

## 4.4 BEST PRACTICES IN CULTURAL HERITAGE AND CREATIVITY

### 4.4.1 Reviving traditions and cultural heritage sustainably

#### 4.4.1.1 City walks with a creative touch; Bordeaux

The **'Bordeaux nous envoie balader'** initiative began with two objectives: support tour guides who were heavily impacted by the pandemic and spark local interest in the city's heritage, all at a reduced price. 1000 free tours were given in the first year and 1200 at a reduced price in the programme's second year. The rich and surprising programme (30 different themes proposed) has debunked the dusty old image of classic guided tours and shown the creativity of tour guides, attracting a new audience, notably a young audience who may previously have been less interested.

Find out more at: <https://www.visiter-bordeaux.com/en/taxonomy/term/98>

#### 4.4.1.2 A glimpse into a genius' mind; Copenhagen

**'BIG dock' is the new permanent exhibition** of the Maritime Museum of Denmark in Copenhagen, which gives visitors the opportunity to get close to the star architect Bjarke Ingels' thoughts, visions and creative process about the creation of the already iconic underground museum building that houses M/S Maritime Museum of Denmark. In the exhibition the story is told by Bjarke Ingels himself – through films, statements, models and one of his favourite media: the comic book. Here he uncovers, among other things, why he deliberately chose to break the competition rules and instead wrap the museum around the dock – and the magic that arises when a historic industrial monument – the dry



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dock – is revived through modern ground-breaking architecture. The museum created a virtual reality film showing the architectural process of the construction of the museum which located partly underground at an old dock in the harbour of Helsingør.

Find out more at: <https://mfs.dk/en/exhibition/big-dock/>

#### 4.4.1.3 Recovery of cultural heritage; Alba Iulia

**The Alba Carolina Citadel in Alba Iulia** is the largest fortress in Romania, which has been standing for more than 300 years, however, it harbours vestiges of three fortifications, dating back to as many different epochs, as every fortress built here has embraced a previous one: the Roman castrum, the medieval fortress and the Alba Carolina Citadel. This fortress has seen spectacular transformations in recent years, becoming more and more visible on Europe's tourist map. The restoration works (co-financed by European funds) have also considered to valorise its exceptional cultural heritage. Now the citadel is an open-air stage for cultural festivals and concerts held by famous orchestra top Romanian and foreign artists. Additionally, the municipality has developed promotion and marketing tools based on new technologies: digital campaigns to promote innovative tourism offers, physical and digital maps of the Citadel, virtual guides in Principia Museum, VR tours in the Citadel, among others.

Find out more at: [https://ec.europa.eu/regional\\_policy/en/projects/romania/rehabilitation-of-alba-iulias-urban-heritage-transforms-the-city-and-its-economy](https://ec.europa.eu/regional_policy/en/projects/romania/rehabilitation-of-alba-iulias-urban-heritage-transforms-the-city-and-its-economy)

#### 4.4.1.4 A cultural platform for all: Copenhagen

**The Louisiana Museum of Modern Art** located in Copenhagen was nominated by the network 'Leading Culture Destination' for best digital museum experience with the 'Louisiana Channel'. It is a non-profit website based at the Louisiana Museum of Modern Art in Humlebæk, Denmark. With Louisiana Channel as a platform, Louisiana supplies culture to the Net that extends beyond the museum's own events. The Louisiana team produces videos about art and culture on an ongoing basis, and new videos are posted every week. The platform was launched in 2012 and consists today of more than 875 videos about art and culture, free and accessible to all.

Find out more at: <https://channel.louisiana.dk/>