

The Sixth International Conference (online)

CHALLENGES AND OPPORTUNITIES IN THE CONSERVATION, PROMOTION AND ADAPTIVE REUSE OF THE INDUSTRIAL HERITAGE

**PROGRAMME
&
BOOK OF ABSTRACTS**

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**21-22 September 2023
Bucharest, Romania**

**Editor:
Florentina-Cristina MERCIU**



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PROGRAMME and BOOK OF ABSTRACTS

of the Sixth International Conference:

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IN THE CONSERVATION, PROMOTION
AND ADAPTIVE REUSE OF THE
INDUSTRIAL HERITAGE**

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Editor:
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**UNIVERSITY OF BUCHAREST, FACULTY OF GEOGRAPHY, DEPARTMENT
OF HUMAN AND ECONOMIC GEOGRAPHY**

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Bucharest

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Welcoming Note from the Organizing and Scientific Committees 6th International Conference: *Challenges and Opportunities in the Conservation, Promotion and Adaptive Reuse of Industrial Heritage* September 21-22, 2023, Bucharest

Dear Colleagues,

On behalf of both Organizing and Scientific Committees of the International Conference: *Challenges and Opportunities in the Conservation, Promotion and Adaptive Reuse of Industrial Heritage* 2023, in Bucharest (Romania), we are honored and delighted to welcome you for its sixth edition. The first edition of conference was held in December 2014. Until 2023 the conference was called „Industrial Heritage – Conservation, Cultural Promotion and Intelligent Reuse”.

This scientific event aims to ensure a good framework to present the complex issue of industrial heritage (inventory, conservation, promotion, adaptive reuse), with the participation of specialists from different related fields. We also consider this scientific event as an opportunity for scientific collaboration focused on the conservation and adaptive reuse of historical industrial monuments and sites.

The objective of the conference is to highlight the current trends in the field of industrial heritage management. We shall focus the economic changes, the environmental problems related to industrial heritage, the conservation and adaptive reuse and promotion of industrial heritage.

Our agenda is also focused to the analysis and promotion of the industrial heritage which reflects our concern to highlight the importance of the European Capital of Culture program developed with European Union support for a yearlong celebration of art and culture. In 2023 there are three European Capitals of Culture: Elefsina (Greece), Timisoara (Romania) and Veszprém (Hungary). City of Timisoara is developing the cultural project that also involves the conversion of several industrial heritage assets for their cultural use for the benefit of general public.

This edition has facilitated the participation of more than 50 attendees from 18 countries, with the presentation of 32 abstracts that are included in this book into 6 scientific sessions dedicated to: 1) Good practice models for the conservation and intelligent re-use of industrial heritage (including historical industrial monuments under the protection of UNESCO); 2) Railway heritage: in-between representations, memory and transformation; 3) Challenges in conservation and adaptive re-use of industrial heritage; 4) Mining heritage between history and redevelopment; 5) Assessment of the pluri-values of industrial heritage; 6) Industrial heritage and sustainable urban development. To these sessions is added a Workshop intitled „Cultural heritage: dynamics, management and impact on territorial planning”.

As always, University of Bucharest is honored and pleased to welcome its colleagues and inviting specialists sharing the precious research work aimed to contribute to the preservation, reuse and promotion of industrial heritage assets.

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General Information

This book contains original working papers abstracts presented at the 6th Edition of International Conference *Challenges and Opportunities in the Conservation, Promotion and Adaptive Reuse of the Industrial Heritage 2023*.

Editors' note: The authors are fully responsible for the entire content of their paper abstracts.

Conference programme and Book of abstracts are available on website:
<http://topoexim.ro/events/international-conference>

Previous editions of the Conference

The information related to the previous editions (2014 - 2021) of the International Industrial Heritage Conference can be found at websites: <https://www.cicadit.ro/en/news.html> and <https://www.cicadit.ro/en/events1.html>.

The sponsor of the conference is CORNEL&CORNEL TOPOEXIM company.

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21 September 2023

Zoom link to join conference:

<https://us02web.zoom.us/j/87010905885pwd=T0NpVTlWkZgyRUtHclR6YnIvMExRdz09>

Meeting ID: 870 1090 5885

Passcode: 759350

09:30 – 10:00 Conference opening

Dr. Florentina-Cristina MERCIU, University of Bucharest

Dr. Elena-Codina DUȘOIU, „Ion Mincu” University of Architecture and
Urban Planning

10:00 – 10:30 Plenary session 1

10:00 – 10:30 Dr. GUILHERME PINHEIRO POZZER (University of Sheffield) –
Post-industrial communities' heritage: from active forgetting to inclusive remembering

10:30 - 10:45 Coffee break

10:45 - 20:00 THEMATIC SESSIONS

**10:45 – 12:45 Session 1: Good Practice Models for the Conservation
and Intelligent Re-use of Industrial Heritage**

Chairs: Dr. Zrinka BARIŠIĆ MARENIĆ (University of Zagreb)

Dr. Oana-Ramona ILOVAN (Babeș-Bolyai University)

GIOVANNI PEIRA, GIACOMO PASINO, ALESSANDRO BONADONNA,
RICCARDO BELTRAMO (University of Turin) - *The Protection and Promotion of a
UNESCO Industrial Site. The Case of “Iorea, an industrial city of the 20th century”*

SUNNY HAN HAN, HUIMIN ZHANG (Landscape Architecture Design Institute,
Wuhan University) - *Can Industrial Heritage Promote the Revitalization of Economically
Declining Cities in China? - Based on the Case of Changying Site Museum*

ZRINKA BARIŠIĆ MARENIĆ, ROBERTA PAVLOVIĆ (University of Zagreb) - *Croatia Harbour Cities of Rijeka and Dubrovnik – Case Studies of Challenges, Promotion and Re-use of Industrial Heritage*

FLORENTINA-CRISTINA MERCIU (University of Bucharest) – *The Impact of European Capital of Culture on Re-use of Industrial Heritage. Case Study: Municipality of Timișoara (Romania)*

Poster

Osmany Miguel PÉREZ SÁNCHEZ (Provincial Center for Cultural Heritage, Guantánamo), Diana María CRUZ HERNÁNDEZ (Universidad de Oriente) - *The Coffee Cultural Landscape Declared in Guantánamo. A View from Heritage Management*

12:45 – 14:00 Lunch break

14:00 – 15:40 Session 2: Railway Heritage: in-between Representations, Memory and Transformation

Chair: Dr. Elena-Codina DUȘOIU („Ion Mincu” University of Architecture and Urban Planning)

Dr. Giovanni PEIRA (University of Turin)

KUN SANG (Xiamen University Malaysia) - *The Destination Image of Railway Heritage: a Case Analysis of Enoshima Electric Railway in Japan*

LAURA LITTLEFAIR (Northumbria University) – *From Cradle to Grave: Recontextualizing the Deindustrialised Railway Town*

ELENA-CODINA DUȘOIU („Ion Mincu” University of Architecture and Urban Planning) - *„Filaret-Rahova” and „Atocha Delicias” - The Evolution of Two European Industrial Areas*

GRACIELA CISELLI (National University of Patagonia San Juan Bosco) - *Reuse of the Industrial Heritage Elements in Patagonia Argentina. From Train Station to Library*

15:40 – 16:00 Coffee break

16:00 - 17:45 Session 3: Challenges in Conservation and Adaptive Re-use of Industrial Heritage

Chairs: Dr. Maria Otilia PEREIRA LAGE (Culture, Space and Memory Transdisciplinary Research Center - CITCEM)

Dr. Florentina-Cristina MERCIU (University of Bucharest)

MARIA OTILIA PEREIRA LAGE, CARLA SEQUEIRA (Culture, Space and Memory Transdisciplinary Research Center - CITCEM), Faculty of Arts and Humanities, University of Porto – FLUP) – *Company Conservas „PINHAIS” - C^a LD^a Matosinhos (Portugal): Centenary Fabric and Living Museum*

JELENA ŠĆEKIĆ, MARKO NIKOLIĆ (University of Belgrade) - *EXAMINED IN THEORY – APPLICABLE IN PRACTICE. Potentials of Industrial Heritage in the Contemporary Context. City of Belgrade*

MOHAMMADHOSSEIN DEGHAN POUR FARASHAH (University of Lodz) - *The Challenges and Achievements of Adaptive Reuse in Textile Manufacturing Heritage Sites: Examples from Lodz and Yazd*

LUIS FRANCISCO ROLDÁN FRAILE, ANTONIA MERINO ARANDA, JESÚS RODERO PÉREZ, RAMÓN GONZÁLEZ MERINO (Technological, Metalworking and Transport Centre) - *UAVs and 3D Models: Enhancing Conservation Efforts in Linares' Mining Heritage*

17:45 - 18:15 Coffee break

18:15 – 20:00 Workshop - Cultural Heritage: Dynamics, Management and Impact on Territorial Planning

Zoom link to join Workshop:

<https://us02web.zoom.us/j/81844195556?pwd=M3NmSWVvOVpqY2p4eDJxaDZiTDhYdz09>

Meeting ID: 818 4419 5556

Passcode: 522933

Chair: Dr. Florentina-Cristina MERCIU (University of Bucharest)

MARTIN OLARU (University of Oradea) – *Assessing Optimal Use of Cultural heritage in a Small Town using Contingent Method. Case Study: Oravița (Romania)*

VINTILĂ MARIAN-ANDREI (University of Bucharest) – *Cinematographic Tourism in the City of Cluj-Napoca (Romania): Evolution and Current Characteristics*

DARIA-MARIA SURPEȚEANU (University of Bucharest) – *Analysis of the Re-use of Heritage Buildings under the Impact of Urban Development. Case Study: The Urban Protected Area Pitar Mos in Bucharest*

FLORENTINA-CRISTINA MERCIU (University of Bucharest) – *The Romanian Built Cultural Heritage during the Communist Era and Its Valorization in the Current Period*

Poster

DARIA-MIHAELA IVAN (University of Bucharest) - *Visual representations as a tool for building the narrative of cultural heritage. Case study: Slatina (Romania)*

22 September 2023

Zoom link to join conference:

<https://us02web.zoom.us/j/88317728015?pwd=dy9nVm9KcStlQ3Rl5NDV1YXh4UT09>

Meeting ID: 883 1772 8015

Passcode: 195498

10:00 – 10:30 Plenary session 2

Professor Ph.D. INGER BIRKELAND (University of South-Eastern Norway) – *Rjukan-Notodden Industrial Site: the Challenges of Multivocality beyond Preservation versus Change*

10:30 – 12:15 Session 4: Mining Heritage between History and Redevelopment

Chairs: Dr. Katia HUESO-KORTEKAAS (IPAISAL Network / Comillas Pontifical University, Department of Mechanical Engineering, ICAI School of Engineering)
Dr. Silvia PIOVAN (University of Padova)

KATIA HUESO-KORTEKAAS (IPAISAL Network / Comillas Pontifical University Department of Mechanical Engineering, ICAI School of Engineering) - *Salinas 3.0. Innovative Approaches in the Recovery of a Millenary Activity. Examples from Europe*

FALEI MENG (Beijing University of Civil Engineering and Architecture) – *Research on the Evolution of Industrial Residential Design Standards and the Value of Its Heritage in the Early Planned Economy Time of China (1949-1962)*

SILVIA PIOVAN (University of Padova), MICHAEL E. HODGSON (University of South Carolina, Columbia) – *For a Local Re-development in Lynch, Harlan County (Kentucky)*

ARMANDO QUINTAS (CECHAP: Studies Center / CIDEHUS – University of Évora) – *The Heritage of Stone Industry: between History and Future the Case Study of Alentejo Marbles (Portugal)*

12:15 – 13:15 Lunch break

**13:15 – 15:00 Session 5: Assessment of the Pluri-values of
Industrial Heritage**

Chairs: Dr. Paul MUTICĂ (Technical University of Cluj-Napoca)
Dr. Florentina-Cristina MERCIU (University of Bucharest)

SHREEN MOHAMED AMIN TAHER ABDELMEGEED (Helwan University, Heritage Professional Egyptian Ministry of Tourism and Antiquities) – *Industrial Heritage in Museums of Egypt Collections Care and Interpretation: Helwan Observatory Museum as a Case Study*

FLORENTINA-CRISTINA MERCIU (University of Bucharest), MIRCEA DOROBANȚU (National Centre for Railway Qualification and Training), CORNEL PĂUNESCU (University of Bucharest, Romanian Technical Academy), MARTIN OLARU (University of Oradea), GEORGE-LAURENȚIU MERCIU (University of Bucharest) - *Oravița-Anina „coal railway” (Romania) - historical, technological and tourist values*

CONSTANTIN ALEXANDRU LUPULEȚ (University of Bucharest) - *Cultural Resilience and Rediscovery: Unveiling the Value of Neglected Industrial Heritage Monuments in Târgu-Jiu City (Romania)*

AURELIA TRIFAN (Institute of Cultural Heritage, Chisinau), *The Spectacular Component Embedded in the Architecture of the Bulboaca Winery Complex through the Conversion of Non-Functional Industrial Spaces*

15:00 – 15:30 Coffee break

15:30 – 17:15 **Session 6: Industrial Heritage and Sustainable Urban Development**

Chairs: Dr. Smaranda TODORAN (Technical University of Cluj-Napoca)

Dr. Clarissa GAGLIARDI (University of São Paulo), Mônica de CARVALHO (Pontifical Catholic University of São Paulo)

ADRIANA MĂGERUȘAN (Technical University of Cluj-Napoca), PAUL MUTICĂ (Technical University of Cluj-Napoca), SMARANDA TODORAN (Technical University of Cluj-Napoca), OANA ILOVAN (Babeș-Bolyai University, Cluj-Napoca) – *An Enclave is it Worth it? Promises and Pitfalls of Activism for Preserving Industrial Heritage in Romania*

NOHA IBRAHIM KHALIL (Matrouh University) – *Industrial Heritage Sites in Alexandria – Egypt: a New Vision for Sustainable Tourism*

CLARISSA GAGLIARDI (University of São Paulo), MÔNICA DE CARVALHO (Pontifical Catholic University of São Paulo) - *Deindustrialization and Refunctionalization of Industrial Heritage in São Paulo, Brazil*

JASNA GUZIJAN (University of Banja Luka), ALEKSANDRA ĐUKIĆ (University of Belgrade), MIROSLAV MALINOVIĆ (University of Banja Luka) – *Industrial Heritage as Creative Space: A Case Study of the Banja Luka Tobacco Factory*

17:15 – 17:30 **Conference conclusions**

Dr. **Cristina MERCIU**, University of Bucharest

Dr. **Elena-Codina DUȘOIU**, „Ion Mincu” University of Architecture and Urban Planning

BOOK OF ABSTRACTS

INDUSTRIAL HERITAGE AS CREATIVE SPACE: A CASE STUDY OF THE BANJA LUKA TOBACCO FACTORY

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Abstract. Between the late 18th century and the early 20th century, industry changed the structure of European cities. The facilities and infrastructure built during the Industrial Revolution transformed cities and became centers of innovation and knowledge. The urban structure of cities at that time was greatly influenced by the construction of factory complexes, whose dimensions made them the dominant structures in their local areas. The purpose of the renewal of industrial buildings is to preserve the urban structure and development stages, and through regeneration and transformation, these facilities are adapted for attractive contemporary reuses. Industrial heritage testifies to the continuous urban, cultural and social development of cities, which makes their preservation and reuse very appropriate.

This paper explores the possibility of adaptive reuse of the Banja Luka Tobacco Factory and the use of industrial heritage for the needs of modern-day urban life. The Banja Luka Tobacco Factory was built at the end of the 19th century, during the Austro-Hungarian period. This factory complex was erected along the city thoroughfare known as the Imperial Road, which connects its northern and southern parts. Elegant residential, sacred, and commercial buildings were erected along this major road; today, they keep urban memory alive. The Tobacco Factory ceased operation in 2018 and it has not been used since. The complex is listed as cultural heritage of special architectural and historical importance. Banja Luka lacks the space needed for infrastructure to help the development of creative industries. Ideas have been put forward to adapt the facilities of the Tobacco Factory to be reused for the culture

industry and art. By reviving the complex of the factory, the city could get new space for culture and strengthen the residents' ties with the local cultural heritage.

Keywords: industrial heritage, creative space, Banja Luka, Bosnia and Hertegovia