



Past - Present - Future



CONCEPTS FOR IMPROVED EXTERIOR APPEARANCE OF INDUSTRIAL QUARTERS

PP9: Creative study on improving exterior appearance of companies or industrial complexes in Opolskie Voivodeship

Final version



D.T4.3.3



Reporting Period 3



Opolskie Centre for Economy Development



Marcin Staniszewski
m.staniszewski@ocrg.opolskie.pl

TABLE OF CONTENTS

| | |
|---|---|
| 1. Abstract..... | 3 |
| 2. Project Context..... | 3 |
| 3. Introduction & Objective..... | 3 |
| 4. Applied Approach..... | 4 |
| Location analysis..... | 4 |
| Railway cross-walks in Opole-Groszowice, Opole-Grotowice, Gogolin | 4 |
| Metalchem Industrial Park in Opole | 4 |
| Otmęt Industrial Park in Krapkowice | 5 |
| 5. Results | 5 |
| 7. Outlook and sustainability | 7 |
| 8. Annexes incl. picture documentation (if applicable) | 8 |

1. Abstract

The concepts for improved exterior appearance of industrial quarters was prepared for locations in industries districts - Groszowice, Grotowice, Gogolin, the Metalchem Industrial Park in Opole and in Krapkowice.

InduCult2.0 pilot implementation of improving exterior appearance of industrial quarters in industries districts - Groszowice, Grotowice, Gogolin, the Metalchem Industrial Park in Opole and in Krapkowice are focused on locally transforming image and identity of the region, potential of post-industrial sites and creative and modern solutions.

All industrial traditions, contemporary industry and creative way of post-industrial appearance will be represented.

To use the chances for transforming image and identity of the region, promoting its industrial past and show-casing modern industry, a local action plan has been worked out by a regional focus group.

2. Project Context

InduCult2.0 project - „Industrial heritage, cultural resources of current industries and creative pioneers - utilizing Industrial Culture in Central Europe” establishes the idea of Living Industrial Culture in Central Europe and as such reveals, strengthens and utilizes the unique cultural spirit of industrial regions (www.inducult.eu). InduCult2.0 is initiated by 8 long-standing industrial regions represented by: Germany, Austria, the Czech Republic, Italy, Slovenia, Croatia, Poland and Belgium. Together with regional 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 utilize it as location factor;
- empower industrial regions by re-activating their pioneer spirit.

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

According to InduCult2.0 framework actions are to be developed within three areas:

- fostering regional identity (T2),
- influencing industrial labour market and company commitment (T3),
- promoting creativity and pioneer spirit (T4).
-

3. Introduction & Objective

The Opolskie region industry has strong traditions dating back to the beginning of the industrialization of Upper Silesia. The most developed industries are cement, metallurgical sector and potential of Odra river. In Opolskie region many post-industrial locations and

sites are located and could be very inspiring. Thanks implementation that concept will bring them “the second life”.

The concepts for improved exterior appearance of industrial quarters are changes for make post-industrial locations and sites more attractive and creative-friendly for habitants, creative environment and business.

4. Applied Approach

Opolskie Centre for Economy Development discussed the structure, ideas and suggested locations of concepts for face-lifting industrial quarters with regional stakeholders at regional workshops in April, May and October 2017 and bilateral meetings in November 2017.

What is more, the renovated and improved locations and sites will raise the attraction of post-industrial quarters. Furthermore, it lets fostering creativity and innovation in the environment of industry and its remains.

Location analysis

In Opolskie region there are many post-industrial locations which could be a perfect for regional improved and renovated exterior appearance.

The decision about the right location for face-lift concept was the most relevant issue. 3 potential locations were considered for the concept: industries districts of Opole (Groszowice, Grotowice-Metalchem) and Gogolin, the Metalchem Industrial Park in Opole and Otmęt Industrial Park in Krapkowice. All of those locations were suggested by our focus group stakeholders during at regional workshops and bilateral meetings.

Railway cross-walks in Opole-Groszowice, Opole-Grotowice, Gogolin

The over-ground pedestrian crosswalks above the tracks are common for stations industrial quarters of Opole (Groszowice, Grotowice-Metalchem) and Gogolin. The crosswalks are made from steel that is stained but the size and design makes it prevailing feature of the area. The idea is to design special light installations together with local communities of these industrial quarters that could be installed on the overpasses. Spectacular light installations will make the area much more attractive and will underline industrial culture of local communities. Feasibility of this concept is easy to implement.

Metalchem Industrial Park in Opole

The Metalchem Industrial Park (Park Przemysłowy Metalchem) Association is a group of entrepreneurs aiming to strengthen their position on the national and international arena. They offer high quality technologies, structures and materials for the broadly defined chemical, energy and related industries. In the industrial area of Metalchem of approximately 80 hectares, they create several thousand jobs. They employ high-class specialists, they have own research and development departments, design, technology and production departments that perform advanced technological and logistic tasks. They play a key role in the world by creating a centre of intelligent technological and production specialization.

The Metalchem Industrial Park is a perfect location for implementing the creative brainchild of robot-totem installation. The idea was suggested by regional focus group

stakeholders from Metalchem Industrial Park Association that were inspired by creating applied art from innovative materials from the Explomet company. During follow-up meetings stakeholders from Metalchem i.e. suggested using art installation for visualising Industry4.0 process. Installation idea, inspired by “Robot Factory” installations (private museum of robot fan and designer in Łącznik in Opolskie). The idea is intended to illustrate future use of sapper-robots for industrial process of explosive cladding of metals and alloys. The idea is to use elements derived from Metalchem, design and create art installation of robot-totem installation referring to the past, present and future of the industry at The Metalchem Industrial Park with participation of children from Metalchem (local) community

Otmęt Industrial Park in Krapkowice

In general, the Krapkowice- Otmęt quarter is a location famous for rich industrial history. It used to be huge and well-known shoe factory here. The former Otmęt industrial plant together with the factory assets and the sports and recreation complex are currently in possession of various entities. In the old office building the Krapkowice County Job Centre and the Krapkowice County Office are located. However, the park and sport and recreation facilities are in the possession of the Krapkowice town authorities, whereas the industrial park Otmęt is in the possession of the private owners. On the postcards the most recognizable object is the factory building at the square between the gate to the industrial plant and the office building. Currently, in that space there is a parking for employees and clients of the Krapkowice County Job Centre and the Krapkowice County Office. Since the collapse of the Otmęt industrial plant, the building has been neglected. Only necessary repairs were carried out there and, among other things, demolition of fire stairs was an important architectural feature of building facade. Despite the building is in local registry for monuments, it is covered with various advertisements posters and loses on its aesthetic value. Due to the fact that the building is a showcase of the local industrial heritage, local enthusiasts of Otmęt history and regional experts from the Krapkowice commune have indicated this place as ideal for face-lift concept. They have had many ideas for improved exterior appearance of this space - such as mural, lighting using elements of Otmęt shoes, many items related to shoes industry (personalized and decorative shoes, trimmings, shoes hooves) or pictures of famous shoemakers. The success of the idea will be possible and achievable when the owner of the building remove the advertisements on the building near the installation. Another success factor will be using some historic and innovative materials of nowadays shoe and car parts manufacturers that prevail in industrial park inhabited after “Otmęt”.

5. Results

All of these concepts are good idea for improved exterior appearance of industrial landscapes in our region. The concept, which was developed for a specific site and purpose in the regional post-industrial quarters and it is the easiest to implement is mural on the old building of Shoe Factory in Otmęt Industrial Park in Krapkowice.

The “SMART” analysis approach was very helpful to make proper decision and way to write management's goals and objectives.

| SMART /IDEA | SPECIFIC | MEASURABLE | ACHIEVABLE | RELEVANT | TIME-BOUND | TOTAL SCORE |
|--|----------|------------|------------|----------|------------|-------------|
| Industry related Art Lightening Installation on railway cross-walks in Opole and Gogolin | 3 | 3 | 1 | 1 | 2 | 11 |
| Industry related Robotic Art Installation in Opole-Metalchem | 2 | 3 | 2 | 3 | 2 | 12 |
| Industry related Mural and Light Art Installation in Krapkowice-Otmęt | 3 | 2 | 3 | 3 | 3 | 14 |

* Score - from 1 to 3 points.

All case are specific enough to prepare implementation, though, the most open idea is the light installation on railway cross-walks that require different solutions for lightening and requires indefinable power and use of electricity at this stage. This may also lower achievability if certain level of cost is exceeded: it will be harder to sign agreement for sustainability period with municipality. Robotic installation and mural will require closed and modest power and use of electricity.

All action are time-bound though procedures required for investment in railway-owned areas and public road-owner are more time consuming and additionally put achievability of Art Lightening Installation at high level of risk and Robotic Art Installation at medium level of risk.

The most relevant in term of using participatory approach and materials from local/regional industrial companies are Robotic Art Installation in Opole-Metalchem and Mural and Light Art Installation in Krapkowice-Otmęt.

The biggest advantage of implementation of the Mural and Light Art Installation in Krapkowice-Otmęt would have been complying with local policy for revitalising the area and using it for industrial tourism. It is related to revitalisation of park area owned by “Otmęt” factory and “Krapkowice Footwear Route” described in draft regional action planning document for fostering identity and tourism in Opolskie.

6. Evaluation/transnational added value

The study, which was developed for a specific locations and purpose in the regional post-industrial areas is applicable for other regions. It can provide some inspiration for the other InduCult2.0 partners working on the same topic. Especially in the context of the local engagement of the habitants, creative associations and local authorities to re-discover and promote local and regional Industrial Culture. The biggest transnational value would have Robot Mural and Light installation in Krapkowice-Otmęt as it regards common Polish, German and Czech industrial heritage. Also some of the current companies in industrial parks Otmęt and Opole-Metalchem are multinational and employ Europeans from and outside Central Europe.

7. Outlook and sustainability

The creative study shows the promoting Industrial Culture in different (post)industrial locations for promoting industrial past, presence and future by an attractive face-lift industrial quarters. The local communities, industrial companies and authorities will get inspired by pilot implementation of one of art installations mentioned in the document. Its implementation will provide the necessary energy for the further development of the cultural, creative sector, industrial and promoting aspect as a field of experimentation.

The study is helpful for planning of implementation according to InduCult2.0 project schedule and budget limitations for infrastructure and works. The installations should not exceed the level of 15 000 EUR investment. Planning and design phase is planned for January-March and implementation phase for April-June 2018.

8. Annexes incl. picture documentation (if applicable)



The old postcard of Groschowitz (Groszowice) presents the view of the railway station.



The overground pedestrian crosswalks above the tracks in Opole-Groszowice.



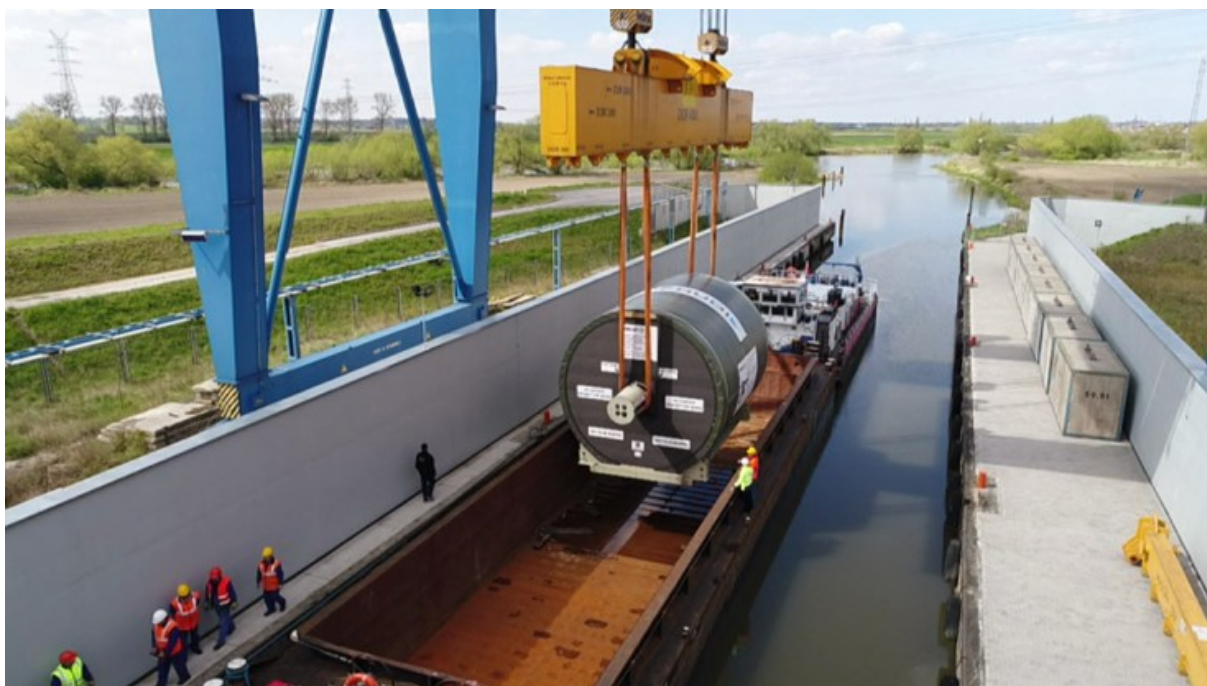
The overground pedestrian crosswalks above the tracks in Gogolin.



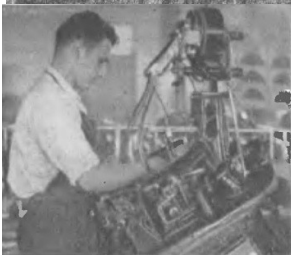
The view for the Metalchem Industrial Park (from above); at left visible Metalchem settlement.



The view for the Metalchem Industrial Park (from side of the river).



Loading goods in from Metalchem Industrial Park based zinc coating plant Ocynkownia S.A. for shipment.



winner1971

The building of Otmët Shoe Factory in the “golden ages” of factory.



The unsightly advertisements on the building of Otmęt Shoe Factory with staircase (old photo)



The unsightly advertisements on the building of Otmęt Shoe Factory without staircase.