

# SEALabHaus

ATLANTIC NEW LABORATORY FOR ARCHITECTURE,  
HERITAGE, CULTURE, AND TOURISM OF THE SEA

JANUARY 2025, 2ND NEWSLETTER



## A SPOTLIGHT ON THE III TRANSNATIONAL FORUM IN VANNES, FRANCE

ADVANCING SUSTAINABLE BLUE TOURISM AND  
MARITIME CULTURE

The III Transnational Forum of SeaLabHaus took place from October 7-9, 2024, in the scenic cities of Vannes and Lorient, Brittany, France. Hosted by the Université Bretagne Sud, this forum gathered researchers, practitioners, and stakeholders to explore innovative strategies for sustainable blue tourism and cultural initiatives aligned with New European Bauhaus principles.

The forum opened with the second Steering Committee meeting, where partners reviewed progress on project management, communication, and activities under the Work Packages. Discussions emphasized advancing transnational co-design efforts and fostering scientific knowledge on maritime culture and sustainable tourism.



FIND MORE ABOUT THE III  
SEALABHAUS  
TRANSNATIONAL FORUM

IMMERSIVE EXPLORATION IN  
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A JOURNEY THROUGH MARITIME  
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DISCOVER HOW EACH  
REGION CONTRIBUTED  
UNIQUE PERSPECTIVES  
AND SOLUTIONS TO SHAPE  
THE FUTURE OF  
SUSTAINABLE AND  
INCLUSIVE TOURISM

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## EXPLORING THEMES IN BLUE TOURISM

EXPERTS SHARED INSIGHTS  
ACROSS SIX ENGAGING TOPICS:



### Tourism and Inclusion of Residents

*Presented by François Bodin (Université de Rennes) and Mouncef Sedrati (Université Bretagne Sud)*

This session underscored the vital role of community inclusion in the sustainable development of tourism. Case studies from Brittany showcased innovative programs where locals participate as co-creators of the tourist experience.

### Nautism and Disability

*Led by Bastien Séantier (Université Bretagne Sud)*

Bastien Séantier spotlighted initiatives promoting inclusivity in nautical tourism, focusing on accessibility for people with disabilities. The session highlighted technological advancements and infrastructure adaptations that enable barrier-free experiences in sailing, boating, and other water-based activities.

### Storytelling: Rethinking Destinations

*Keynote and Workshop by Russell Belk (York University, Canada)*

Russell Belk delivered a compelling keynote on the power of storytelling in reshaping tourism destinations. He demonstrated how authentic and engaging narratives enhance a destination's appeal, create emotional connections with visitors.

### The Maritime Sector and Tourism

*Presented by Candice Crépeau and Jean-Marie Corteville (Azimut) and Jean-Marc Beaumier (Sellor)*

This session highlighted how maritime events like Azimut's Défi Azimut and activities by Sellor Nautisme boost tourism and local economies. These initiatives blend sustainability, cultural heritage, and nautical innovation to create authentic, eco-friendly experiences that engage both locals and visitors.

### Renovation of Océanopolis

*Presented by Gwladis Le Roux & Christophe Dubois (Brest Métropole)*

Gwladis and Christophe provided insights into the ongoing renovation of Océanopolis, Brittany's iconic marine science center. The project represents a harmonious blend of education, tourism, and environmental advocacy, aiming to inspire visitors while promoting marine conservation.

### Geo-ceramics: Artistic Innovations

*Presented by Researchers from EESAB*

Researchers from the Ecole Européenne Supérieure d'Art de Bretagne (EESAB) unveiled the fascinating intersection of art, geography, and ceramics in maritime heritage. The presentation focused on using local clays and materials to create art pieces that reflect the geological and cultural identity of Brittany's coastline.

The III Transnational Forum showcased innovative approaches to sustainable tourism, from fostering inclusive community involvement and accessible nautical experiences to using storytelling and artistic innovations like geo-ceramics to redefine and preserve maritime heritage.





## IMMERSIVE EXPLORATION IN LORIENT

### EXPLORING THE MARITIME IDENTITY OF LORIENT

Known as the "City of Five Ports," Lorient embodies a rich maritime legacy that seamlessly merges history, innovation, and sustainable tourism.

During the forum's immersive day in Lorient, participants explored Lorient's maritime heritage through guided visits to the Schooner and Lorient Harbour. A boat tour to Port Louis Citadel highlighted the integration of historical preservation with tourism. The day concluded at Cité de la Voile, offering a glimpse into the world of offshore sailing and ending with an

invitation to enjoy the "Adventurers of the Sea" festival. Lorient's multifaceted maritime heritage, encompassing scientific exploration, cultural celebrations, and historical preservation, reflects its enduring relationship with the sea. This day of discovery underscored the city's role as a beacon of sustainable maritime innovation, leaving a lasting impression on all who visited.

Continue reading to explore the highlights of this remarkable day...





## SECRETS OF THE RADE DE LORIENT

The day included a guided cruise with Escal'Ouest, offering panoramic views and stories of the Rade de Lorient. Partners experienced the harmony of past and present, observing landmarks like the Citadelle de Port-Louis, the submarine base, and the offshore sailing hub, Lorient La Base.

The cruise underscored the importance of connecting visitors with the history of the city's ports, from the trading activities of the 17th century to its modern identity as a center for competitive sailing and marine innovation. This immersive experience highlighted how storytelling and scenic routes can enhance tourism while preserving historical significance.

## TARA: THE FLOATING SCIENTIFIC LABORATORY

Lorient is the home port of Tara, the renowned scientific schooner that serves as a floating laboratory dedicated to the study and preservation of the oceans. Since 2006, Tara's expeditions have been supported by Lorient Agglomération, making it a symbol of the city's commitment to marine science and sustainability. Between missions, Tara's returns to Lorient become celebratory events, attracting thousands of visitors who tour the vessel and engage with its scientific achievements. During their visit, the SeaLabHaus partners explored Tara's advanced laboratories, including the Wet Lab and Sorting Lab, where cutting-edge research on marine biodiversity, plastic pollution, and climate change is conducted. This visit highlighted how integrating scientific exploration with public engagement aligns with the project's goals of promoting sustainable tourism and fostering deeper connections to maritime heritage.

## THE CITADELLE DE PORT-LOUIS

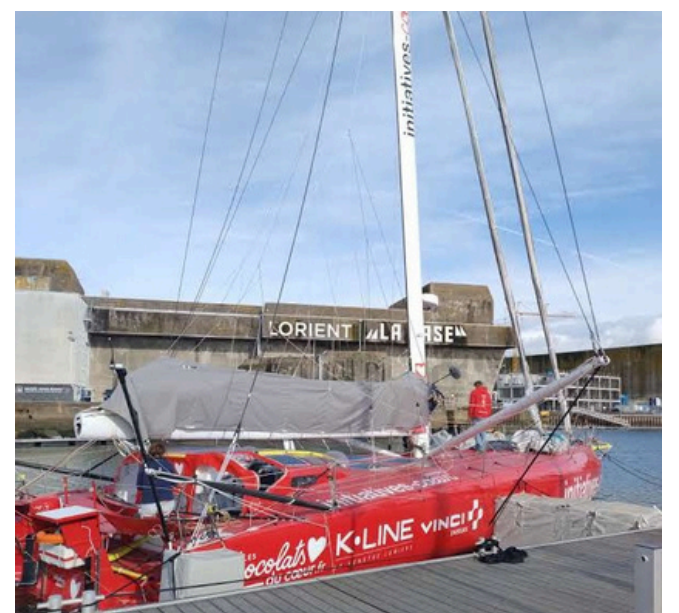
The group visited the iconic Citadelle de Port-Louis, a stunning example of 17th-century military architecture rebuilt after World War II. The site houses the Compagnie des Indes Museum, which showcases maps, artifacts, and stories from France's global trade history. This visit emphasized the role of historical preservation in creating engaging tourist destinations, demonstrating how cultural heritage can be revitalized to support local economies and educate visitors.

## THE FESTIVAL "LES AVENTURIERS DE LA MER"

Presented by Sonia Lassaigne Tilly, co-founder of the organizing association Le Bruit du Vent, this festival celebrates maritime adventures and innovations of the 21st century. Hosted annually at Lorient La Base and the Cité de la Voile Éric Tabarly, the event gathers scientists, artists, and explorers to share insights through discussions, exhibitions, and films. Themes such as inclusive nautical activities and environmental awareness highlight the festival's mission to reimagine humanity's relationship with the sea.

## OFFSHORE RACING HUB AT LORIENT LABASE

The SeaLabHaus partners explored the Offshore Racing Centre (Pôle Course au Large) at Lorient La Base, an international hub for ocean racing. They toured the pontoons, observing state-of-the-art racing yachts, including Vendée Globe monohulls and maxi trimarans, while gaining insights into the transformation of this former military base into a vibrant sailing capital.



## REGIONAL SEMINARS

### LAYING THE FOUNDATION FOR SUSTAINABLE AND INCLUSIVE TOURISM

The first round of regional seminars, held in each of the five partner regions, set the stage for the SeaLabHaus project's ambitious goals. These seminars served as platforms for exchanging ideas, sharing best practices, and identifying regional challenges and opportunities related to blue tourism, cultural activities, and sustainable development.

Each seminar was tailored to reflect local contexts while contributing to the project's overarching objectives, focusing on themes such as sustainable tourism, community engagement, and innovative solutions for coastal resilience. Keep reading for a closer look at the insights and outcomes from each region's seminar, including Galicia, Ireland, Portugal, Brittany, and the Canary Islands.



### GALICIA FOSTERING COLLABORATIVE FOUNDATIONS

The inaugural seminar in Galicia, hosted in Santiago de Compostela by XUNTA, emphasized sharing best practices, discussing challenges, and initiating steps toward creating the future Atlantic Area Laboratory, SEALab.

A notable highlight was the presentation by Marta Villaverde, Director General of Fisheries Development, who outlined the project's objectives and its alignment with the region's sustainable maritime initiatives.

### PORTUGAL BRIDGING CULTURE AND SUSTAINABILITY

Hosted in Cabedelo, Figueira da Foz, during the Gliding Barnacles festival, the Portuguese seminar seamlessly blended cultural celebration with project objectives. Organized by AD ELO, the event featured a dynamic presentation of good practices. The seminar highlighted how cultural events like Gliding Barnacles can serve as platforms for promoting sustainable tourism and engaging diverse stakeholders



### CANARY ISLANDS ADDRESSING COASTAL NEEDS AND CHALLENGES

The seminar in Gran Canaria, hosted at the Cartography Laboratory of the School of Architecture, ULPGC, emphasized the intersection of architecture, sustainability, and tourism. Presentations included initiatives such as the Playa de Charcos de Valleseco project, which improved access to coastal areas while preserving their natural beauty. Participants also discussed the challenges of managing coastal spaces and the need for greater collaboration between public and private sectors. The seminar concluded with actionable proposals, such as integrating good practices into educational programs and promoting participatory processes to involve citizens in decision-making.



### FRANCE EXPLORING DIGITAL INNOVATION IN TOURISM

Held at Les Ateliers des Capucins in Brest, the Brittany seminar focused on the conception of SEALab and the identification of best practices. Partners worked in groups to develop practical ideas, including creating tourist itineraries to showcase local heritage and designing a mobile application to enhance visitor experiences. These proposals demonstrated the region's commitment to leveraging technology and cultural assets for sustainable tourism, aligning with the SeaLabHaus vision of fostering innovation in Atlantic coastal areas.



### IRELAND SHOWCASING GOOD PRACTICES

Held on November 21st at the Royal Dublin Society, the Irish seminar coincided with the Ocean Knowledge Conference, offering participants an enriched experience. The discussions fostered a deeper understanding of challenges facing Irish coastal communities, including sustainable fishing and tourism practices. The seminar's lively debates highlighted the need for innovative approaches to coastal resilience and laid the groundwork for the SeaLabHaus laboratory objectives. Watch the highlights of the event by clicking [here!](#)



## MARK YOUR CALENDARS!



### IV Transnational Forum on Art and Culture

Join us on April 3rd and 4th, 2025, in the beautiful Canary Islands for the IV Transnational Forum on Art and Culture, hosted by the Universidad de Las Palmas de Gran Canaria (ULPGC). This event will bring together experts, community members, and partners to shape the future of the New Bauhaus Laboratory of the Atlantic Area. Together, we'll explore how art, culture, and sustainable tourism can work hand in hand to support the region's rich maritime traditions. The forum will also focus on empowering local creative industries connected to the sea. Don't miss this chance to collaborate and make a difference!



## We Need Your Input!

### Participate in Our Questionnaire

SEALabHaus is building a comprehensive Strategic Plan for Maritime Culture and Blue Tourism in the Atlantic Area. Your input is crucial to ensure this plan reflects the diverse needs and opportunities of our coastal communities.

**Take part in shaping the future!  
Answer our short questionnaire  
(approx. 7 minutes) and share your  
insights on:**



Strengths and weaknesses of  
maritime culture in your region.

Opportunities for sustainable  
tourism.

Challenges to preserving cultural  
and natural heritage.

### Be part of the change we want to see!

[Click here to participate in the survey.](#)

Help us make a difference. Your voice matters. Together, we can shape a sustainable and inclusive future for the Atlantic Area.

**Join us on this transformative journey to reimagine maritime tourism and culture in the Atlantic Area. Stay informed about our initiatives, events, and exciting developments by following us on our social media platforms**

Thank you for reading our newsletter. Follow SEALabHaus today and join us in creating meaningful change!

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