

The Pilsen Week of Culture Factories

16 to 20 September 2013 - Plzen Czech Republic

The Pilsen Culture Factories Week is organised by Pilsen European Capital of Culture 2015 in cooperation with the Research Centre for Industrial Heritage of the Faculty of Architecture, Czech Technical University, and the Technical Monuments Committee of ČKAIT a ČSSI as part of Vestiges of Industry 2013.

Workshop: "Business models for creative cooperation"

Organised on 17 September 2013 by the mNACTEC - Museum of Science and Technology in Barcelona, in the framework of CreativeCH, an FP7 project funded by the European Commission.

The general topic is the integration of the private and public sectors and the involvement of the community and persons interested in culture in the revitalisation of objects of industrial heritage.

Presentation abstract submitted by:

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Title:

Opportunity and Dynamism in Europe's Heritage Sector - Private-Public Partnership models for financing Industrial Heritage Regeneration

Abstract:

The management of historic urban landscapes has emerged as a key topic in heritage management in recent times and points to a major shift in the understanding of cultural heritage at the global level. The cities that give Europe its international identity, economic vitality and social cohesion - national capitals, regional centres or cultural hubs - are places whose character derives from the particular and unique quality of their monuments and historic cultural landscapes.

As cities expand, industry moves to the edges or further in designated industrial terrains, leaving abandoned older industrial heritage sites in their wake. Increasingly, these sites - now often quite centrally located - are being used as cultural venues and/or provide a home for young dynamic creative industries. Such revitalised industrial heritage complexes can contribute to the regeneration of their surrounding neighbourhoods and to the health and prosperity of the cities as a whole.

Historic cities are however facing unprecedented challenges that threaten their character and quality, putting at risk the potential social, economic and environmental benefits that can be realised through investing in heritage. Heritage regeneration projects need to be financed and integrated into the city landscape. Discussed will be a number of Public-Private Partnership funding models used in successful heritage restoration undertakings across Europe.

A variety of Public-Private Partnerships (PPP) aimed to achieve these goals will be illustrated:

- Public authorities working with civil society groups for the repair and regeneration of their heritage city (Amsterdam, Newcastle)
- Public authorities being flexible in supporting adaptive reuse of buildings (Westergasfabriek Amsterdam, Stadtforum Leipzig HausHalten).
- Visionary developers and city leaders bringing top contemporary architecture to revitalise historic settings (MAS Antwerp, Oliaros in KM Athens)
- Giving back to society through creative funding mechanisms (Dutch BankGiro Lottery grants, Greek Piraeus Bank Group Cultural Foundation museums)

List of case studies to be illustrated:

- Amsterdam (NL) **StadsHerstel**: private organisation which purchases and restores - often for a new function - and maintains endangered characteristic Amsterdam properties. StadsHerstel helped save Amsterdam from the brink of modernist planning ambitions.
Newcastle (UK) **Grainger Town**: revival of the historic core of a heritage city which had fallen on bad times, through PPP involving civil society group and engaged local authority.
- Amsterdam (NL) **Westergasfabriek**: government policy changes for the encouragement of adaptive reuse of empty industrial heritage buildings and site as new cultural hub.
Leipzig (DE) **Stadtforum-Leipzig**: citizen action groups tackling social problems from consequences of a shrinking city, and attracting creative people/industries to manage heritage buildings.
- Antwerp (BE) **Museum aan de Stroom (MAS)**: contemporary monument in an historic neighbourhood, catalyst for regeneration of surroundings while public authorities have restored the public domain, successful fund raising strategy towards the private sector.
Athens (GR) **Oliaros**: developer using contemporary architecture and creative community activities to re-energise and save a troubled inner city heritage neighbourhood.
- Amsterdam (NL) **BankGiro Loterij**: private lottery funds for engaging civil society with awareness raising, crowd sourcing for heritage.
Athens (GR) **Piraeus Bank Group Cultural Foundation**: corporate social responsibility through creating heritage museums for sustainable development, and awareness-raising of supporting regional identity.

Laurie NEALE moved from Canada to the Netherland 25 years ago, where she has concentrated on the safeguarding of Europe's cultural heritage. Trained as an architect at McGill University, she specialised in her Master's Degree (Bartlett School of Architecture and Planning, UCL) on the study of the effects of our built environment on human behaviour and social interaction. During the last decade, she was a central figure at the secretariat of Europa Nostra, the Voice of Cultural Heritage in Europe, where she was in turn responsible for the managing of the NGO's Award scheme (the European Union Prize for Cultural Heritage / Europa Nostra Awards), for Communications (publications, exhibitions, website development, and media), and later their Heritage in Danger programme (7 Most Endangered). She has striven for the rapprochement between the heritage sector and the mainstream architectural profession, emphasising the human experience in relation to buildings, urban spaces and cultural landscapes. Now a member of Europa Nostra's elected Council, she continues to advise on a number of its ongoing ambitions and towards multiple stakeholders.

Currently she works as an expert evaluator of cultural heritage projects (including for the Asia-Europe Foundation (ASEF) and the EEA + Norway Grants mechanism), and is involved in several initiatives to raise awareness of the value and benefits of cultural heritage to society and the individual citizen. She is a member of the Netherlands National Commission to UNESCO's Thematic Group Post-Conflict Middle-East & North Africa, and a member of ICOMOS Nederland.