

Partner search

CREATIVE EUROPE

Strand/category	CULTURE SUB-PROGRAM : support to European Cooperation Project
Deadline	15 th of march 2021

Cultural operator(s)

Name	ALL – Autour du Louvre Lens / Pas de Calais Tourisme
Short description	<p>The creation of a Louvre Museum satellite in Lens and the application for UNESCO World Heritage status for the mining area were both undertaken with the goal helping drive the economic and social regeneration of a region that had been badly hit by the collapse of the coal mining industry. The area had no experience or reputation as a tourist destination and visitor numbers were low, so an innovative and creative approach was required to differentiate the town of Lens and its surrounding area from other competitive destinations. This led Pas-de-Calais Tourisme, and the Pas-de-Calais Department Council, in 2010, to launch a strategy called ‘Mission Louvre-Lens Tourisme’ to position and promote the area ‘Around Louvre-Lens’ (ALL) as a cultural destination, a place for experimentation, innovation, freedom and risk-taking in order to foster employment and economic benefits.</p> <p>The Design Tourism Lab is a strong branch of ‘Around Louvre-Lens’ (ALL). First, it’s a network which aim to make creative projects grow. Focused on a 360° design approach its role is to initiate interdisciplinary projects thanks to a step-by-step strategic method. The Design Tourism Lab is guiding private and public actors to find compatible answers around these targeted topics: gastronomy, spaces, events, culture, sport & nature, and hospitality. Based on an experimental and collaborative approach this laboratory puts design first as a way to increase territorial attractiveness.</p>
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Project

Field(s)	Design, culture, human & social sciences
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Description

Raise the local people awareness about their heritage (both material and immaterial) is one of the most important activities at 'Around Louvre-Lens' (ALL). This priority is a key that we activate thanks to a design approach to develop a sustainable touristic economy.

At the beginning of the year 2020 'Around Louvre-Lens' has been leading in partnership with la 'Cité des Électriciens' (a cultural center located on an former coal mining zone) the making of a collaborative exhibition called '*The city along the briks*' (*La ville au fil de la brique*).

This project is based on a design approach as a way to demonstrate that young people by working with designers and a cultural institution can be at the center of the renewal of their town. A design approach which includes:

- A short philosophical and sociological essay
- A best practice watch and monitoring (= state of the art)
- Creative and collaborative workshops
- An exhibition
- A prototype being tested around town

Our goal is to replicate/try out this collaborative care design approach with other cities in Europe.

Our Mission statement:

How can the young generation become an industrial heritage ambassador thanks to a collaborative, interdisciplinary and experimental care design approach?

How is this approach stimulating the emergence of new storytelling?

How does it contribute both to territorial attractiveness and to redefining tomorrow's cultural tourism?

Looking for Partners

Countries

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Profile

Schools of design
Community centers
Museums linked to an industrial heritage
Design museums
Cultural organizations
Design & art council

Other

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