



Past - Present - Future



CONCEPT FOR TOURIST ACTIONS COMBINING INDUSTRIAL HISTORY AND PRESENCE

**Improved tourist cooperation
between industrial museums and
companies (and universities)**

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Abstract

The aim of our project was to create creative tourism campaigns to establish long-lasting cooperation of museums, schools and industrial companies in the future. Our result are five projects. One of them is the most realistic and only possible in this time to be performed and tested on the market. We will create this project as innovative tourist offer. It will establish long-term cooperation between museums, Tourist information centers, school and industrial Company.

As we conclude through our research, we have made on the beginning of our project, there are only few projects in progress, as an example of good practice that include the cooperation of museums, schools and industrial companies. Only schools and the museums are open to cooperate. Therefore, we need to show the industrial companies the advantages of this kind of collaboration to create new permanent project, which could bring positive changes in our tourist offers.

The project, which will be performed and tested on the market, is collaboration between tradition of blueprint in Tržič, Odeja (Škofja Loka) factory and students of one of Slovenian design faculties. It will bring great ideas of modern interpretation of using the blueprint (using the new technologies of digital printing). We choose this project because we find partners in this project are willing to participate and project has possibilities to be continued in the future. Project will be performed in year 2018.

The project will run as a student competition for the most creative solution to the use of traditional patterns, which they were used for blueprint in the history. The aim of the project will be creative solutions for making a modern designed of apron and patterns to print on the aprons. Odeja Company will produce aprons later on. Museum of Škofja Loka will offer aprons in the Museum of Tržič, in the Tourist association Škofja Loka - TIC Škofja Loka and TIC Tržič, as a souvenir.

Initially, created aprons will not be printed. Visitors to the museum will have the possibility to choose unique already designed stamps so they could create their own apron by taking the stamp pour it into the blue ink and print their own unique footprint onto the apron. The design of the stamps will include traditional patterns, which they were used in the history of blueprint and contain the various slogans, such as "Greetings from Škofja Loka, With love from Tržič etc."

The final step of the project will be a fashion show of all aprons within one of the industrial events e.g. Šušarska nedelja and pilot testing of our idea on the selected industrial event.

To establish sustainable cooperation between schools with industrial companies and museums our future ideas are:

- to upgrade and complete all the projects in the Industrial festival,
- to create Industrial center with a museum, incubator and hotel in one of the of run-down industrial facilities (such as BPT or Peko factory)
- establishing an interactive web platform, where we will join schools, industrial enterprises and museums.

If we would like to establish long-lasting cooperation of museums, schools and industrial companies after our pilot test of our idea, it is necessary to find new

financial sources. Even we see one of the Museums might be responsible to lead these actions in the future, they need to add new programs in their existing work.

1. Project Context

In the project InduCult2.0, we will try to revive the cultural spirit of the old industrial areas of central Europe. Industrial culture is a dynamic process of development and promotion, which contains the mutual integration of the transformation of the industrial economy and society, and in this way, shapes the unique characteristics of the regional identity. Project partners from eight central European countries (Germany, Austria, Czech Republic, Croatia, Poland, Belgium, Italy, and Slovenia) in the context of the activities we intend to:

- Establish the idea of the industrial culture of central Europe and promoted as a unique feature of the regional identity
- Prepare incentives for students to increase their interest to the industrial culture and let them present options for work in this area; we will also try to through the industrial culture better integrate and connect the unemployed, workers and businesses
- To promote creativity and innovation in the context of different ways of mutual cooperation of creative groups of stakeholders and productive industry

Preparation and testing the implementation of tourist campaigns relates to the topic of better integration of the past with the present - the participation of the museums, industrial companies and schools. The subject of the project tasks contains the introductory presentation of the program status of the schools, companies and museums on the topic of industrial culture in the five region municipalities (Tržič, Škofja Loka, Kranj, Radovljica, Jesenice); to showcase the possibilities of a better cooperation of selected key companies with museums and schools on the topic of industrial culture. The plan of tourism campaigns that will be the test carried out, together with museums, schools and selected industrial companies, and proposals for upgrades to the tourist campaigns and the cooperation of museums, schools and industrial companies in the future.

2. Introduction

There are many museums, schools and industrial companies in Slovenia, which were connected in a few creative tourists projects but interested individuals organized them and they stayed in background.

The aim of our project is to create creative tourism campaigns to establish long-lasting cooperation of museums, schools and industrial companies in the future. Results are innovative projects that could be carried out now will create new products, which the museums and Tourist information centers will offer.

3. Objective

As we conclude through our research, we have made on the beginning of our project, there are only few projects in progress, as an example of good practice that include the cooperation of museums, schools and industrial companies. Only schools and the museums are open to cooperate, so we need to show the industrial companies the advantages of this kind of collaboration and create new permanent project, which could bring positive changes in our tourist offers.

All this projects need to be created as innovative tourist offers and they need to establish long-term cooperation between museums, schools and industrial companies, which could be upgraded in yearly projects and could be completed in the Industrial festival.

4. Applied Approach

On the beginning of our project, we made research in the primary schools, secondary schools, in higher education institutions, in the Museums and in the Tourist information centers in the five region municipalities (Tržič, Škofja Loka, Kranj, Radovljica and Jesenice). We visited most of them, contact them via e-mail and via telephone and made interviews with their representatives.

We found that most of the educational institutions already working with the museums as most of the museums offers a pedagogical andragogic programs for students. We saw the problem in cooperation schools with the industrial companies. Many schools tried to establish the cooperation with industrial companies but companies are not open to this kind of cooperation. Primarily, companies are occupied with their own projects and they do not see advantages of cooperation with schools.

The collaboration between the museums and industrial companies is also poor. There are some projects where the companies ask the museums for help with writing the documents, which refer to the historical overview and the development of the industry or the Company.

Gorenjska museums are involved in an excellent project "Our factory our pride" with which they try to keep at least a part of the movable material and they are creating a new heritage stories.

The museum of Škofja Loka is launching the project of the "Loški muzej in", where they will try to connect the local artisans with the museum to produce new products for their museum shop. Museum expressed their need for collaboration with industrial companies, but the problem is that companies do not have properly trained personnel not even the resources for carried out guided tours of the manufacturing or other Company processes. The museum of Škofja Loka collaborated with the former factory Šešir, but unfortunately, Šešir landed in bankruptcy.

The museum of Tržič collaborated with the former factory Peko (guided tour of the production), but it was years ago. Peko Company landed in bankruptcy in 2016. After Peko bankruptcy museum have taken only one similar project, but initiative came from the elementary school. The children had a guided tour of the museum, a workshop of sewing slippers and then they went to see the production of shoes in a small local Company Migi d.o.o.. With collaboration with the museum, they are making workshops of blue print, where children are acquainted with ancient traditional technology.

5. Results

We present five project ideas, which were developed after the research of current situation. We checked them with involved stakeholders and the most realistic and only possible in this time to be tested on the market is the last one. We will try to find the responsible partner and finances for the other four ideas, which can be realized in the long-term period, after the project will be over.

5.1. Tradition of artificial flowers

Collaboration between tradition of artificial flowers in Škofja Loka, EGP factory and students from Academy of Fine Arts and Design, will bring great ideas of modern interpretation of artificial flowers made from paper. They can be used as tourist souvenir, corporate gift or children game.

5.2. Tradition of making of bobbin lace

Collaboration between tradition of making of bobbin lace in Škofja Loka, Sivilanit (Kamnik) factory and students from Faculty of Natural Sciences and Engineering, will bring great ideas of modern interpretation of using the bobbin lace. The tie and accessories that will be created in this project can be used as tourist souvenir. In the end of our project, we will organize the traveling exhibition.

5.3. Tradition of linen dyeing

Collaboration between tradition of linen dyeing Tržič, Gorenjska predilnica (Šk. Loka) factory and students of Academy of fine arts and design Ljubljana, will bring great ideas of modern interpretation of using the printed linen. The upholsterers' textiles will be created in this project can be used for the outdoor furniture in the garden of the museum as a living exhibition of modern interpretation of using the printed linen.

5.4. Tradition of blueprint

Collaboration between tradition of blueprint in Tržič, Alpina footwear factory and students of Faculty of design, will bring great ideas of modern interpretation of using the blueprint patterns on leather (using the new technologies of laser engraving). The modern hiking shoes will be created in this project can be used as tourist souvenirs. In the end of our project, we will organize an event - the fashion show during one of our industrial events and making fashion photos of the shoes on Triglav Mountain - the highest mountain in Slovenia.

5.5. Tradition of blueprint - project, performed and tested on the market

Collaboration between tradition of blueprint in Tržič, Odeja (Škofja Loka) factory and students of Faculty of design, will bring great ideas of modern interpretation of using the blueprint (using the new technologies of digital printing).

The project will run as a student competition for the most creative solution to the use of traditional patterns, which they were used for blueprint in the history. The aim of the project will be creative solutions for making a modern designed of apron and patterns to print on the aprons. Company Odeja will produce aprons later on. Aprons will be offered in the Museum of Škofja Loka, the Museum of Tržič, the Tourist association Škofja Loka - TIC Škofja Loka and TIC Tržič, as a souvenir.

Initially, created aprons will not be printed. Visitors to the museum will have the possibility to choose unique already designed stamps and they could create their own apron by taking the stamp, pour it into the blue ink to print their own unique footprint onto the apron.

The design of the stamps will include traditional patterns, which they were used in the history of blueprint and contain the various slogans, such as "Greetings from Škofja Loka, With love from Tržič etc."

5.5.1 The project plan

Students will be invited to participate in the project through posters displayed at the faculty and through social networks. The student organizations on the faculty will help us to invite the students. Students interested in participation in the project will visit the Museum of Tržič where they will meet with the tradition and technology of blueprint. Next step will be a guided tour through the production of Odeja Company. On the end of the competition, the expert committee will chose the winning creation. Odeja Company will make this creation. The final step of the project will be a fashion show of all aprons within one of the industrial events e.g. Šušarska nedelja.

5.5.2. Date plan of the project:

1. The beginning of march 2018: First call for participants, the composition of the expert committee (the committee will be composed by: one professor of the faculty, a representative of the Museum of Tržič, a representative of the TIC Tržič, a representative of the BSC Kranj, project manager)
2. At the end of March 2018: A guided tour of the Museum of Tržič and meeting students with the tradition and technology of blueprint
3. The beginning of April 2018: A guided a guided tour through the production of Odeja Company in Škofja Loka
4. April 2018: 3-day workshop of creating aprons and stamps on faculty, with mentors of the project - professors of the faculty and project manager
5. at the end of April 2018: Completion of the contest and the final selection of the winner (meeting of the commission, who will choose the winner)
6. The beginning of May 2018: Solemn proclamation of the winner (the event at the faculty)
7. May 2018: The winning student will visit Deja Company, to get familiar with the technology and he will be involved in the manufacture of the final product
8. Beginning of September 2018: Opening of the exhibition of aprons of all of the participating students in the Museum of Tržič, with a final fashion show of all aprons within one of the industrial events e.g. Šušarska nedelja.
9. On the selected industrial event the visitors will pilot tested our idea. With collaboration with Museum of Tržič, we will set up a stand with a display of tradition of blueprint. The visitors will be able to test printing their own unique apron. Test aprons will be made of Odeja Company. For the later implementation of the project aprons and stamps will be available in Museum of Tržič, Museum of Škofja Loka, in the Tourist association Škofja Loka - TIC Škofja Loka and TIC Tržič.

6. Evaluation/transnational added value

These five projects, especially one that will be performed and tested on the market, will be the beginning of systematization of cooperation schools and museums with industrial companies. Our solution is creative tourism campaign, which will bring results now. All partners will benefit from this project, because there was a problem with establishing cooperation of schools with industrial companies, and big problem establishing cooperation of museums with industrial companies. Companies will get new products, schools will get real problems to be solved and young people could have more opportunities to get a job after finishing school. Museums will get new innovative tourist products to offer.

We learned a lot from PP3, PP6 and PP8 ideas but some of them are not applicable in our region so far. We need to establish collaboration between partners one by one, to create good practices in our region. Therefore, we will share the results of the concept with PP within the partnership-gathering workshop and we hope to get any innovative suggestions and additional elements that we can include within implementation.

7. Outlook and sustainability

We believe all this projects can be upgraded in the future and coordinators for their realization can be found. The result of Tradition of blue print project idea will be completed in the industrial festival. We will connect interested companies, schools and museums. The Festival will take place at various locations and will involve different stakeholders. Museums will have opportunity to present industrial heritage and organize different workshops (lace making, blueprint, shoemaking, etc.). Schools will present their programs; will organize round-table conference with topics of conceptual solutions for the preservation of the industrial culture.

As our lives, being digitized the online platform for connecting school projects with industrial companies and museums will be another great idea. The idea is to establish an interactive web platform, where we will join schools, industrial enterprises and museums. With this platform we will solve the problem with students, which have a lot of project to create during their study, and they do not work on real problems and on the other hand companies meeting with many challenges and always looking for new products, business models, and processes. Museums will help with knowledge from our heritage from which students can get interesting ideas for the future. The online platform will bring together the challenges of the companies, heritage (Museums) and young people who want to create new ideas and want to work in these industrial companies.

To establish sustainable cooperation between schools with industrial companies and museums we need to create Industrial center with a museum, incubator and hotel in one of the run-down industrial facilities (such as BPT or Peko factory). The industrial center where the industrial heritage, creative young people and companies will work together every day. In the center will be a living museum with all the machinery of different industries. In the living museum will take place workshops: production of shoes, blacksmith workshops, leather products workshops, stitching, weaving, blueprint workshops... Center will be in charge of education and the implementation of national

vocational qualifications. Tourists and foreign visitors are going to visit this center and visit workshops offering traditional knowledge. The other part of the center will be an industrial incubator, which will provide space for young innovative companies, which combine traditional knowledge with modern technologies. Industrial companies will have possibility to have exhibitions and use of conference facilities. The third part of the Industrial center will be a hotel for visitors of workshops and other visitors who want to stay in different hotel, hotel in a former textile or shoes factory.

8. Annexes incl. picture documentation (if applicable)

Extended version in Slovenian