

S42. Tracing the Invisible- Electropolis Berlin

STEINER, Marion

Berlin Center for Industrial Heritage, University of Applied Sciences HTW Berlin

Abstract

The “Berlin Center for Industrial Heritage” (BZI) is a project jointly developed by the University of Applied Sciences Berlin (HTW) and the Foundation of the German Museum for Technology in Berlin (SDTB). Since autumn 2011, the initial budget is provided by a programme to promote the innovative potential of culture in Berlin which is financed by the European Regional Development Fund. The HTW has been engaged in the broad topic of industrial culture for more than 20 years and has developed its own Competence Centre for Regional Industrial Heritage (KRIK) three years ago to arouse public awareness in relation to industrial culture. It was also the KRIK where the idea to found the BZI was born.

One of the many missions of the BZI is to develop an intelligent and visionary tourism concept for Berlin’s industrial heritage. Instead of collecting all data and references of all industrial sites in Berlin and then do a selection based on worn-out criteria from existing touristic concepts, we first of all started thinking: What’s special about Berlin’s industrial heritage when compared to other places? What’s the story it stands for in human history? Why should people – and especially younger generations – be at all interested in listening to this story? Which message could be drawn from Berlin’s industrial experience that is useful for the global society of tomorrow? These are the questions that will be answered in the following chapters.

Keywords: technological infrastructures; intangible heritage; universal cultural values; scale-jumping in landscape interpretation; regional messages; participative approach
