



www.lafabuleuseepopee.com/

William the Conqueror is weaving his web!

Website in both French and English

On line: summer 2009

Following the commemoration of the 65th anniversary of the D-Day Landings, the story of William the Conqueror, Normandy's emblematic figure, is making an impressive comeback in Calvados. And a website, entirely devoted to him is on line since July 2009: Designed around a tourist trail, following in William the Conqueror's footsteps throughout Calvados, the website highlights the major sites and important dates of his epic adventure, together with associated news and updates.

Created using interactive Web 2.0 technology and including a blog, global positioning and video, this website deliberately targets a wide audience with particularly enlightening features for the young. Launched this summer, **www.lafabuleuseepopee.com** is a Calvados Tourist Board initiative.

- **historic sites** A truly original scenario presented for the first time on the internet and reuniting 17 historic sites throughout Calvados, all of them evocative of William the Conqueror's epic adventure. The castle and abbeys in Caen, the castle in Falaise and the Bayeux Tapestry are among the major attractions.

- **video** Discover an original video (long or short version available), broadcast for the very first time and of which the "bloodiest" battle scenes were filmed on site during a reconstruction in Hastings (United Kingdom) in 2006.

- **news** An exhibition, a medieval fair, a guided tour... the story of William the Conqueror continues to inspire a great number of events! All associated events are published on line.

- **Kid's corner** **www.lafabuleuseepopee.com** is the very essence of a public website, including a kid's corner with both a glossary and a quiz, and the added bonus of an animated film offering a somewhat humoristic version of William the Conqueror's biography.

- **Web 2.0** Thanks to Web 2.0 technology, the web-user is literally plunged into William the Conqueror's era: William the Conqueror's blog, a virtual tour round the historic sites, global positioning module to compare the present-day map with a period map.

www.lafabuleuseepopee.com website design and conception: DDB Lille

Press contact:

Armelle Le Goff – Calvados Tourisme – Caen – Tel: 00 33 2 31 27 90 37 – **a.legoff@cg14.fr**