

The signage and public communication of industrial heritage sites in historic cities: networks and cases

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Abstract

Industrial heritage sites have become major attractions at a time when much industry has left the cities. Signage is however a challenge to their attractiveness for visitors, as industrial heritage is often located in the periphery of cities.

1. Europa Nostra Awards as a communication tool (announcements, PR around related events, medals and plaques).

- 1.1. The example of Middleport Pottery. Communication through the Prince's Regeneration Fund, visitor centre and commercial distribution.
- 1.2. The example of Tour & Taxis Royal Warehouse newsletter and signage on public roads.

2. ERIH.

Created as the result of an EU project, the “European Routes of Industrial Heritage” (ERIH) are a network of industrial sites and cities. They are proposing a diversity of possible tourist itineraries and a common design vocabulary. ERIH developed its distinctive common signage according to a typology of sites and their relative importance. “Anchors” are the structural elements of the network. Financing is ensured by the participant sites.

3. Individual examples.

Besides these network endeavours some examples of practices in individual signage of industrial sites may be mentioned:

- The Santral electricity plant of Istanbul as cultural Centre,
- the Arenberg mining complex and university in the “Bassin Minier du Nord - Pas de Calais” (WH site), emphasising the history of engineering for today’s learning.

Bio P. Laconte.

Pierre Laconte (Belgium) is one of the three planners of the Louvain new university town built from 1969 South of Brussels along the model of historic Louvain/Leuven and today a major urban growth pole. It is entirely pedestrian and includes an underground railway station linked to a shopping mall and a separation of sewage water and storm water, collected into a lake. Laconte chairs Europa Nostra's Industrial and Engineering Heritage Committee – IEHC - and is member of the Arts Academy, Berlin (Sektion Baukunst).

Bio H. De Boer.

Hildebrand de Boer (NL, 1955) studied History of Art and Archaeology at the State University of Groningen. Since 1983 he is professional in the field of heritage conservation, redevelopment and tourism, with emphasis on industrial and military heritage. De Boer is president of the Holland Route Foundation. Besides his international activities for Europa Nostra, ICOMOS and TICCIH, De Boer was co-founder and vice-president of the European Route of Industrial Heritage (ERIH e.V.).

1. Europa Nostra Awards as a communication tool
(announcements, PR around related events, medals and plaques).

1.1. Middleport pottery, UK

European Heritage Europa Nostra Awards 2015
included the revived Middleport Pottery in the UK

[https://www.youtube.com/watch?v=-
2ADjiUlwkU&feature=youtu.be](https://www.youtube.com/watch?v=-2ADjiUlwkU&feature=youtu.be)



Middleport Pottery in Stoke-on-Trent, UNITED KINGDOM

ABOUT MIDDLEPORT POTTERY

Middleport Pottery is located in Stoke on Trent, at the heart of the British ceramics industry. The Pottery was built in 1888 as a model factory for the production of what became the world-renowned “Burleigh” earthenware. In 2010 closure threatened, jeopardising 50 jobs, traditional skills, historic processes and unique collections of ceramics moulds and archives. So great was the cost of repairing the buildings that the site had no viable operational future.

But the business has been dramatically rescued by a UK heritage charity, The Prince's Regeneration Trust. Its many buildings are still home to Burleigh pottery, using traditional techniques, and also host a growing visitor destination with interpretation facilities, a gallery exhibiting historic examples of its products, educational and teaching space and a café.

Additionally, the historic machinery, artefacts and nationally important collections and archive have been saved for public viewing. The site also now houses three smaller specialist pottery businesses and has workshop space available for further creative businesses.

ABOUT THE EUROPA NOSTRA AWARD

The Jury were gratified to be able to recognize the rescue of this fine unit of production – both the industrial premises and its delightful product. Many such worthwhile ventures fall by the wayside through the absence of a new sponsor, and that is where the Prince's Regeneration Trust deserve thanks for facilitating the continuation in production of this attractive range of earthenware pottery. The factory too now has a secure future as one of the last surviving traditional potteries in the West Midlands of England, known as “The Potteries” and once characterized by its factory chimneys and distinctive bottle kilns. The techniques and skills of production have been revitalized and buildings and machinery carefully conserved to retain their unique atmosphere and spirit.

1.2. Thurn & Taxis warehouse

ABOUT THURN & TAXIS WAREHOUSE

Formerly headquarters of the Charles V postal system, the Brussels international customs complex (rail, road and canal) became derelict after the introduction of the European common market, threatened of destruction and saved by a Europe-wide campaign, is now a thriving multi-functional complex of exhibitions, leisure, offices and residence. It will include a new public park in line with the leisure for all parks created by King Leopold II.



URBAN COMMUNICATION FOR A QUALIFIED CULTURAL TOURISM IN HISTORICAL CITIES: EXPERIENCES OF URBAN SIGNAGE



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European Theme Routes

Such as "The treasures of the Earth": what, where, when and how were they extracted from the ground? Or "Textile manufacturing": the milestones along the way from fibre to factory. Or "Transport and Communication": retracing the tracks of the industrial revolution.

Theme Routes take up specific questions relating to European industrial history and reveal potential links between radically different industrial monuments all over Europe. The result is a "circuit diagram" of the common routes of European industrial heritage.



Textiles

The thousands of rattling bobbins on the spinning frames in cotton factories have become a byword for industrialisation.
[more >>](#)



Mining

Coal from European and American collieries was the universal fuel during the Industrial Revolution.
[more >>](#)



Iron and Steel

Two steps are needed to make iron and steel - the key materials of the industrial era - from iron ore.
[more >>](#)



Paper

Up to the 19th century paper was produced exclusively by hand. The first step on the way to ...
[more >>](#)



Salt

Salt is an essential substance that changed with the industrialization from a luxury article to a cheap everyday product.
[more >>](#)



Manufacturing

Domestic handmade textile production was typical for the pre-industrial age.
[more >>](#)



Energy

From the Middle Ages until the late 19th century water and wind supplied the driving power for a



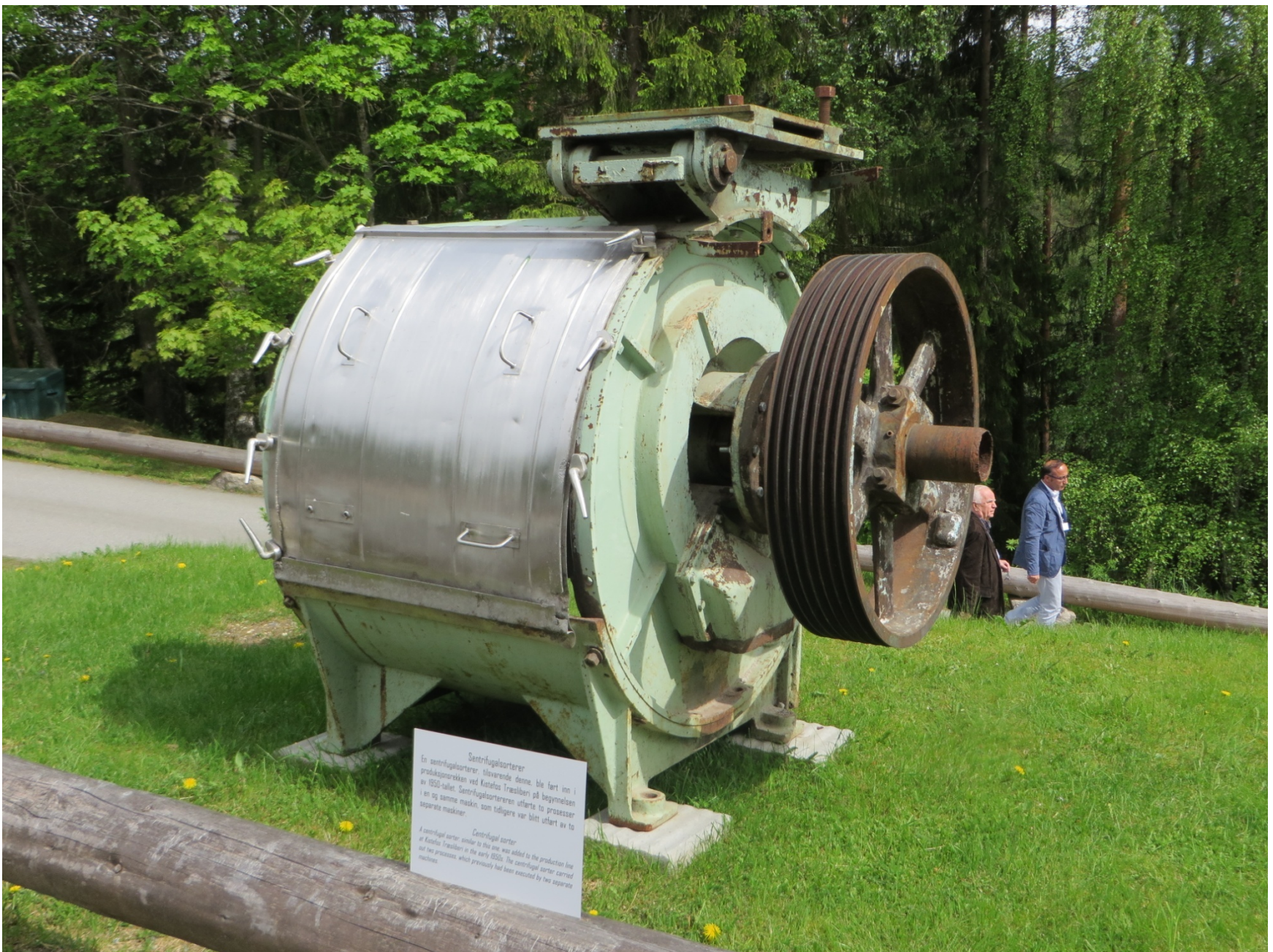
Transport & Communication

During the early years of the

3. Individual examples.



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Sentrifugalsorterer
En sentrifugalsorterer, tilsvarende denne, ble ført inn i
produksjonsrekken ved Kjetilhus Træsliberi på begynnelsen
av 1950-tallet. Sentrifugalsortereren utførte to prosesser
en og samme maskin, som tidligere var blitt utført av to
separate maskiner.

Sentrifugal sorter
et Kjetilhus Træsliberi i den tidlige 1950-årene. Sentrifugal sortereren utførte
to prosesser, som tidligere hadde blitt utført av to separate
maskiner.



URBAN COMMUNICATION FOR A QUALIFIED CULTURAL TOURISM IN HISTORICAL CITIES: EXPERIENCES OF URBAN SIGNAGE





Former Arenberg coal mine
reused as museum

Former colliery and sunken coal mine



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