



Industry > Identity > Image Industrial regions discover their culture InduCult2.0 Final Conference

Dear Sir or Madam,

since 2016, industrial regions outside the metropolises are engaging with their culture in the EU project InduCult2.0. Now, at the end of the project, we can state: This culture is specific, multi-layered and highly suitable as a carrier of regional identity and image.

Such an industrial culture ties in with the industrial heritage, but goes far beyond it: It is as much the result of the productive present and even provides space for discussion of the industrial future to be shaped. We have coined the term Living Industrial Culture for this.

In the past two and a half years, eight Central European partner regions have conceived and implemented a wide range of innovative measures to test this approach in practice. The results are promising; they are currently being evaluated by two scientific partner institutions.

At the end of the project, we would like to share the main findings of this cooperation with you and other experts from Central Europe. Therefore we cordially invite you to the

InduCult2.0 Final Conference
Industry > Identity > Image: Industrial regions discover their culture
on 4.4.19, 9 am - 4 pm.
at the August Horch Museum in Zwickau (Germany).

You can expect a manifold agenda with exciting, both practical and strategic contributions. The conference will be simultaneously translated into English and German.

We are looking forward to welcoming you on 4/4/19 in the region Zwickau: engine of industrial production in Saxony, beating heart of industrial culture and central venue for the Saxon Exhibition Industry-Culture-People 2020.

If you want to know more about the InduCult2.0 project: www.inducult.eu.

Note: The conference will be framed by an internal partnership meeting open to project partners and their stakeholders. This partnership meeting will take place on 3+5/4/2019.