Presenting Culture and Arts in Industrial Heritage Sites: An efficient strategy for Audience Development

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In Love with Sekhmet.

Statue of Sekhmet
Diorite
The New Kingdom
18th Dynasty, King Amenophis III, 1388-1351 BC
The Portal to an unknown Culture: Goddess Sekhmet says „Hello“

178,012 visitors
Top 2 of german Exhibitions
Avarage age 39 years
56% female visitors
Monuments for the Eternity, Industrial Heritage for the Eternity.
Industrial Heritage on the space of 120 football grounds!
Restauration – Saving the Authenticity

Transformation – Adapting to the needs of the Audience

Intervention – The Balance between Authenticity and Sustainability
The Site: The Blower Hall of the Völklingen Ironworks

- Date of Construction 1900 to 1937
- Exhibition Space 6.000 m²
- Six Gas Engines in situ
- Construction Date 1905 to 1914
Key visual: The lonely pyramid of Völklingen
Bringing unknown cultures to the people ...

Meet the Mummy!
Transforming Industrial spaces to Exhibition Sites: Let there be Light!
Transforming industrial spaces to Exhibition Sites:

The Dialogue of Cultures: Gas Engine (100 years old) vs. Ushebti (3000 years old)
Date of Construction 1900 to 1903, one of the oldest buildings of the World Heritage Site

- „Old Iron Ore Silo“: Steel construction, capacity 12,000 tons
- Exhibition space 1,500 m²
The Iron Ore Hall: Transforming as a sheet anchor for sustainable Prevention

The starting point: Industrial Heritage on the brink of the breakdown
Three phases of restauration - Phase 1: Basic Restauration

Installing the roof
The Iron Ore hall - Three phasis of restauration

Phase 2: Basic Restauration

Building in the floor
The Iron Ore hall - Three phasis of restauration
Phase 3: Exhibition Design, Infrastructure
The Iron Ore Hall: Transforming as strategy for sustainable Prevention
UrbanArt Biennale 2015 indoor

- Iron ore silo
- Construction time 1913
- Exhibition space 10,000 m²
UrbanArt Biennale 2015 indoor

Creating new galleries
UrbanArt Biennale 2015 indoor

Opening new spaces
Revitalising forgotten places
UrbanArt Biennale 2015 outdoor

UrbanArt Parcours
new approaches, extraordinary insights
UrbanArt Biennale 2015 outdoor

UrbanArt Parcours
new approaches, extraordinary insights
We all are seekers, not knowers.
And we all are the first on earth who do that challenging job.
We have to learn from each other, learning means networking!
The Next Generation

The Heirs of the Heritage

Industrial Heritage:

Colorful!
Fresh!
Young!

Futuring!
Culture and Arts at Völklingen Ironworks | An extract