

Press release

Briançon (France), 21 November 2014

“Linking the Lines” Launch of a new European touristic project

The 20 and 21 of November the Vauban Network¹ welcomes the European partners² of the project « Linking the Lines » in Briançon. Following a call for proposals launched in 2013 on cooperation projects to support transnational tourism based on European cultural and industrial heritage, this project has been approved by the DG Enterprise program³ in April 2014. Initiated by the New Dutch Waterline, appointed as lead partner, “Linking the Lines” gathers five fortified lines and networks already involved in the At Fort project.

The approach chosen by the partners is based on knowledge exchanges and the development of a common transnational tourism product between these fortified lines of different periods, all inscribed on the World Heritage List or on the Tentative List. This joined initiative aims to strengthen the promotion and the collaboration between tourism professionals, to increase cultural offerings and to develop new partnerships.

After a full day dedicated to the visit of Briançon - a masterpiece of mountain fortifications - the partners have exchanged during the official kick off meeting on the main actions of the project: the development of a transnational narrative on Europe’s military history, the organization by each partner of workshops for tourism professionals to raise the awareness of the outstanding value of the fortifications, the creation of a mobile application that links the lines and the promotion of the defence lines as quality destinations for cultural tourism.

Sharing the uniqueness of being inscribed either on the World Heritage List or on the Tentative List, the five partners are all deeply involved in taking up the challenge of excellence and best practice as part of the obligations set by this international listing.

The kick off meeting takes place in the Vieux-Colombier room coinciding with the mobile exhibition “Tell me, what is World Heritage?” realised by the Vauban Network with the Comtois museum of the citadel of Besançon and being hosted for the next few weeks. Dedicated to youth, it aims to answer all the issues raised by World Heritage through illustrated signs, games, videos and a giant world map.

Contacts presse

Linking The Lines

Peter Ros

+31 (0)652401597

p.g.m.ros@hollandsewaterlinie.nl

Project partner

Vauban Network

Marieke Steenbergen

+33 (0)3 81 41 53 95 / +33 (0)6 50 02 35 75

marieke.steenbergen@besancon.fr

www.sites-vauban.org

¹ Besançon, Briançon, Mont-Dauphin, Mont-Louis, Villefranche-de-Conflent, Blaye, Cussac-Fort-Médoc, Saint-Martin-de-Ré, Camaret-sur-Mer, Saint-Vaast-la-Hougue, Arras, Longwy et Neuf-Brisach.

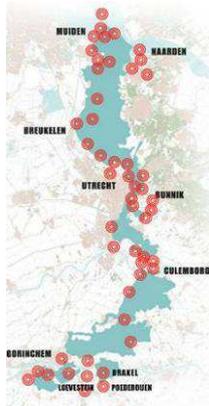
² New Dutch Waterline (The Netherlands), Vauban Network (France), Marco Polo System geie (Italy), Paola Local Council (Malta) and Medway Council (United Kingdom).

³ Directorate-general for Enterprise and Industry, Directorate E: Service Industries, E2 - Tourism and Cultural instruments.



The partners

The **Vauban Network** aims to co-ordinate actions in favour of conservation, management and enhancement of the Vauban fortifications inscribed on the World Heritage List. Boosted by this award it works to promote these major sites by a common promotion policy, the exchange of experiences, the organization of training sessions... With this project the Vauban Network wishes to strength the promotion of the 12 sites and to stimulate new partnerships with tourism professionals.



The New Dutch Waterline (The Netherlands)

This continuous water defence line which spread over 85 kilometres gathered 50 forts located in about 60 towns. Inscribed on World Heritage Tentative List it has close collaborations with entrepreneurs which manage many forts thanks to private-public partnerships. With this project the New Dutch Waterline aims to stimulate effective private-public partnerships between its tourism professionals.

Marco Polo system geie, Venice (Italy)

The forte Marghera is included in the “Venice and its lagoon” World Heritage site. It is gradually developing its promotion policy through Marco Polo System GEIE trying to involve local forces. With this project the forte Marghera wishes to diversify its cultural offerings and to strengthen its visibility to attract local and foreign users. The work of Marco Polo System GEIE capitalise several previous EU cooperation projects in the filed, as ASCEND, CULTEMA, AT FORT, ADRIFORT, TUDESLOVE, CAMAA, TECHTOUR, VEROTOUR.



The Paola Local Council (Malta) aims to observe and manage the defence lines built by British Engineers between 1871 and 1872. La Valetta is inscribed as World Heritage City since 1981 and the Harbour Fortifications ensemble (28 kilometres) is inscribed on the Tentative List. With this project The Paola Local Council wishes to develop cultural tourism and to strength the promotion on fortified heritage.

Medway Council (United Kingdom) supports the promotion and preservation of Chatham Dockyard and its Defences. Inscribed on the World Heritage Tentative List it has an active network of volunteers. Wishing to develop its cultural offerings Medway Council will develop a mobile phone application and is considering the creation of an annual cultural event dedicated to the Dockyard and its Defences.

