Industrial Heritage in Hamburg Metropolitan Region: From Festival to Routes
What I want to present today…

- Quick overview over Hamburg Metropolitan Region
- Our industrial heritage
- Festival of industrial heritage
- Achievements, Plans for the future
- Problems
Hamburg Metropolitan Region: a quick overview

- 4 federal states
- 17 counties and 2 urban districts
- 5 million inhabitants
- 1000 municipalities

Working areas:
- Transport
- Settlement development
- Economy
- Ecological affairs
- Energy and climate protection
- Tourism
A region characterised by water
Trade-related industrial heritage:

- Historic port cranes, Hamburg
- Hamburg’s historic storehouses (Speicherstadt)
- An old freighter in the old Elbe-port of Drochtersen
- Transporter bridge in Osten/Elbe
Industrial Heritage: „big“ industries

- Leather and fabrics were produced on a great scale in the city of Neumünster
- Hitzler-Wharf in Lauenburg / Elbe: still in business today
- Bricks for Hamburg’s buildings from one of almost 100 brick-factories of the region
- Flour for the region and beyond came from Mecklenburg’s biggest wheat mill in Bad Kleinen
Technical heritage using water, controlling water, crossing water, shipping water…

- Ports
- Bridges
- Watermills
- Hydro-electric power plants
- Historic Ships
- Locks
- Lighthouses
- Water works
- Factories
- Irrigation systems
- Pumping stations
- Museums
Rural areas‘ treasures of transregional importance

- one of Europe’s oldest functioning swing bridges in Klevendeich
- One of the world’s oldest originally preserved and still operating paddle steamer, the “Kaiser Wilhelm“
- Germany’s oldest lighthouse in Travemünde
- Germany’s oldest still sailing ship, the “Rigmor von Glückstadt”
Water-based industrial heritage - everywhere in the region

Participants of the festival „Tage der Industriekultur 2013“
Festival of Industrial Heritage

- "Tage der Industriekultur am Wasser" in 2011 and 2013 (3/2 days)
- 100 objects opened their doors and offered guided tours, special exhibitions or activities
- Accompanying catalogue serves as a "tour guide"

- It’s a success:
  - 15,000 visitors
  - Big media-echo
  - Welcomed by organisations taking care of the objects: most are willing to be part of it again
  - Connecting objects and local tourism organisations
What do we do and why?

- Festival of industrial heritage: a product of a working group within the framework of Hamburg Metropolitan Region
- Fits into our strategic framework of rural-urban partnership
- Organised and funded by Hamburg Metropolitan Region

- Aims of the project:
  - fostering regional identity
  - establishing public awareness for our industrial heritage
  - increasing touristic revenues, esp. in rural areas
What have we achieved so far?

- 2 successful festivals
- Increase in public interest
- Acknowledgement of the non-profit, volunteer work involved in the conservation of the objects
- A comprehensive overview of the existing potential of the region
- A comprehensive catalogue of 100 objects, serving as „guide“ to the heritage
- Increasing awareness of the touristic potential of industrial heritage
- Awareness within the region and in small towns of their role in the region's development
- Good backing from our political stakeholders
Our plans for the future: festival AND routes

- Establishing the festival “Tage der Industriekultur” as a biennial event
- Extending the network, including more objects
- Establishing local routes: make industrial heritage visible outside the festival, creating touristic products
- Idea: 2-3 regions / towns start
What are our problems?

- **Operational:** No strong coordinating organisation / „One-man-show“.
- **Money:** Uncertain funding
- **Status:** Only one among many projects of Hamburg Metropolitan Region
- **Support:** Topic is a niche-market for most of our touristic regions
Thank you!

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