

# The Industrial Monuments Route (IMR) and INDUSTRIADA festival – the industrial heritage story of success in the Silesian Voivodeship in Poland

dr Adam Hajduga  
Head of unit of promotion industrial heritage  
Department of Culture



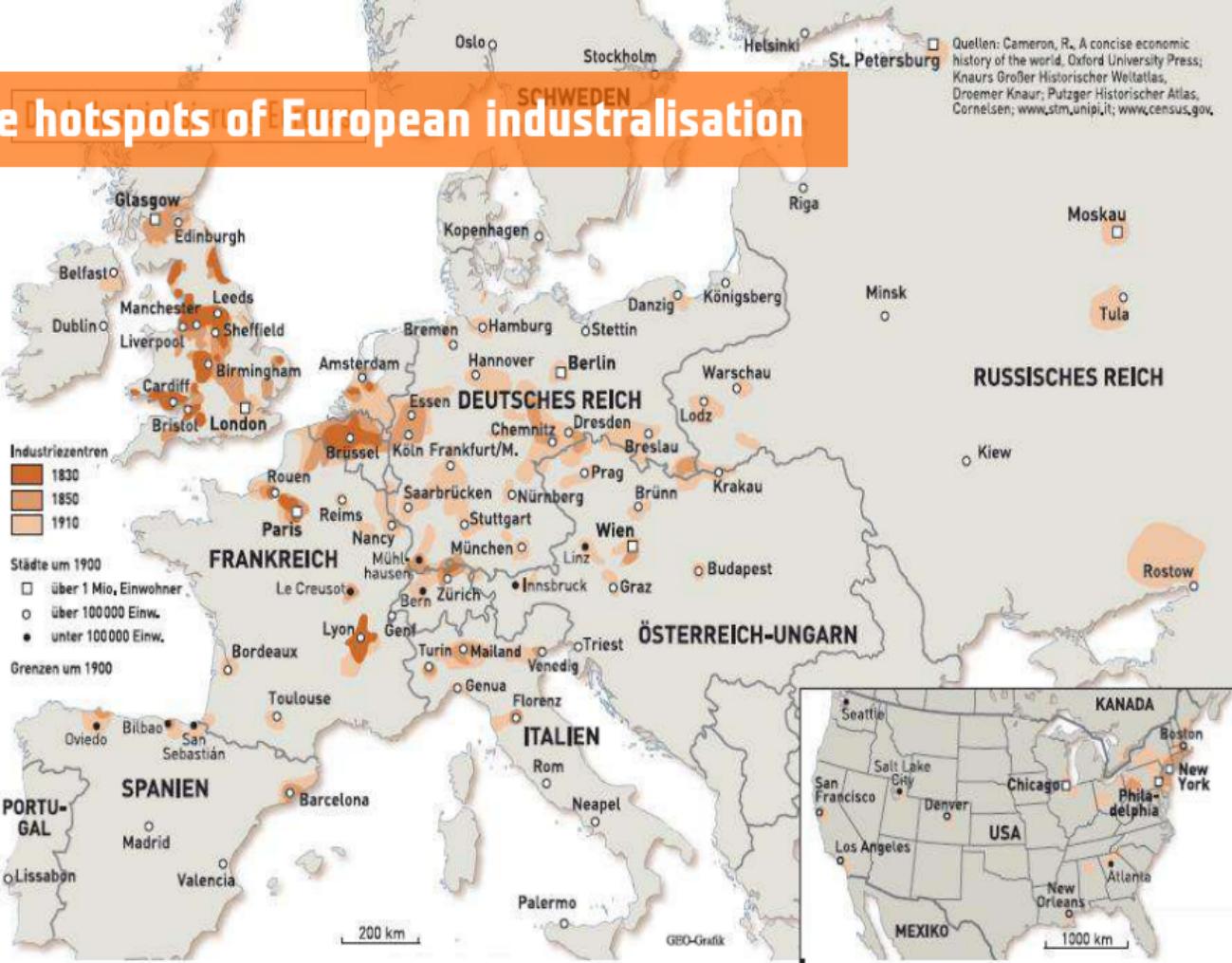
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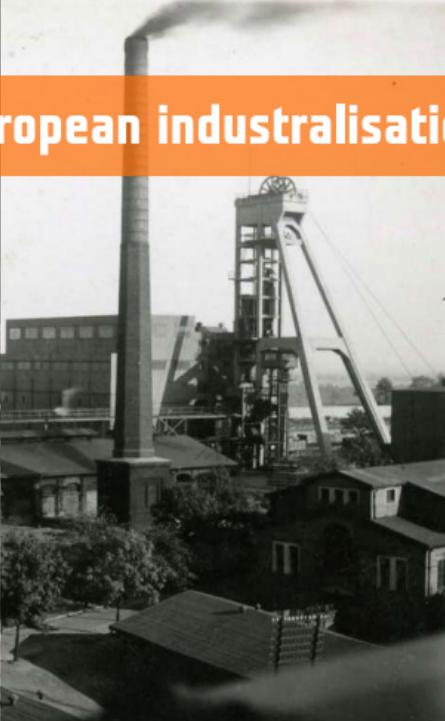
European  
Route  
of  
Industrial  
Heritage

# SILESIA - one of the hotspots of European industrialisation

Quellen: Cameron, R., A concise economic history of the world, Oxford University Press; Knauer's Großer Historischer Weltatlas, Dreher Knau; Putzger Historischer Atlas, Cornelsen; www.stm.unipi.it; www.census.gov



## SILESIA - one of the hotspots of European industrialisation



- 2006 - establishment of Industrial Monuments Route following the example and experience of Ruhr Area, Wallonia region.
- Becoming a member of ERIH in 2010.
- Acknowledgment of being integral part of European industrial heritage.



42 sites

27 towns and cities

Unique selling proposition  
of Silesia Voivodeship

Touristic route

Network of cultural cooperation



## The reasons for setting up the route

- 1) expand the tourist offer
- 2) change the image of the region
- 3) transforming the approach
- 4) re-evaluation of industrial legacy
- 5) integrate a diverse region
- 6) support of postindustrial sites
- 7) owners activate local decision makers





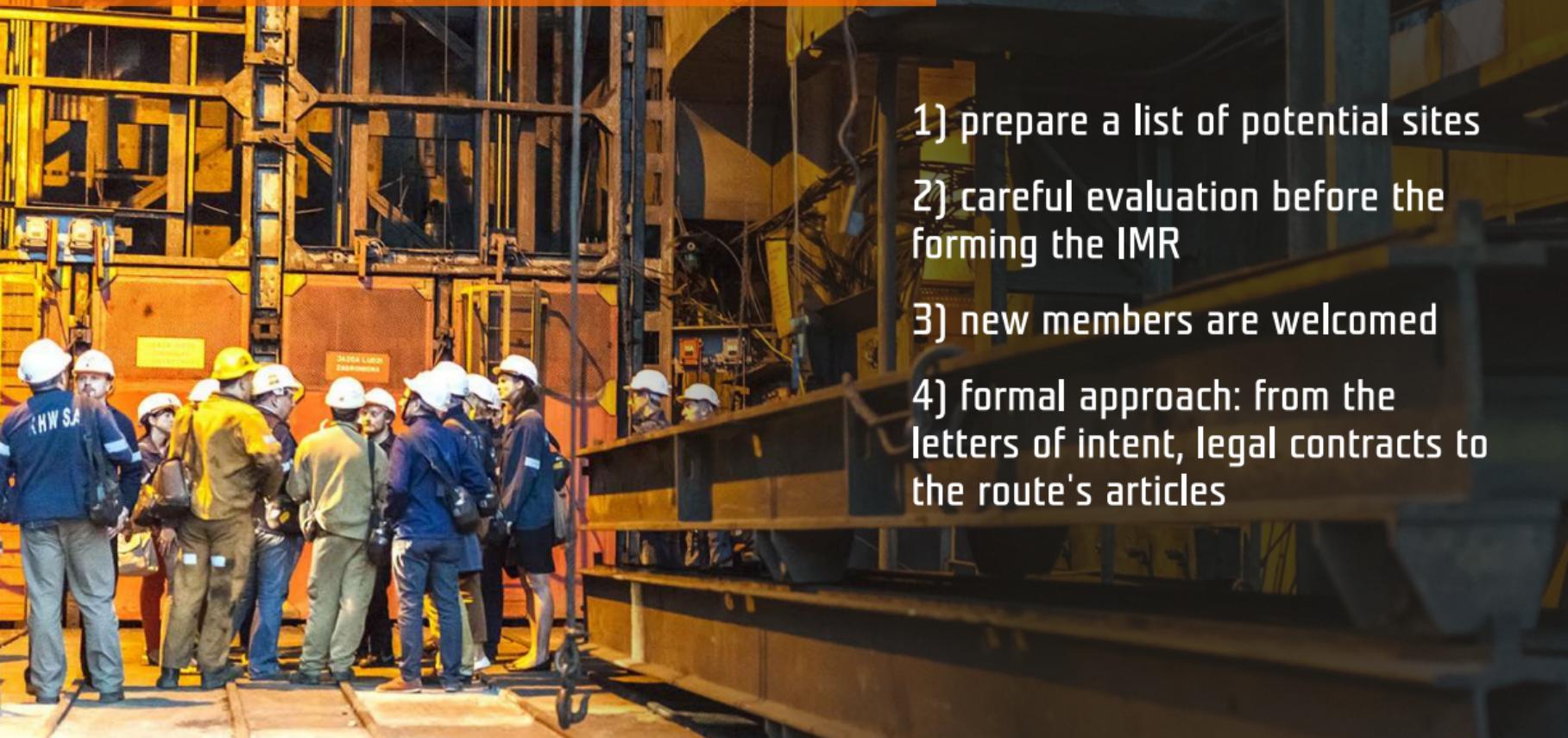
**20 museums**  
**10 shafts**  
**7 working industrial establishments**  
**5 underground routes**  
**4 workers' settlements**  
**4 breweries**  
**2 narrow railways**  
**2 galleries**

**4 Highlights:**

- Coalmine 'Guido' in Zabrze
- Historic Silver Mine in Tarnowskie Góry
- Tyskie Browarium in Tychy
- 'Żywiec' Brewery Museum in Żywiec



## The approach we used to set up the route



- 1) prepare a list of potential sites
- 2) careful evaluation before the forming the IMR
- 3) new members are welcomed
- 4) formal approach: from the letters of intent, legal contracts to the route's articles

## The approach we used to set up the route



Must-have elements of the network functioning:

- 1) several audits
- 2) master plan
- 3) its implementation
- 4) organized structure
- 5) stakeholders

## Difficulties we faced in setting up the route

How to choose the sites?  
How to set up the requirements?

1) reluctance of people  
on several levels

2) the project is more  
and more complicated

3) reaching the next  
organizational level



# Management and administration

Silesia Voivodeship government  
- unit of promotion of industrial  
heritage, Department of Culture,  
Marshall Office

Contract  
requirements and obligations

Funds  
Budget of Silesia Voivodeship

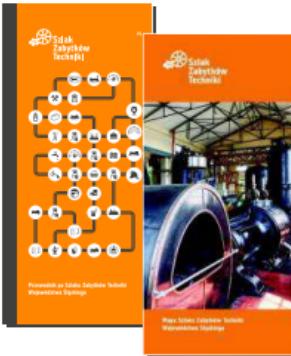


## The benefits of the route



- 1) clearly described in the contract
- 2) tools to collect funds and cooperate within the network
- 3) enhance the bonds between the members
- 4) stop looking at each other as competitors but rather as partners
- 5) share experience
- 6) increase of number of visitors in some of the sites

# Publicity and promotion



## INDUSTRIADA characteristic and function

- One of the kind festival in the whole East-Central Europe
- Perfect tool for promotion
- Relinking post-industrial sites and local communities

## Program of events and activities

The formula – the events start on Friday's evening "Machines Start-up" and last all Saturday "Full Power"

27 towns and 44 sites

400 events like workshops, special tours, exhibitions, performances, concerts, etc...

Free public transport system: buses, trams in the agglomeration and free train rides within Silesian Railways



# **Public, private and voluntary sector involvement**

Main coordinator: Marshal Office  
of Silesia Voivodeship, unit for  
promotion of industrial heritage

3 independent consultants  
(PR, graphic design, everyday  
cooperation with all sites)

4 strategic partners: Silesian  
Railways, Metropolis of Silesia,  
Silesian Tourist Organization, Silesian  
Union of Transport

9 regional institutions of culture



# **Public, private and voluntary sector involvement**

44 sites - public, private or NGO owners

Number of people involved in organizing  
and running the event etc.

4 000 people involved

500 subjects involved

Volunteers are provided by the sites  
and work at the sites only



## Founding of the route and INDUSTRIADA



>500.000 EUR  
comes from the budget  
of Silesia Voivodeship  
(public money from  
regional authorities)

**468.000 EUR**

comes from the budget  
of Silesia Voivodeship  
(public money from  
regional authorities)

Structure of spending:

15% subsidies for NGO's (events)

54% subsidies for institutions of culture  
(events and promotion at the sites)

21 % media and Internet purchase

10% some promotion activities

**391.000 EUR**

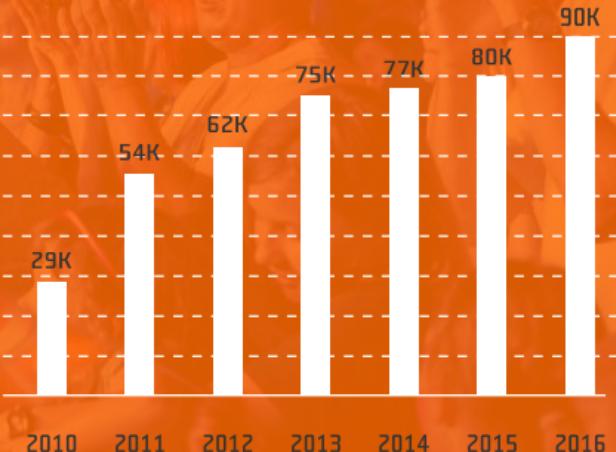
spent by the owners  
of the sites (events)

**8 EUR** money spend by the average participant  
during the festival (according to the survey)      =**703.000 EUR**

**AVE: 1.046.000 EUR**

1217 materials about the festival,  
3320 posts in social media

# Route and INDUSTRIADA attendance



REGIONAL ROUTE

INDUSTRIADA

## Benefits and outputs

Economical, marketing, social, cultural and political, e.g.:

- communicating the significance of industrial heritage including promotion of IMR (event is the best tool to boost the number of visitors),
- creating positive image of the region
- creating regional identity and the sense of belonging to local community
- drawing the attention of decision makers to industrial heritage



# Thank you for your attention

Dr. Adam Hajduga  
[ahajduga@slaskie.pl](mailto:ahajduga@slaskie.pl)



Śląskie.

**INDUSTRIADA**  
ŚWIĘTO SZLAKU ZABYTKÓW TECHNIKI

 Industrial  
Monuments  
Route



European  
Route  
of  
Industrial  
Heritage