



Past - Present - Future



PILOT APPLICATIONS OF INDUSTRY-RELATED EXPERIMENTAL ACCOMMODATION FACILITIES

Test-wise proposal for experimental accommodation facilities in industrial remains in the City of Eisenerz

Version 1
11 2018



T2.5.2



Term 5, Nov. 2018



PP3, city of Leoben



Alexandra Janze
alexandra.janze@leoben.at



TABLE OF CONTENTS

0. Abstract.....	3
1. Project Context.....	3
2. Introduction & objectives	3
3. Applied Approach.....	4
4. Results	7
4. Test round and evaluation	8
5. Transnational added value	10
6. Outlook and sustainability	10
7. Annexes	11
Annex 1: Interviews with testers and suggestions for improvement	11
Annex 2: Picture documentation	14

0. Abstract

The shrinking of old industrialized and mining cities, largely due to the use of machines and the closing of mines/industry, is one of the common problems many local towns have to deal with. Especially small and medium-sized towns in Austria and Central Europe face the challenge of demographic and infrastructural loss because of the lack of younger generations. The pilot action “industry-related experimental accommodation” deals with the shrinking mining town of Eisenerz/Austria and demonstrates a way of a revitalizing process for similar affected regions. Applied was the concept “Industrial Camping”, which was developed by designer Mario Rampitsch. A novel concept of accommodation based on a vacant miners ‘housing quarter allows open-minded visitors to live in a self-sufficient community and thereby revitalize the local infrastructure. Two model apartments were refurbished on the base of “up-cycling” and tested by visitors of Eisenerz in summer 2018. The apartments were provided free of charge and will be made available free of charge as well in the forthcoming years. The concept of “industrial camping” in vacant industry-related buildings is especially interesting in the time of festivals and events in Eisenerz, when all other hotels, apartments and rooms are fully booked and additional accommodation space can be provided.

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. Among others, activity T2.5 deals with testing measures fostering industry cultural tourism by creating industry-related experimental accommodation facilities in an unusual but inspiring environment of vacant old-industrial sites. Two different approaches were carried out in the regions of Styrian Iron Route (PP3) and Kranj (PP7).

2. Introduction & objectives

Over the last few years, the tourism industry has undergone major changes. People have the ability to book their vacation online or to communicate peer-to-peer, which has created a new culture of travel. Basically, there is an increased interest in new social-ecological, sustainable experiments in

urban as well as in rural towns. The idea of “Industrial Camping” is a unique innovation of low budget vacation for people, who are looking for a cost-efficient alternative to the common overnight stays like e.g. hotel or hostel accommodations, camping or couch surfing.

“Industrial Camping” is based on the idea of Urban Camping, which has been tried out in a couple of places all over the world. For example Belgian architects developed the “Urban Camping import.export” concept (www.themavision.fr/jcms/rw_230486/un-concept-de-camping-urbain-concu-par-import-export-architects), which gives campers the ability to sleep on three to five consecutive platforms. Every two years in Amsterdam, the Urban Campsite Festival takes place, where visitors get the opportunity to live temporally in artistically designed shelters. In London, untenanted churches, where no ceremonies are held anymore, have been converted to a new form of camping (“Champing”). In every Urban Camping project visitors can use vacant spaces and non-common accommodation facilities.

In the city of Eisenerz, a huge former miners’ housings complex (“Münichtal”) with 550 abandoned flats is vacant as miners lost their jobs due to the economic crisis in the 1980s and more efficient mining technologies at the Erzberg mining site. The apartment complex has been bought recently by a touristic development company, which partly wants to rebuild it by creating holiday apartments. The vision for the remaining part is to find an unusual low-cost accommodation solution for tourists.

The foreseen “Industrial Camping” is especially meant for people in the age from 20 upwards, who prefer low budget vacations and uncommon settings. The concept of Industrial Camping (see also deliverable 2.5.1) offers a refreshing approach for the local economy as well as for sustainable tourism. It provides the background for a new, experimental low-tech offer in the field of tourism. Based on the concept, a pilot project was implemented test-wise to demonstrate the general possibilities of a low-investment refurbishing by equipping two model apartments (“up-cycling”) and to learn from users about future improvement.

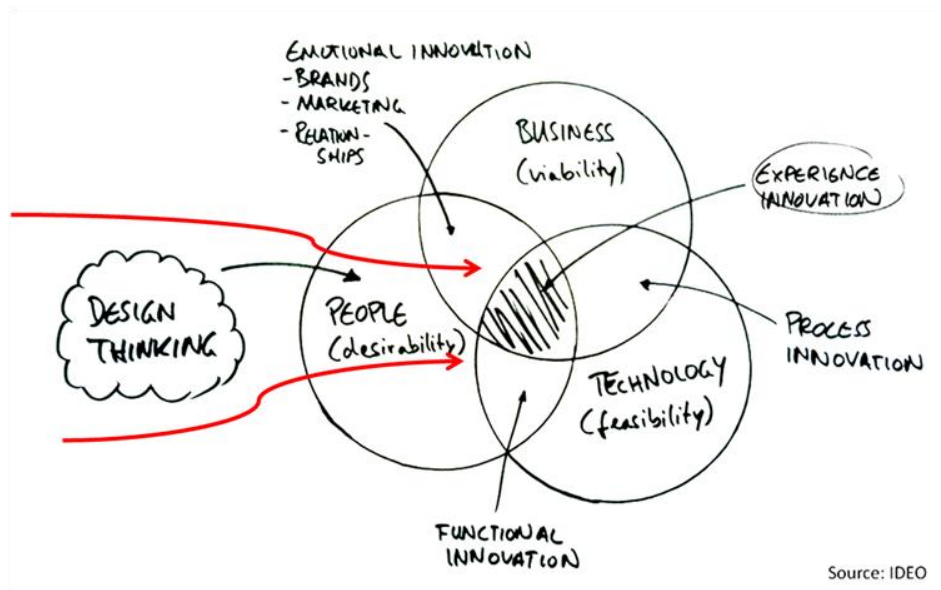
3. Applied Approach

For several weeks, designer Mario Rampitsch of the contracted company SCAN worked on the implementation of two experimental apartments. His work was based on a design thinking method for concept development. Design thinking is a structured technique for innovation, mostly done in six phases:

1. Understand the problem
2. Observation (including research)
3. Ideation (creative techniques)
4. Prototyping (paper prototypes, storytelling, etc.)
5. Implementing the solution
6. Learning

In this process, ideas are tested and developed in an iterative way. The phases 2 (observation) to 4 (prototyping) are repeated over and over again, as an idea is prototyped and tested, one learns from the feedback and improves the idea or rejects it. This process is repeated until solutions emerge.

Fig. 1: Design thinking process scheme



As the outcome of this process, two different plans for the refurbishment of two apartments were developed and implemented.

The first apartment has the flair of a small cottage. By using old jute bags for e.g. sleeping berths the apartment gets an individual touch.

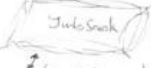
The second apartment uses industrial waste, such as car tires, canisters and discarded steel elements from industry. For this purpose, the waste from the industry was converted into furniture to create the necessary storage space for future Industrial Campers.

Each apartment consists of a sitting area, which should remind the guest of a cozy get-together at the campfire, and lounging areas that invite to linger in the flats. Similar to classical camping, the apartments have a strong purist background. Only the most necessary furnishing is provided. Thus, very puristic, individual places and devices have been created (e.g. cooking with a camping-cooker). In both apartments basic hygiene possibilities were created and the charm of the previous flat owners - including wallpapers or lampshades and the like - has been maintained.

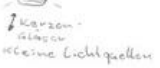
HOLZ Materialien Industrial Camping I

Holz-
Abfälle
Industrie

- Jutesäcke mit Hanfbüllung
- Paletten
- Teile Altmöbel
- Holzkisten
- Altbestand

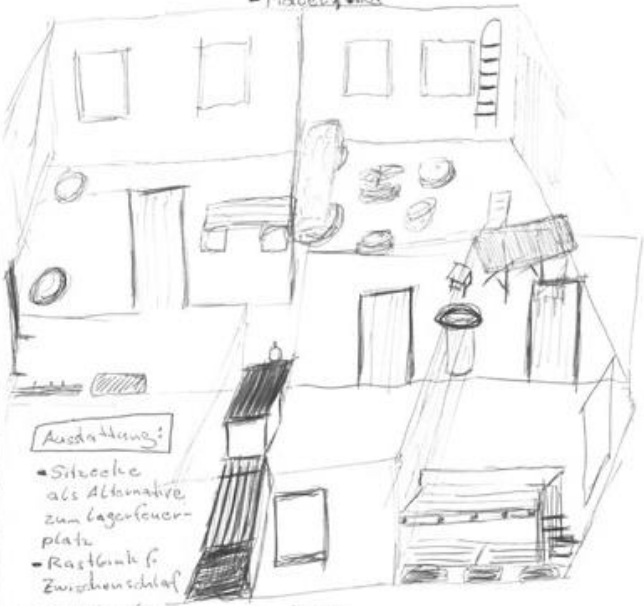


als Sitz und Liegeunterlage



METALL
Industrie
Abfälle

- Autoreifen
- Paletten
- Industriestahl
- Kanister
- Altbestand aus Keller u. Dachboden
- Materialreste
- Ölfass
- Kunststofffass

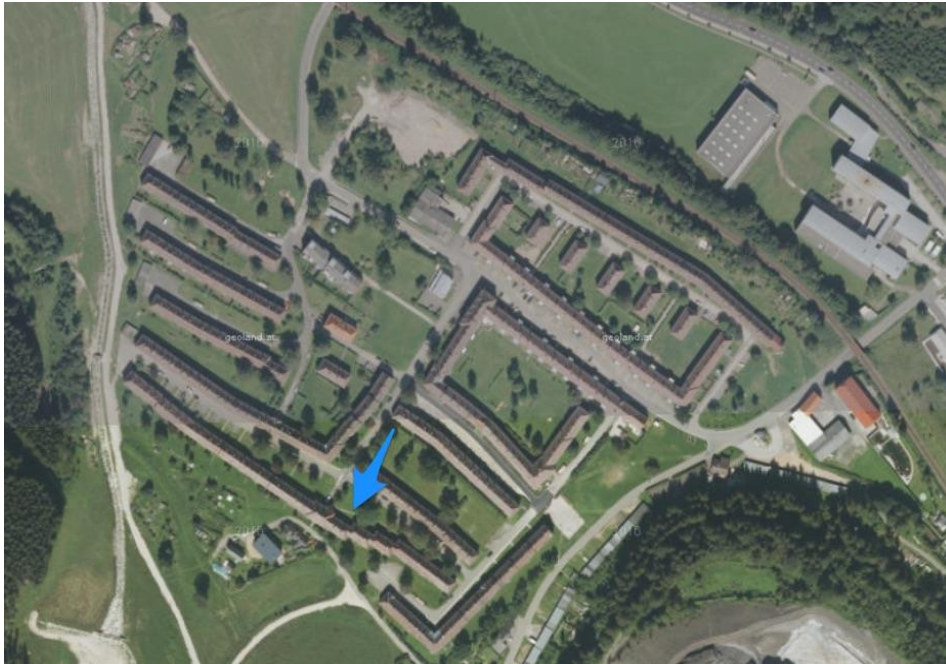


Ausstattung:

- Sitzbank als Alternative zum Lagerfeuerplatz
- Rastbank f. Zwischenschlaf
- Essecke bzw. Zauernisch
- Britische als Ablage
- Sitzhocker
- Klettergitter
- Waschplatz
- Wasser Gallonen
- Teelicht Gläser
- Reinigungsmaterial
- Garderobe
- Kochplatz
- Leiter als Ausstieg zum Hinterhof u. Feuerstelle

4. Results

The first step was to find a suitable house within the Münichtal miners' housing complex in Eisenerz. After evaluating several possibilities, a building with enough distance to the holiday apartments as well as to permanent living was selected. The house is currently not connected to electricity, water or sewage. The space surrounding the house can be used by guests of the "Industrial Camping" (barbecue, garden for sunbathing etc.) and there is a splendid view of the mountain landscape.



The "Münichtal" miners' housing complex



Residential building and apartment



Subsequently two model apartments (see ground plot) were refurbished by using the up-cycle approach. See picture documentation in Annex 2.



Ground plot of the sample apartment

4. Test round and evaluation

In August 2018 several people used / lived in the apartments free of charge. As foreseen, temporary infrastructure for sanitary facilities had to be rented. Showers and toilets situated in two different containers were located at the industrial camping site.

For evaluation interviews were carried out with several testers (see Annex 1 - chapter 7.1). The evaluation shows improvement possibilities for the forthcoming years. First of all the apartments should allow a more extensive self-administration. Each door should be equipped with a combination lock and the code is transmitted e.g. by SMS to the booking person. What is definitely needed is a so-called house regulation (best at every door). This could be self-explanatory online in advance of booking an apartment in order to prepare for the stay and get an idea of the situation and should include basic instructions such as cleaning instructions, refilling basic equipment, emptying water containers etc. Suggested is also additional infrastructure such as a barbecue area and fireplace incl. wood and charcoal, garden furniture / beer table set, fixed hammocks and if possible to realize a real toilet instead of temporary infrastructure

The “Industrial camping” was presented during the “Styrian Architecture Summer” in August 2018 (see announcement in catalogue). 25 interested visitors joined the guided tour and participate in a following discussion.

Industrial Camping” was also integrated of the Industrial culture festival and was recommended in the festival brochure.



Urban Camping @ Rostfest

In Kooperation mit „Inducult 2.0“ und dem Erzberg Alpin Resort

Im Jahr 2013 wurde die Entscheidung getroffen, leerstehende Wohnungen für die BesucherInnen des Rostfests anzubieten. Mittlerweile gibt es eine eigene Fangemeinde. Im Zuge des EU-Projekts „Indu Cult 2.0“ wurde daher der Frage nachgegangen, inwieweit ein neues Tourismusangebot geschaffen werden kann. Von Mario Rampitsch wurden zwei „Musterwohnungen“ eingerichtet, die im Rahmen der Führung besichtigt und besprochen werden. Mario Rampitsch präsentiert außerdem sein neues Buch „Eine Arche bauen“.

17.08., 14 Uhr,
Anmeldung erforderlich
Ab 15 Personen

Rostfrei – Verein für
regionale Impulse
Speikstraße 9, Münichthal,
8790 Eisenerz
kunst@rostfest.at
www.rostfest.at

Tour | Führung

Even the Vice Governor of the state of Styria, Michael Schickhofer (on the photo on the left), visited the “Industrial Camping” site and was quite impressed.



5. Transnational added value

The concept of Industrial Camping was developed for a specific site in the mining town of Eisenerz/Austria. The activity is easily applicable for other old-industrial regions looking for a new and unusual use for their industrial remains. Within the InduCult partner network, the results (including the best practise analysis) provide valuable input especially for PP7 (Kranj), who is working on the realisation of a similar concept. During the concept and implementation phase a knowledge exchange between the PPs has taken place. In addition, the concept of Industrial Camping also shows chances and possibilities for the other InduCult partners working in a similar environment.

6. Outlook and sustainability

The concept and the implementation “Industrial Camping” proved to be a cost-extensive solution for using old-industrial vacant spaces either temporarily or on the longer run. The test-run has been carried out successfully, and suggestions for improvement will help to make the offer even more attractive. The apartments will be provided free of charge in the forthcoming years - mainly during events, when the city of Eisenerz is fully booked.

7. Annexes

Annex 1: Interviews with testers and suggestions for improvement

- a) How was the experience to stay overnight in the furnished Urban Camping apartments?

Tester 1: "Very good. Actually everything you need for a short, not demanding stay. The apartment was easy to find and clean. The location of the apartment can be described as very quiet, in front of the apartment there is a bench from which you can

enjoy the sunshine hours and nearby there are also 2 restaurants. It was comfortable and very quiet at night."

Tester 2: "Exciting and romantic. You immediately notice that it doesn't take much to create a "luxurious living feeling". Furniture rich in ideas but also playful details already make the move to the apartment an experience. You don't need much, but the furnishings and fittings are sufficient to immediately have a homely feeling."

Tester 3: "Staying overnight in the Urban Camping apartment was a little adventure, a quasi-nostalgic experience with charm, tent romance and a little comfort. Entering the apartment was a journey of discovery: Which rooms are hidden behind the closed doors? Which views do the windows reveal? On the rough mountains or in the direction of another inhabited housing unit? Are there any traces of former permanent residents? The lovingly furnished details (hammock, seat cushions, wooden chests, tables, chairs, crocheted candle glasses, etc.) quickly created a pleasant feeling. Romantic living without a campfire. Instead there was a lot of warming candlelight. There is no electricity. Hand-drawn wall motifs gave the rooms a personal touch. They unobtrusively spanned an arc from outside to inside (drawn mountain silhouettes) and invited us to continue drawing. Traces of former inhabitants are not necessarily undesirable here. They invite you to daydream. The possibility to retreat in these 4 walls after a hike with onset of winter (surprising snowfall) was pleasant. Outside, merciless nature, inside flickering candlelight, red wine from mugs and long conversations. Quite "offline" even. A tent would not have been an option. An accommodation without running water and toilet however also not. A underlay mat that protects the back is particularly recommended for stays lasting several days."

- b) What experiences do you have here that you might not have in a normal holiday apartment?

Tester 1: "It is self-sufficient in the truest sense of the word and the furnishings are very unique, full of ideas and executed with love for detail. The self-made wooden installations convey an artistic touch and you have a feeling of being in a parallel world or another time in this place. Beside experiences I would have the good feeling to keep my ecological footprint small and to use an otherwise empty house in the foreground."

Tester 2: “How little one actually needs to experience coziness. Candles in beautiful containers and a place to sleep or a furnished living room are perfectly sufficient. Similar to the feeling when camping but much better, because more spacious!”

Tester 3: “A candlelight evening with the memory of a youth holiday camp. In the best sense of the word. Here lasting memories can develop. The "analogue" and reduced equipment (without electricity and internet) creates a situation that has become rare nowadays. Time does not stand still here. But it passes perceptibly more slowly. This deceleration sharpens perception and attentiveness for the moment. A sip of red wine from a mug, the beauty of candlelight games on the room wall have - consciously perceived - goose-bumps-quality. Provided one is receptive to the beauty of such moments.”

c) Which equipment would make the experience better?

Tester 1: “I was actually satisfied with the equipment and have no suggestions for improvement.”

Tester 2: “Add books and games to the library. Alternative to filling jute bags with hay out of consideration for allergy sufferers and sensitive noses. Solar panel for battery charges. Toilet. Oven. Warm shower facilities in the settlement. Especially for hikers!”

Tester 3: “WLAN-lessness creates space for good conversations. A camping bubble like in the 20th century, closed off from urban and constant everyday hustle and bustle. But many other travellers would probably have found this painful.”

d) In your opinion, is there a greater demand for such a holiday format?

Tester 1: “As a person who hikes a lot, I find the Urban-Camping overnight very interesting, as you can arrive the evening before, take over at a reasonable price, and then leave at 06:00 in the morning from Eisenerz into the mountains. Many people interested in climbing and hiking do not need more equipment than there is in the Urban-Camping apartments. Usually one is only here to sleep and the remainder of the day is spent on the mountains. Whether there would be a bigger demand is of course difficult to say, but in my opinion the offer would certainly be perceived, as it is also a question of how well it is advertised.”

Tester 2: “If the price fits for sure!”

Tester 3: “The offer is suitable for nature lovers who enjoy the unusual. If you are looking for an offline oasis to slow down and appreciate a simple but imaginative, lovingly designed ambience, this is the right place for you.”

e) How would the expansion of such an offer affect Eisenerz?

Tester 1: “As far as I know, the uniqueness of industrial//urban camping results in an added tourist value for Eisenerz for me. Nowadays people are looking for more and more unusual offers to spend their holidays. I can well imagine that the offer would be well accepted by back-backing tourists, who often only spend a day or a few days in one place.”

Tester 2: “The audience is looking for new adventures. This could be one more attraction!”

Tester 3: “More holidaymakers who are looking for the place's un-excitement and its openness for charming, weird interventions.”

Suggestions for optimization

A. Care and administration:

The apartments should allow the most extensive self-administration. Each door should be equipped with a combination lock and the code is transmitted e.g. by SMS to the booking person.

What is needed is a so-called house regulation (best at every door). This could be self-explanatory online in advance of booking an apartment in order to prepare for the stay and get an idea of the situation.

- Cleaning instructions
- Refill basic equipment (toilet paper, candles etc.)
- Empty the water container after leaving the apartment.
- Invitation to bring small gifts for the apartments (e.g. books, torch, board games, etc.)

B. Additional infrastructure:

- Barbecue area and fireplace /incl. wood and charcoal
- Install a toilet instead of temporary infrastructure
- Garden furniture or beer table set
- Outdoor swing
- Water point to reach drinking and cleaning water as uncomplicated as possible.
- Guest book
- Fixed hammocks
- Potential upscaling (apartment with oven)
- Additions of small wood stoves (year-round use possible)

Annex 2: Picture documentation

First sample apartment



Storage box: next to transportation boxes for water, water gallons and gas cooker,



Chillout area built by reused materials



Dining area





Bathroom (no running water)



Access through the window into the garden. Campfire place, seating area, barbecue area.



Access to garden



Mounting options for hammocks.



Storage box for food and miscellaneous.



Washing area without running water. Water ballon, candlelight, pocket mirror, lavur for cleaning.

Conversion process of the second sample apartment



Arrangements for the interior in front of the second apartment





Renovation coating inside apartment number two, while leaving the personal touch of the previous owners



Second sample apartment







Living area in an industrialised minimalistic style



Possibilities to sit



The ladder allows Industrial Campers the access to the garden



Curtain made of old lamination sheets



Vestibule



Garden



Fireplace behind the building



Entrance to Industrial Camping