

**The Sixth International Conference (online)**

# **CHALLENGES AND OPPORTUNITIES IN THE CONSERVATION, PROMOTION AND ADAPTIVE REUSE OF THE INDUSTRIAL HERITAGE**

**PROGRAMME  
&  
BOOK OF ABSTRACTS**

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**21-22 September 2023  
Bucharest, Romania**

**Editor:  
Florentina-Cristina MERCIU**



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**PROGRAMME and BOOK OF ABSTRACTS**

**of the Sixth International Conference:**

**CHALLENGES AND OPPORTUNITIES  
IN THE CONSERVATION, PROMOTION  
AND ADAPTIVE REUSE OF THE  
INDUSTRIAL HERITAGE**

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**Editor:  
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**ORGANIZER:**

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OF HUMAN AND ECONOMIC GEOGRAPHY**

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Bucharest**

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**Welcoming Note from the Organizing and Scientific Committees 6th International Conference: *Challenges and Opportunities in the Conservation, Promotion and Adaptive Reuse of Industrial Heritage* September 21-22, 2023, Bucharest**

Dear Colleagues,

On behalf of both Organizing and Scientific Committees of the International Conference: *Challenges and Opportunities in the Conservation, Promotion and Adaptive Reuse of Industrial Heritage* 2023, in Bucharest (Romania), we are honored and delighted to welcome you for its sixth edition. The first edition of conference was held in December 2014. Until 2023 the conference was called „Industrial Heritage – Conservation, Cultural Promotion and Intelligent Reuse”.

This scientific event aims to ensure a good framework to present the complex issue of industrial heritage (inventory, conservation, promotion, adaptive reuse), with the participation of specialists from different related fields. We also consider this scientific event as an opportunity for scientific collaboration focused on the conservation and adaptive reuse of historical industrial monuments and sites.

The objective of the conference is to highlight the current trends in the field of industrial heritage management. We shall focus the economic changes, the environmental problems related to industrial heritage, the conservation and adaptive reuse and promotion of industrial heritage.

Our agenda is also focused to the analysis and promotion of the industrial heritage which reflects our concern to highlight the importance of the European Capital of Culture program developed with European Union support for a yearlong celebration of art and culture. In 2023 there are three European Capitals of Culture: Elefsina (Greece), Timisoara (Romania) and Veszprém (Hungary). City of Timisoara is developing the cultural project that also involves the conversion of several industrial heritage assets for their cultural use for the benefit of general public.

This edition has facilitated the participation of more than 50 attendees from 18 countries, with the presentation of 32 abstracts that are included in this book into 6 scientific sessions dedicated to: 1) Good practice models for the conservation and intelligent re-use of industrial heritage (including historical industrial monuments under the protection of UNESCO); 2) Railway heritage: in-between representations, memory and transformation; 3) Challenges in conservation and adaptive re-use of industrial heritage; 4) Mining heritage between history and redevelopment; 5) Assessment of the pluri-values of industrial heritage; 6) Industrial heritage and sustainable urban development. To these sessions is added a Workshop intitled „Cultural heritage: dynamics, management and impact on territorial planning”.

As always, University of Bucharest is honored and pleased to welcome its colleagues and inviting specialists sharing the precious research work aimed to contribute to the preservation, reuse and promotion of industrial heritage assets.

## SCIENTIFIC COMMITTEE

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Faculty of Geography, Tourism and Sport, Doctoral School, University of Oradea, Romania

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**Eng. Mihail DRĂGAN**, Faculty of Geology and Geophysics, Geomatics Research  
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## General Information

This book contains original working papers abstracts presented at the 6<sup>th</sup> Edition of International Conference *Challenges and Opportunities in the Conservation, Promotion and Adaptive Reuse of the Industrial Heritage 2023*.

Editors' note: The authors are fully responsible for the entire content of their paper abstracts.

Conference programme and Book of abstracts are available on website:  
<http://topoexim.ro/events/international-conference>

## Previous editions of the Conference

The information related to the previous editions (2014 - 2021) of the International Industrial Heritage Conference can be found at websites: <https://www.cicadit.ro/en/news.html> and <https://www.cicadit.ro/en/events1.html>.

The sponsor of the conference is CORNEL&CORNEL TOPOEXIM company.

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Cover photo: „Josephine” Water Tower from Municipality of Timișoara, Banat province, Romania. Author: Florentina-Cristina Merciu

**21 September 2023**

**Zoom link to join conference:**

<https://us02web.zoom.us/j/87010905885pwd=T0NpVTlWkzgyRUtHclR6YnIvMExRdz09>

**Meeting ID:** 870 1090 5885

**Passcode:** 759350

**09:30 – 10:00 Conference opening**

**Dr. Florentina-Cristina MERCIU**, University of Bucharest

**Dr. Elena-Codina DUȘOIU**, „Ion Mincu” University of Architecture and  
Urban Planning

**10:00 – 10:30 Plenary session 1**

10:00 – 10:30 **Dr. GUILHERME PINHEIRO POZZER** (University of Sheffield) –  
*Post-industrial communities’ heritage: from active forgetting to inclusive remembering*

**10:30 - 10:45 Coffee break**

**10:45 - 20:00 THEMATIC SESSIONS**

**10:45 – 12:45 Session 1: Good Practice Models for the Conservation  
and Intelligent Re-use of Industrial Heritage**

**Chairs:** Dr. Zrinka BARIŠIĆ MARENIĆ (University of Zagreb)

Dr. Oana-Ramona ILOVAN (Babeș-Bolyai University)

GIOVANNI PEIRA, GIACOMO PASINO, ALESSANDRO BONADONNA,  
RICCARDO BELTRAMO (University of Turin) - *The Protection and Promotion of a  
UNESCO Industrial Site. The Case of “Iorea, an industrial city of the 20th century”*

SUNNY HAN HAN, HUIMIN ZHANG (Landscape Architecture Design Institute,  
Wuhan University) - *Can Industrial Heritage Promote the Revitalization of Economically  
Declining Cities in China? - Based on the Case of Changying Site Museum*



ZRINKA BARIŠIĆ MARENIĆ, ROBERTA PAVLOVIĆ (University of Zagreb) - *Croatia Harbour Cities of Rijeka and Dubrovnik – Case Studies of Challenges, Promotion and Re-use of Industrial Heritage*

FLORENTINA-CRISTINA MERCIU (University of Bucharest) – *The Impact of European Capital of Culture on Re-use of Industrial Heritage. Case Study: Municipality of Timișoara (Romania)*

**Poster**

Osmany Miguel PÉREZ SÁNCHEZ (Provincial Center for Cultural Heritage, Guantánamo), Diana María CRUZ HERNÁNDEZ (Universidad de Oriente) - *The Coffee Cultural Landscape Declared in Guantánamo. A View from Heritage Management*

**12:45 – 14:00 Lunch break**

**14:00 – 15:40 Session 2: Railway Heritage: in-between Representations, Memory and Transformation**

**Chair:** Dr. Elena-Codina DUȘOIU („Ion Mincu” University of Architecture and Urban Planning)

Dr. Giovanni PEIRA (University of Turin)

KUN SANG (Xiamen University Malaysia) - *The Destination Image of Railway Heritage: a Case Analysis of Enoshima Electric Railway in Japan*

LAURA LITTLEFAIR (Northumbria University) – *From Cradle to Grave: Recontextualizing the Deindustrialised Railway Town*

ELENA-CODINA DUȘOIU („Ion Mincu” University of Architecture and Urban Planning) - *„Filaret-Rahova” and „Atocha Delicias” - The Evolution of Two European Industrial Areas*

GRACIELA CISELLI (National University of Patagonia San Juan Bosco) - *Reuse of the Industrial Heritage Elements in Patagonia Argentina. From Train Station to Library*

**15:40 – 16:00 Coffee break**

**16:00 - 17:45 Session 3: Challenges in Conservation and Adaptive Re-use of Industrial Heritage**

**Chairs:** Dr. Maria Otilia PEREIRA LAGE (Culture, Space and Memory Transdisciplinary Research Center - CITCEM)

Dr. Florentina-Cristina MERCIU (University of Bucharest)

MARIA OTILIA PEREIRA LAGE, CARLA SEQUEIRA (Culture, Space and Memory Transdisciplinary Research Center - CITCEM), Faculty of Arts and Humanities, University of Porto – FLUP) – *Company Conservas „PINHAIS” - C<sup>a</sup> LD<sup>a</sup> Matosinhos (Portugal): Centenary Fabric and Living Museum*

JELENA ŠĆEKIĆ, MARKO NIKOLIĆ (University of Belgrade) - *EXAMINED IN THEORY – APPLICABLE IN PRACTICE. Potentials of Industrial Heritage in the Contemporary Context. City of Belgrade*

MOHAMMADHOSSEIN DEGHAN POUR FARASHAH (University of Lodz) - *The Challenges and Achievements of Adaptive Reuse in Textile Manufacturing Heritage Sites: Examples from Lodz and Yazd*

LUIS FRANCISCO ROLDÁN FRAILE, ANTONIA MERINO ARANDA, JESÚS RODERO PÉREZ, RAMÓN GONZÁLEZ MERINO (Technological, Metalworking and Transport Centre) - *UAVs and 3D Models: Enhancing Conservation Efforts in Linares' Mining Heritage*

**17:45 - 18:15 Coffee break**

**18:15 – 20:00 Workshop - Cultural Heritage: Dynamics, Management and Impact on Territorial Planning**

**Zoom link to join Workshop:**

<https://us02web.zoom.us/j/81844195556?pwd=M3NmSWVvOVpqY2p4eDJxaDZiTDhYdz09>

**Meeting ID:** 818 4419 5556

**Passcode:** 522933

**Chair:** Dr. Florentina-Cristina MERCIU (University of Bucharest)

MARTIN OLARU (University of Oradea) – *Assessing Optimal Use of Cultural heritage in a Small Town using Contingent Method. Case Study: Oravița (Romania)*

VINTILĂ MARIAN-ANDREI (University of Bucharest) – *Cinematographic Tourism in the City of Cluj-Napoca (Romania): Evolution and Current Characteristics*

DARIA-MARIA SURPEȚEANU (University of Bucharest) – *Analysis of the Re-use of Heritage Buildings under the Impact of Urban Development. Case Study: The Urban Protected Area Pitar Mos in Bucharest*

FLORENTINA-CRISTINA MERCIU (University of Bucharest) – *The Romanian Built Cultural Heritage during the Communist Era and Its Valorization in the Current Period*

**Poster**

DARIA-MIHAELA IVAN (University of Bucharest) - *Visual representations as a tool for building the narrative of cultural heritage. Case study: Slatina (Romania)*

22 September 2023

**Zoom link to join conference:**

<https://us02web.zoom.us/j/88317728015?pwd=dy9nVm9KcStlO3RWK2l5NDV1YXh4UT09>

**Meeting ID:** 883 1772 8015

**Passcode:** 195498

**10:00 – 10:30 Plenary session 2**

**Professor Ph.D. INGER BIRKELAND** (University of South-Eastern Norway) – *Rjukan-Notodden Industrial Site: the Challenges of Multivocality beyond Preservation versus Change*

**10:30 – 12:15 Session 4: Mining Heritage between History and Redevelopment**

**Chairs:** Dr. Katia HUESO-KORTEKAAS (IPAISAL Network / Comillas Pontifical University, Department of Mechanical Engineering, ICAI School of Engineering)  
Dr. Silvia PIOVAN (University of Padova)

KATIA HUESO-KORTEKAAS (IPAISAL Network / Comillas Pontifical University Department of Mechanical Engineering, ICAI School of Engineering) - *Salinas 3.0. Innovative Approaches in the Recovery of a Millenary Activity. Examples from Europe*

FALEI MENG (Beijing University of Civil Engineering and Architecture) – *Research on the Evolution of Industrial Residential Design Standards and the Value of Its Heritage in the Early Planned Economy Time of China (1949-1962)*

SILVIA PIOVAN (University of Padova), MICHAEL E. HODGSON (University of South Carolina, Columbia) – *For a Local Re-development in Lynch, Harlan County (Kentucky)*

ARMANDO QUINTAS (CECHAP: Studies Center / CIDEHUS – University of Évora) – *The Heritage of Stone Industry: between History and Future the Case Study of Alentejo Marbles (Portugal)*

**12:15 – 13:15 Lunch break**

**13:15 – 15:00 Session 5: Assessment of the Pluri-values of  
Industrial Heritage**

**Chairs:** Dr. Paul MUTICĂ (Technical University of Cluj-Napoca)  
Dr. Florentina-Cristina MERCIU (University of Bucharest)

SHREEN MOHAMED AMIN TAHER ABDELMEGEED (Helwan University, Heritage Professional Egyptian Ministry of Tourism and Antiquities) – *Industrial Heritage in Museums of Egypt Collections Care and Interpretation: Helwan Observatory Museum as a Case Study*

FLORENTINA-CRISTINA MERCIU (University of Bucharest), MIRCEA DOROBANȚU (National Centre for Railway Qualification and Training), CORNEL PĂUNESCU (University of Bucharest, Romanian Technical Academy), MARTIN OLARU (University of Oradea), GEORGE-LAURENȚIU MERCIU (University of Bucharest) - *Oravița-Anina „coal railway” (Romania) - historical, technological and tourist values*

CONSTANTIN ALEXANDRU LUPULEȚ (University of Bucharest) - *Cultural Resilience and Rediscovery: Unveiling the Value of Neglected Industrial Heritage Monuments in Târgu-Jiu City (Romania)*

AURELIA TRIFAN (Institute of Cultural Heritage, Chisinau), *The Spectacular Component Embedded in the Architecture of the Bulboaca Winery Complex through the Conversion of Non-Functional Industrial Spaces*

**15:00 – 15:30 Coffee break**

## 15:30 – 17:15 **Session 6: Industrial Heritage and Sustainable Urban Development**

**Chairs:** Dr. Smaranda TODORAN (Technical University of Cluj-Napoca)

Dr. Clarissa GAGLIARDI (University of São Paulo), Mônica de CARVALHO (Pontifical Catholic University of São Paulo)

ADRIANA MĂGERUȘAN (Technical University of Cluj-Napoca), PAUL MUTICĂ (Technical University of Cluj-Napoca), SMARANDA TODORAN (Technical University of Cluj-Napoca), OANA ILOVAN (Babeș-Bolyai University, Cluj-Napoca) – *An Enclave is it Worth it? Promises and Pitfalls of Activism for Preserving Industrial Heritage in Romania*

NOHA IBRAHIM KHALIL (Matrouh University) – *Industrial Heritage Sites in Alexandria – Egypt: a New Vision for Sustainable Tourism*

CLARISSA GAGLIARDI (University of São Paulo), MÔNICA DE CARVALHO (Pontifical Catholic University of São Paulo) - *Deindustrialization and Refunctionalization of Industrial Heritage in São Paulo, Brazil*

JASNA GUZIJAN (University of Banja Luka), ALEKSANDRA ĐUKIĆ (University of Belgrade), MIROSLAV MALINOVIĆ (University of Banja Luka) – *Industrial Heritage as Creative Space: A Case Study of the Banja Luka Tobacco Factory*

### 17:15 – 17:30 **Conference conclusions**

Dr. **Cristina MERCIU**, University of Bucharest

Dr. **Elena-Codina DUȘOIU**, „Ion Mincu” University of Architecture and Urban Planning

# **BOOK OF ABSTRACTS**

# RJUKAN-NOTODDEN INDUSTRIAL HERITAGE SITE: THE CHALLENGES OF MULTIVOCALITY BEYOND PRESERVATION VERSUS CHANGE

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**Abstract.** It has been argued that EU and Europe have not really acknowledged its own modern industrial heritage as cultural heritage. Due to the global industrial shift since 1945, many historic structures associated with the Second Industrial Revolution in Europe, often located in rural and peripheral areas because of presence of natural resources for industrialization, have been facing functional redundancy. There are known conflicts that are specific for industrial heritage sites, the central conflict referring to preservation versus change. Some argue that there is a potential of industrial heritage for the generation of economic value, while other argue that industrial heritage values are threatened from increasing commercialization. But are these mutually exclusive positions in the case of industrial heritage? One obvious fact is that the costs of preservation cannot be solely supported by public sector or traditional private sector models when we discuss industrial heritage. Over-tourism is most often not an issue. Multivocality is a concept used in heritage research and in other research which relates to a wider sense of superdiversity of differences, to complexity and a polyphony of voices. But what do we mean when we say that industrial heritage sites are characterized by *multivocality*? Drawing upon experiences from Rjukan-Notodden Industrial Heritage Site which was enlisted on UNESCO's World Heritage List in 2015, the lecture will discuss the wider complexities in the way industrial heritage face challenges regarding appropriation, use, commercialization, and management (Johannessen et al 2023).

**Keywords:** Multivocality, industrial heritage, sustainability, preservation, change, complexity

## Reference:

Johannessen, S., J. Strogan, V.K. Mikalsen, I. Birkeland and A. Kennedy (2023) Inclusive Management: Accommodating site complexity and pluralities in local values in the Rjukan-Notodden Industrial World Heritage Site, Norway. In: Journal of Cultural Heritage Management and Sustainable Development, 13(3), pp. 517-533. <https://doi.org/10.1108/JCHMSD-09-2022-0165>



## POST-INDUSTRIAL COMMUNITIES' HERITAGE: FROM ACTIVE FORGETTING TO INCLUSIVE REMEMBERING

**Guilherme PINHEIRO POZZER, Ph.D.**

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**Abstract.** Among the impacts of deindustrialisation are changes in the values of material culture of industry to new aesthetic and scientific recognition. Furthermore, industrial heritage becomes a cultural and social tool in memory making, contributing to building the memory of the place, mediating instances between past and present. In consequence, it facilitates people's connections to locations by transforming them into relational and historical places, and fosters a relationship among heritage, memory, history, and well-being.

However, post-industrial communities often find themselves excluded from decisions about their heritage, rendering them passive in processes intimately tied to their memories. As a result, their history ends up being portrayed from the perspective of dominant groups or in a way that their voices are not prevalent in historical and heritage discourse.

In fact, the absence of community participation and engagement with industrial heritage contributes to perpetuating "hegemonic memory narratives" (Pozzer, 2022) and official versions about the past. This allowed processes of "active forgetting" (Ricoeur, 2004) which excluded perspectives of the community of former workers about the industrial history which they were part of.

Therefore, this presentation aims to address three key aspects. It will first explore the process by which post-industrial communities' perspectives are overshadowed by dominant memories. Next, it will discuss how place memory in deindustrialised areas is affected by the very process of heritage making. Lastly, it will highlight ongoing strategies designed to enhance the visibility and involvement of post-industrial communities in heritage-making processes.

**Keywords:** deindustrialisation, industrial heritage, memory making, community engagement, heritage discourse.

## References

Pozzer, G. P. (2022). The persistent memory: Sampaio, Ferreira & Co. Factory in Riba d'Ave (Portugal): Memory, history and industrial heritage. PhD Thesis University of Minho, Portugal. <https://repositorium.sdum.uminho.pt/handle/1822/75851>

Ricoeur, P. (2004). *Memory, History, Forgetting*. Chicago; London: The University of Chicago Press.

# CROATIAN HARBOUR CITIES OF RIJEKA AND DUBROVNIK – CASE STUDIES OF CHALLENGES, PROMOTION AND RE-USE OF INDUSTRIAL HERITAGE

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**Abstract.** Rijeka and Dubrovnik are two harbour cities at the north and south of Croatian Adriatic coast, whose harbours i.e., supporting facilities that later turned to industries culminated in various periods. Their character nowadays is opponent, Rijeka is well known as harbour city and cradle of industry and industrial archaeology in Croatia, while Dubrovnik is UNESCO world heritage site and famous touristic city. Dubrovnik (at a time it was even an independent state: Dubrovnik Republic) culminated in 16<sup>th</sup> and 17<sup>th</sup> century, while Rijeka prospered in 19<sup>th</sup> and 20<sup>th</sup> century as the harbour and industry city. Industries were mostly closed by the end of the 20<sup>th</sup> century, while some remained active in the 21<sup>st</sup> century. Large scale utility objects remained redundant. Although they present significant architectural and innovative constructions, form urban landmark, often at the seafront, the interest for their protection was weak.

Situation changed at the 150<sup>th</sup> anniversary of invention of the torpedo by Croat Ivan Lupis Vukić, which triggered the establishment of Pro Torpedo in Rijeka, first Croatian association dedicated to industrial heritage. Numerous activities contributed to selection of Rijeka as European Capital of Culture in 2020.

Therefore, Rijeka inherits more reused industrial buildings. In Dubrovnik industrial heritage remained in the shadow of significant historical city. Dubrovnik has never been so industrialized as Rijeka, tourism has early prevailed. Recently TUP factory was acquired to host art and cultural contents. A part of it is already being used as Red History Museum, but the whole complex would accommodate many creative industries. More intensive affirmation of industrial heritage would validate and promote these neglected objects thus adding their role and importance to the continuous city development. Therefore, comparison of Dubrovnik and Rijeka harbours, i.e., industrial object tends to provoke more active reuse and affirmation of the layer of industrial heritage.

**Keywords:** Croatia, industrial heritage, harbor, Rijeka, Dubrovnik, re-use.

## REUSE OF THE INDUSTRIAL HERITAGE ELEMENTS IN PATAGONIA ARGENTINA. FROM TRAIN STATION TO LIBRARY

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Juan Bosco, Comodoro Rivadavia, Argentina

**Abstract.** The paper analyzes the industrial heritage management of the Km 5 neighborhood of Comodoro Rivadavia based on the study of the Talleres Railway Station, currently refunctionalized as a Popular Library.

The recovery and restoration of buildings recognized as industrial heritage fulfills the function of transmitting to future generations the importance of the productive past, restoring the significance of its functionality to industrial sites and identifying the original operations and processes. The objective of converting old industrial facilities where collective memory, identity and emotions are combined into new spaces (whether cultural or touristic) is a challenge. In pursuit of this, the revaluation of old industrial structures must be complemented by a public policy that encourages cultural and tourist activities and in which various sectors participate.

Talleres Station was built in 1910 as a locomotive repair place for the railway branch that went from Comodoro Rivadavia to Colonia Sarmiento, 200 km away. The railway workers' neighborhood was formed around it. The line worked until the beginning of 1978 when it was closed by the national State.

In 1992 the building was transferred to the local municipality, used as a family home and as the "Presidente Ortiz" Popular Library until the early 2000s. From that date on, said property began to deteriorate due to lack of maintenance and remained unused.

In 2016 the building and the complex that surrounds it were declared as cultural heritage of the city. In 2019, an urban project was generated that raised Talleres Station as a cultural historical space with the recently created "Biblioteca Popular Estación Talleres", to which the surrounding space of about 1600 square meters was also added

in order to propose a pedestrian walkway, tourist trails and an amphitheater as part of the tourist plan promoted by the Municipality.

**Keywords:** railway, building, heritage, management, refuncionalization, tourism, Patagonia.

## THE CHALLENGES AND ACHIEVEMENTS OF ADAPTIVE REUSE IN TEXTILE MANUFACTURING HERITAGE SITES: EXAMPLES FROM LODZ AND YAZD

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**Abstract.** The decline of industrial activity as a result of numerous conditions led to the release of sites previously used for industry. Due to the territorial development of cities and the absorption of industrial sites, these sites are currently located in urbanized areas that are surrounded by a dense urban fabric. Therefore, location within cities causes post-industrial sites to become areas of interest to investors. In this regard, these sites have undergone changes and transformations that are practically in the direction of adaptive reuse due to the obsolescence of their original functions. With the creation of huge textile factories, Yazd and Lodz became acknowledged as one of the primary textile production centers in Iran and Poland. However, most textile factories have been shut down since the 1990s in these two cities. Accordingly, ample consideration of these abandoned textile manufacturing sites began at the beginning of the 2000s. Also, these sites are able to meet the needs of Yazd and Lodz from the point of view of spaces for different functions. Hence, this paper attempts to introduce the new functions that are allocated to these textile manufacturing heritage sites by adopting the case study method. Despite the challenges of the adaptive reuse projects in Yazd and Lodz, the results of the study indicated that reusing these sites can increase economic affluence, the identity of industrial heritage, and social vitality. On the other hand, lack of documentation and compilation of relevant historical documents, lack of proper maintenance of existing factory buildings, and large floor areas of textile factories are challenges to the transformation of textile factories. As regards the adaptive reuse of textile manufacturing heritage sites, this research is among the few papers concerning the comparison of Lodz and Yazd with their different economic, socio-cultural, environmental, and political conditions.

**Keywords:** Adaptive reuse, Urban fabric, Industrial heritage, Textile Manufacturing, Iran, Poland.

## FILARET-RAHOVA AND ATOCHA-DELICIAS – THE EVOLUTION OF TWO EUROPEAN INDUSTRIAL AREAS

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„Ion Mincu” University of Architecture and Urban Planning, Bucharest, Romania

**Abstract:** The novelty of the paper consists in drawing a comparison between two outstanding industrial areas of two European cities: Bucharest and Madrid. The area Filaret-Rahova grew at the beginning of the XXth century as an industrial pole around the Carol Park, close to the center of Bucharest, while the area of Atocha developed in the XIX-th around the first central station of Madrid, previously called Estación del Mediodía. Both areas sheltered important industrial buildings. In Filaret Rahova we find the first train station of Bucharest, opened in 1869, various factories, opened in the end of the XIXth century-beginning of the XXth, the first electric plant of the city (1906), formerly a gas plant etc.

The area of Atocha developed around the central train station Atocha and the train station of Delicias, including the industrial park Tierno Galván and factories such as the former Águila brewery, transformed at the beginning of 2000 years in the elegant Leguina Libray. Not far away we can find the impressive complex *Matadero*, the former slaughterhouse from Madrid, now wellknown as an impressive multifunctional cultural centre.

What it interesting about this two urban areas, located at thousands of kilometers one from the other, is their historical role in the urban growth of the two cities in terms of infrastructure and construction density in the XXth century, as well as their potential for a a future resilient growth of the cities nowadays. In both cases, the solution for the future seems to be a cultural approach. While heavy industries have been closed, the information era brought by our century opened the door to culture, information and media, so it is not a coincidence that the future of both areas is orientated in the same direction. Madrid has outrun the case of the industrial area located in the south-west of Bucharest, but the area Filaret-Rahova can compensate this fact with its rough but high potential, still unexploited completely.

**Keywords:** industrial heritage, industrial area, regeneration potential, resilient urban growth

## UAVs AND 3D MODELS: ENHANCING CONSERVATION EFFORTS IN LINARES' MINING HERITAGE

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**Abstract.** The mining activity in Linares (Jaén, Spain) dates back to Prehistory, making it one of the prominent mining regions worldwide during the 19th and 20th centuries. The extraction of argentiferous galena has resulted in an extensive territory dotted with heritage elements that now serve as both cultural and touristic resources.

Consequently, there arises a need for the documentation of Linares' Mining-Industrial Heritage with dual purposes. Firstly, to monitor the conservation status of heritage elements and support conservation and restoration efforts. Secondly, to generate new knowledge about the Heritage, providing insight and understanding into Linares' evolution in all its aspects. The endeavor seeks not only to safeguard the heritage elements themselves but also the knowledge they hold, both revealed and yet to be discovered in future investigations.

In this regard, virtual documentation through terrestrial laser scanning and photogrammetry using UAVs proves to be the appropriate means to achieve these objectives. The resulting 3D models, coupled with the implementation of periodic documentation and specialized heritage conservation software, furnish crucial information to guide expert professionals in their decision-making process.

By digitizing the Mining-Industrial Heritage, a repository of virtual heritage elements is established, readily accessible for consultation, serving as the foundation for



research from diverse perspectives. Additionally, industrial tourism benefits from the ongoing maintenance of this heritage. Above all, the safeguarding of the knowledge encompassed by the Mining-Industrial Heritage remains vital for the study of the region.

This project stands as a testament to Cetemet's commitment to preserving this Heritage and transferring its knowledge to society and future generations.

**Keywords:** Mining-Industrial Heritage, conservation, restoration, safeguard, photogrammetry, UAVs, 3D models, virtual heritage.

# DEINDUSTRIALIZATION AND REFUNCTIONALIZATION OF INDUSTRIAL HERITAGE IN SÃO PAULO, BRAZIL

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**Abstract.** This work brings together partial results of a research that has been developed in Brazil since 2022 by researchers linked to the INCT Observatório das Metrópoles network and affiliated to the Universities of São Paulo and the Pontifical Catholic University of São Paulo. It has resources from the National Council for Scientific and Technological Development and analyzes the re-appropriation of the built environment left by the ongoing deindustrialization in the Metropolitan Region of São Paulo, the main urban agglomeration in South America and the 6th largest in the world, according to the UN.

The reflection of the deindustrialization and industrial deconcentration processes is expressed in the territory through the liberation of vast industrial areas that become targets for new cycles of real estate appreciation. Preservation and reconversion of this factory legacy for new uses are not articulated with urban and territorial planning, generating the so-called “urban voids” increasingly appropriated by facilities aimed at the high-income public, such as shopping centers and high-end residential condominiums, promoting land valuation and altering the social matrix of neighborhoods linked to the industrial trajectory. The poles historically more structured in industrial production, such as the Metropolitan Region of São Paulo, are the most impacted by the transformation in the productive structure and where there is greater competition for unoccupied industrial warehouses in well-located and well-equipped areas, sometimes occupied by homeless residents, sometimes with their envelope preserved as added symbolic value to attract the new.

An exemplary case of what we intend to discuss is Fábrica Labor, a remnant of the textile sector in São Paulo that occupies an area of 16,000m<sup>2</sup>. Listed by the historical heritage in 2014, remaining unused, it was occupied by social housing movements, which in Brazil, and particularly in São Paulo, are quite expressive due to the country's

housing deficit. Listing does not impose a specific use and allows adaptation for Social Interest Housing, provided that the projects respect the preservation guidelines and are previously approved by the responsible bodies. It would be possible, therefore, to produce housing and instruments for generating income in the same space, for example, through cultural and tourist activities, as in the various experiences of re-functionalizing historical heritage around the world.

**Keywords:** industrial deconcentration, “urban voids”, Fábrica Labor, re-functionalizing, Metropolitan Region of São Paulo

## INDUSTRIAL HERITAGE AS CREATIVE SPACE: A CASE STUDY OF THE BANJA LUKA TOBACCO FACTORY

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**Abstract.** Between the late 18th century and the early 20th century, industry changed the structure of European cities. The facilities and infrastructure built during the Industrial Revolution transformed cities and became centers of innovation and knowledge. The urban structure of cities at that time was greatly influenced by the construction of factory complexes, whose dimensions made them the dominant structures in their local areas. The purpose of the renewal of industrial buildings is to preserve the urban structure and development stages, and through regeneration and transformation, these facilities are adapted for attractive contemporary reuses. Industrial heritage testifies to the continuous urban, cultural and social development of cities, which makes their preservation and reuse very appropriate.

This paper explores the possibility of adaptive reuse of the Banja Luka Tobacco Factory and the use of industrial heritage for the needs of modern-day urban life. The Banja Luka Tobacco Factory was built at the end of the 19th century, during the Austro-Hungarian period. This factory complex was erected along the city thoroughfare known as the Imperial Road, which connects its northern and southern parts. Elegant residential, sacred, and commercial buildings were erected along this major road; today, they keep urban memory alive. The Tobacco Factory ceased operation in 2018 and it has not been used since. The complex is listed as cultural heritage of special architectural and historical importance. Banja Luka lacks the space needed for infrastructure to help the development of creative industries. Ideas have been put forward to adapt the facilities of the Tobacco Factory to be reused for the culture

industry and art. By reviving the complex of the factory, the city could get new space for culture and strengthen the residents' ties with the local cultural heritage.

**Keywords:** industrial heritage, creative space, Banja Luka, Bosnia and Hertegovia

# CAN INDUSTRIAL HERITAGE PROMOTE THE REVITALIZATION OF ECONOMICALLY DECLINING CITIES IN CHINA? - BASED ON THE CASE OF CHANGYING SITE MUSEUM

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**Abstract.** Using the case of the Changying Site Museum project in Changchun which operated by Changying group to protect and reuse industrial heritage, and the four-pillar theoretical model, this paper explores the effectiveness of industrial heritage in promoting the revitalization of economically declining cities in China. The results indicate that industrial heritage can promote the revitalization of economically declining cities in China, but its effectiveness is limited. It is necessary to combine the special characteristics of the development of such cities and solve the problem of urban revitalization through a dual approach.

**Keywords:** Industrial heritage, economic decline, urban revitalization, Changchun, Changying Site Museum

## SALINAS 3.0. INNOVATIVE APPROACHES IN THE RECOVERY OF A MILLENNARY ACTIVITY. EXAMPLES FROM EUROPE

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**Abstract.** Salt making has been an essential productive activity ever since humans gathered in permanent settlements, evidence of which has existed since ca. 6000 BCE in different locations across the Old World. The most common techniques practiced today, namely solar evaporation, seething, and rock mining, have mostly stayed the same over the last millennia. However, being such a cheap commodity, modern salt production has concentrated in a few large sites worldwide, rendering smaller salinas unprofitable. Depending on their location, these have been abandoned, or the land has been occupied for other uses, thereby losing their identity and values, both cultural and natural. Since salt-making sites are unique due to environmental, topographical, geological, and cultural factors, the loss of these sites means the disappearance of specific knowledge, techniques, and landscapes. In some cases, however, former salt production sites have been recovered and transformed into multifunctional venues where primary, secondary, and tertiary activities meet. Synergies are built with other stakeholders in their hinterland. In this contribution, examples will be shown of innovative, cross-sectorial uses of salt-making sites that are compatible with the conservation of their natural, cultural, and human heritage values. These examples showcase environmental, social, and economic sustainability within and beyond the site itself, which ensures long-term survival of the unique values each site holds and represents. These examples will be drawn from European-funded projects developed between 2000 and 2022, including the Atlantic and the Mediterranean regions. Locations include coastal and inland solar evaporation salinas, salt seething facilities, and salt mines.

**Keywords:** rural heritage, cultural landscapes, salt-making, local development, sustainability, recovery, conservation

## VISUAL REPRESENTATIONS AS A TOOL FOR BUILDING THE NARRATIVE OF CULTURAL HERITAGE. CASE STUDY: SLATINA (ROMANIA)

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**Abstract.** Visual representations are often used as a tool for tourism marketing, incorporating messages associated with official discourse. Postcards have become an informative source adjacent to documentation, especially from the second half of the 20th century, being a useful research tool in studies focused on the analysis of society's evolution from a cultural, social and economic point of view. The purpose of the paper is to analyze the narrative of cultural heritage assets in Slatina the county seat of Olt county (Romania) using picture postcards. From a methodological point of view, the author interpreted the postcards from a critical perspective of the official discourse in correlation with the documentary sources to achieve an analysis with a high degree of objectivity. The author used picture postcards as a means of data collection. In most of the selected postcards, representative cultural heritage assets for the tourist image of the municipality of Slatina were illustrated from different historical periods. The predominance of cultural assets located in the historic center of the city (old cathedral, administrative palace) in visual representations both in the interwar period and in Socialism is noted. Thus, one can observe that there is a continuity of the messages of the official discourse incorporated in the picture postcards which reflect the role of the city of Slatina as the seat of the Olt county by illustration of the buildings with a cultural, political-administrative function, located predominantly in the central area of the city. Moreover, these buildings present multiple values (historical, architectural, cultural, social, symbolic).

**Keywords:** historical monuments, administrative buildings, picture postcards, official discourse, the seat of Olt county, Romania



## INDUSTRIAL HERITAGE SITES IN ALEXANDRIA – EGYPT: A NEW VISION FOR SUSTAINABLE TOURISM

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**Abstract.** According to United Nations Educational Scientific and Cultural Organization (UNESCO), Industrial Heritage represents 4% of all World Heritage Sites. However, there are no Industrial World Heritage Sites in the Arab world and Africa.

Because of the technological progress, many industries have been disappeared but tourism has the ability revive many of those industrial heritage sites and convert it into invaluable heritage tourist destinations. Tangible and intangible Industrial heritage could be a registry of the identity and culture of host community. Many destinations adopt the promotion of built heritage in order to preserve those unique traces, and Alexandria has a great potential in this field. Alexandria has richness in industrial heritage, thus potential of re-using for tourism is considerable. It could be an instrument for urban restructuring and sustainable economic development. This paper aims to review various forms of industrial heritage in order to provide a basis for understanding, management and development of industrial heritage in tourist destinations with a special reference to Alexandria. The study proposed a vision of re-using industrial heritage of Alexandria in tourism industry sustainably. The expected gains of the proposed vision will have been contributing in the achieving many of Sustainable Development Goals (SDGs). Consequently, local community will have the chance to have the pride of their glorious past.

**Keywords** Alexandria, industrial heritage, re-using, sustainable tourism

# FROM CRADLE TO GRAVE: RECOTEXTUALISING THE DEINDUSTRIALISED RAILWAY TOWN

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**Abstract.** In 2025, the Stockton and Darlington Railway (S&DR), the world's first public railway operating freight and passenger services with steam locomotives, will celebrate its bicentenary. As the world's first railway town, known as the 'cradle of the railways', the North Eastern town of Shildon in the UK will be subject to intense regional, national, and international attention over this anniversary period. Shildon is inextricably linked with early railway history, owing its very existence to the coming of the railways, as it was where Locomotion No. 1 - the first steam-powered passenger-carrying locomotive on a public railway - set off from on 27th September 1825. Shildon soon established itself as the major wagon works for the S&DR, then later the North Eastern Railway, London & North Eastern Railway, and finally British Railways. It was the primary source of employment in Shildon for just over 150 years, but following a two-year conflict between British Rail and trade unions, it closed in June 1984. The closure created mass unemployment in Shildon, a small seemingly one-industry town, where unemployment was already high. For 20 years, Shildon became increasingly deindustrialised after the closure, and the rich history of the railways and global industrial impact of the Wagon Works was largely consigned to memory, until the opening of Locomotion the National Railway Museum at Shildon in 2004. Uniquely for a British national museum, Locomotion sits at the intersection of a local, national, and globally significant heritage space, and is also the only national museum in the North East of England. This research will examine how local voices have helped to shape the heritage Locomotion purports to represent. Further, it will analyse the role Locomotion has played – and might play in the future – as a core community and collaborative hub for communities long associated with deprivation and deindustrialisation.

**Keywords:** railways, communities, deindustrialisation, museums, heritage.

**Bio:** I am a researcher and emerging museum professional, in my first year of a PhD in History and Museum Studies at Northumbria University, in collaboration with the National Railway Museum and Locomotion. My current research centres around deindustrialised communities

that intersect with heritage institutions, and how local voices and communities are intrinsic to its history, heritage, and collective memory. Previously, I completed an MA in Museum and Artefact Studies (2017-2019) in receipt of the University College Durham Trust Scholarship, and a Bachelor of Arts First Class Honours degree in History, History of Art and Education (2017), both from Durham University.

**CULTURAL RESILIENCE AND REDISCOVERY: UNVEILING THE VALUE OF  
NEGLECTED INDUSTRIAL HERITAGE MONUMENTS IN TÂRGU-JIU CITY  
(ROMANIA)**

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**Abstract.** The significance of industrial heritage elements often remains underappreciated or insufficiently acknowledged within academic approaches. This limited attention towards such architectural leftovers can be attributed in part to their apparent lack of aesthetic appeal at the local level. Nonetheless, these structures hold essential value as cultural heritage monuments, having significantly influenced developmental courses during certain moments of history.

In the context of Târgu-Jiu City, numerous industrial monuments are ingrained in the collective memory. Unfortunately, a notable portion of these historical structures now languishes in a state of deterioration or obscurity, with their narratives fading into oblivion. This is particularly disheartening given that even monuments of national significance are left to decay in open fields.

This study seeks to establish an analytical framework to enhance awareness regarding the significance of industrial heritage monuments. Simultaneously, it emphasizes the urgency of this attempt as a compelling call to action, drawing attention to the broader spectrum of abandoned heritage elements.

**Key-words:** Industrial heritage; aesthetic value; local identity; national monuments; architectural leftovers; deterioration and obscurity; heritage preservation; forgotten history.

**AN ENCLAVE – IS IT WORTH IT?  
PROMISES AND PITFALLS OF ACTIVISM FOR PRESERVING INDUSTRIAL  
HERITAGE IN ROMANIA**

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**Abstract.** Drawing on the case study of restructuring the former industrial platform of Carbochim, in Cluj-Napoca, Romania, we discuss solutions for preserving industrial heritage as enclaves throughout the city, as well as the roles of civic activists (i.e., the activist as an enclave in the post-socialist Romanian society). We aim to unveil the processes of industrial restructuring and activism in an ongoing crisis. The research material consists of two types of documents. The first type is represented by the official documents placed in the public arena by the public administration, private investors, academia, and civil society, as well as these stakeholders' positions in the local and regional mass-media. The second type consists of a thick description realised by a civic activist (author of this article) on how she perceived the context (legal, cultural, economic, social, etc.) of her activism for preserving the industrial heritage of Carbochim. To identify and reflect on the practices that make such activism to succeed or fail, the method she used was autoethnography, as she acted as a cultural insider

both for the Romanian society and the activist groups of Cluj-Napoca. Thus, our research aims to a better understanding of activism in the Romanian culture and society in the framework of fighting to preserve industrial heritage. Our research results could be considered in similar crisis situations throughout the world and especially in post-socialist European societies.

**Keywords:** Carbochim, industrial heritage preservation, green and blue spaces, post-socialism, civic activist, urban planning, territorial identities, autoethnography.

**RESEARCH ON THE EVOLUTION OF INDUSTRIAL RESIDENTIAL DESIGN  
STANDARDS AND THE VALUE OF ITS HERITAGE IN THE EARLY PLANNED  
ECONOMY TIME OF CHINA**

**(1949-1962)**

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**Abstract.** Industrial housing is a representative form of residential architecture during the planned economy period of People's Republic of China, and it is also an indispensable component of the country's rapid industrialization process since 1949. It is also an important material witness to the modernization of residential architecture in China. The development and evolution of industrial housing are closely related to modern industrial construction, the development of building technology, and other aspects. It is of great theoretical significance to trace its development history and study its value. The article attempts to deeply trace the historical development trajectory of industrial housing in the early stages of planned economy from two dimensions of building standards and construction materials. Through systematic analysis of the formulation and adjustment of building standards and specifications, the application and innovation of building materials, and combined with specific historical conditions such as social needs and material and technological conditions, the historical context of industrial housing in the early stages of planned economy in China is condensed the architectural characteristics and heritage value are expected to provide a theoretical basis and basis for the refinement and deepening of research on industrial architectural heritage in China.

**Keywords** industrial housing, architecture standards, construction materials, planned economy period, value research

**THE IMPACT OF EUROPEAN CAPITAL OF CULTURE ON RE-USE OF  
INDUSTRIAL HERITAGE. CASE STUDY: MUNICIPALITY OF TIMISOARA  
(ROMANIA)**

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**Abstract.** The European Capital of Culture Program is considered the most famous, attractive and most popular cultural event on the European continent. This paper aims to analyze the impact of European Capital of Culture project on the adaptive re-use of industrial heritage buildings and sites in the municipality of Timișoara. The fifth largest Romanian city (2021) recorded a reduction in the industrial activity after 1990 as a result of the closure of several important industrial units, representative at the national level in terms of the size and quality of the products. Among these, there are also a number of industrial heritage sites with historical and architectural values that have been appropriately reused. Timisoara is the second Romanian city to win the title of European Capital of Culture. Initially, the title was awarded to it in 2021, but as a result of the impacts of the Covid-19 Pandemic on the evolution of the European cultural projects, beginning from 2020 the titles were staggered. For example, the duration of the cultural projects for Rijeka (Croatia) and Galway (Ireland) were extended from 2020 to the end of April 2021. The European Commission also proposed postponing the year in which Novi Sad (Serbia) is to host the cultural project from 2021 to 2022 and for Timisoara and Elefsina (Greece) to hold the title from 2021 to 2023. Also, in 2023 Veszprém (Hungary) is the third European Capital of Culture. The preparation of the cultural project for Timisoara involved among other things, the organization of various cultural activities, including performing arts as a tool to recover public space located in different areas of the city. The project also included the cultural conversion of several industrial heritage buildings (e.g. the Josephine water tower) experimenting with new connections between urban planning, architecture and performing arts. Field campaigns were carried out in order to analyze several examples of adaptive reuse of industrial heritage buildings and sites in Timisoara. In the context of Timisoara 2023 cultural project, the industrial heritage was promoted as a valuable urban resource through several temporary cultural events.

**Keywords:** urban heritage, abandoned industrial buildings and sites, urban planning, cultural conversion, performing arts, urban periphery



**ORAVIȚA-ANINA „COAL RAILWAY” (ROMANIA) - HISTORICAL,  
TECHNOLOGICAL AND TOURIST VALUES**

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**Abstract.** In Europe, railway heritage was not initially included in cultural patrimony because it belongs to the industrial field and was perceived as a recent legacy of the nineteenth and twentieth centuries (Hecker, 2008 quoted by Merciu et al., 2022).

This paper aims to assess the heritage value of the historical mountain railway Oravița–Anina, to serve as a useful tool in its sustainable use as a linear cultural site by local, regional, and national decision makers. From the methodological point of view, the authors used a quantitative evaluation based on a system of six key attributes proposed by Xie (2006) and analyzed in close correlation with the criteria and indicators (Jiang et al., 2019) adapted to the specific characteristics of the railway heritage. The Oravița–Anina, located in the southwestern part of Romania, in Banat province, was the first and most important mountain railway line on the current Romanian territory. It has served freight transport since 1863 and has been open to

passenger traffic since 1869. Furthermore, Oravia-Anina line is one of the most spectacular and difficult railways in Romania due to the fact that its construction required works of engineering art made in a mountainous environment in the absence of modern technologies. The construction of the railway line was considered a strategic investment by the Austrian Empire in order to transport the coal mined in the southern part of the Banat province, to the Danube and from here by ship to Vienna (Merciu et al., 2022). Therefore, the railway was also called the “coal line”. The number of train pairs used on the Oravița–Anina line has decreased in recent years from three pairs only 10 years ago to a single pair nowadays, as a result of the closure of the Anina coal mine in 2006 and the fact that demand has fallen considerably as a direct consequence of the reduction in commuting. The tourist reuse of the historical Oravița–Anina railway represented a sustainable form of its monetization as a cultural resource, which also facilitated the conservation of the railway heritage elements (stations, train, and wagons).

**Keywords:** linear landscape; heritage railways, locomotive prototype, railway tourism, quantitative evaluation, Banat province

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# THE ROMANIAN BUILT CULTURAL HERITAGE DURING THE COMMUNIST ERA AND ITS VALORIZATION IN THE CURRENT PERIOD

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Geography

**Abstract.** The aim of the paper is to analyse the built cultural heritage created during socialism and its monetization after the fall of communist regime. During the socialist period, a new cultural policy was created, focused on the promotion of culture under the emblem of the Communist Party's propaganda in order to educate the masses and raising the cultural level. Various cultural institutions were built during that period (theaters, museums, especially art, ethnographic, technical museums, houses of culture).

After 1990 and until now, although a small part of the Romanian society is nostalgic after the communist era, the voices that criticize the communist regime, for the negative effects generated in economic, socio-cultural level are stronger. The negative perception of the communist policy casts a shadow on some cultural objectives or commemorative monuments constructed from that period. Moreover, the creation of a Museum of Communism in Romania is strongly contested, but in the same time several symbolic buildings of the communist period attract especially foreign visitors. The cultural heritage created during the socialist period is important because it is part of the national history and culture, with elements that reflect the local identity, as others reflect the modernisation of Romania during that era.

**Keywords:** houses of culture, communist propaganda, socialist architecture, red tourism, dark tourism

## ASSESSING OPTIMAL USE OF CULTURAL HERITAGE IN A SMALL TOWN USING CONTINGENT METHOD. CASE STUDY: ORAVIȚA (ROMANIA)

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**Abstract.** The assessment of the built cultural heritage from the perspective of the ways of use requires a complex analysis that must be related both to its multiple patrimonial values and to the economic value. In this context, the evaluation of cultural heritage is a difficult process due to its multiple values such as uniqueness, authenticity, historical, irreversibility, aesthetic, etc. The aim of this study is to assess the value of non-use of cultural heritage buildings in a small Romanian town, Oravița. The evaluation was carried out using the contingent method that allowed to identify the perception of the local community on the cultural heritage and the concern regarding its conservation. To measure the value of non-use of cultural heritage buildings in the study area, the author used the contingent method. This method, which is based on a questionnaire, allows estimating the willingness of the resident population to pay for the preservation of historical buildings. The questionnaire was applied to 131 respondents between July 5 and 25, 2021 in different parts of Oravița: the station square, Ferdinand Park located in the front of the town hall, the civic center. Respondents were asked to mention at least three heritage buildings for which they would like to have a minimum financial contribution for their preservation. The cultural heritage assets that the local population has selected (e.g. the theater, the railway station), mentioning the desire to pay for their conservation, reflect their appreciation and attachment of historical monuments located in town of Oravița.

**Keywords:** urban heritage, historical town, conservation, place attachment, non-use economic value, stated preference method

**THE PROTECTION AND PROMOTION OF A UNESCO INDUSTRIAL SITE.  
THE CASE OF "IVREA, AN INDUSTRIAL CITY OF THE 20TH CENTURY"**

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**Abstract:** The concept of industrial archaeology was promoted in the 1950s in the United Kingdom, following the massive deindustrialisation that affected many industries in Europe and the United States, including textiles, mining and steel. The abandoned tangible industrial heritage, made up of machines, archives, tools and transport infrastructures, and the intangible one, made up of knowledge, were in danger of disappearing, so much so that in several countries the need was felt to initiate paths of protection and valorisation of industrial heritage with their inscription in the Unesco list.

There are currently 49 Unesco industrial sites, 9 of which are in the United Kingdom, 7 in Germany and 2 in Italy. One of these is 'Ivrea, industrial city of the 20th century', inscribed on the UNESCO World Heritage List in 2018. Ivrea is a city in the North-West of Italy, historically known for the Olivetti factory, which made it world-famous by combining visionary ideals and a careful entrepreneurial policy.

Our study aims to analyse the tourism value of the Ivrea UNESCO site and, in particular, the level of integration of local stakeholders and their ability to identify tourism strategies for the promotion of the UNESCO site. To this end, a survey was conducted to analyse in depth the perception and consideration of public and private stakeholders with respect to this issue, using two scientific tools: the Delphi method

and the nominal groups technique. In addition, a package of visits to Canavese was carried out and field-tested with a selected group of university students. The results show that the Ivrea UNESCO site has great potential, both in cultural terms, continuing the dissemination of Adriano Olivetti's ideals, and in terms of tourism, as an attractor capable of generating new tourist flows.

**Keywords:** UNESCO; industrial heritage; tourism; Olivetti; Ivrea; stakeholders

**COMPANY CONSERVAS PINHAIS - C<sup>a</sup> LD<sup>a</sup> MATOSINHOS (PORTUGAL):  
CENTENANARY FABRIC AND LIVING MUSEUM**

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**Abstract.** This communication focuses on one of the oldest traditional canning factories in Portugal, the company Conservas Pinhais & Cia Ld<sup>a</sup>, a centenary factory of family tradition and artisanal fish production, founded in Matosinhos in 1920, with active labouring for international markets. In 2020, it was recognised as Industrial Heritage of the Municipality of Matosinhos, where it continues to work under the ownership and management of the Austrian group Glatz since 2016, one of its oldest customers, keeping the company's living museum open to the public.

A socio-historical and heritage approach is made to Conserveira Pinhais, an example of solid business entrepreneurship and a success story in terms of sustainability strategies and preservation of identity traits of this industrial company and its canned fish brands.

Our objectives are: a) outline the historical-social process of the evolution of this industrial unit in the context of the canning industry, culture and heritage of Matosinhos, one of the main and historical canning centres in the Portuguese coastal territory; b) identify lines and factors of development that have made Pinhais, an ex-libris of the industrial history of Matosinhos and a reference in the community; c) to emphasise the historical economic, social and cultural interaction of eight decades of commercial relations between the Pinhais cannery and the Austrian conglomerate Glatz, distributor of food products; d) accentuate its nature as an authentic case study in the relationship between business activity and industrial heritage.

The theoretical-methodological approach is favoured: the case study method, documentary research and fieldwork, cross-checking of data and multiple sources. The

expected results are: understanding of business sustainability and heritage conservation, mediating principles of the Museu Vivo da Pinhais & C<sup>a</sup> Ld<sup>a</sup>; analysis of the process of patrimonialisation and musealisation in the context of cultural and industrial tourism; explanation of the role of factory work and community as an environment, along with existing industrial heritage resources and business communication strategies.

**Keywords:** Canning Factory Pinhais C<sup>a</sup> & Ld<sup>a</sup> - Matosinhos (Portugal); Centenary company of the canning industry; conservation of industrial heritage; cultural tourism.



# THE COFFEE CULTURAL LANDSCAPE DECLARED IN GUANTÁNAMO. A VIEW FROM HERITAGE MANAGEMENT

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**Abstract.** The Haitian Revolution, at the end of the 18th century, became a political, economic and socio-cultural condition for the successive waves of Franco-Haitian migration, fundamentally during the first half of the 19th century, to replicate the most genuine expressions on the Island of Cuba of the coffee plantation system that succumbed in Saint Domingue due to the war.

UNESCO declared the Archaeological Landscape of the First Coffee Plantations of Southeastern Cuba – territories of Santiago de Cuba and Guantánamo – as a World Heritage Site, December 2000, in Cairns, Australia, given the existence of an “exceptional universal value.”

The recognition of the values of this Coffee Cultural Landscape in the territory of Guantánamo will be the main objective of this research, given the coexistence of different heritage dimensions such as: natural heritage, historical heritage, cultural heritage, industrial heritage, archaeological heritage, and intangible heritage.

The results of this work respond to the need to interpret, recognize, promote, and use the main values inherent to the Coffee Cultural Landscape developed during the 19th century in Guantánamo, based on comprehensive local development based on the resources and potential of each territory.

**Keywords:** coffee plantations, UNESCO Archaeological Landscape, natural heritage, industrial heritage, intangible heritage assets, Cuba

**FOR A LOCAL RE-DEVELOPMENT IN LYNCH, HARLAN COUNTY  
(KENTUCKY)**

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**Abstract.** The village of Lynch is part of the Three Cities (Cumberland, Benham, Lynch) area in Looney Creek Valley (Harlan County, Kentucky). The village was built in 1917 by the US Steel Corporation in a valley where previously there were only woods and clearings. Lynch is known in the US as the "Cadillac" of coal mining towns. At its peak (1930s-1950s), the city had 10,000 residents and 4,000 employees who worked in the mines and who came from a massive immigration of at least 38 nationalities.

The construction of Lynch included, in addition to numerous houses and structures for processing and transporting coal, also a hospital, two schools, a commissari, a mall (shopping center), a hotel, some churches and a sports center dedicated to the game of football.

With the decline of coal, which was gradually being depleted in the mines at the bottom of the valley, the workers began a second phase of mining at the upper coal levels, accessible from the crests of the hills around the valley (1960s). With coal depletion and steel demand waning, Lynch, like so many other Kentucky villages, went into decline and neglect, although the US Steel Corporation remained involved in the town until it sold its mines in 1984. The situation in Lynch continued to deteriorate and today the town has just over 600 inhabitants. The many abandoned structures, which may have enormous potential from an industrial archaeological heritage standpoint, are being overlooked by local, state and federal agencies and are at risk of total decline.

This research project aims to study, from an analytical point of view, the mobility of coal and people in Lynch and to investigate the roles of amenities and industrial archaeology for a cultural tourism development. In this presentation, we will illustrate the case study, introducing the first results of questionnaires and interviews of people

in the Three Cities. We will describe also how this case study became a didactical laboratory for GIS activities in the master degree in Local Development at the University of Padova.

**Keywords:** Coal mine, company town, Kentucky, industrial heritage

# THE DESTINATION IMAGE OF RAILWAY HERITAGE: A CASE ANALYSIS OF ENOSHIMA ELECTRIC RAILWAY IN JAPAN

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**Abstract.** Enoshima Electric Railway is a famous tourist railway in Japan because of the destinations it connects from Fujisawa to Kamakura, as well as the related pop culture and anime, such as Slam Dunk (1993). The sceneries along the railway were recognized as a characteristic of the whole region. Scholars have also studied the railroad landscapes which influenced people's daily living environments. But this historic railway also faces various challenges, including conflicts between different groups, railway service and safety, etc. The overall image of this railway in the eyes of different tourists has not been fully investigated, especially based on the social media data that can facilitate a holistic understanding of various sites. Against this background, this paper aimed to analyze the photographs and texts shared online to understand the tourist destination image expressed by social media users. The data was collected mainly from Google reviews and Instagram. Based on the collected data, the authors analyzed the railway as a tourist destination by both questionnaire and machine learning methods (text analysis). The research outcome will help local marketers in gathering useful information about visitors' opinions of the railway, to create efficient strategies for protecting the heritages, developing railway tourism, and enabling it to compete in the market.

**Keywords:** Destination image, railway, photography, landscape

**EXAMINED IN THEORY – APPLICABLE IN PRACTICE. POTENTIALS OF INDUSTRIAL HERITAGE IN THE CONTEMPORARY CONTEXT. CITY OF BELGRADE**

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**Abstract.** Although it represents an important typology of cultural heritage, industrial heritage was unjustifiably neglected from the perspective of its preservation until the beginning of the 21st century. In addition to the observed need for protection, revitalisation and presentation of the value of industrial heritage as equally valuable material and immaterial remains of the past, the need for its integration into the contemporary context is increasingly being observed through examining the potential of its reuse. Therefore, at the University of Belgrade - Faculty of Architecture, as part of classes in the field of industrial heritage preservation, through a defined multidisciplinary approach, the possibilities for the protection of the industrial heritage, preservation of the authenticity and spirit of the place, but also improvement of the industrial heritage's condition through the research of the potential of its reuse following contemporary needs are examined. The subject of this research refers to characteristic examples of the industrial heritage of the city of Belgrade, within which the possibilities of their preservation and reuse in the contemporary context were examined. The applied research methodology, which includes a combination of theoretical and in situ research, represents a multidisciplinary approach within which selected case studies are examined concerning their natural, urban-architectural, historical and symbolic context. The research results are presented through students' conceptual solutions for preserving, integrating and reusing selected industrial heritage case studies. The presented students' conceptual solutions, which are created based on a previously defined set of criteria that ensure the simultaneous preservation of the recognised values of industrial heritage and their improvement, represent an essential contribution to the development of thoughts about the position and potential of the reuse of industrial heritage in the contemporary context. The special

contribution of this research refers to the possibilities of applying the theoretical research methodology in practice on concrete case studies of revitalisation, adaptation and reuse of industrial heritage.

**Keywords:** industrial heritage of Belgrade, revitalisation and presentation, integration of the industrial heritage in the contemporary context, reuse of the industrial heritage, multidisciplinary approach

**ANALYSIS OF THE RE-USE OF HERITAGE BUILDINGS UNDER THE IMPACT  
OF URBAN DEVELOPMENT. CASE STUDY: THE URBAN PROTECTED AREA  
PITAR MOS IN BUCHAREST**

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**Abstract.** The preservation of cultural heritage represents a current issue with deep roots in the history of humanity. In the last decades, this problem has gain particular relevance and a significant economic impact in the current context marked by de accelerated changes in economic and social terms. Due to the particular characteristics of built heritage (historical, architectural, artistic, cultural value), multiple possibilities of re-use are associated with it. This aspect is also determined by the existence of some problems regarding urban areas protected at the national level. Rather than developing a systematic urban policy, the exact opposite is happening. Due to misunderstanding the law, the area itself is protected, but not the historical monuments in that area. These areas become targets for large-scale real estate deals that cause significant damage. This paper aims to trace the changes from an urban point of view that the Pitar Mos urban protected area in Bucharest underwent during the post-socialist period generated by the factors that influence urban development. The case study was selected due to its historical evolution in order to highlight the impact of urban development factors on the conservation and management of cultural heritage assets after 1989 and up to now. The main results of the paper reveal the fact that the forms of reuse of historical monuments in the study area are under the impact of accelerated dynamics of services (commercial spaces, offices buildings, extensions of residential spaces). Several reuses affect the architectural value of historical monuments through interventions that involve changes to the exterior architecture or interior compartmentalization, as well a higher height regime than the neighborhood average that also generates discontinuities in the historical urban fabric. At the same time, there are also positive models of reuse of historical monuments by preserving the specific architecture in the study area. The impact of urban development factors in the post-socialist period on the cultural heritage in the protected urban area Pitar Moș

was a complex one, including both negative aspects, such as destruction and degradation, and positive aspects, such as recovery and community involvement.

**Keywords:** historical urban fabric, cultural hub, economic value, dynamics of services, commercial re-use, urban planning



# INDUSTRIAL HERITAGE IN MUSEUMS OF EGYPT COLLECTIONS CARE AND INTERPRETATION: HELWAN OBSERVATORY MUSEUM AS A CASE STUDY

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**Abstract.** Industrial heritage in Egypt is a point of analysis, Manufacturing and mining sites, as well as electricity and transportation infrastructure, are examples of tangible artifacts of the history of technology and industry. The phrase also refers to locations where business-related social activities are held. The rapid loss of industrial memory is one of the main problematic issues where the industrial heritage tools that transmit the specific products and methods are incomplete and poorly documented. Museums with industrial collections seek to educate, display and preserve the industrial history of the nation. The emphasis of this paper is to highlight how to safeguard Industrial heritage via complementary exhibitions and interpretation approaches in museums of Egypt. Egypt witnessed an industrial renaissance in the 19th century by "Muhammad Ali" whose era is known for establishing a major industrial base, and there are many industrial landmarks in Egypt. The paper highlights the collection care and interpretation of The Helwan Observatory and its museum, an astronomical observatory located in Helwan, south of Cairo, Egypt. It was established in 1903. It is one of the oldest, largest, and most important astronomical observatories in the Arab world. The museum interprets rare industrial collections in this field where Helwan astronomers participated (1914-1921) in the international program of measuring fluctuations of the Solar Constant. Helwan Observatory is the Institute for Astronomy and Geophysics in Egypt.

**Keywords:** industrial heritage, museums, interpretation, collection care, astronomical

# THE SPECTACULAR COMPONENT EMBEDDED IN THE ARCHITECTURE OF THE BULBOACA WINERY COMPLEX THROUGH THE CONVERSION OF NON-FUNCTIONAL INDUSTRIAL SPACES

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**Abstract.** In the current context, the architecture of industrial buildings, which form the wine-making network of the Republic of Moldova, is influenced by modern trends of creating a memorable image. The architecture of wineries is bound to involve real concept development. The penetration of social trends brings in the concept of focusing on the visitor's position, complemented by architects through the concept of architecture spectacularity. Winery projects are being carried out in full consciousness of wine tourism influence. A wide range of spaces are being reconfigured according to guests' requirements. At the same time, it is necessary to preserve the historic buildings with architectural value, trying to establish a correlation between the old and the new.

Starting out from the desideratum of reappraising some edifices of industrial architecture that have abandoned their main production functions, the project of re-functioning the wine complex from Bulboaca Anenii Noi district was started. After almost a century of operation, that winery, one of the most imposing ever winemaking enterprises in Bessarabia, built at the beginning of the XX century, requires radical changes for further valorization. In the vision of the Italian architect Arnaldo Tranti, invited by the current owners of Agrovin Bulboaca winemaking factory to give a new spur to its development, the abandoned industrial areas, including the Old Winery as well as other edifices erected later, can be used through conversion due to the potential and qualities they have, at the same time, making possible the conversion of former spaces with limited or forbidden access into public spaces.

The formal and functional transformations that followed in 2011–2016 renovated the structure of the complex through conversion. Contrary to the module of museum-movement, the converted buildings were restored into a subservient state to the consumer's servicing. The successful combination of the production functions with the public ones, the connection with the historical past through the buildings and technical installations preserved from the past, the reuse of various interior spaces, as well as

other outdoor areas, such as, the courtyard through scenography arrangements, created a distinct architectural identity, consolidating the representative image of the complex.

**Keywords:** The winery from Bulboaca, reconstruction, valorization, functional conversion, architectural decoration, scenic trends.

## CINEMATOGRAPHIC TOURISM IN THE CITY OF CLUJ-NAPOCA (ROMANIA): EVOLUTION AND CURRENT CHARACTERISTICS

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**Abstract.** Cinematographic tourism in the municipality of Cluj-Napoca constitutes a new image for the development of the tourism sector in this Romanian city. Thus, the chosen theme was based on numerous elements of attractiveness regarding this type of tourism and also elements that led to the evolution of cinematographic tourism. The purpose of the study is directly related to highlighting the evolution and main features of cinematographic tourism, and its objectives are directly related to the purpose of the work, namely the evolution of this type of tourism and the component elements that led to its development. The methodology approached to carry out of this study referred to the analysis of specialized literature on the evolution of cinematographic tourism and the in-depth analysis of some particular case studies, which was completed by the method of observation and the method of processing the data collected from the field campaign. The results of the study highlighted how cinematographic tourism developed in the city of Cluj-Napoca and its influence on the local economy and tourism sector. At the same time, the research results also emphasized the cinematographic elements that make up this type of tourism and their degree of attractiveness. Cinematographic tourism represents for the municipality of Cluj-Napoca a new exploitation niche that can bring numerous benefits from an economic point of view, but which can also increase the visibility of the city at an European or even international level.

**Keywords:** Cluj-Napoca, historical monuments, cultural tourism, city's image in its cinematographic past and present, film induced tourism

# THE HERITAGE OF STONE INDUSTRY: BETWEEN HISTORY AND FUTURE

## THE CASE STUDY OF ALENTEJO MARBLES (PORTUGAL)

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**Abstract.** Marble quarrying, like other decorative stones, is an ancient activity that in Portugal received its modernizing impetus at the beginning of the 20th century.

We can find the country's geological reserve in the Alentejo region, in the south of Portugal, where a crystalline limestone of great quality and aesthetic beauty exploited since Roman times (1st century) throughout many quarries at the municipalities of Vila Viçosa, Borba and Estremoz. Its quality and polychromy have led to its prolonged use throughout all historical periods until the present day, with exports spreading to all continents in the last two centuries.

The modernization of marble extraction took place after the First World War, with the arrival of numerous quarrying companies. Equipped with the necessary capital, techniques and machinery, and in a context of technological transfer (helical wire, steam, compressed air, cranes, electricity) they transformed this activity in a modern industrial sector.

In the last century, this industry has allowed these territories to develop greatly, with the opening of around four hundred quarries, huge employment in their exploitation, technological modernization, electrification and exports, giving rise to greater economic dynamism and transforming an agrarian territory of cereals, cattle and cork into an area of intense industrialization.

At the same time, however, it has faced challenges as a result of its industrialization, namely changes to the landscape, territorial disorder and a high concentration of waste. This activity is an exemplary case of the industrialization of an agrarian territory, where the importance of its geological resources has given rise to interesting factory complexes and a constantly changing landscape.

The required a large workforce of this industrialization led to the construction of a very particular identity, based on the experiences of its workers, their families and the community in general. The structures and machinery has given rise to a material industrial heritage.

In this sense, because this industry still has significant economic relevance today (despite its cyclical crises) and tremendous future potential, it was necessary to study and understand this sector from a history and heritage point of view.

The studies carried out over the last decade have uncovered an important historical memory that must be preserved and promoted as an element of culture, industrial and tourist development.

The research began with a study of the sector, covering various disciplines, from classical and industrial archaeology, the history of techniques and technologies, art history, economics and oral history, which has allowed us to trace the evolution of marble exploitation, its use and its players over the last two millennia.

At the same time, they have made it possible to transfer knowledge of industrial tourism in order to improve the "marble route", which promotes the territory and therefore its product.

As a result, the study has evolved and today, in the light of recent events, research on this subject has enabled the team to discuss current problems in the area, such as accidents and road restrictions, the problem of waste and the intensive use of water in the environmental context, as well as the economic future of the sector with the need of more added value, design introduction, diversification of products and digital integration of the sector.

**Keywords:** Marble, Portugal, Alentejo, History, Heritage

### **Curriculum Summary**

Armando Quintas is PhD in History from the University of Évora (2021), with a thesis on Alentejo Marble, History, Heritage and Cultural Valorization (1850-2020).

He holds a Master in Management and Enhancement of Cultural and Industrial Heritage from the Universities of Paris I, Padua and Évora (2012). He is a researcher at CECHAP Studies Center in Vila Viçosa, and CIDEHUS - University of Évora, Portugal.

He has been developing research on the heritage and history of the industry, namely marble industry, being author of several articles and book chapters.

Complete curriculum available at: <https://www.cienciavita.pt/portal/en/2F12-6785-298F>