Keeping the Wheels Turning in a Printing Museum. Some suggestions and remarks on intangible heritage and digitization

Dr. Susanne Richter, Museum of Printing Arts Leipzig Oberhausen, 8.10.2020, ERIH Conference 2020

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Eintrag im Bundesweiten Verzeichnis Künstlerische Drucktechniken des Hochdrucks, Tiefdrucks, Flachdrucks, Durchdrucks und deren Mischformen

A Living Place of Industrial Heritage. Historical Site and Museum in Leipzig



Development, Challenges and Solutions 2010 – 2020

Private Foundation and Public Financing

- increasing financial support from local authorities (up from 10 to 25%)
- project-based activities, exhibitions (Bauhaus100, Sharing Heritage)

Transformation of Technical Staff

- retirement of 3 employees within 2 years
- recruiting outside the printing industry (car mechanic, designer, graphic artist, restorer)
- more volunteers (retired specialists, young professionals)

New Communication Tools

- online first (website versus leaflet)
- social media (Facebook, Instagram, Youtube, online newsletters)
- target groups for different topics, more interaction and participation

Awards and Visibilty

- 2014 Industrial Heritage award by local authorities
- 2015 listed as industrial heritage site in Saxony
- 2018 printing techniques as intangible heritage in Germany





2020: Year of Industrial Heritage in Saxony/Germany *The Eye of the Photographer. Industrial Heritage and Photography since 1900*



Industrial Heritage and Intangible Cultural Heritage hands-on and first hand experience

Intangible Heritage as Blueprint for Activities of Industrial Heritage

• *"illustrate the creativity, spirit of innovation and knowledge of our society"* and *"safeguarding, continuation and dynamic development of living crafts"*

Education Programms

- digitization of every day life increases need for tangibile experience
- schools, young professionals (Graphic Design/Media), familys
- different workshops on printing territing territing
- Handmade prints stand out in the aigital world, perfect for social media

Tecnical Staff trained in the Museum

- salaried staff, part-time or full-time basis (Age 45+)
- · learning by doing, training on the job, support of retired volunteers
- generalists rather than specialists, searching meaningful employment

Strategic Partnerships

- local initiatives of industrial heritage or creative industries
- · nationwide partnerships with similar institutions and associations
- Europe-wide networks in the same field (AEPM, ERIH)



Folie 5

ER1 Was meinst du denn damit?

Elisabeth Rösch; 28.09.2020

Overview of Workshops, Activities and Communication in the Museum



Industrial Heritage and Intangible Cultural Heritage new approaches to increase awareness

The Importance of UNESCO Sites for Industrial Heritage

- important hubs and more visibility for industrial heritage in Europe
- Industrial and intangible heritage as powerful combination
- demanding a working committee for industrial heritage similar to UNESCO Biosphere Reserves (founded 09/11/2020 in Berlin)
- more strategic partnerships between European industrial sites
- resist block printing in Europe as example (multi-national craft)

Recognition of Industrial Heritage as Innovation Hubs in Europe

- industrial heritage versus fine arts, different recognition in society and politics, funding and financing not balanced yet
- players of industrial heritage sites as consultants for regional economic and structural change for public participation
- thinking more out of the box, more interdisciplinarity

Using the Tools of Digitization and Communication

• sharing the knowledge in working groups via Facebook





Resist block printing as example for best practice and collaboration



UNESCO » Culture » Intangible Heritage » Lists »

Blaudruck/Modrotisk/Kékfestés/Modrotlač, resist block printing and indigo dyeing in Europe

E	lements inscribed
>	Browse the Lists
	Dive into intangible cultural heritage!

0:00 / 0:18

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Nomination file No. 01365

- Nomination form: English|French
- Consent of communities -Austria: German/English
- Consent of communities -Czechia: Czech/English
- Consent of communities -Germany: German/English

Blaudruck/Modrotisk/Kékfestés /Modrotlač, resist block printing and indigo dyeing in Europe

Austria, Czechia, Germany, Hungary and Slovakia

Inscribed in 2018 (**13.COM**) on the Representative List of the Intangible Cultural Heritage of Humanity

Blaudruck/Modrotisk/Kékfestés/Modrotlač, which translates directly as blueprint or blue-dyeing, refers to the practice of printing a dye-resistant paste onto a cloth before dyeing over it with indigo dye. The resistant paste prevents the dye from penetrating the design, thereby ensuring the applied design remains white or undyed after the dyeing process. To apply the designs onto the cloth, practitioners use hand-crafted blocks that are up to 300 years old, featuring regionally-inspired patterns as well as generic designs or Christian motifs. The representation of local flora and fauna is interrelated with the local culture of the regions. Traditional indigo blue-dyeing



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Thank you for your attention!

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