

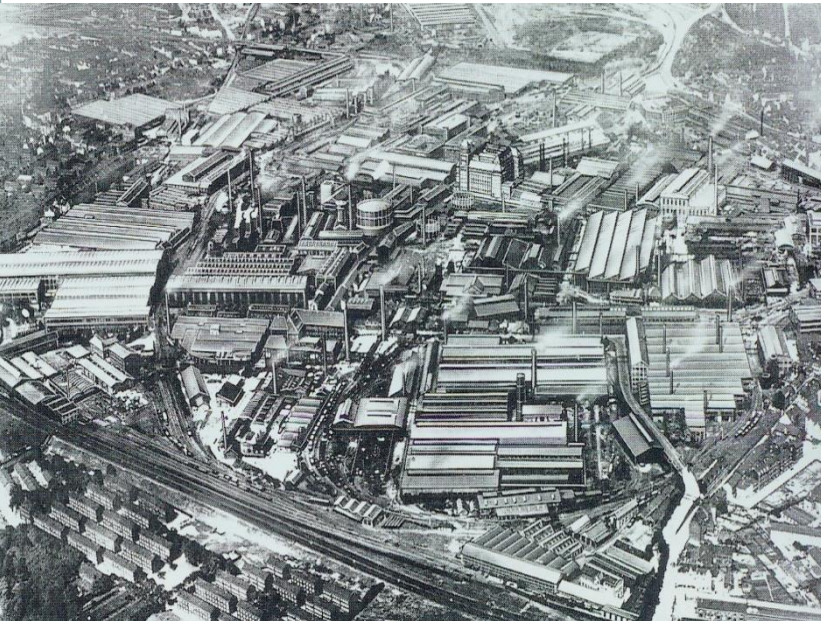
Essen's Cultural Heritage of „Zeche Zollverein”



1 Starting Point

City of Essen, Germany

- today about 600.000 inhabitants
- founded in 852 as an abbey for women, the abbess was subordinate directly to the Emperor of the Holy Roman Empire of the German Nation till 1806



- main industrialization since 1815, increasing the population from 3000 in the year 1805 to 350 000 in 1900 and 730 000 in 1939
- World Heritage Site since 2002: “Zeche Zollverein”, one of the biggest coal mines and coking plants, built 1928 - 1932

2 Starting Point

Main Challenge

- since 1960 in the City of Essen the 44 coal mines and the steel companies with together more than 200.000 employees decreased due to global change to oil and production related global cost and tax developments
- 1984 “Zeche Zollverein “ was the last coal mine to be closed
- In the 70s and 80s unemployment increased dramatically and the City lost about 150.000 inhabitants



- How to raise innovations, win back the lost confidence in necessary transformation processes, find structures for new entrepreneurship, develop international thinking and attractiveness?
- It was necessary to find an “icon” –
“Zeche Zollverein” was the promise to get this icon!

3 Institutional setting

Governmental Aid for the Region

- In 1975 the “North Rhine-Westphalia-Program” was presented by the government of the federal state to reach the target of increasing employment
 - ▶ by giving priority to education in general,
 - ▶ by founding universities and non-university research, institutions,
 - ▶ by stabilizing infrastructure,
 - ▶ by raising green and open spaces for better living conditions,
 - ▶ by reusing of former industrial sites.
- A special fund for acquisition of ownership of the former industrial sites owned by the federal state of North Rhine-Westphalia was founded for recultivating and creating new settlements.

4 Institutional setting



Protecting the Industrial Heritage

- The aim to heighten cultural awareness and proudness of the history by protecting the industrial heritage like “Zeche Zollverein” rose as a fully new idea for conservators. This was the initial to be listed as a World Heritage.
- In 1986 the North Rhine-Westphalia Fund for the real estate of the former mining industry took over Zollverein XII. Therefore the Government decided for the monument protection of the coal washing plant and coking

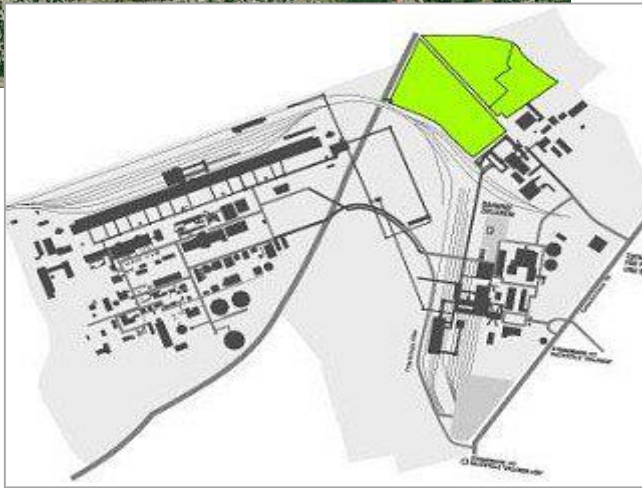
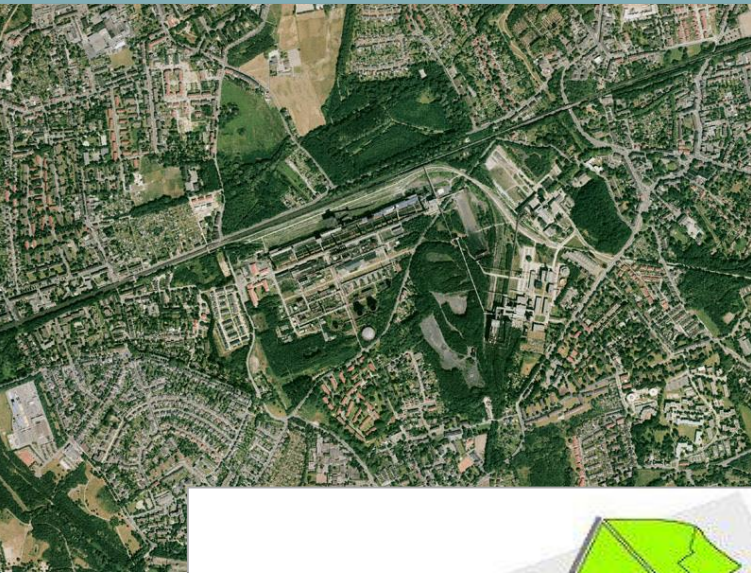
5 Approach

First Steps of Planning – Involving the Civil Society

- At first regional surveys were done and an integrated urban development masterplan was elaborated
- A vision of future use was developed, discussed with the civil society. The remembrance of former workers was collected to preserve their experience.
- Events were organized, so that the neighborhood was able to visit the whole area, which was non accessible during the time of coal production.
- Students of the discipline Communication Design were invited to get in contact with the neighbors and their wishes.



6 Approach



The Masterplan

- To complete the overall masterplan outstanding foreign architects as well as the “native” town planners of Essen with their local knowledge were involved in the ongoing exchange with the decision-making politicians, the stakeholders and the owners.
- Exhibitions were organized to inform the interested and sometimes protesting public.
- A marketing strategy was developed to attract companies to get involved in investments creating working places.

7 Outputs


Sustainable Engagement for Longtime Development

- The concentration on time, power, investment and engagement of the Government and NGOs and the publicity on achieving the aim of the inscription in the World Heritage List.
- The political willingness to accept not only special financial engagement but a long-time involvement and participatory joint efforts.
- Flexibility and accepting risks to secure that the various companies, cultural associations or young enterprises were encouraged to build up some innovative sustainable business.
- The “Zollverein Foundation” as an organizing institution, which is running “Zeche Zollverein” as a cultural public trust.



8 Outputs

Applying Integrating Thinking and Allowing Diversity

- The willingness of various institutions like the university or foundations or other associations to be present to support ideas and enrich programs of the Zollverein Foundation.
 - To think in integrated categories so that there is no conflict between the different involved person or interested parties.
 - To accept diversity and use it as a chance.
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- To exercise patience in regard of the burden of change from an industrial site with a centralized governmental structure to a multi-cultural innovative diverse family of cultural orientated “prima donnas”.

9 Lessons

Contextual Participative Planning and Weighting Processes

- It is necessary at the beginning to understand the urban planning context and the spatial coherence as well as the chances of change.
- Based on these findings a vision should be created in what direction the site / the building / the area might be developed.
- Further steps are inter-sectorally drafted plans for collecting arguments, conflicts and interests of all affected people and organizations as well as expert advisory opinions.
- The result should be a final draft plan weighting to the respective interests of the public and of the parties concerned. Weighting processes are a basic need for the necessary political decisions as well as their transparency.



10 Lessons



Competence and Rules

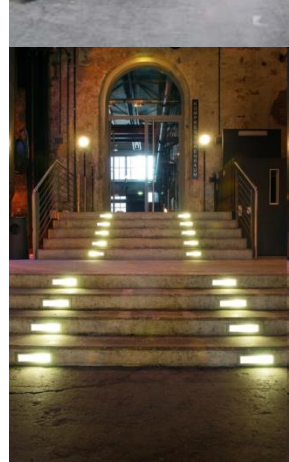
- Ensuring competent knowledge about interests, processes, economic and other conditions.
- An agreed goal to which a place / a site / a building / an area might be developed within a context of values.
- Getting partners and a participative communication. Transparency is important. The knowledge of interests and finding balances and compromises is an act of high competence.
- Involvement of laypersons helps to find acceptance and helps on the long run for maintenance. Laymen have to accept following the same rules as professionals. Rules are to be agreed on at the beginning of planning processes.



11 Transfer

Preconditions

- Those who are working at a special place should understand their own problems and their specific situation as well as the goals for their intended development and as the example which they want to transfer.
- Transfer is often a matter of words. Using the same words, does not mean the same understanding.
- To look at is the fact that planning and legal system are different and not easily referable. Therefore one should know about each other's system & possibilities.
- First steps are open minded exchanges, listening to one another, explaining the ways the presenter of a practice has gone and being eager for getting to know the wishes and needs of the other side.



12 Transfer

Careful Listening and the Atmosphere of Trust



- Transfer of “good practice” is not a guarantee that it comes finally to similar results in another town or country.
- Explain at first the own world so that the mutual listening partner is able to understand what is wanted. Create an atmosphere of trust in mutual competence. And learn the meanings of the sometimes used international criteria!
- Planning is not only a technical discipline, whose ingredients can be easily transferred, but a lot of culturally sensitive elements and psychological effects are much more important for any possible success in transfer processes.