

**8th Annual International Conference: Industrial Heritage for Sustainable Tourism  
Development**

**REUSE OF INDUSTRIAL BUILDINGS FOR CULTURAL, LEISURE,  
EDUCATIONAL AND TOURISM PURPOSES**



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## AIM OF THE STUDY

- proposal of culturally reusing of Romanian industrial heritage  diversity and richness of expression of the architecture, emphasizing to an equal extent the cultural value.
- interest in preserving abandoned industrial: scientific issues, economic and heritage ones, for regions with long industrial traditions which are now severely affected by industrial restructuring process
- cultural reuse may act as a real challenge meant to reflect the variety forms of capitalization of industrial heritage assets (exhibition hall, technical museum, or for various artistic manifestations: theater, fashion, concerts).

## METHODOLOGY

- a inventory of industrial heritage elements to reflect the need for their preservation and cultural valorization
- two types of case studies have been used:
  - the first includes **several examples of good practice** in the cultural reuse of the industrial heritage in Romania —————> selection of case studies using both the criterion of the variety of industrial heritage types and the moment of their conversion
  - the second set of examples is grouped into a set of **suggestions**, made by the authors, **on cultural reuse of the industrial heritage**
    - > **several criteria** (*historical value, architectural value, age, the current state of conservation, the nature of its past function*)
    - > **selection of several categories of industrial heritage**

# ROMANIAN INDUSTRIAL HERITAGE CHARACTERISTICS (I)

Romania is characterised by a diversity of industrial heritage assets dated from different periods:

-antiquity: proto-industrial forms of mineral-resource exploitation in the Dacian and Roman period: mining salt (Ocna Mureş, Ocna Sibiului), mining gold (Roşia Montană); milling industrial heritage;

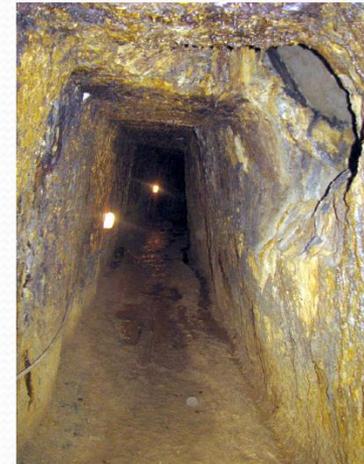
-medieval: intensification of the extractive and metallurgical industry, development of transport system, particularly rail: industrial mining complex in Petroşani basin, Banat region (Reşiţa industrial complex - );

vineyards or vineyards' wine-making facilities (the Recaş Winery, Murfatlar Winery)

-communist period: intensive development of heavy industry: steel plants: Călan, Hunedoara, Galaţi;

-preoccupations for the valorisation of industrial heritage buildings through functional reconversions intensified in the last years

- Examples of “productive attractions” (mines and annexes)



**Trapezoidal underground mining gallery – Roşia Montană**



**Livezeni mine (Petrosani city)**

## ROMANIAN INDUSTRIAL HERITAGE (II)

- **transport attractions**

- processing industry included in a different category of the industrial heritage: the “**processing attractions**”.



**Steam locomotive  
manufactured in Romania  
(Resita city)**



**Furnace of metallurgical complex - Resita city**

# ROMANIAN INDUSTRIAL HERITAGE (III)

- **social attractions:** the workers' boroughs → classified as historical monuments:

“Colonia” – Petroșani city



“Steierdorf” – Anina city



## Results

### *Models of good practice of cultural conversions of the Romanian industrial heritage*

- *The steam-locomotive museum in the city of Sibiu*
- The museum hosts a collection of an important number of locomotives from several storage facilities across Romania in an adequate space, which also allows for the display of the exhibits meant to indicate the evolution of locomotive production at national and international level.
- Nowadays, there are numerous train yards across Romania with one or two steam locomotives whose technological value can not be fully emphasized and capitalized. It would be necessary to relocate them in groups inside the extant museums as well as museums that could be created later on (a proposal to create a new railway museum in Bucharest city).



Steam locomotives inside the Sibiu railway museum

# *Models of good practice of cultural conversions of the Romanian industrial heritage*

## **The Water Museum in Floresti Commune (Cluj County)**

- inaugurated in 1992, marking the 100<sup>th</sup> anniversary of the creation of the Cluj Water and Sewerage Works.
- The museum was created inside the building of the first underground-water pump house, which had entered service in 1898. The museum and the outer premises display numerous items related to the activity of the waterworks (ducts, pumps, pipes, tools and machines) and archive material (maps, technical plans, photographs).

## **The Water Museum**



# *Models of good practice of cultural conversions of the Romanian industrial heritage*

- The salt mining museum in the city of Targu Ocna
- the development of industrial tourism in the Targu Ocna city involves visiting level 9 of the same salt mine. At the moment, the respective level is no longer used for industrial operations, as salt resources have run out. In time, visiting the salt mine as a premise of mining operations brought about the furnishing of cultural assets inside (the Salt museum and St. Varvara church) which enhanced the salt mine's attractiveness.
- the importance of industrial tourism for the Targu Ocna salt mine is reflected by the harnessing of the industrial heritage generated by salt exploitation.



The salt mining museum: Targu Ocna city

## *Proposals for cultural re-use of industrial and technical heritage assets in Romania*

### *Juracsek's watermill (Resita municipality): cultural promotion center for milling-industrial heritage*

- The building dates back from 16th century and it is built in stone.
- The Jurasek watermill stands apart from regular watermills because of its size (a building with a ground floor, two upper floors and a basement).
- If one takes into consideration the presence of a significant number of watermills (100) in the rural area surrounding Resita city, the former watermill might be converted into a center for the research and promotion of the milling-industry heritage



*Juracsek's watermill: Resita city*

# *Proposals for cultural re-use of industrial and technical heritage assets in Romania*

## *Anina mine (Banat Province)- an eco-museum*

- The Anina city was a landmark in coal exploitation in Romania, when the first coal mines opened in the south-western parts of the country, close to 200 years ago, as a result of the initiative of the Austrian Imperial Court. In order to culturally capitalize on the mining heritage assets (mine shaft number 1, the elevator housing, the engine housing, the double steam-powered extraction machine, the heating plant) the Anina mine should be converted into an ecomuseum



*Anina mine*

## *Proposals for cultural re-use of industrial and technical heritage assets in Romania*

### *The Filaret power plant (Bucharest city)- an exhibition hall of Technical Museum Dimitrie Leonida*

- Dating from the late 19th century, the Filaret power plant has a particular architecture, as it was entirely built from red brick. The Filaret power plant is included on the list of the cultural heritage of the town of Bucharest.
- The plant is currently improperly used as a garage for the Electrica Serv. S.A. Taking into account the position of the plant close to the “Dimitrie Leonida” Technical Museum, it might be converted into a museum exhibition hall, even more so as there are numerous exhibits that have been stored into the museum yard and they can not be displayed for visitors because of the shortage of space needed to display them inside the museum building



# *Proposals for cultural re-use of industrial and technical heritage assets in Romania*

## *The former Bragadiru Brewery (Bucharest city)- a dynamic cultural complex*

- built in 1894, is one of the remnants of the former Bucharest industrial glory
- After 1990, the buildings of the former industrial complex were abandoned and they entered a process of strong physical and functional degradation
- Currently, a single building unit of the brewery was part of some restoration actions (fig. 1), while rest of the industrial site remained derelict (fig. 2).
- Proposal: its conversion into a dynamic cultural complex destined to creative industries (office buildings ) and diverse cultural activities: museums; performance halls for artistic events (music, theatre, dance);
- the former Bragadiru Brewery could host an archives center dedicated to the industrial heritage buildings of Bucharest; would facilitate research for conservation actions, educational activities focused on the history of the industrialization process in Bucharest to increase knowledge about the extinct (demolished) industrial heritage and to raise awareness on the general identity value of former industrial buildings



*The main building of the former Bragadiru Brewery*



*Derelict buildings of the Bragadiru Brewery industrial site*

## URBAN REGENERATION AS SUPPORT IN THE REDEVELOPMENT OF FORMER INDUSTRIAL AREAS IN ROMANIA

- Globalization requires the reinvention of towns  industrial cities = cultural centers
- In Romania, industrial reorganization was not followed immediately by the implementation of viable development programs
- Later on, Romania showed an opening-up towards actions to capitalize on abandoned industrial sites
- some limits in conservation process of industrial heritage:
  - legislation
  - status of property
  - privatisation
  - absence of finance or low absorption of European fund
  - lack of interest of local and national authorities
  - “hunting” of big industrial buildings by the developers
- Oldness and architecture are elements that recommend the industrial facilities, labeled as historical monuments, to become functional cultural attractions.

# URBAN REGENERATION AS SUPPORT IN THE REDEVELOPMENT OF FORMER INDUSTRIAL AREAS IN ROMANIA

- a diversification of technical museums after the 1990  resulted from the conversion of decommissioned industrial facilities, and, respectively, from the 'in situ' conservation of industrial heritage assets. The creation of new technical museums is a superior form of capitalizing on industrial heritage. Also, these museums promote the knowledge characteristic to different industrial activities or machineries.
- the industrial heritage is part of a country's culture and it reflects the degree of civilization reached at a certain point in time.
- the suggestions for the conversion of industrial heritage assets mentioned in the study are meant to indicate the variety forms of re-use, depending on their own characteristics (architecture, size, interior division, location).
- although cultural re-use is not the single option, but it is the best alternative when we refer to an industrial building classified as a historical monument.

# DISCUSSIONS

- Selection of two types of examples of the reuse of the industrial heritage consisted in emphasizing the actions taken in Romania concerning the involvement in the action to conserve and capitalize on the industrial heritage and, at the same time, to indicate the need for the continuation of those actions.
- The conservation and capitalization of the industrial heritage ought to be launched at the same time as measures to include new industrial buildings on the national cultural heritage list
- nowadays, Romanian industrial heritage is no longer hidden in the shadows, but it manages to convey – by way of the people who study it and protect it – its defining features, its manifold significances
- There are numerous forms of capitalizing on the industrial heritage - cultural valorization is only one option, most frequently suited for use in the case of industrial buildings classified as historical monuments.

# CONCLUSIONS

- Romania has an extremely rich and diverse industrial heritage, due to its oldness, technique, culture, architecture, esthetics.
- Re-use of the industrial heritage must become an alternative to the action to destroy it
- It is necessary to continue the process of conversion of abandoned industrial facilities in Romania so as to ensure the extension of the buildings' existence (especially those classified as historical buildings).
- The absence of previous experience (before the 1990s) in the conservation and regeneration of industrial sites represents a continuous obstacle to capitalize the industrial assets according to their preservation needs
- Urban regeneration is also meant to avoid the deterioration of industrial buildings and to launch measures to convert them into cultural spaces, with the main goal of displaying technical and industrial patrimony assets.



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