



Past - Present - Future



# PREPARATION OF REGIONAL INDUSTRY-RELATED CULTURAL EVENTS

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**PP9: Concept for a regional industry-cultural festival in different (post) industrial locations in Opolskie for promoting industrial past and presence**

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**Final version**



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Reporting Period 3



Opolskie Centre for Economy Development



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# TABLE OF CONTENTS

1. Abstract.....	3
2. Project Context.....	3
3. Introduction & Objective.....	3
4. Applied Approach.....	4
Location analysis.....	4
Ozimek.....	4
Opole.....	4
Gogolin and Krapkowice.....	5
Kędzierzyn-Koźle.....	5
The potential of river tourism and waterways infrastructure.....	5
5. Results.....	6
Opolskie Shipping and Industry Days.....	6
Basis and conceptualisation.....	6
Outdoor activities and transport.....	7
Workshops.....	7
Open factories and exhibitions.....	7
InduCult2.0 music.....	7
6. Evaluation/transnational added value.....	8
7. Outlook and sustainability.....	8
8. Annexes incl. picture documentation (if applicable).....	9

## 1. Abstract

The concept of “Opolskie Shipping and Industry Days” has been prepared for locations in Gogolin and Krapkowice (together) and Opole.

InduCult2.0 pilot implementation of Opolskie Shipping and Industry Days in Krapkowice and Gogolin are focused on locally relevant cement, lime, shipping, construction, paper and footwear production. Both industrial traditions and contemporary industry will be represented.

## 2. Project Context

InduCult2.0 project - „Industrial heritage, cultural resources of current industries and creative pioneers - utilizing Industrial Culture in Central Europe” establishes the idea of Living Industrial Culture in Central Europe and as such reveals, strengthens and utilizes the unique cultural spirit of industrial regions ([www.inducult.eu](http://www.inducult.eu)). InduCult2.0 is initiated by 8 long-standing industrial regions represented by: Germany, Austria, the Czech Republic, Italy, Slovenia, Croatia, Poland and Belgium. Together with regional stakeholders, they rediscover and develop the positive elements of industrial communities. Specifically, the partnership intends to:

- promote and establish the idea of Industrial Culture in Central Europe;
- strengthen the distinct culture of industrial regions and utilize it as location factor;
- empower industrial regions by re-activating their pioneer spirit.

Involved are eight regions from Germany, Austria, Belgium, Italy, Czech Republic, Slovenia, Croatia and Poland. They are supported by two scientific partners from Germany and Austria.

According to InduCult2.0 framework actions are to be developed within three areas:

- fostering regional identity (T2),
- influencing industrial labour market and company commitment (T3),
- promoting creativity and pioneer spirit (T4).

## 3. Introduction & Objective

The Opolskie region industry has strong traditions dating back to the beginning of the industrialization of Upper Silesia. The most developed industries are cement, metallurgical sector and potential of Odra river.

Because the Odra river is so relevant in the history of our region, we decided to focus the concept for a regional industry-cultural festival on that aspect.

The Odra river is an important waterway, navigable throughout most of its length. It forms a link, by way of the Gliwice Canal, between the industrialized areas in Upper Silesia (Górny Śląsk), in south-western Poland, and the trade routes of the Baltic Sea. The Kłodnica and Gliwice Channel is one of the oldest navigation canals with dam stages in the whole Europe. Opolskie was early connected to railway and waterway system of Prussia/Germany in the 19th century.

The objective is rediscovering the positive elements of industrial culture of participating communities. We will organise a regional industry-cultural event in one (post) industrial localisation for raising awareness on industrial past and presence.

The concept for a regional industry-cultural festival in different (post) industrial localisations in Opolskie for promoting industrial past and presence - "Opolskie Shipping and Industry Days" in Gogolin-Krapkowice town is one of the pilot action within InduCult2.0., which the time of implementation is 21-22/07/2018.

## 4. Applied Approach

### Location analysis

Opolskie Centre for Economy Development discussed the structure, ideas and suggested locations and dates of the cultural-industry event with regional stakeholders at regional workshops in April, May and October 2017 and numerous bilateral meetings between April and October 2017. Out of many (post)industrial sites and towns that could be a good location for local or regional industry-related event 4 locations were considered for the concept: Opole, Ozimek, Gogolin and Krapkowice (together) and Kędzierzyn-Koźle have easiest access for external visitors as they lay in Odra river and main railway and A4 motorway corridor. All of them were suggested by our focus group stakeholders during at regional workshops and bilateral meetings as they have some relevant events traditions that can be the basis for industry-cultural regional events.

#### Ozimek

Ozimek town has strong connections with industry field, mainly because of the iron and metallurgy. Preindustrial metallurgy development laid foundation for recent iron casting. Basically, it was Ozimek in Opolskie where for the first time in Europe where coke was used to produce pig-iron which laid foundation for industrial metallurgy.

What is more, the iron bridge in Ozimek built in 1827 is the oldest iron suspension bridge in continental Europe. The bridge was designed by Karl Schottelius and manufactured in the Ironworks in Ozimek. The bridge links today the town centre of Ozimek with 250-year-old Małapanew Ironworks which are the oldest operating in Poland and the site where in 1792 the first time in Europe coke was successfully used to produce pig-iron. The foundry was the first place in Europe. The bridge was renovated in 2009 and became a place reminiscent of the traditions of the steel industry in the Valley of the river Mała Panew. In March 2017 the bridge has been registered as Polish Monument of History. Focusing at rich metallurgical history and heritage of the famous bridge, "The Mała Panew Valley Association of Ozimek" created a cultural-industry event - "Festival of the Bridge and Cast Iron". The festival is a regular event which takes place around the oldest iron suspension bridge in continental Europe. During 2 days of this very popular event residents and tourists can take a part in workshops of historical professions, try local specialties and enjoy the concert and many attractions for children and adults. Since 2015 the festival takes place in the second weekend of September and it is a perfect way to spend family weekend. Despite the potential for development of this event within InduCult2.0 Ozimek municipality and have not been active project stakeholder and the concept could not have been developed.

#### Opole

Opole has oldest industrial tradition holding back to 1850s when 8 cement plants and numerous quarries were built all its surroundings. In second half of 19th century it has

become important river port and railway link between Wrocław and Upper Silesia. The remains of 7 cement plant, quarry lakes, stockyard and docks reflect on contemporary urban structure of the city. Today Opole is the capital of Opolskie region and its centre for commerce, banking, industrial complexes and other major service sector industries. Its economy depends on cement industries, iron foundries, lime, furniture, food, car manufacturing and chemical industries (Metalchem Industrial Park). Opole is also well-known in Poland for Opole Festival with the Polish Song Contest since 1963. Today Opole has rich offer of regional and nationwide events. The size and budget of events is respectively higher than pilot action planned within InduCult2.0. Therefore despite its involvement in conceptualisation of the event, the idea of pilot implementation in Opole was dropped for the moment.

### Gogolin and Krapkowice

Krapkowice County represent large part of industrial history of our region associated with the lime, paper and footwear production industries as well as waterway and railway shipping. The "White Gold" is a name used for rich limestone resources, thanks to which the Gogolin area factories (once one of the poorest in the region) are currently among biggest lime and producers in Europe (Góraźdże Cement and Lhoist). In Krapkowice the paper factory is still working and it belongs to Metsa Tissue that invested in new plant. The history of Bata/OTA/Otmęt footwear factory and settlement established by Tomas Bata in Otmęt (today quarter of Krapkowice) shows the most beneficial social changes industry brought to local community. Tomas Bata with his approach was similar to Henry Ford. He created not only well paid jobs but also whole infrastructure for his employees (communal and semidetached houses, kindergarten, schools). Local authorities from the area: Gogolin Commune, Krapkowice Commune and Krapkowice County have been active in concept elaboration. The most active Gogolin Commune has its own input and strong potential for coordinating the event after the end of the project.

### Kędzierzyn-Koźle

Kędzierzyn-Koźle is the second city in Opolskie region and still serves regional industry with its river port, stockyards and as an important waterway and rail link between Wrocław and the neighbouring region of Upper Silesia. Kędzierzyn part of the city developed since 1960s when its war chemical production was developed for needs of Polish agriculture and industry. Chemical and shipping industries in Kędzierzyn-Koźle is doing well and bringing new generation of products. It is located at the crossroads of the transportation routes between the large agglomerations of Upper and Lower Silesia. The Oder River, together with the Gliwice Canal flowing through the city, ensures the water connection with Western Europe and the Upper Silesian Coal Basin. What is important - the technical parameters and equipment of the particular river ports within the city limits allow for trans-shipment and storage of goods, which are transported further. Kędzierzyn-Koźle is also one of the main railway junctions because it is located on a route of national and international importance. Kędzierzyn-Koźle has not been active InduCult2.0 stakeholder during conceptualisation of pilot action. Though it has shown interest in regional action planning for future adaptation of the concept in Kędzierzyn-Koźle out of the project.

### The potential of river tourism and waterways infrastructure

The mapping of tourist attractions shown that many of potential and actual industrial tourism (iron bridge and foundry in Ozimek, former shipyard, former and actual cement plants in Opole, Metalchem Park and port in Opole, former shoe factory in Otmęt, paper

factory in Krapkowice, port, shipyard, canals and chemical factories in Kędzierzyn-Koźle) are close to rivers and canals. Rivers and canals together with its historical technical infrastructure and (post)industrial objects have biggest critical mass for industrial tourism. They are important landscape feature for recreation, especially for urban inhabitants in the region and have some impact on image of the region, though, industrial sections of rivers have never been seen much as potentially attractive for tourists. Furthermore, each of the mentioned towns has a potential and rich industry background, which could be a huge advantage for promoting Industrial Culture, particularly by regional industry-related cultural event.

## 5. Results

### Opolskie Shipping and Industry Days

The concept of “Opolskie Shipping and Industry Days” is prepared for pilot action planned for 21/07/2018 in Gogolin and on 22/07/2018 in Krapkowice, though it can be also easily adapted to location of river bank park and old stockyard area in Opole due to the fact it has been conceptualised with regional experts from Gogolin, Krapkowice and Opole municipalities also for the location of Opole. The name of the event has also reference to Kędzierzyn-Koźle location where the industry and waterway shipping traditions exist.

During the summer time weekend on 21-22/07/2018 Krapkowice and Gogolin will be full of attractions related to industry, cultural, recreation and sport.

### Basis and conceptualisation

Odra picnic event have been popular type since 1990s in Krapkowice, Kędzierzyn-Koźle and Opole and use various themes in their agenda. Most of the times they are focused on sport, recreation and workshop activities together with summarized by music concert. Since 2013 “The Odra river Picnic” is organized by Krapkowice Commune together with Yacht Port “Marina Krapkowice” Association. The event is very popular and liked by local inhabitants and visitors from the region especially for its thematic part of boat racing. In that race, anyone who manages to complete the 11 or 4 people crew is very welcomed to take part in it. At the moment most of boat crews are created by co-workers and sometimes supported by companies. Thematic adaptations of boats such as “Dragon-boats” have raised interest of the public and every year brings something different. One the aims of event is to raise interest in Odra river as a tourist attraction.

After InduCult2.0 workshops the old agenda of the event is seen as a reflection of single dimension understanding of Odra river potential for tourism. The new concept of the event includes storytelling, company visits, workshops and musical content helping inhabitants and tourist to (re-)discover the river functions in different times: food source, waterway for commerce, water source and waterway for industry, work place, place for recreation and tourist attraction.

Moreover, it will be a result in cooperation between two Municipalities, regional and local authorities, local companies and “Marina Krapkowice Yacht Port Association”. This joint development of industrial culture event will increase awareness about potential use of industrial culture and industrial tourism as a factor for stimulating economic and social development. Furthermore, it will raise awareness on industrial past and presence.

## Outdoor activities and transport

The river attractions will be available in “Marina Krapkowice” where the active will be offered of the river rowing boat or kayak trip to industrial zone and exposition in former “Otmęt” Footwear Factory, kayaks trip, paddle boats. “Marina Krapkowice” plans also a special attraction for this occasion that will be “Little steamer” - come-back steamer ice-clad boat. It will give best entourage for re-discovering industrial and post-industrial by the river. Inhabitants and visitors will be also permitted to use regular tourist boats.

Gogolin Commune prepares a city game in Gogolin directed to families with children. During the festival young and older generations of inhabitants and visitors will have an opportunity to re-discover industrial culture and pioneer spirit of 20<sup>th</sup> century's multicultural village of Gogolin shattered by small-gauge and regular railways with over 30 limekilns.

The event will also promote “reactivation” of railway between Gogolin, Krapkowice-Otmęt and Krapkowice industrial sites. The railway was closed in 1997, because of the flood and serious railway bridge damage. Today Gogolin and Krapkowice municipalities plan to connect its railway stations with inter-municipal bus communication. The connection is also important for regional tourism as it will enable easy access to Moszna Castle by train. Sustainable bus communication be implemented only after modernisation of railway line in Gogolin (lack viaduct in Gogolin block the traffic and intercity train connection). Nevertheless, short before festival Gogolin Commune will finalise milestone for this plan: revitalisation of railway station building turned into transfer centre for Gogolin and Krapkowice. Apart from transfer centre the building will also have accommodate other functions of library, start-up centre, senior centre as well as InduCult2.0 concept of creative centre. “Reactivated” railway for 21-22/07/2017 will provide free special road transport between event sites and open factories in Gogolin and Krapkowice areas.

## Workshops

Workshops and activities zone will be located on in former area of “Cegielnia” and brickyard adapted to Yacht Port and former Limekilns area of Gogolin revitalised currently by Gogolin Commune. Workshops and activities are targeted to children and families with children. Among most considered themes of workshops are chemistry, physics, shipping, automatics robotics and design.

## Open factories and exhibitions

Company visits are planned in factories of Krapkowice and Gogolin communes. Participants of the event will be able to discover the regional industry, which is not available to the public every day. The activities of the project will be directed to the participants to rediscover the positive elements of their industrial communities.

Storytelling and exhibition part on footwear industry is to be organized by Krapkowice County in companies continuing footwear production tradition in Krapkowice-Otmęt quarter. The company visits by bus are targeted to organised groups of children, families with children and adults.

## InduCult2.0 music

“Opolskie Shipping and Industry Days” will be accompanied by topic related music as shanties and rock music in Krapkowice and brass bands and rock music in Gogolin. On

Saturday evening in Krapkowice and on Sunday evening in Gogolin will be organized the headliner shows of famous rock musicians.

## 6. Evaluation/transnational added value

The cost of implementation is estimated for 159 000 PLN (94 000 PLN from InduCult2.0 pilot action budget). The concept, which was developed for a specific site and purpose in the regional industry-related event of Opolskie region, is easily applicable for other regions. The concept study also gives insight in comparable European best practice projects. They can provide much inspiration for the other InduCult2.0 partners working on the same topic. Especially in the context of the cultural events promoting Industrial Culture in different (post)industrial locations for promoting industrial past and presence.

## 7. Outlook and sustainability

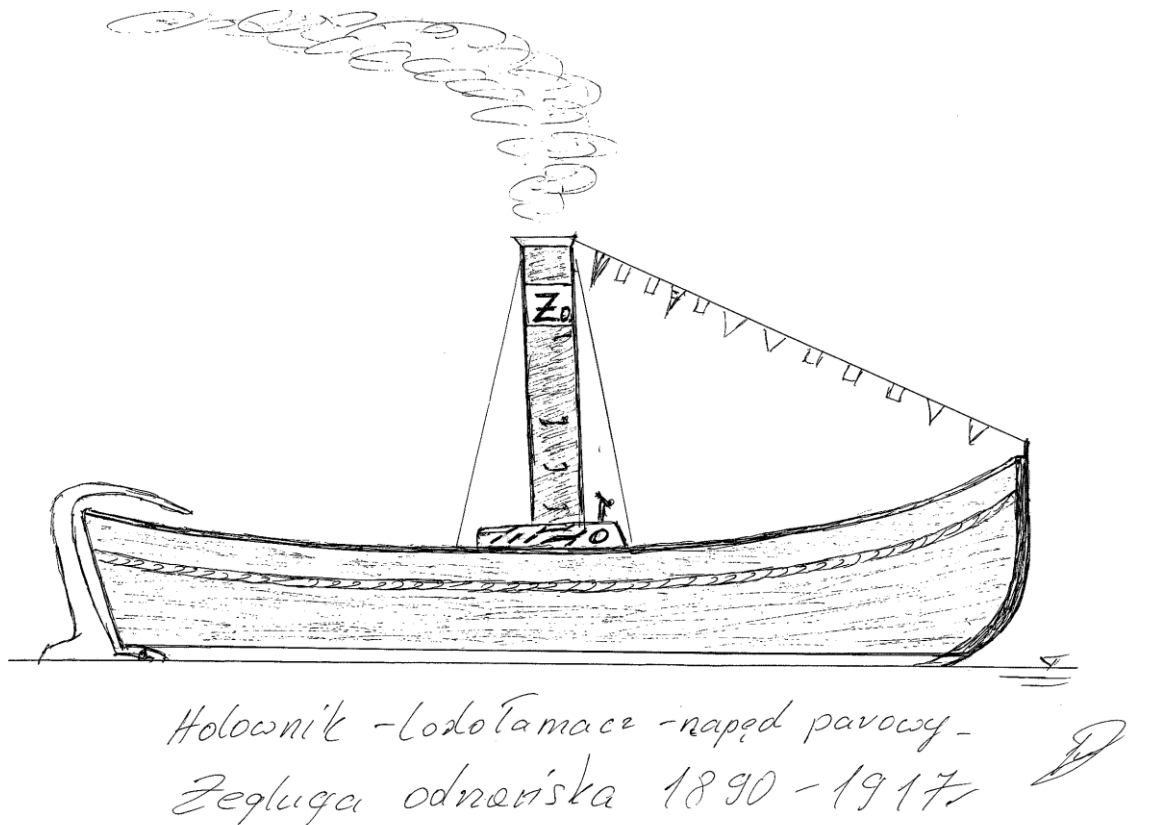
This concept for a regional industry-related cultural festival in (post)industrial locations for promoting industrial past and presence is open to adaptation in other industrial locations in the region. Its implementation can provide the necessary energy for the further development of the cultural, industrial and promoting aspect as a field of experimentation. Based on the estimated budget for implementation, the next step will be to raise the necessary funds for adaptation of the idea in the future in other locations in Opolskie region and perhaps rotating festival or adding new locations especially in Opole and Kędzierzyn-Koźle.



8. Annexes incl. picture documentation (if applicable)



The promoting posters of “Dragon Boat Racing” and “The Odra river Picnic”



“Little “Little steamer” - come-back steamer ice-clad boat will enable active tourists to re-discover industrial and post-industrial areas in Krąpkowice-Gogolin “little agglomeration” from the side of the river.,





The picture of the local cultural event in Gogolin post-industrial location.



The visualization of the Transfer Centre in Gogolin.