



Past - Present - Future



IMPLEMENTATION OF REGIONAL INDUSTRY-RELATED CULTURAL EVENT

TWO TOWN INDUSTRIAL FESTIVAL

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Abstract

The idea of culture-industrial event is based on connection of two towns, Škofja Loka and Tržič, to encourage cultural life and at the same time to strengthen their industrial image. The main purpose was in promoting implemented pilot projects: industrial sculpture as identification element of shoe industry and industrial camping in Tržič as well as promoting the new creative hub and their activities in Škofja Loka. A series of events and projects was held on different locations to raise the interest for industrial culture in children and youngsters, while the upgrade of Cobbler's Sunday on 2 September 2018 was the prime event. The "two-town festival" focused on cultural education and innovative culture tourism in the industrial sites. It did not only raise awareness of history but also represented existing industry with companies, which managed to adopt their production to new technology and produce innovative products that base on traditional production. There was a great emphasis on multimedia, which is important for further growth and upgrade of event. It is possible to apply it in various surroundings and it has a great potential to become a regional industrial festival in the future.

The towns of Tržič and Škofja Loka like the Gorenjska region as a whole have been strongly marked by the complex process of industrialization. Industrialization is also the reason for the growth of towns and urbanization, degradation of the countryside, formation of the working class, development of education, health care, sports and culture. With the rise of industrialization, the image of the landscape began to change. Nowadays, buildings of industrial heritage are connecting us to the past and represent a generator for development in the future.

The industry-related culture event in Škofja Loka and Tržič is based on historical memory and makes use of natural conditions of both places. This festival builds on culture, tourism and the cultural heritage of both towns as well as on their connections.

1. Project Context

InduCult2.0 wants to revive the cultural spirit of long-standing industrial regions of Central Europe (www.inducult.eu). Together with local stakeholders, project partners from eight representative regions Germany, Austria, Belgium, Italy, Czech Republic, Slovenia, Croatia and Poland 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

Two scientific partners from Germany and Austria support them.

Preparation of cultural related industrial event is part of the second work package where project partners jointly work on the idea of **Priming industrial culture as a unique feature of regional identity**. The industry-related culture event - Two town festival was organized to join and present all project results as well as to promote industrial identity of the region.

2. Introduction

Cultural events and festivals have a special character in Slovenia, especially small towns can become more recognisable if they manage to implement a high quality content related to the tradition and international guest appearance. Such kind of a festival can be of immense importance for the local cultural development and promotion. Cultural tourism is a sector that is mentioned as a priority in many municipal strategies and it focuses on mobile and immobile cultural heritage and on the cultural landscape. Cultural tourism is a growing industry trend that enables an authentic experience of cultural heritage and community.

Gorenjska area is full of cultural events, which are connected with tradition and history but if we look more deeply into the event programmes, we cannot say that there is any industrial related event. We merged traditional culture events in Škofja Loka and Tržič, upgraded them with the industrial content and promoted the main results implemented through the InduCult2.0 project. The programme consisted of a series of events and projects, which was held on different locations to encourage the interest for industrial culture, especially in children and youngsters.

Two-town industry-related culture event is concentrated on the upgrade of the existing traditional cultural events with the industrial topics in Škofja Loka and Tržič. We selected Cobblers Sunday as the largest event, connected with industrial tradition, and was picked up as the main location of happening and promotion of the project results. The other industrial culture programme happened in Škofja Loka as part of other traditional events, to promote the context and importance of creative centre with show room for the further cooperation between existing industry and creative, as well as additional tourist offer that comes with its establishment.

The Cobblers Sunday as the main event is always organized On Angel Sunday, the first Sunday in September, when the streets of Tržič come alive and the town beneath the Karawanks attracts large numbers of visitors. It was developed from the Tržič fairs but nowadays, it is more than just a fair. Active youngsters, who express their cultural and art knowledge and skills, participate at the event. It is also a town of crafts, purchases, sports, entertainment, sweepstakes, learning and fun, all in the spirit of spending a day both pleasantly and usefully. The greatest number of visitors is attracted by the bargains to be had at the fair. More than 300 stands offer a wide range of goods for purchase; among them, the selection of footwear at affordable prices attracts the greatest interest. Craftspeople and societies present their activities. The tradition of Cobblers Sunday is associated with the custom called "frejšpreh'nga". In the past, it was on Cobblers Sunday that cobblers' apprentices were promoted to journeymen.

3. Objective

The main objective of the culture-industrial event was to promote pilot projects realized within the InduCult2.0. The event connected the town traditional events of Škofja Loka and Tržič, to encourage cultural life in both towns and thus introduce the cultural measures of industry to each other, i.e. to present Tržič to Škofja Loka and vice versa. With such cultural exchange, we wanted to:

- Strengthen the industrial culture image of both towns in Slovenia and abroad
- Widen its area of influence beyond the Slovenian border. We wish to the maximise potential of contacts to the neighbouring Austrian region of Carinthia.
- Start the process of establishing a trademark and a tourist destination that is recognisable in wider surroundings and can within a few years become a synonym for industrial culture.
- Raise awareness about common industrial history and its cultural values for the future.
- Form new social meeting-points in Tržič and Škofja Loka

- Create active cooperation among societies and institutes
- Raise awareness and interest for industrial culture, especially in young population
- Create new cultural tourism products

The objective of the culture-industrial event was to create a mix of different venues, art galleries, cinemas, creative works, education workshops, meeting points and to attract as many people as possible. Culture is consumed in various ways. The objective is to offer culture in a different way and on a different location with the aim of promoting industry. For the first time, there was also special emphasis given on current companies, which produce innovative products or they use new technologies that are connected with the traditional production.

The festival objective coincides with aims of the European Year of Cultural Heritage, i.e. to promote a common experience of cultural heritage and the awareness of its meaning as a common asset,

4. Applied Approach

We approached to the organization of the event according to the prepared concept. We detected main stakeholders and worked on many meeting with creatives and other stakeholders in local context. The participating parties involved in defining the programme are local societies, institutes and agencies (The Zavod O association from Škofja Loka, the artists' society from Kranj - Društvo Likovnih umetnikov Kranj, cultural art society Tržič - Kulturno likovno društvo Tržič, artists' association Škofja Loka - Združenje umetnikov Škofja Loka, the institute Zavod Divja Misel, Development agency Sora - Razvojna agencija Sora, Municipality of Tržič). We checked all purposed activities in the concept and selected the programme content together with promotion of other results implemented within project InduCult2.0. We decided to work on existing events that are related to the cultural content in both towns and add them industrial component.

We made some research on historical background and current needs in local communities. We established a concept of culture-industrial event: Two-town festival as an educational and all-encompassing event. Based on all meetings and operational workshops we highlighted a Cobblers Sunday in Tržič as the main event, and all the others in Škofja Loka as additional small initiatives of industrial culture organized within traditional events. Special focus was given also to presentation of existing companies, which are using traditional knowledge and new technology to produce innovative products, therefore we organized open day of Mebron Foundry.

The implemented industry-related culture event is a result of participatory cooperation between inhabitants, partners, local communities and municipalities.

5. Results

According to the concept of the cultural related industrial it was foreseen that preparations were to begin in March. By the end of summer the frequency of events gradually started to increase, and in the beginning of September, the festival had its climax with cultural programme for visitors in Cobblers Sunday, on 2 September 2018 in Tržič.

The promotion for the Festival of Two Towns was planned ambitiously and early enough to increase gradually and to climax before the beginning of August 2018.

Specific media messages for different target groups were created for the whole project. The timetable and locations in Tržič was published on an internet page (www.sustarska-nedelja.si) and the events in Škofja Loka on different internet pages. Promotion and advertising was carried out on

radio stations and the form of leaflets, (with the emphasis on youth contents), social media (Facebook, Instagram).

Festival Programme and Timetable

1) Concrete industrial - culture programme in creative centre Kreativnice within traditional Event Historial (300 people), which took place on 23 June in Škofja Loka. We organized Open day of Kreativnice with different creative workshops for children. Additionally, the creatives offered presentation of their products and working process as well as the main purpose of the new co-working space.



2) Colourful Loka Festival 2018- Art&craft in public, »Knitting under the hat« organized by Kreativnice in Škofja Loka on 1 September 2018 (40 people)

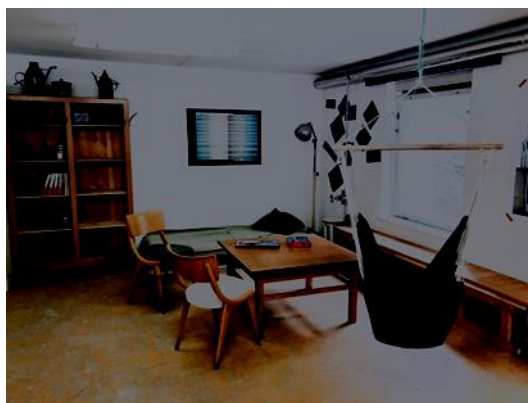
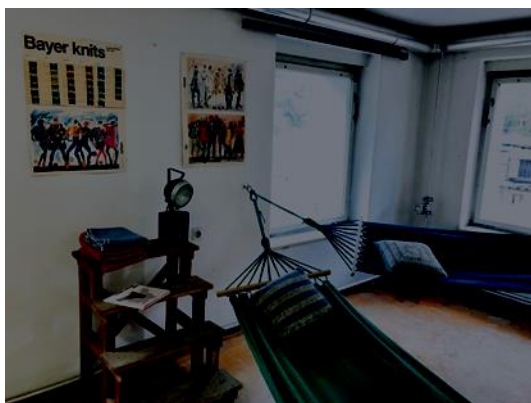


3) Cobblers Sunday - Culture pulse of the main event dedicated to the shoe tradition and industry in Tržič, 2 September 2018 (10.000 visitors)

A temporary wall painting (mural) on former factory walls in cooperation with the inhabitants and the interested public, was implemented to celebrate the final event of the festival. The mural is designed as an example for the use of a degraded plant part as an area for art works. A motif, to the inhabitants of Tržič well known, was shown: The Spinner, a reproduction of the famous illustration of Maksim Gaspari. The motif stands as a symbol of the industrial heritage of Tržič.



An accommodation test of an industrial camp in the BPT factory in Tržič- Presentation of a pop-up project: In the premises of the abandoned BPT factory temporary accommodation was arranged meant for artists, tourists... The project's aim was to show the potentials of the use of vacant spaces. The project lasted for 14 days and was presented to the interested public and potential investors.



Opening of an interactive sculpture of a shoe as an identification element of the industrial tradition in Tržič.

The project was the result of the author architect Maj Juvanc. It was designed to be a permanent urban furniture. It could also be upgraded by an additional guiding graphics. The official opening of the shoe landmark was organized on the event. The presenter of the event promoted and passed

information about the realized landmark to the visitors several times. We organized a study visit following the tracks of industry to the main tourist sites and houses with shoe tradition. Some of the visitors suggested to have a small map with all marked sites, which have some interesting stories behind their doors.



Story telling of shoe traditon was organized on the main stage for children. A group of professional story tellers, accompanied by musicians, told in an original way the *Story About a Shoe Maker*, a young boy who knew how to whistle and sing. It is a story about shoe making hard work but it is also educational about how to be resourceful.



The outdoor exhibition: Golden years of Tržič industry - presentation of the most representative industrial companies in the period of 20th Centuries when many factories were employing local people. People of Tržič are connected to the industrial heritage with their own memories and were also very enthusiastic about the represented exhibition.



Testing of the aprons in Tržič Museum, produced with the help of the indigo-dyeing technique, made in cooperation with the Faculty for Design and Odeja factory. The exhibition of the products showed the most creative solutions for the use of traditional indigo-dyeing patterns on contemporary designed aprons. Students of the NTF faculty of the University of Ljubljana, Marika Gönc, Mirjana Reljič, Zala Mavrič, Neža Cigale and Maruša Pleško designed the aprons on the exhibition.



The Caravan tour was an exceptional event by two Belgian „nomad“ artists, Gert Bruyninx and Roel Vandebeek, who introduced their concept of ancient industrial fire-based crafts and which are still the basis in contemporary industrial processes. They cooperated also with the public through conversations, lectures, exhibition...



Open day of the Mebron foundry: exhibition and lead casting

The private company Mebron opened the doors for visitors on the day of the event, from 10am to 5 pm. The owner showed the difference between the old and new technology of lead casting to the visitors. He presented also the traditional custom of lead casting on the last day of the year, which is very common New Year tradition that was presented to the visitors.



Organization of open-air cinema shows on the courtyards of a municipal building Tržič was foreseen for 29 August. A film projection of the film *Perfect Strangers* (directed by Paolo Genovese) was planned for August 29 at 9.30 pm at the courtyard of the Municipality of Tržič but was due to rain cancelled.

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4) **The days of cultural heritage in Kreativnice**, presentation of historical clothes together with external expert Andreja Stržinar on 25 September 2018 (30 visitors);



All presented cultural programmes within different events in Škofja Loka and Tržič were co-financed with InduCult2.0 project. We organized Cobblers Sunday within T2.4.2 activity in total budget of 9.991,80 EUR (85% of EU funds) and cultural content of 3 events in Kreativnice in Škofja Loka within T4.4.8. in total budget 1500 EUR (85% of EU funds).

6. Evaluation/transnational added value

The concept of culture-industrial event was created in cooperation with partners from local surroundings and the interested public, learning from the model of similar international festivals and events. Since we do not have many experiences in events with industrial topic and identity the look from outside is crucial.

As participants in working meetings of the InduCult2.0 project partners, we are part of an international group of organizations, which deals with the topic in depth. Thus, we have the advantage of international connections, exchange of experience and development assistance. International exchanges of links and information take place within the work package 2. We collaborated with transnational project partners, mostly with Opolski region, where connected us with organizer of Industriada festival, who gave us some useful information about the starting process of bigger regional event as well as city of Leoben was inspirable for us in the sense of reach Rostfest festival programme. We elaborated some other very successful practices from abroad and some of the ideas can be used within the other events in the future.

The two-town festival is conceived in such a way that it is possible to apply it in various surroundings. It has a great potential to become the core of a regional festival in the Gorenjska region.

Strong coordination and collaboration of enthusiastic institutions and local people at organization of that kind industry-related cultural event is something we have learnt out of implementation. Moreover, professional management of the event programme is needed that all diverse content function as one. To realize that, we will need to organize new event with the programme topics related only on industrial culture. That is something what we have to work on in the future, as well.

7. Outlook and sustainability

The implementation of the Two-town festival was constantly adapted to specifics and circumstances of the local communities or the neighborhood in which it takes place. Every neighborhood has its own specifics (e.g. population density, age structure, social-economic, cultural, religious and other backgrounds of the inhabitants, the presence and accessibility of public institutions, programmes, and so on) that was taken into account and included into the execution of the project.

Sustainability of the Festival

A characteristic feature of the festival is its inclusion of young people in the entire spectrum of activities. The implementation of the industry-related cultural event was not focused enough on involving young people and it has not accomplished the common marketing and promotion of the event in two venues. This is very important for the festival to grow and for the youth community to be strengthened. The two-town festival was just a first initiative to merge different events under one umbrella but we will have to upgrade it with:

- Defining the regional coordinator as an organizer of the industry-related cultural event on different locations
- Branding of the event as a bigger festival
- Boosting promotion and marketing activities
- Merging finances of institutions that plan different events
- Involving more changes of the traditional event concept in Tržič

InduCult2.0 project activities helped to improve and change the mindsets of some main stakeholders in the region. The topic of industrial culture brought up some interesting examples how small initiatives can help raising the interest and quality of the events. On the last focus group workshop was confirmed that BSC Kranj plays the role of regional coordinator for industrial culture, and we will do our best to work on the idea of industrial festival in the future, as well.