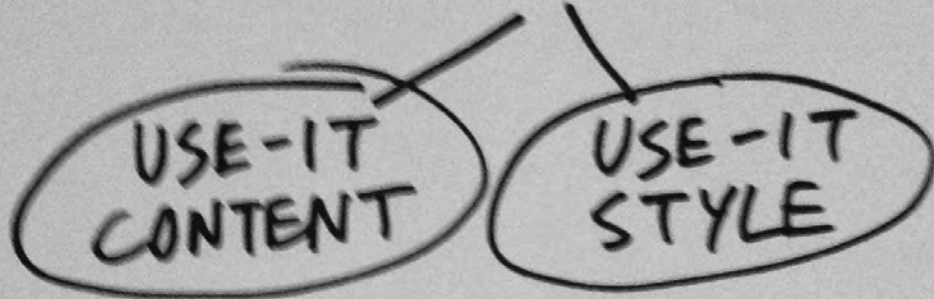


ABOUT USE-IT MAPS

ABOUT USE-IT MAPS

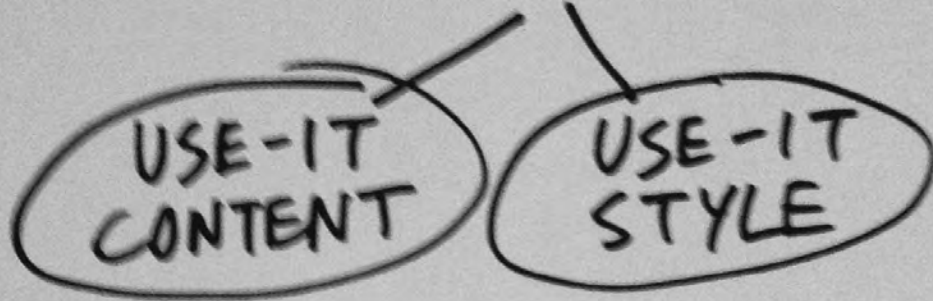
INTRO: WHAT IS USE-IT?



- LOCAL TIPS
- CITY SPOTS
- TOURIST INFO
- THE USE-IT NETWORK

- CONCRETE
- VISUAL
- DESCRIPTIVE
- EASY
- EXACT
- WELL-INFORMED
- LIKE A LOCAL
- YOUNG
- FUNNY & TRUE

INTRO: 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 things? No, because USE-IT maps are:

FOR YOUNG TRAVELLERS > USE-IT does not make maps with "something for everybody", but aims at a specific target group with specific needs.

MADE BY LOCALS > USE-IT does not work with reporters from another country who go somewhere for a couple of weeks and then make a tourist guide, but with locals who have an inside view.

NOT COMMERCIAL > USE-IT does not let shops, museums, restaurants, bars or clubs pay to be on the publications. Young people choose independently.

UP-TO-DATE > USE-IT does not make a few phonecalls to update the prices of restaurants and hotels and then call it a new edition. All of the information is checked for every edition.

FREE > USE-IT 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

- LOCAL TIPS
- CITY SPOTS
- TOURIST INFO
- THE USE-IT NETWORK

YOUNG TRAVELLERS WANT TO KNOW WHAT MAKES YOUR CITY UNIQUE. SO IT'S NOT ABOUT THE TRENDY CAPPUCCINO PLACES THAT YOU FIND ALL OVER THE PLANET, IT'S ABOUT THE SOUL OF YOUR CITY. WHAT STORIES DO YOU TELL A VISITING FRIEND WHEN WALKING AROUND YOUR CITY? THOSE ARE THE THINGS THAT MATTER, EVEN MORE THAN MUSEUMS, CLUBS AND SHOPS.

MANY USE-IT MAPS CONTAIN THE SAME CATEGORIES, LIKE "FIVE MINUTES OF HISTORY", "FESTIVALS", "CITY WALKS" ETC. THIS IS NOT FIXED, AND YOU CAN ALWAYS CHANGE THESE CATEGORIES CREATIVELY. HOWEVER, YOU SHOULD ALWAYS HAVE THE FOUR BASIC INGREDIENTS: LOCAL TIPS, CITY SPOTS, TOURIST INFO AND THE USE-IT NETWORK. THESE ARE EXPLAINED ON THE NEXT PAGES.

ACT LIKE A LOCAL > Act Like a Local is what everybody reads first on a USE-IT map. Some questions to inspire you:

- What do people from the rest of the country call you?
- 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 bikes here?
- What is everybody chewing on?
- Do people really sunbathe in the graveyard?
- Yeah, yeah, I heard the story about rubbing the statue for good luck — but do locals also really do that?
- Where do locals buy their beer and chocolate, their mustard, their smørrebrød or whatever the specialty may be?
- What's your advice to stop me from looking like a tourist?

TEXTS > Think about some places that you would talk about with a visiting friend but that would never be in a travel guide. Please put them on the USE-IT map! For example:

- Where are the roadworks this year?
- Which building is featured in a children's song?
- What piece of modern architecture used to be ridiculed but is now lovingly nicknamed?
- Where is the most beautiful tree in town?
- Where do 16-year-olds hide out for their first kiss?
- Which terrace borders two totally different neighbourhoods?
- What's the biggest factory in town?
- ...

LOCAL TIPS

TALKING HEADS > USE-IT publications are made by young people for young people. 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.



Córdoba 2013



Córdoba 2013

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 Manneke 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 with school, with your boyfriend, or with your grandparents? This is the kind of info that will make your map different from a tourist guide.

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.

CITY SPOTS



Bruges 2014



Bruges 2014

USE-IT maps also include **PRACTICAL TOURIST INFO**. Always keep in mind a person 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.

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 is it a good idea to rent a bike? If yes, include the bike rentals with an icon on your street map.
- 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 with an icon on the street map. Don't write descriptions of them in your text. It doesn't matter if a hostel is good or bad, every hostel should be marked and every hostel should distribute the USE-IT map (think about the travellers, not the hostels).
- Where can I get the best info for what's happening tonight?
- Is there a free agenda in English? If yes, where can I get it? What are the bars / shops where I find the most flyers for 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?

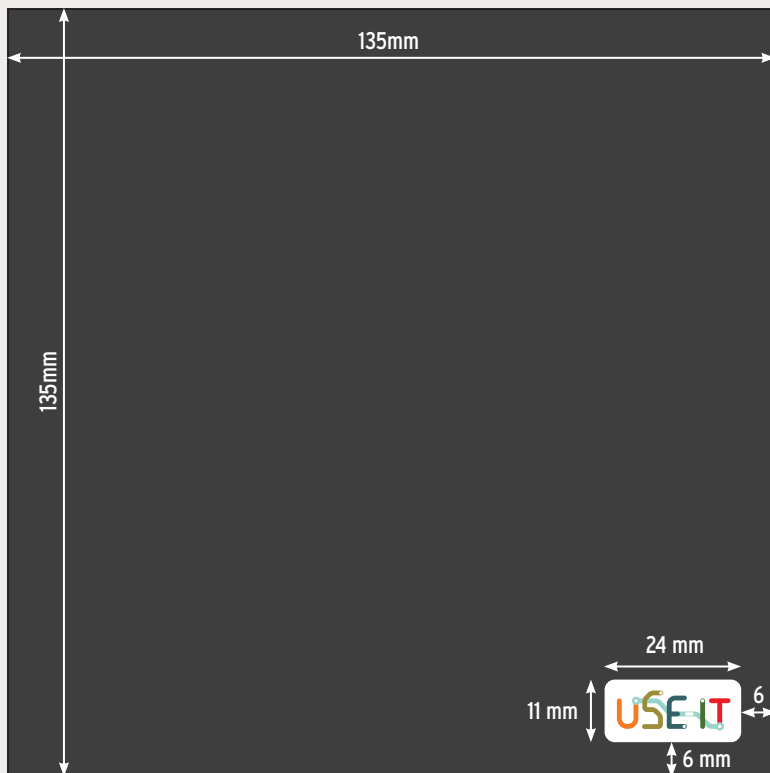
• TOURIST INFO



Innsbruck 2013



Innsbruck 2013



RULES FOR THE COVER

FIXED SIZE

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

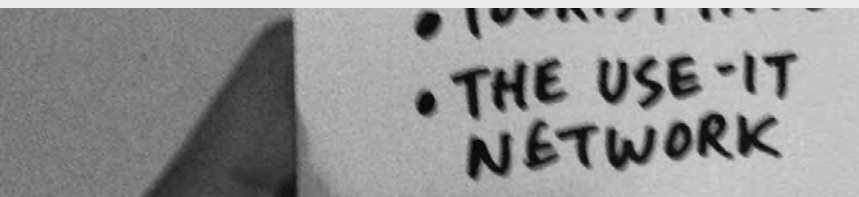
FIXED TEXT

- name of city IN ENGLISH
- “free map”
- “for young travellers”
- “made by locals”
- no other texts

FIXED LABEL

- 24 mm wide (white box included)
- 6 mm from the edges
- no other logos
- please note that USE-IT maps from 2014 still contain a “USE-IT Europe” logo, but that will fade out soon — only the label remains

EXAMPLE: SEE NEXT PAGE



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

RULES FOR THE BACKSIDE

FIXED IMAGES

- all current USE-IT maps
 - in alphabetical order
 - the App Store icon
- => all 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



Bruges 2016

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

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BKUGG VISIT FLANDERS Flanders State of the Art

Bruges 2016

OTHER COMMUNICATION RULES

- USE-IT always in capital letters
- name of city with only one capital letter
- name of city in English (eg: USE-IT Florence, not USE-IT Firenze)
- the closed size of all USE-IT maps is 13,5 cm by 13,5 cm, but the open size is free to choose (some maps are bigger than others)
- the USE-IT label is a protected quality label, only for publications signed off by the USE-IT Europe Board
- never use the USE-IT Europe logo, that one is limited to formal communication from the network organisation
- on websites and Facebook: don't use the label or use it only very small, not as the title or profile picture
- if you ask for feedback, then always use the address city@use-it.travel
- as a website, always mention www.city.use-it.travel
- USE-IT is independent, and it's usually better to stay "invisible": keep personal credits to a minimum, or (even better) don't put them at all
- new publication = fully updated content and a new design (no reprints)
- cover and backside should not contain any other information than what is listed on the previous page
- in case of doubt, ask USE-IT Europe!

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.

USE-IT STYLE

- CONCRETE
- VISUAL
- DESCRIPTIVE
- EASY
- EXACT
- WELL-INFORMED
- LIKE A LOCAL
- YOUNG
- FUNNY & TRUE

72 **MOROCCAN SEAFOOD**
 (Every day / lunch and dinner) Antwerp has a large Moroccan community. The Handelsstraat is where the Moroccan heart of Antwerp beats the loudest. The street is full of sweet pastry, cheap electronics and cars cruising with Rai music through the open windows. **CALAMARES** is a Moroccan seafood restaurant that's always crammed with locals. You can compile a personal mix of Mediterranean fish; € 16,50 per kilo! Upstairs is an oriental looking lounge, but have a seat behind the big windows downstairs, to observe the action on the street.

73 **SWINGING MUSIC**

Antwerp 2013

Český Krumlov is a ghost city. There are too many tourists and paddlers who disappear after the season. So if you want to avoid the crowds and fit among the locals, you should definitely **come off-season** (October - May).

Dress up! Even though it's warm and you're on the river, as long as you stand on the shore, you're in the city. And there is nothing more horrible than some potbellied men walking the beautiful picturesque Krumlov dressed only in wet shorts or even worse - in speedos!

Look, if the prices in the city center seem a bit out-of-the-expected-range to you - it is no delusion, just an effect of the extreme quantum of tourists. Advice? **Get on a bike or use your feet, make a trip out of the town** and be sure you find beer under 35 CZK. We do it too! We storm out even for a romantic date.

History

Cesky Krumlov 2014

61 **BUY BY BUI**
 (Mon to Sat 10:00-22:00) When **BUI** came to Dresden as a guest-worker in the early 80's he was a heavily needed laborer. After the change in 1990 there weren't many jobs to make a living anymore. So he and his wife soon decided to open up a little corner shop where by now you can get pretty much everything for your daily needs. BUI's concept is easy: if a customer asks for something Bui doesn't have, he immediately gets it the next day. If you go there it's a real familial experience, as you also meet neighbors and have a chat with them. He's so famous in the Neustadt, that one local band even wrote a song about Bui called »(I give you) Tulips from Bui« (youtube.com/watch?v=Yy9ZHkZnp58).

Dresden 2014

18 **REALLY GOOD PASTA**
 Entry: 5€. Open on Mon. and Tue. evening

At **Pasta Fresca Naldi** (Naldi's fresh pasta) the dough is rigorously rolled out by Valeria's hands, as the oldest culinary art demands. Valeria still retains a Zdaura temperament, indeed. So that you know: a Zdaura is the traditional housewife of the past, a mythical and indestructible figure in our collective memory and imagination, you'll recognize her in Fellini's movie *Amarcord*. The place is small, inversely proportional to the quality of the pasta you'll eat in it. Elected by a poll one of the 10 reasons why to visit Bologna. Closed on Monday. Tue-Wed-Thu-Sun open at lunch. Fri and Sat open at lunch and dinner.

Bologna 2014

• **CONCRETE**

USE-IT IS CONCRETE > USE-IT texts give information that young people need. The reader should know what it's about. That sounds logical, but haven't you sometimes read tourist brochures that tell you how wonderful everything is without really giving information? If you describe a place as "really super cool with lots of special evenings", while it might be true, nobody knows what you mean. **USE-IT** always tries to be concrete and honest.

56 **TRADITIONAL**
 (Tue-Sun 11:00-24:00) The **LEWISCH** offers good and inexpensive Tyrolean food. It has been around for a hundred years and is a traditional tavern with dark benches and hunting trophies. Tip: Tiroler Gröstl with potatoes, bacon and fried egg. Veggie: Kasspatzln (tiny cheese dumplings). Lunch deals: Tue-Fri 11:30-14:30.

Innsbruck 2014

them presents and sweets. A weird but nice way to keep contact with loved ones who passed away.

How to piss off a Palermitan:

- by saying: «Palermo is nice, but Catania is the best, And *Atletico Catania* leaves *Rosanero* in the dust...isn't it?!»
- by saying "arancini" instead of *arancine* (as the rest of Sicily and Italy does). It's just a letter, but it counts so much for us.
- by asking if it's true that you could get shot in the streets of Palermo. Mafia unfortunately DOES exist, but we are far from the scenes of the films you've seen.

Palermo 2014

UNIRII SQUARE

4

Is the oldest square in the city and houses the Serbian Orthodox and Catholic domes, the Baroc Palace now the art museum, and most of the cafés and clubs. It's the place where the locals hang out at a terrace or just on a bench. We love to come here to enjoy a coffee and a book or a talk in the open air. The fountain water is drinkable and there's a small stone on the south side with the map of the old city engraved in it. Most of the locals have trouble finding it or don't know about it, even if they walk on it daily.

Timisoara 2014

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16 SCENE OF THE TERROR

Norwegians will never forget the terrible day of 22.7.11, when the terrorist Breivik bombed Oslo and attacked Utøya. But we will neither forget the companionship that the citizens of Oslo and Norway showed each other afterwards. This is where the bomb went off.

Oslo 2014

• CONCRETE

EAT
LIKE A
LOCAL

OSTERIA, TRATTORIA OR RISTORANTE?

Osteria and Trattoria are considered to be more "authentic" than a **Ristorante**, as they more often serve homemade food. **Ristorante** refers to a more "sophisticated" place, where food is prepared by professional cooks and served by skilled staff. However, nowadays differences are blurring, so it's always better to check out the menu before sitting at a table.

Padua 2014

Margareta of York. Charles V spent 15 years here.

31 CHEAPEST RESTAURANT

(Wed - Sun lunch and dinner / Sat and Sun only dinner) It looks like a posh brasserie, but actually D'AFSPRAAK is the cheapest restaurant in town and they serve huge plates of traditional dishes, plus a good vegetarian offer. Everybody just loves their 'Steppegrass', meat buried under a mountain of ultra-thin fries. For drinks, choose from 79 varieties of beer. Food starts from € 7,5.

32

A TOY SYORY TOURIST CLASSIC

Mechelen 2013

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Crack the toilet code. There are very few public toilets in Warsaw (except for metro stations - clean, cheap and empty), so better do what you have to do before leaving the bar. A triangle-shaped sign will take you to the men's room, a circle to the ladies.

Watch Polish films. Even if you don't know the language. Simply head to Alchemia cinema in

Warsaw 2012



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Barcelona 2014

9 AN EXTRAORDINARY TERRACE

This spectacular terrace in the middle of Born does not disappoint. **MESCLADIS** is a non-profit project that helps immigrants get work and integrate through cooking skills. Coming in here is going into a fascinating charity shop: different tables and chairs, antique bottles, a vintage cash register or a pack of bowling pins next to four plant pots. An amazing and colourful hodgepodge that you cannot miss. Their weekly set menu includes a starter and a main course for €12.90, but before you decide, you should know that they serve the best lasagne in the world. Seven days a week, 11h till 17h (autumn and winter) and 10h till 22h (spring and summer).

food specialties.

24 GNUMEREDDE



If you arrive in Bari over sea in summer, please don't panic if you see a big cloud of smoke rising from the city: Bari is not burning. What you see is the smoke of the roast and daily collective bbq of *gnumeredde*. They are little rolls of mixed meat inside parts (liver, lung and kidney) held together by the gut of lambs. Whole families love to meet on the seafront of the city bringing their own chairs, tables and barbecue to roast and eat *gnumeredde* altogether.

25 ORECHIETTE E CIME DI RAPA

Bari 2014



P SNOBBY SHOPPING

If you stick your nose in the air on the **STEFANIA SQUARE**, you smell the money: women wearing too much expensive perfume, gentlemen in a freshly pressed suit, the new leather interior of the Jaguar coming to pick up monsieur and madame... we're definitely uptown! The area of the Avenue Louise has been one of the snobby parts of the city ever since king Leopold II had it built in 1864. His idea was that it would be an elegant and comfortable way for the rich to go to the forest on Sunday in their horse carriages. The horse carriages have been replaced by cars and the elegant drive by a city highway, but it's still a pretty posh avenue. If you walk down for another 25 minutes, the forest is also still there. Along the way, you can do some window shopping and drink expensive cappuccinos. But this is Brussels, so even in this fancy street, classic houses have been abandoned and whole

Brussels 2014

49 BIO & LOCAL

(closed Mon&Tues, Wedn-Sun:lunch, Thur-Sat:dinner). If you arrive early at «Au bon vin» you'll see the lady of the house cooking behind the window and her husband ironing the napkins of the table. This is the real thing if you are looking for Belgian specialities like «le pain de viande» or «la tarte à la cassonade» (Belgian brown sugar). (€30)

MEAT TENDER

Namur 2014

Rent an AIRBIKE and experience the city on a retro bike.

53 21ST CENTURY CASTLE

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Most castles are on top of a steep hill and aren't very easy to reach. But when walking to the **SLEZSKO-OSTRAVSKÝ HRAD** (Silesian Ostrava Castle) you can wear your best heels. This medieval castle was restored only ten years ago and since then it has been a favourite venue for many cultural events and craft fairs. Bring your insect repellent during the summer evenings.

Ostrava 2014

• VISUAL

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

X BEWARE OF STAG PARTY NONSENSE

On a sunny day go through the Old Town without buying junk from the hundreds of stag parties. It seems like people from all over the country come to Düsseldorf, all with the same awkward shirt and with their future bride or groom dressed up like a transvestite or a banana. And watch out for the naked guitar-playing cowboy too!

X DON'T GET HIT BY A CAR!

Düsseldorf 2014

13 MY NEW NEW ZEALAND

The SILVER WOMAN is a human statue. Standing still, she only ever gets alive for a moment. Her side-kick: Canelo, the cute dog. She is from Barcelona and travelled the world. Ending up in New Zealand, she looked for a new place with mountains and tourists, which she found here in Innsbruck. Paragliding used to be her passion, so she still reads the clouds while standing on her little pedestal.

Innsbruck 2013

44 EARLY MORNING BEERS

Get out of the train and smell the Stella. That's the smell of malting, one of the main processes in brewing a pils beer. The square you're standing on used to be typically Belgian. It had five fries shops in the middle, but they're gone now since the square was 'cleaned up'. Still enough bars though. These bars were (and still are) the place where civil servants went for their first beer to get through their working day in Brussels. DE NATIONALE and IN DEN OUDEN TIJD are classics: they've been here since before the first World War and still sell their first beers at six in the morning (€ 1,60 for 33cl at IN DEN OUDEN TIJD). Welcome to Leuven!

LOCAL TIP

Leuven 2014

48 CHEER FOR THE RED AND WHITE

The spanking new, 58,000-seat NATIONAL STADIUM (Stadion Narodowy) has just landed like a huge UFO on the banks of the Vistula, between Saska Kępa and Praga to host the opening ceremony of the UEFA Euro 2012 championship. It was built on top of an old stadium (the concrete sculpture of runners from 1955 is a reminder) and the façade is finished in white-and-red mesh panels that directly reference the colours of the Polish flag (it's a national stadium, got it?).

49 WHATEVER FLOATS

Warsaw 2012

48 WHAT TO EXPECT WHEN EXPECTING YOUR DISH AT FIFE

MON TO SUN 06.00 – 24.00

Fife is one of the most popular restaurants among tourists and locals and it's a great place to have dinner. It owes its reputation to its reasonable prices and relaxing atmosphere. Whilst you're standing in line, waiting for a table to be emptied (as it's always busy), expect to smell the mixture of fresh fish, olive oil and Mediterranean spices, and to hear those lucky bastards who already have a table talking with their mouth full, describing how good their food and wine are. It is also important to mention that the waiters speak Restaurant language - a hybrid language coined of Croatian and other foreign languages, gestures and mimics with the goal to help you with your order.



Split 2013

• VISUAL

16 THIN AND HUGE PIZZA

You're sitting at Pizzeria Totò and you're waiting for your pizza (from 6 euro). You turn your head a moment and...oibò! You're likely to touch the nose of someone who's sitting at the next table! Then you move your chair back and you touch another one! Yes it's crowded, very crowded, but there's a good reason for coming here: a thin but huge, delicious but cheap pizza. Open daily at lunch and dinner. Closed on Tuesday.

Bologna 2014

more info: gscaipalermo.com

Catacombe dei Cappuccini. About 8000 mummies of people from the XVI to the XVIII century and divided by gender and social class: men, women, virgins, children, priests, monks, and professionals. Among army officers in uniform and virgins in wedding dresses, lies the little child Rosalia, dead at two years-old: she's so well preserved it looks like she is asleep. It's macabre but worth it. Address: Piazza Cappuccini 1. (€3. Mon-Sun 09:00-12:30 and 15:00-17:30).

Palermo 2014

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to pay to get in. So this was the rich people's hangout, which is still reflected in the expensive shops.

LOCAL TIP

48 ARTHOUSE CINEMA

Ruby (21 - actress) "CINEMA NOVA may look a bit crappy. Actually, it is. And that's exactly what makes it so charming. No popcorn multiplex here, but instead weird b-movies and a lively crowd that isn't afraid to laugh out loud when someone bursts into giggles. Definitely get a cheap beer or organic juice at the bar downstairs! And check if there's a film festival going on like "Pink Screens" (queer films / around november) or "Offscreen" (cult movies / around march)." (www.nova-cinema.org)

Brussels 2014

27 ONE SHOT, TWO SHOTS

Take a break from acting like a local for a bit and find, in addition to bars, people who feel just as lost and enchanted in Barcelona as you. If you want to see just how cosmopolitan Barcelona is; check out the nightlife. The best option is the American-British mix **ESPIT**: the shots bar and the pub (cocktails €3.50). A place where Erasmus and university students test just how much drink they can hold while meeting up with pals before heading to one of the nightclubs on Aribau street. Order a shot (between €2 and €3) and you get a wee show with music and fire; see if you can handle it! Monday and Tuesday 22:30h till 2:30h. Friday and Saturday 21h till 3h. Sunday 22:30h till 2:30h (the pub is closed on Sundays).

Barcelona 2014

21 DR. JEKILL Y MR. HYDE TAPA B

(Closed Sun) **LOS MOSQUITOS** is a typical bar for retired people, but from Thursday night the audience rejuvenates and it becomes a unique place to take a wine or a drink with friends at a very affordable price

TOURIST CLASSIC

Cordoba 2013

58 EAT QUICK AND CHEAP

(Closed Sun) **AVIUM** is a restaurant that offers diverse food specialities. Typical restaurant where you can eat average food for average money.

Karlovac 2013

23. The dreadlock brother of San Nicolás.

The **HUERTO DE CARLOS** can be a good alternative to escape from the crowds that invade **24**. Just some meters away from the mythical lookout point, this former orchard (huerto) has been rebuilt as a public square. It offers a curious hippie and dreadlock atmosphere quite different from its nearby cousin, with almost the same amazing views.

24. San Nicolás lookout point.

The **SQUARE OF SAN NICOLÁS** is a must in your visit: the most famous lookout point in the Albayzin. Sometimes words are not enough; sometimes, they are not even necessary. So, just go there and enjoy the views. During sunset the experience can be unforgettable.

Special

27

Granada 2014

• DESCRIPTIVE

USE-IT IS DESCRIPTIVE > USE-IT does not make critical evaluations. So it's not about saying which place is good and which one sucks. Basically, if it sucks: don't include it. Just give a very clear description so that people who WILL like it will be able to find it. 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. Try to find a balance.

23 GOING OUT HOTSPOT

(Mainly Thu - Sat) Until the late 1990's the little Eiermarkt square was known as Bruges' main going out area with a reputation for drunk women and heavy fistfights. Today it's not that dangerous anymore and it has become the perfect spot to shake your ass and have plain fun. The bars on the left are mostly for dancing (PICK, AMBIORIX, CATHEDRAAK). If you are more in a romantic mood try the candle lights of BAR DES AMIS. Impress a local with your knowledge of Bruges and tell them this little square had the first (and first to disappear again) traffic lights inside the city centre.



Bruges 2014

35 **ARNALDO'S TOAST** - Piazzale Arnaldo
Under Arnaldo da Brescia's blessing, lots of "fighetti" (see the "Act like a local" section) gather at Piazzale Arnaldo square to have an aperitif or to get ready to go clubbing. The bars here are very different and all the tastes can be satisfied: from the Cuban one known as Bodeguita to the cheapest one like Da Rita, from Cakao with its fashionable style, to il Granaio, an old style local with class and good deal buffet with the Pirlo.

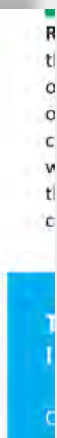


Brescia 2013

23 OLD, COLOURFUL AND SIMPLY DIFFERENT

WINTER: WEEKENDS 18.00 - 01.00, MON - FRI 18.00-24.00 / SUMMER: 17.00-02.00

Through the years, Ghetto has been known as a gay friendly bar. But that's not the only reason why it's special. Artistic interior, red lights and drawings on the walls as well as flowers and dolls, chill music, slow bartenders and confused looks you get if you order coffee from waiters with not too much sense for hospitality. During summer, Ghetto has amazing garden terrace and in winter it's a great place to relax on one of the cosy couches which are probably as old as the bar.



Split 2013

to kiss each other.

29 HIPSTERS' RESTAURANT

In Cordoba there are not many restaurants for "hipsters". If you are sick of "flamenquines" and "sal-morejo", you should try the creative cuisine and elaborated dishes of LA BOCA. Inside there is a beautiful patio, which is excellent for dinners on summer and spring. On weekdays you can enjoy its daily veggie menu up to €10.

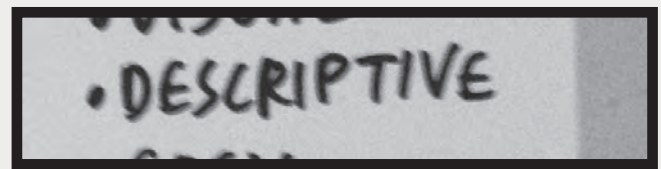


Cordoba 2013

28 HEALTHY & TASTY MEALS

(Mon - Fri 9AM - 7PM) The RAWBAR.CZ salad bar is the perfect place for really healthy, tasty eating. The menu includes a wide variety of vegetarian, vegan or vitarian meals. Even if your friends are unreformed meat-eaters, bring them along anyway - they can order some of the healthy meat dishes and have a wheat beer. There are also awesome lunchtime set menus for superb value!

Ostrava 2014



across the street.

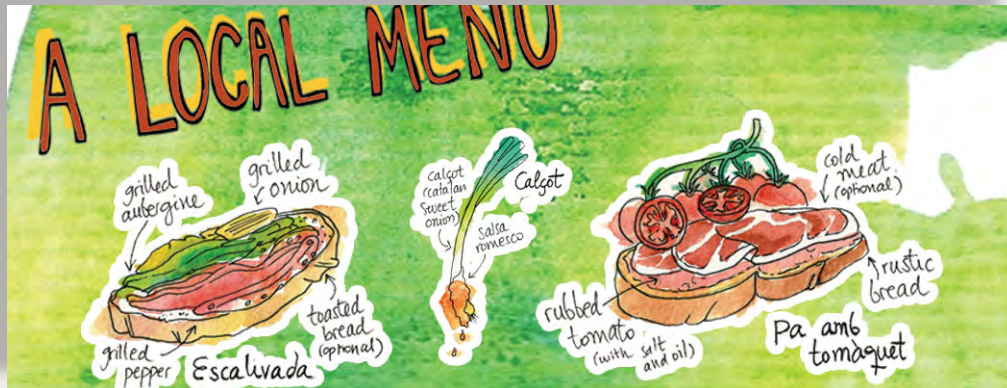
38 PIANOS AND HIPSTERS

If you're kind of hipster, you should definitely visit this hidden café right in the New Town Hall. Café Neustadt offers a rotating menu for breakfast and lunch, delicious cheap Czech cakes and pies, and tap water is served for free. The owner of the café is also the organizer of the project "Pianos on the street", which explains why you can find several pianos stored in here, and piano concerts are held in the courtyard. There are some hipster parties and various events during the weekend too. Opens Mon-Fri 8:00, Sat 10:00 and Sun 12:00, closes at midnight. (Karlovo náměstí 23)

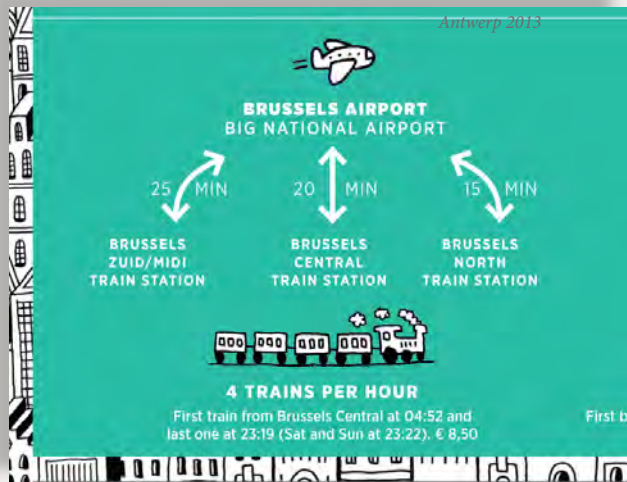


39 ICE-CREAM IN THE GARDEN

Prague 2014



Barcelona 2014



Brussels 2014

USE-IT IS EASY > USE-IT maps should be easy to understand for people who only know English as a second language. No difficult words or expressions. An “ATM” is the correct word, but Japanese or Spanish travellers don’t know it. So it’s better to call this thing “24/24 money”. For the same reason, don’t write “2pm” and “2am” but “14:00” and “02:00”.

And sometimes, visual communication is just easier.



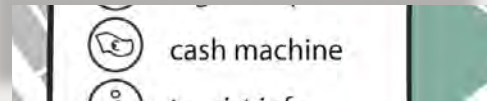
Liège 2013



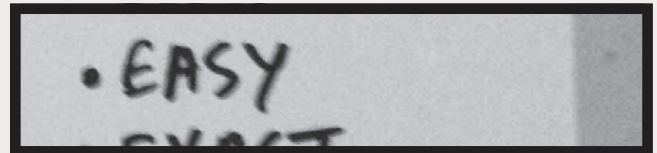
Antwerp 2013

Körnerplatz),
Learn the basics. 1) August the Strong (1670-1733) is the guy who made the Altstadt look the way it does. Without him, Dresden would probably still be a village. 2) On the night of February 13th, 1945 Allied Forces bombed 60% of Dresden to ruins. Between the 13th to the 15th of February, at least 25,000 people died, most of them civilians. 3) After the War, Dresden became part of East Germany (GDR or German Democratic Republic). The communist government kept some of the ruins as memorials of the terrible war. 4) In 1989 when the wall fell, Dresden started a new life. People painted flashy colors all over the gray history and a lot of the ruins were rebuilt to look like they did before their destruction. Even today the Altstadt is partially a construction site.
 ... might seem to be rather unapproach-

Dresden 2014



Dresden 2014



...nity to make some extra money for students.
PLAY CARDS
 We started playing the card game Watten with our grandpa, still play it with our friends and will teach it to our grandchildren. It involves numbers like the "Over" and the "Under", colours like leaves and nuts and a lot of swearing. The ace is called "Sau" (female pig). Want to get a first impression? Stop by at **53**

Innsbruck 2013



PUBLIC TRANSPORT
Ghent is small enough to do on foot, or by bike (see: ) but tram nr. 1 is handy between the station and the historical centre. € 1,30 for a ticket from a machine (at the tram stops), € 2 for a ticket from the driver.

WHAT'S ON TODAY?

- WEEK-UP = free weekly agenda (in Dutch) for concerts, movies, exhibitions and parties..

FREE WALKS
These tours are 'free' (but ask for a tip):

- www.itours.be
- www.facebook.com/Gent101


FREE CONCERTS EVERY NIGHT
You can hear live music for free in Ghent every night. Here's the list of bars that normally have a concert. Sometimes they don't - in summer holiday for example. If you really want to be sure: check WWW.GRATISINGENTBE : they have the full list.

MON	TUE	WED	THU	FRI	SAT	SUN
14	14	14	14	36	36	14
38	39	36	36			36
39	45	39	45			
76		45				

IT TRAVEL

Ghent 2014


...sing in the... popular with machiners especially because many shops are open on Sundays.

Not  **Having a barbecue** in summer is something of a sport amongst (young) Aacheners. Go to one of the many parks and mix with the crowd. The town permits barbecues only at the following locations: the park Altes Klinikum (at Goethestraße), Rüttscherstraße (on the compounds of the student dorms), in the Westpark (near the basketball court) and in the Stadtgarten (at the end of the stairs). The rule everywhere is that you can barbecue until 10 p.m. and you must tidy up afterwards. Oh, and you must bring along your own grill.

Aachen 2013

USE-IT IS EXACT > 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?

• EXACT



each year – old people, newborns and dogs included. But don't call us drunkards we prefer "beer experts".

- In restaurants, we have a special tip-giving system. When you receive a bill from the waiter, use the easy math, round the number up and tell the waiter how much he should take to keep at least 6 CZK. So for example: when you pay 143 CZK, tell the waiter: "150 CZK is okay". But when it's e.g. 148 CZK you should leave 160 CZK.
- If you're just walking the Prague streets and enjoying the sightseeing

Prague 2014

knock over anyone's pint.

IMPORTANT LEGAL ISSUES

It's really dull, but there are a couple of basic laws in Glasgow that you should know about. You may even see people ignoring these rules, but if you get caught breaking these laws then you can face a fine. First, we have strict rules about dropping rubbish and cigarette ends in the street. Drinking on the street is also illegal. Lastly with smoking, Scotland was one of the first countries to introduce strict anti-smoking legislation, meaning no smoking indoors, and also not even in an enclosed outdoor public place such as bus stops and train stations.

FINE SCOTTISH CUISINE

Glasgow 2013

TRAINS IN BELGIUM

Planning to travel to Brussels or elsewhere in Belgium? Good idea. Buy a Go-Pass: you will pay 50 € for 10 rides and you can share the pass with your friends under 26.

Liège 2013

KNOW THE REAL STORY ABOUT ARNIE

Originally Arnold Schwarzenegger is not from Graz but from a nearby village called Thal, where his birth-place is the Schwarzenegger-Museum now. Still his traces can be found in our city. When he is visiting home, he usually stays at a particular hotel and enjoys a cigar in his Governor's Room at Café Kaiserfeld. ⁵⁴ To honour Arnie, a football stadium was named after him. In 2005, being California's Governor, he tolerated the death penalty. This led to controversy about his politics here in Graz. Arnold felt offended and sent back his awarded ring for human rights. Consequently, the football stadium was renamed UPC-Arena.

Graz 2014

Jesus in the foreground.

54 THE BEST COFFEE

To understand why **A BRASILEIRA** (Mon-Thu 7:30-00:00, Fri-Sat 7:30-2:00) is considered a classic by every generation, you need to take your time and feel the routines: the elderly and the shoeshiner in the morning and at teatime, the youngsters and the guys from the culture scene late in the afternoon or after dinner. A Brasileira (1907) remained almost untouched for over 100 years, until a well done renovation preserved the art deco details from the 1930's and reopened the upper floors. They still sell coffee which is ground on demand, "mazagran" (a popular coffee-based refreshment, a summer classic), "cevada" (a barley beverage prepared in similar way to coffee) and the famous "café de sacco" (filtered coffee) like before the invention of coffee machines.

Braga 2013

• EXACT

branches in the city. (always open, from €5)

RUN UP 37

Former Region palace, 31 floors (127 m) made out of reinforced concrete and glass, the Pirelli Skyscraper (the "Pirellone") is one of Milan's highest buildings designed by Gio Ponti in the 50s. Its 710 steps have been used for run-up competitions and on the top there's a copy of the Duomo "Madonnina". Why? Because according to old rule in Milan, it wasn't possible to build something taller than the Duomo. So, we cheated.

Milan 2014

65 WANNIECK AND THE ART FACTORY

In the middle of the 19th century Brno was known as the "Austrian Manchester" because of the prosperous textile industry. A guy named Friedrich Wannieck wanted more. He built one of the biggest factories in the city which produced famous sugar machines, steam turbines and steam engines. The factory was reconverted 20 years ago into the shopping centre called Vaňkovka, but one of the parts was transformed into **Wannieck Gallery** which owns a great collection of Czech paintings from the last 30 years. Locals love the combination of the factory interior and visual art. (Ve Vaňkovce 2 / 10:00 – 18:00, closed on Thu)

Brno 2013

maybe one day you'll be one of them...

72 BOLOGNA'S SISTINE CHAPEL

Francia, Costa and Aspertini are not members of a rock band but the most important exponents of XVI century painting in Bologna: the Bentivoglio family, that ruled the city in those times, made these artists work together in the small **Oratorio di Santa Cecilia** to realize one of the greatest examples of Bologna's pictorial art: the martyrdom of Saint Cecilia (the patron saint of musicians). It's not a painting by Michelangelo, but we still like it. Free entrance. (everyday 10:00-13:00/ 14:00-18:00)

73 ECCENTRIC

Bologna 2014

63 FROM RUSSIA WITH LOVE

The **Chiesa Russa**, with its glittering green dome in Russian style, was built by order of the last zar, Nicholas II Romanov: the Orthodox people needed their own place to worship the beloved Saint Nicholas! The 1917 Russian Revolution changed the faithful Orthodoxes into atheistic comrades; then, the church was sold to the Bari Municipality in 1937. On 1st March 2009 Italy officially gave the church back to Russia. (Sat 18-20; Sun 10-12.30)

64 OCCUPIED COMMUNITY CENTER

Bari 2014

also has a gallery and a cultural club.

21

OSTRAVA'S LEGENDARY PUB

(Mon – Thu/Fri – Sat 10:30AM – 11/12PM, Sun 11AM – 10PM) Delicious Pilsner beer, Czech specialities and a thick fog of cigarette smoke – those are three key features of this legendary pub, whose guests have included the renowned composers Paul Hindemith and Igor Stravinsky plus many other famous names. U RADY is simply an integral part of Ostrava's life.



Ostrava 2014

66 ART AND POLITICS

The **SHARK OF THE CARMEL** is an iconic piece of graffiti that's been in a few films and TV shows. It's also an example of urban art with a clear political message: a large shark made out of €100 notes (symbolising capitalism) devours the initials of the dissolved PCC (Catalan Communist Party). The ad was painted during the 70's (peak of political propaganda) and the shark was added in 2009 by Italian artist Blu.

Barcelona 2014

USE-IT IS WELL-INFORMED > USE-IT conveys local history and the stories behind certain places. Invite a historian, a sociologist and an architect to join your team! There is no shame in actually knowing something and explaining it. Our maps are more than simple fun, it's about the character of your city, which is always grounded in history.

• WELL-INFORMED

Braga has one of the most important **6 Universities** in the country, but these days the town and university live with backs turned and rarely cross each other's path. Apart from mutual disinterest, urbanism also explains this phenomena – at fault seems to be a four-lane highway which separates the two towns.

Braga 2013

rious matter!

14 POPE VS EMPEROR - Corso Mameli
Mostasù (big face) is an unfinished stony mask from the Late Middle Ages. It testifies of a cruel episode for Brescia during the continuous fight between Guelf, loyal to the Pope, and Ghibelline, faithful to the Emperor. When Ghibelline conquered the city he swore to destroy its walls and cut off the nose of all the citizens: arghhh! Luckily the Holy see legate and a great amount of money lightened up his vile character. So the Emperor just cut off the statues' nose as the Mostasù shows.

15 TORRE DELLA PALLATA - Corso Mameli
Brescia 2013

☆ LOCAL TIP ☆

70 EXPENSIVE WINDOWS
Danny (22, Local Facebook hero)
"Look at those houses with missing windows or even fake, painted ones. Back in the 19th century people had to pay taxes on the amount of windows they had in their house, and since Belgians have a reputation of being masters at evading taxes a lot of people bricked up the windows just before the taxmen came by. We simply have solutions for everything!"



Bruges 2014

dancing on the tables to Katy Perry and Rihanna.

9 REFUGEE CHURCH
If you see people in front of the **ST. JEAN-BAPTISTE CHURCH**, chances are they aren't churchgoers but refugees. This place regularly ends up in the news for offering shelter when asylum centres are full. Last year a group of Afghans stayed here. The Belgian minister for migration denied their asylum request, saying Afghanistan isn't unsafe at all. To protest against their deportation, they marched from Brussels to Ghent. When they passed by the town where the minister lives, they dropped an airplane ticket to Kabul in her mailbox. With a message: "if you think it's so safe in Afghanistan, why don't you go on holiday over there..."

ROMANTIC BOOKSHOP

Brussels 2014

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22 LE MAAV, MUSÉE D'ARCHITECTURE **City planning** in Lille has changed a lot since 2000. The main change was definitely the TGV (very fast train) arrival, for which another train station was built: Lille Europe. This was the beginning of a new neighbourhood, Euralille, which is still a work in progress in the Moulins area. However, Euralille is now part of the local identity with its big towers and its great ecobuildings. The MAAV – Museum for Architecture and City opened in this area, between the two train stations, just next to the commercial centre. For fans of architecture and people willing to understand city planning better, you'll have the opportunity to discover free exhibitions or even to buy a map of contemporary architecture. With this in your hands, seize the chance to discover **some Koolhaas, de Portzamparc or Jean Nouvel buildings... and much more!**

Lille 2014

25 TOWN MASCOTTE
OPSINJOORKE is a doll that represents the unfaithful, drinking husband. When a man was unfaithful to his wife, the women of the neighbourhood would take him out on the street and throw him up and down in a blanket to embarrass him. Afterwards, only a doll was thrown up high in the blanket in parades and festivities. The doll was first made from wood in 1647 and got the name 'sotscop' (crazy head) and later 'filthy groom'. In 1775 some Mechelaars thought the Antwerpian Jacobus De Leeuw was trying to steal Opsinjoorke. Jacobus was completely innocent, but got beaten up and thrown in jail anyway. Since that day Antwerpians made a sport out of stealing the doll. Luckily, Opsinjoorke always returns. Just to be sure, several copies of the doll were made. The last time one of them went missing was in June 2008 from the theatre of Mechelen. His statue is here, the original doll is at **1**

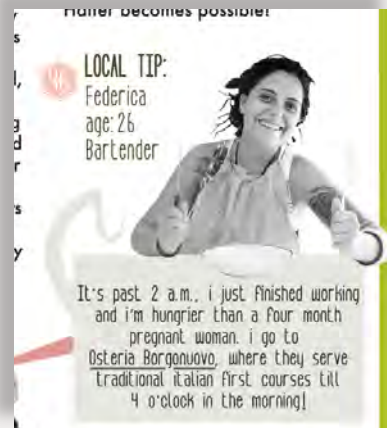
Mechelen 2013



68 UNDER THE BRIDGE

Timo is the most famous street artist in Brno. His paintings are spread all over city, but nobody knows his face or real name. Some of his paintings are big (on house walls – see **Botárna** **B**) and some are as tiny as can be, hidden under outdoor stairs. Besides anthropomorphic creatures seduced by consumerism, he also paints his poems or short thoughts on life. You can see a lot of his work under this large bridge – almost a private street gallery. You have to cross the river to get here, but it's quite impossible to cross it by this bridge (car traffic) so you have to use the path from Anthropos Park or from Kamenná čtvrť Street.

Brno 2013



Bologna 2014

2013 On May 26th, the brave football team of Vitória de Guimarães won their first Portugal Cup by smashing the formidable opposition, Benfica, coming from behind to win 2-1. In order to instantly win the hearts of the locals, you can and should be able to sing by heart the starting eleven: Douglas, Paulo Oliveira, David Addy, Kanú, El Adoua, André André, Leonel Olímpio, Tiago Rodrigues, Amido Baldé, Ricardo and Soudani.

Guimaraes 2013

20 THE REAL TAVERN

(Closed Tue) **EL JURAMENTO** is a real tavern, so act like a real local; share all the dishes and don't forget to dip some bread into the sauce of the "Papa Juramento" (breaded potato stuffed with meat). Ask for the croquettes of spinach with pine nuts or you will regret it! Around 12€ per person.

Cordoba 2013

Act like a local

COMPLAIN ABOUT COLOGNE

The cities Düsseldorf and Cologne are linked in hatred for each other and no one can remember when it really started. So if you want to act like a local, do the following things in Düsseldorf:

- ▶ love Fortuna Düsseldorf, hate 1. FC Köln
- ▶ scream Helau at Karneval, not Alaaf (Alaaf sounds stupid anyway)
- ▶ underline that you are on the only right side of the Rhine river (we can watch the sunset)
- ▶ never order Kölsch! That's their brew and you won't like it anyway: Some say it tastes like pilsner mixed with water, others say it tastes like Alt which has already made its way through your body by this point. If you try to order Kölsch in a pub, the barkeeper will be immediately aware of your tourist amateurism.

Düsseldorf 2014

USE-IT IS LIKE A LOCAL > One of the main differences between USE-IT and other tourist guides is that the information always comes from the locals. This is also visible in the texts. Insiders know nice little details, so why not pass them on?

• LIKE A LOCAL

chen – a girl that is holding a large Printe in her hand.

The Klenkes greeting: outstretched little finger. It originates from the needle industry. Often children were responsible for the final inspection. They did that by "ausklinken (clicking out)" the bad needles with their little finger. Apparently used as a greeting by Aacheners to recognize each other, but never works. Well let's face it, who wants to be walking around with an outstretched little finger? Only if Aachener cars meet abroad do they greet with the Klenkes sign. Nevertheless, since 1970 there has been a statue on Holzgraben that shows three children with outstretched little fingers.

Festival in Aachen: do you like fancy dresses, dancing
Aachen 2013

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BUILD A FRIDGE

We like to cool our drinks in the Inn or the Sill River. Use a plastic bag and heavy stones to keep them from floating away. But watch out for the water level! We have lost more than one precious beer to those rivers.

Innsbruck 2014

during one of the numerous "Cine-concerts".

43 RUE DES BRIGITTINES Shhhh, few people know this little street, out of the incessant noise of the town... You could pass a thousand times nearby without noticing it... This is one of the few remains of the Saint-Sauveur district, a picturesque and proletarian neighbourhood completely destroyed after the Second World War... The name of the street refers to a religious community that made a splash in the early XVIIth century in Lille: several sisters were tried then exorcised after terrible visions of

Lille 2014

because they can't get in at sunrise.

46 HIPSTER CATWALK

Wanna join a special open-air party atmosphere with some spontaneous live music? Then you should go to the so called **ASSI-ECK**. Dozens of young people meet and drink cheap beer here. This is so typical for the Neustadt, there are actually a couple of corners where we meet and drink, see also **49**. It's your chance to get in touch with us! We are usually very friendly and talkative. Bring your own beer because, remember, the late night shops aren't allowed to sell beer on weekend nights (after 22:00).

47 GLASS PIPES AND RECORDS

Dresden 2014

DRINK like a LOCAL

We drink **wine** at home, at a tapas bar, or at a tavern. Ordering a glass of red wine in a music bar, a pub, or a disco is just ridiculous, while a tinto de verano is acceptable in any context. **Tinto de verano** is easy to make: just take a cheap red wine, mix it with soda and add some ice cubes. That's all, folks! Easy, tasty, and cooling, it's the favorite choice of many people who don't like beer that much. Tinto de verano means "summer red wine", but we drink it in any season.

Sangria is the sophisticated version of tinto de verano, pure ancestral alchemy! It's made of cheap wine, fruit juice, slices of fruits, any liquor (most often rum) and the secret ingredients only known to the alchemists themselves. Making it is not so simple, so most bars just serve tinto de verano (even if you order sangria!). To taste the original sangria, make friends with the locals, organize a party, and ask them to bring a huge bucket of this sacred beverage. You can also visit Taberna Los

Granada 2014

NO SACHER CAKE Yes, Hotel Sacher is the place where the famous 'Sachertorte' comes from. It is also the place where John Lennon and Yoko Ono gave an interview wrapped in a bag and called it 'bagism'. Instead of cueing up with thousands of tourists and bleeding out your wallet, you can get a Sacher cake in any other café.

Vienna 2014

• LIKE A LOCAL

People from Karlovac drink local beer instead of water. Over here, a cup of coffee means a beer. And a cup of "coffee" is our best friend. We hang out together all day long.

FAF = drinking. If you want to speak like we do, you should stretch vowels in your pronunciation. Example: "I'm in Kaaaarlovac. Let's go to faaaaf."

the day. If it's usual time, the

Other people lies on for people fr about ger

Karlovac 2013

52 VINNIE'S PLACE WiFi
(Every day) At **THE VINTAGE** there's a theme party every month. If the theme is 'Schlager': prepare for Dutch language hoempa-music. If the theme is Johnny and Marina: wear your plastic purple training suit. If there's no party, the interior alone is worth a visit: the sanseveria's (grandma plants) in the window, the scooter dangling from the ceiling, and the ever present dog Fidel. Girls without money: get a shot for free if you show a nipple. Two shots if you show two. If you show three: applause!" (Closed on Wed).

Bruges 2014

62 MY PANZEROTTO IS BIGGER THAN YOURS
Pick your number and wait for your "extra-large" panzerotto beeing made by **Di Cosimo!** Don't ask for anything not included in the menu and, if you're a couple, don't kiss: the owners, quite aged, have strange ideas on female behaviour and public morality. (19:00-24:00; Wed clo)

63 FROM RUSSIA WITH LOVE
The Chiese Russa with its altitudo area

Bari 2014

• Antwerp Party Town! Of course there are many good clubs. We have **4** **5** and **94**. But the real cool stuff is pop-up parties in strange locations all over town. The locations are always changing, so we can't put them on this map, but just google or facebook your way to Noord Feesjes, Kannibaal Feesten, Pret Bederf, Kissinger, Boing Boing, Ultra Eczema, Kakbek, Matterhorn, Oohwee, Sunday Matinee parties.

Antwerp 2013

A NIGHT OUT

A night out in Glasgow can range from the highest levels of sophistication, to the lowest levels of drunken hooliganism, just like anywhere else. If you want a cheap and cheerful night out then Sauchiehall Street is the place for you. However, here you will see that most British of girls – The Tangerine Dream. They will have no clothes on despite hurricane winds and rain hitting them sideways. They will be orange from fake tan, wearing too much makeup, and will have hair extensions. If you're very lucky, at closing time you may even see two alpha male NEDs fighting over them, with the women screaming "STOOOOP IT!!!".

Glasgow 2013

36 SQUARE SQUARE

Tourist Classic

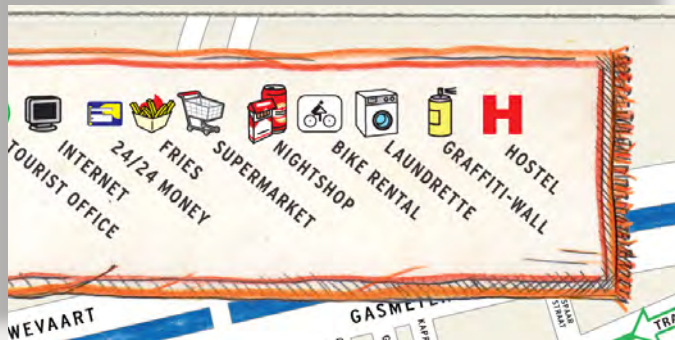
It is said that the **Square of Pfemysl Otakar II** is the second biggest real square square in the republic, but the truth is somewhere else. Try to pace its sides and let us know! Btw did you notice? Our main square would be beautiful if it were not for all the cars, right? The parking company makes good which then makes your photos ugly. Sad. And a different thing – you should know, that it is forbidden to swim in the fountain. But more importantly you should know that you are hardly (likely?) to be fined for it. And most importantly if you nevertheless decide to take a bath with Samson and his fellows, be kind and bury this map down in your backpack and don't dare show it. OK?



Ceske Budejovice 2013

USE-IT IS YOUNG > USE-IT writes in a young style for a young audience. Don't write in hiphop slang, but don't be too formal either.

• YOUNG



Ghent 2014

football matches too.

20 IMPERIAL GARDEN

(closed during nights) The first rule in HOFGARTEN: don't step on the grass! Every year we try to change this with a sit-in flash mob—no success so far! However, at least it is allowed to sit on a patch close to the entrance. In the centre there is a cute pavilion. Around it grandpas usually play on giant chess boards. There also is this funny tree that is growing horizontally. You are not allowed to climb it either. If you want a park with fewer rules find Rapoldipark on the map.

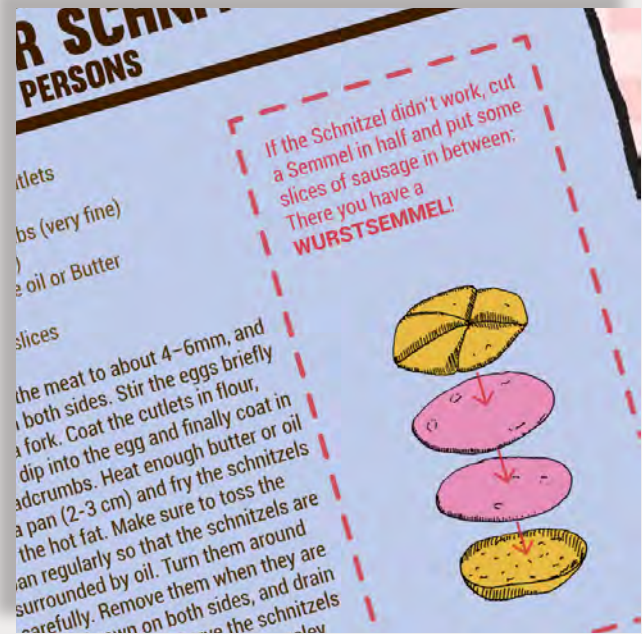
21 GRAND PERFORMANCES

Innsbruck 2013

32 BUY A NORWEGIAN SWEATER

(Mon to Sat) Looking for a Norwegian sweater to bring home? Hand knitted, preferably by your grannie, they come in all kinds of shapes and colours. They cost shitloads – at least if you buy them new. Buy second hand instead. Try **UFF** by Oslo Central Station. They have huge racks, and buying second hand means you can brag that it was actually worn by a Norwegian.

Oslo 2014

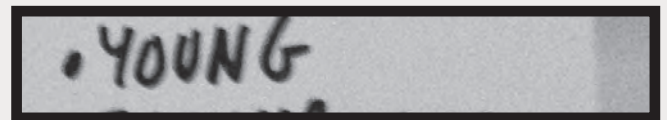


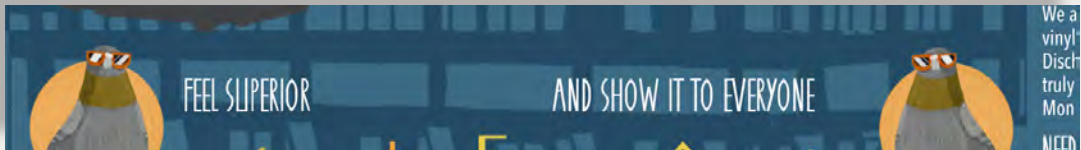
Vienna 2014

17 JUNK DIGGING

(Mon – Fri 11AM – 6PM) They call it “la nuit des pou-belles” in France. “Drapenfest” in Germany. We Czechs don't really have a name for it, but we know that it goes on at CHIMÉRA. Books, vinyl, used postcards, old dishes, or a list of inveterate drinkers of Czechoslovakia. Simply first class junk.

Ostrava 2014





Milan 2014

★ Pay a round of drinks to your new Leuven friends. It's a good investment, because Belgians will pay for the next round, and in the end, we will always pay more. If you're looking for company, go for a 'tournée générale'. You'll pay for everyone in the bar, but new friends are guaranteed! Girls pay rounds as well. We call it emancipation.

Leuven 2014

best shopping in Britain outside of London.

WEATHER
 Look. It rains, alright? A lot. One of Glasgow's favourite sons, Billy Connolly (the world famous godfather of stand up comedy) pointed out something any visitor to Glasgow or Scotland should know. "There are only two seasons in Scotland - Winter, and July." Also, our weather can change at the drop of a hat, from sunshine, to snow, to torrential rain, to sun again. Due to the fact we are so accustomed to rain, what you call rain, we call light spitting. In what we call rain you'd probably consider building an ark. Just bring an umbrella, you big girl.

PEOPLE

Glasgow 2013

With vanilla sauce and peaches...

feehouses also serve traditional breakfasts.

THE WAITER IS KING Don't be surprised if the waiters are unfriendly - not the guest is king, he is. Address him with 'Herr Ober' and treat him like your superior and he'll reward you with a smile. Just kidding, waiters never smile! For his courteous service a tip of 5 to 10% of the bill is what the king expects of his subjects.

Vienna 2014

kilometers away.

Speak Walloon. Though the ancient Walloon dialect is only understood by the old generations, certain words are still part of the local slang. You can definitely try dropping one of these words or expressions in a conversation: "Baraki" (pronounced "ba-ra-kee", is a vulgar and badly dressed individual, who listens to cheap techno music and is usually spotted riding a customized scooter), "Clos t'gueuûye" (pronounced "klotggeyy", means: shut up!), "grosse biessel" (idiot), and for the more advanced speakers amongst you: "Vas' tchîre è Mouze, ô n vèrai t'coû!" (guess how to pronounce that one!).

Liège 2013


USE-IT IS FUNNY & TRUE > USE-IT is concrete and descriptive, but that doesn't mean it's boring. Keep in mind that the best joke is the one that is actually true. Telling a funny 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 sparingly. Before you know it, your text will sound like a tourist brochure that says that everything the city has to offer is smashing and incredible. 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. (!!!! :-) !!!!!)

We don't have eye contact when we toast. We are not rude, we are just careful not to spill our drinks.

the best


Timisoara 2014


 People from Namur have got the reputation of being slow. You can see that through local songs «on dit que les namurois sont lents» (« people from Namur are slow») but also with the city's emblem : a «lumeçon» (Walloon word for a slug). A part of it must be true, but we think that if we are slow it's to make sure that the others can follow us !

Rue Julien

Namur 2014

is the biggest in the central Europe, how you understand what it really means.

 "How are you? – Fine, and you?" Not here! We don't understand that this question is actually just a polite phrase. **Don't be surprised when you get an honest answer.** Sometimes you may learn some interesting insights about us, or be left wishing you never asked.

 **Behave in public transport!** In a bus or metro **let the other passengers get out of the door before you enter.** It's also expected to offer your seat to the elderly and pregnant women. And please, **don't shout in public transport, we are tired (or pissed off) from work, and we don't have enough energy to share your enthusiasm and good mood.**

 If you're going on a trip, think

Prague 2014

GIANT LIPS



Don't worry when you see that Norwegians have a big bump on their upper lip - a large chunk that drips of brown spit. It is only snus! It has become the preferred way to enjoy nicotine around here. Smoking destroys your lungs - snus only your lips.

Oslo 2014

ŽUGAJ: BITCH ABOUT EVERYTHING



It's simply a way of life. Here people bitch because it's sunny or there is no sun; because it's too hot or it's too cold; because the city is crowded or the city is empty; because there is not enough work or there is too much work to do... Try it, you'll like it.

PLAY PICIGIN LIKE A LOCAL

Split 2014

32

NO MYSTERY HERE...



(Tue – Thu/Fri 5PM – 2AM/4AM, Sat 6PM – 4AM) You've looked everywhere and you still haven't found a place for a really classy date? Find SHERLOCK'S on a map and give it a try. A pleasant interior, nice staff, a jukebox packed with great music. Do you feel as though the ground is shaking? Well, maybe that's the amazing chemistry between you and your date – but it might just be a band jamming in the basement.

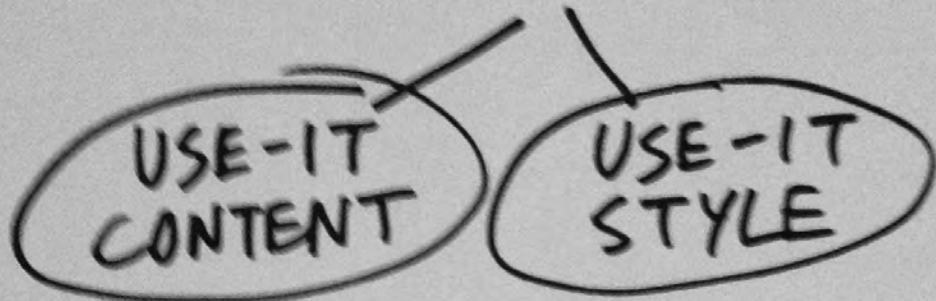
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Ostrava 2014

• FUNNY & TRUE

ABOUT USE-IT MAPS

INTRO: WHAT IS USE-IT?



- LOCAL TIPS
- CITY SPOTS
- TOURIST INFO
- THE USE-IT NETWORK

- CONCRETE
- VISUAL
- DESCRIPTIVE
- EASY
- EXACT
- WELL-INFORMED
- LIKE A LOCAL
- YOUNG
- FUNNY & TRUE

