



Past - Present - Future



DESIGN PROPOSAL

MARTIN-HOOP-SHAFT IVA, ZWICKAU

Concept

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RP 3



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Abstract

The following document summarizes the design proposal of the Martin-Hoop-Shaft in Zwickau. The former mining area is now the location of an industrial quarter. The Martin-Hoop-Shaft is the bridge to the roots of the industrial companies that are producing there now. The redesign of the shaft is conceptualized and will also be implemented within the Central Europe project InduCult2.0 (www.inducult.eu). The face-lift of industrial quarters by using the design potential of creatives is one measure to improve interaction between producing industry and creative communities. The following document summarizes the concept how the District of Zwickau would like to improve the appearance of the former mining-area in Zwickau with street-art artists.

1. Introduction

InduCult2.0 connects non-metropolitan regions in Central Europe with a strong industrial past and presence and which are going through transformation processes. These regions have a specific industrial culture manifested through specific skills, values, traditions as well as tangible artefacts. In the frame of InduCult2.0 the past, present and future regional industrial culture should be identified and used as a location factor. InduCult2.0 has the objective to

- establish the idea of a living industrial culture
- promote and re-invent the specific culture of industrial regions
- strengthen industrial regions by fostering pioneer spirit

8 regions in Germany, Austria, Belgium Italy, Czech Republic, Slovenia, Croatia and Poland as well as two scientific partners are working together to develop and implement measures to reach these objectives.

One activity to strengthen industrial regions is to improve interaction between producing industry and creative communities. For this the District of Zwickau developed a concept for face-lifting an industrial quarter using the design potential of creatives. The following document summarizes the concept how the District of Zwickau would like to improve the appearance of the former mining-area in Zwickau with street-art artists.

2. Objective

In line with the action description in the InduCult2.0 work plan, the district of Zwickau aims at applying a „face lift“ to one of its industrial quarters, i.e. improving the exterior appearance of it by using the design potential of creatives.

3. Applied approach

The district entered straight after the project start in the search for an appropriate location.

As a result of the first focus group meeting in Nov 2016, the city of Werdau approached the District of Zwickau proposing an industrial hall along the main railway line near the station. Intense negotiations with the city started. However, in May 2017, the city announced that - different to earlier statements - the owner of the industrial hall had refrained from offering his wall. As well, the city would not be able to provide the staff resources needed to carry through the project.

In a 2nd attempt, the City of Zwickau approached the district administration proposing a mining shaft in the outskirts of the city. In May a first meeting took place with the department of economic promotion of the City of Zwickau and the company MSB owning the shaft.

After further negotiations, the City of Zwickau announced by the end of summer 2017 that it would not be able to contribute with staff resources to the implementation of the proposed action.

In a 3rd attempt, the district administration got into bilateral negotiations with MSB. Due to the size of the shaft, further financial sources were needed beyond InduCult2.0 budget and MSB contribution. Tackling this additional challenge, the Cultural Region Association „Kulturraum Vogtland-Zwickau“, responsible for funding cultural actions, was approached.

A preliminary positive evaluation was announced by Kulturraum in November 2017. At the same time, a bilateral cooperation agreement was signed between district of Zwickau and MSB about jointly carrying through the design of the shaft.

4. Concept

4.1 Location

The shaft is part of the company premises of MSB, situated in the industrial zone at the crossroad B173/S286.



4.2 Facts and Figures

1. Former shaft IV- of a hard coal mine Martin Hoop, Zwickau
2. Tallest industrial building in the region Zwickau, made of ferroconcrete
3. Stairs / Lift up to 46 m above ground
4. Roof access via metal stairs and ladder
5. Building years: 1959-1964
6. Sizes: ca. 24 x 16 x 60 m (l x w x h)
7. Facade surface total: ca. 4.800 m²
8. Volume: ca. 10.500 m³
9. Current use:
 - ground floor: production of ferroconcrete elements
 - roof: mobile radio telephone transmitter



4.3 Design Potential

The shaft impresses with its sheer size. Moreover it is situated at an exponents spot on the ridge of hill range some 8 km east of Zwickau centre.

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The shaft is a symbol of the more recent industrial past: It is the last witness of its dimension in the coal basin of Zwickau where excavation was ended in the 1970ies.

With these prerequisites, the shaft offer a unique chance of an effectful industrial art design.

The next industrial art design of a similar dimension can be found 150 km north in Ferropolis / Gräfenhainichen: www.ferropolis.de/de/cms/_redaktionell/10/Geschichte/16/Spuren.html

4.4 Expertise

In the frame of InduCult2.0, a preparatory expertise has been elaborated in late summer 2017. It presents different design options, incl. respective cost estimations. The service was provided by the main producer of the IBUg festival Thomas Dietze. The IBUg festival is a yearly street art event in the region of Zwickau.

The expert recommends a large scale (non-detailed) graffiti art work. Other design options like temporary light installation or relief art have been ruled out as too costly. As well, the budgetary constraints allow only for the design of one tower side.



4.5 Design requests

The District of Zwickau and MSB follow the recommendation of the expertise.

Content-wise, the art work is to reflect on the mining history of the site as well as those facets of industrial culture that are related to presence and future.

The art work is to be set up in such a way that it can be extended in principle to the other tower facades as well.

4.6 Cost estimation

(1) Cleaning facade, renovation of plaster:	25.000 €	<i>MSB</i>
(2) Art work:	17.000 €	<i>InduCult2.0</i>
(3) Scaffolding:	15.000 €	<i>Kulturraum</i>
Total:	57.000 €	

4.7 Implementation

According to the expertise, following tasks have been scheduled:

Dec-Mar	approaching 5 pre-selected artists asking for design proposals
Apr	selection of design proposal
May	full design
Jun-Aug	renovation
Aug	application of artwork

5. Evaluation / transnational value

After one unfortunate attempt to find a location and a local partner for this activity, it seems that there is now a spectacular option available as well as sufficient support and reliable progress - even though the action will go far beyond InduCult2.0 budget. We are optimistic that the concept can be implemented until autumn 2018 as a pilot (on one side of the shaft).

In our view, the shaft artwork has the potential to become an outstanding landmark of Industrial Culture not only for the region of Zwickau, but also serve as a best practice example for the InduCult2.0 partnership.

With this document, we provide our methodological approach to the task which strongly relies on a committed site owner as well as on available street-art experts. Their specific knowledge is

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especially needed since the dimension of the art work is exceptional. Fortunately, there is an internationally renowned street-art festival taking place every year in the area (IBUg festival) which makes it substantially easier to find the expertise and the artist network.

Finally, we are considering of including a further transnational dimension by inviting also international artists to offer an art proposal.

6. Outlook / sustainability

The site owner has committed himself to clean and repair the wall plaster before the artwork is applied, thus ensuring that the artwork quality sustains.

External expertise will guide us how to use lasting colours and application modes.

Through contracting, the site owner is bound to keep the art work for min. 5 years after completion.

The other 3 facades of the shaft allow to extend the art work if budget becomes available outside InduCult2.0.