

# The Industrial Monuments Route and INDUSTRIADA festival - the industrial heritage story of success in the Silesian Voivodeship in Poland

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European  
Route  
of Industrial  
Heritage

## SILESIA - one of the hotspots of European industrialisation



- 2006 - establishment of Industrial Monuments Route following the example and experience of Ruhr Area, Wallonia region.
- Becoming a member of ERIH in 2010.
- Acknowledgment of being integral part of European industrial heritage.

**36 sites**

**24 towns and cities**

**470 km**

**Unique selling proposition  
of Silesia Voivodeship**

**Touristic route**

**Network of cultural cooperation**



**17 museums**

**8 shafts**

**6 working industrial  
establishments**

**3 workers' settlements**

**3 underground routes**

**2 narrow railways**

**2 galleries**

**4 Highlights:**

- Coalmine 'Guido' in Zabrze
- Historic Silver Mine  
in Tarnowskie Góry
- Tyskie Brovarium in Tychy
- 'Żywiec' Brewery Museum  
in Żywiec



# MANAGEMENT

Silesia Voivodeship government  
- unit of promotion of industrial  
heritage, Departament of Culture,  
Marshall Office

Contract  
requirments and obligations

Funds  
Budget of Silesia Voivodeship



# PROMOTION AND INFORMATION



# INDUSTRIADA CHARACTERISTICS AND FUNCTIONS

- 
- One of the kind festival in the whole East-Central Europe
  - Perfect tool for promotion
  - Relinking post-industrial sites and local communities

## PROGRAM OF EVENTS AND ACTIVITIES

The formula – the events start on Friday's evening "Machines Start-up" and last all Saturday "Full Power"

27 towns and 44 sites

400 events like workshops, special tours, exhibitions, performances, concerts, etc...

Free public transport system: buses, trams in the agglomeration and free train rides within Silesian Railways





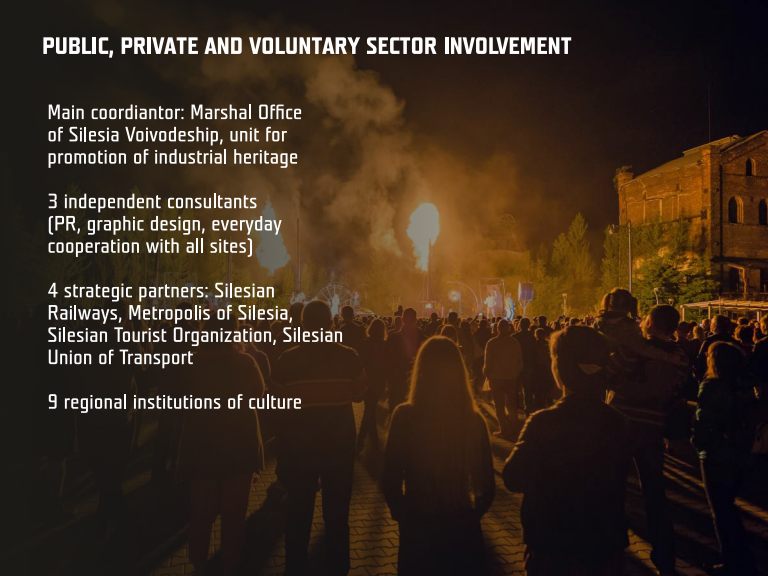
# PUBLIC, PRIVATE AND VOLUNTARY SECTOR INVOLVEMENT

Main coordinator: Marshal Office  
of Silesia Voivodeship, unit for  
promotion of industrial heritage

3 independent consultants  
(PR, graphic design, everyday  
cooperation with all sites)

4 strategic partners: Silesian  
Railways, Metropolis of Silesia,  
Silesian Tourist Organization, Silesian  
Union of Transport

9 regional institutions of culture



# PUBLIC, PRIVATE AND VOLUNTARY SECTOR INVOLVEMENT

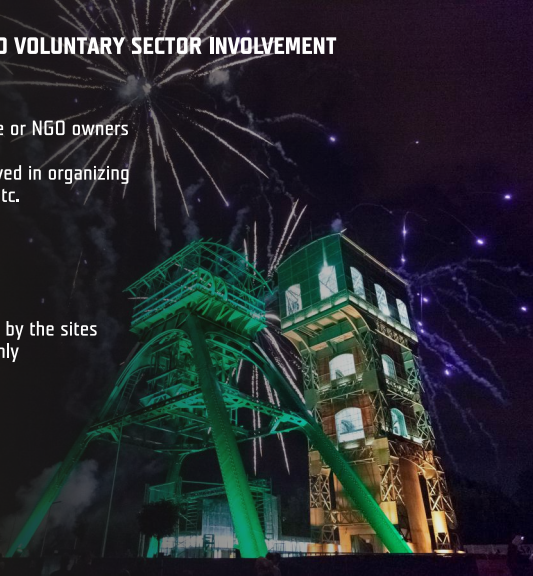
44 sites - public, private or NGO owners

Number of people involved in organizing  
and running the event etc.

4 000 people involved

500 subjects involved

Volunteers are provided by the sites  
and work at the sites only



## COST AND INCOMES

**468.000 EUR**

comes from the budget  
of Silesia Voivodeship  
(public money from  
regional authorities)

Structure of spending:

15% subsidies for NGO`s (events)

54% subsidies for institutions of culture  
(events and promotion at the sites)

21 % media and Internet purchase

10% some promotion activities

**391.000 EUR**

spent by the owners  
of the sites (events)

**8 EUR**

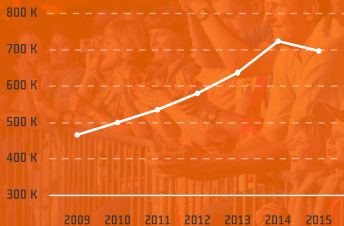
money spend by the average participant  
during the festival (according to the survey)

**=703.000 EUR**

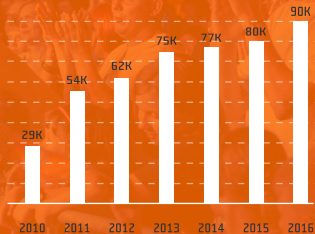
**AVE: 1.046.000 EUR**

1217 materials about the festival,  
3320 posts in social media

# ROUTE AND INDUSTRIADA ATTENDANCE



REGIONAL ROUTE

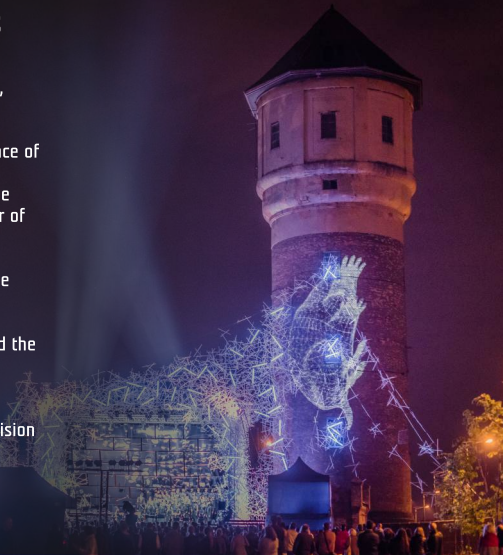


INDUSTRIADA

## BENEFITS AND OUTPUTS

Economical, marketing, social, cultural and political, e.g.:

- communicating the significance of industrial heritage including promotion of IMR (event is the best tool to boost the number of visitors),
- creating positive image of the region
- creating regional identity and the sense of belonging to local community
- drawing the attention of decision makers to industrial heritage



# Thank you for your attention

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