



Idea - Summary

*The project will explore and present the Mediterranean identity and charisma.
Its potential in patterns of survival, creativity and social tolerance will be transmitted to the humanity ...*

Why

The Mediterranean connects 3 continents and is the cradle of western civilisation. It embraces ancient civilisations and ever-changing cultures, on the crossroads of both East/West and North/South. It represents fertile ground from which inventive new ideas are drawn. In the recent history (after WWII), the Mediterranean region has been intensely exploited by various non-Mediterranean interests, confirming its actuality and importance. The project will identify, through word and picture, the value of the Mediterranean as expressed by the local people.

Who

Leading team: photographer Bojan Breclj, a filmmaker, a journalist/researcher, PR, editor

The islanders of the Mediterranean

Young people from the mainland

When

September 2016 - September 2019

How

Visiting most of the 189 inhabited Mediterranean islands by sailboat. A boat creates the most pristine and genuine way of establishing communication and relationship = boat as a messenger.

Wooden, 38 year old, professionally restored Sciarelli catboat.

Interviewing local people – actors of social change, interesting people who will be addressing topics and answering questions identified as important to their living.

The topics and questions will be created by the “younger generation” from inland countries of the Mediterranean, from universities and organizations (partners in the project).

Self-portraits made by exclusive Self-Portrait Studio / Selfishstudios®.

Interviews - audio recording.

Documentary photo essay.

Documenting the project with the video “Story from Behind”.

Products

Pictures and texts of about 200 selected and published interviews

*Interactive website
Exhibition set
Book
Movie – “Story from Behind”*

Touring AV lecture package for public and educational environments

Results

A network of participating people and organizations in the Mediterranean area enabling and supporting exchange and cooperation in bottom-up systems of social awareness and social action.

Sharing common denominators in myriads of local identities.

New perspectives, emerging through the project, will stimulate other approaches in sustainable lifestyle, support and cooperation between the peoples of the Mediterranean and beyond.

Mediterranean charisma will be spread among and understood by the global audience.

“Mediterranean recipes” will become available.

Target group

Islanders – actors of social change and sustainable lifestyle / meaningful people within the project context of all ages.

Younger people (aged 22–26), from the Mediterranean inland.

Beneficiaries

Islanders, their families, members of their social networks.

Younger generation, the one that is “stepping in”, looking to find their place under the sun.

Professional audience, through the network of partners in the Mediterranean countries.

Visitors and audience of the website, lectures, exhibitions and other activities.

Funding

Private donors & companies, institutions.

*Sponsor plan for entrepreneurs and private donors. Diamond, platinum, gold and silver level sponsor plans, reward sponsorships in material and non-material ways
Examples: research, translations, networking, local web version, local social media page.*

College/university students, volunteer work



explores the Mediterranean islands' identity and charisma, presents their potential, patterns of survival, creativity and social tolerance.

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Bojan Breclj is a Mediterranean native, recognised professional photographer, artist and journalist, sailing the Med since childhood. His experience with the methodology for a large-scale project like the MED project comes from participation in many journalistic, artistic, editing and marketing projects and teams, as well as from his own projects.

He started portraying the civilisations of the world's large rivers (Nile, Ganges, Sepik in Papua New Guinea) and was published in prominent magazines and books. In 2010, he started a series of portraying works in the Mediterranean area, creating foundations for the present project. His original Self-Portrait Studio was developed during the last 10 years with extraordinary results, such as the series of social-studies/portraits in Sarajevo (2012, 2013, 2014).

The interviews and portraits in the MED project are actually co-created by the inhabitants who will make self-portraits and tell their own story. This makes the project a group project with hundreds of participants who will also be listed as authors. Through 200 interviews with inhabitants on many of the 189 islands documented in photographs, video, and stories in a book, exhibitions and AV lectures creating connections and social networks.

1990-1993 **Ganges, Nile... rivers**

1994-1997 **Mangrove forests**

1999- **Strange Friend published by Stemmler**

2011- **Who are You -Ljubljana**

Bojan Breclj



2012, 2013, 2014 **Synergis of Sarajevo**

2015- **7/8 Days -Split**

2015 -2016 **My New Neighbours**

CV/WEB: www.ONEPLACE/BojanBreclj