

EUMillennialsTOUR Webzine N.2

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WEBZINE N#2 - May 2016

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image: <http://www.culturacolectiva.com/>

Welcome to the:

EUMillennialsTOUR Project

The EUMillennialsTOUR Consortium hits several milestones since the project initiation. The aim of the project is to create an innovative tourism package

mixing together culture, education, knowledge capitalisation and entrepreneurship up-skilling. The idea is to offer an immersive learning/creative trip addressed to the edu/ school-trip tourism market field, comprising hands-on curriculum-linked activities. During the recent months, the EUMillennialsTOUR elearning course was delivered and registered an outstanding participation. Local workshops were celebrated in Belgium, UK, Germany and Italy for stakeholder engagement. The thematic tourism itineraries were finalised and presented to the selected schools; several Associated partners joined the EUMillennialsTOUR Consortium, intrigued by the innovative character of the tourism packages we developed; the pilot trips were successfully celebrated in UK, Italy, Belgium and Germany.

Discover how.

The EUMillennialsTOUR Pilot Trips: sharing ideas towards forthcoming cooperation



25 FEBBRAIO 2016 - ORE 10
CIVICO MUSEO DELLA SETA ABEGG - GARLATE (LECCO)

On February 25 the Italian partners - CTS and X23 - celebrated the local workshop "European Industrial Heritage valorisation through culture and tourism drivers". The workshop was hosted in the outstanding Garlate Silk Museum and tackled the following challenges:

- how to promote the EU industrial heritage*
- weaknesses to overcome at local level*
- industrial heritage as a vehicle of EU identity*
- industrial heritage as a driver for youth education and capacity building*
- school-trips as a powerful level to promote the EU industrial heritage*

On February 20 and 25, two workshops were celebrated in Antwerp and Ghent. The workshops were divided into 2 parts: a first one presenting and explaining the concept of industrial heritage tourism and its development since the 1970s, a second part consisted in the presentation of EumillennialsTOUR. The workshop was led by Adriaan Linters who could draw from his own and long experience. VVIA itself presented the experiences of their tourism campaign in 1987 and following years - which unfortunately had to interrupt because of a lack of support (and even opposition from the tourism sector).

On February 26, the M2C Institute at the City University of Applied Sciences Bremen implemented the German EUMillennialsTOUR workshop about the development of new innovative services, products, activities and networks for the regional level of EUMillennialsTOUR of the European cultural and educational-cultural tourism. The workshop took place in the Buchholz-Kleefeld BBS-center in Hannover/Germany. Participants were represented by experts and young professionals from the area of tourism, touristic and cultural marketing and culture tourism from the touristic region of Bremen-Lower Saxony.

On March 15, Lisburn and Castlereagh City Council organised a stake-holders workshop for all participants involved with the EU Millennials Tour project. This happened on Tuesday 15th March 2016 at 10.00am – 11.30am in the Council Offices, Lagan Valley Island, Lisburn. The workshop dealt about the following:

- Presentation of the EU Millennials Tour – “Travelling the Past to Forge the Future”*
- Presentation providing an overview of the pilot group visit from Derry/Londonderry on Thursday 21 April.*

The EUMillennialsTOUR Pilot Trips: storytelling

All the EUMillennialsTOUR pilot trips were successfully celebrated in the last 3 months. This represented the most important milestone for the project: the Consortium partners worked hard to design outstanding, immersive, educational and recreational tourism packages and to offer the teachers and students thrilling live experiences.

Here is the storytelling of 3 out of the 8 trips: one out-bound trips celebrated in Belgium and one celebrated in Italy; one in-bound trip celebrated in UK.

Stay tuned as the forthcoming webzine issue will tell you more!

Old Fashion Tours: From Lisburn to Belfast (UK)

Past and Present in a fashionable mix



On Wednesday 20th April a group of 15 Fine Art students from Thornhill Girl's Grammar School, Londonderry/Derry Northern Ireland together their teachers Irene Vail and Neil Baxendale set off from school at 9.30am for the 2 hour journey south to the Lisburn and Castlereagh area. In the historic village in Hillsborough they met their tour guide for the day. 'Judy Crawford' a fully qualified blue badge guide, introducing the itinerary for the 2 days, a mixture of

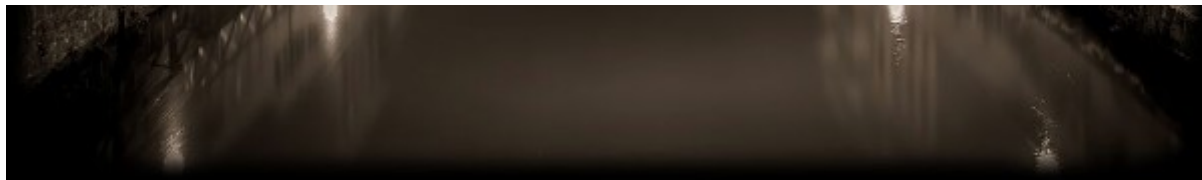
culture, history of the textile industry and why it was so important to the area during the industrial revolution but also that it was about having ‘fun’. The Lisburn and Castlereagh area was seen as being rich in industrial heritage: from the beautifully restored Georgian House now owned and preserved by ‘Royal Historic Palaces’ to a walking tour of Hillsborough village the group travelled to Navigation House; from a tour to the Lisburn town center to the award winning Irish Linen Centre and Lisburn Museum based in Lisburn’s oldest building, the 17th century Market house; from the outstanding Titanic Quarter to Mossley Mill, a former flax spinning mill which dates back to the early 1800s
A glorious weather assisted the group for the entire duration of the journey.



Old Fashion Tours: From Derry to Milan (UK to Italy)

At the heart of fashion and design





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On Monday the 18th April a very tired group of travellers arrived at Dublin Airport at 0600hrs to check in for the Ryanair flight, after travelling from their college - North West Regional College Londonderry/Derry - through the night. However this did nothing to dampen the enthusiasm of Sheila O Brian (curriculum manager) and Sheila O' Brien (course manager textiles) and their 14 fashion and textile students who were about to board the flight to Milan and take part in the EUMillennialTOUR pilot trip. On arrival in Milan the group were transferred to the amazing hostel, the Ostello Bello where they met with Valeria and her amazing team with refreshments and lunch and an early to check in to rest the weary legs and recover from the long journey. After a few glasses of wine on the roof top terrace of the hostel and some amazing food, early to bed as the next few days were going to involve a busy but stimulating itinerary of visits. First text sent to the project partner that night from Sheila when asked is everything okay...

'Yes its great, Mary & I have great rooms and it is so clean! Just chilling on the terrace with a drink, would recommend it to anyone!'

The 4 outstanding days included: a live workshop experience at "The Hub", where they were met by Maria Teresa Gilardi who once worked for the famous Bassetti family and Barbara Zucchi; a guided tour along the Navigli canals which played a crucial part in the distribution network of materials into and out of Milan during the 1800s (this was an incredibly authentic experience for the students); a tour to the Museum of Textiles & Industry which houses part of the Zucchi Collection of antique Handblocks, dating back to the XVIII century which the students were excited to see; a walk to the iconic 'Golden Quad' (Quadrilatero d'Oro) Fashion district in Milan; an outstanding visit to

Quadrato, Quadrilatero & C/O), Fashion district in Milan, an outstanding visit to the Armani Silos, which displays the history of fashion and textiles through decades of Armani designs which are displayed in all their glory.

'It was a fantastic trip and thanks so much for the opportunity' and the students have offered their services to 'pilot' any other destinations that may need to be 'tested' as the EUMillennialTOUR project moves forward!!!!'



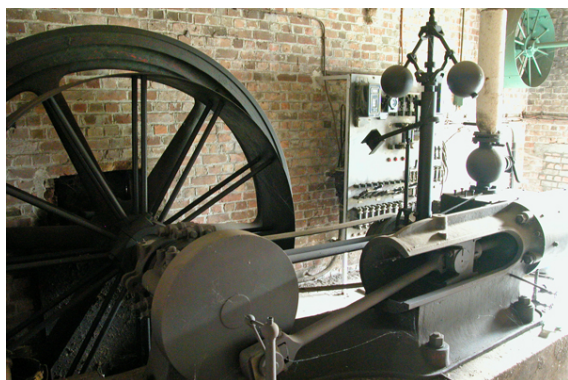
High TeXtile Tours: From Oldenburg to Ghent (Germany to Belgium) *Fashion and Design, culture and high-tech*



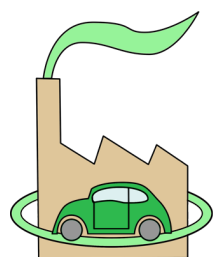
„Very interesting, I learned a lot”, “after the trip you are feeling like

an expert” – comments like these were heard a lot when the student group from the Carl-Ossietzky University of Oldenburg returned from their EUMillennialsTOUR Pilot Trip to Belgium, on last April, 3rd 2016. The journey started on March 30 and the programme has a special focus on textiles, so as textile experts, a trip to Flanders created great excitement among them all.

Their expectations were not misleading. UNESCO World Heritage expert Adriaan Linters and his team from EUMillennialsTOUR partner E-FAITH spared no pains and collected a huge catalogue of informations and images to prepare the trip for their Oldenburg guests. From interesting facts about the rich history of the textile industry of Flanders, to floor plans of the Ghent St.Pieters train station, to pictures of the interior design of the traditional pubs in Ronse. All the research went into the design of the Pilot Trips’ programme, that in the end, combined 5 Museums, 5 cities, 4 guided walks, 1 bicycle tour, 6 other historic sites and 1 innovation center.



NEWS FROM THE EUMILLENNIALSTOUR ASSOCIATED PARTNERS



VisitFactories

*Fascinating
Discoveries*

VisitFactories educational travel program based on the life long passions and professional experience of its founders coming from DDX Solutions LLC, an USA registered company. The travel program puts the participants in contact with the technical

civilization, from both the historic and contemporary perspectives, while also discovering its interdisciplinary, artistic and creative-innovative dimension.

During the creative workshops of the tours, the participants can enjoy their favorite art activity and give artistic answers to some prior or spontaneously formulated "engineering" questions. The creation mood will also invite all to launch a dialogue on connected subjects or unexpected debates. Some interdisciplinary aspects of engineering, innovation, creativity, aesthetics, art theory, story telling, philosophy, history, sociology, economic geography, will be selected (eventually in collaboration with the teachers) and presented also as informal debates in adequate circumstances during the trip or workshop. Also, at some objectives, we can arrange expert-led lectures on common interest themes and, location dependent, led by some of our special guests.

VisitFactories program is addressed to:

- Students from Engineering and Business Universities and Colleges
- Students from Art Universities and Colleges
- Other persons who are open and interested in these subjects and our approach

VisitFactories custom tailored approach is to combine intensive industrial-cultural tour sequences with arts & crafts vacation sequences in less urbanized places, enjoying nature, possible in agritourism or wine farms, to get to know the local people and experience directly the traditional and artistic activities people enjoy most, starting from artistic workshops to soft farm activities, caring for animals, cooking, horse riding, wood crafts, locksmith, machine tools, welding, popular arts, pottery, embroidery, up to motor sport drive tests and many other soft adventures like helicopter or balloon flights, submarine dives, airboat rides and amusement parks.



EL GENERADOR



EL GENERADOR was founded in 2011 by Josep Maria Pey and it is based in Terrassa, 30km from Barcelona (Catalonia-Spain), a place considered a tangible example of city raised during the industrial revolution and where nowadays we can find an important industrial legacy, mainly built under the modernist style. It is not a coincidence that Terrassa embraces buildings like the mNACTEC (Museu Nacional de la Ciència i la Tècnica de Catalunya – National Catalan Museum of the Science and Thecnics) www.mnactec.cat and the headquarters of the XATIC (Xarxa de Turisme Industrial de Catalunya – Catalan Industrial Tourism Network) www.xatic.cat. From 2011, EL GENERADOR has carried out a long list of projects, as much in historical industrial heritage as in “alive industry” (active companies) too, covering several areas: consultancy, strategic developpement plans, learning, media audiovisuals, product tourism creation, promotion & commercialization plans. Strong background and expertise can be found in the industrial heritage field: from the setting up of the Spanish Industrial Tourism Network creation to the Elaboration of the Strategic Tourism Plan for the Hydro-electric Museum of The Capdella and The La Vall Fosca; to the organisation of several trips and tailor made industrial tourism tours for different companies, cultural associations, students and travel agencies: University of Sevilla, Panasonic (Japan), Miky Travel (Madrid), Linnea Tours (Italy), Quinta Essentia (Brazil)... between others.

EL GENERADOR is nowadays involved in new projects and challenges, in special with two specific works, highly remarkable for their innovative nature that will boost the industrial heritage inside the tourism offer: 1. The Industrial Tourism Operators Association AOTI. This network, currently under construction, is leaded and ruled by EL GENERADOR

and integrates industrial tourism operators & agents, experts in industrial tourism all over Spain. Its main purpose is to create industrial tourism products and commercialize them. Website www.aoti.es under construction (only Spanish version available).

2. B-INDUSTRIAL. EL GENERADOR is deeply involved in the organization of the first thematic industrial tourism area inside the B-TRAVEL exhibition trade fair. B-INDUSTRIAL will be the first expositive space exclusively dedicated to the industrial tourism offer all over the world and its first edition will take place inside next B-TRAVEL Trade Show 2017 edition (31st March, 1 and 2 April) at Fira de Montjuïc (Barcelona)



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