

The background is a collage of images. At the top, there's a starry night sky. Below it, a large, ornate dome with a grid pattern is visible. In the foreground, a classical stone statue of a woman with her arms crossed is prominent. The overall color palette is dominated by blues and greys.

source
project

Press pack
Source Project

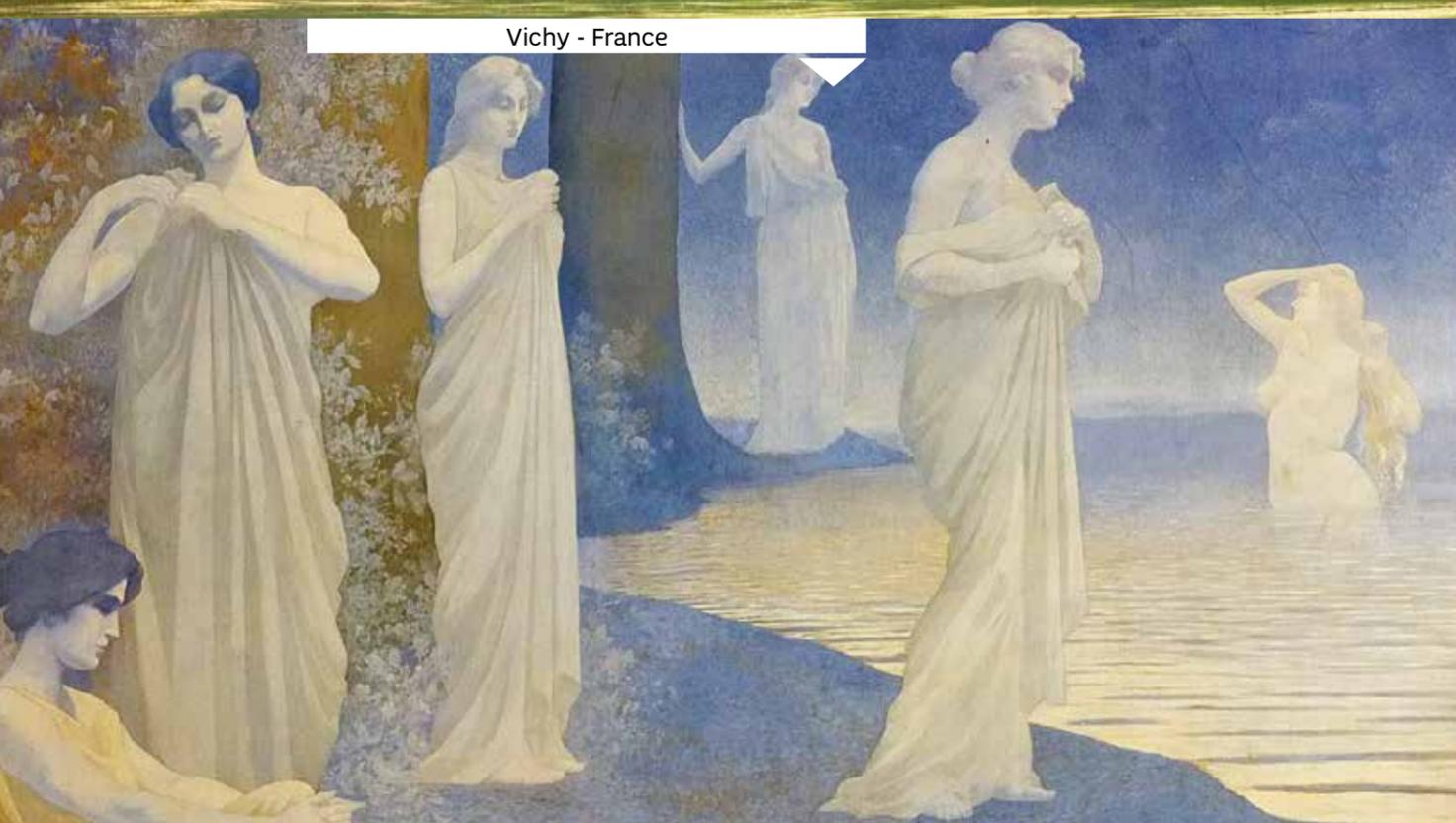
May 2013 - April 2015



Bath - United Kingdom



Baden Baden - Germany



Vichy - France

THE "SOURCES OF CULTURE: THE CAFÉS OF EUROPE" PROJECT, A TRULY EUROPEAN PARTNERSHIP

The **Route of Spa Towns in the Massif Central** is running the SOURCE project in partnership with the **European Historic Thermal Towns Association (EHTTA)**, a network already endorsed by the Council of Europe, in the framework of the call for proposals from the European Culture programme 2007-2013, whose objectives are cultural cooperation and intercultural dialogue.

The Route of Spa Towns in the Massif Central is coordinating the project, which is developed between May 2013 and April 2015. The 10 co-organisers in 6 countries are:

- The EHTTA - European Historic Thermal Towns Association (Belgium),
- The town of Bath (United Kingdom),
- The Centre des Arts of Enghien-les-Bains (France),
- The town of Acqui Terme (Italy),
- The town of Fiuggi (Italy),
- The Médiathèque Valéry-Larbaud of the town of Vichy (France),
- The Royat-Chamalières Tourist Office (France),
- The Tourist Office of Spa (Belgium),
- The town of Ourense (Spain),
- The town of Baden-Baden (Germany).

The partners – namely the other towns in the EHTTA network, the National Association of Italian Thermal Towns (ANCOT), and the Asterion Association (Association for the creation of a Foundation of European Culture Centres) – have also been asked for their contribution.

The SOURCE project is a multidisciplinary project based on the origins and the future of the "European spa-town culture", notably in terms of all its forms of creativity that have been central to building of a European culture produced by exchanges: the art, literature, music, philosophy, politics, science and urban development of these towns. Working together, the objective of these towns has been the discovery of this shared European cultural heritage. Debates organised in the framework of this project will be gathered together and put into perspective in a "Thermal Blue Book", which will present contributions and scenarios for Europe in 2020, in order to encourage, improved dialogue about thermal culture, to reinforce the role of historic thermal towns through the creation of a permanent common platform and to spread a notion of creative thermal culture. The SOURCE project is aimed directly at European citizens, especially younger citizens and inhabitants of thermal towns by giving them the possibility to participate in debates and interact over social media.

The SOURCE project is built on a rich history and cultural heritage. It is made up of four parts:

THE CAFÉS OF EUROPE

Discussions on the future of spa towns through a series of prestigious round tables called "Cafés of Europe", lin-

ked to large-scale cultural festivals taking place in the towns. These round tables are published online.

The town of Spa, the town from which is born the word that has become famous the world over, was also known as "the Café of Europe" in the 19th Century. As in the case of Belgium, the European thermal towns were not only places of treatment, but were also characterised by intellectual gathering, where the political affairs of the time were discussed, all the while appreciating the value of contemporary artistic creation, and organising debates of ideas. A series of thematic events based on prestigious international debates and artistic collaborations are proposed, and will seek to reinvent the thermal towns as new "Cafés of Europe". Among the themes covered are: the digital enhancement of heritage, the thermal towns at the origin of modern cultural tourism, the spa towns as a source of musical creation and the European spa towns - past and/or present utopias...

FESTIVENTS

The spa towns as sources of creativity. The objective of this operation is spread awareness among European citizens of the rich variety of festivals and exhibitions to be found in the spa towns. Thanks to this operation, the organisers of cultural events and European cultural operators are able to come together and exchange ideas for the preparation of future collaborations.

"AT THE SOURCES OF EUROPE"

The research of the "Sources of Inspiration" - creating an interactive novel entitled "At the Sources of Europe", written and illustrated via social media, which retraces the journeys of four historic figures that frequented the spa towns of Europe. The characters of the interactive novel are brought to life by actors who meet each other at the Cafés of Europe. This interactive novel is above all a regional project, through which European spa towns call upon their tourist providers, promote their events and make use of their archives (videos, postcards, texts by famous writers, etc).

Within the framework of a partnership with Vidéoformes Festival and the Il Faut Aller Voir Association, who organise the **Rendez-vous du Carnet de Voyage** (Travel Diary Rendez-Vous) in Clermont-Ferrand, a digital travel diary is produced in each of the towns to recount these encounters and their architectural and creative surroundings.

THE INTERNATIONAL RESOURCES CENTRE OF THERMAL HERITAGE

The Town of Vichy, Queen of the Spa Towns, at the heart of this European project
The town of Vichy, one of the founding members of the EHTTA network, was behind this association's creation in December 2009, and led the European network of thermal towns' application to the Council of Europe, up to receiving the prestigious certification of Cultural Route of the Council of Europe in May 2010.

The town of Vichy is at the heart of the SOURCE project, seeing as the Médiathèque Valéry-Larbaud is the "Resources Centre", a place holding all documents necessary to the project, an international documentation centre for thermal heritage, in order to preserve documents and œuvres both old and new, online and in hard copy (documentation, iconography, library, website list, directory of resource person, etc).

Vichy's Valéry-Larbaud Multimedia Centre will organise meetings between those in charge of other European thermal towns' archives, to discuss the creation of a "Resources Centre" network within two years, and to thus create synergies between European researchers.

ROUTE DES VILLES D'EAUX MASSIF CENTRAL

THE ROUTE OF SPA TOWNS IN THE MASSIF CENTRAL

www.villesdeaux.com

The Route of Spa Towns in the Massif Central was created in 1998 under the impulse of the Massif Central DATAR (Delegation for Land Planning and Management, and Regional Action), and the desire of the mayors of thermal towns to bring about a tourist network dedicated to spa towns. The Route of Spa Towns in the Massif

Central brings together 18 spa towns spread out over 5 regions (Auvergne, Bourgogne, Limousin, Rhône-Alpes and Midi-Pyrénées) and 9 departments (Allier, Ardèche, Aveyron, Cantal, Creuse, Loire, Nièvre, Puy-de-Dôme, Saône-et-Loire): Bourbon-Lancy, Bourbon-l'Archambault, La Bourboule, Châteauneuf-les-Bains, Châtel-Guyon, Chaudes-Aigues, Cransac-les-Thermes, Evaux-les-Bains, Meyras / Neyrac-les-Bains, le Mont-Dore, Montrond-les-Bains, Nérès-les-Bains, Royat - Chamalières, Saint-Honoré-les-Bains, Saint-Laurent-les-Bains, Saint-Nectaire, Vals-les-Bains and Vichy.

It is through focusing on the promotion of the specific characteristics of the spa towns that the Association has built its development strategy. First of all, it has encouraged the emergence of a new well-being product on a scale across the Massif Central region, accompanying structuring projects of thermo-recreation and rehabilitation centres and developing their marketing towards travellers. Since 2008, the Route of Spa Towns in the Massif Central has focused on the other tourist aspect of the thermal towns, namely their thermal heritage. This promotional approach aimed at defending common cultural values is now in full force. 3 years ago, the Route of Spa Towns in the Massif Central set itself on a European approach, becoming an associate member of the EHTTA. Today, 5 Massif Central spa towns (Vichy, le Mont-Dore, Royat-Chamalières, Châtel-Guyon and La Bourboule) are now also EHTTA members.



THE EHTTA (EUROPEAN HISTORIC THERMAL TOWNS ASSOCIATION)

www.ehtta.eu

European Historic Thermal Towns Association (EHTTA) is a network that was created in Brussels in 2009, composed of 25 member spa towns (including Evian in France, Baden Baden in Germany, Bath in the United Kingdom, Ourense in Spain, Acqui Terme and Montecatini Terme in Italy, the Karlovy Vary region in the Czech Republic, Buda-

pest in Hungary and Bursa in Turkey) situated in 11 European countries, all possessing an emblematic architectural heritage and whose mineral water's healing properties are recognised on a European scale. The Route of Spa Towns in the Massif Central is an associate member of EHTTA.

The objectives of this European network consist of obtaining recognition of the innovative and cultural characteristics of the European spa towns from the European Union, with a view to developing their tourist activity in the framework of a new plan encouraging the cross-border tourism of "Destination Europe". EHTTA encourages the development and economic restructuring of thermal towns, and safeguarding their cultural heritage through the exchange of experiences and best practices on a European level.

Collectively, the member towns of EHTTA are an integral part of the Cultural Route of Historic Thermal Towns, one of the 26 cultural routes recognised by the Council of Europe (under the same title as the cultural route known as the Santiago de Compostela Pilgrim Routes).



Enghien-les-Bains - France



Spa - Belgium

Fiuggi - Italy





Royat - Chamalières - France

Ourense - Spain



www.sources-of-culture.com

 www.facebook.com/sourcedeculture

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