Seif El Rashidi

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**Education:**

**MSc, City Design and Social Science, The Cities Programme, The London School of Economics, 2002.**

**MA, History of Islamic Art & Architecture**, **The American University in Cairo, 1999.**

**BA, Economics**, **The American University in Cairo, 1995.**

**Professional Experience:**

**Programme Development Officer, Layers of London Project, The Institute of Historical Research, The University of London, (May 2016-Present)**

* Project management, public engagement and development of a Heritage Lottery Funded project to create an interactive website digitising the key historic maps of London and engage citywide with community groups, schools, local authorities and archives to create one of the most comprehensive resources about the urban and socio-economic development of greater London. In partnership with Historic England, The National Archives, The British Library, The Museum of London Archaeology. (Total project value: £1.1 million).

**Project Manager, Public Programmes, Guildhall Library, The Corporation of London (May 2016-Present)**

* Project managing the creation of new museum to tell the story of the City of London Police and running an associated programme of public engagement activities for children, young people and adults.

**Magna Carta Programme Manager, Salisbury Cathedral, (May 2014-April 2016)**

**Responsibilities:**

* Managing the development of Salisbury Cathedral’s Masterplan pertaining to the historic properties in the Cathedral Close, including managing the public consultation process and engaging institutional stakeholders.
* Developing and managing an integrated cultural programme to commemorate the 800th anniversary of Magna Carta, linking the visitor experience of Magna Carta with understanding the architecture of the Cathedral itself. Projects include a major new exhibition in the 13th century Cathedral Chapterhouse visited by 265,000 people in 2015, 28 musical and theatrical performances, contemporary art installations, city and region wide celebrations, and a comprehensive community engagement programme targeting schools, universities, prisons and the general public. The project increased Cathedral revenue by 35% and visitor numbers by 13%. Shortlisted for best exhibition design, Design Week Awards, London, 2015.
* Developing project partnerships with internationally significant institutions such as the British Library and the House of Lords leading to the unification of the four 1215 Magna Carta documents in London in February 2015.
* Writing grant proposals to fund cultural heritage projects. Funding received in 2015 includes grants from the Heritage Lottery Fund (£415,000), The Magna Carta 800th Committee (£50,000) and the Arts Council (£20,000).
* Comprehensive project monitoring and evaluation.

**Durham World Heritage Site Coordinator, Durham University, Durham Cathedral, (May 2008-May 2014)**

**Responsibilities:**

* Managing Durham World Heritage Site, including the coordination between all stakeholders on issues of community engagement, cultural heritage interpretation, access and conservation.
* Delivering and revising the Durham World Heritage Site Management Plan for 2006-2012, and

developing and delivering the 2013-2019 plan.

* Establishing institutional partnerships.
* Facilitating the development and delivery of cultural projects to bring the World Heritage Site to life.
* Developing, and implementing projects to further the presentation, preservation, and interpretation of this UNESCO World Heritage Site, including:

1. Capital projects:

**Durham World Heritage Site Visitor Centre (completed and operational, June 2011).**

Obtaining funding, (£1.2 million), and overseeing the conversion, refurbishment and interpretive fit-out of a Grade II listed building to create a gateway to the World Heritage Site (with a specific focus on attracting new, more diverse audiences, involving young people in the development of the interpretation, collaborating with local artists and music groups to develop the visitor centre into a cultural hub, and putting together a team of staff and volunteers to engage with the public). Winner of the Royal Institute of Chartered Surveyors Award for best leisure facility, (North East), and the City of Durham Trust Award for Architectural Conservation, 2011.

**Redesigning the Floodlighting of Durham Cathedral and Castle (completed, January 2013)**

Launching a design competition, securing funding, and subsequently coordinating the £650,000 project to redesign the floodlighting scheme to present the architecture of the World Heritage Site at its best. ‘Highly Commended’ Lux Lighting Awards 2013; 3rd place, International Auroralia Lighting Awards, 2013.

1. Cultural programming for public engagement:

Working with the University and Cathedral education teams to conceive and deliver an ongoing programme of cultural activities related to the heritage of Durham. Activities developed in collaboration with Durham University students to encourage greater student and community interest in the World Heritage Site. Projects include the commissioning of interpretive films; the creation of a WHS website: <http://www.durhamworldheritagesite.com>, heritage education school projects, site-specific theatre (including a commission by Historic Royal Palaces at the Tower of London), and an array of public events at the Cathedral and Castle including a year-long monthly lecture series, concerts, talks and tours.

**Associated Activities:**

* **Co-lecturer, and co-initiator, “Objects of Desire” Art History Interpretation Module, School of Education, Durham University. (2012-2014)**

A module designed to teach undergraduate students to understand the relationship between Eastern and Western art through the collection of Durham’s Oriental Museum, and to interpret and present artefacts in collections of Oriental Art using audio-visual technology. I was responsible for the section on Middle Eastern art from the Roman period to the 21st century.

* **Co-lecturer, Masters in International Heritage Management, Department of Archaeology, Durham University, (2013-14).**
* **Steering Group Member Durham University Cultural Strategy Committee and the Centre for Visual and Arts and Culture.**

**Senior Planner** **& Art Historian,** **Aga Khan Cultural Services - Egypt, (1997-2008).**

**Positions Held:**

* Head, Urban Planning Unit (2005-2008); developing an urban conservation plan for

the southern section of Historic Cairo World Heritage Site (5000 historic buildings) in collaboration with the Department for Urban Projects of the Cairo Governorate. The role also involved a local capacity-building and awareness-raising component.

* Project Coordinator, development of museum scenario “Museum of Historic Cairo” (2006-2008); a

project to create a museum about the architectural and urban history of Cairo combining artefacts and audio-visual material.

* Project architectural historian for the restoration and adaptive re-use of the former Darb Shoughlan School (1911), two 16th century houses, and the conservation of Saladin’s eastern city wall of Cairo (12th century) (2002-2005).
* Art historian and preservation planner (1997-2001).

**Achievements:**

* Approached external funding agencies and writing grant proposals to fund cultural regeneration, conservation, interpretation and socio-economic development projects. Funding successfully received from the Canadian International Development Agency (£2.1 million), USAID (£865,000 for the restoration of the Mosque of Aslam al-Silahdar), Ford Foundation (£60,000 raising cultural awareness), The US Ambassador’s Fund (£15,000 cultural engagement).
* Wrote and edited project publications, technical reports, annual monitoring & evaluation reports, and project briefs.
* Public liaison work for national and international groups, (potential project partners, donor agencies, academic & community groups, government agencies) and the press.
* Curated two exhibitions in Al-Azhar Park Gallery Space, "Tracing the Past, Building Anew" an exhibition and documentary on crafts (July – September 2005), and "al-Darb al-Ahmar Revitalisation Project," (March – July 2005).

# **Architectural Archivist (Hassan Fathy Archives)** **Getty Foundation – American University in Cairo Project, The American University in Cairo. (1998-1999)**

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* Classification and description of 3600 architectural drawings, and selection of documents for conservation.

**Writer, Interpretation Panels for Key Medieval Monuments in Cairo, Commissioned by Cairo Rotary Club, (1998)**

* Interpretation for Sultan Hassan, Rifai and al-Ghuri Mosques, and Sabil-Kuttab Abdel Rahman Katkhuda.

**Volunteer, Inscriptions Documentation Project, Department of Arabic Studies, The American University in Cairo, (1997-1998)**

* Project to document all inscriptions on historic buildings in Cairo pre-1800.

**Architectural Designer,** **Ahmad Hamid Architects, Cairo, (1995-1997)**

**Achievements:**

* Design development for a range of architecture, urban, & interior design projects.
* Production of project documents and budgets.
* On-site coordination and follow-up with building contractors during the implementation phase.

**Consultancy Roles:**

* Author, text for the catalogue of Azza Fahmy Exhibition, *The Ripple Effect: A Design Retrospective,* Sharjah Gallery, The American University in Cairo, (October 2016).
* Appointed Member, The Fabric Advisory Committee of Chichester Cathedral (2016-2021).
* Technical Reviewer, Ceuta Public Library, and Almeria Nasrid Tower Restoration Project, Spain, The Aga Khan Award for Architecture (2016 award cycle).
* Project coordinator, *An Architecture of Collective Memory*, monograph about the work of Abdel Halim Ibrahim, by James Steele (2016).
* Co-organiser, Egyptian tent-making documentation project, exhibition and website, Durham University (2013-2014).
* Technical Reviewer, Thula Fort Restoration, Yemen, The Aga Khan Award for Architecture, (2013 award cycle).
* Consultant, UNESCO World Heritage Centre. <http://www.urhcproject.org/Studies> (March - October 2012).
* Development and subsequent supervision of urban conservation projects for postgraduates at the University of Edinburgh (2011/12 and 2012/13).
* Grant Proposal Editor, Egyptian Earth Construction Association (2002-2007).
* Design Reviewer, 4th Year Architectural Design Studio – Building in Historic Environments,Misr

International University and Dresden University, Professors. K. Asfour, and I Helmedag (2005-2006).

* Architectural documentation volunteer, The Church of St Martin de Mazerat, (12th century)

St. Emilion, France (Summer 2004).

**Selected Publications:**

* The Street of the Tentmakers (with Sam Bowker), forthcoming 2017.
* “Towards a Sensitive Boldness in Conservation” in Architecture and Pluralism ed. M Mostafavi, 2017.
* Durham World Heritage Site: A Guide to the Castle and Cathedral, 2013.
* “Museums of Islamic Art & Public Engagement” in Islamic Art & the Museum, ed. S. Weber et al, 2012.
* “Contemporary Observations of al-Darb al-Ahmar” in Living in Historic Cairo: Past and Present in an Islamic City, eds. A Nanji and F Daftary, 2010.
* "A Study of the Unintended in Creswell's Photographs: The Architecture of the 19th & 20th Centuries & the Continuity of Building Traditions," in Creswell’s Photographs Re-examined, ed. B O’Kane, 2009.
* "The History and Fate of al-Darb al-Ahmar," in Cairo: Revitalising a Historic Metropolis,

2004. Editor: Philip Jodidio.

* Summary Reports on Best Practices in Urban Conservation, for EUROMED database

(Euromediterranean Partnership), 2003.

**References:**

Edward Probert, Canon Chancellor, Salisbury Cathedral, [chancellor@salcath.co.uk](mailto:chancellor@salcath.co.uk)

Rosalind Brown, Chair, Durham World Heritage Site Committee [Rosalind.brown@durhamcathedral.co.uk](mailto:Rosalind.brown@durhamcathedral.co.uk)

Francesco Siravo, Senior Project Officer, The Aga Khan Trust for Culture [francesco.siravo@akdn.org](mailto:francesco.siravo@akdn.org)