



Past - Present - Future



REVIVING OLD-INDUSTRIAL PLACES THROUGH CULTURE AND CREATIVE INDUSTRIES IN THE DISTRICT OF ZWICKAU

Concept

Version 1
11 2017



T4.4.1



RP 3



PP1, District of Zwickau



Christian Rost, Christian.rost@kreatives-sachsen.de
Gina Zimmermann, gina.zimmermann@landkreis-zwickau.de

TABLE OF CONTENTS

Abstract	3
1. Introduction	3
2. Objective	3
3. Applied Approach.....	4
4. Results	4
5. Evaluation/transnational added value	11
6. Outlook and sustainability	11

Abstract

The following document summarizes the concept of how to revive old-industrial places through culture and creative industries in the District of Zwickau. The establishment of a creative center in an old-industrial building in the District of Zwickau is one measure within the Central Europe project InduCult2.0. Objective is to highlight the value of industrial spaces as cultural heritage as well as a test area for innovation and culture. This document analyzed the demand for such a center in the District of Zwickau, describes the creative scene in the region, gives information about old-industrial spaces and presents recommendations for further activities.

1. Introduction

The Central Europe project InduCult2.0 (www.inducult.eu) connects eight regions in Europe with two scientific institutions to develop and test measures to establish a living industrial culture as part of regional identity. One measure is to revive old-industrial places through creative industries. The district of Zwickau - amongst other East German areas - has a huge number of old-industrial and unused spaces because of the economic transformation after 1989. Of course it became necessary to develop solutions for revitalization of some of those old-industrial buildings as they are part of the regional identity. Unfortunately, only a small number of buildings were re-used, some are still empty but solid others are liable to collapse.

Bigger cities have good examples how creatives could re-use old-industrial areas which have two main advantages: the local heritage is saved and creative industries could work and live at a place with affordable rent and lots of possibilities to become active and creative. Notwithstanding the above, the District of Zwickau is covered by small and medium-sized towns. Although it is an economic growing region with a strong industry the population is shrinking and aging. Around one third of the population is already 60 years and older. A huge number of vacant buildings are one effect of this situation.

This document will analyze the potential of creatives and old-industrial places in the District of Zwickau to revive the industrial heritage of the region by bringing together the industrial past (old-industrial buildings) and the industrial future (creative industries) in our present situation.

2. Objective

As it is outlined in the introduction this concept will analyze the creative industries in the District of Zwickau as well as the old-industrial sites. Two guiding questions were developed:

- Do creatives in the District of Zwickau need more cooperation and networking which could be realized with the establishment of a physical or virtual creativity center in the region?
- If a physical center will be needed, could any old-industrial area in the District of Zwickau be attractive for creative industries to settle down?

Both questions are followed by other central questions:

- Who is working in the creative branches in the District of Zwickau?

- What do creatives need for working and development?
- Do creatives need a center in the region where they could work, live and network?
- Could creatives revive old-industrial spaces in the region to preserve industrial heritage?

The concept provides necessary information and recommendations for further activities as it will at first do substantial analyzation of creative industries, creative centers and regional old-industrial heritage in small and medium-sized towns (less than 100.000 inhabitants).

3. Applied Approach

In the application phase of InduCult2.0 several creatives took over an old factory in the city of Zwickau with the goal to revive the whole place as a creative center. Unfortunately, the building was flood-prone and contaminated. Because of that a revitalization of the space is not possible. Facing the new situation PP1 decided to order a concept that focuses on creative industries, creative centers and old-industrial spaces in the District of Zwickau in general. The concept did not focus on a specific location or a specific group of people. Instead it analyzed the regional creative scene and more than 20 old-industrial spaces.

At first the conceptualization process needed a deeper research. It was necessary to find out which branches belong to creative industries, who are the key players of the creative industry in the District of Zwickau, how do these people work and what conditions are necessary to make them settle down. Another point is to analyze the specific situation in non-metropolises which are at the first glance not the preferred location for creatives. Unfortunately, reviving old-industrial spaces in rural areas is not in the focus of research which is why urban areas were analyzed and compared with rural areas.

After research phase the information were adapted to the situation of the District of Zwickau. Structured interviews with creatives were organized to get information about the creative scene in the region. Interviews are necessary to get informal information, visualize the regional network and find out what creatives need to develop in the region. All in all six key players were interviewed.

An online survey was conducted to get in contact with even more creatives in Zwickau and Saxony. The participants were asked what creative centers would need to attract creatives and how creatives could be bound to the District of Zwickau. 68 people participated in the survey and answered questions about working and living situation, creative centers and the District of Zwickau. Of course, such an online survey is not a representative one. In 2015 more than 550 companies in the creative industry were listed in the District of Zwickau. It has to be mentioned that this number only includes companies with annual turnover of more than 17.500 Euro. Nevertheless, 68 participants shared their personal view and shared necessary information.

Another step was to visit and analyze old-industrial areas. Criteria were location and setting, situation of the building stock, former and current function, infrastructure and internet access. All in all 23 areas in six towns were examined.

All the results are summarized in the next chapter.

4. Results

In the beginning of the conceptualization process it was very important to identify regional key players and get in contact with them. The creative scene in the District of Zwickau is diverse with

self-employed creatives or designers, small and medium-sized companies, art festivals, a socio-cultural center as well as youth and culture associations. Six festivals were identified, six associations or networks of creatives, one socio-cultural center, 27 key actors of the scene as well as 7 event locations. The number of associations, networks, creatives and multipliers and the fact that the District of Zwickau does not have a creative center yet implies that the development of a creative hub or center could be helpful and necessary for regional creative industries and the regional development in general.

Nevertheless, the term “creative center” was not defined in detail before the research phase started. Vice versa the interviews and the survey identified the needs of creatives and in conclusion defined a scope of designs of creative centers or hubs. The regional key players explained the needs and requirements of creatives in the region. Additionally, the survey asked the participants detailed questions about needs and requirements of creatives in rural areas. Relevant questions of interviews were:

- Who are relevant key players in the creative scene in the District of Zwickau?
- Could you name relevant associations or networks?
- Do you know creative hubs or centers in the District of Zwickau?
- Are old-industrial spaces in the District relevant for creatives as working and living areas?
- What environment do creatives need for working and living?
- What is a creative center?
- Does the District of Zwickau need a creative center? What should it look like?

The survey asked the following questions:

- Where do you work?
- Do you know the District of Zwickau?
- Could you imagine to work and live in the District of Zwickau?
- How do you work? (alone, coworking space, creative center...)
- What environment do you need to work as a creative?
- What is important for concerning the choice of your working space? (cheap rent, urban environment, network ...)
- In which branch are you working?
- Could you see yourself in a creative center in the District of Zwickau?
- Would you support the foundation of such a center in the District of Zwickau?

Around 68% of the participants are not located in the District of Zwickau but most of them are located in Chemnitz and Leipzig. Both cities are close to Zwickau and spill-over effects to the District of Zwickau could be imaginable.

The interviews and the survey showed that old-industrial spaces are relevant options for settlement and binding of creatives. The participants emphasized that

- affordable rent

- working environment (other creatives, neighborhood)
- networking within the creative community
- good infrastructure
- internet access
- flexible use of space and
- long-term use of the space

are very important requirements when it comes to creative centers. Especially, networking events on a regular basis, business consulting and support and a gastronomic supply are important tasks a creative center should fulfill. Around 27% of the participants were interested in the development process of a creative center in the District of Zwickau.

When it comes to working spaces, the interviews and research showed that old-industrial spaces could be of high interest for creatives to settle down also in rural areas. The working space should be flexible. Innovative concepts of co-working or interior design should be realizable. Old-industrial spaces have huge areas and big and open spaces which could inspire creatives.

During the interviews the experts made clear that there is a need for a creative center in the District of Zwickau but such a project would only be realizable with motivated and dedicated people. Although the region has lots of old-industrial spaces the experts are not sure whether a creative center could be established in an old-industrial building. When it comes to fast internet access and public transportation system the experts see two main difficulties for creative centers in the District of Zwickau. The city of Zwickau could be an adequate area for such a center but most of the old-industrial buildings are located in much smaller cities or towns.

The research, interviews and survey provided several criteria for a future creative center located in an old-industrial space in the District of Zwickau. Nevertheless, all the 23 locations were scanned beforehand focusing on the state of repair:

- category A.1: vacant space, ready for action
- category A.2: effective area in use, ready for action
- category B.1: vacant space, has to be developed first
- category B.2: effective area partly in use, not renovated, has to be developed first
- category C.1: vacant space, not useable, danger of collapsing
- category C.2: effective area in use, not usable, no vacant space

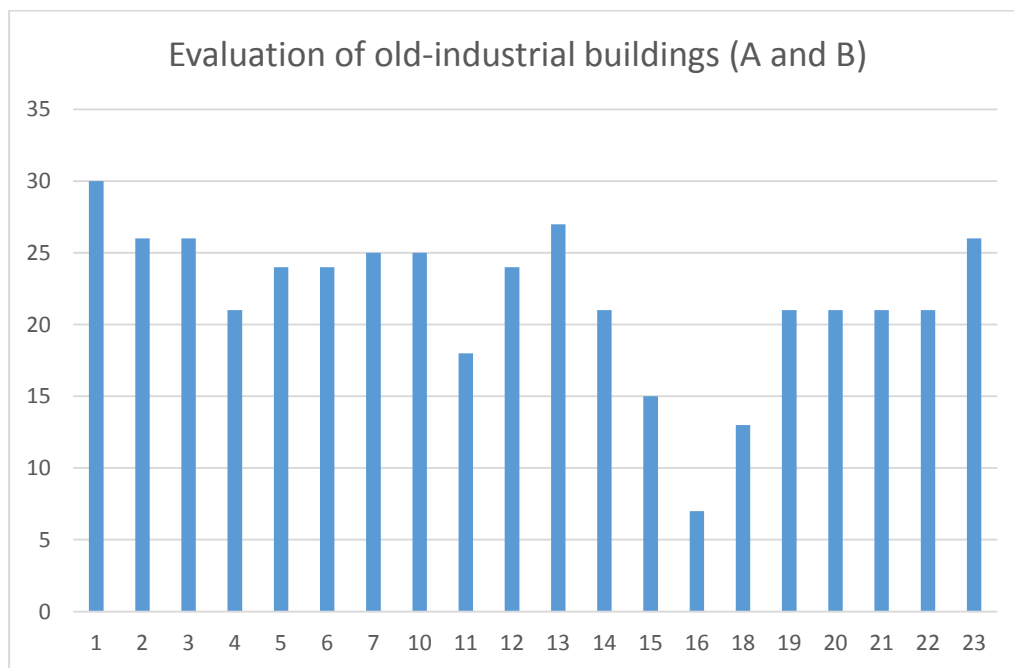
category	No.	city	adress	Name of the area
B.2	1	Zwickau	Seilerstraße 1B, 08056 Zwickau	Seilfabrik Zwickau
A.1*	2	Zwickau	Hauptstraße 15, 08056 Zwickau	Kaufhaus Joh
B.1	3	Zwickau	Am Brückenberg, 08066 Zwickau	Paradiesfabrik - Kunstplantage
B.1	4	Glauchau	Wilhelmstraße 26, 08371 Glauchau	Färberei Fiernkrantz & Ehret, später Palla

A.1	5	Glauchau	Otto-Schimmel-Straße 8, 08371 Glauchau	Mechanische Weberei Ernst Seifert, später VEB Textilwerke Palla
B.1	6	Glauchau	Albanstraße, 08371 Glauchau	unbekannt
B.1	7	Glauchau	Kantstraße 11, 08371 Glauchau	Alter Schlachthof Glauchau
C.2	8	Glauchau	Lilienstraße 4, 08371 Glauchau	Tumalin Strumpfwaren
C.2	9	Zwickau	Moritzstraße 45, 08056 Zwickau	Alte Knopffabrik
A.1/B.1	10	Glauchau	An der Spinnerei 8, 08371 Glauchau	Kammgarnspinnerei
A.2	11	Meerane	Äußere Crimmitschauer Str. 80, 08393 Meerane	Mechanische Kleiderstoffweberei Louis Quaas & Co.
B.1	12	Meerane	Pestalozzistraße 31, 08393 Meerane	unbekannt
A.2	13	Meerane	Glauchauer Str. 9, 08393 Meerane	Friedrich Specht Söhne GmbH
B.1	14	Meerane	Rosa-Luxemburg-Straße, 08393 Meerane	unbekannt
A.2	15	Meerane	Crotenlaider Str. 65, 08393 Meerane	A. Helmbold GmbH, Plüschweberei und Färberei
A.2	16	Oberwiera	Sandgrube Oberwiera, 08396 Oberwiera	Sandgrube Obwerwiera
C.1	17	Waldenburg	Mittelstadt 16, 08396 Waldenburg	Alte Mühle Waldenburg
B.1/C.1	18	Wolkenburg	Zur Papierfabrik, 09212 Limbach-Oberfrohna, OT Wolkenburg	Papierfabrik Wolkenburg
B.1	19	Limbach- Oberfrohna	Frohnbachstraße 10, 09212 Limbach-Oberfrohna	Firma Schulze & Grobe
A.2	20	Limbach- Oberfrohna	Frohnbachstraße 2, 09212 Limbach-Oberfrohna	unbekannt
A.2	21	Limbach- Oberfrohna	Pestalozzistraße 5, 09212 Limbach-Oberfrohna	SL-Spezialnähmaschinenbau Limbach GmbH & Co. KG
B.1	22	Limbach- Oberfrohna	Chemnitzer Str. 6, 09212 Limbach-Oberfrohna	ehem. Firma Schaarschmidt

B.1*	23	Zwickau	Max-Pechstein-Straße, 08056 Zwickau	Ehem. Haus der Deutsch-Sowjetischen Freundschaft
------	----	---------	-------------------------------------	--

* Both objects are not classic old-industrial buildings but they are important for regional identity too because of the historical relevance of the buildings.

The data shows that only three buildings are in the last category and not useable for a creative center. The next step was to prove whether the buildings of category A and B could meet the demand of creatives as described above. The criteria that were defined after research, interviews and survey were used to evaluate the buildings of category A and B:



The evaluation shows that most of the buildings are relevant working spaces for creative industries in the District of Zwickau. In the evaluation process seven buildings reached 25 points or more (highest number are 33):

- Seilfabrik, Zwickau
- Kaufhaus Joh, Zwickau
- Paradiesfabrik - Kunstplantage, Zwickau
- Alter Schlachthof, Glauchau
- Kammgarnspinnerei, Glauchau
- Friedrich Specht Söhne GmbH, Meerane
- Ehem. Haus der Deutsch-Sowjetischen Freundschaft, Zwickau

Best-practice examples from all over Europe show that cultural and creative use of old-industrial spaces could revive the old-industrial quarters and push the regional development. The regional

experts emphasized that Zwickau is an industrial region and old-industrial spaces are important for regional identity. Hence, preservation should be important. Most of the creatives are interested in longterm-use of working space which proves the idea that creatives could preserve and revive old-industrial buildings sustainably.

All in all the data shows that the District of Zwickau has an oversupply of vacant spaces for creative industries. The 23 examined objects are only a sample of old-industrial spaces in the region and 20 of them could be revived through culture and creative industries. Seven buildings even fulfill all requirements that were given by creatives and experts. However, regions like Chemnitz and Leipzig also offer enough affordable working space for creatives and the survey showed that creatives located there are quite satisfied with their working space. As long as there is enough attractive working space in bigger cities it is unlikely that a lot of new settlements of creatives will come along with the foundation of a creative center. Best-practice examples of revitalization of old-industrial spaces in rural areas indicate that such a development would need dedicated people already located in the region. Thus, it would be necessary to support regional culture and creative industry at first. The scene could develop properly and found a creative center itself. Accordingly, it would also be necessary to raise awareness of promising old-industrial spaces in the district and promote the small and medium-sized towns as lucrative places for living and working.

Finally, the concept developed recommendations for action to further support the process of reviving old-industrial spaces through creatives in the District of Zwickau:

1. Promote regional advantages: Create an attractive image to foster in-migration from cities like Leipzig or Chemnitz.
2. Support networking: Creatives in the region built an informal network. Representatives of the district, towns or municipalities should become an active part of the network as contact persons.
3. Raise awareness for creatives in rural areas: In bigger cities creatives have a competitive environment and fight for awareness. Of course, rural areas only have a smaller number of creatives and cultural institutions which could be a locational advantage. Municipalities should promote activities of regional located creatives. Creatives will experience appreciation and more attention with less competition. Awareness is also important for the district of Zwickau to promote the region as innovative and creative.
4. Support the local scene: The individual and professional environment is very important for success of creatives. Local support is necessary to develop new cultural offers which in the end will strengthen the region and make it more attractive for tourists, professionals and companies.
5. Establish a local contact point: Cultural institutions and creatives need specific consulting when it comes to business, growth, properties or cultural funding. To simplify communication and support new business settlements a contact person would be necessary.
6. Support growth: Growing start-ups in rural areas have a lack of professionals at some point. Educational programs and support with search of personnel would bind creatives to the region.
7. Support homecomers: It makes sense to use new communication channels to stay or get in contact with people who had to leave the region for university and might be willing to come back.
8. Enable participation: Creatives often become part of society by participation in various professional activities, e.g. projects at schools or university or organization of common events or festivals. Even small municipalities could easily support networking or involve local creatives in upcoming projects.
9. Open up for new ideas: Creative industries come together with innovation. If the region would like to benefit from that it should open up for new ideas and “think global, act local”.
10. Focus on self-employed creatives: The number of self-employed people in the creative industries is above average. Self-employed creatives that are not looking for business expansion are not that interested in the business “hot spots” of the scene which are urban and international

areas. The region should focus on this type of companies or start-ups to bind them to the region and support new settlements. Especially self-employed creatives need support when it comes to funding or properties.

11. Ideas need space: The District of Zwickau offers a lot of affordable rooms for creatives; especially old-industrial spaces are very attractive for creative industries. Nevertheless, this attractive oversupply is not known outside of the region. New communication channels like social media are needed to get in contact with creatives.

12. Welcome presents for new settlements: New settlement in the cultural and creative branches should be funded. The funding should be easy accessible with less bureaucratic obstacles. Of course, the region will profit from new settlements in this branches as creatives will upgrade the region as an innovative business area with an inviting environment.

All in all, the establishment of a creative center in the District of Zwickau depends on the creatives and cultural institutions that are already located in the region. At first the regional key actors should connect with each other to create the critical mass for such a center. Therefore, a networking platform would be more important than a physical space right now. In conclusion, the following tasks could be the first steps to establish a creative center:

- Underline advantages of the region (affordable rent, natural/ecological potential, infrastructure...)
- Open up for new business settlements of the creative industries and support these initiatives
- Support local networks and understand the creative scene of the region
- Develop short communication channels between creatives and administration as well as creatives and industrial companies of the region
- Support networking and exchange of experience
- Raise awareness for creatives and cultural institutions
- Establish a contact point for creatives in the District of Zwickau
- Develop educational offers to increase number of professionals for creative industries in the region
- Use relevant funding programs to support new initiatives (e.g. LEADER)
- Enable cooperation between towns, municipalities and creatives in the District of Zwickau
- Support digitalization
- Support particularly small businesses and self-employed creatives

The foundation of a creative center in an old-industrial space in the District of Zwickau should above all start with the development of a networking platform that connects the creatives with each other which is absolutely necessary for the foundation of a creative center. Additionally, networking means to create an interface between administration, regional key players and creatives to cooperate on a new level with the goal to make the region more attractive for creative industries.

Within InduCult2.0 PP1 would like to organize at least two networking events for creative industries in at least two different old-industrial vacant buildings to start the networking process and raise awareness for old-industrial spaces in the region.

5. Evaluation/transnational added value

The above summarized concept is a basis document which was necessary to get a first insight into the topic. The district of Zwickau as an administrative institution has no experience in the revitalization of old-industrial spaces through creative industries. Additionally, creative industries itself were not in the focus of the department of economic promotion. The concept provided the project partner with necessary information on:

- the key players of the creative scene
- status of old-industrial spaces in the region that are still usable
- needs and requirements of creatives

Furthermore, the applied approach of interviewing, survey and on-site operation already raised awareness for the topic. Creatives are now aware that old-industrial spaces are waiting to be revived and that the Saxon center for culture and creative industries that developed the concept already settled down in the region and provides support.

PP1 will work with the recommendations for action and support grassroots initiatives. The InduCult2.0 project partnership will profit from this as PP1 will share the experience of how to start such a process of founding a creative center in an old-industrial space in a rural industrial region.

6. Outlook and sustainability

The Saxon center for culture and creative industries which developed this concept would like to start with a first networking event in the beginning of 2018 to present the results of this document and raise awareness for old-industrial spaces in the District of Zwickau. Objective is to get in closer contact with the scene and establish the administration of the district, especially the department of economic promotion, as a stable partner of communication for creatives. Albeit a physical creative center could not be supported within the project runtime, InduCult2.0 started the whole initiative and will lay the foundation for the process by encouraging a community and support networking.