

#### 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.



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Find out more at:

<https://www.corkcity.ie/en/council-services/services/arts-culture-heritage/heritage/cultural-heritage1.html>

**The Rolli Lab; Genoa:** Rolli Lab is a creative initiative in Genoa that calls for ideas. The call is aimed at aspiring designers and entrepreneurs, start-ups, small and medium-sized enterprises, associations, spin-offs and individuals who can apply individually or in teams. Rolli Lab is an initiative designed in partnership with the Santagata Foundation for the Economy of Culture to create a dynamic relationship between historical heritage and innovation, between the historic centre and the city.



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Find out more at: <https://www.rolliestradenuove.it/rollo/>

**Gijonomía; Gijón:** This new promotional campaign is focusing on an aspect of the city that is the most valued by tourists: the people. It aims to be a new framework for the image of the