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MORAVIAN SILESIAN REGION



1,203,299



Challenge

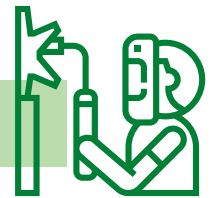
New contents of former industrial areas which lost their function present a real challenge in a post-industrial society seeking a low-carbon economy. The aim is to transform old factories into spaces with educational, cultural, social and creative functions. How do you find a sustainable and socially accepted model of industrial heritage conversion?



Solution

By building a strong stakeholder engagement strategy around prominent initiators, and developing a shared vision for Dolní Vítkovice, the region engaged in one of the most successful post-1989 industrial heritage conversion processes. With the help of EU structural funds, state subsidies and private capital, Dolní Vítkovice has become the second most visited cultural site in Czech Republic, second only to the Prague Castle.

Dolní Vítkovice



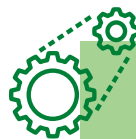
From production of coal and steel to production of culture and creativity



Participatory governance of cultural heritage



Adaptive reuse of built heritage



How ?

1

Identifying prominent initiators and urban architects is key to finding a sustainable concept for the revitalisation, assigning new functions to the original structures and developing new synergies. The main stakeholder of the conversion, local entrepreneur Jan Světlík, initiated the process by signing a memorandum with the National Heritage Institute (NHI), involving important architects via his social relations, and created the implementation team.

2

Building stakeholder engagement and finding the funding takes place gradually, through the implementation of activities.

3

Negotiation is a key aspect of the revitalisation, working closely with civil servants, building authorities, tax offices and many others.

4

Mapping and planning European subsidies enables structural investments in the facility. Following the completion of the revitalisation, it is necessary to work on the set-up and provision of the daily operations and marketing of the operation.

5

At present, the Moravian-Silesian Region, the City of Ostrava and other private and public partners co-finance projects, have their headquarters in the space, and participate in the organisation of concerts, festivals, etc. Due to their involvement, the former coal and steel factory is now a centre for cultural and creative industries.

CULTURAL HERITAGE IN ACTION

Sharing solutions in European cities and regions



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Budget/Financing

€ 80 million

- 85% funded through the European Regional Development Fund till 2015.
- The annual budget is approximately €5.5 million.
- Private sources and public funds have been used for financing the projects, together with various national and European grants. Admission to buildings, rentals, advertising, partnership agreements, etc. represent the project revenues.



Management

- The Department of Monument Care of the Moravian-Silesian Region and the National Monuments Institute (Ostrava branch)
- Daily operations and marketing are provided by registered association (NGO) Dolní oblast Vítkovice, z.s. The members of the association are Vítkovice, a.s., Technical University of Ostrava, Cylinders Holding and Vítkovice Milmet.



Transferability

- Adaptive re-use of industrial heritage requires vision and heart. You need strong leadership, able to raise public and private interests. Involving the local university as well as committed and renowned architects broadens the vision and professionalises the stakeholder engagement.
- The gradual increase of interest and support of the public sphere is necessary, as the need for investment, management and communication grow. A well-built team, made of people able to plan, think, write and manage large projects is crucial.



Impact

- Improved access to educational, cultural and artistic activities.
- Renewed stakeholder engagement in the conversion of an industrial heritage site.
- Increased attractiveness of the region, new flow of visitors and activities: the number of visitors has grown from 4,300 (2004) to 1,675,029 today.
- Creation of new businesses around the new services linked to the revitalisation of the building.
- Creation of tailored programmes for schools or other educational and interest groups.



Links

Website: www.dolnivitkovice.cz

Timeline of the site conversion up to 2017 (new projects not included): www.dolnivitkovice.cz/en/about-dolni-vitkovice/

YouTube: www.youtube.com/channel/UCBSc-DliUwJDif9oj3btAXA



Contacts

Mgr. Zuzana Madejová
Moravian Silesian Region
zuzana.madejova@msk.cz



Ing. Petr Koudela
Dolní oblast Vítkovice
petr.koudela@dolnivitkovice.cz

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