



European Route
of Industrial Heritage



INDUSTRIAL HERITAGE AS AN ENGINE FOR SUSTAINABLE SOCIAL AND ECONOMIC COMMUNITY REGENERATION

The New European Bauhaus: Beautiful – Sustainable – Together

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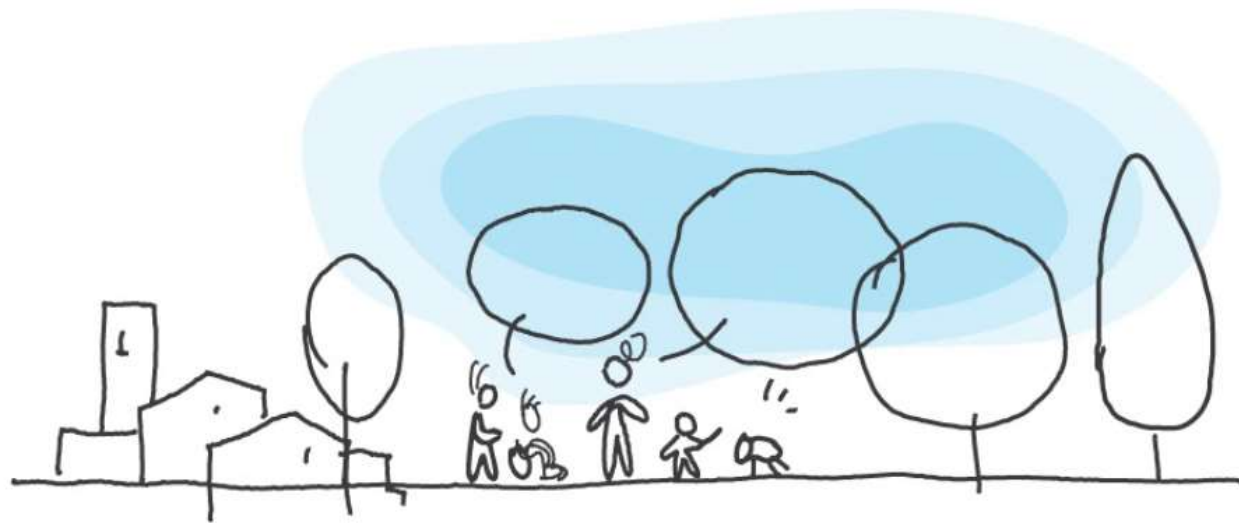


BACKGROUND AND CONTEXT





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New European Bauhaus
beautiful | sustainable | together





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But what is the NEB?

- A bridge between the world of science and technology and the world of art and culture.
- An interdisciplinary initiative that introduces the cultural and creative dimension into the European Green Deal.





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How can industrial heritage contribute to improving the quality of life and the current and future development of our local communities and cities from a NEB perspective?



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- **Key principles:**
 1. **Combining global and local dimension**
 2. **Participation**
 3. **Multidisciplinarity**

- **Thematic axes:**
 1. **Reconnecting with nature**
 2. **Recovering a sense of belonging**
 3. **Giving priority to the places and people who need it most**
 4. **Need for a long-term approach**



New European Bauhaus

Key principles

1. Combining global and local dimension:

- Achieving the goals of the New European Bauhaus means reaching out to local areas.
- The success of small-scale projects demonstrates that transformative initiatives, regardless of their size, are within the reach of anyone, anywhere.



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Key principles

2. Participation:

- The participatory approach has been an important source of inspiration for industrial heritage and becomes even more important in the light of current societal changes.
- It is essential to reach out to all those who live, work or are connected to industrial sites to get them involved and participate in the enhancement of their industrial heritage linked to the improvement of the community.





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Key principles

3. Multidisciplinary:

- It is essential to build bridges between different points of view and professions. Culture and technology, innovation and design, architecture, engineering, crafts, arts and science working together have the power to create a better future.
- Activating industrial heritage also requires the involvement of many different skills and knowledge. Working and learning with different fields facilitates a cross-fertilisation of ideas, knowledge and methods that can benefit industrial heritage.





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Thematic axes

1. Reconnecting with nature:

- We are all aware that industrialisation was one of the main reasons for our climate crisis. But also for many other social and economic benefits.
- Industrial heritage offers a great opportunity to work and see how can position itself in a climate-friendly way in the future.



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Thematic axes

2. Recovering a sense of belonging:

- In many former industrial places, abandoned factories have gradually been transformed into places of culture and leisure, preserving the memory of the lives and achievements of workers and entrepreneurs.
- The industrial past and present of our towns and cities should be a bond of union and an element of identification both for the people who were the protagonists of the past and for current and future generations.



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Thematic axes

3. Giving priority to the places and people who need it most:

- The former Industrial sites were the economic and social engine of Europe and now, we are in debt to them.
- The reuse of industrial heritage as experimental spaces for new jobs, culture, tourism, leisure, new forms of production and work and new ways of life, provides the opportunity to socially and economically re-launch these local communities.





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Thematic axes

4. Need for a long-term approach:

- **Architecture is not only the physical expression that shapes the places where people live. It is also a cultural fact that reflects the characteristics of our society. The reuse of industrial heritage for new uses avoids the progressive “trivialisation” of our towns and cities.**
- **The physical and functional regeneration of former industrialisation sites contribute to the aesthetic beautification of the spaces and to the preservation of their personality, their soul, their DNA.**





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How can we make industrial heritage a sustainable social and economic driver in the regeneration of vulnerable neighbourhoods?



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How can we involve citizens and communities in the preservation, promotion and reuse of their industrial heritage as a starting point for innovative, future-oriented forms of life and work?



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SPEAKERS

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-Mrs. Katrin KANUS-SIEBER (DE)

-Mr. Roman MIKHAYLOV (DE)

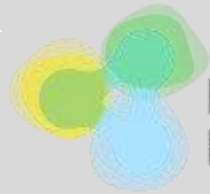
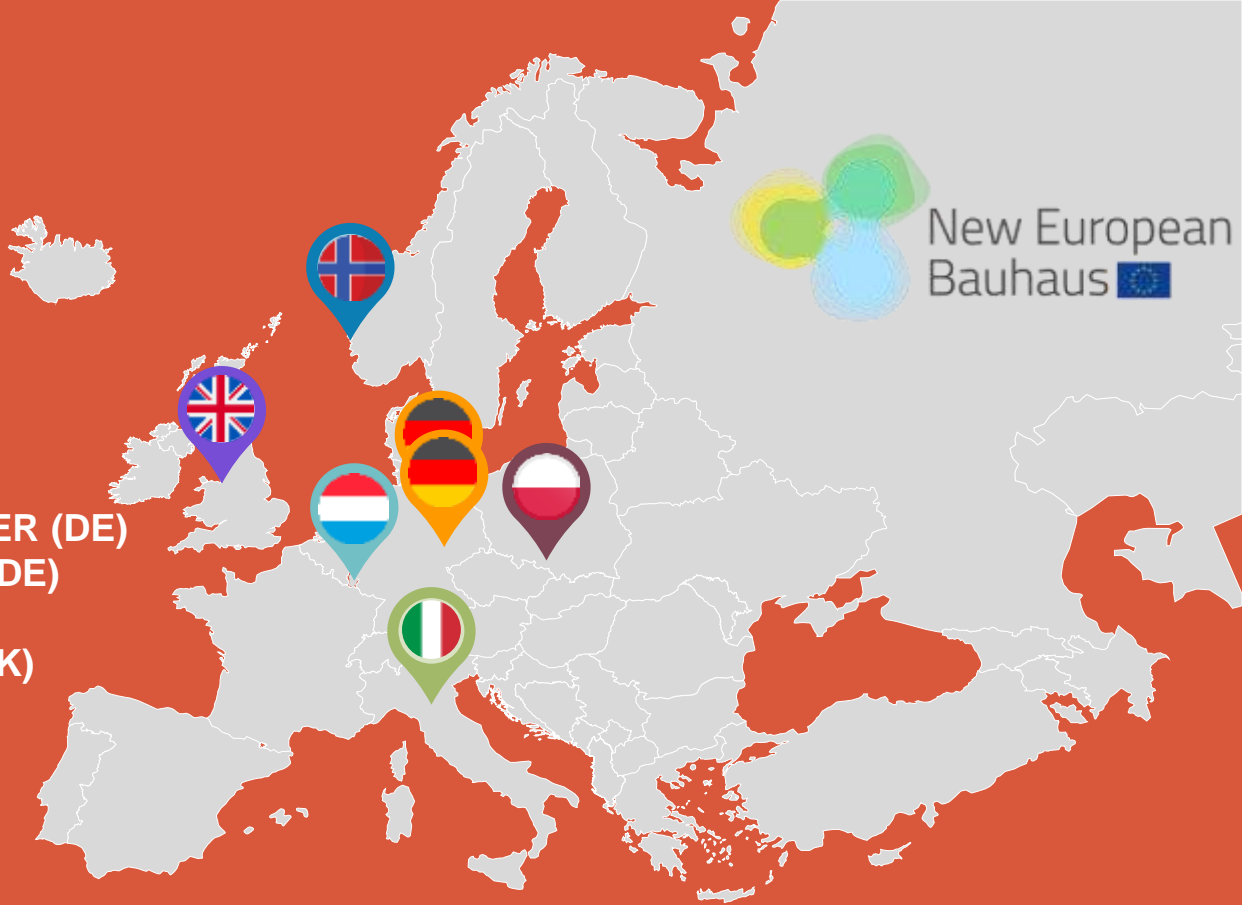
-Mrs. Heather ALCOCK (UK)

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ERIH - Connecting Europe's Industrial Heritage



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