

# STORY BROCHURE



RURAL REVITALIZATION  
FOR CULTURAL HERITAGE




## RURAL REVITALIZATION FOR CULTURAL HERITAGE

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## WHAT WE DO

The purpose of the REFREsh project is to revitalize old industrial heritage through new forms of creative use. During the project, a multifunctional approach for the revitalization process was developed, which involved stakeholders from the creative scene, trade, industry and services.

## 1. INTRODUCTION

During the REFREsh project, ten partners from five central European countries worked together on the project aim of revitalizing old, unused industrial heritage in rural areas. Partners from Germany, Hungary, Slovenia, Italy and Croatia collaborated for three years to reutilize five selected industrial sites in the countries. Investments were implemented in Freiberg (DE), Komló (HU), Piran (SI), Castello di Godego (IT) and Lokve (HR). After the sites were refurbished, their new use was tested through pilot actions in all regions. Thereby, the integration of the creative scene was focussed to test the reutilization of the spaces as cultural centres - the starting points for the development of the selected industrial areas, municipalities and regions.



5 COUNTRIES

10 PROJECT PARTNERS

5 MONTHS

2 BILLION EURO PROJECT BUDGET

1.7 MILLION EURO ERDF



AUFBAUWERK REGION LEIPZIG GMBH



SAXONIA



CHAMBER OF COMMERCE AND INDUSTRY OF PECS-BARANYA



LOCAL GOVERNMENT OF KOMLÓ



INSTITUTE FOR THE PROTECTION OF CULTURAL HERITAGE OF SLOVENIA



OBČINA PIRAN  
COMUNE DI PIRANO  
MUNICIPALITY OF PIRAN



VENETIAN CLUSTER



MUNICIPALITY OF CASTELLO DI GODEGO



PRIMORSKO-GORSKI NOTAR COUNTY



MUNICIPALITY OF LDKVE

TAKING COOPERATION FORWARD

## 2. PARTNERS

Partners from five central European countries joined their forces to improve the capacities for the sustainable use of cultural heritage and resources.

# Germany



**Julia Binder**  
Project Manager

## Aufbauwerk Region Leipzig GmbH

Regional public authority

Aufbauwerk Region Leipzig GmbH is lead partner and thus responsible for the management of the project and coordination of all activities within the partnership. Aufbauwerk works closely with the regional and second German partner SAXONIA in Freiberg. Project deliverables are developed jointly and major activities, such as the pilot actions in Germany, are being supported by Aufbauwerk. Through its more than 25 years of experience in regional and transnational project management, the agency is well equipped to coordinate the project. It has managed various Interreg Central Europe and Interreg Europe project in the past as lead partner and project partner. Additionally, Aufbauwerk has worked closely with the creative scene and its actors in the past and gained experience with reutilization projects, e.g. through the Interreg projects SECOND CHANCE and Creative Cities. The agency is well established in the region, being able to involve different target groups, especially public authorities, cultural actors or companies through networks. All this knowledge and experience can be transferred to the REFREsh project and be shared with the partners. During the REFREsh project, Aufbauwerk was able to gain new experience regarding the reutilization of industrial heritage, rural governance and the creative scene on a national and transnational level, it can benefit from in the future. The great project results were achieved through strong collaboration of all partners and regions involved.



**Erich Fritz**  
CEO

## SAXONIA - Standortenentwicklungs- und -verwaltungsgesellschaft mbH

Regional development

SAXONIA cooperates with the second regional partner Aufbauwerk in implementation of activities and cooperates, exchange experience with the transnational partnership. SAXONIA is leader of WPT 1. It is responsible for creating the joint framework and summarized it in a transnational SWOT analysis as benchmark tool. In WPT2 it develops together with Aufbauwerk strategy for their development and integration of creative scene in structures of business, trade and services. SAXONIA contributes to joint transnational strategy and transnational learning for multifunctional combination of different sectors.

In WPT3, SAXONIA is carrying out a feasibility study, investments and subsequent use for the Huthaus building as part of a historical industrial area with reference to the UNESCO World Heritage. It is planned to set up a contact point for the creative industries here and to promote the development of the listed complex with a combination of services and creative industries.

This is supported by the transnational exchange of creative actors and peer reviews. Cooperations for the use of the complex are to be established and further investments in the infrastructure are to be prepared. For this purpose, SAXONIA involves regional stakeholders in order to promote the development of the area and the cooperation between the various actors. The transfer of the results of the developed strategies and the implementation of pilot measures should be sustainable. SAXONIA benefits from experience in the development of strategies for historical industrial areas in the combination of various actors and location-specific pilot actions.

# Hungary



**Dr. Tamás Síkfői**  
President

## Chamber of Commerce and Industry of Pécs-Baranya

Business support organisation

CCIPB cooperates closely with Komló in regional implementation of activities and cooperates and exchange experience with the transnational partnership. Chamber of Commerce and Industry of Pécs-Baranya supports the Municipality of Komló through SWOT-Analysis and data collection. It contributes to Best-practice exchange and transnational exchange esp. from experiences made in former cultural projects. It will be WP Leader of thematic WP 2. Here it creates a joint framework for strategy for the transnational partnership, provide feasible study for combination of business, trade and services with creative scene introduced jointly in regional strategy. It collects the results of regional to create a transnational strategy. It supports Komló with development of investment concepts and realization of pilot action (WPT 3). Through their wide network they can involve esp. SMEs and creative actors in regional workshops for analysis and cooperation workshops and also invite stakeholders in transnational peer reviews an involvement of cultural actors in pilot action. As multiplier it can transfer the results to other Municipalities and esp. to SMEs and creative actors. The chamber's benefit is to involve SMEs into active participation of city regeneration, and to introduce the vital importance of economic impacts into the project. CCIPB benefits from transnational exchange of experiences for methodology and via the added value of transnational marketing effect through dissemination of results.



**Gábor Benovics**  
Project Manager

## Local government of Municipality of Komló

Local public authority

Komló cooperates closely with the second regional partner CCIPB in regional implementation of activities and cooperates and exchange experience with the transnational partnership. Komló to the regional SWOT analysis, identify user needs bring best-practice and exchange their experience with transnational partnership. It jointly develops with CCIPB the regional strategy for the integration of cultural scene in the territory in combination with trade, services and business actors. The results are introduced in the joint transnational strategy. It is responsible for the reutilization of an old communist party headquarter as a cultural centre. Komló test feasibility, and realize investments for test reutilization for cultural use and exchange of creative actors. Transnational implementation and exchange are made through transnational peer reviews with partners and exchange of creative actors in the pilot actions. Long term cooperation agreements between creative actors and for further utilization and investments will be made. To utilize wide relationship with existing mining experts, organizations and associations. Komló benefits through Brown field revitalisation for the industrial heritage will be implemented, narrow cultural portfolio will be widened, citizens will be provided with a cultural history attraction. It benefits from transnational exchange with new methodology experiences in order to implement local objectives.



# Slovenia



Tajda Senica  
Project Manager

## Institute for the Protection of Cultural Heritage of Slovenia

National public authority

The Institute for the Protection of Cultural Heritage of Slovenia (IPCHS) works closely with Municipality of Piran in the regional implementation of activities and cooperates and exchanges experiences with the transnational partnership. It exchanges know-how and guidance on preserving and revitalizing the industrial building, which is also provided to other stakeholders and partners in the consortium for the realization of their pilot-investments. It contributes to the analysis of examples of best-practice and to transnational exchange, in particular through its experience in the valorisation of cultural heritage. It supports the Municipality of Piran through SWOT analysis development of reutilization and pre-investment concepts. The IPCHS conducted an analysis of best practice examples for the reuse of industrial heritage in Slovenia, prepared a conservation study and elaborated the basis for reutilisation concepts as a foundation on which the Municipality of Piran prepared Reutilisation Concepts for salt warehouse Monfort. It includes a description of the building and the historical background of the industrial heritage, presents the cultural significance, describes issues of vulnerability and conservation and proposes instructions for future management. It prepared a feasibility study for the integration of cultural scene in industrial development areas and Regional Strategy for integration of creative scene for multifunctional development in rural areas. The IPCHS also supported the Municipality of Piran in the implementation of pilot actions. It bridges the gap between the successful refurbishment of buildings and their actual use to raise awareness and enrich the cultural heritage itself. The project results will contribute to the sustainable development of the wider region. The IPCHS benefited from transnational cooperation through the exchange of best practices and ideas that link similar cultural heritage.



Vesna Zorko  
Project Manager

## Municipality of Piran

Local public authority

Municipality of Piran cooperates closely with IPCHS in the regional implementation of activities and cooperates and exchanges experiences with the transnational partnership. The Municipality contributed to the SWOT-Analysis, identifying user needs and bringing together creative, business, trade and service providers. With the support of IPCHS it resulted in the development of a joint strategy for mutual learning and transfer of experience to partnership for transnational learning and transitional strategy. The Municipality of Piran prepared the Reutilization Concepts for salt warehouse Monfort. It includes description of the building and the historical background of the industrial heritage, presents the cultural significance, describes issues of vulnerability and conservation and proposes instructions for future management. A feasibility study, an investment to renovated the place and pilot actions for testing the reutilization for cultural purposes for indoor cultural events, concerts, art exhibitions, culinary events, dancing events, events for promotion of typical local products and crafts were done. Different workshops and events for disseminating, transfer, presenting the results and involve cultural actors, citizens, trade, service and business actors were organized. Long-term cooperation agreements between creative actors for further utilization and investments were signed. The Municipality of Piran benefits through pilot actions, showing stakeholders good practices from around Europe, improve capacities for the sustainable use of industrial heritage, and enhance the potentials of the reuse of such an infrastructure.



**Maurizio Malè**  
Project Manager

## Venetian Cluster

SME

VHC cooperates closely with Castello di Godego in regional implementation of activities and cooperates and exchange experience with the transnational partnership. VHC will bring its experience in management, restoration and valorisation of cultural heritage, including old industrial sites. IT contributes It will provide know-how, support SWOT analysis and best-practices and will guide and implement strategies for combination and integration of creative actors with other business, trade and services actors at regional level, according to strategic lines commonly defined in the project and contribute to joint transnational strategy. It will guide Municipality in sustainable valorisation of its old industrial building, providing know-how and transferring experience to other partners and stakeholders. Through their wide network and experiences with different creative, business and service actors, they will involve in regional Workshops for analysis and cooperation workshops and also invite stakeholders in transnational peer reviews an involvement of creative actors in pilot action. It also acts as multiplicator for the transfer of valorisation and cooperation of actor results through their network. The organisation will benefit from the project in the exchange of know-how and best practices at EU level as well as in the definition of innovative strategies and tools for the valorisation of cultural heritage.



**Marta Stocco**  
Deputy Chairman of the City Council

## Municipality of Castello di Godego

Local public authority

The Municipality of Castello di Godego cooperates closely with the second regional partner VHC in regional implementation of activities and cooperates and exchanges experience with the transnational partnership. Castello di Godego contributes to the regional SWOT-Analysis, identifies user needs and brings in best-practices from a local and regional perspective of their region together and exchanges their experience in transnational consortia for mutual learning, finding joint solutions for identified common challenges. Based on feasibility study they create jointly regional strategy for the integration of cultural scene in the territory and cultural linkages with the second IT partner, which results implemented in joint transnational strategy. In WPT3 Castello di Godego realizes a feasibility study, investment and test reutilization of an old warehouse turned into a cultural center by organising cultural exhibitions and workshops. Transnational implementation and exchange are made through transnational peer reviews with partners and exchange of creative actors in the pilot actions. Long term cooperation agreements with creative actors and for further utilization and investments will be made. For communication and dissemination and transfer of results Castello di Godego organizes workshops and disseminates joint and regional project results. In all activities stakeholders are involved for analysing user needs and foster cooperation among cultural actors, trade and service providers.



# Croatia



**Irena Grdinić**  
Communication Manager

## Primorje-Gorski kotar County

Regional public authority

PGZ cooperates closely with the second regional partner Lokve in regional implementation of activities and cooperates and exchange experience with the transnational partnership. It supports the Municipality of Lokve by development of reutilization concepts, promote cultural heritage and transfer of results to other Municipalities in the region. PGZ is responsible for: - support Lokve by Benchmark of needs through involvement target and user groups, policy decision makers and creative actors - analysis of cultural potential in the city and region - Development of Strategies and feasibility study how to combine business, trade and services actors with creative scene introduced jointly in regional strategy. - Multiplier with dissemination of results to other Municipalities in the region Primorje-Gorski Kotar County - WP Leader of Communication, coordinate communication activities prepare, communication strategy, responsible for REFREsh story brochure, update of project homepage, layout and framework of publications PGZ supports the activities in transnational cooperation and the work package Leader through best-practices from the region, contribution through joint transnational strategy and by bring cultural actors for transnational exchange in the pilot actions and stakeholders in transnational peer reviews. It benefits from transnational cooperation with new methodologies in industrial heritage management and through transferred experiences.



**Sanja Čop**  
Project Manager

## Municipality of Lokve

Local public authority

Lokve cooperates closely with the second regional partner PGZ in the regional implementation of activities, collaborates, and exchanges experience with the transnational partnership. It contributes to the regional SWOT-Analysis, identifies user needs, and brings in best practices from a local perspective together, as well as exchanges their experience in transnational consortia for mutual learning to find joint solutions.

Based on feasibility, they create a joint regional strategy for integrating the creative scene in the area and which results are implemented in a joint strategy. In WPT3, Lokve realizes a feasibility study, investment, and test reutilization of an old technical house of the dam to a cultural centre for working spaces and exhibitions. Transnational implementation and exchange through transnational peer reviews with partners and exchange of creative actors in the pilot actions. Long term cooperation agreements between creative actors and for further utilization and investments will be made. For communication and dissemination and transfer of results. Lokve organizes workshops and disseminates joint and regional project results. In all activities, stakeholders are involved in analysing user needs and fostering cooperation between cultural actors, trade, and service providers. It benefits through mutual learning with all partners, in the transfer of experience to other stakeholders, in new knowledge, data, information, etc.



### 3. INVESTMENTS

During the project, unused industrial heritage was identified in the project regions. Five sites were selected as investments for the reutilization process. With the help of REFREsh funds, the buildings were refurbished and thus prepared for their future use as creative spaces. Investments were implemented in Freiberg (DE), Komló (HU), Piran (SI), Castello di Godego (IT) and Lokve (HR).



## 3.1. The reutilization of the Huthaus in Freiberg

Investments transform the Huthaus into a contact point for the creative industries, as a starting point for the development of the historic industrial area “Muldenhütten”. The Huthaus has an area of around 360 m<sup>2</sup> and is part of one of the most important historical mining and steelworks complexes in the Ore Mountains, which includes various unused old industrial production facilities. It should be used for events, the exchange of



creative actors in the context of the processing of projects related to the development of the historic industrial location as well as for dialogues between different interest groups from the fields of service, trade, industry and the creative scene.

In the pilot action (DT3.4.2) three events are being organized, a dialogue forum with regional stakeholders as well as representatives of the creative scene, trade, industry and service providers in order to ensure the further development of the historical area by involving various potential users and their interests, one Geocaching tour to explore the historical industrial area and an international photo exhibition with works from the other PP regions.

For the successful subsequent use of the Huthaus building, costs for new technical installations and equipment on the ground floor with a size of 150 m<sup>2</sup> are planned.



## 3.2. The cultural reutilization of the communist headquarter in Komló

Investment transform the former Communist headquarter to the regional cultural centre. Today it is as museum and library but this needs a new concept presents the town's industrial heritage. Therefore, Komló involve the creative sector as traditional craftsmen, trade sector from mining industry and services providers. Together they create a cultural centre which focuses on the method of transformation of the old communist era to the modern cultural and creative center with exposition halls and visual performances providing a new opportunity for creative scene. The main costs are related to increasing the accessibility of the building. It starts at the



back entrance where the steps will be accessible according the European Accessibility Act. In the inner area a new barrier-free lift will be installed which affects the left-wing of the building at the basement on the ground floor and on the second floor. This esp. relevant for transportation of crafts and exhibition material between floors. At each level a new barrier-free toilet will be installed for disabled visitors. This allows an easy access to established exhibition hall. Other costs relate to the pilot actions (D.T3.4.3) as construction of exhibition hall for photo exhibition and presentations of crafts and equipment for film events.



### 3.3. The cultural reutilization of the salt warehouse Monfort in Piran

The Municipality of Piran is the owner of the salt warehouse Monfort built around the year 1850. The warehouse is categorized as a monument of cultural heritage. “Monfort” is a massive building with the dimensions of industrial halls. The subject of investment was the partition 2 from the direction of Piran, so-called part B, the size of 445 m<sup>2</sup>. After the renovation, the place is ready to host all kinds of different cultural events. Related to Pilot action (D.T 3.4.4.) the Municipality of Piran organized 3 events: a cultural event FONS Istriano, the International photo exhibition and an exhibition of local products/crafts “Homemade from Istria”.



The former salt warehouse “Monfort” will be preserved as an exceptional location in the immediate vicinity of the sea and with a strategic location between Portorož and Piran, in an unspoiled architectural image that valorizes the cultural heritage and the history of the area, based on salt and maritime activities. With new programs, the monument will be given a modern touch, consistent with the development and needs of the area.



### 3.4. The cultural reutilization of an old warehouse in Castello di Godego

The building reutilized to cultural hub is an old warehouse used as recovery of Municipality tools and vehicles. The 3-storey building has a surface of 242 m<sup>2</sup> at the floor level, while other 2 levels (underground, second level) are 180 m<sup>2</sup> wide each. The ground floor level, was transformed in a cultural hall for the community and creative scene, where creative actors and associations can meet and organise cultural events and creative



activities and meet other actors of the territory (industries, trade, service providers, etc.). Two multi-purpose recreational rooms of 26 square meters and one of 60 square meters (with the possibility in the future of a fourth one with the realization of a simple partition in plasterboard) have been carried out and two new toilets, one of which is for disabled people. Moreover, the energy efficiency of the building has been increased thanks to dedicated structural interventions. In pilot action (D.T.3.4.5) three transnational events have been organized, including a transnational photo exhibition about old trades and abandoned places, a workshop from traditional crafts like sculpture, restoration and jewellery made from recycled materials and a music and dance workshop. The new cultural hub gives a wide accessibility especially for elderly and disabled people, being a barriers free place with solutions for an easier movement in and outside the building. The new hub offers workstations with tables, computers, projector, a large screen and the internet connection.





### 3.5. The cultural reutilization of an old technic house of water dam in Lokve

Investment refers to revitalizing an old technical house of the dam to the cultural centre for working spaces and exhibitions. It will be an international centre for research of Gorski Kotar and will include space to stay and work of international groups of creative scenes. Also, there will be a space for creating interactive exhibitions that will tour the mountain area of our county and industrial development of the region, especially the development of traditional crafts like woodcarving, embroidering of textiles, and energy production through the dam.



In pilot action (D.T. 3.4.6) three transnational events are organized, including international photo exhibition of the development of the technical house of dam, traditional crafts workshops and interactive workshops with creative actors, trade and tourism service providers. Construction roof works and patio adaptation for outdoor workshops were done to revitalize a building. As well, the heating system on pellets and solar water heating is installed. For the realization of creative workshops and training, furniture and equipment that includes wood-working, video and audio one was purchased.



## 4. PILOT ACTIONS

After the investments in the five project regions were completed, pilot actions were implemented in the refurbished spaces. During the pilot actions, the reutilization concepts were tested through the integration of the creative scene as final step of the revitalization process. The following concepts were tested: Freiberg (DE) - Huthaus as cultural contact point, Komló (HU) - communist headquarter as cultural centre, Piran (SI) - salt warehouse as cultural entertainment center, Castello di Godego (IT) - old store as cultural hub, Lokve (HR) - technic water dam house as cultural centre.



## 4.1. Cultural Contact Point, Freiberg, Germany

### Pilot action 1: Photo Exhibition

In August 2020, six pictures from each project region - 30 in total - were framed and displayed in Huthaus' exhibition room in Freiberg, Germany. The pictures show old arts and crafts, labor traditions or abandoned industrial venues - thematically selected in each country, based on regional traditions or connection to the investment site and its history. A video of the exhibition was produced, giving information about the REFREsh project, showing the transnational exhibition and featuring an interview with the German artist who was selected to display his pictures. The video was published on YouTube with subtitles available in English and the exhibition in Huthaus will remain open for several months.



### Pilot action 2: Dialogue Forum

The dialogue forum took place on August 6, 2020, in Freiberg, Germany. Eleven regional stakeholders, representatives of the authorities and employees of SAXONIA joined the event. The event was held in Huthaus' exhibition room, which shows its potential for multipurpose use. The event aimed at gathering new ideas and inputs for the future development of the area and for additional events, supporting the sustainable approach of REFREsh; "How can we continue to develop and use the Huthaus sustainably after REFREsh?". Therefore, it was important to involve stakeholders and decision maker/authorities into the process and let them experience the transformation of Huthaus and its potential first hand. A summary video of the event was produced and made available on YouTube with English subtitles.

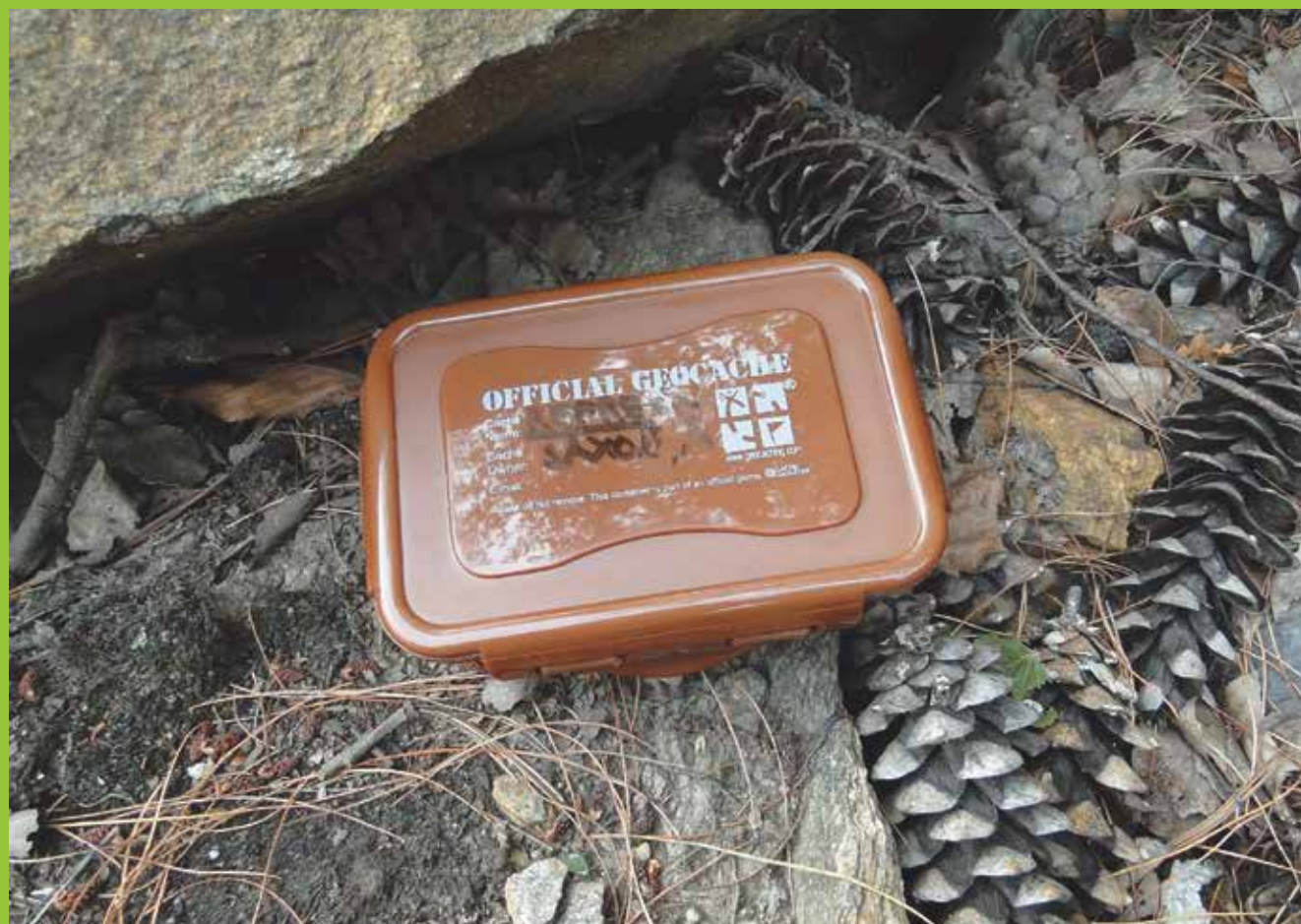




### Pilot action 3: Geocache

The digital GPS Talley called Geocache was launched in August 2020 and will be active in Freiberg for several years. The Talley serves as a digital and analog starting point for exploring the historic industrial site and the Huthaus.

Information about the geocache, the Huthaus and the historical industrial site were presented to numerous visitors during the “Open Industrial Heritage Day” on the Open Monument Day in Germany on September 13, 2020.



## 4.2. Cultural Centre, Komló, Hungary

### Pilot Action 1: International Photo exhibition

Komló Municipality finished the investment by May 2020 so in June it was possible to organize the photo exhibition. According the actual COVID-19 restrictions there was impossible to organize this event physically so the external expert which won the tender made a short video as a virtual exhibition tour to present the picture for the public. This short movie was uploaded to the youtube channel and shared for the public.





### Pilot Action 2: Handicraft exhibition

The original idea was in line with the regional strategy to improve the condition of the creative industry. The newly dedicated exhibition hall provided a perfect scene for the handicraft exhibition. There were several exhibitors as horsehair jeweler-maker, potter, gingerbread maker, leader-goods maker etc. As this event couldn't be organized physically either a video was made and several craftsmen and women were interviewed.



### Pilot Action 3: Film Event

It was held on the 2nd of September in the exhibition hall, and that was the only event which was organized with visitors. The Mayor and the deputy Mayor of Komló attended the event and made a welcoming speech. The media was also present and interviewed the Mayor and the project manager about the project. There were 9 films presented during the film event. The CCIPB provided the catering for the event.



## 4.3. Cultural Entertainment Centre, Piran, Slovenia

### Pilot Action 1: FONS Istriano - The October Festival of Our Flavors

Since the renovation of the space, it has been used for cultural events, traditional events of local society groups, events with presentation of local products and crafts and more. The first event, organized as a Pilot Action, was the cultural event FONS Istriano - the October Festival of Our Flavors, prepared by young people



of the Youth association of the Italian national community. Visitors were able to learn about Istrian culture and tradition, taste gastronomic specialties made with typical local ingredients, such as salt from the Sečovlje salt pans, accompanied by a glass of good local craft beer or wine.

### Pilot Action 2: International photo exhibition

The second event was the International photo exhibition that shows the industrial and work traditions from the five regions of the project partners and can be viewed also in the international digital catalogue.





### Pilot Action 3: Homemade from Istria

The third event was an exhibition of local products and crafts “Homemade from Istria”, where local delicacies, Istrian crafts, Istrian folk costumes, dance and music and maritime heritage were presented to the public. Through presentations of sewing fishing nets, making nautical knots, traditional salt harvesting or basket weaving the visitors learned about the typical Istrian craft.



## 4.4. Cultural Hub, Castello di Godego, Italy

### Pilot Action 1: International Photo Exhibition

The international photographic exhibition sees the participation of 30 works from the 5 European partner countries of the project (Italy, Germany, Hungary, Croatia and Slovenia). A journey through Central Europe among the glances of craftsmen who perpetuate ancient crafts, among the colours and details of local crafts and “know-how” that have left a deep mark on people’s lives, among abandoned places and buildings waiting to offer new spaces of culture, aggregation, exchange, mutual enrichment. For the Municipality of Castello di Godego, there are 3 photographers participating in the exhibition Fabio D’Arsiè, Carlo Maria Corradin and Sabrina Bortollon.



### Pilot Action 2: Craftsmen workshop

In the framework of the international photographic exhibition were set up two workshops, one of restoration held by M<sup>o</sup> Ugo Gazzola of the workshop-school of restoration and artistic techniques Barco Mocenigo and one of jewellery with creative reuse of cutlery and guitar strings conducted by Monica Piotto Paquita Upcycle during which it was possible to admire the creative moment of the two masters and interact with them to deepen technical and artistic aspects of their work. A moment of visibility for local craftsmanship demonstrating the great potential inherent in the territory.



### Pilot Action 3: Music workshop

An afternoon dedicated to music thanks to the association Godego Musica which offered an open guitar lesson followed by a full performance of the song High Hopes accompanied by a dance-movement performance. Also on this occasion, the versatility of the premises and also good acoustics have shown that these new rooms lend themselves very well to host events characterized by musical performances and therefore represent an excellent opportunity to develop ideas and cultural proposals related to sound and dance.





## 4.5. Cultural Centre, Lokve, Croatia

### Pilot action 1: Transnational photo exhibition (19.06.2020)

The opening of the Transnational Photo Exhibition was held on 19th of June 2020 in the Dam Guard House in Lokve. Five regions from Germany, Italy, Slovenia, Hungary, and Croatia participated in a photo representation of their industrial and work traditions. To attract as many as possible artists, the Municipality of Lokve selected photos for the exhibition through the public call „Old Crafts, Art Working, Abandoned Industrial Sights and Labor Tradition of the Primorje-Gorski Kotar County “. Thirty-three authors applied with 153 photographs, from which the established committee chose six photographs by six authors. The winners were Neda Rački with a photo of Hartera 1, Vanja Pastuhović with a photo of Rječina, Old Mill, Tina Kovač with a photo Disorder, Hartera. As well, three equally valuable mentions went to Dario Dorčić for the photo Shipbuilder, Rab, Goran Grudić for a photo of Patiently, Administrative building of the ex-factory sugar, Rijeka and Marko Buntić for photography Rijeka Torpedo.

The exhibition was open until the 1st of August 2020. The transnational photo exhibition was also documented and presented in the form of a video available on YouTube Refresh channel.



### Pilot action 2: Workshop for traditional crafts (18.07.2020)

The region of Gorski Kotar has a long tradition of crafts in woodcarving and textile production. The workshop “The other side of the wood “was held on the 18th of July 2020 in the Dam Guard House in Lokve. Independent artist Tihana Karlović led the workshop. The central theme was wood, from material and inspirational point of view. The theoretical introduction about ecology and the symbolism of wood and its significance for Gorski Kotar was given in the first part. The sketches inspired by the views of the forest and lake were done in the House surroundings. After choosing the best illustration, participants transferred the drawing to wooden tiles cutting wooden stencils. In the third part of the workshop, participants printed matrices on various papers, fabrics, and canvas bags.

The main goal was to explore the Dam Guard House’s visual identity through the graphic and printing process.



**Pilot action 3: Interactive exhibition with creative actors, trade and service providers of tourism (17.06.2020 /14.07.2020 /19.09.2020)**

Within the third pilot action, the first two workshops with creative actors, trade, and service providers of tourism were held on the 17th of June and 14th of July 2020 in the Dam Guard House in Lokve. The participants were divided into various groups with the task of creating the new potential products/ services in cooperation with the service and creative sector for different target groups: youth, seniors, local and foreign tourists. From 20 ideas presented in the first workshop, the four were chosen and elaborated into products and presented on the second workshop. The third workshop in the form of an exhibition was held on the 19th of September within the open Industrial heritage days. The final four tourism products were presented to a wide audience. This pilot action aimed to develop interaction, cooperation, and co-creation of new tourism products in specific tourism types based on previous experience and knowledge.



## 3. MEDIA RELATIONS

Publications about the investments and pilot actions



**WHAT WE DO**

The purpose of REFRESH is to revitalize old industrial heritage sites and transform them into socially useful and multifunctional objects. We support stakeholders from the creative scene, trade, industry and services.

**WHO ARE WE**

Project lead: **Primorsko-Goranska županija**

Partners: **Ministry of Culture and Youth of the Republic of Croatia**

Who funds it: **Interreg Central Europe**

**TAKING COOPERATION FORWARD**

10, 5, 2.1, 1.7



**Interreg CENTRAL EUROPE REFRESH**

**REFRESH RURAL REVITALIZATION FOR CULTURAL HERITAGE**

2019 EUROPEAN HERITAGE CAPITAL

**www.interreg-central.eu/refresh**

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Contact: Romilo Vrhovc, Onkora



**PROGETTO REFRESH**

**Progetto REFRESH: a Castello di Godego il meeting internazionale**

Nella splendida cornice di Villa Capello, il 25 gennaio è stato organizzato un meeting internazionale per il progetto REFRESH - Rural Revitalization for Cultural Heritage. Il meeting ha avuto come tema centrale la multifunzionalità delle strutture storiche e la loro trasformazione in spazi polifunzionali. Il meeting è stato organizzato dal Comune di Godego e ha visto la partecipazione di esperti e stakeholder del settore. Il meeting ha avuto come risultato la definizione di un piano di lavoro comune e la creazione di un network di attori del settore. Il meeting ha anche visto la presentazione di alcuni progetti pilota e la discussione sulle sfide e le opportunità del settore. Il meeting è stato un successo e ha aperto la strada a nuove iniziative e progetti. Il meeting ha anche visto la partecipazione di esperti e stakeholder del settore. Il meeting ha avuto come risultato la definizione di un piano di lavoro comune e la creazione di un network di attori del settore. Il meeting ha anche visto la presentazione di alcuni progetti pilota e la discussione sulle sfide e le opportunità del settore.

**Il magazzino comunale diventa centro polifunzionale**

Lo scorso maggio il Comune di Salizada ha inaugurato il nuovo magazzino comunale. Il magazzino è stato trasformato in un centro polifunzionale e ospiterà diverse attività e servizi. Il magazzino è stato trasformato in un centro polifunzionale e ospiterà diverse attività e servizi. Il magazzino è stato trasformato in un centro polifunzionale e ospiterà diverse attività e servizi. Il magazzino è stato trasformato in un centro polifunzionale e ospiterà diverse attività e servizi.

**Termostraulica astollan**

**CBC coefficient**

**Il Progetto della Bašćana**





## 6. SUMMARY

REFREsh tackled one of the major challenges of rural areas in central European regions. Unused industrial heritage exists all over Europe, which needs a new form of use. One approach used often is to involve the creative scene in the reutilization process. For that, a multifunctional approach is necessary, bringing together established stakeholders from trade, industry and services as well as the creative scene. By working together in close cooperation, a mutual added value and sustainable revitalization of the sites can be achieved.

During the REFREsh project, five selected industrial heritage sites were refurbished and tested for reutilization. New spaces were created for the creative and cultural scene in Germany, Hungary, Slovenia, Italy and Croatia. At the same time, the cultural heritage could be maintained and given a new, valuable purpose. REFREsh thereby offered a starting point for further developments in these industrial areas. The project and its results were highly disseminated in the regions, which led to increased awareness of the tackled issues and respective opportunities.

In addition, by collaborating for three years, the partners were able to exchange knowledge and learn from each other during all project steps. A transnational approach for the revitalization of cultural and industrial heritage was developed successfully, leading to sustainable project outcomes and valuable new opportunities in all project regions. The experience gained in the regions will contribute to sustainable results and allow for further achievements.





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