

GERMANY

HERITAGE CONSERVATION AND URBAN DEVELOPMENT: ZOLLVEREIN INDUSTRIAL COMPLEX

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Zollverein has undergone a process of transformation over almost 30 years and was designated a UNESCO World Heritage Site in 2001. It is acknowledged as a complete infrastructure in coal mining, providing evidence of the 150-year evolution and decline of this essential industry in the Ruhr region. Zollverein has played a pioneering role in setting standards for industrial heritage management from a regional, national, and international point of view; but what are the criteria for identifying good practice in heritage management?

In 1847, Franz Haniel started mining at Zollverein, which remained a family business until 1920. Mining activities encompassed twelve shafts and one coking plant, concentrated at four sites in northern Essen. In the 1930s, Zollverein was the most productive mines in the Ruhr region, with peak extraction of 3.588 million tons of lance coal in 1937. Coal extraction at Zollverein ceased in 1986, followed by the closure of the coking plant in 1993. Although all remaining shafts and buildings are designated as monuments in the German understanding (equivalent to listed buildings), only parts of them are included in the 2001 World Heritage classification, including the central shaft 12 (1928–1932). Shaft 12 not only provides evidence of the crucial period in the development of heavy industries (criterion iii), but is also of outstanding universal value due to its modern architecture by F. Schupp and M. Kremmer, referring to the Bauhaus Style and displaying a masterly combination of form and function (criterion ii).

The historic urban development of the northern part of Essen is mainly dominated by the coalmining industry, its infrastructure, its workers' housing and welfare buildings, and some social and religious institutions. The evolution and decline of Zollverein are engraved in the district's history and present, and the similar developments of further coalmines and other industries, such as steel, shaped the whole region.

In the 1990s, Zollverein was the anchor project of the International Building Exhibition (IBA) Emscher Park, and is an anchor project of the European Route of Industrial Heritage (ERIH). Guided tours, events, and activities of the Denkmalpfad (monument pathway) offer access and information to visitors. Since the 1990s, Zollverein has been transformed through establishing cultural and creative industries, museums, a performing arts center, and several businesses. New buildings were erected for the service industry, and for Folkwang

University which will open in autumn 2017, and further architecture will follow.

Opportunities to identify criteria and projects of good practice at Zollverein are provided by an ongoing transfer-of-knowledge project, funded by the German Research Foundation (DFG) in cooperation with the Zollverein Foundation (Stiftung Zollverein). This is based on a three-year research project into "Industrial Heritage Sites in Transformation" (Oevermann & Mieg, published by Routledge 2015; cf. Ian Bapty, TICCIH Bulletin 67; Marion Steiner, TICCIH Bulletin 77).

From UNESCO policies and guidelines, we can deduce eight criteria of good practice.

Conservation is the main concern in safeguarding the tangible heritage of each UNESCO World Heritage Site. Appropriate new uses, especially with regard to abandoned industrial sites and landscapes, are needed to ensure long-term conservation. Urban development has to enhance deprived urban environments (which are often the result of industrial production), and must reconnect heritage and city. Community involvement helps to ensure the acknowledgment and use of the heritage site, and can contribute to community empowerment. Research and heritage impact assessments help to understand the historic evidence and its vulnerability to changes. Information and education activities are essential for awareness-building among communities, visitors, and users. Here, access (physical, virtual, emotional, and intellectual) to the site can be improved. Sustainable development and responses to climate change are two core issues of UNESCO, and must always be considered in decision making. The management system organizes different stakeholders, authorities, and communi

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Systematization of good practice: eight criteria. © Oevermann & Mieg, 2017

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factories, mines, electricity, flour, or wool testify to the know-how we have acquired in industrial heritage development, we know a lot less about how to value and interpret the town planning which ultimately constitutes the company town. Its management is also divided between the public domain, owned or controlled by government, and its limits, more often under private ownership; this does not facilitate a treatment of company towns by way of the usual instruments of heritage restoration or enhancement. And how, when it comes to such a built landscape, can we make divisions, conceptions of space, or a layout visible, when a significant segment of the potential public rarely knows how to read a plan?

Although more questions than answers remain in this field, the characteristic features of company towns, starting with fact that they are inhabited environments, have nevertheless already begun to change our heritage habits. By escaping the logic of national territory, the driving force behind government action since the 19th century, these urban and industrial projects, which belong more naturally to multi-

national networks, already lend themselves to an interpretation that is more sensitive to the transnational mobility patterns of human beings of this century. The social project that is the foundation of a good number of company towns also constitutes a solid bedrock when it comes time for the community to take charge of its heritage, in a context where its commitment is thereafter much more valued than unilateral protection provided by the State. In United States and Great Britain, especially, some company towns and worker's villages now confirm the fact that heritage is not only an ornament, but also, as it has been written, a cultural glue. Life-story collection initiatives, museums created by volunteers, and home restoration projects funded by local hardware stores, have turned the residents of these former company towns into producers of heritage. And one sure bet is that we have not finished discovering them yet.

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ties in planning processes; it frames the overall management as well as the imperative associated with various activities and projects, and oversees monitoring and reporting procedures.

Two projects (briefly summarized here) show the ways in which good practice is implemented at Zollverein: Zollverein Park was created out of slag heaps, railway tracks, and the industrial 'nature' growing around the technical installations and buildings. The park conserves some historic remains. Its main curved pathway, embracing the industrial complex, provides orientation, view, and accessibility. The Park is open to all, and connects the built heritage with the surrounding settlements, the city of Essen, and the Ruhr region. It forms part of the Emscher Park bicycle network, usable for bike tourism and everyday mobility. The project makes use of the positive experiences during the IBA Emscher Park project (1989–1999). Some new functions, such as a small playground, urban gardening, school projects, a parkour installation (coming soon), sport events, and more, bring life into the industrial heritage site, providing the opportunity for appropriation by the local community, and balancing the lack of public green zones in the surrounding district and housing areas.

The Denkmalpfad project at Zollverein offers guided tours through

the historic industrial complex. Virtual sound and light installations, projected onto the historic machinery, bring these back to 'life' and allow a sensitive, emotional, and intellectual understanding of the heritage. Following its initial implementation at shaft 12 during the 1990s, the Denkmalpfad project is constantly re-evaluated and enhanced. Tours of the coking plant will include information boxes providing information on, for example, environmental issues, democratization processes within the history of protests against pollution, and the increasing awareness of finite fossil resources. Educational outreach activities include lessons for local school children. Additionally, Denkmalpfad guides undergo a clear system of advanced training, not only to ensure their high standard of knowledge and appropriate communication skills, but also to provide employment opportunities in the district. Both projects integrate objectives by different stakeholders and show how lessons were learned.

The systematization — eight criteria of good-practice — and both projects show how heritage conservation and urban development planning are jointly managed and implemented, by also incorporating the important UNESCO policies and guidelines.

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