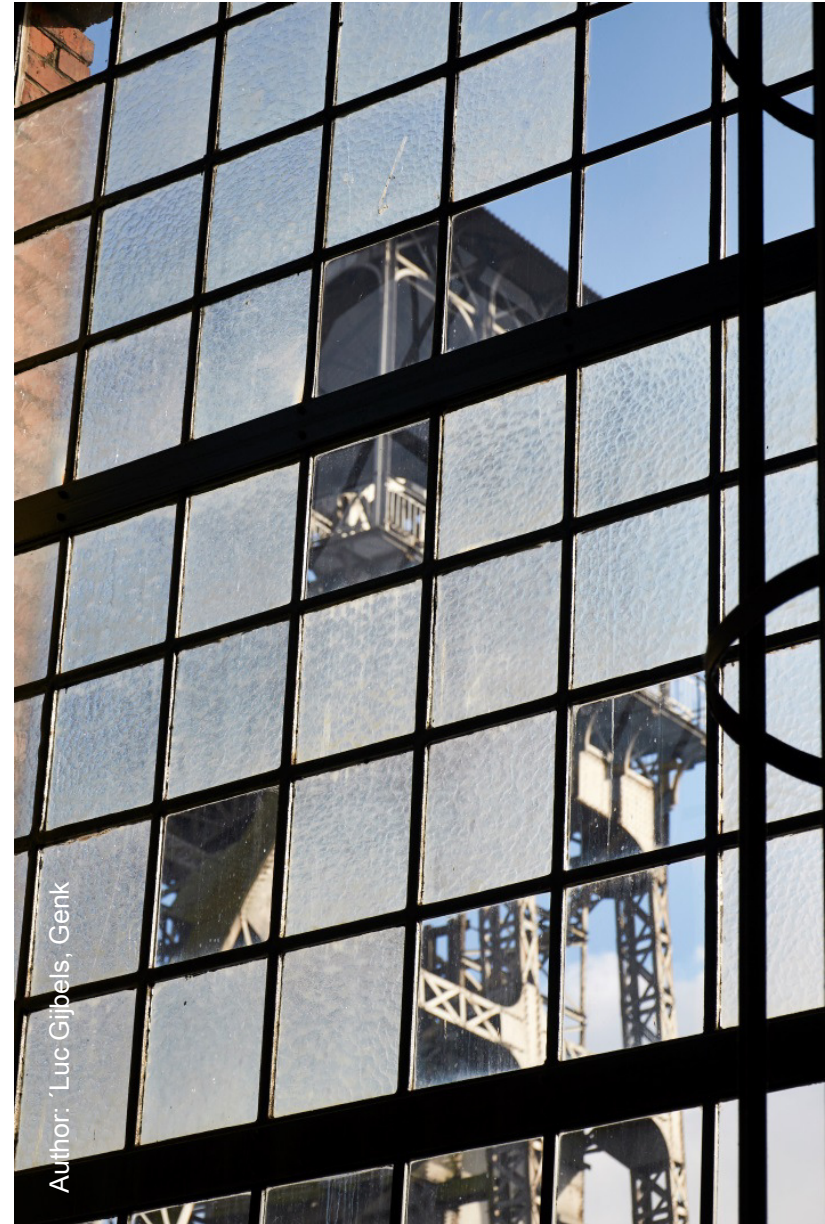


InduCult2.0:
Living Industrial Culture –
an innovative approach -
Gina Zimmermann, District of Zwickau,
Plzeň, 13.06.19

**This presentation was made for the
conference of the Industry Open Festival
(14.-16.06.19) in Plzeň (CZ)
<https://www.industryopen.cz/konference/>**



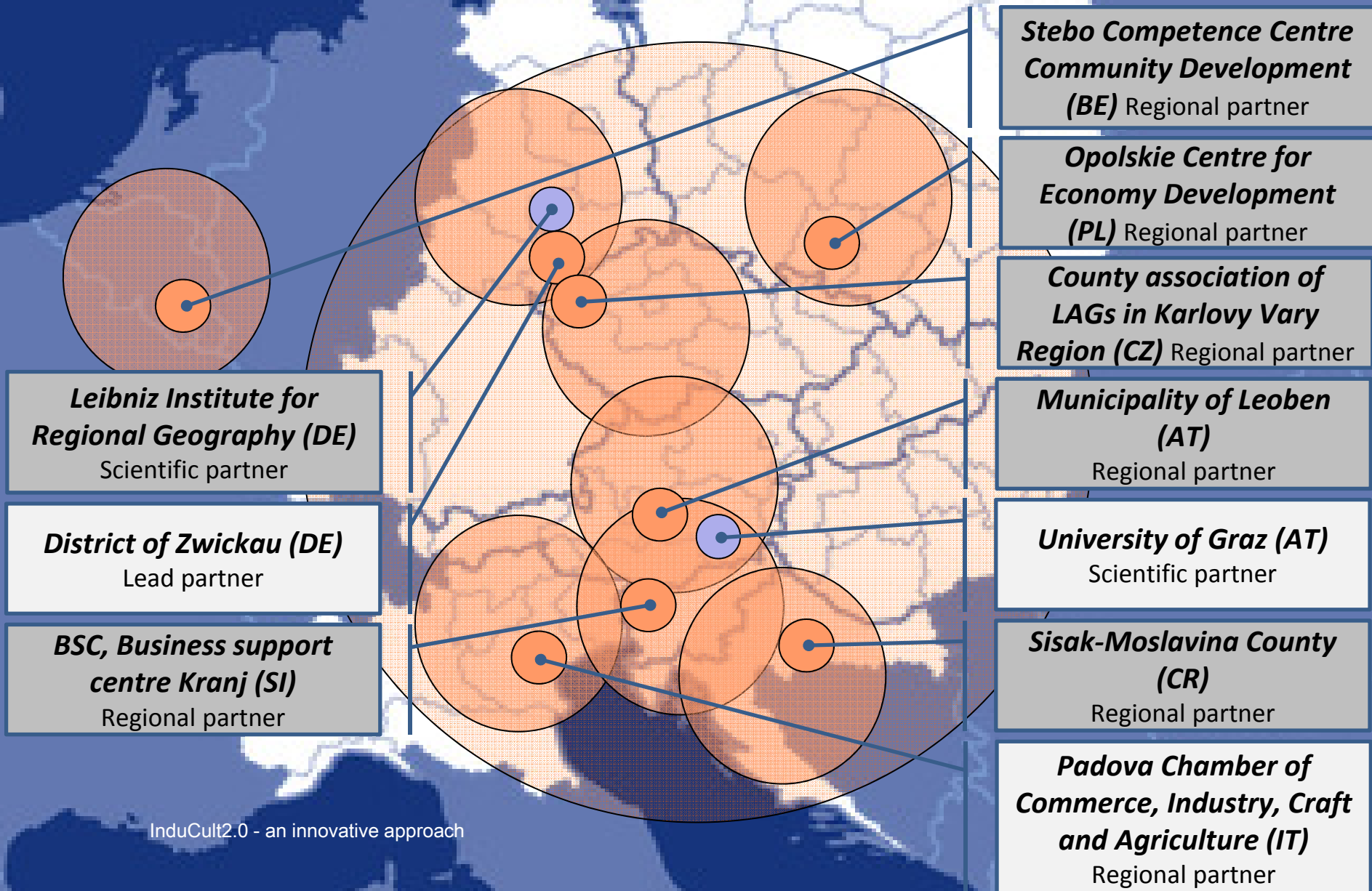
Start: Leoben, Austria, 2016



- Create a vision
- Find a common sense
- Define objectives

8 Regions as Pioneers for Industrial Culture

2 Accompanying Scientific Institutions



1. Focus Group Meeting in the District of Zwickau



Author: Katja Manz



Author: Katja Manz

Project Result: Festivals + Caravan Tour



>> www.facebook.com/Inducult2.0 <<

The Novel Understanding

Industrial Culture 1.0

„Golden past“

Retrospective

Heritage-focussed

Identity fixed

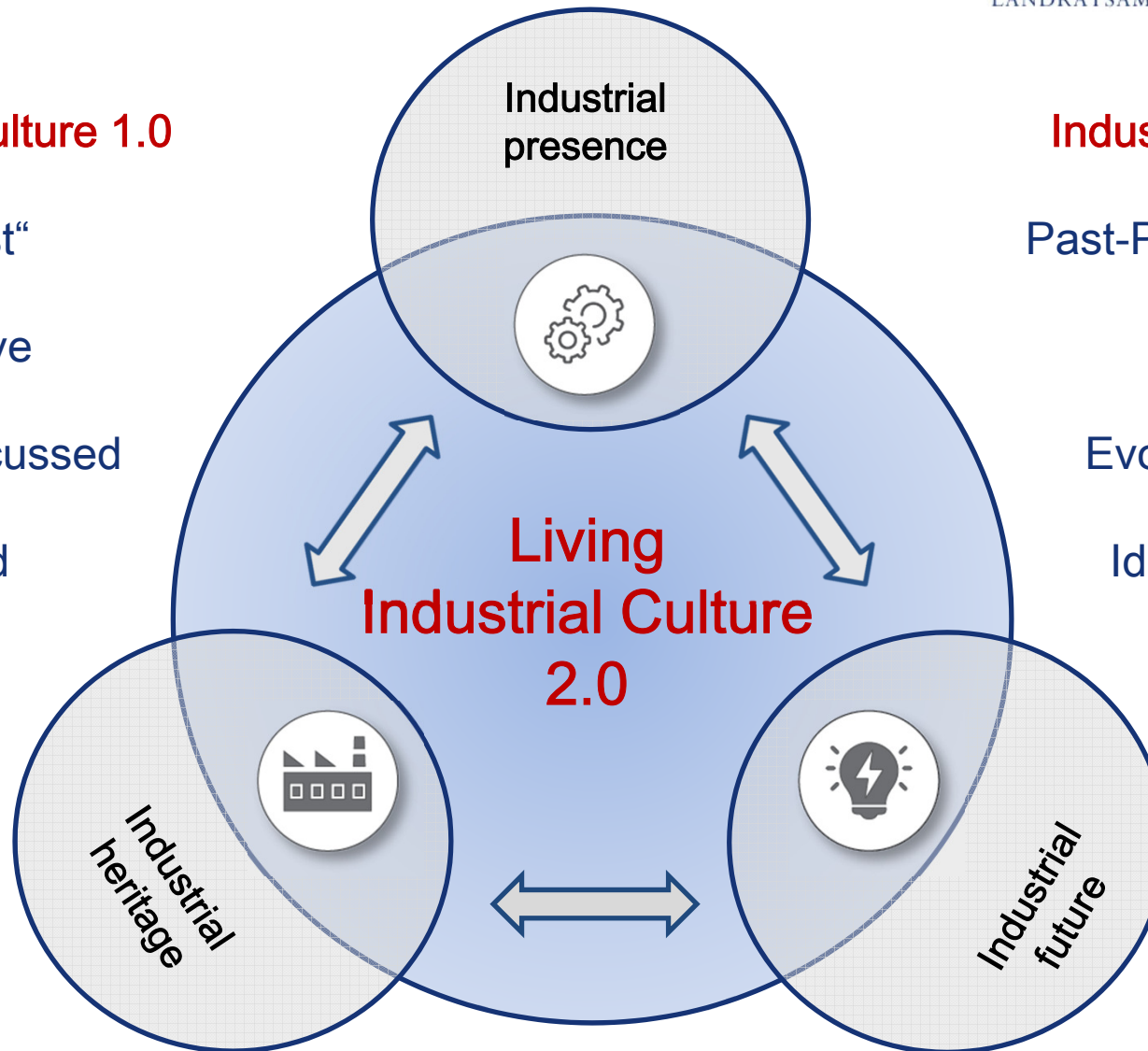
Industrial Culture 2.0

Past-Presence-Future

Dynamic

Evolution-focussed

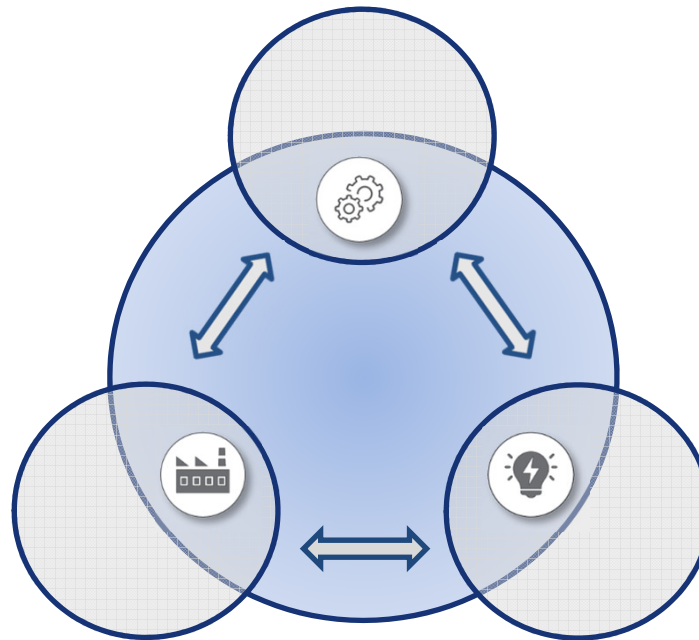
Identity adaptable



Industrial Culture 1.0 >>> 2.0

Industrial Culture 1.0 Heritage-focussed

- > Museums
- > Monuments
- > Traditions

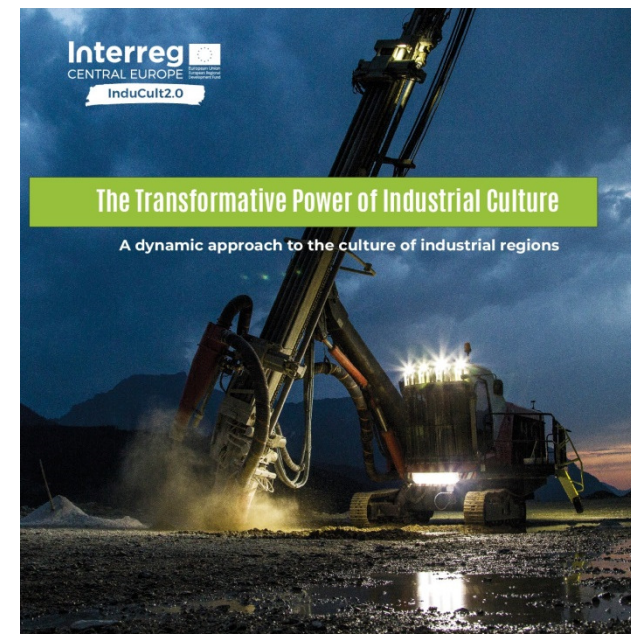


Industrial Culture 2.0 Past-Presence-Future

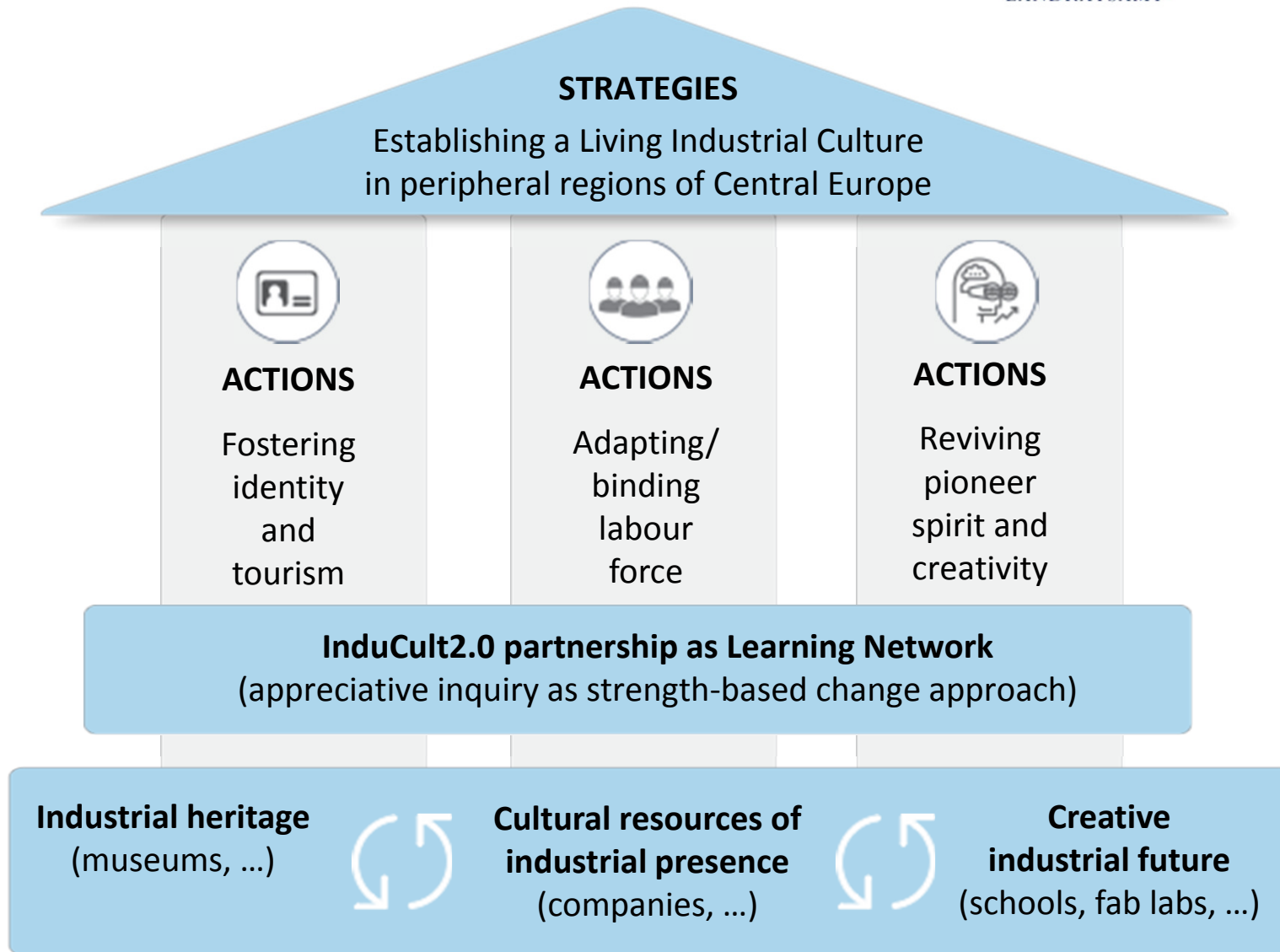
- > Museums, monuments
 - > Traditions
- > Producing factories
 - > Schools
- > Creative Places (Industry 4.0)



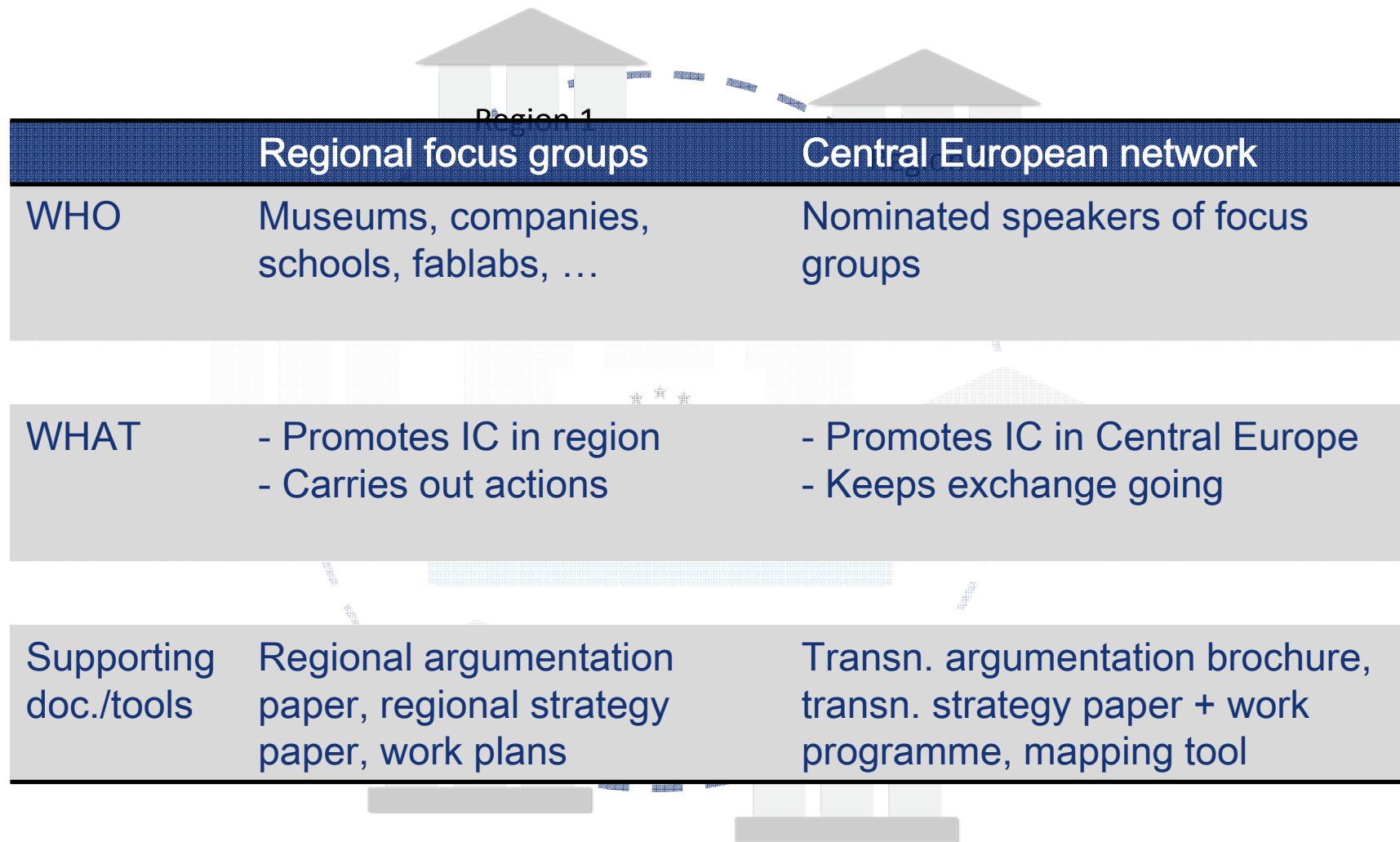
Project Result: Regional + Transnational Documents



Exploring Dimensions

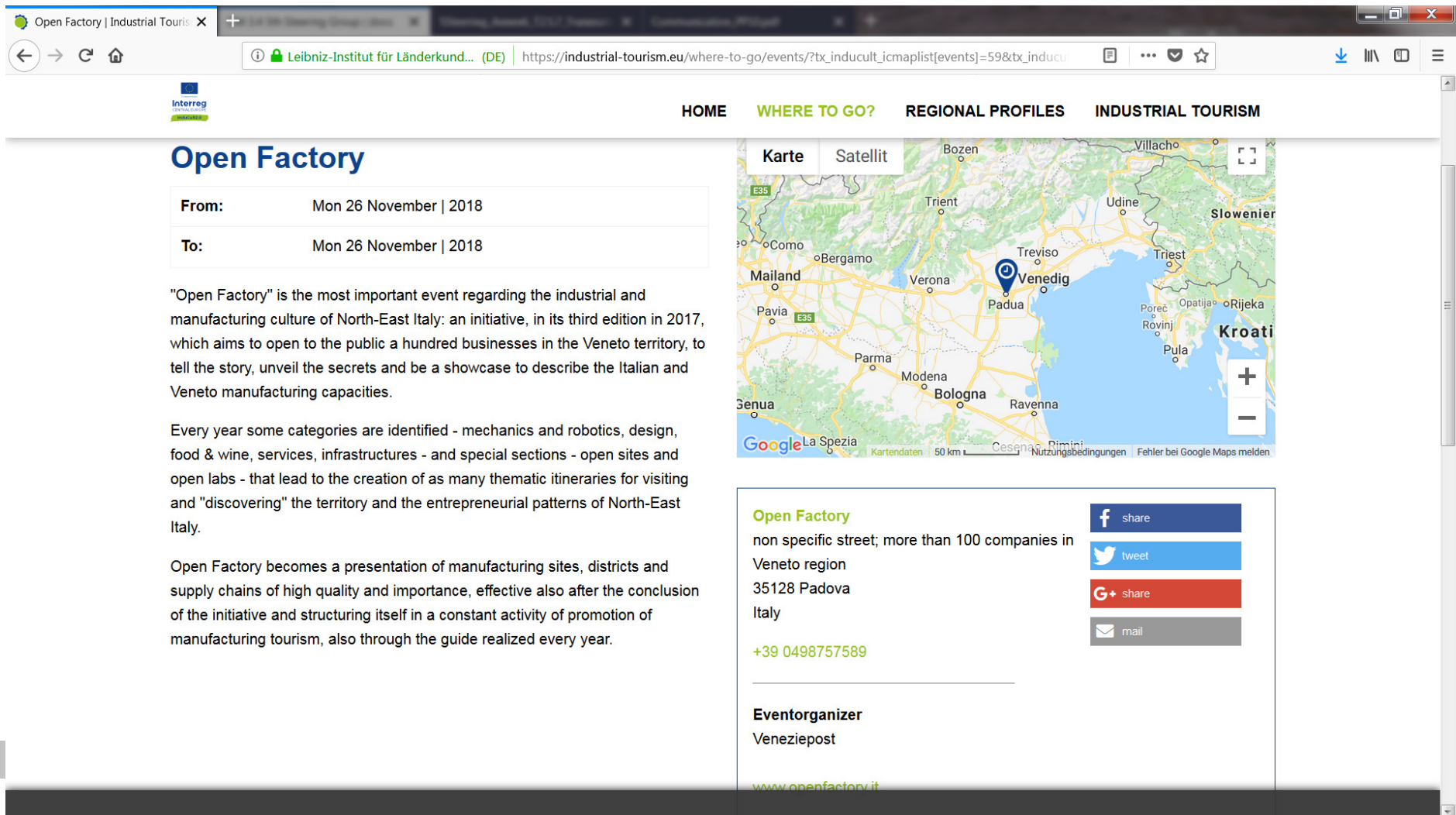


Project Result: Regional + Transn. Cooperation Platforms



Project Result: Regional + Transnational Mapping Tools

>>> www.industrial-tourism.eu <<<



The screenshot shows a web browser window displaying the website www.industrial-tourism.eu. The page features a navigation menu with 'HOME', 'WHERE TO GO?', 'REGIONAL PROFILES', and 'INDUSTRIAL TOURISM'. The main content area is titled 'Open Factory' and includes the following details:

- From:** Mon 26 November | 2018
- To:** Mon 26 November | 2018

"Open Factory" is the most important event regarding the industrial and manufacturing culture of North-East Italy: an initiative, in its third edition in 2017, which aims to open to the public a hundred businesses in the Veneto territory, to tell the story, unveil the secrets and be a showcase to describe the Italian and Veneto manufacturing capacities.

Every year some categories are identified - mechanics and robotics, design, food & wine, services, infrastructures - and special sections - open sites and open labs - that lead to the creation of as many thematic itineraries for visiting and "discovering" the territory and the entrepreneurial patterns of North-East Italy.

Open Factory becomes a presentation of manufacturing sites, districts and supply chains of high quality and importance, effective also after the conclusion of the initiative and structuring itself in a constant activity of promotion of manufacturing tourism, also through the guide realized every year.

A map of the Veneto region in Italy is displayed, showing major cities like Treviso, Padua, and Verona, and neighboring regions like Slovenia and Croatia. The map includes a search bar and navigation controls.

Below the map, the event details are summarized:

- Open Factory**
- non specific street; more than 100 companies in Veneto region
- 35128 Padova Italy
- +39 0498757589

Social sharing options are provided: Facebook share, Tweet, G+ share, and Email.

The event organizer is listed as Venezia post, with the website www.openfactory.it.

Result: Regional Actions + Transnational Exchange

Fostering identity and tourism



Adapting/ binding labour force



Reviving pioneer spirit and creativity



2020: Year of Industrial Culture in Saxony

4. Sächsische Landesausstellung
www.boom-sachsen.de

25.04. — 01.11.2020

Zentralausstellung

Weitere Schauplätze



Boom.

500 Jahre Industriekultur in Sachsen

Audi-Bau Zwickau

- 

AutoBoom.
Autos & Technik
Zwickau
- 

MaschinenBoom.
Industrie & Technik
Chemnitz
- 

EisenbahnBoom.
Eisenbahnmuseum
Chemnitz / Hiltbergdorf
- 

KohleBoom.
Bergbauhistorisches
Museum / Erzgebirge
- 

TextilBoom.
Textilpark
Chemnitz
- 

SilberBoom.
Forschungs- und Lehrmuseum
St. Egidien / Freiberg

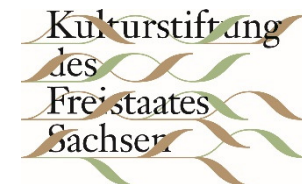
Thank you for your attention!

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Websites:

www.inducult.eu
www.landkreis-zwickau.de/projekt-inducult2-0



Bundesministerium
für Verkehr und
digitale Infrastruktur