



Past - Present - Future



PILOT IMPLEMENTATION

»INDUSTRY GOES PUBLIC« - LANDMARK

Implementation report incl. assessment

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Abstract

The pilot investment is related to the industrial landmark in Tržič, which represents the broadest definition that denotes an object in a public place, which bears the connotation of industry or craftsmanship: of the past and the future. The most typical industry representing the identity of Tržič is shoemaking, which is why this is the basis for the industrial landmark. This craft has marked the town since the middle ages and it was important in the time of industrialisation and in the 20th century as well. It is a relatively rare craft, which means that the people of Tržič identify with it that much more.

Also in the conceptual phase, we defined the industrial landmark as an outside placement of a sculpture that would personify activities that were traditionally present in the town and region. It should become a part of the living environment and be placed in a highly frequented public space. It should teach about the past and inspire young generation, adults and tourists.

To get to know the interests of other stakeholders, we invited participants from the areas of entrepreneurship, tourism, education, culture etc. to a workshop. The majority participants thought that emphasising shoemaking tradition is most meaningful, as Tržič is most recognisable for this particular economic branch and as the tradition still lives on. Many different suggestions were brought out on our meetings, the strongest support got the ideas of placement a sculpture of a shoe as an outdoor sculpture and exhibition of modern shoemaking design and a fashion show by Slovene designers as an inside exhibition/smart placement.

For the reason of many safety regulations and lack of proper location for a placement of the idea, the suggested giant shoe as a playground was not realistic to be implemented. Regarding to that fact we ordered a new strategy for the system of landmarks in all industrial towns in the region and more detailed architectural solution for Tržič.

The project is a landmark to the shoe making tradition in Tržič. Rather than monumental installation it is a well thought system spreading across the city and culminating in a “key point” landmark. The ‘key point’ is landmark by its own, explaining the whole system to the visitor. It has iron bearing construction incorporating wooden seating elements. It features iron made shoe imprints and explanatory information. Iron-made shoe imprints in the city are kind of sign-posts bringing important industrial heritage points to attention - “in situ”, where actual shoe making tradition was made in the past. The shoe imprints are from different periods: past and present. Initially two networks are formed for now, both being explained at “key point”. One type of shoe imprints mark shoe making workshops trough out Tržič, including the present day company. Second network forms “Industrial pathway”, shoe imprints marking half an hour long walkway though industrial points in Tržič.

1. Project Context

InduCult2.0 wants to revive the cultural spirit of long-standing industrial regions of Central Europe. Together with local stakeholders, project partners from 8 European countries (Austria, Germany, Belgium, Italy, Poland, Czech Republic, Croatia and Slovenia) rediscover and create the positive elements of industrial communities and therefore intend to:

- Establish the idea of Industrial Culture in Central Europe and promote it as unique feature of regional identity
- Prepare initiatives in schools to raise the interest in industrial culture and show them work options in that field; binding work force and companies through industrial culture
- Fostering creativity and innovation through distinct interaction of creative communities and productive industry

The definition of industrial culture goes beyond heritage and includes contemporary and upcoming cultural and creative resources. One of the main and general objectives of the project InduCult 2.0 is to introduce new culture and heritage-based economic opportunities in the field of conventional industry, tourism as well as creative industries.

Based on peering and support within the partnership and the methodology used in the project's workgroup T2, we elaborated a concept for landmark as a unique feature of regional industrial identity. Based on that we implemented the system of shoe prints that are spread around the town centre in Tržič and they are connecting places of shoe production in history and present. The starting point with totem is placed at the entrance of the town centre and gives more information and explanation of the landmark. The totem and shoe prints are speaking with a non-invasive character, deeply respecting the soul of the town and the devotion and identity of the inhabitants of Tržič with shoe production. However, it gives a special experience and understanding of shoe production importance for the people from history until today.

2. Introduction

In the case of this project, the word "industry" has to be viewed in a very broad sense, as a process of manufacturing products, which spans from the time of craft workshops, manufactories to proper industrial facilities, including modern-day production or industry. There are many towns in Gorenjska, which have a rich industrial tradition related to wood, shoe, textile or metal. Based on the study of Tržič landmark, we are planning to spread the idea of further industrial landmarks in other towns in a long run.

Regional series of landmarks

The regional system of industrial landmarks is complementary especially in industrial towns (Kranj, Škofja Loka, Jesenice and Tržič) and in small towns markedly linked with the tradition of one craft or production (Kropa, Kamna Gorica, Železniki). The regional system has to draw from industrial heritage or craft activities and, at the same time, has to establish a clear relation with modern-day production or industry, which has developed from industrial heritage, even if it is only indirect heritage of industrialisation. Landmarks or industrial memorials have to be placed wisely and have to follow a defined integrated concept. Landmarks should reflect an honest pride and devotion to the craft that they represent. Setting up a landmark should not reduce the spatial quality and it should not become a new "pollutant" in the space itself or within the network crammed with too many various landmarks. Landmarks should be geographically placed into industrial towns or directly into spots where an industry still is today. The design of these memorials should look to maximise their impact by effectively addressing the public and having a high interpretative or educational value. Priority should be given to landmark designs that are utilitarian and, therefore, have an "increased" added value, and to landmarks which are interpretative or do not address the public directly (indirect address, e.g. through the design of children's playgrounds, public lighting...).

In order to lessen the spatial conflicts and increase the effectiveness of showcasing or commemorating industrial heritage (in the present/future), it is sensible to complement the regional strategy of the placement of industrial memorials with a long-term strategy, which will manage these activities within the municipality.

The pilot project »Industry goes public« Landmark in Tržič

There are two relatively closed spatial units that are especially important for Tržič' industrial identity - the medieval town centre, which was the home of the craft workshops that gave birth to the industrial "tradition" of the town, and the area of the large industrial complexes Cotton spinning and weaving mill BPT, Shoe factory Peko. This division is also very clear in the historical sense, i.e. in terms of development: the town core was actively developing up until the end of the 19th century, whereas the 20th century saw the intensive development of the "industrial" area along the Tržiška Bistrica River.

Within the area of the town of Tržič, the spatial placement of important memorials is projected for the area of the 20th century industry, especially the area of the BPT complex, which is due for revitalisation. The revitalisation plans to build upon the industrial heritage, free up certain spaces and establish park areas. That is why this area is suitable for a greater number or greater occurrence of industrial landmarks/memorials, which do not create conflicts with other interests.

The medieval or historic town centre is also important for the industrial identity or heritage of the town, but the spatial placement of "heavier" landmarks is problematic for a number of reasons, especially from the point of view of preserving the existing qualities of the town itself. We see this area as suitable only for very subtle (minimalist) industrial landmarks, which are subordinate to other spatial interests. Since the area of the BPT complex has not yet been revitalised and is not ready, the suggested memorial in the area of the town centre is executed subtly, according to systemic consideration.

The most typical industry representing the identity of Tržič is shoemaking, which is why this is the basis for the industrial landmark. A craft that is relatively rare, which means that the people of Tržič identify with it that much more.

The shoemaking industry and the craft workshops that came before it produced shoes, which are an element of mass use or consumption - everyone uses them. Wearing shoes, you leave behind footprints. Since Tržič is a town of "many" shoes that have marked the entire town, it is justifiable to "spread" the subtle landmark over a wider area of Tržič and its historic centre, and the area of 20th century industrialisation. For the landmark, we implemented a network or system of impressions on the ground left by shoes (soles). Since a shoeprint never appears alone, we formed a network or system.

3. Objective

The main objective of the pilot action "Industry goes public" is to review the existing industrial landmarks or industrial heritage in the region of Gorenjska, and to discuss suggestions for the further development of such landmarks. The shoe landmark in Tržič is in the entrance of the region and therefore is a first example of creating industrial identity of the town and region. The aim is to spread it also to the other important industrial areas to revive their industrial culture spirit. Most of the successful modern-day industry in Gorenjska evolved from the industry of the 20th century, which in turn came from the craft workshops and manufactories of the Middle Ages (periods up to the 19th century). Therefore, the memory and the remembrance of industrial heritage nowadays is good, important, and represents the identity and the added value in both time and space - something that should be respected and showcased.

The landmark of shoe industry in Tržič was established as the first one of a series landmarks, which are planned for other industrial areas. As it was realized as a system of shoe prints, which lead the visitors to the most interesting and important cultural and tourist sights, it points out:

- The importance of shoe tradition (key spot, shoe prints around the town marking shoe workshops)
- Industrial identification of town Tržič
- Creation of new thematic/tourist path
- Connection of industry and culture (events, museums...)
- Cooperation between different stakeholders (museums, tourist board, schools, companies)
- Promotion of current manufacturers and industrial companies (Brodi, Pro Alp...)

4. Applied approach

First, we started with the general concept, where we defined some facts and important roles of the landmark:

- It should clearly send a message that the region has an industrial character to locals and visitors who occasionally come to the town and region for business, touristic or other reasons.
- It addresses many generations, those that lived during the age of thriving industry, as well as those that lived after this era and for whom sculptures,
- It should embody a significant identification reference.

It is especially important to let know the importance of industrial heritage to children and youngsters as they are best approached by an interactive sculpture that is functional and can be experienced through senses, and through learning or playing. The exposition should be innovative, and interest- and thought-provoking. The sculpture should become a part of the living environment and placed in a highly frequented public space.

Besides that, there was a lot of meetings and workshops done with different local stakeholders and local people (Tržič museum, Municipality of Tržič, former cotton spinning and weaving mill (BPT), creative shoe designer, Local tourist board...). The most meaningful direction for them was to emphasise shoemaking tradition, as Tržič is most recognisable for this particular economic branch, not to mention the fact that the tradition still lives on. They also agreed that outside placement should be interactive and attractive, destined mainly for children and youngsters. They particularly liked the idea of erecting a huge shoe - in the form of playground equipment within the town, where people gather and bigger events take place. They expressed their willingness to take part in education, workshops, children's fairs preparations, industrial heritage festivals. We checked the possibilities of realization this great idea, but we found out that we do not have a proper public location available and another problem would be safety legislation of this kind constructions meant for youngsters. Therefore, we ordered a regional study on developing a system of industrial landmarks (industrial and craft heritage, and present-day industry looking ahead into the future) in several towns of region Gorenjska. There was also made a concrete design for landmark of shoe industry in Tržič in July 2018. The construction of key point (a resting bench, a totem with presentation of the shoe prints system) and fixing of shoe prints was done in August 2018. We promoted and tested the landmark of shoe tradition named The Tracks of industry in Tržič on the culture-industrial event, The Cobbler Sunday, on 2 September 2018.

5. Investment

The selected Landmark of industrial tradition in Tržič was the system of shoe prints named Industrial traces in Tržič.

It consists of equipment of the key spot as information point and shoe prints placed around the city centre:

1. A construction of resting bench with the map of the realized system of shoeprints, fixed on the bench (2 pieces)



2. Installation work needed to fix the totem on the key spot paid by Municipality of Tržič
3. Interactive totem, featuring content explaining the shoemaking tradition of Tržič. Individual parts of the totem (cylinders) rotate around their axis. By rotating them, a correct connection between a typical type of shoe, its sole (impression) and the network in the town is established. Construction + 5 types of cylinder fixed on the construction



4. Shoe prints (66 pieces, two different kind of the most typical types of shoes are chosen for the execution of the landmark and are presented with impressions on the ground)



5. 3 pieces of stamps in the shape of shoe prints



The total cost of the shoe industry landmark - Tracks of industry in Tržič was 14.731,50 EUR (13.409, 02 EUR Inducult2.0, 1.322, 48 EUR Municipality of Tržič, of which 11.397,67 co-financed from ERDF (85%).

6. Assessment

The concept of “Industry goes public” (T2.3.1.) was realized in May 2017 and gave us important connections and network with local stakeholders and public. Additionally, the focus of further development of the idea was clearly written in the concept: people identify the most with shoe industry. We ordered the study how to develop series landmarks in the region with more detailed plan of architectural solution for shoe landmark in Tržič. The graphic design was created in July 2018 with the idea of a system/network of shoe prints marking the tourist and cultural features of Tržič. The plan of equipment involves sitting bench, totem with the explanation of the system - key spot, shoe prints, the list of elements was provided and help of arrangement and establishment of the landmark costed 6.960,00 EUR in total.

We made an agreement of Municipality Tržič about the most proper place for key spot, which is located at the entrance of old town centre, across the street from a bus station. They paid the installation work needed to fix the totem on the key spot.

Then we ordered needed equipment regarding the defined list in the regional strategy:

1. A construction of resting bench

2. A map of the realized system of shoeprints, fixed on the bench 2X:

3. Interactive totem, featuring content explaining the shoemaking tradition of Tržič. Individual parts of the totem (cylinders) rotate around their axis. By rotating them, a correct connection between a typical type of shoe, its sole (impression) and the network in the town is established. Construction + 5 types of cylinder fixed on the construction

4. Shoe prints (66 pieces, two different kind of the most typical types of shoes are chosen for the execution of the landmark and are presented with impressions on the ground)

5. 3 pieces of stamps in the shape of shoe prints

The total cost of the shoe industry landmark - Tracks of industry in Tržič was 14.731,50 EUR, of which 13. 409,02 were co-financed from the InduCult2.0 project. BSC is the owner of the landmark (equipment) and will take care about the maintenance and durability of the landmark at least 5 years after closure of the project. Local community Tržič (a founder of BSC Kranj) owns the land where landmark is placed. Based on a special contract, local community will share responsibility with BSC for maintenance and durability of the landmark. Jointly, we will regularly check the landmark and assure that all necessary activities also after 5 years after the closure of the project.

The assessment phase:

The official opening of the shoe landmark was organized on the industrial-culture event, The Cobblers Sunday, on 2 September 2018. The presenter of the event promoted and passed information about the realized landmark to the visitors several times. We organized a study visit following the tracks of industry to the main tourist sites and houses with shoe tradition. Few problems and suggestions accord during the organized visit:

- It would be great to have a small map with all marked sites, especially for individual visitors because you cannot follow the steps all the way but they are leading you only on the cross roads
- We should add some more shoe prints of today's industrial companies, which have some innovative/creative products or technology to show
- It would be more interesting for visitors to add some stories behind the doors of marked shoe workshops
- More promotion and marketing about the system of shoeprints will be needed in the future.

Furthermore, we designed and printed 2000 copies of folder with the map of shoe prints - track of industry in Tržič (1000 copies in Slovenian/1000 copies in English /German version). On one side, there is a map with all location of shoemaking workshops and tourist sites, on the other side are short funny stories about each site marked with shoe print. Total costs: 1.500,00 EUR



Total costs of Landmark - Traces of industry in Tržič

Activity	Period of realization	Total costs	Amount of ERDF funding
Concept of the landmark	May 2017	4.943,00 EUR	4.201,55 EUR
Regional strategy of industrial landmarks - Architectural design for Tržič	July 2018	6.960,00 EUR	5.916,00 EUR
Installation work	August 2018	1.322,48 EUR	0
A resting bench with the map	August 2018	3.952,80 EUR	3.359,88 EUR
Totem	August 2018	4.855,60 EUR	4.127,26 EUR
Shoe prints (66 pieces)	August 2018	4.106,52 EUR	3.490,54 EUR
Stamps (3 pieces)	August 2018	494,10 EUR	419,99 EUR
Promotional folder with the map (2000 copies)	October 2018	1.500,00 EUR	1.275,00 EUR
Total costs		28.134,50 EUR	22.790,22 EUR

Further expansion: Based on the study for the Tržič landmark, we are planning to implement further industrial landmarks within city Tržič and in other cities in the region in a long run (e.g. related to wood, shoe, textile, metal industries). Especially now after the pilot example was set up in Tržič within INDUCULT 2.0, there is a lot of interest in other communities to implement further landmarks in the region. Discussions with stakeholders from the region Gorenjska (public and private sectors) has already taken place on the workshops with focus group.

7. Goal Achievement, Lessons Learned and Transnational Added Value

We can say that in general, the first landmark of industrial identity Traces of industry in Tržič is well accepted in local community and visitors on industrial-culture event Cobblers Sunday, 2 September 2018. One of the negative things is having a testing phase at the end of summer season when there is only few visitors in the town. The real test will follow with the next tourist season, therefore we already agreed with Tourist information centre to take care of better promotion, marketing and organization of study trips (for journalists, visitors).

Industrial culture with combination of tourism is a chance for our industrial region to promote heritage as well as living industry. Benefits can be gained through tourism as well as by shaping the region's image and of regional identity. The partnership exchange of good practices, implemented actions and plans inspired us to use some chances for transforming image and identity of our region, promoting industrial heritage and displaying modern industry. The landmark is based on the idea of industrial tourist route, which was an idea of PP3 and we want to upgrade the Traces of industry with use of digital media, as it was shared within partnership workshops, presented by PP1 and PP8.

The pilot project "Industry goes public" can be a good example for the others from the point of cooperation with the local community. It is crucial to build a strong connection with all involved stakeholders, which are dealing with the industrial topic, as much as listening to the community and their needs. The local people feel the landmark as a generator of their experience in industry or only a memory to their priceless tradition. The key spot of the landmark is well accepted because the locals and youth use it as a meeting point and sit on the bench in front of the totem. They even started telling the story of local uniqueness and local characteristic to the visitors who want to be part of industrial experience. Some of the advices and lessons learnt from our implementation can be easily transferred to other industrial places:

- Industrial identity can be easily connected to the field of tourism by using funny and interesting experience and stories of the people or by using new digital technology for better interpretation
- We created many nice ideas, solutions for creating identities within landmark but it is crucial to check all the obstacles (available location, spatial planning, legislation, safety..)
- It is better to use subtle solutions of creating industrial landmark, if the area of location is cultural or natural protected (town centre, nature park...), according to systemic consideration.
- It is sensible to complement the placement of industrial landmarks with a long-term strategy which will manage these activities within the municipality.

Some problems need to be solved in the future:

- We should add some more shoe prints of today's industrial companies, which have something
- It would be more interesting for visitors to add some stories behind the doors of marked shoe workshops
- More promotion and marketing about the system of shoeprints will be needed in the future.

The positive effects, which can be easily transferred to the other industrial areas, are:

- Strengthening local identity linked to industrial culture
- Revived industrial traditional in a demonstrative way with possibilities for further expansion
- Quality and new tourist offer - innovative cultural tourism

8. Outlook and sustainability

BSC Kranj is the owner of the landmark (equipment) and will take care of the maintenance and durability at least 5 years after closure of the project. Local community Tržič (one of the founders of BSC Kranj) owns the land where landmark is placed. Based on a special contract, local community will share responsibility with BSC Kranj for maintenance and durability of the landmark. Jointly, we will regularly check it and assure that all necessary activities also after 5 years of the project closure.

Furthermore, we are in cooperating with Tržič museum, tourist board Tržič and educational schools to prepare some further activities connected to the landmark and shoe industry in Tržič:

- Landmark will take part in traditional touristic events in the town, dedicated to shoemaking, e.g. Shoemakers Sunday (September) and St. Gregory's Day (March).
- The preparation of inside exhibitions will enable and stimulate professional research of industrial heritage and knowledge from the past. They are the best way of popularising heritage, and the sustainability of information gained will be guaranteed by publishing a catalogue on the exhibition, so that old traditions and knowledge would inspire future existence of industry and craftsmanship in the town. Temporary exhibitions of past and contemporary products and practices are to be organised every year.
- Pedagogical programme, workshops on reviving shoemaking and colouring trades will be organised, but our special wish is to revive the blacksmith tradition in the Germovka ex-smithy and iron-works.
- Schools are interested in presenting different professions, as this is a way for them to provide a professional guiding for the younger people towards traditional knowledge that was once already present in the town (Tržič museum using landmark as equipment for organizing such programme)
- Promotion and marketing of the landmark by tourist information office (internet site, social media, tourist package, guided tours...)
- Local community likes the idea that after the first Landmark - Traces of shoe industry in Tržič, the other placements would follow suit, enriching the long-term architectural image and recognisability of the town, making it more attractive for tourists. It would make sense to present the ideas of other regional landmarks made in regional strategy to the other industrial towns as well.

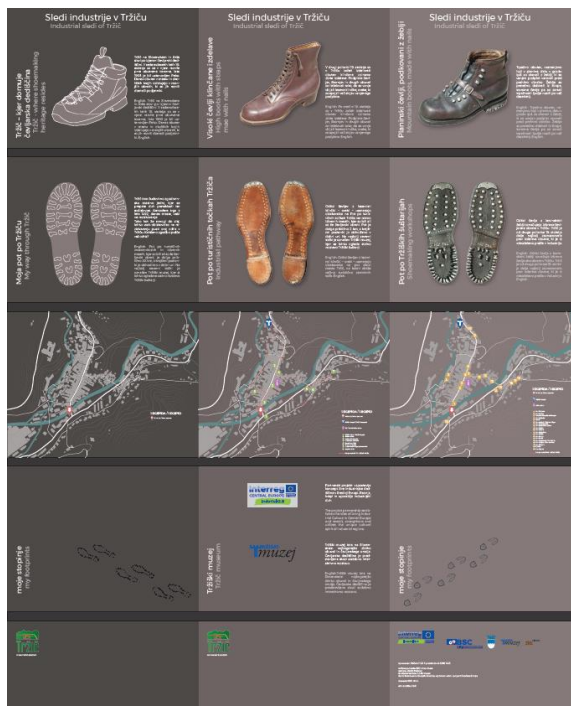
9. Annexes incl. picture documentation

Key spot with information about the landmark - Traces of industry in Tržič:

Resting bench



Sketcher of the totem:





Shoe prints around the city centre:

