



Past - Present - Future



PREPARATION OF SCHOOL INITIATIVES PROMOTING INDUSTRIAL CULTURE

Educational exhibition bringing the topic of Industrial Culture to schools (interactive wall)

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PP3, city of Leoben



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0. Abstract

The youth of industrial regions is not always aware of the values of their existing industrial culture. Especially for young people, knowledge about industrial culture and its means should be presented in an attractive and modern way. To reach this aim a concept has been prepared for the mining and metallurgic region Styrian Iron Route to meet this demand in form of an innovative stationary educational exhibition. The concept was conducted by ARS ELECTRONICA, a company that is known for its innovative high technological approach of imparting knowledge. It proposes a sophisticated interactive wall for the presentation of industrial culture in the dimensions past - presence - future.

1. Project Context

The Central Europe Project InduCult2.0 (www.inducult.eu) addresses Central European regions mono-focused on industrial production. Through InduCult typical regions utilise the tangible and intangible cultural assets of their industrial past, present and future in a synergetic way for positioning their regions as attractive places for working, living and recreation. Together with local stakeholders, they rediscover and develop the positive elements of industrial communities. Specifically, the partnership intends to:

- promote and establish the idea of Industrial Culture in Central Europe;
- strengthen the distinct culture of industrial regions and utilise it as location factor;
- empower industrial regions by re-activating their pioneer spirit.

Involved are eight representative regions from Germany, Austria, Belgium, Italy, Czech Republic, Slovenia, Croatia and Poland. They are supported by two scientific partners from Germany and Austria.

Each of the regions has prepared an “argumentation paper” on their specific industrial culture and its benefits. This provides the basic frame for developing and implementing actions in the field of Industrial Culture and therefor for promotion of a Central-European (respectively European) Industrial Culture.

Actions are to be developed by the regions in three fields (work packages): Actions on ...

... cultural measures for fostering regional identity (T2)

... cultural initiatives influencing industrial labour market and company commitment (T3)

... cultural measures promoting creativity and pioneer spirit (T4).

In work package T3 project partners examine how industrial culture could provide an input to secure labour force and to strengthen the regional ties of companies. This includes measures for raising interest of the youth in industrial culture and work options, and for binding work force and companies through industrial culture. One activity is the preparation of school initiatives promoting industrial culture. 7 regional InduCult partners develop such initiatives promoting the attractive/historic dimension of industrial work, jointly with their industrial museums, companies and schools.

2. Introduction & objectives

Industrial Culture (IC) is a young member of the European culture family. Its roots can be found in many European regions, which 200 years ago were not only cradles of industrialisation, but have been up to now sites of industrial production. A typical representative is the region “Styrian Iron Route” and the adjoining Mur-Mürz-valley. Over the centuries the hegemony of industrial production and mining has created a specific cultural climate, which - apart from visible monuments and artefacts - can be experienced in specific values, traditions, skills and a distinctive way of living.

Pupils and students are not always aware of the strengths and potentials of existing industrial culture. Increasing the capacities of schools as main multipliers towards the young generation with a focus on linking industrial work options with cultural aspects therefor seems to be quite important. Therefore knowledge about industrial culture and its means should be presented in an innovative way. To reach the aim of showcasing industry and its cultural offers a concept has been prepared to meet this demand in form of a stationary educational exhibition. The concept shows promising suggestions for the exhibition features such as multimedia display elements

3. Applied Approach

The concept for an innovative school initiative promoting industrial culture was conducted by ARS ELECTRONICA, a company that is known for its innovative high technological approach of imparting knowledge.

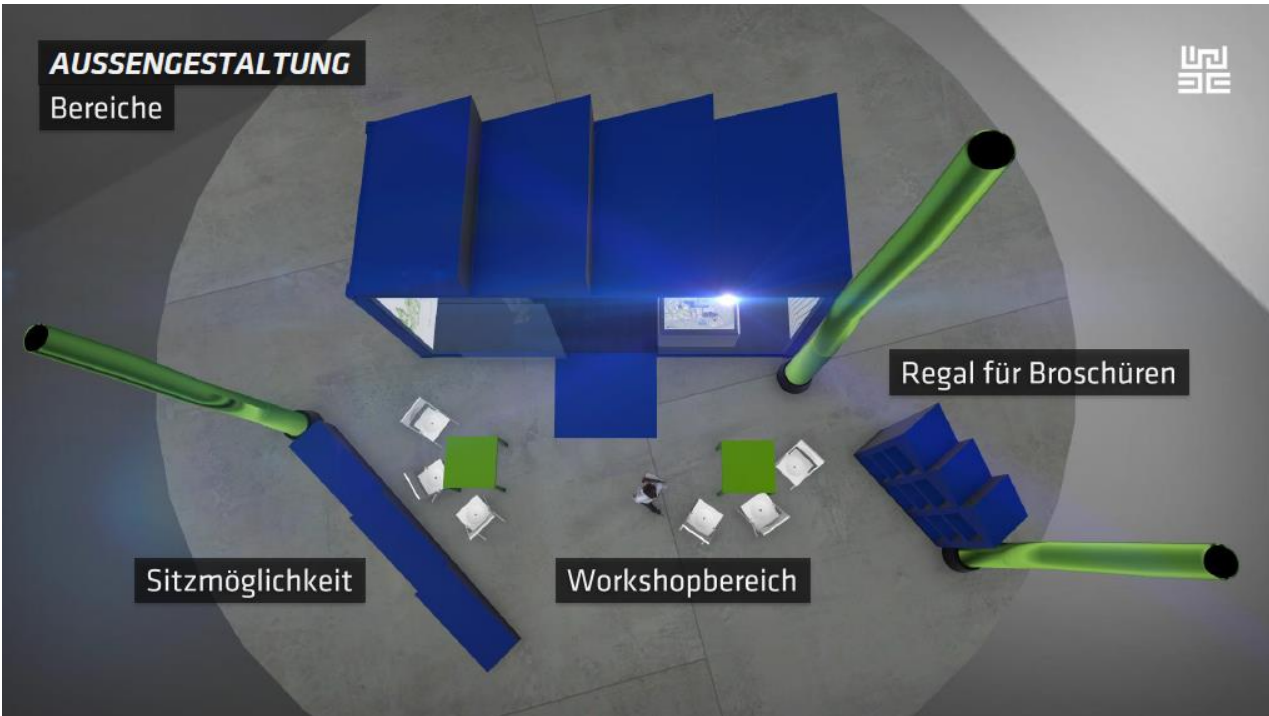
In order to combine different approaches of presenting industrial culture to different target groups they chose a container as hotspot for interactions. The container can act as a mobile visitor center. The advantage of a container is that it can be moved and can be directly placed at locations where target groups are found, such as schools. However: If the container solution is not possible, the proposed technological gadgets could also be used in the museum center Leoben or in any other educational or culture centre.

4. Results

4.1 Container as a hotspot for interactions

The concept shows innovative ways and technological gadgets for the presentation of industrial culture in the dimensions past - presence - future. The outside area of the container is conceptualized for making visitors curious about the content of the container. The design of the roof implies the symbol of a factory facility (saw tooth architecture)

which should connect to industrial culture. The space outside of the container can also act as meeting and workshop room.

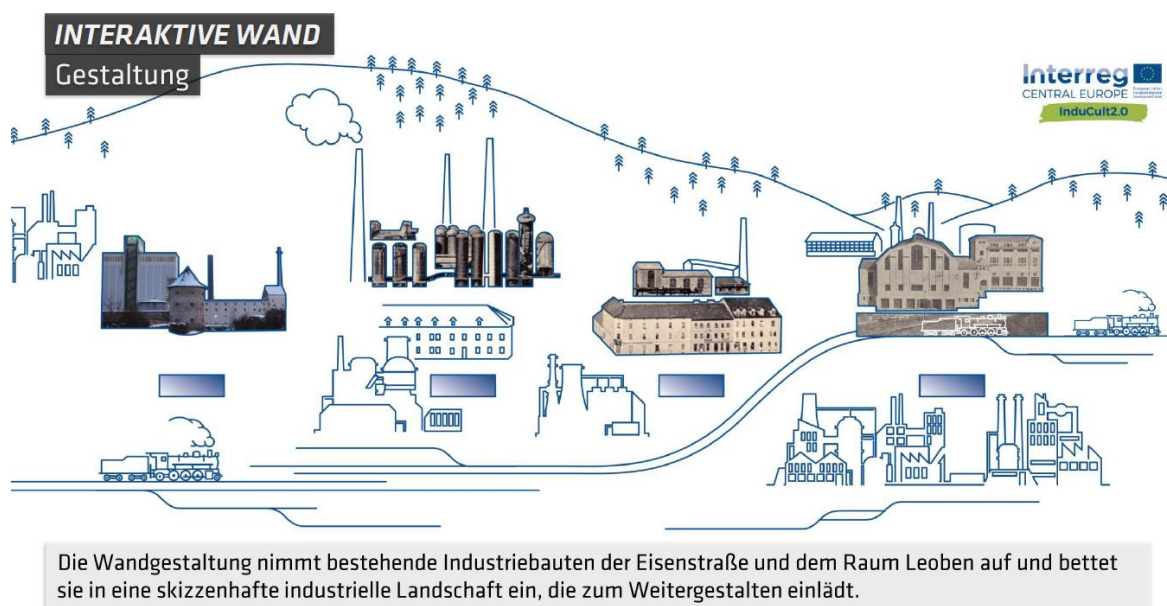




The inside of the container is conceptualized for interactions and knowledge transfer. Different features are implemented with focus on pupils and schools.

4.2 Interactive Wall

The key element of the educational exhibition is an interactive wall, which is conceptualized to inform pupils and students about industrial culture in their region - its means and history as well as existing industrial sites and future visions.



The wall shows existing industrial sites along the Styrian Iron Route. Behind the wall screens and interfaces are installed to scan pictures and ideas that have been elaborated in workshops and can be shown on the screens. This way the wall becomes a huge archive of future visions and ideas from participating stakeholders. The general content can also be changed for each exhibition.

On the side walls objects will be placed that tell a story by putting them into the interfaces of the main wall. The stories are then presented on the main wall.



Another option could be to use a 'Shadowgram' where visitors can record their silhouette, print a sticker and put this sticker on the wall. They can then make a comment to the different subjects on the wall.



Estimated Costs:

Interactive Wall: 59.400 Euro

5. Evaluation/transnational added value

The concept of the interactive wall was developed for a specific site in Leoben/Austria. Anyway it is easily applicable for other old-industrial regions looking for a new and unusual approach on how to present their industrial culture in form of a school exhibition. The tool can be easily filled with different local and regional information and therefore can be used in any region. It gives partners an idea how industrial culture can be presented with highly technological tools.

6. Outlook and sustainability

The city of Leoben will check the possibility of integrating the wall either in the landscape of the 'Museumscenter Leoben', which actually already acts as an educational centre, or to establish a container, in which the concept can be realized. The city of Leoben will try to involve local industrial companies, educational facilities and other stakeholders to finance and realize the concept idea.

The contents can constantly be broadened and filled with new developments or with ideas from stakeholder involvements. In this way pupils and students should become more aware of the industrial culture of their region, and slowly but steadily industrial culture should develop a unique identity in the region.

7. Annexes incl. picture documentation (if applicable)

Annex: Concept of ARS ELECTRONICA