



'Reinventing fishery traditions and heritage in the village of Arnhemuiden'

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1. Where it all begins: women think tank

Feminine perspectives:



2. The fisherman's sweaters

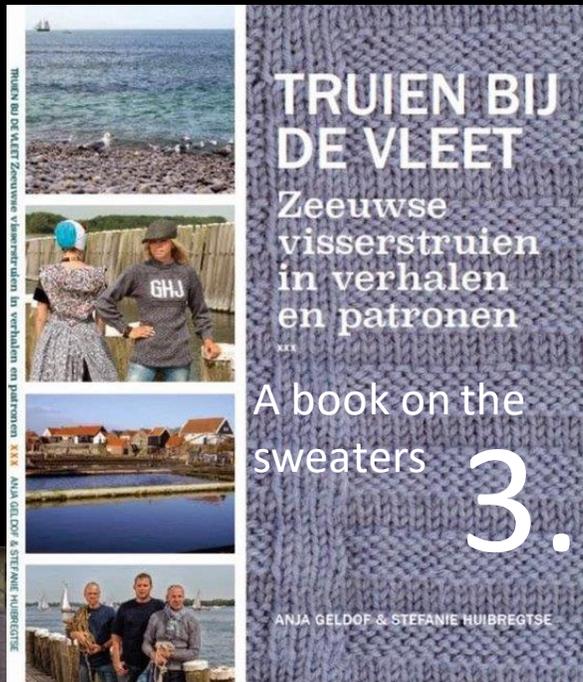
The pattern of a fisherman's sweater leads to.....



1. Fishermen's sweaters



2. Fashion show on a catwalk at the wharf



5. YEARLY EVENTS

3. Meerman's historical wharf in Arnemuiden

A bottom-up initiative for preserving maritime cultural heritage



1. Museum
function

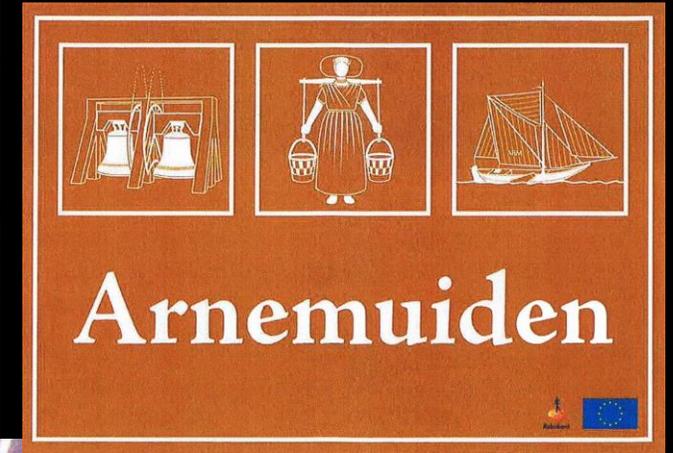
2. Craftman
ship function

3. Educational
function

4. Represen-
tative function

4. Refurnishing the streets of Arnhemuiden

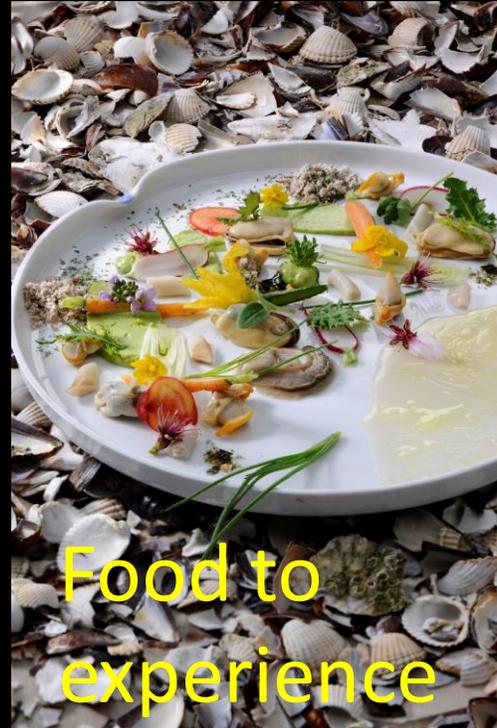
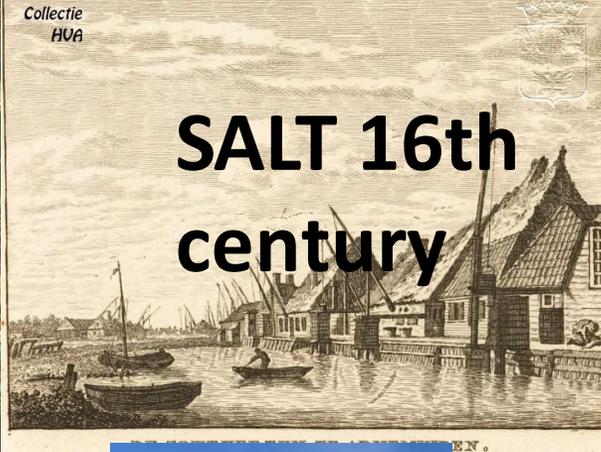
The use of traditional costumes, old photographs and artifacts in street furniture



5. Inspiration for future development

Innovation: looking differently

innovation



6. Storytelling & Branding

Fishery sector interacting with the tourism sector

Symbols used in storytelling

The clocks and tide clock of Arnemuiden

Traditional costumes: source of inspiration

From fishing vessel to tourist attraction

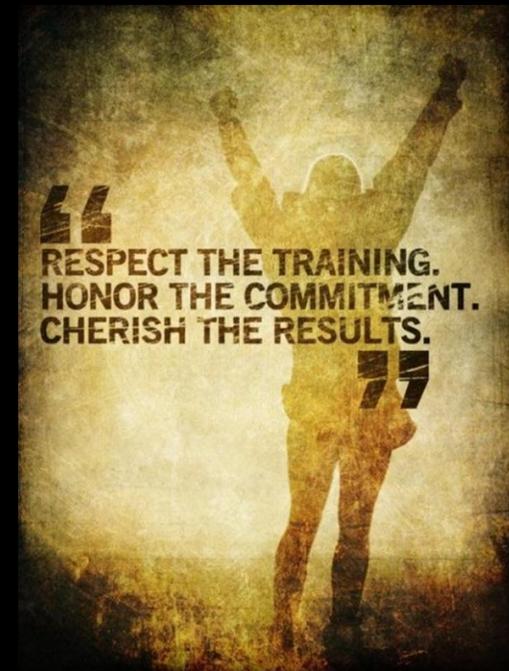
From catch to plate



A small village
with a big (hi)story

7. Conclusions

- Cherish project was a continuation and catalyst for projects in Arnemuiden, although COVID was at the same time quite a setback
- It sounds cliché: Hook up on what there is, find the energy, innovation is to look differently
- CHERISH THE RESULTS and make people, organisations and companies proud of them



Thank you for your attention

Any questions?

