

RENT-A-LAND ® BUY A CARAVAN !!

Strategies for sustainable ecotourism in Mount Carmel National Park (Israel)

Sucessfull urbanistic experience around Ein Hud

Pioneer caravan parks transform Mount Carmel National Park

REPORT BY MIGUEL MACHADO (ARCHITECT)



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The former Arab enclave of Ein Hud becomes one of the first successful cases of israeli and arab peaceful integration. After long decades fighting for the government recognition, this small arab community (204 people) reaches its total legalization after the submission of a new regional planning directive. In the past month an international non-profit organization (FAST) launched an international competition for the realization of a new masterplan for the village of Ein Hud. After a careful and discussed trial, the multidisciplinary jury consisting of architects, geographers, artists, lawyers, anthropologists and some local residents, choosed RENT-A-LAND as simultaneously the “most provocative and conceivable” submission, thus receiving the first prize in the IDEAS competition. This urban concept explores the touristic potential of the Mount

Carmel National Park, introducing ecological based caravan camping sites inside the park limits.

This kind of light nomadic urbanism, results in a controlled urban sprawl along the park borders in the former palestinian land, creating a small network of villages and touristic points connected directly with the main Park entrance located in the village of Ein Hud. The small new settlements reproducing the nomadic atmosphere of the bedouin desert settlements are runned by former Ein Hud inhabitants.

They are equipped with a central office (camp base) and other camping facilities. This strategy proved to be an efficient tool of ethnic reconciliation as it as improved economic growth in the region. Not only were the camping facilities rentable, but they also worked as attractive beacons to local commercial stores.

The small village of Ein Hud became one of the most searched week-ends destinations, famous for its traditional craft shops and mediterranean arab food (a place where you can fulfill your wishes for a 1001 night tale).

Local urban planners and politic actors unanimously reaffirm that this urban concept rejoined the divided communities of Ein Hod and Ein Hud. They predict that in the next 10 years the economic growth introduced in the region by RENT-A-LAND will result in a large scale sprawl which will unify geographically all the settlements, giving birth to a medium size scale city. They hope that a decade of close but independent relation between the israeli and arab communities will lead to a peaceful integration, with respect for human and ecological values.

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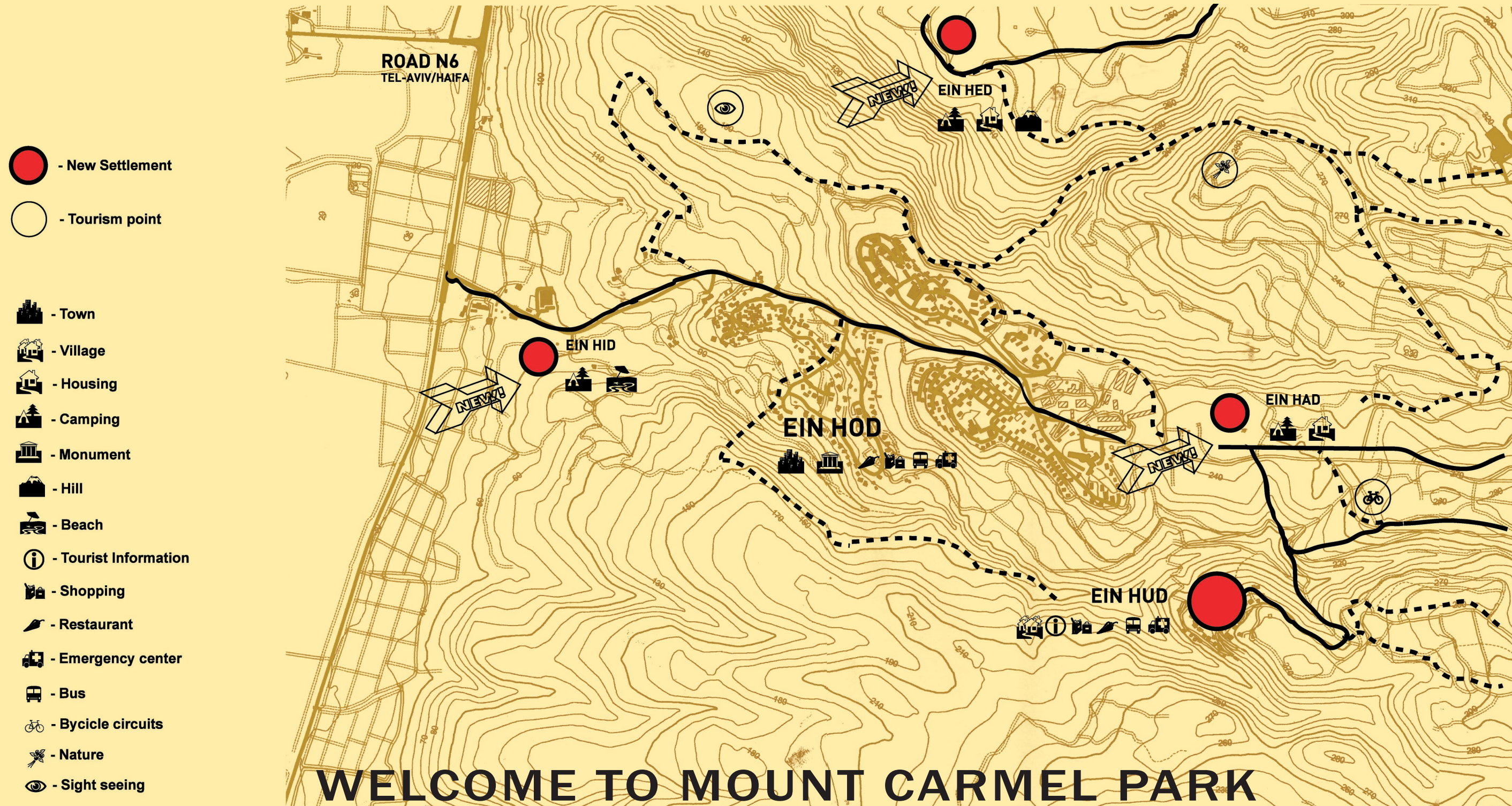
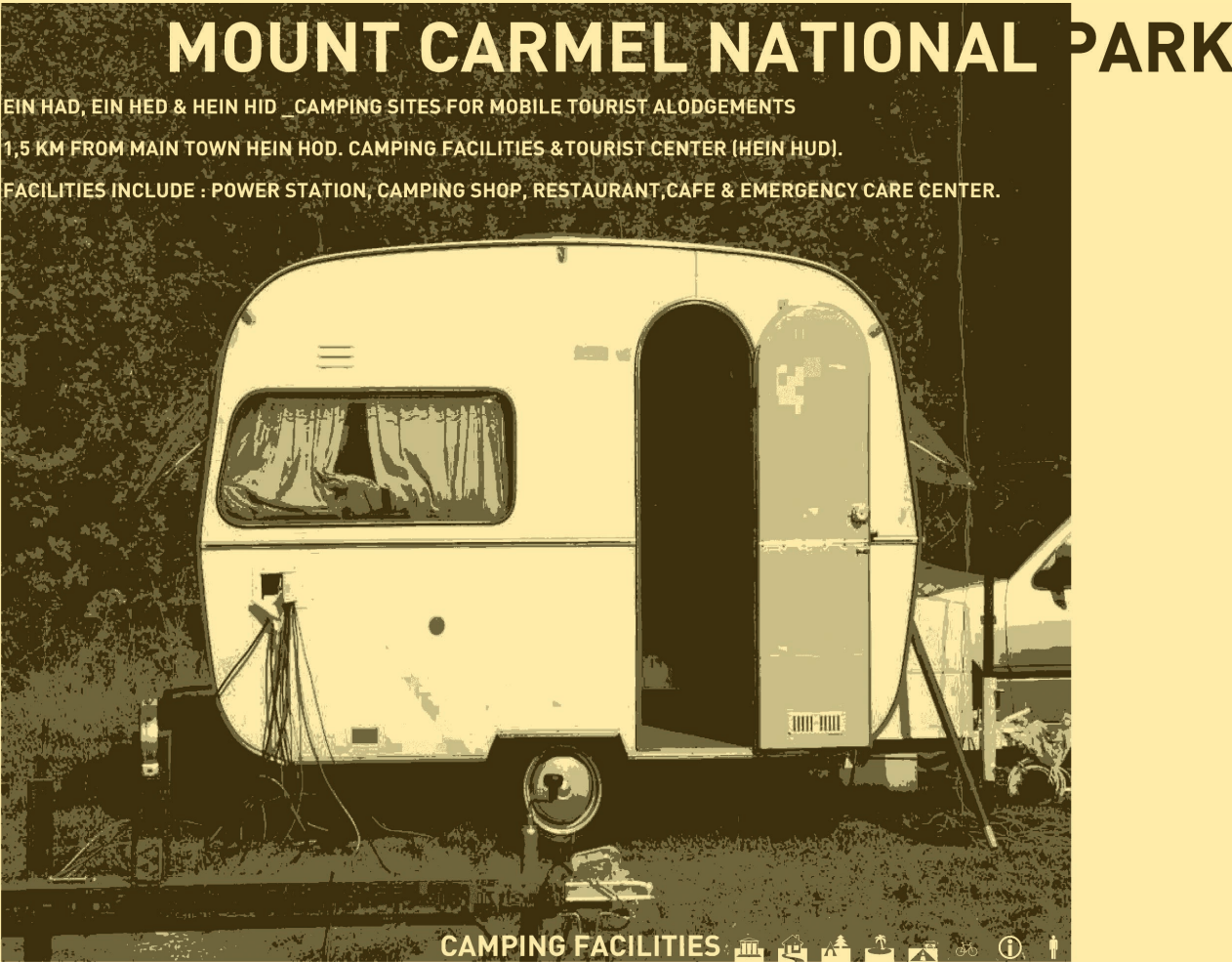
THE STRATEGY

Changing the concept of the land ownership is a priority. If we want to imagine a sustainable growth to the village of Ein Hud, we have to look to the territory at a much larger scale. Our concept was to develop an operative system in which all the population have the right to the same amount of land. This portion is divided in the owned land (built and non built) and in the managed/rented land – areas in the outskirts that are meant to be camping resourts (what we defined that would be the main economic activity). Therefore Ein Hud population is directly responsible for managing the touristic activity and its benefits

We propose 4 main phases in the development of Ein Hud. The first of these is the “infrastructuring” where roadways, utilities and the structures necessary to set up the site for a wide range of programs are installed; the second phase “programming” is intended to convey the dynamic and flexible system in wich the village will be occupied (the new land use); the third phase we call it “seeding”, the sprawl of camping sites along mount carmel and subsequent development of the village economy; finally “migration” where Ein Hud stops growing and the new “villages”(the camping parks) begin to be self-sustained.

For ideological and strategic reasons, the Zionist conception of space is premised on sprawl and dispersion, and therefore suburban, anti-urban and mainly based upon agrarian sistems. In some ways this principle denies the very idea beneath the making of a masterplan to construct urbanities. We decided to re-use some of these tools to conceive a new land owning system that could please both parts – Isreali and Arab. For this purpose, the camping sites are conceived as a light, nomadic matrix, and their organization results in schemes very close to the garden cities of the zionist model.

A system where people basically become managers of the land.





URBANIZIONISM

ISRAEL STATE major land owner

“Since their establishment, the Zionist Movement and the Israeli State have adopted a consistent policy of population dispersion”



“93% of the area of Israel is owned by the State”.

Yehoshua Gutman,
Rinat Berckovitch

EIN HUD POPULATION land managers / touristic operators



A positive relation between tourism and lanscape

The Ein Hud population is directly responsible for managing the touristic activity in this camping resorts and its economic income. This allows that, for a example a person that owns a small piece of land will in fact be responsible or receives the benefits of a much larger property in Mount Carmel wich remains as a National Park. The main factor of development would be the establishing of a series of camping sites along the park in what hopefully would be a positive relation between tourism and lanscape.

Profit in Peace?



Tourism sprawl around Ein Hud proves to be an effective cooperative tool between israeli and arab population. More experiences awaited”

LAND_TO_PLENTY

AN OPINION FROM RICARDO PRATA
(ARCHITECT AND FILM CRITIC)



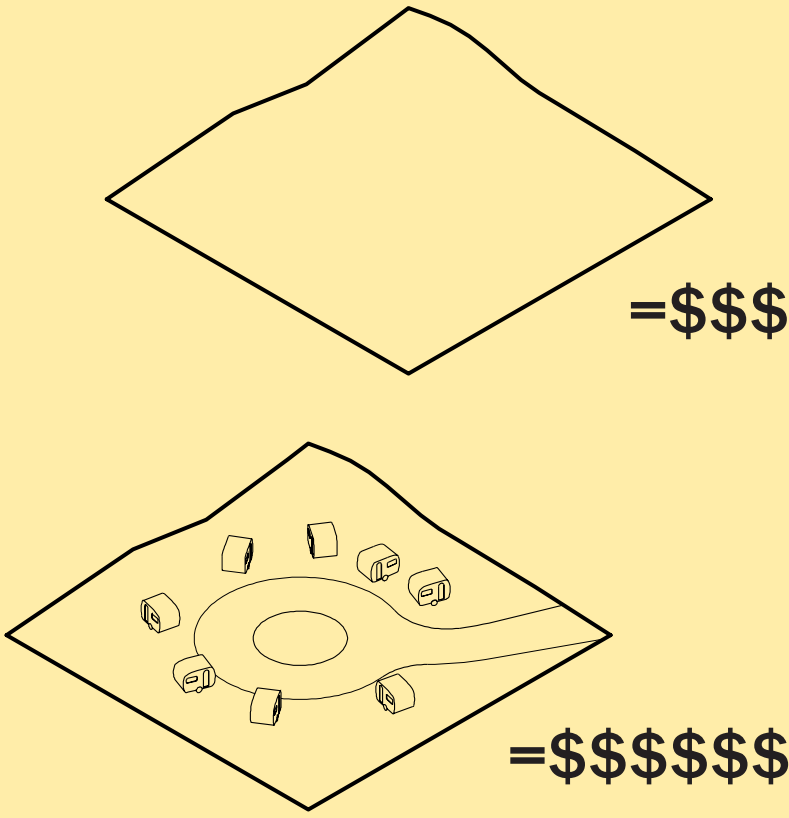
After watching last month Wim Wender's “ Land of Plenty “ I inevitably saw the world through Lana's eyes, with a mixture of precautious satisfaction and ingenuous optimism. Somehow, the reconciliation of opposites (in this particular case Lana and Paul) seemed to me the result of an hazardous happening, more than a diplomatic procedure, which clearly engaged a process of progressive brightness in the way they both perceived their differences. Though facing the opportunity to say something about the Israeli and Palestinian conflict, as an architect, can perhaps be the same type of challenge that Wender's faced in the realization of this movie.

In this sense AAI challenge their compromise in the dispute of land by introducing in the battlefield a third intervenient – the careless tourist. Neutral players in the conflict that can confront Israeli and Palestinians with the irrational process of aggression-reaction that make the real objectives of each side come to life. The dispute of the land only makes sense for the zionist partisans, as it can be the only way to ensure a permanent source of wealth and richness. On the other hand, land for Palestinian people only makes sense, as it is the only guarantee of a nation, the land of their culture.

In this way tourism can be the hazardous event, the chance that leads to a peaceful cohabitation between these two people - israeli and arab. Leaving behind the opportunity of wealth and economic growth, the native land and resources, which Palestinian culture so preciously preserved. The land should no longer be the battlefield, but instead the great leisure resort, no longer filled with panzers but with caravans, the land that can no longer be divided but united for a common goal of prosperity – THE LAND TO PLENTY.

“The film is based on the hope that truth is not an altogether lost notion in today's political and social realities. Even in America, even in 2004,” Wenders said.

In the Israeli and Palestinian conflict I would hope that the truth would one day be revealed. Even the most remote truth, forgetting all accusations, victimizations and the horror of the holocaust and the ethnic ravage that led to the endless violence. The only way I can see this happening is through the actions of their everyday lives and not through the words of the conflict intervenients.



Our concept was to develop an operative system in which all the population have the right to the same amount of land. This portion is divided in the owned land (built and non built) and in the managed/rented land – areas in the outskirts that are meant to be camping resorts (what we defined that would be the main economic activity).

Therefore Ein Hud population is directly responsible for managing the touristic activity in this camping resorts and its economic income, maybe reporting the benefits of the rented land to the state.

Nevertheless we should insure a progressive privatization, giving opportunity to the investors to acquire the land.



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