Umm ar-Rasas (Kastron Mefa’a).
A Basis Towards the Public Use Plan
Annexes
The present document has been released on January 2015 within the EC-funded assignment “Strengthen the institutional tourism system in Jordan by enhancing the capacities of the Ministry of Tourism and Antiquities in Jordan” (ref. no. JO/12/ENO/OT/20). More precisely, it was produced within the activity #2.2, devoted to “Designing a pilot project led by MoTA, DoA and UNESCO focused on a joint and coordinated site management of the cultural heritage of the site Umm ar-Rasas”.

Project Leader:
Rosanna Binacchi, Italian Ministry for Cultural Heritage and Activities and Tourism (MiBACT), Head of Unit for the Coordination of International Relations

Component Coordinator:
Gianni Bonazzi, Italian Ministry for Cultural Heritage and Activities and Tourism (MiBACT), Head of the Research and Analysis Department

Resident Twinning Advisor:
Lara Fantoni, County Government of Florence, Italy, responsible of the Tourist Management Unit

Resident Counterpart:
Hussein Khirfan, Ministry of Tourism and Antiquities, Head of Site Management Directorate

Short Term Experts appointed for the present document:
Carlo Francini, Municipality of Florence, Italy, Site Manager of the "Historic Centre of Florence" World Heritage UNESCO site
Antonella Bonini, Italian Ministry for Cultural Heritage and Activities and Tourism (MiBACT), member of the UNESCO office of the Special Superintendence of Pompei, Ercolano, and Stabia
Chiara Bocchio, Municipality of Florence, Italy, UNESCO Office
Michelangelo Fabbrini, Confservizi CISPEL Toscana, Italy

DoA Staff:
Monther Jamhawi, Director General
Bassem Mahameid, Head of Madaba Directorate
Hanadi Taher, Head of Site Management Directorate
Hamada Al-Noor, Site Manager for Umm ar-Rasas
Hossam Hjazeen, National Focal Point for World Heritage UNESCO Convention
Jehad Haron. Head of Studies and Publications Directorate
Zain Hajahjah, Assistant to Director General
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Annex A – Suggestions for the Design of Informative Materials

As previously mentioned in the Action Plan, a particular emphasis should be given also to the design of the informative materials, the elements of the communication and signage system with the aim to establish a cosy and easily accessible environment able to attract and adequately welcome visitors, meeting their needs and interests. In the following pages some design examples are provided.

*Examples of panels design*

![Image: (Color Set website, 2011)](image1)

![Image: (Rajeevlalith blog, 2013)](image2)
Examples of maps design

Image: (UNESCO Office of Florence, n.d.)

Examples of brochure design


Image: (Rajeevlalith blog, 2013)
Examples of signage design
Examples of digital devices design

Image: (Ripp, M., 2014)

Image: (Centrica, n.d.)
Annex B – Photos of the site

Image 1: Parking Place (Antonella Bonini, 2014)

Image 2: Entrance to the Visitor Centre (Michelangelo Fabbrini, 2014)
Umm ar-Rasas has been inscribed since 2004 upon the World Heritage List of the Convention concerning the Protection of the World Cultural and Natural Heritage. This inscription on this List confirms the Outstanding Universal Value of a cultural or natural property which deserves protection for the benefit of all humanity.

Most of this archaeological site, which started as a Roman military camp and grew to become a town from the 6th century, has not been excavated. It contains remains from the Roman, Byzantine and Early Islamic periods (end of 5th to 9th centuries AD). The site also has 18 churches, some with well-preserved mosaic floors. Particularly noteworthy is the mosaic floor of the Church of Saint Stephen with its representation of towns in the region. Two square towers are probably the only remains of the practice, well known in this part of the world, of the stylobates (ascentic monstros who spent time in isolation atop a column or tower). Umm ar-Rasas is surrounded by, and dotted with, remains of ancient agricultural cultivation in an arid area.

Criterion (II): Umm ar-Rasas is a masterpiece of human creative genius given the artistic and technical qualities of the mosaic floor of St. Stephen’s church.

Criterion (IV): Umm ar-Rasas presents a unique and complete (therefore outstanding) example of stylobate towers.

Criterion (VII): Umm ar-Rasas is strongly associated with monotheism and with the spread of monotheism in the whole region, including Islam.
Image 11: Resting area outside St Stephen complex (Carlo Francini, 2014)

Image 12: Footpath to the Stylite Tower (Carlo Francini, 2014)