



MINISTÈRE
DE L'EUROPE
ET DES AFFAIRES
ÉTRANGÈRES

*Liberté
Égalité
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FRICHE
LA BELLE
DE MAI



mawjaat

CREATIVE HUBS
FOR CULTURAL TRANSITIONS
IN THE MEDITERRANEAN REGION



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2025-2027

In a context of cultural solidarity in the southern Mediterranean region, in resonance to the announcement of the 2026 Mediterranean Season, the Friche la Belle de Mai and the French Embassy in Morocco have developed a cooperation project that aims to support and strengthen a common reflection on cultural transitions based on a community of cultural actors, creative hubs and hybrid spaces in Algeria, Egypt, Lebanon, Morocco, and Tunisia.

Alongside the French cultural network abroad, *Mawjaat* encourages regional cooperation between these key actors of the cultural landscape on the southern shores of the Mediterranean, places for reflection and experimentation around shared development issues: social innovation, civic participation and ecological transition.

The term “Mawjaat” (Arabic: موجات) means “waves” in English, a word that evokes the shared sea and suggests ripples of change, an image that resonates with the spirit of the project.

OBJECTIVES

- **Create a solidarity-based and vibrant community of creative hubs** in the Mediterranean region, visible and actively shaping change.
- **Foster a complementary regional expertise in the Mediterranean** on issues, challenges and priorities related to cultural transitions.
- **Strengthen mutual capacity building** of the creative hubs and support the transformation of practices within their ecosystems.
- Formulate recommendations within the framework of an action-research programme that will contribute to the support and **evolution of public policy**.
- **Reinforce cultural cooperation and cross-disciplinary projects** among creative hubs in the Mediterranean.
- Promote the arts, culture, and research as **drivers for sustainable inclusion**.

ACTIVITIES

- **Implementation of an experimental grant program** designed to support these creative hubs in their role as creative laboratories and spaces for social and cultural innovation.
- **Organization of a series of thematic workshops** in the five countries, aimed at mobilizing the expertise of the creative hubs that are part of the *Mawjaat* community, fostering peer learning and shared knowledge.
- **Launch of a research-action project, in partnership with Iméra** – Institute for Advanced Studies of Aix-Marseille University, to foster reflection on the contribution of these creative hubs to the cultural, social, and economic transformations in the region.

CREATIVE HUBS PILOTS

Algeria

TCHEBBEK – Algiers

TCHEBBEK is a collaborative initiative born in Algiers from the meeting of Mon Autre École, a space dedicated to visual arts and the support of emerging artists, and El Mahatta, an independent artistic platform dedicated to music. Conceived as a shared space for research and creation, both physical and immaterial, TCHEBBEK aims to strengthen connections between artists, spaces, and initiatives, and to experiment with open and evolving forms of collective work.

FRENCH INSTITUTE OF ALGERIA

Cécile Renault, COCAC and Director of the French Institute of Algeria

Egypt

B’Sarya for arts – Alexandria

B’sarya is an art space that aims to contribute to the development of artists and the contemporary art scene in Egypt, with a focus on visual arts, music, and new-media. B’sarya positions itself as a main stakeholder and a creativity hub in the Egyptian artistic scope, able to initiate and produce original and relevant projects in Alexandria, linked to other cities in Egypt and abroad, responding to relevant local and global issues.

FRENCH INSTITUTE OF EGYPT

Eric Lebas, Cultural Attaché at the French Institute of Egypt and Marianne Wagdi, head of culture at the French Institute of Alexandria

Lebanon

Beirut Art Center – Beirut

Beirut Art Center is a space dedicated to contemporary art in Beirut open to all that aim to bring people together to experience art, learn, debate, and experiment. The BAC is a platform for emerging and established artists, local and international. Since opening in 2009, BAC has facilitated the creation and realization of projects as well as interactions between local and international cultural initiatives in a space that is open and active all year long.

FRENCH INSTITUTE OF LEBANON

Marion Eynard, Deputy COCAC and deputy director of the French Institute of Lebanon and Charlotte Aillet, Cultural attachée of the French Institute of Lebanon

Morocco

Tatmin – Rabat

Tatmin is an independent cultural space founded five years ago with the aim of supporting talents from the African diaspora through creative and solidarity-driven projects. Today, Tatmin is evolving into a multidisciplinary creative hub, dedicated to professionals from Morocco’s cultural and creative industries (CCI), as well as from the wider MENA region and Africa.

FRENCH INSTITUTE OF MOROCCO

Chloé Goupille, Deputy COCAC and deputy director of the French Institute of Morocco

Tunisia

L’blaça – Tunis

L’Blaça is a collective of five Tunisian associations with complementary expertise, united by the desire to foster dynamics rooted in local territories and driven by communities. Born from a shared commitment to pool our practices, spaces, and tools, the collective brings together the Tunisian Association of Permaculture, Beity, Collectif Créatif, Ftartchi, and Shanti. For several years, we have been developing shared services, trainings, and initiatives, regularly hosted across our respective spaces, which we open to one another in a spirit of active solidarity.

Today, we are laying the foundations of a collective, inclusive, and community-rooted tiers-lieu within our local ecosystem.

FRENCH INSTITUTE OF TUNISIA

Hélène Ferrer, Attachée for technical cooperation / civil society and Farah Sayem, Coordinator of the media library network at the French Institute of Tunisia

France

La Friche la Belle de Mai – Marseille

La Friche, in its prototypal form, arose in 1992 out of the new models for urban cultural interaction in the public interest, now known as “third places.” This unique, reinvented space brings together artistic activity, modes of urban transformation, real connections to the region, and dynamic cooperation.



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