

"INDUSTRY GOES PUBLIC": INDUSTRIAL ROAD SHOW - PRESENTING REGION'S INDUSTRY 1.0-4.0

Thematic - Implementation, incl.
assessment

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0. Abstract

In the framework of InduCult2.0's thematic work package 2, the Padova Chamber of Commerce conceived and implemented new actions to raise awareness of the Regional Industrial Culture features and value. To do this, according to the results of the discussion in the Regional Focus Group, Padova Chamber of Commerce tested the power of "Social Artistry" related to Industrial Culture, realizing an installation at two editions of Arte Padova International Exhibition Padova to display, in an innovative and "artistic" way, the core value and features of Industrial Culture in Veneto Region, from Industry 1.0 to Industry 4.0. In the same context an international social art competition has been realized, "Art and Industrial Culture".

The competition and the prize giving ceremony has been a good way to raise awareness about Industrial Culture in Central Europe.

1. Project Context

[InduCult2.0 project](#), financed by the Interreg Central Europe cooperation Programme, establishes the idea of Living Industrial Culture in Central Europe and as such reveals, strengthens and utilizes the unique cultural spirit of industrial regions.

The underlying basic concept is innovative by itself: Living Industrial Culture goes far beyond heritage preservation and utilization. Instead, past, present and future cultural and creative assets related to industry are combined into one powerful package. This is achieved by cross-sectoral cooperation set up by the partners, bringing together their museums, companies, schools and creative communities. In this way, Industrial Culture becomes a living and dynamic concept mirroring the ongoing transformations of industrial economy and shaping the cultural sphere of the affected communities.

Within the InduCult2.0 project, Industrial Culture is understood as a variety of both tangible and intangible heritage (buildings, traditions), as well as contemporary assets, such as specific mind-sets, and skills, as well as referring to the reservoir of cultural meaning and practices actors construct in contemporary and active industrial production units.

The InduCult 2.0 thematic work package 2 "Priming Industrial Culture as a unique feature of Regional identity" compiles a range of awareness-raising activities: (1) promoting cultural resources of industry: 'industry goes public', (2) industrial tourism combining heritage and present, (3) image-shaping through industry-related cultural events, interlinked with an eye-catching transnational feature. All WP activities are laid out to connect industrial heritage and current/upcoming cultural resources.

Based on the concept developed in D.T.2.3.1., the Padova Chamber of Commerce and its local partners set up an innovative installation highlighting the region's industrial culture features and positive aspects, recalling the conceptual approach of "Appreciative Inquiry" adopted by InduCult2.0 project.

The capacity to convey the message have been assessed during the first display in 2017, discussed with the focus group, and assessed then during the second display in 2018.

2. Introduction

During previous project tasks (particularly T1.1.1, T2.1.2 but also T.2.3.1.), the concept of “industrial culture” and its different approaches have been discussed with the partners and peering action have been carried out to share knowledge, experiences and best practices. Particularly, partners discussed the kind of approach to be implemented within Inducult 2.0, going beyond the classical preservation and re-utilization of old industrial sites and landscapes. In the approach of the InduCult2.0 project this classical view is widened by linking it to the specific cultural settings in industrial regions, thereby aiming at fostering regional development through re-interpretation, re-production of industrial heritage. Therefore, Inducult2.0 aims to strengthen specific strategic regional potentials connected to industrial production.

As stressed in the Research Input Paper “INDUSTRIAL CULTURE, LABOUR FORCE AND COMPANIES - Academic recommendations for practical intervention on how to deploy Industrial Culture for securing labour force and strengthening the regional ties of companies”, published within InduCult 2.0 project, these assets can be used to strengthen both internal, as well as external perception - breaking the negative stereotypes. In this way, project partners understand Industrial Culture as a reliable and authentic common ground for an internal reference point of industrial communities. Being a place-based concept - as tied to specific place bound tangible and intangible attributes of industrial production - it is a unique feature of old industrialised regions, often providing a link between different generations of people, linking past, present and future.

The regional focus group discussed how to develop current action, during the concept phase, analyzing and comparing different options. The chosen option has been to work utilizing social artistry.

- Social artistry can be defined as the attempt to address or recognize a particular social issue using art and creativity (source <http://pyeglobal.org/social-artists/>).
- Social artists are therefore people using their creative skills to work with people or organizations in their community and facilitate change.
- Social artistry can incorporate several different art forms including theatre, poetry, music and visual art.
- Social artistry can therefore be a powerful mean to support awareness of local industrial culture, and of the cultural aspect of industry in the industrial Regions.

Confindustria Veneto, with the project “alchimie culturali”, stressed the cultural aspect of the industrial production, and helps as well the companies to discover a new dimension of their industrial work. Arte Padova, 2018 at its 29th edition, is an International Art Exhibition held yearly at PadovaFiere (Padova Exhibition Centre), with more than 20.000 masterpieces on show from all over the world and about 30.000 visitors from Italy and abroad. It has therefore been chosen for the great communication power.



3. Objective

In the framework of InduCult 2.0 thematic workpackage 2 Padova Chamber of Commerce aimed at implementing a smart presentation “Industry goes public” with an innovative presentation of industry, aiming at raise awareness in the general public of the Industrial Culture concept, and of its relevance in Veneto Region past, present and future.

Another objective was to highlight the peculiar features of Veneto and North-East Italy Industrial model and how it has been significant in the definition of today’s Venetian culture, stressing the cultural aspects of Industry and the assets of the industrial past and present brought to the region, highlighting in the same time the positive aspects and the trends for a further development of the region, keeping its industrial character.

4. Applied Approach

The following approach has been applied:

- a) In the Veneto Region Padova Chamber of Commerce established a focus group with local stakeholders, which dealt in the first months of 2017 with the task to define the strategies to conceive and then implement the action foreseen in InduCult 2.0 project. In the same time a useful peering action with international initiatives and project partners gave hints and ideas for the development of our applied approach.
- b) Analyzing experiences and actions abroad (e.g. the Metal Fest in Croatia, the Days of Industrial Culture in Germany, the Rostfest in Austria) and in Italy (e.g. the Cartiera di Vas and the project “Made in Padova”), we propose to involve Social Artistry as a mean to raise awareness in Industrial Culture.
- c) Definition of the concept: launch a competition, open to artists not only from InduCult 2.0 participating Regions, to present an original display of the concept of “Industrial Culture”. The call has been prepared in Italian and English Language.
- d) Partnership with Arte Padova: creation of the installation for the launch of the competition in 2017 and display of the final “art masterpieces” selected by a jury, as the core of an installation (namely the Smart Presentation “Industry goes public”) in an area dedicated to the Industrial Culture and composed by: the artistic works participating in the competition; different posters and items explaining what is industrial culture and the patterns of industrial culture in Veneto Region - from the beginning with Murano Glass district and the Arsenal of Venice until today’s developments through Industry 4.0; a multimedia show (with screen and 3d printed items) highlighting examples and best practices of contemporary industrial culture.
- e) Realization of the competition, selection of the final masterpieces;

- f) Realization of the installation for Arte Padova 2018, including final selection of the competition;
- g) Prize giving ceremony during Arte Padova 2018.

5. Results

The results have been the realization of the installation in two International Exhibition (Arte Padova 2017 and 2018) and a great interest in the action and the competition.

A group of workers with the passion for the arts, 18+1, proposed by Confindustria Padova, Industrial Companies Business Associations has been involved for the concept and realization of the installation 2017, workers of Industrial companies involved in the project's activities have been involved instead for the setting up of 2018 edition.

The installation has been an innovative presentation of Industrial Culture, combining different items (industrial products, items witnessing daily life in the industries, like the overalls, pictures and sculptures related to different styles of contemporary arts related to industrial culture, prototypes, posters, etc.).

The innovation aspects are related to:

- the framework: an international art exhibition, with more than 20.000 visitors from many European countries;
- the concept: a specific display of Industrial Culture related art works has never been implemented in Veneto Region, and inviting artists to express the positive values of industrial culture and reality has equally never been done before;
- the mixité among new communication technologies and tools, like multimedia, physical installations, artworks and posters.

The installation is a modular display, therefore it can be used and modified also for other locations. The concept and the setting-up have been an important phase to foster discussion and sharing of ideas about the features of the regional industrial culture and how to promote it to the general public (taking into account past, present and trends of the industrial environment in the region). The choice of Arte Padova made possible the visibility of our installation and project to thousands of people, since Arte Padova has been visited by more than 20.000 visitors each year.

6. Assessment/transnational added value

The international competition and the related public events (presentation, prize giving ceremony) have been very important to create awareness about InduCult2.0 project and its features.

The art masterpieces are actually candidate to be displayed also in other art related shows. Meanwhile, the installation has been appreciated by many visitors of the international Exhibition Arte Padova. An evaluation of the pilot action's results and capacity to convey the message has been realized combining different actions: a meeting of the focus group during Arte Padova Exhibition on 16th November 2018 (the meeting room was in front of the installation, and it has been presented and discussed with the participants), interviews to visitors (8 in 2017, 24 in 2018).

The installation has been appreciated, visitors highlighted particularly the communicative choice

proposed, most of them were expecting a more “boring” installation, with posters only. Some ideas could not be implemented due to GDPR and state aid regulation. We avoided to present namely products of specific companies, there were sample (e.g. shoes produced in the shoe district, prototypes created with 3d printers) without a specific link to the single companies. Where the link was evident (like in the painting “Lambretta”, product of Piaggio SpA) it was for artistic reasons and for the evocative power related to the industrial culture.

About the “Art and Industrial Culture” competition, we didn’t have participants from abroad, despite the promotion made by InduCult2.0 partners and several contacts by interested artists from InduCult2.0 partner regions. Interviews with the artists show that they didn’t take part in the competition because there was no monetary prize and the organization didn’t cover the insurance and transportation expenditures for the artworks.

During the focus group meeting some member proposed to rethink the competition linking it to the painting of an abandoned industrial site, organizing a “en plein air” competition. Confindustria proposed to work with Regional Funds to create a pavilion in Arte Padova 2019 presenting the results of different projects linking companies and creatives, displaying again the installation as corner piece. These proposals will be evaluated in the coming months.

The transnational added value consist in the proposal of a new way to foster the interpretation and expression of industrial culture and its positive features. The competition notice has been drafted in Italian and English language and shared with the partnership. During the last partnership meeting Padova Chamber of Commerce proposed to expose the winner masterpiece also in partner regions, during Industrial Culture related events.

7. Outlook and sustainability

The installation is property of the Chamber of Commerce, and will be used in the different events. In January it will be moved to Piazzola sul Brenta, former jute factory, within the innovation centre realized with action T.4.4.3.

The winner artwork could be exposed also in partner regions, within Industrial Culture related events. Padova Chamber of Commerce agreed with the Municipality of Piazzola to transform it in a permanent installation, to be presented to tourists and visitors.

Since the Regional and Provincial governments are discussing the possibility to open a museum of the Industrial Culture, we will check the possibility that the installation becomes one of the featured works in the planned museum.

8. Annexes incl. picture documentation (if applicable)



