



# CENTRINNO

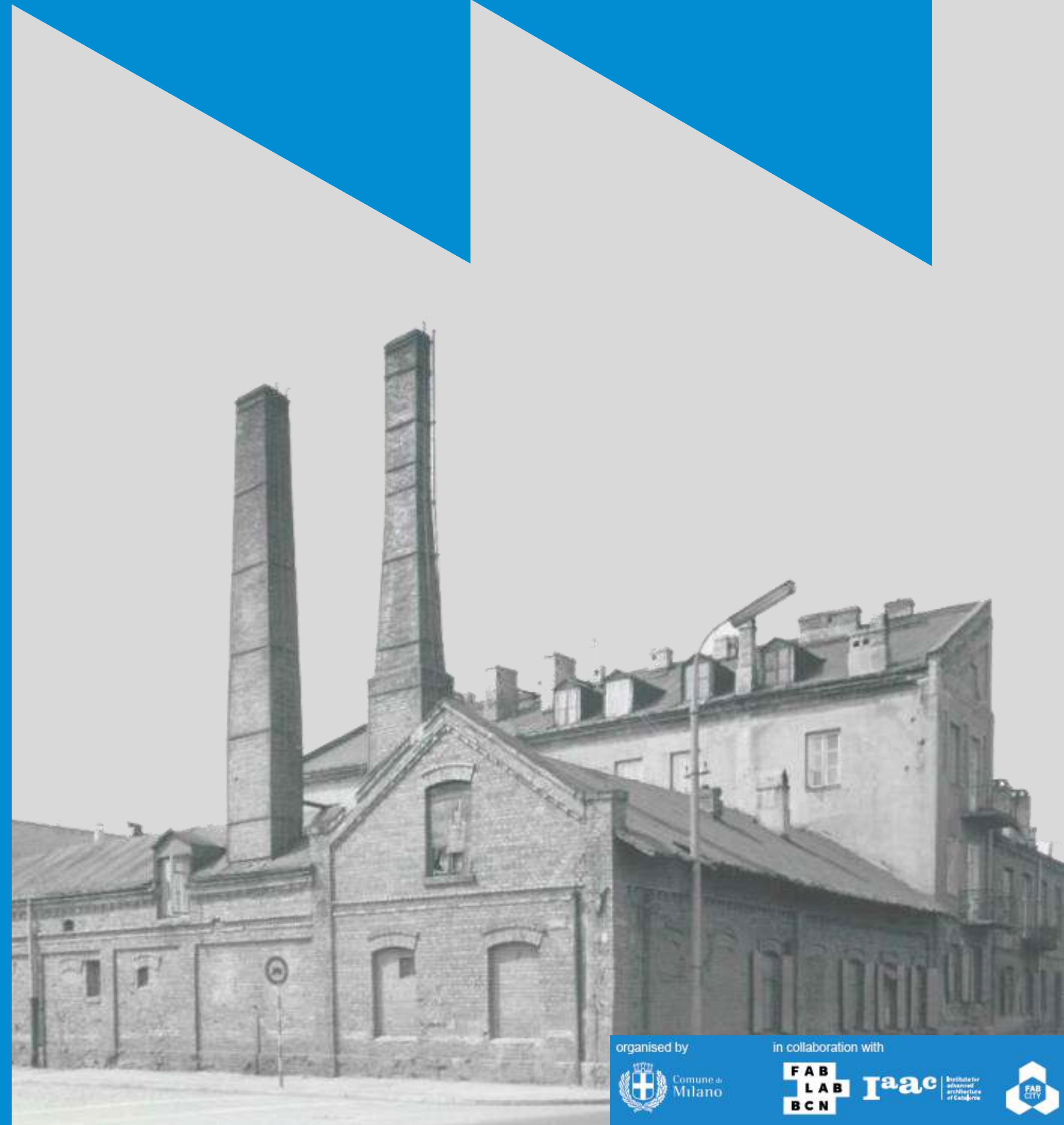
## Experts Focus Group

### Workshop #1 Heritage

Thursday 9<sup>th</sup> March 2023

**Pietro L. Verga, Municipality of Milan**

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This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No 869595



in collaboration with



# OVERVIEW

CENTRINNO: A new industrial revolution that puts citizens at the core of sustainable transformation

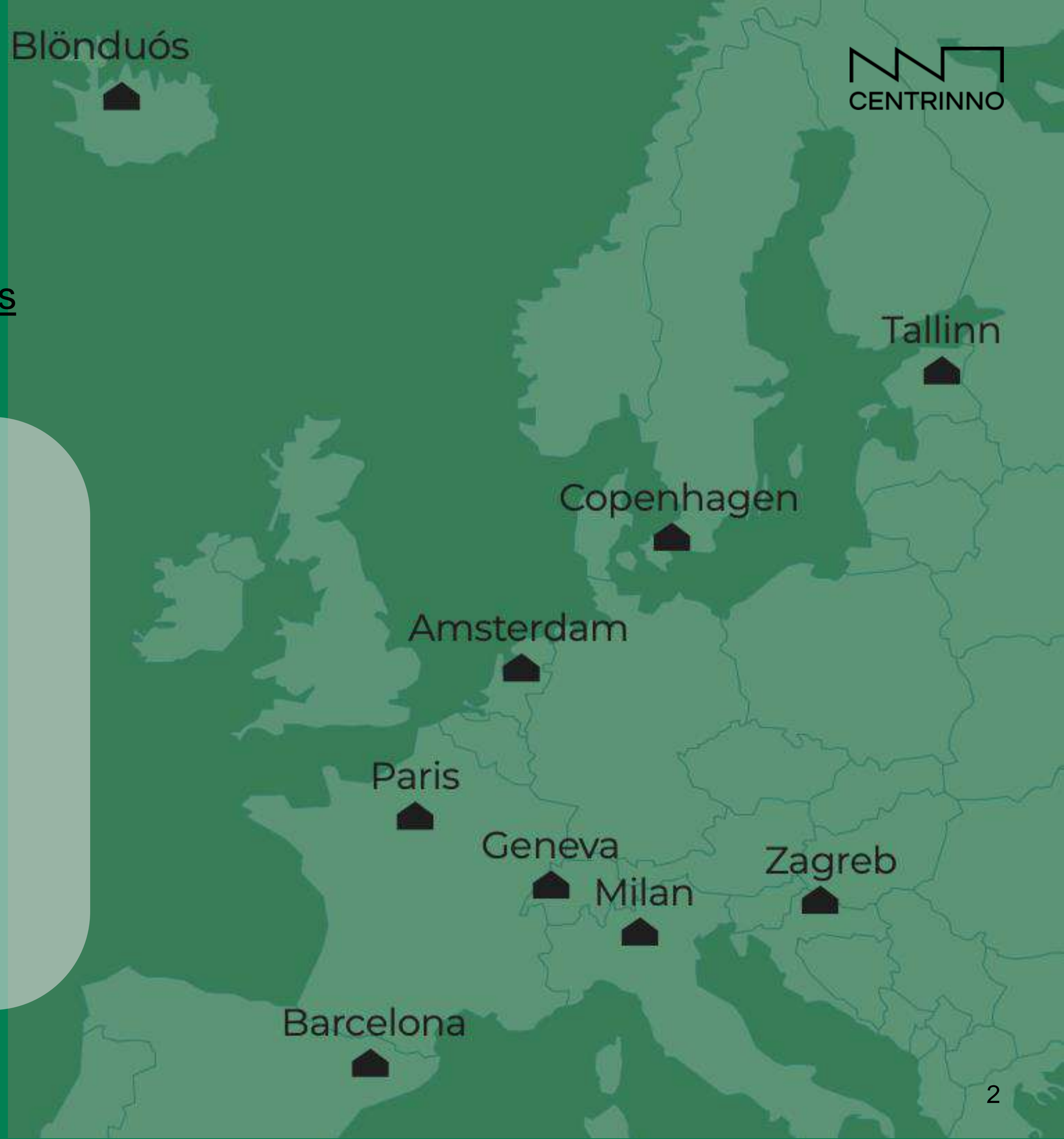
**CENTRINNO** - New CENTRAlities in INdustrial areas as engines for inNOvation and urban transformation

**H2020 EU research** project presenting solutions for the regeneration of industrial historic sites

**Funding period** 2020 – 2024

**Coordinated by** Comune di Milano

**26** partners,  
**10** countries,  
**9** pilot cities.

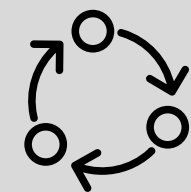


# SCOPE

## VISION



Hold true to the ecological challenges of our time

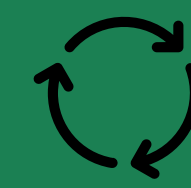


Boost a diverse, inclusive, and innovative urban economy



Use heritage as a catalyst for innovation and social inclusion

## MISSION



Rethink the way cities govern their material resources

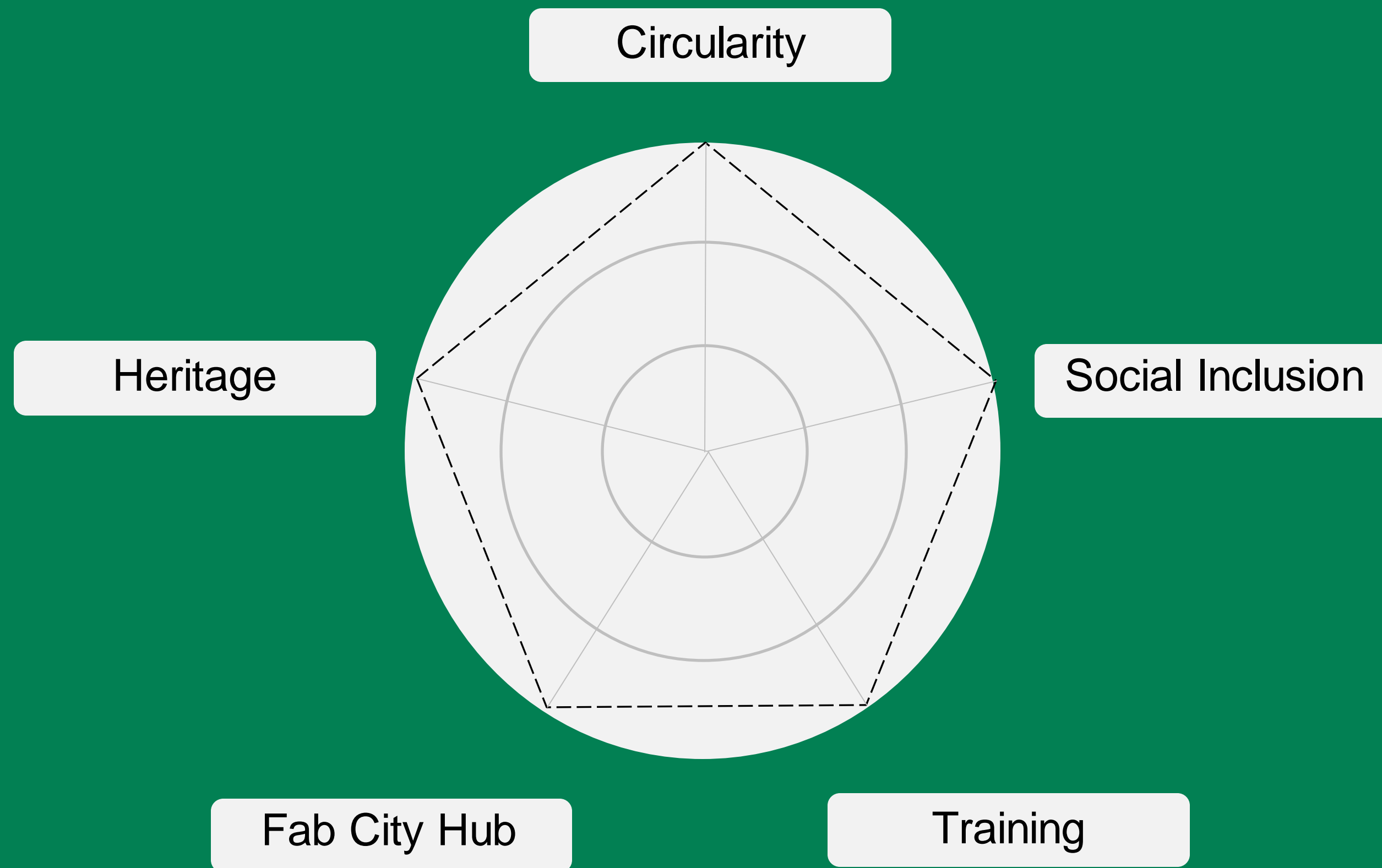


Foster social inclusion through craftsmanship, culture and heritage



Shape new socio-economic and sustainable identities of industrial historic sites

# KEY CONCEPTS



## Heritage

Choosing features today, with references to the past, in order to design the future

## Social Inclusion

Connecting global and local actors through an iterative, inclusive, and user-centred process

## Circularity

Redefining growth and generating positive societal and environmental impact

## Vocational Training

Connecting training and innovation around diverse and interconnected topics

## Fab City Hub

Embodying exploration and prototyping within and beyond the four walls of a physical space

# EXPERTS FOCUS GROUP

## 41 Registered Members

- # 9 Fab Labs / Fab Hubs
- # 4 Local Authorities
- # 8 NGOs
- # 7 Private Companies (SMEs)
- # 9 University & Research Institutes
- # 4 Other

## 5 Workshops

- # 9 March - Heritage
- # 20 April - Social Inclusion
- # 15 June - Circularity
- # 14 –September - Vocational Training
- # mid-November - Fab City Hubs

- Dissemination of CENTRINNO activities and results
- Feedbacks and inputs on CENTRINNO activities and tools
- Validation of CENTRINNO concepts and tools
- Inspire external stakeholders to adopt CENTRINNO approaches
- Learn from other projects' experience on our key topics
- Set roots for future potential synergies and exchanges

# AGENDA

13:00	<b>Opening &amp; Welcome</b>	Pietro L. Verga, Municipality of Milan
13:10	<b>Understanding the concept of Heritage and Emotion Networking</b>	Reinwardt Academy, Amsterdam
13:25	<b>Applying Heritage &amp; Emotion Networking in CENTRINNO</b>	Reinwardt Academy, Amsterdam
13:40	<b>Pilot Stories: Copenhagen &amp; Tallin</b>	Municipality of Copenhagen, Danish Design Center, Tallin University of Technology
14:00	<b>Q&amp;A and Coffee</b>	
14:10	<b>Collective Discussion</b>	Breakout Rooms
14:45	<b>Breakout Rooms Reporting Session</b>	
14:55	<b>Wrap-Up and Closure</b>	Pietro L. Verga, Municipality of Milan



# HERITAGE



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Heritage Focus Group  
9-03-2023

1. Promises and Expectations
2. Our approach: work with interactions and interpretations
  - a. ethnographic fieldwork
  - b. emotion networking
  - c. living archive
  - d. focus on heritage x waste
3. Two case studies



# CHAPTER 01

## PROMISES & EXPECTATIONS

# CENTRINNO PROMISES:

New CENTRAlities in  
INdustrial areas  
as engines for  
inNOvation and urban  
transformation



# EU EXPECTATIONS:

- Transforming historic urban areas into hubs of entrepreneurship and social and cultural innovation.
- Reversing trends of abandonment of former industrial sites.

# CLAIM

Physical traces from the industrial past can function as a catalyst for an inclusive, sustainable future.

THE QUESTION IS: HOW?

POSSIBLE SCENARIO'S for interaction with abandoned spaces in line with our vision and mission

## REGENERATION OF SITES



Engagement with the building as an object of heritage is not a given for craftsmen, professionals, entrepreneurs and policy makers.

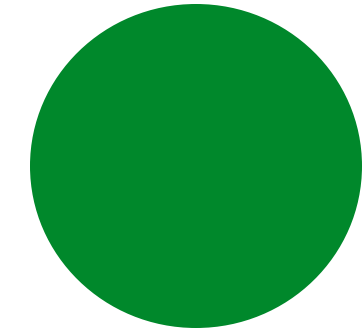
How can **ethnographic methods with a heritage focus** demonstrate (new) **interactions** and create new **interpretations** that stimulate a **sustainable transition**?

# CHAPTER 02

The CENTRINNO approach:  
Working with interactions  
and interpretations

“HERITAGE” IS A VALUE-LABEL, ADDED IN INTERACTION.

ITEMS VALUED AS “HERITAGE” ARE *NOT PER SE*:



- Something which should be kept (who decides?)
- Something which society wants to keep (who is society?)
- Something we want to keep (who is 'we'?)
- Something Europe wants to keep (who is Europe?)





# a. Ethnographic Fieldwork

Exploring the site via communicating with people and recording sights, sounds, smells, etc



# b. Emotion Networking

Emotion Networking Methodology  
(Reinwardt Academy and Imagine IC)

- **Network visualisation of emotional responses** (positive, negative, weak, strong)
- Emotions and 'waste'

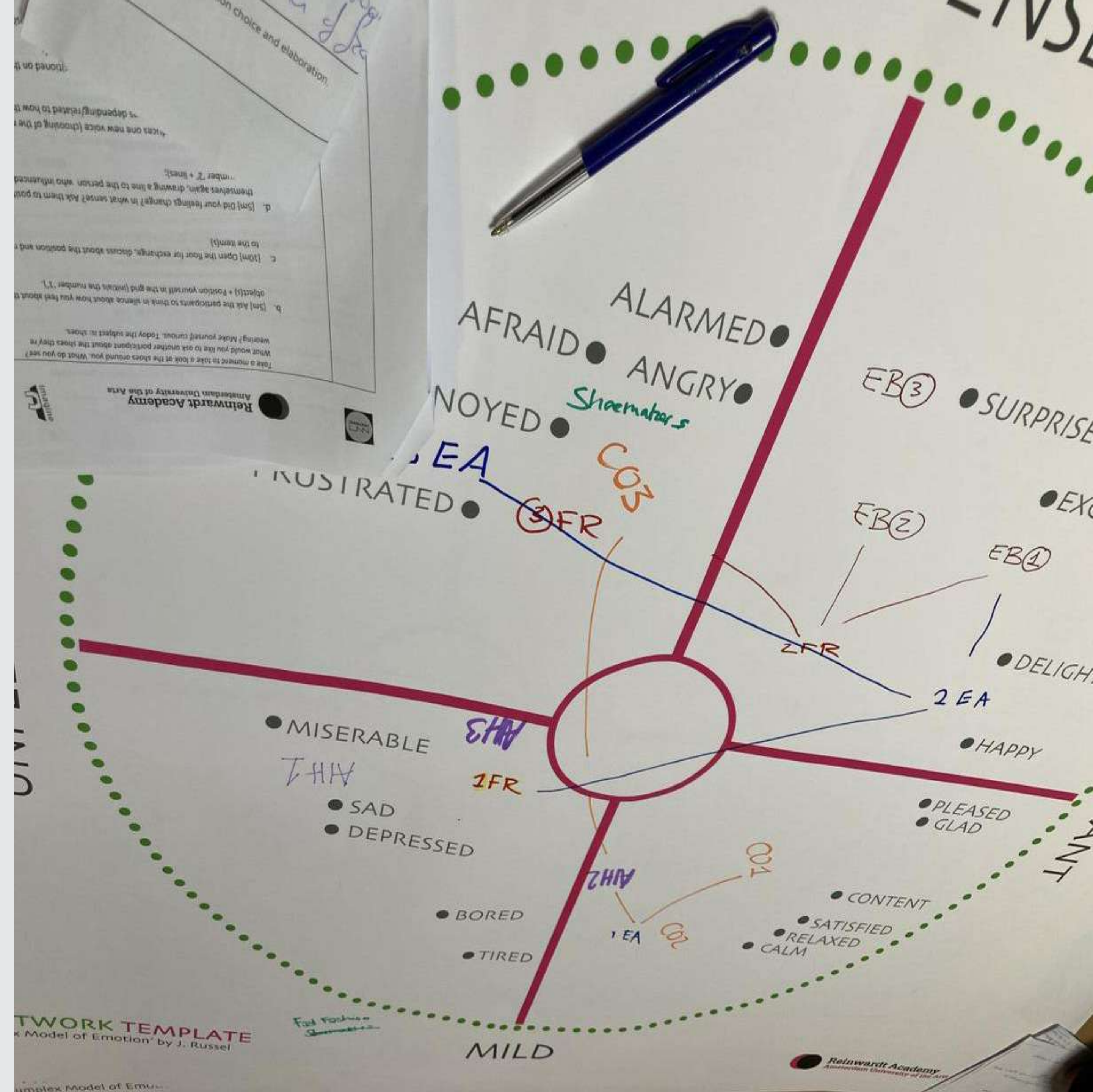




Photo credit: Fab Lab Barcelona

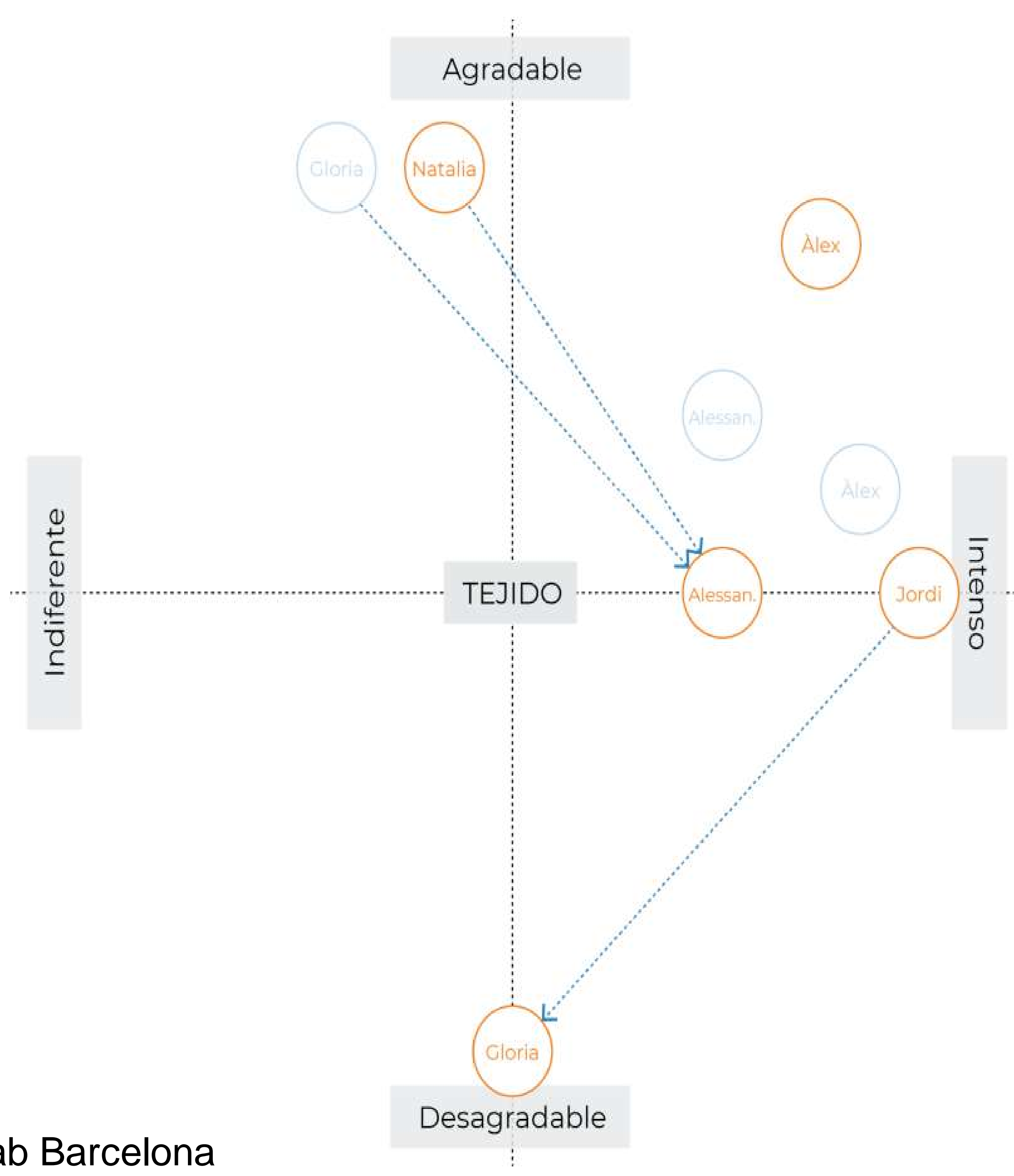
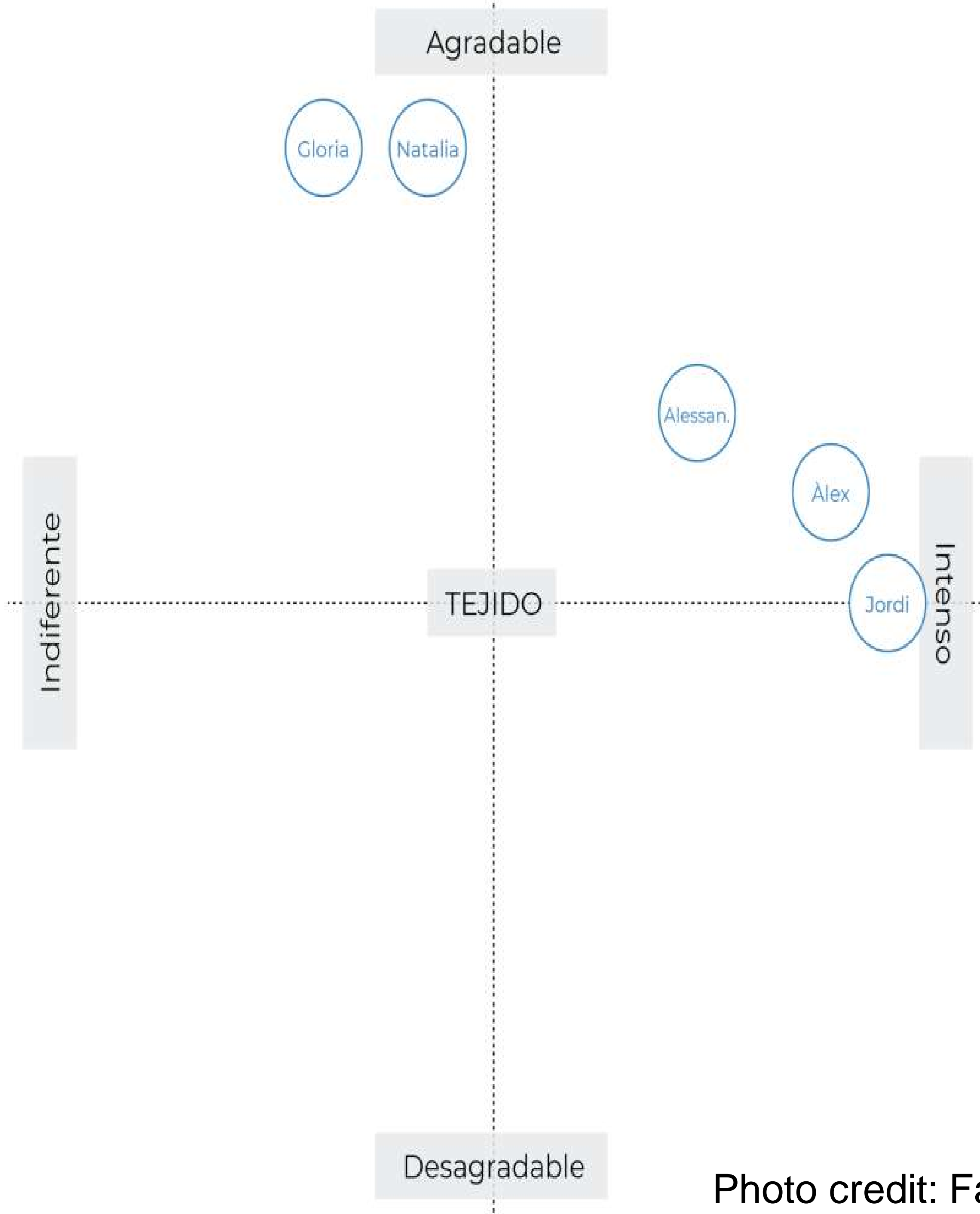
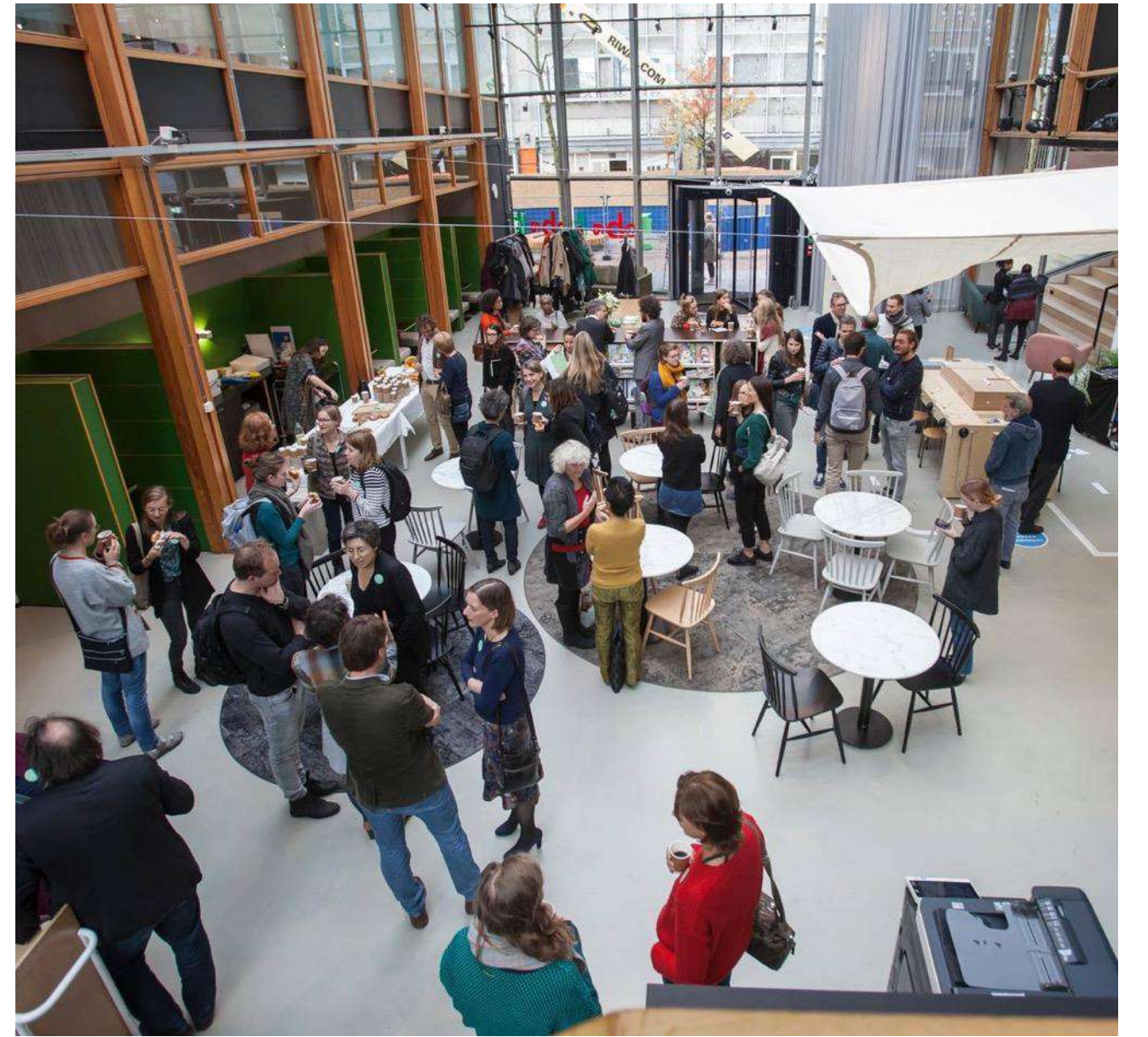


Photo credit: Fab Lab Barcelona

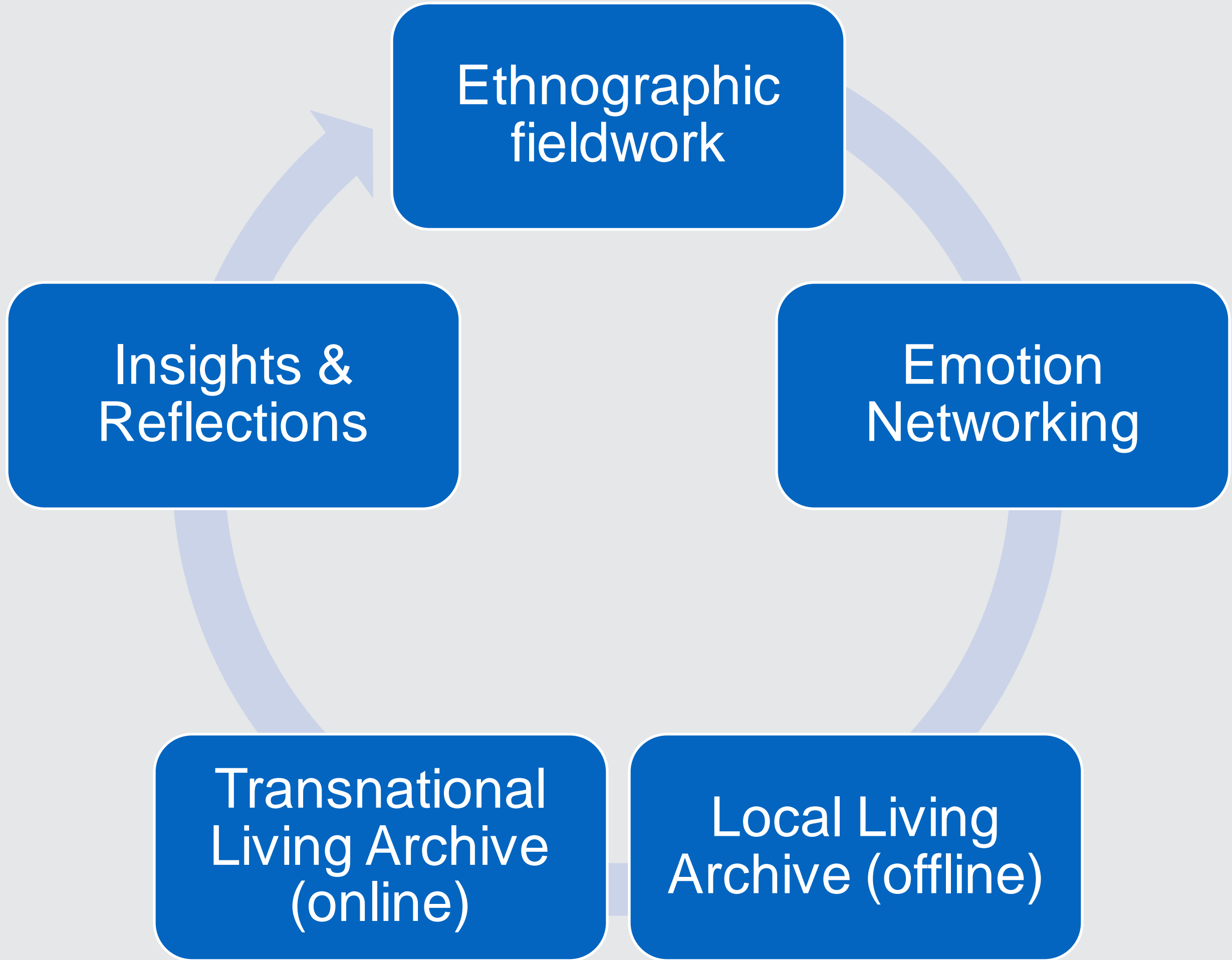


# c. Living Archive

Accessible audiovisual information that shows past, present and imagined futures of the historic sites.

The sites' Living Archive can become a rich, multi-faceted and multi-vocal reminder of many different good, but also painful memories, experiences, usages, and traces of the past.

The LA (offline and online) shows we (the FCH teams) came, listened, acknowledged.

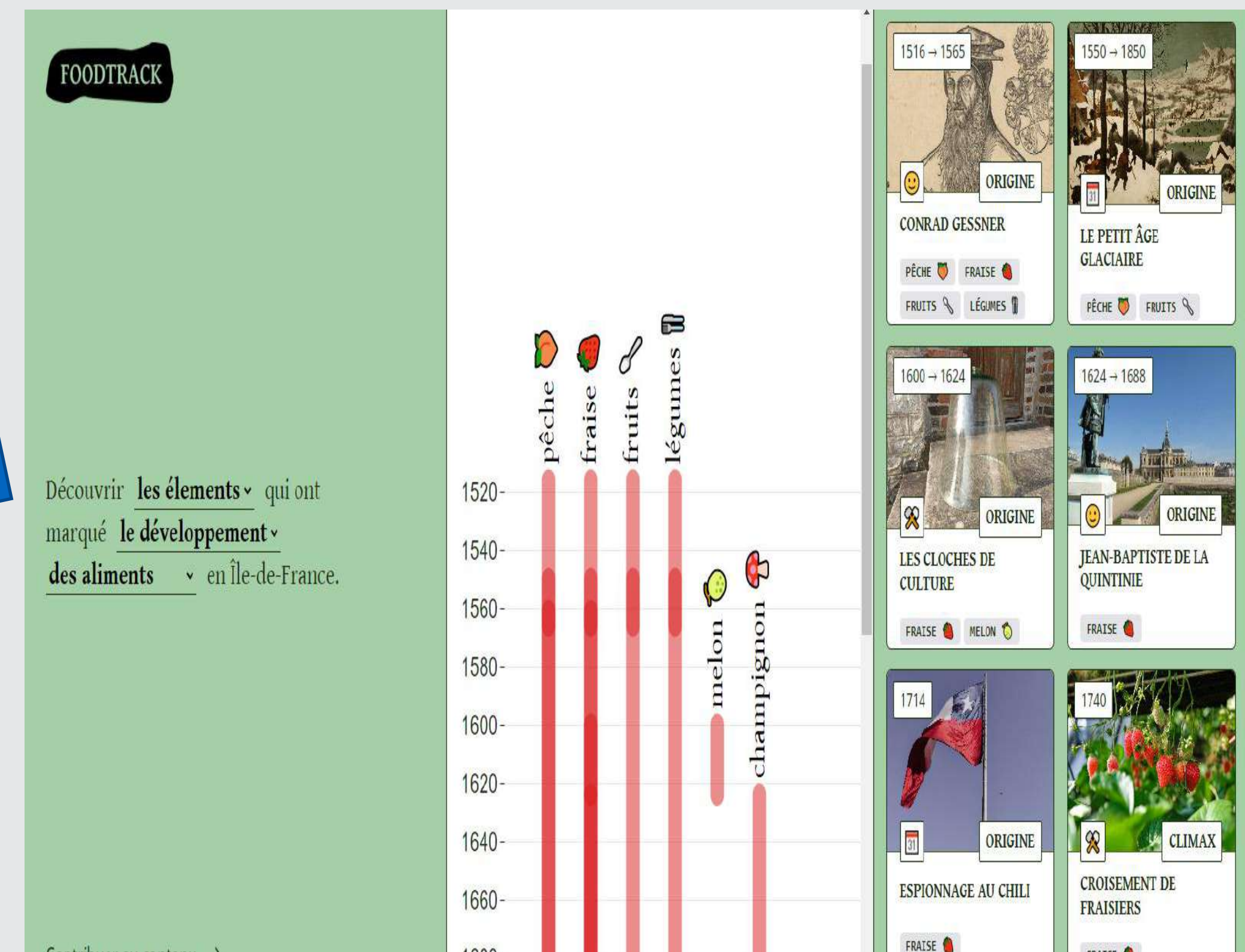
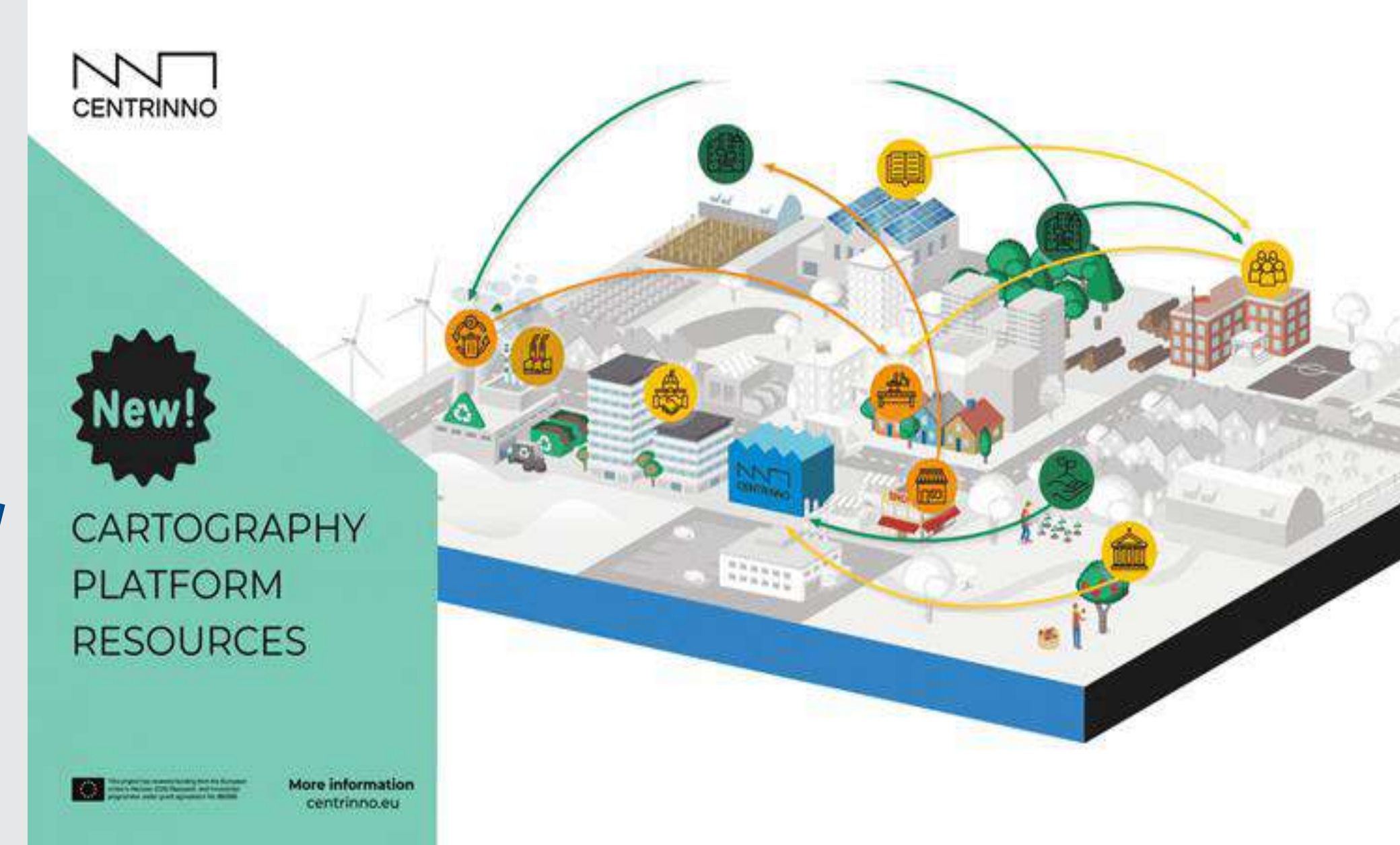


# d. Focus on heritage and 'waste'

CENTRINNO reconceptualises:

- waste from an **ecological perspective**:  
MFAs, waste management, circularity

- waste from a **heritage perspective**:  
forgotten or non-dominant narratives,  
silenced communities,



# CHAPTER 03

Two case studies from CENTRINNO





# CHANGING VIEWS ON HERITAGE IN COPENHAGEN



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# AGENDA

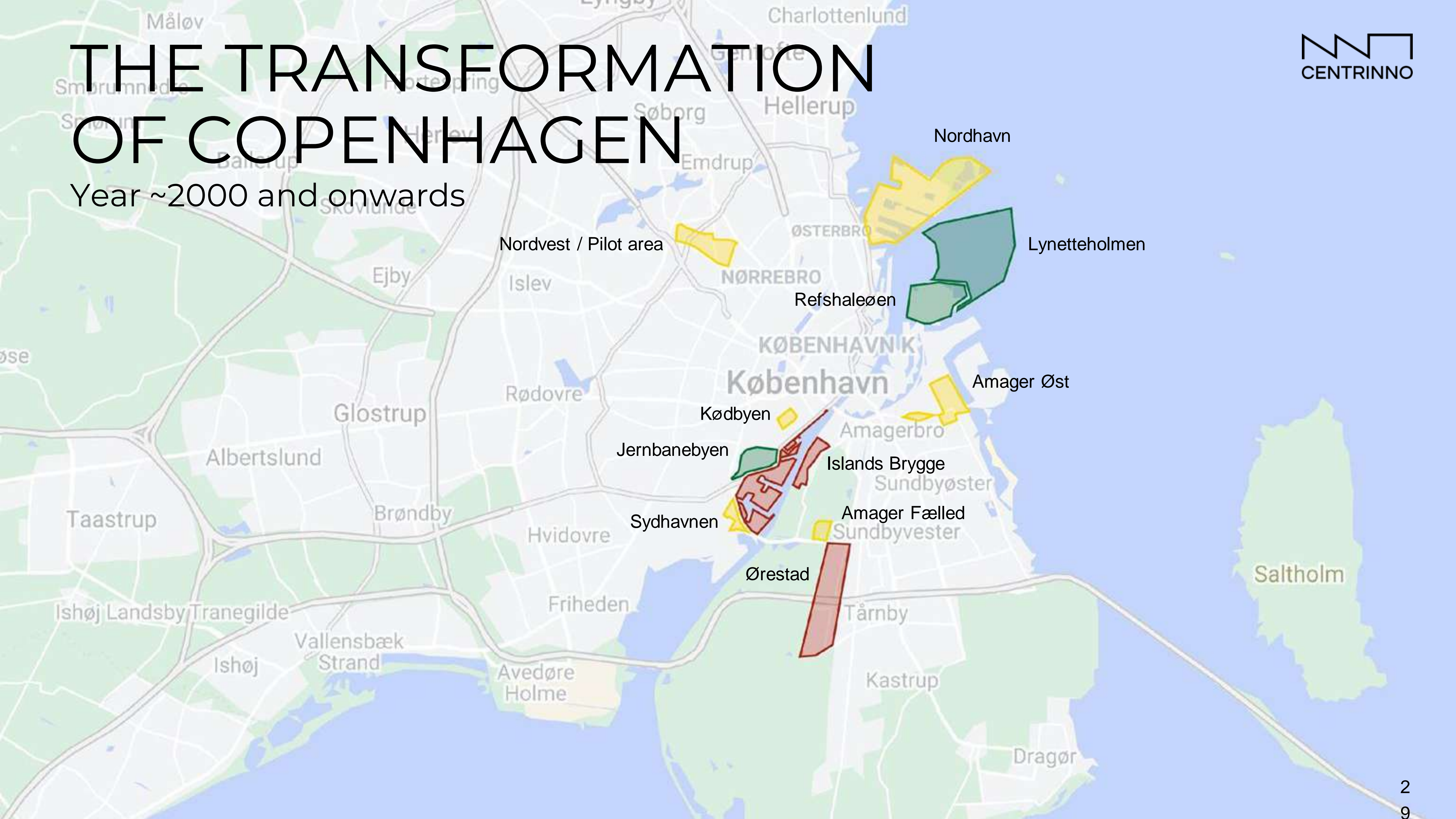
- Context – transformation in Copenhagen and in the pilot area
- Examples of application in the pilot area:
  - Emotion Networking: conserving local zoning plan
  - Ethnographic Fieldwork and Living Archive



CONTEXT

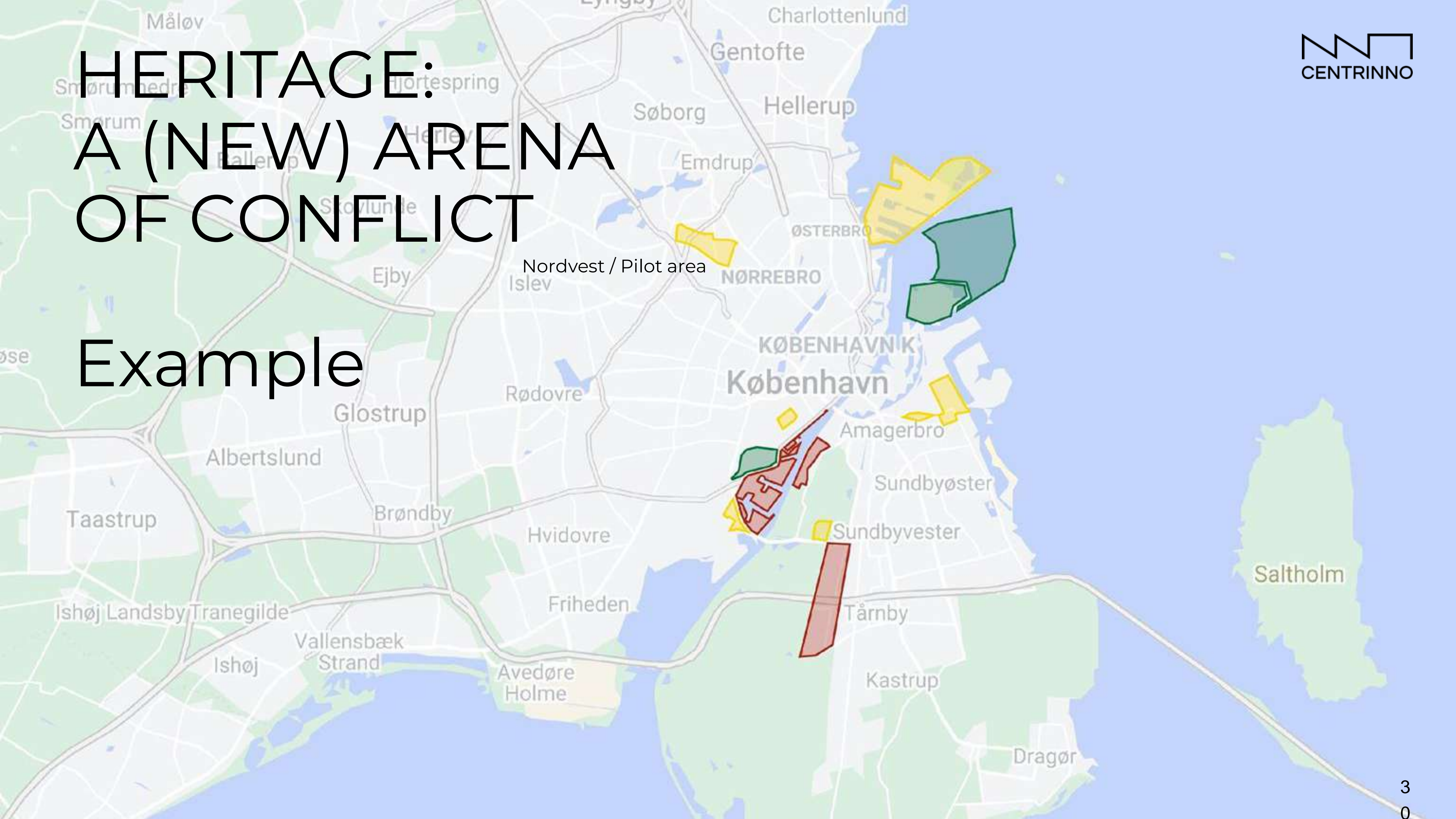
# THE TRANSFORMATION OF COPENHAGEN

Year ~2000 and onwards



# HERITAGE: A (NEW) ARENA OF CONFLICT

## Example

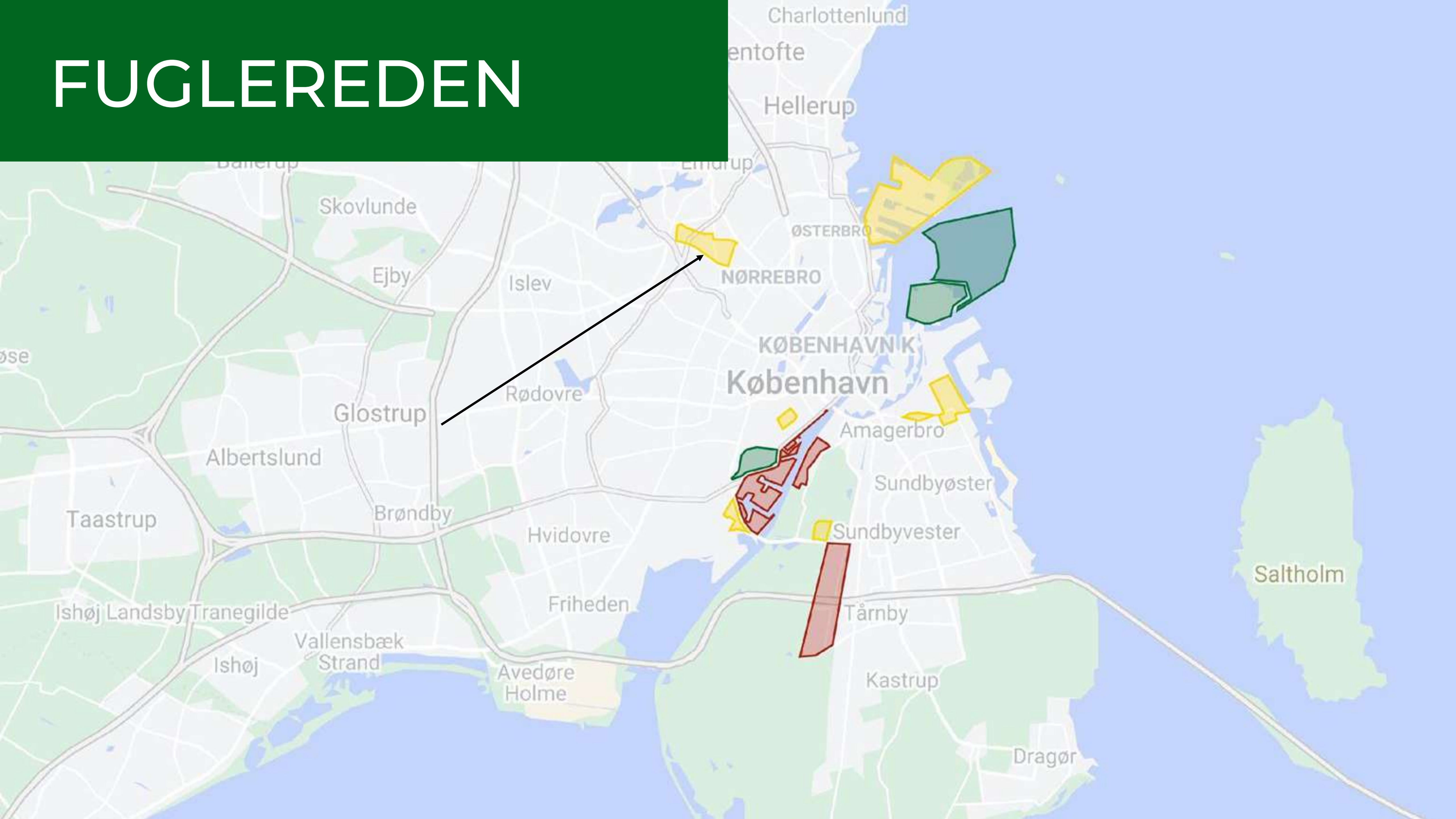


# COPENHAGEN PILOT: NORDVEST

- Historic industrial area
- Great diversity in buildings, residents and businesses
- Attracts creatives and entrepreneurs due to lower prices and fewer restrictions
- Attracts developers who want to convert or demolish the old industrial and residential buildings and build housing

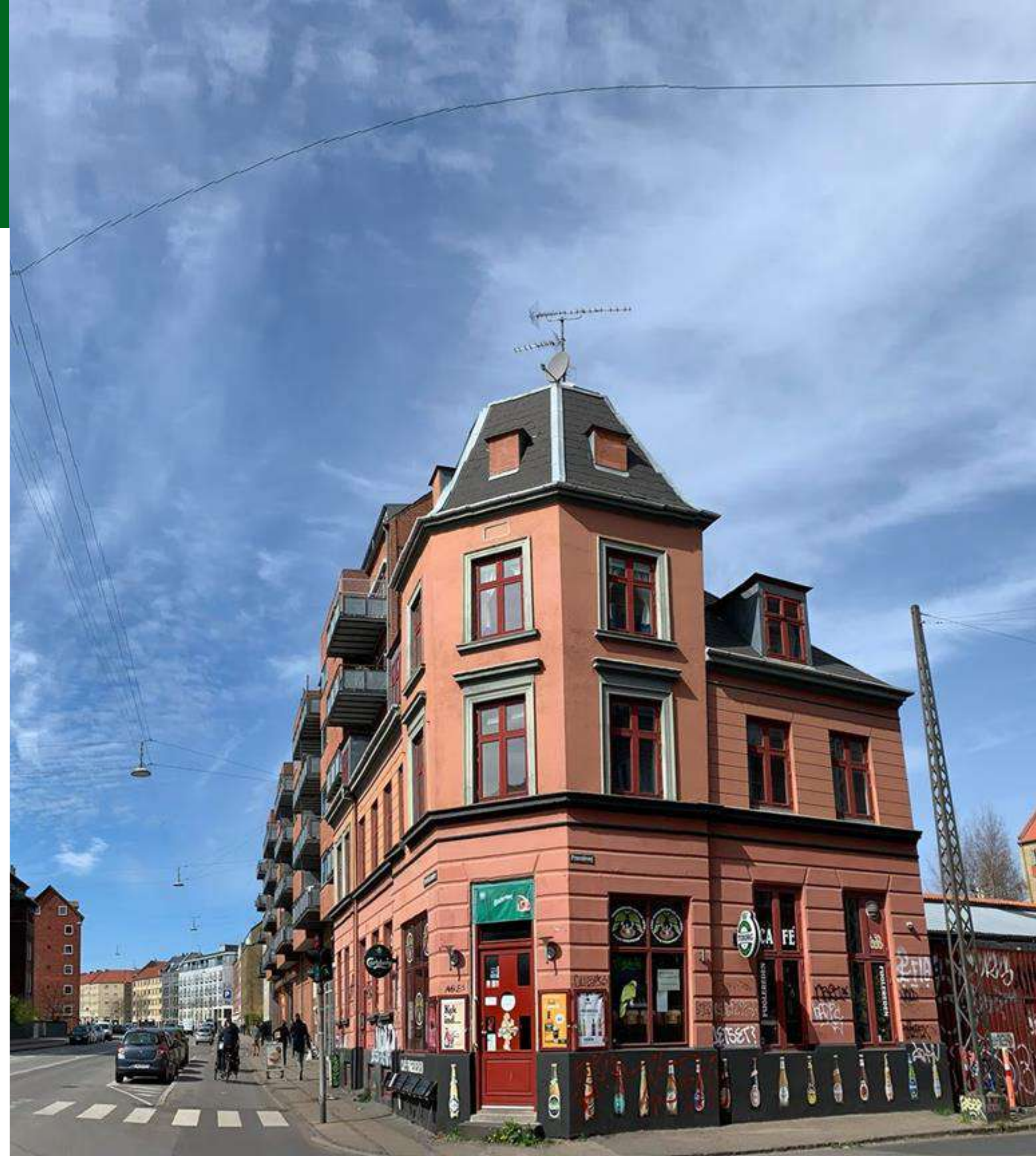


# FUGLEREDEN



# FUGLEREDEN

- Historic building from 1885 and one of the last classic Danish Brown Bars in the pilot area
- To be demolished and redeveloped for housing
- Citizen and local political mobilization
- Demolition stopped by City Council in 2020
- Have led to new zoning in pilot area
- Heritage: Cultural, industrial





# EXAMPLES OF APPLICATION

# EMOTION NETWORKING

# A 'CONSERVING' ZONING PLAN FOR NORDVEST

Goal: To conserve existing buildings and urban environments of cultural or architectural value

Also: Seen as a possible new model for other areas in Copenhagen where creative ecosystems are endangered

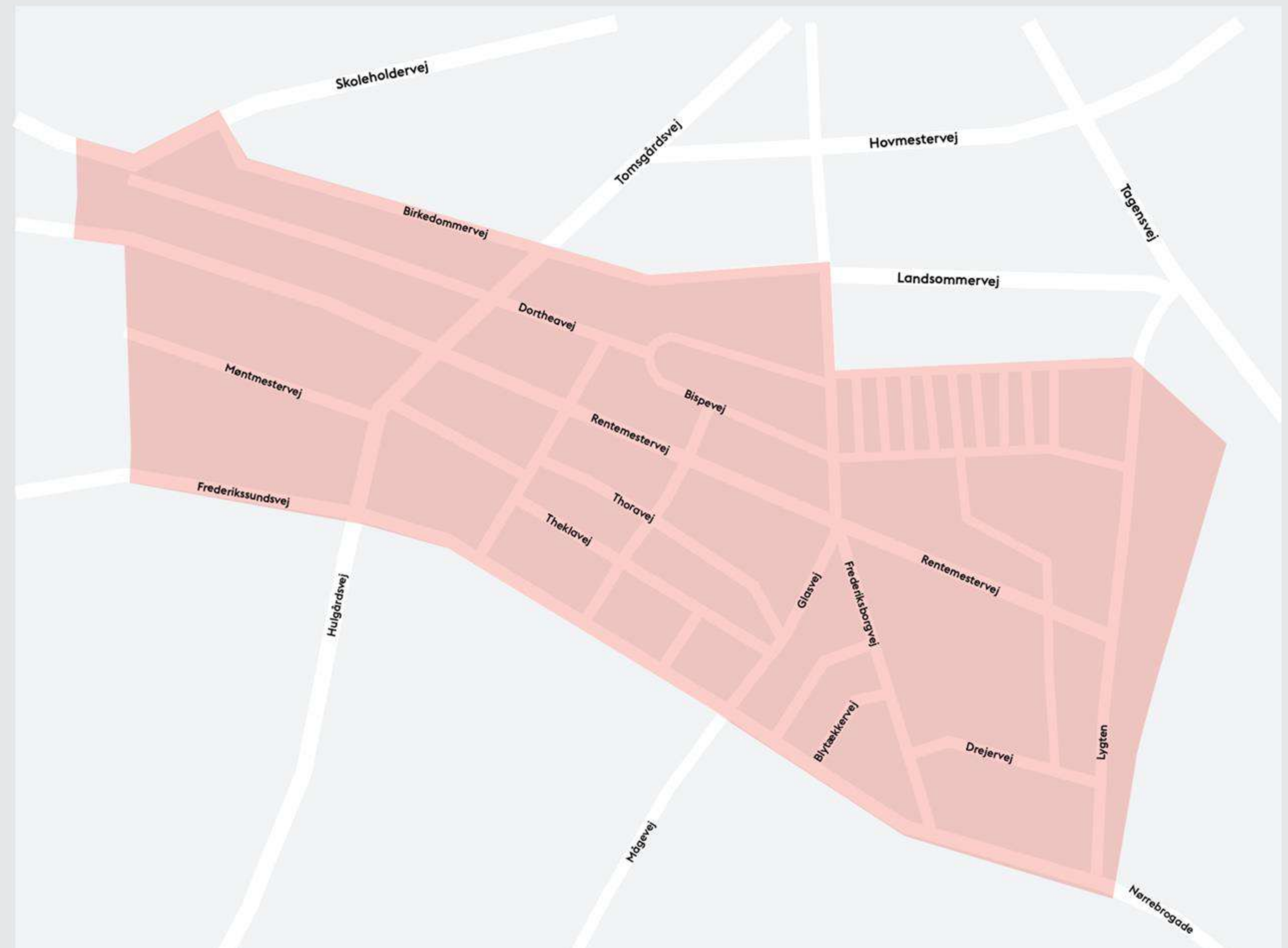
Exploring the value of CENTRINNO as part of zoning

- In the specific pilot case
- In a wider Copenhagen context

# EN session in Nordvest

## Context:

- New 'conserving' zoning plan for the pilot site had to be developed.
- Pointing out buildings that are worth preserving.
- Typically, less including process with only few possibilities for citizens to give input.
- *Can EN be used as a tool to democratize the development of 'conserving' zoning plans?*

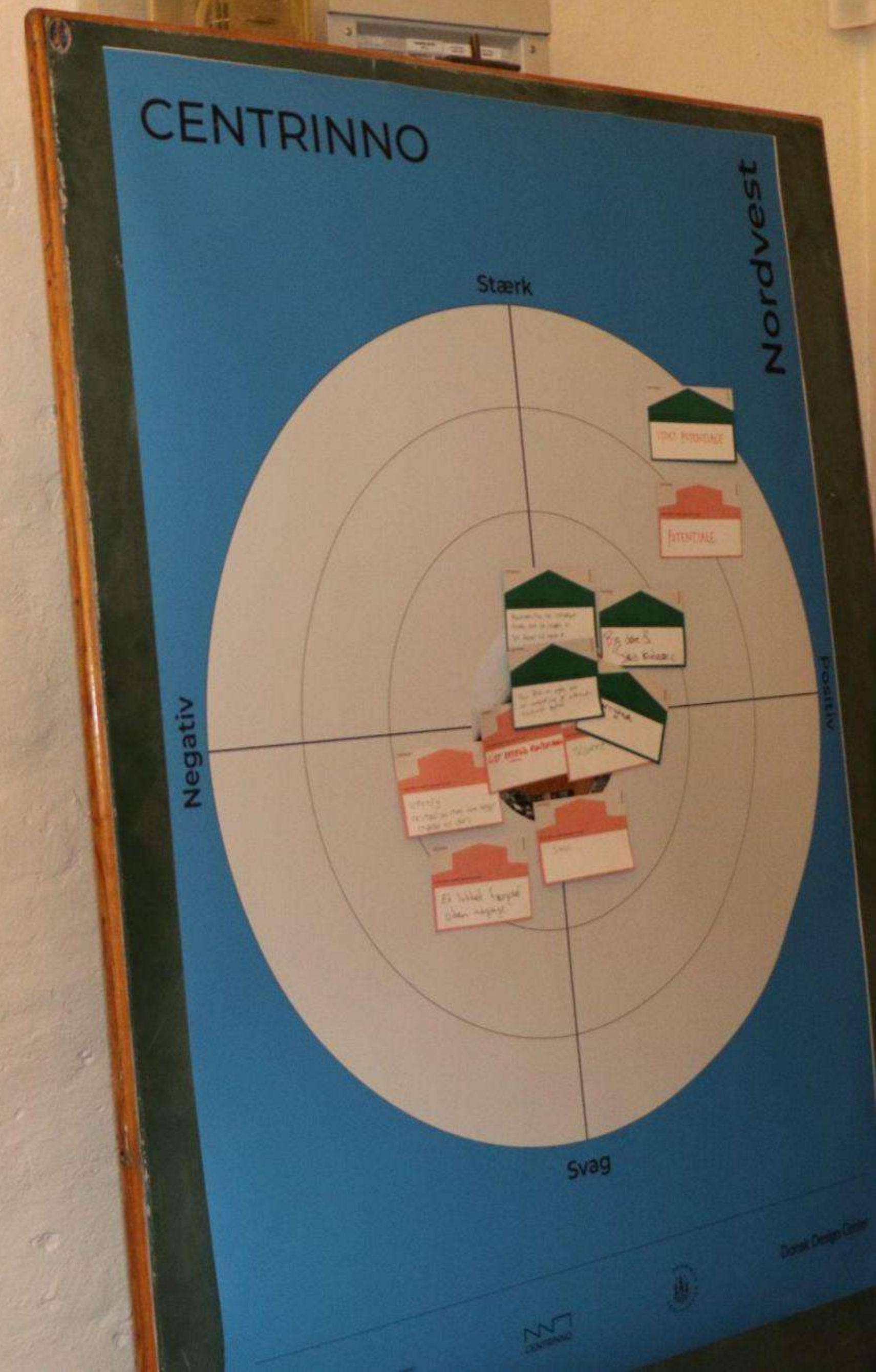


# Testing the EN method

- DDC joined a meeting for citizens in Nordvest hosted by the municipality.
- Tested a shortened format of EN appropriate for the program of the meeting.
- Smaller groups of citizens discussing their feelings towards a building identified on a list of buildings possibly worth preserving.

## Learnings:

- Really good to initiate conversations on local identity
- Created common awareness on heritage and local identity
- Identified wish to highlight heritage



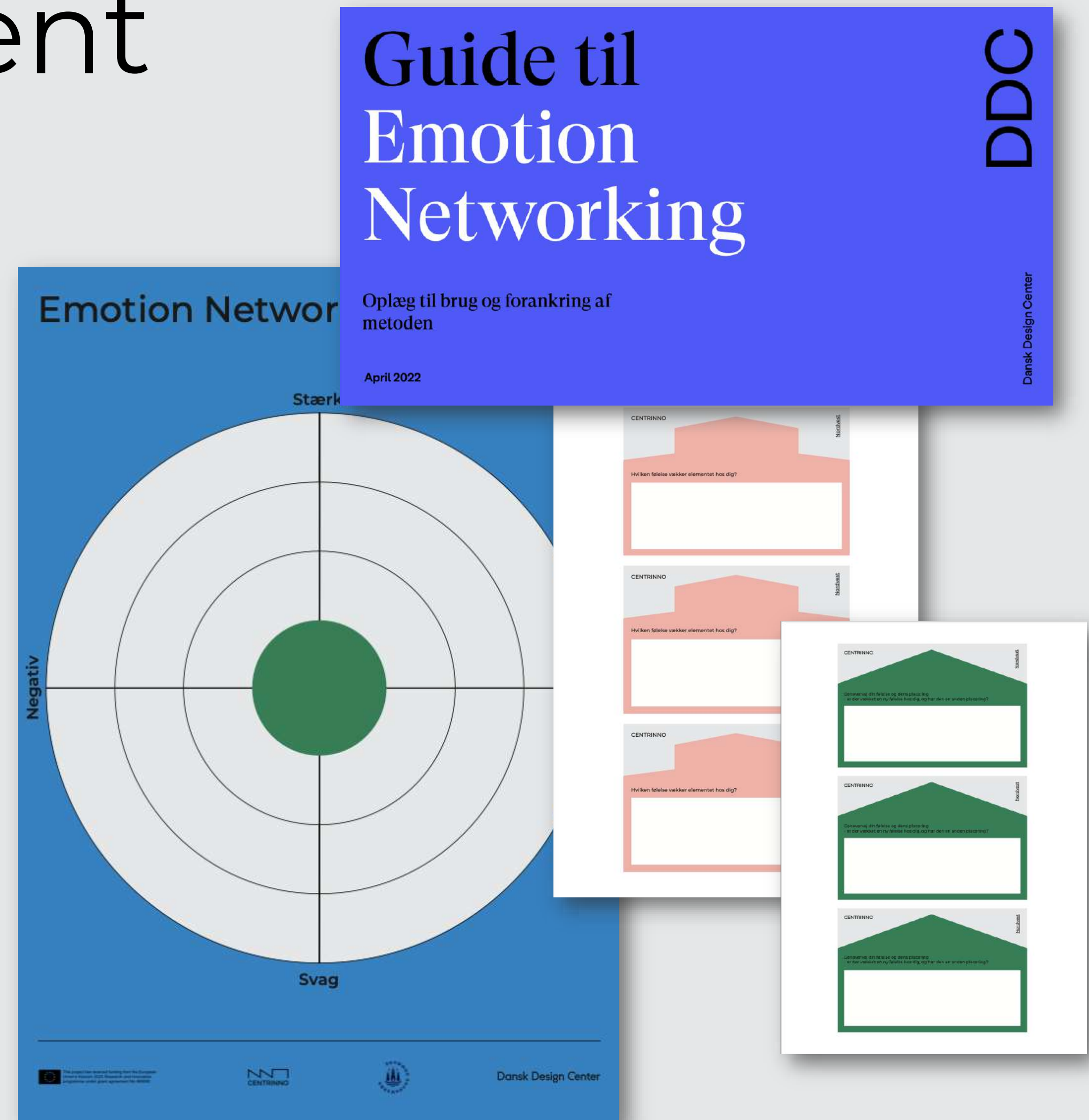
# Output

- Further exploration of opportunities for adding the method to the toolbox for citizen/actor involvement
- Proactive tools
- Potential collaboration with the municipality's local committees (lokaludvalg)
- Highlighting local heritage and increase awareness
- Challenges:
  - Changing existing practices
  - Creating ambassadors - training the trainers



# Further development & outcome

- Identifying who could adopt the method
- Testing the method with the municipality's local committees
- Iterating and formalizing the method
- Producing EN kit (introduction and train the trainer)
- The finalized conserving zoning plan for Nordvest:
- Preservation of 98 buildings – 36 with industrial heritage

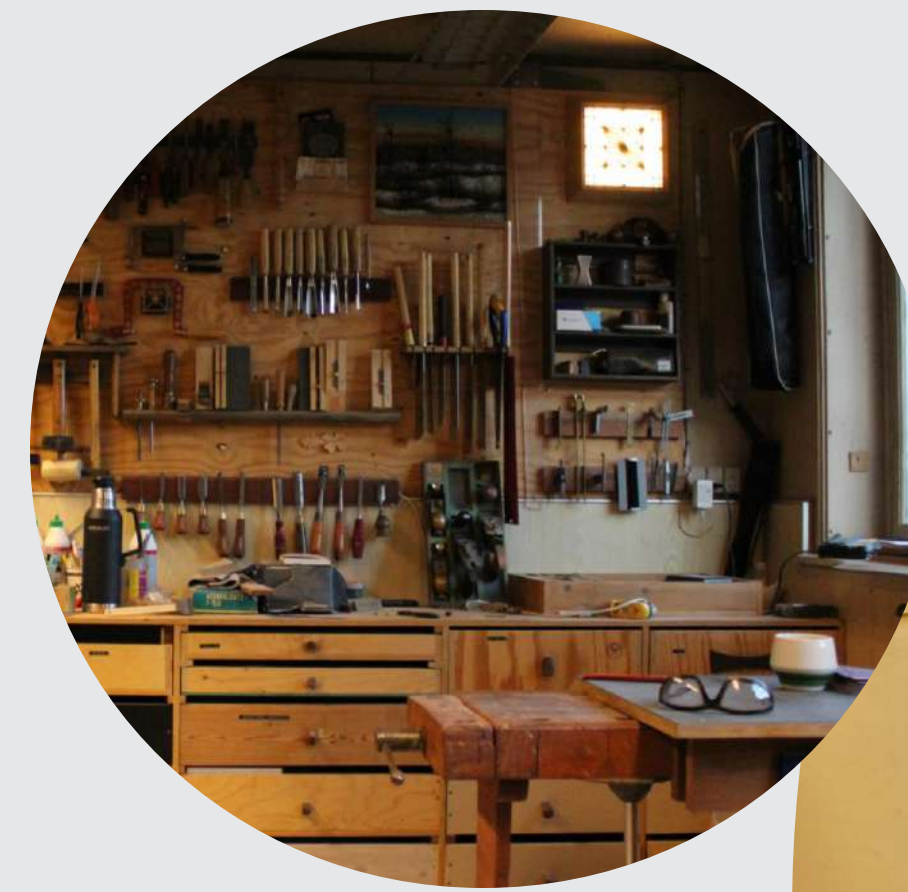


ETHNOGRAPHIC FIELDWORK  
&  
LIVING ARCHIVE



# Collecting stories for the Living Archive

- Understanding people living and/or working in the area (different views)
- Talking to a broad spectrum of different stakeholders with different identities, values and mindsets.
- Understanding and exploring the stakeholder's historical awareness, their relationship to the area and their role in the community.



# Activating local students

- Interviewing students at the local vocational school NEXT
- Creating exhibition of photos and stories with students about crafts and creative subjects
- Visualizing the presence of craft in the neighborhood today

# Activating locals in a Podwalk

- Conversations with 20 different people who either live, work or study in the area
- A historian, an architect, a café owner, a priest, a school student, a poet, an activist, a writer, a brewer and many others
- What they all have in common is a love or curiosity for the raw, the quirky and the possibilities in the old industrial neighborhood
- The stories are linked to specific places and take you on a tour of the entire neighborhood

# Co-creating a Local Archive

Bydelsdag (Neighborhood day)

- Collecting input from residents and visitors at the local Bydelsdag
- Collecting input about the area's identity and soul
- Visualising local perspectives



# Exhibition of the Local Archive

- Exhibition at the local Library focusing on the industrial heritage and present and future identity of the area
- Stories collected from local business, teachers at the maker space, entrepreneurs, developers, local historians, cultural institutions and residents
- Format/concept is under development
- Goal is to use already collected material and make it interactive (keep adding to the local archive)



# Heritage bicycle route

- Launching a bicycle route for residents, Copenhageners and tourists that conveys the industrial and cultural heritage of the area
- Goal: to strengthen people's awareness and knowledge of the city's cultural and industrial heritage
- Part of World Capital of Architecture



CENTRINNO  
- IN A WIDER  
COPENHAGEN CONTEXT



# Focus on industrial heritage

- Increased focus on dissemination of cultural and industrial heritage in the city in general.
- Increased focus on heritage through the preservation of distinctive buildings and urban environments.
- Increased focus on ensuring the right framework for small creative and craft business in the development of former industrial areas.





# CENTRINNO



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# KOPLI 93 TALLINN PILOT

Karin Kruup  
March 2023



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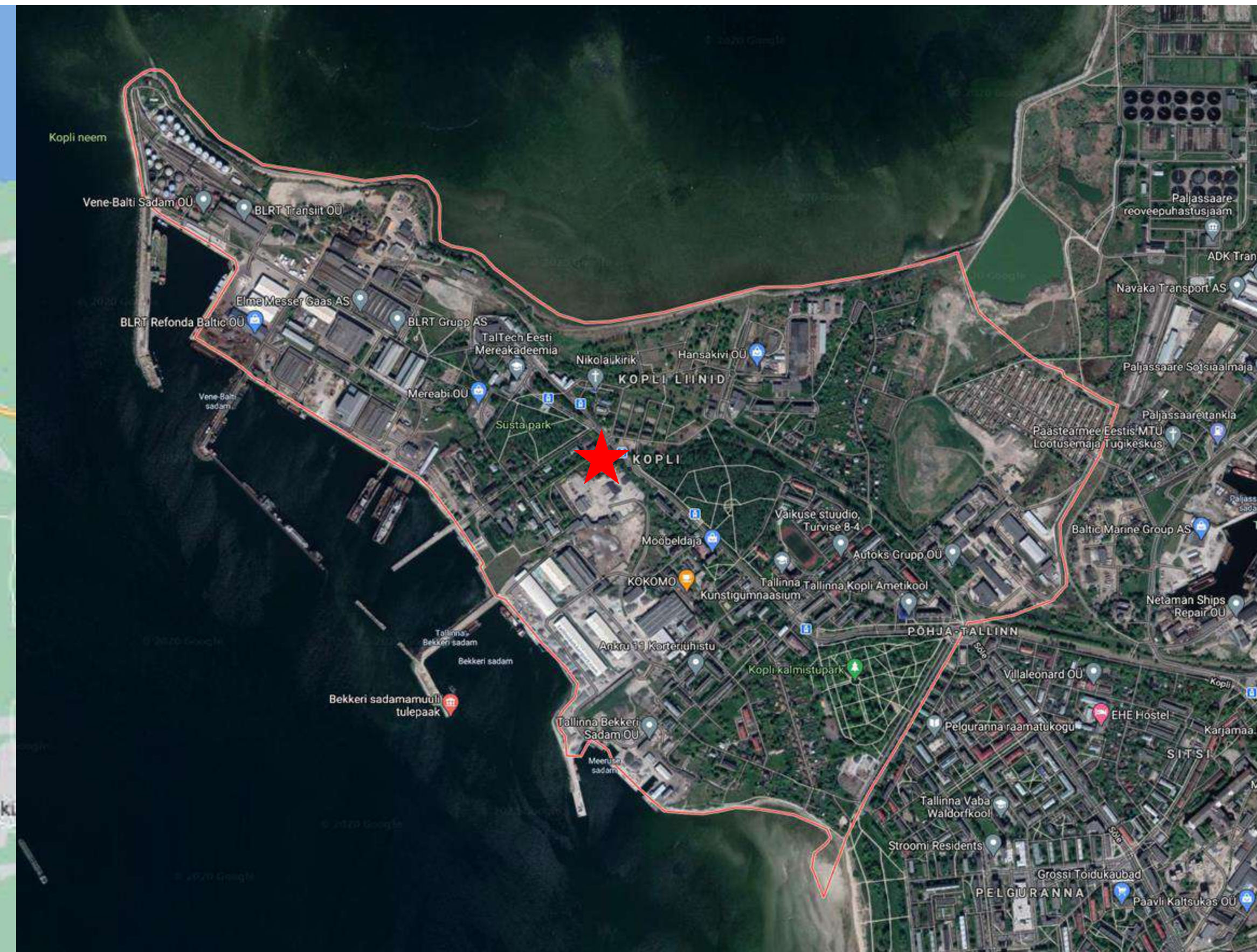
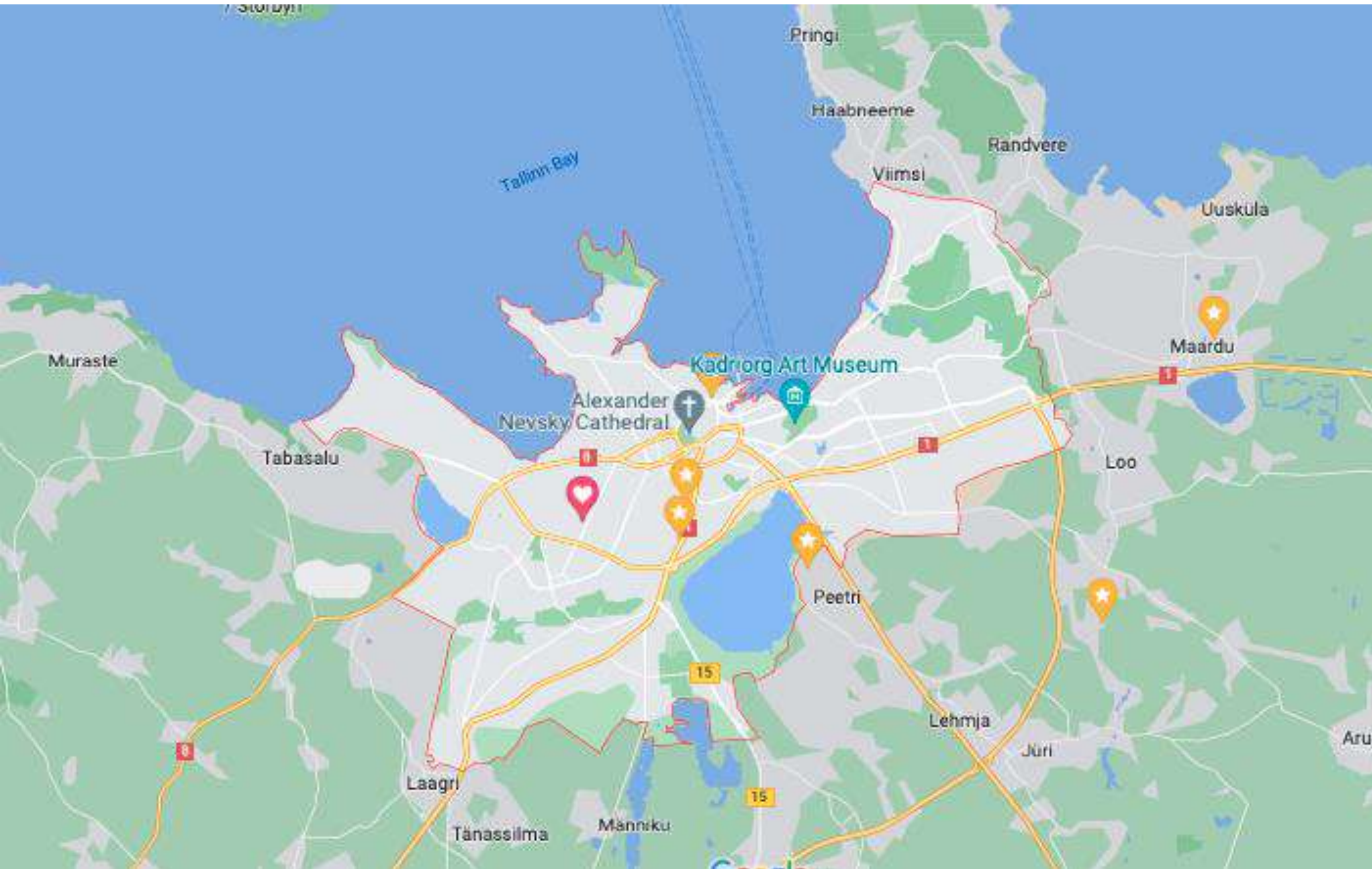
# TAL TECH

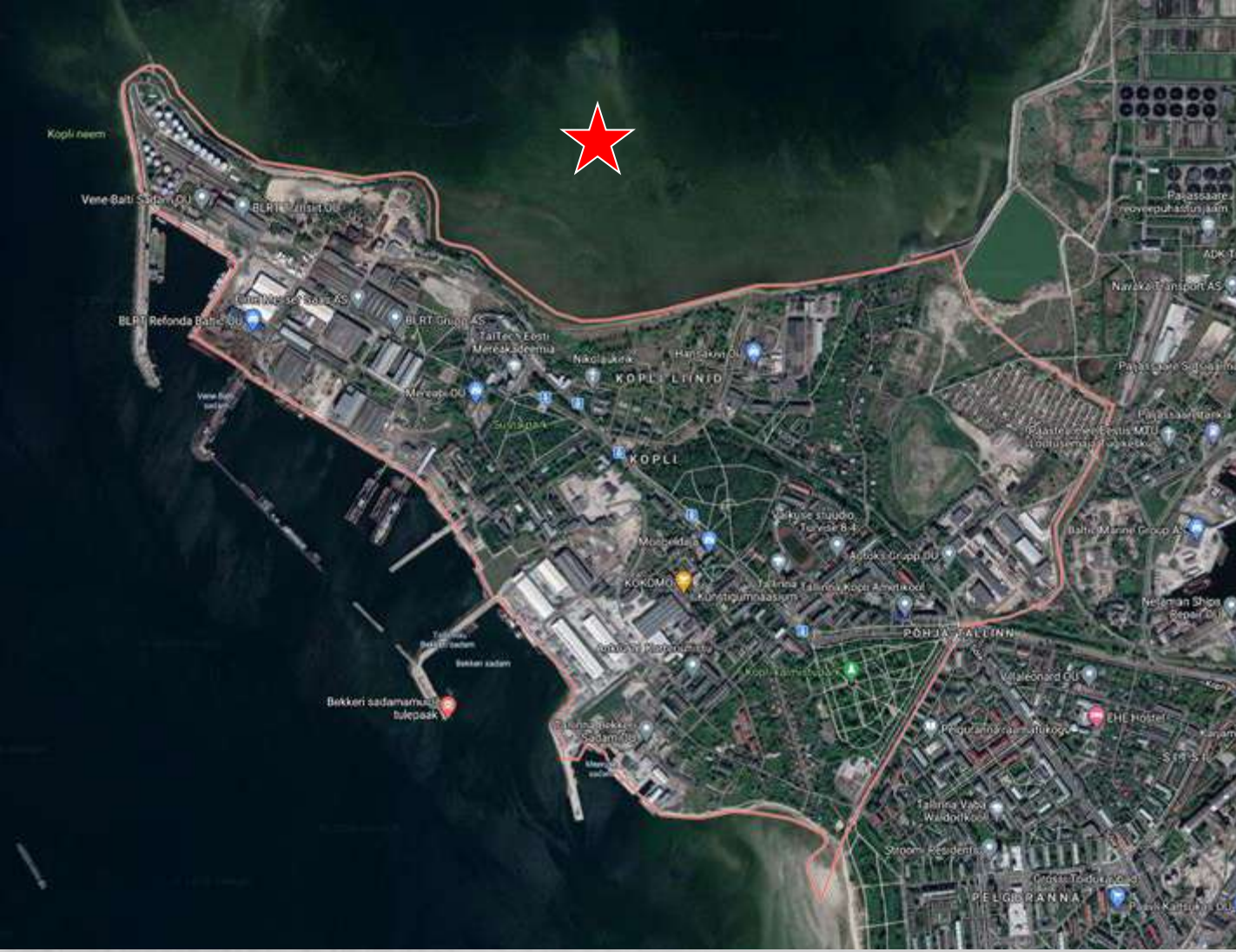


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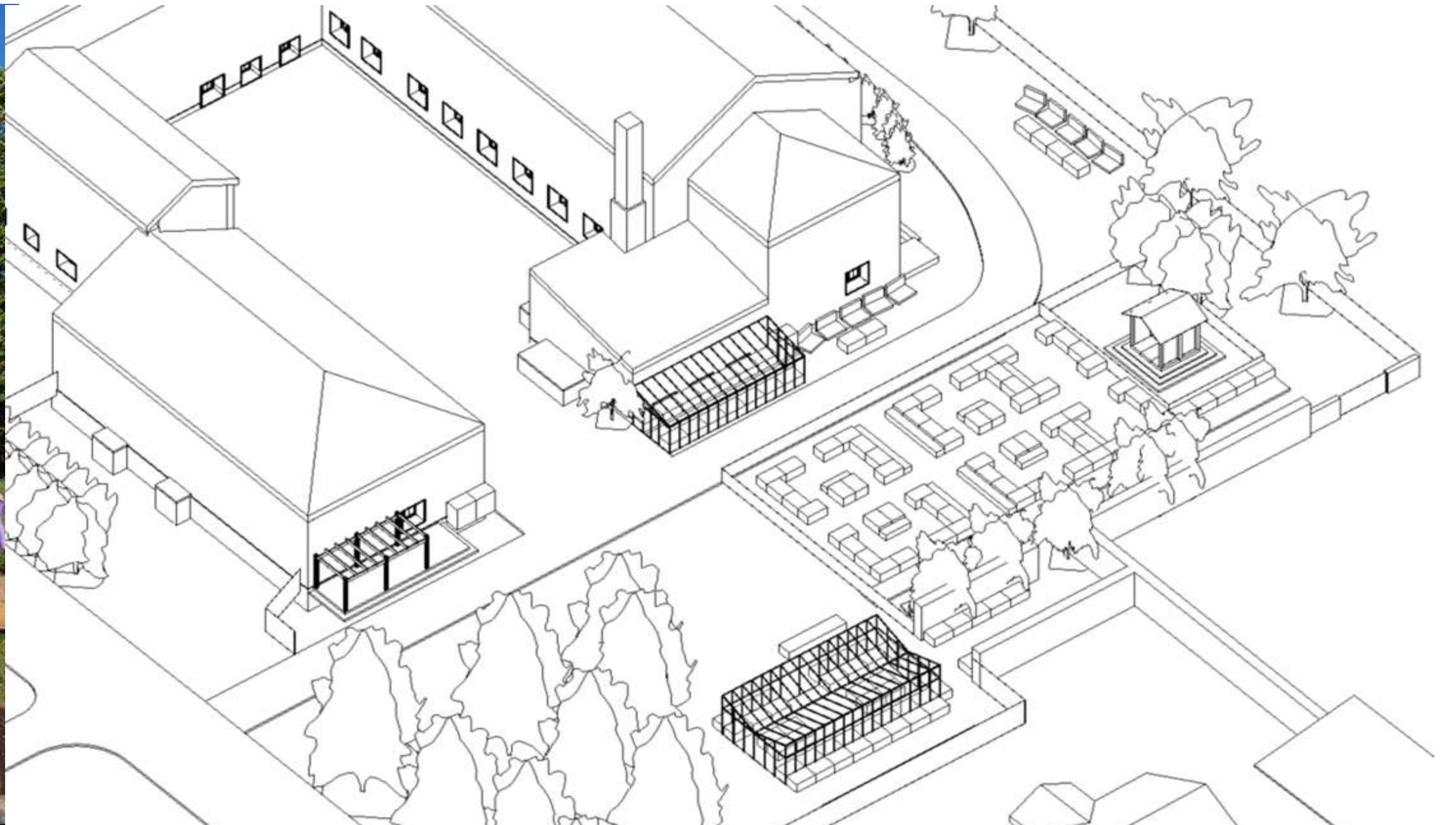


# KOPLI 93





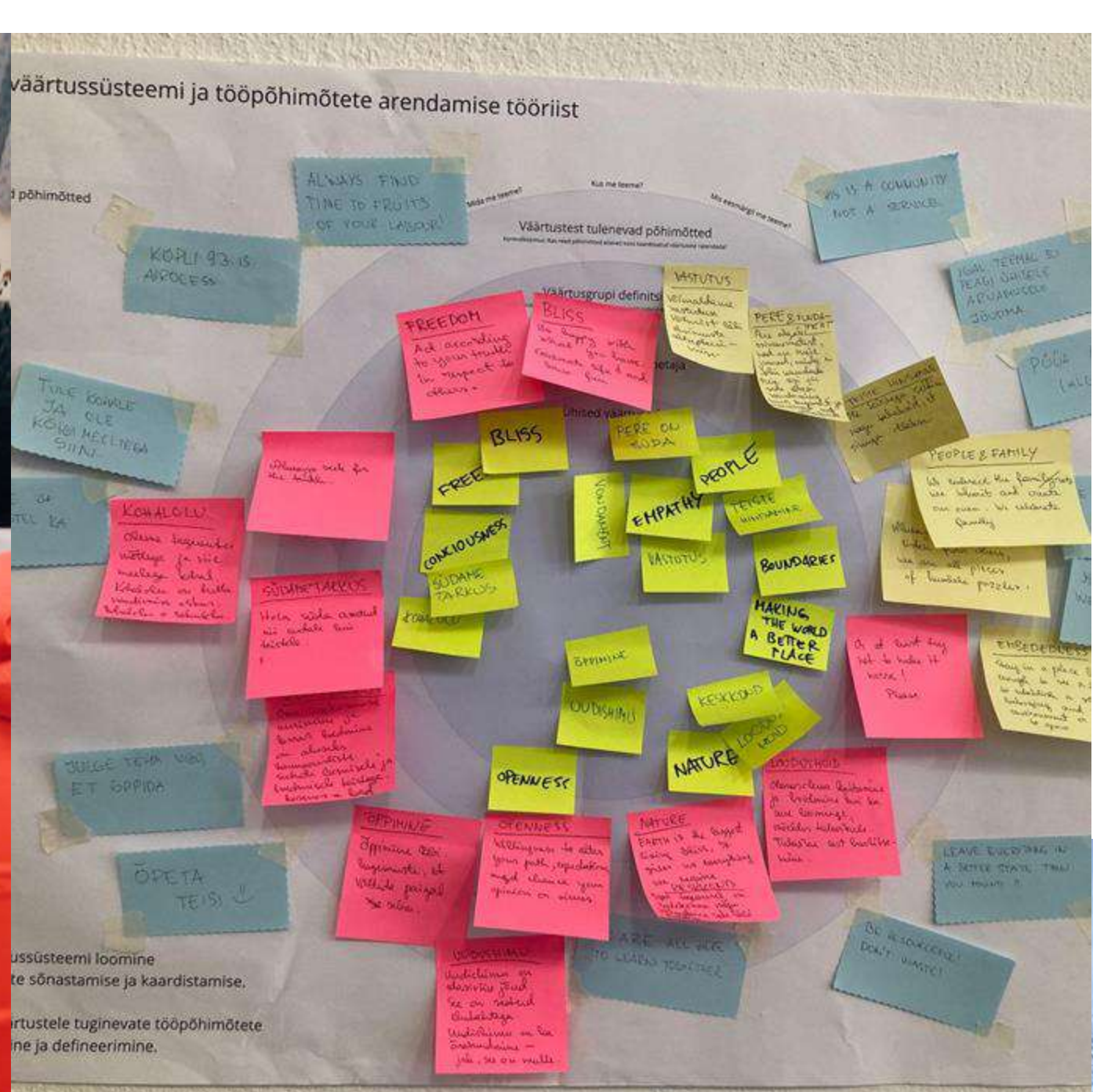
Kopli 93 is an experimentation and community center for local resilience and self-sufficiency.











# Emotion networking

# The team of Kopli 93

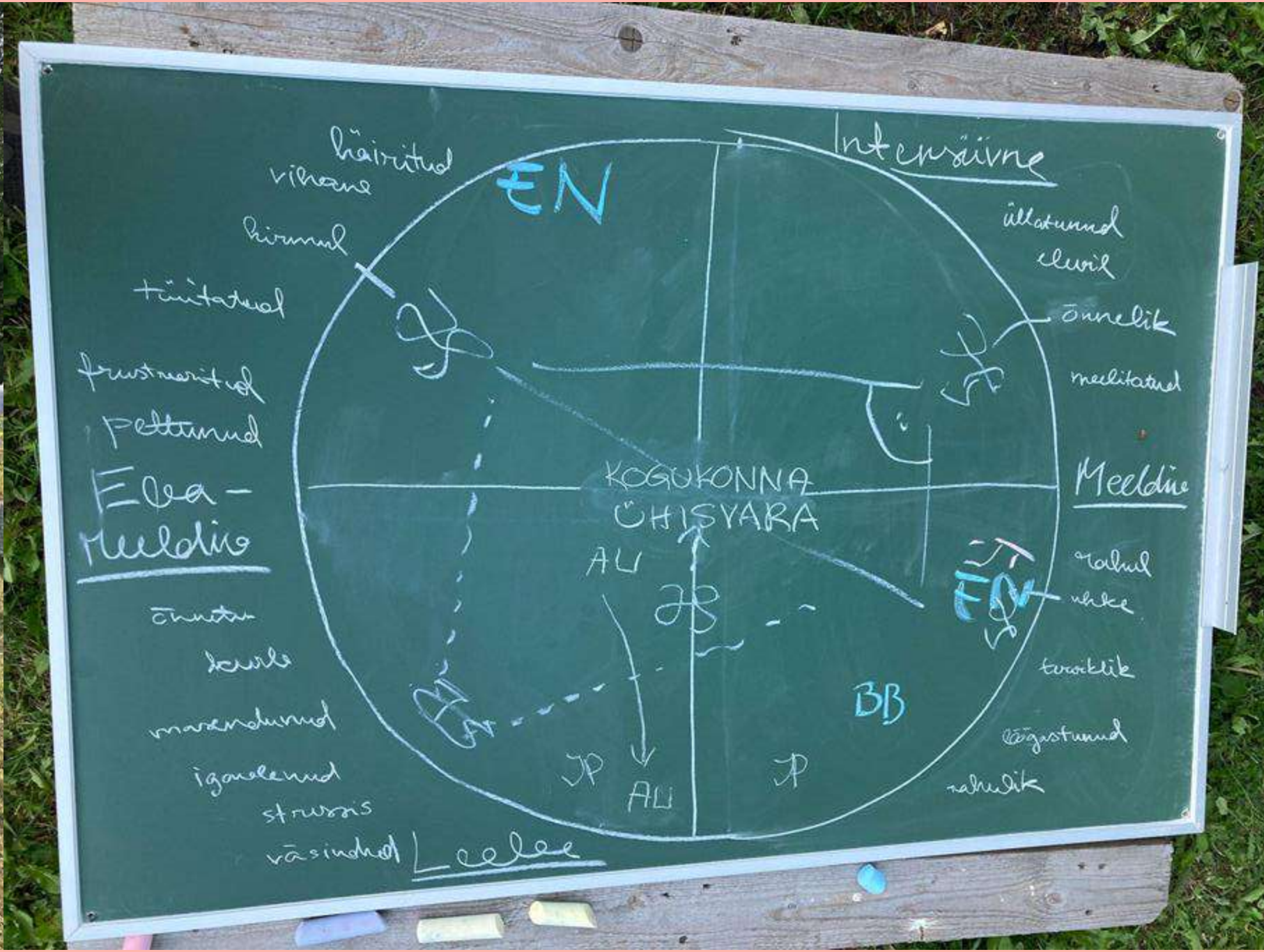






# Stakeholders

# Community



**TAL  
TECH**

**Karin Kruup**

karin.kruup@taltech.ee



- **Different contexts**, different ways of working: top down versus bottom-up
- **Ethnographic fieldwork**: challenging but rewarding
- **Role of physical traces** vs intangible workings of the past in the present
- 'making **heritage**' vs 'dealing with **waste**' go well together talking about circularity (what are people (not) keeping and why?)
- new insights in the relation between heritage making and processes of **gentrification**

Wrap up



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