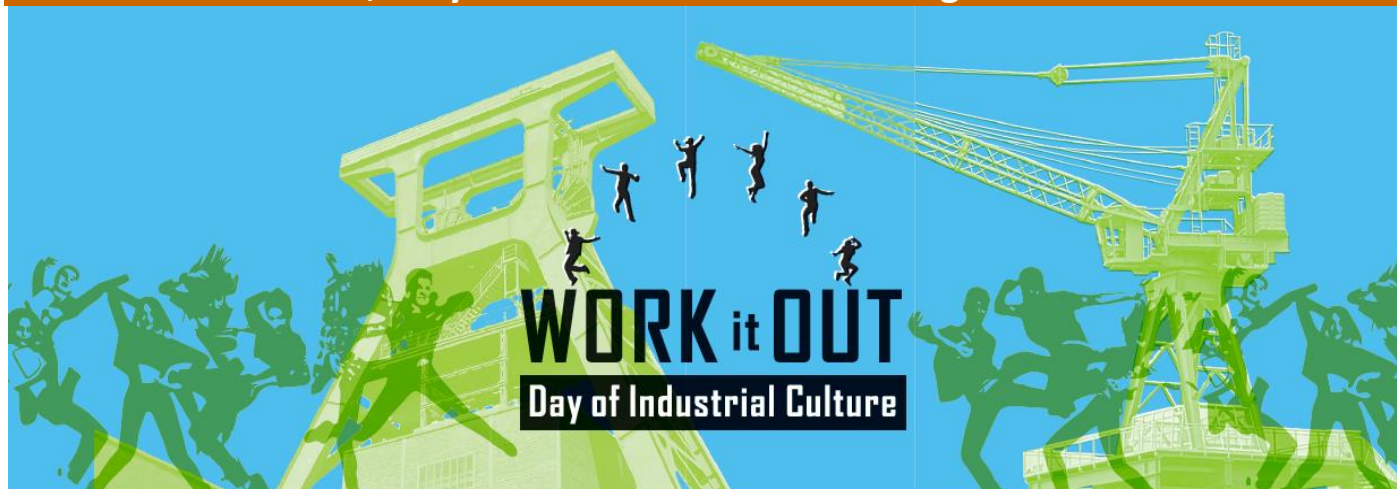




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May 1st this year was very special: the 'Work it Out' event brought together young people across Europe – to dance in celebration of our shared European industrial heritage. For ERIH, this was its main contribution to the [European Year of Cultural Heritage \(EYCH\)](#)

This newsletter provides an overview:

- Who was involved?
- What was the programme like?
- Where can I view the event on the internet?
- How was the campaign promoted?
- What else is happening?

Who was involved?

From Norway to Spain and from Belgium to Bulgaria, 32 ERIH sites in 10 countries were part of the show: One location each in Spain, Italy, Sweden, Norway, Great Britain and Bulgaria and two sites each in Belgium and the Czech Republic. As to the number of participating sites, Poland with 6 sites and Germany with 16 sites led the pack.

What was the programme like?

The day focused on the electronic dance performance 'Work it Out - Day of Industrial Heritage', composed by 17-year-old musicians Paul Fanger and Paul Ostarek – Paul & Friends – and based on Beethoven's European anthem 'Ode to Joy'. The choreography of Hai Truong, dance studio Groove Dance Classes, translated the repetitive movements of former workers into modern dance moves.



This kind of 'industrial dance' inspired children and particularly young people, who were the main





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What else is happening?

On May 9th, 'Work-it-Out' took part in the #Ode2Joy Challenge of the pan-European Federation for Cultural Heritage, Europa Nostra: <http://www.europanostra.org/ode-joy-challenge>.

The challenge collects individual settings or variations of the European anthem 'Ode to Joy'. The best entries will be included in a video to be shown on June 22 at the presentation of the European Union Prize for Cultural Heritage in Berlin.

ERIH itself is running a competition on its YouTube page ERIH_WORKitOUT: the videos with the highest number of clicks will receive an ERIH prize. So it's worthwhile promoting your favourite ERIH site.

An exciting overview of the entire 'Work it Out' event is provided by a composite promotional video **The video is on YouTube** <https://www.youtube.com/watch?v=QIshji-wL0o>



Your opinion counts

In order to evaluate the event we have created questionnaires to gather the opinion of both participants and non-participants.

It would be helpful if you could assist us by filling in the questionnaire:

Google form for Non-Participants:
<https://goo.gl/forms/UkwglpajjJbmROfK2>

Google for Participants:
<https://goo.gl/forms/XshgoObeRwqNqPr23>

We look forward to hearing from you!

We thank sincerely...

...all those who made 'Work it Out' and 1 May a festival of European industrial heritage. The stars of the events were the enthusiastic young dancers, but we would also like to thank the participating ERIH locations for their great commitment.

Special thanks go to **Elisabeth Budde and Thomas Baumgarten from TRANSPARENT Design**, who successfully led ERIH (together with **Heike Sturm in the ERIH Office**) to its first pan-European event and to **Lucien Coy, Creative Digital Strategy** and **Ralf Schulte** from the agency **pagebreaker** for the successful social media campaign.

Also to the team of **GK-Film AG, Frankfurt** for uploading all videos and producing the composite video. And of course to the composers **Paul Fanger and Paul Ostarek** for the music and **Hai Truong from Tanzstudio Groove Dance Classes** for the choreography.

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