

INDUSTRIAL CARAVAN TOUR

Storyboard

Version 1
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D.C.3.2



Reporting Period 5



PP 10, Stebo



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1. Introduction

The Industrial Caravan Tour is a unique event. It can be regarded as the common theme/object running through the InduCult2.0 project, both geographically as content-related. As such it connects all partners in their efforts to reveal the potential of Industrial Culture in their regions. In other words, it shows the Central European meaning of Industrial Culture.

The Industrial Caravan centralizes the inhabitants of those regions, and is curious about how they perceive living and working there. Do they see potential in Industrial Culture, and what are the emotions connected to it? But also, how do tourists experience the Industrial Culture vibe?

2. Concept

2.1 Industrial Caravan Tour

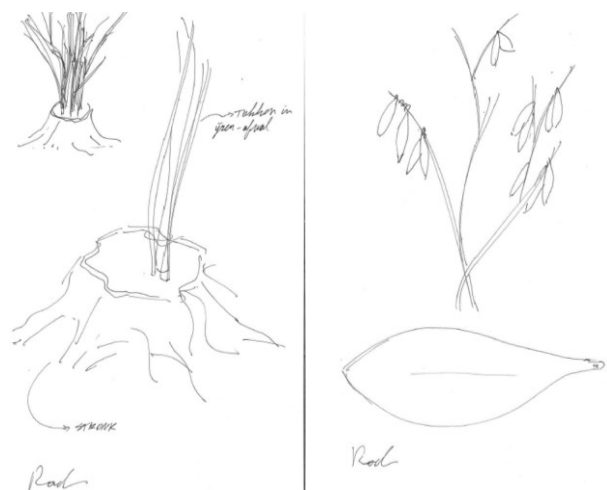
When defining the concept of the caravan tour, it was clear that it had to answer to a number of requirements:

- Deliver a message: *'Capture the idea of Industrial Culture, and generate exchange on the topic.'*
- Activate the audience: *'Use of Industrial Methods - old and new, and make people experience what industrial work is like.'*
- Communicate on the topic to a broad audience: *'Use social media channels and video interviews for storytelling.'*
- Design / Looks: *'Create an eye catcher to set the scene.'*

The tour will travel from July until November 2018, and symbolically close the project during the final conference in 2019.

2.2 The tree of Industrial Culture

The requirements as described in 2.1 were translated by the contractor 'It's A Roel' into a dynamic workshop concept. Travelling through the different regions a 'tree of Industrial Culture' will be, literally, forged. Fire and forging is considered as the basic form of industry, and is still important in the producing process of many factories (e.g. steel). In the preparation phase, as well as during the workshops new techniques will also be implemented (3D, lasercutting).



- The trunk represents the common pioneer spirit and strength of the regions, where Industry has, and in most cases, still defines many aspects of daily-life.
- The branches will be produced of scrap metal provided by the different regions. They refer to looking forward to the future, to innovation, hopes and aspirations,...
- The leafs are forged by the inhabitants themselves, and symbolize the people living

Industrial Culture, and shaping the regions' identities.

The selected artists also represent the old and the new industries: a blacksmith (guiding the workshops) joins forces with a designer who frequently develops new products for current industries (see 2.3).

2.3 Artists

2.3.1 Gert Bruyninx



Gert is a Belgian blacksmith who, besides producing products in his atelier, travels around to give workshops on the art of forging. This has brought him all across Europe and the United States.

More info: <https://gertbruyninx.be/>

2.3.2 Roel Vandebek



Roel Vandebek is a Belgian designer and artist. Since he first embarked on his chosen career in 1994, he has expressed his preference for art, industrial design and interior design openly. Applying this preference uncompromisingly to the most far-ranging projects is the only way he can express his unbridled creativity. The designer carries out 20 - 30 design projects per year. All based on interaction that leads to growth via dialogue. This demands considerable effort. And oversight.

He has won many awards for his work, amongst which recently the Henry van de Velde Award for his design of a brick for a Belgian stone factory.

More info: <http://www.roelvandebek.com/>

2.4 Workshop and communication

During the workshops people will be able to forge themselves, and experience in the most purest form what it is like to use industrial methods. They will produce the leaves of the tree.

In a first stage they will be asked to design the leaves (using a 3D-pen, drawings,...), and in a second phase they will produce the metal leaves on an anvil. The leaves will be hung on a wall, supplemented with a tag mentioning the name and a personal message of the producer. The message will be on how they perceive Industrial Culture, what it means to them, how they see their future, what it is like to work with fire and what it symbolizes...

A video on the preparation phase (creating the 'moules' of the leaves through lasercutting, designing the trunk of the tree) highlights the new techniques used by the blacksmith and the designer.

Focus is on storytelling. Besides the tree, the end result will be a collection of quotes, interviews and stories provided by the inhabitants while talking to the blacksmith and the local translator.

These stories will be continuously posted on Facebook, cross-linked with the InduCult2.0 project website.

There is the possibility of a closed and open workshop. The former is only accessible by a pre-registered audience, of which the participants are gathered by the hosting partners. The open workshop is more spontaneous, and accessible by participants of a festival or other public event.

3. Logistics & Practical arrangements

E.g. - Picture of previous workshops organized by the blacksmith / Example of tent



3.1 Workshop

- Translator

- should be present during entire workshop.
- task: translate any instructions and ask questions to participants on their link with Industrial Culture, stories,... (*questions will be provided by It's A Roel / PP10*)
- have participants fill in name cards with personal message (*template will be delivered by PP10 - in EN*)
- some posts on Facebook (pictures/(live)videos/interview of group working, end results, individual participants - accompanied by sentence on experiences, quotes,...) - (*'guidelines will be provided by PP10, if necessary and possible assisted by PP10*)

- Max. 10 participants at a time (if more, max. 20 + work in pairs) / 5 will prepare the leaves, the other 5 will start forging (switch)

- Duration: max. 1.5 hours for closed workshop (open workshop duration is continuous, depending mostly on the availability of the anvils)

- If possible, presence of one or more local blacksmiths (friendly networking, extra local translators, knowledge of region,...). In case they also want to participate in the creation of the tree, they should bring their own metal and tools (coal, bellow, anvil,...).

3.2 Safety and insurance

Participants need to be insured by the partner/organizer of the event concomitant with national law (civil liability) mentioning:

- use of controlled fire, it will not reach heights over 50 centimeters
- there should be a proclaimer in English and national language stating that:
 - Wearing synthetic clothes during the workshop is forbidden.
 - The minimum age is 12 years old (younger children must be accompanied by a parent, and can only use the 3D-pen or design the leaves).