

Find out more at:

<https://eskisehir.ktb.gov.tr/TR-157820/haller-genclik-merkezi.html>

**Experyment Science Centre for learning experiences; Gdynia:** A popular place for local families as well as domestic and foreign visitors is the Experyment Science Centre. It is one of the first science centres in Poland and the first in the region to implement an innovative idea of promoting science by offering interactive exhibitions and educational activities aimed at various target groups. The science centre is located in the Pomeranian Science and Technology Park Gdynia complex and was created on the initiative of the Gdynia local government. The centre is funded by external actors, among others by the INTERREG program.



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Find out more at: <https://experyment.gdynia.pl/en/>

**GenovaJeans; Genoa:** is an important example to improve the image of the city using cultural heritage and creativity to attract tourists. Genoa is working at very important projects that put together the great history of the city with a special capacity for technological and industrial innovation. GenovaJeans marks the birth of the street of Jeans, a touristic, commercial, cultural, itinerary aimed at enhancing the streets (via Pre', via del Campo, via San Luca) where the fabrics were produced and used since ancient times. The city wants to enhance its role and Italy in the birth and development of the most popular garment in the world, an icon of pop culture. The project is connected with Museum Diocesano and Museum Mazziniano to enhance them.

Find out more at: [www.genovajeans.it](http://www.genovajeans.it)

**Super Walls Event, Sustainable Street Art; Padova:** The Super Walls event is a street art festival taking place in the city and in eight neighbouring municipalities. The latter become then a real open-air museum, through murals made with a particular paint, able to absorb pollution. This event is an interesting starting point for environmental sustainability.

Find out more at: <https://www.biennalestreetart.com/il-progetto/>

#### 4.3.3.5 Creating New Cultural Industries: Seville

**Seville & Me; Seville:** As a result of the global COVID-19 pandemic, a lot of tourism destinations have had to reimagine their tourism marketing and offering to accommodate new and innovative areas of demand as well as being able to supply these. Seville has emerged as an audio-visual hub for Europe. With initiatives such as Seville & Me directly marketing the city as a great space and place for filming and the organisation of events that affect the public space. In total, to date, the office of Seville & Me has managed 123 films and 65 events and shows as a result of this initiative.

Find out more at: <https://sevillandme.com>

#### 4.4.4 MAINTAINING CULTURAL HERITAGE

##### 4.4.4.1 Cultural Heritage & Creativity Strategies: Cork

**Culture and Creativity Strategy; Cork:** City Council has developed the ‘Culture and Creativity Strategy 2018–2022’ since culture and heritage are intrinsically linked to the protection and promotion of the city’s biodiversity. Especially the biodiversity must be safeguarded as it is considered an integral part of the natural, built, cultural and archaeological heritage. Cork was known as the Venice of the North in the 18th Century and the city’s maritime heritage continues to be a defining feature of the city. In June 2022, over 50 events were planned in 15 stunning locations throughout the City and Harbour as part of the Cork Harbour Festival which celebrates Cork’s connection with the water, its river and harbour.

Find out more at:

<https://www.corkcity.ie/en/council-services/news-room/press-releases/cork-city-council-launches-culture-and-creativity-strategies-2018-2022.html>

##### 4.4.4.2 Community Engagement: Cork; Genoa; Gijón

**Community Engagement; Cork:** Community engagement is at the heart of Cork’s proactive and dynamic celebrations of the city’s heritage and culture. The designation of several new ‘Cultural City Quarters’ has brought together the hospitality, retail and tourism sectors in these quarters and injected a renewed enthusiasm for collaborative initiatives that showcase the individual identity and unique attributes of each neighbourhood. Cork is also an active participant in the national ‘Culture Night’ celebrations, running since 2006, during which arts and cultural organisations and venues across Ireland extend their opening hours in order to encourage and inspire public engagement, by running workshops, exhibitions and events free of charge. The festival has grown year-on-year, and despite the challenges of Covid restrictions in 2021, approximately 100 events took place in Cork for Culture Night, which is testament to the creativity and dedication of the Arts sector in the City.