Industrial Monuments Route

The Industrial Monuments Route of the Silesian Voivodeship

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The Silesian Voivodship is the largest site of industrial heritage monuments in Poland. They are wealth of the region. They reflect its uniqueness and cultural identity. They are an integral part of European cultural heritage.
Industrial Monuments Route is the most interesting route of industrial tourism in Poland.
Industrial Monuments Route (IMR) since January 2010 is a part of European Route of Industrial Heritage (ERIH)
Industrial Monuments Route is a theme car tourist route, comprising objects connected with industrial heritage of the Silesian region.

The project is a network tourist product encompassing the most important and most interesting post-industrial objects in the region from the historical and architectural point of view.
Industrial Monuments Route
is composed of 36 sites connected with mining and metallurgical tradition, electricity generation, railways, communication, water production and food industry.

It includes the existing museums and heritage parks, buildings of public utility, inhabited workers houses and working establishments.

The objects owners are private persons, local governments, private and state-owned enterprises.
Sites which are situated on the Industrial Monuments Route are visited annually by about HALF A MILLION PEOPLE.

The turnout varies according to a place. The most popular site is Żywic Brewery Museum which is visited annually by about 100 thousand people. Other popular sites are Historic Coal Mine Guido in Zabrze visited by about 66 thousand people a year, Historic Silver Mine in Tarnowskie Góry visited by about 60 thousand people a year.

About 50% of guests are groups of school children.
OUR SITES – A FEW EXAMPLES

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Industrial Monuments Route

Zabrze, 13.04.2011
Tools used in promotion of IMR

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Industrial Monuments Route

Informational signs by and in the objects

Zabrze, 13.04.2011
Information – access to sites
Road signs in number of 305 i.e. about 10 signs per object were installed.
Zabrze, 13.04.2011

INTERNET SERVICE
www.zabytkitechniki.pl
PROMOTIONAL PUBLICATIONS
Industrial Monument Route maps are available in the objects, IT points, hotels, during the fair trades and promotional events in three different language versions.
Festival of the Industrial Monuments Route - INDUSTRIADA

Adam Hajduga, The Industrial Monuments Route of the Silesian Voivodeship
BRAND HEROES

ZOBOT - a historic robot, showing themes of objects and monuments on the Route. Zobots have been especially designed for a promotional campaign (brand heroes of IMR). They are unique guides at the route objects. Thanks to those energetic goblins technology in our region COMES ALIVE
The 12th of June 2010 - the first in history Festival of the Industrial Monuments Route, involving:

- 23 towns in the whole region,
- 40 localizations: museums, monuments, sites... connected with the industrial history of Silesia.

Different types of events: special and night tours, workshops, concerts, performances, exhibitions, films, competitions, tastings and picnics...
28 693 people participated in the events that took place during the whole day.
See you the 12th of June 2011 in next INDUSTRIADA
Thank you for your attention

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