
NdP: VISIT EMPORDANET (CATALONIA) PRESENTS ITS CREATIVE TOURISM OFFER

Visit Empordanet is part of the *Creative Tourism Network®* since March 2017. The Empordanet has the largest concentration of craftsmen and craftswomen of Catalonia, after the metropolitan area of Barcelona.

Under the name “Visit Empordanet”, the Catalan municipalities of la Bisbal d’Empordà, Forallac, Cruilles, Monells i Sant Sadurní de l’Heura, Corçà y Ullastret, have created a creative tourism programme as part of their Strategic Plan for Local Economic Development to increase the visibility of the offer linking tourism and craftwork, especially in international markets. The Empordanet has all the ingredients to attract creative tourists from all over the world.



Visit Empordanet

The Empordanet (Catalonia), located in the province of Gerona, stands out for its great landscape value as well as its heritage. The cultural dynamism of the Empordanet is reflected in the activities organized throughout the year by its museums, institutions and workshops as well as in events and festivals that have become international attractions.

If handicrafts and ceramics are some of its main activities (with a tradition of more than three centuries), this territory also offers a wide range of experiences linked to nature, gastronomy, the giants' world, the circus, music, etc. that travellers can enjoy discovering its charming villages.

The creative tourists can thus create their own artistic piece of pottery, jewellery or embroidery, make cheese or a chocolate lollipop from local products, create their soap with olive oil, take part in a photographic route or perform a concert in the Monastery of San Miguel de Cruilles... and above all, enjoy the hospitable character of its inhabitants!

List of the creative activities



Espai Tònic de Bisbal

An old ceramic factory is currently the Espai Tònic, a space destined to exhibit author's work and different parallel productions, conceived as a space for experimentation and research from where to spread art as a tool to understand and enrich culture.

Olga and Oriol offer you a guided tour of the current exhibition and the workshop of the sculptor Guillermo Basagoiti. They also propose artistic creation activities and help to deliver coherent artistic projects.

Ceramics Workshop

La Bisbal d'Empordà is the ceramic capital of Catalonia. In the Empordanet many potters open their workshops to travellers interested in ceramics and their creation process. Travellers can create their own ceramic pieces such as murals, cups and tea and coffee sets, etc.

With ceramist Josep Torres (Bisbal d'Empordà), travellers will have the opportunity to discover the artisan process of designing and drawing ceramic murals with a guided tour but also to create their own artistic piece. With ceramist Annick Galimont, travellers will make their own utilitarian and artistic objects such as tea and coffee sets.





Stonemason's workshop

Gaëtan Chapel opens the doors of his workshop and teaches tourists the art of the stonemason. He makes all kinds of pieces in natural stone, whether they are architectural, ornamental or sculptural, both for the restoration of historical heritage and for new constructions.

Workshop of Beeswax candles

Mas Entreserra is a small family business that produces honey and its derivatives, such as beeswax. The sweet and relaxing smell they emit and the colour of the honey they preserve make their beeswax candles, handmade and completely natural, ideal for lighting and decorating your home. Travellers can make their own candle with beeswax.



Discover artisanal dairy products

Nuri opens the doors of the family workshop, where she makes goat milk products in an artisanal way, to all those travellers who want to know its production process and tradition. The visits to the workshop end with a tasting of its key product: the "recuit de drap", a soft and fine product that will delight and surprise all visitors.

Create an Empordà-style decoration and atmosphere

During a walk through the most authentic Empordà with Marta Xuclà, you will learn to find all those materials, colours, shapes that define the Empordà landscape: clay, heather, stones, water, glass, straw, colour, light... Be inspired to decorate your home and enjoy the spirit of the Empordanet every day. Create an Empordà-style decoration and atmosphere in your home!





Gastronomy workshop

Lola, one of the pioneers of the movement km0 and the Slow Food philosophy in Spain, offers show cooking workshops of bread making, made with organic sourdough (mother's yeast) and organic flour from km0 old wheat, and on the production of "recuit" and cheese, from km0 organic goat's milk. You can also sign up for their tours of recognition of edible and medicinal plants along the ancestral path done by the Romans that ends with a workshop of home remedies.

Olive Oil



Extra virgin olive oil is one of the most appreciated gastronomic products of the Mediterranean diet and each culture has its own way of producing and eating it. At Can Solivera, the owners, a Dutch family in love with the Empordà landscape, explain how they make their fresh Arbequina olive oil and all the traditional skin-care products they make from this ingredient in their farm.

El Trull de Alenyà, with a bicentennial history of extra virgin olive oil production, opens its doors to all those curious people who want to know the traditional pressing of olives, the millstone and cold pressing. Those techniques are used to obtain a high-quality olive oil with the different native varieties -argudell and arbequina. Sign up for your guided tours and to make a tasting!

And much more...



➤ **About the Creative Tourism:**

The Creative Tourism is considered a new generation of tourism by involving the tourists themselves and the locals in the co-creation of the tourist experiences.

The Creative Tourism concept appeared in the 2000's, and was defined as a: *"Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences, which are characteristic of the holiday destination where they are taken"* (Crispin Raymond and Greg Richards, 2000).

Painting in Tuscany, being a "silleteiro" for a day in Medellín, participating in a craft workshop in Loulé (South Portugal) or in the charming villages of the Empordanet (Catalonia), taking part in a photographic route in the French Provence, preparing your chocolate in Quito, carving sculpture on ice in Canada, learning traditional dances in Brazil, participating in a cooking classes in Thailand, mixing like a DJ in Ibiza or even performing your own concert in Barcelona ... are just some examples of the endless list of experiences that the new generation of travelers is looking for!

This requires to manage the tourism sector in a more creative way, which implies to overcome these new challenges by converting them into new opportunities and creating a value chain for the territories.

- **Diversification of the offers** without any investment, just by optimizing the intangible heritage.
- **Quality tourism** endowed with a high added value and purchasing power.
- **Unseasonality of tourism**, which allows a better distribution of the activities along the year.
- **Geographical outsourcing**: minor interest from creative tourists in the "tourist hotspots".
- Self-confidence of the locals thanks to this new interest for their culture and traditions.
- **Community empowerment** and professionalization.
- **Social cohesion** through the co-creation of meaningful storytelling.
- **Sustainability** relying on authenticity and creativity as main resource.
- **Intangible heritage recovery and preservation.**
- **Diversification of financial resources** for cultural structures.

➤ **About the Creative Tourism Network® / www.creativetourismnetwork.org**

The Creative Tourism Network® is the international organism for the creative tourism development. It was founded in 2010 as a non-profit organization to promote destinations of all kinds that bet on the creative tourism as a differential element to attract the new generations of travelers as well as to create a value chain for the territory.

Such destinations include rural areas, islands, medium cities and metropolis from around the world that benefit from the CTN's assessment and promotion and are officially labelled "**Creative Friendly Destinations®**" by the Creative Tourism Network®.

ITS MISSIONS

- Identification, support & promotion of destinations that deserve the label **CreativeFriendly Destinations®**
- Identification of creative tourism segments and the design of **marketing strategies** with the aim to create a VALUE CHAIN for the territory
- The **Creative Tourism Academy**: a program of tourism engineering, including the academic research and the organization of tailored trainings.
- Annual organization of the **Creative Tourism Awards** to foster the Best Practices of the Creative Tourism

Contacts


VISIT EMPORDANET


Contact person: Anna Sàbat Bofill
asabat@labisbal.cat/info@visitempordnet.com
tel: 972646806/670234850


CREATIVE TOURISM NETWORK


press@creativetourismnetwork.org
www.creativetourismnetwork.org

 www.facebook.com/visitempordanet/

 @vistempordanet

 @visitempordanet


 www.facebook.com/CreativeTourismNetwork

 @CreativTourism

 www.youtube.com/user/BcnCreativeTourism

 www.instagram.com/creativetourism

 es.pinterest.com/creativtourism/

 <https://vimeo.com/creativetourismnetwork>