



Past - Present - Future



PREPARATION OF SMART PRESENTATIONS “INDUSTRY GOES PUBLIC”

Infoterminal concept for non-profit industrial culture+visitor centre and integration in museum landscape

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0. Abstract

Inhabitants of industrial regions are not always aware of the strengths and potentials of their existing industrial culture. Therefore knowledge about industrial culture and its means should be presented in an attractive and innovative 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 a well-equipped industrial culture & visitor centre. The concept was conducted by ARS ELECTRONICA, a company that is known for its innovative high technological approach of imparting knowledge. It suggests various technological gadgets for the presentation of industrial culture in the dimensions past - presence - future, such as an interactive table and a digital telescope.

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.

Work package 2 - “Priming Industrial Culture as a unique feature of regional identity” - compiles a range of awareness-raising activities: (1) promoting cultural resources of industry: ‘industry goes public’, (2) industrial tourism combining heritage and present, (3) image-shaping through industry-related cultural events.

For activity 2.3 “Industry goes public” six different types of public presentations are developed by six regional InduCult partners jointly with local stakeholders, such as outdoor installations, mobile showcases and digital visitor information systems. The city of Leoben supports the establishment of a non-profit industrial culture & visitor centre as a joint initiative between local companies and heritage actors.

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.

Inhabitants are not always aware of the strengths and potentials of their existing industrial culture. Therefore knowledge about industrial culture and its means should be presented in an innovative way. To reach this aim a concept has been prepared to meet this demand in form of an industrial culture & visitor centre. It was desired that it provides add-on facilities and can be integrated in the museum landscape.

3. Applied Approach

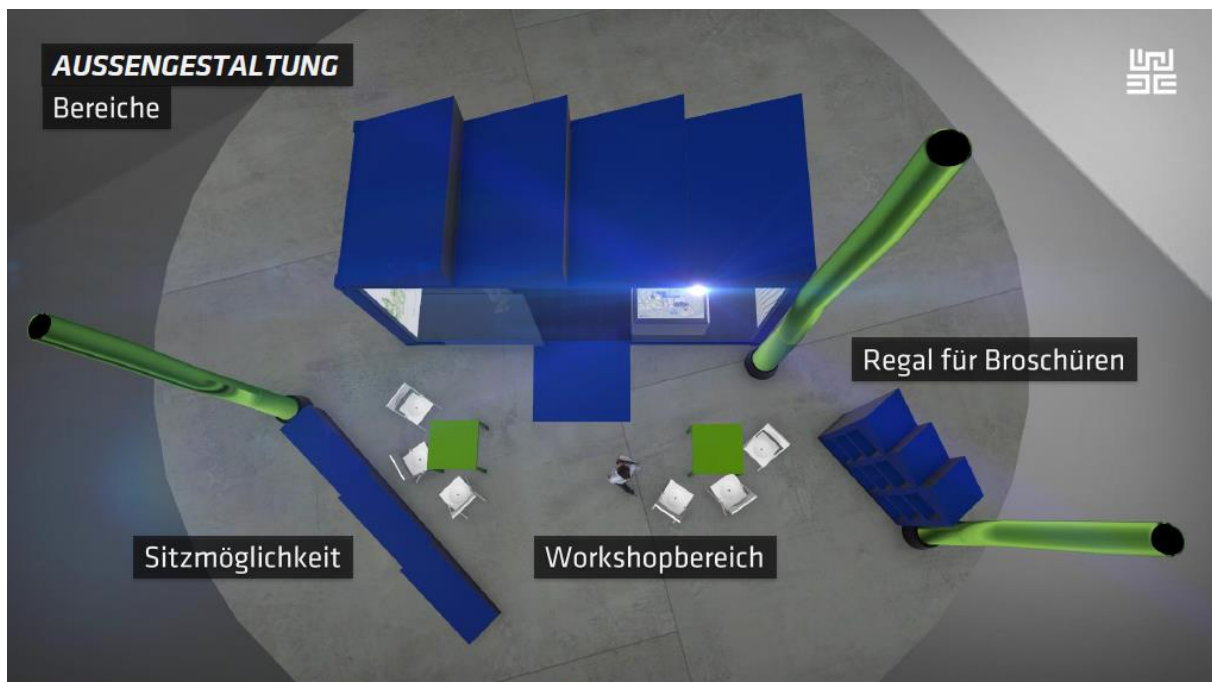
The concept for an interactive way to present industrial culture was conducted by ARS ELECTRONICA, a company that is known for its innovative high technological approach of imparting knowledge.

In order to combine different approaches of presenting industrial culture to different target groups they chose a container as a 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. This container should host an interactive installation which serves as an information and presentation platform for regional industrial culture.

However: If a container solution can't be realized for this or that reason, the proposed technological gadgets could also be used in the museum center Leoben or in any other industrial culture / visitor centre (e.g. at voestalpine).

4. Results

The concept consists of different 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 for different target groups.



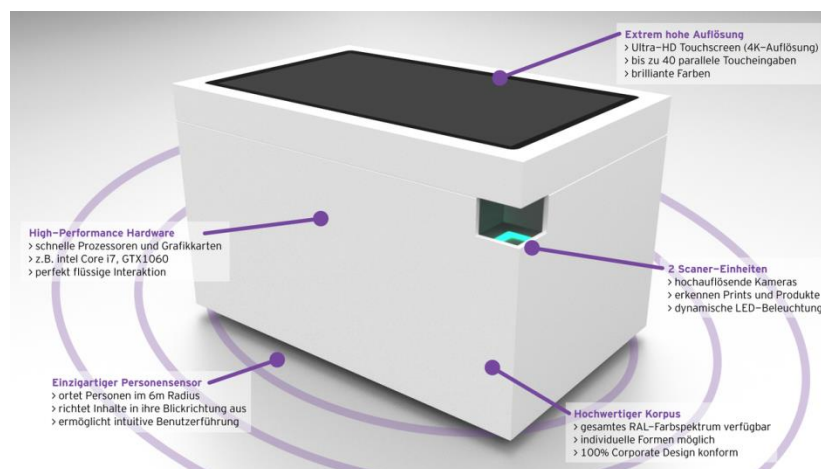
5.1. Interactive Table

The interactive table is a tool to provide local and regional information and knowledge about industrial culture. It can be provided in different formats. The so-called ‘GeoPulse’ system shows relevant spots on an interactive map where industrial culture takes place. By using an App on the smartphone (Beehive App) short video clips can be recorded and afterwards shown on the map. Other visitors then learn about different opinions and stories of industrial culture in their region.





Another option is to use a multi-touch-scanner to scan content that has been elaborated by different target groups and can be presented on an interactive wall. This format gives the option to integrate ideas and views from stakeholders as well. In this way information and knowledge about industrial culture can grow constantly by adding information from outside.



With a 'Gigapixel Viewer' which can be integrated in the interactive table high resolution pictures can be used to zoom in relevant information about cultural industrial sites.



5.2. Digital Telescope

By using a digital telescope, virtual future visions of industrial culture can be shown. This gives users the opportunity to dive into the world of industry 4.0 and to get an idea where industrial developments lead and how it will influence our daily lives.



By combing all options - geographical aspects, existent knowledge of industrial culture, opinions and ideas of visitors as well as future visions - can be presented.

Estimated Costs:

GeoPulse Light Table: 27.500 Euro

Multitouch Scanner Table: 36.700 Euro

Container Infrastructure: 9.800 Euro

Outdoor furniture: 12.400 Euro

Digital Telescope: 34.000

5. Evaluation/transnational added value

The different gadgets show innovative ways of presenting industrial culture to the public. The concept was developed for a specific site in Leoben/Austria. Anyway all tools can be easily filled with different local and regional information and therefore can be used in any region. The concept 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 some of the gadgets either in the landscape of the 'Museumscenter Leoben', which actually is already run as a visitor centre or to organize 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 ideas.

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

7. Annexes incl. picture documentation (if applicable)

Annex: Concept of ARS ELECTRONICA