



XII INTERNATIONAL CONFERENCE ON INDUSTRIAL HERITAGE

DESIGN, IMAGE AND CREATIVITY IN THE INDUSTRIAL PATRIMONY

Gijón (Asturias, Spain) September 30th to October 2nd, 2010

Inauguration: Wednesday 30 of September at 9:00 h. in the Paraninfo de Laboral, City of Culture of Gijón.

Sessions of the Congress: Laboral, City of Culture and Center of Art and Industrial Design.

Organizers: INCUNA (Industry, Culture, Nature) "Association of Industrial Archaeology Maximo Fuertes Acevedo".

Organizing Committee: Miguel Ángel Alvarez Areces (President of INCUNA Industry, Culture, and nature of TICCIH-España), Carlos Fernandez Caicoya (Teacher of Projects at IES A. Fernández Vallin Gijón), Ángel Martín Rodríguez (Doctor in Industrial Engineering, Professor at the Construction and Engineering of Manufacturing department of the E.P.S. de ingenieros industriales of Gijón, University of Oviedo), Natalia Tielve García (Doctor in Art History, University of Oviedo), Faustino Suárez Antuña (Doctor in Geography, Vice-president of INCUNA).

Advisory and Scientific Committee: Massimo Preite (Architect, Professor in the Department of Urban Planning at University of Florence, Italy), Rosina Gómez Baeza (Director of the Center of Art and Industrial Design Laboral, City of Culture in Gijón), Roberto Crespo Joglar (Director of the Superior School of art and Industrial Design in Avilés), Luis Badosa Conill (University Professor in the University of the Basque Country), María Pilar Biel Ibañez (Professor in the Art Department, University of Zaragoza; secretary of the Meetings of TICCIH- España), Juan José Castillo (University Professor of Sociology at the University Complutensian of Madrid and Speaker of the Meetings of TICCIH-España), Miguel Ángel Álvarez Areces (Economist, President of TICCIH- España), Alfonso Granda (Director of the School of Design and Applied Arts of Oviedo), Alberto Humanes (Architect in the Institute of Cultural Patrimony of Spain Madrid and Speaker of the Meetings of TICCIH-España), José Ramón Méndez Salgueiro (Director of the School of Industrial Design of Ferrol, Galicia), Xoan Carmona Badía (University Professor of Economic History, University of Santiago de Compostela), Asunción Feliú Torras (Doctor in Art History, University of Barcelona; Director of TICCIH- España).

Technical Secretary: Henar Turrado Fernández INCUNA (Industry, Culture and Nature) incuna@telecable.es / Tfno 985319385. Administration: Ariana Sutil Diaz-Caneja, info@incuna.es. Press and communication: Joaquín Pérez del Río prensa@incuna.es



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incuna@telecable.es

XII JORNADAS
INTERNACIONALES DE
PATRIMONIO INDUSTRIAL

2010

29 de septiembre a 2 de octubre

Laboral Ciudad de la Cultura
Centro de Arte y Creación Industrial

GIJÓN (Asturias - España)



diseño + imagen + *creatividad*
en el **Patrimonio Industrial**

From September 30 to October 2, 2010, the **XII International Days of Industrial Patrimony** in Gijón (Asturias) organised by INCUNA, organization of ample trajectory and recognition within the field of the industrial and cultural patrimony, with the collaboration of public and private institutions.

The central theme of this occasion is: **“Design, Image and Creativity in the Industrial Heritage”**.

The design in industry has generated from its expanded history an important heritage with a remarkable influence in the ways we see and understand the life of citizens. In its trajectory we can awe and learn, as it was a live tree, which goes from industrial archaeology to Knowledge and digital techniques from the new millennium.

International speakers and also from the various Spanish provinces will take part in the conference, which will provide the presentation of different communications, in which issues related to the following list will be exposed:

- Product design and its heritage dimension.
- Inventions and patents in Industrial History.
- Iconography and image of Industry.
- Advertisement and Brands.
- Visual culture and design.
- The Industrial Organization's external projection and its heritage dimension.
- Aesthetics of Engineering.
- Industry's corporative architecture.

The documentation selected will be published in a minute book as part of the collection “The eyes of memory” (“Los Ojos de la Memoria”), in its volume number 11.

The conferences on 30th and of September and October 1st will be inserted within the acts related to the activities taking place at the facilities in Laboral, City of Culture in Gijón, and at the Niemeyer Cultural Center in Avilés on October 2nd with guided visits to different heritage elements that may be of interest, with an itinerary that pays tribute to the cultural recreation from scenarios that suggest and unveil the daily witnesses of our industrial past, adding an evaluation of the food heritage of the area and the mandatory theme and book references related to the guided visit.

Along the conference theme roundtable discussions will be carried out that will favour the creation of networks and experience exchanges, also common policies on big issues and research and communications will be grouped by themes for their presentation and discussion.

The methodology, history, different approaches to these issues are the necessary basis to bring back history to present times, one of the key aspects of the study of industrial heritage that also allows to stress, promote, spread and value in consequent fashion the cultures of work, the memory and the industrialization of patrimony projecting a future for our past.



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PROGRAM ACTIVITIES:

Tuesday September 28th

19:30 hrs. OPENING AND VISIT TO THE EXHIBITION of Industrial Heritage Photography. At Municipal Centre of El Coto (**Plaza de la República s/n, 33204, Gijón**)

Awards ceremony of the VII International Photography Contest "Heritage, Image and Industrial Landscape" Photographic samples selected by the Jury of the VII International Photography Contest, organized by INCUNA, together with the handing of the trophies awarded by the jury.

Sponsors: Gobierno del Principado de Asturias, Consejería de Cultura y Turismo, Fundación Metal Asturias, El Corte Inglés, Cajastur, Fundación Municipal de Cultura, Educación y Universidad Popular del Ayuntamiento de Gijón, Centro Integrado de El Coto.

Wednesday September 29th

Opening of the exhibition **"TOPOGRAPHIES OF THE PERCEPTION"**

Di + verso Group

Place: **Laboral Center of Art and Industrial Design**

Di + verso Group is formed by the architects Pablo López Santana, Andrés Barrado Vicente, Rogelio José Cantero Gutiérrez, José María Sánchez-Laulhé Sánchez de Cos and Juan Antonio Sosa Gallego. It is a multidisciplinary training group, who run various architectural firms (Santana and Vicente Associates Architects, Phase Development, Sustainable Architecture and Design) and has participated in various projects, nationally and internationally. Founders of the group SVAASCP and the multidisciplinary group "ESCULTURA", some of its components are

regular collaborators of the Research Group HUM-632 and HUM-769, in the University of Seville.

The exhibition *Topographies of Perception* has two main parts: one of a sculptural type with 35 wooden panels that represent the profile of nature where research is conducted and other, where we can find a series of four short documentaries that talk about the relationship between industrial heritage and man, heritage and the city, the man and the city and the territory's image, respectively.



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Thursday September 30th

8:30- 9:00 hrs. HANDING of credentials and documentation to the conference attendees in the Paraninfo de la Laboral Ciudad de la Cultura in Gijón.

09:00 hrs. INAUGURATION of the XII International Conference on Industrial Heritage. At Paraninfo de la Laboral, Ciudad de la Cultura in Gijón.

Participants:

- *President of INCUNA Industry, Culture, Nature and TICCIH-España (The International Committee for the Conservation of Industrial heritage)*
- *The Honourable madam mayor of Gijón*
- *The Honourable President of Principado de Asturias*
- *The Honourable the Minister for Culture of Spain.*

10: 00 hrs. OPENING SPEECH

“Good and bad ideas in cultural and natural design “.

Jorge Wagensberg Lubinski

Professor of Theory of Irreversible processes in the Physics Faculty at University of Barcelona.
Scientific Director of “la Caixa” foundation.

11:45 - 11:00 hrs. Break/Coffee

11:00 - 11:45 hrs. “Relation between Art and Industry”. “Design of contemporary art in the new techno-industrial age”.

Luis Badosa Conill (Professor of Painting at Universidad of País Vasco and editor of the magazine Fabrikart).

11:45 - 12:30 hrs. “Iconography of poblana Industry: 1830-1940” (History of industrial advertisement in Mexico).

Humberto Morales Moreno (Research Centre of Economic and Social History. Faculty of Philosophy and Arts. Benemérita Universidad Autónoma de Puebla – México).

12:30 - 14:00 hrs. Panel of Industrial Design in and from Asturias.

Design, heritage and Enterprise

José Antonio Menéndez Hevia (Industrialized construction, founder of the enterprises DIHER, Buró70, Concepto70, Asturias).

Ensidesa. Design

Jorge Bogaerts Menéndez (Professor of Theory and History) **and Fernando Almaraz** (Professor of Product Design). Escuela Superior de Arte del Principado de Asturias, Avilés)

Architectural design as a qualifier in the industry.

Rogelio Ruiz Fernández. Doctoral degree in Architecture.

14:00 hrs. Lunch

16:00 - 19:00 hrs. Work sessions. Exhibit of the communications selected for the conference with local, national and international cases and themes. The communications will be presented in two or three different theme sections, coordinated by a moderator.

19:15 hrs. Optional activities: Guided visits: LABoral Centro de Arte y Creación Industrial, Teatro de la Laboral, Escuela Superior de Arte Dramático, Conservatorio de Música and other facilities in Laboral, Ciudad de la Cultura in Gijón



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Friday October 1st 2010

9:00 - 9:45 hrs. “Art (Painting / Sculpture) in Belgium and its relation with Industry (1800-2000).”

Patrick Viaene, President of SIWE (Foundation for Scientific and Industrial Heritage), Professor at University of Gant (Belgium) and member of the International Board of the TICCIH.

09:45 - 10:30 hrs. “Industrial aesthetics in the frame of artistic practices of Modernity 1850-1950”.

Julián Sobrino Simal (Professor of the Department of Architecture History, Theory and Composition at University of Seville’s Architecture school).

10:30 - 11:00 hrs. Break/ Coffee

11:00 – 11:45 hrs. “Industrial Heritage of the electric industry in Germany –History, Architecture and Art in the second industrial revolution “.

Axel Föhl, Architect, State for the Preservation of Historic Monuments of the Rhineland. LVR Rheinisches Amt für Denkmalpflege. TICCIH- Germany.

11:45 – 12:30 hrs- “Design in Italy’s industrial history, the decline of Olivetti, Fiat and others”.

Guido Guerzoni. Professor at the department of Institutional Analysis and Public Management, Bocconi Milan University – Italy.

12:30 - 13: 00 hrs. Presentation of books: volume 10 of the collection “The eyes of Memory” “Heritage and Archaeology of the Film Industry”, Minutes from the XI International Conference on Industrial Heritage. INCUNA 2009.

Presentation of book: "**Los españoles en México (1880-1948). Asturianos y montañeses en la formación de redes micro sociales**", Humberto Morales. (Research Centre of Economic and Social History. Faculty of Philosophy and Arts. Benemérita Universidad Autónoma de Puebla – México.)

Incuna collection "La herencia recuperada", nº 11, Cicees Edition.

13: 00 - 14:00 hrs. Panel of experts: Images and design in the industrial cities.

Stained glass and painted glass in the world of work. Art Nouveau and design in the Industrial Heritage in France.

Gracia Dorel Ferré. President and founder of the Association for Industrial Heritage of Champagne-Ardenne (APIC) France. Member of International Board TICCIH.

Brazilian industrial heritage portrayed in the arts.

Cristina Meneguello. Professor at Campinas University, São Paulo, Brazil (UNICAMP) Department of History and Sciences Museum

14:00 hrs. Lunch

16:00 - 19:30 hrs. Work sessions. Exhibit of the communications selected for the conference with local, national and international cases and themes. The communications will be presented in two or three different theme sections, coordinated by a moderator.

19:30 hrs. Closing of the conference and handing of diplomas.

People interested may visit elements from the city's industrial heritage such as: Museo de Ferrocarril de Asturias, la Litografía Viña, Ciudadela de Celestino Solar, Museo Etnográfico del Pueblo de Asturias, etc.



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Saturday October 2nd 2010

Itinerary: ARNAO, A SUBMARINE MINE AND PROJECT FOR GIVING VALUE TO INDUSTRIAL AND CULTURAL HERITAGE.

NIEMEYER AND THE INNOVATION ISLAND AVILÉS

INCUNA Routes around the Asturian industrial and natural landscape.

Supported by Aviles Township, Castrillón Township and Niemeyer Cultural Center.

9:00 hrs. Departure from Gijón. Plaza Estación de RENFE-FEVE

19:30 hrs. Return to departure point

We will take a Feve train in Gijon which leads us to Avilés.

There will be a route through this city, with special references and visit to the Premier factory (which is currently developing into a draft design center), the School of Industrial Design of the Principality of Asturias and the International Cultural Center Oscar Niemeyer, where they will explain us the project of the Innovation Island, located in Aviles estuary.

We will also organize a tour to visit Arnao, a mine from the middle of the XIX century, currently involves in a remarkable project of cultural recreation of underwater mine, as well as its housing heritage, in a clear sample of cultural recreation of these historical scenarios of the Industrial History of Castrillón Area.

The day will be rewarded with an evaluation of the gastronomic heritage of the area and the mandatory theme and book references related to the places and the landscape that surrounds and interprets the heritage to be discovered.

NORMS FOR THE PRESENTATION OF COMMUNICATIONS AND PANELS

People interested in presenting communications in the conference can send their proposals to INCUNA specifying the theme:

- Product design and its heritage dimension.
- Inventions and patents in Industrial History.
- Iconography and image of Industry.
- Advertisement and Brands.
- Visual culture and design.
- The Industrial Organization's external projection and its heritage dimension.
- Aesthetics of Engineering.
- Industry's corporative architecture

The communications' defence will be in charge of its author, there will not be any spokesmen. They will have approximately 15 minutes for the public speech, time that will be adjusted according to the definite program.

For the publishing of the communications it will be necessary to have applied and to have taken part in the conference. A folder with the works and documentation of the conference will be handed together with other materials related to the event. Diplomas of the lectures and documents admitted for their presentation within the conference will be awarded.

To accept communications and lectures is required **to have sent an abstract** on the content of the communication, using a maximum of 10 lines before the **30 of July 2010** to:

INCUNA, Asociación de Arqueología Industrial Máximo Fuertes Acevedo

C/ La Muralla, 3 entlo. 33202 Gijón

Tel. / Fax: 985319385

E-mail: incuna@telecable.es,

incuna@gmail.com

The texts with **the communications and final lectures** accepted by the scientific committee will be sent **before the 1st of September 2010**.

Aiming to facilitate and improve the task of evaluating and publishing we would appreciate it very much if:

- Texts have a maximum length of 8 pages, around 15.000 characters, Arial font, size 12 and 1, and 5 space. Reference bibliography must be included.
- Graphic material (photographies, lustrations...) must have a 300 ppp (points per inch) resolution and will be sent as a JPG or TIFF.
- Format for files: They must be sent as .doc format of Word for Windows.
- Power-Point presentations: Will be sent as *.ppt or *.pps, together with the final text and always before September 1st.
- If the exhibit requires using special audiovisual media, we would appreciate if you inform us about it, together with your abstract and lecture, with enough time to adequate the proper technical means.

REGISTRATION

XII INTERNATIONAL CONFERENCE ON INDUSTRIAL HERITAGE

The registration for the conference will guarantee the assistance to all the lectures and communications, to take part in the local itineraries, as a practical complement to them: to receive material of the communications and other publications related to them, as well as the assistance certificate.

The excursion or itinerary on Saturday October 2nd will be restricted because of the seats available for transportation. It would be convenient if you indicate when you register if the excursion is or not included. The reservation will be granted by rigorous order of registration.

We will supply information about transportation, accommodation and other logistics, also with the advantages and different options available for participants.

Registration fees:

A. - Complete Conference (including excursion with food): 120 €

B. - Members of INCUNA and TICCIH-España (including excursion with food): 90 €

C. - Members of INCUNA and TICCIH-España (without excursion): 55 €

D. - General registration (without excursion): 85 €

E. - Students, Unemployed, Retirees (without excursion): 60 €

F. - Students, Unemployed, Retirees (with excursion and food): 95 €

The amount, **including name and option**, must be paid into the following account:

Asociación de Arqueología Industrial Máximo Fuertes Acevedo INCUNA

Bank: **CAJASTUR**

C/C: **2048 0003 69 3400103287**

IBAN: **ES57 2048 0003 6934 0010 3287**

CÓDIGO SWIFT: **CECAESMM048**

REGISTRATION PAPER
XII INTERNATIONAL CONFERENCE ON INDUSTRIAL HERITAGE
“Design, Creativity and Innovation in Industrial heritage“

PERSONAL INFORMATION

| | | | |
|------------------|--|------------|--|
| Name and surname | | | |
| Address | | | |
| Code number | | Town | |
| Province | | Country | |
| Telephone | | Fax | |
| Email | | | |
| ID/Passport | | Occupation | |

TYPES OF REGISTRATION

- A. - Complete conference (including excursion with food): 120 €
- B. - Members INCUNA and TICCIH-España (including excursion with food): 90 €
- C. - Members INCUNA and TICCIH-España (without excursion): 55 €
- D. - General registration (without excursion): 85 €
- E. - Students, Unemployed, Retirees (without excursion): 60 €
- F. - Students, Unemployed, Retirees (with excursion and food): 95 €

Excursion Saturday 2nd of October. - Niemeyer Avilés and Arnao YES NO

Will you present lecture/communication? YES NO

Provisional title

| |
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DATOS DE LA EMPRESA/ENTIDAD

| | | | |
|-------------------------------|--|----------------------|--|
| Nombre de la Empresa/ Entidad | | | |
| C.I.F. | | Puesto que desempeña | |
| Dirección | | | |
| Código Postal | | Localidad | |
| Provincia | | País | |
| Teléfono | | Fax | |
| Email | | | |

Fill this **registration form** and send it together with **copy of the payment of the registration fee** to:

INCUNA, ASOCIACIÓN DE ARQUEOLOGÍA INDUSTRIAL "MÁXIMO FUERTES ACEVEDO"

By mail to: C/ La Muralla, 3 entlo. 33202 Gijón (España)

By fax to: 985 31 93 85, by email to incuna@telecable.es, incuna@gmail.com