



Past - Present - Future



INDUSTRY GOES PUBLIC - AN INTERACTIVE ART INSTALLATION IN THE DISTRICT OF ZWICKAU

Implementation report incl. assessment

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PP1, District of Zwickau



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0. Abstract

Rural industrial areas are fighting a bad image as dusty and old-fashioned. Shaping the regions' image and the regional identity could help to transform the somehow negative image of these regions. Industrial culture and industrial tourism are chances for old-industrial regions to promote their heritage as well as the living industry. The District of Zwickau uses the potential of regional industrial culture to foster tourism and regional identity by creating a public art installation that presents the cultural aspects of industry. Combining industrial past, which somehow is often connected to dust and backwardness, with the industrial presence and future makes the whole topic more interesting for the younger generation and it fosters the regional image as well. The following document describes how regional past and presence are innovatively and interactively presented to the audience in the District of Zwickau through the touring outdoor installation "Industry goes public".

1. Project Context

The frame of the touring outdoor installation "Industry goes public" is given by the INTERREG project InduCult2.0 that addresses Central European regions outside the metropolises characterized by industrial production. The partnership sets out to discover the industry-based culture of these regions for positioning them as appealing places for work, life and recreation.

The focus of the INTERREG project InduCult2.0 is on place-specific, endogenous potentials that these rural industrialized regions already possess in connection to their industrial past, presence and future. In recent years all of them have undergone deep transformation processes due to automation, adaption to globalized production patterns and the opening of markets in the former state-led economies. The long economic predominance of industrial production has brought about a particular cultural setting in the projects partners' territories. It is made up of certain skills, attitudes, traditions as well as tangible monuments and artefacts. However, these regions are usually considered culturally less attractive and they are not utilizing the existing industrial culture to their full development potential.

InduCult2.0 wants to revive the cultural spirit of long-standing industrial regions in Central Europe. Therefore the project goes beyond heritage preservation and utilization. Past, present and future cultural assets related to industry are combined and jointly utilized as one powerful force. This living industrial culture can be utilized for creating positive external perception which represents a soft location factor for attracting people and business, including tourism.

The work package 2 "Priming Industrial Culture as a unique feature of regional identity" compiles a range of awareness-raising activities. One idea is to promote cultural resources of industry. The touring outdoor installation "Industry goes public" is an approach to this idea by defining a way for PP1 to innovatively present industry to the public.

2. Introduction

The District of Zwickau - PP1 - is cooperating with the tourism agency Zwickau to implement InduCult2.0 activities of work package T2. The tourism agency Zwickau is responsible for the overall management of the tourism activities of the District of Zwickau. Since 2016 the tourism agency is also in close contact with the agency of economic promotion and tourism of the city of Chemnitz.

Together they develop a new tourism destination area Chemnitz-Zwickau with regional industrial culture as an important topic for tourism products. Furthermore, the City of Zwickau will host the Saxon Exhibition of Industrial Culture in 2020. The District of Zwickau will also be involved in the Saxon Year of Industrial Culture in 2020. To sum up, the whole region is now focusing on industrial culture. The tourism agency developed a concept and measures how to promote the industrial culture of the region Chemnitz-Zwickau all leading to the highlight year 2020.

The tourism agency has already implemented activities that combine regional industrial past and presence by cooperating with industrial museums and factories. For example, in 2017 the District of Zwickau and the City of Chemnitz implemented the regional days of industrial culture. For two days factories and industrial museums are opening the doors for the public and organize special events.

Although InduCult2.0 is somehow focusing on industrial presence it is not the aim to just promote producing factories or spread the industrial strength of the region. Moreover T2 is focusing on the cultural aspects of industrialized regions. With the installation “Industry goes public” PP1 and the tourism agency Zwickau present the innovation potential of regional factories together with the historical roots of these companies. The visitor interactively experiences what innovative industry in Zwickau with long history and tradition means.

3. Objective

“Industry goes public” is an innovative touring outdoor installation assembled in an event truck that focuses on the industrial culture on a very new perspective. Industrial culture is one of the core topics of regional tourism activities. Hence the installation presents regional industrial culture in a fresh, appealing and interesting way. This is also necessary for promoting regional products of industrial culture, e.g. exhibitions or events.

The message of the installation goes beyond the classic understanding of industrial culture: Industrial culture in the district of Zwickau means more than industrial heritage and museums. Moreover it includes current industry, research, innovation, architecture, street art, music, design and other social dynamics.

The installation uses high-tech solutions, e.g. virtual reality goggles to attract young people and connect the regional industrial history with innovative high-tech inventions of the presence. Moreover the installation is interactive to show that art is an experience. Another message of the installation is that art is not tangible all the time but sometimes it pops up at unexpected places with a surprising message.

The main objectives of the outdoor installation are:

- be interactive
- be transportable
- be fresh and appealing
- show innovative high-tech industry inventions
- connect regional industrial past with presence
- show regional touristic products, e.g. exhibitions

Another objective grew during the development process of the installation when Saxony announced that 2020 will be the Saxon year of industrial culture and that the Saxon exhibition for industrial culture will be located in Zwickau. That decision was followed by a whole new concept of regional tourism activities. Industrial culture became the core topic of regional touristic advertisement. Thus it became necessary to connect the installation with other regional activities to promote the district

of Zwickau as the “place to be in 2020”. Of course the installation was developed in the frame of InduCult2.0, but it will also be used after the end of the project as a marketing product for regional industrial culture.

4. Industry goes public - Truck on tour

4.1 Interior design of the truck

The event truck consists of:

- Two TV screens show stories about important people of industrial culture of the district of Zwickau



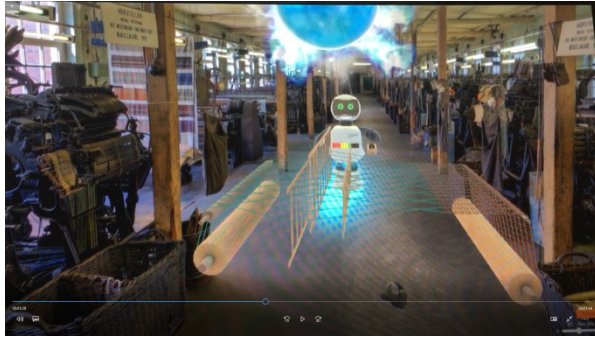
- Another TV screen shows commercials of the last century with the topic industrial culture



- Two Virtual Reality goggles beam the visitor into the museums or production facilities where they can walk around, play ball with or dance with the industrial robot “Mobi”. The visitor wears headphones to listen to music or sounds of the production hall.



(author: Krauß Event Zwickau)



“Mobi”, the industrial robot (screenshot).

- The installation in the truck is supported by progressive music to create a special industrial atmosphere
- The outside of the truck is designed by regional graffiti artists to also represent modern street art. The designs were created at the festival for urban and street art “IBUG”.



(author: Krauß Event Zwickau)

All in all, the installation represents the regional industrial past as the visitor can virtually visit industrial museums, it represents current regional industry as the visitor can virtually visit regional production, and it represents the regional industrial future because it is a virtual exhibition and it uses the industrial robot “Mobi” as a symbol for “industry4.0”.

The usage of VR goggles creates a whole new situation for the visitor: The visitor does not only see an art installation but he/she can become part of it and can decide what he/she wants to experience.

The design of the whole installation is a very specific modern way of art which is already becoming very popular.

4.2 A touring art installation

As described above the outdoor installation is a touring outdoor installation that traveled to three different locations in the District of Zwickau which were funded by InduCult2.0. The tour lasted from April to September 2018:

04.-05.05.2018

The first Stop was the location of the future Saxon exhibition of industrial culture next to the August-Horch-Museum in Zwickau. At the same time the celebration "900 years of Zwickau" took place. That's why we achieved a high number of visitors



(author: Krauß Event Zwickau)

17.-19.08.2018

The town festival in Mittweida was the next event. This event was selected due to the destination development with Chemnitz, Mittweida and Rochlitzer Muldentale including the shared focus on industrial culture.



(author: Tourismusregion Zwickau e.V.)

22.09.2018

The third stop was at the city center of Crimmitschau in cooperation with the Textile Museum Crimmitschau. It took place in connection with the event "Days of Industrial Culture" (see also InduCult2.0 activity T2.4.2 "Implementation of "The Days of Industrial Culture in the District of Zwickau"; for the flyer promoting the event see 7. Annex).



(author: Tourismusregion Zwickau e.V.)

The regional museums and municipalities were responsible for the venue and the organization. The installation is located in an event truck to make transport easier and protect the high-tech gadgets from bad weather conditions. The event truck belongs to the company “Weck+Poller”. “Krauß Event Zwickau” supported the truck during the weekends. The tourism agency was in charge of the truck and supported the visitors on how to use the virtual-reality-stations.

The visitors had the opportunity to jump into three museums and get an insight into their exhibitions. In addition, commercials of the last century could be watched on a television. Two other screens showed stories of people important for industrial culture in the District of Zwickau. There were also brochures and city cards on the region and industrial culture.

4.3. Response



The events were successful. Especially the experience with the virtual-reality stations was praised by the visitors. On the other hand the commercials from past days gave the visitors a nostalgic feeling. They felt like they were back in those old days and they told us their own stories from that time. That was very impressive and interesting for us.

With the exhibition we sensitized the visitors to the region and the topic of industrial culture. We also distributed the flyers for the Year of Industrial Culture 2020 on the truck. This will enable us to achieve high visitor numbers for the Saxon Exhibition of Industrial Culture in 2020.

(author: Tourismusregion Zwickau e.V.)

5. Assessment

This installation is not only art made by street artists (outside design of the truck) but it is also made by “programming artists”. It is a very progressive way of bringing industry to the public. Furthermore it generates a wider public for the artists and the cooperating museums and companies. The 360° views of the museums and production sites are also integrated in the website of the tourism agency (<https://tour.360grad-team.com/de/vt/heulSjP0TL/lp/1>). The VR models can also be used in other context, e.g. international tourism fairs. The museums and companies later use the virtual designs for promotion events too. The installation as a whole does not only bring industry to the public but also promotes the Saxon Year of Industrial Culture and the Saxon Exhibition of Industrial Culture in 2020.

Furthermore, the travelling exhibition is a successful example of how different actors can be linked. The travelling exhibition brings together actors from tourism, business and culture. The innovative presentation of the contents opens up new target groups and becomes a metaphor for the region's innovation potential. And other actors can also learn from this: this new way of presentation adds another dimension to our "region of inventors" - that of the future. Because the VR models were created in our region. We have learned that VR glasses and digital "art" have great potential when it comes to appealing and artistic presentation, which should also convey concrete content.

6. Outlook

The touring outdoor installation “Industry goes public” presents an innovative and sustainable concept that is implemented in the frame of InduCult2.0 but that can also be applied in other contexts. From late 2018 to 2020 the installation will be used to promote the District of Zwickau and within the region, it will raise awareness towards regional industrial museums and producing factories.

Within the project InduCult2.0 the transnational value of the activity is guaranteed by sharing and discussing it within the project partnership. The idea of the outdoor installation was created during the 2nd partnership conference in Padova / Italy in April 2017 and the project was presented at the 3rd and 5th partnership conference in Opole / Poland in October 2017 and Sisak / Croatia in October 2018.

7. Annexes incl. picture documentation (if applicable)

Flyer promoting the truck stop at Crimmitschau in connection with the event “Days of Industrial Culture” (file name: PP1_English Summary_T2.3.2_annex_flyer Zeitsprungtag.pdf)