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What's coming up

Opinion

Substantial initiatives to enlarge international consideration of industrial heritage and its current and future scope are rare enough for TICCIH to greet enthusiastically the new Ironbridge International Institute for Cultural Heritage (IICCH – formerly the Ironbridge Institute). The Director, Professor Mike Robinson, holds the Chair of Cultural Heritage at the University of Birmingham, UK, and was also founder and Director of the Centre for Tourism and Cultural Change.

Researching industrial heritage futures: changing contexts – contexts of change

Understanding the processes of change is always easier with hindsight. In the developed economies of 'the west', the 1970s and 1980s witnessed a dramatic period of de-industrialisation with its concomitant social and economic upheavals. In the middle of this, there was generally little in the way of any coordinated and strategic thought about what aspects of our industrial past we should preserve. Stories of opportune rescue, born out of passion, persuasion and pragmatism are far more common than those of prescience and policy. What we generally refer to as industrial heritage is symptomatic of a complex process of converging causes, events and social trends of which the actual closure of mines, steel works, manufacturing plants and the like was only one aspect. Notwithstanding longer histories, industrial heritage came into existence at some point in my lifetime. To be precise is to miss the point, but somewhere in the 1960s, with considerable acceleration in the 1970s and important recognition in the 1980s, industrial heritage was born. And now that it does exist, it too is open to the very changes which created it. Without getting bogged down in the mire of what we categorise as 'industrial', questions do emerge relating to curatorial and collecting decisions of the future and to ongoing preservation issues of the present. What will we be designating as industrial heritage in fifty years time?

Geographically, industrial heritage is a more pervasive phenomenon than ever, following the global wanderings of industrial activity and technological innovation from the developed west into the more transitory developing east. While still in the midst of incredible industrial production, China is already conscious of the industrial heritage model, with a mix of motivations which recognises historical and educational value but also associated tourism and leisure values. The geographies of industrial heritage also open up issues of how different cultures encounter and experience not only their own industrial pasts but those of other nations and cultures. New mobilities, the burgeoning global tourism 'industry' and the multi-cultural character of populations are all re-defining audiences for industrial heritage.

Opinion

And then there is normative generational replacement; a feature of developed societies which seems to have been happening at remarkably rapid rates. This raises important issues with regard to how can we continue to make sense of the industrial past. The education agenda of the industrial heritage sector which underpins a myriad of interpretation strategies, a reliance on family and school visits to industrial sites and the ever-present, and linked, need to generate revenue for maintenance and rescue work, are all being challenged by a widening gap in terms of knowledge and communication across the generations. While I may openly embrace the nostalgic comfort of the smell of burning coal, many younger people will not even know what coal looks like.

There are seriously big issues in making the very concept of industrial heritage meaningful to new audiences, new generations, different cultures and the policy makers and funders of the future. The enthusiasms of the industrial heritage sector and the professionalism which this has morphed into, has been a powerful force but it still relies on a basic generational and cultural connection which is changing and will change further. Integrating the industrial fabric of the past into contemporary developments and regeneration projects is one way which we can create opportunities for maintaining such connections, and of opening up dialogue with new audiences, though I would suggest there is still a way to go in terms of conveying the value of the industrial legacy beyond the mere adaptation of function.

The Ironbridge International Institute for Cultural Heritage (formerly the Ironbridge Institute) has long been at the forefront of establishing high levels of professionalism within the industrial heritage sector. In a partnership formed over thirty years ago between the University of Birmingham and the Ironbridge Gorge Museum Trust we are concerned with a cross-disciplinary research and postgraduate education agenda relating to cultural heritage which is international in scale, comparative in scope, integrative between theory and practice, and creative in terms of generating new thinking and application. Under the rubric of 'Industrial Heritage Futures', the IIICH is attempting to extend debate beyond matters relating to the preservation, restoration and management of industrial heritage to substantive issues which relate to the processes of social and cultural change. There is relatively limited research relating to the ways in which industrial heritage is encountered, experienced and understood by new and diverse audiences. This involves going beyond the language of interpretation and into a deeper understanding of how communities appraise the meanings of the past in the context of the present and, with an awareness of change and global connectivity. The world of industrial heritage is just one world of many alternative possible worlds, and while some of us are still able to 'read' it and relate to the values which we have attached to it, for others it is an increasingly alien place.

Many of the questions and issues posed above are being discussed at the International Conference: Rust, Regeneration and Romance: Iron and Steel Landscapes and Cultures held in association with TICCIH UK at Ironbridge, UJ, July 2013.

TICCIH News

TICCIH has a new General Secretary

Dr Stephen Hughes was elected at the Board meeting on Thursday, 8 November 2012 during the TICCIH Congress in Taiwan.

Stephen is Director of Projects and Fundraising for the [Royal Commission on the Ancient and Historical Monuments in Wales](#) at Aberystwyth, Wales, United Kingdom.

He is also Vice-President for Wales of ICOMOS-UK. He coordinated and edited the [TICCIH/ICOMOS International Canal Monuments List \(1996\)](#) and [The International Collieries Study \(TICCIH/ICOMOS, 2003\)](#) and participated in the preparation of the World Heritage Studies on Railways and Bridges.

The first Secretary of the TICCIH Mines Section, he was a member of the TICCIH Board from 1990-94 and the UK's National Representative to TICCIH from 1990-96 and was on the organising committee for TICCIH 2000 in London, organising the TICCIH tour in Wales.



TICCIH News

TICCIH Congress 2015: 'Industrial Heritage in the Twenty-First century'

Our next congress is already agreed and in preparation: the French association CILAC has prepared an excellent proposal based on the new World Heritage site of Nord – Pas-de-Calais region. A very full presentation was made to the Board and delegates in Taipei by Florence Hachez-Leroy of the Université Lille Nord de France explaining the site, the region, its interest for TICCIH and the local organisation. The congress will be based in the towns of Lille and Lens in northern France and examine the considerable changes in the way the industrial heritage is considered, both in academic spheres and by society as a whole, in the first decade of the twenty-first century.

The scientific and programme committees are already active and working on the programme and other arrangements. The candidacy document can be downloaded from the TICCIH website.

The TICCIH group in Facebook

One of the themes discussed in the recent Board meeting was the presence of TICCIH in the social media and how it can be used to attract new members to our organization.

Facebook has been an effective (and inexpensive) tool of communication among groups with common interests. That's the reason a [TICCIH profile](#) was created by David Worth in May 2011 but due to security reasons interaction with Facebook users was not very effective.

After the Taipei meeting we decided to create a [TICCIH group](#). Open groups can be joined by anyone and members can post links, news, pictures and share information about industrial heritage in the world.

As Marion Steiner has suggested (and see her Report in this issue), the profile can be used by the Board to upload information of TICCIH whilst the TICCIH group can be used by everyone (and not necessarily TICCIH members).

So far, in just three weeks more than 100 Facebook users have joined and actively participate in the TICCIH group, mainly from Italy, Spain, Australia and Brazil.

We invite you to join the TICCIH group and give a "like" to the TICCIH profile, and share your news to the world.

James Douet and Miguel Iwadare

www.ticcih.org moves to Michigan

Our web site is now hosted by the Michigan Technological University in the United States, home institution of TICCIH President Patrick Martin, and will be managed and updated by the team at MTU.

There are few visible changes at the moment though plans were discussed during the Taipei congress to revise the page, now a senior in the short but intense life of the Internet.

TICCIH's first web page was created nearly fifteen years ago by Eusebi Casanelles' Museu de la Ciència i de la Tècnica de Catalunya, and we owe the museum a vote of thanks for hosting our web and keeping it up to date all this time.

Life membership for Dinu Bumbaru

The TICCIH Board, in action at the TICCIH 2012 Congress in Taipei agreed to recognize the former ICOMOS Secretary General for 'distinguished service to the organization in the matter of the TICCIH-ICOMOS agreement known as the Dublin Principles'.

In a message to the Bulletin he replied 'Coming from such a wonderful community of friends, this is a most touching attention and invigorating appointment and honour! I am very grateful for this and mostly for the great pleasure and privilege it's been and surely continues to be, to join with you and many others of equally outstanding quality and knowledge in the worthy conspirations to explore, share and care for the heritage of the human endeavour in its lesser yet so important elements of invention, technology, industry and trade.'

**Time to renew
your 2013 Membership
in TICCIH.**

**Renew online at
www.ticcih.org**

Report

What social networks can do for industrial heritage

Marion Steiner

With a three-year wait until our next congress, the value of social networks like our [Facebook group page](#) are evident. Can they also help 'open up the dialogues' referred to by Mike Robinson in his Opinion piece on page 1? Marion Steiner, who coordinates social media for the Berlin Center for Industrial Heritage (BZI) in Germany, reflects on their possibilities.

Social Media, as I understand it, is just a natural consequence of the desire for more interaction with people sharing the same interests. For the [Berlin Center for Industrial Heritage](#) I run a [Facebook page](#) since early 2012. It's accessible for everybody, also for non-Facebook-users (but they can't interact, that's the dilemma with FB). My posts are short, often informally written, and focus on Berlin's industrial profile and present-day socio-political debates. I also tell what we and our network partners do. When comparing it to the people I meet in the material world, I state that there are additional actors showing up via FB, including politicians, young people from around the world, and creative folk ([www.flickr.com](#) hosts great freaks!). Today, the page has 67 fans and I wish it would become still more interactive in the future. Also, I hereby invite the international community to get involved and share their thoughts about what is special about Berlin's industrial experience from a global perspective. Feel free to post your comments or questions in German, English, French, or Spanish -- or in any other language, Google translator will help us.

The Social Networker's job BZI's main task, apart from developing a concept for industrial tourism in Berlin, is to set up a citywide network of all actors concerned with industrial heritage issues. When we started the project in December 2011, the first thing we noticed was that people don't know each other, not even the volunteers associations doing their job for decades. And then there are all those people working in the field but hardly aware of it, such as urban developers, politicians, the creative industries, PR agents, and so on. The social networker's job, I would describe as: running around throughout the city day and night, dating professionals with different and sometimes conflicting perceptions, a lot of coffee and beer drinking, a lot of e-mails and phone calls, and a lot of smiling. And hard facts like: say good things about the others, explain to everybody what others are doing and why, discuss uncommon ideas, insist on the global perspective, and look out for matching viewpoints.

The social networker, as I see it, is the human transmission of information and visions of all kind. S/he makes people familiar with different interpretation possibilities, inspires their ways of thinking, motivates them to get to know each other personally, and shows them that they all share the same passion and interest. S/he prepares the ground for a common vision, strong enough to be shared by all one day -- or at least attractive enough to have fun together.

BZI networking experiences Five points seem fundamentally important to me when it comes to building a heterogeneous regional network. 1. Operate from an independent position: The actors we work with say they accept BZI's role as a network-builder because it is a publicly funded project, jointly implemented by a national museum and a university. They believe us when we say that we focus on content and do not have commercial self-interests. 2. The bigger picture: We introduce heritage and conservation in a broader societal context, including a critical reflection on present-day processes, and providing assistance to urban development policies. That enables us to establish contacts with a variety of actors who have not yet been involved with industrial heritage. 3. Create win-win situations: Develop a tourism concept is in fact a very thankful task, as tourism is generally understood as marketing, and all actors are really interested in marketing! 4. Make people meet: Twice a year, we organize events focusing on topics that attract a greater public. We make sure that our formats include large informal program parts, as other occasions for the actors to talk and get to know each other are rare. 5. Networked working: We also do workshops with special groups. In October, for instance, we invited all the tourism providers we know working on industrial heritage in Berlin. This was the first time they ever met, and they thanked us for having taken the initiative. And we are also happy because we agreed to join forces: They are the experts for interpreting Berlin's industrial heritage in the public space and will share their expertise with us, feeding an interactive map we are currently programming. The prototype should go online next year and will be promoted jointly.

Governance in the Internet age Facebook has the unique advantage to be the most commonly used platform worldwide. But there are of course others, and it makes sense to look for non-commercial alternatives that take Copyrights and Privacy Policies more seriously. However, I think that the fight for transparency and mutual respect in the web today is the same as the one for social justice we know from the material world. From my point of view, the essential thing about Social Media is that, for the first time, they allow for meeting and being in touch constantly with people around the globe, getting special information and developing common perceptions. I want to believe that this is a great opportunity to counter-balance economic by cultural globalization. And I would also see it as a professional duty of industrial heritage experts to accompany the emergence of the internet society by interpretation and assistance - not the least because the social rules set up in the web today will be part of the industrial heritage of tomorrow.



Photo: Christoph Eckelt, Bildmitte, Berlin 2012

Worldwide

Japan

Industrial heritage as Memory of the World

Michael Pearson
Director, Heritage Management Consultants (Australia), and consultant for the Sakubei Yamamoto Collection Memory of the World nomination.

While in a number of countries considerable effort has gone into nominating industrial sites for World Heritage listing, little attention has been given to the role that the UNESCO Memory of the World program can play in building awareness of, and in preserving, our documentary heritage relating to industry. Whereas World Heritage focuses on sites, Memory of the World (MOW) focuses on documents and documentary collections, and it is far easier to nominate collections for MOW than it is to nominate sites for World Heritage. The MOW program was established by UNESCO in 1992 to recognize and protect the documented, collective memory of the peoples of the world. It aims to chart the evolution of thought, discovery and achievement of human society, to facilitate the preservation of the world's documentary heritage, and to assist in increasing awareness of, and in providing universal access to, that heritage.

The recent MOW listing of the Sakubei Yamamoto Collection of paintings and diaries detailing coal mining in Japan in the twentieth century demonstrates this point, and also shows the power of the program to raise awareness. Sakubei Yamamoto was a miner who worked in the coal mines of the Chikuhō region of Kyushu from 1906 to 1955. On retirement, he started painting his memories of the vast changes that had occurred in both

mining technology and the life of the mining community over that period, his recollections strengthened by reference to the diaries and note books he had maintained since 1913. His vivid paintings, each annotated in Japanese script, give a fascinating and all depiction of mining and the related social impacts, and document many mining techniques and community practices that no longer exist. The paintings also help explain the impact on Japan of the first successful transfer of western heavy industrial into a non-western nation, the theme of a related World Heritage nomination currently being developed in Japan. I have been involved as a member of an international group assisting the Japanese authorities in developing this World Heritage nomination, and as a spin-off of that process became aware of the importance of the Sakubei Yamamoto Collection, and encouraged its curators to nominate it for Memory of the World.

Nominations of items or collections to MOW, a UNESCO Program, can be submitted by organizations or individuals rather than having to be developed by national governments, and nomination does not entail the lengthy and expensive process of national study and international scrutiny that attaches to World Heritage listing, stemming as that does from an international UNESCO Convention. The nomination for the Sakubei Yamamoto collection, for example, was prepared and submitted by the Tagawa Museum and Fukuoka Prefectural University with the input of myself as a consultant, and the collection curators, during a one-month period, and from nomination to listing took a little over one year after submission. The processes of nomination can be found at <http://www.unesco.org/new/en/communication-and-information/flagship-project-activities/memory-of-the-world/homepage/>



Worldwide



The listing of the Sakubei Yamamoto Collection on the MOW in May 2011 has seen an amazing response within Japan. There was a substantial television and press coverage of the listing, and a number of detailed documentaries were prepared in the year following. The listing has raised awareness of industrial history to a level it has not previously enjoyed in Japan, and has expanded the national conception of its own cultural heritage. Visitation to the Tagawa Coal Mining Museum where the Collection is housed has grown several-fold, and government funding has been provided for a new gallery attached to the museum to better display the collection.

There are a number of other Memory of the World registrations that relate to industrial/technological heritage, including

'Memory of the Suez Canal' (Egypt), 'Mining maps and plans of the main chamber – Count Office in Banská Stiavnica' (Slovakia), and 'Silver men: West Indian labourers at the Panama Canal' (Barbados, Jamaica, Panama, Saint Lucia, UK, and USA). The full MOW list can be found at <http://www.unesco.org/new/en/communication-and-information/flagship-project-activities/memory-of-the-world/register/>

The potential of the Memory of the World to promote awareness of industrial heritage is immense, and I would encourage the custodians of relevant collections to consider nominating them.



Worldwide

Belgium

Exhibition: Floor and wall tiles from art nouveau to the 1970s

Sofie De Schampheleire

The exhibition opened in October at the [MIAT museum](#) in Gent about Belgium's international tile industry. Belgian tile companies enjoyed fame in the 20th century, at home and abroad, with companies like Boch Frères, Gilliot and Maison Helman setting the tone. The floor and wall tile owed its success to splendid Art Nouveau realizations, from ingenious geometric patterns and decorative flowers to exquisite, colourful tile tableaux. They were designed and customized by scenery workshops or leading artists to decorate façades, interiors, homes and businesses. As well as being able to admire magnificent tile panels, you will also learn about the production process and working conditions in tile factories.



China

Research significance and conservation perspectives for mining heritage in China

Que Weimin
College of Urban and Environment Sciences,
Peking University

According to the Nizhny Tagil Charter mining heritage is an important part of industrial heritage. It has both important reality signification and far-reaching historic influence, through the World Heritage perspective, to select, distinguish, save, protect, plan and re-use historic traditional industry heritage and one of the key specialties of industrial heritage in China, in order to improve environment quality around the heritage sites and to push the harmonious development of economy in the community. Within the scope of cultural and industrial heritage research in China, it lags behind, compared with the rest of the world.

The research significance of mining heritage consists of five aspects: the typical property among cultural heritage in China, a tangible carrier of historical records about the mining industry, the main kind of industrial heritage in China, management basis of mining heritage and reality demand of environment protection in China.

From the conservation perspective, there is a need to regulate the management authority, currently the State Administration of Cultural Heritage as cultural heritage, by the Ministry of Land and Resources as a mining park, by the Ministry of Housing and Urban-Rural Development as mixed heritage and by the National Tourism Administration as a tourist site. But if one mining property will be proposed for inscribe on the World Heritage List, the State Administration of Cultural Heritage will be responsible for all research and management works concerning its historical back-ground, heritage value, conservative planning and monitoring.

The name needs to be unified. World Heritage consists of three categories: natural heritage, cultural heritage and mixed heritage. Term "mining heritage" is one part of industrial heritage among cultural heritage, but in the academic field in China, "mining heritage" is seldom used, instead "mining remains" and "mining park" are more frequent.

The academic understanding should also be standardized. Mining heritage is the remains of past mining industry. Its study needs to be standardized to understand it according to the historical situation and to avoid explaining by both modern scientific thought and limitless imagination.

Finally, there is a need to rationalize the utility. The utility of mining heritage, just like world heritage, is varied, such as for scientific research, a basis of patriotic education, a site of environment conservation, a place of cultural activity, and a landscape for tourism visiting. The utility of mining heritage is reasonable re-use under the premise of heritage protection, not only development for tourism. Heritage tourism is one part of heritage re-use, not its whole.

Worldwide



Images from Seville industrial heritage include the old port, various royal industrial initiatives, and (centre) the shot tower.

Spain

A laboratory for reactivating industrial areas in Seville: Sevlab-Team Project

Julián Sobrino Simal and Enrique Larive López,
Lecturers, Higher Technical School of Architecture, University of Seville

The historical process of industrialisation in Seville developed differently from that in other European regions or cities. Therefore the solutions aimed at revitalising its historical industrial zones must also be different and appropriate to its constituent characteristics.

The SEVLAB-TEAM project is framed within a European Union initiative called “Brownfield Policy Improvement Task Force” of the [INTERREG IV C Programme](#) (code 0575R2), which has the general mission to improve the public policies of development and the revitalization of obsolete industrial zones by means of the exchange of experiences at the European level. It was developed from 2010 to 2012 for the city of Seville.

INFO-Industrial Europe SITES-E Firstly, an initial diagnosis was made based on the regeneration of industrial sites in the international context, specifically analysing European Community projects. The Catalogue of European Case Studies has been produced with the following descriptors: 1. Intervention in industrial sites; 2. Management of industrial sites; 3. Research applied to industrial sites. The conclusions from these projects have been established and a Good Practice Guide designed on the management processes, the new uses and their potential.

Seville Industrial Inventory - Sites Secondly we have carried out an interactive census of the sites of the industrialisation of Seville (SEVLAB) with the following criteria: 1. The historical industrial sites in use; 2. The disused historical industrial sites; 3. The historical industrial sites falling into disuse. The subsequent diagnosis on the historical industrial spaces of Seville allows proposals, actions and synergies to be established, managed from an Activation and Innovation Laboratory of the Industrial Space of Seville (LAB-AIDEIS). This examines the scale, the transverse nature, the connectivity, socio-drama and e-topias of these industrial spaces.

Interactive Atlas of the RFAS An Interactive Atlas of the Real Fábrica de Artillería de Sevilla (Royal Artillery Factory) has been produced based on three levels of classification: typological-functional, potential use and perceptive-sensorial. The Atlas contributed to knowledge of the history of the RFAS, to its planimetric update and to the diagnosis of its state of conservation; it has allowed the connection of the RFAS data with those of its surroundings (heritage, demographic, economic, urbanistic and mobility data) to be established and included in the [GIS SEVLAB-TEAM](#); and it has allowed the so-called Perceptive Registry of the RFAS to be developed from the contemporary creation known as Project “Rostros-Rastros-Restos”(Faces-Traces-Remains).

Design and Development of the Geographic Information System GIS Sevlab-Team The objectives and the methodologies used have been based on establishing the relationships between the industrial structures and infrastructures (roads, ports, railways, warehousing, etc.), in order to produce codes of relationship between the different structures (indicators) which allow values for “recycling” or “potential” to be incorporated into the “good practice” action proposals.

Worldwide

We tried to identify the territories and the zones of influence existing between the industrial structures, the human, material and economic resources, to relate transverse operative concepts such as “the urban”, “the natural”, “the periphery”, “the industrial”, “the memory” and “the patrimonial”. As a result of this territorial interpretation and of its spatial organisation, the levels of complexity, of patrimonial value and physical materials have been characterised. These cartographies have generated an Atlas of the Industrial Heritage of Seville and the case study of the RFAS. It is an atlas intended as an instrument to understand, superimpose, map, compare, manage, imagine, measure and activate.

This has become a very useful tool from three aspects: information on the industrial heritage of the city, with the objectives of its knowledge, conservation and activation; economic information for business people and possible investors and with the objective of creating employment and value through innovation; and to start new tourist routes and products focused on the rich industrial heritage of Seville.

With this project we have attempted to strengthen the relationships between the population and the territory, between memory and modernity, space and technology, through a socially engaged and experimental approach. In the new context of the current economic crisis, we seek to generate symbiotic spaces and transition of the historical industrial structures of the city of Seville which demand an appropriate revitalization from the new strategies of flexible functions of the living city.

SevLAB
Activación de espacios
industriales en Sevilla



plataforma de investigación activa desarrollada por:
Julían Sobrino Simal y Enrique Larive López
profesores de la escuela técnica superior de arquitectura
colaboradores: juan d. càmec y lligas, arpaínecsa; daniel jaimesillo,
neiro, arpaínecsa; toño vayas; fotógrafo

United States

Detroit's ruined Packard Plant

'Once a symbol of industrial might and now ground zero for rustbelt blight, the Packard plant in Detroit has become an urban explorers' delight, graffiti artists' canvas, scrappers' cash in a city beleaguered by decay.' So the Detroit Free Press presents the sad and potentially disastrous situation of the huge former car plant, which includes the Albert Kahn-designed Building #10, the first factory ever built of reinforced concrete. In the report is a striking demonstration of before and after by the Detroit Free Press photographer Brian Kaufman, who matched 21st century scenes from the auto works with images captured in historic photographs from the National Automotive History Collection, Detroit Public Library.

Photoshop helped to align the images so that the effect is an almost identical image. There's also a fantastic poetic video which shows the beautiful and the bleak in the capital of industrial ruindom.

Research article prize from ICOHTEC

The International Committee for the History of Technology welcomes submissions for its Maurice Dumas article prize to encourage innovative and superbly written research in the history of technology.

ICOHTEC is interested in the history of technology focusing on technological development as well as its relationship to science, society, economy, culture and the environment, and covers all periods of human history.

Submissions must be postmarked no later than 23 January 2013.

Worldwide

Holland

New smartphone app connects heritage network in Amsterdam

Mauro Smit, HollandRoute Foundation

Historic windmills, pumping stations, factories, military fortresses and landscapes are a vital part of the HollandRoute, a Dutch version of the popular German Route der Industriekultur. A new smartphone app now provides easy access.

The HollandRoute Foundation has been working on the development of a Dutch version of its German counterpart since 2009. This initiative was well received and has resulted in a very diverse heritage network. Not only does the network include major tourist sites such as the Heineken Experience in Amsterdam, it also incorporates 'smaller' route points such as the Hoogovenmuseum (Steel company museum) in IJmuiden or the Czaar Peter huisje (Czar Peter house) in Zaandam. The carefully selected rest points (hotels, restaurants and bars) each have their own remarkable history. Connecting all these special locations within one network is what makes the HollandRoute unique within the Netherlands.

A total of 64 routes by foot, bike or boat have been developed to connect all 54 route points and 47 rest points. All are included in the HollandRoute app. If you own a smartphone or tablet running iOS (Apple) or Android (Google), you can download the app for free.

To aid international visitors we have chosen to include an offline map of the entire Amsterdam metropolitan area, allowing users to use the app without expensive data roaming costs. This did however increase the app size to 217 Mb. It is recommended to perform the one-time download over a wireless network. Free wireless networks are commonly available in the Netherlands. Photos, videos and additional background information of all 1000+ sights in the network make the app a must-have for

tourists visiting the Amsterdam region. The simple and intuitive interface of the app allows it to be used by anyone. The app is usable in both English and Dutch.

In addition to the 64 routes accessible by foot, bike or boat there is also 1 route specifically designed to be explored by car. This 140 kilometre long route is clearly marked by six-sided brown traffic signs bearing the HollandRoute logo and will take you to the most spectacular sights in the network.

The HollandRoute app is available as a free download in the Google Play Store (Android) and Apple App Store (iPhone and iPad). Search for 'HollandRoute' or visit our website: www.hollandroute.nl !



Germany

Insights into industrial culture through promotional products

Oliver Schmidt, TECHNOSEUM Landesmuseum für Technik und Arbeit in Mannheim

The TECHNOSEUM in Mannheim, Germany, has recently received a vast collection of merchandising products including at least 5,000 objects of all varieties: lighters, matches, tools, models, stickers, badges, figurines, umbrellas, radios, games, toys, textiles, lilos, porcelain, ashtrays, kitchen utensils and beer mugs, to mention but a few.

These very diverse objects have one thing in common: they all are deeply rooted in the popular mindscape and transport cultural meaning. They are also at the heart of industrial heritage



Pen holder with "HB man". Advertising cigarettes and tobacco has become increasingly difficult since the European court's judgement in 2006. Photo: TECHNOSEUM 2012, Hans Bleh.

Worldwide

as they form the memories of the population which consumed the products and produced them. They refer to changes in the production of consumer goods as well as to social and economic changes – and they reflect all fields of industrial society: consumption and leisure activities, social patterns and political culture, the history of enterprises and labour.

Merchandising products and promotional articles usually offer a range of cheap and faulty but sometimes nicely-designed or even stylish versions of actual objects from daily life. Many of them seem to be useless, ugly or tasteless – others appeal to our sense of the aesthetic, attract our attention or are merely creative. Some of them serve some kind of purpose, other items just scream out the name of a brand so recipients will never forget them. Sometimes they play with human needs; sometimes they are blunt or even offensive.

Perceptions of many well-known advertised products change over the years – the memory of certain brand figures and characters, however, fades more slowly. Products from the commercial world designed for the purpose of selling consumer goods have long been at the core of everyday life and culture. They have established a collective memory of products and brands and a shared feeling of a past era.

The actual objects of the merchandising industry also fulfil more tasks than they are supposed to as – beyond selling industrially-produced goods – they blend object, product, quality and standard of living into one chain of association. A mass of these chains of associations forms a web of commercial knowledge and culture which has become an integral part of our general perception of the world: advertisement is everywhere, brands flood our senses. “Vorsprung durch Technik”, for instance, has become a global cipher for high-tech automobiles from the south of Germany. Everyone knows it, everyone understands it and everyone uses it.



“Milka-Kuh” – the purple cow has represented Milka chocolate since 1972. In the mid-90s, 30% of Bavarian children tested drew cows purple.

Photo: TECHNOSEUM 2012, Hans Bleh.

The quantity and range of items in the TECHNOSEUM collection will allow the museum to fill the gaps in its existing collections and so bring to life the whole commercial culture of the 20th century. These objects allow the museum to tell stories of brands and consumer goods, research the changing methods of advertisement through the decades, evaluate which consumer groups were targeted, and by which means, and establish a panorama of social memory which invokes a feeling of life at a certain time. Stickers from the Green party summon memories of new social movements in the early 1980s and the new ecological awareness of the time. The “Bild-Lilly” became the model of “Barbie”, advertising Germany’s best-selling newspaper. The “Milka” cow and the “Bärenmarke” bear are some of the most popular representatives of German commercial figurines while the “HB-Männchen” stood for a brand of cigarettes and now only lives on in people’s memories and old objects in museum collections.

The objects referred to will form the context of future exhibitions at the TECHNOSEUM and go on to be displayed in their entirety in an exhibition on commercial culture scheduled for 2016.



“The “Bild-Lilli” was produced by Hausser/Elastolin from the mid-1950s and eventually used as a model for Mattel’s “Barbie” in 1958.

Photo: TECHNOSEUM 2012, Klaus Luginsland

Conference Reports



Post-Colonialism and Reinterpretation of Industrial Heritage, 4-8 November, 2012 Taipei, Taiwan

James Douet and Dag Avango

The conference report is often a disappointing critical format, a warmed-over list of the papers flavoured with in-jokes about the catering. Here we will try to give some sense of the overall discussion in Taipei, allowing for the difficulty of being simultaneously in several places to appreciate the four parallel sessions, tour options and of course varied bar discussions, and to consider how far the goals of the meeting were reached. Anyone wanting to check the full program and participants can consult the conference web site.

In objective terms, the first TICCIH Congress in Asia succeeded handsomely, with 202 registered delegates, 50 papers divided between sessions on Theory and Methodology, Planning and Design, Interpretations and Application, and Social and Economic Impacts. In addition, a couple of useful practical workshops took place, one on preparing World Heritage bids and the other an initiative to build an international database on industrial heritage sites, as well as the meetings of the TICCIH specialist sections. The program included visits to former and current sites of the Taiwanese colonial and post-colonial *industriekultur*.

Forty participants came from China, thirty-four from Japan, sixty-five were from Taiwan and there were strong delegations from Australia, Sweden, Germany, Slovakia and the UK. Distance and perhaps the headline theme meant the meeting didn't reflect the current geographic range of our membership but the goal of reaching out to a new constituency in Asia was convincingly met.



Dr Hsiao-Wei Lin greeting delegates on the first evening of the Congress.

Dr Hsiao-Wei Lin's organisation was even more successful. She not only pulled together the needed institutional and financial backers, attracted a good quality field of scholars and researchers and marshalled a small army of cheerful and obliging helpers from her university, but found time and energy to have her beautiful baby, Janine. Over the days of the meeting she displayed an aura of calm that was little short of supernatural.

Dr Lin's short *Introduction of Taiwan's Industrial Heritage*, edited with Dr Chun-Ming Huan (Taipei, 2011), places the island's historic industrial sites in the context of industries largely developed by the Japanese during their 55-year colonial administration from 1895, until they were taken over by the National Government after the end of the Chinese civil war in 1950. Appreciation of this colonial heritage has grown in recent years as it has started to disappear, hence the theme of the congress. Taiwan is already shifting into a post-industrial economy as part of which railway workshops, mines and production sites of sugar, tea, tobacco and breweries have all been re-purposed, many as creative and cultural parks. The Huashan 1914 saki plant where the congress opened is an impressive instance of this trend.

Such was the main theme and it was opened with characteristic verve by Sir Neil Cossons in his keynote opening address *Industrial Heritage: Treasure or Trash?* In response Professor Chao-Ching Fu guided delegates to the highlights in his address *Enlightening the Spirit of Industrial Heritage in Taiwan*.

Several of the congress papers addressed the theme from different angles. Attitudes expressed at the meeting towards the recognition of sites left by former colonial powers as part of the heritage of the colonised we found surprisingly relaxed. Presenters dealt with potentially controversial issues in an uncontroversial way, which may reflect a prioritisation of research problems beyond the ghosts of the past. It may also simply reflect diplomacy. There was more edge to the discussions about the role of colonial heritage in post-colonial contexts in other sessions. One example is the problematic issue of how to deal with monuments over industrial mismanagement, exemplified by an extensive discussion of how to interpret and manage the remains of the Union Carbide chemical plant in Bhopal, India. Another example is the use of heritage to support modern colonising programs, from the East and South China seas to the growing economic and geopolitical hotspots in the Arctic and Antarctic.

Conference Reports

Many of the papers were problem oriented rather than descriptive. This confirms a trend that was clearly notable already at the Freiberg congress in 2009 and part of a rising scientific ambition within the communities of scholars and practitioners of TICCIH. Although still too few, a number of participants presented theoretical papers – notably Professor Albrecht's analyses of the development of Industrial archaeology in Germany, and the excellent paper by Mihye Cho and Sunghye Shin on the integration of industrial heritage into the discourse of urban regeneration in de-industrializing cities in East Asia, built on a case from South Korea.

Another great contribution of the congress came out of the large delegation of heritage scholars from the Peoples Republic of China, presenting new knowledge on the massive challenges for industrial heritage conservation and research in the context of the rapid industrial transformation going on in this nation (see Dr. Yu Yifan's article below). Xiao-jun Fan from Sun Yat-Sen University presented a particularly good example, on the role of colonial and post-colonial industrial heritage in the re-development of Chinese industrial landscapes, analyzed through the lens of Shenyang city. It is also important to note that many of these scholars represent a new generation of industrial heritage professionals, young and more equally divided between men and women, with a unique expertise on regions where TICCIH has been largely absent.

TICCIH's most notable loss since the last congress was the death of former president Professor Marie Nisser, and her successor at the head of the organisation, Professor Patrick Martin, made a warm and affectionate appreciation of our colleague and friend entitled Remembering Marie Nisser: TICCIH's Past and Future.

One of the highlights at the end of the meeting was the announcement at the General Assembly of CILAC's proposal to organize the next congress in northern France in 2015. We are happy that the assembly approved this promising proposal but we should be critically aware that TICCIH will be back in its familiar territory in the western world. The congress in Taiwan represented a great step forward in making TICCIH less Eurocentric and more global. It will be a challenge for the future to build on this achievement.

Asian Industrial Heritage Cooperation Forum

This meeting on the final day was one of the most fruitful of the congress, and led to the presentation of a draft declaration in support of industrial heritage in Asia. *The Taipei Declaration for Asian Heritage* recognises the particular nature of the historic remains of industry in Asia, their distinct character compared with other regions, the particular threats they face and the need for concerted response to ensure their conservation.

The final wording of the text is being prepared and the document will be published on the TICCIH website and elsewhere.



Colonial heritage, in this case a Japanese Mitsubishi DT 668, steaming across the round table at the 1922 Changhua Railway Workshop, designated a historic site in 2001.

Conference Reports

Reflections from China

Dr. YU Yifan

**Professor of department of Urban Planning,
Tongji University**

The 15th International Congress saw the most Chinese participants in TICCIH's history. This increase is an indication of not only the expanded global influence of TICCIH, but also the fact that the issue of industrial heritage is drawing unprecedented attention in China.

After nearly 30 years of rapid development, China's urban construction is going through a transition from outward expansion to connotative development. A large number of industrial cities are facing challenges on how to evaluate and reuse prominent industrial heritage sites. This is especially prevalent during old city renovations and industrial restructuring processes. The 15th TICCIH Congress discussed many aspects of industrial heritage, such as theory and methodology, planning and design, interpretation and application, and the social and economic impact of industrial heritage. This wealth of experience and deep discussion is an important reference value for China.

Chinese cities are still in the initial stages of preservation and reuse of industrial heritage. Reuse strategies and models best suited for the unique conditions of industrial heritage in China require further development to guide scientific efforts in extending the life and enabling the multifaceted use of heritage sites. The following are specific areas for focus.

First, the development and implementation of a comprehensive and systematic research methodology of industrial remains, with particular emphasis on adequate archaeological investigation of industrial remains, needs to be incorporated. Doing so will assist Chinese cities in identifying industrial heritage sites and setting up inventories of sites for preservation. Many industrial sites are in either a neglected marginal state or being discovered and put to reuse without a scientific and systematic preservation strategy. This lack of systematic investigation and documentation, adequate funding and consistent technical standards has contributed to difficulties in preservation and reuse. Without these, the results will continue to be seen throughout China's urban areas, specifically, some of the industrial site remains with conservation value will be left in a state of neglect, damaged, or disappear altogether during urban renewal projects.

Second, current research and practice have focused primarily on the preservation and adaptation of individual industrial buildings. More consideration is required for shifting from a building-based approach to holistic conservation of the overall environment and landscape of industrial sites. This should include adopting a systematic approach to heritage preservation, taking into account zoning structure and appropriate use of state land resources.

Third, there is an urgent need for adequate legal and regulatory framework governing redevelopment of disused and contaminated industrial land. As was stipulated by the State Administration of Environmental Protection in its 2004 Circular on Effective Measures to Prevent and Control the Environmental Pollution during Relocation of Industrial Enterprises, all industrial manufacturers of hazardous materials are required to conduct soil evaluations and determine suitable rehabilitation plans when changing land use limitations. The circular also requires the original manufacturer and operator on the land in question to be responsible for cleanup and soil rehabilitation. However, the circular is not statute law. It lacks legal compliance force as well as similar requirements in unequivocal terms in any other applicable laws. Due to this, most of disused industrial land properties have not undergone soil evaluation and rehabilitation prior to adaptation and redevelopment. Furthermore, the lack of established scope, definitions, and criteria of soil pollutants for site evaluation, plus the lack of technical standards for cleaning up contaminated soil in Chinese cities further compound the issues in establishing a legal and regulatory framework.

Lastly, the preservation and reuse of industrial heritage concerns multiple interested parties. Initially pioneered by the private sector, the preservation and reuse of industrial heritage is attracting the attention of city administrators and investment from real estate development companies. This is more prevalent now as an increasing number of positive, social impact and economic benefits become evident. Further consideration is required to develop a "best" enabling policy approach to enhance the role of private and non-government organizations in a market-oriented environment. This approach should encourage innovation, as well as integrate spontaneous efforts and effective resources of business and private organizations into a multi-faceted support base for the conservation of industrial heritage.

Industrial heritage is the inevitable outcome of industrial restructuring and changes in city functions and urban spatial structure. Opportunities and challenges arise at the same time in the re-use of industrial heritage. On the one hand, the reuse of industrial heritage provides opportunities for upgrading and development. On the other, there is a lack of rational and holistic methodology for the preservation and reuse of industrial heritage. The challenge is to find an effective approach for the revitalization of former industrial sites and preservation of industrial heritage. The efforts by Chinese cities for the preservation and reuse of industrial heritage have only just begun. They still have a very long way to go to establish comprehensive, systematic and sustainable practices for preserving, and extending lifecycles of industrial heritage sites utilizing a strategy of adaptable reuse and enhanced multifaceted value.

Conference Reports

TICCIH Board Report – Taiwan

Stephen Hughes, TICCIH Secretary

There were three meetings of the TICCIH Board during the TICCIH Congress in Taiwan. The first was held before the congress started, on the morning of 4 November. Ten members of the Board were present and five others were in attendance including one of the Vice Presidents for Life and the TICCIH Editor.

There was an initial discussion of the 'Joint ICOMOS-TICCIH Principles for the Conservation of Industrial Heritage Sites, Structures, Areas and Landscapes – the Dublin Principles – which had been approved a year earlier at the 17th ICOMOS General Assembly in Paris. Discussion followed on how further work on the World Heritage might proceed and how this might be taken forward in co-operation with ICOMOS. This concerned two distinct areas of work; one in the preparation of digital databases centred on the special sections and the other the preparation of thematic World Heritage Studies which would facilitate the nomination of World Heritage Sites.

It was suggested that national representatives could further the discussion of the TICCIH-ICOMOS Principles in their own nations in conjunction with national ICOMOS Committees.

It was reported that financially TICCIH was reducing its costs resulting from the Bulletin going electronic and from a reduction in Secretarial expenses. Calculation of finances was somewhat complicated by the three year periods of membership and the Treasurer would be producing a paper on this subject.

Board elections: According to the TICCIH Declaration of Trust five members of the Board had to resign at each General Assembly and the names of those going was agreed. The President and two other Board members were offering themselves for re-election so with two nominations for new Board members received, there was no need for elections unless new nominations were made prior to the General Assembly (no other names were received).

Conferences: Proposals for TICCIH Intermediate conferences in Zacatecas, Mexico in May/June 2013 and in Ironbridge in June 2013 on ironmaking landscapes had been received. The TICCIH Textile Section were planning a meeting in Bruges and the Agriculture Section were considering holding a meeting in Seville in 2014. It was decided that all intermediate TICCIH Conferences had to have the permission of the Board in order to use TICCIH branding and further details of all such conferences would appear in the TICCIH Bulletin.

A very short Board Meeting was held immediately after the main Board Meeting to pass a Special Resolution to amend and update the original Declaration of Trust of TICCIH dated 22 December 1999.



Stuart Smith and his retirement dish, cast from tin ingots recovered from the sea bed off Cornwall, UK.

The third Board meeting took place after the General Assembly Elections on Thursday 8 November during which Cristina Meneguello of Brazil and Stephen Hughes of the United Kingdom were elected, and Gracia Dorel-Ferre of France was re-elected to the Board, while José Manuel Lopes Cordeiro was toasted in his absence after 20 years on the Board. Retiring Secretary Stuart Smith was thanked by the President who read out Stuart's career history and then presented him with a pewter dish made from Cornish tin, recovered from a wreck of the coast, and suitably engraved with the TICCIH logo and a message from TICCIH members to honour his contribution to TICCIH's health: a member for 29 years, 26 of them as General Secretary. Large bouquets of flowers were being presented to Stuart's wife, Jacky, and to Sarah Graham who had worked as Stuart's secretary for TICCIH for 15 years.

The first item of business was that Stephen Hughes was elected to the post of TICCIH Secretary and David Worth of South Africa was re-elected as TICCIH Treasurer. The possibility of having a three-year programme of work for TICCIH was also discussed. The Board decided to congratulate the conference organisers for having held such a very successful meeting in Taiwan.

The TICCIH Board were concerned how to increase the membership of TICCIH and discussed how that might be effected and student membership nurtured. There was renewed discussion of how closer relationships between national TICCIH & ICOMOS organisations could be achieved and the joint Dublin Principles explained the memberships of both organisations and the Principles implemented.

Conference Reports

The possibility for a TICCIH App leading to the TICCIH website was also discussed.

The Taipei Declaration on the future of industrial archaeology in Asia was approved by the Board and finalised. It was decided to have four virtual Board meetings during the year starting in February and ending in November.

There were a number of Action Points agreed for the next meeting in February. Iain Stuart (Australia) was to produce proposals on membership. Stephen Hughes and James Douet (Editor – Spain) are to produce proposals on the resumption of the thematic World Heritage Studies. Miles Oglethorpe (United Kingdom) to produce proposals on the production of digital inventories. Patrick Martin (President – United States) and Hueng Tsiao-Lin are to produce proposals on the development of TICCIH in Asia.

Patrick Martin noted how the J.M. Kaplan Foundation of New York, which funded the new TICCIH book *Industrial Archaeology Retooled*, has expressed a willingness to consider further grant applications. The President proposed to submit an application to fund a post for TICCIH.

The Board decided that it should liaise closely with the organisers of the next full General Assembly and Conference to be held in the Nord Pas-de-Calais World Heritage Site in France and Stephen Hughes, Helmuth Albrecht and Massimo Preite were delegated to expediate this.

Patrick Vaene was to explore whether closer co-operation could take place between TICCIH and E-FAITH (the European Federation of Associations of Industrial and Technical Heritage).

Obituary

Richard Williams MBE 1946-2012

Richard Williams died on Thursday 4 October after a long fight against cancer. He was well known to many TICCIH colleagues as he attended the Conferences in Greece and Russia and the Intermediate Conferences in Hungary and Cuba.

He developed a deep affection for Mexico, particularly Pachuca and Mineral del Monte, and established the Cornish Mexican Cultural Society with chapters in both countries.

Richard was proud to have been a Cornish miner, working himself underground at South Crofty. He owned and operated a quarry in north Cornwall and became the Manager for Tolgus Tin, a tin streaming works, when it was owned by Madame Tus-saids.

In the late 1990s Richard enrolled for a new Masters course at the Camborne School of Mines in Industrial Heritage Studies, tutored by Stuart Smith and Tony Brooks, during which it was realised that the Heritage Lottery Fund application which Richard had prepared for the Royal Geological Society of Cornwall's museum in Penzance was exemplary. Richard subsequently formed "Industrial Heritage Consultancy" which acted for The Trevithick Trust for many years doing funding and design packages for Cornish Engines in Pool, for Tolgus Tin, and the china clay museum at Wheal Martyn.

In 2000 Richard achieved his lifetime ambition of purchasing his own Cornish tin mine, previously Wendron Forge but for the last 30 years known as Poldark Mine. Richard formed a company to take over the property and he put all of his efforts into developing this into one of the most atmospheric tourist underground mine experiences in Europe.

At the entrance to his mine a large granite outcrop was found containing circular depressions where ancient miners had ground tin from the adjacent stream. This is now a scheduled monument.

He worked tirelessly to have the historic Wendron Mining District included in the Cornwall and West Devon Mining Landscape World Heritage Site which was inscribed by UNESCO in 2006.

In 2011 Richard was delighted to have been appointed by the Queen as a Member of the British Empire for "services to UK/Mexico relations".

Richard doggedly refused to allow his illness to affect his vision for Poldark Mine or his drive to continually reinforce the links he forged between the United Kingdom and Mexico. Unfortunately he was unable to attend the TICCIH Conference in Terni, but he had made a major contribution by drawing up the rules for the operation of TICCIH Sections and contributing to both the TICCIH Mining Section and to the development of the European Mining Network (MINET).

Richard was a polymath with a keen interest in mineralogy, having published a book on Cornish minerals, and he was a collector of mining memorabilia.

He will be sadly missed by many people around the world but particularly in his native Cornwall and in his "Mexico's Little Cornwall" where, over the last 14 years, he has gained the highest of respect. Our sincere condolences are with his wife Pam. His funeral took place at Wendron Parish Church on Saturday 27 October.

Stuart B. Smith

Publications

TICCIH National Reports 2012

Iain Stuart, Patrick Martin, Hsiao-Wei Lin and Hui-Wen Lin (eds.), 2012, Chung Yuan Christian University, Taiwan. NTD 500. ISBN 978-986-7383-94-5

The volume published for the Taiwan congress offers a rich panorama of new projects, lost causes, good ideas as well as familiar anxieties, set within the deeper tendencies running through international industrial heritage.

This 2013 collection of reports from the various TICCIH committees and authored by the National Representatives benefits enormously from the contents template which was drawn up by Iain Stuart. In setting a standard pattern, the template allows comparisons to be more easily drawn between different countries. Thus Introduction, Character of Industrial Heritage, Protection and Management, Promotion and Support, Advocacy Education and Training, Recent activities, and finally Publications structure (almost) every report.

The perspective is summed up in the opening from the Czech Republic. If lined up together, TICCIH National Reports 'would see a paradoxical development... the public's independent interest in industrial heritage today is more grounded in knowledge, solid arguments and international comparisons than in the past, yet... at even greater risk than ever before.'

Aspects noted by the *Bulletin Editor*. TICCIH groups take on considerable advocacy in favour of threatened sites, but could more not be achieved if they involved the international organisation? A good instance is the spectacular Tua Railway in Portugal which APPI-TICCIH has been fighting to save in the face of that ancient environmental menace, a dam project. Indeed, could TICCIH be more effective with a something like a Threatened Sites officer to act as a visible coordinator?



Among the more notable *Recent Activities* is the re-use of former paper mills in Finland where Google have turned the Alvar Aalto mill in Summa into a data centre, and it seems such buildings make ideal server rooms, using local electricity and cooling water drawn from the River. The Italian report has a helpful analysis under *Promotion and Support* of tourism, still the Great White Hope for sustainable industrial heritage. *Education* receives the briskest treatment and has least news. It is encouraging to see the Paris Cite de l'architecture et du Patrimoine organising a series of 26 public lectures but disappointing that they won't be repeated this year. Despite the low profile currently given to museums in TICCIH, a number of outstanding inaugurations in historic industrial installations are mentioned, including the '26 colours' exhibition in a former wallpaper factory and the new Metropolitan Waterworks Museum in a preserved steam pumping station near Boston, US.

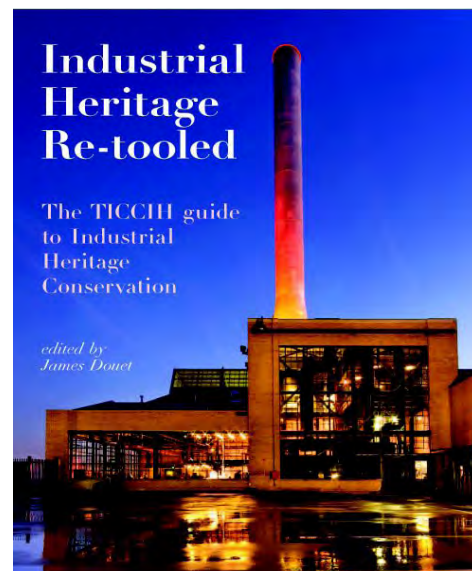
Further copies of *TICCIH National Reports 2012* can be obtained from the Congress organisers.

Industrial Heritage Re-tooled: The TICCIH guide to Industrial Heritage Conservation. James Douet (ed.). Lancaster: Carnegie. 2012. 71 colour photos. pp. 244. £14.99. ISBN 978-1-85936-218-1

TICCIH's first step into publishing was launched at the congress in Taipei and went on sale at the end of November.

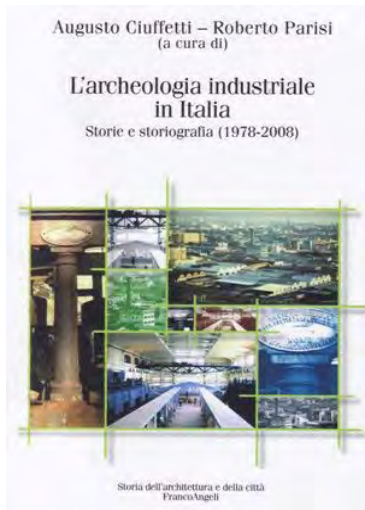
The book lays out best practice across the range of issues facing industrial heritage, using illustrative sites from Finland to Sydney to Chile to illuminate the argument.

Members were sent a 10% discount code which can be used when ordering your copy from [YPD books](http://YPDbooks.com) or via the TICCIH web site www.ticcih.org.



Publications

L'archeologia industriale in Italia. Storie e storiografia (1978-2008), Augusto Ciuffetti, Roberto Parisi (a cura di), Franco Angeli Editore, Milano, 2012, pp. 368, €45,00. ISBN 978-88-568-4935-6



This new book aims at assessing industrial archaeology studies some thirty years after the full establishment of the field in Italy. Its publication is timely as industrialization as a model of the organization of territorial development based on the centrality of the factory seems no longer pertinent to the country's culture. The time is therefore ripe for a thorough analysis of the Italian industrial society and its historical evolution.

The essays in the first part of the book (*L'archeologia industriale in Italia. Un bilancio storiografico*) examine the issue of the shift from industrial archaeology to the history of industrial heritage. At the same time, they reconstruct historicographical paths, strands of debate, and themes which were developed in Italy based on suggestions from other European countries and especially from Britain from the '70s. In terms of historical research, in fact, the contribution that autonomous and consolidated methodologies have made to the development of industrial archaeology is yet to be determined, but it is important to highlight the latter's contribution to other more traditional disciplines such as the history of industry, the history of architecture and art, and the history of landscape.

In the second part (*Lo spazio della produzione: architetture e città*), researchers of different fields look into models of the industrial city, laying the foundations for widening the boundaries of industrial archaeology towards other disciplines (such as urban history and the history of the environment), as well as towards other perspectives, including reading industrial sites through memory, literature, and labour history. This part of the book, which ultimately seeks to identify new areas of study and research, highlights the need and the importance for the interpretation of the process of industrialization of the urban space to refer to its visible forms (factories, houses and working-class neighbourhoods, roads and railways), regarding architecture as a product of construction, rather than of art. In this way the architecture of labour, i.e. factories and residential areas, become fundamental documents of historical, economic and social interest. Within the processes of industrialization these spaces become places of innovation, of development of production processes, of communication and promotion of entrepreneurship, but also of gaining political and trade union rights.

These are the themes that the authors were invited to consider from a highly interdisciplinary perspective. On the epistemological level the shift from archaeology to the history of industrial heritage has assumed a complex dimension, stemming from the not fully shared assumption of the concept of heritagization as the new interpretative paradigm of the processes of industrial development in their multiple past configurations. At the centre of the analysis is also what the factory encloses - the machines and the tools for production processes, but also the archives and what the factory represents in terms of memory, as a tangible sign of the intangible characters of a place, such as culture, traditions, identity, and knowledge of the workers. Some essays have reshaped the background of these issues, demanding new or different critical approaches, while others preferred to revisit standard perspectives or case studies previously investigated in established fields of research but in the light of new approaches and interpretative frameworks.

Augusto Ciuffetti and Carolina Rosa

Time to renew your 2013 TICCIH Membership.

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Book Review

This is the first in a new series of key book reviews reprinted from the SIA journal. Ganzel and Wulff: The Quest for American Milling Secrets relates the intriguing story of a tour of America by two German industrial spies probing flour millings techniques in the early phase of the Industrial Revolution. It throws a fascinating light on technological change and exchange in both German and American industrialization which is why it has been chosen as the first in this collaboration with IA: The Journal of the Society for Industrial Archaeology. Our thanks to the editor, Fred Quivik, and the author of the review, Terry S. Reynolds, for giving us their permission.

Ganzel and Wulff: The Quest for American Milling Secrets (Bibliotheca Molinologica 20). Ed. by Derek Ogden and Gerald Bost. Congleton, UK: The International Molinological Society, 2011. iii + 252 pp., illus., tables, maps, diags., refs., bibl., index. \$48.50 pb.

The latest volume in the monograph series of the International Molinological Society – *Ganzel and Wulff* -- is one of the very best of the series. It offers an English translation from the old German of a valuable, restricted-circulation 1832 publication describing American flour mills and milling practices in the 1820s. It also includes extensive historical and technical commentary and translations into English of several related Prussian documents on milling.

In 1827, Christian Peter Beuth, head of Prussia's Department of Trade and long-time promoter of Prussian industry, arranged for two students of Berlin's Industrial Institute – Carl Friedrich Ganzel and Fredrich Wulff – to visit the United States. Brueth wished to improve Prussia's antiquated milling industry and wanted these two students, acting essentially as industrial spies, to discover the "secret" to American success in exporting flour and in particular how American commercial mills produced the long-lasting flour favored by the export market. Between 1827 and 1829 Ganzel and Wulff, travelling both together and separately, covered at least 8,000 miles. They visited commercial flour mills (and occasionally other industrial sites) over a wide swathe of the United States, from Rochester, New York, in the north to Richmond, Virginia, in the south, and from Boston in the east to Cincinnati in the west. They had instructions not only to visit and observe mills, but also to find work in a commercial flour mill in order to gain first-hand, practical knowledge of American milling techniques and discover the secret to American success in the flour export market. After considerable difficulty, both eventually succeeded in finding short-term mill work.

On their return to Berlin, Ganzel and Wulff wrote an account of their travels and produced drawings and descriptions of the machinery in American mills. They described how that machinery was arranged and how the mills operated. Their report was published in 1832, without the drawings. The heart of this volume in the International Molinological Society's monograph series is an English translation of the Ganzel-Wulff text, published for the first time with all the illustrations that originally accompanied the report. The Ganzel-Wulff report consisted of three

basic parts: (1) details of their travels; (2) a summary account of the machinery used in American commercial flour mills, its arrangement, and operation; and (3) a series of appendices covering a variety of topics (e.g., technical descriptions of American wheat and flour). To make the volume more attractive, the editors make extensive use of early 19th-century engravings and paintings. Thus, for example, the page containing Wulff's account of his visit to the Fairmount Waterworks in Philadelphia is accompanied by illustrations of those waterworks.

Almost as valuable as Gazel and Wulff's original report is editor Derek Ogden's very extensive commentary (with notes) on the report. Ogden follows the travels of the two young engineers, providing nice historical background on their modes of transportation and on the various sites they visited, often accompanied by an early 19th-century illustration of the type of conveyance (or the exact conveyance) on which they travelled or of a mill they visited (or one like or near the one they visited, if no illustration of the exact mill exists). Ogden also attempted to identify the remains of the mills his protagonists visited, but found little. Clearly disappointed, he notes that the rivers, falls, and some of the dams that powered their waterwheels were generally still there, but the mills were gone. Ogden's comments on Ganzel and Wulff's observations on the furnishings and equipment of American mills and their method of preparing flour are particularly valuable. He points out a number of instances where Ganzel and Wulff's document reveals, clarifies, or verifies aspects of early American milling practice. Ogden's co-editor Gerald Bost provides a nice account of the subsequent adoption of American milling practice in Germany.

While the content and the editorial research underlying this volume contain much to praise, the production of the volume is more of a mixed bag. Layout is reasonable. Practically all of the very numerous illustrations are well produced and placed close to the text they compliment. One could quibble about the size selected for reproduction of specific images, but it would be just that – quibbling. The volume, however, was poorly bound. Some of the early pages in my copy completely detached themselves from the spine before I had completed reading the book. A work as hefty as this one deserved a more durable binding.

From the standpoint of the history of American technology, *Ganzel & Wulff* is important for its confirmation of the early international importance of American flour milling technology and for its insights into 19th-century industrial espionage and technology transfer. It also reinforces the importance of water power to the emergence of early American industry. Anyone interested in milling, whether historically or practically, will find this latest contribution from the International Molinological Society valuable in multiple respects, and it should be of particular value to the operators of American mill museums.

Terry S. Reynolds

First published in IA: The Journal of the Society for Industrial Archaeology, vol. 35, num. 1 & 2, 2009

Coming Soon

2013

Portugal - Shaping Landscapes and Building Expertise

10/3/2013 - 13/3/2013 The role of imperial technology in the making of the 19th and 20th century world. Lisbon. New approaches highlight the use of technology to enact political power and to create/sustain a dynamic of cultural transfer and of entangled histories of mutual influence.

Mexico - VII Latin American Symposium on the Conservation of the Industrial Heritage CfP

27/5/2013 - 2/6/2013 III International Seminar of TICCIH Mexico. Industrial heritage and regional development: rescue, awareness, reuse and social participation.

Spain - VI Congreso sobre Patrimonio Industrial y Obra Pública de TICCIH-España. Madrid

12/6/2013-16/6/2013: Industrial heritage in the context of Francoism (1939-1975). www.ticcih.es

France - Water History Conference

24/6/2013 - 29/6/2013 Conference of the International Water History Association, Montpellier.

<http://www.citg.tudelft.nl/waterhistory2013>

Czech Republic - Central Europe towards Sustainable Building Prague

26/6/2013 - 28/6/2013 Industrial heritage in urban context, adaptive reuse possibilities, public spaces conversion, regeneration initializing activities, industrial heritage tourism. Czech Technical University in Prague. <http://www.cesb.cz>

United Kingdom - Rust, regeneration and romance: Iron and Steel Landscapes and Cultures CfP

10/7/2013 - 14/7/2013 Ironbridge International Institute for Cultural Heritage, with TICCIH UK. Birmingham University.

<http://ironandsteel2013.wordpress.com/>

Germany - Circulating Natures: Water—Food—Energy

20/8/2013 - 24/8/2013 7th Biennial Conference of the European Society for Environmental History, Munich. Oil and energy as a challenge of contemporary history. Contact Frank Bösch, Potsdam University, boesch@zzf-pdm.de

<http://eseh2013.org/call-for-papers.html>

Canada - Big Stuff 2013 CfP

25/9/2013 - 27/9/2013 Triennial international meeting focused on the challenges and triumphs of conserving our large technology heritage. Canada Aviation and Space Museum and Canada Science and Technology Museum, Ottawa.

http://www.sciencetech.technomuses.ca/english/whatson/big_stuff_conference.cfm

France – TICCIH Congress XVI

September 2015 Industrial heritage in the twenty-first century.

<http://cilac.com/>

Opinions expressed in the Bulletin are the authors', and do not necessarily reflect those of TICCIH. Photographs are the authors' unless stated otherwise.

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There is an online membership form on www.ticcih.org

The **TICCIH Bulletin** welcomes news, comment and (short-ish) articles from anyone who has something they want to say related to our field. The Bulletin is the only international newsletter dedicated to industrial archaeology and the conservation of the heritage of industrialisation. The TICCIH Bulletin is published online to members four times a year.

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