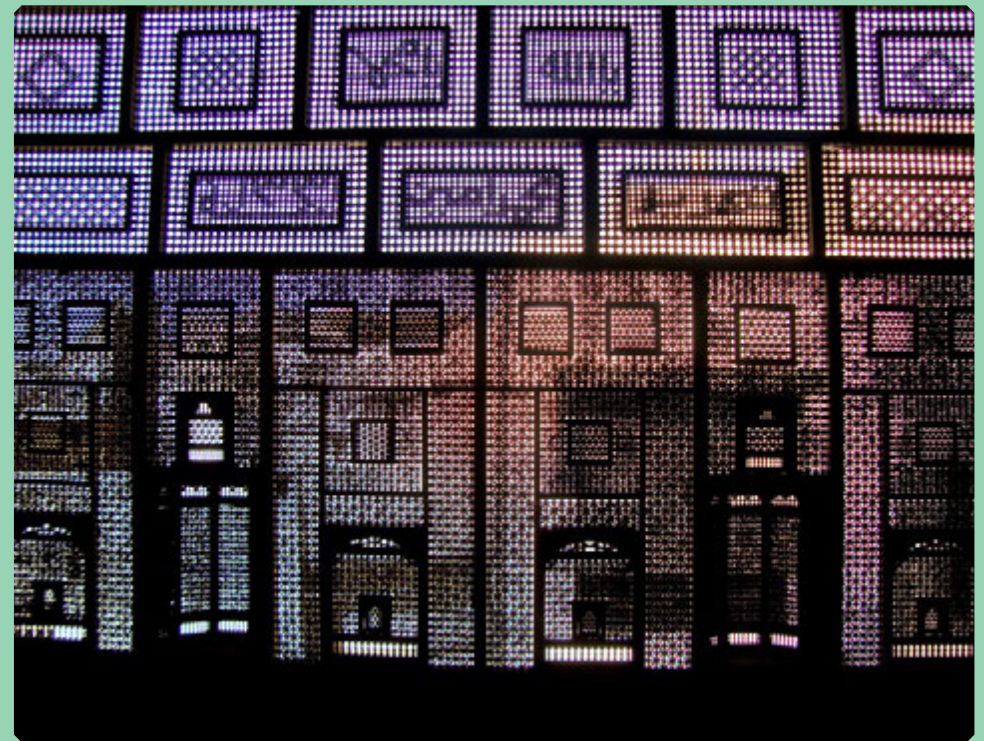
to city history and culture was pioneered by the Museum of Copenhagen with Gibson International. It is now set to grow an exciting new form in the city of Cairo. The Sanduq el-Dunia project will build on the core technology and concepts of the original Copenhagen WALL to create its own innovative public platform for the cultural and natural heritage of Cairo, unique in the Middle East and Arab World.

MISSION

Sanduq el-Dunia aims to create an interactive, innovative and multi-dimensional public platform that reflects the cultural and natural diversity of Cairo, its inhabitants, and their living memory. It will celebrate and highlight the city's immense and diverse riches in archaeology, architecture, arts, culture and social political movements present in Cairo, amongst others. It also aims to build strong networks among all stakeholders – government, cultural institutions, civil society organizations, businesses, educational institutions, artists, and galleries – and democratize the production of a collective memory, history and knowledge.

VISION

A Cairo that reflects diversity, co-existence and mutual recognition. A Cairo that acts as a meeting place for the world. A metropolis, that vibrantly expresses a multitude of cultures, and cherishes all parts of its history and heritage in architecture, archaeology, nature, and the intangible. A Cairo where the multilayered heritage is a resource, and history is shared using state-of-the art technology. A Cairo where multiple perspectives contribute to the common understanding of its society.



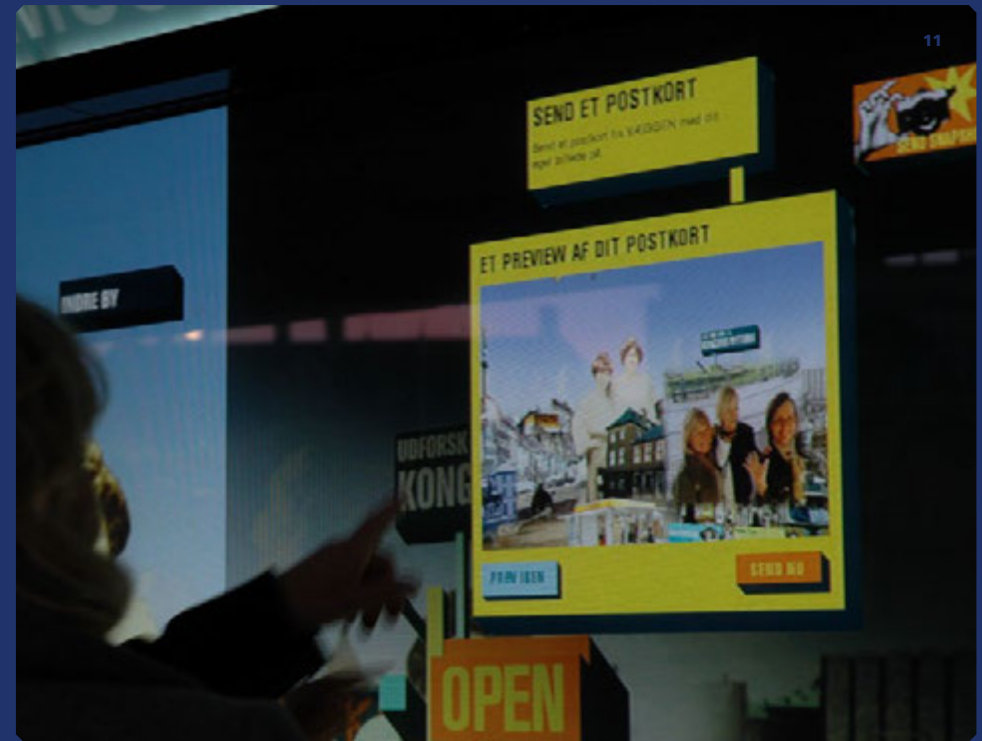
THE COPENHAGEN WALL

"We don't give finished answers, but provide platforms from which questions can be asked."

THE COPENHAGEN WALL TEAM

In April 2010, after a development period of around 18 months, the Museum of Copenhagen, in association with Gibson International and Spild af Tid/Waste of Time, launched a giant multi-touch multimedia installation in one of the central squares in Copenhagen. At its simplest, the WALL is an outside, mobile exhibition that allows the people and visitors of Copenhagen to explore the cultural geography and history of the city.

The public face of the WALL is a bank of four high-definition plasma screens 2.3 meters wide each, mounted into a customized 12-meter shipping container that also houses the collection's media database that feeds user interactions in real time, along with computer and operational infrastructure. Each of the giant screens is fitted with a multi-user multi-touch interface developed specifically for the project's custom "2D/3D cityscape" graphical interface which encourages collaborative use. The software application that drives the user interface was specifically developed to realize functionality that would articulate the conceptual basis of the project.



In the first half year of operations, the WALL attracted more than 400,000 users who viewed more than 2,000,000 images, sent more than 60,000 personal post-cards, and maybe most important, uploaded 2,500 new contributions of their own. Semi-mobile, the WALL will be moved around Copenhagen over a period of four years. It gives Copenhageners street access to a poetic cityscape of images and knowledge about their city, and offers a platform for all citizens and guests of the city to interact with and discuss the past, present and future of the city.

“Technically, with four huge plasma touch screens specially designed for the outdoors, a vast database that is synched to the Web and an installation that can be physically moved around the city...most remarkable in its ability to engage the public and foster visitor participation. In addition to thousands of images and videos from the museum’s collection, the wall’s 4,000 daily visitors have submitted over 4,300 pieces of media and over 5,000 comments. All of this content is organized into a 3-dimensional cityscape that also has a historical dimension, allowing you to move back in time to see what the city looked like in the past. The user-integrated content is integrated into this interface in a way that is genuine and the visual interface succeeds in being both beautiful and human...representing an extremely successful marriage of multi-user interaction, layered content with integrated visitor contributions,”

AAM JURY CHAIR/PRESENTER – JOSH GOLDBLUM, BLUECADET INTERACTIVE, MAY 2012

In parallel to the multi-touch installation experienced in the streets, a website connects the WALL, its multimedia database and the museum.

For more on the conceptual background of the Copenhagen WALL, see Sandahl, J., et al., *Taking the Museum to the Streets*. In J. Trant and D. Bearman (eds). *Museums and the Web 2011: Proceedings*. Toronto: Archives & Museum Informatics.

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NEIGHBORHOOD IDENTITIES, AND THE NILE AS THE FLUID CENTER FOR THE CITYSCAPE

PUTTING THE JIG-SAW PUZZLE TOGETHER

“Cairo is a 1,400-year old metropolis whose streets are inscribed with sagas, a place where the pressures of life test people’s equanimity to the limit. Virtually surrounded by desert, sixteen million Cairenes cling to the Nile and each other, proximities that color and shape lives. If cities are human experiments, then this one is a 1,400 year-old model of living together under extreme circumstances. Technique, not technology, is Cairo’s specialty”

MARIA GOLIA, 2004.

The colors, shapes and techniques as well as major emotions that emerge and characterize the history and identity of specific neighborhoods, will be researched on the digital Sanduq el-Dunia. The project functions as a non-traditional platform for reflecting a community history and future through visual media – shifting the personal, subjective experience to the public, through user interaction and

participation. With a special emphasis on lived culture and everyday neighborhood experience, Sanduq el-Dunia will spur dialogue between people, juxtaposing different historical periods in the rich tapestry of Cairo's past.

Because the river that runs through it marks Cairo, the Nile shall serve as the animated center of the digital cityscape and will function as the primary interface. The Cairo digital cityscape will be structured from this pulsing, fluid center- with a model that is subject to constant change. The cityscape will reflect the stark contrasts that characterize contemporary Cairo, in a delicate balance between disorder, informality, chaos, control, and the surreal, allowing a polyphony of citizen interpretations and contributions.

For the purposes of the media database and mapping the scope of the city's neighborhoods, data will be marked by the expanded municipal boundaries and districts of the Governorate of Cairo and the Governorate of Giza.

CAIRO WEST

Bulāq
Qasr el-Nil (Garden City and Tahrir)
Zamālik
Abdin
Azbakiya
Bab al-Sha'riya
Waili (Dahir, Abasiya)
Manshiyit Nasir
Muski
Darb el-Ahmar
Gamaliya

CAIRO EAST

Heliopolis
Nuzha
Nasr City
Ein Shams
Marj
Matariyya
Al-Salam

CAIRO NORTH

Shubra
Sahil
al-Zawiya al-Hamra
al-Sharabiya
Rud al-Faraj
Hadaiq al-Qubba
Zeitun

CAIRO SOUTH

Masr al-Qadima
Sayida Zeinab
Basatin
Dar al-Salam
Maadi
Hilwan
Tibin
Khalifa
Tura
Muqatam
15 May

GIZA

North Giza
(Kit Kat)
Giza South
(Munib)
Dokki
Aguza
Umraniya
Haram
Imbaba
Bulaq Dakrur
Waraq



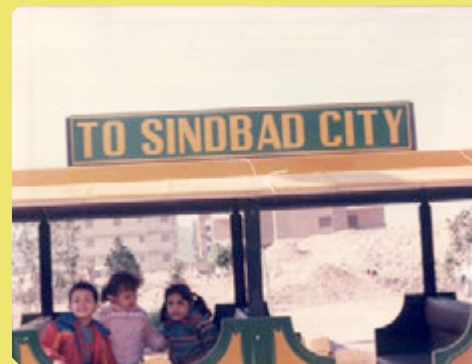
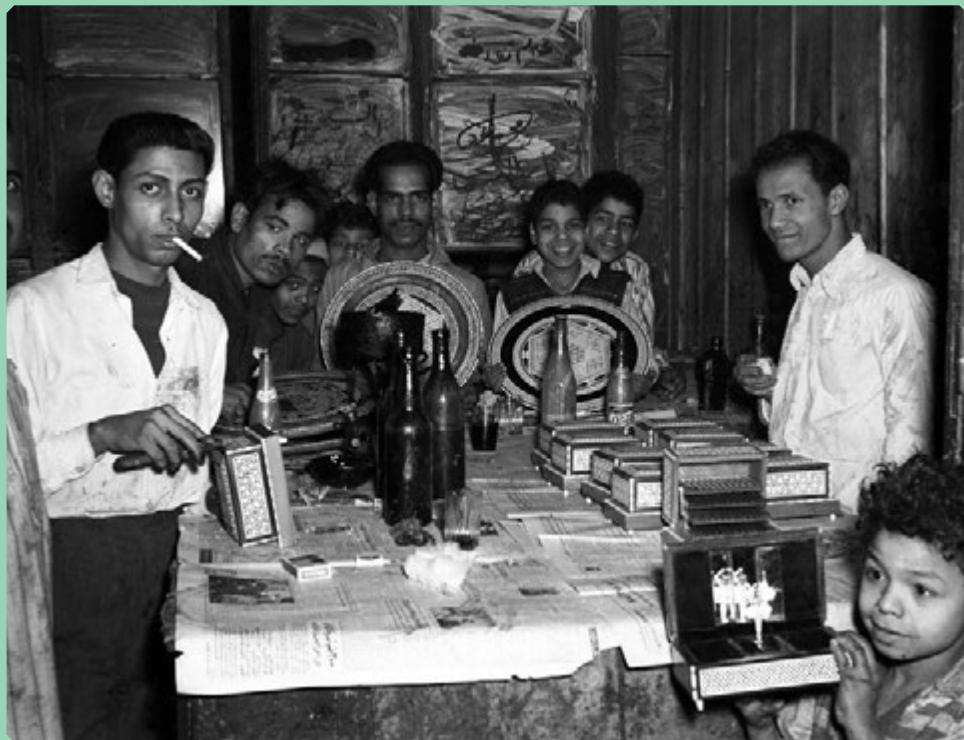
CAIRO-CENTRIC DIALOGUE- BASED CITIZEN CONTENT

Using the principle of layering, information and content are not particularly generated by chronology, but by neighborhood, themes, emotions, and events that can be tagged to personal and subjective experience. By altering the presentation of time, and allowing historical knowledge to be layered in the form of a topography that all users can sense, touch, contribute, and react to, users may step into the psycho-geography of Cairo; its complexities, tensions, joys, celebration, diversity, and unity. This is made possible by the public's ability to access two forms of information compiled into a central database containing:

- Historical Archival Material relating to Cairo's urban life, city literature, society and culture, provided by institutional partners and other personal collections.
- Contemporary Contributions in the form of user-generated personal visual stories of the city, current events, photographic submissions and other content generated by outreach activities.

Sandug el-Dunia makes it possible to view the past as a common heritage, creating a platform for citizens to create a vision for how they want their city to develop.







OUTREACH ACTIVITIES AND CONTENT GENERATION

Following the successful model of the Museum of Copenhagen's initiative, Sanduq el-Dunia will reach out to target groups who have not previously had a voice in the cultural life of the city; neighborhoods that have had inadequate representation in the city's heritage. Other activities that will encourage the generation of contemporary citizen content include the photo marathons in Cairo – that are growing to become annual traditions for dialoguing with the city in a challenging, urban exercise. Outreach activities will aim to;

- Generate a Cairo-centric platform where science and future technology induce democratic processes and equal access to culture for all members of Egyptian society
- Activate living memory, local heritage content, and the celebration of diversity and inclusion
- Support public interaction and learning Bringing together the people and the city's heritage.
- Foster dialogue between different groups and individuals in Egyptian society





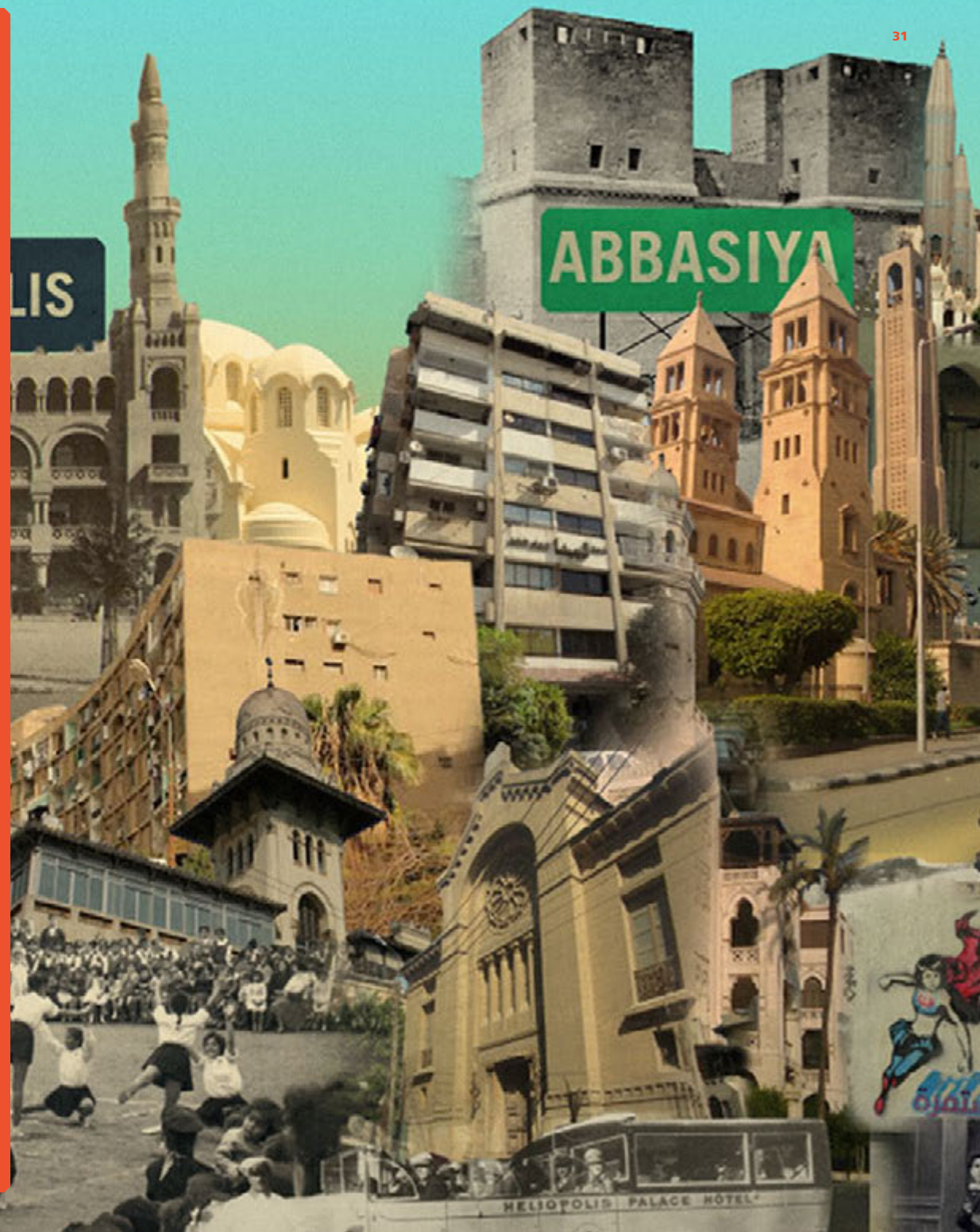
HOW DOES IT FUNCTION?

IMAGE HARVESTING FOR THE CENTRAL DATABASE AND WEBSITE

The Sanduq el-Dunia project is to offer to the city of Cairo a huge public installation in four of its many open or semi-public spaces. Twelve possible locations are proposed where at the end only four will be selected. This installation is currently being designed to host four touch screens. Each screen is 3 meters long; two users will be able to use the screens at the same time.

A fundamental principle of the Copenhagen Wall is the integration of Space, Time and Theme. The physical platform as well as the website are nourished by a central database of images that are harvested from institutional archives and personal collections that reflect, but are not limited to, personal and lived experiences related to the following themes and subjects experienced in Cairo's city life and culture;

- Religious, political and cultural life
- (including festivals, rituals, ceremony, parades and public entertainment)
- Market and Commercial Districts
- Street Fashion, Street Art, Street vendors
- Crafts
- Coffee shop culture and restaurants

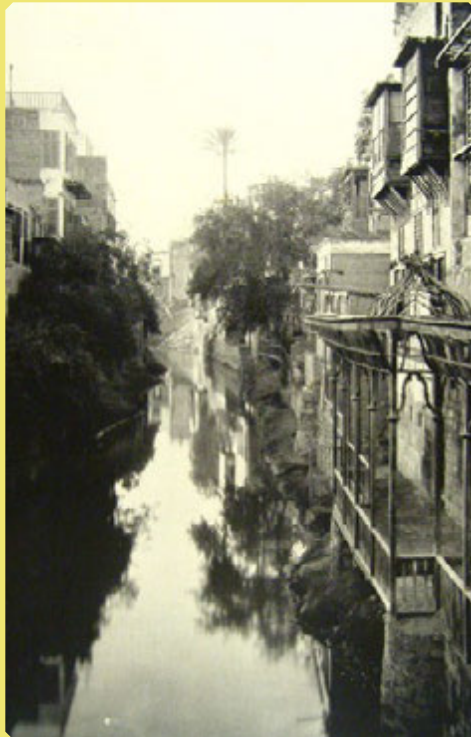


- Traffic and transportation
- Open Public Spaces, Street and sidewalk life
- Social Movements, Protest and Public Demonstrations
- Architecture (Old, 19th century, Early 20th century, Contemporary and Mausoleums)
- Ruins (10-1 existing, 10-2 demolished)
- Informal Housing
- Rooftops
- Natural world, trees, Parks and Gardens
- Education and Student life
- The workforce and industry
- Sport and Athletics
- Parenthood, Childhood and Domestic life
- Animals and wildlife (free and in captivity)
- The Nile
- Panoramic Views on Cairo
- Advertising
- Sketches, Gravures and Paintings
- Graffiti and Murals
- Monuments and landmarks
- Personal Family Album
- Public Figures and Personalities
- Public Authority

The Sanduq el-Dunia website will be managed by a group of administrators, who will ensure that the wall is continuously nourished with pertinent content, and monitor weekly the wall comments and content, coordinating feedback, and removing irrelevant images, to preserve the integrity of the collection. Users will also be requested to abide by standard ethical codes against the use of illegal or offensive language.







INTERNATIONAL PARTNERSHIPS AND EURO-ARAB DIALOGUE

The Sanduq el-Dunia project is incubated by the Danish Egyptian Dialogue Institute (DEDI) drawing together a growing consortium of Egyptian, Danish and international partners and organizations dealing with urban heritage and social sciences, as well as historians, curators, graphic and visual artists, software developers, content providers and programmers, along with the Museum of Copenhagen and Gibson International as advisors and mentors. We are thrilled to be working with a committed, talented and inspirational coalition to carry the initiative forward.

DEDI has set up a steering group that meets on a needs basis comprised of the Center for Documentation of Cultural and Natural Heritage (CULTNAT), The Women and Memory Forum (WMF), and the Museum of Copenhagen. The secretariat of the Steering Group, represented by DEDI, takes a leading role in the development and implementation of the project activities, and jointly approves the project's overall work plan and timeline.

DEDI is also inviting members to the projects' advisory group, who will be selected based upon their ability to con-

tribute to the vision of the project as well as professional and personal investment in the cultural sustainability of the city's heritage, its revival and conservation.

The expected time line for the installation and activation of Sanduq el-Dunia, is targeted at 14 months from the date of securing funds.

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Museum of Copenhagen www.copenhagen.dk/

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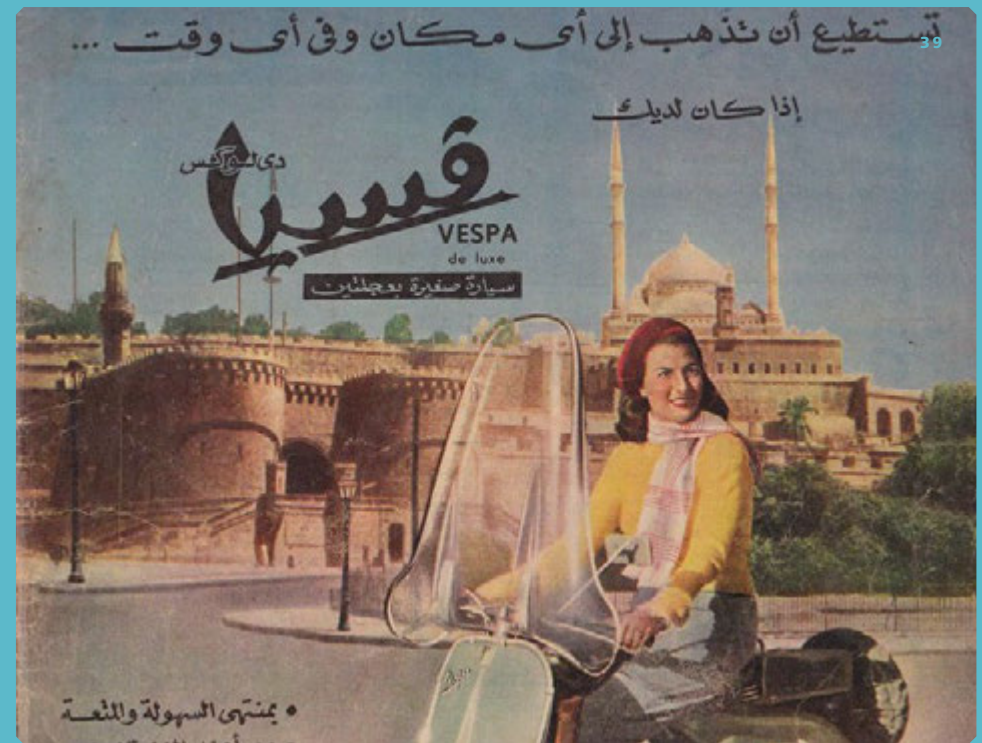
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Enquiries to:

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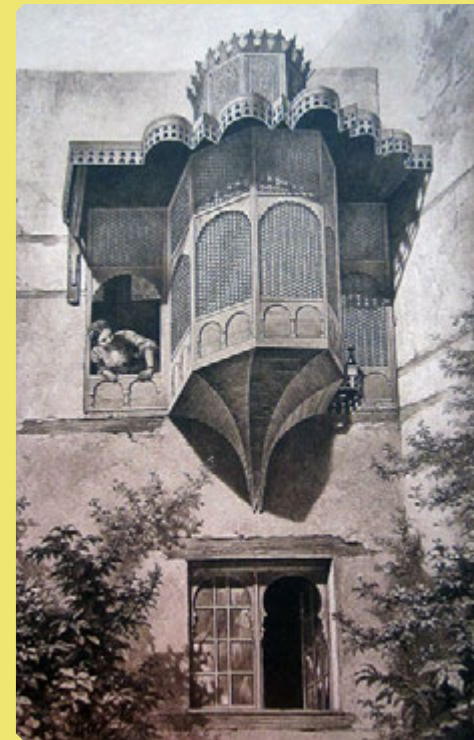
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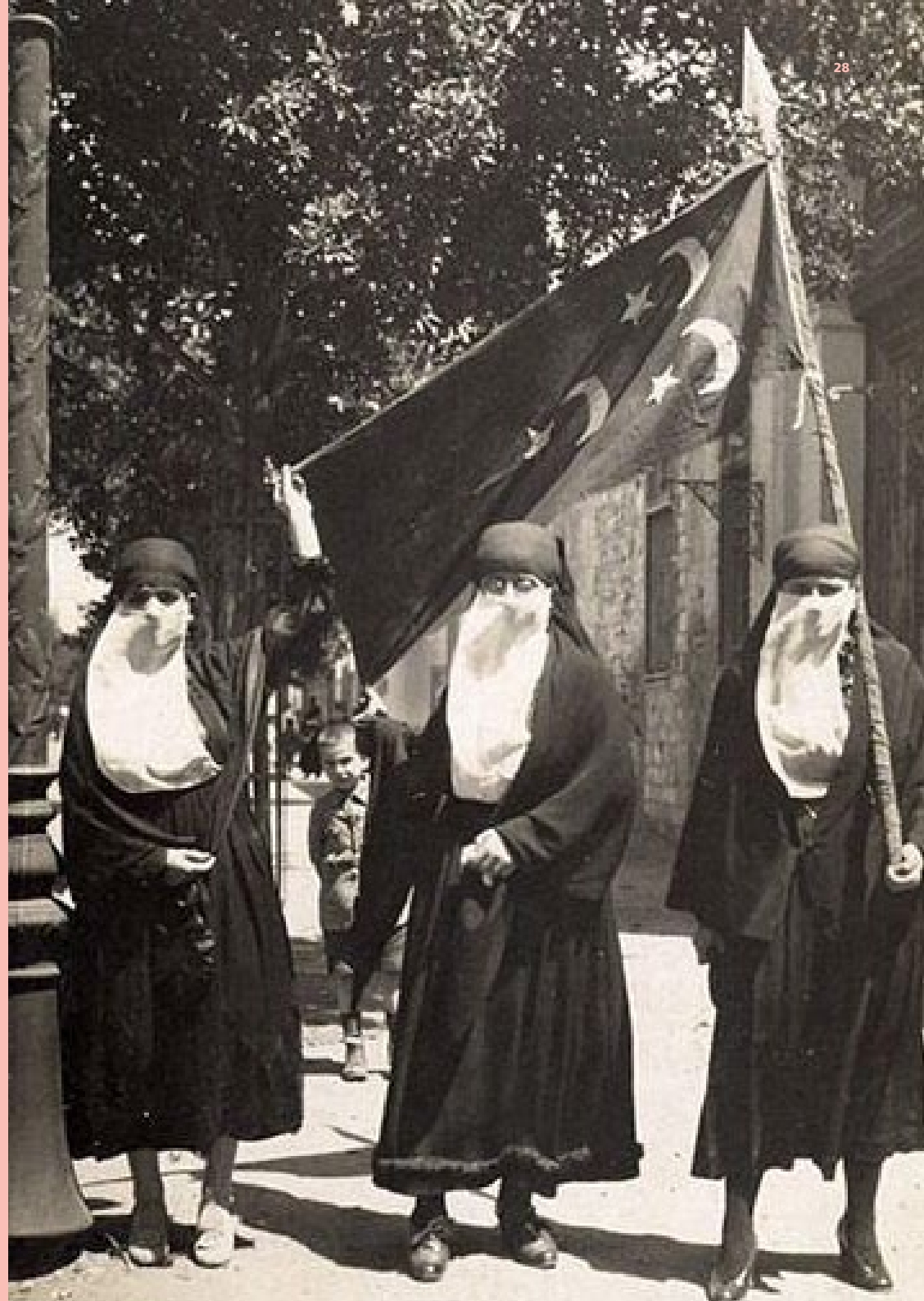
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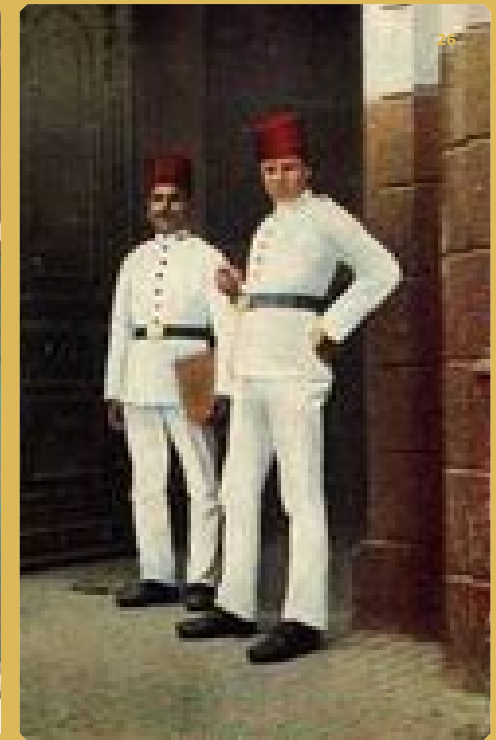
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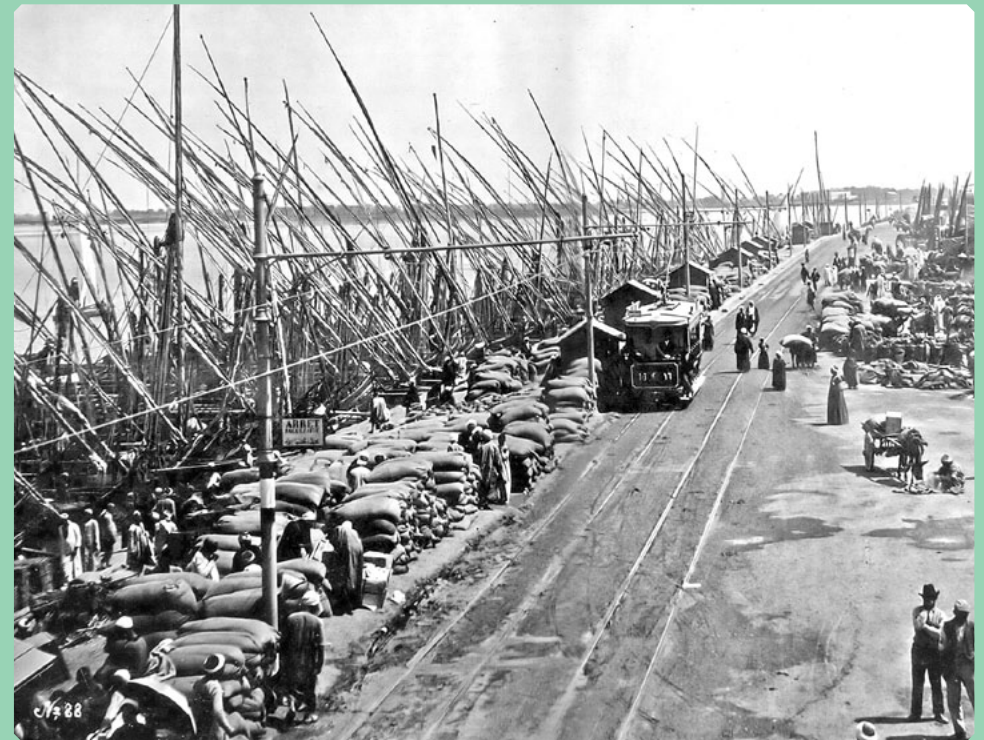


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Marj
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Al-Salam

CAIRO NORTH

Shubra
Sahil
al-Zawiya al-Hamra
al-Sharabiya
Rud al-Faraj
Hadaiq al-Qubba
Zeitun

CAIRO SOUTH

Masr al-Qadima
Sayida Zeinab
Basatin
Dar al-Salam
Maadi
Hilwan
Tibin
Khalifa
Tura
Muqatam
15 May

GIZA

North Giza
(Kit Kat)
Giza South
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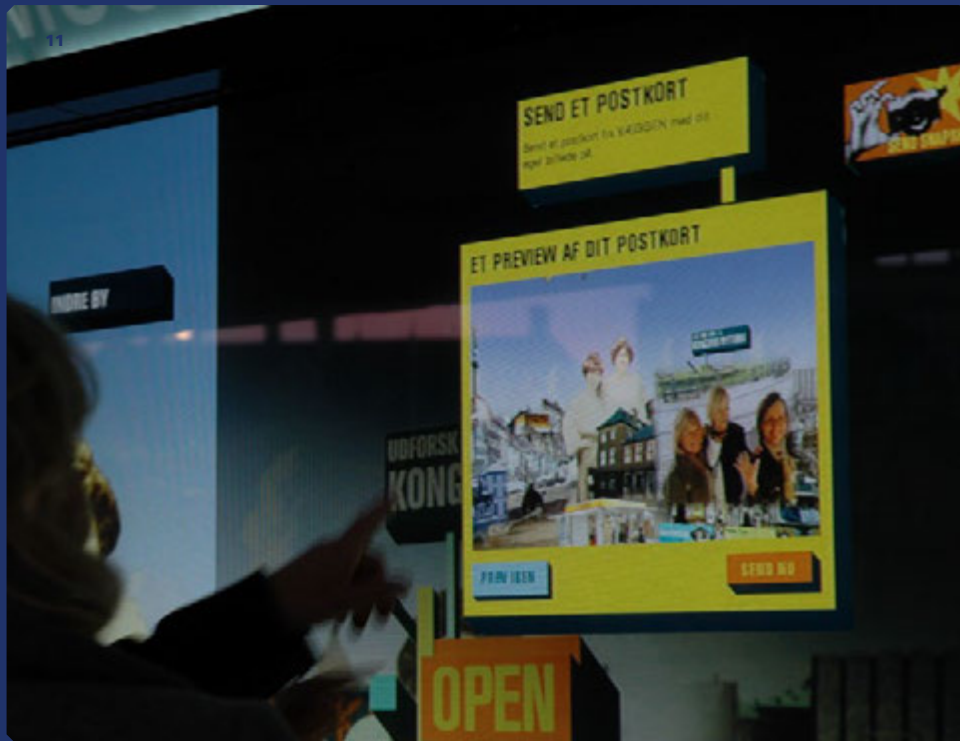
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award winning innovative approach to city history and culture was pioneered by the Museum of Copenhagen with Gibson International. It is now set to grow an exciting new form in the city of Cairo. The Sanduq el-Dunia project will build on the core technology and concepts of the original Copenhagen WALL to create its own innovative public platform for the cultural and natural heritage of Cairo, unique in the Middle East and Arab World.

MISSION

Sanduq el-Dunia aims to create an interactive, innovative and multi-dimensional public platform that reflects the cultural and natural diversity of Cairo, its inhabitants, and their living memory. It will celebrate and highlight the city's immense and diverse riches in archaeology, architecture, arts, culture and social political movements present in Cairo, amongst others. It also aims to build strong networks among all stakeholders – government, cultural institutions, civil society organizations, businesses, educational institutions, artists, and galleries – and democratize the production of a collective memory, history and knowledge.

VISION

A Cairo that reflects diversity, co-existence and mutual recognition. A Cairo that acts as a meeting place for the world. A metropolis, that vibrantly expresses a multitude of cultures, and cherishes all parts of its history and heritage in architecture, archaeology, nature, and the intangible. A Cairo where the multilayered heritage is a resource, and history is shared using state-of-the art technology. A Cairo where multiple perspectives contribute to the common understanding of its society.



THE SANDUQ EL-DUNIA PROJECT

Speak, share, and discover. Dialogue about what was, what could have been, and what can be across a Nile-centered Cairo cityscape. An active flow of change, revitalized by citizens and collective dreams!

The Sanduq El Dunia is a gateway to debate, discuss and dream about the future of Cairo and its historical development, where layers of the city's history, memory and heritage are brought to life using state-of-the-art technology, offering the user a unique look at Cairo's history by digitally navigating through its past. It allows for citizen contribution to the complexities and paradoxes of the modern city's social-urban interface, fostering delight in urban engagement as users traverse their city and neighborhoods.

Loosely translated as the 'world in a box,' Sanduq el-Dunia is a large public, touchscreen installation to be set up in several areas of Cairo. It will allow users to create a dynamic relationship with their heritage by presenting the city of Greater Cairo and its surroundings to its residents and guests, in the form of an interactive, virtual mind-map. The map will allow users to explore, argue and comment on a vast historical and contemporary material – through a living, continuously nourished platform and database. This



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CONTRIBUTORS TO THE PHOTOGRAPHIC DATABASE

Amr Nazif, Axel Kronborg, Brian Broadus, David Maignan, Essam Fawzy, Gladys Haddad, Guido Reichlin and Karin Wälchli (Chalet 5), Huda Lutfi, Iman Abdel Fattah, Jean-Christophe Simon, Karim Mansour, Lotte Kryger Broe, Magdy el-Adawy, Mahmoud Sabit, Marwan Fayed, Michel Hanna, Mohamed el-Razzaz, Mohamed el-Shahed, Nairy Hampikian, Ola Seif, Omneya Abdel Barr, Sara Giersing, Sherif Lotfy, Yasmine al-Dorghamy.

FAMILY AND INSTITUTIONAL ARCHIVES

Don Church, Emad Abu Ghazi, Fayka Ashmawy, Hosniya Hosni, Laila Effat, Marie Assad, Nazli Kabil.
CULTNAT, The Center for Documentation of Cultural and Natural Heritage.
Rare Books Special Collection Library, The American University in Cairo.
Women and Memory Forum.

SPECIAL COLLECTIONS

Lehnert and Landrock, Description de l'Egypte.

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صندوق الدنيا

SANDUQ EL-DUNIA