

ERIH Annual Conference Copenhagen, 22-24 September 2017
Workshop: How can industrial heritage and living industry be linked

Summary of major points in the discussion:

- Coping with different interests, different schedules, different target groups
- Searching for Win-Win situations is important, in terms of corporate identity, historic roots, employee motivation
- Create locally based relationships
- We do different things, are not the marketing tool for industry, have complementary tasks
- We should not only talk about tangible but also of intangible heritage (skills etc.)
- We should persuade industry that documentation is important

Single inputs

Common Topic: We both talk about identity

We do different things but should refer to one another in our work

Common interest: public understanding of industry and its relevant skills

We have to be sexy for living industry when we want to persuade them to invest in heritage too

ERIH should provide a list of arguments, ideas, how to convince living industries to open up

Topics like employee motivation, corporate social responsibility now begin to open up the factories to the public – this is an opportunity for both sides to link

Link only when there is a conceptual link – not in general (like: same branch of industry)

Bridging the two cultures is our task, and what we are able to do, linking culture and technology

Both have different target groups, the question is whether we are able to combine them
Interactive and multi-sensual offers work with both

We must understand the limitations for industrial tourism, i.e. questions of secrecy,
There are restriction for visits, industry has its own its own calendar

There is a strict ISO definition of industrial tourism – it is different
Living industry has its own organisations

Make aware living industry to document its work (video, photo) – ERIH can help motivate

Living factories can sometimes help in keeping special manufacturing knowledge
But also: We keep intangible heritage in machine skills which are otherwise lost industry

We can learn from industry in terms of professional marketing service quality
Industry can learn from us: „the soul“ of industry, the emotional story of the people

Living industry can complement heritage sites which are empty, without historic machinery

Industry wants to see some earnings also of heritage work
Potential conflict: „we earn the money – you spend the money“...