



Partner search form

For Creative Europe project applications

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| Call | <i>Support to European Cooperation Projects 2021</i> |
| Strand or category | <i>Small Scale Cooperation Projects</i> |

Cultural operator – who are you?

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| Name of organisation | ALL – Autour du Louvre Lens |
| Country | France |
| Organisation website | https://www.autourdulouvrelens.fr |
| Contact person | Laure CHOQUER, design manager : laurechoquer@pas-de-calais.com |
| Organisation type | public organization |
| Scale of the organization | number of employees: 5 |
| PIC number | 891319324 |
| Aims and activities of the organisation | <p><i>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.</i></p> <p><i>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.</i></p> |
| Role of the organization in the project | <i>1.project leader preferably 2.project partner</i> |
| Previous EU grants received | |

Proposed Creative Europe project – to which project are you looking for partners?

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| Sector or field | <i>Tourism, cultural heritage, design, culture, education, human & social sciences</i> |
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| <p>Description or summary of the proposed project</p> | <p><i>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.</i></p> <p><i>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).</i></p> <p><i>This project is based on a design approach as a way to demonstrate that young</i></p> <p><i>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:</i></p> <ul style="list-style-type: none"> <i>• - A short philosophical and sociological essay</i> <i>• - A best practice watch and monitoring (= state of the art)</i> <i>• - Creative and collaborative workshops</i> <i>• - An exhibition</i> <i>• - A prototype being tested around town</i> <p><i>Our goal is to replicate/try out this collaborative care design approach with other cities in Europe.</i></p> <p><i>Our Mission statement:</i> <i>How can the young generation become an industrial heritage ambassador thanks to a collaborative, interdisciplinary and experimental care design approach?</i> <i>How is this approach stimulating the emergence of new storytelling?</i> <i>How does it contribute both to territorial attractiveness and to redefining tomorrow's cultural tourism?</i></p> |
| <p>Partners currently involved in the project</p> | <p><i>Pas de Calais Tourisme - France</i> <i>La Cité des électriciens - Bruay la Buissière - France</i> <i>Lille Design - Lille - France</i></p> <p><i>TBC : Ukraine / Azerbaïdjan</i></p> |

Partners searched – which type of partner are you looking for?

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|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| <p>From country or region</p> | |
| <p>Preferred field of expertise</p> | <p><i>Schools of design</i> <i>Community centers</i> <i>Museums linked to an industrial heritage</i> <i>Design museums</i></p> |

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|-------------------------------------|------------------------------------------------------------|
| | <i>Cultural organizations Design & art council</i> |
| Please get in contact no later than | <i>12th of March 2021</i> |

Projects searched – are you interested in participating in other EU projects as a partner?

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|---------------------------------------------|----------------------------------------------------------------------------------------|
| Yes / no | Yes |
| Which kind of projects are you looking for? | Projects which are including a design approach, linked to tourism and cultural fields. |

Publication of partner search

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| This partner search can be published?* | Yes |
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