



European
Route of
Industrial
Heritage



WORK it OUT

Day of Industrial Culture

ERIH - PR EVENT 2018

EUROPEAN YEAR OF INDUSTRIAL HERITAGE

Copenhagen | September 21st 2017



TRANSPARENT DESIGN MANAGEMENT GMBH

Let us thank you for the invitation to Copenhagen to present our ideas.

May I introduce us in few words? Since over 25 years we create solutions in communication and design for corporations like German Post World Net – in this case an exhibition about architecture in Ostbahnhof, Berlin – or for several public organizations like Messe Frankfurt for the event design horizonte.

It was a concept and organization for the exhibition "light and architecture". We are working in Frankfurt Germany with an interdisciplinary team of creative and experienced people.



European
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Heritage



www.erih.net

Co-funded by the
Creative Europe Programme
of the European Union



RELEVANCE

From steam-age to digital era

Energy sources shaped the various industrial eras. Many industrial buildings have still been preserved, but their use has changed. Places that have lost their function are now changed into places with multifunctional use. The industry is shaping European culture and its economic success up to this day. First there was always a vision, then the way to production with the help of energy and labour.

ERIH presents the diversity of the historical production sites, which are to be discovered in detail. The European Year of Cultural Heritage 2018 aims to gain new target groups for the places of memory of industrial culture.

The places symbolise the structural change of the industry to the modern times on the way to a digital change.





EDUCATION

Industry has always been an important place of education, training and transfer of skills and knowledge to the next generation.

For this reason, we want to address young people in particular, so that they can learn about the structures of the industrial culture and discover its potential for the future.

That's why we rely on the positive moment of this process, on joy, energy and movement through music and dance.



IDEA

Pan-European work-out performance on 1st of May – the labour day.

The shared activities turn the sites into „MEDIA ANCHORS“

Approximately 100 ERIH anchor points provide the stage for the swing of a brand new composition of the European anthem „Ode to Joy“.

At each location a minimum of 100 young students/
pupils perform a vivid „work-out dance“.

They wear labelled workers caps and move together as a formation, thus bringing to life the spirit and rhythm of the former production site.

The performance is inspired by the success of Flashmob in many public places all over the world as shown in the following sheet.



https://youtu.be/s_hlvRNgGOQ?t=1m9s

Grease - Central Station Antwerp, flashmob

SHARED ACTIVITY

$(100 \text{ students} + 200 \text{ parents} + 300 \text{ relatives} + 400 \text{ friends}) * 100 \text{ anchor-points} = 100.000 \text{ people on site}$

In dancing, they recapture the place to themselves, converting it to the presence together with other 100 places of the industrial culture, and demonstrating the cohesion of Europe today (like “pulse of Europe”). In their collective action the young people „work out“ each of the cultural sites. Gradually, visitors and bystanders join in – the dance functions as a „Work Out“ with an easy-to-follow choreography of steps, so everybody is incited to participate.

THE DANCE - THE MUSIC - THE DESIGN LINE

COMPONENTS



<https://youtu.be/LI64R1bjN7U?t=8s>

THE DANCE



00:14



-04:17

Wherever possible, the choreography includes suitable items and exhibits available in the different sites like machines, rails, stairs, galleries, tools ...



<http://artists.waterpiperecords.de/europe-hiphop/>

THE MUSIC

for example: Flo-M, the official Hip-Hop version of the anthem of Europe

Our proposed favourite would be the lead motive of „Ode to Joy“ from Beethoven, in a new interpretation and instrumentation and mixed or underlined with a stomping beat. Thus, ERIH could keep the rights of use of the composition and could use it as its corporate music.

The „updated“ version of „Ode to Joy“ will be realized in a recording studio specializing in electro sampling, with briefing and in accordance with ERIH. A choreographer will then – in compliance with our description of the sites and atmospheres – develops a dance combination and rehearse it with a dance group.

WORK it OUT

Day of Industrial Culture

BRAND NAME

Through the energetic dance and rhythm blending with the heritage site, the anchor places convey an attractive and positive experience to everybody involved and inspires in new target groups the interest in exploring to „work it out“.

We use the term “Culture” instead of “Heritage” to show the lively dealing with the remains of our industrial history.

A strong innovative event needs a strong visual identity.

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European
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Industrial
Heritage



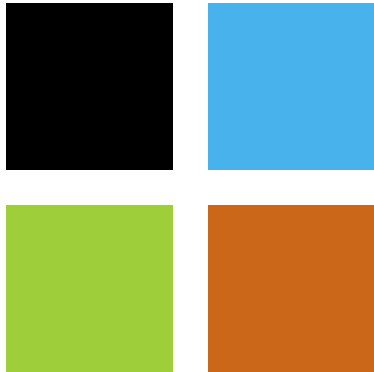
www.erih.net

WORK it OUT

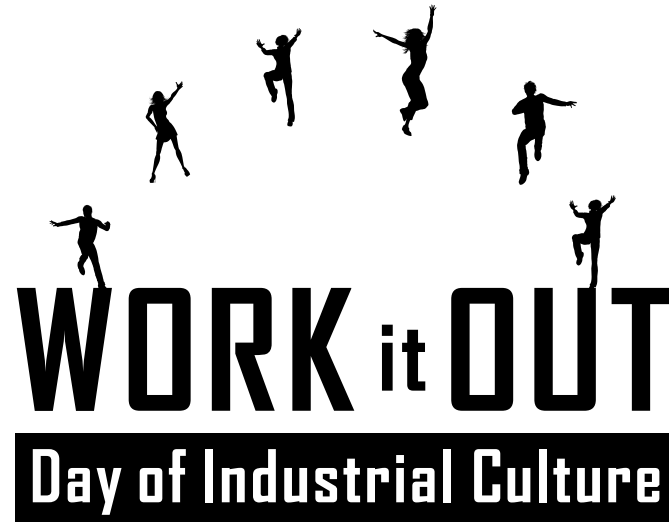
Day of Industrial Culture

LOGO

In terms of an European event we designed a signage following the arrangement of the stars on the European flag. The stars are replaced by dancing people to point out the character of the event.



colour range



The logo will be used on all items that appear during the event. The colours mirror the time of the event (springtime) and give a young, fresh image. They correspond well with the existing colours of the ERIH-CI.

DESIGN LINE



sample eye catcher



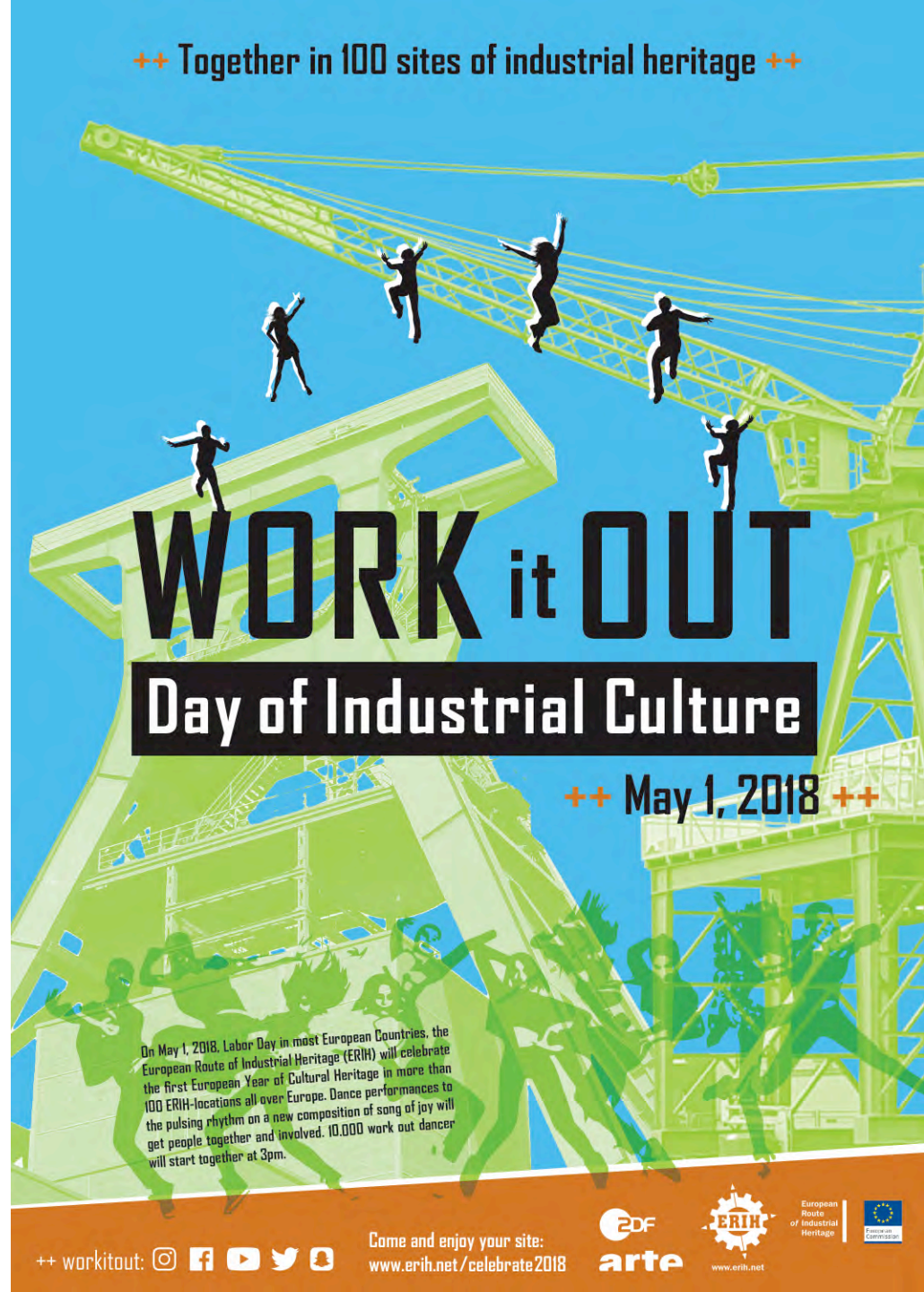
sample give-away



sample art design

POSTER

The poster shows elements of the industrial heritage in the bright and friendly background, centred you will find the main information and on the bottom there is space for individualized imprints. Flags and banners can be developed in a similar way.



++ Together in 100 sites of industrial heritage ++

WORK it OUT

Day of Industrial Culture

++ May 1, 2018 ++

On May 1, 2018, Labor Day in most European Countries, the European Route of Industrial Heritage (ERIH) will celebrate the first European Year of Cultural Heritage in more than 100 ERIH-locations all over Europe. Dance performances to the pulsing rhythm on a new composition of song of joy will get people together and involved. 10.000 work out dancer will start together at 3pm.

++ workout:     

Come and enjoy your site:
www.erih.net/celebrate2018

ZDF
arte

ERIH
European
Route
of
Industrial
Heritage

European
Union
Commission

www.erih.net



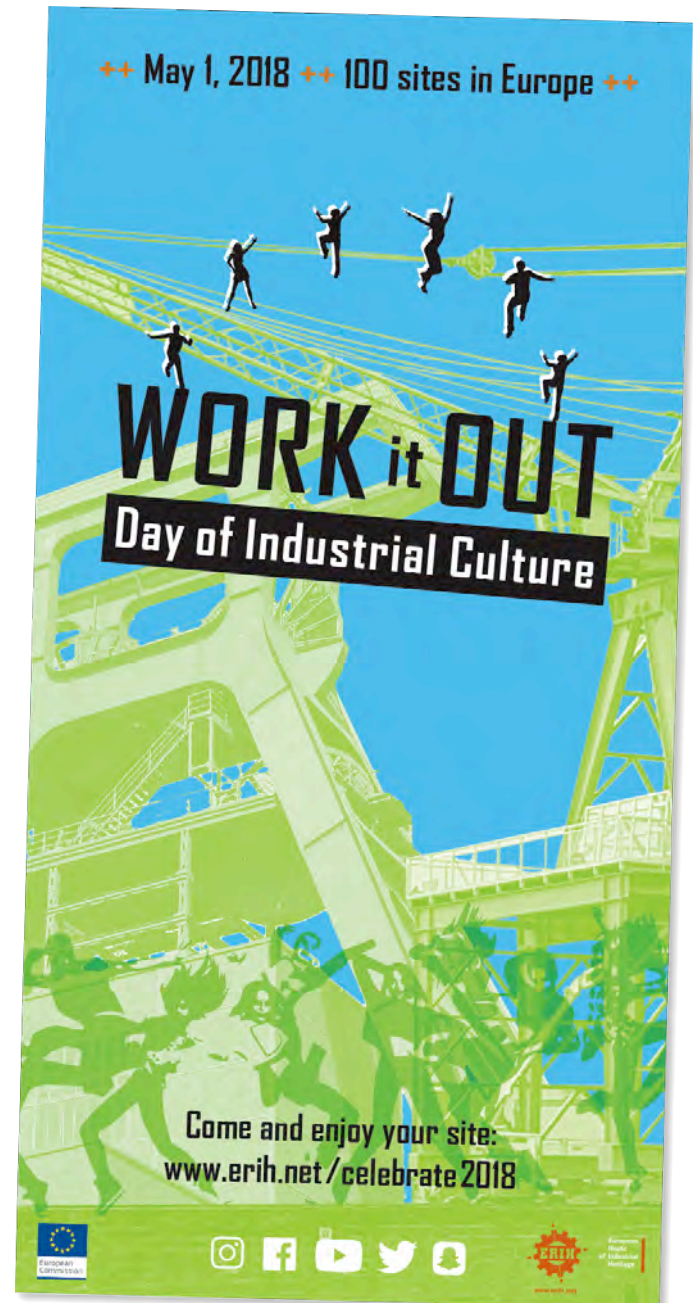
The leaflet has a double use:
 Folded it is used as an hand-out and
 unfolded it can support the
 campaign as a little poster to be
 displayed at different places like
 schools, sports- and dance-clubs,
 cafes etc..

SAMPLE LEAFLET

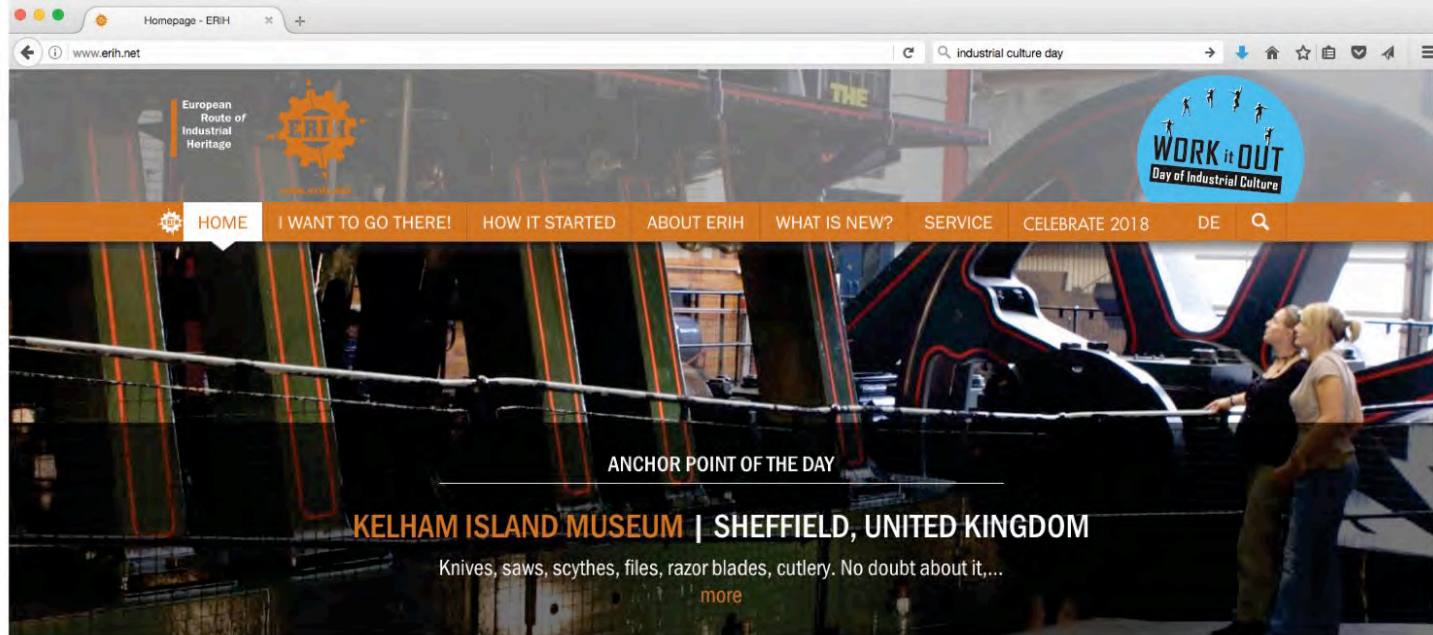
Recommended Format: 105 x 210 mm

front: 8 pages with information/art design/pictures

back: poster, folded



DIGITAL MEDIA

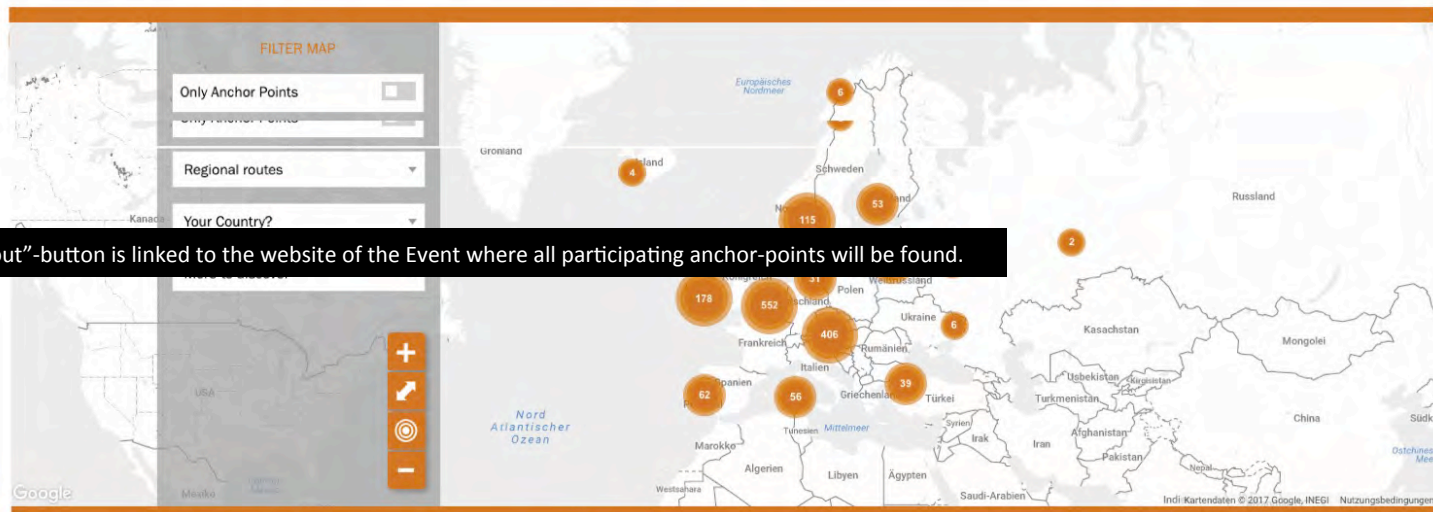


WELCOME

to the **EUROPEAN ROUTE OF INDUSTRIAL HERITAGE**,
the tourism information network of industrial heritage in Europe

 The Route System

WEB





WELCOME

to the **EUROPEAN ROUTE OF INDUSTRIAL HERITAGE**,
the tourism information network of industrial heritage in Europe

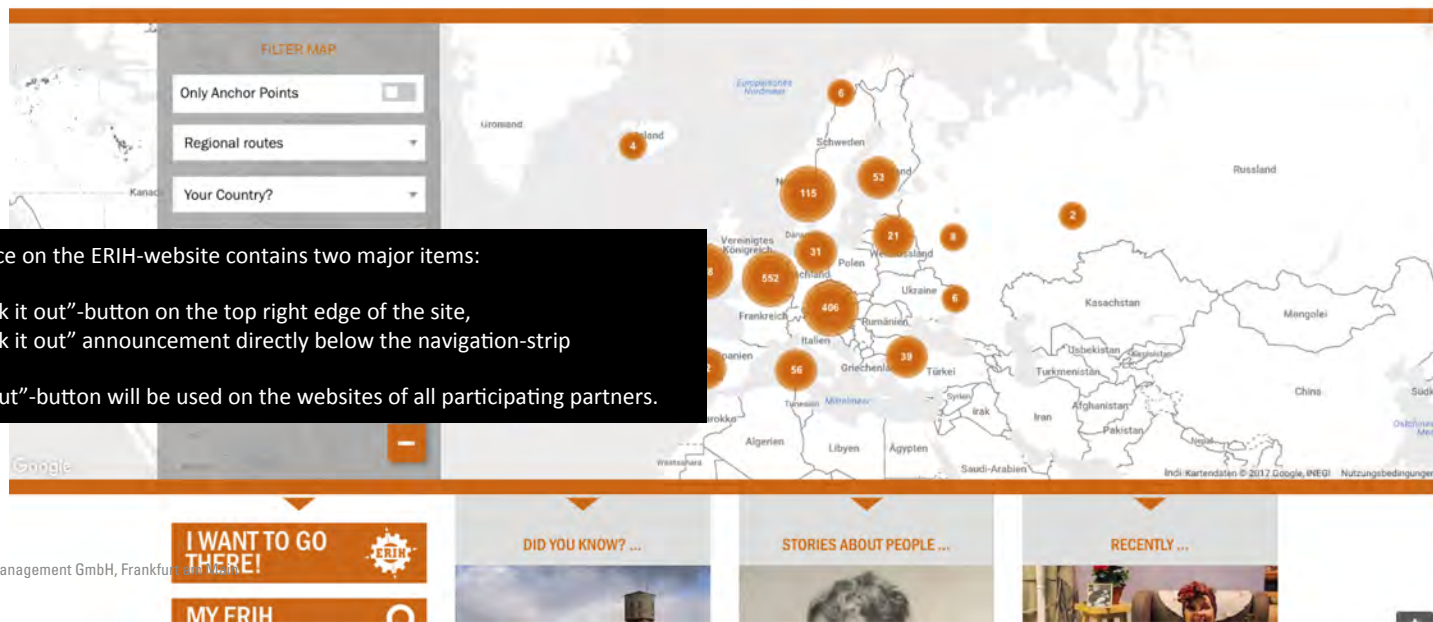
 The Route System

WEB

The appearance on the ERIH-website contains two major items:

1. The “work it out”-button on the top right edge of the site,
2. The “work it out” announcement directly below the navigation-strip

The “work it out”-button will be used on the websites of all participating partners.





ERIH - European Route of Industrial Heritage
@ERIH.net

Startseite

Info

Fotos

Veranstaltungen

Bewertungen

Videos

Beiträge

Community

Eine Seite erstellen



Gefällt mir | Empfehlen | ...

Registrieren

Nachricht senden

Bewertungen

4,8 ★★★★★ 25 Bewertungen



Teile anderen Personen deine Meinung mit



Philip Smith

★★★★★ · 23. Dezember 2015

At long last European Union money is being spent on what really matters. Drawing up a route map to various European industrial heritage sites and organising a c... Mehr anzeigen



Caroline Richards

★★★★★ · 12. November 2014

Spent a very happy couple of hours browsing through the articles and photos on your page - I intend to return often! We are pleased to be a part of Europe's ind... Mehr anzeigen



David Arnfield

★★★★★ · 2. Januar 2016

a great site for informing people about heritage projects around the world a lot i did not know existed



Andreina Milan

★★★★★ · 14. Oktober 2015

Un sito di grande livello. Una vetrina internazionale per far conoscere il nostro patrimonio architettonico.

Wahrzeichen und historische Stätten in Meerbusch

4,8 ★★★★★

Community

Alle anzeigen

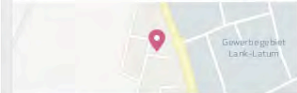
5.545 Personen gefällt das

5.407 Personen haben das abonniert

11 Personen waren hier

Info

Alle anzeigen



Am Striebruch 42
40668 Meerbusch
02150 756496

www.erih.net

Wahrzeichen und historische Stätten ·
Gemeinnützige Organisation

Impressum

5.545 „Gefällt mir“-Angaben
11 Besuche

Seiten, die dieser Seite gefallen



UEF - Historischer Dampfschnellzug



Forsbacka Bruk



Greenfield Valley Heritage Park

Den Personen gefallen ebenfalls



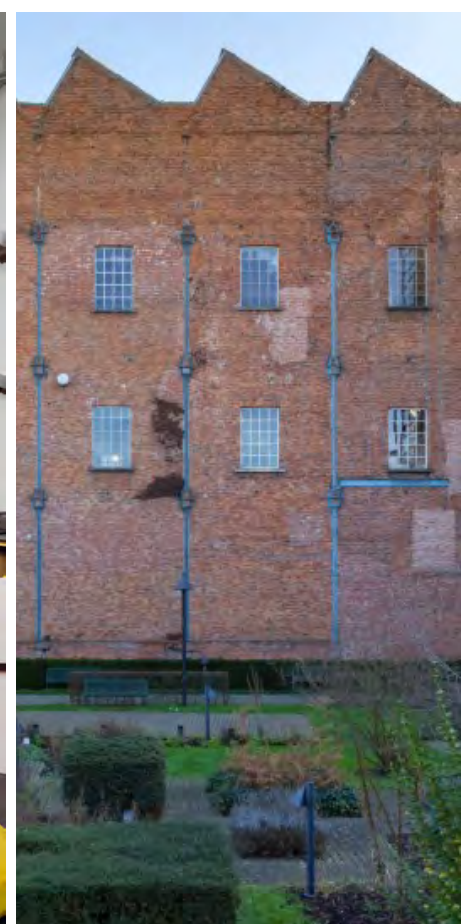
TICCIH

FACEBOOK

The Facebook appearance is build similar to the ERIH-website

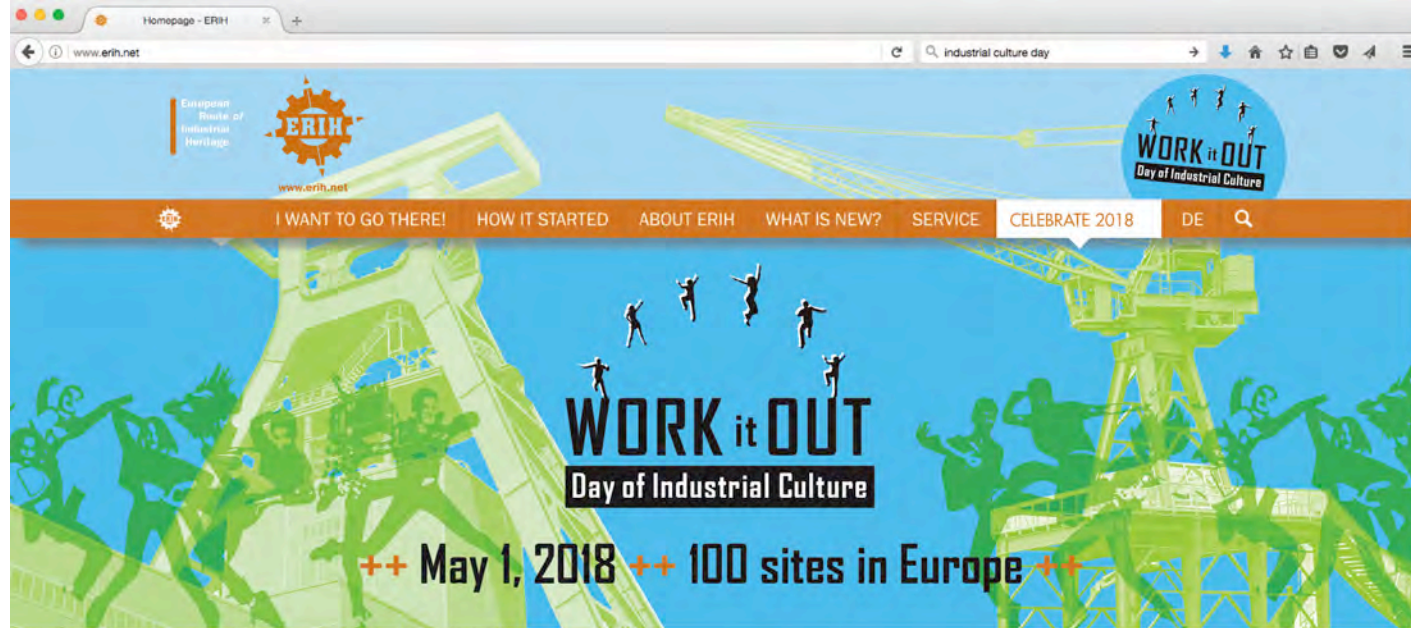
A Facebook account with its own project address, for instance „@erih.net/workitout“, has been installed and keeps following the evolving of the event, the progress of the school groups and clubs, and a pre designed Facebook-Story keeps the traffic alive.





SHARED ACTIVITY

A lot of activities is necessary to make this event a great success. According to schedule and project management, an intensive cooperation with the event locations (APs) is necessary for the implementation of this event. This also will be the main topic of the following workshop.



CELEBRATE 2018!

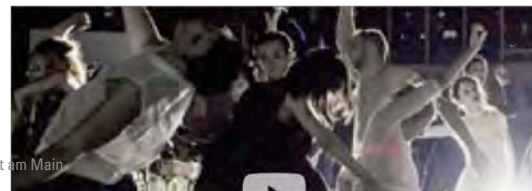


Liverpool

Lumqui voluptatio. Neque possita-
tios dolore denia non reste dolor-
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sandita nes eatum dolum quid ut
ipisciis abo. Ape licitas aceat dem-
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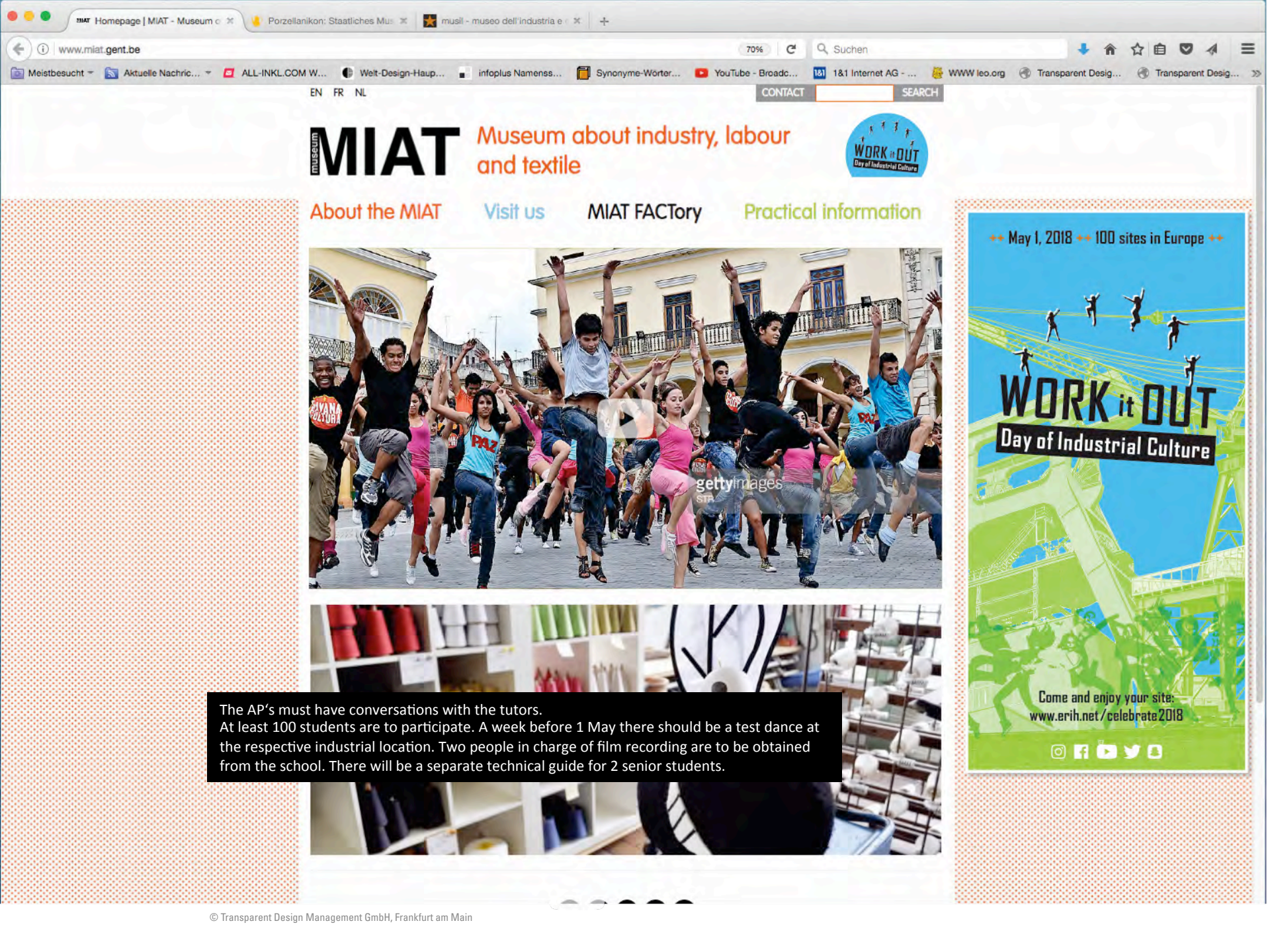
IMPLEMENTATION

Each site that has agreed to participate will receive a briefing to address schools consisting of flyers, music and dance video.
This means that each AP must become active.
In addition, a pre-press release to address media partners and sponsors that each AP can use for themselves will be handed out.



Paris

Lumqui voluptatio. Neque dolore
denia non reste dolorempe que
corate quos autempo sandita nes
eatum dolum quid ut ipisciis abo.



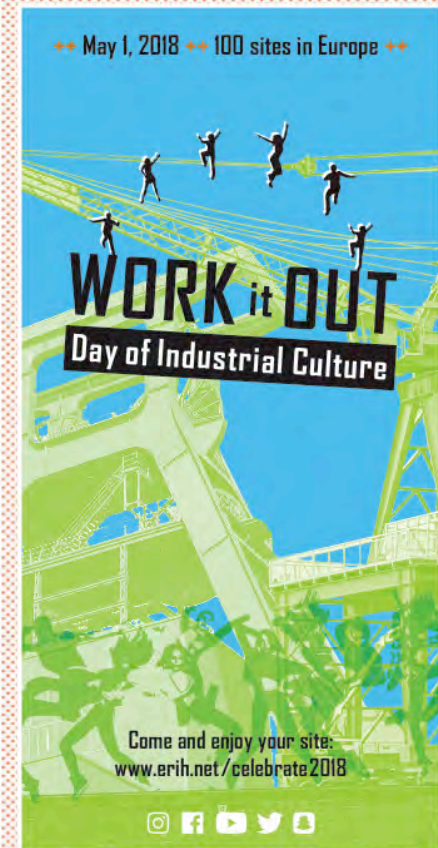
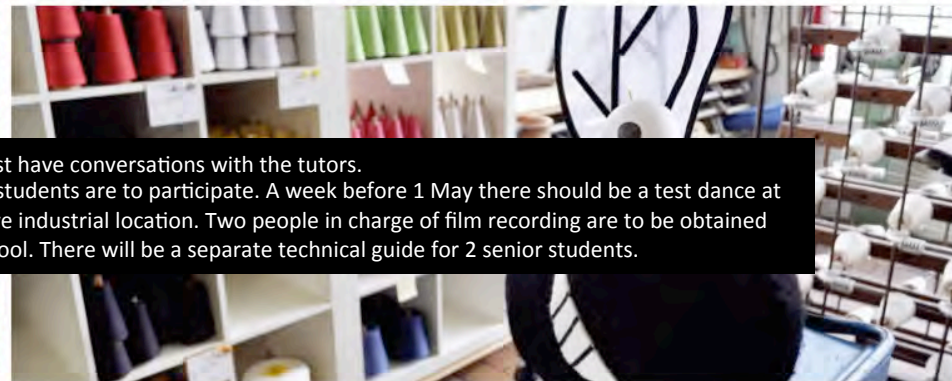
MIAT Museum about industry, labour and textile



About the MIAT Visit us MIAT FACTory Practical information



The AP's must have conversations with the tutors. At least 100 students are to participate. A week before 1 May there should be a test dance at the respective industrial location. Two people in charge of film recording are to be obtained from the school. There will be a separate technical guide for 2 senior students.





ACTIVITIES

- food & beverage
- educational /arts
- local culture
- leisure activities
- chill-out-areas

All kinds of additional attractions could be included, such as a food truck, special guided tours in the location, info booths about ERIH, about the regional schools and clubs, a chill-out corner...

- **CHOREOGRAPHY**
- **COMMUNICATION**
- **PARTICIPATION**
- **PRESS RELEASE**
- **SOCIAL MEDIA**
- **TIMETABLE**

MECHANICS



CHOREOGRAPHY

It should be easy that all participants can learn it in a few hours under the instruction of their trainers or teachers.



“questionnaire”

First, the ERIH-„Anchor Points“, at the moment about 100, are checked for the feasibility of a dance performance. Many of them are major building complexes, mostly former factory units with big interior, which are managed by staff and therefore offer a contact on site. Beginning of October all ERIH members will be informed about the planned PR event. Later they will be asked for confirmation of their participation by a questionnaire or “doodle-list”.



MASTER-FILM

Sample: MDS_ Choreography - Beginner
(Eminem - Lose Yourself) by MarVin Mava

During November every participating Anchor Point will receive a detailed description on how to approach schools/teachers or sports- and dance clubs – and be provided with a PDF leaflet with the corporate design of the event to circulate to their contacts. In addition they get the master film with music and dance instructions, and a mp3 file of the new „Ode to Joy“ composition. With these materials it is possible to receive the commitment of teachers or trainers that they will rehearse the Work it Out dance with their students and perform it on 1st of may!

PRESS RELEASE

In March 2018 a kick-off press release is published which addresses the supra-regional and European press, TV and radio, as well as the local media – daily news, magazines with monthly programmes, and social media newsgroups and forums. The press release will be targeted to the appropriate media by ERIH head office and the participating AP's.

Three weeks prior to the event another press communiqué will be released and likewise distributed that informs about the call for participation. Unless they are addressed at an early stage as a media partner, they will be approached earlier in November 2017.

Verfassen: ERIH PR Event / European Year of Industrial Heritage - Westlich (Windows-1252)

Datei Bearbeiten Ansicht Einfügen Format Optionen Extras Hilfe


Senden Rechtschr. Anhang S/MIME Speichern

Von: press@erih.net

An: info@arte.com, info@zdf.com, info@hr.net

Betreff: ERIH PR Event / European Year of Industrial Heritage

Normaler Text Variable Breite



First European Year of Cultural Heritage 2018

Celebrated with a gigantic work-out performance


- ++ 2018 is the first year of cultural heritage in Europe
- ++ Europe-wide Work-out performance at more than 100 sites on May 1, 2018
- ++ more than 10 000 people, livestreams, social media

On May 1, 2018, Labour Day in most European countries, the European Route of Industrial Heritage (ERIH) will celebrate the first European Year of Cultural Heritage at more than 100 ERIH-sites all over Europe.

These so-called „anchor-points“ cover the complete range of European industrial history. Dance performances to the pulsing rhythm on a new composition of ode to joy will get people together and involved. 100 places, 10.000 work out dancer will start together at 3pm.

The intention is to encourage them to explore some of Europe's unique industrial heritage sites, such as „Zeche Zollverein“ Essen, Frankreich, Belgien, England ...

For further information see website: www.erih.net/celebrate2018 or social media



www.erih.net/celebrate2018

Instagram Facebook YouTube Twitter

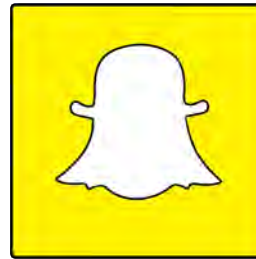


SOCIAL MEDIA

The event will be launched on ERIH website, Facebook, YouTube etc.

The Facebook appearance will be launched on a sub-domain of the ERIH. A "story" will be developed and posted there step by step to realize a steady traffic.

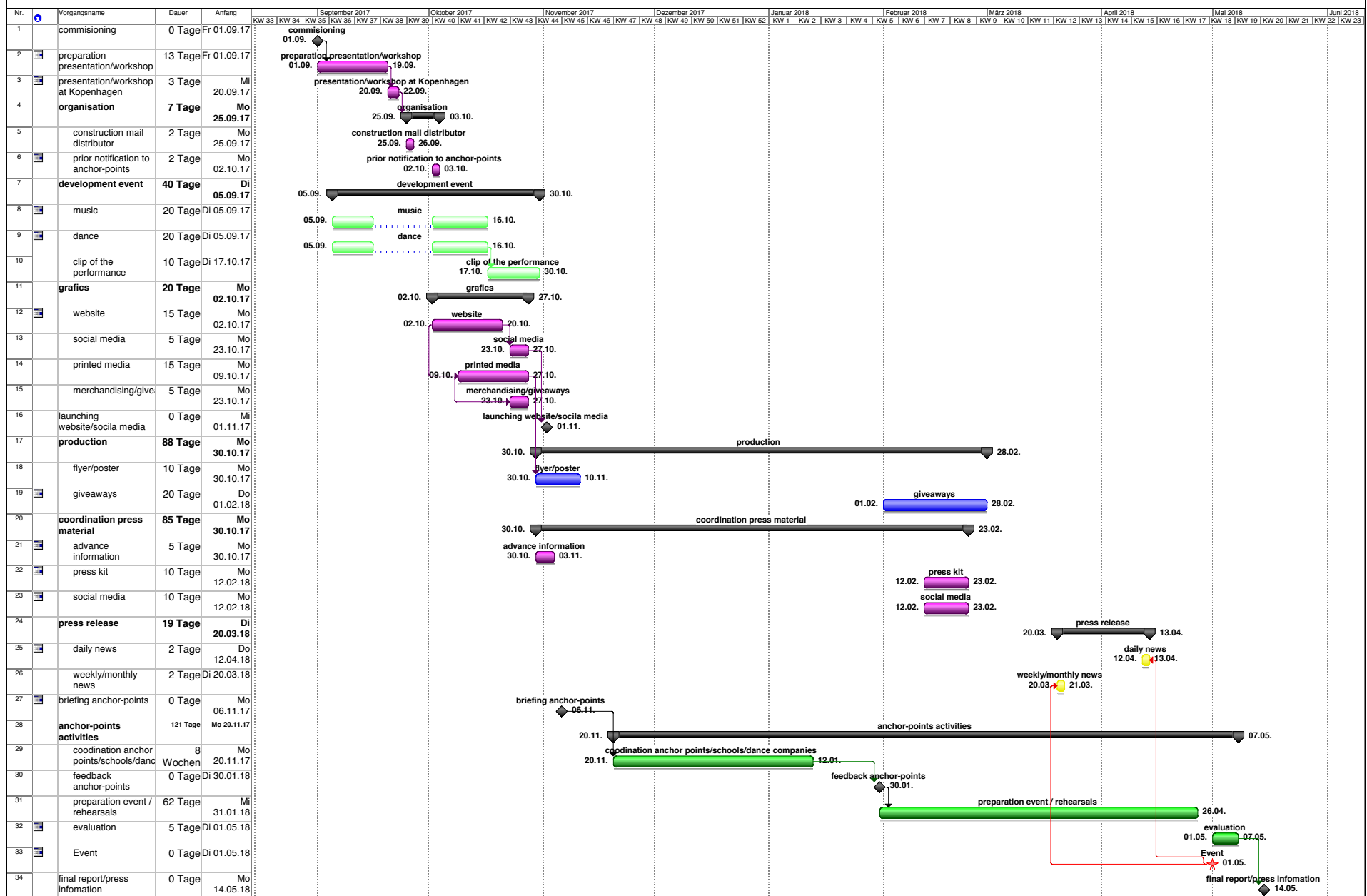
A YouTube channel will be created where the master video of the dance will be posted as a starter. It keeps following the evolving of the event, the progress of the participating dancing groups.



SOCIAL MEDIA

Of course, many many visitors, friends, and family of the dancers will shoot the processing and the action with their mobiles and post it by the hundreds on Facebook, Instagram, whatsapp-accounts etc. It is planned to create a Snapchat-story and a Snapchat-filter that shows the key visual to power up the attention of the event. The same procedure applies to twitter with an Hash tag : #industrialcultureworkitout.





We worked out a detailed time-table with all necessary elements to develop the event.



1st OF MAY – THE BIG DAY

On the big day the event starts from from 2 pm onwards, in order to celebrate the day of industrial culture in Europe, accompanied by the supporting activities of the sites.

At 3 pm the work-it-out dance performance with at least 10,000 dancers starts parallel at all places.

Our administrator receives the film clips from all the sites on a server or via YouTube and will produce a short trailer, which is uploaded to the ERIH website.

TV stations receive access via a pre-link.

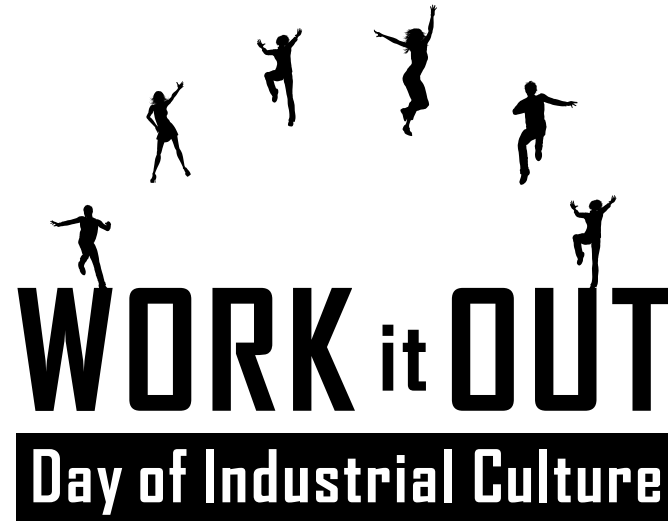
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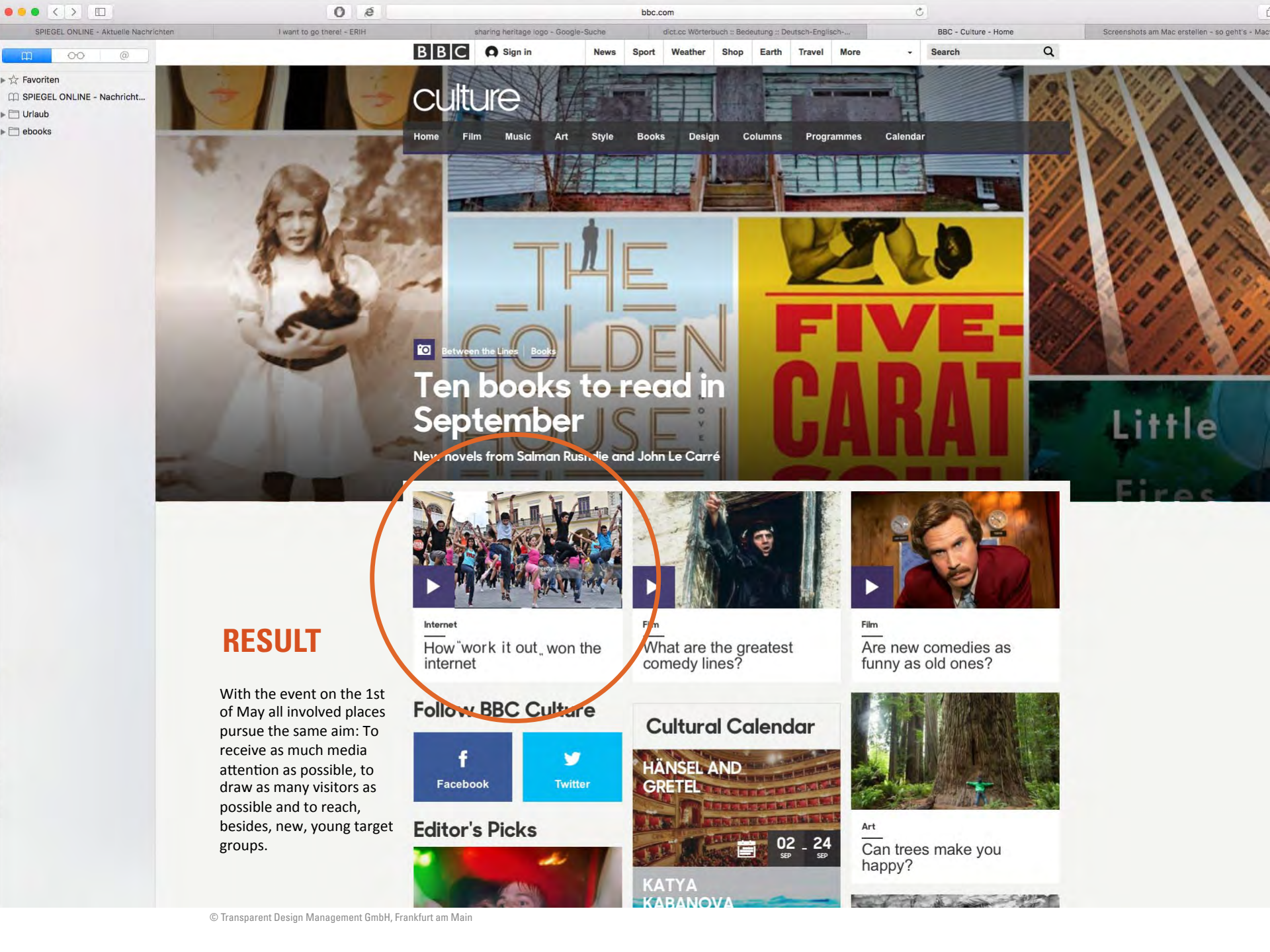


EVALUATION

FINAL REPORT:

- NUMBER OF PARTICIPANTS/VISITORS
- PRESS REVIEWS
- SOCIAL MEDIA RESPONSE

One week before May 1, an evaluation questionnaire will be sent to all AP partners to be returned after the dance performance. The reactions in the social media are evaluated, summarized and documented. Together with an overview of the press resonance on the following days and weeks, TDM will prepare a final report on the event, which can be made accessible to all participants at the ERIH website.



Between the Lines | Books

Ten books to read in September

New novels from Salman Rushdie and John Le Carré



Internet

How "work it out" won the internet



Film

What are the greatest comedy lines?



Film

Are new comedies as funny as old ones?

RESULT

With the event on the 1st of May all involved places pursue the same aim: To receive as much media attention as possible, to draw as many visitors as possible and to reach, besides, new, young target groups.

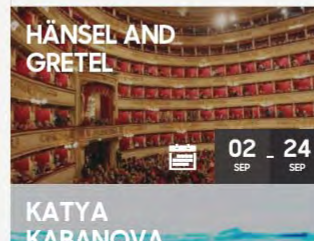
Follow BBC Culture



Editor's Picks



Cultural Calendar



Art

Can trees make you happy?



Project Management: Dipl. Des. Elisabeth Budde, CEO
Digital Media: Dipl. Ing. Thomas Baumgarten
Graphic Design: Dipl. Des. Verena Eissing
Public Relations: Sabine Zimmermann
Social Media: Birgit Wirtz
Scenography/Music: Prof. Regina Henze
IT-Administrator: Milan Peters
Music-Mix: Hannes Druener
Dance-Performance: Nina Tasan
Master-Film: Rainer Gehrisch

TEAM

We and our team like to perform for this pan-European event.



PERSPECTIVE „WORK it OUT“ 2019

- “WORK”SHOPS
- CHOIR PERFORMANCES
- THEATRE
- STREET ART
- PHOTO COMPETITION

We are sure that the brand “work it out” will be suitable for the next years events as an memorable slogan .