

**A webzine that promotes local tourism; Bordeaux:** The webzine 'Un air de Bordeaux' highlights the actors, events and places that make up Bordeaux's natural and cultural wealth and emphasises the strong sense of local identity. Designed by and for the residents, the webzine is also appreciated by visitors who are looking to step away from the beaten trail. It is full of ideas for local, responsible weekend trips and encourages the reader to leave their comfort zone to make local tourism interesting and desirable. Launched in 2017, it has become a local brand, with more than 400 articles published, 30,000 visitors per month and a weekly newsletter sent to 15,000 subscribers.



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Find out more at: <https://www.unairdebordeaux.fr>

#### 4.3.3.4 A digital Bauhaus; Karlsruhe

**The ZKM Center for Art and Media based in Karlsruhe,** with more than 30 years of work, is considered a "digital Bauhaus" of the 21st century. It is a cultural institution of all media and genres, whether space- or time-based and belongs to the world's most important cultural institutions listed by ArtFacts.net, the world's largest art database which ranked the ZKM behind international giants like MOMA in New York or the Centre Pompidou in Paris. The ZKM Center and media art in general have a strong appeal in superregional marketing. Media art is one aspect that the city focuses on and is proud of. Karlsruhe was named Germany's first UNESCO City of Media Arts in 2020 since it presents digital and analog art a tangible experience in public spaces for locals and visitors, for example through the annual Seasons of Media Arts festival.

Find out more at: <https://zkm.de/en> and <https://www.cityofmediaarts.de/>