



**Contribution from
MELLIONNEC**



Villages Culturels d'Europe Kreiz Breiz

The theme we have to discuss today is cultural tourism. We prefer talking about cultural heritage valorisation. If tradition and folklore are a representation of memory through heritage, we are talking about a real cultural identity, which is the base of our everyday life. This string identity is lively and in constant evolution through language, music, dance and food.

A good example is the "Fest-noz" or 'Night-Fests". At first it was linked to special events (end of harvest, wedding). Today it is an opportunity for intergenerational meetings.

Our culture is made of sharing, exchange, creation.

The way we valorise our country is full of this openminded experience. For example environment, architecture, music, dance, language, breton teaching, museum, fairytales.

Through the association "Kreiz-Breizh-Villages-d'Europe", our goal is to develop know-how exchanges in different domains:

1. Young people exchange projects to get new knowledge and to learn new competences and at the same time to discover another country, another culture, another language.
2. The Museum network between Porrúa, Schachdorf Ströbeck and Locarn: Each Museum creates an exhibition that will take place in 2005-2006 in the three museums.
3. To achieve our project we are going to employ someone and he will also have to spread the ideas of the cultural project in our Breton schools.

The valorisation of our heritage is the opportunity to forge a positive image of our rurality which is the source of the dynamism of our region.