INDUSTRIAL ARCHEOLOGY, METHOD OF TOURISTIC DIVERSIFICATION

Adriana LICHI
Faculty of Geography and Geology, University „Al. I. Cuza” Iaşi

Abstract. The topic of industrial archeology has been little studied in our country, being a method which can be used in capitalization of industrial sites and heritage. Romania has real potential in this field, having many sites or monument from different periods of the industrialization. A re-utilization of these monuments can be achieved through a flexible strategy of touristic diversification. Investments in the industrial archeological sites can lead to an economic revival. Industrialization is mentally related to the pre-december politics in our country, and the affective impact is a negative one. Although there are many successful examples in this field, in Romania the value of land exceeds the intrinsic value of the industrial site in some citizens’ perception. The interdependence between civilization and technique is emphasized through the industrial archeology.


Key-words: industrial archeology, technical heritage, re-architecture, touristic diversification, sustainability

Cuvinte cheie: arheologie industrială, patrimoniu tehnic, re-arhitectură, diversificare turistică, dezvoltare durabilă

The Romanian industrial heritage stirs another kind of confused murmur which doesn’t belong to semantics, as Franco Borsi called it when analyzed the impact the impact of the collocation “industrial archeology” on physiological level. The native industry is unfortunately related, from the affective point of view, to the recent history of the country, from before December 1989. The industrial archeology can be the method which unites the past to the future. Today, the history of technique isn’t limited only to the sterile history of machines and production procedures, but locates them into a reality of sites, factories, mines, harbors and homes in which people who made these machines work, of the way of their life-style which was specific to the life in the industrial period.
The industrial archeology, as an interdisciplinary method, of studying all the testimonies, material or immaterial of documents, of artifacts and of structures, of human settlements and urban or natural landscapes, which were created for or by the industrial processes. This uses the most suitable methods of investigation in order to raise the understanding level of the industrial past and present.

The term of industrial archeology started to be used in the middle of the ‘50s in the XXth century in Great Britain, where the stratifications of the industry had marked almost all of the national territory, starting with the middle of the XVIIIth century.

The domain of studying the industrial archeology influences the achievement of a classification. The technical monuments are divided into mere categories by the International Committee of preserving the industrial patrimony like: the production of electric energy, the metallurgy, the mechanic engineering, the manufacture industries, the feeding industry, and the chemical industry, the processing of glass, leather, wood, the transport and the communication and so on. The criteria are fulfilled by the typical industrial buildings which appeared approximately in the same period or have the same destination, unique buildings from the historical-architectural point of view, technical buildings or fittings which are related to the reconstruction of some social aspects within the framework of the production process or the spiritual/artistic or cultural possible implication.

The re-utilization of the historical-industrial buildings facilitates the revival of some varied areas in the city, where there are many useless buildings or they are in a bad condition. The buildings are located in areas where unemployment is high, the social and the environmental conditions are lower, but they would have a great potential if they entered into rehabilitation programs.

The recycling of buildings has been important and effective method of historical conservation. Developed at first as a method of protecting the buildings which are important from historical point of view, today the concept is defined as a variety of reparations or changes of the buildings already existing in order to be used in the present, keeping the features of the past as Bookout stated in 1990.

The adaptable re-utilization is another concept of rehabilitation and protection. The re/utilization of the historical-industrial buildings is associated with re-architecture and with the concept of sustainability. Sustainability is considered to be a process which includes the understanding and the recognition of the importance of the historical context, the attraction of the public interest, maintenance of the activities at a level which doesn’t damage the environment or the historical context and the assurance of the quality of information for taking decision.

The touristic diversification represents the actual tendency of today society; either we are talking about new heritage objectives or about used strategies, about touristic product or offer. Because in economy there is a strong connection between the last two, the notions can’t be mistaken, the touristic offer has a larger sphere and the touristic product represents, in fact, a way of materializing the offer. The product can be generally defined by what a seller offer a costumer in the process of exchanging in order to satisfy a need.

Territorially speaking, Romania possesses an industrial patrimony, motionless or mobile, particular to the South-Eastern Europe space, lasting between the XVIII\textsuperscript{th} and XX\textsuperscript{th} century.
Beside singular, valuable technical monuments, completed and coherent structures for development are present, evoking all the known phases of the industrialization evolution: pre-industrial, fin de siècle and hyper-industrialized in the socialist epoch. The distribution of the industrial objectives and sites in Romanian territory was influenced by these phases, as well as their number, typology, architectural style, oneness.

As we can see the majority of this industrial heritage is located in the county of Caraş-Severin, but also in Bucharest, Iaşi, Teleorman, Dâmboviţa, Harghita, Braşov or Bacău.

![Repartition of Romanian industrial heritage in the year 2004](image)

**Fig.1 Repartition of Romanian industrial heritage in the year 2004**

*Repartiţia patrimoniului industrial românesc în anul 2004*

After the World War II the communist regime confiscated but didn’t destroy the industrial endowments, from the desire of exploiting with a little more than minimal investments, thus some exceptional technical endowments from the end of the XIXth century can be found, still functioning in Romania. Yet, the preoccupations for the recovering of this valuable industrial patrimony are nonexistent.

The values are intrinsic to the site, through the interrogation of its components, equipments and industrial landscape, of the written documentation and also of the intangible components of the industry which is kept into the collective memory and into customs which preserve the atmosphere of the epoch.

The architectural styles which are specific to the industrial period of the XXth century are classical, neoclassical and eclectic one, having as examples the Știrbei Palace...
Industrial archeology, method of touristic diversification

and The Palace of Gr. Ghica in Bucharest; Ion Mincu being the architect of the epoch who militated for originality and for using the folklore as a source of inspiration. Another type of industrial sites, of this kind, is workers colonies which were built outside the localities, near the factories or near mines, some of them being small cities, or some being thus designed ever since their beginnings. As an example we find the Grand-Hornu site located in Walloon region from Belgium. In Romania, we find less impressing examples, and they are particular to the Jiu Valley or the neighborhoods build after Russian pattern from Reşiţa, Ştei, Făgăraş, Oneşti etc. The special installations which created the corresponding condition for work as lighting, airing, hygiene, education are included in this category.

The de-organized industrial areas, the former important industrial sites of the town, which represents impressive percentage of the cities areas and which are situated rather close to the centers, are considered to be a huge city planning reserve waiting for destination. The owners and the investors which are interested in the favorability of these location, don’t want to make investments in reconversion, feeling conditioned by the restrictions and restoration problems for what they consider available space or ground for any kind of profitable intervention.

The economical situation of societies which have industrial patrimony makes them either to abandon or to sell the patrimony whose maintenance is too expensive, or to re-function it, with cheap destructive and of a poor quality investments, in order to rent it. If this patrimony is located in the biggest cities where the real estate market has exploded, and where the building rate is infernal, being the highest on the continent in the last few years, a complete demolition and the replacement with blocks is much preferred.

Specialized campaigns for inventory haven’t been started in Romania, although objects belonging to the industrial patrimony from the XIXth century are still preserved, and they function with the original technology, their number or their cultural, esthetic and educational value is not known.

Besides all these, the acceptance of public opinion is hard to be obtained, because people aren’t always receptive to such issues. People aren’t drowned to the factory, they considered a symbol of enclosing personal freedom, of subordination of previous time, in the socialist period, and they will hardly accept to see it, for example, on postcards near other Romanian symbols such as monasteries from northern Moldavia, or they would pay to visit or spend their free time in a museum organized in the factory in which they had worked their entire life.

The young, despite the tendency of negating the recent history, can be convinced of the technical-industrial values of the near past. Together with architects, historians, sociologists these new generations own the information nowadays and they have the availability to understand this subject. The visiting of the interesting, but at the same time gloomy museums of techniques from the past years, can be changed into projects and collaboration in the industrial archeology domain, capturing the interest of some programs which are dedicated to the mediating and to the saving of this type of patrimony at European level.

The industrial heritage can play an important role in the economic regeneration of the so called disfavored areas which are on the wave, taking to account the fact that many of them have a rich industrial ojectives. The continuity which reutilization of the reconversion implies, can have as effect, the psychological stability of the communities that are confronted with a sudden loss of the working places or related to the perception upon
the environment they live in. the casualties of energy, time, money can be avoided by the adaptation and the use of the industrial buildings, thus contributing to sustainability.

The solution found at international level is the structural reconversion, case in which the industrial objective remains and is given a new function, necessary to that community. It is very easy to be given a new function because the buildings are resistant, big and easy to be repartitioned.

We can find genius reconversions in Paris, the island “La Redoute”, the docks in London, Amsterdam, Barcelona, Anvers, but also in Vienna, Liverpool, Prague and New York, with the famous Soho neighborhood, full of artists who live in the former industrial buildings. There are many examples abroad, of spaces which were given successfully a new function.

A classical example of preserving the built patrimony is the one from Walloon, in Belgium, where the Grand-Hornu site wasn’t modified because of the present legislation, everything that is new was built “extra muros”. The preservation of the site generated a series of changes upon the social-cultural and economical life of the entire city. It presents a real interest, from the touristic point of view because of the preservation of the original site, but also of the whole city, keeping neoclassical style, combined with the modern one through the construction of Contemporary art museum or the organization Grand-Hornu Image. The orientation towards tourism but also towards industries of high-technology, the creation of the new jobs was successful, re-launching the economy of the entire location.

Romania could use the experience of Germany, who reconverted and reused the former industrial area Ruhr into a road of industrial culture, as the region is enclosed in the European route for industrial heritage. The solutions for the old factories or for other technical objectives in Romania are, in most of the cases, developed only on paper. Everything depends on their localization, on the type of the property or on the condition they are into.

The first example of re-utilization in Bucharest is the former Military Bakery of the Army and the actual Bread Factory Plevna, in a period when everybody struggles to demolish the industrial buildings; an architect tries to give a new life to a factory, which is a historical monument. One building from inside the factory, which sheltered at first the casino of the Military bakery, has been already conserved and shelters offices in the present. In the attic of the old factory, floor is 125 years old, the former semolina machine was transformed into table, the original beams were let at their place and the electrical installation can be still seen. This example is just the beginning in our country and shows us that this can be made.

The study of the industrial archeology shows a new perspective upon changes, upon the human condition through the tangibility brought to knowledge about the evolution of the technique and about the economical growing or the social changes. Re-architecture can be a method of preserving numerous objectives which can be included into international industrial heritage. Tourism, as an activity specific to the present and then future does never neglect the past.

---

**BIBLIOGRAPHY**


Boulanger, P-M. et Lambert, A. (2001), La dynamique d'un développement non-durable: le Borinage de 1750 à 1990, in Espace, Population, Sociétés, Mons, (pp. 311-324)


Holyoake, K., Watt, D., (2002), *The sustainable re-use of Historic urban industrial buildings*, Rics Foundation and Nottingham Trent Foundation, Nottingham, (pp.1-17)


Pereira, A., (2007), *Lifespan rehabilitation of build heritage -developing the prototype*, Roders Technic University, Eindhoven, (pp. 5-22)


Volker., W., (2003), *Arheologia industriălă*, Editura Ulisc, Alba-Iulia, (pp.5-17)

Watelet, A., (1980), *Une industrialisation sans développement. Le bassin de Mons et le charbonnage du Grand-Hornu du milieu du xviie au milieu du xixiémes*, Editur De l’Université d’Ottawa et recueil de la Faculte de philo et lettre de Louvain-La-Neuve, Ottawa, (538pag.)