



Wild Jordan

## The biggest nature shop in the Region

Forget your preconceptions of crafts and craft shops. Wild Jordan is an interactive shopping experience where you will learn about the people, places and philosophy behind the crafts.

Two entire floors devoted to the unique crafts and gifts made by the people living around Jordan's nature reserves, like Dana and Mujib. All the crafts are inspired by nature and use natural materials.



the center



a city retreat  
for nature lovers



powered by  
The Royal Society  
for the Conservation  
of Nature



## What is it?

A revolutionary centre devoted to promoting Jordan's natural heritage, where you can help to save Jordan's wildlife and wild places without leaving the city.

A place with stunning views of old Amman, fascinating architecture and unique shopping and eating experiences.





## Where is it?

**Wild Jordan is in Jebel Amman, one of capital's oldest neighbourhoods. It will be a hub for those who want to know more about the city's history and explore its old areas.**

Perched high above the old city, it is one of the few locations that offers panoramic views across the Umayyad and Roman ruins of Jebel Qala. It is also a brilliant place to see the famous Jordan flag.

It can be reached via Rainbow Street from First Circle, as shown on the map.

*"RSCN's new Wild Jordan Centre in Jabal Amman ... (is) transparently engaging, suitably concealed and blending, delicately rough and brilliantly positioned"*

*Jo magazine,  
August 2003*

## When will it be open?

Wild Jordan will be open on April 1st, with an official opening later in the year.

## Who has created Wild Jordan?

Wild Jordan is the vision of the Royal Society for the Conservation of Nature (RSCN), a non-governmental organisation devoted to the care and protection of Jordan's natural heritage. The Society was created in 1966 under the patronage of His Majesty, the late King Hussein. Its work is focussed on the establishment of protected areas (nature reserves), enforcement of wildlife protection laws, socio-economic development and environmental research and education.

Construction of the Wild Jordan Center was financed by USAID Jordan, through the economic development programme.



## **Internet services & environmental intranet**

**When you've finished shopping or eating, you can contact the world through our internet service AND discover more about the precious environment of Jordan.**

Our WILD JORDAN intranet lets you into the natural secrets of the Hashemite Kingdom

Find out what lives in our nature reserves. Find out about ecology and endangered species. Find out where to go to experience Jordan's nature at its best. Check out environmental books on line and in our hard copy library

**Become a student of the environment**



## **An amazing café with wholesome food & electric views**

**From the same stable as Fakhridin, Vinaigrette and Nai, the Wild Jordan Café offers creative salads and light meals throughout the day and night.**

While you watch over the hustle and bustle of downtown Amman you can enjoy reading a book in the café lounge or sit with friends on our terrace. Elements of nature will be with you everywhere, even in the furniture design. Come and taste the fresh air in our non-smoking indoor environment and soothe your mind with alternative music from nature.



## Fully equipped conference and training rooms for your meetings, retreats, exhibitions and workshops

**The wild Jordan complex has a range of rooms and facilities that can be hired for many purposes.**

+ A 70 square metre conference room, seating up to 80 people, with audio-visual and sound system and air conditioning. Ideal also for exhibitions and small trade fairs.

+ A 40 square-metre training room, seating up to 40 people, with full audiovisual system.

These rooms can be used in combination with the café and external terraces to provide a fully integrated venue for all your needs - and the building and location cannot fail to impress your clients and guests.

## Tourist information to show you how to visit Jordan's natural treasures

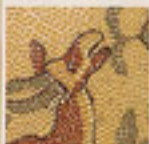
**Its time to go out and explore the wild places of Jordan.**

RSCN's nature reserves are among the most spectacular landscapes in the Kingdom and all of them welcome visitors. Not only that, they offer some amazing places to stay, like the Dana guest house, hung on the edge of a precipitous cliff or the Feynan Wilderness Lodge, a candle-lit desert retreat, or the 5-star campsite on the shores of the Dead Sea.

Our Wild Jordan staff will tell you all about our facilities and tour programmes and provide you with all the leaflets, brochures and maps you will need. You can also book your visit directly at the centre.



Whether a painted ostrich egg, silver olive branch earrings or a goat leather nature box, our crafts are modern, arty and different to anything you can get in Jordan.



The Dana Reserve contains a remarkable diversity of landscapes, that range from wooded highlands to rocky slopes, and from gravel plains to dunes of sand. Moreover, Dana supports diverse wildlife which includes a variety of rare species of plants and animals; Dana is home to about 600 species of plants, 37 species of mammals and 190 species of birds.



## Other good reasons to visit

**Our crafts and eco-tourism ventures create jobs from nature and help thousands of poor people in Jordan to have a better life.**

And by linking nature protection with economic development, more people want to save our natural heritage, so nature gets a better deal too.

Wild Jordan is the engine of our nature business. Any money you spend in the Centre will be used to support our "jobs from nature" programme.

**Helping nature, helping people**





## Contact us

For more information about the Center or RSCN, please use the following contacts:

### Wild Jordan Center:

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### RSCN:

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## What does it offer?

**The biggest nature shop in the region.**

**An amazing cafe with electric views.**

**Environmental internet.**

**Tourist information to show you how to visit Jordan's natural treasures.**

**Fully equipped conference & training rooms.**

**A building with environment friendly credentials.**

**A chance to help nature without leaving the city.**



**CenterLocation**

1st Circle