



EQUIPMENTS

Museums receive more visitors and beat the pre-pandemic numbers

The Government wants to bring tourists ever closer to the country's cultural facilities

SFGA/JAVILADOT

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The country's museums managed by the Government have noticed a growth in the number of visitors this summer. In particular, the boom started at the end of last year and has progressed considerably in the summer weeks, when the visiting hours of the museums have been extended and the Romanesque churches have been opened. «We have gradually grown in visitors after the pandemic, and we could almost place them in normal figures», stated the Minister of Culture, Silvia Riva, an estimate that was also shared by the head of the Museums Government area, Ruth Casabella. And, despite the fact that in the case of the activities scheduled as part of Summer Nights at the Museums, the majority of participants are residents of the Principality, throughout the month of July - coinciding with the summer holidays -, it has been achieved bring tourists closer to cultural facilities, to the point that Catalan visitors and visitors from all over Spain are the ones most interested in churches.

Collecting some specific figures, Casabella referred to the increase in the number of people in churches such as that of Sant Climent de Pal, which this July has at-



►► -Visitors to the new exhibition located at the entrance of the Casa Rull Museum, on the day of its inauguration.



Silvia Riva
MINISTER OF CULTURE

«In Andorra we know our museum facilities, but it is important to maintain a flow»

Ruth Casabella
HEAD OF THE MUSEUMS AREA

«People are surprised by the ease we offer to visit the Parliament. At Casa de la Vall there is movement all year round»

tracted 1,876 people compared to 1,161 in the past, or the case of Sant Miquel d'Engolasters, which of 767 visitors in July 2021 this year received 1,536. And with regard to museums, the head shared that the Casa de la Vall is the one that receives the most visits: 2,522 the last month. «People are surprised by the ease offered by Andorra to visit the Parliament», remarked Casabella, who assured that «the Casa de la Vall is busy all year round». And then, the Casa d'Areny-Plandolit and the Museu Nacional de l'Automòbil stood out among the most visited museums in the country. For everything, the minister detailed that «we know that visitors have the opportunity to come and access the cultural offer of the museums», while Casabella emphasized that through the dissemination of the equipment on social networks and other actions «we reach more public and we get the tourist to include a visit to a church or museum in their program». In any case, the head of the area recognized that in order to achieve this they have to «work hard», emphasizing that «communication

with other tourist agents such as hotels, travel agencies and information points is key».

Likewise, the head of Culture highlighted that one of the most relevant elements in this increase in the number of visitors to museums and monuments in the country are audio guides. «We think that the implementation of audio guides in the facilities has improved the visitor's experience», declared Riva, emphasizing that «we are increasingly used to new technologies and to make a personalized visit». In the same vein, Casabella reaffirmed the «positive feedback» regarding this resource, explaining that «we satisfy the visitor's need at the moment», and highlighting the fact that attendees can choose between this device or the traditional guide.

It is important to highlight that, currently, audio guides are available in Catalan, Spanish, French, English and German.. The latter, specified the Head of Museums, was implemented after verifying that there was a notable frequency of German seniors, so «we considered it appropriate, and I know that so-

me individuals were surprised».

Referring to the campaigns that throughout the year want to bring people closer to the museums, the Government recalled that, apart from the current one, Summer Nights, two editions of «Come on Museums» are scheduled annually. «Before the pandemic, we saw that in Andorra, we really know our museum facilities, but we detected that it was also very important to maintain this active flow», explained Riva, who assured that «the fact of holding activities that they are linked to the story of the museum, they bring the public closer and ke-

Riva considers that the implementation of audio guides has improved the visitor experience, offering a personalized service

ep them wanting to continue visiting the collection», at the same time that they «serve to collect the public's sensitivities when re-programming them». Likewise, Casabella pointed out that «all the activities we organize at the Summer Nights, if the weather doesn't go against us, we fill them up» besides that the attendance is also loyal due to the fact that «it often repeats».

Looking to the future, the Museums area has set itself the challenge of «growing, both in the number of visitors and in the quality of the experience we offer», a goal started, as an example, with the opening of the museums website museus.ad. Likewise, the manager also indicated that the department wants to follow the premises dictated in the White Book of Culture, those of the future Strategic Plan for Culture, and the line of work of the Strategic Plan for Museums 2017-2023. Nevertheless, Casabella said that between the end of the year and the beginning of next year, «the museums managed by the Government will offer surprises to the public that approaches them». ≡

BRAND APPROPRIATION

Ordino wants to disassociate the Biosphere Reserve from the sale of air

The corporation assures that it has not granted any permit or authorization to the marketing company

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The Municipality of Ordino will ask the air marketing company Essential Air to remove the logos associated with the Biosphere Reserve that appear throughout its advertising, either on the website or on the promotional posters distributed by the center country. In this sense, the corporation assured that it has the exclusive ownership of the use of the brand and they affirm that in no case have they been asked for permission from the company in order to use the logo in their commercial action. Apart from the references to the Biosphere Reserve, the product is presented together with the Unesco icon, the emblem of the Sustainable Development Goals (ODS) and the logo of the scientific program for improving the relationship between human and the environment, Man and the Biosphere Programme, which is integrated within the initiatives of Unesco itself.

On the other hand, the secretary general of the Andorran National Commission for Unesco, Jean-Michel Armengol, assured to PERIÒDIC that «10 months ago we were told by the secretariat that this company was carrying out an appropriation of logo without asking for permission». In fact, he added that «Unesco never gives up its emblem for commercial purposes» and that «next week we will meet with the managers of the company to request the withdrawal of the emblem».

tweets



XAVIER CAPELLES
@polis_data

From the California gold rush to the Ordino air rush. Get ready they sell air seekers

PAULA PRZYBYLOWICZ
@pisquirivisqui

We could make a rejuvenation pack for tourists: soaking in Caldea, creams from Júlia and pure air from Ordino

SERGIO GIL
@casimiro_and

We have to start packing sea breeze from Cala Laurediana. These from Ordino are advancing on us from the right!



►► Rendering of the Essential Air company product.

As for the product, Essential Air presents its stock as a bottle of fresh air «that will make you feel the purity of a natural breeze and an indescribable feeling of instant rejuvenation». In addition, they highlight the bottled product as one of the safest and healthiest airs to breathe in the world, while emphasizing that through its portable and safe

format, «it is now possible to breathe mountain air from your home», remarking that it serves for «the rapid relief of drowning and pollution». This promotion of commercialized air caused an uproar on social networks, with satirical comments about the product, outrage at the appropriation of the brand and even the tricolor flag. ≡

HEALTH

Monkey pox cases rise to four

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Andorra has so far confirmed four cases of monkeypox. However, as reported yesterday by the Ministry of Health, none of the people who have suffered from the disease currently have it active. Of the total, it should be noted that one of the cases corresponds to an Andorran person who was diagnosed with the disease in Spanish territory and, subsequently, the official communication was made to the country's health authorities.

Regarding the covid situation, according to the health data pro-

106 new positive cases of coronavirus are detected, bringing the total to 193

vided by the Government, during the last week 106 new positive cases have been detected, a figure that raises the total number of cases from the beginning of the pandemic to 45,899, of which 193 are active (-45). Over the last seven days, 151 recoveries have also been recorded, bringing the total to 45,552. The deaths, fortunately, remain at 154.

Finally, in relation to hospital pressure, there are still two people on the floor of Hospital Nostra Senyora de Meritxell. Regarding the vaccination plan, 158,939 vaccines have been administered, of which 58,166 correspond to first doses, 57,535 to second doses, 42,617 to third doses and 621 to fourth doses. ≡

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