

In the Changing Face of the Industrial World

We all know that the pace at which we live our lives has become faster. The industrial world responsible for the evolutionary progress during the 20th century is undergoing a radical change. This revolutionary change clearly shows a move towards an information- and service-based development of our society. The attitude towards places and social infrastructure, shaped by the conditions of the traditional manufacturing industry, is undergoing a transformation. This also applies to the way we think and how we perceive the world around us. To enable active participation and stand equipped to deal with this change there is a need for knowledge and to possess an understanding for the history of the place. Knowledge about how the late industrial society's structures, relations and places have been shaped is lacking to a large degree. In what way have our society and the standard of living of the population been affected by this late industrial structure?

Background

Historically the region of South West Sweden has clearly been of an industrial character. The industrial presence has dominated to a great extent and put its mark on the region. Not only has the landscape been affected. The social infrastructure has also been shaped by circumstances given by the industry. Our Industrial society represents a cultural heritage which varies depending on the location. Whether it is independently or jointly these cultural heritages are all linked with the way this region expanded. Industrial structure and progress depends to a large extent on local specifics – physical, social and cultural as well as historic and contemporary. Like a site's characteristics provided the conditions for establishing industries, a local industrial culture has also been responsible for shaping the communities and residents in the vicinity.

The industrial world has also on a European and international level distinctive and shared characteristics. The restructure of the shipbuilding industry in Uddevalla and Gothenburg followed in the wake of a worldwide restructure. A similar scenario applies to the textile industry. At the moment there is the car industry with the situation of SAAB and their subcontractors that is most current.

The industrialisation of our society has been the source of a tremendous alteration of the countryside, social structure and human living conditions. The importance of the industrialisation, from the initial breakthrough up to the point when it eventually reached culmination, is comparatively well documented. The effect the changes within the industry has had during the time thereafter is however considerably less explored.

During the last decades, from the 1960's and onwards, the Region of south West Sweden has undergone a number of structural changes in several different industrial fields that in different ways has affected the population and the development of our society. This progress continues today when globalisation and international competition constantly puts business and the employment market under constant pressure.

Regional connections and project partners

The project is directly connected to the Västra Götaland region's "Plan for development of the maritime and industrial heritage in the Västra Götaland region" which is included in the activities of the project participants along with developing ways to collaborate and also finding work methods for this. The plan identifies the needs and measures for action have been proposed in order to elaborate further on these issues. The plan is to be implemented in

the entire region of Västra Götaland as part of a regional assignment. The development plan states the necessity to step outside the cultural sector and the society based administrative system's traditional institutional frames in order to handle the complex issues concerning the industrial society's cultural heritage. That is why interaction and dialog with several different parties are important ingredients in the project. The project needs to engage a range of resources in order to gain appreciation for the changes in our industrial society, such as civil society, universities etc. The parties involved – Göteborgs stadsmuseum, Innovatum Science Center, Textilmuseet, and Västarvet – are specifically qualified in working with knowledge building, dialog and information transfer. We are also in touch with the establishment on numerous levels and possess the ability to retain and communicate knowledge and skills over time, in many venues and using different media.

Aim and purpose of pilot study

The purpose of this pilot study is to enable a well founded and well-structured large-scale project with European partners. The intention is to gain greater knowledge of the late industrial societies' transformation processes and how these affected our society and human living conditions.

The purpose of this pilot study:

- Preparing distinct questions, goals and methods
- Create a regional project group with university connections within the region.
- Identify and put together a team of Europeans partner and jointly prepare an application.
- Expand upon the illustration areas we wish to study, processing and analysis of material.
- Carry out seminars.

As a result this pilot study has to show a well motivated EU-application and include several European partners.

Aim and purpose with the intended EU-project.

The reason for a project on a larger scale, as a joint venture with European partners, is to enable enlightenment on our issues in a major context and gain the opportunity to compare cases from Västra Götaland with similar experiences in Europe. The project also intends to work with exchanging experiences and network-building.

Our intentions are that we with extended knowledge and visualization will be able to utilize the result to

- Contribute to a greater understanding for the changing face of the industrial world and developments that affect people's way of life.
- Be active partners in local and regional development work.

- Broadcast the result to our target groups by dialog.
- Improve the ways we relate to the changing face of the industrial world within and in alliance with our institutions.

Method

Apart from a comprehensive framework project where a more general line of questioning can be processed, are we also within the scope of the project going to conduct advanced studies on the following topics: the car industry, the textile industry, shipbuilding industry and the paper industry. These topics represent different areas of the structural change in Västra Götaland, both past and present, but they are all crucial when it comes to appreciate industrial and social development in the region today. The different partial studies will focus on certain parts of the region, yet some parts of the research (the frame project) will also deal with putting them in relation to development in Gothenburg and the entire region.

The pilot study is intended to proceed during 2012 and will include networking contacts, arranging and analysing material for the different chosen pilot studies, concrete project description for a more elaborate application plus a couple of joint seminars with external lecturers.

The general question at issue as well as the various studies is based on traditional gathering of knowledge from written sources, interviews and other things that will contribute to illustrate the problems of the project from different angles. Working out methods to create an understanding for and participation in the regional development and structure changes is included as part of the project.

Car manufacturing towns

Part-project 1

Purpose

The reason for investigating European towns with a car manufacturing industry is to study how towns with a relatively large car manufacturer have been effected during the latter part of the 20th century. What significant role has a large car manufacturer played concerning living conditions for people and the development of our society, what are the differences between towns with similar circumstances and what are the possibilities for progress in such situations?

Project description in short

Trollhättan both past and present shows a distinct connection towards a specific industrial trend and may well be identified as an industrial culture. The town has grown parallel with the industrial progress of which the car manufacturing at SAAB is an obvious example. The car manufacturing has been one of the 20th century's leading manufacturing processes and not only particularly connected to the production of cars but also to the production of dreams, symbols and ideas. The car has in more ways than one become a symbol for the consequences of the industrial world during the 20th century.

Trollhättan and Västra Götaland and has, generally speaking, been a part of this production. The state of market effected SAAB and consequently also very distinctly and clearly the

town, considerable parts of trade and industry are more or less directly linked to the car industry and great parts of the development work in the area have been done in connection with SAAB. A unique situation occurs when an industry in a town of the size of Trollhättan is in such a powerful position. The effect on the economy is evident but there is good reason to believe that other parts of a community also have been affected, social advancement, cultural conditions, politics etc.

The investigation will involve a study of these connections and strengthen the understanding of the relations between dominating industries and progress on opportunities in towns and cities.

The huge uncertainty that for a long period of time has existed concerning the future of SAAB highlights the actual need for Trollhättan to understand the importance of the car industry for development and change in a town.

An area under constant change, the textile industry

Project section 2

Purpose

By making this study we wish draw the attention to the textile industry's need to constantly adapt to new circumstances and create an understanding for how the textile industry has become what it is today.

Project description in short

In Sweden, as in many other countries, the textile industry has been among the first to experience industrialisation. They were also among the first to peak and one of the first to experience the consequences of global competition. The textile industry is characterized by the need to constantly having to adjust to change, where adapting to prevailing circumstances decides whether an individual company will be able to reach success over time. The last 50 years in the textile industry have been turbulent. Crisis situations have meant hard times for the individual worker. New opportunities have been created simultaneously and important experiences have been made for the future. An inventory enlightening these aspects concerning the textile industry has not yet been made.

This study is intended to clarify how the textile industry has grown into what it is today and what is to be expected in the future. The town of Borås and its identity as a textile town will help to illustrate an example. Borås lies in the heart of the Swedish textile area. Here is where concentration on textile goods has put its mark on social development. The town itself and the textile industry have in many ways built up a dependence of one and other. Despite that manufacturing to a greater degree has been moved to countries where production costs are lower, do companies connected to the textile business still represent a noticeable part of the industrial activity in Borås. It is essentially management, administration, logistics and design that is monitored from Swedish textile companies today. The production still existing in Sweden is often directed towards technically advanced textiles or towards particular designs in lesser quantities.

The conditions for the textile industry today show a number of interesting tendencies. Recent terms in the global competition is beginning to indicate a demand for an increase in salaries, better working conditions, and a higher regard for the environment again makes opportunities

for Sweden and other western countries. A thorough search will be carried out in order to find factors that will make it possible to re-establish as well as making new establishments.

Another sign of the times is the current investment in a textile cluster made by the town of Borås' with the expressed ambition to put the town and its progress on the map. The Textile University, the Textile museum and Market Place Borås along with others will be gathered in Simonsland, one of the town's textile districts, in order to further improve on Borås as a leading textile and fashion town. The thoughts behind this venture and its importance for the identity of Borås will be studied and analysed more closely.

We hope, through European teamwork, to get an exchange of experiences and a dialog with another textile town or textile centre, on how to adjust to changing circumstances and the effect it has on the town's identity. The exchange will also make it possible to put the situation in Borås in a bigger context and learn from other cases.

The shipbuilding industry

Project section 3

Purpose

The purpose with investigating European towns in the shipbuilding industry is to study what marks the shipbuilding industry has left and what effect it has had during the last decades from the 1960's and onwards. This is a period of big structure changes for the trade and the question is what consequence these changes have had on communities and how their cultural identities have altered. Industries with establishments on a major scale and complex productions have often represented serious preservation problems for the museums. For that reason one section of the investigation will focus on how the cultural heritage of the shipbuilding industry has been dealt with, and how this heritage can be visualised and communicated in activities in our cultural institutions in the 21st century.

Short project description

Sweden was in the beginning of the 1970's the second leading shipbuilding nation (after Japan) in the world, with around 30 - 35 000 employees in the industry. The post-war period created a great demand for new tonnage and the Swedish shipyards were able to accept significant orders for new constructions.

For the old established shipyards in Gothenburg this epoch meant huge expansion and Götaverken for instance had a brand new establishment built on Hisingen during the 1960's. After the war, in 1946, a new major shipyard was built in Uddevalla which played a very important role in Uddevalla's industrial progress. The start of such a big shipbuilding industry also meant a great deal for the increase of the town's population for the next decades. The town was fashioned by the shipbuilding industry and in a short period of time got its shipbuilding identity. Tankers and supertankers were produced by the shipbuilders Eriksberg and Götaverken in Gothenburg and by Kockums in Malmö, but also by the Uddevalla shipbuilders. A total of 221 ships with joint tonnage of 11 million tons deadweight was build by this little shipbuilder's yard in the middle of the county Bohuslän. Shipbuilding technique advanced quickly during these years and investments of considerable size were also made in the works of the major shipbuilders Uddevalla, Eriksberg and Kockums.

There was a change in progress in the middle of the 1970's and a deep crisis hit the Swedish shipbuilding industry. This was partially caused by the world being overrun by shipyards. A company, Svenska Varv AB, was formed in 1977 in order to solve problems which occurred during the crisis in the shipbuilding industry.

This was a state-owned company that started a large restructure of Swedish shipbuilding industries and a closing down the shipbuilding industry. Götaverken in Gothenburg was transformed to be used for ship repairs. Sweden had lost its position as a big shipbuilding nation.

As a result the leading industry in Sweden during the 20th century disappeared almost completely during the 1980's. When we now look back 20-30 years, the question how this part of our history have cared for might arise and what imprint has been made by this trade that still is visible and influence us today?

If you put the size of the population in Uddevalla in relation to the development generated round the Uddevalla shipbuilding industry, the conclusion to be made could be that Uddevalla is the town which has been affected the most by the Swedish shipbuilding epoch. Even the big shipyards in Gothenburg played a remarkably important role in town's growth and for its cultural identity.

The shipbuilding industry was, for the Västra Götaland region, one of the industrial lines of business that laid the foundation for the regions industrial structure.

The investigation be carried out through dialog with associations and other groups in the community by interviews and working on and analysing sources (tangible and intangible), as well as by a seminar- and information exchange with representatives of cultural institutions and councils. An illumination of a town's alteration in parts of previous shipyard areas in Uddevalla/Gothenburg as well as in places where our project partners are will be carried out.

The paper industry in Mölndal

Project section 4

Purpose

The transformation of the urban industrial world has been in progress for some time and all too often have issues upon cultural heritage been left behind and the preservation has been carried out by using artificial activities or occasional objects. We are looking for European co-operation and an exchange of experiences in order to develop the issue of cultural heritage from different perspectives. We need to gather the knowledge that now is widely spread for our planned preliminary study and come up with a planning structure so advantage can be taken of the knowledge and experience on different levels that build on the cultural heritage as a resource for long-lasting environments.

Project description in short

One area Västarvet has chosen as a priority concerning the papyrus line is a process taking place in Mölndal. The old paper-mill which goes back to the 18th century has during the entire 20th century been a leading enterprise by the name of AB Papyrus and over along period within the Wallenberg sphere as a part of Stora and later Stora Enso. It was bought by

Klippankoncernen in 2002 and only a few years later came notice of complete shutting down as a result of bankruptcy in the summer of 2006.

After standing empty for a few years the town of Mölndal decided to acquire the area in order to handle the continuing development of the town where the industry had altered for other purposes. The Service department moved here 2009 and is responsible for environmental maintenance whilst a planning process has started where the transformation also will take place with consideration to the large cultural value the area holds. The entire area consists of approximately 230 000 square metres.

A public company has been formed with the intention of developing the area. To get know-how as regards procedures and efforts for urban restructure contact with similar regions, undergoing transformation, has been sought.

The work with regional action plans for culture and industry together with heritage and tourism also enables us to support local ambitions to develop new conditions for entrepreneurs and businesses within the cultural area anchored in a unique industrial world.

The transformation of the Papyrus area also provides a potential opening for a European cooperation in renewing similar works.