



Past - Present - Future



INDUSTRIAL CARAVAN TOUR

Summary Report

05 2019



D.C.3.2



Reporting Period 6



PP 10, Stebo



Ina Metalidis
Ina.metalidis@stebo.be

TABLE OF CONTENTS

1. Introduction	3
2. Concept	3
2.1 Idea.....	3
2.2 A cooperation between a blacksmith and a designer	4
3. Regional Events - The Tour	5
3.1 Opolskie Shipping and Industry Days (Poland).....	6
3.2 Rostfest (Austria).....	6
3.3 Cobblers Sunday (Slovenia)	7
3.4 Workshop with pupils / Day of the Miner (Czech Republic).....	8
3.5 University Workshop (Austria)	8
3.6 School Workshop (Croatia)	9
3.7 Days of Industrial Culture (Germany).....	10
3.8 Creative Hands (Italy)	11
3.10 Mijnkracht (Belgium)	13
4. The Tree of Industrial Culture.....	14
5. Communication	15
5.1 Storytelling	15
5.2 Communication Tools.....	16
6. Conclusions and ambitions	17

1. Introduction

The Industrial Caravan Tour is a unique event. It can be regarded as the common theme/object running through the InduCult2.0 project, both geographically as content-related. As such it connects all partners in their efforts to reveal the potential of Industrial Culture in their regions. In other words, it shows the Central European meaning of Industrial Culture.

The Industrial Caravan centralizes the inhabitants of those regions, and is curious about how they perceive living and working there. Do they see potential in Industrial Culture, and what are the emotions connected to it? But also, how do tourists experience the Industrial Culture vibe?

The tour has travelled from July 2018 until April 2019, and symbolically closed the project during the final conference on 04/04/2019.

2. Concept

2.1 Idea

The Industrial Caravan Tour's aims were threefold:

- 1) Deliver a message: 'Capture the idea of Industrial Culture, and generate exchange on the topic.'
- 2) Activate the audience: 'Use of Industrial Methods - old and new, and make people experience what industrial work is like.'
- 3) Communicate on the topic to a broad audience: 'Use social media channels and video interviews for storytelling.'

These requirements were translated by the contractor into a dynamic workshop concept. Travelling through the different regions a 'tree of Industrial Culture' was, literally, forged. Fire and forging is considered as the basic form of industry, and is still important in the producing process of many factories (e.g. steel). In the preparation phase, as well as during the workshops new techniques were also implemented (3D, laser cutting).

During the workshops people were able to forge themselves, and experience in the most purest form what it is like to use industrial methods. They produced the leaves of the tree. In a first stage they were asked to design the leafs (using a 3D-pen, drawings,...), and in a second phase they produced the metal leafs on an anvil. At the same time they shared their stories on what Industrial Culture means to them (see also chapter 5).



2.2 A cooperation between a blacksmith and a designer

The selected artists also represent the old and the new industries: a blacksmith (guiding the workshops) joined forces with a designer who frequently develops new products for current industries.

Gert Bruyninx



Gert is a Belgian blacksmith who, besides producing products in his atelier, travels around to give workshops on the art of forging. This has brought him all across Europe and the United States.

More info: <https://gertbruyninx.be/>

Roel Vandebeek



Roel Vandebeek is a Belgian designer and artist. Since he first embarked on his chosen career in 1994, he has expressed his preference for art, industrial design and interior design openly. Applying this preference uncompromisingly to the most far-ranging projects is the only way he can express his unbridled creativity. The designer carries out 20 - 30 design projects per year. All based on interaction that leads to growth via dialogue. This demands considerable effort. And oversight.

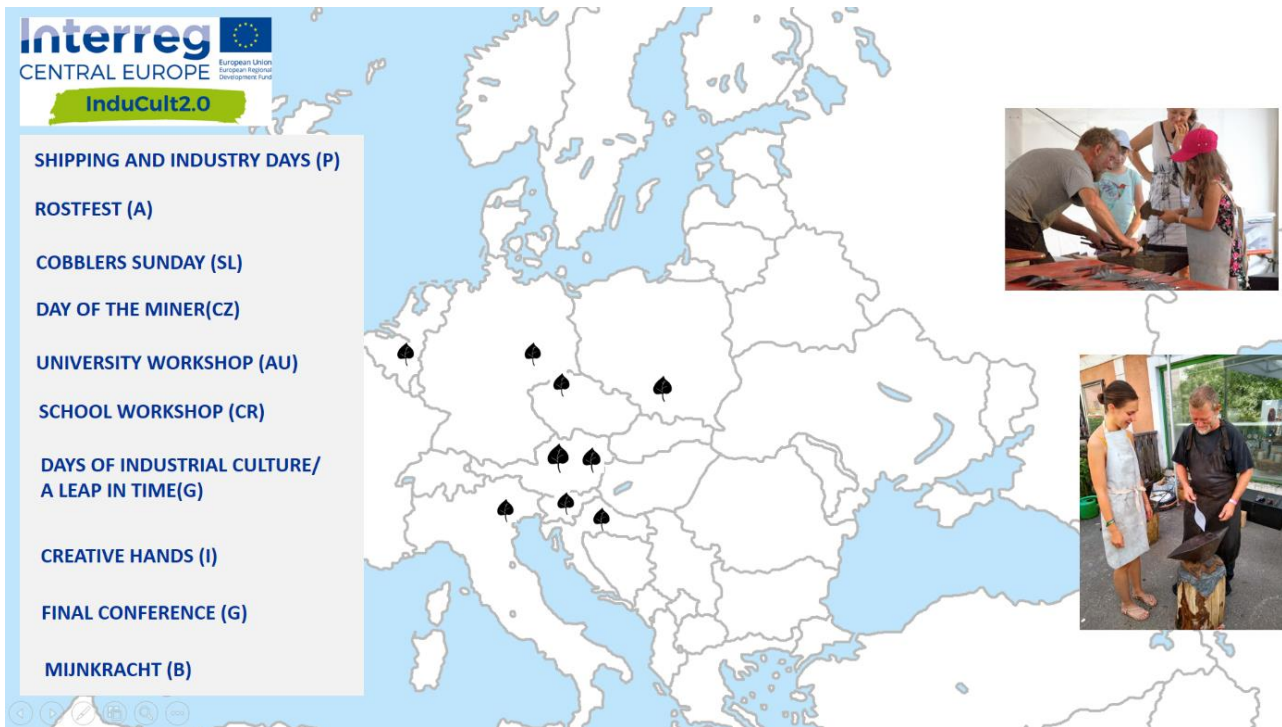
He has won many awards for his work, amongst which recently the German Design award (2019).

More info: <http://www.roelvandebeek.com/>

3. Regional Events - The Tour

The Industrial Caravan Tour has visited the following locations in 2018-2019:

Date	Event	Country
21-22/07/2018	Opolskie Shipping and Industry Days	Poland
18/08/2018	Rostfest	Austria
02/09/2018	Cobblers Sunday	Slovenia
07-08/09/2018	Workshop with pupils + Day of the miner	Czech Republic
10/09/2018	University Workshop	Austria
14/09/2018	Days of the Industrial Heritage (school)	Croatia
29/09/2018	Days of Industrial Culture - A Leap in Time	Germany
10/03/2019	Creative Hands	Italy
04/04/2019	InduCult2.0 Final Conference	Germany
28/04/2019	Mijnkracht	Belgium



3.1 Opolskie Shipping and Industry Days (Poland)

Event

“Opolskie Shipping and Industry Days” is an outdoor summer event, including outdoor activities, workshops, music shows related to regional industrial and cultural heritage e.g.: river boat race contest, educational workshops for children and adults (water, boats from waste tree bark, “little shipyard”-, designing use forms with regional products), workshop for small groups of the youth, sculpture show producing use forms from wood of local mill (with limited participatory approach), InduCult dance show (based on Flashdance movie music)/music concerts and party (including InduCult2.0 playlist).

Estimated number of participants:

500 people - 1st location (Krapkowice) - 21/07/2018

1500 people - 2nd location (Gogolin) - 22/07/2018

Number of participants workshop

54 people actively participated in the workshop.



3.2 Rostfest (Austria)

Event

6th edition of Rostfest, a heavy metal festival with concerts in Eisenerz with close reference to the industrial past, present and future.

Number of participants workshop

40 people actively participated in the workshop.



3.3 Cobblers Sunday (Slovenia)

Event

Šušterska nedelja is a festival with 30-year tradition. More than 10,000 visitors from all over Slovenia and from neighboring countries visit Tržič on Šušterska nedelja. Traders from all over Slovenia exhibit their goods on more than 300 stands, various cultural, entertainment and ethnographic events take place throughout the day.

Number of participants workshop

50 people actively participated in the workshop.



3.4 Workshop with pupils / Day of the Miner (Czech Republic)

Event

Day of miner - Mining festivities in Sokolov - is an event connected with mining. The programme started with the pilgrimage of miners in old mining uniforms. It continued with an exhibition of traditional crafts and the Industrial Caravan Tour. The program was accompanied with musical performances.

Number of participants workshop

26 pupils participated in the 1st workshop

47 participated at the workshop hosted during the Day of the Miner.



3.5 University Workshop (Austria)

Event

No particular T2 event. This was an extra stop negotiated with the University of Graz.

Number of participants workshop

Approximately 50 people attended the workshop.



3.6 Days of the Industrial Heritage - School Workshop (Croatia)

Event

Industrial caravan was held in the framework of the Days of the Industrial Heritage of the City of Sisak where the citizens/pupils are introduced to the possibilities of quality use of industrial heritage as the development potential of the City of Sisak.

Number of participants event/workshop

20 people attended the workshop.



3.7 Days of Industrial Culture (Germany)

Event

The days of industrial culture are a well established event in the city of Chemnitz. In 2017 the district of Zwickau also participated in the event which allows the public to visit numerous regional industrial companies during the so called “Spätschicht”. Additionally, the days of industrial culture include a “Frühschicht” for pupils and an industrial culture festival in the city of Chemnitz called RAW. In 2018 the District of Zwickau would like to expand the cooperation with Chemnitz by contributing the event “Day of a Leap in Time” where regional companies presented themselves in industrial museums and the InduCult2.0 events T2.3.2 and C3.2.

The hosting partner Kunstplantage Zwickau is an alternative culture club on the site of a former factory for mattresses and bolsters. On 29/09/2018 they celebrated the end of their summer programme with a “Flow Market”, a flea market with music and artists. A local blacksmith and a bolsterer were invited to join the event.

The estimated number of participants is 700 to 1000.

Number of participants workshop

13 people tested their forging and 3D skills.



3.8 Creative Hands (Italy)

Event

The workshop was organized outdoor in the framework of a happening called “Creative Hands”. It is a market where creative entrepreneurs can sell their products to visitors and tourists.

Number of participants event/workshop

200 people actively participated in the workshop.



3.9 Final conference (Germany)

Event

120 people participated in the Final conference of the InduCult2.0 project. Apart from the unveiling of the tree of industrial culture, a forging workshop was organized for the participants.

Number of participants event/workshop

17 people actively participated in the workshop.



3.10 Mijncracht (Belgium)

Event

'Mijncracht' is an event hosted at the former mining site of Heusden-Zolder (holding culture, education and community work functions). It connects music concerts with theatre and animation in order to showcase the beauty of the mining heritage. The event is not coupled with a T2 activity. It is organized yearly and attracts about 5000 people.

Number of participants workshop

Approximately 30 people forged the last leaves.

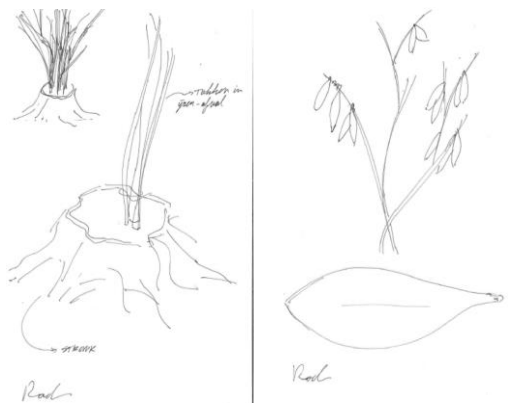


4. The Tree of Industrial Culture

The end result of the Industrial Caravan Tour consists of a 'Tree of Industrial Culture':

- The trunk represents the common pioneer spirit and strength of the regions, where Industry has, and in most cases, still defines many aspects of daily-life.
- The branches are produced of scrap metal provided by the different regions. They refer to looking forward to the future, to innovation, hopes and aspirations,...
- The leaves are forged by the inhabitants themselves, and symbolize the people living Industrial Culture, and shaping the regions' identities.

It was unveiled at the final conference of the InduCult2.0 project (04/04/2019, August Horch Museum, Zwickau, Germany) in the presence of the blacksmith and the designer who shared their ideas, stories and experiences with the participants.



5. Communication

5.1 Storytelling

Focus of the Industrial Caravan Tour has always been on storytelling. Throughout the entire workshop series we wanted to collect as many stories on and connections with Industrial Culture as possible.

Besides the tree, the end result is therefore also a collection of quotes, and stories.

Personal cards

The leaves were supplemented with a tag mentioning the name and a personal message of the producer. The message was on how they perceive Industrial Culture, what it means to them, how they see their future, what it is like to work with fire and what it symbolizes...



Interviews

A local translator interviewed the participants during or after the workshop so stories were gathered on camera.

Possible questions were:

- In what way has Industry affected or is it still affecting your daily life?

E.g. does someone of your family work in an industrial company? Did you see the labourers go to work?...

- You experienced two very different techniques during the workshop, one that is dedicated to the past (working with fire, forging) and one that is future oriented (3D pen). Which one was easiest? What did you like the most?

- How do you see your future? Would you like to work in a factory or not? Why?

- What kind of feelings come to your mind when you think of industry? Why?



5.2 Communication Tools & Channels

The purpose of the workshop was laid out on a postcard format flyer which was handed out to the participants of the events, while a poster referred to the Facebook page and website.

The stories of the participants were continuously posted on Facebook, together with pictures (https://www.facebook.com/pg/Inducult2.0/videos/?ref=page_internal), and cross-linked with the InduCult2.0 project website. The entire collection of interviews is archived on an external hard disk at Stebo vzw (PP10).

A video on the preparation phase (creating the 'moules' of the leafs through laser cutting, designing the trunk of the tree) highlights the new techniques used by the blacksmith and the designer (<https://www.facebook.com/Inducult2.0/videos/305543460212874/>). Another video gives an overview of the different stops and the meaning of the tour itself (<https://www.facebook.com/Inducult2.0/videos/2215575808726838/>).

#FORGING INDUSTRIAL CULTURE

#STORYTELLING



InduCult2.0




BECOME PART OF OUR TREE OF INDUSTRIAL CULTURE!

Test your forging skills and 3D talents and create your very personal leaf together with our blacksmith! Share your story and impressions of the industrial past, present and future of this beautiful region. Your leaf will become part of an impressive artwork shaped like a tree. Branches will be produced in Poland, Austria, Czech Republic, Croatia, Slovenia, Italy, Belgium and Germany.

CURIOS ABOUT THE RESULT?


Like our Facebook Page ([facebook.com/inducult2.0/](https://www.facebook.com/inducult2.0/))! we will keep you posted...or feel free to leave a message yourself!!






#FORGING INDUSTRIAL CULTURE

#STORYTELLING















InduCult2.0



All Videos

Video Insights
Video Library
+ Add Video

 <p>Forging Industrial Culture in Croatia! #InduCult ...</p> <p>81 views · Yesterday</p>	 <p>Another interview with 2 students of the school of industry and...</p> <p>57 views · September 14</p>	 <p>Interview with 2 students from school of industry and crafts...</p> <p>251 views · September 14</p>	 <p>Lots of media and an interested audience at Sisak. Read more...</p> <p>85 views · September 14</p>
 <p>And we got started in Sisak Croatia! #InduCult ...</p> <p>55 views · September 14</p>	 <p>Storyteller at work #ForgingIndustrialCulture</p> <p>77 views · September 10</p>	 <p>Interviewing a student hard at work.</p> <p>58 views · September 10</p>	 <p>The Caravan Tour landed at Graz University.</p> <p>51 views · September 10</p>
 <p>Interview</p> <p>114 views · September 9</p>	 <p>Collection of leaves made so far @ Sokolov! #InduCult</p> <p>44 views · September 8</p>	 <p>Lots of families trying the skills of forging @ Sokolov! #InduCult</p> <p>45 views · September 8</p>	 <p>Afternoon session started in Chodov! #InduCult</p> <p>139 views · September 7</p>

6. Conclusions

It is clear that the Industrial Caravan Tour has connected the participating industrial regions and their inhabitants. It has created a general image on the characteristics and assets of these regions as developed on their industrial past, present and future – symbolized in a strong design: The Tree of Industrial Culture.

While participating in the workshops, people have had the chance to (re)connect to the pioneer spirit as well as to reflect on how industry affects and shapes their daily life. The Industrial Caravan Tour has created an atmosphere of pride and forward looking mindsets.