

# CCI NIGHT SHIFT

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Regional Test Case Documentation

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T3.3.1



Reporting Period 4



CWE, Economic Development Corporation Chemnitz



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Chemnitzer Wirtschaftsförderungs- und  
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## 0. Abstract

The InduCCI test case *CCI Night Shift* consisted of a public art performance in an industrial company combined with a scientific lecture and a company presentation. It took place within the frame of the festival “Days of Industrial Culture 2020”. For the performance, a specific storyboard was developed on the topic of industrial transformation, here the relationship between man and (intelligent) machines in the face of advancing automation.

## 1. Introduction

Chemnitz, a longstanding hotspot of industrial production, is currently undergoing another deep restructuring of its industry, especially regarding the automotive sector (e-mobility and automotive driving) and digitalization. For accompanying this transformation, an industrial culture festival has been maintained in Chemnitz and the surrounding area for more than a decade, the “Days of Industrial Culture”.

From 2010, the *Late Shift* has been one of the festival’s core components aside from the *Early Shift* and the *RAW party*. However, the format has focused on solely presenting industrial companies. CCI companies, as a new branch with relevance in and specific competences for the industrial transformation have not been involved so far. For expanding the festival in that direction, the additional *CCI Night Shift* approach was developed within the EU project InduCCI. In addition, we needed the expertise of a director to implement the content of the artistic performance. Under his leadership, local actors from the cultural and creative industries were involved by Theater Chemnitz.

## 2. Objective

On the one hand, we, the Economy Development Corporation Chemnitz, intended to use the competences of CCI for educating the public on the topic of industrial transformation. By crossing-over art performance, lecture and company presentation, we wanted to test a new format for anchoring contemporary industrial culture ever more firmly in society.

On the other hand, we wanted to extend the existing festival stakeholder pool of industry companies to include CCI companies and stakeholder groups with their creative offerings and design opportunities. This would help the festival to grow into a public space where old and new economies meet.

The action was supposed to be beneficiary for festival visitors (broad public) in the first place, but also for industrial companies as well as CCI, and to show a debate on the ongoing, past and possible future transformation processes. The test case fulfils the role of a social innovator by bringing the audience into contact with the industrial production of the region as well as with the new offers of the CCI as a process of emergence, enforcement and diffusion of these new social practices.

### 3. Applied approach

For our *CCI Night Shift* test case, we could build on our own experiences of the *Late Shift*. We were able to use this existing frame and stakeholder pool for designing and promoting the *Night Shift*. In the *Night Shift* format, which has been an integral part of the “Days of Industrial Culture” since 2012, it was mainly industrial companies that opened their doors during ongoing production and allowed visitors a visit by arrangement. We planned to build up a pool of industrial companies that work night shifts and consider it attractive to integrate the *Night Shift* together with CCI players to offer creative services and new design possibilities within company environments.

After intense internal preparations, we started with a call for tender for a performance expert. Based on proposals by the contracted director, the contents of the performance were jointly defined. Focus was placed on the ongoing industrial transformation; the artist chose to work specifically on robot automation / artificial intelligence since these are key demarcations in today’s frontline in the relationship between man and machine. The director had already dealt with the topic of man and work in many ways and under his direction various thematic revues were created. The central concept of his work is the involvement of local artists and cultural workers as well as the cooperation with local industrial companies. Under his leadership, other local players in the cultural and creative industries of Theater Chemnitz were involved. In addition, free actors and dancers from Chemnitz from the local scene in cooperation with the Center for Performing Arts Chemnitz. Due to this expertise, which we were lacking, we decided on this cultural artist as an expert to support us.

Parallel, we launched a scouting for an appropriate industrial venue. We contacted numerous companies in our skilled workers initiative “Chemnitz-zieht-an!” (“Chemnitz attracts”) and “Days of Industrial Culture” pools. We planned a registration process and the companies were carefully interviewed in advance for cooperation. We made a call to the network, made phone calls to the companies and had long talks about the concerns and hesitations due to Covid-19. However, this turned out unsuccessful- mainly because of Covid-19. In the end and with support of the artist, we found FCP FUEL CELL POWERTRAIN GMBH. FCP, operating at the intersection of science and industry in the field of hydrogen energy, brought with it all desired advantages: a large industrial venue, enthusiasm for the idea, interest in collaborating with artists.

Once the director/cultural artist well as the hosting company were fixed, an intense coordination process between both sides started, supervised by us.

In July 2020, at the turning point from concept to implementation phase, we presented our approach to the InduCCI partnership for having our concept mirrored and for gathering last useful hints.

Over summer 2020, we widely promoted the event for attracting/inviting interested audiences (broad public, especially CCI and industrial companies and their communities and creative artists from Chemnitz). We used the test case momentum to spread general information about InduCCI. We communicated via various channels like Facebook, Instagram, our homepage and newsletter. The *Chemnitz CCI Night Shift* project was announced from partners at the project facebook page.

On 25/9/20, the *CCI Night Shift* took place physically consisting of a planned art performance, scientific lecture and company presentation. Until March 2021 we evaluated and documented the test case.

## 4. Results

Despite Covid-19, the *CCI Night Shift* was fully booked in the end. 71 people participated in the physical event.

The event itself began with a welcoming of participants by the managing director of Chemnitz Economic Development, Sören Uhle. It was followed by a company presentation combined with a scientific lecture by the managing directors of FCP, Thomas Melczer, Dr.-Ing. Carsten Pohlmann and Prof. Dr. Thomas von Unwerth (TU Chemnitz). After this part, there was a break where visitors had the chance to get in contact with the speakers along with taking a look at exhibited demonstration objects.

The *CCI Night Shift* continued with the performance "Of People and Machines" that examined the relationship between people and machines in the face of the consequences of progressive automation. How is it developing, how will it look like in the future? Is it a threat or an opportunity for the working world? In this field of tension the topic was treated artistically.

Additionally, the art performance was streamed and a full video documentation of it put online on the project's facebook page. Until January 2021, 4 months after release, it reached 676 people and has thus achieved highest scores.

Through this action, we have experienced how attractive and activating effects for society and the inhabitants of Chemnitz have been promoted through the upgrading and interaction of industry and the Chamber of Industry and Commerce. With this test case, we also achieved the goal of making industrial culture visible and anchoring personal knowledge about current industrial companies and sectors more firmly in society. Industrial culture as a thematic field of a non-museum present is an integral part of the new cultural strategy of Chemnitz and the region. With the *CCI Night Shift* we offered a new format to the industrial society. We were able to activate and reach new audiences and target groups with this format. We were also able to raise awareness of the issue of promoting the cultural and creative industries as an important transformative force for the economy and society in non-metropolitan regions through this new offering.

Feedback from the public: The *CCI Night Shift* convinced the visitors with the combination of theory and practice, of presentation and art performance. The visitors showed great interest in the hydrogen energy topic. They followed the presentation closely and seized the chance to ask questions in the following discussion. Visitors expressed that they were positively surprised by the artistic performance.

Feedback from the hosting company: In a follow-up meeting, FCP Chemnitz expressed its thorough appreciation of the night shift approach. From their point of view, the transformation topic was well presented. They were also fully satisfied about the close contact with visitors and collaboration with CCI stakeholders.

Feedback from the artists: The CCI actors claimed that they had not worked in a similar setting before. Because of the positive experience, they would be eager to do so again. Some visitors approached the artists expressing their gratitude for the inspiring performance.

## 5. Goal Achievement and Lessons Learned

With 71 participants in the live event, we were able to attract more visitors than expected. The streaming option added substantially to its overall outreach, also beyond regional limits.

As intended, participants became part of an exceptional experience: They were able to enter a usually unavailable place and received exciting ‘food for thought’. Combining art performance, scientific lecture and company presentation proved to be an attractive format for looking onto the topic of industrial transformation under different perspectives.

Feedbacks from the audience, hosting company, artists and media were highly positive. All stakeholders liked the initiative to be continued.

For the future, we recommend adding a *get-together* to the event, so that all visitors and actors would have even more time to exchange (in 2020 this was not possible due to Covid-19).

## 6. Outlook, Sustainability and Transferability

Through the streaming, the performance will be available until the project ends and beyond.

Because of its success, we are currently discussing the permanent integration of the *CCI Night Shift* format in the annual festival “Days of Industrial Culture”. As well, we are considering showing the same performance again in another festival.

We invite other partners and regions to learn from our experiences and set up their own *CCI Night Shift*. Apart from this documentation, we would be glad to provide individual guidance.

## 7. Annexes

The video stream can be found on: [www.facebook.com/inducci/videos/367135577800666](https://www.facebook.com/inducci/videos/367135577800666)

The promotion websites can be found here:

<https://www.cwe-chemnitz.de/wirtschaft/standort-wirtschaft/projekte/inducci/regionale-praxistests/cci-nightshift/>

<https://www.industriekultur-chemnitz.de/#tdik2020>

<https://www.eventbrite.de/e/cci-nightshift-tickets-117654221945>

Some impressions:



