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For any information contact the Saudi Commission for Tourism and
Antiquities on the following address:

The Saudi Commission for Tourism and Antiquities

P.O. Box 66680
Riyadh 11586
Kingdom of Saudi Arabia
T: 00 966 11 880 8855
F: 00 966 11 880 8844
portal-support@scta.gov.sa
<http://www.scta.gov.sa>

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مركز التراث العمراني الوطني
من الانتشار إلى الاستثمار



ملتقى التراث العمراني الوطني
National Built Heritage Forum
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Research Papers on Architectural Heritage

Research & Heritage⁴



Research & Heritage

Put together by a specialised scientific jury, this book is a collection of 20 research papers in both the Arabic and English language. The collection—on architectural heritage in general and that of the Kingdom of Saudi Arabia in particular—stresses on the future of historic sites in the Kingdom from an architectural, social, cultural, economic and technical perspective.

The research within reflects the aims and objectives of the Third National Forum on Built Heritage being held in Al Madinah Al Munawwarah. Aiming to push through a new outlook on the Kingdom's historic sites and trying to pull together the necessary human resources that might play a future role in the rehabilitation of the built heritage of the Kingdom, this forum summons up in one place all the key factors and holders for future heritage preservation projects. The forum also aims at pinpointing the obstacles that hinder the process of rehabilitation which are mostly financial and technical in nature.

Moreover, this book acts as an effective documentation tool in stirring social awareness regarding all the obstacles and difficulties faced including finding appropriate solutions for the rehabilitation of architectural heritage in the Kingdom of Saudi Arabia.



Festivalization of Historical Places

Dr.-Ing. Mona Helmy

Adjunct Professor, University of Stuttgart, Germany

Assistant Professor, Architecture Program,

Dar Al-Hekma University, Jeddah, KSA

Relenbergstr. 57, 70174 Stuttgart, Germany

helmy.mona@gmail.com

Festivalization refers to the use of flagship cultural, religious, artistic and social festivals and events as a means to market specific place. This paper argues that event-places, cultural celebrations, social occasions and gatherings have resulted in crucial impacts on the historical city spaces. Many examples in Riyadh, Dubai, Doha, Muscat, and Jeddah, as well as in many other sites are evident. Through the promotion of exciting representation of historical city spaces and the presentation of their socio-cultural values, event-spaces in historical areas have not only become the means by which the interests of heritage authorities, developers, visitors and residents are increased, but they also act as instruments that enhance and support the charming identities of historical places. Consequently, the evaluation of impacts of festivals of all kinds on historical city spaces is very much needed in order to guide future successful development policies. The main objectives of this paper are to conceptualize why festivals, events, and spectacles

are increasingly becoming important city development tools/policies, as well as to investigate how creative approaches to the regeneration and revitalization of city spaces can enhance cities' positions through the quality, experience, performance, and representation of the city space. The paper identifies the main approaches of (re)making historical public spaces under the "excitement", "fantasy", "communication" and "exchange" qualities of festivalization processes, while at the same time integrating the authentic and integral qualities of the historical city space. Thus, the research paper seeks to establish a new perspective for reading, interpreting, and revitalizing historical city spaces through festivalization.

Key words:

Festivalization, Historic Places, Event- places, Festivals, Events, Historic Jeddah

1. Introduction

“There is no space without event.” Bernard Tschumi

Festivals may occur in the same place on a specific time pattern. Accordingly, altering some or more of its characteristics, acquires new qualities and perceptions. Festivals have become key factors whereby many historical cities adopt major programs of visitors’ development, expressing their cultural identity and enhancing their position as international/regional tourism destinations or investment opportunities via place-marketing.

Historical city spaces have been one of the crucial components of many cities for centuries, from the Greek agora and medieval open market places to today’s pedestrian promenades, traditional shopping quarters, city squares, plazas and atria. However in spite of this historical significance, public spaces have also become subject to concern over the past few decades (Carr et al., 1992; Tibbalds, 1992; Boyer, 1993; Crilley, 1993). Under the influence of globalization trends, city-marketing, cultural industries, historical destinations, and the new landscape of contemporary cities in many regions, city spaces have witnessed the (re)emergence of attractive and fascinating new trends in using public spaces in historical areas as event-spaces of special characteristics. These trends led to significant changes in the quality of city spaces. Constantly changing concepts of public space are not only advancing the historical city image, but have moved further to critically transform the setting, structure, and functions of public spaces.

2. Research Methodology

The research paper explores Historic Jeddah as a main case study of Festivalization. It uses a descriptive analytical approach to examine its key successes, challenges, as well as the direction of future development in this regard.

The analytical model used in figure 1 relies on analyzing and assessing Festivals of Historic Jeddah in terms of context, space, and nature of festivals.

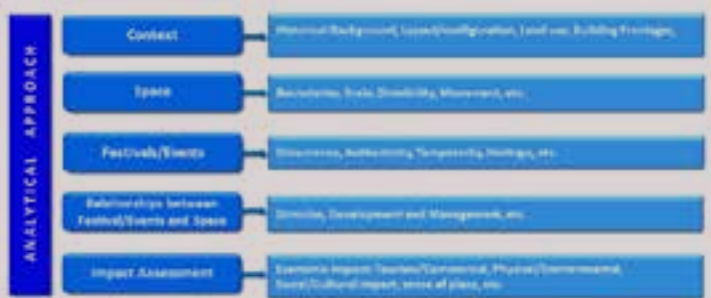


Fig. 1: Research Analytical Model
| Ref.: The Author

3. Festivalization

An event/festive place is “a place characterized by an intimate relationship between a festive activity and spaces that makes them memorable” (Sabaté 2004b:10)

Festivals have become key factors whereby many historical cities adopt major programs of visitors’ development, expressing their cultural identity and enhancing their position as international/ regional tourism destinations or investment opportunities via place-marketing. In general, some cities have become a vast stage on which festivals and events are organized for the benefit of residents and visitors. Festivalization refers to the use of flagship cultural, religious, artistic and social festivals and events as a means to market a specific place, accordingly altering some or more of its characteristics, acquiring new qualities and perceptions. Recently, festivals/events have become tools for developing cities at large. Figure 2 illustrates the impact of Festivals on City Development.



Fig. 2: The impact of Festivals on City Development

Ref.: NIE Jing, LU Rong. (2010) 'City Marketing from the Perspective of Shanghai World Expo', orient academic forum. <http://www.seiofbluemountain.com/uploadproduct/201004/2010ghy02a10.pdf>

4. ————— Festivalization of Historical Places

The process of festivalizing the city (as a continuous festival), was described as the 'festivalization' of the city (Hitters, 2007). According to Van Elderen (1997:126) festivalization involves the temporary transformation of the town into a specific symbolic space in which the utilization of the public domain is under the spell of a particular cultural consumption pattern. Festivals have many positive impacts on places, where they happen, as well as on the city at large. According to Hauptfleisch, et al, 2007, festivals as cultural events, "eventifies" elements and issues of the particular society in which it is taking place. Festivalizing a historical place expresses its soul and reflects the culture of its nation.

5. ————— Case Study: Historic Jeddah Festivals

5.1

Context

Jeddah City dates back almost 3000 years. "Jeddah dates back to the pre-Islamic era as an important place across different civilizations. At the beginning of the Islamic era, Jeddah was the port of the Holy City Makkah in the year 26 AH / 647 AD, and from that time on, the city of Jeddah gained its historic dimension" (see SCTA website). Historic Jeddah, also called downtown Jeddah is located in the center of present Jeddah. Historic Jeddah carries a big part of the city's heritage. It has many historic houses, courtyards and mosques. It also has traditional Souks, such as Souk Al Aluwi, Souk Al Baddu, Souk Gabil, and Souk Al Nada.

In addition, Historic Jeddah has a number of monuments and heritage buildings of archeological interest, such as the Old Jeddah wall and its historical courtyards, including Al Mazloom, Al Sham, Al Yemen, and Al Bahr Haras. It is divided into districts/ neighborhoods or Harat, such as Al Mazloom Hara, Haret al-Sham, Haret Al Yemin, Haret Al Bahr, Krintena Hara, Haret Al million Tifl (Hara of million children).

Historic Jeddah was recently added to the World Heritage List of UNESCO. Two years ago, SCTA worked with the Jeddah Municipality to preserve the historical area in Jeddah through the development of a plan and a system of buildings, and the preservation of the historic character of the area, and work on the classification of historic buildings, as well as paving streets with stone, and lighting them with traditional lanterns. This happened after the number of historic houses declined from 557 to 350 in recent years, according to Jeddah Municipality and SCTA officials (see Arab news article)

"State efforts are aimed at the development of the Jeddah Historic Area architecturally and economically in a way to maintain their identity and meet the requirements of the present time, as well as ensuring the preservation of major component of the national heritage in Saudi Arabia". The state efforts were manifested in many projects, such as Establishment of the Jeddah Historic Area

municipality as well as Preservation Department, implementation of lighting and paving projects, restoration of Bait Al Balad, implementation of the first phase of fitting a fire network project, maintaining and cleaning the historic area, among other projects. Through the Jeddah Historic Area Development Project, SCTA aims to preserve and rehabilitate the area architecturally, culturally and economically in a manner that highlights its architectural and cultural heritage landmarks, as well as to encourage its owners to protect their properties. Figure 3 shows an overview of historical Jeddah, which recently experienced a variety of preservation projects.

Fig. 3: Historic Jeddah

مسابقة تصوير التراث العمراني، ملتقى التراث العمراني الوطني الرابع منطقة عسير رقم الصورة. 1766. اسم المصور. عبدالله محمد صالح عبدالله. تاريخ الصورة. 04/10/2011.

<http://nbhf.org.sa/ViewParticipantImages.aspx?Page=50>



5.2

Historic Event-places

Historic Jeddah Festivals venues were centralized in Jeddah City Center, which is the location of Historic Jeddah Area. As shown in Figures 4 and 5, there were two main routes for the festivals' activities, one stretching from Bab Al Madina in the north of Al Bay'a Dawar up to Yemeni Hara Omda (tribe chief), and the other extending from Bab Al Bant up to Bab Makkah. Also Naseef Yard had been prepared to host special events among other plazas.

Fig. 4: Sham Route, Ramadanna Keda Festival, Jeddah
Ref.: Printed Festival Map

Fig. 5: Yemin Route, Ramadanna Keda Festival, Jeddah
Ref.: Printed Festival Map



5.3

Historic Jeddah Festivals

Recently, the Jeddah historic area has begun holding festivals that aim to introduce the heritage and the original culture of the city to new generations. It also aims to highlight the role of Jeddah as a gateway to the Two Holy Mosques, and as an important station through which all the cultures and civilizations of the Kingdom have passed.

Three major festivals have been held to date in the Jeddah Historic area (figure 6). The first festival done was “Kunna Keda” or (We were like that) Festival. It lasted for 10 days and provided 50 events that are designed to recall the past of the Jeddah Historic Area. The event addressed all the sectors of the society as the festival is featuring a number of cultural events including, poetry, art shows, etc. As shown in figure 7, the event was visually mapped to highlight the festival route with its activity.

Following the success of “Kunna Keda” Festival, “Ramadan Keda” or (Our Ramadan was like that), followed by “Eidna Keda” or (Our feast was like that) festivals were presented to celebrate the heritage of Jeddah. Heritage and handmade artifacts shops were spread over both sides of each of the avenues of the festival crowded by traditional water vendors, carts, street vendors and Mosahrati. Three museums were also integrated as part of the festival avenues. The three museums are “Jeddah Seat”, “Our Sweet Days” and “Hejazi Costume Museum”.



Fig. 6: Jeddah Historic Festivals Website
Ref.: <http://www.historicjeddah.com/#!about/c4nz>



Fig. 7: Map of Kunna Keda Festival showing its route
Ref.: Printed Festival Map

5.4

Historic Jeddah Festivals as City Development Tools

Recently, festivals and events have been recognized as important city development tools. They are included in many levels in the city planning processes and through city development and regeneration programs and projects. Governmental organizations, private investors and non-governmental organizations are usually the initiators of festivals to address specific goals and objectives as follows.

5.4.1 Festivalization as a Tool for Revitalizing/Representing Historical Places

There is no doubt that associating festivals with historical places gives them a different value, creating their identity. On the national level, some historical places are mentally connected with festivals taking place on them. Summer Festival in Abha with its activities and vivid colors even on street's asphalt, Al-Jenadriyah in Riyadh with its heritage and cultural festival (figure 8), and many others not only represent their historical places, but also promote and shape the identity of their cities at large in Saudi Arabia and worldwide. On an international level, the Edinburg festival (figure 9) creates an identity of Edinburg City and represents its heritage, IL-Palio di Sienna Festival (figure 10) that is being held twice per year in Piazza del Campo, and is visited by hundreds of thousands of visitors, raising the reputation of the city and confirming its position on the



Fig. 8: Janadriyah Festival, Riyadh
Ref.: http://www.opposingviews.com/sites/default/files/featured_image/Janadriyah.jpg

Fig. 9: Edinburg Festival
Ref.: <http://www.tattoocanyon.com/67-military-tattoos/16747-military-tattoo-highlands-festival-edinburgh-ecosse/>

Fig. 10: Il Palio di Siena Festival, Siena
Ref.: <http://diegobraghi.blogspot.de/2013/07/palio-di-siena-horse-race.html>

international map and as a destination, and many other festivals have also succeeded in representing their places and strengthening their identity.

5.4.2 Festivalization as a Tool for Shaping/Confirming the Place Identity

Festivals, as part of the place media generated image and among other factors, have a strong impact in shaping the place identity through the mental image. Figure 11 illustrates the three main components that shape the place identity. These components include place visual identity, place behavioral identity and place mental image. Residents, visitors, and even virtual visitors (through visiting festivals' websites) are usually linking or identifying the place with the activities taking place in it. Venice Carnival, shown in figure 12, confirms the identity of Piazza San Marco, the historical piazza of Venice. Likewise, Historic Jeddah Festivals aims to mix entertainment with history to give Jeddah visitors a chance to reconnect with the city's past traditions and the authentic character of the place. Figure 13 shows a cultural and traditional show presented during Historic Jeddah Festival, among other cultural and entertainment activities offered through the festival.



Fig.11: Shaping the Place Identity
Ref.: The author

Fig. 12: Venice Carnival in Piazza San Marco
Ref.: <http://cache.daylife.com/imageserve/oboz4UP3fK4dS/610x.jpg>

Fig. 13: Historic Jeddah Festival Cultural and Art Activities



5.4.3 Festivalization as a Tool for Urban Regeneration

Holding festivals in historic places is usually connected with urban regeneration policies and enhancement projects. Historic Jeddah Festivals, such as “Kunna Keda” and “Ramadanna Keda” (figure 14) are very good examples of representing how spaces of Historic Jeddah celebrated these event through urban regeneration and beautification processes. Also, the event that was done to celebrate the declaration of the Historical Area in Jeddah on June 21st, 2014 as a World Heritage site by United Nations Educational, Scientific and Cultural Organization (UNESCO), was a manifestation of what is called event-place, where one is interacting /affecting the other.



Fig. 14: Ramadanna Keda Festival, Historic Jeddah
Ref.: Danyl G. Lada Photography
<http://www.historicjeddah.com/#!pics/ckit>

5.4.4 Festivalization as a Tool for Historic Jeddah Restoration

There are massive projects for the enhancement and restoration of the Houses of Historic Jeddah. The enhancement project ranges from complete restoration of some old buildings, to preservation of other buildings, or for some historic buildings, the enhancement is limited to repainting their facades. The restoration project also ensures the survival of traditional architecture by requiring that modern buildings in old Jeddah conform to the exterior design elements of the historic structures. More than the beauty of the restored buildings and the modern structures that follow them, Historic Jeddah's sense of community was considered in the restoration project.

5.5

Historic Jeddah Festivals: Impact Assessment

Although festivals and events held in any place have many objectives, they also have many impacts on their venues/places that might be positive or negative. Those impacts are often measured and assessed before, during, and after the event. Impact assessment could be generalized and summarized under three main areas: environmental, economic, and social.

5.5.1 Festivalization Environmental Impact

Historic Jeddah's public spaces celebrated its recent festivals by developing and implementing a variety of public amenities in order to enhance the quality of the public realm. Those amenities, such as trash bins, lighting elements, signage systems for way finding as well as for the shop names, shown in figures 15 & 16, have facilitated and maximized the practical usage of the space. They also minimized negative implementations of space usage by crowds, such as pollution and vandalism. In addition, a special "Lightingscape" project took place to focus on illuminating some of the historic buildings as well as overall ambience lighting (figure 17) that integrated with the overall sense of place.

Fig. 15: Historic Jeddah Urban Furniture

Ref.: The Author

Fig. 16: Signage of Shops in Historic Jeddah

Ref.: The Author

Fig. 17: Historic Jeddah Lightscape

Ref.: The Author



5.5.2 Festivalization Impact on Economy

The three Historic Jeddah Festivals have impacted the economy in a very positive way. As per MAS, 743,390 visitors have visited “Kunna Keda” Festival. 70% of the festival’s visitors stayed in Jeddah for more than three nights as represented in figures 18 & 19, while 30% stayed three nights or less. The average daily expenditure was highest for accommodation, followed by transportation and shopping, which were higher than expenditures for food and entertainment (figure 20).

أعداد السياح	التاريخ	اليوم
41,131	16 يناير	الخميس
70,527	17 يناير	الجمعة
68,658	18 يناير	السبت
69,619	19 يناير	الأحد
79,086	20 يناير	الاثنين
85,648	21 يناير	الثلاثاء
74,096	22 يناير	الأربعاء
79,268	23 يناير	الخميس
90,137	24 يناير	الجمعة
85,220	25 يناير	السبت
743,390	المجموع	

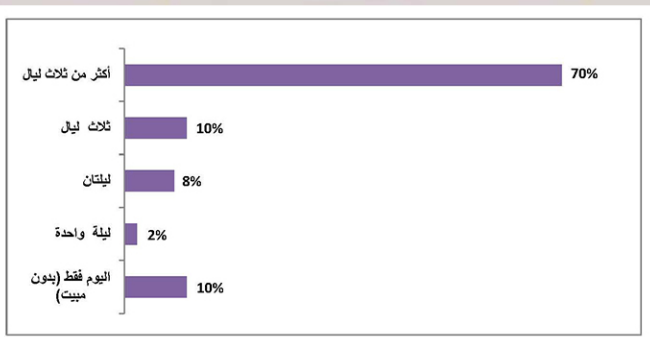


Fig. 18: Number of Kunna Keda Visitors
Ref.: MAS

Fig. 19: Number of Nights by the visitors of Historic Jeddah Festivals
Ref.: MAS

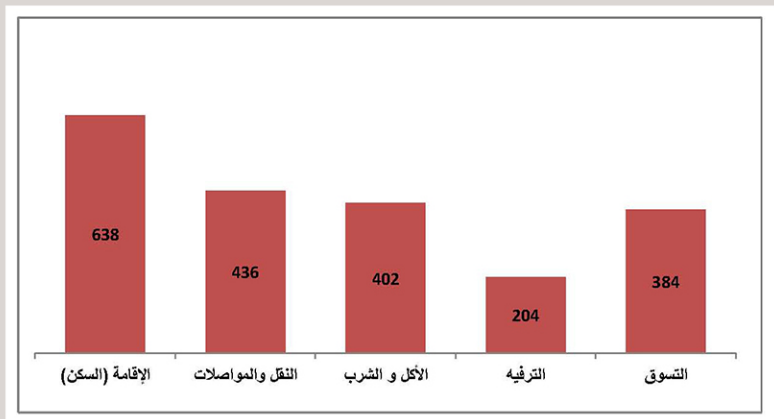
5.5.3 Festivalization Impact on Civic Pride

Historic Jeddah festivals have resulted in raising the civic pride of Jeddah residents as well as visitors. As illustrated in figure 21, some of the visitors have acknowledged their satisfaction and civic pride by writing statements on one of the walls that was assigned for this purpose.



Fig. 21: Visitors Statements showing their satisfaction and civic pride
Ref.: The Author

Fig. 20: Average of daily expenditure
Ref.: MAS



6. ————— Conclusion

There are some recommendations that need to be considered when planning an event-space. The objective of these recommendations is to draft and highlight a balanced relationship between a festival and its space, as follows:

6.1

Innovation

Innovation in (re)creating event-spaces should be done by the use of novel ideas, in order to apply an original solution to design program or requirements. Likewise it could be the implementation of existing ideas taken from a different field.

For example, many festivals make use of unusual venues, which may add an unexpected design of event-spaces that inspire new event programs and generate considerable attention. It also attracts numbers of the public who normally do not go to traditional event venues.

6.2

Livability

Livability of an event-space should be done through promoting the quality of life in public spaces and making it attractive, safe, and organized. This is accomplished, through safety, comfort, quality environment, mixed activities and recreation, such as restricting traffic circulation and introducing the short-term pedestrianization of spaces or creating special places and open-air stages.

6.3

Connectivity

Connectivity of event-space is the interaction, integration, and reaction between the event and the place, which add value to both of them. For example, event programs that overlap, taking place at the same time, might be linked together to create a strong sense of collective series that any single event program would find difficult to achieve.

6.4

Interaction

To consider the interaction of event-space by creating spaces within the event where 'insiders' can meet and interact, or by transforming streets, parks and public squares into performance spaces. For example, by developing a feeling of enclosure and building bonding and bridging social gaps through special initiatives, activities and the design of intercultural gathering spaces.

6.5

Flexibility

Flexibility in event-spaces is often shown as the ability of a place to respond efficiently to varying conditions, to fit to occurring changes affecting its capacity. For example, by concentrating activities in a relatively small space or over a short period of time to create a heightened sense of animation and festivity, or by re-organizing pathways, route networks that efficiently link event-spaces and events together in a flexible way.

6.6

Imaging

Promoting event-space imaging, which is the representation or reproduction of a place's visual impressions; responding to and reinforcing locally distinctive perception and visual identity of the places that generate events.

In many cases, visitors actually have a more positive image of the places that they visit than residents, who may be more keenly aware of the negative aspects of the place.

6.7

Sense of Place

Creating a sense of place is one of the key elements of place distinctiveness. This involves highlighting unique physical features and historic/ contemporary landmarks, rivers, canals, or green spaces, which creates critical success factors for many events. Cultural events can be an important means of underpinning a sense of belonging and local pride.

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