

Culrutas, twelve perspectives to discover the city; Gijón: Culrutas is a set of twelve different routes through Gijón, with diverse visit perspectives such as film, literature, art, history, or feminism, but with one common thing that is the historical and cultural heritage of the city of Jovellanos. It aims to satisfy a broad spectrum of people and offers them an opportunity to discover the secrets of the city. The itineraries can be downloaded on the City Council Website, or a copy can be requested at tourist offices. Each document contains a QR code that links to the municipal website, for those who would like more information. Three version are available: Spanish, Spanish/English, and Spanish/French.



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Find out more at:

<https://www.gijon.es/es/publicaciones/culrutas-rutas-culturales-por-gijonxixon>

4.3.3.4 Creating New Cultural Heritage: Eskisehir; Gdynia; Genoa; Padova

Haller Youth Centre, when cultural heritage meets creativity; Eskisehir: By restoring the historical “Fresh Vegetable and Fruit Market Building” in Eskisehir, the Haller Youth Centre was created. Visitors can find souvenir shops, kiosks, cafes and the Tepebaşı Stage. Located in the centre, the latter is one of the stages of the City Theatre, and hosts cultural and art events with its exhibition hall and bookstore.



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Find out more at:

<https://eskisehir.ktb.gov.tr/TR-157820/haller-genclik-merkezi.html>

Experyment Science Centre for learning experiences; Gdynia: A popular place for local families as well as domestic and foreign visitors is the Experyment Science Centre. It is one of the first science centres in Poland and the first in the region to implement an innovative idea of promoting science by offering interactive exhibitions and educational activities aimed at various target groups. The science centre is located in the Pomeranian Science and Technology Park Gdynia complex and was created on the initiative of the Gdynia local government. The centre is funded by external actors, among others by the INTERREG program.



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Find out more at: <https://experyment.gdynia.pl/en/>

GenovaJeans; Genoa: 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

Super Walls Event, Sustainable Street Art; Padova: The Super Walls event is a street art festival taking place in the city and in eight neighbouring municipalities. The latter become then a real open-air museum, through murals made with a particular paint, able to absorb pollution. This event is an interesting starting point for environmental sustainability.

Find out more at: <https://www.biennalestreetart.com/il-progetto/>