





Statue of Sekhmet Diorite The New Kingdom 18th Dynasty, King Amenophis III, 1388-1351 BC

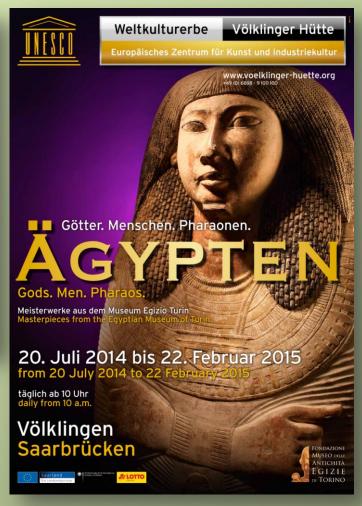
The Portal to an unknown Culture: Godess Sekhmet says "Hello"

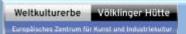


Audience development by Culture and Arts – Meet the unknown!

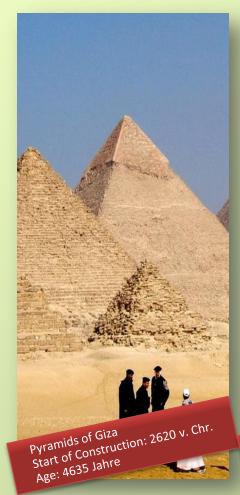


Top 2 of german Exhibitions Avarage age 39 years 56% female visitors

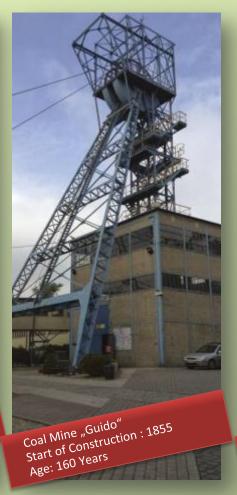




Authenticity and Sustainability: The "Eternity"-Factor









Monuments for the Eternity, Industrial Heritage for the Eternity.

Sustainability: The Visitor



Industrial Heritage on the space of 120 football grounds!

Authenticity and Sustainability – the Triple of Tasks



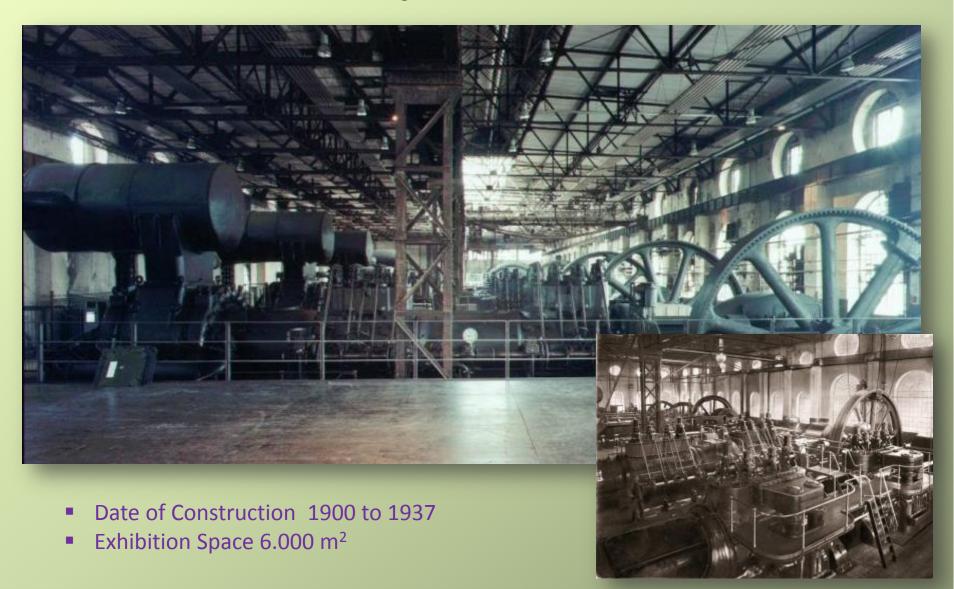


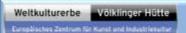
Restauration – Saving the Authenticity

Transformation – Adapting to the needs of the Audience

Intervention – The Balance between Authenticity and Sustainability

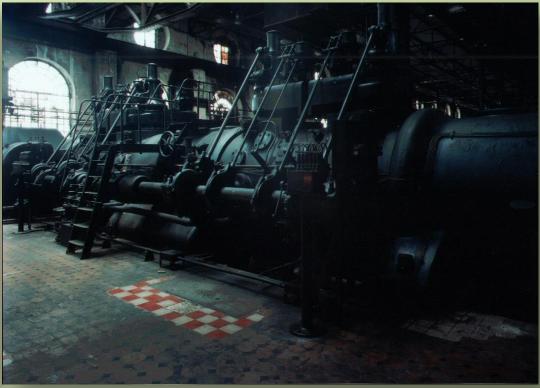
The Site: The Blower Hall of the Völklingen Ironworks





Example1 | Blower Hall | Egypt – Gods. Humans. Pharaohs.





- Six Gas Engines in situ
- Construction Date 1905 to 1914

Example 1 | Blower Hall | Egypt – Gods. Humans. Pharaohs.

Key visual: The lonely pyramid of Völklingen



Bringing unknown cultures to the people ...



Meet the Mummy!

Transforming Industrial spaces to Exhibition Sites: Let there be Light!



Example 1 | Blower Hall | Egypt – Gods. Humans. Pharaohs.

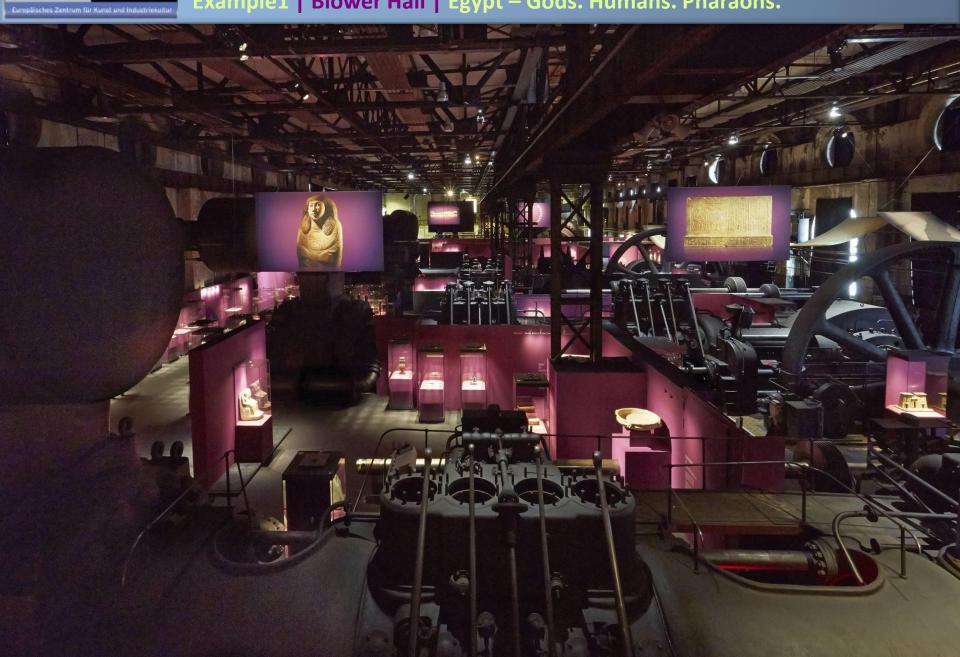
Transforming industrial spaces to Exhibition Sites:



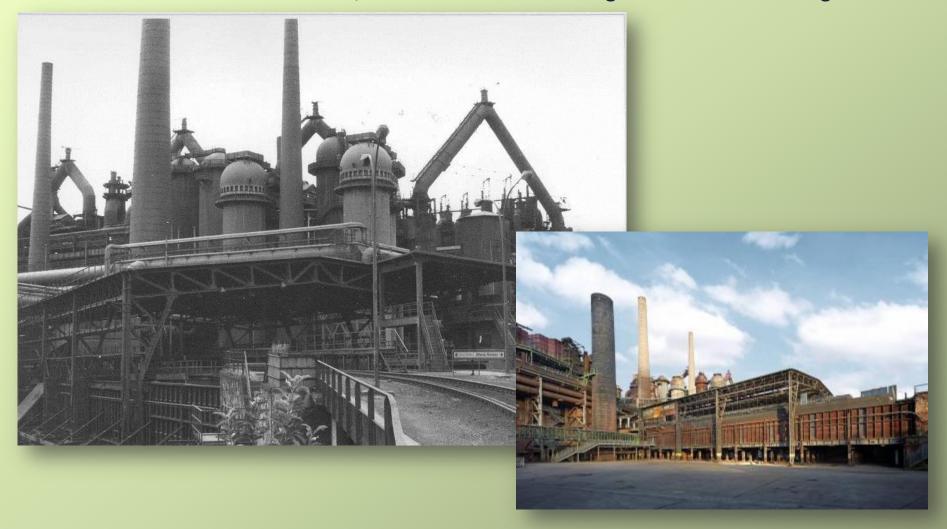
The Dialogue of Cultures: Gas Engine (100 years old) vs. Ushebti (3000 years old)

Völklinger Hütte Weltkulturerbe

Example1 | Blower Hall | Egypt – Gods. Humans. Pharaohs.



Date of Construction 1900 to 1903, one of the oldest buildings of the World Heritage Site



- "Old Iron Ore Silo": Steel construction, capacity 12.000 tons
- Exhibition space 1.500 m2

The Iron Ore Hall: Transforming as a sheet anchor for sustainable Prevention





The starting point: Industrial Heritage on the brink of the breakdown

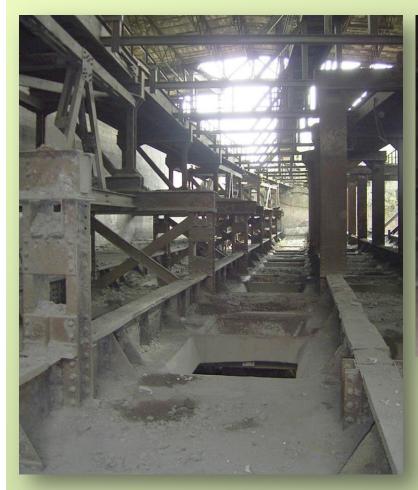
Three phasis of restauration - Phase 1: Basic Restauration

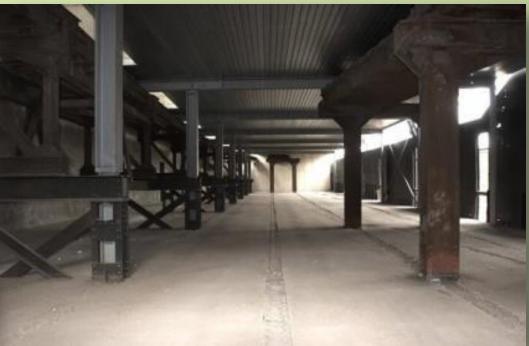




Installing the roof

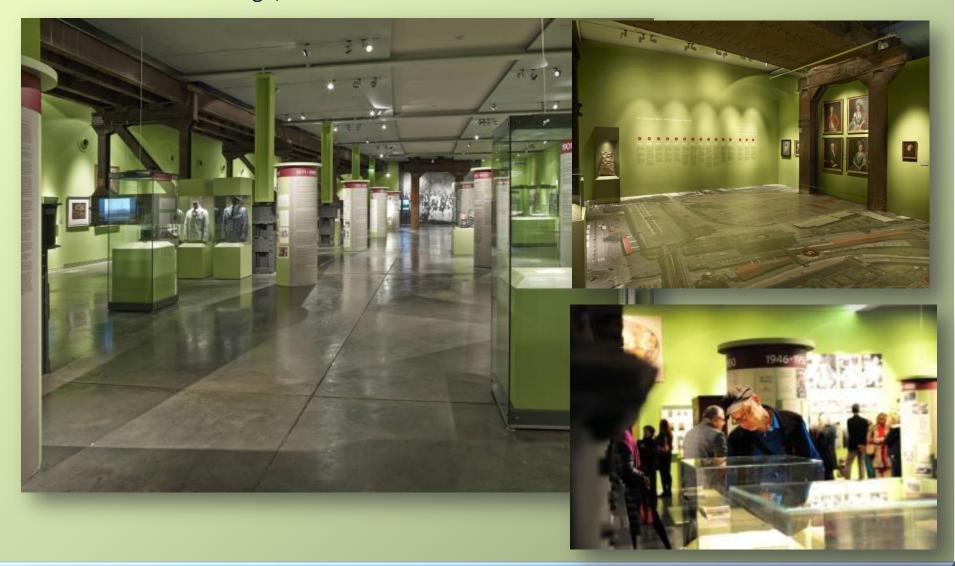
The Iron Ore hall - Three phasis of restauration Phase 2: Basic Restauration





Building in the floor

The Iron Ore hall - Three phasis of restauration Phase 3: Exhibition Design, Infrastructure



The Iron Ore Hall: Transforming as strategy for sustainable Prevention



UrbanArt Biennale 2015 indoor





- Iron ore silo
- Construction time 1913
- Exibition space 10.000 m²



UrbanArt Biennale 2015 indoor



Creating new galleries

UrbanArt Biennale 2015 indoor



Example3 | Iron Ore Silo & Coking Plant | UrbanArt Bienale 2015





Revitalising forgotten places

UrbanArt Biennale 2015 outdoor





UrbanArt Parcours new approaches, extraordinary insights

UrbanArt Biennale 2015 outdoor





UrbanArt Parcours new approaches, extraordinary insights

Authenticity and Sustainability | We all are Pioneers!





We all are seekers, not knowers.

And we all are the first on earth who do that challenging job.

We have to learn from each other, learning means networking!

The Next Generation

The Heirs of the Heritage

Industrial Heritage:

Colorful!

Fresh!

Young!

Futuring!





Culture and Arts at Völklingen Ironworks | An extract











Popart

American Dream

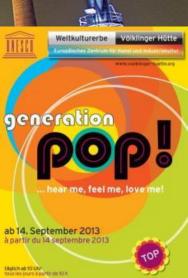
27. April 2008

20. Oktober 2007 bis









Audience Development | Customer Development Europäisches Zentrum für Kunst und Industriekultur

