

First Café of Europe, « Invisible Cities »

2013-05-29

The first Café of Europe « Invisible Cities » (based on the title of Italo Calvino Novel) will be the launch event of a two-year European project approved by the European Commission and entitled « Sources of Culture : the Cafés of Europe ». The event will be organised on 14 June, 2013 from 2.00 pm to 6.30 pm at the auditorium of the Centre of Arts in Enghien-les-Bains.



This project results from a fruitful collaboration between nine cities which are members of the European Historic Thermal Towns Association (EHTTA). It aims to raise European citizens' awareness of the reality of an extended and varied culture shared by all the European thermal towns. This project also aims to encourage inhabitants from these cities to invent new common ways of accessing this heritage together with decision-makers, artists and professionals from the fields of tourism, heritage and culture by enhancing their key assets.

The current challenges facing the thermal towns in terms of heritage enhancement and tourism diversification will be addressed through a range of high-level intellectual and creative meetings the « Cafés of Europe » over the course of two years. These Cafés will revive the spirit of multidisciplinary confrontation that these cities have known during the 18th and the 19th centuries when modern tourism appeared.

The first Café of Europe « Invisible Cities » organized by the Centre of Arts on behalf of the city hall of Enghien-les-Bains in partnership with the City Tourist Office, the European Historical Thermal Towns Association and the Route of Spa Towns in the Massif Central, will mainly question the role played by digital creation in the knowledge and enhancement of the European cultural heritage.

The city of Enghien-les-Bains which received the prestigious label of « tourist station » from the Ministry of Tourism in 2012 is world-famous today for its expertise in terms of digital creation. This expertise is a key asset of its thermal identity.

How does the digital creation revolutionize the visitor experience? How must it impact the European thermal tourism in a near future? European decision-makers, sociologists, researchers, artists and writers will be invited to debate around these issues in round-table discussions, to interact with text reading from travel writers and to feature key projects. The whole EHTTA network will attend the event.

This free event is part of the partner events of the Futur en Seine Festival. It is open to anybody interested in questioning the origin and future of the culture shared by the European thermal towns. The city of Enghien-les-Bains is located 12 minutes away from Paris by train.

For more information: www.sources-of-culture.com or www.cda95.fr

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Follow the event in live streaming on www.glowbl.com/cda95