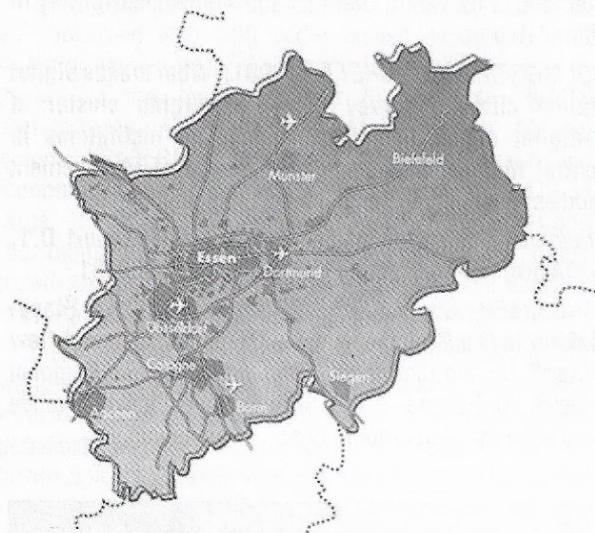


Lubomír Jamečný

ESSEN

The skyline of Essen city centre shows Essen as a modern location for the economy and services of today. Latest finds by city archaeologists, however, indicate that Essen was a settlement area as early as the period around the birth of Christ. The "Vogelheimer Klinge" (Vogelheim blade), named after where it was found in the North of Essen, is even estimated to be more than 280,000 years old. In the year 1317 the first coal finds are documented. From a fuel to feed the fires of the poor, coal developed into an economic commodity in high demand, the black gold of the region. From the middle of the 19th century onwards, and not least due to the economic success story of Alfred Krupp, Essen developed into the largest coal and steel area in Europe.



The Zollverein mine symbolizes history and new departures. Shortly after its construction in 1932, it had already become the most productive mine in the world. Since being shut down in 1986, it has become a shrine of industrial culture, the only one of its kind in the world, and in 2001 was designated a World Heritage site by the United Nations. Despite its historical significance, the Zollverein mine also stands for innovation, and has become a meeting point for design, culture and business. Several organizations are involved in carrying on the ground-breaking renovation work. However, it is already a long time since the rooms were made available for events. Interested parties can hire them and stage their functions in the exclusive ambience of a World Heritage center.

The architecture of the Zollverein mine has always had a beauty all its own. However, since the site was designated a World Heritage Center, it has been undergoing a process of change which is showing great promise. Here building projects are under way which are the only ones of their kind world-wide. One of the world's most sought-after architects, Rem Koolhaas, has drafted a masterplan for the redevelopment work, taking into consideration the need for monumental preservation.

The face of the Zollverein is changing, but without losing its profile. Backed as a project promoting regional transformation and designated a World Heritage Center, a

new phase of project development has begun. Zollverein's future-oriented workshop has opened. Competitions lead internationally renowned architects to the site, and their varied ideas are making ready the future design and culture location. A special range of excursions through Zollverein is available to groups of experts and interested parties from the areas of urban development, architecture, project planning and culture management. In the coming years, it will be necessary to hand down the standards of quality prescribed by Schupp and Kremmer and maintained during the reconstruction work of the 1990s, as well as recommencing use of the Zollverein area as an innovative business location as part of a sustained integrated development concept. The Design Platform as a professional education and research institute, the Metaform as an international design exhibition, the Zollverein Design Park as an industrial area and the relocation of the RuhrMuseum as an exhibition site for industrial culture, natural history and cultural history will be further building blocks of this development.

The necessary outline plan for urban development was developed by Rem Koolhaas and the OMA office in Rotterdam. The requisite new buildings are to be erected at the periphery of the site and will enclose the monument like a frame. The Entwicklungs-Gesellschaft Zollverein has commissioned ambitious redevelopment and reconstruction work to be carried out in the Coal Washing Plant by 2006. For 101 days after this work has been finished, it will be the home to ENTRY, a forum for design and architecture. Afterwards, both the RuhrMuseum and the Visitor Center for the Ruhr area will take up residence there. The Coal Washing Plant is a part of the Zollverein mining complex, which was designated a UNESCO World Heritage Center in December 2001. The large-scale Coal Washing Plant project is being carried out jointly by the architects OMA, Office for Metropolitan Architecture (Rotterdam), and Böll & Krabel (Essen). The concept for the rebuilding of the Coal Washing Plant was drawn up in close collaboration with the curators and future users. It meets the highest architectural, climatic and safety requirements. The draft is based on the existing buildings on the one hand and the spatial programs of the future users on the other.

The Japanese architects SANAA (Tokyo) emerged as winners from the competition for the new construction of the Zollverein School of Management and Design staged in July 2002. The office was contracted as the general planner



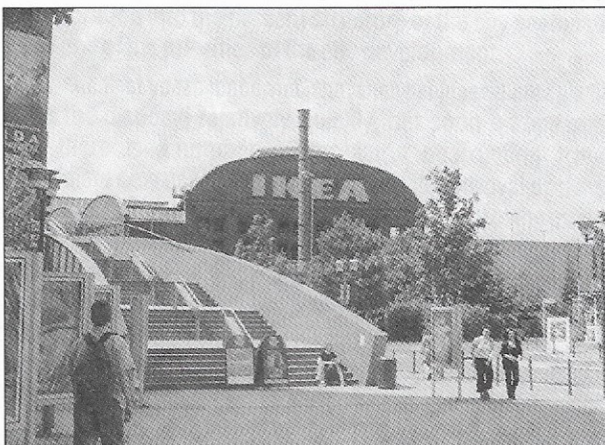
for the realization of the building scheme in February 2003. They are working on the implementation of the architectural concept together with the Essen-based office Böll & Krabel. The design plans were presented in December 2003, after detailed planning and adaptation of the spatial requirements in cooperation with the users and the builder-owner. Plans for the new infrastructure on the site of the Zollverein mine have been under way since mid-2002. They cover the development scheme for the Industrial Design Park on the White Side of the Coking Plant, for which the architect Rem Koolhaas and his office OMA drew up a preliminary design. They still include a new network of paths, the necessary sewage works, the new link from the Zollverein site to Gelsenkirchener Strasse and Schonnebeckhöfe, and the new parking system. This system will accommodate stationary traffic above ground and in underground car parks. All outside areas are incorporated in an integrated overall concept drawn up by the landscape planning office Agence Ter in Karlsruhe, well-known far beyond the borders of Germany.

The landscape planning office Agence Ter from Karlsruhe, renowned far beyond the frontiers of Germany, is redesigning the outside areas and open spaces of the World Heritage Center as part of the masterplan drawn up by architect Rem Koolhaas. There will be an "inhabited wood" and a promenade around the former mining complex. Together with the conveyor bridges, which will serve as connecting axes, this will open up an entirely new way of experiencing the site as a whole. The prominent buildings and plants are enclosed within a single footpath which runs all the way round the World Heritage Center. Here visitors can go walking, jogging or inline skating. Numerous connecting paths will be built between this 3,500 meter long ringway and the surrounding streets, thus connecting the World Heritage Center to the north of Essen.

A series of gardens will be created in which visitors can observe the ongoing natural developments at Zollverein. The rail tracks will play an important part here. The rails, laid in the shape of a harp, were the connection between the pit complexes and the coking plant. This harp is to be kept. The former transport infrastructure will become a leisure infrastructure: a boulevard which will be the most

important area for recreation, activity and movement. To the north, on the Black Side of the Coking Plant, most of the tracks will be either removed or converted into concrete paths. The track boulevard repeatedly widens out to areas measuring 100m., which can be used flexibly, for example as gardens, stages, events areas or platforms for the museum railroad.

10,000 m² of the Zollverein site are to become home to companies from the fields of design, architecture, exhibition construction, advertising, marketing and communication. Design competence will be concentrated here and make an important contribution to the economic situation and the job market. The prestigious environment of a World Heritage Center will guarantee a high profile. At the same time, the continuance of the Zollverein concept will be secured. The established companies will be located on the "White Side" of the Coking Plant; the "Creative Village" is being constructed on the site of the former materials store of Zollverein Mine 1/2/8. Here there will be space for start-ups and young companies. Here students and graduates of the Zollverein School of Management and Design will be able to make professional contacts or found a company themselves. The Industrial Design Park as a market for new opportunities: for companies, for the economy and for Zollverein. Route of Industrial Heritage The Route of Industrial Heritage, a project by the Association of Communities in the Ruhr Region (KVR), links sights from 150 years of industrial history in the Ruhr over a circuit 400 kilometers in length. In all, 1,500 signs were put on display on highways, inner-city roads and public transport stops in order to show visitors and tourists the way to the attractions. The "Industrial Culture Route" consists of a core network with 19 anchor points: the industrial and cultural highlights of the region. These include such impressive industrial constructions as the gasometer in Oberhausen, today the largest "exhibition drum" in Europe, or the Henrichenburg ship lift in Waltrop. For purposes of recognition, all anchor points are marked with the same signs, visible from a long way off. Moreover, visitors will in some cases find multimedia information both inside and outside, relating to the anchor point itself and to their sights worth seeing along the route. The Industrial Nature Route has a special character. It presents particularly beautiful former industrial areas which have given rise to a unique natural environment with many varieties of exotic plants and animals. The thematic route "Landmark Art" is also blazing a new trail. Artists have used various means of expression such as art, sculpture and lighting to give new interpretations to numerous industrial culture sites and to give the landmarks a unique form by night and by day. As well as the 19 anchor points, the Route of Industrial Heritage also covers six technically, socially and historically significant museums, nine viewing platforms with panoramic views and twelve settlements which are well worth visiting. The central visitor center for the Route of Industrial Heritage is located at Zollverein Mine XII in Essen.



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