

**European Cultural Tourism Network
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Europa Nostra and the enhancement of industrial/engineering heritage and of sustainable tourism

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1. INTRODUCTION

This presentation is based on experiences gathered through Europa Nostra Industrial and Engineering Heritage in the field of sustainable tourism.

FRAMEWORK OF INDUSTRIAL AND ENGINEERING HERITAGE ENHANCEMENT

1) ICOMOS

The International Council for Monuments and Sites ICOMOS – related to UNESCO – is the **world-wide** Organisation defending architectural heritage, co-founded by Prof. R. Lemaire. It includes mostly officials and professionals of monuments and sites.

Its activities linked to industrial heritage take place through the autonomous **International Committee for the Conservation of the Industrial Heritage TICCIH** (<http://ticcih.org/>).

2) EUROPA NOSTRA

As to **Europe** the organisation Europa nostra is the pan-European voice of heritage, i.e. advocacy by people who live or have a special interest in monuments and sites.

It is naturally complementary with ICOMOS.

Indeed the private character of its membership allows it to have a total freedom of speech about endangered monuments of sites and interventions towards responsible officials.

One of its scientific committees is the **Industrial and Engineering Heritage Committee – IEHC**
www.europanostra.org .

One of IEHC members was co-hosting the latest TICCIH Congress (Lille 6-10/9/2015).

2. Examples of large-scale industrial heritage actions with impact on sustainable tourism

(Venice Charter Art. 1 “urban and rural settings”)

2.1. The Internationale

Bauausstellungen (IBA) experience.

The IBA-Emscher Park <http://www.dac.dk/en/dac-cities/sustainable-cities/all-cases/green-city/emscher-park-from-dereliction-to-scenic-landscapes/?bbredirect=true> extends on 70 km of industrial landscape and includes both industrial artefacts and river improvements.

More recently, **IBA-See** covers projects in the Land of Brandenburg www.iba-see2010.de .



The photo shows a 300 m. coal conveyor which stopped to be used in 1989, soon after having been put into service, and is now a major tourist attraction.



Surplus land is also used for water recreation and tourism as part of IBA-See Project (lake to be filled by 2016, up to the buildings on the left). © P. Laconte, 2009.

2.2. The case of the Vitkovice steel complex (Ostrava, Czech Republic)

The Ostrava iron and steel complex (one of the oldest and largest in Europe) was the subject of a conference organised in November 2013 by ICOMOS, with participation of Europa Nostra, and the Czech Ministry of Finance about the reuse of this complex as a cultural and educational centre and tourism attraction.

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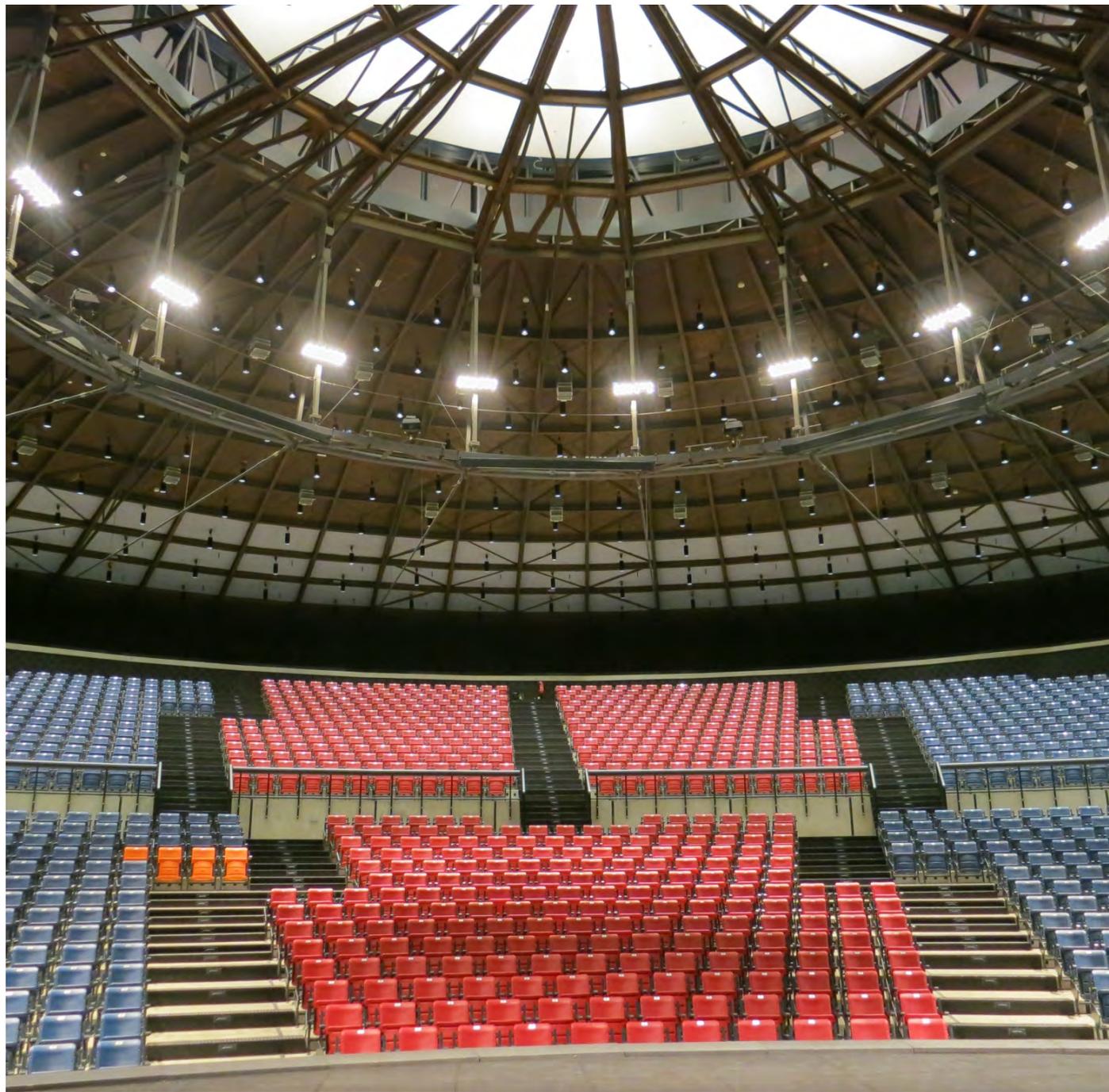
This renewal benefits from local, national and international funding (Norway). Among others, its gas holder was preserved and transformed into a cultural centre.

© Pierre Laconte
2013.



The top floor was transformed into a theatre and concert hall for local and tourist events.

© Pierre Laconte
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Cases like the one of Ostrava illustrate the transnational tourism significance of Europe's industrial heritage.

The iron and steel produced by this complex was used by successive belligerents and also allegedly for the building of the Eiffel Tower in Paris.

Since its restoration in mid-2012, the new cultural and educational centre claims it had more than 1 million visitors. Further extensions are planned. © Pierre Laconte 2013.

2.3. Industrial heritage handled as part of an urban renewal project: The case of Brussels canal area



The multimodal Tour & Taxis customs and international trade complex as it was in 1907. It became redundant as a result of the European Common Market and was sold by its owner, the Belgian railways to developers and was threatened of demolition.



A common master plan for the site was agreed on by the new owners. It includes housing, offices, exhibition space and a large public park (designed by Bas Smets). It has already become a major tourist attraction of the Brussels Capital Region.

The Royal warehouse of Tour & Taxis itself, built in 1907 on the former a postal service complex developed by Charles V, was saved from demolition among others thanks to a campaign triggered by Lord Soames, an early Europa Nostra President. Its superb Jugendstil architecture has been well preserved and the interior floors were kept and adapted into multiple service activities.

By contrast the celebrated Manufaktura textile plant in Lodz, Poland, of similar quality, was sold to developers without strings and largely rebuilt as a shopping complex.





Detail of the maritime station (arch. E. Van Humbeek 1904-1907).

The entire Brussels canal area is presently open for renovation.

A general master plan was elaborated (2014) by Alexandre Chemetoff & Associés, Paris.

Several new hotels have already been opened.

The apartment tower on the right replaces a former warehouse.

© Pierre Laconte
2013.





The fully preserved station of Schaarbeek is the entrance gate to the new railway museum “Train World” opened to the public in September 2015. The museum was built at the initiative of celebrated designer **François Schuiten**.



© SNCB/Michel Thiry

A key item of the museum is the restored A2004, the only remaining of a series of aerodynamic locomotives, running at more than 100 miles per hour.

3. Examples of single industrial buildings and engineering built artefacts

An important source of industrial and engineering preservation examples is provided by the EU Prizes for Cultural Heritage / Europa Nostra Awards. Their archives are being digitalised at the University of Krems (Austria) and already available for analysis, among others on their impact on sustainable tourism.



Within Europa Nostra the **Industrial and Engineering Heritage Committee (IEHC)** is endeavouring to draw attention on this type of heritage, mainly through private initiatives. Herewith a pumping station transformed into a hotel, fully respecting the Venice Charter (reversibility of additions).



The Art of Rejuvenation

The resurrection of a former pumping station and a derelict water tower

It is clear that she has an almost obsessive eye for detail as she adjusts a frame on the wall, puts a side table where it belongs and draws the curtains from the hotel window to obscure a flat-screen TV.



The 2015 Award included the former Amsterdam tram depot. Its remarkable long corridors have rightly found themselves new occupants: a library, a hotel, a cinema, a restaurant and food hall, TV studios, a craft centre, a site for small scale local markets and small business units.

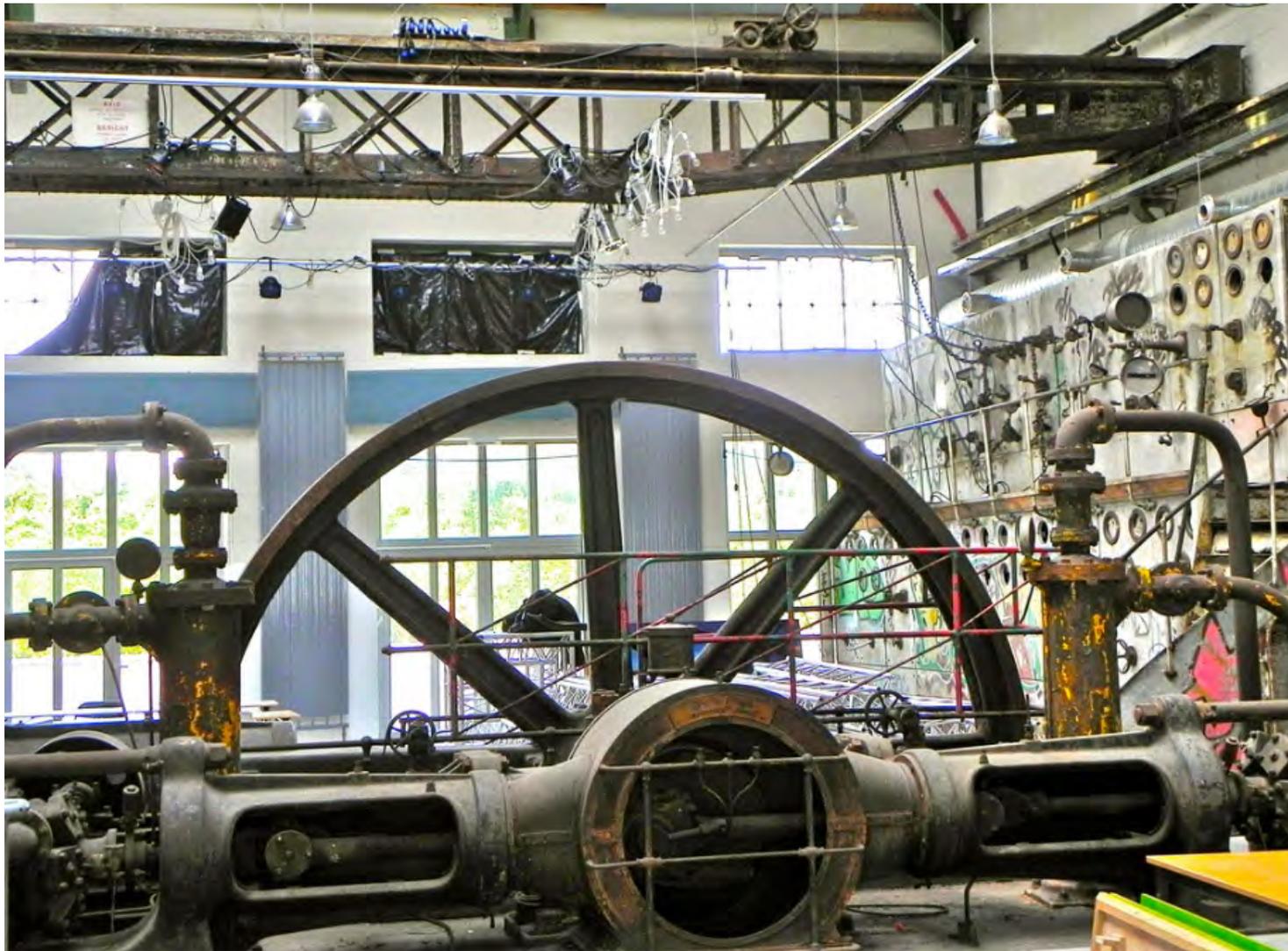
A rich new population has been accommodated. An unusual and striking monument has been saved.



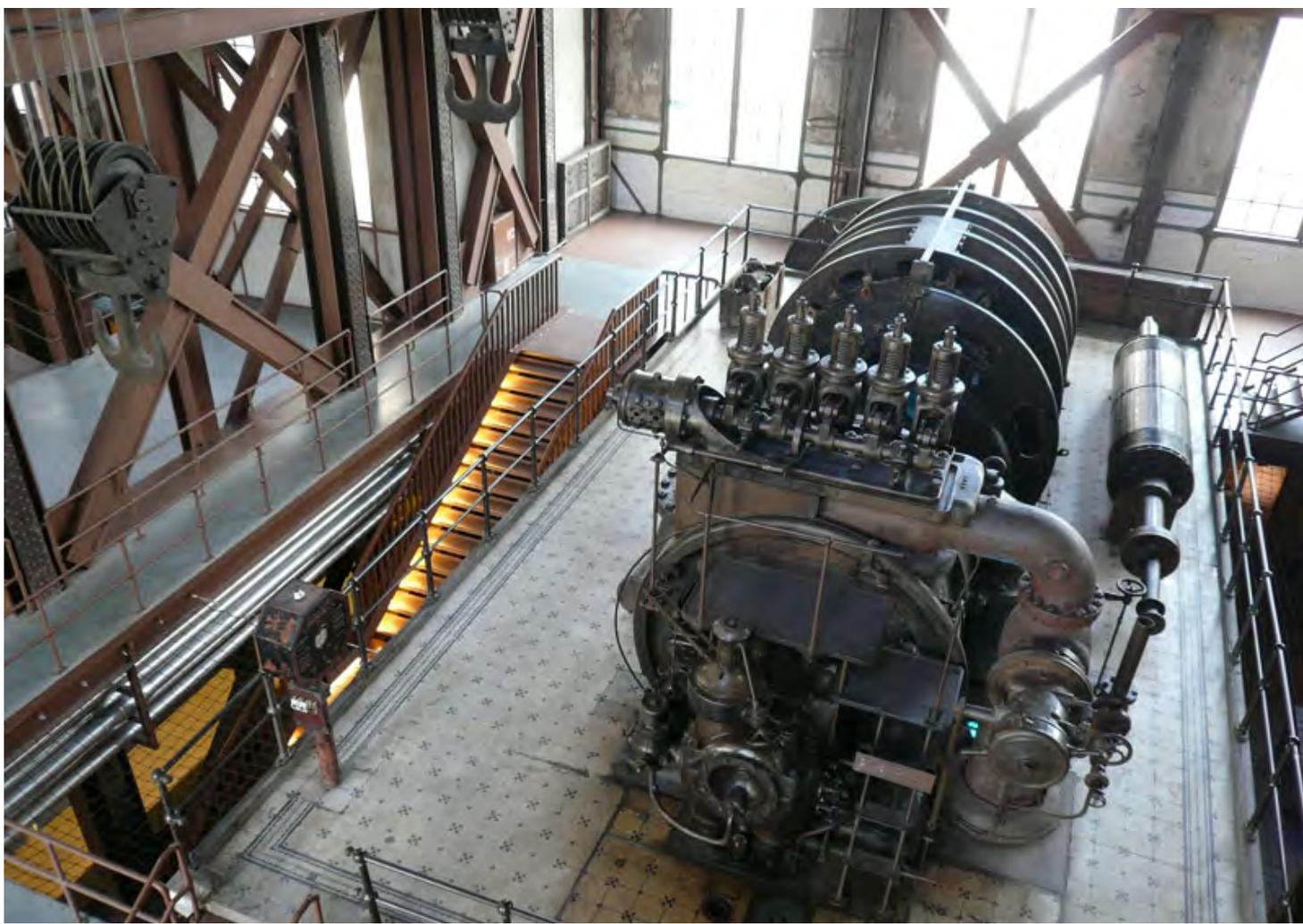
Europa Nostra's yearly congresses include the EU Prizes for Cultural Heritage / Europa Nostra Awards ceremony and proclamation of its Grand Prix.

Each year there are more candidates for these awards. Through IEHC's active support of industrial and engineering heritage projects, **the share of industrial projects** in the conservation category is now up to around one-fourth of prizes.

**Grand Prix
2013,
category
Research**

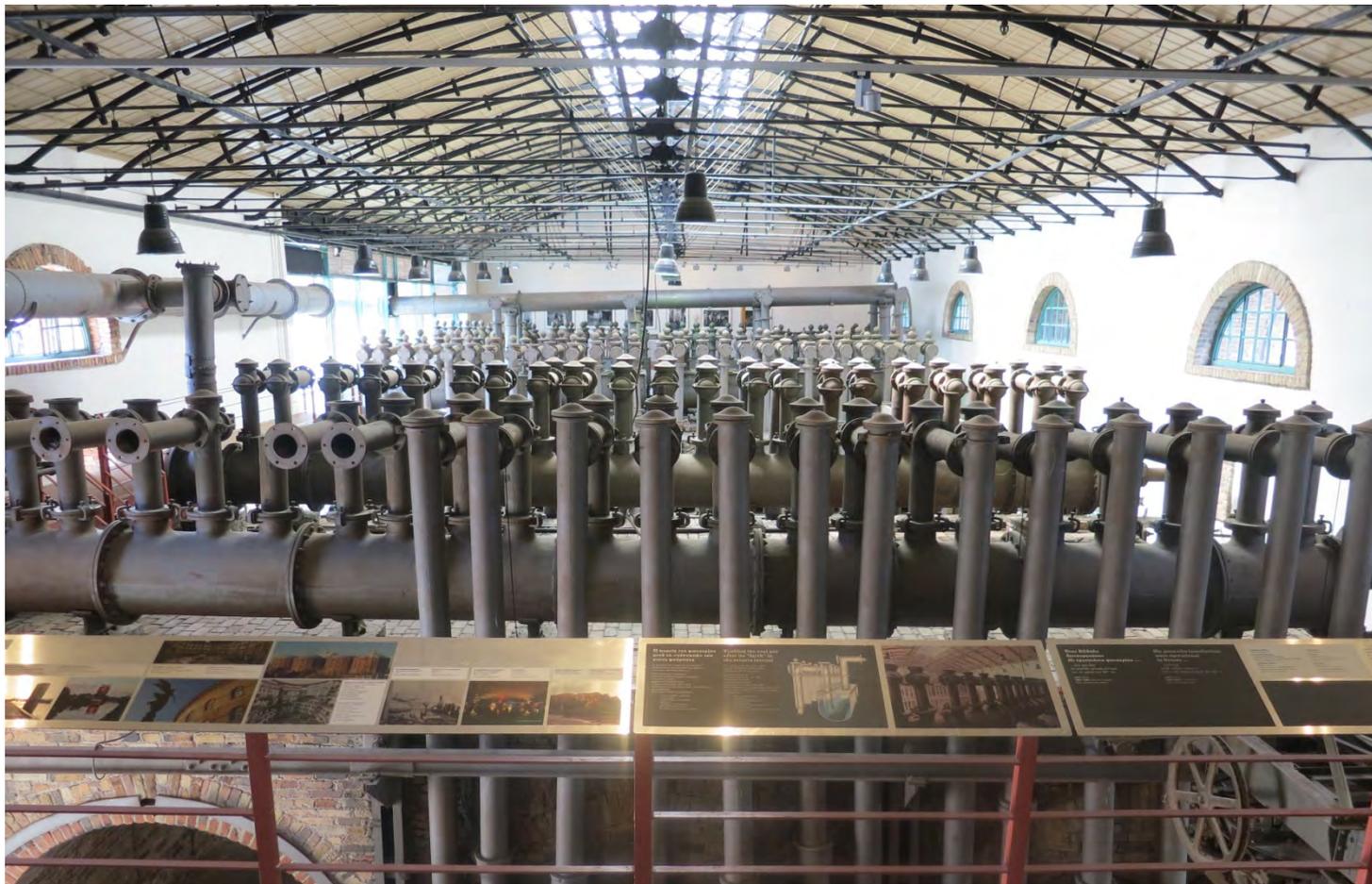


Exceptional machines of Wielemans-Ceuppens Brewery, Brussels, Belgium Grand Prix 2013, Category Research. Presently restored for educational purposes and tourism at the initiative of IEHC (from 2016).



Another example of best practice was explored at the 2010 IEHC study tour to Istanbul (2010): it included **the “Santral Istanbul” power plant** (now Bilgi University conference and exhibition centre). It has fully preserved its machinery, an attraction of its own for its events.

By contrast London’s Tate Modern, also located in a former power plant, has totally eliminated the industrial and engineering memory of the place. © Photo: P. Laconte



Coal-gas production plant of Athens

© Photo:
P. Laconte

The Athens IEHC Industrial and engineering tour (2013) included a visit to a **coal processing plant** transformed into an educational museum and tourist attraction immediately after its closure.

The coal gas produced in the “retorts” ascended through vertical tubes to the upper part of these retorts. The tubes lead up to the hydraulic main or "gas trap", a large pipe filled with water up to the middle. The gas passes through the water and accumulates in the upper part of the main.

Landschaftspark
Duisburg-Nord.
© Photo P. Laconte



Industrial heritage tourist trails have become an important part of tourist income in Germany. At European level, the ***European Route of Industrial Heritage (ERIH)***, represented in IEHC, is a network (theme route) of the most important industrial heritage sites in Europe, for example the Landschaftspark Duisburg-Nord.

An interesting field of industrial and engineering heritage study is the history of **water management.**

Large scale land reclamation has taken place in Holland since the 17th century, aimed at creating new agricultural land, on former sea beds, using wind mills collectively owned by shareholders.

© P. Laconte



Speculation on water equalled the one on tulip bulbs. These wind mills have been transformed into housing or into museums. The model shows how the mills pumped the water and created **new agricultural land**.



© Photo: P. Laconte

From the 19th century, pumping was done by steam machines and later by fuel turbines. The disused machinery is kept in running order for educational and tourism purposes and **occasionally reactivated** in case of very high rains, which tend to rise in frequency.



Disused water collectors can be transformed in meeting places such as restaurants and tourist attractions, **keeping the existing machinery** whenever possible.

© Photo: P. Laconte



Old factories served by canals are another interesting example of industrial and engineering heritage. In as much as possible, **they are kept intact, but equipped with the latest machinery,** in accordance with Charter of Venice. Herewith a rice conditioning and precooking plant hosted in century old brick walls and served by century old ships. © Photo: P. Laconte





A fine example of engineering heritage is provided by **the station and train offered by Mussolini** to the pope in 1932 after the reconciliation. In 2012, an exceptional trip took place from Rome's Vatican to Orvieto, using the 1932 papal train, hardly ever used and in mint condition (since 2015 there is a trip every Saturday). Hereby the papal train ready to cross the Vatican City wall for its heritage tour. © Photo: P. Laconte

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A fine example of tourism attracted by historic engineering heritage is illustrated by this pamphlet for **The Jacobite 2015 schedule**, welcoming friends of industrial heritage. Since 1 April 2015 it is operated by Abellio, a subsidiary of the Dutch State Railways.



The latest Europa Nostra congress tour (Oslo) included a study visit to the Timber Floating Museum that perpetuates the large-scale floating activity that stopped in 1985. © P. Laconte

CONCLUSION 1

Europe's industrial and engineering heritage illustrates current challenges in defining new uses for heritage, among others sustainable tourism. The oversupply of abandoned industrial buildings and machinery raise questions about what needs to be preserved. There are no fixed rules, but the **state of preservation** of the building and machinery at the time when conservation is considered plays an important role, as was evidenced by the East German coal conveyor belt and the Athens gas plant.

CONCLUSION 2

The **quality of the urban surroundings** plays a key role in tourist attractions, as was shown in the Brussels canal case, which also indicates the importance of the architectural quality of the buildings (both outside and inside).

As to engineering heritage conservation criteria, the value of the machinery in illustrating the history of technology is an important element in the restoration criteria, as illustrated in the case of the unique machines at the Wielemans-Ceuppens brewery.

CONCLUSION 3

With regard to the adaptive reuse of the buildings and machinery, a recurrent issue is the interior conservation and restoration of abandoned buildings. New owners and their architects frequently wish to erase the memory of the defunct uses and users, in order to replace them with their own image and achievements. This was illustrated in the Tate Modern case. An opposite example is the reuse of the Istanbul power plant as exhibition centre. The preserved machinery became an attraction in its own right.

Many thanks to the members of Europa Nostra's Industrial and Engineering Heritage Committee :

- Drs. Ambass. Rienko Wilton (NL) *Secretary*
- Mr Angus Fowler (DE)
- Mr David Morgan, MBE, TD (UK)
- Ing. Eusebi Casanelles i Rahola (ES)
- Prof. Dr Dietrich Soyez (DE)
- Dr Paul Smith (FR)
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- Mr Cyril Winskell, MBE, FRIBA (UK)
- Arch. Francesco Calzolaio (IT)

Pierre Laconte, Chairman, 18/09/2015

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