IVERSITY Chool of design

D DESIGN DEPARTMEN

ZENITH

DESERT

MONDAY, APRIL 2ND

A special screening of LAWRENCE OF ARABIA in Piper Auditorium at 6pm directed by David Lean, starring Peter O'Toole, Omar Sharif, Anthony Quinn, Alec Guinness, 1962, 216 mn

SPONSORS AND SUPPORTS

The Aga Khan Program at HUGSD The Middle Eastern Studies Department, Harvard University The Moroccan Ministry of Tourism The Office of the Provost, Harvard University The Harvard University Graduate School of Design The UNESCO Rabat

Virginie Lefebvre, Aziza Chaouni, Hashim Sarkis Harvard University Graduate School of Design Susan Miller FAS, Harvard University



CONFERENCE SCHEDULE

WEDNESDAY, APRIL 4TH, 2 pm to 7:15 pm ARCHITECTURE IN THE DESERT. Opening remarks Rodolfo Machado, HUGSD

IMAGINING THE DESERT 2:15 pm Moderator: Michael Meredith, HUGSD

Atomic Tourism in the American Desert, Alessandra Ponte, University of Montreal

Columbia University A Novel Desert: Tourism and Authenticity in Arabic Novelistic Discourse, Fares Alswaidi, FAS. Harvard University

LANDSCAPE IN DANGER? 9:30 am Moderator: Robert France, HUGSD

Oases as Socio-ecological Landscapes, Vincent Battesti, Anthropologist, Museum National d'Histoire Naturelle, Paris,

INVISIBLE AND VISIBLE **INFRASTRUCTURES** 10:45 am Moderator; Aziza Chaouni, HUGSD

Three Scenarios For a Critical Architecture of Desert Mobility, Gini Lee, University of South CONCLUSION 5:00 to 6:00 pm Australia

Routes as Public Spaces and the Reading of a Landscape, Virginie Lefebvre, HUGSD

Generating an Integrative Tourist Model: The National Park of Azrag in the Jordanian Eastern Desert, Chris Johnson, RSCN (Royal Society for The Conservation of Nature), Jordan

The Desert Myth in Cinema: 1960-2006, Claude Prelorenzo, Ecole Nationale des Ponts et Chaussées, Paris

Tourism of the Void, Kazys Varnelis,

AN HISTORIC PERSPECTIVE 4:15 pm Moderator: Ann Pendelton-Jullian, MIT

Desert Blues: Historical Riffs on the Moroccan Periphery, Susan Miller, FAS, Harvard University

Mythopoiesis in the Moroccan Desert Landscape, Aziza Chaouni, HUGSD

Frank Lloyd Wright Desert Architecture, **Neil Levine,** FAS, Harvard University

6:30 pm to 7:15 pm Keynote lecture in Room 111 There's only the Desert for You.

Steven Caton, FAS, Harvard University

THURSDAY APRIL 5TH, 9am to 6 pm Opening remarks: Virginie Lefebvre, HUGSD

Marrakech; from Oasis to Metropolis, Ouidad Tebbaa, University Cadi Ayyad, Marrakech

SOCIAL AND CULTURAL DEVELOPMENT/TOURISM 1:30 pm Moderator: Susan Miller, FAS Harvard

Community Driven Development; The Place

of Tourism? Ali Amahan, University Mohammed V, Rabat

Route des Ksour: From Concept to Implementation of a Local Development Project in Algeria, Nesma Brahimi, UNESCO.

DESIGNS IN THE DESERT 3:30 pm Moderator: Virginie Lefebvre, HUGSD

The Siwa Journey, Mounir Neamatullah, CEO of EQI (Environment Quality Investment), Egypt

Tourist Projects in the Utah and Baja California Sur Deserts, Rick Joy, Architect, Arizona

Current Projects in the Peruvian Desert, Alexia Leon, Architect, Lima, Peru

How to Help the Development of Arid Region Through Tourism? Moderator: Hashim Sarkis, HUGSD

Panelists: Mauro Bertagnin, Udine University, Italy

M. Bensaid. Ecole Nationale d'architecture. Rabat

M. Er-Rich, Moroccan Ministry of Tourism Chris Johnson, RSCN Ouidad Tebbaa, University Cadi Ayyad, Marrakech Rick Joy, Architect

Alexia Leon, Architect

Deserts have lost their stigma as inhospitable, inaccessible places and are becoming an ever more popular tourist destination. However, the growth of this niche tourism is raising particular challenges. It jeopardizes their fragile ecosystem and strains their scarce resources, affecting both the landscape and the local population. In effect, the increasing popularity of desert tourism is paradoxically undermining the very notion of their allure, their position as a frontier.

In developing countries, those consequences are even more drastic as the local populations, gathered around oases, live in dire conditions, with scarce resources and insufficient infrastructure, rarely benefiting from tourism's economic effects. Furthermore, in face of rampant modernization and migration, their cultural and architectural heritage is decaying at an alarming speed while new infrastructural needs and settlement patterns are emerging.

This conference on desert tourism seeks to analyze the relationship between tourism and the sustainable development of the populations, architecture and landscapes of arid regions. Its main purpose is to provide a meeting platform for students, academics, researchers, and organizations, which have studied or implemented tourist projects that integrate the development of their surroundings and to discuss issues raised by desert tourism.

Papers and proceedings from this conference will be published.

DESERT

DELINENTING THE FRAGILE EDGES

TOURISM OF DEVELOPMENT

APRIL 4-5.2007

HARVARD UNIVERSITY **GRADUATE SCHOOL OF DESIGN**

All lectures will be held in the free and open to the public. For more Maria Moran, 617 495 4237, o