Industrial Tourism: Linking the past with the present and future
The idea of Fagus Factory

- A factory that represents a totally new design.
- The building is arranged according to the production flow.
- Better working conditions concerning the safety and health of the employees.
History of Fagus Factory

1911
- Carl Benscheidt founded FAGUS and commissioned Walter Gropius to build his shoe last factory.

1946
- Fagus became a listed architectural monument.

1974
- Gerd und Ernst Greten, great-grand sons of Carl Benscheidt established GreCon.

Innovation is our tradition
History of Fagus Factory

From 1984
- Since 1984, the entire building complex has been restored continuously with enormous efforts.
- Restoration of the historical main building without production downtime.

2000
- Fagus-GreCon was appointed external project of the EXPO 2000 Hannover
- Restoration of the former warehouse.
- Construction of the Fagus-Gropius Exhibition.

2011
- Fagus factory was announced World Cultural Heritage Site in Paris 100 years after its foundation.
First industrial building of the modern age – Fagus Factory
Fagus Factory today

Innovation is our tradition

Shoe lasts and moulds

Events, Exhibitions, Guided Tours

Fire protection and measuring systems
Power house – today café and canteen
Former forge – today convention centre
Former workshop for the production of tools – today convention centre
Production hall now as before
Events in the production hall
Former warehouse for shoe last blanks – today Fagus-Gropius Exhibition
Fagus Gallery

Innovation is our tradition
How Fagus Factory attracts young people

Innovation is our tradition
UNESCO Visitor Centre

Innovation is our tradition
World Heritage Day 2017
Holiday workshop for children
Next project: School classes are guided by pupils

• Common project with our partner school.

• Pupils are trained to become a guide.

• Pupils lead school classes through the world cultural heritage.
Our products at a glance

- Guided tours
- Fagus-Gropius-Exhibition and UNESCO Visitor Centre
- Fagus Factory - Centre of cultural events
- Open daily all year
- World heritage as a brand to attract new employees
“Our fortune is represented neither by our machines nor bank accounts, but by the knowledge, skills and operational readiness of our employees”.

Carl Benscheidt
Thank you very much for your attention!