

Activities in Thessaloniki for Mobility Week 2010

Within the framework of European Mobility Week, several public and private bodies have taken initiatives and collaborate in a series of activities and events in Thessaloniki aiming at sensitising the public and raising awareness on issues related to urban mobility and the promotion of public transport and alternative modes of transport. The European Mobility Week celebration peak on Wednesday 22nd September, the Car Free Day.

Municipality of Thessaloniki



On the “Car Free Day”, the Municipality of Thessaloniki is organising events in central areas of the city with the participation of athletic and artistic teams. The day’s detailed schedule is:

17.30-18:00 Cycling for all (cycle tour in major central streets)

18:00-18:20 Gift draw (skateboard, helmets, T-shirts)

18.30 65 cyclists will draw a truck for a distance of some hundreds metres in a central street. A band called “La Marine Brass Quintet” will follow this action playing music.

18.30-22.00 Theatrical events

19.00-22.00 Trampoline and climbing slopes available for free for children and a skateboard demonstration in Aristotelous Square by elite athletes.

Moreover, the Municipal Department of Environment will be distributing plants symbolising the need to develop environmental awareness which among others includes the choice that every citizen makes with regards to transportation means.

Finally, the Municipal Band will accompany these events plying music across the main streets of the city centre, while the Department of Traffic and Municipal Police will contribute to the smooth conduct of events and the traffic management in the city center.

Other entities taking action in Thessaloniki for the European Mobility Week are: Thessaloniki Public Transport Authority (ThePTA) and Organisation of Public Transport (OASTH), the Aristotle University of Thessaloniki, the free press magazine Parallaxi and the Commercial Association of Thessaloniki. The detailed actions and events organised by each entity are described as follows:

Thessaloniki Public Transport Authority



The initiatives that are undertaken by the ThePTA on that day are:

- Free public transport from 16:00 until the end of the day.
- Launch of two express bus lines to facilitate the faster transfer of people to the city centre.
- Creation of a quiz including 10 questions on public transport, ThePTA, OASTH, etc. The quiz is uploaded on ThePTA and OASTH websites (www.sasth.gr and www.oasth.gr) and people who answer correctly will participate in a prize draw for 25 OASTH travelcards.
- 900 regular and 600 reduced price bus tickets will be offered to users of the Mobility Centre of Kalamaria on Wednesday 22nd September.

- Production of a tv spot to be presented on local TV channels promoting the Mobility Week messages and the use of Public Transport in Thessaloniki.
- Posting information messages pre-announcing the Mobility Week and particularly the Car Free Day on variable message signs (VMS) of the Ring Road of Thessaloniki. Similar electronic messages will be shown within the buses and the "smart" OASTh bus stops.
- Cooperation with the Rector of Aristotle University of Thessaloniki about organising some events within the Campus and celebrating the 1st "Campus Car Free Day".

On Wednesday 22nd of September some major central streets will be closed to cars for a few hours and will be accessible only by pedestrians, cyclists and public transport means.

Aristotle University of Thessaloniki

The University of Thessaloniki, wishing to become the first "Ecological University" of Greece, has launched an effort with primary objective to progressively restrict the use of private vehicles within the campus while strengthening any alternative, more sustainable forms of mobility and energy consumption.

As a first step AUTH, participating in European Mobility Week, invites all the members of the academic community to leave their cars on 22nd September and arrive at the University using alternative, environment friendly means, i.e. public transport, bicycle or foot, thus enabling the realisation of the 1st Campus Car Free Day.

The area of the campus will be closed to all cars during the whole day and a series of actions will take place within it. Additionally, in order to facilitate any use of cars, given that the entrance of cars within the campus will be prohibited, the University launches two bus lines that will run on the following short routes: a circular route that links the university campus to a close parking area and a circular route around the campus.

With this initiative, AUTH sends to public the message: "A single car-free day this year, many car-free days in the future for better quality of life."



Parallaxi

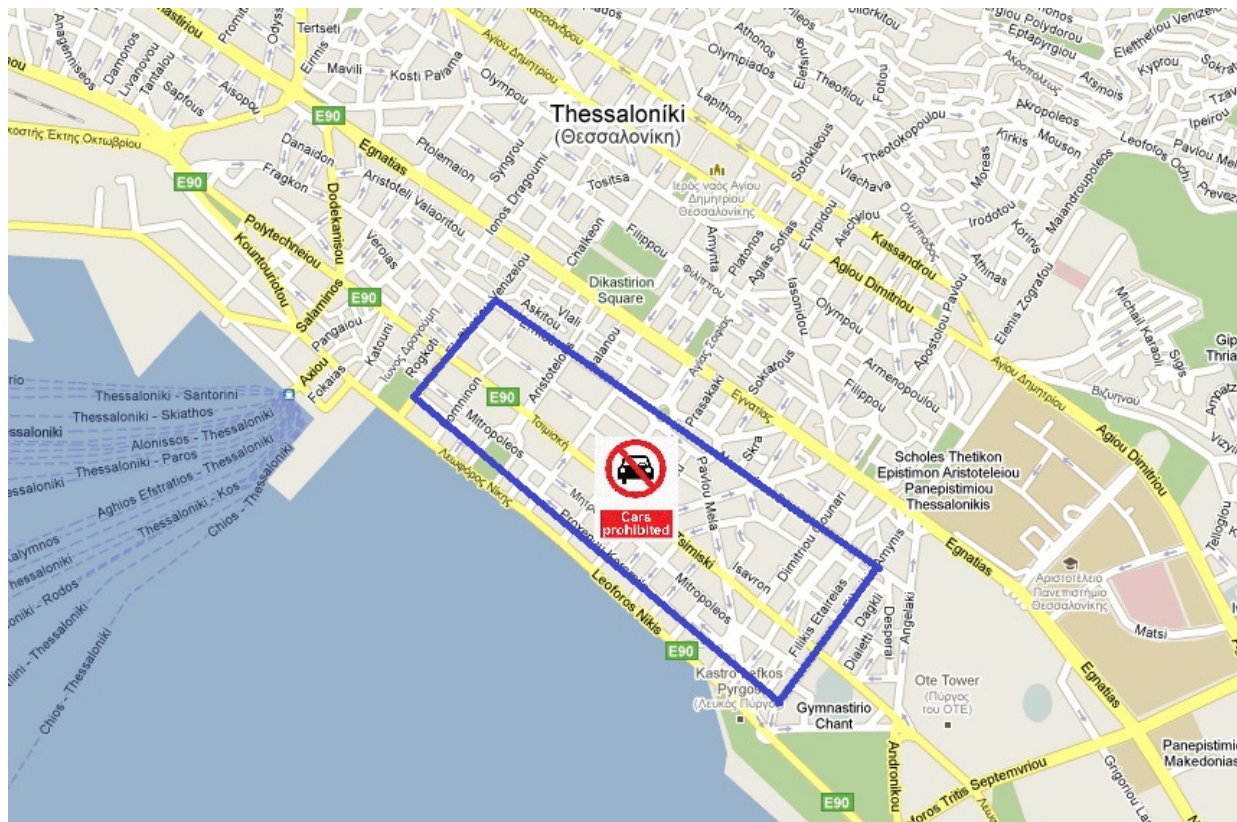


Parallaxi, the largest and oldest free press magazine in Thessaloniki, takes often several initiatives in order to mobilise the creative forces of the city and create synergies aiming at bringing out a more sustainable image of the city. On the occasion of the European Mobility Week and the World Car Free Day, various events will be organised under the general title "A Different Day, A Car-Free Day".

In Wednesday 22nd September afternoon, the city centre is transformed into a pedestrian zone full of alternative transportation means, cultural activities and walkers. The heart of the city bounded by streets Angelaki, Svolou, Ermou, Venizelou and Proxenou Koromila is turned into pedestrian zone for four hours (18:00 to 22:00).

The following map shows the area that will be accessed only by pedestrians, cyclists and buses.





Some of the pedestrianised streets are thematically reformed, as follows:

Proxenu Koromila Str. - The street of playing

For four hours the street turns into a vast playground.

Ploutarchou-Karolou Dil: The National Museum of Contemporary Art is organising art workshops for children contributing to the overall purpose of urban landscape transformation.

Karolou Dil- Ag. Sofias: The Lalaland sets up games on the street, with the major goal of constructing a green building, “the Block the Blessings”, while a stilt walker will guide children and will mark the site.

Ag. Sofias- Vogatsikou: The primary school situated at that point will be full of life in the evening hours. Ms Sofia Soupari representing a publishing organisation called “Epomenos Stathmos” and several artists invite children and parents to set up a shadow puppet theater and play in the schoolyard. At the same time, Anthi Thanou creates her own “Corner of the Tales”.

Vogatsikou- Chrysostomou Smyrnis: A group of YMCA (Young Men's Christian Association) creates an educational game along the street and a green intervention on the fencing of a free plot.

Chrysostomou Smyrnis- Morkentaou: The “Children in Action” group revive past time games in a central street of Thessaloniki with many happenings taking place at the same time.

Mitropoleos Str. - The street of transports

12:00-24:00: “How did the city of Thessaloniki look like during the last century without cars?” The answer is given by a photo exhibition in shop windows of Mitropoleos str. The exhibition entitled “The (un)known city, a walk along Thessaloniki of the past... with no traffic jam!” will be hosted afterwards in the Chamber of Commerce and Industry during the period 24-30 September. The care for this action comes under Aliki Tsirliagkou in cooperation with the Museum of Photography.

- 18:00-22:00: “How would Mitropoleos str look like today without cars?” The answer is given on Wednesday September 22nd in the afternoon. Segways, bicycles, rollers, carriages, and above all... pedestrians will occupy the entire Mitropoleos str, creating an unusual scene of a live exhibition of alternative transportation means.
- 18:00-20:00: The Cyclists of Thessaloniki use their bikes to go along the “empty” Metropoleos str. At the same time, the “Multicolored Cyclists” give their own colour on the grey road pavement and set up bicycles repair stands.
- 19:00-20:30: Green Talks: “Climate Change and environmentally friendly transport”. The British Council, within the framework of “The Train of Climate Change: Greece-Turkey 2010” action which is included in its international programme “Challenge Europe”, organises the above conference with the participation of important Greek scientists, i.e. Prof. Christos Zerefos, president of the International Ozone Commission and Prof. Christos Pyrgidis, professor of the Civil Engineering Department of AUTH. The event will be realised in collaboration with Thessaloniki International Film Festival.

Tsimiski Str. - The street of Music

Music parades and concerts will fill Tsimiski, a street highly affected by noise pollution, with wonderful sounds. The music parade will go along the total length of the street.

18:00 The Brass Band of the Municipality of Ambelokipi

19:00 The State Conservatory of Thessaloniki

20:45 The Sindos Concert Band in a spectacular parade

The renewed Hirsch Arcade, the gallery of Old Post, an arcade of special architectural beauty and Iktinou pedestrian street will host the following concerts:

18:30 @ Old Post: kukluxsax

19:30 @ Iktinou: 2L8

20:00 @ Stoa Hirsch: The Performers the Quartet

21:00 @ Old Post: Tango Salonico

Alex. Svolou & Ermou Str. - The streets of Architecture and Arts

The team led by Viviana Metallinou is realising a series of interventions all along the road under the title “We go on foot.”

18:00-20:00 In St. Sofia Square the carpooling website pamemazi.gr and the website for environmental issues, environment.gr, will set up special stands informing the public about matters relevant to the themes of the day.

18:00-20:00 The Association for the Rights of the Pedestrians (Enosi Pezon) is going to create happy crossings around the streets of Ag. Sofia Square in collaboration with graffiti teams.

18:00-21:00 The Network of Thessaloniki Movements in collaboration with the “Green” Team will go all along the street planting trees on specific spots on the street, which for any reason have been left without trees.

18:00-22:00 Video projections at three central points (Al. Svolou- Dim. Gounari, Aristotelous-Ermou, Zeuksidos- Pavlou Mela), which will show which and how big is the public space downtown, using maps, photos and... photoshop! At the same time, special workshops will be set up at these points by students of design schools drawing the city of their imagination.

Theatrical acts

The National Theatre of Northern Greece puts on a play two street performances in four different areas of the city centre:

18:30 @ Al. Svolou-Dim. Gounari and 19:30 @ Aristotelous - Ermou

“Road-Words”: Six actors of NTNG interpret in public open space several poems and abstracts of prose works written by men of letters coming from Thessaloniki.

20:00 @ Ag. Sofia Square & 21:00 @ Arcade opposite Hesperus

“Him and Him”: The show that was loved by the city.

Cinema

20:30-22:00 Inside Kapani Market, Thessaloniki International Film Festival invites the public to watch movies relevant to transportation.

Thematic Walks

Explore the city on foot. Konstantinos Sfikas will organise three thematic hourly walks downtown:

18:00-19:00 The City Markets starting at Aristotelous Square

19:00-20:00 Meeting Points, Hammam and Cafés starting at Louloudadika

20:00-21:00 Small Sections in the Waterfront starting at Ag. Sofia Square

Information about these events is also available at the following link:

<http://www.parallaximag.gr/car.html>.

Commercial Association of Thessaloniki

In order to contribute to the public mobilisation and to encourage people to participate in the above events taking place in the city centre, the Commercial Association of Thessaloniki has decided to allow exceptionally the operation of commercial stores in Wednesday 22nd September afternoon. It has also advised store owners to implement special low prices to their products for these days.

Moreover, the Commercial Association has agreed with the city’s sailing clubs to let the sailing boats float in the sea and berth at Aristotelous Square, illuminating the autumn night.

Finally, in order to facilitate the events in the city centre, it has been agreed to allow the residents of the city centre to park their cars at a central parking area free of charge by showing their resident parking card.

All these public and private bodies invite all citizens of Thessaloniki to participate in the European Mobility Week events, leaving the car at home and using public transport means.

«TRAVEL SMARTER, LIVE BETTER»!!!

