

FACE-LIFT

MARTIN-HOOP-SHAFT IVA, ZWICKAU

Implementation

Version 1
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T4.3.4



RP 5



Responsible Partner: District of Zwickau



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Abstract

The following document summarizes the improvement of the outward appearance of the Martin-Hoop-Shaft in Zwickau through street art (graffiti). The former mining area is now the location of an industrial quarter. The Martin-Hoop-Shaft is the bridge to the roots of the industrial companies that are producing there now.

The redesign of the shaft is implemented within the Central Europe project InduCult2.0 (www.inducult.eu). The face-lift of industrial quarters by using the design potential of creatives is one measure to improve interaction between producing industry and creative communities.

1. Project Context

InduCult2.0 connects non-metropolitan regions in Central Europe with a strong industrial past and presence and which are going through transformation processes. These regions have a specific industrial culture manifested through specific skills, values, traditions as well as tangible artefacts.

In the frame of InduCult2.0 the past, present and future regional industrial culture should be identified and used as a location factor. InduCult2.0 has the objective to

- establish the idea of a living industrial culture
- promote and re-invent the specific culture of industrial regions
- strengthen industrial regions by fostering pioneer spirit

8 regions in Germany, Austria, Belgium Italy, Czech Republic, Slovenia, Croatia and Poland as well as two scientific partners are working together to develop and implement measures to reach these objectives.

Work package T4 is dedicated to “Fostering creativity and innovation in the environment of industry and its remains”. One of the actions within T4 is T4.3.4 “Measures for improved exterior appearance of industrial quarters”. The District of Zwickau’s contribution to this action was to face-lift an industrial quarter around the former Martin-Hoop-shafts using the design potential of creatives.

2. Introduction

The former mining area is now the location of an industrial quarter. The Martin-Hoop-Shaft is the bridge to the roots of the industrial companies that are producing there now.

The shaft is part of the company premises of MSB Metall- und Stahlsystembau GmbH (a company that produces metal- and steel systems), situated in the industrial zone at the crossroad B173/S286. The ground storey of the shaft is now used as production hall by MSB.



The District of Zwickau (InduCult2.0) received external support for the art work implementation by Thomas Dietze, project manager of the local based, yet internationally renowned graffiti and street-art festival Ibug.

This action was implemented following the proposals of a respective concept elaborated in 2017. This concept described the location, facts and figures, design potential, cost estimations, intended procedure. It also outlined contractual relations.

3. Objective

In line with the action description of T4.3.4 in the InduCult2.0 work plan, the district of Zwickau aimed at applying a „face lift“ to one of its industrial quarters, i.e. improving the exterior appearance of it by using the design potential of creatives.

After intensive search for an appropriate location, it was decided in the concept phase to design the southwestern wall of the Martin-Hoop-Shaft IVa with a graffiti. The artistic subject was to be related to the concept of „Living Industrial Culture in the District of Zwickau“.

Objective of the implementation phase was to invite artists for design proposals, run a selection process together with local experts and apply the design to the wall.

4. Applied Approach

4.1 Specifications

The design proposals should consider the following specifications (see 8. Annexes, PP1_English Summary_T4.3.4_annex_specification of services for artists.pdf):

- Facts: former shaft Martin Hoop IVa / tallest industrial building in the region Zwickau, made of ferroconcrete / stairs and lift up to 46 m above ground / roof access via metal stairs and



ladder / building years: 1959-1964 / sizes: ca. 24 x 16 x 60 m (l x w x h) / work space: 19 x 30 m (l x h) and 16 x 30 m (l x h) / facade surface total: ca. 4.800 m² / volume: ca. 10.500 m³ / current use: ground floor: production of ferroconcrete elements, roof: mobile radio telephone transmitter

- Content: The art work should reflect on the importance of industry for the past, the present and the future of the regional culture. For centuries the landscape and the culture of the region have been formed by industry. Historically relevant is coal mining, industries today are automobile industry, mechanical engineering and textiles. At the moment the region experiences another industrial transformation. This transformation has a large impact on the people, the culture, the architecture and the image of the region of Zwickau. The art work should consider this broader context as well as the specific site.
- Design colours preferably white / grey / black (neighbouring buildings made of brick under monument protection)
- Design proposal for graffiti on southwestern wall (16 x 30 m, ca. 480 m²), draft of design proposal for graffiti on adjacent northwestern wall (19 x 30 m)
- Text with description of the concept and information on possible implementation / technical aspects
- Costs estimation (budget max. 15.000 €)
- References
- Declaration of transfer of usage rights

4.2 Process of Selecting the Artist

Preselection

The artist selection started with an internal preselection moderated by Thomas Dietze together with staff of the district and the company MSB resulting in 5 artists invited to hand in a design proposal.

Finally, 4 design proposals were submitted (see 8. Annexes, PP1_English Summary_T4.3.4_annex_1st jury meeting 06062018.pdf):

Never2501 is a Milan-born artist whose works are abstract shaped compositions of black and white forms, which the artist combines to create a sense of motion, of non stop gesture. With the draft of Martin-Hoop shaft IVa in Zwickau, 2501 wants to underline the perpetual motion of the vibrant history of Zwickau area, suggesting connection with the underground, nature and architecture of industrial spaces.

Flamat (Christoph Steyer) is based in Leipzig. Flamat has an illustrative approach to address the history of the region, namely the mining industry, and the specifics of the surrounding buildings. In his work he creates a miniature world with a mystic and atmospheric character which draws the viewer in.

Liqen handed in three drawings of high quality. In a surreal setting they show small people climbing on deformed gear wheels. Technical objects are also strewn in. Unfortunately, the artist



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was not able to expand his ideas or his application documents. The proposal of Liqen was not taken into consideration because it was incomplete.

Loomit (Matthias Köhler) is based in Munich. Loomit's design shows a fanfold-like frame for a variety of scenes that refer to Zwickau's industrial past, geography and its municipal coat of arms. It's supposed to float across the wall of the tower on a large drop shadow.

Jury

To evaluate the proposals and to select a design two jury meetings took place. The jury consisted of MSB company (1 vote), District of Zwickau (1 vote), external expert Thomas Dietze (1 vote), City of Zwickau (1 vote), Art Collections Zwickau (1 vote), "Tasso" renowned local graffiti artist (1 vote, only first meeting), Culture Region Vogtland-Zwickau (1 vote).

All design proposals were presented to the jury by the external art critic Jens Besser.

1st Jury Meeting, 6th June 2018, at MSB

The proposals were evaluated by using a point system (see 8. Annexes, PP1_English Summary_T4.3.4_annex_1st jury meeting 06062018.pdf, pp. 2-4). The evaluated aspects were: art, content, perception from a distance, option for further art work on the three other walls. Every aspect could get 1 (lowest evaluation) to 5 points (highest e.), the points for art and content were counted double. All points were added up to determine the highest sum which made the winner proposal.

Evaluation of the jury:

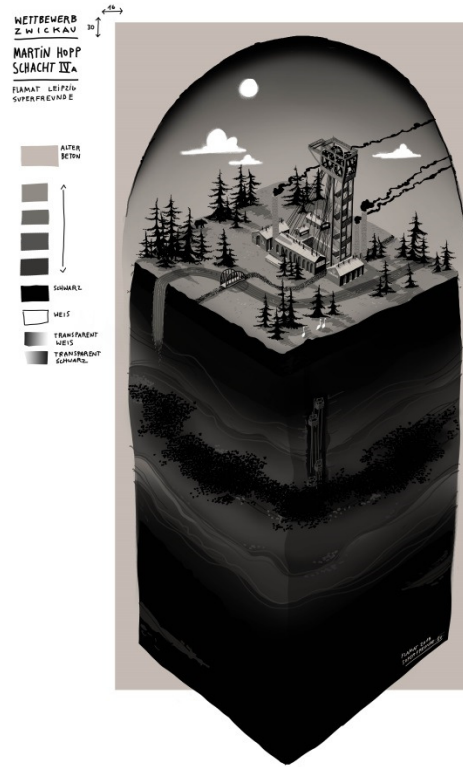
- Loomit 149 Points,
- Flamat 147 Points,
- 2501 122 Points

Because of the close result the jury decided to do a second round. Loomit and Flamat got the chance to rework their proposals (see 8. Annexes, PP1_English Summary_T4.3.4_annex_2nd jury meeting 26062018.pdf). The second jury meeting took place three weeks later.

2nd Jury Meeting, 26th June 2018, at MSB

The jury compared the two reworked proposals and decided to commission Flamat (Christoph Steyer) with his first proposal.

4.3 Selected Design by Flamat



The design addresses the history of the Martin-Hoop-Shaft IV, and of the region of Zwickau, and shows a shaft tower on top of a coal mine. The shaft tower is situated in a landscape that reminds of the Ore Mountains close to Zwickau. A river is winding around the shaft site. It is crossed by a bridge. The landscape is deserted apart from a bear, which alludes of the historical Ore Mountains, and three swans, the heraldic animals of the City of Zwickau. Of the people working there only footprints towards the bridge and then towards the shaft tower are present.

Flamat (Christoph Steyer) works as illustrator and designer, his roots lie in graffiti art. With his work in urban spaces he wants to invite people to stop and to linger, to be entertained und to be irritated. Flamat is based in Leipzig.

4.4 Working on the Wall

Before the graffiti could be applied to the wall, the company MSB cleaned and restored the façade of the shaft. This process, completely financed by the company, took from June till August 2018.

From 03. September till 19. September 2018, the artwork was applied to the southwestern wall by Tino Schneider, a fellow graffiti artist of Flamat with experience in working on large walls.

Tino Schneider worked on a hanging platform of 16m width. He used more than 150 litres of facade paint and more than 250 spray cans. The platform costs were financed by the culture agency Vogtland-Zwickau.



4.5 Timeline of Implementation

Until 14/04/2018	Notification of selected street artists on submitting design proposals, together with Specification of Deliverable (see 8. Annex)
12/05/2018	Deadline design proposals
June - August 2018	Cleaning and restauration of the walls of the shaft, conducted by MSB
06/06/2018	First meeting of the jury
25/06/2018	Deadline for reworked design proposals
27/06/2018	Second meeting of the jury
04/07/2018	Meetings with the artist Flamat
25/06-19/09/2018	Contracts with artist Flamat (continuing contact via telephone and email with the artist)
03/09-19/09/2018	Working on the southwestern wall of Martin-Hoop-Shaft IV
19/09/2018	Vernissage

4.6 Costs

(1) Cleaning facade, renovation of plaster:	50.000 €	<i>MSB</i>
(2) Art work:	17.000 €	<i>InduCult2.0</i>
(3) Scaffolding:	15.000 €	<i>Cultural Region Vogtland-Zwickau</i>
Total:	57.000 €	

5. Result

The selection process of the winning design took place in a transparent way involving regional actors and experts. The design was transferred to the wall resulting in a landmark-like mural that has already now perceived high media coverage (see 5. Evaluation).

Contracts are in place that the mural continues to exist after the end of the project for minimum 5 years. Additionally, no advertisement might be applied on the wall.

Branding obligations were met by integrating the project logo in the signature on the wall.



The artist at work on the hanging platform (author: Carsten Debes).



The mural, seen from the crossroads outside the MSB premises at the day of the Vernissage (author: Thomas Dietze).



The whole mural seen from the ground (author: Carsten Debes).



The InduCult2.0 logo in a close-up (author: Carsten Debes).

The process of bringing the art work onto the wall was also documented on film. The video includes comments by the shaft owner Mr Zampieri and the artist Flamat. The film by Sascha Quade of the initiative “So geht Sächsisch” is published on the “So geht Sächsisch” webpages <https://www.facebook.com/sogehtsaechsich/videos/2293316414232452/> and <https://www.youtube.com/user/sogehtsaechsich>.



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6. Evaluation / transnational value

Due to the size and the design, the action turned highly successful.

Project manager Thomas Dietze states with excitement: “There are few works of art on facades that are designed exactly for a place and its history. This mural is an outstanding example of a symbiosis between the history of the place and the building. Thus the work of art stands for the region and the work of the Inducult2.0 project.”

The owner of the Martin Hoop Shaft IVa, Mr Zampieri is very enthusiastic about the project. He has a personal connection to the shaft. In the former GDR Mr Zampieri learnt as an apprentice at the Martin Hoop Shaft. Later, after the re-unification of Germany, he founded the company MSB on the then derelict premises. He is more than happy with the result.

During the vernissage on 19th September 2018 Carsten Debes, head of InduCult2.0 witnessed the immediate impact of the artwork: “Right at the crossroad a car stopped, set the hazard lights and stayed there for a couple of minutes to gaze at the mural -how great is that!”

In our view, the shaft artwork has the potential to become an outstanding landmark of Industrial Culture not only for the region of Zwickau. It also serves as a best practice example for the InduCult2.0 partnership.

The image and identity effects are - measured along press coverage - substantial. Press coverage includes regional and nationwide press and television:

Regional press

<https://www.freiepresse.de/zwickau/zwickau/kunstprojekt-hat-begonnen-artikel10305018> (see 8. Annex, PP1_English Summary_T4.3.4_annex_press article freiepresse.de 06092018.pdf)
<https://www.freiepresse.de/zwickau/zwickau/auf-schacht-entsteht-kunstwerk-artikel10298221>
<https://www.freiepresse.de/zwickau/werdau/martin-hoop-schacht-wird-kunstwerk-artikel10298530>
<http://www.landkreis-zwickau.de/download/presse/09AmtsblattSeptember18.pdf>
<http://www.lvz.de/Region/Mitteldeutschland/Leipziger-Kuenstler-gestaltet-Foerderturm-bei-Zwickau>
<https://www.westsachsen.tv/bergbau-industriebranche-erhaelt-neues-outfit/>

Nationwide press

<https://www.welt.de/regionales/sachsen/article181567052/Alter-Foerderturm-als-Kunstwerk-Wandbild-entsteht.html> (see 8. Annex, PP1_English Summary_T4.3.4_annex_press article welt.de 18092018.pdf)
https://www.focus.de/regional/sachsen/kunst-alter-foerderturm-als-kunstwerk-wandbild-entsteht_id_9610058.html
<https://www.neues-deutschland.de/artikel/1101248.kunst-am-schacht.html>
<https://www.tag24.de/nachrichten/zwickau-muelsen-sachsen-kunst-kohleschacht-foerderturm-inducult-787469>
https://www.t-online.de/nachrichten/id_84468242/alter-foerderturm-als-kunstwerk-wandbild-entsteht.html
<http://www.hit-tv.eu/kunst-am-schacht-inducult2-0-erweckt-zwickaus-hoechsten-foerderturm-zu-neuem-leben/>
<https://www.rtl.de/cms/alter-foerderturm-als-kunstwerk-wandbild-entsteht-4223037.html>

The tested procedure can be used as a blue-print for other partners. A secondary transnational dimension was reached by inviting also international artists to offer an art proposal.



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7. Outlook / sustainability

Through contracting, the site owner is bound to keep the art work for min. 5 years after completion. The materials used on the wall allow a minimum duration of the artwork of 10 years even if sun and rain affect the paint and the ground.

Due to the trustful cooperation and great result, the idea is being discussed how further facades of the tower could be designed - thematically continuing with the story of industrial culture in our region: The aim is to work on the northeastern wall with a future-related motif in 2019. This would allow to further expand the idea of depicting past, present and future of industrial culture of the District of Zwickau and to complete the appearance of the shaft. Also, the interaction between producing industry and creative communities at this site would be able to continue after the end of InduCult2.0.

8. Annexes incl. picture documentation

Invitation to artists for proposals, incl. Specifications of services (file name: PP1_English Summary_T4.3.4_annex_specification of services for artists.pdf)

Powerpoint Presentation for 1st Jury Meeting on 6th June 2018 (file name: PP1_English Summary_T4.3.4_annex_1st jury meeting 06062018.pdf)

Powerpoint Presentation for 2nd Jury Meeting on 26th June 2018 (file name: PP1_English Summary_T4.3.4_annex_2nd jury meeting 26062018.pdf)

Example press coverage regional: freiepresse.de, 06.09.2018 (file name: PP1_English Summary_T4.3.4_annex_press article freiepresse.de 06092018.pdf)

Example press coverage nationwide: welt.de, 18.09.2018 (file name: PP1_English Summary_T4.3.4_annex_press article welt.de 18092018.pdf)