
Context

In the frame of major societal and economic changes, Europe's industrial societies have transformed into networked information societies that are increasingly based on knowledge-intensive services and creative industries. However, these developments are affecting territories in very different and uneven ways. Urban agglomerations are preferred locations of the knowledge economy, often merging manufacturing and design sectors. By contrast, small and medium-sized towns in rural environments often continue to have a small industrial base, but they do not succeed in attracting the knowledge economy in the same way as large cities.

At the same time, political attention to industrial production is increasing in the aftermath of the financial crisis. In a recent communication to the EU Parliament, the EU Commission "considers that a strong industrial base will be of key importance for Europe's economic recovery and competitiveness." In a similar vein, national and regional governments set up strategies for reindustrialisation through the development of "Industry 4.0" and the valorisation of industrial labour.

Against this background the INTERREG project "InduCult2.0" brings together regions with a distinct industrial past and present, situated outside major agglomeration areas in Central Europe. In recent years, all of them have undergone deep transformation processes due to automation, adaptation to globalized production patterns and the opening of markets in the former state-led economies. The long economic predominance of industrial production has brought about a particular cultural setting in the project partners' territories. It is made up of certain skills, attitudes, traditions as well as tangible monuments and artefacts. However, these regions are usually considered culturally less attractive and they are not utilizing the existing industrial culture to their full development potential.

InduCult2.0, wants to revive the cultural spirit of long-standing industrial regions in Central Europe. Together with local stakeholders, partners rediscover and develop the positive elements of industrial communities. Specifically, project partners intend to:

- Promote and establish the idea of Industrial Culture in Central Europe;
- Strengthen the distinct culture of industrial regions and utilise it as location factor;
- Empower industrial regions by re-activating their pioneer spirit.

The Institute of Geography and Regional Science at the University of Graz, Austria, and the Leibniz Institute for Regional Geography in Leipzig, Germany, are academic partners and will support and reflect these activities and conduct an academic research along the project.

Aim and Content of the Workshop

The concept of Industrial Culture, fundamental to the project, is innovative by itself: So far, industrial culture has been a term used as a synonym for industrial heritage. Only recently, a re-interpretation as Industrial Culture has been discussed, which goes beyond heritage issues by including contemporary or upcoming cultural and creative resources, addressing directly the future development opportunities of regions. Whilst some aspects of this conceptual framework of Industrial Culture are already applied in some places, there is no comprehensive outline available yet. In the academic field so far no coherent concept can be found. The aim of this scientific workshop is to elaborate a discussion on the state-of-the-art regarding the conceptualisation of Industrial Culture. Central questions of this workshop are:

- What different understandings of the concept of Industrial Culture do exist?
- What role does Industrial Culture play in the context of a post-industrial society and a knowledge-based economy?
- How is Industrial Culture linked to regional development and regional identity?
- How can Industrial Culture be used to increase the attractiveness of industrial labour and as a location factor for companies?
- What type of interlinkages can be observed between traditional industrial sectors and creative industries?

We invite contributions that respond to these questions in the form of paper presentations. We also welcome participants who do not want to present an own paper at the workshop, but who prefer to engage in the discussions.

We intend to publish the results of this workshop as an edited volume or special issue of a peer-reviewed journal. The publication strategy will be discussed with participants during the workshop.

Optional: 1) Study Trip Styrian Iron Route and 2) Transnational Kick-off Conference

We invite all participants to join a field trip to the Styrian Iron Route, which will take place in the morning of 12 October 2016. If needed, transport back to Graz will be organised.

Furthermore, there is the opportunity to participate in the Transnational Kick-off of the project "InduCult2.0", which will take place in Leoben, Austria, 12-14 October 2016. Transport to Leoben will be organised by the University of Graz.

Registration and Accommodation

The workshop will take place in Graz, Austria. The participation in the workshop, optional study trips and transnational kick-off conference is free of charge. Travel + accommodation costs will have to be covered by participants. For more information and registration (deadline 15 September 2016) please contact Jörn Harfst at j.harfst@uni-graz.at or +43 316 380-5147. An update on travel information and recommended accommodation will be provided to registered participants at a later stage.

Preliminary Programme

10 October 2016		
12h00-13h00	Registration & Snacks	-
13h00-13h30	Welcome Note and Introduction	Wolfgang Fischer, Jörn Harfst & Robert Nadler
13h30-15h00	Paper Session I	Chair: Jörn Harfst
15h00-15h30	Coffee break	-
15h30-17h00	Paper Session II	Chair: Robert Nadler
19h00	Joint Dinner at [Restaurant]	-
11 October 2016		
09h00-10h30	Paper Session III	Chair: Wolfgang Fischer
10h30-11h00	Coffee break	-
11h00-12h30	Paper Session IV	Chair: Jörn Harfst
12h30-13h30	Lunch break	-
13h30-14h30	Discussion: Conceptualising Industrial Culture	Robert Nadler
14h30-15h00	Conclusions and Outlook (e.g. Publication Strategy)	Jörn Harfst
15h00-15h30	Coffee break	-
15h30-17h00	City Tour Graz	Led by Wolfgang Fischer
12 October 2016		
Optional 1) 10h00-13h00	Study Trip Styrian Iron Route	Led by Gerfried Tiffner, Association Styrian Iron Route
12-14 October 2016		
Optional 2)	InduCult2.0 Transnational Kick-off Conference in Leoben, Austria	<i>Separate agenda available upon request</i>