



ATLANTIC
CULTUREScape



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Interreg
Atlantic Area
European Regional Development Fund



EUROPEAN UNION

DEVELOPING INTANGIBLE CULTURAL HERITAGE EXPERIENCES ACROSS THE ATLANTIC AREA

The Project

The 'intangible' element of cultural heritage has received little attention in the Atlantic Area in recent years. The Atlantic CultureScape project sets out to address this by identifying and enhancing enjoyment of authentic Intangible Cultural Heritage experiences. Bringing together seven transnational partners, the 2 million euro project will run until March 2022 and is co-financed by the Interreg Atlantic Area Programme through the European Regional Development Fund.

Initially a study of Intangible Cultural Heritage (ICH) across the Atlantic Area will be carried out in order to provide guiding principles for sustainable economic growth. The project will focus on the protection and evolution of ICH as well as its development. The creation of innovative products and an ICH Atlantic Area Route supported by a transnational marketing programme, will gain enhanced recognition and higher visibility for ICH in the Atlantic Area. The identification of authentic cultural experiences, rooted in each of the areas ICH shall have a significant influence on the number of new visitors and tourists. It will boost economic activity by creating new businesses and increasing the number of jobs in the service sector.

What is Intangible Cultural Heritage?

ICH is a living culture; the traditions, skills and customs that communities practice. Unlike more tangible elements of culture like buildings and artefacts, ICH is something you experience, it is alive. For example the spoken words of poetry and storytelling, crafts that are practised and passed down through generations and festivals that celebrate the dance and music of a country. ICH can be inherited traditions but also contemporary practices. ICH gives people, communities and countries a sense of place and identity.

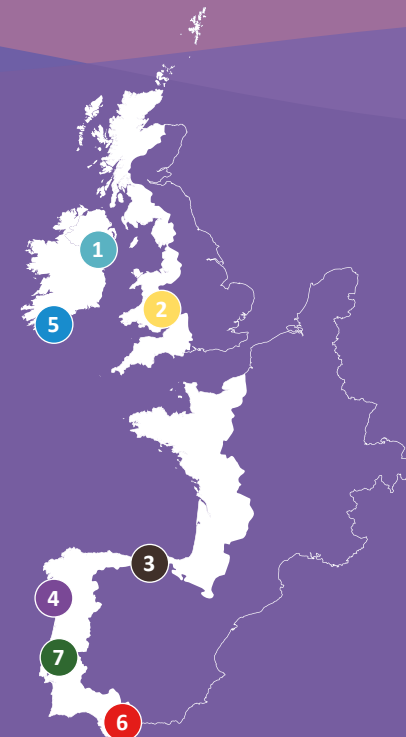
The Atlantic CultureScape project will use the following domains to group ICH across the Atlantic Area:

- Oral traditions and expressions, including language as a vehicle of the intangible cultural heritage;
- Performing arts; Visual Arts
- Social practices, rituals and festive events;
- Knowledge and practices concerning nature and the universe;
- Traditional craftsmanship
- Gastronomy and culinary arts

Project Partners

The Atlantic CultureScape partnership comprises 7 partners and 12 associate partners from across the Atlantic Area. Each of the seven partners leads on a different Work Package (WP) that together form the Atlantic CultureScape Project:

- | | |
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| 1 Newry, Mourne and Down District Council – Northern Ireland – Lead Partner
WP1 - Project Coordination | 5 Cork Institute of Technology – Ireland
WP5 - Stimulate Economic Development Through ICH Tourism Industry Capacity Building |
| 2 Brecon Beacons National Park Authority – UK
WP2 - Project Communication | 6 The Andalusian Agency of Cultural Institutions – Spain
WP6 - Develop ICH Products, Services and Experiences |
| 3 Regional Government for Cantabria – Spain
WP3 - Capitalisation | 7 Rio Maior Municipality – Portugal
WP7 - Transnational Marketing – European ICH Experiences |
| 4 The University of Vigo – Spain
WP4 - Identify The Common ICH Suitable For Sustainable Economic Exploitation Across the AA | |



Associate Project Partners:

Ring of Gullion Handcrafts and Art, Tourism Northern Ireland, Fiddlers Green Partnership, Pembrokeshire Coast National Park Authority, Brecon Beacons Tourism Ltd, Grupo de Desarrollo Rural Litoral de la Janda, INSTITUTO ANDALUZ DE PATRIMONIO HISTÓRICO, Agência de Promoção da Cultura Atlântica, Comhairle Contae Mhaigh Eo, Cork County Council (Sliabh Luachra Music trail), Cluster de Turismo de Galicia, Armorique Regional Park.



About INTERREG Atlantic Area

Atlantic CultureScape is a project co-funded by European Regional Development Fund (ERDF) under the INTERREG Atlantic Area programme. INTERREG Atlantic Area is a European funding programme that promotes transnational cooperation among 36 Atlantic regions of five European countries. The programme co-finances cooperation projects in the fields of Innovation & Competitiveness, Resource Efficiency, Territorial Risks Management, Biodiversity and Natural & Cultural Assets.

www.atlanticarea.eu

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