

COMMUNICATING INDUSTRIAL HERITAGE: NETWORKS AND INDIVIDUAL CASES

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Received April 18, 2016.

ABSTRACT.

The paper – part of the Workshop “Urban Communication for a Qualified Cultural Tourism in Historical Cities” – concentrates about communication tools used to enhance industrial heritage and its capacity attract visitors:

1. Networks helping communication favouring visits to industrial heritage:

- Europa Nostra EU Awards' use as a communication tool.

Europa Nostra EU Awards can be used as a way to publicise laureate sites, through PR actions around related events, such as on-site presentation of medals or plaques: examples of Middleport Pottery (Communication through the Prince's Regeneration Fund, visitor centre and commercial distribution of products), Knockando Woolmill (Communication around local identity) and of Tour & Taxis Royal Warehouse, Brussels (cultural events organised by the owner or its tenants, property developments close to the site).

- European Routes of Industrial Heritage.

Created as the result of an EU project, the “European Route of Industrial Heritage” (ERIH) is a network of industrial sites and cities. They are proposing different tourist itineraries and a common design vocabulary. ERIH developed its distinctive common signage according to a typology of sites and their relative importance. “Anchor Points” are the structural elements of the network. Financing is ensured by the participant sites.

2. Individual examples of communication by industrial heritage sites.

- The Ildefos Paper mill near Oslo, transformed into an industrial museum that includes an open air sculpture collection
- The Santral electricity plant of Istanbul, transformed into a cultural Centre while conserving the original machinery
- The Arenberg mining complex in Northern France partly converted into a university department
- The Cromford mill, textile production complex transformed into textile museum, offices and housing
- Dolni Vitkovice, Steel complex restored and partly transformed in education facility.

Keywords: *signage, communication, heritage, networks, cases, routes, funding*

INTRODUCTION.

This paper's aims are the same as those of the Workshop "Urban Communication for a Qualified Cultural Tourism in Historical Cities" but applied to industrial heritage. Industrial heritage sites have become major attractions at a time when much industry has left the cities. Appropriate communication at all levels – including signage – is therefore indispensable to their attracting visitors, as industrial heritage sites are often located in the periphery of cities.

The paper presents two facets of attempts to meeting this communication challenge:

- Use of networking allowing sites to benefit from synergy with other sites and
- Use of innovative communication strategy by individual sites.

CHAPTER 1. NETWORKS HELPING COMMUNICATION FAVOURING TOURISM RELATED TO INDUSTRIAL HERITAGE.

1. EUROPA NOSTRA AWARDS AS A COMMUNICATION TOOL.

The EU Prize for Cultural Heritage / Europa Nostra Awards was launched in 2002 by the European Commission and has been organised by Europa Nostra since then. The Prize celebrates and promotes best practices related to heritage conservation, management, research, education and communication. In this way, it contributes to a stronger public recognition of cultural heritage as a strategic resource for Europe's society and economy (Europa, 2016).

The awards are given in four categories that all include industrial heritage:

CONSERVATION: Outstanding achievements in the conservation, enhancement and adaptation to new uses of cultural heritage.

RESEARCH: Outstanding research projects which lead to tangible effects in the conservation and enhancement of cultural heritage in Europe.

DEDICATED SERVICE by INDIVIDUALS or ORGANISATIONS: Open to individuals or organisations whose contributions over a long period of time demonstrate excellence in the protection, conservation and enhancement of cultural heritage in Europe and far exceeding normal expectations in the given context.

EDUCATION, TRAINING and AWARENESS-RAISING: Outstanding initiatives related to education, training and awareness-raising in the field of tangible and/or intangible cultural heritage, to promote and/or to contribute to the sustainable development of the environment.

Each of these categories opens wide opportunities for communication by the winners (announcements, PR around related events, medals and plaques). The public presentation of awards to the winners is a major public event, which is held each year in a different European city.

Hereafter three examples of communication use by Europa Nostra Award winners:

1.1. MIDDLEPORT POTTERY, ENGLAND.

European Heritage Europa Nostra Awards 2015 included the revived Middleport Pottery in the UK.



Figure 1: The history of the Pottery and its regeneration have the subject of videos accessible on the web (Middleport, 2015).

Middleport Pottery is located in Stoke on Trent, a traditional heart of the British ceramics industry. The Pottery was built in 1888 as a model factory for the production of what became the world-renowned “Burleigh” earthenware. In 2010 closure threatened, jeopardising 50 jobs, traditional skills, historic processes and unique collections of ceramics moulds and archives. So great was the cost of repairing the buildings that the site had no viable operational future.

But the business has been dramatically rescued by a UK heritage charity, The Prince’s Regeneration Trust (Trust, 2015). Its many buildings are still home to Burleigh pottery, using traditional techniques, and also host a growing visitor destination, with interpretation facilities, a gallery exhibiting historic examples of its products, educational and teaching space and a café.

In addition to be a successfully renewed enterprise, it has been a considerable communication success. The historic machinery, artefacts and nationally important collections and archive have been saved for public viewing. The site also now houses three smaller specialist pottery businesses and has workshop space available for further creative businesses. Its products are sold at the pottery and in the best London Department stores.

As the jury stated “*the pottery now has a secure future as one of the last surviving traditional potteries in the West Midlands of England and once characterized by its factory chimneys and distinctive bottle kiln*”. It may be qualified as a living and liveable monument.

1.2. KNOCKANDO WOOLMILL IN ABERLOUR, MORLAY, SCOTLAND.

European Heritage EU Awards 2016 include Knockando Woolmill, located in a remote part of the Scottish Highlands. It has been active and producing textiles with its original machinery since 1784 and is a living monument to an important Scottish tradition. The restoration project is notable not only for its high quality but also for its success in promoting rural revival in this distinctive region. As the jury said: “*Though it is a decidedly local endeavour and is linked very much to its regional identity, the Woolmill’s production of high-quality textiles to a growing global market makes it an internationally significant endeavour. Its very survival in today’s globalised world is deserving of European, if not international, recognition*”.

One of the principal priorities was to provide a Craft Training Workshop to train young people in traditional crafts which may otherwise have been lost. For this purpose, a new structure was built adjacent to and in harmony with the other buildings. The “byre”, which formerly housed farm animals, was converted to a visitor



Figure 3: Main warehouse restored and adapted to use as offices, shops and restaurants, while the other warehouses have become fairgrounds for temporary activities. Adjacent empty space is developed according to a multiyear plan as offices, housing and a public park.

2. ERIH - EUROPEAN ROUTES OF INDUSTRIAL HERITAGE.

Origin (ERIH, 2016).

North West Europe was the cradle of the Industrial Revolution. The legacy of the most radical change in economic history is a crucial element in the continent's identity. Yet, as a result of modern structural changes, many parts of Europe have de-industrialised, leaving unemployment and physical dereliction. Dealing with such sites is expensive, calling for innovative solutions; a redundant plant is rarely viewed as a heritage resource. As industrial history is a common European heritage and the protection of such sites is such a difficult task, it was felt that it is an issue that could be appropriately tackled through co-operation between member states. To encourage the appreciation, understanding, protection and promotion of this common history as a means of achieving economic growth, the European Route of Industrial Heritage was formerly established under the ERIH Interreg II C project. Within this first ERIH a Master Plan was developed, identifying concrete ideas and activities to promote European Industrial Heritage.

Communication aim, including specific signage.

ERIH seeks to establish itself as a European brand for industrial heritage. To make this brand visible, ERIH developed a corporate design, including a logo, signage and print products. The ERIH network intends to encourage the trans-national transfer of knowledge and the development of joint marketing strategies and cross-border initiatives. The project's main instrument of communication is the ERIH website, which acts both as a forum for experts to share knowledge and experience and a promotional tool to market industrial heritage to the public. Links to tourist websites and other organisations help raising public awareness, attracting more visitors and ensuring ERIH's cross-sector integration. The website also acts as a promotional platform for Europe's industrial heritage and a virtual library for the reports and documents produced during the project.

The Route System.

A key element of the project is the establishment of a network of Anchor Points, approx. 100 important industrial heritage sites possessing a well developed tourism infrastructure. The job of the Anchor Points, distinguished by common external and internal signage is to show they are part of the network, to provide information about industrial heritage and promote the ERIH philosophy. From some of these Anchor Points 'regional routes' start, linking to smaller industrial heritage sites, so-called Key Sites. The creation of the regional routes, piloted in the partner regions, is designed to encourage tourists to visit the regions' industrial heritage sites, thus stimulating local tourism. Alongside these actions, ERIH develops Trans-national Theme Routes showing the historical and industrial links between the different European countries. Unlike the regional routes, the virtual thematic routes are targeted at encouraging the exchange of information between experts and

special interest groups. ERIH intended from the start to become a pan-European network, possibly integrating partners from across the world. To this end, it organises seminars and workshops to inform the wider public about the network's benefits.

Routes on industrial heritage according to specialised themes.

Broader themes include “The treasures of the Earth” (about extractive industries). Or “Textile manufacturing” (the milestones along the way from fibre to factory). Or “Transport and Communication” (retracing the tracks of the industrial revolution). Theme Routes take up specific questions relating to European industrial history and reveal potential links between radically different industrial monuments all over Europe. The result is a “circuit diagram” of the common routes of European industrial heritage.

CHAPTER 2. INDIVIDUAL EXAMPLES OF COMMUNICATION BY INDUSTRIAL HERITAGE SITES.

1. ILDEFOS PAPER MILL, NORWAY.

The Ildefos paper mill played a key role on in the 19th century rise of literacy in Norway by putting on the market cheap paper for printing of books and newspapers.

The paper mill could not resist to overseas competition and became a museum of paper industry's history, combined with an open air sculpture park that includes both machinery used as exhibits and works of art by international artists such as Tony Cragg and Anish Kapoor. Museum and park have become a popular place for excursions around Oslo.

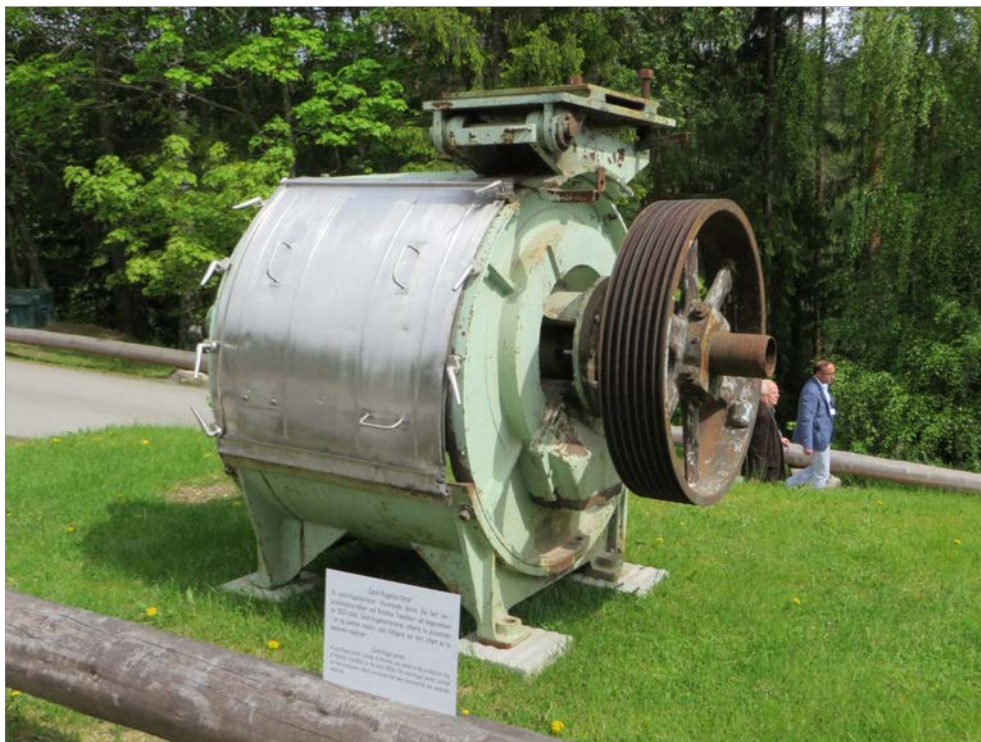


Figure 4: Machine halls and individual artefacts taken out of their industrial context are part of the paper mill garden.



Figure 5: Works of art by international artists include several works by Tony Cragg.

2. THE SANTRAL ELECTRICITY PLANT IN ISTANBUL (1911).

The Santral plant (“Santralistanbul”) is another example of heritage conservation combined with a communication strategy. The site was taken over by Bilgi University as an extension of its campus. The plant was restored as a cultural centre, keeping the original machines, which have become an attraction of their own, illustrating the past of the site. Next to it an exhibition hall as built, devoted to temporary exhibitions. It has helped attract visitors to both the monumental past and present events (Laconte, 2014).

3. THE ARENBERG MINING COMPLEX.

The Arenberg Mining complex is part of the UNESCO World Heritage site “Bassin industriel Nord-Pas-de-Calais “. The coal mine is now open to visitors as a museum but most of the site has been converted in a university facility linked to the Valenciennes University. Signage expresses this switch to creative activities (film-making).



Figure 6: the Arenberg mining complex, located in the “Bassin minier du Nord-Pas-de-Calais” UNESCO world heritage site, has been restored and is open to visitors. Its visibility has been enhanced through the partial reuse of the site into a university campus publicised as “De puits de mine en puits de science” (from mine pit to science pit).

4. OSTRAVA STEEL COMPLEX, CZECH REPUBLIC (VOLF, 2013).

The Ostrava Dolni Vitkovice steel complex (one of the oldest and largest in Europe) was the subject of a conference organised in November 2013 by ICOMOS and the Czech Ministry of Finance about the reuse of the complex as a cultural and educational centre. This renewal benefits from local, national and international funding (Norway).

Its gas holder was preserved and transformed into a cultural centre.

The top floor was transformed into a theatre and concert hall.

Windows gave natural light to lower floors.

Since its restoration in mid-2012, the new cultural and educational centre has had more than 1 million visitors. Further extensions are planned.

Cases like Vitkovice illustrate the transnational significance of Europe's industrial heritage. Steel produced in this complex were used by successive belligerents and also for the building of the Eiffel Tower in Paris.

5. CROMFORD MILLS, DERWENT VALLEY, UK.

Cromford Mills is the largest textile mill of Derwent industrial Valley, Derbyshire, the cradle of England's industrial development, part of the UNESCO World Heritage list since 2001 (Derwent, 2015). It combines the preservation of its industrial past as central element of Sir Richard Arkwright's industrial empire and the reuse of its buildings as offices, developed by phases, and housing. It operates under the name of Arkwright Society, a registered charity, which produced the master plan for its development (Arkwright, 2012).

CONCLUSION.

The paper addressed the theme of the workshop "Urban Communication for a Qualified Cultural Tourism in Historical Cities" from the angle of industrial and engineering heritage

Industrial heritage sites have become popular tourist attractions at a time when much industry has left the cities. But as they are in most cases located in the periphery of cities, appropriate communication at all levels – including signage, but mainly upstream of it – is indispensable to their attracting visitors. This is a major challenge for the owners, public authorities or private citizens, in charge of maintenance and management of these sites.

The paper presents two facets of attempts to meeting this communication challenge:

- Use of networking allowing sites to benefit from synergy with other sites and
- Use of innovative communication strategy by individual sites.

Networks helping communication in view of favouring visits to industrial heritage included Europa Nostra EU Awards. Awards have been used as a way to publicise laureate sites, through PR actions around related events, such as on-site presentation of medals or plaques: examples cited are Middleport Pottery (Communication through the Prince's Regeneration Fund, visitor centre and commercial distribution of products), Knockando Woolmill (Communication around local identity) and Tour & Taxis Royal Warehouse, Brussels (cultural events organised by the owner or its tenants, property developments close to the site).

The "European Routes of Industrial Heritage" (ERIH) are a network of industrial sites and cities. They are proposing different tourist itineraries and a common design vocabulary. ERIH developed its distinctive common signage according to a typology of sites and their relative importance. "Anchors" are the structural elements of the network. Financing is ensured by the participant sites.

Individual examples of innovative communication by industrial heritage sites include.

- The Ildefos Paper mill near Oslo, transformed into an industrial museum that includes in an open air sculpture collection,
- The Santral electricity plant of Istanbul, transformed into a cultural Centre, while conserving the original machinery,
- The Arenberg mining complex in Northern France converted into a university department.
- Cromford mill, textile production complex transformed into a textile museum, offices and housing.
- Dolni Vitkovice, Steel complex restored for education purposes and host to a new technical education facility.

The conclusion of the paper is that, in the case of a cultural heritage located outside of central cities, communication needs to be taking place at a broader level than signage, through networks resulting from being beneficiaries of awards, in this case Europa Nostra, or created from scratch by a community of interested stakeholders, as illustrated by the European routes of industrial heritage.

Examples of innovative communication combining the interest for heritage and other reasons for visiting the industrial site were described.

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BIO P. LACONTE.

Pierre Laconte (Belgium) is one of the three planners of the Louvain new university town built from 1969 South of Brussels along the model of historic Louvain/Leuven and today a major urban growth pole. It is entirely pedestrian and includes an underground railway station linked to a shopping mall and a separation of sewage water and storm water, collected into a lake. Laconte chairs Europa Nostra's Industrial and Engineering Heritage Committee – IEHC - and is member of the Arts Academy, Berlin (Sektion Baukunst).

BIO H. DE BOER.

Hildebrand de Boer (NL, 1955) studied History of Art and Archaeology at the State University of Groningen. Since 1983 he is professional in the field of heritage conservation, redevelopment and tourism, with emphasis on industrial and military heritage. De Boer is president of the Holland Route Foundation. Besides his international activities for Europa Nostra, ICOMOS and TICCIH, De Boer was co-founder and vice-president of the European Route of Industrial Heritage (ERIH e.V.).