



PRELIMINARY PROGRAMME

FINAL CONFERENCE INDUCULT2.0 – 4/4/19

INDUSTRY – IDENTITY – IMAGE: INDUSTRIAL REGIONS DISCOVER THEIR CULTURE

Update 27/2/19

9.00 – 12.30

MORNING PROGRAMME

Venue: August-Horch-Museum, Zwickau, Conference hall

Morning moderation: Ina Klemm (Tourism Region Zwickau)

8.30

● Registration

9.00

● Welcoming

Over the last 10 years, the district of Zwickau has been leading 3 successful INTERREG projects. The district officer of Zwickau, **Dr. Christoph Scheurer**, opens the conference by highlighting the regional relevance of this series, with a focus on the recent project InduCult2.0.

9.15

● Project Overview

InduCult2.0 is about a new view onto the culture of industrial regions. Project manager **Carsten Debes** (district of Zwickau) gives an overview on the project's aims, approaches and results.

9.30

● Key notes

The Transformative Power of Culture – a Unique Chance for Industrial Regions?

Prof. Sebastian Lentz (Leibniz-Institut für Länderkunde Leipzig, vice-president of the Leibniz Association) reflects with us on Industrial Culture as an innovative development approach in industrial regions.

A Progressive Regional Culture – a Location Factor for Industrial Business?

Holger Kühne (CEO of Aumann Limbach-Oberfrohna GmbH, tbc.) and **Torsten Spranger** (director of the Chamber of Commerce Chemnitz, branch Zwickau) talk about the role of culture regarding entrepreneurial activities, personal commitment and sustainable success.

10.15

● Break & press conference

10.45

● Inputs: Regions Discover their Industrial Culture

(1) In a series of lectures, expert comments, and audience feedback, the project partners present how Industrial Culture has changed Central European industrial regions (with the regions of Zwickau, Upper Styria & Northwestern Bohemia as test cases). We learn how project results are taken up on the levels of the federal state of Saxony as well as the metropolitan region of Central Germany.

Speakers: **Astrid Modrack** (Weberag Glauchau) + **Judith Eittinger** (Culture association Vogtland-Zwickau) / **Dr. Dirk Schaal** (Cultural Foundation of the Free State of Saxony) / **Thies Schröder** (Project Group Industrial Culture of the Metropolitan Region Central Germany, Ferropolis GmbH) / **Gerfried Tiffner** (Styrian Iron Road - AT) / **Miroslav Makovicka** (County association of Local action groups of Karlovy Vary Region - CZ)

(2) You get to know structural approaches that were used to create common grounds in the InduCult2.0 partnership on Industrial Culture. Additionally, the future after the project is outlined via the foundation of the Central European Network for Living Industrial Culture and the new Central Europe project InduCCI.

Speakers: **Jörn Harfst** & **Danko Simic** (University of Graz - AT) / **Andrea Galeota** (Padova Chamber of Commerce, Industry, Craft and Agriculture - IT) / **Susan Endler** (Chemnitz Economic Development Agency)

12.30 – 14.00 LUNCH BREAK OFFERS

Apart from the museum's delicious food: Treat yourself to some activating fresh impressions! Visit the Bobbinet factory, work with us on the tree sculpture of Industrial Culture, or be impressed by exhibitions.

For more information see "Offers" at the end of the programme.

Share your insights with us on key challenges of Living Industrial Culture in debate sessions! Or get inspired in breakout-sessions by inputs on international and regional pilots and learn how Industrial Culture can have impact on regional development!

14.00 – 14.40

14.50 – 15.30

2 Debate Sessions on Key Challenges of Industrial Culture

Moderation: Gina Zimmermann (District of Zwickau)

Topics: In two consecutive debates we would like to approach controversial topics and discuss them with you. Share your experience and expertise for jointly thinking out of the box.

We intend to put forward topics such as:

- Does Industrial Culture exist outside museums?
- How can Industrial Culture relate to the industrial present and the future?
- Industrial Culture is a difficult topic in tourism marketing. Is it true?
- Is Industrial Culture part of everyday life? Can it be a region's identity?

Would you like to propose your own topic?

Send an e-mail to inducult2.0@landkreis-zwickau.de.

Both sessions will be translated in German and English.

Venue: Conference hall

2x2 Parallel Breakout Sessions for Best Practice Exchange

Moderation: Jörn Harfst (University of Graz - AT) & Andreas Wust (Leibniz Institute for Regional Geography - DE)

Topics: Expert teams mixed from the region of Zwickau and from InduCult2.0 partner regions give short input presentations on good practice examples for discussing gained experiences with you. Topics are:

- Festivals of Industrial Culture for more public awareness
- Cultural and creative communities as revitalizer for industrial buildings
- Educational cooperation between industrial museums, schools and enterprises
- Tourist cooperation between museums, enterprises and universities
- Mapping industrial tourism

Venue: Side rooms

Practicalities: Break-out sessions are synchronized with debates so interchange is possible in between.

15.30 – 16.00

Wrap-up

Moderation: Erwin De bruyn (STEBO – BE)

Let us harvest impressions of the day and see the final highlight of this conference: The unveiling of the tree sculpture.

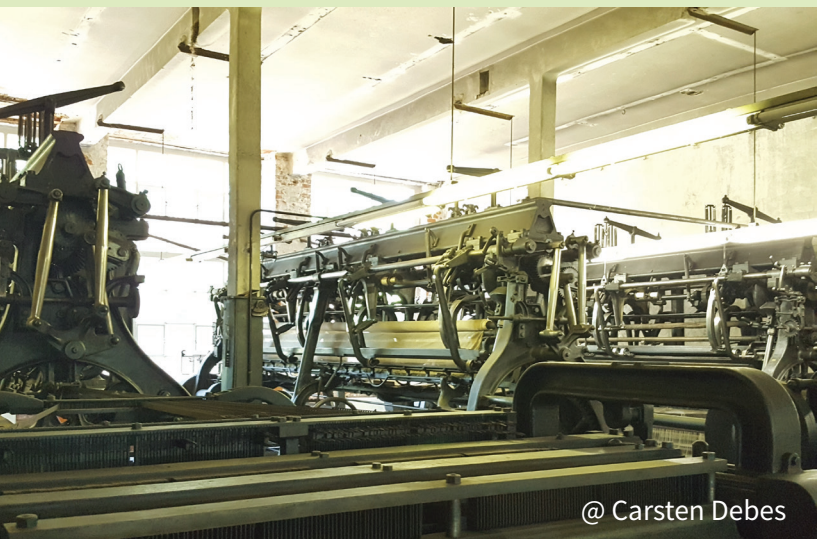
Closing comments by **Christophe Ebermann** (Central Europe programme, tbc).

Venue: Conference hall

16.30 – 18.00 POST CONFERENCE OFFERS

You can visit the August-Horch-Museum or learn about the Central Site of the Saxon Exhibition “Industrial Culture 2020”. Maybe you are up for some action? Experience the Industrial Culture of the Zwickau region by means of virtual reality or sculpture with us to further enlarge the tree of Industrial Culture!

For more information see “Offers” at the end of the programme.



OFFERS LUNCH BREAK

Visit the former Bobbinet Factory

1

Just across the street sleeps a beauty of industrial heritage: Probably unique in Europe, you can see 10 huge weaving machines as originally set up in 1908 that were producing lace until 1991 - each of these colosses being 12 m long, 3 m high and 9 tons heavy. If we are lucky, one of them might even wake up for us...

Practicalities: Meet at 13.15 at the entrance of the August-Horch-Museum for a short guided tour (DE). Max. number of participants: 15.

Sculpture Workshop

2

Test your forging skills and 3D talents and create your very personal leaf together with our blacksmith! Your leaf represents your connection with the industrial past, present and future. It will become part of an impressive artwork shaped like a tree. Branches were already produced in Poland, Austria, Czech Republic, Croatia, Slovenia, Italy, and Germany.

Practicalities: Meet at 12.30 or 13.15 at the workshop site (tba) for crafting your own contribution to the sculpture (DE and EN). Max. number of participants: 2 x 5.

InduCult2.0 Partner Poster Exhibition

3

Take a closer look at the InduCult2.0 partners from Germany, Czech, Austria, Poland, Italy, Slovenia, Croatia and Belgium: You can learn about the partners and their actions on 9 individual posters. The posters are also available throughout the whole conference day.

Practicalities: Between 13.30 and 14.00, meet representatives of the InduCult2.0 partner regions at their posters (EN, partly DE).

Exhibition "Industrial Heritage Panorama Street Views"

4

Be surprised by unprecedented industrial heritage panoramas. This photo work by the artist Jörg Dietrich (Leipzig) allows for the first time to see inside and outside facades of regional industrial architecture without twisting your head.

Practicalities: Throughout the day, a panorama street view is exhibited in the conference hall. Meet the maker between 13.30-14.00 at the exhibit (DE and EN).

A slide show of further examples runs during the break in the conference hall.

Experience Industrial Culture of Zwickau Region by Means of Virtual Reality

5

Put on VR goggles for travelling through the best places of Industrial Culture region Zwickau or learn about the making-of. By the way: This product is partly an outcome of InduCult2.0, presented by the Tourist Region Zwickau.

Practicalities: Come to the conference hall for taking a look through VR goggles (DE and EN).

OFFERS POST-CONFERENCE

Visit the August-Horch-Museum

1

Right on the ground of the former Audi factory, at the origin of great automotive history, the August Horch Museum is located today. See, hear and smell the spirit of the pioneers and their inventive genius of more than a century of automotive production in Zwickau.

Apart from the automotive history, you can also learn about the recent development: In 2018, the August-Horch-Museum extended its exhibition focus to the present and future of automotive industry in the region – with all its challenges and opportunities.

Practicalities: Meet at 16.30 at the entrance of the museum for guided tours (DE and EN).

Visit the Central Site of the Saxon Exhibition „Industrial Culture 2020“.

2

Just aside of the museum, the Saxon exhibition in 2020 will have its central site. You will learn what you can expect to experience there a year later.

Practicalities: Meet at 16.30 in the conference hall for a guided tour to the venue next to the museum (DE and EN).

Sculpture Workshop Continued

3

See description in lunch time activities

Practicalities: Meet at 16.30 or 17.15 at the workshop site (to be announced) for crafting your own contribution (DE and EN).

Max. number of participants: 2 x 5.

Experience Industrial Culture of Zwickau Region by Means of Virtual Reality

4

Put on VR goggles for travelling through the best places of Industrial Culture region Zwickau or learn about the making-of. By the way: This product is partly an outcome of InduCult2.0 presented by the Tourist Region Zwickau.

Practicalities: 16.30-18.00: Come to the conference hall for taking a look through VR goggles (DE and EN).