



Past - Present - Future



“TREASURES OF INDUSTRIAL CULTURE” - A MAP ON INDUSTRIAL TOURISM

Implementation

Version 1
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T2.5.6



Reporting Period 5



PP1, District of Zwickau



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0. Abstract

Rural industrial areas are fighting a bad image as dusty and old-fashioned. Shaping the regions's image and the regional identity could help to transform the somehow negative image of these regions. Industrial culture and industrial tourism are chances for old-industrial regions to promote their heritage as well as the living industry. The District of Zwickau uses the potential of regional industrial culture to foster tourism and regional identity by creating a map on industrial tourism with an augmented reality application. The map presents different cultural aspects of industry. Combining industrial past, which somehow is often connected to dust and backwardness, with the industrial presence and future makes the whole topic more interesting for the younger generation and it fosters the regional image as well. The following document describes how regional past and presence are innovatively presented to the audience in the District of Zwickau through the map "Treasures of Industrial Culture".

1. Project Context

The frame of the map on industrial tourism "Treasures of Industrial Culture" is given by the INTERREG project InduCult2.0 that addresses Central European regions outside the metropolises characterized by industrial production (www.inducult.eu). The partnership sets out to discover the industry-based culture of these regions for positioning them as appealing places for work, life and recreation.

The focus of the INTERREG project InduCult2.0 is on place-specific, endogenous potentials that these rural industrialized regions already possess in connection to their industrial past, presence and future. In recent years all of them have undergone deep transformation processes due to automation, adaption to globalized production patterns and the opening of markets in the former state-led economies. The long economic predominance of industrial production has brought about a particular cultural setting in the projects partners' territories. It is made up of certain skills, attitudes, traditions as well as tangible monuments and artefacts. However, these regions are usually considered culturally less attractive and they are not utilizing the existing industrial culture to their full development potential.

InduCult2.0 wants to revive the cultural spirit of long-standing industrial regions in Central Europe. Therefore the project goes beyond heritage preservation and utilization. Past, present and future cultural assets related to industry are combined and jointly utilized as one powerful force. This living industrial culture can be utilized for creating positive external perception which represents a soft location factor for attracting people and business, including tourism.

The work package 2 "Priming Industrial Culture as a unique feature of regional identity" compiles a range of awareness-raising activities. One idea is to promote cultural resources of industry. The measure T2.5.6 is the map on industrial tourism "Treasures of Industrial Culture" by the Tourism Association Zwickau e.V.. The map is an approach to the idea promoting cultural resources of industry by defining a way for PP1 to innovatively present industry to the public.

The map was developed in connection with the transnational mapping tool (T2.5.5). During each partnership conference the mapping tool, layed out by PP2 on the base of the collected regional data from PPs 6-9, and the regional maps, to be produced and promoted by PPs1 and 6-9, were discussed in the sessions of work package T2. That way, the participating PPs learned from each other for developing their regional maps. The mapping tool also served (reversely) as inspirational source for the map of the Tourism Association. Further details can be found in the minutes of the WP T2 sessions as well as the English summary of T2.5.5.

2. Introduction

InduCult2.0 defines the idea of living industrial culture in central Europe. It aims to reveal, strengthen and utilize the unique cultural character of industrial regions. The project of the interactive map combines a classical tourist map with modern augmented reality technology. Content wise, it combines historical industrial highlights with examples of current and future industrial developments.

Inspired by the Saxon Route of Industrial Culture, the Tourism Association of Zwickau developed an innovative tourist map to show visitors what the region of Zwickau offers in particular. In addition to the classic print product, the Tourism Association wants to use augmented reality to bring to life the industrial culture in the region of Zwickau. For this InduCult2.0 funded the development of an augmented reality application based on a tourist map about industrial culture.

The map of industrial culture is intended to show how important and varied the industrial culture of the region is, and how it is not a past, but how it is always continuing. In addition to classic museums, the mining, automotive and textile industries, the Tourism Association show existing companies and remote locations with fascinating industrial architecture.

3. Objective

In preparation for the Year of Industrial Culture and the State Exhibition 2020, a new product is to appeal to a broad target group, spark curiosity and highlight the outstanding diversity of industrial culture in the region. The aim is to combine a classic print product with innovative technology using a map and an augmented reality application. Industrial culture also means improving the well-known with new innovations.

In addition to the presentation of classic industrial museums of the entire region, also industrial cultural architecture, the so-called "Hidden Treasures", are to be incorporated into the map. They are intended to make the users of the map aware of hidden treasures, so that they can also explore hidden corners of the region more closely.

The challenge is that the presentation of innovative products of the region represents the current and future development of industrial culture.

The target group includes visitors, holidaymakers and residents with an affinity to the industrial culture in the region, and is intended to inspire photographers who are looking for new motifs above all with the "Hidden Treasures". Additionally a young target group is to be won over among other things by the Augmented Reality (AR) application.

So, the product should have an effect both internally and externally. In internal marketing, it should reach a younger target group in particular and combine industrial culture with a cool, modern region in which it is worth using and remaining perspectives. In addition, the population still perceives the industrial cultural offers very sparsely as leisure offers. The planned interactive map and an image brochure on industrial culture, which is currently being implemented and describes the people of industrial culture, will help to bring about change in this respect.

In external marketing, the product should contribute to transforming the tourist image of the region into that of a modern and economically strong region, rich in contrasts and experiences. This product, like the print products image brochure and treasure map of industrial culture, is at the same time an instrument for orientation and information on site.

4. “Treasures of Industrial Culture” - A map on industrial tourism

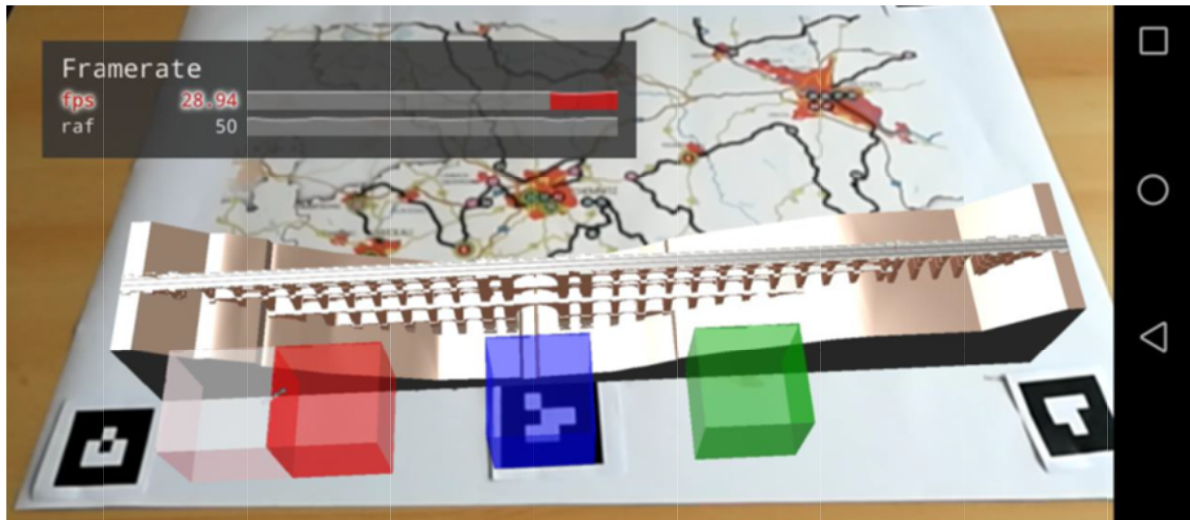
The map “Treasures of Industrial Culture” will be distributed all over the region with the help of tourism partners. The partners are museums, information booths and municipal institutions. In addition, the Tourism Association also distributes the product at trade fairs inside and outside of the region.

4.1 Structure of the Map

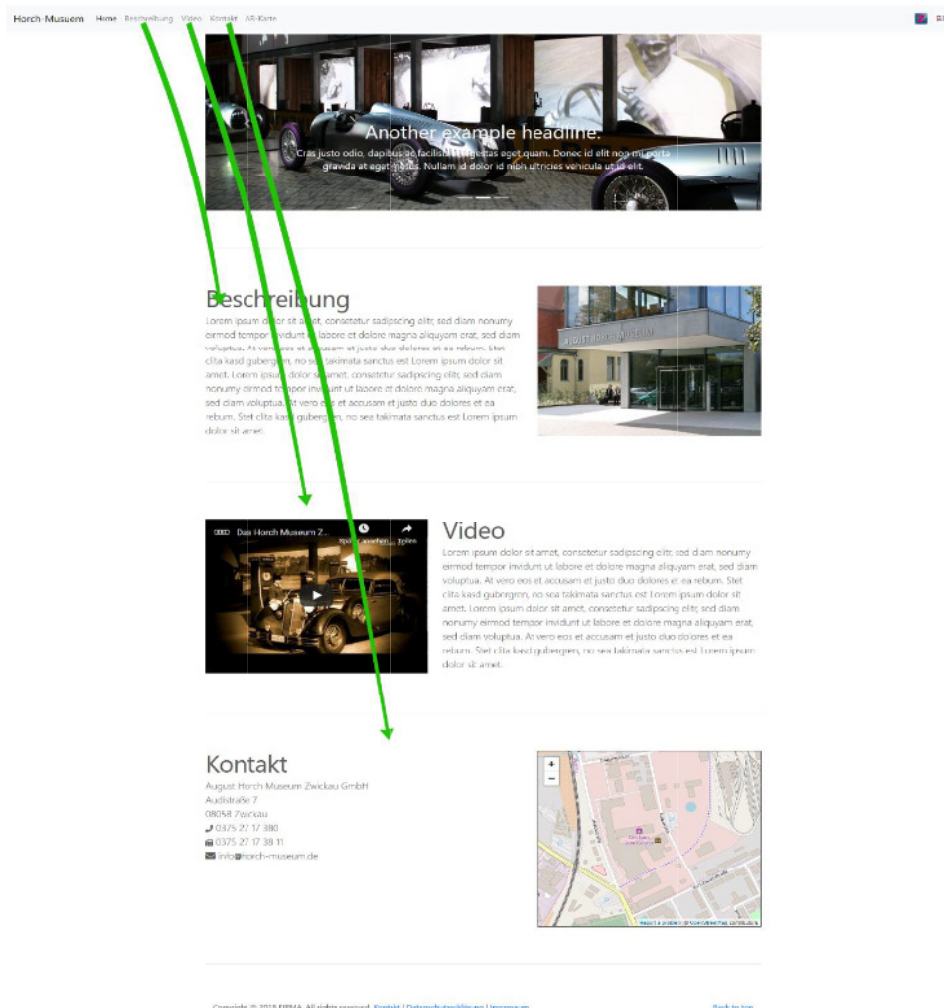
The map “Treasures of Industrial Culture”, printed in A2 format, contains the administrative district and the city of Zwickau as well as the city of Chemnitz, the cultural area of Plauen / Zwickau and parts of Central Saxony (Rochlitzer Muldental / Mittweida) due to new cooperations. This enables to present many different industrial sectors and the diversity of the region.



The front side of the map (see also 7. Annex) is tagged with special augmented reality markers. If you hold a smartphone or tablet over these markers, the camera recognizes them and links to a landing page. This landing page then virtually fades 3D models of the industrial cultural locations over the map under the camera.



Buildings, objects, production facilities or vehicles are possible as models. This gives a high potential for variety. When you click on one of these models, a website opens with pictures, historical content and contact details.



The reverse side of the map (see 7. Annex) has a brief description of the facility with a picture and the address. There is also a section describing how the augmented reality app works.

4.2 Content of the map

The objects of the map include classic museums, the mining, automotive and textile industries but also existing companies and remote locations with fascinating industrial architecture. Thus the map combines objects of the past, present and future of industrial culture in the wider region of Zwickau.

To date, the map contains the following nine objects with respective detail information:

- Mining Museum Oesnitz
- August Horch Museum Zwickau
- Museum for Textiles and Motorsports Hohenstein-Ernstthal
- Saxon Museum for Industry - Textile Factory Brothers Pfau
- Lindenstraße Crimmitschau
- Göltzschtal-Bridge
- Saxon Railway Museum e. V.
- Museum for Industry Chemnitz
- German Museum for Agriculture Castle Blankenhain

For 2019 further models are planned. For a list of the objects see 7. Annex. In the list, the objects are ordered according to their implementation date and they are marked as industrial cultural heritage (German “Industriekulturerbe”) and/or living industrial culture (German “lebendige Industriekultur”).

4.3 Work Process

After the Tourism Association had compiled a first basic concept with ideas, they started researching potential candidates. Besides the historical importance, the tourist offer for the visitor was in the foreground.

At the same time, the association was looking for suitable suppliers for the various sub-areas. They were looking for agencies for the augmented reality application as well as for the design and print of the map. After receiving various offers, a bid comparison was carried out with subsequent award of contract.

In the next phase of the project, the classic print product (the map) was designed in cooperation with a graphics agency. This required comprehensive research of all the objects, the preparation of information, the taking of photos and the obtaining of print approvals.

The next step was based on this map. A detailed concept for the AR-elements was created after the contract was awarded to the agency responsible for the technical implementation. This included more detailed regulations regarding the functions of the augmented reality application and its layout / design. The map was then adapted to the AR tracking by means of suitable marker graphics.

The main task of this phase of the project phase was the programming of the basic framework. This basic programming, without which the product could not run, was financed by InduCult 2.0. All

further work is based on this considerable part of the map. It creates the basis for the models to be programmed and the basis for the homepage, on which all further information on the individual objects is located (<https://ar.zeitsprungland.de>, only works in combined use of map and smartphone/tablet). The basis also contains basic information like the optimized display on many different mobile display devices, e.g. Smartphone portrait format, Tablet rather landscape format, and different operating systems like IOs and Android.

To date, the map is in the printing phase. Because of this, testing of the product could not be performed yet.

Time table 2018/2019

Service item	tender necessary?	Invitation to tender Plan/start of implementation	Submission of offer until	implementation by
Purchase map license	no, only one provider and under 500,- €			done CW 40
Graphic agency	yes	End of June 2018	27.07.2018	Last corrections until CW 49
Map printing	Yes	End of June 2018	27.07.2018	CW 50
AR basis	Yes	since 20.07.2018 according to cost offers for printing and graphics	28.08.2018	done CW 41/42
Tender AR-elements	Yes	ab 20.07.2018 according to cost offers for printing and graphics	28.08.2018	done CW41/42
Research industrial cultural objects	No	01.06.2018		done CW 46
Obtaining print releases	No	12.11.2018		CW 49
Map extension	yes	Feb 2019		June 2019

5. Sustainability and additional benefit

The visitor receives a product that reflects all areas of industrial culture of the region. In addition to the classic museums, the Tourism Association wants to reach new target groups with Hidden Treasures and spread the notion of industrial culture more widely. With the touristical map “Treasures of Industrial Culture” they want to help people rediscover the region and discover hidden places.

The digital application keeps the print product up-to-date for a long time because only unchangeable data is written down there. In the digital application you can quickly update information and always offer the customer the latest information. Therefore, in e.g. five years the map will be as up-to-date as today. This also has financial benefits as the printed product does not have to be reprinted due to changed or new information. That means, the product can be distributed over a long period of time and annual purchases are not needed.

Because the topic fits perfectly to the touring art installation “Industry Goes Public” (T2.3.2) the map “Treasures of Industrial Culture” will also be distributed there. In the future it might also be possible for the map to not only be displayed in the show truck but also to be tried out by the visitor on a tablet.

The objects on the map also include other initiatives / projects funded by InduCult2.0. Thus the map “Treasures of Industrial Culture” promotes the following InduCult2.0 measures:

- August Horch Museum Zwickau: T2.5.3, concept for touristic cooperation.
- Museum for Textiles and Motorsports Hohenstein-Ernstthal: T2.5.4, implementation for touristic cooperation; T3.3.2, innovative school initiative.
- Martin Hoop Shaft IV, Zwickau: T4.3.4, face lift of an industrial quarter.

The other InduCult2.0 partners can learn from this project: The AR element is a possibility to make a well-trying, normal print product different and to provide it with a new gimmick. The map provides a best practice example for using innovative technology to make a touristical product to stand out from the crowd. In addition, the online component provides a best practice example for flexibility and sustainability.

6. Outlook

The application will be accessible via the following subdomain <https://ar.zeitsprungland.de>. The subdomain is the landing page which is linked to the markers on the map and which can be accessed by holding the smartphone/tablet over the map. The subdomain is “active” only in connection with card and smartphone/tablet and works accordingly as soon as the card is printed.

The map is intended to supplement the product spectrum of the industrial heritage of the Zwickau Tourism Region e.V. Due to high expenditures nine initial models (with detailed information) are produced for 2018. They will be extended with further models until June 2019.

In addition, the Tourism Association wants to keep the information up to date and add further components. With the digital application it is also possible to integrate temporary highlights of the facilities at any time.

The product will be distributed all over the region with the help of tourism partners. The partners are museums, information booths and municipal institutions. In addition, the Tourism Association also distributes the product at trade fairs inside and outside of the region.

With a circulation of 5000 copies at planned 20 trade fairs on approx. 60 days and several events on industrial culture, this product will achieve a high degree of recognition. The map will also be used nationwide at the trade fairs, so that the residents of the district as well as visitors and holidaymakers will be made aware of the diversity of industrial culture.

The map receives special attention as a supplement to the travelling art installation “Industry Goes Public” (T2.3.2) in the show truck. Further 6 events are planned for 2019. An image brochure on industrial culture, which is currently being implemented and which describes stories of people of industrial culture in the region, will round off the theme.

7. Annexes incl. picture documentation (if applicable)

Front side of the map (file name: PP1_English Summary_T2.5.6_Implementation map_Annex_map front.pdf)

Reverse side of the map (file name: PP1_English Summary_T2.5.6_Implementation map_Annex_map back.pdf)

List of objects (file name: PP1_English Summary_T2.5.6_Implementation map_Annex_object list.pdf)