

ANCRAGES
H Ô T E L
DU NORD
H Ö F N

MARSEILLE
PROVENCE
ATLELIER 72
2 0 1 3



IRENA ÜBLER
<irena.uebler@gmail.com>



**GUIMARÃES
2012**

N

>>TRAVELSIGNS <<

DESCOBRIR

FROM PORTUGAL TO MARSEILLE

GUIMARÃES

EUROPEAN CAPITAL OF CULTURE



GUIMARÃES
2012

ATELIER 72

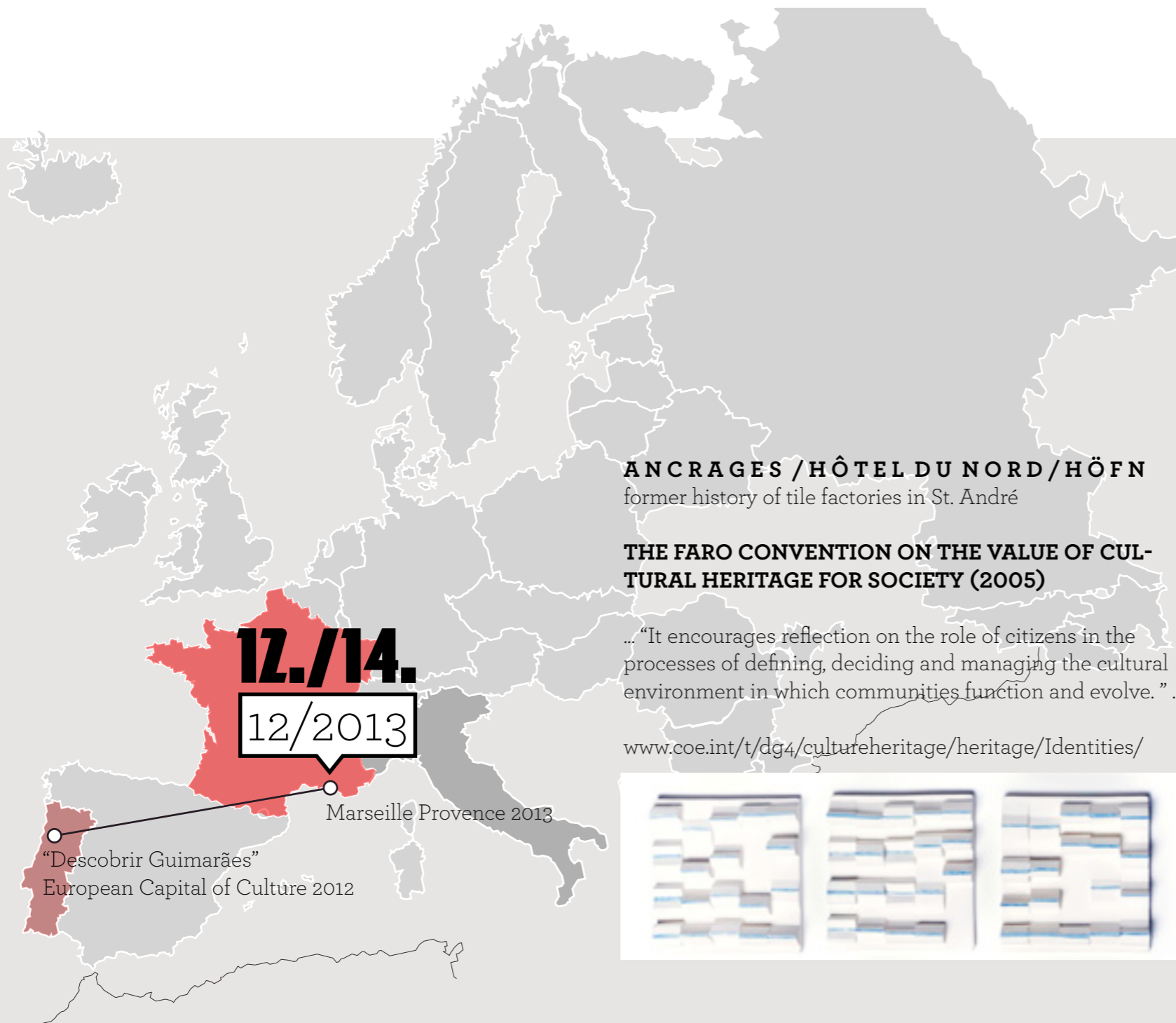
PRÉSENTATION

12.12.13

19H / 8 RUE VIAN, 13006 MARSEILLE

INFO: WWW.FACEBOOK.COM/ATELIER.72.WATT

ATELIER
72



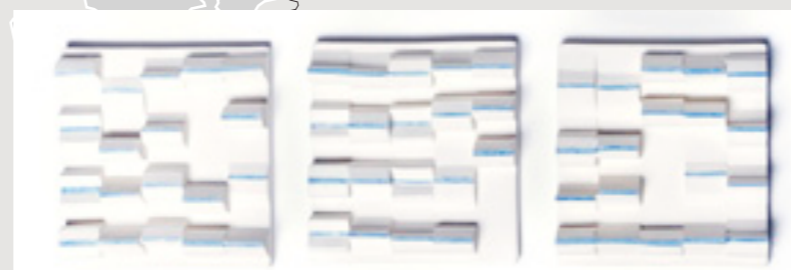
CROSSSIGN - MARK YOUR CITY'S TERRITORY

Suggest a place for a new sign in your city!

What is a significant place for Marseille?

Where is your favorite place in the city?

Where would you place a portuguese tile?



START

Marseille

presentation

participation

urban discovery

culture heritage

creative tourism

12-17

12/2013

START

project **presentation** Descobrir Guimaraes
/ book BETTER NOT STOP MOVING / travelsigns

participation travelsign

- > Marrakesch
- > Afganistan
- > Madrid
- > Guatemala
- > Taiwan or Korea

participation visitor's interaction

3 distinctive tiles have been chosen to signpost citizen recommendations - those spaces we wish to "signpost". Those 3 spots chosen by visitors will become a part of "cross-signs" network and there will be put up a new tile.

These tiles are part of an **urban design idea** that includes an individual system that encourages inhabitants and visitors to explore their city in a different way, thus creating a playful and innovative experience and forging a narrative that makes it possible to construct fresh views of the city and a critical outlook in relation to the urban structure.

collaboration St.André - stories of the former tile industry



PROCESS DOCUMENTARY

Marseille 2013

FACEBOOK Foto Album
www.facebook.com/Descobrir.Guimaraes/photos_albums

SITE
soon online www.irenauebler.com



colaboração com

facebook.com/atelier.72.watt

<http://ancrages.org/>
<http://hoteldunord.coop/>
<http://hofn.free.fr>

12-17

12/2013

START

X PRESENTATION DESCOBRIR GUIMARÃES
8 RUE VIAN / 13006 Marseille, FR



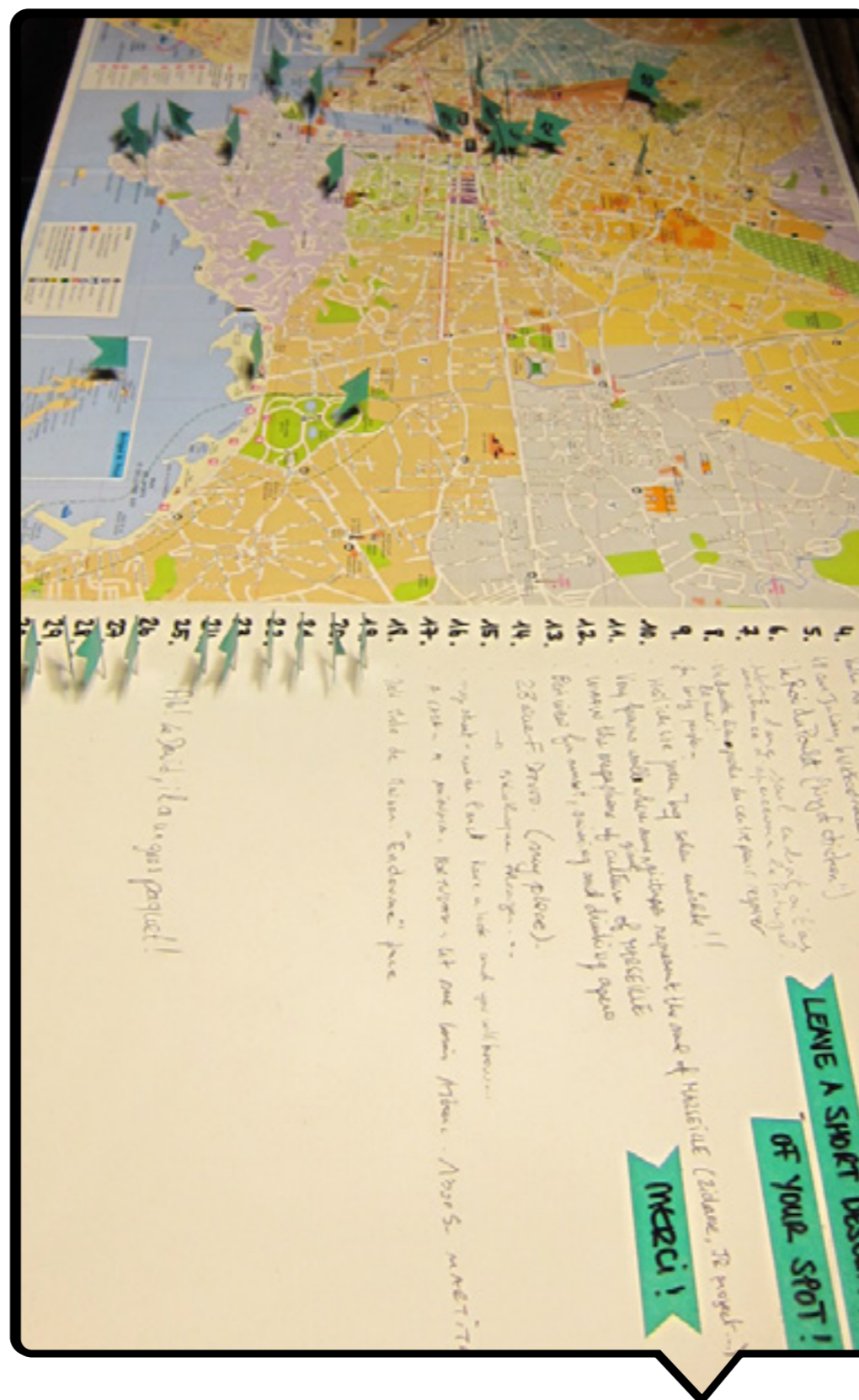
START

⚡
ATELIER
72



1. take a flag
2. indicate a spot on the map
3. describe it
4. find it in the city!
- soon!

HOW...



6. le Roi du Poulet (king of chicken)
7. Notre Dame, seul endroit où l'on a une chance d'apercevoir la mer!
8. Un douille lieu, proche du centre pour respirer la mer!
9. for lonely people -
10. Weil ich sie jeden Tag sehen möchte!!
11. Very famous wall where some pictures represent the souls of giant
12. WAAW the megaphone of culture of Marseillais
13. Best view for sunset, swimming and drinking apero
14. 28 rue F. Doreo. (my place).
15. → Bibliothèque Mazarine
16. my street - rue de l'arche. Have a look and you will love
17. A CASA - A MINHA - RETORNO - let me know
18. Petit îlot de l'ancien "Endoume" free
- 19.
- 20.
- 21.
- 22.



7. Notre Dame, seul endroit où l'on a une chance d'apercevoir la mer!
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ACÇÃO

NR.11

very famous wall where some giant pictures represent the souls of Marseille (Zidane, JR project,...)



43.284292 / 5.349572

*84 Corniche du Président John Fitzgerald Kennedy # Place Paul Ricard
13007 Marseille, France*



where?



HÖFN

a writing resistance

cultural exchanges between France, French speaking countries, Scandinavian countries (specifically Iceland), and English speaking countries. These exchanges focus on writing, different writing forms (literary, theoretical, musical, artistic...) At the heart of the project, sheltering those exchanges, a residency welcomes French and Foreign authors, artists, researchers.

<http://hofn.free.fr>

LINK

HÔTEL DU NORD

Hôtel du Nord propose you to discover Marseille by the North: bed and breakfast, solidarity tourism, heritage walk, local products, books, images and sounds walks.

The aim of this cooperative is to revive the hospitality which is one of the main features of the 15th and 16th districts of Marseilles. Eight heritage communities and 100,000 inhabitants are involved; quite a challenge for the "2013 Cultural European Capital" year in Marseille.

The Hôtel du Nord project – a cooperative one - comprises three inseparable parts:

A network of 50 bedrooms for accommodation, which are located in various places around the 15th and 16th districts of Marseilles. The hosts and are in charge of promoting the districts through hospitality. A network of 50 heritage walks created by the hosts and all the partners.

<http://hoteldunord.coop/>

ANCRAGES

Centre de Ressources Histoire et Mémoires des migrations en Provence-Alpes-Côte d'Azur

Ancrages is an association that works for the development of knowledge about heritage, history and memory of PACA migration. They supply a fund of documentary about the following subjects: immigration, racism, contemporary history, urbanism, colonialism, female life conditions, identities, inter-cultural relations, islam, heritage of northern Marseille, history of popular neighborhoods, political history of the city ...

<http://ancrages.org/>



LINK

THE FARO CONVENTION on the Value of Cultural Heritage for Society

European societies are transforming under the combined effects of the economic crisis, energy transition, demographic or migration factors and a reduction in resources. This situation calls for new development models. Europe needs to innovate in order to create the framework for a new society driven by greater democracy, strengthened citizen participation and better governance based on more open, reactive and transparent institutions.

In this context, the Council of Europe's Framework Convention on the Value of Cultural Heritage for Society is innovative in several ways. In particular, it reinforces the concept of the "common heritage of Europe" by linking this to human rights and the fundamental freedoms for which the Council of Europe remains one of the historic guardians. Through its conventions and the expertise acquired from practical field action, the Council of Europe provides an original contribution to the issues related to "living together", quality of life and the living environments where citizens wish to prosper. The framework convention is part of this acquis and should now be made known and actively promoted. It is up to member states, policy makers, public authorities and representatives of civil society to engage resolutely in the ratification and implementation of the framework convention.

www.coe.int/t/dg4/cultureheritage/heritage/identities/

FARO CONVENTION: PRIORITIES

The Framework Convention emphasises an innovative approach to social, political and economic problems, using culture and heritage to reach all stakeholders in society, including the most disadvantaged.





where?





THANKS TO

Dominique Poulain - coordinator of HÖFN - who helped me a lot in different ways and see all the possible and interesting connections with the heritage in Northern Marseilles and creating links between my work and the history of this actual territory of the former tiles industry and get me in contact with the different associations related to the walk in St.André.

A Merci as well to Samia Chabani - Déléguée générale Ancrages - integrating the portuguese tiles of Descobrir Guimarães /// Find your Guimarães in the guided walk of Ancrages.

3 SPOTS IN ST.ANDRÉ

marking important locations telling the history of the former tile industry in the north of Marseille.

1. factory chimney

43.35218,5.340969

83-115 Boulevard Grawitz

2. wall build out of tiles / house of the factory owner

43.354715,5.340938

Boulevard Jean Labro

3. former worker´s houses / washing basin

43.355957,5.341439

Impasse Labro

13016 Marseille

ACÇÃO