



Past - Present - Future



# IMPLEMENTATION OF TOURIST ACTIONS COMBINING INDUSTRIAL HISTORY AND PRESENCE

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Improved tourist cooperation between industrial museums, companies and schools

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PP7, BSC Kranj, Regional development agency of Gorenjska



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## Abstract

Aim of the tourist action related to the industrial history and present was to create a new tourist souvenir as additional and unique tourist offer, as it was explained in the concept. We established long-term cooperation between museums, tourist information centers, school and industrial company.

We implemented the project as combination of the indigo-dyeing tradition in Tržič and contemporary design. The results came up with collaboration between Tržič museum, Odeja factory in Škofja Loka and students of Slovenian design faculty. The project started as a student competition for the most creative solution to the use of traditional patterns, which they were used for historic indigo-dyeing patterns. Their challenge was to create solutions for making a modern designed apron with inspiration from indigo-dyeing patterns. Moreover, they had to find a solution on the apron that can be personalized and used for tourist purposes.

Students visited Tržič museum to find out more about the indigo-dyeing tradition and textile factory Odeja, to get to know more about the production of textile and interest of the company for producing the aprons. At the end, 5 students created 8 different aprons, which was presented and exhibit in Tržič museum on the Cobblers Sunday (industrial culture event), 2 September 2018. We prepared the presentation of indigo-dyeing tradition together with Tržič museum and we were testing diverse contemporary technics of printing on the aprons (painting with textile color, ironing, use of stencil). Visitors of the exhibition voted for their best apron, and then a professional jury selected the winning apron out of the two finalists. The criteria of the selection were based on the possibility for production of the apron and the market-value as a tourist souvenir.

## 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

Implementation of tourist action relates to the topic of better integration of the past with the present - the participation of the museums, industrial companies and schools - highlighted in the project's workgroup T2. Together we created aprons that can be used as souvenirs, and you can add the personification element on them. The carried out action, is only a pilot proposal to upgrade the tourist offer with industrial-cultural content also in the future.

## 2. Introduction

As we concluded through our research in the conceptual phase, 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 wanted to show with our tourist action the industrial companies advantages of this kind of collaboration and create new permanent project, which could bring positive changes in our tourist offers.

We suggested five different kind of actions in the concept and after some researches of the most possible and effective cooperation now, only the project of indigo-dyeing was performed and tested on the market. The collaboration between tradition of blueprint in Tržič, Odeja (Škofja Loka) factory and students of Faculty of design, brought great ideas of modern interpretation of using the blueprint (using the new technologies of digital printing).

The project was organized as a student competition for the most creative solution to the use of traditional patterns, which they were used for blueprint in the history. Company Odeja will produce aprons later on. Aprons have been 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, the created aprons are not printed. Visitors of the museums or tourist information centres will have the possibility to choose unique, already designed stamps, and can create their own apron by taking the stamp, pour it into the blue ink to print their own unique footprint onto the apron. Different slogan can be printed on the aprons, as for example: "Greetings from Tržič, With love from Tržič, Taste Tržič...etc"

## 3. Objective

The main objective of the tourist action was to create a new proposal for authentic souvenir of the regional area with using traditional knowledge and innovative creativity of today. The other objectives within this action were also:

- To improve cooperation between museums, industrial companies and schools within common project idea where all added its own professional knowledge and skills; also to encourage long-term collaboration within their own programmes.
- To upgrade the tourist offer with the content of industrial culture, which can be used in many other ways as well
- To spread the traditional knowledge of indigo dying to visitors, public, especially youngsters
- To encourage long lasting cooperation between museums, schools and industrial companies

## 4. Applied Approach

First, we get in contact with Tržič Museum, Faculty of design in Ljubljana and textile factory Odeja from Škofja Loka. The collaboration started with composition of the expert committee and a first call for students to participate in April 2018. All students that applied were guided to Tržič Museum with presentation of indigo-dyeing tradition and production of textile in Odeja factory in Škofja Loka. The students created sketcher of aprons and 8 of them were selected by commission to be implemented in June 2018. We exhibit created aprons in Tržič Museum on a culture-industrial event in Tržič. We set up presentation of indigo dyeing and testing of printing the unique aprons. Visitors of the exhibition voted for their best apron, and then a professional jury selected the winning apron out of the two finalists. The criteria of the selection based on the possibility for production of the apron that is also marketable as a tourist souvenir.

## 5. Results

The procedure of the project started in spring 2018:

March 2018: Announcement of the competition on the Faculty of Design, selection of students, creation of expert committee for selection of winning designs (representatives of: Tržič Museum, textile factory Odeja from Škofja Loka, BSC Kranj and manager of the project - creative designer of shoes Alja Viryent)

April 2018: Guided tour of Tržič Museum with presentation of movie about indigo-dyeing and of textile production in Odeja factory in Škofja Loka

May 2018: Creating of aprons sketches





June 2018: Completion of competition with creation of apron prototypes





2 September 2018, Cobblers Sunday: Opening of apron exhibition with presentation of printing on it for personification of the souvenir. The exhibition was available for visitor until October 2018 and then we moved aprons to Škofja Loka, where we promoted the project activity on dissemination event, as well. The professional jury selected apron number (2) as the winning apron out of the two finalists according to the votes of visitors. The criteria of the selection based on the possibility for production of the apron that is also marketable as a tourist souvenir.



Activities paid by InduCult2.0 project were Announcement of the competition, matchmaking between students, Textile Company Odeja and Tržič museum, presentation of Tržič museum with indigo-dyeing tradition, study tour of production in Odeja factory and preparation of exhibition with promotional activities and voting (Total costs for the creative challenge are 4.500 EUR, with 3.825 EUR of ERDF)

Students and Odeja factory did take-over costs for designing prototypes and production of winning designs.

## 6. Evaluation/transnational added value

The students of design created prototypes of aprons after the creative competition was finished with the purpose to show their designs and test them with the public. Therefore, we prepared together with Tržič Museum an exhibition of aprons based on indigo dyeing inspiration within culture industrial event, Cobblers Sunday, 2 September 2018. Contemporary exhibition and the presentation in the room of indigo dyeing tradition in Tržič Museum helped us with more visitors on that day. There were approximately 30 people presented at the opening of exhibition and more than 300 visitors during all day. The exhibition of aprons was in Tržič Museum for 1 month and visitors were excited about the creative solutions of students, voting also for the winning design. We exceeded the expectations at the beginning, because all involved partners were satisfied with cooperation and results.

Students and other involved stakeholders actually very positively accepted the student's competition out of their usual school responsibilities, because they have opportunity to get in contact with industrial companies in their early stages of studying. They want to find out more about technologies, innovations and design of the companies that will work for in the future. Museums are also very inspirable for them because it is like a treasure of tradition with inspiration and ideas for the future.

This initiative project is the beginning of systematic cooperation between schools, museums and industrial companies. All involved stakeholders have its own benefit from the project: textile factory get new product, which will be produced and put on the market, students got real practical case to be solved and they got experience as well as great reference for future employment, museums and tourist information centers got a new product to offer as an authentic souvenir. We hope that the project action will encourage other stakeholders to cooperate, too.

This kind of creative challenges can be utilized to any industrial area of our partnership; therefore, we presented the project action also to all our partners on the 5<sup>th</sup> Partnership Gathering in Sisak/Slovenija. In the concept phase, we also benefitted from similar actions by project partners PP 1, 3 and 6 preparing similar activities about the topic of combining industrial heritage and presence for tourism.

## 7. Outlook and sustainability

We hope that the tourist action where we managed to improve better cooperation between museums, companies and schools was a good example to inspire also other stakeholders to work together within the same projects.

We will present the stakeholders also 4 other ideas for creative challenge which were explained in the concept of this InduCult2.0 activity. Short-term activities in that sense will be defined within the InduCult2.0 action plan. Our focus will be to encourage different stakeholders, which work on that field, to work together and create positive environment and sustainable development of the context connected to creativity and innovation.

Long-term goal is to establish an interactive web platform, where we would join schools, industrial enterprises, museums and other stakeholders. We would solve the problem with students, which have a lot of projects 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 would 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.

We can see sustainable cooperation between schools with industrial companies and museums in establishing an industrial centre, like open museum or incubator in one of the former industrial facilities (such as BPT or Peko factory). The industrial centre would be a place where the industrial heritage, creative young people and companies would work together every day. There would be a living museum with all the machinery of different industries and the workshops would take place in there: production of shoes, blacksmith workshops, leather products workshops, stitching, weaving, blueprint workshops etc. The centre would be in charge of education and the implementation of national vocational qualifications. It would be open for tourists and visitors that can participate on workshops offering traditional knowledge. The other part of the centre would be an industrial incubator, which provides space for young innovative companies, which combine traditional knowledge with modern technologies. Industrial companies would have possibility to have exhibitions and use of conference facilities. The third part of the Industrial centre would be a hotel for visitors of workshops and other visitors who want to stay in different kind of hotel situated in a former textile or shoe factory. However, that idea is more a dream or a wish than a real project that can be implemented in the early future.