

# Sound stroll: the odyssey of Les Halles



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*l'odyssée des halles*

UNE BALADE SONORE  
EN CINQ PODCASTS  
AU CŒUR DU QUARTIER DE LA CRÉATION

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UNE EXPÉRIENCE PROPOSÉE PAR :



**Nantes, France**

The city of Nantes is a commune located in the west of France. At the end of the twentieth century, it underwent deindustrialization, and became a pole of the tertiary sector. Nantes received the European Green Capital Award in 2013 and the European Capital of Innovation Award in 2019. Tourism is an important activity in Nantes, the seventh largest tourist city in France, with two million visitors spending at least one day there each year.

The COVID-19 pandemic has impacted the tourist sector of the city, resulting in a large loss of clients in hotels in July through September 2020, and salaried employment in the accommodation and food service sectors falling by 2.1% between the end of March and the end of September 2020.

[www.diothercity.eu](http://www.diothercity.eu) | [#DiOtherCity](https://twitter.com/DiOtherCity)

The #DiOtherCity project is co-financed by the ERASMUS+ programme of the EU (June 2021 to May 2023).

Its content reflects the views of the authors, and the European Commission cannot be held responsible for any use which may be made of the information therein. (Project code: 2020-1-ES01-KA227-ADU-095512).



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## About

The city of Nantes is divided into two main areas: the city center and the more popular surrounding areas. We would like to create a link between these two parts and show people from the surrounding areas the possibilities available to them in terms of tourism.

## How this city tour showcases sustainability

The initiator of this project, SAMOA, a **local** public company, is invested with the dual mission of being an urban developer of the Island of Nantes and an economic developer of the cultural and creative sectors on the **regional scale**. Their team is committed to the inhabitants, economic actors, and institutions that make up the city, in order to develop the city and its activity and to reveal its territory.

## How this city tour showcases storytelling

This series of audios allows you to travel through time to 5 emblematic places on the island of Nantes. The walks are composed of **customized and unpublished sound contents**: interviews and testimonies of inhabitants and resource persons, anecdotes and feelings, and musical compositions accompany visitors throughout their strolls.

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### Peripherality

The initiative promotes new residential buildings, offices, schools and shops that are next to the industrial remains.



### Sustainability

This is a sustainable initiative that is done on foot with just a phone and headphones. It invites listeners to discover emblematic places in this neighborhood, from their creation to what they have become or will become over time.



### Accessibility

For the moment, the initiative only envisions accessibility to French-speaking people, as the podcasts have only been recorded in French. However, the initiative is open to all interested people, so if the interest of foreign tourists increases, they will probably apply the appropriate solutions.



### Digital tools

This initiative integrates digital tools: on the one hand, the contents (podcasts) and on the other hand, the use of smartphones to access the contents. It could be interesting to enrich this audio content with visual content (photos or videos) that could be accessed through QR codes, for example.



### Storytelling

The user listens to the words and testimonies of local residents. The narrative aspect is fully engaged between the public and the place, in the sense that the listener walks through the neighborhood and observes the places described while listening to stories about them.



### Entrepreneurship

This initiative is not oriented towards economic activities. However, it inspires and opens up new possibilities for thinking about future economic uses, including in the context of developing the entrepreneurial skills of interviewees or users. This initiative is based on the cooperation between the two agencies involved in the project and the interviewees.

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