



Past - Present - Future

# INDUSTRY GOES PUBLIC – AN INTERACTIVE ART INSTALLATION IN THE DISTRICT OF ZWICKAU

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Concept

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T2.3.1



Reporting Period 3



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 would like to use the potential of regional industrial culture to foster tourism and regional identity. One idea is to create a public art installation that presents the cultural aspects of industry. Combining industrial past which somehow is often connected to dust and backwardness with the industrial presence and future could make the whole topic more interesting for the younger generation and it could foster the regional image as well. The following document describes the idea of how to innovatively and interactively present regional past and presence to the audience in the District of Zwickau. Concrete measures for implementation are presented together with budgeting and timeline.

## 1. Project Context

The frame of this concept is given by the INTERREG project InduCult2.0 that addresses Central European regions outside the metropolises characterized by industrial production. 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. This concept is an approach to this idea by defining a way for PP1 to innovatively present industry to the public.

## 2. Introduction

The District of Zwickau - PP1 - is cooperating with the tourism agency Zwickau to implement InduCult2.0 activities of work package T2. The tourism agency Zwickau is responsible for the overall management of the tourism activities of the District of Zwickau. Since 2016 the tourism agency is also in close contact with the agency of economic promotion and tourism of the city of Chemnitz.

Together they develop a new tourism destination area Chemnitz-Zwickau with regional industrial culture as a core topic of all tourism products. Furthermore the City of Zwickau will host the Saxon Exhibition of Industrial Culture in 2020. The District of Zwickau will also be involved in the Saxon Year of Industrial Culture in 2020. To sum up, the whole region is now focusing on industrial culture. The tourism agency developed a concept and measures how to promote the industrial culture of the region Chemnitz-Zwickau all leading to the highlight year 2020.

The tourism agency already implemented activities that combine regional industrial past and presence by cooperating with industrial museums and factories. For example, in 2017 the District of Zwickau and the City of Chemnitz implement the regional days of industrial culture. For two days factories and industrial museums are opening the doors for the public and organize special events.

Although InduCult2.0 is somehow focusing on industrial presence it is not the aim to just promote producing factories or spread the industrial strength of the regions. Moreover T2 is focusing on the cultural aspects of industrialized regions. With the installation “Industry goes public” PP1 and the tourism agency Zwickau would like to present the innovation potential of regional factories together with the historical roots of these companies. The visitor will interactively experience what innovative industry in Zwickau with long history and tradition means.

### 3. Objective

“Industry goes public” is an innovative touring outdoor installation that focuses on the industrial culture on a very new perspective. Industrial culture is one of the core topics of regional tourism activities. Hence the installation should present regional industrial culture in a fresh, appealing and interesting way. This is also necessary for promoting regional products of industrial culture, e.g. exhibitions or events.

The message of the installation should go beyond the classic understanding of industrial culture: Industrial culture in the district of Zwickau means more than industrial heritage and museums. Moreover it includes current industry, research, innovation, architecture, street art, music, design and other social dynamics.

The installation should be implemented with high-tech solutions, e.g. virtual reality goggles to attract young people and connect the regional industrial history with innovative high-tech inventions of the presence. Moreover the installation should be interactive to show that art is an experience. Another message of the installation should be that art is not tangible all the time but sometimes it pops up at unexpected places with a surprising message.

The main objectives of the outdoor installation are:

- be interactive
- be transportable
- be fresh and appealing
- show innovative high-tech industry inventions
- connect regional industrial past with presence
- show regional touristic products, e.g. exhibitions

Another objective grew during the development process of the installation when Saxony announced that 2020 will be the Saxon year of industrial culture and that the Saxon exhibition for industrial culture will be located in Zwickau. That decision was followed by a whole new concept of regional tourism activities. Industrial culture became the core topic of regional touristic advertisement. Thus it became necessary to connect the installation with other regional activities to promote the district

of Zwickau as the “place to be in 2020”. Of course the installation was developed in the frame of InduCult2.0 but it will also be used after the end of the project as a marketing product for regional industrial culture

## 4. Industry goes public

In the beginning of the development process of the installation PP1 and the tourism agency Zwickau discussed various options how to realize an innovative art installation that is interactive and generates public awareness. Additionally it should fit into the strategic regional tourism concept that leads to the Saxon Year of Industrial Culture in 2020. To realize the above mentioned objectives the following installation was created.

### 4.1. A touring art installation

As written above the outdoor installation should be a touring outdoor installation traveling to six different locations in the District of Zwickau. The tour will last from April to September 2018:

- Starting point is the location of the future Saxon exhibition of industrial culture next to the August-Horch-Museum in Zwickau.
- The Saxon Museum of Industrial Culture in Chemnitz
- The city center of Werdau in cooperation with the museum of the city
- The city center of Crimmitschau in cooperation with the Textile Museum Crimmitschau
- The city center of Hohenstein-Ernstthal in cooperation with the Racing and Textile Museum Hohenstein-Ernstthal
- The city center of Limbach-Oberfrohna in cooperation with the Esche-Museum Limbach-Oberfrohna

The regional museums will be responsible for the venue and the organization. It is planned to also find regional companies as cooperation partners for each location.

The installation will be located in an event truck to make transport easier and protect the high-tech gadgets from bad weather conditions.

### 4.2. Interior design of the truck

The event truck should consist of:

- TV screens that show 360 degree views of regional industrial museums and regional production facilities
- Virtual reality goggles will beam the visitor into the museums or production facilities where they could walk around, play ball with or dance with an industrial robot. The visitor would wear headphones to listen to the music or sounds of the production hall.
- The installation in the truck will be supported by progressive music to create a special industrial atmosphere

- The outside of the truck will be designed by regional graffiti artists to also represent modern street art

All in all the installation represents the regional industrial past as the visitor could virtually visit industrial museums, it represents current regional industry as the visitor could virtually visit regional production, it represents the regional industrial future because it is a virtual exhibition and it uses an industrial robot as a symbol of “industry4.0”.

The usage of VR goggles creates a whole new situation for the visitor: The visitor does not only see an art installation but he/she would become part of it and could decide what he/she would like to experience.

The design of the whole installation is a very specific modern way of art which is already becoming very popular.

### 4.3. Time frame

08/2017	Creating of the 360 degree views
12/2017	Creating of the virtual industrial robot, acquisition of hardware
02/2018	Creating VR-3D models and implement them in 360 degree views
04/2018	Implement interior design of the showtruck
04/2018	Truck tour starts

### 4.4 Budget

As the installation as a whole will be a huge project connected with investment only a small part of the installation could be co-financed by InduCult2.0. The following chart lists all parts of the installation that have to be financed somehow:

Element	Costs	Funds etc.
Showtruck		InduCult2.0
360° panorama	4.360,16 €	TMGS with 50% (tourism and marketing agency of Saxony)
VR Models		
Hardware	Approx. 6.000 €	Kulturraum 50 %

### 4.5. Sustainability and additional benefit

This installation is not only art made by street artists (outside design of the truck) but it is also made by “programming artists”. It is a very progressive way of bringing industry to the public. Furthermore it will generate a wider public for the artists and the cooperating museums and companies. The 360° views of the museums and production sites will also be integrated in the website of the tourism agency. The VR models could also be used in other context, e.g.

international tourism fairs. The museums and companies could later use the virtual designs for promotion events, too. The installation as a whole does not only bring industry to the public but also promotes the Saxon Year of Industrial Culture and the Saxon Exhibition of Industrial Culture.

## 7. Outlook

The concept presents an innovative and sustainable outdoor installation that will be implemented in the frame of InduCult2.0 but which also can be applied in other context, too. The first step now will be to ensure a fixed budget for all elements of the installation. From 2018 to 2020 the installation will be used to promote the District of Zwickau and within the region it will raise awareness towards regional industrial museums and producing factories. During the tour of the installation the results and experience will be shared within the InduCult2.0 partnership. PP1 will evaluate the whole measure to ensure quality and to guarantee transnational value of the activity by sharing and discussing it within the project partnership.