



**ACTIVITIES ON THE PROJECT OF REVITALIZATION OF INDUSTRIAL HERITAGE**

## 2nd INTERREGIONAL STEERING COMMITTEE MEETING

**PARTNERS**

- PP1 Aufbaupark Region Leipzig GmbH (DE)
- PP2 SAXONIA (DE)
- PP3 Chamber of Commerce and Industry of Pécs-Baranya (HU)
- PP4 Local government of Komló (HU)
- PP5 Institute for the Protection of Cultural Heritage of Slovenia (SI)
- PP6 Municipality of Piran (SI)
- PP7 Venetian Heritage Cluster (IT)
- PP8 Municipality of Castello di Godego (IT)
- PP9 Primorje-Gorski Kotar County (HR)
- PP10 Municipality of Lokve (HR)

ASSOCIATE: Stadt Freiberg, Saxonia, Germany



Each partner had prepared SWOT analysis and Best Practice analysis and presented it on the Partner meeting in Pécs – Baranya. Using the SWOT analysis partners had detected and identified the Strengths, Weaknesses, Opportunities, and Threats related to project planning of REFRESH. Also, by analyzing the Best Practice analysis, a procedure that has been shown by research and experience to produce optimal results, Partners had a inside of a standard suitable for widespread adoption.

**BEST PRACTICE EXAMPLES:**

- 1. SAXONIA**  
KÜHLHAUS, GÖRLITZ – Built in the 1950s as a cold storage for food; located in the suburbs of Görlitz; Main building 1,600 qm on 6 floors; Managing body: NGO Kühlhaus Görlitz e.V. Reutilization start: 2008  
Forms of use: Cultural events, Knowledge, Network activities, Economic operation
- 2. Institute for the Protection of Cultural Heritage of Slovenia**  
POLIGON CREATIVE CENTRE, LJUBLJANA – tobacco factory built in 1872; autonomous connecting platform for different groups of creators; 60 desks in the co-working office, 7 offices, 1 conference room, the Polygon Lab and photo studio, the Crowdfunding Lab, library, event space  
TAVERNA KOPER – salt storage of St. Marc (17th century); new use: concerts, exhibitions, workshops, culinary events; 50 events/year
- 3. Venetian Heritage Cluster**  
VILLA ZILERI - built in 1436; fashion enterprises, service enterprises, cosmetic enterprises are using the Villa for offices and exhibit and show room; The companies and the spaces of the villa provide services and activities also for the nearby city of Vicenza, such as restaurant, gym, music hall  
CLAC – From 1975 the site, after being for a long time, started to be used by cultural associations with the creation of CLAC (Comunità per le Libere Attività Culturali – Community for Free Cultural Activities); At present around 20 associations in the cultural, environmental and creative sector are settled in the complex, more associations, artists and citizens are using the spaces; the biggest central building is used for exhibitions
- 4. Chamber of Commerce and Industry of Pécs-Baranya**  
ZSOLNAY CULTURAL QUARTER - The area of the former Zsolnay factory is approximately 5 ha. The factory is the most prominent industrial historical building complex in Pécs – a cultural heritage; The rehabilitated area turned into a global art space
- 5. Primorje-Gorski Kotar County**  
MEMORIAL CENTRE LIPA REMEMBERS - Museum is situated in a former postal office from the middle 18th century and its a central place in a small community life; 3.000 visitors, 35 guided tours and workshops, 5 to 10 different events (exhibitions, concerts, lectures) per year

**NEWS**

## THE REHRESH PROJECT IS A PART OF EYCH 2018



The "REFREsh - Rural Revitalisation For Cultural Heritage" project is a part of European Year of Cultural Heritage 2018 (EYCH), which is endorsed by the European Parliament and the Council of the EU.

The REFREsh project was granted the EYCH label and the ground of this decision is that the initiative can contribute to the achievement of one or more of the objectives of the European Year of Cultural Heritage 2018.

The year 2018 was designated as the European Year of Cultural Heritage with a purpose to encourage the sharing and appreciation of Europe's cultural heritage as a shared resource. The aim of the EYCH is to encourage more people to discover and engage with Europe's cultural heritage, and to reinforce a sense of belonging to a common European space. The slogan for the year is: Our heritage: where the past meets the future.

Cultural heritage shapes our identities and everyday lives. It surrounds us in Europe's towns and cities, natural landscapes and archaeological sites. It is not only found in literature, art and objects, but also in the crafts we learn from our ancestors, the stories we tell to our children, the food we enjoy in company and the films we watch and recognise ourselves in.

REFREsh was awarded with the EYCH label because its main objectives are to reutilize industrial heritages through new forms of creative use and attract new creative actors for valorise the industrial heritage in cooperation with actors from trade and service sector.

"REFREsh - Rural Revitalisation For Cultural Heritage" has the right to use the EYCH's visual identity, including:

1. The EYCH logotype;
2. The slogan „Our heritage: where the past meets the future“;
3. The hashtag #EuropeForCulture.

Becoming a part of EYCH, REFREsh project has an opportunity to celebrate Europe's cultural heritage across the whole continent.

## REFREsh – Rural Revitalisation For cultural Heritage

Duration: 1. 7. 2017 - 30. 6. 2020.

Partners: 10 partners from 5 countries

Approved budget: 2.152.612,50 euro

REFREsh tackles the main challenges of rural areas in CE regions. Unused industrial heritages exist which need a revitalisation and a new form of use. The main objectives of REFREsh are to reutilize industrial heritages through new forms of creative use and attract new creative actors for valorise the industrial heritage in cooperation with actors from trade and service sector. The projects transform industrial heritages into cultural centres for creative scene as starting point for development of the industrial areas, Municipalities and regions in Central Europe.

The Project will develop benchmarking tools, regional strategies and test the new approach in five pilot actions. To reach a critical mass of creative actors and to foster transnational cooperation of the creative scene the project plans to organise exhibitions, cultural events and creative workshops.

The project is linked to specific objective 3.2 by improving capacity and valorising of old-industrial heritages and foster integration of creative scene.

By showing successful approaches for reutilization of industrial heritages for cultural purpose and integration of creative scene tested in pilot actions, the aim is to give industrial heritages a new use to useful areas which bring value to the whole rural region.

In a long term effect and by adapting the tested approaches also in other rural areas in Central Europe old industrial heritages will be reutilized and creative scene integrated rural areas. So the cultural heritage is maintained and is sustainable used.

## DISCOVER MORE ABOUT REFRESH

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