

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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