

# Industrial Tourism: Linking the past with the present and future



# The idea of Fagus Factory



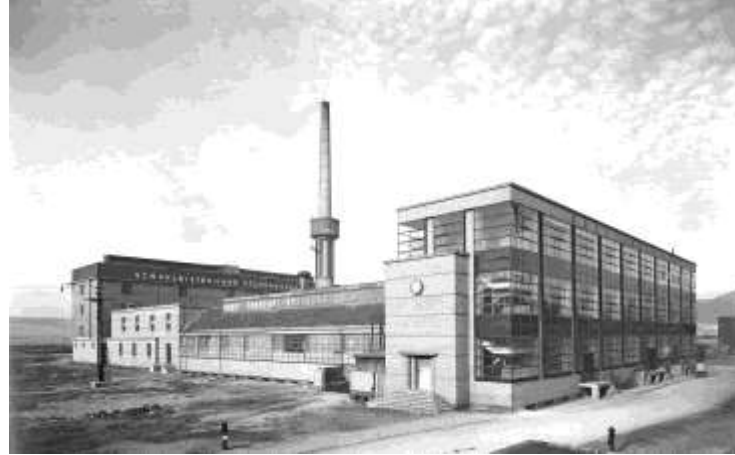
- A factory that represents a totally new design.
- The building is arranged according to the production flow.
- Better working conditions concerning the safety and health of the employees.

# History of Fagus Factory



**1911**

■ Carl Benscheidt founded FAGUS and commissioned Walter Gropius to build his shoe last factory.



**1946**

■ Fagus became a listed architectural monument.



**1974**

■ Gerd und Ernst Greten, great-grand sons of Carl Benscheidt established GreCon.



# History of Fagus Factory



## From 1984

- Since 1984, the entire building complex has been restored continuously with enormous efforts.
- Restoration of the historical main building without production downtime.



## 2000

- Fagus-GreCon was appointed external project of the EXPO 2000 Hannover
- Restoration of the former warehouse.
- Construction of the Fagus-Gropius Exhibition.



## 2011

- Fagus factory was announced World Cultural Heritage Site in Paris 100 years after its foundation.

# First industrial building of the modern age – Fagus Factory





# Fagus Factory today

*Fagus*

Shoe lasts and moulds

Events, Exhibitions, Guided Tours

GreCon

Fire protection and measuring systems



Innovation is our tradition

# Power house – today café and canteen





# Former forge – today convention centre





# Former workshop for the production of tools – today convention centre



# Production hall now as before





# Events in the production hall





# Former warehouse for shoe last blanks – today Fagus-Gropius Exhibition



# Fagus Gallery





# How Fagus Factory attracts young people





# UNESCO Visitor Centre



# World Heritage Day 2017





# Holiday workshop for children





# Next project: School classes are guided by pupils

- Common project with our partner school.
- Pupils are trained to become a guide.
- Pupils lead school classes through the world cultural heritage.



## Our products at a glance

- Guided tours
- Fagus-Gropius-Exhibition and UNESCO Visitor Centre
- Fagus Factory - Centre of cultural events
- Open daily all year
- World heritage as a brand to attract new employees



**“Our fortune is represented neither by our machines nor bank accounts, but by the knowledge, skills and operational readiness of our employees”.**

*Carl Benscheidt*



**Thank you very much for your attention!**