



Industrial Heritage in Hamburg Metropolitan Region: From Festival to Routes





What I want to present today...

- Quick overview over Hamburg Metropolitan Region
- Our industrial heritage
- Festival of industrial heritage
- Achievements, Plans for the future
- Problems





Hamburg Metropolitan Region: a quick overview

- 4 federal states
- 17 counties and 2 urban districts
- 5 million inhabitants
- 1000 municipalities

- Working areas:
 - Transport
 - Settlement development
 - Economy
 - Ecological affairs
 - Energy and climate protection
 - Tourism





A region characterised by water





Trade-related industrial heritage:

- Historic port cranes
Hamburg
- Hamburg's historic
storehouses
(Speicherstadt)
- An old
freighter in
the old Elbe-
port of
Drochtersen
- Transporter
bridge in
Osten/Elbe





Industrial Heritage: „big“ industries

- Leather and fabrics were produced on a great scale in the city of Neumünster
- Hitzler-Wharf in Lauenburg / Elbe: still in business today
- Bricks for Hamburg's buildings from one of almost 100 brick-factories of the region
- Flour for the region and beyond came from Mecklenburg's biggest wheat mill in Bad Kleinen





Technical heritage using water, controlling water, crossing water, shipping water...

- Ports
- Bridges
- Watermills
- Hydro-electric power plants
- Historic Ships
- Locks
- Lighthouses
- Water works
- Factories
- Irrigation systems
- Pumping stations
- Museums





Rural areas' treasures of transregional importance

- one of Europe's oldest functioning swing bridges in Klevendeich
- One of the world's oldest originally preserved and still operating paddle steamer, the "Kaiser Wilhelm"
- Germany's oldest lighthouse in Travemünde
- Germany's oldest still sailing ship, the "Rigmor von Glückstadt"





Water-based industrial heritage - everywhere in the region



Participants of the festival „Tage der Industriekultur 2013“



Festival of Industrial Heritage

- „Tage der Industriekultur am Wasser“ in 2011 and 2013 (3/2 days)
- 100 objects opened their doors and offered guided tours, special exhibitions or activities
- Accompanying catalogue serves as a „tour guide“
- It's a success:
 - 15.000 visitors
 - big media-echo
 - Welcomed by organisations taking care of the objects: most are willing to be part of it again
 - Connecting objects and local tourism organisations





What do we do and why?

- Festival of industrial heritage: a product of a working group within the framework of Hamburg Metropolitan Region
- Fits into our strategic framework of rural-urban partnership
- Organised and funded by Hamburg Metropolitan Region

- Aims of the project:
 - fostering regional identity
 - establishing public awareness for our industrial heritage
 - increasing touristic revenues, esp. in rural areas





What have we achieved so far?

- 2 successful festivals
- Increase in public interest
- Acknowledgement of the non-profit, volunteer work involved in the conservation of the objects
- A comprehensive overview of the existing potential of the region
- A comprehensive catalogue of 100 objects, serving as „guide“ to the heritage
- Increasing awareness of the touristic potential of industrial heritage
- Awareness within the region and in small towns of their role in the region's development
- Good backing from our political stakeholders





Our plans for the future: festival AND routes

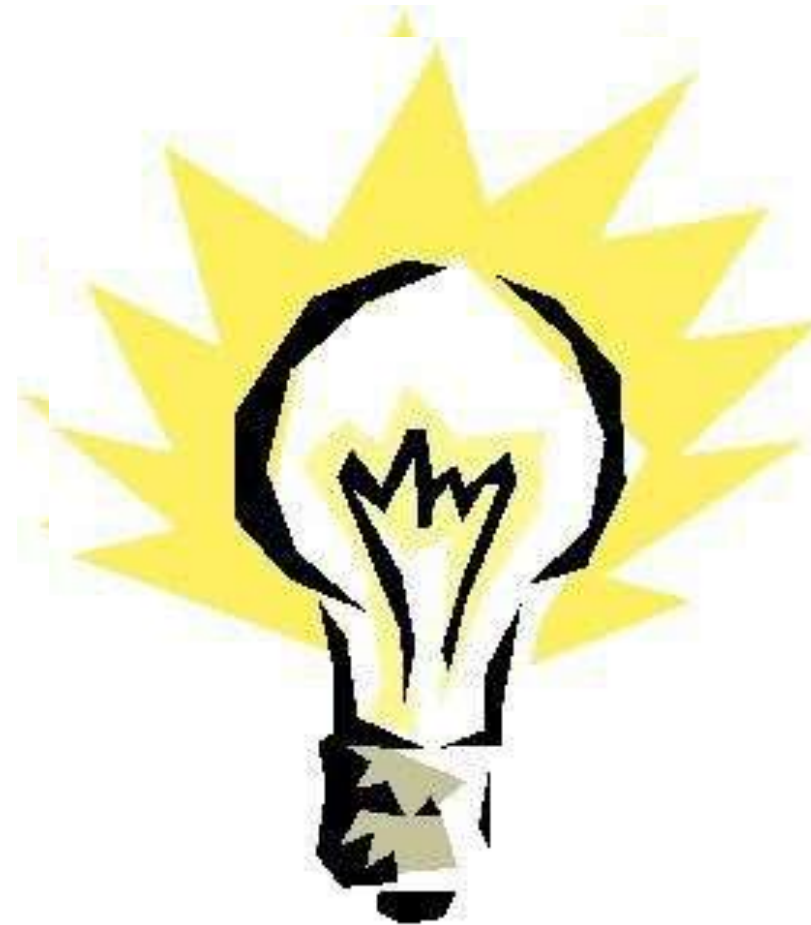
- Establishing the festival “Tage der Industriekultur” as a biennial event
- Extending the network, including more objects
- Establishing local routes: make industrial heritage visible outside the festival, creating touristic products
- Idea: 2-3 regions / towns start





What are our problems?

- Operational: No strong coordinating organisation / „One-man-show“.
- Money: Uncertain funding
- Status: Only one among many projects of Hamburg Metropolitan Region
- Support: Topic is a niche-market for most of our touristic regions





Thank you!

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