

4.4.3.9 GenovaJeans; Genoa

GenovaJeans 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

4.4.3.10 Outdoor Bathing Week; Helsingborg

There is a strong tradition of outdoor bathing in Helsingborg, stretching all the way back to the beginning of the 18th century. Helsingborg's municipality has introduced an event



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