Press Release

The EU and UNDP Host “A Journey into Salah Eddin and Sultan Suleiman Streets” Photography Exhibition

Jerusalem, 19 October 2017 – The European Union and the United Nations Development Programme opened the Photography Exhibition “A Journey into Salah Eddin and Sultan Suleiman Streets” at Dar Issaf Nashashibi for Culture, Arts and Literature in East Jerusalem. The exhibition is organized as part of the Productivity and Urban Renewal Programme in East Jerusalem (PURE).

The exhibition, which runs from 19 to 20 October 2017, takes the audience on a journey through the old streets of Salah Eddin and Sultan Suleiman, illustrating historic photographs and memories of some 25 shop owners with their old family photos at the shop; a tradition that has been passed on from one generation to another. These owners are having their shops, which are housed in Waqf buildings, rehabilitated through the PURE programme.

The Salah Eddin and Sultan Suleiman streets are considered key commercial centres in East Jerusalem. The PURE Programme will not only preserve the streets’ cultural identity but also bring them back to life through rehabilitation and beautification works. It will also create an enabling environment for enhanced economic development and private sector investment.

Roberto Valent, UNDP Special Representative of the Administrator highlighted the importance of the programme in meeting the Palestinians’ economic and social needs and improving their commercial conditions in East Jerusalem. “The shop owners targeted through the programme are another real testament to the resilience of the Jerusalem community to overcome the challenges and rebuild lives”.

The Productivity and Urban Renewal Programme in East Jerusalem (PURE) is funded by the European Union (EU) (Euro 5 million) and the Islamic Development Bank (IsDB) (USD 4 million). The programme is being implemented by UNDP/PAPP in cooperation with the Islamic Waqf and the Arab Chamber of Commerce and Industry in East Jerusalem. It is estimated that over 120 commercial and 50 business activities will directly benefit from the project, in addition to 350-400 businessmen and workers, with approximately 16,000 work days created.

For further information, please contact:
Dania Darwish, Communications Specialist, Tel. +972-2-6268229 – e-mail: dania.darwish@undp.org or Shahd El-Swerki in Gaza at Tel. +972-8-2822167 – e-mail: shahd.el-swerki@undp.org . For more information on UNDP/PAPP see http://www.ps.undp.org.

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