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DEVELOPING THE ROOTS OF INDUSTRIAL CULTURE IN THE
RHINE-MAIN REGION OF GERMANY

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ABSTRACT

This project focuses on the Rhine-Main Route of Industrial Culture in Germany. This route connects historically significant industrial sites. The ongoing development of the route was studied. Interviews, tours, and literature were used to find what is needed to construct such a route and what problems can be expected in creating it. The historical role of the Industrial Revolution was explored. The report shows the possibility to preserve historical and industrial sites and make them attractive to residents and tourists.

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1 INTRODUCTION

As the globalization of the world continues, more and more European regions will be hard pressed to maintain their own identity in the great conglomeration the future appears to hold for the entire continent. Free space is rapidly being eaten up all over Europe, with the constant growth of cities and towns both in population and land area. The peoples of these regions will run the risk of losing touch with where they came from, and what their ancestors did in the region. For people to not know their history and their roots is a great loss. Also, regions need to develop a unique profile to attract tourists.

This project focuses on one such region, the Frankfurt Rhine-Main region of Germany. The Rhine and Main rivers are two of the most important in Germany, both historically and currently. Along the two rivers, numerous cities are found, many of which grew substantially during the heyday of the Industrial Era. Today, one can find a multitude of old buildings left over from that era, but many have fallen into decay from years of disuse.

In this project, the development of a Route of Industrial Culture in this region will be studied. In short, a Route of Industrial Culture is a series of historically significant sites arranged in an itinerary and connected to each other by a path one can follow. This route is being developed by the *Planungsverband* (Planning Union) Frankfurt Rhine-Main, a regional agency whose job it is to take on multi-city tasks such as this one. They are taking these old industrial buildings and incorporating them into a route that can be

traveled by car, bicycle, or boat for tourists and interested citizens of the region. This is being hailed by those involved as the answer to the problem of lost identity for the people of the Rhine-Main area. If the people of the region see these buildings that they pass every day on their way to work in a new light, and gain an understanding of what they were used for and how important they were was for the area, they will in turn gain a greater appreciation of where they come from. It is very likely that many people's ancestors worked in these industrial buildings, and this route will remind people how workers lived and what they produced.

The route is still in the early stages of development, so a big part of what was witnessed in preparing this report was how planners go about starting such an enormous task. A few key functions must be filled for a process like this to be successfully accomplished, and this report will examine what they are and who is carrying them out in this case.

When one thinks of the Frankfurt Rhine-Main region, one does not initially think of it as a tourist area. It is seen as a place to make money. That is not to say the area has no beautiful or interesting spots for a tourist to find pleasure in, but often areas such as Bavaria steal the spotlight. Dr. Peter Schirmbeck, who will be discussed later, has said, "While one can often follow the fate of an endangered half-timbered house for months in the media, industrial architecture is often demolished without any fuss made about it."¹

¹ Schirmbeck, P. *Baustein zum Projekt: Route der Industriekultur in der Region Frankfurt RheinMain*. (pg.4). (2001). Planungsverband Frankfurt RheinMain.

Interviews were conducted with the main people who are involved with this project, which gave great insights not only into how they are creating this route, but also into all the background factors that need to be considered in such a venture. A couple tours of the region in question, and the possible sights that will be included in the route, were made, along with Dr. Gerhard Staerk of the Technische Universitaet Darmstadt. Dr. Staerk also helped supply many journals and articles pertaining to the route, and the background history of the region.

Another Route of Industrial Culture exists in the Ruhr river region of Germany. This route has been completed and was also used as a model of how such a route appears when finished. This will be discussed in more depth later in this report.

The final project report contains what was learned from studying this route, the questions one needs to ask and methods one needs to follow in creating such a route, the background information of the Frankfurt Rhine-Main region, descriptions of the tours made on the route, and the statistical information pertinent to creating this Route of Industrial Culture.

2 BACKGROUND OF REGION

2.1 Frankfurt



Figure 1

To understand the Rhine-Main region of Germany one must understand its history. At the heart of the region is the rich, financial center of Frankfurt am Main. Frankfurt has always been an important crossroads of Germany and Europe.

It must be kept in mind that the nation of Germany as it is known today was not a united nation until after the Franco-Prussian war, being officially united on January 18, 1871. Before that, each separate region in Germany was its own independent state, or a group of regions would be a state. So, since Frankfurt was an important crossroads, businessmen, craftsmen, and merchants would meet here to do their business. It was also the site where the Holy Roman Empire held its elections for many centuries. In 1240, the first Frankfurt Messe was held. A Messe is a trade fair, and ever since, Frankfurt has had a strong tradition of such fairs.

In 1585 the Stock Market was set up, becoming the very first government controlled money exchange. Frankfurt brought much wealth and fame to the region and that prosperity lasted centuries and still continues to this day. It should not be forgotten that modern Frankfurt's wealth came from the hard labor of the industrial era work force.



Figure 2

Important Dates in Frankfurt's History	
1 st Century AD	Founded under Roman rule
1240 AD	First Messe held
1356 AD	Designated as the seat of the imperial elections of the Holy Roman Empire
1372 AD	Was made a free imperial city
1848	Germany's first Parliament convenes in Frankfurt
1870	Franco-Prussian War
1890-1914	Art Nouveau period
1914-1918	World War I affects all of Germany
1933	Adolf Hitler becomes chancellor of Germany

Frankfurt has always been a center of commerce and transportation and that tradition will only get more important. With the European Union becoming more organized and new countries being added, Frankfurt's central location will be key for the continued success of the EU. Frankfurt International Airport is an important hub for travel in Europe and beyond, and is one of the largest in the world. The DAX stock exchange is important to the entire world economy as well.

Frankfurt's tradition of hosting trade also continues undiminished. It still is host to some of the world largest fairs, the International Book Fair and the IAA (world's largest automotive trade show) to name two. The metropolitan area has the highest proportion of foreign residents in Germany, and is home to more than 200 international banks.

Quick Facts about Frankfurt

- Population – 641,076
- Land Area – 248.3 km²
- Percentage of Population that are Foreign – 22.5%
- Number of airline passengers through Frankfurt in 2000 – 49,369,429
- Number of flights in 2000 – 458,731
- Flights per day – 1,253
- Number of trade fair events per year – 46
- Number of visitors to the trade fairs in total – 1,680,255

2.2 Rhine-Main Region

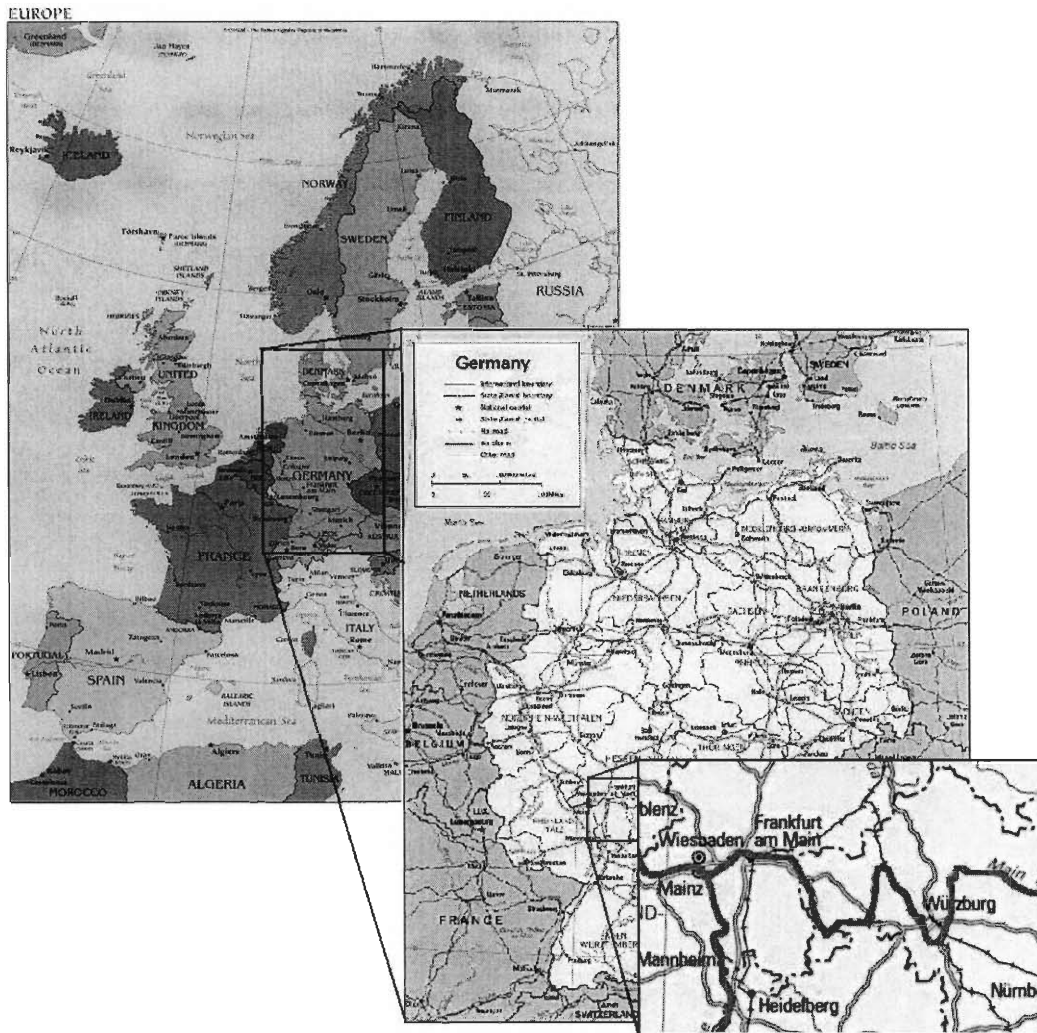


Figure 3

When mentioned in this paper, the Rhine-Main region is considered to be the area around the two rivers, Rhine and Main, consisting of the cities featured in the table below.

Cities of the Rhine-Main Region	km ²	# of Residents
1. Ingelheim / Bingen	87.61	51,873
2. Mainz / Wiesbaden	301.7	456,369
3. Ruesselsheim	58.3	59,565
4. Frankfurt / Offenbach	293.2	762,569
5. Hanau	76.51	88,606
6. Aschaffenburg	62.6	68,361

As seen on the map, the Rhine-Main region is central and quite extensive. This region has been vital throughout the history of Germany for its economic power, being the main location where the nation's production was done. Its areas of production are varied, but the Rhine-Main region was particularly instrumental in maintaining the resources for two long world wars. It is widely said that without the region, Hitler would not have been able to ever have a war. The two rivers are two of the biggest in Germany, and were crucial in the development of the area. As far back as the Roman times, people used the rivers for transporting goods and people, as well as for a sewage system. Not until the past few decades has the emptying of untreated sewage into the rivers been halted, and fishing is still forbidden in the waters of the Rhine and Main rivers. The shipping tradition still lives on, and in fact is thriving. Every year, thousands of automobiles are shipped through these rivers to all over the world, along with countless other goods and commodities.

Some of the enterprises that are headquartered in the Rhine-Main region are: Adam Opel (Opel automobiles); Merck; Schott Glass; Dyckerhoff Cement; Singulus Technologies; SGL Carbon; Wella; Deutsche Bank; Dresdner Bank; Heraeus; Software AG; and Boehringer Ingelheim. Apart from these headquartered there, the following international enterprises are also very active in the region: Dunlop; IBM; Nestle; Procter and Gamble; Siemens; and Clariant. From those partial listings, one can see that this region is significant for more than an industrial history in Germany. It is important to the entire global economy.

Quick Facts about the Rhine-Main Region (including Frankfurt)

- Seven major (Intercity and Intercity Express) railway stations
- Nine ports along the Rhine and Main rivers
- 10,738.7 km of Roadways in the region
- 2,322 Hotels in the area
- Land Area – 13,375 km²
- Population – 5,217,390

2.3 Open Spaces

One thing that is characteristic of Germany, and some other European nations, is the concept of open space. The open space concept is based on the idea of leaving spaces between cities open and free from development. When one travels the German countryside, he will come across towns and villages along the road, but between those settlements, there will commonly be no houses or buildings by themselves. In America, it is often that one would find a large suburban sprawl outside of cities, stretching far from where the city is located, with the suburban towns all blending into each other, with no open space between them. This is not the case in Germany. Germany does not have the abundance of space that America has, and thus is very involved in preserving what open countryside is left.

This is a topic that is always in the forefront whenever issues such as development and expansion are discussed. The Frankfurt Rhine-Main region is a perfect example of an area marked by multiple cities in close proximity, always getting a little bigger each year. The worry is that the space between these cities will one day be non-existent, and what will result will be a huge, unwieldy metropolis, and the beauty of the area will be lost to future generations. In the Federal Ministry for Regional Planning, Building and Urban Development's book Guidelines for Regional Planning, the greater Frankfurt area is listed as a city region subject to tremendous growth pressures.² Other German regions on

² Federal Ministry for Regional Planning, Building and Urban Development. Guidelines for Regional Planning: General Principles for Spatial Development in the Federal Republic of Germany. Bonn-Bad Godesberg. Federal Ministry for Planning, Building and Urban Development. (1993, February) (pg. 6)

the list include Berlin, Hamburg, the Ruhr area, the greater Duesseldorf/Cologne area, greater Stuttgart, and the greater Munich area.

When one is considering anything that happens in the region, one must always keep this in mind. As the open spaces are becoming smaller and smaller, there is more of a debate over what to do with the remaining space. Should it go for another factory? Should it be left as a preserved park? What would be best for the region? This is something very important to keep in mind to understand the situation in this region, and understand one of the many aspects to be considered in the development of the Route of Industrial Culture.

2.4 Rhine-Main's Image

Germany is a very diverse nation in its landscapes, peoples, and regional cultures. Traditionally, when foreigners travel to see stereotypical Germany, they go to Bavaria, where Munich is located. Bavaria is the destination of the majority of Germany's tourists, and a reason for this is perceived image. The Rhine-Main area does not currently have a strong image as a tourist destination. As Sabine von Bebenburg, of the Planungsverband, describes it, "Our region as opposed, for example, to Munich, is not very highly ranked for its quality of life. This is the city, Frankfurt is the city, and the region is the region where you go to work, to make money, and then you move on. That's the impression people have who don't know the region. People, who come and stay, are really surprised because there is a lot of quality of life, and there is a lot of interesting spots, cultural heritage sites, and so on."³

Tourists are not the only groups of concern either. As Frankfurt is internationally important city, with many international companies with offices in the city, the area also needs to appeal to potential new businesses to come, as well as appeal to its foreign employees. In fact, entrepreneurs already perceive the Rhine-Main region not just as a "Hub of the economy and commerce" but also "nice countryside and options for relaxation."⁴ The image of a region is very important for those two aspects, tourism and bringing more enterprises. Let's take a look at some of the firms already in the area with roots in the Industrial Era.

³ Interview with Sabine von Bebenburg. Appendix C (pg 50).

⁴ Umlandverband Frankfurt. Ansichten zur Region Band 3: Image-Studie Region Rhein Main. Alsbach. Umlandverband Frankfurt, (1993). (pg.84).

2.5 A Closer Look at some Rhine-Main Companies

Dyckerhoff Cement

In operation for about 140 years, Dyckerhoff was founded under the name Portland Cement Factory Dyckerhoff and Sons. One innovation of Dyckerhoff was the use of rotary kilns for the production of cement. Interestingly enough, in what was the largest cement purchase in history at the time (1886), the United States ordered 8,000 barrels of Portland Cement for the base of its Statue of Liberty! Our country's symbol of freedom made of German cement and French copper, truly the embodiment of the great American melting pot or different lands.⁵

Schott Glass

One of the premiere companies found in the Rhine-Main area, in the city of Mainz specifically, is the Schott Glas company. Currently one of the largest suppliers of optical lenses for all of Europe, Schott contracts with the European Space Agency to create huge lenses for its telescopes and satellites. Though this company is currently on the cutting edge of the optics industry, it is by no means a new venture. Schott Glas has been around, in one form or another, since 1884, when Otto Schott and his associates founded it in Jena, a city in Eastern Germany. It soon became one of the leading manufacturers of special glass for optical and technical purposes. After the end of World War II, the Americans moved 41 of the company's glassmakers to Western Germany, who eventually settled in Mainz and re-established the company's headquarters. Were the

⁵ Dyckerhoff AG Company History. (http://www.dyckerhoff.com/_english/_firma/firma02.htm)

company left solely in Jena, it would have disappeared, as what was left was expropriated by the Soviets when they took over.⁶

Opel



Figure 4

Now the possessor of the world's most modern automobile manufacturing facilities, and one of Europe's top selling brands of automobile, Opel was not always in the business of automobiles, or any sort of transportation for that matter. In 1863, in Ruesselsheim, Adam Opel founded his company, at the time making sewing machines. His sewing machine business grew to be a huge success, becoming a leading international supplier of

⁶ Kappler, Dieter. (1995). *Von Jena nach Mainz – und zurueck*. Satz und Druck Werum, Mainz.

the widely used technology. In 1885, Opel moved into the bicycle business, which also became successful. 14 years later, Opel moved into the fledgling automobile industry. Its first year in production of autos, Opel sold 11. After that, sales began to take off, and by 1940, the company had sold 1,000,000 cars to the people all over the world. It was the first auto manufacturer in Europe to use Ford's assembly line process. In about 1929 Opel was bought out by General Motors and since has consistently been one of GM's few profitable divisions.⁷

⁷ Van Rooten, Courtland. (1975). *Opel: Raeder fuer die Welt*. Druck und Einband K.G. Lohse, Frankfurt am Main.

Hoechst AG/ IG Farbenindustrie



Figure 5

The chemical company Hoechst AG has had a long and not always positive history. It was founded in the town of Hoechst am Main in 1863, under the name “Theerfarbenfabrik Meister, Lucius & Co.”. The company was formed in this little town outside of Frankfurt am Main mainly because at the time the population of Frankfurt was hostile to the idea of companies building factories in the city. Hoechst is perhaps best known for its merger into the conglomerate IG Farbenindustrie and its subsequent collaboration with the Nazi regime. The Nazis and IG Farben used prisoners from the Auschwitz concentration camp to build its massive Buna plant in Monowitz, Poland. According to the company’s official history on its website, Hoechst was not as involved

in the atrocities of the regime, although it did make use of prisoners of war and forced laborers to operate its facilities, as most of its regular employees were off fighting in the war. After the war, the US Administration used the Hoechst Building as their headquarters for a few years. With the end of the war as well, IG Farben was disbanded and Hoechst AG was once again its own company. It went on from the war to become a very successful company, in fact a leader in the chemical industry for years to come.⁸

⁸ Hoechst AG Company History. (http://www.hoechst.com/historie/historie_en.htm)

3 REGIONAL PLANNING AS A CHALLENGE

3.1 The Planungsverband Frankfurt Rhine-Main

To address issues of regional planning, an office must be in place that will oversee the planning process. The Planungsverband Frankfurt Rhine-Main is just the office to do that. They are an office of planners who currently are heading up many projects in the area, the one pertinent to this paper being the Route of Industrial Culture. The Route of Industrial Culture project grew out of another project in development by the Planungsverband, the Regional Park project. As the Route of Industrial Culture project becomes bigger and more involved, more resources are being allocated to it from the Planungsverband.

In the course of the development of this route, the Planungsverband has received funding from the European Union, as well as the federal government of Germany, and the state government of Hessen. This shows the wide interest in this project, as well as the governmental bodies to whom the Planungsverband must answer.

To understand how such an organization comes about and the reasons for it, what follows is a brief history of the Planungsverband.

3.1.1 History of the Planungsverband Frankfurt Rhine-Main

The Planungsverband began approximately 25 years ago, as the *Umlandverband*, to address the strong need to have a regional agency that could deal with planning issues that come up, that a single town or city could not deal with. The main focus of the agency was in landscape planning, land use planning, transport planning, and spurring the creation of the regional transportation agency.

The scale of the *Umlandverband* organization at the time was too small, being comprised of only 43 communities, whereas the surrounding commuter area was much bigger than that. To remedy this, a *Ballungsraum Gesetz* was passed (a state law for the Frankfurt Ballungsraum, which means the congested urban area surrounding and including Frankfurt). This replaced the *Umlandverband* with the *Planungsverband*, and increased the number of communities represented from 43 to 75.

Despite the growth of the agency, the number of tasks assigned to it has decreased. The main focus of the *Planungsverband* now is on land use planning. They are undertaking the very first regional land use plan ever made in Germany, which is very complex. This is an “umbrella” that will encompass many things, like landscape and transport planning. This is being done by the *Planungsverband* because of the successful work it accomplished as the *Umlandverband*. The *Planungsverband*, though, was only scheduled to work on this project until 2003, when someone else would take it over. No one else

came onto the scene to take it over, so the Planungsverband is still working on it, but on uncertain grounds.⁹

⁹ Interview with Sabine von Bebenburg. Appendix C (pp. 49-51)

3.1.2 The Regional Park Project

The Route of Industrial Culture is a project within a larger project for the Planungsverband known as the Regional Park Project. The main focus of this larger project is to “preserve, safeguard, upgrade, and design the green and open spaces in [the Rhine-Main] region.”¹⁰ The large demand for land to build upon has been causing great pressure on the open areas in Germany, and in the Rhine-Main region in particular. This project is meant to provide solutions for this, and help facilitate this growth, with these open areas kept in mind when developers are expanding.

The Route of Industrial Culture is an important milestone in the Regional Park Project’s other goal of improving the image of the area. This will be very important for the Planungsverband to really make a name for themselves in the region, by showing their desire to improve upon the regional consciousness of the people. Some of the principles of the Regional Park Project are reflected in the Route of Industrial Culture, such as developing learning facilities close to where people live, to which they have direct access by foot or bicycle.

¹⁰ Interview with Sabine von Bebenburg. Appendix C (pg.52)

3.2 The Route of Industrial Culture

The idea of the Route of Industrial Culture was first formulated by Dr. Peter Schirmbeck, the curator of the Ruesselsheim Museum. He had an extensive knowledge of the area's history, and also was aware of the need for something in the region to bring some identity to its people. The aforementioned industrial importance of the area was a natural choice for something that would be abundant enough to make a travelable route out of, as well as something that would interest a large number of the public. Many of the citizens are not aware of the region's industrial past, although the buildings still remain, scattered all over the cities. This is the idea of what this route could accomplish. With Dr. Schirmbeck's expertise and research, a list of potential sites to be put into a route was compiled.

The sites were put into these categories:

- Factories, Breweries
- Administration Buildings, Banks, and Office Buildings
- Power Plants
- Water Towers, Sewage Works
- Transportation Structures
- Houses and Housing Developments
- Art Works, Memorials, Statues

From this point, the Planungsverband took on the job of making a workable route out of Dr. Schirmbeck's preliminary list, expanding that list, and really bringing it to a regional level in its scope.

Juergen Schultheis, an editor at the *Frankfurter Rundschau* newspaper, was a very early supporter of the project. He has published many articles on the Route¹¹, and found from the beginning that many of his readers were interested in it. His continued articles only increased that interest. He has been instrumental in raising the awareness of the general public to the existence of this route. In summer 2002, he organized boat tours, which took passengers along the Rhine and Main rivers, with Dr. Schirmbeck on board as the tour guide, pointing out spots from the route and describing each structure's particular story as they passed. The response to this tour was greater than Mr. Schultheis had expected. "The price for a ticket was €23, sort of expensive but it's not going to be cheap. If we are lucky we would have 150 guys going with us. So I said in four weeks we will sell 150 tickets. We prepared an advertisement, and after two days we had sold 300 tickets, it was incredible!"¹² This proved that, even in its very early stages of development, the route definitely held enough interest that it will likely be successful when completed.

It needs to be understood that this Route of Industrial Culture is still in the very early stages of development. It is not actually any sort of tangible route as yet. It is more of a theoretical one. Currently about 150 locations are featured in the route, and that list is always growing. For a site to be added to the list, certain criteria must be met. A big

¹¹ See Bibliography for some examples.

¹² Interview with Juergen Schultheis. Appendix C (pg 53).

focus of the route is the reuse of old industrial buildings for modern purposes. Examples of reuse are the use of an old slaughterhouse for a new hotel, an old train repair station as a museum, and an old Nazi administrative building as a university building. Museums seem to be the most common reuse method. In other cases, firms have renovated the old buildings for their offices, leaving the outside to retain its industrial feel. A big financial investor in the project is Ardi Goldmann, a big developer in the Rhine-Main area. He sees the potential for financial gain in renovating these huge old factory buildings, and reselling them to enterprises to use for office space.

The route spans the Rhine-Main region from the city of Bingen in the west to the city of Aschaffenburg in the east, and follows along the Rhine and Main rivers. Each city contains a number of sites, belonging to each category. These different categories make it possible for one to take a themed tour, seeing only old factory buildings, or perhaps only the old housing developments. This is just another aspect of the route that makes it interesting. In fact, another manner to create a thematic route is by the mode of transportation the traveler uses. For example, one could do a boat tour, being able to only see those sites that are right on the water, or one could do a bicycle tour, utilizing the bicycle paths that go all along both sides of the rivers from one end to the other.

The different modes of transportation one could possibly take on this route are:

- Boat
- Car
- Bicycle
- Tour Bus
- Walking

The route is marked by the many museums along its path. They do not need to be built for this route either, they are all already in existence and need only be linked up with the rest of the route. Museums of all types, sizes, and importance are included in the route, such as one of international importance in Mainz (the Gutenberg printing museum), one of regional importance in Ruesselsheim (museum focusing on Opel and the development of the automobile), and one of local importance in Grossostheim (focusing on steam engines and their use in the city during the industrial era). All these museums are open to the public all day, year round, and days are planned on the route, where all the museums on it will be free to the public for that predetermined day.

This table shows the cities included in the route, and the amounts of items or each category that can be found in each city. Cities separated by a “/” mean that they are two cities separated by a river, and thus in the very close proximity.

Cities	Number of each type of group per city							
	A	B	C	D	E	F	G	H
1. Ingelheim / Bingen	4	1	0	0	4	0	1	1
2. Mainz / Wiesbaden	20	3	3	5	15	2	3	5
3. Ruesselsheim	12	1	2	0	5	5	2	1
4. Frankfurt / Offenbach	30	12	10	10	19	4	12	12
5. Hanau	7	0	6	8	7	2	2	3
6. Aschaffenburg	5	0	1	4	5	0	0	2

Groupings of Sites

Letter of Group	Represented Group
A.	Factories, Breweries
B.	Administration Buildings, Banks, and Office Buildings
C.	Power Plants
D.	Water Towers, Sewage Works
E.	Transportation Structures
F.	Houses, Housing Developments
G.	Art Works, Memorials, Statues
H.	Buildings being reused for modern purposes

Figure 6

To observe the developing Route of Industrial Culture, two tours of the route were made. As there is currently no driving map from site to site, driving on the “route” proved difficult. The following section displays the sites were visited on two tours, and gives descriptions for each picture. The pictures are meant to give an idea of what one could expect when touring the route as a tourist, and give a wide variety of different types of buildings and designs.

3.3 Tours on the Route

Tour 1

The first tour made of the Route of Industrial Culture was made in the city of Mainz.

Here are the sights visited that day.



Figure 7

The first stop on this tour was at the Museum fuer Antike Schifffahrt (Museum for Ancient Navigation). This is a good example of an industrial era building being reused for another purpose. In this case, it was a building where repairs were done on train cars, and now the building is a museum which focuses on Roman era shipping, in particular, ships that were found on the bank of the Rhine recently when a new hotel was built.

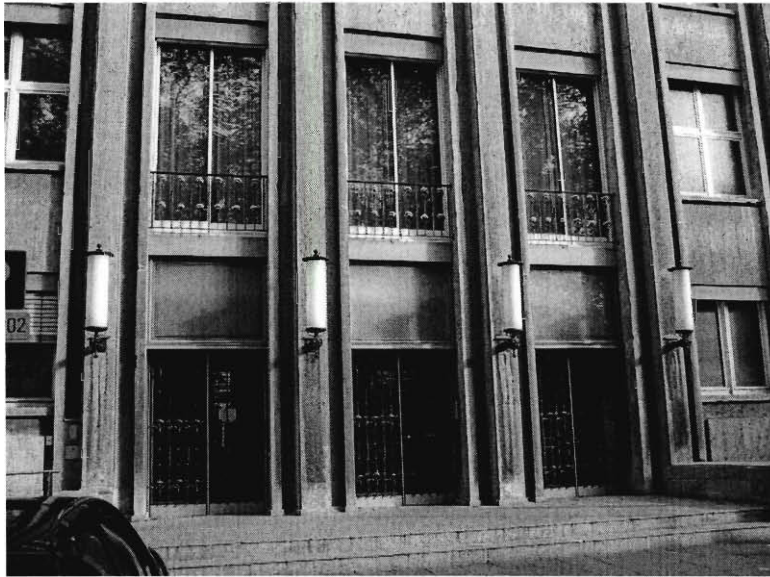


Figure 8

Next, the Verwaltungsgebäude der Reichsbahn (Administrative building of the Reichsbahn) was visited. The Reichsbahn was the name of the railway system until the end of the Second World War. This building was built in 1938 for the Nazis to oversee their extensive railway system. This is a typical example of Nazi architecture, very rigid, symmetric, and monumental.

Here are a couple pictures from inside. These reflect the ideals of the government that built this building. Notice the stained glass window showing the train engines and the towers in the back. This shows where Mainz came from to where it was going. The stairway is a typical example of the modernist designs of Nazi Germany, with the steel banister running down the symmetric stairs.

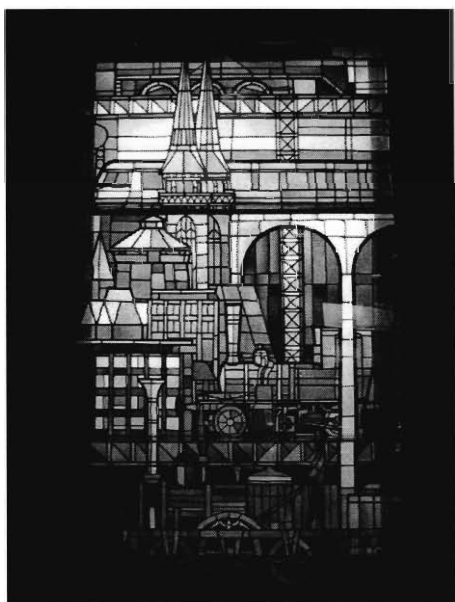


Figure 9



Figure 10



Figure 11

This building used to be a lamp factory in the late part of the 19th and the early part of the 20th centuries. Now it is used for offices and on both sides of it, modern buildings have been attached. This is another example of reuse.



Figure 12

This is a production building of the company, Moguntia, which, incidentally, is the Latin word for Mainz. This building was used as a spice mill, producing a great variety of different spices. This building is not being reused for another purpose, and is currently empty. The palace-like modernist style here (three sided structure with a large courtyard in the middle) is important to point out. It was intended to help motivate the workers at such factories to work hard, as they would perceive their place of work as a palace.



Figure 13

This is the Waggon-Fabrik, where railway cars were built for new trains. This building was constructed between 1896 and 1910. Currently it is being fully utilized, in a different way than it was built for, as a furniture plant, offices for an advertising agency, and even a gym.



Figure 14

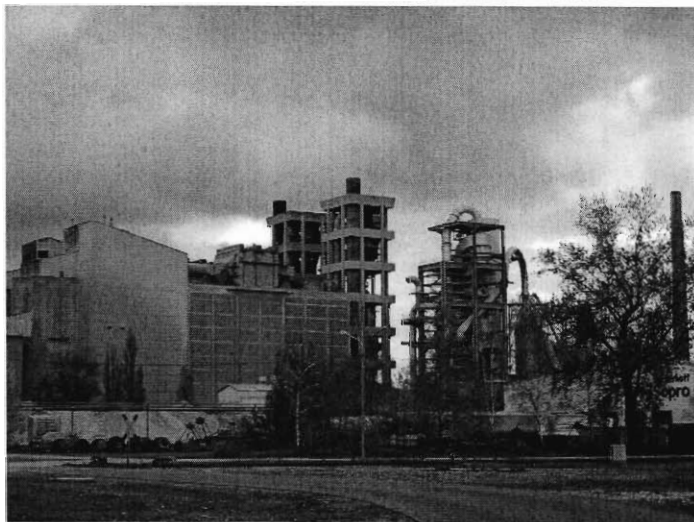


Figure 15

This is the Dyckerhoff Cement factory. It is famous for its two great heat exchanger towers, built from the very cement produced by the factory. They are two examples of early high-rise designs. The factory is still in operation and is one of the world leaders in the cement industry. On the right is a picture with both the old towers and a new, modern one.

Tour 2

The second tour was taken to the cities of Frankfurt, Offenbach, Hanau, and Seligenstadt to seek out some more possible sites in the route.



Figure 16



Figure 17

Here is what has become the Park Plaza Hotel of Offenbach. This beautiful, old, brick complex was originally used as a slaughterhouse, built in 1904. A lot of money has been put into this building to renovate it, and make such additions as the train-station style roof between the two buildings, and a glassed-in exhibition hall. Below the original smoke stack can be seen, as well as a large room yet to be renovated.

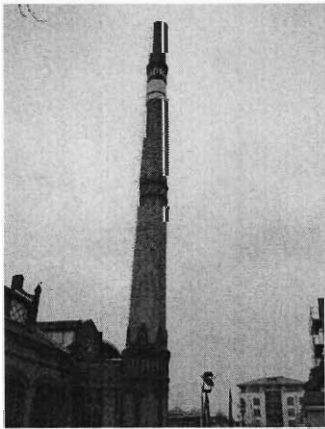


Figure 18



Figure 19

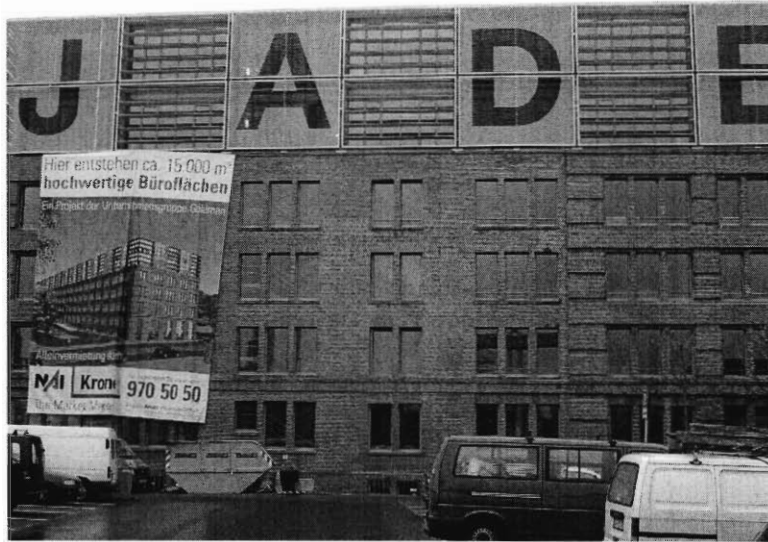


Figure 20

Next stop was the giant chemical company, Cassella, in Frankfurt-Fechenheim. Here are three buildings, all in the same area. They show a good variety of the different types of buildings on the route. The first, above, is one of the original Cassella buildings, all built in the early 1900's. It is interesting because it has been renovated completely, as one can see by the top floors, all in glass with the new company name, JADE, on it. The banner hanging on the building shows that this building project was done by Ardi Goldmann and his associates.



Figure 21



Figure 22

The building on the left is one of the original administration buildings of Cassella. Behind that building, in the next picture, the power plant of the company is found, marked by its two large smoke stacks.



Figure 23



Figure 24

Here is the Maschinenfabrik Weinig, a factory that specialized in producing machine parts, in Hanau. The picture on the left shows the building from the street side. It is now being fully utilized by smaller businesses, such as a day care facility and a ballet school. One can see on the right picture, which is at the rear of the building, how it has been modernized.



Figure 25



Figure 26

This is an older building of the Maschinenfabrik Weinig, and was used to power all the machines in the factory, using the water flowing through it for power. This factory reflects the changing of technology that occurred throughout its years of use, as it originally used that water running under the factory to power its machines, then moving on to steam power, and eventually to electrical power for the machines.



Figure 27

Here is the former Lamboy Military Barracks, used by the American troops during the occupation of Germany after World War II. Now they are used for apartments and office space.



Figure 28

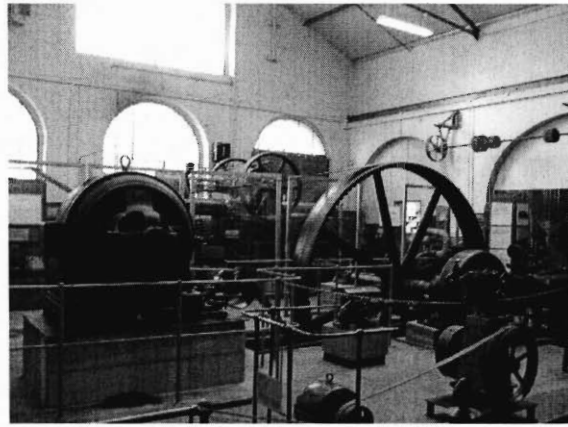


Figure 29

These pictures were taken at the Grossauheim Museum, which used to be a large electric power plant. It has much old machinery from the Industrial Age. The picture on the left shows a large steam engine, and the picture on the right shows such a machine that would be in a production building of the time, which would power all the other machines in the factory.

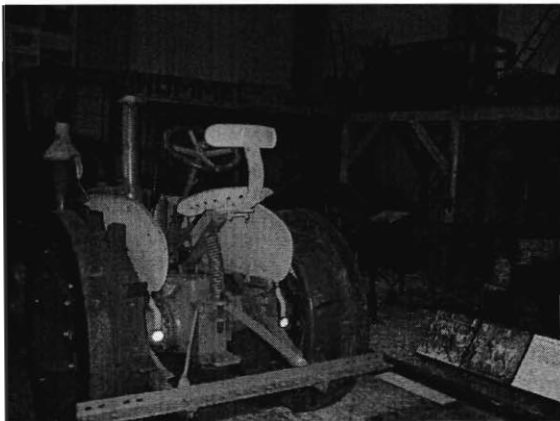


Figure 30

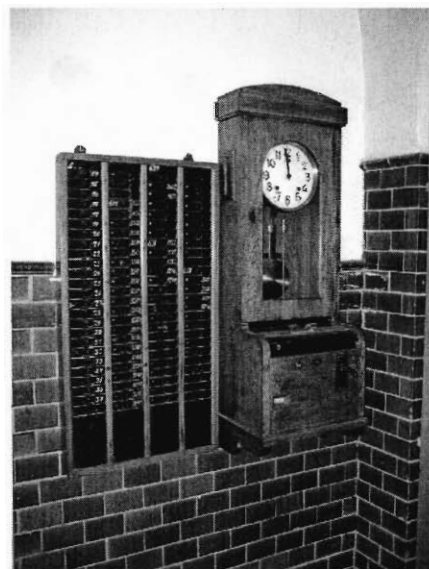


Figure 31

Here is a steam powered tractor of the era, and the punch clock where the employees of the factory would punch in and out of their shifts.



Figure 32

Down the street from the old electric plant, is a new modern power plant. This easily perceived mix of old and new technology is part of what makes this route attractive. This plays a big part in the marketing of the route.

3.4 Wiesbaden Meeting

On November 17, 2002, an important event occurred in the city of Wiesbaden. In the Wiesbaden Chamber of Commerce and Industry (*Industrie und Handelskammer*, or IHK), a presentation was to be made on the Route of Industrial Culture, with all the major players in this route being in attendance. Interview partners Sabine von Bebenburg from the Planungsverband and Juergen Schultheis of *Frankfurter Rundschau* were present. The audience for this presentation was about 100 people and was standing room only. This is a great example of the interest the people of the region have in the creation of this route. It is not just being forced upon the people of the region; rather, the people want it. On the panel of presenters were:

- Dr. Gerd Eckelmann – President of the Wiesbaden Chamber of Commerce
- Prof. Dr. Joachim Poes – Department Head of City Development in Wiesbaden
- Rita Thies – Department Head of Culture in Wiesbaden
- Horst Faeser – Director of the Planungsverband
- Prof. DW Dreyse – ABS Architecture Frankfurt
- Prof. Peter Lieser – ABS Architecture Frankfurt
- Dr. Peter Schirmbeck – Curator of the Ruesselsheim City Museum

Each of these people gave a speech, pertaining to the Route of Industrial Culture as a whole, or specifically within the city of Wiesbaden. As it was all in German, unfortunately it was not possible for the author of this report to understand everything that was discussed, but the main points were heard and understood. The size of the audience came as a great surprise for something that was not advertised. People were

standing in the aisles for the whole presentation. The crowd was told that a traveling exhibition on the route was opening after the presentation at the *Projektbuero Stadtmuseum* (Project Office of the City Museum), a museum that is in the midst of being constructed. A slideshow of many of the spots on the route was shown, narrated by Dr. Schirmbeck. And most importantly, it was announced that the European Union had approved funding for the next year. This was met with great applause, and appeared to come as quite a surprise to many members of the panel. After the panel finished, all were treated to large pretzels and champagne in the foyer. From there everyone moved on to the Museum and saw the exhibition. It was a great overview of what the route can and will become.

3.5 People Necessary for Development

In studying the development of the Route of Industrial Culture in the Frankfurt Rhine-Main region, it was discovered that certain facilitators are necessary to get the task of creating such a large undertaking done. What is first needed, as with most projects from a project management perspective, is a visionary, a project champion, as it is called in business circles. This is the person who is the creator of the project; it's his/her baby so to say. Next comes what the Germans call the multiplier. This person is in essence the marketing person, who gets the word out on the project and gets the people of the area excited about it and interested in its development. Next comes the architect of the project. This person oversees the creation of the framework with which to plan the route. The next important person, naturally, is the planner. He does the hard work, actually conceptualizing and realizing what has been given to him/her in a purely abstract sense. These people must make something solid out of an idea. The last but not necessarily the least important, is the project sponsor. This is someone or some organization that funds the project. Without these positions, a project of this sort would be much more difficult.

Concerning this project, a specific person or organization can be placed in each of these positions. The role of the creator is taken by Dr. Peter Schirmbeck from the Ruesselsheim City Museum, whose idea this route was. The multiplier, or marketer, is Juergen Schultheis of Frankfurter Rundschau, whose many newspaper articles have kept the people of the region up to date on all the happenings on the route and provided many background stories about specific sites on the route. The architect of the route could be

considered to be Professor Dreyse of ABS Architecture Frankfurt, who is an architect by trade. The planner is Sabine von Bebenburg from the Planungsverband, who is the one responsible for all things related to the route. The sponsors for this particular project are more than one: the European Union, the federal government of Germany, the cities of the Rhine-Main region, and even Ardi Goldmann. Goldmann's development of buildings on the route is important to the overall development of the route and as such deserves to be mentioned here.

4 RESULTS AND ANALYSIS

Since the Route of Industrial Culture is still in the early stages of development, certain things can be seen already. First, it is a very expensive undertaking. For the years 2003-2005, the Planungsverband will be funded by the European Union in the amount of 210,000€. This does not sound like a lot of money when one looks at it on the surface, and in fact it isn't, but to spend that much on something that is abstract, like this route, that is not actually being physically constructed, is something different.

It must be kept in mind that there are only about five people actually working on this project, so it is slow going. There is an existent route in another area of Germany, in the Ruhr river area. This area was famous for its mining, unlike the Rhine-Main area, which is better characterized by the factories. The Rhine-Main route is much more involved than the Ruhr route, involving many more structures and sites, in multiple cities and states. The Ruhr route took about ten years to complete, and this Rhine-Main route is just now getting underway, so the road ahead is long. The road ahead is also uncertain. From one year to the next, it is not known for sure that the Planungsverband will be allowed to continue the work it is doing, and a whole new agency could take over the process.

The Planungsverband and the others involved will use the Ruhr route as an example of how to create their own route. One plan, taken from the Ruhr route, is to illuminate the buildings at night time with special lights. This will allow for travelers, by boat especially, to see these magnificent old buildings in a beautiful way, and will also get

more people interested in what it's all about. It will also bring more tourists to the areas with the illuminated buildings. The plan, as well, is to create a logo for the route that will go on each building that belongs to the route, which will create recognition by the local inhabitants. When they see that logo they will know that it is a part of the Route of Industrial Culture. These two ideas are very good and will likely accomplish their goals very well.

Though for the moment the project is being funded, there is always that danger of losing the funding, and leaving the project in limbo. This will be one of the biggest problems facing the route's development.

Another factor that could possibly cause problems would be the cities on the route. Each city needs to be on board with the plan, and needs to support the Planungsverband in what they are doing. It is not up to the Planungsverband to renovate buildings that require renovation. That will be up to the cities, or to the owner of that specific building. The cities in Germany all are under a great economic crunch right now and the mayors are not very eager to spend any extra money. What the Planungsverband needs to do is convince these leaders that it will be an economic boon to participate in this route. A mayor with foresight will understand the significance of what he is being asked to participate in. In fact, the mayors of the major cities in the area seem to embrace the idea of the route.

The mayors of Frankfurt, Mainz, Hanau, and Ruesselsheim have all written guest articles for *Frankfurter Rundschau* expressing their feelings on the importance of the route. Here are some quotes from them:

- “A region without history is a region without a face. Therefore, it is essential that the existing traces of history be kept visible.”¹³
- “The work and identity of the people, their families, and descendents, is connected with [the Rhine-Main] region.”¹⁴
- “We can proudly look on the phase of industrialization, upon which our present status is based. These preserved testimonials to industrial and infrastructural constructions are multifaceted and very clear.”¹⁵
- “In the Route of Industrial Culture project, I see the chance to place [the industrial era] in the broad spectrum amongst the familiarly perceived culture.”¹⁶

The biggest problem will undoubtedly be the creation of a driving route that will connect the different sites to each other in a manner that is not exceedingly long and winding, and that take the traveler down little old streets where one can easily get lost. From the two tours that were made, it was not long before it was realized just how hard it is to go to sites that are just within the same city. This will be the area where the most money will likely end up being invested.

¹³ Beutel, Jens. “Eine Region ohne Geschichte ist eine Region ohne Gesicht”. *Frankfurter Rundschau*, August 6, 2002. p.3.

¹⁴ Gieltowski, Stefan. “Bauten der Arbeitswelt zeigen, wie unser Sozialleben gepraegt wurde”. *Frankfurter Rundschau*, October 8, 2002.

¹⁵ Haertel, Margaret. “Wir blicken mit Stolz auf die Phase der Industrialisierung”. *Frankfurter Rundschau*, November 15, 2002, p.30.

¹⁶ Roth, Petra. “Bei allen Entscheidungen muessen die Finanzen bedacht werden”. *Frankfurter Rundschau*, October 19, 2002, p.29.

A problem similar to the previously mentioned one is accessibility. On the tours that were taken, once the sites we were searching for were finally found, often it was discovered that one was unable to get into the building, or even the onto the building grounds. A large number of these buildings that are included in the route are still very functional and in use, so this would cause a problem if tourists were coming to these places of business where people are doing their daily jobs. That is the main difference between the Ruhr route and the Rhine-Main one; many of the Rhine-Main buildings are still in operation, whereas the Ruhr ones are on permanent display and out of commission. This leads to the question, “Why have locations in the route that you are unable to access?” The answer to this is purely for the external elements of these buildings. They feature wonderful architecture that is historically important and not so common in Germany nowadays, especially since World War II and the nearly complete destruction of the German cities by allied bombings.

The image problem mentioned earlier will be very greatly improved by this route. All the area needs is a reason for people to come there. Once they arrive they realize what a great place the Rhine-Main region is, and want to stay, and come back.

Once completed, the route will have guided tours, and if one wants to do it by automobile, a tour packet will be able to be purchased, with possibly an audio guide along with it.

Another plan for the completed route is to have something like a Museum Night a couple times a year, where all the museums on the route will stay open all day and be free for everyone.

5 CONCLUSIONS AND RECOMMENDATIONS

To conclude this paper, it should be said that these types of routes will likely become more and more common across the world. The reasons for this particular route are reasons that hundreds, or even thousands of places worldwide could also identify with, and this route will be looked upon as an example for the future routes. The idea going into this project was to make a comparative study, by looking into the possibilities of such a route in the Massachusetts area, where the industrial revolution hit hugely. It was soon discovered that there is such a route in the Blackstone Valley region of Massachusetts, the heart of New England's Industrial Revolution.

An interesting conclusion drawn from this study was how people tend to overlook the importance of the Industrial Era in history. It is certainly not as popular with the vast majority, as say, the Old West in US, the Imperial Age, or the Middle Ages in Germany, and the ancient times of Rome and Greece. It is an interesting thing that these other eras in history are so romanticized by novels, television, and movies, and the industrial era is seen as an ugly part of history, almost as if the connotation of a dirty, smoke-billowing factory signifies the Industrial Age. In fact, this time period was one of the most important in all of the history of civilization, for without it the world would not have advanced as far as it has. The Industrial Era separates the modern day from the days of horse-drawn carriages and archaic methods of doing things. Science and technology advanced more in the relatively short time of the Industrial Age than it had in the whole previous millennium. This age was one of the biggest turning points for the human race

since the discovery of fire, yet it is often not given its due credit. Such routes as the one studied in this project will work to combat the negative things associated with it, while at the same time fostering a better knowledge and understanding of the importance and significance of the Industrial Age in the minds of the people.

The Route of Industrial Culture on Rhine-Main will continue its development over the next few years, and has very many competent and intelligent people working to make sure it is successful, and from what has already been shown, it is very likely that it will indeed succeed.

6 APPENDICES

6.1 Appendix A: Liaison Contact Information

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6.2 Appendix B: Contact List

Interview Contacts

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6.3 Appendix C: Interview Transcripts

Interview with Sabine von Bebenburg

Question Block 1

1. Could you please give some background information about yourself?

My function within this project, I am a so-called action leader of the Route of Industrial Culture which is one of the milestones in our project, Sustainable and Accessible Urban Landscapes for the European Union. My background is, I am an economic geographer, and I did postgraduate studies in Urban and Regional Planning at the London School of Economics. I've been working here about 10 years.

2. What do you do for the Planungsverband?

The department I am currently working for is a strategic department, its called Abteilung Analyzungskonzepte und Europaprojekte. Herr Henke and I are the European Project section. Before that I worked for a number of years in the communication department, and before that again in the strategic department.

3. Is this a typical project for the Planungsverband?

I wish it were. No, this is a rather difficult topic. We've been demolished and converted into the Planungsverband. It's a very broad history, 25 years ago, an agency was founded, called the Umlandverband, in those days because there was a strong need to have a regional agency to deal with some of the topics that come up, that a single municipality is not able to deal with. Mainly land use planning, but also transportation, landscape planning and so on. So you have these constructions in cities elsewhere in the world, and sometimes they are called metropolitan government. A number of tasks were allocated to

us but we weren't able to carry out all of these tasks, for a number of reasons beyond our control. Our main focus has been on the landscape planning, land use planning, transport planning, and we have given very important impulses for the regional development, for example for the regional transportation agency and so on.

Because the scale of our organization, which comprised 43 communities, it was definitely too small. The attachment area for commuters and so on is far bigger. It was very visible that the scale of our association wasn't appropriate and the number of tasks was under negotiation. What happened by law from the State level, a new law was made, a Ballungsraum Gesetz, and the Umlandverband after 25 years has been demolished and now it's the Planungsverband, and now instead of 43 communities, its 75.

The number of tasks is less than it used to be. Now the main focus is on Land Use Planning. Our task is to carry out the first regional land use plan ever made in this country, which is a very complex target. Everything like landscape planning, transport planning has to be under this umbrella. So what we are doing right now is a consequence of the successful work we have carried out as the Umlandverband. The question is, whether or not we will be able to carry out these tasks further on, because we were demolished as of January 1, 2001, and by law there was a time scale of two years to find someone else taking over all these duties, but no one else has been found so far. The law says as of January 1, 2003, we are no longer allowed to carry out these tasks, which is an extremely difficult situation. For example, we have applied for funding from the EU, and we have been funded in the past, and it doesn't look too bad to get funds in the future as

well, and this is of course money that comes into the region, and it is attractive for everybody. But who is going to be the organization to carry out the entire thing? So it's a very difficult situation. So you are talking to me now at the end of October, and frankly I don't know if I would be able to talk to you in January, we'll see, we don't really know.

We have a very important project of our agency, which is called the Regional Park Project and under that umbrella runs currently this Route of Industrial Culture as well. The Regional Park Project, the main focus here is to preserve, safeguard, upgrade, and design the green and open spaces in this region. Of course, this is a region under pressure, because there is a high demand for built up land, and there is a very large need to keep up the green and open spaces, and to change the perception of the inhabitants, not to see them as left over, where you just throw your garbage out of the window, but as a quality of such. Our region as opposed, for example, to Munich, is not very highly ranked for its quality of life. This is the city, Frankfurt is the city, and the region is the region where you go to work, to make money, and then you move on. That's the impression people have who don't know the region. People, who come and stay, are really surprised because there is a lot of quality of life, and there is a lot of interesting spots, cultural heritage sites, and so on. But we need to work on that and in order to stay in competition, so this is something the Route of Industrial Culture should be seen as one sort of milestone within this Regional Park Project as well. One of the main objectives of the Regional Park Project is also to help develop a regional conscience, and also to offer recreational facilities, leisure facilities, learning facilities, close to where people live. Where they have direct access, by foot, or by bicycle. So this is the context of the entire thing.

4. Is this the only project your office is working on, or are there others going on simultaneously?

We are participating in two projects. The spatial scale of the application is Northwest Europe, so in this case we have partners from London, Amsterdam, Frankfurt, Ruhrgebiet, Saarland, and Luxembourg.

5. How many people in your office are working on the Route of Industrial Culture?

I contribute most of my working power to that project, Reinhart Henke, Mr. Raubenstraub (spelling) who is the head of the department. There are two external experts who more or less work full time on it, but who are not paid by us at this point in time. One of these is from an industrial museum in the region, and he has a deal with his boss that he can really work for that because they will advantages from that. So 5 people would be appropriate.

Question Block 2

1. When and how did this whole idea of a Route of Industrial Culture come about?

I would say around 1998-1999. It was raised by one of our external experts, the guy from the museum in Ruesselsheim, Dr. Schirmbeck. He is not a planner. What he was interested basically was to bring up the topic, but the idea really to combine it, bring it to a regional level, make a route out of it, is to be seen from my perspective, very much at this house, coming from the Regional Park Project, and Dr. Raubenstraub was really a key person in that.

2. Were there any motivations or apprehensions from the Planungsverband about taking on this job? Why or why not?

We think it's a good project and we think we can contribute to these goals such as raising quality of life, bringing back industrial history into the conscience of the population and so on.

We have a lot of political restraints in this region, especially this planning association, so if you start asking too many questions, you'll never start. You just do it and see whether you get it through. We think they are really good and valuable ideas, and other persons will decide whether or not to continue. A typical problem for planners.

3. Did you use any other routes, for example the Ruhrgebiet Route of Industrial Culture, for a guide on how to develop this one?

I have to say ours is not really under construction, it's under planning preparation. So we haven't gotten very far, but of course our idea is always to learn from each other on a national and international scale. I've been in the Ruhrgebiet myself, and was really impressed by what's been going on there. I think of course we need to learn from the Ruhrgebiet, and one of the basic ideas of transnational cooperation that we do with our EU projects, of course, is to learn from each other, working with best practices and so on.

4. How did you go about beginning such a large project?

From scrap! We had a project, called InterReg2c Project, now it's called InterReg3b, from the European Union. This is an example of how they give impulses. We had a project called New Urban Landscapes, and within this project this idea of a Route of Industrial Culture has been developed further, because we were given money and we could fund two studies with that. The one study I spoke of with Dr. Schirmbeck from the museum and the second part is from the urban planners who combined it and made it into

a route. The exhibition that tours around the region these days is also funded through the EU. There was some funding from the state level as well, from the Ministry of Economic Development, so this was sort of a start.

The money has to be co-funded from here, but it's also good when the people from the political levels see.

5. Would it be possible to calculate the administrative costs for the project from start to finish?

We have figures for the application for the EU, and there we got for three years, from 2003-2005, €210,000, and funding applied for is €105,000. So 50%. What we actually do of course depends on the money available. If there's too little money, we can only do a number of things. We tried to use manpower and resources that are already there, and talk to companies, and try to have people sponsor us and so on. One major contribution to our project is being made by a regional newspaper, The Frankfurter Rundschau, and they have a person there who is very alert about regional topics, and he made a series in the his paper on the Route of Industrial Culture, and that raised public attention by a significant degree. The newspaper is a very important partner.

Question Block 3

1. How were each of the sites decided upon? Was there some sort of scheme or criteria for making the choices you did?

There is a list of objects, and of course there is a scoring as to what condition each is in, and accessibility and stuff like that, but not very much into detail, so this would be one of the first steps we would do once we get the money from the EU. One of the other steps is

also to develop a sort of tour guide, to make a brochure and list them, describe them, and then make the sites as such, accessible, sign them, give them a common layout, a sort of corporate design, a logo and stuff. So once people go one place, they will recognize it and say, “Oh yeah that is the Route of Industrial Culture”. This is broadly what we want to do in the next three years, and then develop a pilot site, and try to offer tours and things like that.

2. Did you try to maintain a good mixture of different types of sites? For example, a certain number of factories, power plants, and administration buildings for a given area.

I really can't answer that at this point in time. The thing is, we haven't selected the criteria under which we will develop certain kinds of routes. We have spoken about it and what we are aiming at is to tailor them to various target groups. For example, families with kids have different interests than people who are really into old locomotions and stuff, and you really have to focus on these user groups. The condition the site is in, or the architectural value is important to us, but that's not the sole criteria of course. Ideally if we have a tour guide and we have a number of objects and they are listed somewhere, and then we have different ideas of certain routes and we would mark them for example for people who are mainly interested in architecture, they would visit a different route than people who are interested in harbors and things like that.

3. After a site is decided upon to be included in the route, what is the next step?

We have to negotiate with the owners, and sometimes it's a municipality, sometimes it's a private company, sometimes it's a fund. When we do a list of each object we also have to find out what's the ownership like, and what are their plans, and what do they want to

do with the object, and so on, because we can only work in collaboration with them, we can't work against them. If they don't want any visitors for whatever reason, it's no use to include the object. If one passed it by one could say ok there's an interesting object, but forget about it we will be seeing another one soon. The participation process of all stake holders is very important to us. Its not that we come and say "You must do this" or something, not at all. One has to accept if they say, ok what we can do is, for example, we offer guided tours because our plant is still under operation, and then its very good, and maybe we can even convince them that one could use certain buildings for certain events or something like that. Another idea within our route is nightly illumination of certain objects, and so on. Ideally the outcome is a win-win situation because it's good for their reputation and it's good for us because it's been included in the route.

It's a long term vision, but we would be very happy if some sort of temporary illumination could take place and one could see it from a ship passing by, from a ship tour at night. What we want to do next summer is to do a sort of an action week on the Route of Industrial Culture in collaboration with all kinds of institutions, and we already have sort of an offer from an association from European light designers, they say "Ok, we have certain resources and if you are interested we could set up something, and we have our personnel" and so on.

Question Block 4

1. Who is financing the development of this route? Is it the cities, or the states, or the federal government?

Both the EU and the government are funding it. Of course this person from the museum, he's being paid by the city of Ruesselsheim. His salary is not taken into account and also I am paid by the Planungsverband. If we summed up all the work actually done it would be a lot more than €105,000. It's not a very, very high sum. The state government has funded it, it maybe will fund again, at this point in time it does not fund.

2. When do you foresee the route being completed?

Our time scale is up to the end of 2005 and we know that we want to have a number of pilot objects implemented so we have a sort of pilot route, so the route is more than virtual. At this point in time it's highly virtual. I think it's a process, because a lot of things can be done. It should be visible in 2005, maybe earlier.

3. After completion, will it be possible for more sites to be added to the route?

Of course, yeah.

4. If a building needs renovation, who pays for it?

I don't know. I think basically, if it's a functional renovation it's entirely up to the owner, and the respective plant. When it comes to converting something that is not under use into something of public interest, then I think it could be possible that there is funding by the municipality, by the association, by the EU, or whatever.

Question Block 5

1. Are you marketing the route? If so, in what ways and to whom are you marketing such a route?

The Frankfurter Rundschau is marketing the route already, and raising the public interest. So far we don't do anything besides the exhibition and a number of brochures and so on. What we can say at this point in time is that there is a tremendous demand and interest for

this project. Every time we have had a ship tour, all 300 seats have sold out. Twice, TV [journalists] has reported about it.

2. Are guided tours offered for the route? Will there be guided tours in the future?

They are not at the moment but will be in the future.

3. What have you learned throughout the course of this project that would have helped to know before you began? Anything in particular that you did not expect?

I think it's a constant learning process but I can't identify a single objection or topic that afterwards I would have done things differently.

4. Do you think this will become a trend over Europe and the rest of the world, with such routes being developed everywhere in the same manner?

I think there is a trend towards real things, among people to get back to some of the routes. In this "Global World" we see more of an interest in regional topics as a counterbalance, and in that context, I think, it is an upcoming topic. To what degree and where mainly, I can't really say. As we see with the Regional Park, we see it seems to be a human need to be able to relate to history, what has been going on in the area where you come from. It is not the same motivation for the EU. What they want to foster is transnational cooperation and the quality of the regions as such. Implicitly, our motivation is a part of it, but it's not the dominant motivation of the EU.

Interview with Juergen Schultheis

Question Block 1

1. Could you please give some background information about yourself?

I am 43 years old, I am an editor for *Frankfurter Rundschau*. I have been working for *Frankfurter Rundschau* since 1986. The first time as a freelancer, and since '92 as an editor. The first time I did some journalism in the local area, and since '96 I am a member of the staff here in the centrum of *Frankfurter Rundschau*.

2. Are your articles on the Route of Industrial Culture typical examples of your work at the Frankfurter Rundschau, or are they something special, a sidetrack from your usual work?

In one way it's not typical, but in another way I think it's typical. These theories we made with industrial heritage is part of a bigger theme. This theme is, from my point of view, the competitiveness of the regions in Europe and the world. There are a lot of questions and a big need for some answers. The main problem here in the Rhine-Main area is, this area does not have a common history. The situation in Germany until 1890 or 1945 is very difficult, till 1866 and 1871 we had in this German area, more than 30 different states. Everyone speaking german, but different states. One of the main problems here is, Frankfurt has a long tradition of a state. This town here was for a long time a state, and the borderlines are some kilometers in the east and some kilometers in the west. Outside there are other states. We had in the northeast and the west, there was Prussia, and in the north and south we had a state called Gross Hessen. This caused a special consciousness of these people living here in this area. That is one of the main problems we have actually today, because we have no cooperation, no successful cooperation in this area. One

reason for this non-working cooperation from my point of view, this history, over several hundred years.

3. Frau Von Bebenburg has said that your articles are a great help to the work they are doing in the Planungsverband. What is your motivation for doing these articles?

Personal interest in the Route, readers' interest, or none?

Both. I described the situation we have in the Frankfurt Rhine-Main area, and one of the biggest needs we have is to implement a better cooperation. The question is, how can we do this? We have these 100 year discussions on these items. 100 years. The steps we have made forward are very small, and the question is how could we improve this situation? I think since many years, some of those guys who know a lot more about those things than me, are saying we have to develop projects. One of these projects was by *Frankfurter Rundschau*, several years ago, and we asked top managers here in the Frankfurt Rhine-Main area what they think about this place. What about competitiveness of this place? What are the problems? For example there was the CEO of Deutsche Bank, Proctor and Gamble, Arthur Anderson, Opel, the big ones. And so we invented something that has happened in the Ruhrgebiet, with the International Bauausstellung Emscher Park. This was in the January, 2001 paper. On one side there are representatives of the economy, and on the other side there are scholars and scientists, who manage the International Bauausstellung in Ruhrgebiet. The idea was to put them together and develop something similar to what has happened in the Ruhrgebiet, but based on the actual situation here in the Rhine-Main area. There are a lot of differences. This area is very successful, the Rhine-Ruhr area had a lot of problems from this change of the coal mine industry, to the information society. The Chamber of Commerce here in Frankfurt is overtaking this

project, and there is a guy who for one year assembled several projects. One of these projects was the idea to develop the Route of Industrial Culture. From my point of view, this idea is the most important idea under all, it was 70 projects, and from my point of view the Route project is the most important for this area. That was the idea to develop these articles, and I think its very interesting for our readers in the Rhine-Main area. We have a lot of response from these articles. On the other hand I think it could promote this place here in the Rhine-Main area in the German or even European level.

4. Could you give a couple examples of the other projects he had thought of?

First of all, they chose five projects in January, 2001. One year after this foundation of the project, we have a network of Universities. That was the first project. The second one was to develop a system of towers. We have here in Frankfurt the towers of several banks, and this guy said, “Hey let us show that this metropolitan area is an entire region from Wiesbaden to Hanau.” The guys said, “Hey let us build up some towers maybe 20 or 30 kilometers to the south, and maybe 20 or 30 kilometers in the east or in the west, and let them act together by laser event or changing informations.” This would symbolize that this area is an area of all people, it is something like a regional city. One of the most important differences to other metropolitan areas is the polycentral system of this metropolitan area. If you compare this area to New York, or to Paris, or to London, we have this big center, and these suburbia’s going out into the landscape. A lot of people don’t want to go this way in the development, so let us protect those open spaces between the different smaller or bigger towns. These towers should sometimes, should build for example in Wiesbaden or in Darmstadt or something else, and on one day for example maybe there is a big event in the region, so lasers could link them together with laser

beams. Then there are two or three other projects, one of them is called Project Gate to the Region. The idea is when some high potential managers come New York or somewhere to the Frankfurt Rhine-Main area, this agency helps them to settle down here for maybe four or five years, doing all the jobs with the towns. All these projects are not so important in my point of view as this project here.

Question Block 2

1. Have you toured the Ruhrgebiet Route? If so, what was your impression?

Yes two times. It was in 1999. It was a very interesting experience for me, because like others in Germany, we have an image of this Rhine-Ruhr area, and when I came there for only one day, I was very impressed what I could see there. This project which has been started almost ten years ago, the International Bauernstellung Emscher Park, it was incredible what they have done with these old production sites and other things. I am very impressed. It was something like a kickoff to do something in this area.

2. Could you give the time frame it took to complete the Ruhrgebiet route?

From the early 90's to December '99.

3. Do you think it will be about the same length of time to complete this route?

There is a main difference in the two routes. This production site, for example, does not work, it was like a museum. That's the crucial difference to the route here in the Rhine-Main area. A lot of these sites, for example, Opel is still in use. It's a little difficult for planning this route, but from my point of view its much more interesting. Do not look only at history. We look at history and at the same time to contemporary developments.

4. Frau Von Bebenburg told us that you were mainly responsible for the boat tours of the route. Can you tell me about that?

Imagine that we had a lot of response from these articles. I asked myself what we can do more to strengthen the linkage between our readers and the newspaper. To make promotion for this project idea. It really is nothing more than a project idea at the moment. The route doesn't actually exist. The name of this area is the Rhine-Main area. These rivers are the basic fact of the area. So lets do a tour on the river, so I asked Primus-Linie if they are interested in doing this, and they said it was a great idea, lets do it. That's the story behind that. The price for a ticket was €23, sort of expensive but its not going to be cheap. If we are lucky we would have 150 guys going with us. So I said in four weeks we will sell 150 tickets. We prepared an advertisement, and after two days we had sold 300 tickets, it was incredible! That's the reason why we did this tour again six weeks later.

5. What is the general feeling of the public towards the route?

You can see the people reacting in what Dr. Schirmbeck tells them. They are very concentrated, very interested, and most of them were very impressed with what is actually here, to see in the area. I suppose they made the same experience I made in 2001 when I started with the project. If you took all these separated objects together, it was incredible. Its position is very rich on the industrial heritage, but nobody knew that. At the end, most of them were very surprised at what they could see in this area, and to that date did not know about.

6. As a result of your articles, have any interested property owners contacted you about adding their property to the route? Any prospective investors?

None contacted me, some contacted D.W. Dreysse and Peter Schrimbeck. They both elaborated a draft for this route. Both are well known, and they have a lot of contacts. There is one famous investor here in Frankfurt, his name is Ardi Goldmann. He is a big developer who worked at the new Hanauer Landstrasse. It was a very ugly site until he began to build up new houses, and it has totally changed. He is very interested in what happens with the Route of Industrial Culture. The reason is clear. He sees if he will buy those old industrial sites, it will improve these houses, and it is easy to rent them for new enterprises.

Question Block 3

1. The focus of the route is to develop a “regional identity”, as well as to encourage tourism. Do you believe once the route is completed, it will be successful in bringing a sense of identity to the citizens of the area?

I mentioned that we have discussion on this metropolitan area for 100 years, so would not say it was successful. I hope it is a little step towards what we all want to implement, the Regional Identity. The economic history of this area is maybe the only thing that links all these towns. There is no common history between these states, as they were divided until 1945.

2. Do you believe in the future it will become harder or easier to finance the development of the route?

I think it will be very hard to finance, because a lot of the cities and towns here in Germany have great problems. We have a fundamental change in taxes. A lot of the

mayors do not know how to go on, because there is no money. This is a new thing. It will be very hard to finance this project. I am not convinced that this project is only a task for cities, I think it is a task for enterprises, for sponsors, and it's a task for the city mayors.

3. When do you foresee the route being completed?

10 years, 15 years, 20 years, I'm not sure.

4. What is the state of most of the current buildings on the route? Are they in good condition, or require renovation?

There's the whole spectrum. Some are in very good condition because some entrepreneurs buy these. Others for example are not in very good condition. They are threatened by people in Frankfurt who would like to do other things with these buildings. So it's the whole spectrum.

5. In your travels on the route, have you had difficulties finding the sites? Will accessibility be a big problem to the route's development?

I've only gone out three or four times to look for these buildings, and sometimes it is very difficult to find them. In my point of view one of the first things they have to do is make them accessible. Sometimes its possible because the industrial site is not in use, on the other hand its very difficult to get into Opel. At the former Hoechst AG it was very easy because they had a very active public relation department. For example a few years ago a group of important people from Deutsche Bank were on the river by Opel, and they asked if they could have a look at the industrial site. Even they were given a hard time.

6. Do you think this will become a trend over Europe and the rest of the world, with such routes being developed everywhere in the same manner?

Yes. I am convinced because first of all, we have globalization. But I don't think globalization is exactly the right term. In the early 90's to speak more exactly, it was named glocalization. A mixture of globalization and localization. That's the right term. We are in this process. We are in transition to new kinds of order for example. These metropolitan areas are getting more and more important. On the other hand we have for example hotels. Everywhere in the world you go to Hilton or wherever, you have the same environment. That can't be the future for these metropolitan areas. We have to explore the differences, for example what is standard for this Rhine-Main area. There is a lot of need to develop those ideas, for example the Route of Industrial Culture. The workers of the Information Society are completely different to workers of the Industrial Age. They have another interest. These guy with high potential are thinking, what the best place is for them to live. I am very impressed by the research of Richard Florider of Carnegie Mellon University in Pittsburgh, who is looking in the United States, why metropolitan regions are successful and why not. There are a lot of factors which are very important for developing, for example, quality of life, the thick labor market, enterprises, and what can they do on the weekend, something like that. That is very important for the future for developing those metropolitan areas. One point of this Route project is to make it different from other regions. I am not convinced we need to go the way that Paris goes or that London goes. That's another class of metropolitan area because for several hundred years they were the capitals of at times very mighty empires. The situation in

Germany is totally different, so we have to ask what can we develop here to create or strengthen those differences.

6.5 Appendix D

Abstract of Frankfurter Rundschau Article Self-translated

Abstract of

“Bauten der Arbeitswelt zeigen, wie unser Sozialleben gepräegt wurde”

an Article by Stefan Gielowski

The title itself means, by my best translation: “The building of the working world shows how our social life was created.” This article is about the Route of Industrial Culture, and its importance to the Rhine-Main region, and in particular, Ruesselsheim.

Stefan Gielowski is the Lord Mayor of Ruesselsheim and is very much in favor of the Route, and feels it is important to Ruesselsheim, in terms of tourism and “regional identity”. Naturally, if these sites are developed and made into memorials, museums, etc. they would bring people to the area. These people would of course bring their money with them, and invest in the area, paying for admission to these places, eating at the local restaurants, and staying at local hotels. Why wouldn't the mayor want these things for his city?

He says Ruesselsheim's connection with industrial culture comes from the automobile industry, as Adam Opel built his plants there, when he started his company. In Ruesselsheim there is a city- and industrial museum, which opened in 1976, a taboo at the time, as no one else was doing things such as that.

Gieltowski names Dr. Peter Schirmbeck, head of the museum in Ruesselsheim, as the person who developed the idea for a Route of Industrial Culture in the Rhine-Main region. He says that the Cultural- and City Planning office of Ruesselsheim worked very closely with Dr. Schirmbeck to realize this idea. He wants his city to continue moving and to go on further, and not just in the production of automobiles, but also in developing technologies and the information superhighway.

As far as “Regional Identity”, Gieltowski wants his people to know where they came from and have pride in the heritage of the workers there. He says in their region, people used to work in the building of vehicles, in the leather industry, and in the chemical industry. It is very important to know where you come from and what one’s ancestors did for work.

Gieltowski is very much in favor of the region coming together to work on this route, and not giving up on the idea.

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