

# EXPERIENCE MARAZION & PENZANCE



**Interreg**   
France ( Channel  
Manche ) England  
**EXPERIENCE**  
European Regional Development Fund



EUROPEAN UNION  
European Regional  
Development Fund





## INTRODUCING THE EXPERIENCE PROJECT

A €23.3 million project promoting off-season tourism and Supporting sustainable economic growth across the Channel region (14 project partners involved).

A four-year project, co-financed by the European Regional Development Fund (ERDF).

Cornwall Council has €2.8m investment designated to the Penzance area.

Providing a framework for a sustainable tourism approach to extend the the tourism season to October – March.





## PROJECT AIMS

Focus on experiential tourism and the creation of an accessible and off-season tourism offer.

Working with local businesses to provide training and support on the creation of low season experiences.

Deliver a focused marketing strategy to drive visitor numbers.

Provide data to measure the long-term impact.

Provide a strategy that other regions and geographic areas in Cornwall can replicate.

Aims to provide a **new perspective** of the cultural heritage and identity

**Leaving a positive impact** for the **community** and **visitors**

Striking a **balance** between encouraging visitors yet in a sustainable way

Focus on **experiential tourism**

h Penzance's strong **sense of identity, rich culture** and **green pioneering outlook**, it naturally lends itself to an invigorated approach







## ARTS TRAIL

Work has started on the coast path and it is due to be complete by September 2021.

The arts trail along the path will celebrate the distinct cultural identity of Mount's Bay, inspiring people to visit the unique cultural offers in the area.

This path is going to be the project's "Star Experience" and an asset for the local area. It will become a "visitor destination" and help drive visitors and spend within the local economy.

Along the trail, key interpretation and wayfinding will be installed – it will bring all the assets together and take visitors on a seamless experience.



# A new art commission for Mount's Bay

By AWARD WINNING ARTIST Emma Smith





Underneath the waters of MOUNT'S BAY LIES a submerged forest.

In 2021 the forest will re-emerge with an ARTWORK TO imagine THIS  
Extraordinary phenomenon.



The Cornish name for 'St Michael's Mount' is 'Karrek Loos yn koos' which translates as 'Grey Rock in the wood'.

This is exactly what it originally would have been – surrounded by forest that reached the width of the bay and far out to sea.



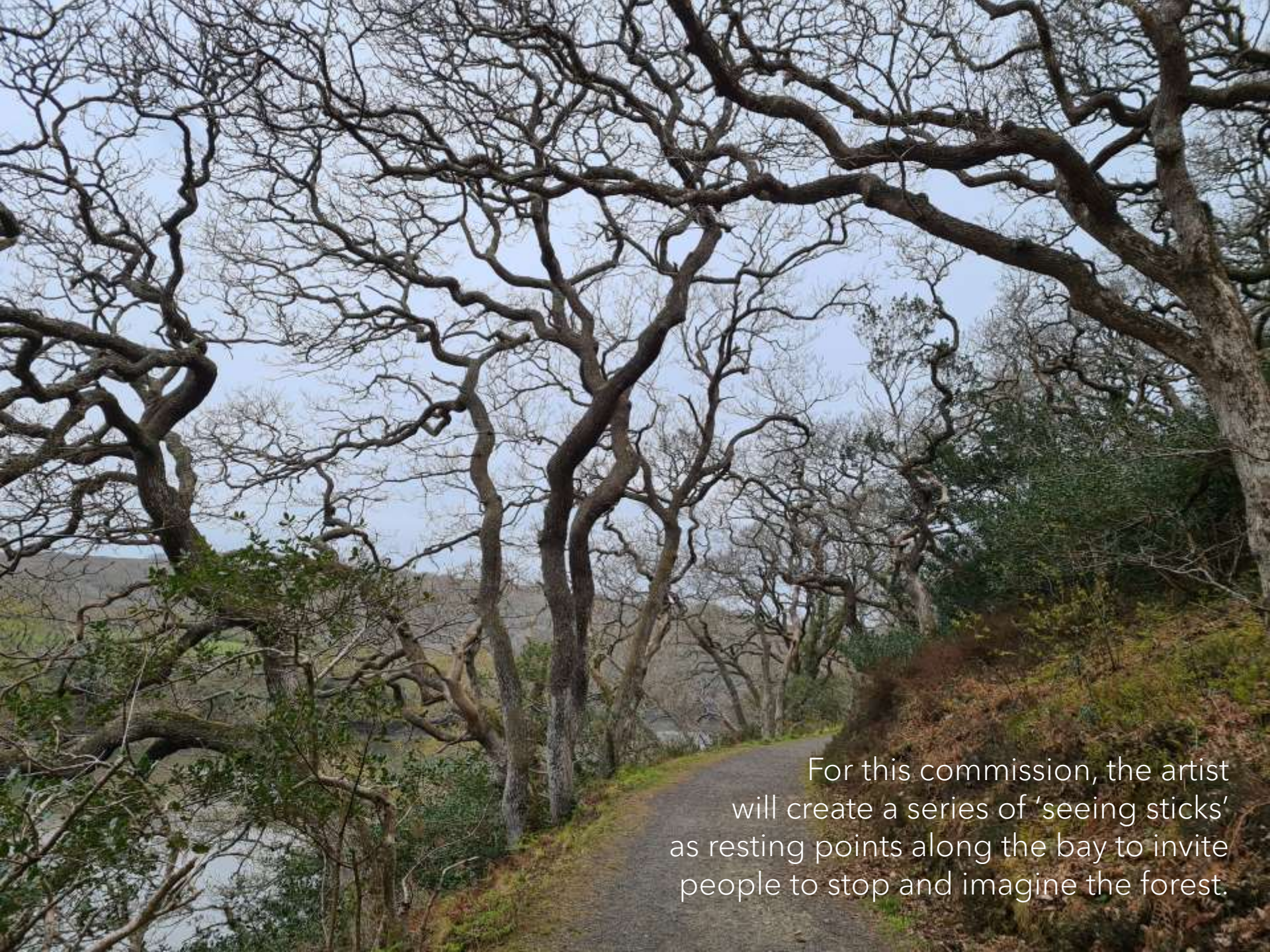
TODAY the forest is rarely seen, glimpsed only occasionally at very low tides.

But in the time frame that this forest established and submerged, human beings evolved our capacity FOR imagination.

By the time the forest disappeared, humans Had become able to imagine it.







For this commission, the artist will create a series of 'seeing sticks' as resting points along the bay to invite people to stop and imagine the forest.





WHAT would it have looked like?

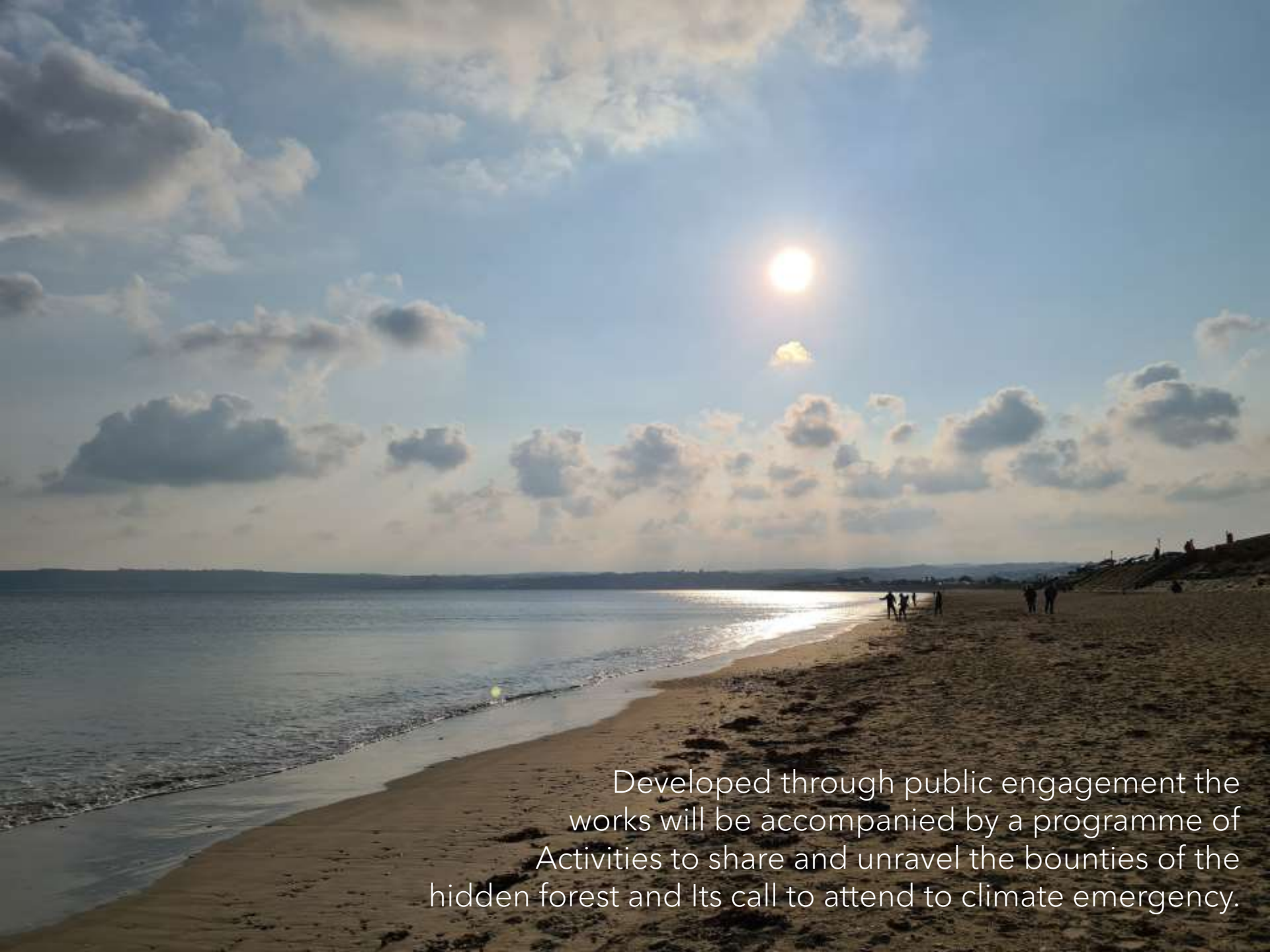
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Made in wood the artworks will be marked by geological patterns, referencing their process of submergence, while their forms will take inspiration from the woodlands and tree forms of the Cornish Coast.







Developed through public engagement the works will be accompanied by a programme of Activities to share and unravel the bounties of the hidden forest and Its call to attend to climate emergency.

Linking local ecology, geology, folklore and legend,  
we invite you beneath the surface.

