

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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called “Outdoor Bathing Week” to protect its cultural heritage, to preserve its tradition and to offer visitors an authentic experience. During this week, a programme with various activities is offered at three baths. They range from traditional outdoor bathing to the German sauna tradition of “aufguss” and lectures about Helsingborg’s bathing traditions and cold-water bathing’s benefits for the health of the body and soul. Helsingborg’s ambition is to attract more and more visitors with the city’s large number of outdoor baths and the growing trend of cold-water bathing together with the desire for authentic experiences.

Find out more at: <https://visithelsingborg.com/kallbad/?lang=en>

4.4.3.11 VR and AR experiences for Plečnik’s architectural works; Ljubljana

The International Council on Monuments and Sites has positively assessed Slovenia’s bid to get selected works of architect Jože Plečnik (1872-1957) in Ljubljana included in UNESCO’s World Heritage List. Since many of Plečnik’s cultural heritage is not accessible to public, Ljubljana Tourism has started to digitalise Plečnik’s heritage and make VR and AR experiences out of the digitalised materials. Additionally, Ljubljana has prepared a self-guided tour in the Nexto mobile app showing how the city would look like if Plečnik was able to complete major metropolitan projects that were never implemented. The digital content will be 3D modelling in AR and VR technology. The new tour will join Plečnik’s Ljubljana cycling tour and Žale Cemetery Tour, both celebrating his architectural wonders.

Find out more at: <https://whc.unesco.org/en/list/1643/> and <https://www.visitljubljana.com/en/visitors/stories/take-the-bicycle-tour-through-plecniks-ljubljana/>

4.4.3.12 Connecting cuisine to culture; Ljubljana

The city has developed a promotional project called KulKul Moment to make a city experience complete by combining culture and cuisine. This is a moment locals and visitors can only experience in Ljubljana. With stories that connect culture and cuisine, Ljubljana encourages people to visit cultural institutions and to find out the story behind the local culinary highlight in connection to culture. The city therefore published the first story in March 2021 about Emona slice and the visiting of Emona Park in Ljubljana aiming to increase the visibility of cultural institutions and works.

Find out more at: <https://www.visitljubljana.com/en/visitors/explore/things-to-do/kulkul-trenutek/>