

Newsletter 2021

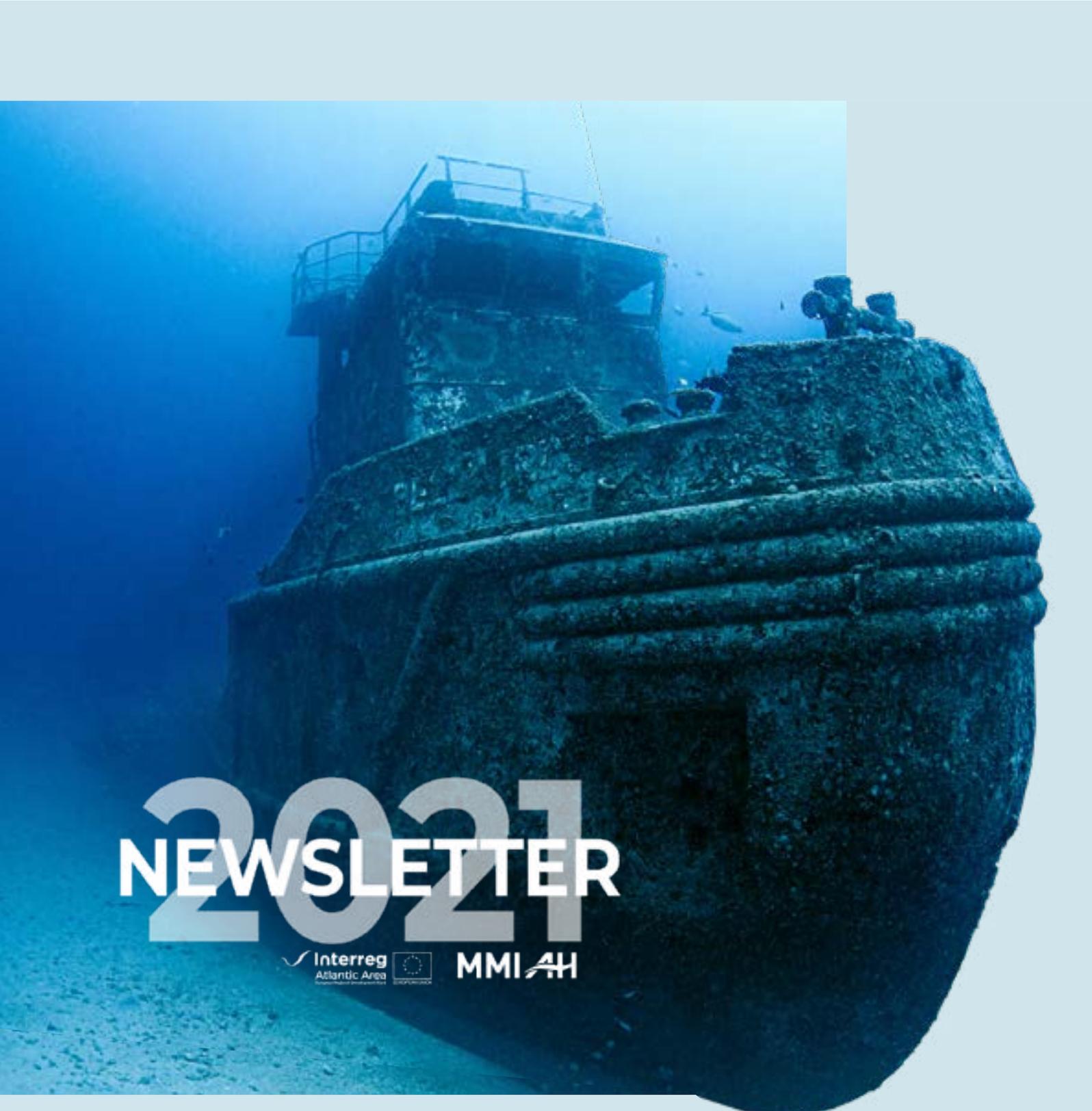
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6TH NEWSLETTER



RECOVERY AND VALORIZATION OF MARITIME, MILITARY AND INDUSTRIAL HERITAGE OF THE ATLANTIC AREA COAST



2021 NEWSLETTER



MMAIAH Project news

Recovery. Europe. Coast. Seaside. Valorisation.

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Cádiz

The relationship of Cadiz with the sea is manifested in its own architecture, in the open and welcoming identity of its people, in its economy, in its gastronomy, in its culture and in its way of communicating with the world. The SailGP World Championship is one of the most prestigious international sporting events and the selection of Cadiz for the celebration of this great event will mean an important economic and promotional impact for their Bay, which will continue to consolidate itself as a nautical and tourist destination.



The Spain Grand Prix Cadiz will be celebrated on October 9th and 10th.

Many variables have been taken into account when choosing the venue in Spain: The Bay of Cadiz offers unique conditions for sailing this type of boats and the weather conditions in October are magnificent. The first SailGP Grand Prix in Spain will be a spectacle that will attract tourism. The mayor of the city, José María González Santos, declared the pride that the organization of the event means for the city, for its economic impact and international projection: "Our city, throughout its three thousand years of history, is closely related to the sea and sailing, therefore, we want to show our joy and our pride for having become the SailGP venue for 2021 and 2022. With good winds, with good sea, with good weather and above all with good people".

Eight national teams.

Australia, Denmark, France, Japan, New Zealand, Spain, the United Kingdom and the United States.

We will host the technical teams and support the fleet of the eight multihulls, whose masts reach 24 meters in height. The world's sailing elite will compete against the fastest boats in the world in the bay, known for its excellent conditions.



The perfect spot.

The competition will take place in the open space between the two great bridges over the Bay of Cadiz.

It will also take place in spaces of defensive architecture integrated into the city as the Baluarte de la Candelaria or promenades such as the viewpoint of Santa Barbara will be located the „Race Village“ and the „Adrenaline Lounge“. In order to bring the action as close as possible to the public, the competition will take place during high tide hours, which will be in the afternoon on those days in October.

SailGP is the redefinition of the sport of sailing. Founded in 2018 and with venues in London and New York, SailGP is an annual, global sporting championship that combines technology, competitiveness, sustainability and sportsmanship.

The competition takes place in some of the world's most iconic ports and culminates in a match race (boat vs. boat) with the winning team

pocketing \$1 million. The teams face off aboard F50 catamarans, identical in design and technology and capable of speeds of 50 knots (100 km/h), guaranteeing an intense and very fast competition.

Caen

The Atlantic Adventures Collection Virtual Familiarisation Visit
Caen Normandie Métropole
29th June, 2 pm (Paris Time) until 4 pm.

*The Western Normandy
A land with a rich maritime, military and industrial heritage,
A land suitable for cruises,
And three ports with multiple facilities !*

Uncover new tourism experiences showcasing the very best from the tree main ports of Western Normandy, all adapted to accommodate new forms of cruising. Take a trip through their Maritime, Military and Industrial heritages and see what our land and our ports have to offer.

The Virtual Familiarisation Visite will take place on 29th June, 2 pm (Paris Time) until 4 pm.

Come and discover our attractions and our actors, come and chat with us! Let's see how we can develop together the new forms of cruises, the slow cruises! On our youtube channel (link here or via the QR code).

Projet financé by the Interreg programme, to enhance the heritage of the Atlantic coast. Project supported by Caen Normandie Métropole, to offer the best of our territory.



The Atlantic Adventures Collection



PÔLE METROPOLITAIN CAEN NORMANDIE MÉTROPOLÉ

The Atlantic Adventures Collection EDUCTOUR Virtuel
Caen Normandie Métropole
Mardi 29 juin, de 14 heures à 16 heures.

*La Normandie de l'Ouest
Une terre au riche patrimoine maritime, militaire et industriel,
Une terre propice aux croisières,
Et trois ports aux multiples équipements !*

Découvrez de nouvelles expériences touristiques autour des trois principaux ports de la Normandie de l'Ouest, tous adaptés à l'accueil des nouvelles formes de croisières. Partez en voyage à travers leurs patrimoines maritime, militaire et industriel et découvrez ce que notre territoire et nos ports ont à offrir.

La visite virtuelle de familiarisation aura lieu le 29 juin, de 14 heures à 16 heures.

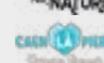
Venez découvrir nos attractions et nos acteurs, venez discuter avec nous ! Voyons comment nous pouvons développer ensemble les nouvelles formes de croisières, les slow cruises ! Sur notre chaîne youtube (lien ici ou via QR code).

Projet financé par le programme Interreg, pour valoriser le patrimoine de la côte atlantique. Projet porté par Caen Normandie Métropole, pour offrir le meilleur de notre territoire.





RECOVERY AND VALORIZATION OF MARITIME, MILITARY AND INDUSTRIAL HERITAGE OF THE ATLANTIC AREA COAST



QR code - Caen Info

Atlantic Adventures Collection Virtual Familiarisation Visit Caen: 29th June, 2pm (Paris Time) 2021

Link to the Youtube channel : **Pôle métropolitain Caen Normandie Métropole** - YouTube . We will be online from 2 to 4 pm on Tuesday 29 June.

Video in French and English (subtitles), accompanied by an interactive chat.

We look forward to seeing you in large numbers to discover the heritage of our territory! And what better way to get there than by sea! We will present the facilities offered by our 3 cruise ports, which are perfectly complementary: cruises are welcome, especially slow cruises!



Creation of a thematic trail on the Dior family in the port city of Granville.

The discovery trail of the industrial, maritime and architectural sites of the Dior family will be created in Granville!

The famous fashion designer Christian Dior was born in 1905 in Granville, into a family of industrialists specialising in chemical fertilisers, washing powder and bleach.

The route is made up of 13 enamelled lava tourist information panels, going from Granville train station to the Dior villa, a tourist attraction built in 1895 by a ship owner. The panels will be fixed to walls or placed on stands. Granville's elected officials have approved the project for a discovery trail of the Dior family's industrial heritage: „It seemed appropriate to take up the project already financed by the European Union's Maritime, military and industrial Atlantic heritage (MMIAH) and the Pôle métropolitain Caen

Normandie métropole“, according to Isabelle Artur-Monneron, deputy mayor for culture.

The aim of the tour? To introduce the economic and political history of Granville in the 19th and 20th centuries, through the Dior family. A tour that mixes industrial heritage, fashion, art and luxury... For the greatest pleasure of visitors.

Cork

Cork Harbour Festival 2021.

CORK HARBOUR FESTIVAL

Despite the ongoing challenges posed by Covid 19, the Cork Harbour Festival 2021 was a great success, combining virtual with physical activities.

The 2021 programme was packed with events on water, on land and on screen, presenting 15 events online and an incredible 28 diverse activities that festival goers could participate in around Cork City and Harbour – the second largest natural harbour in the world after Sydney.



From kayaking trips and sailing lessons, powerboating, family orienteering and sea safaris there were activities on the water for all ages and abilities. And on dry land activities included heritage trails and creative experiences – including “Bridges of Cork” treasure hunts, nautical origami build your own boat packs, Songs of the Sea live facebook stream and the “Lee to Sea Greenway Selfie Scavenger Hunt” which allowed cyclists to enjoy the history and beauty of Cork’s natural harbour via the River Lee’s lush valley and rolling farmland, into Cork’s bustling city centre, along its historic quays, along the western shore of Cork’s natural harbour and ending at the impressive coastline near the harbour mouth.

Ocean to city race

The flagship event of the festival is the Ocean to City race - Ireland’s very own long-distance rowing

race attracting hundreds of participants annually.

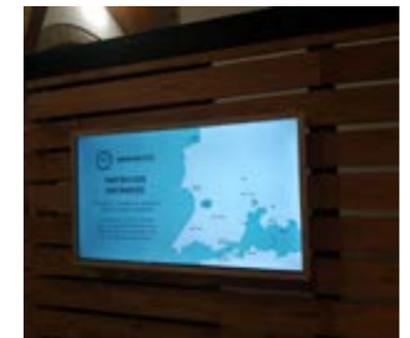
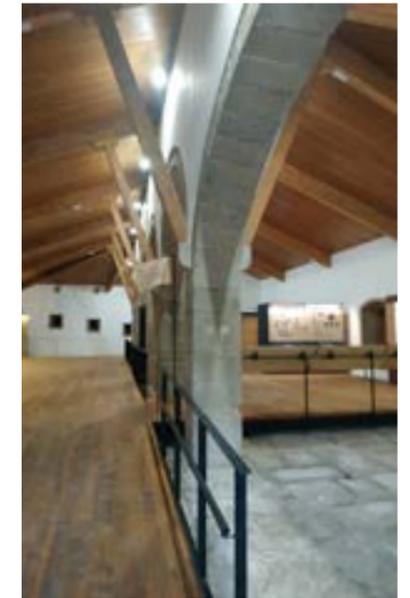
Started in 2005, it has grown from its origin as a race for traditional fixed-seat boats into an all-inclusive rowing and paddling event, embracing everything from traditional wooden working boats, currachs, skiffs, gigs and longboats to contemporary ocean racing shells, kayaks, canoes and even stand-up paddle boards. In light of Covid this year’s race had a new format – collaborating with national rowing associations in Scotland and Wales, Ocean to City formed part of a unique, international time trial series called the “Five Miles From Home Series 2021”. This enabled participants from around the world to participate in this international challenge from their home waters.

Ferrol

Recovery of cultural heritage

This inauguration „promotes in a decisive way the enhancement of San Felipe Castle“ with an exhibition that „will underpin the fortress as the main tourist attraction of our city“, even more so because of the „magnificent and enviable natural enclave in which it is located“. The castle is currently receiving between 500 and 600 visitors every weekend.

The Councillor for Historical Heritage pointed out that with the opening of this exhibition „one of the objectives of the local government is fulfilled, that of recovering our heritage assets, such as this castle“. The City Council is currently executing the rehabilitation works of the 19th century tower of the lower battery of the castle, a project that, in addition to the recovery of the tower itself, includes its adaptation and conditioning for its new exhibition use as well as the design of the content of the two exhibitions that will house the two floors of the tower: ‘The evolution of the defences of the estuary’ and ‘Evolution of the Castle of San Felipe’.



San Felipe’s Castle Tower.

Recovery of the tower located in the lower battery of the fortification.

The exhibition has been described as „didactic, serious, solvent and very enriching for the castle“, and has been described as „didactic, serious, solvent and very enriching for the castle“. The exhibition consists of six thematic blocks which include various graphic and visual elements to explain and highlight the events of 25 and 26 August 1800.

La Rochelle



History of meteorology.

In order to continue to promote the France I, as a former meteorological ship and following the actions carried out in 2019-2020, a new development of the spaces on its upper deck have been organized to accommodate an exhibiton dedicated to the history of meteorology. The purpose is to put meteorology in perspective over the long term, from the first attempts to forecast the weather in Antiquity to

satellites, including the creation of the first tools during the 17th century, the first collections, the constitution of observation networks...The exhibiton focuses on scientific discoveries and technical aspects of meteorology, but also explores social, cultural and religions dimensions as well as political and even military issues raised by weather forecasting.



Saint-Gilles.

In service since the 1960s as a tugboat, the Saint-Gilles was used to guide and pull ships entering or leaving the docks, mainly between Le Rochelle, Saint-Nazaire and Brest. In order to facilitate the discovery on this ship and to highlight all its aspects, a virtual visite has been created which can be accessed through the following location.



Explore the Musée maritime
La Rochelle

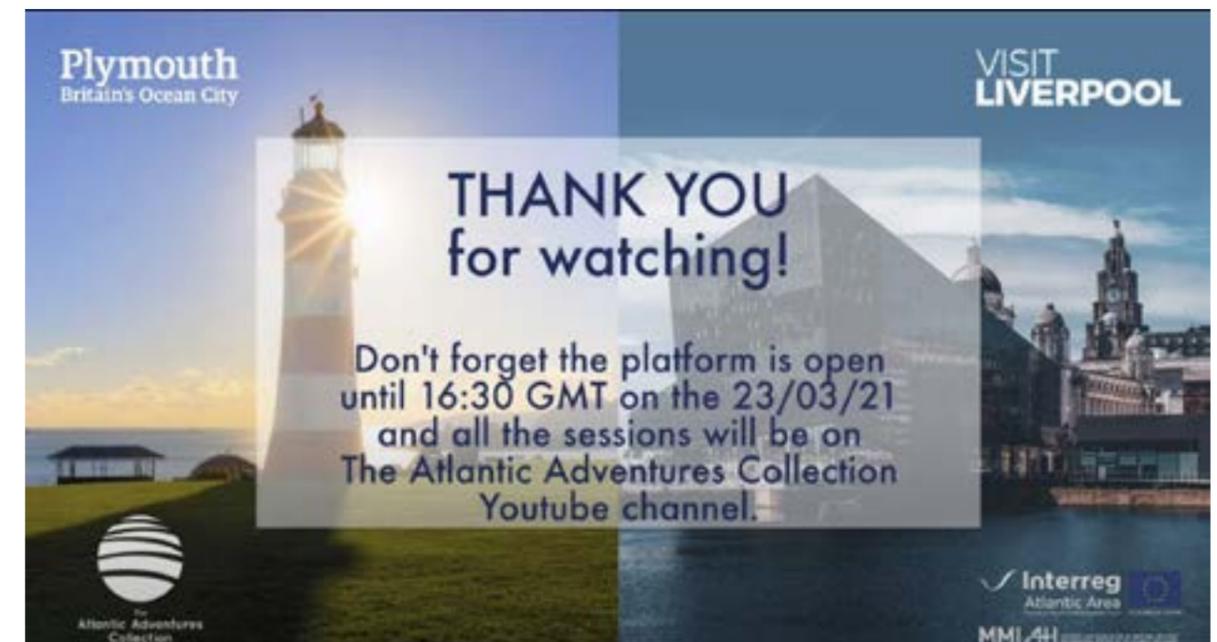
Liverpool

Don't miss it!

The MIAH Virtual fam visit for Liverpool took place on 22 March 2021.

Delivered in partnership with Plymouth, the virtual fam visit focussed on themed itineraries and Liverpool included presentation's from Mersey Ferries, National Museums Liverpool and Marketing Liverpool.

The project has helped to make accessible an important part of Liverpool's history that can now be packaged for the international travel trade and it is clear there is a lot to offer visitors where they can discover Liverpool's links to the first and second world wars, industrial heritage and other hidden gems across the city. The fam trip also included a presentation of the overall Atlantic Adventures Collection and MIAH project partners.



Limerick



MMAH and the Future of Tourism in Limerick.

New Tourism Strategy.

For Limerick, the MMAH Project has given us a renewed focus and drive to see our military, maritime and industrial heritage as a valuable asset for the region. During the course of the project we worked on a new Tourism Strategy for the Region, a strategy which placed waterways, activities, heritage, and arts and culture at its core. The MMAH project, dovetailed into that strategy, and enhanced elements of it, by allowing for the creation of an inventory of our underutilised heritage assets, and the further creation of plans to conserve, manage and enhance many of them. Into the blue: This first strategic themelooksattheShannonriverand



Limerick's location at the estuary of the longest river in the British Isles, linked into a network of rivers and lakes throughout the county. This forms the basis of Limerick's blueway strategy, to facilitate greater access to waterways and link in with greenways. MMAH's revalorisation of the Lock Quay site is key to this plan. Just as 100 years ago when this was the location where canal trade met with sea trade, today because of the MMAH project it will be the location where river tourism will meet with cycling

tourism, linking blue with green. The MMAH project has helped us to further strengthen our relationship with Waterways Ireland, opening up new possibilities for Limerick. Energy Unleashed: MMAH's concept of "Atlantic Adventures" again fits perfectly with our broader strategy for the city and county. There is significant untapped potential for adventure sports tourism on the water and off it.

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Vibrant History

Heritage led tourism has traditionally been a strong performer in Limerick. MMAH has allowed us to take a fresh look at existing attractions, such as King John's Castle in the heart of our city or the Foynes Flying Boat Museum, and place them into a broader story about the influence our position at the mouth of the river has had on our history.



Our heritage, be it our Viking founders, the Flight of the Wild Geese following the signing of the Treaty of Limerick, the arrival of Hollywood stars in the 30's and 40's, to the presence today of so many companies from the United States, is tied to our relationship with the Atlantic Ocean. MMAH has now opened a window for us to explore our Industrial heritage too, and to take pride in our lost history a city port.



Covid-19 and tourism.

The MMAH project has left its stamp on Limerick, and is influencing how we will come out of Covid and once again attract tourists to our unique European city.

It has been a wonderful experience to learn from our project partners and to find that while our cities may look far apart by land, they have always been close together by sea.

Alive and Kicking

The addition of a cultural aspect to MMAH is perhaps one of the most interesting parts of the project. This is what takes heritage and makes it a contemporary urban experience. The mural commissioned for the Lock Quay site will add to an increasing body of work using our empty wall spaces to as a canvas to display the soul of the city.

Launch of new Virtual Reality App

PSVT is delighted to announce the appointment of Our Stories and GoXplora as creative digital partners for phase 1 of a new digital trail for Port Sunlight village.

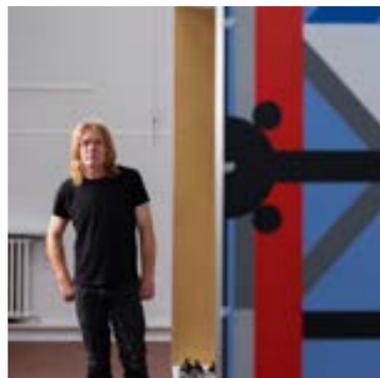
Port Sunlight

Explore how Port Sunlight was created.

The project will deliver a platform for the trail as well as three augmented reality apps which will explore how Port Sunlight was created, the social life of the village, and the impact of the Second World War. The new digital trail will be completed by Autumn 2021. It is funded through the Recovery and Valorisation of Maritime, Military and Industrial Heritage in the Atlantic Area Coast Project (MMIAH) Interreg Programme (2014-2020).

Summer Exhibitions at Port Sunlight Village.

From July – September 2021, PSVT will host two new temporary exhibitions in the former village bakery which look at Port Sunlight through a contemporary lens.



Box Room is a large-scale contemporary art installation created by British artist Tod Hanson. The 18-foot-long box combines graphics inspired by the world's first packaged and branded laundry soap with references to the architectural features of the village, decorative domestic interiors, and the industrial heritage of the Lever brothers' famous soap factory.

Box Room is part of Meeting Point, a programme led by contemporary art specialists Arts&Heritage (www.artsandheritage.org.uk). Meeting Point presents artworks in unexpected places and supports small and medium scale museums to commission artists, forging new relationships between the contemporary arts and heritage sectors.

For more information visit www.portsunlightvillage.com

Alongside Box Room, visitors will be able to explore an exhibition of the 'My Port Sunlight Lockdown Collection'. Featuring homemade NHS 'thank you' signs, pandemic poetry, virtual pubs and choirs, photographs, and audio and video recordings the collection provides a snapshot of some of the intimate and shared moments that have occurred in one historic village since the outbreak of the Covid-19 pandemic. Some of the collection can also be viewed on the project microsite <https://beportsunlight.co/>



Visitor Attractions Reopen

On 26th May, following the latest UK Government announcements and the further easing of COVID-19 restrictions, Port Sunlight Village Trust (PSVT) celebrated the reopening of their visitor experience. After 14 months of closure, the team were delighted to welcome back visitors to Port Sunlight Museum once again, including the brand-new family interactive experience SoapWorks. consequence qui officab orruntota cus.



Designed to encourage more children to engage with the STEM subjects (science technology engineering and mathematics), SoapWorks explores everything to do with soap - how it gets made, all the different ways we use it, and its life-saving properties!

Based in the village's historic school room The Lyceum, the new attraction is funded by AIM Biffa Award, as part of the Landfill Communities Fund, and supported by Unilever Plc.

For more information visit

www.portsunlightvillage.com

NEWS.

Project :
MMIAH Project

Our values:

Recovery and valorisation
of maritime, military and
industrial heritage of the
Atlantic area coast.

