



Past - Present - Future



“INDUSTRY GOES PUBLIC”: INDUSTRIAL CULTURE CENTRE + ASSESSMENT OF PILOT ACTIONS

Industry goes public - a virtual visitor
center as an industrial culture app

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0. Abstract

Inhabitants of industrial regions are not always aware of the strengths and potentials of their existing industrial culture. Therefore knowledge about industrial culture and its means should be presented in an attractive and innovative way. To reach this aim a concept has been prepared for the mining and metallurgic region Styrian Iron Route to meet this demand by staging the region by means of an app, which represents a virtual visitor center. It leads visitors in situ to industrial heritage sites (industrial culture dimension “past”) as well as to living industry sites (industrial culture dimension “present”). Being the region’s industrial culture center the starting point is the museum center Leoben, where also VR googles allow to dip into the regional industrial culture.

The app offers an industrial-culture-related journey across the Styrian Iron Route and can be downloaded at the Apple App or the Google Play Store. Users will go on a scavenger hunt and visit different industrial cultural sites in Leoben, Eisenerz and along the Styrian Iron Route. By scanning a QR-Code the visitors receive interesting information about the site. Once the user has visited all places, he/she will receive a travel guide book of the Styrian Iron Route.

1. Project Context

The Central Europe Project InduCult2.0 (www.inducult.eu) addresses Central European regions mono-focused on industrial production. Through InduCult typical regions utilise the tangible and intangible cultural assets of their industrial past, present and future in a synergetic way for positioning their regions as attractive places for working, living and recreation. Together with local stakeholders, they rediscover and develop the positive elements of industrial communities. Specifically, the partnership intends to:

- promote and establish the idea of Industrial Culture in Central Europe;
- strengthen the distinct culture of industrial regions and utilise it as location factor;
- empower industrial regions by re-activating their pioneer spirit.

Involved are eight representative regions from Germany, Austria, Belgium, Italy, Czech Republic, Slovenia, Croatia and Poland. They are supported by two scientific partners from Germany and Austria.

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.

For activity 2.3 “Industry goes public” six different types of public presentations are developed by six regional InduCult partners jointly with local stakeholders, such as outdoor installations, mobile showcases and digital visitor information systems. The city of Leoben supports the establishment of a non-profit industrial culture & visitor centre as a joint initiative between local companies and heritage actors.

2. Introduction & objectives

Industrial Culture (IC) is a young member of the European culture family. Its roots can be found in many European regions, which 200 years ago were not only cradles of industrialisation, but have been up to now sites of industrial production. A typical representative is the region “Styrian Iron Route” and the adjoining Mur-Mürz-valley. Over the centuries the hegemony of industrial production and mining has created a specific cultural climate, which - apart from visible monuments and artefacts - can be experienced in specific values, traditions, skills and a distinctive way of living.

Inhabitants are not always aware of the strengths and potentials of their existing industrial culture. Therefore knowledge about industrial culture and its means should be presented in an innovative way. To reach this aim a concept has been prepared to meet this demand in form of a regional industry-culture app - which represents a virtual culture & visitor centre - leading in situ to the most important regional industry-related sites (past & present) and explaining the industrial-culture dimensions along the way. It was desired that it provides add-on facilities and can be integrated in the museum landscape.

3. Applied Approach

Originally a concept for an interactive way to present industrial culture was conducted by ARS ELECTRONICA, a company that is known for its innovative high technological approach of imparting knowledge. The idea was to present industrial culture to different target groups by using a container as a hotspot for interactions. The container was supposed to act as a mobile visitor center.

It turned out that a container solution can't be realized due to the high costs (far beyond the InduCult budget), and therefore - as stated in the concept - technological gadgets were developed alternatively in form of an app, which represents a virtual visitor center.

Three different companies were invited for the development and the implementation of the app. After discussions with the companies about different app content concepts, a young innovative team “allaboutapps” was chosen.

It was finally decided to create a scavenger hunt in order to combine information and fun aspects and to create a journey that can be conducted by regional citizens as well as visitors. After presenting the app to political decision makers and according to their feedback, a push message function to send messages to users informing them about different additional offers and events and to stay in contact with them was additionally implemented.

4. Results

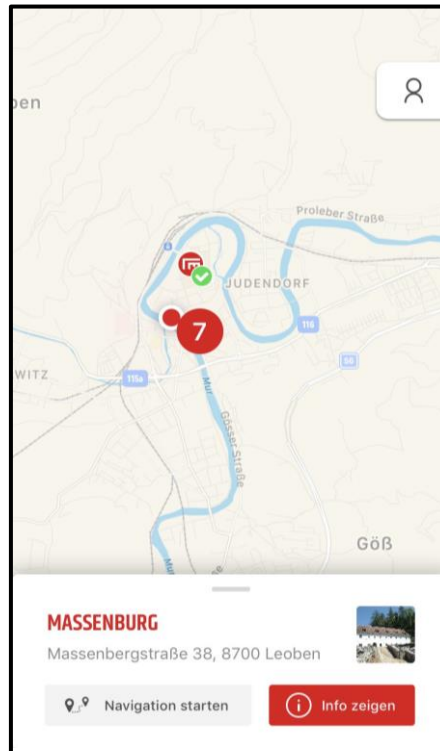
At first the user has to download the app “Abenteuer(R)Eisen from the Apple App Store or the Google Play Store.



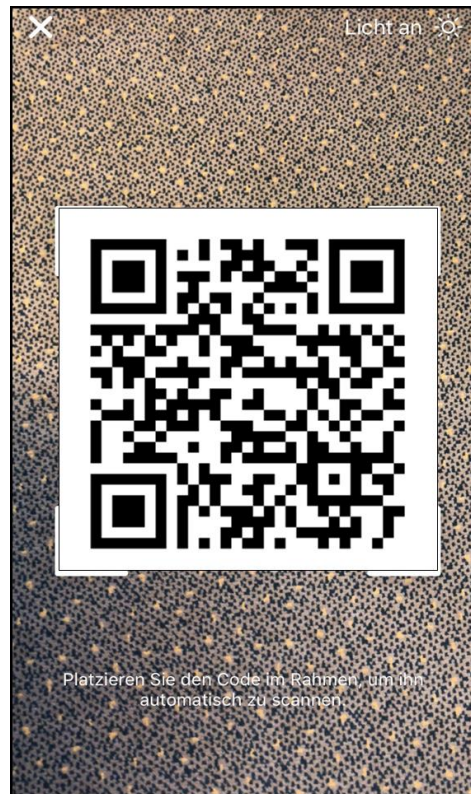
The user will get information about the sites he will visit during the scavenger hunt. On the screen the user has to press the start button to start the journey.



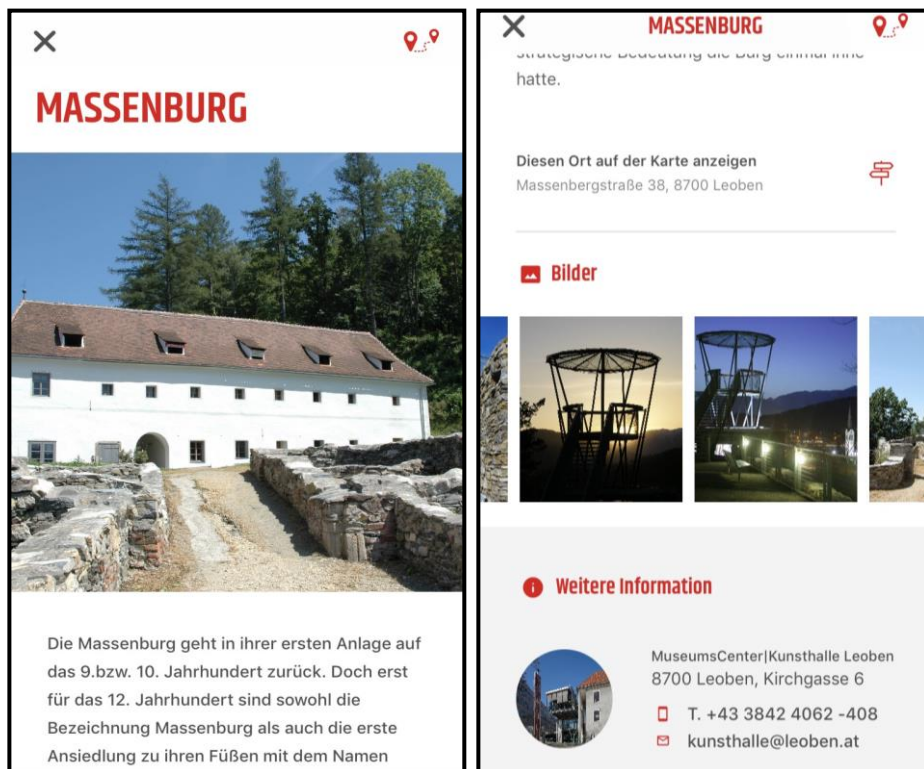
On the next screen the user will see a map showing his current position and the visiting sites. During the scavenger hunt he will see the locations he has already visited. These locations are marked by a green tickmark.



Once the visitor has reached the industrial cultural site he has to press the QR-Code-Scan-Button and scan the QR-Code.



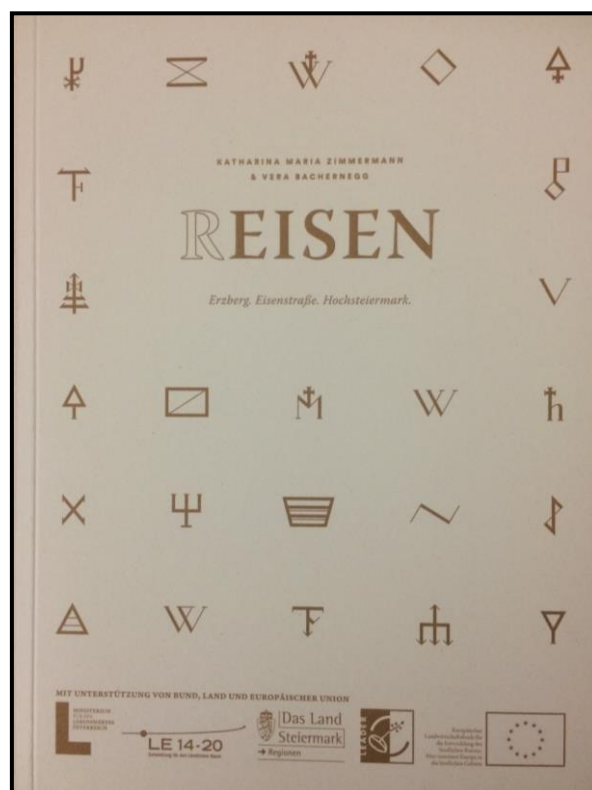
Then the user will receive interesting information about the site. For further information the user will find contact details.



If the user wants to know about the progress of his scavenger hunt, he has to press the button on the right side of the screen. He gets information about the number of the sites he has already visited. On this screen he also finds general information about the scavenger hunt, terms of use and privacy notice.



Once the user has visited all sites and has finalised the scavenger hunt, he receives a travel guide across the Styrian Iron Route at the Museumscenter Leoben which can be regarded as the industrial culture and visitor center of the region.



The app will be promoted during a press conference in January 2019 and in the “Stadtmagazin”.

5. Assessment & transnational added value

Assessment: The app has been tested by internal employees, politicians and focus group members before the release on the Apple App Store and the Google Play Store. We received positive feedback and some additional ideas from the test persons (e.g. “push notifications” to promote industrial cultural events, touristic offers or related information to industrial culture). Some test persons from the project focus group want to receive further information about the development of the app as they are thinking about the production of similar apps.

With an app a big audience can be reached, it is easy to handle and can be easily filled with new information. By adding the push notification users can additionally be informed about other industrial cultural events and offers. Actually it seems to be more practicable and exciting to distribute information via the internet or on smart phones than in visitor centres.

The app was developed for a specific industrial culture route (Styrian Iron Route) around Leoben/Austria. The tools can be easily filled with different local and regional information and therefore can be used in any region. The concept gave partners an idea of how industrial culture can be presented with highly technological tools. Within the partnership PP8 (Sisak, Croatia) worked on a similar idea and information was exchanged via the working group 2 of InduCult.

6. Outlook and sustainability

The licence for the coming year has already been approved by the city council. After the implementation and test phase, new information and sites will be added continuously.

We assume that users will go on the scavenger hunt mainly in spring or summer time weather permitting. First evaluations on the number of users, usability tests etc. will therefore be made after one year. We will prepare a survey that can be distributed with the push notification. Depending on the results, the app can be further developed and new information and sites can be added.

Beyond the InduCult project the app will be promoted at a press conference in 2019 and in the Stadtmagazin, on the website of the city of Leoben and with small info cards.

The content of the app can constantly be broadened and filled with new developments or with ideas from stakeholder involvement. In this way locals should become more aware of industrial culture in their region and slowly but steadily industrial culture will develop an unique identity in the region.