

USE-IT
style guide



USE-IT

style guide

INTRODUCTION

What is USE-IT? p.3

USE-IT CONTENT

1) Local habits p.5
2) Local stories p.6
3) Local tips p.7
4) City spots p.8
5) Tourist info p.9
6) Network info p.10

USE-IT STYLE

a) Concrete p.14
b) Visual p.15
c) Informative p.16
d) Practical p.17
e) Smart p.18
f) Young p.19
g) Funny & true p.20
h) Up-to-date p.21

what is **USE-IT**

USE-IT is tourist info for young people. The house specialty: city maps for young travellers. Where are the free concerts? If there's one museum I have to see, which one then? Do girls also pay rounds of drinks around here? How do I stop looking like a tourist? That's the kind of questions that USE-IT maps answer.

That doesn't sound so special. Aren't there enough websites, guidebooks, and apps out there that do the same thing? No, because USE-IT maps are:

FOR YOUNG TRAVELLERS we do not make maps with "something for everybody", but make specific choices for young people.

MADE BY LOCALS we do not work with travel journalists, but with locals who have an inside view.

NOT COMMERCIAL we do not ask money from shops, museums, restaurants, bars or clubs to be on the map. Young people choose all places independently.

UP-TO-DATE we do not make a few phone calls to update the prices of restaurants and hotels and then call it a new edition. All of the information is checked on the spot for every edition.

FREE our maps are free. It's as simple as that.

This manual deals with the basic **USE-IT CONTENT** and the typical **USE-IT STYLE**.



USE-IT CONTENT

Those cappuccino-and-laptop places literally look the same all over the planet. Nobody needs a USE-IT map to recognize a hipster bagel store either, or a hamburger restaurant or frozen yoghurt.

But what about [the soul of your city?](#)

What makes you different? What are the local habits and jokes? Which is the rich people's football team and which the other? What are the different neighbourhoods and how did they change over the years?

That's what you never read in a tourist guide.

local habits

“Act Like a Local” has become a trademark on every USE-IT map. Some questions to inspire you:

- What are the stereotypes about your city? Are they true?
- What’s the one local dialect word I have to learn?
- How is your football team doing?
- How do I recognise if a restaurant is a tourist trap?
- What’s the local snack at 3 in the morning?
- How many kisses do you give when you greet someone?
- What are those green containers everywhere in the park?
- Do cops really ride Segways here?
- What is everybody chewing on?
- How can you make a local smile?
- Yeah, yeah, I heard the story about rubbing the statue for good luck – but do locals also really do that?
- Where do you buy your beer & chocolate, your mustard, your smørrebrød or whatever the specialty may be?
- What was everybody arguing about in local bars all year long?
- What do locals hate most about tourists?
- Is it legal to drink in public? And does anybody care?

Some maps also include ‘Eat Like a Local’, ‘Speak Like a Local’, ‘Drink Like a Local’, ‘How to Pick Up a Local’ because it summarizes our philosophy so well.



Guimarães 2016



Funchal 2017



Antwerp 2016



Ostrava 2017



Zagreb 2017



Prato 2017



Ferrara 2017



Oslo 2017

Imagine: you're walking through your city with a friend who's visiting for the first time. You would probably explain how this neighbourhood used to be totally different when you were a kid, how this controversial new building got a funny nickname, how that clock has always been on the wrong hour, and how trams always try to kill you. Please find a way to include all of these stories on the USE-IT map! For example:

- Where are the road works this year and what are they for?
- Which statue is featured in a children's song?
- Where is the most beautiful tree in town?
- Who are the most visible local graffiti artists?
- Where do 16-year-olds hide out for their first kiss?
- Which bar was the backdrop for a movie scene?
- Which terrace borders on 2 totally different neighbourhoods?
- Which grocery shop has not changed in 50 years?
- What was the role of the river in your city's development?
- What's the best spot to see how local industry has shaped the city?

USE-IT is different from tourist brochures that only speak about sightseeing. USE-IT is also different from trendy guides that only speak about eating, drinking and clubbing. We cannot repeat it enough: think about what makes your city unique.

39 FIRST CONDOM MAIL ORDER

(Mon to Fri 10:00 to 20:00, Sat 10:00 to 18:00) What is an ordinary sex shop today, used to be the one and only condom mail order in the former GDR. Sex shops didn't exist, but you could order your safety here at the **EROTIK MARKT** discretely. At its best times seven workers were sending 150- 200 packages of „Mondos“ per day.

Dresden 2016

France has always had a difficult relationship with its past, and particularly concerning the colonization and the slave trade. You won't see a lot of commemorative tablets or statues referring to this period but the recognition of Bordeaux's slave past is slowly improving in a good way. Bordeaux was France's second-largest slave port with around 150 000 people deported and over 500 expeditions.

Bordeaux 2017

F CROSSROADS STATION

When you arrive in **BRUSSELS NORTH**, your first impression of Brussels will depend on the exit you take out of the station. Take the 'Centre' exit and you'll end up in Brussels' largest skyscraper district. Exit 'Aarschot' takes you to the red light district, where women sit behind windows to call men in for sex. Strangely enough, Rue de Brabant around the corner is one of the busiest Arab and Turkish shopping streets with over 7 million visitors a year. The stores look small from outside, but inside you'll be amazed by big treasure halls with anything from fruit juice to motorbikes.

Brussels 2017

Life goes on when it pours, but the faintest absence of rain sees the locals pop out of their hobbit holes. You should see them when the weather is nice! Look at them all, strolling with their families, their friends, their dogs or themselves uptown, downtown, along the rivers.

Nantes 2017

local stories

CORDOBANDS PLAYLIST

Surely you have danced 'Asereje' before but... did you know this song was made in Cordoba? Yes it was! Our music scene ranges from indie to flamenco, as well as funk and rock'n'roll. And we made a playlist for you, because you deserve to know.

PLAYLIST "USE-IT CORDOBA - CORDOBANDS" includes songs by Fuel Fandango, Vicente Amigo, Vega, Deneuve, Limousine, Medina Azahara, India Martínez, Los Aslandticos, Las Ketchup and many more.

[spoti.fi/2qEfBb2](https://open.spotify.com/playlist/2qEfBb2)

PS: We couldn't include our favorite because it's not on Spotify: the Anthem honoring the 100 year anniversary of Córdoba CF (Cordoba football team) by **Queco**. But you can ask any local!

Cordoba 2017

37 CHURCH WITH DICTATORS?

daily, free entrance

You probably wouldn't expect to see portraits of Adolf Hitler and Benito Mussolini on a church window. But in Graz you will when you look closely on the left hand side of the altar in **STADTPFARRKIRCHE**. The two dictators are to be found in the crowd watching the thorn coronation of Jesus Christ. Designed in the '50s by German artist Albert Birkle, it was all over the international press. Today most people have forgotten about it.

Graz 2017

PRAY FOR THE PALM TREES Because beetles are eating them. The bug is originally from south Asia, but arrived in Portugal a few years ago. It starts by eating the young leaves at the top making the palm trees look like an umbrella, and then drilling a hole inside the trunk. A number of palms are being treated and a few have survived, but the beetle is very resistant and many trees have simply died. We are very sad about that.

Porto 2017

101 THE SHARKS OF JUSTICE

You can hardly miss the **PALACE OF JUSTICE** (court house): you see the dramatic sail-like roofs from far away. Architect Richard Rogers was inspired by a butterfly, but Antwerpians call this strange building "Snowwhite's six dwarves", "the sharks", "the devil's horns", "the porcupine" or "bag of fries".

Antwerp 2016

44 HEALTHY AND TASTY

LOCAL TIP

Abraham Navarro (mechanic) (Open daily) **LA BICICLETA** was originally a small grocery store that the owner's children turned into a bar. As you enter, the smell of seasonal fruit and vegetables hits you right away. They always carry local and organic food and their excellent bread comes from the only wood stove in town. Their signature is natural juice (£2.5), cakes (£3.5) and tostas (£4.95). In my opinion, the boquerones y aguacate (anchovies and avocado) tosta is the best by far. Oh! And if you get there by bike, you'll get a discount from your bill.



Cordoba 2017

39 Poets, Artists and the Green Fairy

A hidden club known only by a few local weirdos and artists has become a respected part of the cultural scene in Ostrava. You may meet poets, actors, filmmakers, musicians, and in addition to the wide range of absinth, which is served in proper style, you can attend concerts, theatre performances or poetry nights. When entering the **LES** ("Forest"), it always feels like somewhere in the far corner of the club, Baudelaire and Verlaine may be sharing a glass or two of the green liquor. (Daily 17.00-02.00)



Ostrava 2017

Go behind the **Nettuno** next to Sala Borsa and you'll find out why we call him the giant. It's not, eh, only because his height...

LOCAL TIP

Caterina
24
Circus Performer



Bologna 2016

47 Fancy a Dip?



If you thought you could only enjoy the beach in the summer, you have to check out **Tuira Beach** any time of the year. While warm weather brings people here like bees to honey to swim, play beach volley or even do acro yoga on the grass, the swimmers keep going as the weather cools down. You can find some crazy Finns among occasional tourists dipping in the freezing water even when the air outside is close to -30 degrees!



NINA 19

Oulu 2017



A RIDE THROUGH MODERNISM
We don't consider New Belgrade to be the prettiest part of the city mainly because of its dismal residential architecture. However, New Belgrade does boast some of the best examples of socialist and brutalist architecture in Belgrade. The area is comprehensively criss-crossed by cycle lanes, making it easy to navigate by bike. Start with the Gotham-style towers of Blok 23 (A), continue to the colossal West Gate Tower (B), pass the gravity-defying New Belgrade Local Council (C) to reach the huge Hotel Yugoslavia (D) and, finally, the SIV Building (E), once the seat of the Yugoslav government.

Belgrade 2017

LOCAL TIP

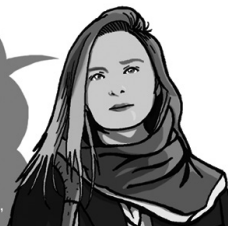
14 PRIVATE PARTY

Mert (27, graphic design student) "**KING STREET** is a club in the middle of the partying craze at 15, but no one knows about it. There's no sign, no publicity whatsoever and it may look empty, but just ring the bell at Kammerstraat 49, someone will answer. I think it used to be a hooker bar, and they kept the decoration from back in the day. They always play good commercial music, and you can do requests by writing them on a napkin. Most of the time it's empty, but it's an excellent spot to end the night. Go with a bunch of friends and have your own private club night." (Fri and Sat)



Ghent 2017

CHIARA,
PROJECT MANAGER
"Without doubt, the best time to have a walk in the historical centre is on Saturday morning, having a break with a delicious *ciambellina* (donut) or *schiazzatina* (Prato's focaccia) at **Bar Magnolfi**"



Prato 2017

local tips

USE-IT publications are made by young people for young people from 18-25.

Travellers like advice from people like themselves, so USE-IT publications include portraits of young locals with a picture and their name and age. These people can give their very personal tip, and you can quote them quite literally. You can go as weird as you like in this category, because it's them saying it anyway!

Make sure they are mostly under 30 years old, unless if there is a very good reason to include an old bugger. Also, try to make them speak as naturally as possible and look for a mix of characters. Not everybody should be a DJ or an architect.

SHOULD YOU INCLUDE THE TOURIST CLASSICS?

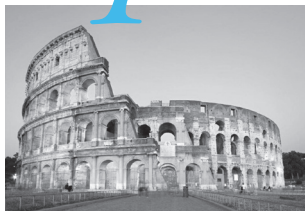
→ YES

Just write about them from YOUR young and local point of view.

- How often do YOU (from Paris) visit the Notre Dame?
- Do YOU (from Brussels) make fun of Manneken Pis or do you really like him?
- How many times do YOU (from Berlin) visit Checkpoint Charlie in your lifetime?
- And do you do it at school, with your boyfriend, or with your grandparents?
- And if it's really a tourist magnet, when is the least crowded moment to see it?

This is the kind of info that will make your map different from a tourist guide.

city spots



SHOULD YOU BE COMPLETE?

→ NO

This is impossible and people prefer a good selection instead of an encyclopedia.

50 spots is too little, 100 should be more than enough. But how do you decide when there are so many great places in town? How can you kill your darlings? Some questions that you should ask yourself:

- Is it unique?
- Is it a national symbol?
- Is it one of the main sights mentioned in every guide?
- Does every local know it?
- Is it cheap and central?
- Is it better than another similar thing in town?
- Is it a place that you would never notice if USE-IT hadn't told you?
- Is it something that would never be in a tourist guide?
- Is it something that every local was talking about last year?
- Is it really new and promising to be a big hit in the coming year?
- Is it a unique spot for a special audience (vegetarians, gay girls, metal freaks...)?

If the answer to one or more of these questions is yes, then you should probably pick it



USE-IT maps also include practical tourist info. Always keep a person in mind who has never been in your city before: will (s)he really know the essential stuff? Think about your travels and the typical problems you encountered.

tourist info

Don't write sentences here, just give the most important info. For example:

- How do I get from the airport(s) to the city centre?
- How much for a metro / bus / tram ticket and where can I buy it?
- What about late at night? Are there late metros and are taxis affordable?
- Can I easily walk everywhere or should I rent a bike?
- Opening hours of the official tourist office. Also include them with an icon on the street map (they will be an important distribution point for your maps).
- Where are the hostels? Just include them all with an icon on the street map. It doesn't matter if a hostel is good or bad, every hostel should be marked.
- Where can I get the best info for what's happening tonight?
- Is there a free agenda in English? What are the bars / shops where I find most flyers for cool events? Is there a good Facebook page to find out about parties?
- What days are shops closed?
- Is there a day when all museums are closed or give special reductions?
- At what time do most people eat here?

Practical Info

CURRENCY

We still have our own currency, *Česká koruna* (Czech crown, Kč, CZK). For quick calculations use **1 EUR = ~27 CZK, 1 USD = ~24 CZK**. Exchange offices have their tricks, but exceptions are ☺ Na Můstku 2 and ☺ Kaprova 13. The safest and the cheapest way to exchange is via a cash machine (ATM).

TIPPING

Normally we leave about 20 CZK as a tip in a restaurant, usually less in a bar or a pub. Use easy maths and round the bill up to the closest 10 and leave at least 6 CZK. For instance, 173 could be rounded off to 180, 177 to 190 CZK. The tip usually represents roughly 5–10% of the bill. If you weren't satisfied with the service, there is no need to give a tip.

SUPERMARKETS

Want to prepare your own dinner or a snack for a day out? **Albert, Zabka, Billa, Lidl** and **Tesco** are the names of the most common supermarkets.

OPENING TIMES

Most shops, except for supermarkets, are closed on Sundays, museums and galleries are usually closed on Mondays.

NO MORE SMOKING

The law is as fresh as a menthol cigarette, starting on May 31st, 2017: smoking is prohibited in indoor public spaces. Shishas though, popular in tea rooms, are excluded from this ban.



EMERGENCIES

We hope you won't need it but if you witness any kind of emergency, call **112**, the European number for emergencies, its operators speak English. If you need health care, there is an English-friendly department in the Motol hospital.

Vocabulary

hello *dobrý den* [do-bree den]
 good bye *na shledanou* [nah-skhle-dah-no]
 hi, bye bye *ahoj* [a-hoy]
 please *prosím* [pro-seem]
 thank you *děkuji* [je-koo-yi]
 yes/no *ano/ne* [ano/neh]
 dude *vole* [vo-leh]
 wicked *libový* [li-boh-vee]

pub *hospoda* [ho-spo-da]
 I'd like to have a... *Dám si...* [daam-si]
 beer *pivo* [pee-vo]
 shot *panák* [pah-naak]
 Cheers! *Na zdraví!* [nah zdrah-vee]
 Where is...? *Kde je...?* [kde yeh...?]
 How are you? *Jak se máš?* [yak seh maash]
 How much is it? *Kolik to stojí?* [ko-lek to sto-ye]

Prague 2017

network info

USE-IT is strong because it's a European network.
All maps mention each other and there are some fixed rules about map size and the logo etc. Don't forget to tell your designer!

COVER

Size

- square of 13,5 cm by 13,5 cm

Fixed words

- name of city in English
- "free map"
- "for young travellers"
- "made by locals"
- no other text

Quality label

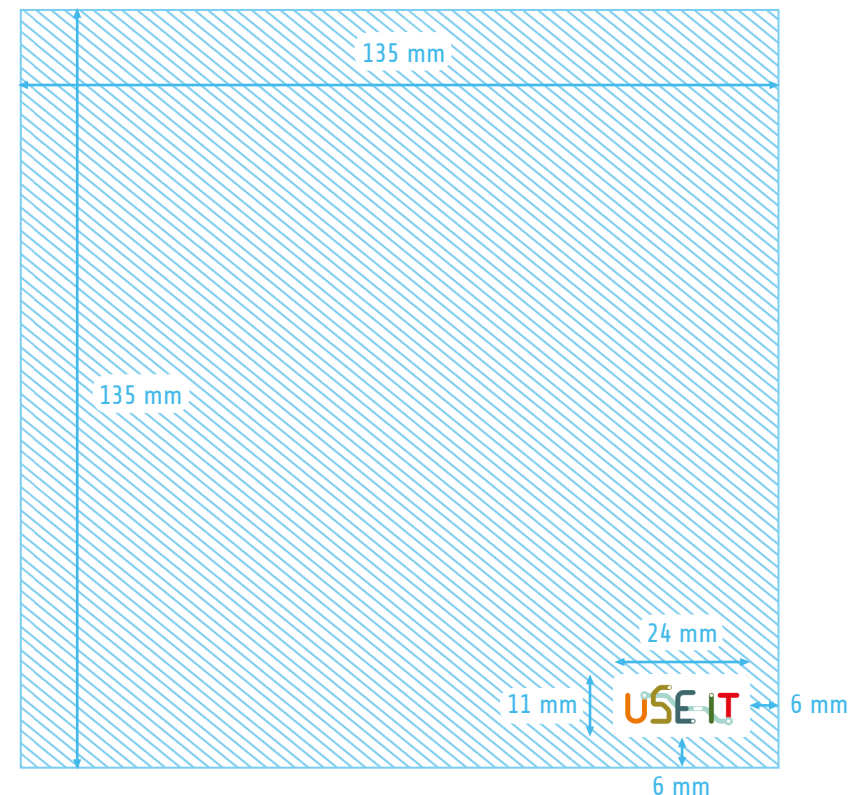
- 24 mm wide (white box included)
- 6 mm from the edges
- no other logos

Quality label

- 24 mm wide (white box included)
- 6 mm from the edges
- no other logos



Prato 2017



network info

BACKSIDE

Fixed images

- all current USE-IT map covers
- in alphabetical order
- the App Store icon

→ updates on

www.use-it.travel/documents

Fixed text

- WWW.USE-IT.TRAVEL
- “USE-IT is tourist info for young people: made by locals, no-nonsense and up-to-date. Want to be the first to know about our new maps? Then like www.facebook.com/USE-IT”
- no other texts, except for the info about publisher and sponsor

Publisher / sponsor info

- it depends on your local funding authorities how you have to mention them
- maximum 30% of the total backside surface
- clearly separated from the rest of the network info

WWW.USE-IT.TRAVEL

USE-IT is tourist info for young people:
made by locals, no-nonsense and up-to-date.
Want to be the first to know about our new maps?
Then like www.facebook.com/USE-IT

>>> Free USE-IT app
Download on the
App Store

OULU Aluehallintovirasto Koordinaatti Youth Information and Counselling Centre Nappi

© All rights reserved.

Oulu 2017

network info



OTHER GUIDELINES

- USE-IT always in capital letters
- name of city
 - with only one capital letter
 - in English (eg: USE-IT Florence, not USE-IT Firenze)
- Facebook does not allow the capitals when you create a page, but you can usually adapt that immediately afterwards
- the closed size of all maps is 13,5 cm by 13,5 cm, but the open size is free to choose (some maps are bigger than others)
- as a website, always mention [www.\[yourcity\].use-it.travel](http://www.[yourcity].use-it.travel)
- cover and backside should not contain any other information than what is listed on the previous page
- we work independently, and it's usually better to stay "invisible": keep personal credits to a minimum, so you don't get too many personal mails from disappointed barkeepers
- if you ask for feedback, then always use the address [\[yourcity\]@use-it.travel](mailto:[yourcity]@use-it.travel)
- the USE-IT label
 - is a protected quality label, only for publications signed off by the USE-IT Europe Board
 - if you want to use the label anywhere else (incl. posters for events, videos, websites or any social media), ask USE-IT Europe first
- new publication = fully updated content and a new design (no reprints)

IN CASE OF DOUBT, ASK USE-IT EUROPE!

USE-IT STYLE



USE-IT's style is like [speaking to a foreign friend](#)

USE-IT explains things the way they are – it's that simple. No difficult words, no promotional blah blah, no exaggerations, no poetry. A golden rule: if the text does not sound natural when you read it aloud, it's not a good USE-IT text.

14 DAILY SHOT

(Mon-Sat) Need to wake up? Pass by **NORMO** for a fine coffee while sinking down in a comfortable sofa. Coffee is made the mad professor way, complete with mini-balances. The audience is quite diverse: you'll sit amongst grannies with purple hair and 20 year olds with purple hair and tattoos.

Antwerp 2016

20 REVOLUTION MUSEUM

The only museum dedicated to the revolution, that started in 1989 in Timișoara. It has a large collection of documents, photos and archives along with videos in English and former participants as guides. There are several permanent exhibitions, like: „The cult of personality of Nicolae Ceaușescu“, „The revolution in images“ (pictures taken by Romanian and foreign journalists during the event) or „the Revolution through the eyes of children“. There is even a fragment of the Berlin Wall in front. Closed on Mondays.

Timisoara 2016

70 OLD TIME FAVORITE

Stara Hercegovina is a real old-school kafana, with its red and white table cloths and cigarette smoke-infused air. The waiters here might give you a funny look if you order just a salad – this place specializes in top-notch grilled or cooked meat dishes (try their kolenica for three if you dare). Needless to say, a place like this, where one can eat heartily for a reasonable amount of money is almost always full. (Carigradska 36, Mon-Sat 09-24, Sun 10-19)

Belgrade 2017

37 AIN'T NO PARTY HIGH ENOUGH

On the docks, **La Tencha** is the staple meeting place for mojito lovers. Cheap rum-based cocktails, beers, dancefloor, foosball and sofas... Max, Gégé and the team don't like to see their half vintage half 80's bar empty, so every day has its event : live music, dj set, stand up, swing and salsa dance.

Tue-Sat 17:00-1:30 Sun 16:00-23:00

Bordeaux 2017

64 EXOTIC SUNDAY MARKET

MARCHE DU MIDI on Sunday is a treat to the eye, ear, nose and mouth. Get a 'spanakopita' (feta cheese and spinach triangle) from the old Greek, cheese from the Italians or a real Belgian roasted chicken. By 13:30, when policemen start blowing their whistles, screaming "la fin du match" (game over), leftovers are sold at half price. After-market drinks in Moroccan-Belgian-Art Nouveau atmosphere, at LA RUCHE, around the corner.

Brussels 2017

24 SHAMPOO, WINE AND FINE ARTS

We aren't kidding. Here you can (not strictly in this order) have a shampoo, drink a glass of wine with mussels and clams, and discover new Italian and International artists. Ferrara, strongly bound to its Renaissance heritage, doesn't really valorise contemporary art: so, **Cloister** and its unique ways definitely deserve a visit. Mon-Sat 09-21.30

Ferrara 2017

A GALA HALA is the biggest of Metelkova's venues, especially during the warmer months, when it boasts a chill garden and outdoor stage. Like the other venues, there aren't really any music restrictions, so don't be surprised if you walk into a sweaty mosh pit, a lively ex-Yu dance fiesta or a swaggering hip-hop night. www.galahala.com

Ljubljana 2017

32 MAKSIMIR PARK

Large, green, quiet and clean, **Maksimir park** is recognized as one of the most beautiful urban parks of Europe. It is to Zagreb what Bois de Boulogne is to Paris, Tiergarten is to Berlin or Regents Park is to London. It was originally formed on the outskirts of Zagreb from the end of 18th until the first half of 19th century, but our city greatly expanded and today it is the east side of the city's green heart. We are proud of its hundred-year-old oak forests, meadows, lakes, streams, and thousands of hidden cozy corners for lovers, yoga practitioners or picnic and book-and-blanket aficionados. Our Zoo is also located within the park.

Zagreb 2017

concrete

Our texts give information that young travellers need.

The reader should know what it's about. That sounds logical, but haven't you sometimes read brochures that tell you how wonderful everything is without really giving information? If you write "cool bar with great music" or "open-minded place for all kinds of cultural events", that might be true, but nobody knows what you mean. What is cool? What kind of music? Can you give an example of past events? What's the typical crowd?

It's never easy to define a place, but nobody will go there anyway if you stick to the clichés.



visual

USE-IT texts include details that can actually be 'seen' when somebody reads the text, or 'heard', 'smelled', 'tasted' or 'felt'.

5 YOU CAN EAT (LIKE) A HORSE

(Every day, 9:00-6:00) **HOT HORSE** became famous when crowds started rushing to Tivoli Park after a wild night. Just follow your nose and it'll get you right to the stand, where you'll find the generously proportioned and nacho-filled monstrosity that is Ljubljana's horseburger. And yes, it's called "horseburger" because it's made from actual horse meat. Trust us, it's delicious — but if you're a vegetarian, you probably want to keep away.

Ljubljana 2017

37 A MARBLE ARMCHAIR

Piazza San Francesco is a sanctuary. Its silence swallows you whole, broken only by the church bells. In front of the church, sit on the deep "chairs" and enjoy the fresh marble — especially in a warm and soggy Summer evening. If you decide to visit the church, you'll notice that it changed deeply: the only thing left of its Gothic origins is the frescoed ceiling.

Rovigo 2016

15 THE ROLLING COBBLESTONES

As the Rock epicentre of Nantes, this place cultivates an independent spirit, a strong style in our city. **Le Chien Stupide** is what you call a true Rock Bar! With its dark interior decoration, its stone walls and its Cramps posters, alongside its baroque chandelier, its zinc counter, and the 2 punch and beer, it has killer arguments. Pay-what-you-want garage rock concerts are programmed any night of the week between 20:00 and 22:00; otherwise, they have a priceless selection of vinyl records! In case you're slacking, ask for their famous shot called "cocaine russe". Boost guaranteed. (Mon to Sat: 12:00-02:00 / Sun: 16:00-02:00)

Nantes 2017

46 SOVIET SPIRIT

A bust of Lenin, a sickle, a hammer, a red light, etc. There's no point setting the scene for you, at **LE KREMLIN**, welcome to the USSR! The fifty-odd bottles of vodka stacked behind the bar give some people plenty of food for thought, while enthusiasts will appreciate the vodka cream liqueur, especially the Polish one, like the owner. (Sun. closed)

Lille 2016

73 BOTANICAL GARDEN

(Mon to Fri 09:00 - 16:30 / Sat & Sun 09:00 to 12:00 / free) Find the poisonous wolf cherries. Punch the mammoth tree's soft trunk to see why they call it the boxing tree. Stand amazed at the two-meter-wide Victoria Amazonica water lily (June and July, if you're lucky) and the Amorfofalus Titanium, with its snakeskin trunk. The Ghent University's **BOTANICAL GARDEN** is beautiful in every season. If you're chilly, go see some jungle plants in the hot tropical greenhouse.

Ghent 2017

14 CHIP SHOP

Don't be afraid of appearances, «Chez Gaby» is the «best chip shop in Namur». Chips are the last one in the city to be hand made and served in a take out cone. If you are lucky, you might see the son of the owner carrying tons of peeled potatoes, from one shop to the other (in the gallery in front of the station).

Namur 2017

28 THE UNDERWORLD

Want to get the idea of Žižkov district as the underworld of Prague? Go out to **Storm Club**, the legendary party hollow with frequent live concerts. Reportedly, it has one of the best sound systems in the city and sweat dripping down from the ceiling in its inferno climate. 14:00-22:00, ON WED, FRI and SAT the party ends in the morning. Tachovské nám. 5

Prague 2017

81 HIGHLY VEGETARIAN UNFRIENDLY


(Mon-Sun 09:00-02:00) At **ΚΙΒΩΤΟΣ ΤΟΥ ΝΩΕ** (Κιβωτός του Νώε) restaurant you can never go wrong by ordering "ofto" or "kleftiko", which means thieves' meat. It's all about a mouth-melting dish of goat or lamb's meat and potatoes slowly cooked in the meat's fat for several hours in a traditional wood-fired clay oven until the meat literally falls from the bones. Accompany it with salad, kappari (caper leaves in vinegar), yoghurt and cold KEO beer for a 100% Cypriot summer dine-out evening.

Nicosia 2016

infor -mative

21 BACK TO THE JAZZ AGE

If Jay Gatsby visited Brno, he would definitely go to **Bar, který neexistuje**: backlit shelves full of alcoholic drinks found nowhere else in Brno, signature cocktails, tasty burgers (try the mini ones!), staff in classic uniforms, and leather sofas in the bathrooms... but you'll probably be seated somewhere other than there! Some people find it a bit pretentious, but prices are fair - around 150 CZK for a cocktail.

 Dvořákova 1/ Mon to Tue + Sun 17:00 - 02:00; Wed to Thu 17:00 - 03:00; Fri to Sat 17:00 - 04:00

Brno 2017

(Mon to Fri 12:00 to 15:00/ 17:00 to 23:00, Sun & Sat 12:00 to 23:00) In this part of town you will never go hungry. Yet what's hard to find is a restaurant, which differs from the fast food chains and tourist traps, that unfortunately exist in any city. If you like Japanese food check out **SUSHI LOUNGE**. Don't be put off by the rather chiqué interior. During the week they serve an all-you-can-eat sushi buffet with Miso Soup from 12:00 to 14:00 for only €8.50! The sushi is freshly prepared and you will definitely not find another decent offer like this in the "Altstadt".

Dresden 2016

8 DON'T TRUST APPEARANCES

 Tue-Sat 18:00-2:00

You don't like the name? Neither do we. No matters because **HIPSTER CAFÉ** is a spot for most of the gentle bearded bad boys of the city. Hardcore is their music and pogo is their dance, jump into it, you might get lost.

Rouen 2017

23 > JUST THE BURGER

Sometimes you just want a good burger, and that is exactly what **WALLY** has to offer. No frills, just good burgers and fries, and homemade lemonade. [DAILY 15.00 - 22.00, HERTOGSTRAAT 47]

Nijmegen 2016

26 WINE BAR

(Closed on Tue) **BLEND** is the new wine bar in town, and it has a ton of fans already. The cool thing is that the place attracts people of all sorts and ages. It's not exclusively aimed at fancy wine experts, but they'll probably get their kicks from the 'Il Caberlot' at € 395 a bottle. If you're a beginner oenologist, though, you may want to know that a glass of 'Kaapse Leeuw' is only € 3,95.

Bruges 2017

60 SMELLS LIKE GREEN SPIRIT

You won't find grass greener anywhere outside the **Jardin Public** (the "JP", as nearby high school students like to call it). Extended grass for any game? Check. Swans and ducks in the pond? Check. Forged iron bridges for romantic souls? Check. The thirsty can quench their needs in the typical French-style Wallace fountains and gardening enthusiasts should visit the Natural History Museum and the botanical garden. It is THE locals' park. We go there to daydream on the grass, near students playing Ed Sheeran songs on their guitars, or see kids having fun on a carousel, and have a chat with the good old people who come to watch all this every day. *Everyday 7:00-btw 18:00-21:00 depending on the season, free*

Bordeaux 2017

70 DON'T MIND THE WALLET FOR ONCE

Fancy and pricey are the best adjectives to describe this place, but no doubts they sell the best pastry in town. We go to **Dal Fior** when we want to celebrate something special, such as graduations, birthdays, or even holidays. You should do the same and celebrate your arrival in our city. If you don't wanna buy an entire pack of pastries, at least try one or two of them (between 0,40 and 0,80 cents). D-E-L-I-C-I-O-U-S, right? *Via Nino Bixio 32 (Mon & Sun, only morning; Tue to Sat, morning and afternoon)*

Verona 2016

We do not make critical evaluations.

It's not about saying which place is good and which one sucks. Basically, if it sucks: don't include it. Just give a clear description so that people who would like it will know. After all, who are you to decide? A metalhead expects something else from the city than a couple of lovers, who also expect something else than a group of five backpacking friends. Don't give one- to five-star ratings, just inform clearly.

18 SLOT MACHINE CHIC

Are you courageous enough for this place? We dare you! The **PRAGER STÜBERL** looks like a rotten railway restaurant in some shady backstreet. But once you set foot in that bar, you will very likely fall in love with it. The Prager Stüberl defies all clichés with its mixed audience of design students and drunkards and arguably the kindest and most charming staff in the whole city. (Mon-Thu: 16.00-0.00, Fri: 16.00-4.00, Sat: 20.00-4.00)

Augsburg 2017

A BUDGET-FRIENDLY START TO THE EVENING

Before you set off to explore Belgrade's famous nightlife, get your crew together in front of a local kiosk or in a park for a drink before you head out. No worries if you're a solo traveler, you can always find us hanging out there and we'll easily get together over a can of beer or an unučić of vinjak (the smallest available bottle of local cognac).

Belgrade 2017

30 TOURISTY TRAMS

A cute souvenir from a past era, the **TRAMS** are nowadays solely for tourists (locals use the much faster buses). But if you really want your early 20th century-like experience, of the three lines left we would recommend Nr.1, along the riverside. (every day, 08:00-20:55, €2,50)

TOURIST CLASSIC

Porto 2017

AT 11PM AT SLOMŠEK!

On a night out, when you're all beautiful and shiny and ready for a party, don't go straight to a bar. Nobody does that. First, you have to go to the Slomškov trg square 12 or to the park in front of Prva Gimnazija High school. That's where the party begins. In Maribor, there is a custom of having a few drinks outdoors before going out. The parks mentioned above are therefore always crowded with young people, laughing and having a few beers.

Maribor 2016



GIANT LIP

If you see big bumps on our upper lips, don't worry, it's only snus. Snus has become the preferred way to enjoy nicotine in Oslo, as the law prohibits indoor smoking. Basically it's tobacco that you put under your lips, either in a prepared portion bag or molded to a firm piece, almost like clay. The Tobacco Act of 1975 actually prohibits us to describe the feeling of snusing, and we can't tell you which type, brand, flavors and strengths there are. Snus and other types of tobacco are even required to be hidden from plain sight in the shops, so you have to ask the people behind the counter for what you want.

Oslo 2017

BIKE RENTAL

With all these bike paths being created, you might as well want to rent a bike instead of taking a tram. There are three rental options, which are easily identifiable thanks to their back wheel designs.



BICLOO

Move from station to station. €1 for a day, €3 for 3 days (available at the tourist office), €5 for 7 days and €29 for an annual subscription. Trips are limited to 30 min between 2 stations (extra fee otherwise). Convenient for short trips downtown

www.bicloo.nantesmetropole.fr



MÉTROPOLE À VÉLO (NGE)

Rent a bike for longer rides. €10 a day, €20 a week, €30 a month. Office located in the parking structure under Place du Commerce.

www.velos-nantes.fr



VÉLOCAMPUS

Get your very own bike for a full year. Students only. €45 to €55 + a refundable deposit. You can also register for the workshop to (learn to) fix your own bike.

www.velocampus.net

Nantes 2017

HITCHHIKING

The cheapest way to leave Dresden! Take bus 81 from the Neustadt Station and get off at "Hellerberge". The bus stop is a perfect spot for sticking out the ol' thumb. Plus, traffic lights right before the stop give most drivers time to think about picking you up. Check out the English hitchwiki for more spots in Dresden (www.hitchwiki.org/en/Dresden).

Dresden 2016

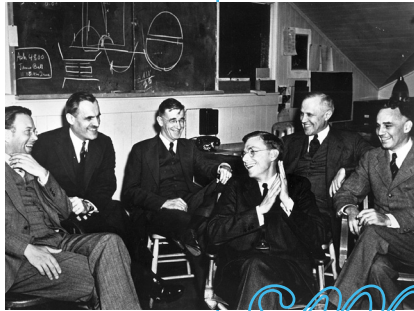
practical

Practical information should be practical. If USE-IT gives facts, the facts are hard and dry, and double-checked. Taking a tram is a simple thing, but haven't you had trouble in another city because you didn't know which ticket to buy?

32 LOVE IT OR HATE IT

The **Žižkov TV Tower** was built in the 80s. No secret that it is often voted one of the ugliest buildings in the world. The artist behind the giant babies crawling up and down the tower is controversial David Černý. Wanna look around from the highest building in Czechia? Have a cup of coffee (around 70 CZK) in the restaurant instead of paying the entrance fee for the viewing platform (200/140 CZK). See almost the same view + get a coffee + save some money = good deal.

Prague 2017



smart

USE-IT conveys local history and the stories behind places. Invite a historian, a sociologist and an architect to join your team! Our maps are more than simple fun, it's about the character of your city, which is always grounded in history. Do your research well!

Also, ask around. If you're not gay, ask a gay friend. If you're not into techno, ask a clubber. Etc.

83 DIAMOND CITY

Antwerp has been a diamond city for over 500 years now and is actually the biggest diamond centre in the world. There are four trade markets in the HOVENIERSSTRAAT. Even NYC and Tel Aviv only have two, so that explains the heavily armed policemen. The business used to be run by Jews, but today players from India, Eastern Europe and China are also joining in. In 2012 scandals about tax-evading diamond dealers surfaced: big news since the district provides about 10% of the Belgian national income...

Antwerp 2016

19 POLITICS TO THE HOSPICE

(Visit only in group, ask at the desk). The Hospice Saint-Gilles used to be a refuge for poor, travelers, orphans and sick people. Today, it hosts the members of the Walloon Parliament (French speaking part of Belgium). A glass gallery was built (an expensive one!) so that they can walk from one part of the building to the other one without getting wet. The Parliament of Wallonia is one of the last in Europe that has an old style and adversarial layout, with MP's facing each other. The reason was to preserve the original structure of the building.

Namur 2016

Come on guys, it's been more than 20 years since Czechoslovakia split into two separate and independent states. So, please, don't call us Czechoslovakia, we won't appreciate it. (By the way, if you happen to know that 1993 separation agreement was signed in Villa Tugendhat in Brno **48**, you will look smart and make us happy!) If you still haven't got used to the Czech Republic, good news - we have a new short alternative: Czechial!

Brno 2017

9 1870's TOURIST TRAP

It's no coincidence you are here. We know how to persuade tourists to come to Bruges. Back in 1870 things weren't going too well, so the city council decided to follow the medieval revival that was popular at the time. They hired Louis Delacenserie as the official city architect. Louis renovated original medieval buildings and filled the holes in the city with new neo-Gothic buildings. They look really old, but they're not. This here, the RIJKSNORMAALSCHOOL (a school for teachers), is a combination, because Louis included the original medieval tower in his design.

Bruges 2017

56 BOIS DU CAZIER

Charleroi's most famous mining site. Its celebrity is sadly due to the tragic accident that killed 262 workers in 1956 there. A fire started inside the mine and miners got stuck below ground. Only 12 of them survived. Most of the victims were Italian, that's why the tragedy is still vivid in the Italian collective memory and celebrated each year by both countries. The former mine was restored and turned into a museum of mining memory.

Charleroi 2017

38 OUR TWENTY CENTURIES BRIDGE

One of the most emblematic places in town, the ROMAN BRIDGE was built over the Guadalquivir river in the 1st century. Having been the only bridge in the city for 20 centuries, it was the only south access point for all those years. The bridge has undergone several remodelings, the most important one during the caliph period and the most recent one just a decade ago, when it received the look it has today. This bridge appears in Game of Thrones as the bridge in Volantis.

Cordoba 2017

80 BOOK TOWER

This tower, the fourth in the Ghent skyline, is the University's main library and houses 40 km of books. Art Nouveau architect Henry van de Velde designed it in 1935 as a tall symbol of science. Locals love the BOOK TOWER, but unfortunately it's in bad shape and supposed to be renovated by 2018. Big problem: where to store 40 km of books? In 2012 Ghent architects Robbrecht & Daem dug out three extra basement floors under the courtyard. It took three months to move all the books underground.

Ghent 2017

44 47 77 86 GAY NIGHTLIFE

For the full on gay experience, you start with a few drinks at **44** CAFÉ LUSITANO (Tue-Thu 21:30-02:00 Fri-Sat 22:00-04:00), a venue popular with all sorts of men, housed in a beautiful former 19th century coffee warehouse. Still quite alive in Porto, clubs with drag shows include the small **47** INVICTUS (inside the shopping gallery, Wed/Fri-Sun 23:00-04:00, show at around 02:30) led by 69 year-old diva Nany Patrova, and **86** PRIDE BAR (Tue-Sun 22:00/23:00-03:00/04:00, shows on Fri-Sat at 02:30); both are busy venues playing gay anthems by Madonna, Kylie and crew. Hidden in a dead-end street, **77** ZOOM (Fri-Sat 00:00-06:00) is where everyone ends up, a large disco playing tech-house rather than dancefloor charts. Still, Porto is quite a liberal city and you can be gay pretty much anywhere. Gays who are not into the sort of clubs just mentioned above, go to CAFÉ AU LAIT, CAFÉ VITÓRIA, MAUS HÁBITOS, PASSOS MANUEL or PLANO B. The last three regularly host queer parties, so just look for Club Kidz, Conga Club, Rabbit Hole, Disco My Ass, Festa da Gigl, Croove Ball and Ruído Rosa.

Porto 2017

young



USE-IT writes in a young style for a young audience. Don't write in hip-hop slang, but don't be too formal either.

● Spaghetti alla Bolognese? What the hell are they??? Around here we're used to eat "tagliatelle" together with Bolognese meat sauce, the ragù, which is one of our local dishes. The shape of a tagliatella, thicker and larger than spaghetti, is the best to pick up and taste all the ragù! Other local specialities you must try are tortellini with broth and lasagna: such a delight for the palate.

Bologna 2016

2016 Brexit. Trump. Worldwide meltdown. Mechelen still chill.

Mechelen 2016

40 > SMOKER'S PARADISE

De Vlaamse Gas is the kind of street your parents always warned you about, eerie, narrow and full of drug dealers. If you want to visit a coffeeshop for non-coffee purposes, find **KRONKEL** here. Most coffeeshops you want to rush in and out of, but this is a great place to relax, play some pool, have a milkshake, and enjoy music by local DJs on Friday. [DAILY, 10.00 - 1.00, VLAAMSE GAS 26-36]

Nijmegen 2016

41 ROUGH, LOUD, GREAT

Everyone in town remembers the time the KREUZWEISE bar was full of smoking vagina pictures and that's about all you need to know about this place. It's rough and for sure isn't kidding you. The drinks are cheap, the place charmingly rotten, the music loud and you will likely end up schnapps-fueled, yelling and rambling about capitalism or football or how the Sex Pistols are totally overrated. (Wed: 20.00-1.00, Thu: 20.00-2.00, Fri, Sat: 20.00-3.00)

Augsburg 2017



Zagreb 2017

THE BIG SMOKE

If you share an average Serbian's passion for cigarettes you will feel right at home in Belgrade. Smoking is allowed, or damn near encouraged, in most cafes, clubs and, of course, kafanas – so don't be surprised by the smoky atmosphere when you waltz into any of these. Whether you're a smoker or not, you won't notice a thing after a few shots of rakija.

Belgrade 2017

22 PEE AGAINST THE CHURCH

In Italy or Poland you might end up in jail if you pee against a church, but we installed a public urinal here to 'drain our potatoes'. Welcome to Belgium!

Brussels 2017



Charleroi 2017

40 WAFFLE KING Sverdrups gate 2b

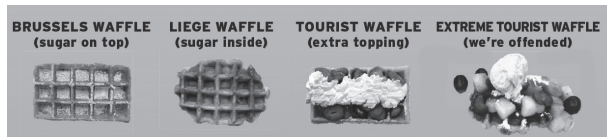
We love waffles, and associate them with fond childhood memories. For that reason, we're not surprised **Haralds Vaffel** was a huge success. Some guy started selling waffles from his bedroom window, and a few years later he expanded to *Grünerlækka*. It might also be one of the few waffle shops with some degree of street cred: This joint actually has its own hip hop festival. .

Oslo 2017

THE MEANING OF NA!

NA is a word commonly used in Austria, it can have various meanings.	NO NA a sarcastic expression used if someone is pointing out the obvious
NAAAA! No, just no.	NA GUT used when you accept something without really approving
NA! That can't be true!	NA UND? a way to say that you don't really care
NA EH an expression of approval	NA SOWAS expresses astonishment or surprise
NA JA literally no-yes; expresses indifference	

Graz 2017



Brussels 2017

PIADINA CHALLENGE

12	Mordicchio la piadina	La Piadineria	13
----	-----------------------	---------------	----

ICE CREAM CHALLENGE

49	K2	Sorgente del gelato	50
----	----	---------------------	----

Ferrara 2017

LOVE/HATE HIM Whether we admire him for his undeniable football talent, his eye for business or his physical appearance, we will always refer to Cristiano Ronaldo as “our little boy”. Well, when he starts to miss goal after goal, it's ok to like him a little less... Maybe our bananas (“the second best export of Madeira” according to Mother Dolores) are a safer bet: they simply never disappoint.

Funchal 2017

THOU SHALT NEVER BE ON TIME

If you want to be on time, be late. We tend to take our time and do everything at our own pace. This is not a matter of respect; it's just a Mediterranean thing. So if you get stood up by us please don't be offended.

CYPRUS TIME TO STANDARD TIME METRIC CONVERTER

2 mins = 10 mins
 5 mins = 15 - 20 mins
 10 mins = 30 - 45 mins
 30 mins = 45 mins - 1h



Nicosia 2016

HOW TO PISS OFF THE LOCALS ‘I like Lisbon better’, ‘Why don't you speak Spanish?’, ‘Wasn't Port Wine invented by the Brits?’, ‘I don't like Portuguese food.’ Just try. And hope you live to tell the tale.

Porto 2017

IT'S RAINING AGAIN

The Norman accent can sound a bit aggressive and one of our typical sayings is :

‘Y'RE PIEUT!’

It is like “it's raining again”, literally “it re-rains”. We don't stop living when it rains, we don't blame it and we live with it. So order a beer on a terrace with us under heavy rain. Who cares? It rains all of the time anyway.

Rouen 2017

funny
& true

Keep in mind that the best joke is the one that is actually true. Stating a fun fact is better than inventing a silly joke. Also, don't exaggerate. Is it really “gigantic”, “unbelievable” or “spectacular”? Really? These are words to use rarely. Before you know it, your text will sound like a tourist brochure.

Just write as if you were speaking to a friend and your texts will feel more real. And please take it easy on smileys and exclamation marks. (!!!! :-)!!!!) They usually make jokes less funny and make facts less surprising. Or worse: they make you sound like the marketing department.

up- to- date

USE-IT maps are updated every year and include the talk-of-the-town. Which area is hipsterizing? Which bar burned down and started a crowdfunding campaign to rebuild? Many spots could never be described the same way on last year's map or next year's map.

STREET ART. ITINERARY



It all started in 1984 with the exhibition "Arte di Frontiera" (boundary art), but it's in the last few years that it boomed. Bologna is among the best cities in Italy for promotion and innovation of wall writing and street art. Sadly, we needed to change this itinerary just before printing since in March 2016 BLU, one of the major international street artists who developed his style in Bologna, decided to erase all his works. This radical choice has been provoked by a dispute with some local authorities, which is too long and complex to explain in a few lines.

Bologna 2016

38 Where East meets West

If there is any place where people can feel safe it's SYR; a restaurant run by Syrian refugees. One goal is to serve good Levantine food (from Syria and Lebanon), but the main goal is to start a conversation between the Dutch and the refugees who fled their country because of war. Good food for a good cause: perfect combination! (Mon - Wed: 17:00 to 22:00, Thu - Sun: 11:30 to 22:00) Lange Nieuwstraat 71

Utrecht 2017

41 NO FIRE CAN CONSUME IT

The **Church of São Pedro** was in the Portuguese national news for the worst reasons last summer. In front of its façade the television stations reported the fire that endangered this historical centre. Now safe and sound, it remains a jewel inside, lined with blue and white tiles and an altar in gold carving. You should climb the steep stairs to the choir, where the lifting chair seats complete the **56** Cathedral's bestiary with even more exotic metamorphoses of rhinos, elephants, griffins and horses. There are those who see a vilão (Madeiran dancer of folklore) in a naive figure, with his typical cap. (everyday 09:00-12:00/15:00-19:00)

Funchal 2017

46 TREES, TREES EVERYWHERE

The upper town of Charleroi was the stronghold of the city, an impregnable fortress. But we have to admit the order of old times is not the same as it is today. Upper town is full of interesting places, but also includes its part of shadow, and even a part of darkness...

If all goes well, a large-scale project would ensure consistency between the best of upper town ("BPS22" (48), the "Palais des Beaux-Arts" (42), the City Hall, legendary bars) and new strong elements (the university campus, Palais des Congrès), in order to galvanize this whole part of the city... Which means new construction sites ahead!

Charleroi 2017



Johanna, 26, graphic designer: "In Neustadt, there used to be lots of free space for alternative projects. Sadly, this is changing as lots of remodeling takes place. We need to fight for these spaces."

Dresden 2016

21 GAY BAR

There's not too many LGBTQI bars in Leuven. The most popular one closed in April 2017. Drama! Luckily **BLACKWOOD** opened in the meantime. Expect good clean gay fun like drag queen shows, "foute" parties with guilty pleasure hits, the yearly Eurovision Contest Nights or just a night of dancing and drinking.

Leuven 2017

Are you in a bar? You don't know anyone? Just say: 'CIRCULATIEPLAN'. You'll be in for a full night of heavy discussion and a few fatwas will be spoken over certain politicians. In April 2017, the city council applied new mobility rules. The pedestrian zone in the centre was doubled in size. The aim: less cars, and more space for pedestrians and cyclists to carelessly roam around. The basic idea is that the city is divided into zones, and to get from one zone to the other in your car you have to drive around the 'ring' (an expressway circling around the centre). In between those zones, there are 'knips' (cuts) that you can't cross by car. Some love the plan ("clean air, finally!", "I can cross the street with my eyes closed now"), some hate it ("if you want to live in the green, go live in a forest", "bad for business", and "all terraces are empty").

Ghent 2017



Published by USE-IT Europe IVZW,
Ravensteingalerij 28, 1000 Brussels (Belgium). October 2017.