

CONCEPT FOR A PILOT ACTION FOR PROMOTION OF CULTURAL RESOURCES OF PAST AND MODERN INDUSTRY

Concept for an outside placement of a
sculpture and for an inside
exhibition/smart presentation on the topic
of “Industry presents itself to the public”

Version 1
May 2017



[Deliverable nr.2.3.1.]



Reporting Period [nr.2]



[PP7-BSC Kranj, Tržič Museum]



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0. Abstract

Our aim in the project is to promote cultural resources of past and present industry in the Tržič and its surroundings. From the first mentions onwards, the main economic activity in Tržič had been craft, later to be transformed into a prosperous industry. During the last 30 years due to political and economic changes the factories were closing down, the town found itself with vast areas of abandoned production surfaces and many unemployed.

Our objective is to connect with local stakeholders and develop new activities for the present, based on tradition that would inspire industry, cultural tourism, stimulating innovation, creativity and entrepreneurship (all crucial ingredients for success) among local inhabitants.

Outside placement of a sculpture would personify activities that were traditionally present in the town and region, should become a part of the living environment, and placed in a highly frequented public space. It should teach about the past and inspire young generation, adults and tourists. Apart from outside placements, our aim is to prepare modern and innovative exhibitions and events.

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.

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

Based on peering and mutual support within the partnership, PP7 elaborate concept for smart presentation »Industry goes public« for demonstration pilots together with stakeholders. The content of the concept consists of outdoor installation (sculptures) and indoor exhibition presenting industrial heritage and today's industry. Pilot action will be realized in 2018 and will be promoted within the industrial event.

More information about the project is available on: www.inducult.eu,
<https://www.facebook.com/Inducult2.0/>

2. Introduction

Our aim in the project is to promote cultural resources of past and present industry in the Tržič town and its surroundings.

From a geographical perspective, Tržič lies next to the Austrian border and is a Northern entry point into Slovenia. A typical Alpine town nestled in a long valley; it is surrounded by steep slopes of the surrounding mountains. Enclosed by good-quality forests, it was established at the confluence of two streams: the Tržiška Bistrica river and the Mošenik creek. All these natural resources coupled by an important ancient trade road passing the Ljubelj Pass, characterised the population's way of living and the town's development. From the first mentions of the market onwards, the main economic activity had been craft, later to be transformed into a prosperous industry.



Tržič – an Alpine town surrounded by mountains

Craftsmen eventually bonded and five guilds were formed: the blacksmiths' guild, the leather traders' guild, the shoemakers' guild, and the butchers' guild, the stocking makers forming their own brotherhood. In the second half of the 19th century, favourable natural circumstances and the establishment of traditional crafts contributed to considerable industrial development. Factories producing leather, shoes, cotton, and cardboard, but also wood- and metal-processing plants and many other facilities started to operate, every year expanding their activities and transforming Tržič into a major industrial centre, a regional focal point of shoemakers' industry and, due to its spinning and weaving mills an important textile production site. Factories more or less successfully managed to survive both World Wars, with the economy of the Kingdom of Yugoslavia being later characterised by many fluctuations and workers' strikes, but in general, nonetheless, kept growing. After the end of WWII, new communist political regime meant even more emphasis on industrialisation, with the number of traditional craftsmen and smaller workshops decreasing. At its height, in the 1970s, the Peko factory employed over 5,000 workers, with the second largest factory, BPT, employing around 3,000 workers.

Numerous changes and the beginning of the downfall of big industrial plants were ushered in the 1980s by economic problems and the disintegration of the Socialist Federal Republic of Yugoslavia. The final blow to the big industry was dealt just after the independence of

Slovenia had been declared, largely due to the loss of Yugoslav markets, incapability of accessing international markets, and the competition of cheap working force from the Third World countries. One by one, the factories were closing down, with the largest one (BPT) ending its operation in 2004 and Peko in 2016 respectively. After the factories had to be closed down, the town found itself with vast areas of abandoned production surfaces and many unemployed.

Today many industrial facilities, objects of industrial heritage, the documentation of past business and, last but not least, memories of people, remind us of once prosperous Tržič industry, as the factories were the town's heart and driving force.

INDUSTRY AND ECONOMY TODAY

Simultaneously with the collapse of big industrial plants, new and smaller factories and workshops started to appear. Some of them are based on shoemaking tradition, such as: Migi d.o.o., Alja Viryent & Co., Čevljarstvo Brodi, Slapar RO&SA d.o.o., Dal d.o.o., Pinstep Križe d.o.o., and PGP linde d.o.o. Others, by contrast, have been inspired by blacksmith tradition, ironworks and metal-processing industry, for example: AB Tokos d.o.o., INTEC MKD d.o.o., MALI-E-TIKO d.o.o., and Orodjarstvo Knific d.o.o. The premises of BPT's ex-textile factory are managed by the BPT company that has an ear for reviving its rich legacy. Only one textile company is still in operation - Leny d.o.o.

Apart from industry, Tržič has also been centred on tourism, its potentials being unspoilt natural environment of surrounding mountains and a rich industrial heritage.

As far as content and organisation issues are concerned, the project of promoting cultural resources of past and present industry will be run by the Tržič Museum. The institution is faced by some problems and/or challenges:

- old knowledge is getting lost, and past knowledge and traditions are not being used enough for future prospects,
- the identity of the town is significantly characterised by its industrial heritage, but this potential has not been recognised and used sufficiently for touristic and economic purposes,
- the inhabitants of Tržič could be more aware of their specific, significant industrial heritage; it could be more appreciated and its potential more exploited.

Within the project, solutions for above mentioned problems will be sought by museum collaborators, by active cooperation with all important stakeholders in the town and wider region, and by activities carried out in the framework of the project.

3. Objective

As is valid also for people living elsewhere, the inhabitants of Tržič are eager to seize new developmental opportunities and trends, in all areas, wanting to ensure progress and development. Our objective is to develop new activities for the present, based on tradition that is well-established in Tržič and its surroundings:

- most importantly, **modern crafts and industry**, based on old knowledge. This is especially important for smaller private companies, through which shoemaking tradition is coming to life again, such as the BPT company that gives new meaning to degraded premises at the ex BPT factory and is especially eager to include elements of industrial heritage to its renovation.

- For inhabitants to understand and be able to use, and identify with, the **potential** of industrial heritage.
- **Cultural tourism** that can be based on the most characteristic feature of Tržič, namely its craftsmanship and industrial tradition.
- **Identity of the place should be determined by industrial culture**, especially areas such as arts and crafts, fine art, urbanism, architecture... Products of this culture could be an important attraction for tourists, event attendants, since the town gains a prettier and more functional architectural image, stimulating innovation, creativity and entrepreneurship (all crucial ingredients for success) among local inhabitants.
- We also aim to connect with **different local stakeholders**:
 - companies that grew out from the foundations of traditional economic fields,
 - tourism strategy planners,
 - providers of touristic services,
 - organisers of touristic events,
 - educational institutions: a kindergarten, all three elementary schools, a youth centre, a day care centre, the Vincenc Draksler Foundation,
 - various amateur associations, e.g. a cultural artistic society, a cultural association, a folk group, a youth centre, a dance club, a touristic society,
 - a library with its mission to support local studies,
 - the Tržič Museum responsible for protection, research, maintenance and popularisation of cultural and industrial heritage of the town and its surroundings.

OUTSIDE PLACEMENT - A SCULPTURE

Outside placement of a sculpture, or better still, a network of sculptures in the town and region symbolising past industrial legacy, can certainly be deemed as one of efficient ways of popularising industrial heritage. Therefore, one of our objectives is to construct such a sculpture.

The roles of sculptures are as follows:

- They 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.
- They address many generations, both those that lived during the age of thriving industry as well as those that lived after this era and for whom sculptures 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 thinking-provoking. The sculpture should become a part of the living environment and placed in a highly frequented public space.

An alternative approach would be to present the sculpture as a symbol, addressing passers-by (both locals and occasional visitors) with its high visibility and esthetics. It would personify activities that were traditionally present in the town and region.

INSIDE EXHIBITION/SMART PRESENTATION

Apart from outside placements, our aim is to popularise industrial heritage by placing contents inside in the form of exhibitions and events. Modern exhibitions need to be innovative, interactive and to activate visitors to think, understand and to be proactively engaged. With inside exhibitions, what counts is a multimedia approach and inclusion of art into placement, be it fine art, theatre or poetry. The main exhibition is supported by a series of pedagogical and andragogic programmes destined to transfer knowledge, in the case of industrial heritage, to transfer past handicraft expertise. This can be achieved through organisation of accompanying events, lectures, workshops, fashion shows, industrial heritage-based festivals etc.

4. Applied Approach

We prepared the project in steps. We began with an investigation of good practices within the European Union and Slovenia, mainly relating to shoemaking, textile and blacksmith industrial heritage. We were interested in modern contents in the field of industrial and technological culture.

In cooperation with the Institute for the Protection of Cultural Heritage of Slovenia, we later searched for, and studied, major facilities and spaces of industrial heritage and possible ways of their renovation.

We liaised with educational institutions and came up with a list of objectives in the field of popularisation of industrial cultural heritage. We defined topics to be promoted: getting to know one's own place of living, life of people in the past and now, industrial revolution, industrialisation, sustainable development.

To get to know the interests of other stakeholders, we invited participants from the areas of entrepreneurship, tourism, education, culture etc. to a workshop. We wanted to find out more about the stakeholders, liaise with them and exchange ideas, and find out their interests for the implementation of industrial heritage in their activities.

5. Results

"INDUSTRY PRESENTS ITSELF TO THE PUBLIC" WORKSHOP

During the workshop, we presented contents and objectives of the project and invited all important stakeholders from Tržič and its surroundings and the interested public. Our suggestions with their advantages and disadvantages were discussed, and new suggestions for reviving and popularising cultural heritage were gained.

The majority of workshop participants thought that the most meaningful direction to follow 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. The stakeholders more or less 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.

The workshop participants were less enthusiastic about "purely" symbolic sculptures placed at crossroads or roundabouts, as they tend to be more static and could only passively address visitors, who might even overlook them.

The representatives of the municipality offered possible locations for outside placements.

SUGGESTIONS FOR OUTSIDE PLACEMENTS - SCULPTURES AND INSIDE EXHIBITIONS/SMART PLACEMENTS

SHOEMAKING

Outside placement: SCULPTURE OF A SHOE

Inside exhibition/smart placement: EXHIBITION OF MODERN SHOEMAKING DESIGN AND A FASHION SHOW BY SLOVENE DESIGNERS

Historic context

In a broader Slovene-speaking context, the town of Tržič is well-known for its shoemaking industry. The peak of the Tržič shoemaking trade was reached in mid-19th century. Knowledge had been transferred from generation to generation, and local master travelled long distances to get new expertise. Footwear was produced manually in shoemaking workshops. In 1880, the first sewing machines were brought to Tržič. By the end of the 19th century, the footwear manufacture evolved from complete handicraft to semi-industrial production and then, simultaneously with publishing business, to full-blown industrial production. It's important to know that the shoemakers' guild, a special social structure comprising apprentices, assistants and masters, greatly contributed to the special Tržič identity.

In Slovene-speaking territory, a special place is reserved for Peko, a footwear factory, established by a Slovene named Peter Kozina. At the beginning of the 20th century, he introduced completely new dimensions to footwear production in then mostly German-speaking town. From 1903, when Peko was established, to the present day when it was closed down, development that had been greatly influencing the life of the Tržič inhabitants, can be traced. From hundreds to thousands of Tržič citizens had been employed in the factory, and in its golden age, millions of pairs were made there every year.



The Peko factory between WWI and WWII

Outside placement: SCULPTURE - A SHOE

A shoe has traditionally been an identity-defining object in Tržič, but even taken on its own, it's a symbol of walking, travelling, an everyday commodity that everyone can identify with.

If we decide to address predominantly the young, it's important that we explain them in a way that they would find understandable, that Tržič had been one of the most important European shoemaking centres; that the craftsmen's expertise had been transformed into the most modern shoemaking factory of the 20th century in the region (Peko); that this knowledge still exists in Tržič and resurfaces in individual trades workshops near Tržič; and that it would be worthy to keep this knowledge and production also for the future.

That's why one of the suggestions is to manufacture a giant shoe - a playground equipment to be placed either near the Peko factory (now closed down) in the old town centre or in front of the Tržič Museum where the richest shoemaking collection in the Republic of Slovenia is on display.

Inside exhibition/smart presentation: EXHIBITION OF OLD WOOLWEAR AND MODERN SHOEMAKING DESIGN, AND A SHOE FASHION SHOW BY SLOVENE DESIGNERS

During the traditional Shoemakers Sunday, a holiday and a shoemaking tradition-related fair, a temporary footwear exhibition will be opened on the ex-factory premises of PEKO or in an exhibition facility in the town, exploring connections linking traditional footwear types from ancient times till the 20th century, with modern shoemaking designs. According to our research findings, surprising similarities and connections abound.

Next to old footwear, the most modern footwear will be exhibited. Apart from shoemakers from Tržič, the most important shoe producers from the rest of Slovenia will be invited to participate. A shoe fashion show will be organised together with creative workshops displaying different phases of shoemaking artisanship and one design workshop in collaboration with the Department for Industrial Design at the Faculty of Design, University of Ljubljana.

ST. GREGORY'S DAY

Outside placement: SCULPTURE - ST. GREGORY'S TINY LITTLE BOAT

Inside exhibition/smart presentation: INTERNATIONAL EXHIBITION »LIGHT INTO THE WATER«

The old custom of putting St. Gregory's tiny little boats on water currents is linked to handicraft tradition, mainly shoemaking, and has evolved into an important tourist event that has been gaining a recognition and popularity. The central object of this custom is a miniature house that people put on a water stream. It's a recognisable emblem of Tržič, tightly linked to once major handicraft and industrial activity in the town - shoemaking.

Custom's historical background

In springtime, miniature houses, churches, boats and other objects complete with a burning candle inside, used to be placed on water streams in some places in Carniola and around Ljubljana, signalling the advent of the season where the sun was shining on the horizon long enough, that craftsmen didn't have to work by their candles. On the night before St. Gregory's name day, »the light is thrown into the water«, as the saying goes. The custom was transformed into an event where mainly children from the broader Tržič region participate, with their parents and others taking the role of spectators.

Outside placement: SCULPTURE - ST. GREGORY'S SAILING TINY LITTLE BOAT

Aiming to make the »light into the water« tradition alive, we plan to design and build an outside sculpture - St. Gregory's sailing tiny boat - in the form of a playground equipment for children. Children will be able to step inside this house, »a Gregory's tiny little boat«, that would swing on an artificial water bed, lightened by a »candle«, with the history of crafts and industry in Tržič presented on the walls with illustrations.

Inner exhibition/smart presentation: INTERNATIONAL »LIGHT INTO THE WATER« EXHIBITION

While investigating the custom related to St. Gregory's day (»light into the water«), we discovered that a similar custom, namely placing candles on the water, is found also in other European countries, from France, Switzerland and Germany to the Czech Republic and Macedonia, predominantly related to craftsmanship/industrial heritage. In collaboration with the Slovene Ethnographic Museum, we plan for 2018 to have a big temporary interactive exhibition dedicated to this custom and to all other trades to which it is linked. We're going to cooperate with places and ethnologists from other countries. This travelling exhibition will first be displayed in the Slovene Ethnographic Museum, then in Tržič and later in different Slovene and other European locations.

TEXTILE INDUSTRY

Outside placement: SCULPTURE - A SPINNING WHEEL

Inside exhibition/smart presentation: AN EXHIBITION OF OLD TEXTILE MASHINES AND A THEATRE PERFORMANCE IN THE TRŽIČ MUSEUM' OPEN DEPOTS

From 1885, the Cotton Spinning and Weaving Mill (BPT) had been an important and integral part of Tržič. It was one of the oldest companies in Slovenia. With its plants and subsidiaries, the factory was a town within a town. In 1960, it employed more than 1,500 workers, with its products being present in almost all homes in Carniola and other parts of Slovenia. A considerable part of the population was dependant on the factory, because it was massively providing work for many, particularly women. The factory was closed down in 2004. In one of the ex-BPT facilities, the Tržič Museum has been having its open depots since 2016. They provide a connection between old tradition and modernity.



Cotton Spinning and Weaving Mill, Tržič

Outside placement: SCULPTURE - A SPINNING WHEEL

A spinning wheel is a symbol of textile industry and a trademark of the BPT ex-factory. Put in front of the entrance to the ex- and future »industrial town in miniature«, the big sculpture of a stylised spinning wheel would serve as a recognisable symbol of the place.



Picture of a spinner woman, a symbol of the Cotton Spinning and Weaving Mill

Inside exhibition/smart presentation: AN EXHIBITION OF OLD TEXTILE MASHINES AND A THEATRE PERFORMANCE IN THE TRŽIČ MUSEUM' OPEN DEPOTS

In the Tržič Museum's new depot, situated in the BPT's ex-boilerhouse, machines will be restored, including the functioning ones. We're going to try to present a line (as complete as possible) of textile machines for fabric production. The exhibits displayed in the depot will be open to public on prior announcement.

On the occasion of the opening of the permanent depot exhibition, a musical/theatrical spectacle dedicated to the memory of the ex-factory, its workers, political and economic changes at the turn of the 20th and 21st centuries, will be prepared in a big ex-industrial hall in cooperation with Talija, a theatre company performing in abandoned industrial premises.

PRESENTATION OF PEDAGOGICAL PROGRAMMES ON CRAFTSMANSHIP EXPERTISE FOR PEDAGOGUES OF PRE-SCHOOL CHILDREN

Pedagogues of pre-school children were invited to a workshop and presented with possible ways of transferring old craftsmanship expertise to the young. Basic technological procedures can be presented to youngsters through play, and manual skills and awareness of tradition can be developed. We plan such workshops as accompanying programmes to inside exhibitions/smart presentations and we wish to develop them in cooperation with pedagogues and teachers.

6. Evaluation/transnational added value

Regarding the fact that Tržič museum already have investigated the theoretical part of investigation of industrial heritage to present museums collection of shoe industry and travel exhibition Our factories our pride. PP7 also exchanged the experience and good practices around Europe with other PP's that have their own examples of the topic.

Objectives that were determined during the preparation of the "Industry presents itself to the public" concept, were to a larger degree fulfilled: all key stakeholders from the fields of entrepreneurship, tourism, educational institutions, and amateur culture, actively responded to our invitation.

A considerable interest of the entrepreneurs to point out industrial character of the town was perceived, as their own recognisability would be thus increased and their work could be presented to the public more efficiently. Many innovative suggestions for outside placement/sculpture were given by entrepreneurs. They are interested in cooperating in, and upgrading of, inside exhibitions/smart placements. They wish to transfer their knowledge and present their products in workshops and events.

Educational institutions stressed the importance of fresh and interactive approaches to popularisation of heritage among children. They supported the idea of interactive exhibitions and inclusion of art and creativity into exhibitions. They were also interested in presenting different professions, as this is a way for them to provide a professional guiding for the young towards traditional knowledge that was once already present in the town.

Tourism workers suggested stressing the important industrial heritage in the old town, in the museum and in other places in the town, as it emphasises a specific identity of Tržič that distinguishes it from surrounding places. The idea of an interactive sculpture for the young, of festivals and events to attract more tourists to the town, was also supported by tourism workers.

For the time being, other suggestions for the sculpture location exist, but the place has not yet been chosen. Visibility, access for the public and its position in terms of signalling the entrance to the region can be cited as important criteria in choosing the location. An optimal location need to be chosen among all possible sites that the municipality can give away.

We wish to get to know solutions of other project partners, in order to include the sculpture in the system of outside placements in the region in the most appropriate way possible. Therefore, we will share the results of the concept with PP within the partnership-gathering workshop and we are opened for any innovative suggestions and additional elements that we can include within implementation. We will invite all transnational partners to test implemented sculpture within promotional event organized in 2018.

7. Outlook and sustainability

Outside placement will be put at the entrance to the municipality of Tržič or at the entrance to the renovated area of BPT's ex-industrial premises. Suggestions by different stakeholders are all innovative and each of them stresses different traditional branches of our town. Our local community likes the idea that after the first outside placement will have been realised, the other placements would follow suit, enriching the long-term architectural image and recognisability of the town, making it more attractive for tourists.

Outside placement will be chosen in a way that leaves enough place for events and expansion of industrial culture in the town, region and in broader context. We will take part in traditional touristic events in the town, dedicated to shoemaking, e.g. Shoemakers Sunday and St. Gregory's Day.

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.

In the framework of the museum 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.

8. Annexes incl. picture documentation (if applicable)

Workshop "Industry presents itself to the public" - minutes of the workshop



Past - Present - Future



WORKSHOP WITH STAKEHOLDERS - CONCEPT FOR “INDUSTRY GOES PUBLIC”

Minutes

Version 1
05 2017



[Deliverable T.2.3.1.]



Reporting Period [2]



[Tržič museum, Muzejska 11, Tržič]



[16. 5. 2017]



[Participants: stakeholders- list of participants enclosed]



[PP 7 - BSC, Business support centre, ltd Kranj]



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1. Title: Concept for outdoor sculpture and indoor exhibition - Industry goes public

Date: 16. 5. 2017

Time: 14.00 - 15.30

Location: Tržič Museum, Muzejska 11, Tržič

Moderator: Jana Babšek, Tržič Museum

Language: Slovenian

Scope of participants: stakeholders from Gorenjska area (museums, municipalities, art&craft representatives, SME's, tourist sector), representative of PP7-BSC Kranj

2. Agenda

- 1) Presentation of project InduCult2.0 activities
- 2) Presentation of 3 ideas for outdoor sculpture of "Industry goes public"
- 3) Presentation of 3 ideas for indoor exhibitions related to industrial identity
- 4) Discussion with stakeholders

3. Course, results, decisions

Outdoor sculpture and related indoor exhibition will represent the industrial identity of Tržič. The main purpose of the workshop was to define the possibilities of cooperation, the course of implementing the sculpture and to get feedback/opinion from invited participants.

Represented purpose of the sculpture are: hiking boot (on the roundabout), high heel shoe as interactive playground (in front of the former shoe factory Peko), Peko's shoe mascot (on the roundabout), "Gregorček" - traditional floating house (on the backyard of Municipality), spinning wheel as identification element for textile industry (former factory BPT)

Represented exhibitions of smart presentation are: exhibition of modern shoe design - fashion show with the presentation of Peko shoes connected to the private designer Alja Viryent; International travelling exhibition of the tradition "light into water" with the cooperation with other museums; Exhibition of an old textile machines and rooms together with the theater show.

Participants pointed out that shoe industry is something that older inhabitants of the city can easily identify with but it is necessary to inform and promote it to young people and visitors. Location of the sculpture has to be opened to the public and implemented on innovative and interactive way. Additionally, we will have to prepare some other activities connected to the sculpture, therefore private designer Alja Viryent suggested to organize workshops with pupils on the topic of "how to make a shoe" and organize exhibition of their prototypes. Her idea is to implement a high heel shoe with toboggan and small house

with shoe workshop and ICT presentation of making shoes procedure. There is also suggestion to do the indoor exhibition on the shoe topic and show fashion within the industrial event.

All the stakeholders have to promote industrial culture and take care of developing other programs and activities on the identity of shoe industry (e.g. an iron wire where people would hang different old shoes made in Tržič...)

4. Next steps

Selection of the location - September 2017

Public appeal for architectural ideas of the sculpture - October 2017

Implementation of the sculpture

Additional activities: concept for better cooperation between schools, companies and museums; concept of industrial festival - September 2017

5. Photo



6. List of participants



Past - Present - Future



Delavnica na temo:

Industrija se predstavi javnosti - Industry goes public

Lista prisotnosti/List of participants

Tržič, 16. 05. 2017, 14:00

Organizacija/Organisation	Ime in Priimek/Name	Podpis/Signature
OBČINA TRŽIČ IPIC	Petra Hladnik	
OBČINA TRŽIČ	Mateja Dolan	
ALJA VIRPENT & CO. d.o.o.	ALJA VIRPENT	
-H-	SAMO JURŠIČ	
BPT d.o.o.	DAMJANA HLEGAL	
OBČINA TRŽIČ	KLEMEN SERNA	
	MARIAN GRANJOV	
BSC KRANJ	HATEJA KOROŠEC	

