

DRAFT COURSE SYLLABUS

Industrial Heritage as a Source of Social Empowerment and Economic Revitalization

* * *

ONLINE COURSE CEU Summer University 2020

BRIEF OVERVIEW OF THE COURSE AND ITS STRUCTURE

The course is composed of three modules focusing on three broad areas connected to industrial heritage as a social and economic resource. Module 1 focuses on the perception of the industrial past in a deindustrialized era. Module 2 is about policies towards industrial heritage: addressing its economic and social potential, its protection, redevelopment, and the issue of sustainability. Module 3 is designed to present practices: industrial heritage research, protection, management, and interpretation are discussed through case studies and best practices.

Each module will be composed of two to four sessions organized by the invited experts. These are complemented by four seminar sessions where the participants present their own projects for discussion. The program of each day will be composed of three sessions. The first session will focus on theoretical issues, the second one on practices, and the third one will be a seminar where we discuss the projects brought by the participants. In the afternoon break, there will be an opportunity for one-to-one consultations with faculty members.

The chosen cases presented by the faculty will provide examples of how regions of industry deal with their industrial heritage. Adaptive reuse of industrial heritage is especially relevant in this context, the opportunities, and challenges of which will also be addressed. The case studies will provide an opportunity to discuss how to turn industrial heritage into economic assets, and the pros and cons of industrial heritage tourism.

Format: The course will be held online. Course participants will get access to readers and video materials in advance.

The online program will include opportunities for group discussions and one-to-one consultations to facilitate mutual knowledge exchange among the participants – faculty and students – in accordance with the mission of the summer course. The coursework will be case-centered due to Module 3 – Practices, as well as to the case presentations by the participants and the related discussions.

COURSE STRUCTURE

Module 1 – Perception of the industrial past in a deindustrialized era

Topic 1: Perception of the Industrial Past in A Postindustrial Era

Faculty member: **Dr. Marsha Siefert** (CEU, Department of History)

Teaching mode: Presentation and discussion (60 min.)

Discussion points:

1. What are some of the modern approaches to the industrial era? How are human-technological relations portrayed?
2. How have the terms like postindustrial and deindustrialization been used by scholars and policymakers? How do they refer to the built environment, both factory and residential housing?
3. How have artists, photographers, and filmmakers used and visualized the postindustrial to comment and critique the industrial? We will here look at some visual and cinematic examples to prompt discussion.

Topic 2: Researching the industrial past in a conversation with deindustrialized communities

Faculty member: **Dr. Daniel J. Walkowitz** (New York University)

Teaching mode: Presentation and discussion (60 min.)

We will review the long and contested history of labor and industrial relations that heritage sites must negotiate. Specific attention will address the range of research methodologies scholars can mobilize to excavate this past.

Discussion points:

1. To what extent – and how, specifically – are these methodologies still relevant to our work today when we engage in "heritage," and what newer methods in tourism studies might need to be mobilized?
2. What connects and disconnects frame labor and business histories?
3. How do the controversial politics of labor radicalism complicate storytelling in postindustrial cities of central and east Europe?
4. Throughout the course segment, we will be asking if, and in what ways, the past can be represented for the present.

Module 2 – Policies towards industrial heritage: addressing its economic and social potential, its protection, redevelopment, and the issue of sustainability

Topic 3: Reusing historic industrial buildings: issues of value

Faculty member: **Dr. John Pendlebury** (University of Newcastle)

Teaching mode: Presentation and discussion (60 min.)

Discussion points:

The moment of changing from one function to another is a critical moment for any building considered to have heritage value, in making decisions over what to keep and what to discard in terms of both the material fabric of buildings and in terms of how they are to be narrated, both of which have profound effects on how the past of buildings are subsequently received and understood.

Former industrial buildings often have a slightly looser management regime than found with more 'traditional' heritage, and often have a particular aesthetic, used in place-making strategies. Industrial heritage perhaps allows other heritage possibilities to be articulated in contemporary sensibilities about what sort of places they should be, and the contribution to the city they will make, in the future. Equally, however, material heritage should not be considered a neutral inheritance, unburdened by its past, and raises questions about the ethics of reuse – how the past should be sustained in physical fabric and in wider interpretative and memorializing strategies as a transmitter to retell the story of buildings and as a repository to harbor memories of the place.

Topic 4: Policy: the economic and social potential of industrial heritage

Faculty member: **Dr. Levente Polyak** (Eutropian Research & Action)

Teaching mode: Presentation and discussion (60 min.)

Discussion points:

1. What are the major challenges of adaptive heritage reuse from the policy perspective?
2. What are the major legal instruments and policy tools implemented in various cities of Europe?
3. What are the approaches to develop financial sustainability?

Topic 5: Industrial heritage and environmental sustainability

Faculty member: **Dr. László Pintér** (CEU, Department of Environmental Sciences)

Teaching mode: Presentation and discussion (60 min.)

Discussion points:

1. Nature, landscape, and urban environment in the postindustrial era
2. Environmental sustainability and urban planning
3. Environmental aspects of deindustrialization
4. Sustainability and adaptive reuse

Topic 6: Industrial Heritage Management in the Ruhr Area

Faculty member: **Dr. Stephan Berger** (Director of the Institute for Social Movements, Bochum)

Teaching mode: Capstone lecture followed by Q&A (60 min.)

Discussion points: TBA

Module 3 – Practices: industrial heritage research, protection, management, and interpretation are discussed through case studies and best practices.

Topic 7: Monuments for the Common Good – Case study: Old Market Hall (Bratislava)

Faculty member: **Marek Ladiver / Denisa Chylová** (Stará tržnica – Old Market Hall, Bratislava)

Teaching mode: Presentation and discussion (60 min.)

Discussion points: TBA

Topic 8: Participatory Practices in Adaptive Heritage Reuse

Faculty members: **Dr. Hanna Szemző** (Metropolitan Research Institute), **Andrea Tönkő** (Metropolitan Research Institute)

Teaching mode: Presentation and discussion (60 min.)

Discussion points: TBA

Topic 9: Industrial heritage as a resource for urban revitalization (Warsaw, Praga District)

Faculty member: **Dr. Katarzyna Sadowy** (Warsaw School of Economics)

Teaching mode: Presentation and discussion (60 min.)

Discussion points: TBA

Topic 10: Industrial heritage as a resource for post-industrial development of company towns: a Bata Co. case

Faculty member: **Dr. Milan Balaban** (Researcher at the Bata Information Centre at Tomas Bata University in Zlin, Czech Republic)

Teaching mode: Presentation and discussion (60 min.)

Five seminars with discussions of participants' projects

Moderators: **Dr. Dóra Mérai**, **Dr. Volodymyr Kulikov**, **Dr. József Laszlovszky**

Discussion points: TBA

SELECTED BIBLIOGRAPHY

- Berger, Stefan, and Peter Alexander, eds. *Making Sense of Mining History: Themes and Agendas*. Routledge, 2019.
- Berger, Stefan. "Industrial heritage and the ambiguities of nostalgia for an industrial past in the Ruhr Valley, Germany." *Labor* 16, no. 1 (2019): 37-64.
- Clark, Justine, and T. Wolkenberg. "Adaptive reuse of industrial heritage: opportunities & challenges." *Melbourne: Heritage Council Victoria* (2013).
- Dicks, Bella. "Industrial Heritage as Place Making." *Constructing Industrial Pasts: Heritage, Historical Culture and Identity in Regions Undergoing Structural Economic Transformation* 38 (2019): 68.
- Douet, James. *Industrial heritage re-tooled: The TICCIH guide to industrial heritage conservation*. Routledge, 2016.
- Kift, Dagmar. "Heritage and history: Germany's industrial museums and the (re-) presentation of labour." *International Journal of Heritage Studies* 17, no. 4 (2011): 380-389.
- Koolhaa, Rem. *Zollverein: World Heritage Site and Future Workshop*. Jovis, 2018.
- Louw, Michael. *Industrial Heritage Protection and Redevelopment*. Images Publishing Dist Ac., 2018.
- Morrison, Ian and Merlin Waterson. *Rescue and reuse: Communities, heritage and architecture*. RIBA Publishing, 2019.
- Pendlebury, John. "Heritage and Policy." In *The Palgrave Handbook of Contemporary Heritage Research*, pp. 426-441. Palgrave Macmillan, London, 2015.
- Plevoets, Bie, and Koenraad Van Cleempoel. *Adaptive Reuse of the Built Heritage: Concepts and Cases of an Emerging Discipline*. Routledge, 2019.
- Siegelbaum, Lewis H., and Daniel J. Walkowitz. *Workers of the Donbass Speak: Survival and Identity in the New Ukraine, 1989-1992*. SUNY Press, 1995.
- Smith, Laurajane (Ed.). *Heritage, Labour and the Working Classes (Key Issues in Cultural Heritage)*. Routledge, 2012.
- Stone, Sally. *UnDoing Buildings: Adaptive Reuse and Cultural Memory*. Routledge, 2019.
- Wicke, Christian, Stefan Berger, and Jana Golombek, eds. *Industrial Heritage and Regional Identities*. Routledge, 2018.

ASSESSMENT OF THE PARTICIPANTS' PERFORMANCE

Attendance and participation at the course's official programs are mandatory and are part of the participants' assessment. Participants are expected to read the assigned material for each session and are encouraged to participate in the joint discussions. During the course, participants will work individually

and in groups, building on their individual experience and learning, and share their progress and findings with other groups and members of faculty. Participants are expected to prepare presentations of their projects for the course in a digital form. Individual tutorials and guidelines will be available before and during the course.

Assessment: attendance and active participation at classes (40%), reviewing the project of two other participants for the seminar discussion (30%), presentation (30%).