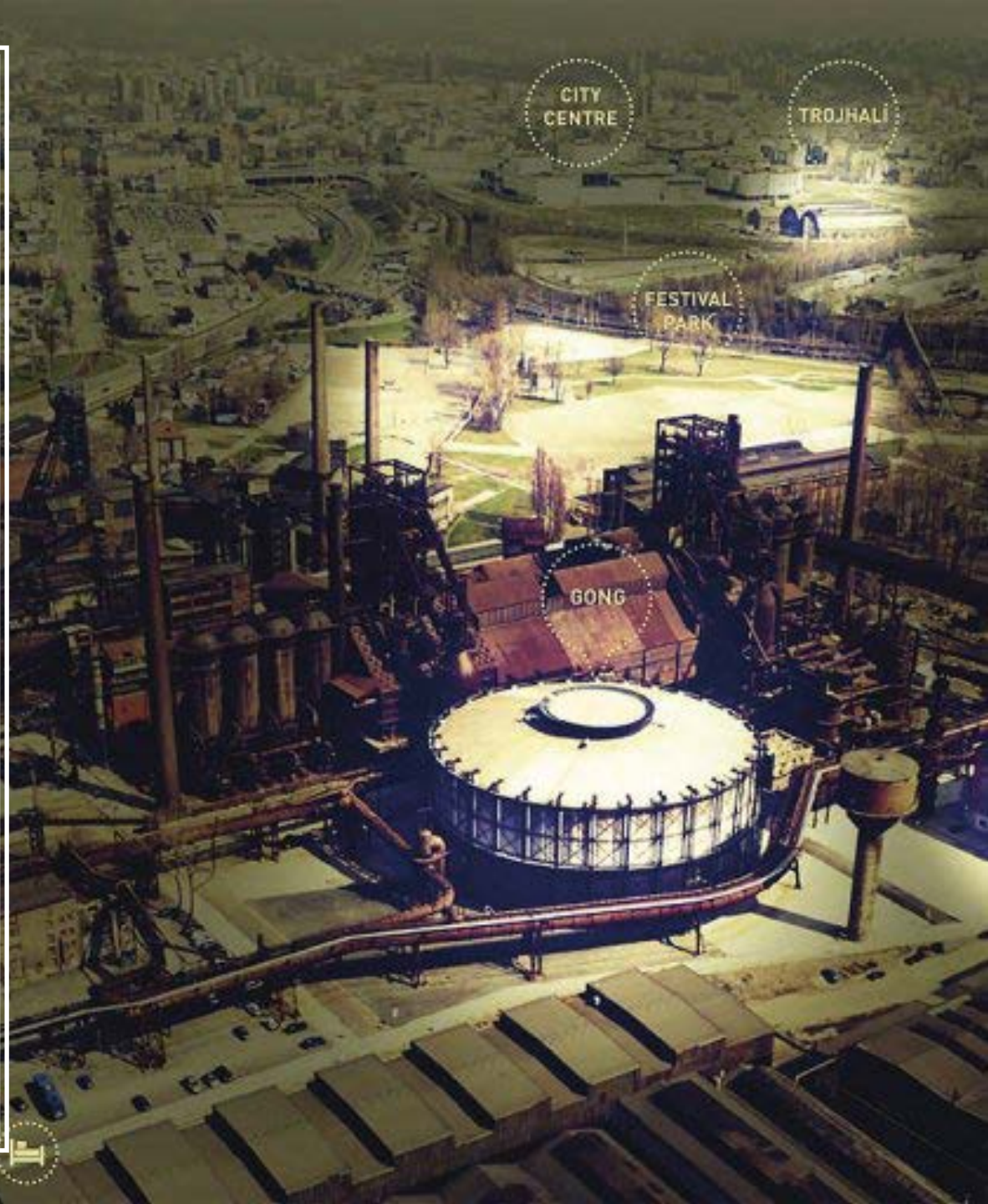


Revitalisation  
of Lower Area  
of Vítkovice  
Science,  
Technology,  
Education

Brussels  
13.7.2018

Daniel  
Konczynya





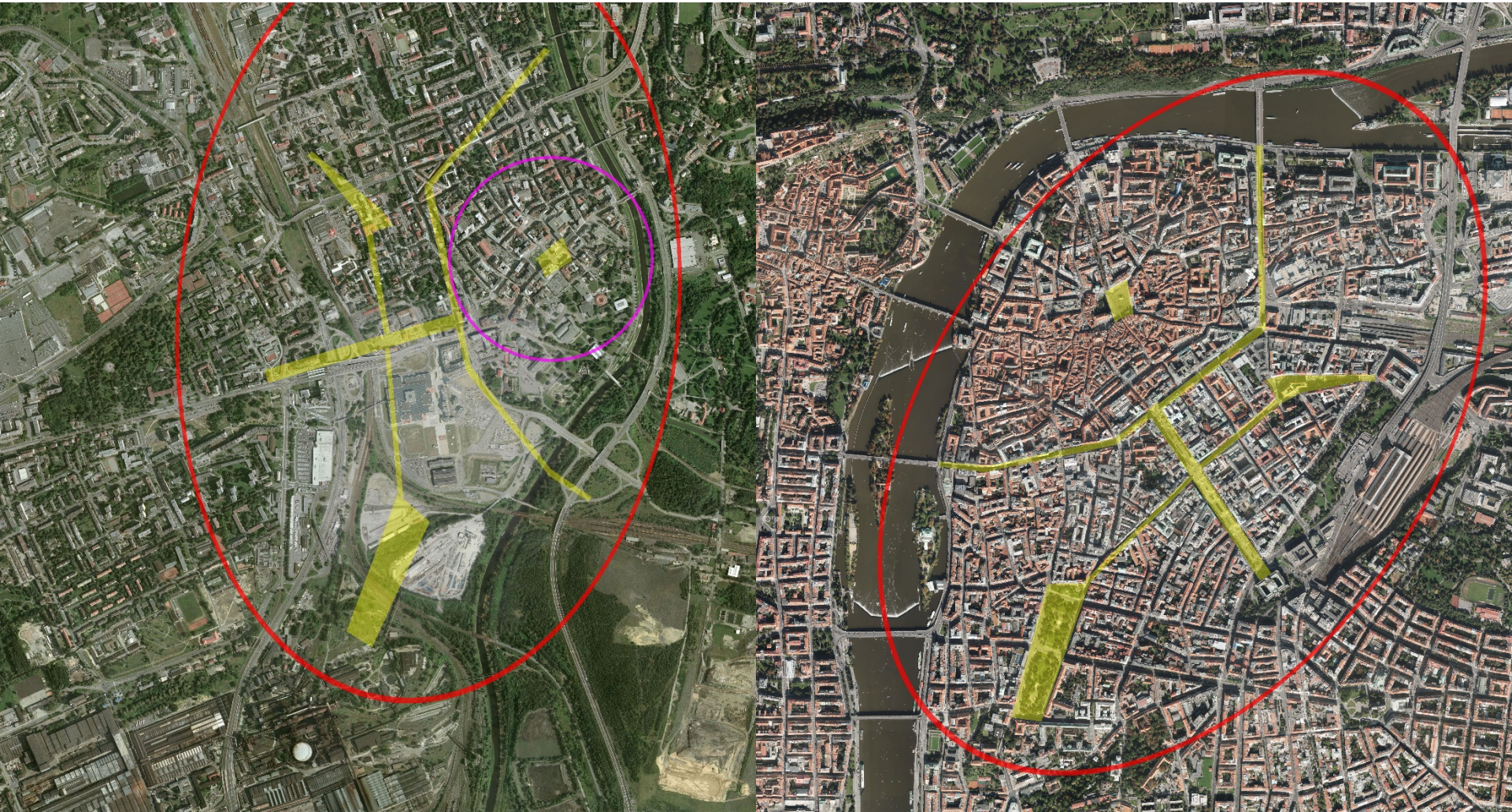
**The crossroads of Silk and Amber roads**

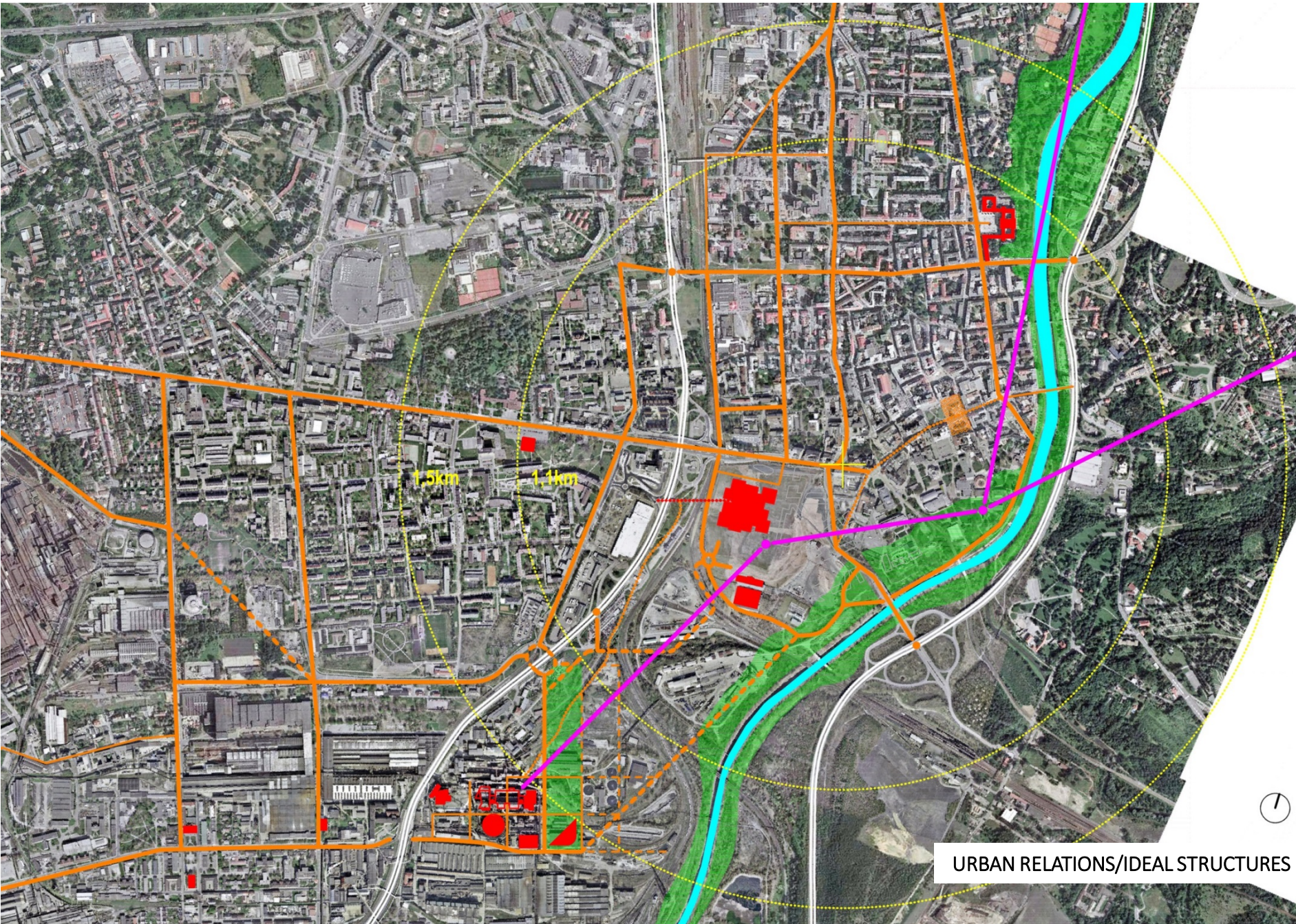
Industrial architecture, education, culture, interconnection of communities in the heart of Europe

The world's unique area of Dolní Vítkovice, where coal was mined between 1828 and 1998 and produced pig iron. In 1828 the Archbishop of Olomouc Rudolf Habsburg issued an appendix on the founding of the ironworks plant in Vítkovice. This has created a unique, non-existent complex of heavy industrial production from elsewhere in Europe, from coal mining through coke production and production of pig iron. Now this industrial complex has turned into a unique educational, cultural and social center with an international reach, serving every day the small and large inhabitants of Ostrava as well as tourists from all over the world.

DOV – NEW VISION !!!

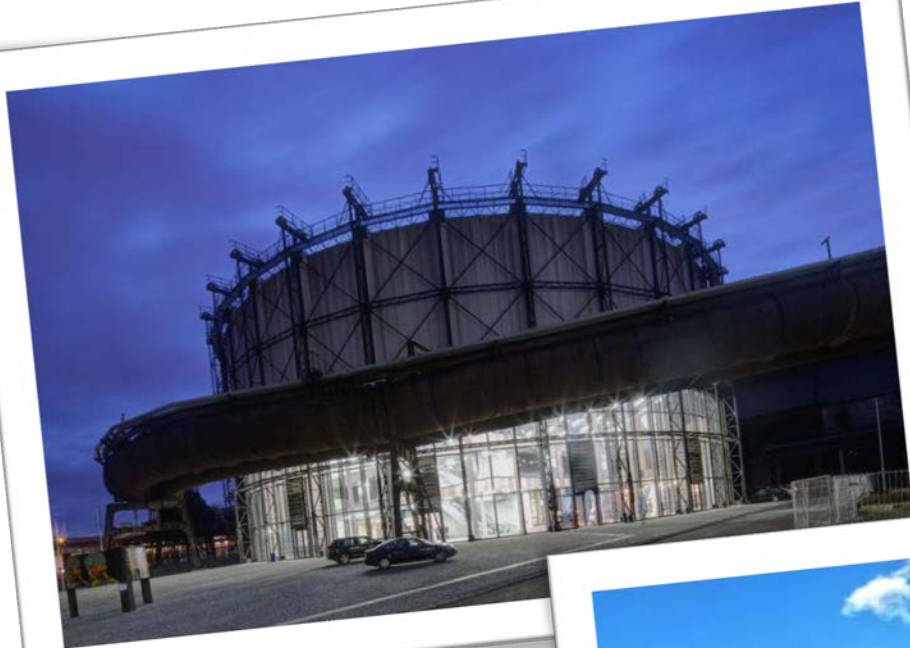
# OSTRAVA / PRAGUE





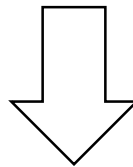
URBAN RELATIONS/IDEAL STRUCTURES





# Conservation vs. redevelopment vs. revitalization

- *Approach 1: Last Day Museum* = uneconomic and unsustainable concept in such a large area
- *Approach 2: Demolition* – gaining of lucrative land near by city center /+ income for iron scrap/ = the immediate profit without a longer-lasting effect was very complicated due to heritage protection
- *Approach 3: Removing of non-original parts/objects and reactivation of historically significant objects* = **new feature for heritage preservation objects** on the basis of an agreement/memorandum with National Heritage Institute



**EDUCATION...**



# Dolní Vítkovice Area – science, technology, education ...

## What is it:

- Educational, social and cultural center with a transregional reach.

## Goals/challenges:

- Popularizing science, technology, engineering, physics and mathematics in an interactive and entertaining way

## Why:

- Education needs; revitalization purposes; employment; cross-cutting approach – science and research, re-designing of the economy of the region; etc.



# About Dolní Vítkovice – more details

- Unique industry area, over 14 000 sqm, post mining period
- The private association /NGO/ whose mission is to make industrial monuments accessible for education, leisure and culture activities.
- Multiple sources of funding: own business (rentals, services), grants/subsidies from municipalities and regional authorities, affiliate program (sponsorship), national/EU funds.

# About Dolní Vítkovice – more details



- Biggest music festivals in Europe (Colours of Ostrava, Beats 4 Love).
- Events, conventions and corporate events
- Complex available to all, without barriers, 24/7 (buildings under operating hours).





# DOV LIVES !!!



EDUCATION !!!

5 + 5 YEARS OF DOV !!!



# DOV LIVES !!!



CULTURE / ENTERTAINMENT / TOURISM !!!

5 + 5 YEARS OF DOV !!!

# Dolní Vitkovice

- Original and entertaining educational programs in unique industrial complex - nowhere else in Europe do we have such evidence about the **whole technological flow of production** on an area smaller than 15 hectares. The technological flow of material includes *black-coal mine – coking plant – blast furnaces*.





# U6 Science and Technology Centre







# New Science and Technology Centre |



# Science and Technology Centre



- Consists from 2 separate buildings
- Former Energy station No. 6 – now called **Small World of Technology U6** (opened 2012) – more than a hundred of interactive exhibits that in an entertaining way explain science to children and adults. The unique exhibition reveals a secret of technical inventions from steaming engine to present day
- Realization date U6: 2010-2012; Costs: EUR 5,25 mil. (ERDF)
- Only new building in Dolni Vítkovice (opened 2014) - **Big World of Technology** – it follows up on the already mentioned Small World of Technology U6 and offers its visitors four different “worlds”: Children’s World, World of Science and Discoveries, World of Civilization and World of Nature with the outside botanical garden
- Realization date STC: 2012-2014; Costs: EUR 21,05 mil. (ERDF)
- **Interests:** *Biggest non-commercial 3D cinema in Czech Rep., Building of the Ostrava City 2014, member of ECSITE (European network of Science Centers and Museums)*

[Video](#)



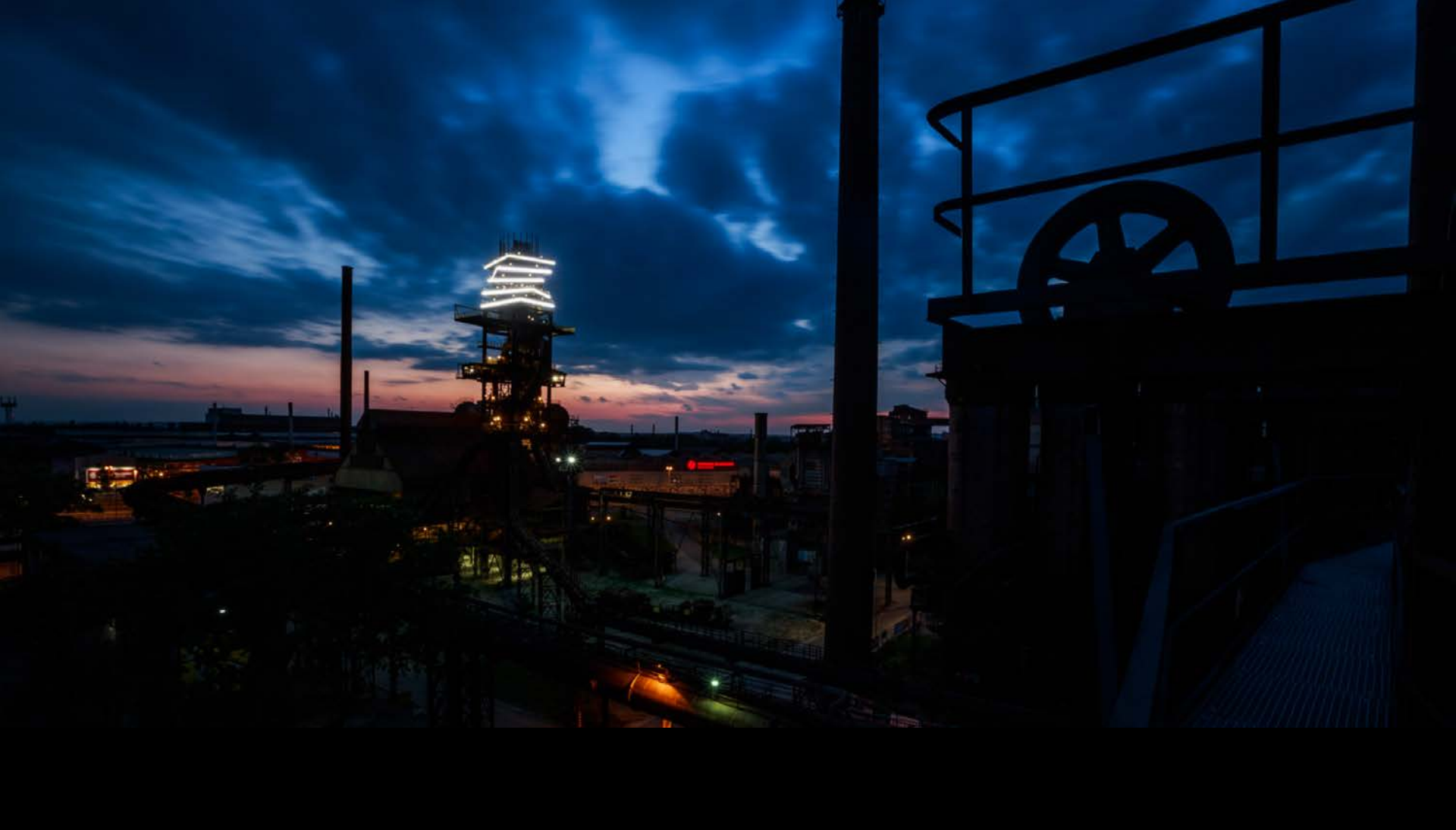


# Multifunctional auditorium Gong

- Former gasholder was used for the storage of blast furnace gas (secondary product in the blast furnace)
- Capacity: 54 000 m<sup>3</sup> of water and 50 000 m<sup>3</sup> of gas
- In 2012 rebuilt into the new multifunctional auditorium „GONG“ (designed by an architect Josef Pleskot)
- Realization date: 2010-2012; Costs: EUR 13,8 mil. (ERDF)
- The original industrial monument was successfully preserved and opened to its new use by building a new structure inside that is dominated by a hall for 1509 people
- **Interests:** Building of the Year 2013 in Czech Rep., World's TOP 10 at Expo Real 2013 (Munich)

[Video](#)





Bolt Tower |



**BOLT  
TOWER**

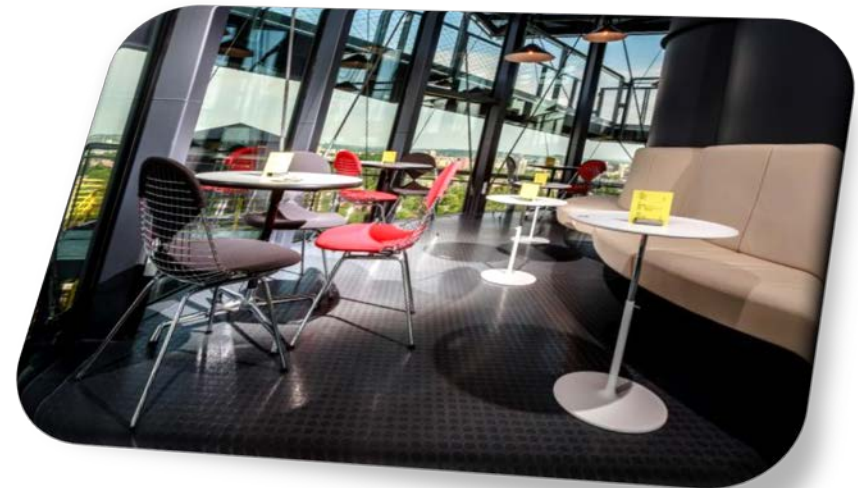
345 m



# Bolt Tower

- Former blast furnace no. 1, the symbol of Dolní Vítkovice, representing the historic continuum of pig iron production.
- The entire furnace underwent a complete reconstruction in 1988, when it became the most modern in all of Europe.
- In 2012 was newly adapted into our interactive guided tour and in 2015 its silhouette was extended for Bolt Tower based on a design by an architect Josef Pleskot; now it serves as an educational tour with a lookout tower and a café
- Realization date Phase 1: 2010-2012; Costs: EUR 2,25 mil. (ERDF)
- Realization date Phase 2: 2014-2015; Costs: EUR 1,76 mil. (ERDF)
- **Interests:** *Building of the Year 2015 in Czech Rep., Uppermost café in the city christened by Usain Bolt*

[Video](#)







PROVOZ

# Creative Centre Hlubina

- A new art quarter.
- Former black coal mine
- Realization date: 2013-2015; Costs: EUR 6,75 mil. (ERDF)
- The former operational and administration buildings have become a multi-genre, cultural center with cinemas, music rehearsal rooms and recording studio, presentation spaces, studios, presentation rooms, dance rooms or climbing wall
- Heligonka Music Club - famous Czech folk singer Jaromír Nohavica
- **Interests:** *Building of the Year 2015 in Czech Rep, the 3rd biggest covered climbing wall in Czech Rep.*

[Video](#)





# Triple Hall Karolina

# Triple Hall Karolina

- Sports and leisure center since 2014 - on the Roofed Square (4 800 m<sup>2</sup>) can people run their own activities with free access or visit one of various events that can be held here (concerts, conferences, feasts, trade fairs, exhibitions etc.)
- The historical buildings of Trojhalí Karolina were built at the beginning of the 20th century and originally served as power plants supplying electricity to the neighboring ironworks, mines and other industrial facilities
- Within the transformation of the former Karolina industrial area into a new district of the City of Ostrava they were salvaged and renovated during 2012-2014
- Realization date: 2012-2014; Costs: EUR 7,54 mil. (ERDF)

[Video](#)





Landek Park |

# Landek Park

- One of the largest mining museum in the Czech Rep. with the largest exposure of mining rescue, sports and recreation area with a camp and catering facilities
- Former black coal mine, globally famous from the point of view of geology, archaeology, history, natural science and mining studies
- The first settlements and first use of coal in the Landek area date back to about 30 thousand years ago. Coal was first mined at Landek more than 200 years ago
- In 1953 the world-famous Venus of Petrkovice/Landek was found here. It is a 46-mm female torso, carved out of hematite. It is the only slim Venus in Europe

[Video](#)

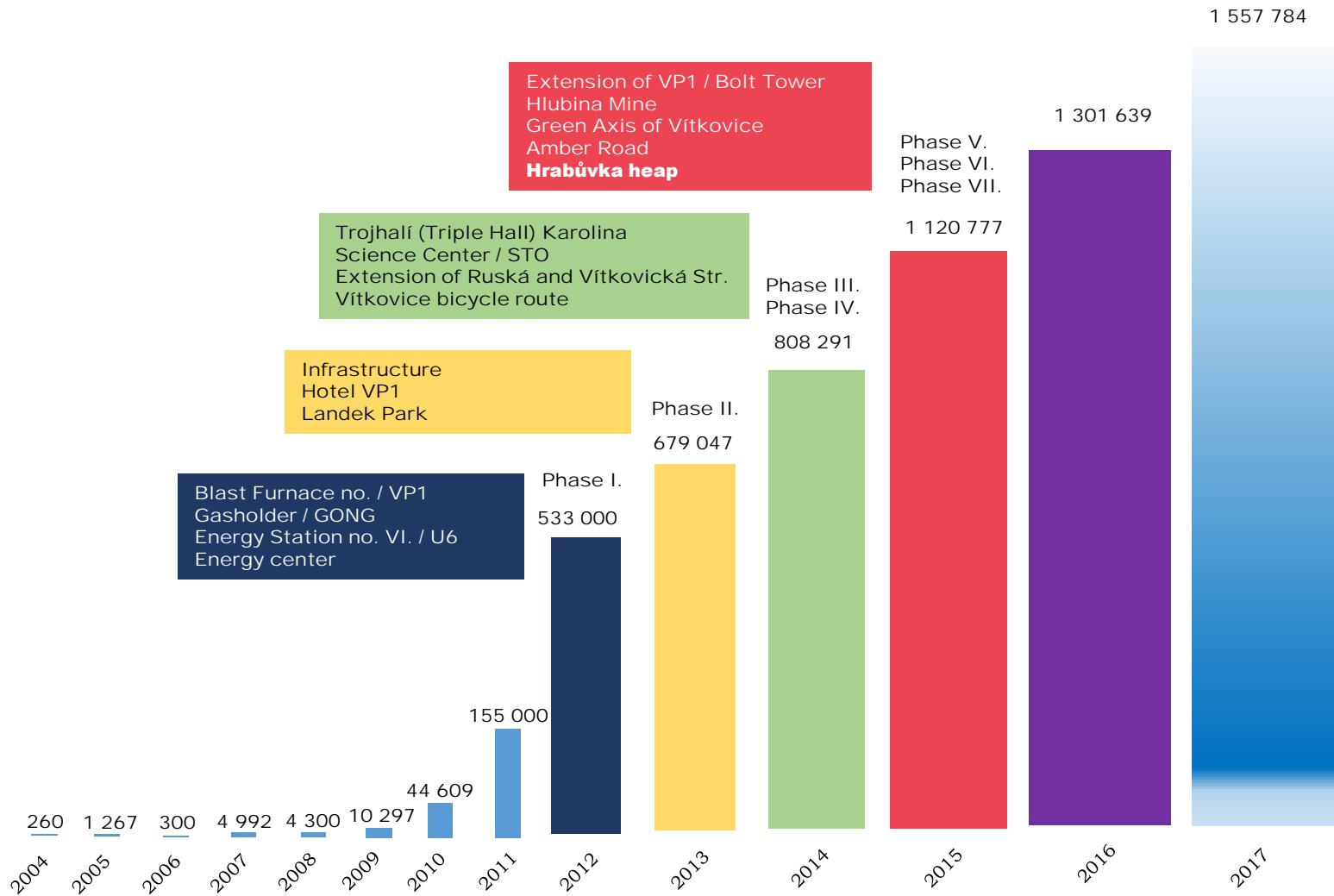




# Dolní Vítkovice Area – Reconversion Timeline

- **1992** – change of the ownership structure; after the Velvet Revolution, the national enterprise Vítkovice disappears, it is replaced by a join-stock company
- **1998** – blast furnaces are shut down
- **2002** – Vítkovice is proclaimed a national cultural monument
- **2003/2004** – privatization, Mr. Jan Světlík becomes the owner (acquires both the production part of the complex and the area of the national cultural monument)
- **2009** – studies and debates on the future of the monument (3 different approaches previously mentioned)
- **2007** – establishment of the association Dolní oblast VÍTKOVICE including the non-production activities; association members are 3 companies from Vítkovice holding and Technical University of Ostrava
- **2009** – Mr. Josef Pleskot's engagement in the realization of Jan Světlík's vision; education function is the main objective of the transformation
- **2010** – beginning of the revitalization and reactivation process

# PHASES /// VISITORSHIP



5 + 5 YEARS OF DOV !!!



## Dolní Vítkovice Area – results at the glance

- The most visited destination in the Czech Rep. after Prague; 2015: 1,1 mil. of visitors, 2016: 1,3 mil. of visitors, 2017: **1,55 mil. of visitors.**
- New jobs (within projects + following ones; creative industry, digital agenda, tourism, science etc.),
- Recultivation of the deprived zone.
- Combination of the learning interactivity, games and fun and practical cognition.
- More than a 100 interactive exhibits which explain science and technology in an entertaining way.





## Dolni Vitkovice Area – what is important ...

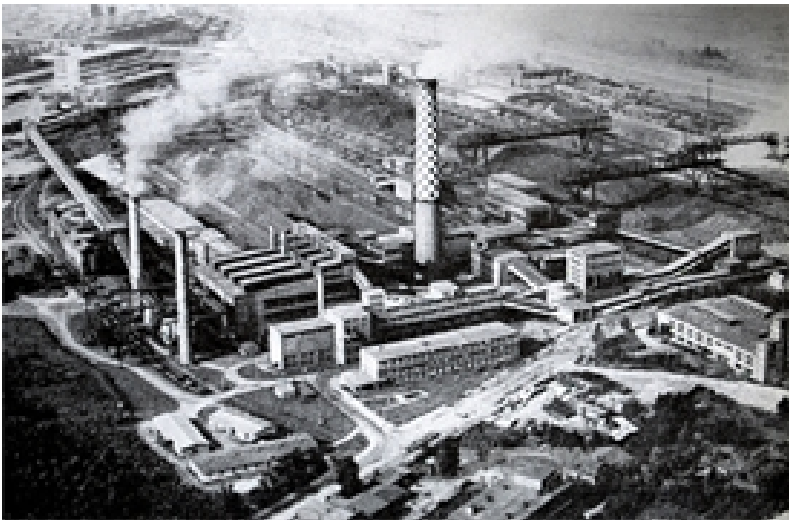
- Private capital engagement – visionary owner Mr. Jan Světlík
- Exceptional Architecture – Mr. Jan Pleskot
- Willigness on the side of co-financing partners = European Funds – National and Regional OP's, City of Ostrava, Regional Authority
- Mobilization of the partners – dozens of the schools, universities and innovative institutions are involved and using the capacity; preparing following project (i . e. from Horizon). All the statutory cities in the regions as well.
- Synergies at the level of particular territory = dozens of projects over the time and in various fields
- Connected with regional Smart Specialization strategy.

## Dolní Vítkovice Area – Key Actors

- Mr. Jan Světlík (+ Mr. Josef Pleskot) – the author of the vision who played a key role in the initial project funding
- The National Authority for Protection of Cultural Heritage – a guarantor of preserving the industrial sight
- The Moravian-Silesian Region – a strategic partner; it helped with the project funding, it provides funds for the maintenance of the cultural heritage
- The National government – the Ministry of Culture and Ministry of Regional Development provided infrastructure subsidies
- The City of Ostrava – its role is getting more important; it helped with a transport connection (extension of current infrastructure was needed in order to make the area more accessible, construction of a tram line is planned; the city also finances educational activities taking place in the Vítkovice educational facilities
- University – idea concept, cooperation on educational programmes
- Private partners – a partnership with private entities (legal and natural persons) is established and reinforced

## Dolní Vítkovice Area – what were the main risks & problems

- Range of safety measures – adapted for public use
- Certain degree of contamination – participation of highly specialized partner
- Multiple contradictory controls on different levels at different stages of managing authorities





# Dolní Vítkovice Area – Governance & Financing

- Science Centre  
Cooperation with the University since the beginning (Idea Concept, now teaching)
- Creative Art District  
Cooperation with NGO (concept and programme), regional authority (project documentation), financing (ERDF – national Integrated OP)
- Infrastructure  
Important road connection = city investment
- Triple Hall Karolina  
Cooperation with the regional authority and the city of Ostrava, cofinancing from ERDF (Regional OP)
- Other buildings and cultural heritage  
Funded by national Integrated OP

## Dolni Vitkovice Area – main opportunities

- Important industrial heritage is preserved for present and future generations
- The whole process requires a cooperation of various stakeholders (politicians, private sector, university, public)
- Popularization of industrial heritage and a source of inspiration for other industrial sites in the Czech Republic



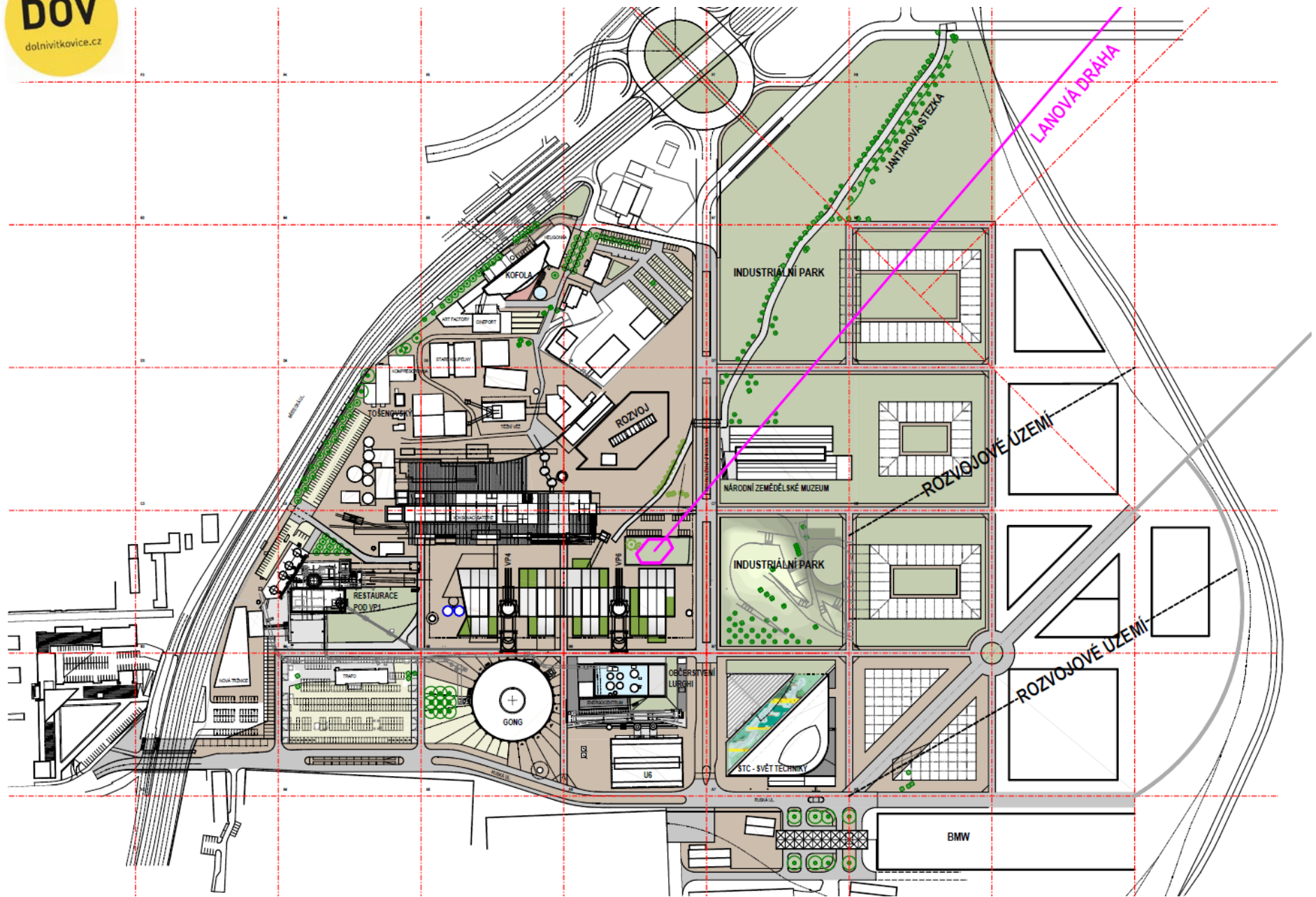
## Dolní Vítkovice Area – who is concerned, what it brings

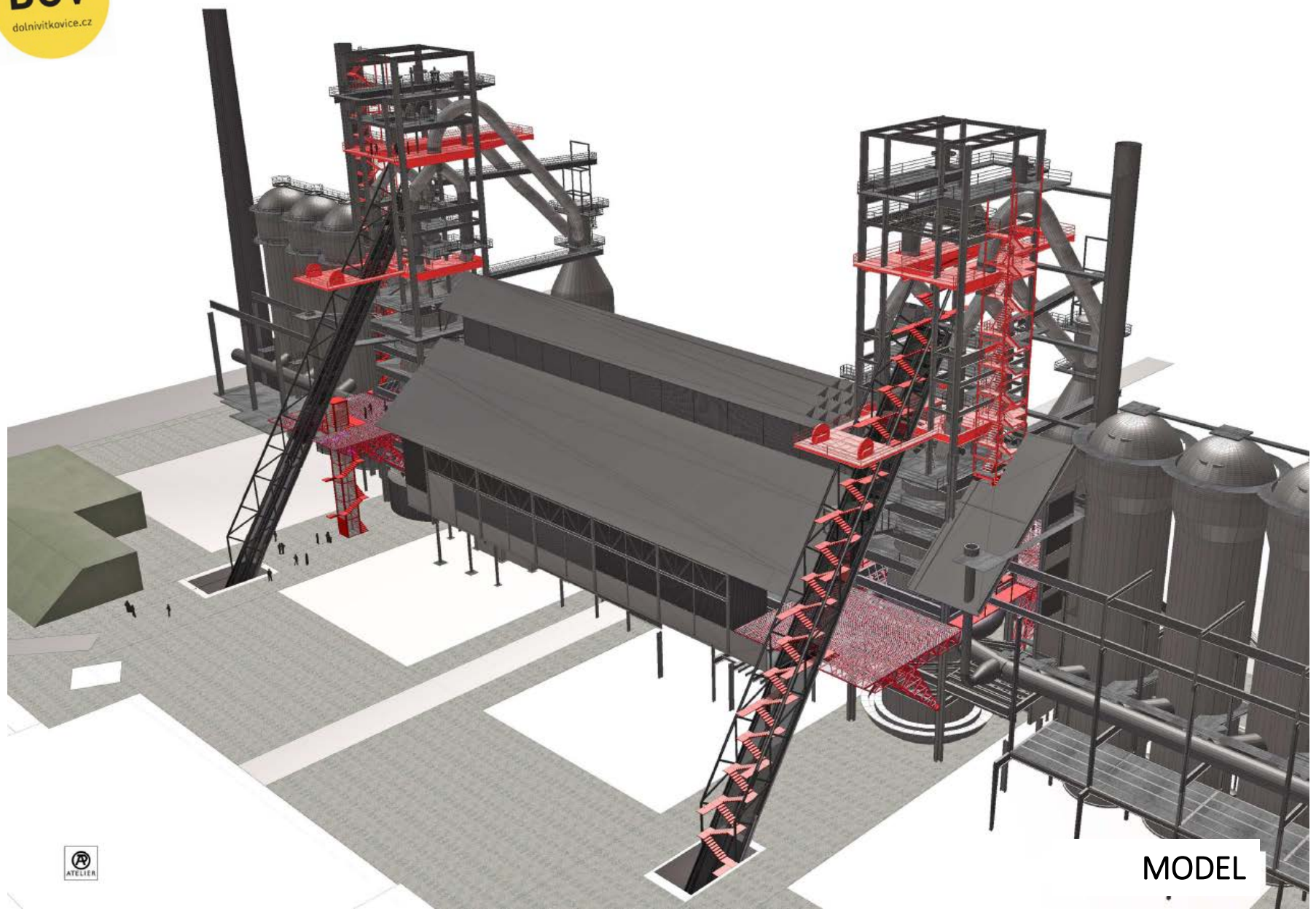
- Infrastructure and services are used by dozen of regional subjects, cities etc.
- International effect:
  - ✓ active cooperation - International organization of the science centres (ECSITE),
  - ✓ cooperation with Finland (Heureka), Portugal (Cience la Viva) or Norway (Tromso),
  - ✓ memorandum with the biggest North American museum AMNH,
  - ✓ project with Polish city Jastrzebie-Zdroj (know-how and expertise),
  - ✓ being part of the European Route of Industrial Heritage (ERIH):
  - ✓ new cooperation with Slovakia (ideas to build the science centers).

## Dolní Vítkovice Area – Today and Tomorrow

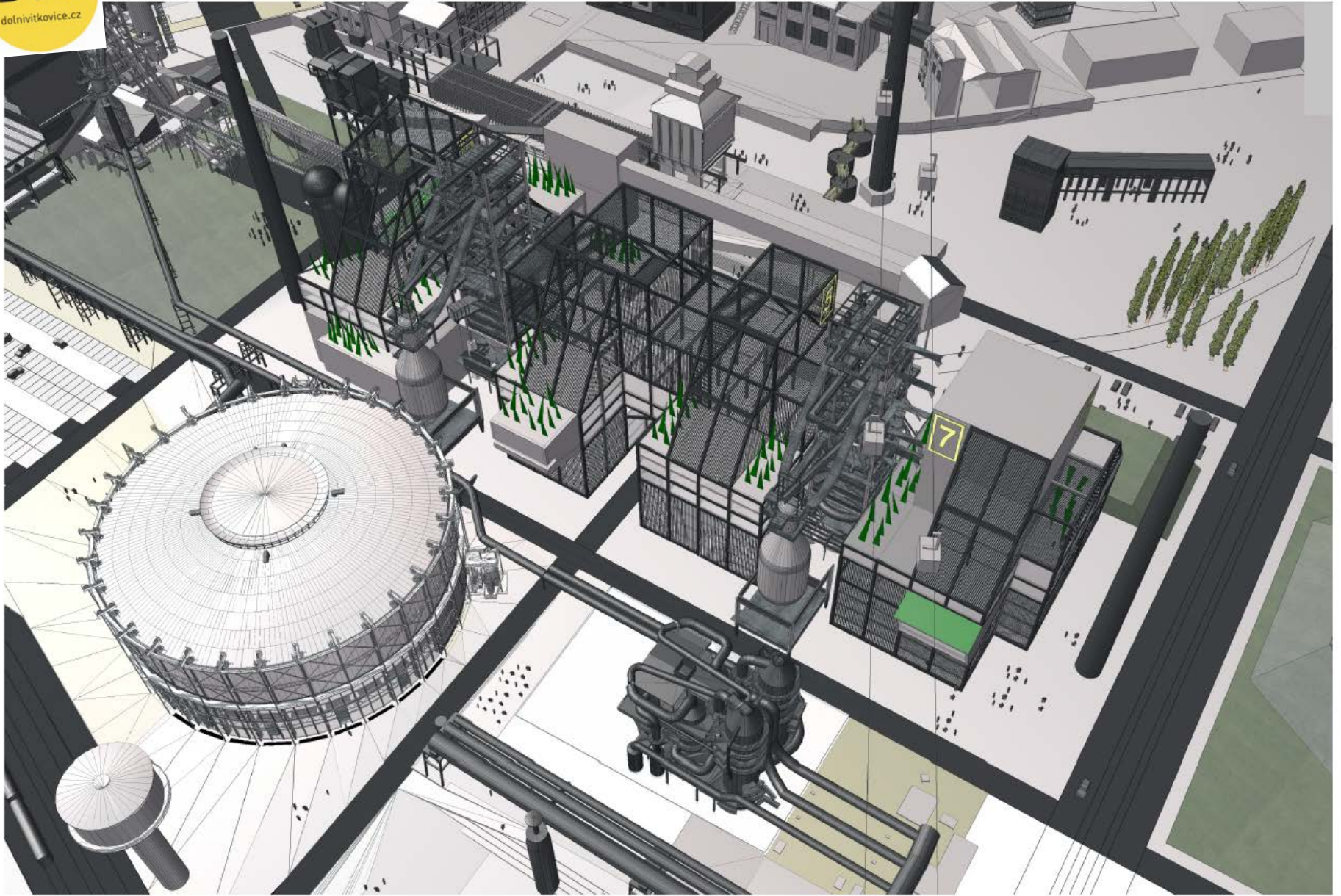
- Other private partners are joining the transformation process (Leemon, Kofola, Tendon, BeePartner – a climbing wall center)
- Vítkovice becomes an attractive place with an added value; more partners want to settle down and develop their activities (site development)
- Education remains the main objective, however other private projects are anticipated (BMW car showroom)
- The final vision comprises housing and business areas; the Vítkovice site becomes a living part of the city center after being reconnected







WHAT ABOUT BF 4 and 6 ???





Join Us ... 😊

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