



# TRANSFERABILITY STUDY

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## INTRODUCTION

Industrial heritage includes all tangible remnants of the technological and industrial past of human civilisation. In addition to architectural heritage, such as abandoned factories, industrial heritage also includes ancillary warehouses, infrastructure and workers' settlements. Most European cities face the challenge of having underused industrial heritage buildings, which on the other hand provide important evidence of an area's history and identity. Revitalisation of industrial buildings of extraordinary cultural importance requires synergistic work of various stakeholders, such as experts, local authorities and local communities or citizens.

The purpose of the REFREsh project (Rural revitalisation for cultural heritage) is the revival of abandoned industrial heritage sites with the aim of transforming them into sites useful to the community. The project involves ten partners from five Central European countries who have joined to improve the management of urban areas.

In addition to the preparation of five action plans and five strategies for involving creative industries and the development of different concepts for reusing industrial heritage in pilot cases, the project's objective was to produce a transferability study. The study summarises five examples of revitalisation of industrial heritage, describes the pilot actions performed in these buildings, and provides findings of activities carried out and recommendations for the revaluation of cultural heritage.

The REFREsh project is co-financed by the European Regional Development Fund and is implemented under the Interreg Central Europe programme.



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## 1 SAXONIA - Standortentwicklungs- und -verwaltungsgesellschaft mbH

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### 1.1 Investment

Saxonia planned to transform the Huthaus, located in Freiberg, Germany, into a cultural and creative contact point and networking spot for the creative scene and stakeholder of any activities within the development of the UNESCO world heritage site “Historischer Hüttenstandort Muldenhütten”. The objective was to create space for creatives, who can rent rooms for exhibitions, workshops, offices and other events for only paying the additional costs, and stakeholder of historic and cultural projects related with the mining history. Additional to that the Huthaus can serve as base for future initiatives and projects to host workshops and events.

With a project budget of 45.000€, the renovation of 127.56 m<sup>2</sup> floor space was executed: entrance room, exhibition and workshop room, three office units and sanitary facilities. They also bought interior equipment.

### 2.1 Pilot actions

Three pilot actions, a transnational photo exhibition, a dialogue forum and a geocache, were hosted by SAXONIA to test and examine the pilot investment, the cultural and creative contact point at Huthaus, as well as advertise the project REFREsh and the revitalized site Huthaus. The pilot actions were hosted between July 2020 and September 2020 by SAXONIA. Due to the ongoing COVID-19 pandemic, the actions were implemented as a mix of physical events and digital solutions, in form of produced videos of the event/exhibition. Nevertheless, the pilot actions were perfectly suited to bring interested people and stakeholder together and create new ideas and opportunities for the cultural and creative scene. The pilot actions were a good way to test the revitalized site and the pilot investment itself for future events and workshops. Different stakeholder and authorities were able to see the creative and cultural contact point and its activities. This test phase advertised the contact point and convinced the stakeholder and authorities to cooperate even more in the near future. It can be expected that thanks to REFREsh and the revitalization and reuse of the Huthaus, new ideas and opportunities will follow for the historic area “Historischer Hüttenstandort Muldenhütten”, in which the Huthaus is located in.

### 3.1 Lessons learned and transferability (peer review)

The already conducted pre-investment concept, peer reviews and the planned pilot actions, which were known from the beginning of REFREsh, gave Saxonia the chance to prepare the events and target the establishment of the cultural and creative contact point. Pilot actions have partially a very high transferability. The practice and results of the pilot actions can be transferred to other territories and future stakeholders in Germany or other European or even worldwide regions.



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The major lesson learned was that having a common theme over all pilot actions is a big advantage at marketing and promotion as well as include stakeholders more easily. All this is transferable to others, and not only in the field of reutilization of industrial heritage.



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## 2 Local Government of Komló

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### 2.1 Investment

The investment in Komlo, Hungary, was mainly about the accessibility of the library and museum collection and the creation of an exhibition hall of a former communist headquarter. The investment was completed in the second quarter of 2020. The investment had three important elements:

1. Demolition work, design of accessible restrooms, thorough reconstruction of the exhibition space, which included modernization of the electrical network, complete renovation of the floor, painting of the hall, demolition of the partition wall, replacement of luminaires and construction of an elevator shaft with a complete it became necessary to close and remodel the corridor.
2. In the second step, the barrier-free elevator was installed in its place, where both the blind and the visually impaired were thought of, and the inscriptions were also written in Braille.
3. The third step contained purchase of the storage and exhibition furniture, tables and chairs, curtains, a projector and a modern projection screen, among others.

A project budget of 82.124,28€ was available for these measures.

### 2.2 Pilot actions

Pilot Actions foreseen include an international photo exhibition, a craft demonstration, and a film event. Due to the ongoing COVID-19 pandemic, the actions were implemented as a mix of physical events and digital solutions, in form of produced videos of the event/exhibition. A video about the photo exhibition was made in Hungarian with English subtitles, which tried to reproduce the experience by conducting an interview with the Hungarian photographer. The second event was the craft exhibition. Several exhibitors were invited and a film was also made about it. There was a potter, horsehair jewellery maker, leatherworker, gingerbread maker, etc. In a produced film, all the artisans were interviewed. Finally, a film event could be hosted with a limited amount of visitors. Unfortunately, the impact of the three pilot actions was more limited during the pandemic situation, as people's attention was focused on different issues.

### 2.3 Lessons learned and transferability (peer review)

That there was a need and demand for the exhibition space it was obvious already at the beginning of the project. But in the implementation of the project was established that accurate planning is one of the most important step in the field of investments and organization of the pilot actions. Peer reviews helped to learn and exchange knowledge and to acquire new skills. Regarding the



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transferability it was gained so much knowledge that lessons learned can be helpful “tool” for others. Partners pointed out that this former communist party headquarter has the great opportunity to become an important cultural centre. First of all, it has a very good location, in the middle of a town, and secondly, the building is already well known and important for local community because it is used as the library, museum and place for events. The main risk though is the decrease of the population, the aging society and the decreasing revenue of the Municipality which won't be able to support such institutions in the future. But with this kind of project Komlo can be example for others cities with similar problems and a way to fight against the migration of young people. One more important thing partners mentioned was importance of good financial planning in the examples like this were reutilization is made on the old building with lot of outdated weathered plumbing and electricity system.



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## 3 Municipality of Piran

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### 3.1 Investment

The Municipality of Piran, Slovenia, is the owner of the salt warehouse Monfort in Portorož, built between the year 1824-1838. "Monfort" is a massive building with the dimensions of an industrial hall. The subject of investment and placement of new content was the partition two from the direction of Piran, so-called part B, the size of 445 m<sup>2</sup>. A project budget of 63.000€ was available for the realization.

The investment for renovation of the space consisted of removal of the asphalt flooring and construction of a new concrete reinforced floor, new electrical installations, manufacture and installation of mobile wooden walls. The space is used for various activities as an indoor event area, ready to host all kinds of different cultural events. The use of space started after the conclusion of all works in May 2019.

### 3.2 Pilot actions

The Municipality of Piran implemented its Pilot Action in the renovated space, a multipurpose space for cultural events, photo exhibitions, presentations of local products/crafts with involvement of trade/service scene and ceremonies. Due to the ongoing COVID-19 pandemic, the actions were implemented as a mix of physical events and digital solutions, in form of produced videos of the event/exhibition. Three event were held in the Monfort:

1. FONS ISTRIANO - The October Festival of Our Flavors (11.-12.10.2019), cultural event about Istrian culture, tradition and local gastronomy.
2. TRANSNATIONAL PHOTO EXHIBITION (24.7.2020) which showed the industrial and work traditions from the five regions of the project partners and can be viewed also in the international digital catalogue and as a virtual exhibition.
3. HOMEMADE FROM ISTRIA (11.09.2020): exhibition for local products/crafts. At the event local delicacies, Istrian crafts, Istrian folk costumes, dance and music and maritime heritage was presented to the public. Due to limitations aimed at preventing the spread of SARS-CoV-2 there were some limitations on the number of visitors allowed at the events.

### 1.3 Lessons learned and transferability (peer review)

The whole idea of giving an unused space a new content is easily transferable, as well as to those with different spatial, economic and cultural conditions. The important thing is that the local community is involved in the planning of the contents of the renovated space and that it is in line with the strategies of the local community and region. The main lesson learned in implementing and





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developing the idea of the integration of the building restored in the local cultural and creative scene is that it is fundamental to share every step with stakeholders and final users. Partners see the investment important not only for tourists, but also for improving the community life and identity of local residents. One of the partners pointed out importance to keep the process sustainable and optimal with creation of some kind of platform that could keep the flux of communication, cooperation and innovation alive. The activities that were implemented in the renewed chamber three of the warehouse are not so linked to the specific territorial area and deal with topics that could be interesting for the general public of the majority of the European social and territorial contexts, so very transferable and replicable. The partners had some concerns regarding the financial risk for the planned investment and future maintenance.



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## 4 Municipality of Castello di Godego

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### 4.1 Investment

The old store in Castello di Godego, Italy, is a three-storey building of 242m<sup>2</sup> surface at the floor level, while other two levels (underground, second level) are 180m<sup>2</sup> wide each. With a project budget of 58.600€, the ground floor level was transformed in a cultural hall for the community and creative scene, where creative actors and associations can meet and organize cultural events and creative activities and meet other actors of the territory (industries, trade, service providers, etc.).

The project envisaged changing the use of the ground floor of the municipal warehouse to multi-purpose rooms, to insert local cultural activities of the territory and allow the realization of meetings, events, and other initiatives related to the cultural-recreational field.

The requalification project has allowed to obtain:

- two multi-purpose recreational rooms of 26 square meters and one of 60 square meters;
- two new toilets, one of which is for disabled people.

The works carried out were divided into building and plant engineering works which started on December 2018 and ended in June 2019.

### 4.2 Pilot actions

The Municipality of Castello di Godego tested the reutilization concept of the warehouse into a cultural hub by means of three types of activities with the objective of showing that the restored building could become a cultural hub, a place where many types of cultural activities could be carried out and where the local cultural tissue could find new way and opportunities to share initiatives, ideas and projects. Due to the ongoing COVID-19 pandemic, the actions were implemented as a mix of physical events and digital solutions, in form of produced videos of the event/exhibition. Pilot testing were:

1. TRANSNATIONAL PHOTO EXHIBITION- An international photographic exhibition has been set up with the participation of 30 works from the 5 European partner countries of the project. The aim of the exhibition, presented in each of the partner countries, was to take visitors on a discovery of old crafts, artistic work, abandoned industrial sites and traditions of work. For the Municipality of Castello di Godego, three photographers took part in the exhibition. The 2nd July 2020 there were the film making of the exhibition that is now available on the Municipality website, facebook page and on you tube.
2. ART WORKSHOP-EXHIBITION FROM TRADITIONAL CRAFTS - Two workshops-exhibitions were set up, one of restoration and one of jewelry with creative



reuse of cutlery and guitar strings during which it was possible to admire the creative moment of the two masters.

The 9th July 2020 there were the film making of the exhibition that is now available on the Municipality website, facebook page and on you tube.

3. **MUSIC WORKSHOP** - A music exhibition was carried out with an open guitar lesson followed by a full performance of the song “High Hopes” accompanied by a dance-movement performance. A number of 27 people participated to the event even if the restrictions due to the COVID-19 emergency have significantly restricted the capacity of the room.

#### 4.3 Lessons learned and transferability (peer review)

The pilot action developed in Castello di Godego has a very high transferability potential. The elements giving this result are essentially based on following aspects:

- **Type of building:** the old warehouse is a functional type of building and similar ones can be found all over Europe. The works carried out in the pilot area are easy transferrable. Considering that, this pilot action can be a beneficial reference point especially for all local authorities that want to change the current intended use of selected buildings;
- **Position of the building:** all-important facilities of the town are close to the investment place so it can be connected to other “functions” of the town in a natural way. The building is situated in the heart of Castello di Godego and that makes the place well accessible. Nowadays cities have often in their centers some spaces unused and that could have high potential in terms of becoming cultural hubs;
- **Networking with the local creative scene:** the interesting aspect to be transferred is the involvement of local cultural associations since the beginning in the definition of their needs in order to plan the structural intervention considering those needs and finally providing a better service and place to associations for their daily activities. Here Castello di Godego realized that in the process of the investment municipality was still working on the analysis of the actual local cultural scene. So lesson learned for them and other partners was importance of the content and needs of creative scene in advance and then planning investment and pilot actions.



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## 5 Municipality of Lokve

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### 5.1 Investment

Investment refers to revitalization of an Old technical house of dam in Lokve, Croatia, to cultural centre for working spaces and exhibitions. It's an international centre for examination of Gorski kotar and includes space for stay and work of international groups of creative scene. Works carried out were: roof works, central heating system and solar panels, wooden porches and equipment. The available project budget was 61.600€.

### 5.2 Pilot actions

Three pilot actions were implemented in the period from June to September 2020. Due to the ongoing COVID-19 pandemic, the actions were implemented as a mix of physical events and digital solutions, in form of produced videos of the event/exhibition.

#### 1. TRANSNATIONAL PHOTO EXHIBITION (19.06.2020)

The opening of the Transnational Photo Exhibition was held on 19th of June 2020 in the Lake Guardian House in Lokve. In total 30 photos were exhibited in Lake Guardian house in Lokve. To attract as many as possible artists, the Municipality of Lokve selected photos for the exhibition through the public call „Old Crafts, Art Working, Abandoned Industrial Sights and Labor Tradition of the Primorje-Gorski Kotar County “. Thirty-three authors applied with 153 photographs, from which the established committee chose six photographs by six authors. An on-line catalogue of the international exhibition was made. In catalogue all selected photos are presented. The catalogue was made in different language versions, combining English and local language (IT, SLO, HU, D, CRO).

In total 49 participants were present at the Exhibition opening, mostly locals, including the local public authorities, local support group members, local institutions and NGOs, independent artists as well as general public.

This type of Transnational photo exhibition was the first one set in Lake Guardian House in Lokve. It successfully engaged the creative scene, and was a unique opportunity and example to show the locals what was done in Lake Guardian House and how the House can be used in the future. The transnational photo exhibition was also documented and presented in the form of a video available on YouTube Refresh channel.

#### 2. WORKSHOP FOR TRADITIONAL CRAFTS (18.07.2020)

The region of Gorski Kotar has a long tradition of crafts in woodcarving and textile production. The workshop "The other side of the wood " was held on the 18th of July



2020 in the Lake Guardian House in Lokve. Renowned artist Tihana Karlović led the workshop. In total 9 participants took part in this workshop.

Participants made the sketches inspired by the views of the forest and lake in the House surroundings. After choosing the best illustration, participants transferred the drawing to wooden tiles cutting wooden stencils. In the third part of the workshop, participants printed matrices on various papers, fabrics, and canvas bags. The main goal was to explore the Lake Guardian House's visual identity through the graphic and printing process.

This workshop also showed that art and graphic could be practical as well since the end product was printed illustrations on various papers, fabrics, and canvas bags. It shows the combination of cultural and natural heritage have a great potential and can be useful source for different and unique products that can be put on the market.

### 3. INTERACTIVE EXHIBITION WITH CREATIVE ACTORS, TRADE AND SERVICE PROVIDERS OF TOURISM (17.06.2020 /14.07.2020 /19.09.2020)

Within the third pilot action, the first two workshops with creative actors, trade, and service providers of tourism were held on the 17th of June and 14th of July 2020 in the Lake Guardian House in Lokve. In total 16 participants were present on the first and 12 on the second workshop. The participants were divided into various groups with the task of creating the new potential products/ services in cooperation with the service and creative sector for different target groups: youth, seniors, local and foreign tourists. From 20 ideas the 4 were chosen and elaborated into products and presented on the second workshop. The themes of four chosen products were: Network of cultural-tourist and tourist routes, Offer for young people in the Lake Guardian House, The campfire manifestation and Gorski Kotar application for mobile devices. The third workshop in the form of an exhibition was held on the 19th of September within the open Industrial Heritage Day where final four tourism products in a state of posters were presented to a broad audience.

This pilot action aimed to develop interaction, cooperation, and co-creation of new tourism products in specific tourism types based on previous experience and knowledge, and can be seen as the beginning of creating collaboration between the creative and service, trade, and tourism sectors.

The workshops and Interactive exhibition were also documented and presented in the form of a video available on YouTube Refresh channel.

#### 5.3 Lessons learned and transferability (peer reviews)

The theme of the exhibition, the representation of industrial and work traditions, showed the locals that all the participating five regions from Germany, Italy, Slovenia, Hungary, and Croatia have a lot in common, such as abandoned industrial heritage looking for the new use and work traditions that are similar in all the selected regions showing unity and shared identity. Partners pointed out that generally, outcomes of the three pilot actions can be transferred easily to the other project regions, especially to the rural areas, and partners can learn from each other to find the best use for their revitalized buildings. Moreover, the proposed actions can be even more interesting in rural areas similar to the one of Lokve because the small town will have now the



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possibility to implement the proposals both for local citizens and for tourists in order to revitalise the cultural activities and to deseasonalize the tourism. The weakness partner see is only in the insufficient number of parking, however this can be solved by organized transport. But again this requires additional resources.



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## 6 Findings on implemented project partners activities

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### SAXONIA:

- Pilot actions are needed to identify demand.
- Geocache was a good example for advertising the area and test phase to measure demand for more geocache with intend to introduce the site to stakeholders in playful way.
- Having a common theme over all pilot actions is a big advantage at marketing and promotion as well as include stakeholders more easily.
- Due to worldwide situation related to COVID -19 pilot actions were carried out digitally but according to the poor response to video presentations physical contact cannot be replaced.

### MUNICIPALITY OF KOMLÓ:

- The amount of investment expenditures exceeded the planned budget.
- Communication with stakeholders from the beginning of the operation/actions/activities is with big importance.

### MUNICIPALITY OF PIRAN

- The amount of investement expenditures exceeded the planned budget.
- It is fundamental to share every step with stakeholders and final users. Municipality of Piran should involved stakeholders at the application stage.
- Entrepreneurs should be involved and a long-term financial plan made.

### MUNICIPALITY OF CASTELLO DI GODEGO

- The amount of investment expenditures exceeded the planned budget.
- Large communication campaign produced collaboration between public and private sector and showed importance to have a continuous and constructive dialog with stakeholders.
- Collaboration with subjects that are very well familiar with the territory allows to attract the interes tof general public.

### MUNICIPALITY OF LOKVE

- The amount of investement expenditures exceeded the planned budget.
- The locals participating in three pilot actions were the essential element that made the Pilot actions successful.
- The involvement of knowledge external experts was of the great importance for successful implementation of the workshops.



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## 7 Conclusions

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### FINDINGS AND GUIDELINES:

- Planned investments or maintenance work in some cases exceeded the costs estimated at the time of project tendering due to economic conditions and higher construction prices/ it is necessary to take into account the intermediate time between application and actual implementation/ the financial construction must be well planned with all risks in mind.
- One of the partners notes that more active involvement of various stakeholders would be needed already at the project tendering stage/ stakeholder involvement from the outset.
- That the involvement of various stakeholder groups, especially the locals, is crucial in achieving the goal of internalising the identity of the area/ such projects are a tool for recognizing the identity of the area.
- That the involvement of various stakeholders in the project implementation process helped to understand the amount of expenses required for the maintenance of buildings of cultural significance/before revitalization a longterm financial plan and management plan must be done by experts.
- that the project partners gained experience in understanding and integrating the issues of cultural creative industries/ review and examples of good practice and implement them in your plan before starting the revitalization.





## RESOURCES

- OUTPUT FACT SHEETS of all PPs
- TEMPLATES OF PEER REVIEW of all PPs