

Industrial Camping

Concept

Inducult 2.0

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The idea of Urban Camping

Urban Camping is a unique concept 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. The objective of Urban Camping is to build up a temporary community, accompanied by creativity and self-determination. The Urban Camping project is predicated to abandoned flats, which are allocated to temporary harborages and minimal furnished with upcycled materials. The use of a minimum facility accrues space for the individual scopes, wishes and temporary interior design. The concept of Urban Camping is based on the hostel-idea. This means that the Urban Camper is a self-supporter during his stay and doesn't underlay an organized timetable. The opportunity to use living environments and gardens as collective space, supports the social cooperation and facilitates the contact with other people. Urban Camping focuses on abandoned areas, with the attention to revitalize the local economy and tourism by a minimal expense for the visitors.

Urban Camping at the ROSTFEST

In 2013, Urban Camping was tried out for the first time as part of the ROSTFEST. Contrary to expectations, the format has become popular success and a unique happening in Europe: As a crazy idea, formed into the (empty) space in the first year already 100 people were camping in the vacant apartments. Living, celebrating and (occasionally) sleeping without warm water and electricity got in the meanwhile a loyal fan base: In 2015, more than 80 abandoned flats in the settlement of Münichtal were inhabited by around 850 festival visitors - thus we were able to record about 1,700 overnight stays on a weekend. For the residents of the settlement, this time is always a highlight in the calendar year: many new flatmates provide a colorful hustle and bustle and funny happenings in the Münichtal. It bargains to an experiment and art in sense of a social sculpture. Even 60 years ago, life flourished in the Münichtalsiedlung: 4000 people once lived here - 200 today. From a lack of perspective, the residents left the workers' settlement; Usually nobody moved. This is easier in 2014. Enough apartments are free. The campers prove there for the days of camping an alternative way of life on a trial basis.

In recent years, the settlement has developed into a place where a variety of activities in addition to the pure living and accommodation function emerged. So Urban Camping became a “small festival in the festival” and thus a small city in the city. This was underlined by artistic projects and interventions that brought contemporary elements into the former miners' settlement.

Zweieintopf: Nukleus

In 2013, a sculpture was created by the artist duo using usual white party tents and positioned on the meadow next to the settlement. The fragile construction, which usually ends up in garbage at the latest after the first gust of wind, is a clear contrast to the massive mass of the Erzberg, which, after hundreds of years, still feeds the desires and needs for ever newer products.



Numavi recording studio

Numavi Records opened in 2014 a recording studio in a vacant apartment. Young bands from the Eisenerz area and bands labeled in Graz recorded songs from their repertoire in the specially created recording studio. It was mixed directly on site and the sessions were video-documented by the Graz-based visual artist OchoReSotto with three moving cameras in live cut and then presented as a series in Eisenerz during the Rostfest. Meanwhile, the sampler was released on the label.



Trockenschiss und Waschlappen – Symposium/Intervention

Kurt Weckel and Günter Miklenic from the Symposion Lindabrunn association stopped with their Hack-Bus 2014 in Münichtal. Experimental laboratories are the starting point for the planning, construction and operation of alternative and resilient forms of life in parallel and in peaceful coexistence with the monoculture of global economism. In Urban-Camping-Areal a social design happening in form of the campus of a nomadic "universal university of the art of living" was conceived. For one-week, alternative ways of life in the Münichtal were discussed and lived, and with the participation of the public, alternative supply and disposal

systems were theoretically and practically implemented. Above all, the cooperation with residents of the settlement turned out to be particularly enriching

Forms of communication (ZVK)

In 2015, the collective GDS worked on a connect for the residents with each other at the festival. Letter lines and corded phones were installed between the apartments and the ZVK headquarters. Each visitor had the opportunity, after submitting a communication request (form XT₃), to connect his accommodation with others.

A nonsense in the times of mobile phones and the Internet, but it is thus possible to visualize the "virtual spaces" that produce such forms of communication.

Related Urban Camping projects around the world

Every two years in Amsterdam the Urban Campsite Festival takes place, where visitors get the opportunity, to live in artistically designed shelters temporally. Similar to the Urban



image 1: Urban campsite festival
(<http://www.Urbancampsiteamsterdam.com/en/>)

Camping, the Urban Campsite Festival also offers sanitary facilities inside the Camping areas and even the electricity is not existent in the individual shelters. The main difference to Urban Camping is, that the individually formed homes are temporary, as well as there are tiny lights and beds inside the homes. The shelters

are bookable on Airbnb and cost about € 85 for 2 people per night.

In London there are untenanted churches, where no ceremonies are held anymore, which are converted to a new form of Camping. Overall 12 churches offered to have a sleepover



image 2: Urban champling
(<http://uniqueholidaybreaks.com/blog/blog/champing-neither-Camping-nor-glamping/>)

inside them. The concept reminds of a hostel, where you can get blankets and abilities to get a bed for a little expense but you also have the ability to check your stuff for sleeping by yourself which is similar to our concept of Urban

Camping and you may also order breakfast from natives.

In Vienna the Urban Camping festival nearby the Schwedenplatz took place in June 2017. The Urban Camping festival is a project where visitors go on vacation directly on the river of the Donau. Varied boxes provide the visitors to have a temporary and extraordinary stay in Vienna. Furthermore Vienna offers an Urban stay concept in cooperation with the Hotel Daniel. The Urban Stay is a trailer-settlement which gives the tourists a different type of accommodation where people can find hammocks and tiny front gardens on the ground. The concept of the Hotel Daniel even became a venue for native Austrians. Another Urban



image 3: Badeschiff Vienna
(<http://brochures.austria.info/pdfs/0000/7286/badeschiffprospekt.pdf>)

Camping project is on the Badeschiff in Vienna. The Badeschiff offers lofts, which has reputation as an Urban development project. Containers were developed by architects, where the visitors can stay overnight. The Badeschiff is similar to the Urban Camping, like a Camping-resort, where people are offered various kinds of spare time-activities and an interior

fitting, which differs the project of Urban Camping again.

Belgic architects developed the project "Urban Camping by import.export". The Camping



image 4: Urban Camping Belgium
(<https://inhabitat.com/vertical-Urban-Camping-is-a-5-floor-prefab-place-to-pitch-a-tent/Urban-Camping-5/>)

concept is quite simple. On three to five consecutive platforms Urban campers have the ability to sleep in tents and to create a temporary living environment. The project is based on the plan that people can find an alternative to common

harborages, getting in touch with the nature and to wander with this project from city to city.

In Montreal the SVA initiation in cooperation with local architects designed an Urban Camping island in the Saint Lawrence River, which offers the visitors to camp on a 5 400 m² platform in the middle of the city. People can find free spaces sanitary facilities and swimming pools in there and offer the visitors a unique stay in Montreal.

The Pixel hotel in Linz is a revitalization program for bucolic and Urban abandoned buildings and is primary used for artistical projects, sleeping shelters and free spaces. There are also projects in Vienna like e.g. "Perspektive Leerstand" which is about starting up projects with abandoned buildings for a non-profit use and shelter for activists or non-commercial teenagers and artists. Unlike the Urban Camping project offer the projects in Vienna, which deal with abandoned homes, primary a free space arrangement. Secondary they function as a permanent stay for activists.

The innovation of Industrial Camping



image 6: sample of Industrial Camping Eisenerz



image 7: sample of Urban Camping Eisenerz



image 8: sample of Urban Camping Eisenerz



image 5: sample of Urban Camping Eisenerz

The mentioned projects above show, a trend for alternative temporary shelters in travelling. Thus the Industrial Camping project offers a refreshing concept for the local economy as well as for the sustainable tourism in the different domestic places based on the Urban Camping project by the Rostfest. For the campers the Industrial Camping offers a good alternative to the common abilities to stay on vacation. Ergo the the current abandoned houses will be repaired actively and the local infrastructure will be stimulated. The minimalistic and upcycled interior of the Urban Camping flats without beds or similar items offer the visitor the necessary comfort on the one hand and opportunities to arrange their flats on their own on the other hand. For a small price the Urban campers can enjoy the unique post materialistic charm of the flats and go on an independent

adventure. Therefore the Industrial camper has the possibility, beside the Camping experience, even to get in touch with the diversity of the Industrial Camping public. The variety of every single Industrial camper might inspire other campers and the social cooperation will be fostered by the

appearance of a tiny community. Related to other Urban Camping projects there are local official spaces and sanitary facilities and the electricity is to be seen on backed up places. The entire subsistence is left on one's own devices so that the Industrial camper can feel the best individual comfort without undergoing any timetables.

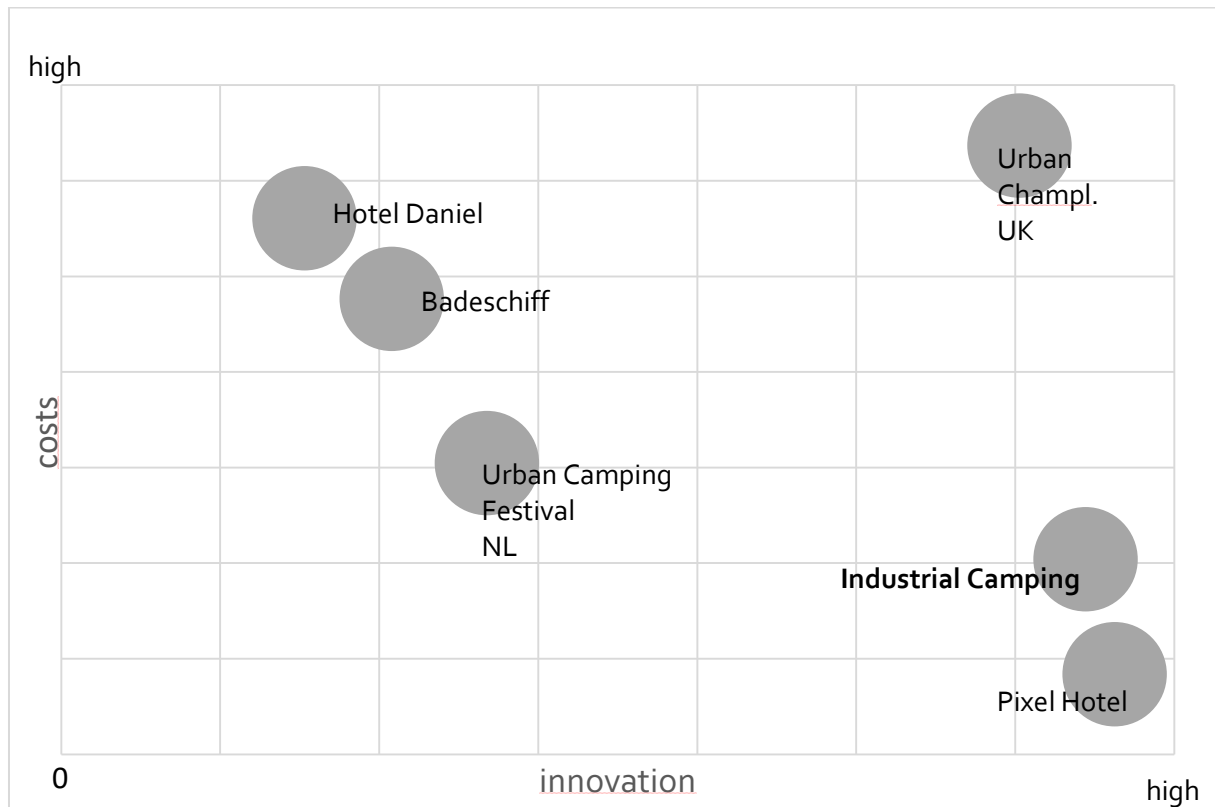
"Urban Camping needs to be free"

In interviews we asked people what they do understand among the Urban Camping. Most of the interviewees think that it is an innovative concept to go on a low-budget vacation in different countries and know the project in context of the Rostfest. We also asked what the people would need to go on an Industrial Camping vacation. The answers are clear, so that most of the interviewees said that they would need some clean sanitary facilities and spaces where people can get drinks and free space. An Interviewee told that the most important and precious aspect on the Urban Camping is that it needs to be free and must not be institutionalized.

Audience of the Industrial Camping

The Industrial camping is for people in the age from 22 and upward. Especially people who prefer low budget vacations, tramping and individual settlements cater the Industrial Camping. Visitors can come alone or with their friends and families to the urban camping and have the ability to explore the elderly story of the housing complex. Regulations even allow e.g. musicians to give spontaneous concerts on the free spaces of the camping area. Therefore it is especially for openminded people, who are willing to share the Industrial Camping feeling with other visitors and join temporary in a social network.

Proportion between innovation and costs in international comparison



Urban Camping/Industrial Camping in Eisenerz

hard facts about Eisenerz:

habitants: 4 500

zip: 8790 Austria

worth seeings: Nationalpark Gesäuse, Stift Admont, Leopold Steinersee, Abenteuer Erzberg, Schichtturm, etc

For the first time the project of the Urban Camping was introduced by the several-day-lasting Rostfest where the objective was, to place the hosts of the Rostfest in the



image 9: Münichtal (derstandard.at)

abandoned Münichtal for a minimum amount of money and create an individual and creative community. The Münichtal housing settlement was primary built for the workers of the local ore mine. With

the mechanizing of the ore mine and the worldwide steel industry crisis in the 1980s, many habitants of the Münichtal lost their jobs and had to move in other destinations to escape unemployment. Nowadays there are more about 550 abandoned flats, where it is imperative to resuscitate the flats with new innovations like e.g. the Urban Camping project and in the year 2011 the reallocation to an tourist resort of the urban settlement took place. Eisenerz has a large spectrum of yearly festivals beside the Rostfest like e.g. the Erzeberg Rodeo and many worth seeing places around the township. The city also offers a lot of opportunities for sportsmen such as hiking in the national park, climbing and ski-jumping. In the time of festivals, the hotels, apartments and private rooms for tourists are overfilled and people have to find residents in cities near Eisenerz to attend the festivals. Biggest tourist-apartment provider is the Alpin Resort which is in cooperation with the Urban Camping project.

The concept of Industrial Camping in Eisenerz

The idea of Industrial Camping shall be to use the housing development of Münichtal for a special form of tourism in certain times of the year to refresh the infrastructure of Eisenerz. Even on festivals where the current abilities to stay overnight are fulfilled, the Urban Camping could offer many flats for the festivals. The concept of Urban Camping is as well simple as sustainable for the city. The Urban Camping will not be institutionalized and therefore it might become to an autonomy community and a place for art, individualism and tolerance within the Urban Camping. Urban Camping is especially for people who want to enjoy the minimalistic and historical charm of the apartments and the emergence of a community with completely different actors from society in different ages and nationalities. Even for sportsmen it might be a competitive opportunity to resident in the mountain range of the Gesäuse and get the experience of an innovative form of Camping.

Design and samples of the Industrial Camping flats

The sample apartments (we can see on page 5) for the Industrial Camping were built in September 2017. The first step was to find a suitable house in the Münichtal settlement in Eisenerz. After evaluating several possibilities, a house was chosen at the southeast edge of the settlement with enough distance to the holiday apartments as well as to permanent living. Also the space surrounding the house could be used and there is a view of the

mountain landscape with the Pfaffenstein, the Seemauer and the Kaiserschild. Two experimental apartments for 4-6 guests will be equipped with up-cycled furniture which is designed and manufactured for equipping 2 experimental apartments (4-6 guests) with different design options. This attractive low-cost model is applicable in / transferable to other partners. The apartments are not connected to the electricity, - water or the sewer network. For the furnishing of the apartments mainly materials from the cellar and attic of the house were reused (Urban Mining). Also the space surrounding the house could be used and there is a view of the mountain landscape with the Pfaffenstein, the Seemauer and the Kaiserschild.

The design of the Industrial Camping was powered by Mario Rampitsch who founded a freelance collective named EN GARDE in 2006. In the year 2017 he created a living-caravan for independent living possibilities and works on a publication to make this knowledge available.

Background: Changes in the tourism market and collaborative consumer cultures

Over the last few years, the tourism industry has undergone major changes. The establishment of new platforms on the Internet and the possibility of peer-to-peer communication have created a new culture of travel: The digital hospitality network couchsurfing.com was founded in 2003 and offers free accommodation for travelers. Supply and demand are communicated through the platform and trusted through the evaluation of the users. Following the example of couchsurfing.com, the platform Airbnb.com was founded in 2008. The registration on the platform is free, but the accommodation is offered for a fee and a booking fee will be charged. In recent years, the company was increasingly criticized. Very often, the landlords paid no taxes and tourist taxes, which led to a distortion of the accommodation market. Airbnb has also played a key role in the shortage of housing supply and the increase in rental and real estate prices in large cities, which are popular tourism destinations. As a global corporation, the company's location is chosen at a tax-friendly location.

Basically, however, these trends show that there is a growing desire in the tourism market for original offers in authentic residential areas. There is also a desire for community.

Already more than 10 years ago, American economist Jeremy Rifkin in his book "The age of Access" (2000) postulated that we are in a social transition where ownership is becoming less important and access to ideas, goods and services becomes more important. The new forms of communication in web 2.0 have created models that transform this thesis into reality. Rachel Botsman and Roo Rogers have presented a comprehensive study on this topic, described numerous initiatives and described the transition from passive consumers to active users and producers. They show how entrepreneurship and social innovation go hand in hand (Botsman 2010). Last but not least, reference is made to the importance for the area of sustainability: When the use of existing resources against ownership increasingly comes to the fore, an important contribution is made to greater resource efficiency. Sharing and borrowing became a new trend. Dress exchange parties, carsharing and, for example, couch surfing are examples of this trend. But the continuing trend, especially in cities to set up community gardens illustrates the combination of the underlying phenomena:

- A heightened ecological consciousness in certain milieus
- Sharing and participation as an expression of a trend culture

Overall, there is an increased interest in new social-ecological, sustainable experiments in urban as well as in smaller rural towns. According to the Sinus milieus, people with a "modernization or reorientation attitude" from the middle middle class seem to be particularly interesting here.

Classification of the target groups

An identification of relevant target groups is made through the approach of the Sinus milieus. This concept divides our society into individual milieus on the basis of the classification by shift and socioeconomic situation as well as the value adjustment. The "Sinus Milieus International" was created as a transferable model for 40 countries. At the same time, comparable consumption structures and value orientations are worked out.

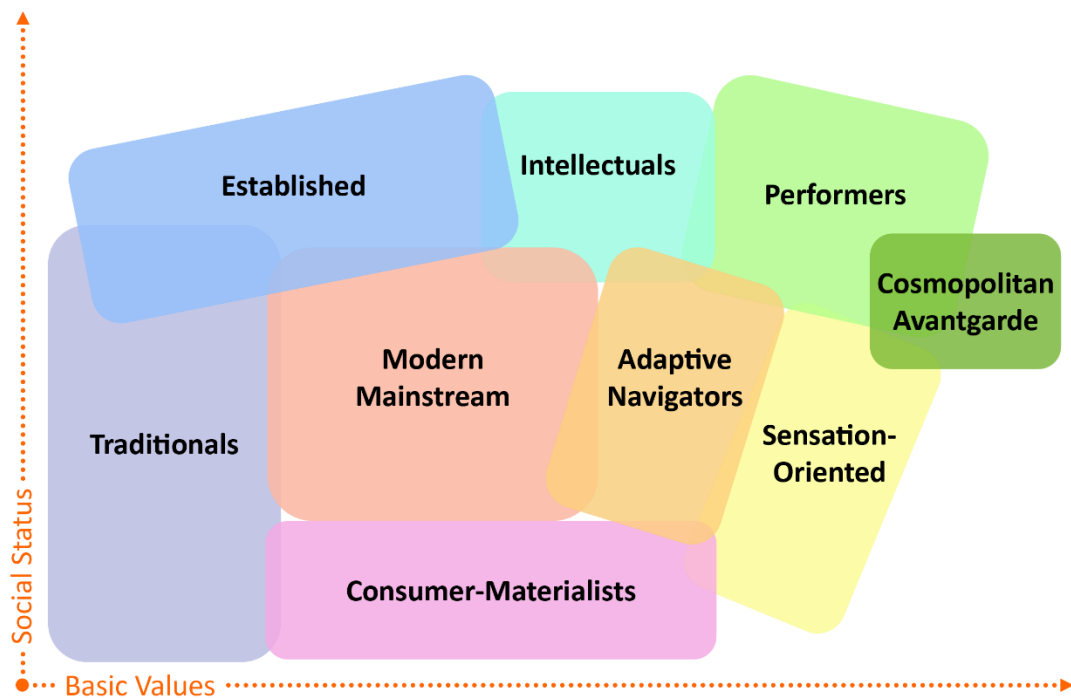


image 10: sinus targets international ©Sinus Institut

following milieus appear relevant for Industrial Camping:

sensation-oriented: looking for fun, thrill & action and entertainment; rather unconventional and rebellious; living for today, here and now; tendency to escape reality; independence, spontaneity, trendy

cosmopolitan avantgarde: Non-confirmist, creative & individualistic; self-realization, freedom & independence, no fixed dogma; mobile socializers, global, pluralistic, "scene" cosmopolitan, digital sovereign

Legal Aspects and Business Structure

The field of tourism and leisure is a horizontal issue embedded in a highly fragmented environment of competent authorities. Under **Article 15 of the Federal Constitutional Act** (B-VG, General Clause), Austria's Federal Provinces basically are the competent authorities in matters concerning tourism and leisure. The Federal Provinces are responsible for enacting "tourism legislation" and providing rules for "events". In addition, they are the competent regulatory authorities for specific aspects of environmental issues, regional

planning, building codes and infrastructure (e.g. regional roads). In terms of tasks performed under private law, they are responsible for regional support programmes.¹

A crucial question is how Industrial Camping can be implemented, in order not to conflict with legal rules. The regulations and conditions in the field of accommodation are very strict in Austria.

The tourism law of the province of Styria says: Tourist accommodation is accommodation under the direction or supervision of the property owner or his representative, intended to accommodate tourists. Supervised camping and caravan sites are considered tourist accommodation; unmaintained mountain cottages are not considered tourist accommodations.²

From a legal perspective, it would be worth considering defining Industrial Camping as a mountain lodge. Other legal standards for equipment and plumbing are defined in this area.

Another possibility would be to define the Industrial Camping as a campsite. The following guidelines can be found in this area for sanitation:

- (1) The campsite must have sufficient drinking water in sufficient quantity.
- (2) Care must be taken to ensure that suitable washing facilities are available to campers, separated by gender.
- (3) At the campsite, lockable waste containers of sufficient number should be set up so that they can be emptied without disturbing the campers.
- (4) The campsite must be provided with a corresponding number of structurally and hygienically sound toilet systems.
- (5) The proper disposal of waste water must be guaranteed.³

The Industrial Camping could be managed by the Erzberg-Alpin-Resort: As part of a tourism project which is unique in the world, a former mining community is being transformed into the **Erzberg Alpin Resort** with 400 future holiday homes. The extensive complex, which has all the charm of a small village, currently offers **70 modern furnished**

¹ **Federal Ministry of Science, Research and Economy:**

<https://www.en.bmwfw.gv.at/Tourism/TourismInAustria/Seiten/default.aspx>

² Steiermärkisches Tourismusgesetz 1992: Stammfassung: [LGBI. Nr. 55/1992](#) (XII. GPStLT EZ 126)

³ www.campingparadies.at

apartments which will meet even the highest expectations with good value for money. The new Industrial Camping Apartments could be an asset in the company's supply plate. Certain services and the processing of bookings and servicing could take place within existing structures.

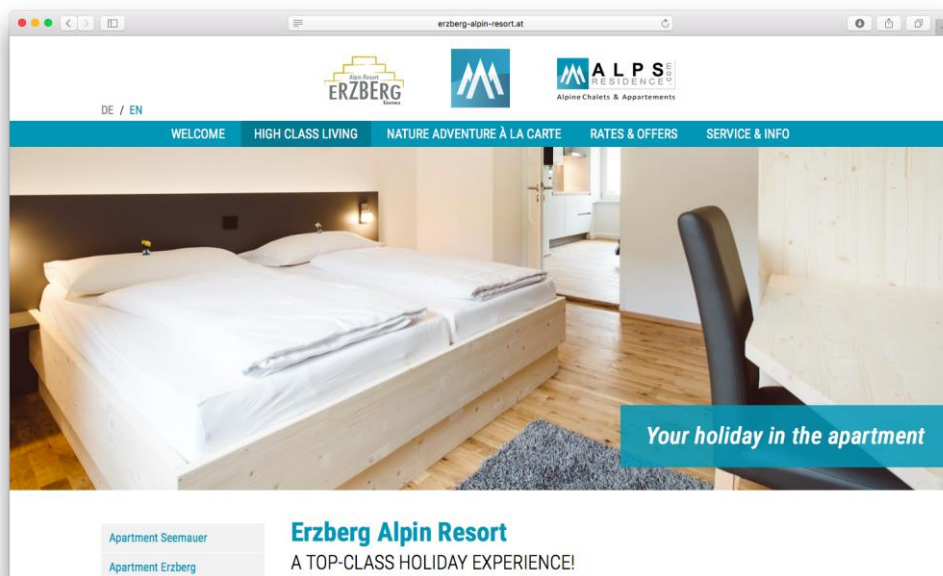
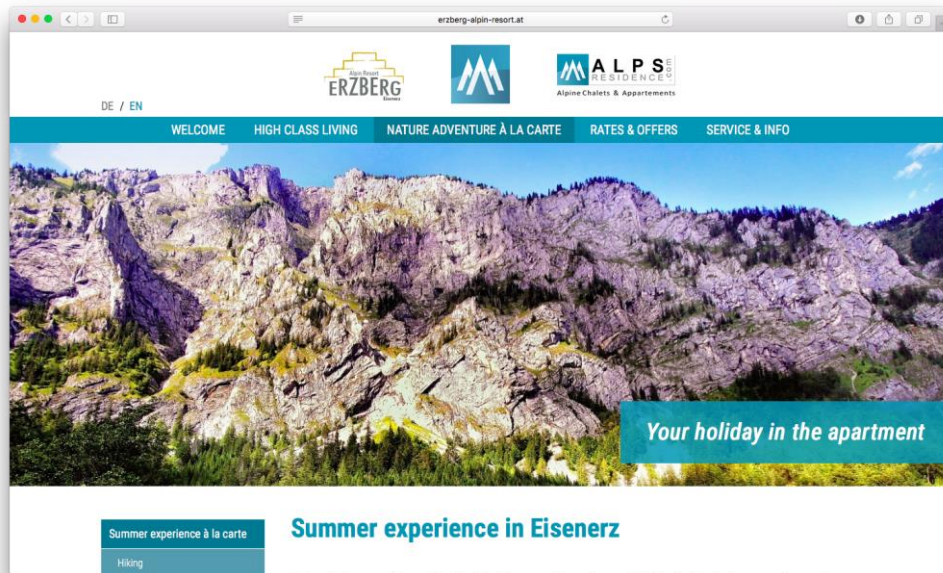


image 12: Website of Erzberg Alpin Ressort

Especially for innovative projects, crowd funding is a great way to get funding while marketing. Crowdfunding lowers the innovation risk through early customer involvement and promotes long-term customer loyalty.

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