

# TRANSMISSION

Museumskunst des Industriemuseums Chemnitz und seines Fördervereins

Katalog | Thomaskirche | Juli 2020  
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Interview with Susan Endler

# InduCCI -

Cultural and creative industries in traditional industrial sectors regions as drivers of change in economy and society

guided by Jürgen Kabus, Industrial Museum Chemnitz

**Jürgen Kabus (JK):** Ms. Endler, you are in Chemnitz as lead partner for responsible for the InduCCI project. What does the abbreviation stand for?

**Susan Endler (SE):** InduCCI (Industrial regions & Culture and Creative Industries) deals with cultural and creative industries (CCI) in industrial regions. For traditional industrial regions to survive in the transformation process, two things are needed: economic innovation and social cohesion. economic development. InduCCI promotes nuclear power plants as a key force for economic and social change in industrial regions outside the metropolitan areas.

**JK:** What is the duration of the project and how is it financed? Describe Please tell us what INDUCCI is all about?

**SE:** The project started in April 2019 and ends in December 2021. A project budget of around two million euros is available for this purpose, including around 1.6 million euros in ERDF funding, i.e. European subsidies. Industrial Region-nen are not yet regarded as attractive locations for the cultural and creative industries and as a European Interreg project, the EU is promoting them with InduCCI. as a separate economic sector and as an external partner for innovations in the industry. In a second, more socially oriented approach, InduCCI with the help of CCIs to make people in our country more open to innovation, change and entrepreneurship.

**JK:** Which cities or regions of which countries are partners in the project?

**SE:** InduCCI brings together seven long-standing industrial regions of Central Europe.

These are represented by:

- Lead Partner Chemnitzer Wirtschaftsförderungs- und Entwicklungsgesellschaft (Chemnitz region)
- Regional Association of the Cultural and Creative Industries Saxony e. V. (Saxony)
- Creative Region Linz & Upper Austria (Upper Austria)
- Sokolov-East Microregion (Northwest Bohemia, Czech Republic)
- Regional Development Agency Bielsko-Biała (South Silesia, Poland)
- Chamber of Commerce, Industry, Crafts and Agriculture Padua (Veneto, Italy)
  - Business Support Center, Kranj (Gorenjska region, Slovenia)
  - Stebo Competence Center for Community Development (Province of Limburg, Belgium)

**JK:** What is a machine to you?

**SE:** For me, a machine stands for movement, power, energy. It saves manpower, makes processes and life easier and faster. Once always loud, machines today are often very quiet and everyday life without them is no longer conceivable. Not only production processes, but also our general society is characterized by machines. Fortunately they still need us, the human being, to function.

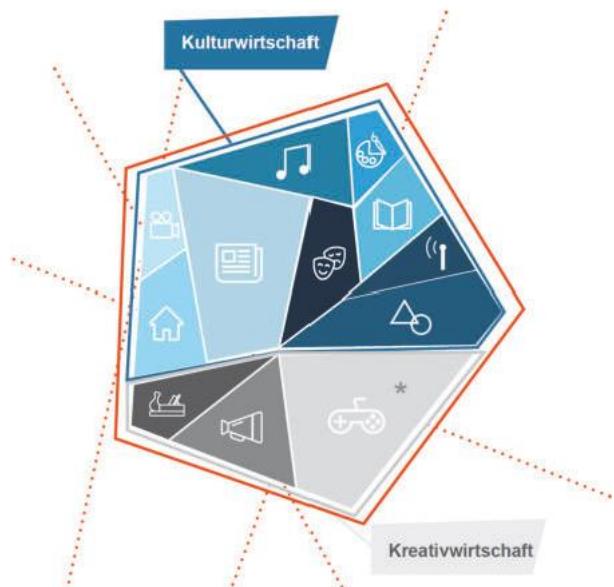
**JK:** What role do machines play in your life?

**SE:** The alarm clock ringing in the morning, the coffee, the e-mails, the way through City to work - even the early morning is unimaginable for me without machines, and of course they determine my everyday working life just as much. Machines For me, relief, mobility and progress are indeed the most important things. And fortunately, most of them can be also switch off from time to time.

**JK:** What is industrial heritage for you?

**SE:** Industry and culture belong together in Chemnitz. For more than two centuries, Chemnitz has been a continuous economic motor in Saxony and Germany and an image of German industry and society. layer. Here, industrial culture is the visible combination of industrial tradition, presence and innovation. This industrial cultural heritage of Chemnitz it is important to secure, to draw from it and thus to shape the future. With the event "Days of Industrial Culture", for example, we offer a platform for regional players, business and industrial cultural institutions.

**JK:** Ms. Endler, thank you for your introductory words about the project





Interview with Jan Sienkiewicz | Regional Development Agency Bielsko-Biała (South Silesia, Poland)

# InduCCI

guided by Jürgen Kabus, Industrial Museum Chemnitz

**Jürgen Kabus (JK):** Why is Poland and especially your city Bielsko- Biała partner in the project?

**Jan Sienkiewicz (JS):** The InduCCI project is in line with the view of the future development of the region and the city.

At both regional and local level, the cultural and creative industries in the main strategic Documents he believes that creativity has been a priority in the development of the city since 2012. This is a key aspect in the further development - the transformation from a historically shaped industrial region to a creative and innovative place for the entrepreneurs of the future.

**JK:** How was Bielsko-Biała to a traditional Industrial region within Poland?

**JS:** The Silesian province is the largest industrial region in Poland. The industrial spirit reflects its specificity and defines its cultural identity. For more than two centuries of development on a European scale, Silesia has gone from a peripheral region to a leading region of the industrial age. The region was founded before This is mainly associated with heavy industry such as coal mining and steelworks, but also with the textile industry and, in recent years, the automotive sector.

**JK:** Which projects have already been initiated by InduCCI in Bielsko-Biała? Which ones will still be there? Are there already first Results?

**JS:** Pilot actions and administrative training related to cultural and creative industries will be carried out within 2020 developed. Both of our planned activities - Youngster FabLab and Industrial Hackathon - are related to innovative technology and innovation.



3D printing and rapid prototyping - should continue beyond the project's end, as these are key to the success of the project. of the economic transformation of the future.

**JK:** What added value for the development of the cultural and creative economy in Bielsko-Biała do you see from the project? Does it spend  
In your view, the project is already a particularly successful example of transformation?

**JS:** The added value will lie in the facilitation of industrial transformation processes. With the project activities we will Promote nuclear power plants as a key force for the transformation of the region, to strengthen creativity, support innovation and To bring entrepreneurial spirit to the traditional industrial community. Through the pilot actions, we will incorporate innovative educational formats into traditional curricula to help build future-oriented communities. to facilitate the development of new competencies.

**JK:** What is the heart of your region?

**JS:** Development

**JK:** Mr. Sienkiewicz, thank you for the interview.



Interview with Andrea Galeota | Chamber of Commerce, Industry, Crafts and Agriculture Padua

# InduCCI

guided by Jürgen Kabus, Industrial Museum Chemnitz

*Galzignano Terme, Valsanzibio Villa*

**Jürgen Cabus (JK):** Mr. Galeo Yo are fo th InduCCI i Pa-dua responsible. Why is your country and especially your city part of the ner of the project?

**Andrea Galeota (AG):** Participation in the InduCCI project is important for our region because the project will not only provide us with new subcontractors, but also with new customers.

The aim is not only to support the development of the cultural and creative industries, but also to improve their relevance and perception as an engine of development.

From this point of view, the relationship with traditional industries is of crucial importance. InduCCI gives us the opportunity, to cooperate with experienced and relevant partners from similar regions in Central Europe

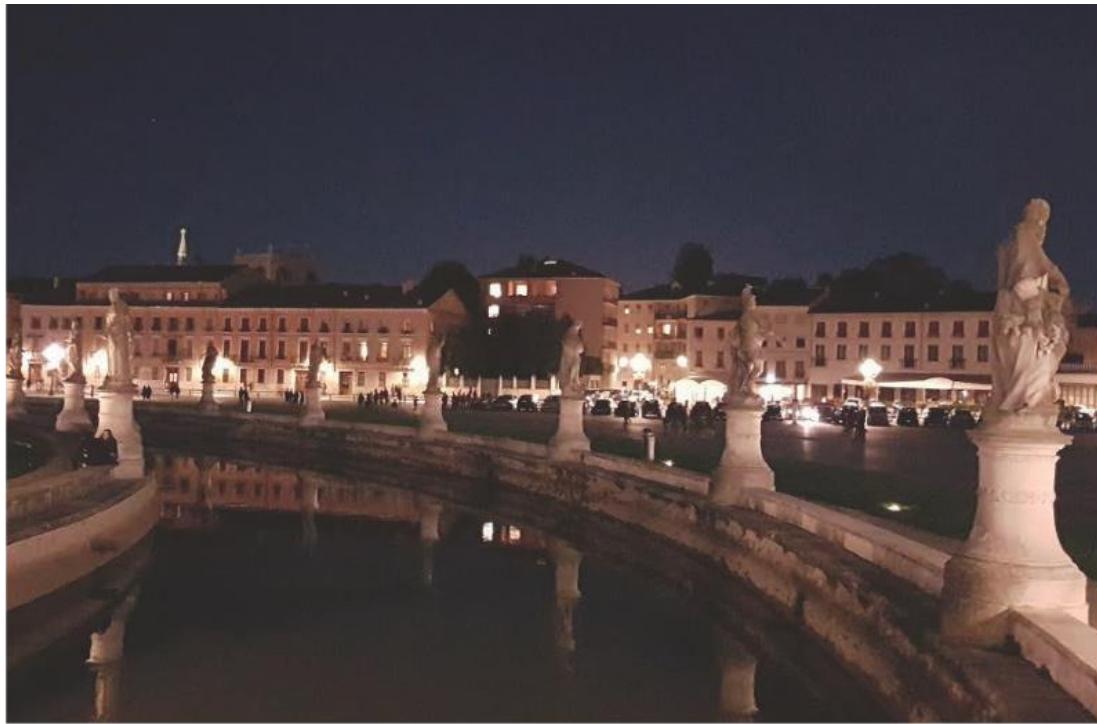
**JK:** How did Padua become a traditional industrial region within Italy?

**AG:** The industrial history of the Veneto region has ancient roots that go back to the time of the Venetian Republic. From some His-The arsenal is considered by the toricans to be the first industry in the world, because thanks to its industrial organization, a battleship was built in less than

delivered within three days. In the 19th and 20th centuries, many industries were established in the region. The industrialization model of the region is based on clusters, often consisting of one or a few large and many small and small and medium-sized enterprises (SMEs) operating in the same sector.

**JK:** Which projects have already been initiated by InduCCI in Padua? Which ones are still to come? Are there already first results?

**AG:** Since InduCCI is still in the concept phase, it is too early to evaluate the results. Anyway, it builds on the positive



*Prato della Valle*

experience of other projects, such as InduCult2.0 or many projects financed by the Veneto Region.

**JK:** What added value do you see for the development of the cultural and creative industries in Padua through the project? Does your opinion after already a particularly successful example of transformation through the project?

**AG:** Our region is known throughout the world for its cultural heritage (e.g. Venice, Verona, Padua, Vicenza) and its creative industries such as glass or fashion is known. The added value lies in the increased cooperation between the creative and traditional industries and in the exchange with partners. For a successful example ... wait the pilot actions of the project.

**JK:** What is the heart of your region?

**AG:** Beauty

**JK:** Mr. Galeota, thank you for the interview.



Interview with Mateja Korošec | Business Support Center,  
Kranj (Gorenjska Region, Slovenia)

# InduCCI

guided by Jürgen Kabus, Industrial Museum Chemnitz

**Jürgen Kabus (JK):** Mrs. Korošec, why is Slovenia and especially the City of Kranj Partner of the project?

**Mateja Korošec (MK):** Slovenia is developing into a fertile bo for the creative industries, but a national strategy is still lacking. Apart from Kranj, places like Škofja Loka and Jesenice also have their heavy industry. the development towards creative cities. InduCCI offers our region the opportunity to exchange knowledge, to adopt proven and to develop the basis for a regional platform for the cultural and creative industries (CCI)

**JK:** How did Gorenjska become a traditional industrial region within Slo- who?

**MK:** The Gorenjska region used to be one of the most industrially developed regions in the world. developed regions with steel, machinery, textile, timber, construction and energy industries, employing more than a third of the population. The Industry not only shaped the economic sector, but also the landscape and people's lives. Despite some attempts to preserve the industrial heritage, many industrial areas are slowly disappearing. Therefore we are looking for solutions how to preserve the industrial heritage for future generations, connected with modern technologies and the economy and integrated into the modern life can be integrated.

**JK:** Which projects have already been initiated by InduCCI in Kranj? Which will there still be? Are there already first results?

**MK:** The activities of the InduCCI projects are in the conceptual phase, to be implemented within the year 2020. We are working on building a network of actors and cooperation between political and economic actors. decision-makers. It is planned to set up a permanent helpdesk in one of the region's creative centers. It will provide the CCI with customized



Graffiti in Jesenice

Provide support and advice, including workshops, industry support and promotional activities.

**JK:** What added value do you see for the development of cultural and creative industries?

economy in Kranj through the project? In your opinion, is there already a particularly successful example of transformation through the project?

**MK:** We need the regional strategy paper for the CCIs, because the industry is still quite new. This will help people to see and understand the different aspects and opportunities for participation and thus be more open to become innovation, creativity and change. We create an environment for the local people in the form of networks, support for new businesses, and the development of new technologies. as well as a creative meeting place and production room.

**JK:** What is the heart of your region?

**MK:** Going up ...

**JK:** Mrs. Korošec, thank you for the interview.



Interview with Lucie Říhová | Micro-region Sokolov-východ  
(Northwest Bohemia, Czech Republic)

# InduCCI

guided by Jürgen Kabus, Industrial Museum Chemnitz

**Jürgen Kabus (JK):** Ms Říhová, you are responsible for the INDUCCI-Project in Sokolov-východ. Why is the Czech Republic and especially the micro-region Sokolov-východ a partner of the project?

**Lucie Říhová (LŘ):** The micro-region Sokolov-východ (MSV) represents a core zone in the industrial region of West Bohemia. Since the 19th century, the area has been used for coal mining, porcelain, glass, chemical and automotive industries.

industry. The main objective of MSV is to manage local and regional development, and CCI has recently been discovered as a key factor in this. Today's producers are looking for new approaches to compete to remain competitive, and they find them by working with creative people, e.g. designers.

**JK:** How did Sokolov-východ become a traditional industrial region within Czech Republic?

**LŘ:** The area near Sokolov was rich in natural resources like coal, kaolin, tin and uranium. Thanks to the natural resources and the good connection through the railroad, mining, porcelain, glass, and other materials could be produced here, chemical and automotive industries are emerging. To this day, industry continues to shape the daily lives of local people - they work in factories or live in Near (in)active mines.

**JK:** Which projects in your region have already been initiated by InduCCI? What will there still be? Are there already first results?

**LŘ:** With the project InduCCI we want to remember past projects like SHIFT-X, Connecting ReSource and InduCult2.0 ReSource focused, for example, on the recultivation and sustainable development of former mining areas.

**JK:** What added value do you see for the development of cultural and creative industries?  
economy in the Sokolov-východ micro-region through the project ? Is there  
your



*Gallery super market  
WC, Sokolov*

In your opinion, is this already a particularly successful example of transformation through the project?

**LŘ:** We see added value in the creation and organization of an efficient coordination structure, supporting the creative thinking of the young generation, defining the framework for the CCI area and increasing political attention and commitment in the Karlovy Vary. We have a successful example of a gallery called Supermarket WC, which supports pioneers, develops design thinking and is a meeting place for the CCI community.

**JK:** What is the heart of your region?

**LŘ:** The city of Sokolov.

**JK:** Mrs. Říhová, thank you for the interview.



Interview with Julia Pohn & Gisa Schosswohl | Creative Region Linz & Upper Austria (Upper Austria)

# InduCCI

guided by Jürgen Kabus, Industrial Museum Chemnitz

**Jürgen Kabus (JK):** Mrs. Pohn, Mrs. Schosswohl, you are responsible for the INDUCCI project in Linz. Why is Upper Austria and especially Linz a partner in the project? How did Linz become a traditional industrial region of Austria?

**Julia Pohn, Gisa Schosswohl (JP, GS):** Linz has a long-standing image as Industrial city and city of steel. As a result, large industrial companies are still located in Linz today. Good examples of this are the Voestalpine AG or Chemie Linz. From an economic point of view, they still represent a large number of jobs and of course industry-related companies.

**JK:** Which projects have already been initiated by InduCCI in Linz? Which will still give? Are there already first results?

**JP, GS:** The pilot actions of the InduCCI project will start in summer this year. res. No measures have yet been implemented.

**JK:** What added value do you see for the development of cultural and creative industries?  
economy in your traditional industrial region through the project? In your opinion, is there already a particularly successful example of a transformational  
tion through the project?

**JP, GS:** Since the founding of Ars Electronica and the Cloud of Sound  
In 1979 Linz - European Capital of Culture 2009 - made impressive progress as a pioneer and international stronghold for media art and digital competence. tence made. The annual Ars Electronica Festival and Prix Ars Electronica present and honor outstanding achievements and give media culture decisive impulses worldwide. The Ars Electronica Center and the Futurelab are committed to driving innovation in research and development as well as in education in the field of technology.

the entire region. Today, the city is concentrating on transforming a former industrial site in the heart of the city center into a center of the creative industries: the campus of the Linz Tobacco Factory with the Creative Region Linz and



Tobacco factory Linz,  
center of the Krea-  
tive economy and  
digitization

the Upper Austrian development company for creative industries. A further priority on the city's agenda is to establish Europe's first Open Commons-region. Linz is the home of numerous educational and research institutions dealing with media art, digital culture and creative industries.

and thus have produced the necessary concentration to create a unique biotope for innovation and creativity. In 2017 Linz was named number 2 in the leading creative industries by the European Commission. cities. This is the result of mixing its industrial heritage with the approach of creative cities.

**JK:** What is the heart of your region?

**JP, GS:** The Creative Region (CREARE), closely associated with the tobacco factory Linz as creative hotspot.

**JK:** Thank you both for the interview.



Interview with Frank Maleszka | Stebo Competence Center for Community Development (Province of Limburg, Belgium)

# InduCCI

guided by Jürgen Kabus, Industrial Museum Chemnitz

**Jürgen Kabus (JK):** Mr. Maleszka, you are responsible for the INDUCCI project in Limburg responsible. Why is Belgium and especially Limburg a partner in the project?

**Frank Maleszka (FM):** Limburg is not considered an attractive location for cultural and creative industries, although political decision-makers are willing to invest in the topic. Committed within InduCCI Stebo is committed to providing institutional frameworks and networks and supports better coordination between municipalities and the CCI. We build on our experience in socio-cultural and economic development. We are committed to the development of the region's economy by introducing new approaches to the changing industrial context.

**JK:** How did the province of Limburg become a traditional industrial region within the half of Belgium?

**FM:** After the discovery of coal in 1901, the economic roots of the region defined by the mining industry. Today there are six former mining areas in the region. After the closure of the mines in the 1950s to 1990s, new industrial plants were established, the Ford plant, the Philips site and in the textile sector. With the closure of the Ford plant in 2014, a new crisis forced solutions, one of which was the investment in the CCI as a source of innovation and job creation.

**JK:** Which projects have already been initiated by InduCCI in Limburg? Which will there still be? Are there already first results?

**FM:** We create a friendly ecosystem (location, community, coaching) for local and metropolitan cultural and creative industries. In this respect, Limburg and its pull factors are actively promoted and the inhabitants in a rethinking of industrial change and its impact on their lives.



**JK:** What added value do you see for the development of cultural and creative industries?

economy in Limburg through the project? In your opinion, is there already a particularly successful example of transformation through the project?

**FM:** By including relevant actors as participants in focus groups and as representatives in pilot actions, we will be able to develop innovative models of cooperation between the CCIs, industry and the public. and the society to design and test. The project results will provide valuable recommendations for regional development and describe the role of CCIs in regional development.

**JK:** What is the heart of your region?

**FM:** Incubator

**JK:** Mr. Maleszka, thank you for the interview.



Interview with Susan Endler | Chemnitz Economic Development Corporation

# InduCCI

guided by Jürgen Kabus, Industrial Museum Chemnitz

**Jürgen Kabus (JK):** Ms. Endler, why is Chemnitz a partner in the project?

**Susan Endler (SE):** Chemnitz is on the move. The city is always about Changes and upheavals, both in society and in the economy. We can be a role model with good examples of successful transformations, and we are interested in transnational exchange and learning from other regions that have had similar structural experiences. Because that keeps us on the move.

**JK:** How did Chemnitz become a traditional industrial region within Germany?

**SE:** textiles and machinery. These two branches of industry shaped the Chemnitz economy for centuries. A favorable location along various trade routes, historical features such as the granting of the bleaching privilege in 1357 and innovative educational opportunities paved the way for an industrial development. Center. This development is also reflected in the face of the city: splendid entrepreneurial villas and Wilhelminian style quarters as well as factory buildings, which today are museums, cultural areas, restaurants, lofts and for working, which are located next to socialist-influenced squares and young buildings internationally. of renowned architects.

**JK:** Which projects have already been initiated in Chemnitz by InduCCI become? Which ones will there still be? Are there already first results?

**SE:** We will carry out concrete pilot actions within the course of the project. These events complement our established formats such as the RAW Festival of Industrial Culture or our industry crossover meeting C-TOWN 360°. Furthermore we have formed a so-called regional focus group with various actors from business, science, culture and administration, in which the InduCCI-project contents are discussed and further developed.



*Area Wirkbau  
Chemnitz, 2019*

**JK:** What added value for the development of the cultural and creative industries in Chemnitz do you see through the project? In your view, does the project already provide a particularly successful example of transformation?

**SE:** The link to ideas and projects that already exist and the development of new ideas and projects exchanges with international partners bring momentum and inspiration for new ideas. We also develop formats in which the players in established industries and the CCIs work together in concrete projects. We also see added value for the scene and the city in the focus group, which encourages networking and exchange.

**JK:** What is the heart of your region?

**SE:** Industry

**JK:** Ms. Endler, thank you for the interview