The Industrial Monuments Route and INDUSTRIADA festival - the industrial heritage story of success in the Silesian Voivodeship in Poland

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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.
Industrial Monuments Route

36 sites

24 towns and cities

470 km

Unique selling proposition of Silesia Voivodeship

Touristic route

Network of cultural cooperation
17 museums
8 shafts
6 working industrial establishments
3 workers’ settlements
3 underground routes
2 narrow railways
2 galleries

4 Highlights:
- Coalmine ‘Guido’ in Zabrze
- Historic Silver Mine in Tarnowskie Góry
- Tyskie Brovarium in Tychy
- ‘Żywiec’ Brewery Museum in Żywiec
Silesia Voivodeship government - unit of promotion of industrial heritage, Departament of Culture, Marshall Office

Contract requirements and obligations

Funds
Budget of Silesia Voivodeship
PROMOTION AND INFORMATION

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[Images and text related to promotion and information, possibly including maps, signs, and links to websites or social media.]
INDUSTRIADA CHARACTERISTICS AND FUNCTIONS

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

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


300 K 400 K 500 K 600 K 700 K 800 K

INDUSTRIADA


29K 54K 62K 75K 77K 80K 90K
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

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