

New Year card with a story how to make our cities better known to visitors

Dear Friend,

In the attached file you will find pictures about a small European capital city which found an innovative way to get visitors out from their usual „tourist sheephold” areas.

In fact, for a strange reason, many visitors became interested to visit the less known, outer parts of the city.

If you would like to know what this innovative idea was, read my short illustrated story. Hope you will find it interesting!

Happy New Year – or, in a slightly different wording, let the New Year be Happier as it will be!

Iván

Dear Friend,

in the summer I visited a beautiful, small European capital city. Walking in the city centre I saw the following sculpture.



I did not pay too much attention, but a few meters away I saw something strange.



This made me thinking. After some internet search I took my bike and went to many different, even outer parts of the city to where I did not want to go originally at all. A picture of my discoveries:



And another one:



Finally the solution:



And here is the full story.

The big metal ball in Bogovićeve ulica in ZAGREB is the sun - a sculpture made by Ivan Kožarić in 1971.

In 2004 Davor Preis created a scale model of the solar system around this mighty Sun. The planets' sizes and distances from the Grounded Sun are in the same scale as the Grounded Sun itself – thus Mercury is just few meters away from the Sun while Pluto is in the suburb of Zagreb, more than 8 kilometers away from the Sun.

Preis never revealed the locations of the planets, so finding them turned into a game lasting until the last planet was “discovered” in 2006. Zagreb Physics students were the first to organize a planet search-party, after which they revealed all their locations to the public (<http://www.phy.pmf.unizg.hr/~mpozek/planeti/>).

I think this is a quite innovative idea to make tourists (and probably also some of the residents...) interested to find all the planets and to discover in that way random corners of the city – places to where they would probably have never gone to.

Do you have anything similar in your city? Or did you hear about other ideas, how to make your city more interesting for curious visitors...?

Wishing similarly innovative ideas and all best for the New 2013 Year:

Iván