

EUROPEAN CITIES IN THE PROCESS OF CONSTRUCTING AND TRANSMITTING OF THE EUROPEAN CULTURAL HERITAGE. INTERNATIONAL CURRICULUM FOR UNDERGRADUATE AND MASTER STUDENTS.



UNIwersYTET
JAGIELLOŃSKI
W KRAKOWIE



UNIVERSITÀ
DEGLI STUDI
DE L'AQUILA



UNIVERZITA
MATEJA BELA
V BANSKOBYSTRICI



Deusto
Universidad de Deusto
University of Deusto

NR REF. 2018-1-PL01-KA203-050963

ERASMUS+ PROGRAMME

STRATEGIC PARTNERSHIP FOR HIGHER EDUCATION

COOPERATION FOR INNOVATION AND THE EXCHANGE OF GOOD PRACTICES

Project duration is 36 months: 01.09.2018 - 31.08.2021



Co-funded by the
Erasmus+ Programme
of the European Union



chic
cultural heritage international curriculum



European
Commission



INDUSTRIAL HERITAGE AND TOURISM

INDUSTRIAL HERITAGE

- It arises as a result of attenuation resp. outages of industrial production
- Its use for cultural purposes appears as an "emergency activity"
- In people's consciousness, industry has little to do with culture, but rather is seen as the opposite of culture

INDUSTRIAL HERITAGE

- ✦ Synonym of polluted environment, devastation of territory, degradation of social values, dehumanization of labor, exploitation of resources, fetishization of machines, production and profit



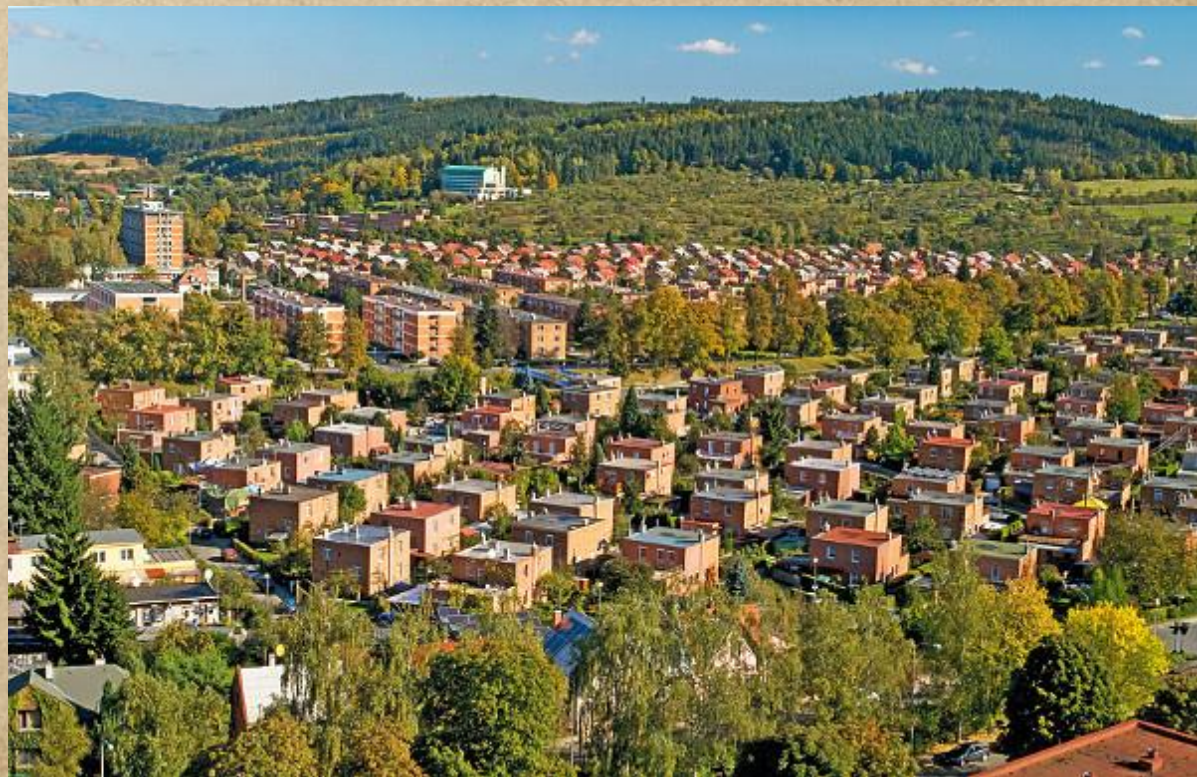
INDUSTRIAL HERITAGE

- ✦ At the same time, industry has always played a significant role in shaping contemporary culture
- ✦ Industry is a precisely organized cooperation system operating on a large capacity, networking resources, manpower and capabilities
- ✦ The cooperation system of industrial production also enters into interpersonal relationships, forms collectives, the environment and cultivates specific ceremonies and traditions, a phenomenon called the culture of industrial society.

CULTURE OF THE INDUSTRIAL SOCIETY

- ✦ E.g. Tomáš Bata, founder of the shoe company Bata
- ✦ A pioneering entrepreneur who introduced innovative methods of sales, trade, but also a system of motivating employees, promoted the concept of a garden city, built houses for his employees, offered lifelong learning, set up medical facilities, infrastructure
- ✦ His company not only generated financial gains, but also supported the creation of human capital

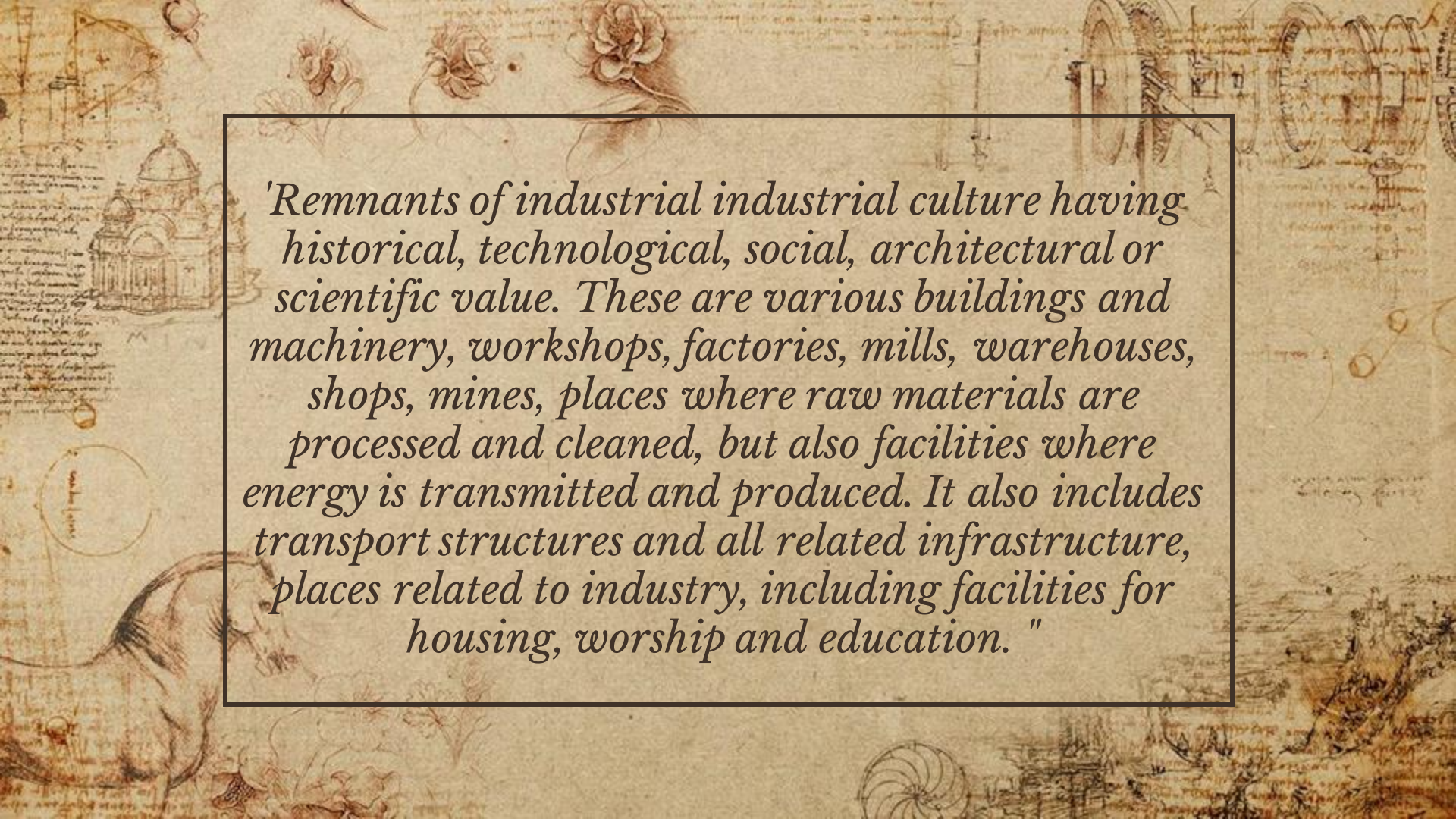
ZLÍN



INDUSTRIAL HERITAGE

- ✦ Thus, tangible and intangible manifestations and documents of the industrial era are preserved
- ✦ E.g. tajchy around Banská Štiavnica →
- ✦ According to the Industrial Heritage Charter, industrial heritage is:





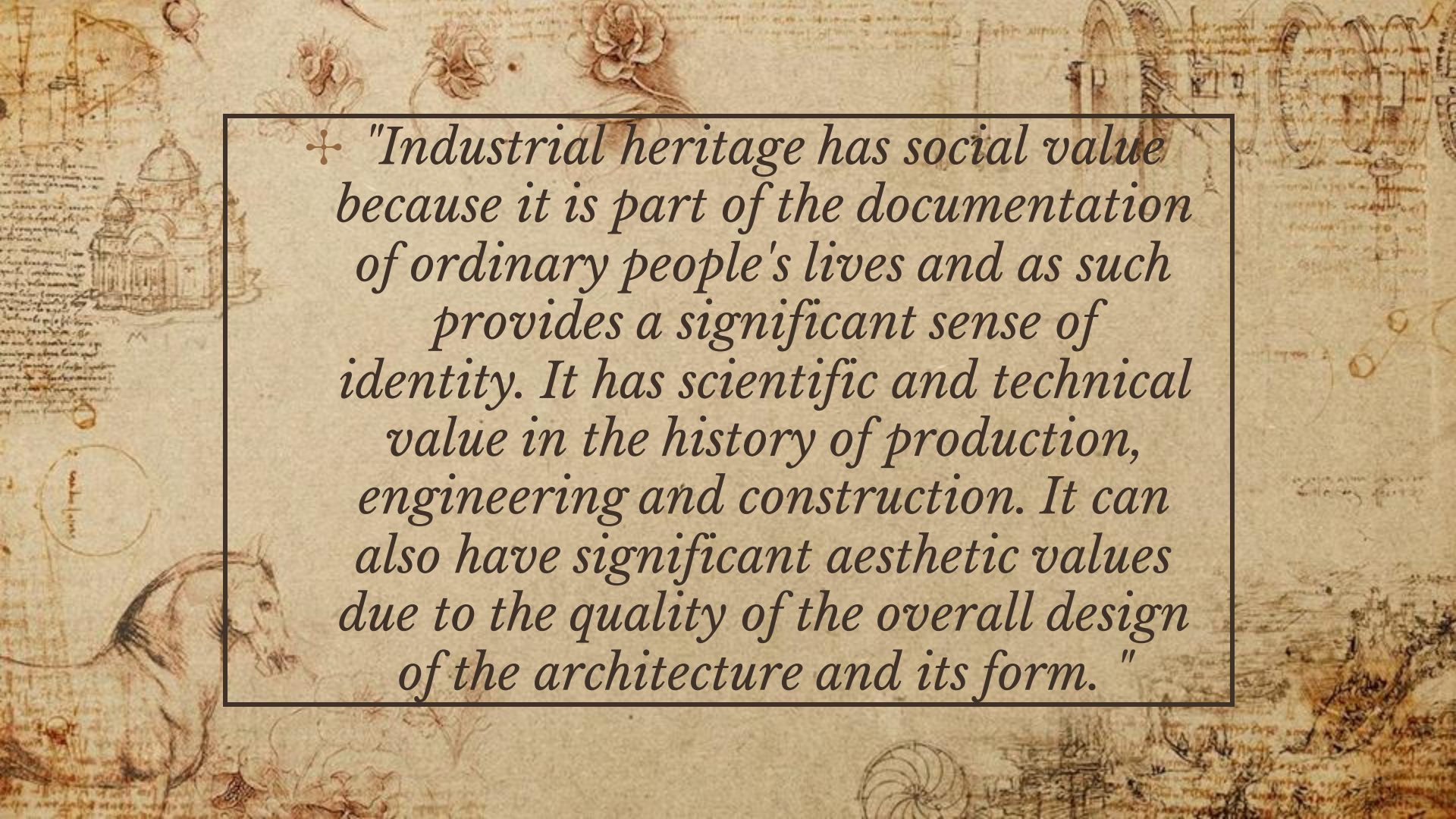
'Remnants of industrial culture having historical, technological, social, architectural or scientific value. These are various buildings and machinery, workshops, factories, mills, warehouses, shops, mines, places where raw materials are processed and cleaned, but also facilities where energy is transmitted and produced. It also includes transport structures and all related infrastructure, places related to industry, including facilities for housing, worship and education. "

INDUSTRIAL HERITAGE POTENTIAL

- ✦ The buildings and facilities were designed for industrial production, so they are: large, large-scale, large-capacity, they had to withstand extraordinary loads, be durable and easy to maintain
- ✦ They required quality materials, exceptional construction solutions



Banská Bystrica Cement Plant



✦ *"Industrial heritage has social value because it is part of the documentation of ordinary people's lives and as such provides a significant sense of identity. It has scientific and technical value in the history of production, engineering and construction. It can also have significant aesthetic values due to the quality of the overall design of the architecture and its form. "*

TOURISM

- ✦ He often uses cultural heritage sites as motivating attractions
- ✦ These include: accommodation, catering, implementation of events (cognitive, educational, artistic, social, etc.)
- ✦ Is it possible to provide tourism services in industrial heritage sites?

BARCELONA

✦ The former textile factory was transformed into the Caixa Forum



LONDON

✦ Tate
Modern
Britain, a
former
power
station



LODNON

✦ Battersea, a former thermal power plant, is being transformed into a new multifunctional center



PARIS

✦ Railway station Gare d'Orsay – Musée d'Orsay



Photo by: John Hoare / Flickr

IN SLOVAKIA?

- ✦ Trends are coming gradually and industrial heritage is still on the fringes of interest
- ✦ However, many objects have found a new function or use
- ✦ E.g. The Tatra Gallery in Poprad uses the building of the former municipal power plant
- ✦ However, most monuments are not in good condition and many valuable and unique ones are disappearing (such as Medený Hámor in Banská Bystrica)

MEDENÝ HÁMOR / COPPER HAMMER

✦ Although there was almost nothing left of the hammer, the painter Dominik Skutecký left a reference to it in his works.



CONCLUSION

- ✦ What to you think about industrial heritage?
- ✦ Does it exist in your region? What it is about?
- ✦ Created by ©Jana Pecnikova (Matej Bel University)
- ✦ All rights reserved.