



European Union  
European Regional  
Development Fund

## Industrial heritage - a platform for cultural routes and tourism

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# SIBIU COUNTY

**Sibiu County** is very connected to its past: you can see and treasure its traits everywhere.

But we have to prove that recent history is equally relevant and important, that our region has a strong word in the history of the industrial revolution and since then, to the very present day.

Industrial heritage is a valuable asset of our history and culture and can be further used to raise interest, awareness and promote sustainable tourism development.



# SIBIU

CHRISTA  
Interreg Europe



# SIBIU

- Developing a sound relationship with the community.
- Developing new touristic products related to cultural and creative tourism
- Developing new touristic products related to sustainable tourism in the industrial sites.
- Developing educational activities both for leisure and life-long learning



# SIBIU

## Culture factory a stage for the International Theatre Festival



## ***Re-design of the industrial heritage areas***

- **Purpose: a functionally coherent areas considering the following**
  - The re-utilization of the industrial buildings
  - Designing of a new set of buildings with the following functions:
    - Workshops
    - Exhibition rooms (to be used together or separately)
    - Tourism information centre
    - Meeting/conference room
    - Proper offices for the personnel working in the area
    - Ensuring proper conditions for the visitors (rest rooms, wardrobe, outdoor shelter)



- Belding in with the scenery/landscape (using the gentle slope of the land for underground space, limited number of trees to be cut, further architectural landscaping, new visiting circuit design for the area)
- Preserving/using the overall architectural style.
- Using traditional materials (wood, stone, clay, brick); good choice of modern materials
- Environmental friendly (waste, water management, low-energy building)

# ASTRA MUSEUM

Developing additional activities and increasing the attractiveness of the open-air museum



# SIBIU

- **Identified needs of the visitors:**
  - Hands-on and creative activities
  - Spending quality time together with their families
  - Developing new abilities linked to traditions
  - Being outdoor / Enjoying the nature
  
- **Identified needs of the communities:**
  - **Urban**  
Spending time outdoor, in nature  
Increased need for new activities for each visit
  
  - **Rural**  
Redefine a system of traditional values  
Re-use this heritage in lucrative activities and development





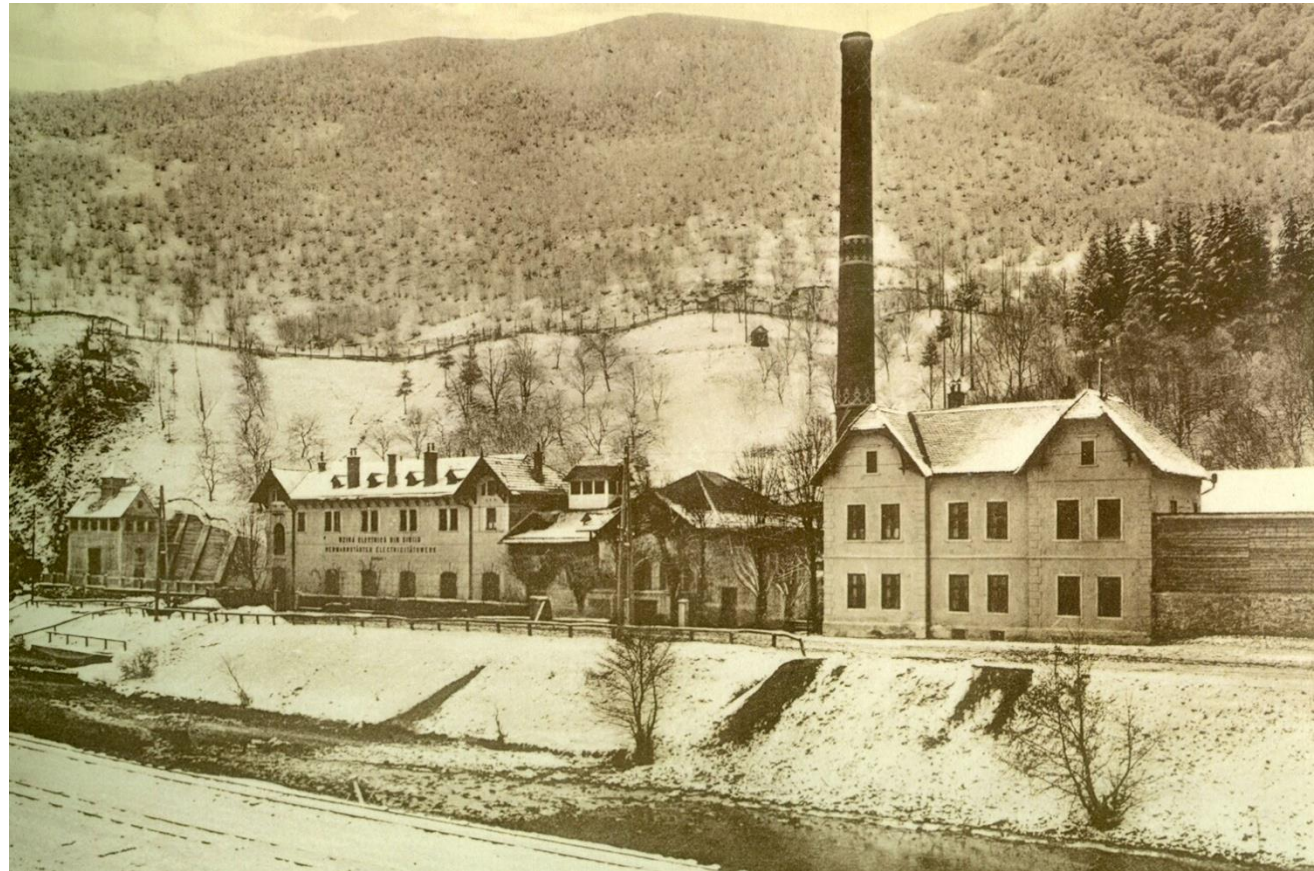
# Mărginimea SIBIULUI



# The mountainous Marginimea SIBIULUI

- **Sound and fair relationship with the local (rural) communities**
  - Acting upon the **giving back** principle
  - Enhancing the self-esteem through better knowledge of their own heritage and resources

**Acting upon the giving back principle**



# PASTORAL CIVILIZATION



# Cisnadie – a former pole of wollen carpets

Promoting  
cultural and  
creative  
tourism  
activities



# The tram- connection between urban an rural area

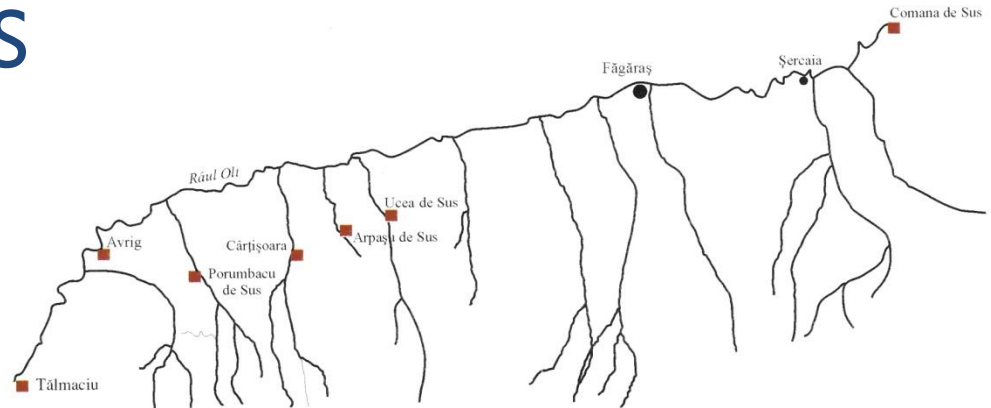
**Re-using the tram line  
for visiting rural  
landscape in  
Marginimea Sibiului.**



# Țara OLTULUI – glass workshops along the rivers

**Revitalization of Glass  
manufacturing.**

**Natural, renewable  
materials used.**



# Țara OLTULUI

- Adding long life learning activities
- Creating an network for sustainable crafts
- Developing new strategies for the revitalization
- Reducing the depopulation



# Țara OLTULUI

- Job opportunities





# Valea Hârtibaciului – the cultural landscape of fortified churches



# Valea Hârtibaciului

## Mocănița

Revitalization of the old  
train road

Cultural programs

Job opportunities



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# Valea Hârtibaciului

**Moara din Hosman**  
**Re-using the tehncial**  
**heritage.**



# Valea Hârtibaciului



# Valea Hârtibaciului

- Small scale investment in a brick and tides factory.
- Job opportunities
- Protection of the cultural heritage



# TÂRNAVE



# Târnave

## Natural Gas Museum

- Level 2



# Târnave

## Emailul Mediaș

- Level 2





# Târnave

## Teracota Medias

Small scale investment in  
the industrial heritage  
area



# Târnave area

Restoring the cultural heritage in the cultural landscape.



## Key concepts and relationships

access to rural collective  
memory through  
scientific research

conversion of the rural practices  
through the re-functionalisation  
of the collected object

production  
education  
vocational training

local needs/problems

know-how transfer  
proper training

local initiatives for  
sustainable development

workshops

active involvement  
proper conditions

quality time experiences



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Thank you!

*Project  
partner  
logo*

Questions welcome



**CHRISTA Project**