



Past - Present - Future



OPOLSKIE CENTRUM
ROZWOJU GOSPODARKI

Interreg
CENTRAL EUROPE



European Union
European Regional
Development Fund

InduCult2.0

CONCEPTS FOR CREATING PIONEER AND CULTURE SPACE IN OLD-INDUSTRIAL PLACES

**PP9: Concept for setting up creative centres
in historical industry complexes of Opolskie
Voivodeship**

Final version

December 2018



D.T4.4.1



Reporting Period 5



Opolskie Centre for Economy Development



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1. Abstract

The concept for setting up creative centres was prepared for two (post)industrial locations in Gogolin and Opole with participation of creatives and industry.

Further detailed conceptual work was dedicated to location in Gogolin where relevant commitment and resources for concept implementation were provided by authorities and local community during numerous meetings and workshops. Local and regional industrial traditions, contemporary industry and creative potentials will be used in the centre. Concept works were inspired by good practices and experiences shared during transnational T4 thematic InduCult2.0 workgroup and S3 Platform thematic workshops.

Local and regional industrial traditions, resources of contemporary industry and creative potential will be used in the centre to cooperatively create new art, experimental applications and creative projects through use of printing and new media technologies.

The concept assumes that the centre will use and focus on industrial culture for creative work and will be a place for dialogue between industry and creative communities on theme of regional smart specialisations. The concept implementation is a very important element of building capacity process for regional Industrial Culture.

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). 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).

The following activity is connected to work group T4 promoting creativity and pioneer spirit via creating pioneer and culture space in old-industrial places and fostering industrial culture related creative activities.

3. Introduction & Objective

The Opolskie region industry has strong traditions dating back to the beginning of the industrialization of Upper Silesia. The most traditional and strong are industries of metallurgy, lime, cement, coke, machinery and chemical production using potential of early built railways (1845) and Odra river waterway connections (1897). In Opolskie region many post-industrial locations related to past of industrial development have been changing their functions from industrial to service related. The concept for setting up creative centres was prepared for (post)industrial locations in Opolskie that will inspire creative communities and can be a place of a dialog between local community, spheres of science, business and local authorities.

The regional focus group experts and peering supported the concept of creative centres and defined their expectations and potential roles for local creative centres within regional innovation system and regional smart specialisations described in Regional Innovation Strategy of Opolskie (RIS3). The regional and local potentials - and through links with the industry - can be relevant participants within a entrepreneurial discovery process that helps to define potential and existing regional smart specialisations. That additional objective was defined to secure the alignment with RIS3 as well to test new approaches that can provide further recommendations to future RIS4.

As concepts are prepared also to already revitalised objects, the implementation of elaborated concepts can bring them not only “the second life”. This could be “third or fourth life” to these locations which is described below.

4. Applied Approach

Opolskie Centre for Economy Development discussed the structure, ideas and suggested locations of concepts for creative centres with regional stakeholders at regional workshops in April, May and October 2017 and bilateral meetings in November 2017. Concept works were inspired by good practices and experiences shared during transnational T4 thematic InduCult2.0 workgroup, S3 Platform workshops as well as by information shared at RIS3 conferences and by networks for creative industries and centres.

Renovated and partly adapted (during InduCult2.0 time frame) industrial monument of the railway station raise the attraction of areas brought back to communities. The way they are back where discussed during workshops organised in revitalised storage building of former “Silesia” cement plant in Opole, where mostly commercial services are provided. The discussions were affected by participation of creatives inspired by this particular place. That helped to produce a common statement (look <https://www.facebook.com/798286053634467/videos/1358543190942081/>) for this action.

Location analysis

In Opolskie region there are many post-industrial locations which could be a perfect for regional creative centres.

The decision about the right location for face-lift concept was the most relevant issue. 3 potential locations were considered for the concept: industries districts of Opole (Zakrzów, Groszowice, Grotowice-Metalchem) and Gogolin and former “Otmęt” Shoe Factory building in Krapkowice. All of those locations were suggested by our focus group stakeholders during at regional workshops and bilateral meetings.

Former “Otmęt” Shoe Factory

The idea for creative centre in Krapkowice was raised by regional stakeholders at first regional workshops. Krapkowice is a location famous for rich industrial history. It used to be huge and well-known shoe factory here. The former Otmęt industrial plant together with the factory assets and the sports and recreation complex are currently in possession of various entities. Nowadays the front building is commercially used by N-Steel company but still is a face of industrial history of Krapkowice and Krapkowice county. The idea of creative centre was abandoned here due to lack of creative community interest. Though InduCult2.0 produced a creative study for improving appearance that would also raise the interest of creative community within other InduCult2.0 pilot action T4.3.3

Former “Silesia” cement plant in Opole)

The Respace Opole association was formed by group of creative entrepreneurs and freelancers working for IT and media industries. They are enthusiasts of smart technologies, internet of things and Industry4.0 as inspiring innovation projects within creative industries. The group was an active InduCult2.0 regional stakeholders in year 2017 and helped to develop idea of creativity centre for Opole location. The first considered location of the creative centre was an old railway storage building belonging to private investor. Since the object was requiring installation with no funding available, the association raised its inquiry to DomExpo, owner of the adapted with strong revitalisation approach building of former “Silesia” cement plant in Opole.

Old Railway Station in Gogolin

The regional focus group experts from Gogolin Commune and Aglomeracja Opolska association have proposed this location as good potential for creativity centre that is outside the capital of the region. The railway station adaptation included first assumptions of creativity centre included in Draft of Regional Action Plan for InduCult thematic work package T4 “Creativity and pioneer spirit” and establishing a multifunctional space for creative activities fitting to needs of industry and local inhabitants.

The action aim is to use parts of renovated railway station - now (Passenger) Transfer Centre (for Gogolin and Krapkowice) in Gogolin - as multifunctional space for creatives and the industry. The space has been reopened after renovation in autumn 2018. The Transfer Centre is being established in the renovated railway station building and it will allow the connection of various types of public transport including bicycle communication. In the building the business zone for new companies and special cultural-educational zone (e.g. Municipal Public Library, meeting place for seniors and associations) will be created.

The space is planned to have an "atmosphere" for creative, extraordinary initiatives organized "for" and "by" NGOs, business and culture. Within the framework of the project besides the appropriate organization of the space, plans are also being made to organize various types of meetings. Gogolin Commune and Culture Centre in Gogolin were partners of InduCult2.0 T2.4.7 industrial culture focused event "Industry and Shipping Days" and the one of the most outstanding product was mapping projection in Gogolin on 22/07/2018 (please check <https://www.youtube.com/watch?v=L9aqW1glgcY>). The projection was produced with participatory approach of local community, writers and artists. This helped to define further the focus of the centre which will be experimentation with industrial architecture, design with traditional art through use of new media and printing technologies.

Mission

The centre mission is to link local creatives with the regional industry and participate in building capacity for socially responsible, sustainable development of creative industries. This means this space not only has to be an inspiration for creatives, experts from the science and the industry, but also be inclusive to local community.

5. Results

Linking local creatives with the regional industry and participate in building capacity for sustainable development of creative industries.

The regional industry needs creative ideas and design that promote their products authenticity. The creative community will be supported to create art and share their ideas on products, production, work places in the industry as well as on activities of the industry for environment and society.

The centre will organise workshops, exhibitions, competitions and engage professionals to support local creative community. The creative community commitment has to be assured by transparent ownership and clear mechanism of cooperation:

- Krapkowice-Otmęt - private ownership, commercial mechanism of cooperation
- Opole - private ownership, commercial mechanism of cooperation
- Gogolin - private ownership, two-tiered mechanism of cooperation (non-profit for creative's projects; commercial for commercial projects and competitions)

Better use of local resources- vision for Gogolin Creative Centre

Socio-economic aspects

The first socio-economic change significant for contemporary society happened in 19th century when Upper-Silesian Railway and lime industry was established. The second socio-economic change happened in 1930s when Tomas Bata founded its shoe factory for Germany in nearby Otmęt. Shoe factory workers were earning much more than other industrial workers and were given social package including nursery, kindergartens for their children and training opportunities. The factory was using at the time most modern

technologies and production processes as well as it was a part of one of the first transnational corporations. The last but not least big socio-economic change happened since 1977 when a cement plant was built in nearby Chorula. The technological advantage of the plant and successful reorganisation after takeover by Heidelberg Cement Group helped to achieve the status of biggest cement producer in Poland. Still today “Góraźdże Cement S.A.” it is the key employee in Gogolin area, despite the new investments in Gogolin within Katowice Special Economic Zone.

The experience, cultural values and skills from the industry are among the local creatives.

Multicultural aspects

Gogolin industrialists that built the limekilns were of German, Jewish and Polish origin. Tomas Bata was most famous shoemaker and Czech at his times. The industry had caused immigration of workers to Gogolin and changed Gogolin Silesian community into multicultural and also. Catholic, Protestant and Jewish religion and multiethnic culture was present and accepted here until World Wars and Stalinist era. Until 1930s most of Jewish families have left Gogolin, only few members of three Jewish families that remained in 1940s survived Holocaust. German community suffered persecution from new authorities after the World War 2. Since 1990s it has revived as one of the strongest German minority communities in Poland. Jewish heritage has been commemorated by local historian Renata Kalla-Szulc in her book “Z dziejów Gogolina. Śladami gogolińskich Żydów 1845-1945”, Krapkowice 2013 (trans. “*From history of Gogolin. On the trails of Gogolin Jews 1845-1945*”).

Gogolin has a living multiethnic community of Germans, Poles and Silesians that inspire other Polish local and regional communities.

Creatives

Creative community in Gogolin is relatively small but well-recognised due to its thematic focus on traditional regional and local art and heritage. Among them are writers, poets, handcrafters, singers and dancers. The industrial culture is a convincing theme raising interest in regional culture and it is relatively actual theme for regional community. InduCult multimedia projection in Gogolin raised the interest of creative community which sees industrial culture as a chance of stepping forward from cliché of cultural heritage. For example the Polish song about Gogolin “Poszła Karolina do Gogolina” is associated with rural life and despite the weight of industrial heritage of Gogolin, it represents the contradictory image of the place from reality.

Industrial culture is helping to break up with stereotypes and present the true picture of local community.

Architecture and design

Use of regional industrial architecture and design motives interests creatives from Gogolin. Industrial era limekilns had been built in Gogolin area founded shortly after Upper Silesian Railway connection was established. The old limekilns and railway infrastructure are still characteristic features representative for the place. Lime production plant in Gogolin since mid 19th century, shoe factory in Otmęt founded by Tomas Bata in 1930 and cement plant

in Chorula since 1970s have employed thousands of workers, men and women from Gogolin until 1990s.

Industrial architectural features are deeply in mind of old generation and inspire younger generations of inhabitants. The building of the railway station, its surrounding and limekiln areas are inspiring local creatives.

Creative Centre concept assumptions

The centre focus should be open to experimentation with industrial architecture, design with traditional art with use of different new media and printing technologies.

Functions for creative community

The space should go beyond standard functions of the communal library, NGOs centre, start-up centre, conference room, passenger hall and not revitalised industrial areas. Creative community should look for partnerships with creative industry and new applications for spatially integrated regional tourist product. For example mentioned above InduCulture projection (<https://www.youtube.com/watch?v=L9aqW1glgcY>) on Gogolin limekilns would be such application, if the projection was played on regular basis and included on regional and transnational maps for industrial tourism.

Among these new functions the most crucial are:

- two-tier openness to the public of space (depending on other functions)
- full
- during events (e.g. free workshops) on regular monthly basis
- strengthening and using creativity
- supporting design work
- fostering experimental production and collaboration with other creative communities
- access to inspiring and adaptable co-working space
- access to quick internet and specialised software
- fostering participation in art events and competitions for new forms of expression using new media
- Among potential functions are:
- participating in local/regional activities for priming industrial culture, identity and tourism
- providing information on regional industrial culture and about attractions of industrial tourism

Functions for the industry

The local major companies such as GóraŹdŹe Cement S.A. and Chespa Sp. z o.o. are raising interest of local creatives. Chespa Sp. z o.o. has organised competitions for packaging design that raised interest of young designers from the region. GóraŹdŹe Cement S.A./Heidelberg Cement Group is organising on annual basis Quarry Life Award competition for projects for boosting biodiversity in quarries. Quarry Life Award inspired initiators of Opolskie Botanic Garden project that is going to be implemented in former quarry in Gogolin. Both competitions show that strong companies are able to cooperate with creatives in their area of interest or focus according to company policy.

Creative centre should be a partner for the industry in bringing its focus to creatives:

- providing in-depth introduction of creative community in themes of competitions organised by entrepreneurs
- common development of thematic workshop scenarios and leading workshops for creative
- fostering companies to setting-up new competitions for creatives
- providing feedback to the industry on focus of creatives
- fostering companies to promotion through setting up industrial tourism attractions

Organisation

Use of space and functionalities

The Creative Centre will have key functionalities to associated creatives and entrepreneurs:

- dedicated reading room space (library)
- access to fast internet and specialised software and publications to associates (whole object, surrounding)
- workstations at coo-working space for associates working creative centre projects
- fablab (3d and 2d printers, 3d scanner, embroiderer, machine tool) based on demand from associates

Organisation and processes

Establishing all desired processes within creative centre require four-step process of implementation with milestones:

- Establishing the idea of creative community and common action plan preparation (6-10 months)
- Testing cooperative activities (12 months)
- Testing creative centre activities (12 months)
- Establishing continues improvement process of creative centre (12-24 months)

Testing activities, establishing processes and relevant culture of organisation require stable involvement of creative community. This can only be achieved through strong leadership and appreciative approach use within focus group.

Associates/Users

The Creative Centre associates will have possibility to choose role within the Centre projects from at least the following options:

- Creator/Tester/Beneficiary (private person, public or NGO non-profit organisation)
- Implementer (entrepreneur)

Funders/Sponsors/Grant-givers

Funders, sponsors and grant-givers are necessary for successful operation e.g. to fund creative activities or sponsor projects and competition awards.

Coordinator

Coordination of the centre requires strong leadership, management, excellent communication skills and sound knowledge in animation of culture and project management.

The coordinator and the team of Creative Centre should possess skills and qualities enabling to build interdisciplinary project teams, local focus group and should be able to gain necessary knowledge from thematic experts within regional and international and networks.

The centre would not have to have a separate legal personality and premises administration. The function of coordinator can be functionally described within more complex unit. Though, the coordinator has to be able to efficiently use resources described in this concept.

Cooperation mechanism

The main mechanism of cooperation of the Creative Centre associates is via competitions and projects. The competitions will be developed by coordinator and local focus groups of representatives of interested the industry, science, public authorities and associated creatives

Brand and emotional value

Gogolin Commune has already fixed during the conceptualisation process for *Creativity and Entrepreneurship Station*. The brand is locally and regionally adaptable to *Creativity and Entrepreneurship Pier, Hall, Store etc.* It is aligned to LIVING INDUSTRIAL CULTURE OF OPOLSKIE regional brand stated in InduCult2.0 Regional strategy document.

The concept assumes the brand will use emotional value linked to InduCult2.0 projection played on Gogolin limekilns during INDUSTRY AND SHIPPING DAYS in summer 2018 and linkage to INDUSTRY AND SHIPPING ROUTE spatially integrated regional tourism product.

Regional commitment

The relevant suggestions for regional commitment of the centre are:

- supporting LIVING INDUSTRIAL CULTURE OF OPOLSKIE
- fostering creative industry and regional quadruple helix collaboration
- participation in entrepreneurial discovery process for defining existing and potential regional smart specialisations of Opolskie region

Summary

The concept assumptions conform to InduCult2.0 and S.M.A.R.T. (Specific, Measurable, Achievable, Realistic, Time-bound) requirements. The concept has been developed for a specific location of Gogolin and its purpose within regional documentation and action plan of LIVING INDUSTRIAL CULTURE OF OPOLSKIE. It can be adapted to other regional locations and can provide inspiration for the other InduCult2.0 partners working on the same topic. This is valid especially in the context of the local engagement of the inhabitants, creative associations and local authorities to re-discover and promote local and regional Industrial Culture. The concept assumes that Creative Centre will test new regional and transnational activities and projects in line with InduCult2.0 Regional Strategy for Industrial Culture.

7. Outlook and sustainability

The concept has necessary assumptions, milestones and timeline required for setting up creative in historical industry complexes of Opolskie Voivodeship. Moreover Local communities, industrial companies and authorities will be getting inspiration from artistic outdoor projects of the centre focused on theme of regional industrial culture. These implementations will provide the necessary energy for the further development of the cultural, creative sector, industrial and promoting aspect as a field of experimentation.

The concept is helpful for establishment of the centre that is planned beyond InduCult2.0 project time frame and according to Regional Action Plan of regional strategy for LIVING INDUSTRIAL CULTURE OF OPOLSKIE in autumn 2019. It is foreseen that the further steps of testing activities and establishment of improvement process will be defined and included in Regional Action Plan actualisation respectively for these steps before end of 2019 and 2021. The funding for establishment of the centre is secured. The funding sources for testing activities will be defined separately for group of activities during period 2020-2021.

8. Annexes incl. picture documentation (if applicable)

Photos

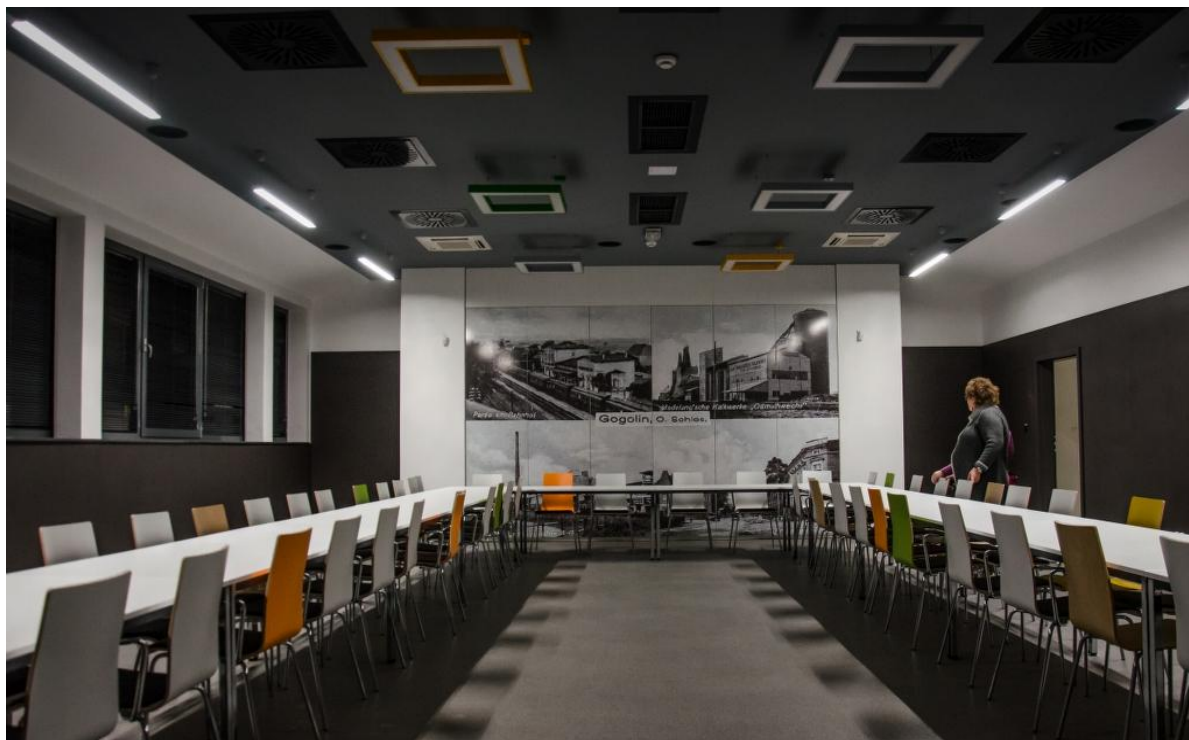
PAST (2016)



PLAN (2016)



JUST BEFORE OPENNING (2018)



PRESTATION ABOUT INDUSTRIAL HERITAGE DURING OPENING (2018)

