WORK it OUT
Day of Industrial Culture

ERIH - PR EVENT 2018
EUROPEAN YEAR OF INDUSTRIAL HERITAGE
Copenhagen | September 21st 2017
Let us thank you for the invitation to Copenhagen to present our ideas.
May I introduce us in few words? Since over 25 years we create solutions in communication and design for corporations like German Post World Net – in this case an exhibition about architecture in Ostbahnhof, Berlin – or for several public organizations like Messe Frankfurt for the event design horizonte.
It was a concept and organization for the exhibition "light and architecture". We are working in Frankfurt Germany with an interdisciplinary team of creative and experienced people.
Energy sources shaped the various industrial eras. Many industrial buildings have still been preserved, but their use has changed. Places that have lost their function are now changed into places with multifunctional use.

The industry is shaping European culture and its economic success up to this day. First there was always a vision, then the way to production with the help of energy and labour.

ERIH presents the diversity of the historical production sites, which are to be discovered in detail. The European Year of Cultural Heritage 2018 aims to gain new target groups for the places of memory of industrial culture.

The places symbolise the structural change of the industry to the modern times on the way to a digital change.
EDUCATION

Industry has always been an important place of education, training and transfer of skills and knowledge to the next generation. For this reason, we want to address young people in particular, so that they can learn about the structures of the industrial culture and discover its potential for the future.

That's why we rely on the positive moment of this process, on joy, energy and movement through music and dance.
IDEA

Pan-European work-out performance on 1st of May – the labour day.

The shared activities turn the sites into „MEDIA ANCHORS“
Approximately 100 ERIH anchor points provide the stage for the swing of a brand new composition of the European anthem „Ode to Joy“.
At each location a minimum of 100 young students/pupils perform a vivid „work-out dance“.
They wear labelled workers caps and move together as a formation, thus bringing to life the spirit and rhythm of the former production site.

The performance is inspired by the success of Flashmob in many public places all over the world as shown in the following sheet.
SHARED ACTIVITY

(100 students + 200 parents + 300 relatives + 400 friends) * 100 anchor-points = 100,000 people on site

In dancing, they recapture the place to themselves, converting it to the presence together with other 100 places of the industrial culture, and demonstrating the cohesion of Europe today (like “pulse of Europe”). In their collective action the young people „work out“ each of the cultural sites. Gradually, visitors and bystanders join in – the dance functions as a „Work Out“ with an easy-to-follow choreography of steps, so everybody is incited to participate.

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THE DANCE - THE MUSIC - THE DESIGN LINE

COMPONENTS
Wherever possible, the choreography includes suitable items and exhibits available in the different sites like machines, rails, stairs, galleries, tools ...

https://youtu.be/LI64R1bjN7U?t=8s
THE MUSIC

for example: Flo-M, the official Hip-Hop version of the anthem of Europe

Our proposed favourite would be the lead motive of „Ode to Joy“ from Beethoven, in a new interpretation and instrumentation and mixed or underlined with a stomping beat. Thus, ERIH could keep the rights of use of the composition and could use it as its corporate music.

The „updated“ version of „Ode to Joy“ will be realized in a recording studio specializing in electro sampling, with briefing and in accordance with ERIH. A choreographer will then – in compliance with our description of the sites and atmospheres – develops a dance combination and rehearse it with a dance group.

http://artists.waterpiperecords.de/europe-hiphop/
Through the energetic dance and rhythm blending with the heritage site, the anchor places convey an attractive and positive experience to everybody involved and inspires in new target groups the interest in exploring to „work it out“. We use the term “Culture” instead of “Heritage” to show the lively dealing with the remains of our industrial history. A strong innovative event needs a strong visual identity.
In terms of an European event we designed a signage following the arrangement of the stars on the European flag. The stars are replaced by dancing people to point out the character of the event.
The logo will be used on all items that appear during the event. The colours mirror the time of the event (springtime) and give a young, fresh image. They correspond well with the existing colours of the ERIH-CI.

**DESIGN LINE**

- sample eye catcher
- sample give-away
- sample art design

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The poster shows elements of the industrial heritage in the bright and friendly background, centred you will find the main information and on the bottom there is space for individualized imprints. Flags and banners can be developed in a similar way.
The leaflet has a double use: Folded it is used as an hand-out and unfolded it can support the campaign as a little poster to be displayed at different places like schools, sports- and dance-clubs, cafes etc..

**SAMPLE LEAFLET**

Recommended Format: 105 x 210 mm
front: 8 pages with information/art design/pictures
back: poster, folded
DIGITAL MEDIA
The “work it out”-button is linked to the website of the Event where all participating anchor points will be found.
The appearance on the ERIH-website contains two major items:

1. The “work it out”-button on the top right edge of the site,
2. The “work it out” announcement directly below the navigation-strip

The “work it out”-button will be used on the websites of all participating partners.
The Facebook appearance is build similar to the ERIH-website.

A Facebook account with its own project address, for instance „@erih.net/workitout“, has been installed and keeps following the evolving of the event, the progress of the school groups and clubs, and a pre designed Facebook-Story keeps the traffic alive.
A lot of activities is necessary to make this event a great success. According to schedule and project management, an intensive cooperation with the event locations (APs) is necessary for the implementation of this event. This also will be the main topic of the following workshop.
IMPLEMENTATION

Each site that has agreed to participate will receive a briefing to address schools consisting of flyers, music and dance video. This means that each AP must become active. In addition, a pre-press release to address media partners and sponsors that each AP can use for themselves will be handed out.
The AP’s must have conversations with the tutors. At least 100 students are to participate. A week before 1 May there should be a test dance at the respective industrial location. Two people in charge of film recording are to be obtained from the school. There will be a separate technical guide for 2 senior students.
For the supporting program of the event day, each AP has to plan and organize its further activities for the festival itself. Ideas for this are to be found in the event concept. The press address is to be provided by each AP with the supplied PR documents.
**ACTIVITIES**

- food & beverage
- educational /arts
- local culture
- leisure activities
- chill-out-areas

All kinds of additional attractions could be included, such as a food truck, special guided tours in the location, info booths about ERIH, about the regional schools and clubs, a chill-out corner...
- CHOREOGRAPHY
- COMMUNICATION
- PARTICIPATION
- PRESS RELEASE
- SOCIAL MEDIA
- TIMETABLE

MECHANICS
It should be easy that all participants can learn it in a few hours under the instruction of their trainers or teachers.

https://youtu.be/HRkNfdIml5Qs?t=12s
1. Vereinskommunikation

1.0 Alle Mitglieder können in Form von Rundmails den E-Mail-Verteiler des DDC nutzen

1.1 Die Nutzung der E-Mail-Adressen aller Mitglieder bleibt allein dem Office und Vorstand vorbehalten

1.2 Der Newsletter sollte überarbeitet und modernisiert werden

1.3 Die jeweiligen Vorstände sollten öfter über ihre Tätigkeit informieren

Eigene Anmerkungen:

2. Satzung / Organisation

2.0 Die DDC-Satzung muss überarbeitet werden

2.1 Bei Vorstandswahlen sollte nur noch die Wahl von Listen aus mindestens 3 Personen möglich sein

2.2 Die Bewerber sollen sich spätestens 4 Wochen vor einer Wahl mit einem Konzept und Programm vorstellen

2.3 Dem Vorstand sollte ein Beirat zur Seite stehen, der unterstützend und beratend arbeitet und azyklisch besetzt wird

2.4 Direktoren werden nur noch für die Regionen ernannt

2.5 Ein Verhaltenskodex soll eingeführt werden

Eigene Anmerkungen:

3. DDC-Strategie

3.0 Der DDC soll unbegrenzt – aber qualitativ – Mitglieder aufnehmen und überregional sein

3.1 Der DDC sollte stärker in der Öffentlichkeit in Erscheinung treten

3.2 Der DDC sollte ein kleiner, feiner Club bleiben

3.3 Der DDC sollte komplett auf wirtschaftliche Tätigkeiten verzichten

3.4 Der DDC sollte seine Formate überprüfen und neue Formen der Zusammenarbeit und des Dialogs entwickeln

3.5 Der DDC sollte mehr Benefits für seine Mitglieder generieren (beispielsweise vergünstigte Tarife, juristische Beratung usw.)

Eigene Anmerkungen:

"doodle-list"

"questionnaire"

COMMUNICATION

First, the ERIH „Anchor Points“, at the moment about 100, are checked for the feasibility of a dance performance. Many of them are major building complexes, mostly former factory units with big interior, which are managed by staff and therefore offer a contact on site. Beginning of October all ERIH members will be informed about the planned PR event. Later they will be asked for confirmation of their participation by a questionnaire or “doodle-list”.

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During November every participating Anchor Point will receive a detailed description on how to approach schools/teachers or sports- and dance clubs – and be provided with a PDF leaflet with the corporate design of the event to circulate to their contacts.

In addition they get the master film with music and dance instructions, and a mp3 file of the new „Ode to Joy“ composition. With these materials it is possible to receive the commitment of teachers or trainers that they will rehearse the Work it Out dance with their students and perform it on 1st of may!

https://www.youtube.com/watch?v=KJDYBeelKUQ
PRESS RELEASE

In March 2018 a kick-off press release is published which addresses the supra-regional and European press, TV and radio, as well as the local media – daily news, magazines with monthly programmes, and social media newsgroups and forums. The press release will be targeted to the appropriate media by ERIH head office and the participating AP’s.

Three weeks prior to the event another press communiqué will be released and likewise distributed that informs about the call for participation. Unless they are addressed at an early stage as a media partner, they will be approached earlier in November 2017.
SOCIAL MEDIA

The event will be launched on ERIH website, Facebook, YouTube etc.
The Facebook appearance will be launched on a sub-domain of the ERIH. A “story” will be developed and posted there step by step to realize a steady traffic.
A YouTube channel will be created where the master video of the dance will be posted as a starter. It keeps following the evolving of the event, the progress of the participating dancing groups.
SOCIAL MEDIA

Of course, many many visitors, friends, and family of the dancers will shoot the processing and the action with their mobiles and post it by the hundreds on Facebook, Instagram, whatsapp-accounts etc. It is planned to create a Snapchat-story and a Snapchat-filter that shows the key visual to power up the attention of the event. The same procedure applies to twitter with an Hash tag : #industrialcultureworkitout.
We worked out a detailed time-table with all necessary elements to develop the event.
1st OF MAY – THE BIG DAY

On the big day the event starts from from 2 pm onwards, in order to celebrate the day of industrial culture in Europe, accompanied by the supporting activities of the sites.
At 3 pm the work-it-out dance performance with at least 10,000 dancers starts parallel at all places.
Our administrator receives the film clips from all the sites on a server or via YouTube and will produce a short trailer, which is uploaded to the ERIH website.
TV stations receive access via a pre-link.
EVALUATION

FINAL REPORT:
- NUMBER OF PARTICIPANTS/VISITORS
- PRESS REVIEWS
- SOCIAL MEDIA RESPONSE

One week before May 1, an evaluation questionnaire will be sent to all AP partners to be returned after the dance performance. The reactions in the social media are evaluated, summarized and documented. Together with an overview of the press resonance on the following days and weeks, TDM will prepare a final report on the event, which can be made accessible to all participants at the ERIH website.
With the event on the 1st of May all involved places pursue the same aim: To receive as much media attention as possible, to draw as many visitors as possible and to reach, besides, new, young target groups.
We and our team like to perform for this pan-European event.
We are sure that the brand “work it out” will be suitable for the next years events as a memorable slogan.