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# CONSERVATION APPROACH TO THE INDUSTRIAL HERITAGE OF VOJVODINA

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Abstract. This article presents new research, which has the objective of defining theoretical and methodological approaches to valorisation and conservation of the industrial heritage. It studies the present condition of industrial heritage in Vojvodina and the evolution of the conservation approach during the period under study (1945—today) through legislation and the documentation of the Institutes for Cultural Heritage Preservation. It indicates the previous inadequate partial evaluation, which has resulted in a loss of many important evidences of the industrial past. A mental schema, based on the Nara document of authenticity, is set as a tool for an interdisciplinary research and evaluation of industrial heritage authenticity. The proposed evaluation method, tested on the example of the brewery in Zrenjanin, results in a conservation project that offers a potential framework for future conservation approach to the industrial heritage of Vojvodina.

Key words: industrial heritage, valorisation, criteria, conservation approach, Vojvodina

#### 1. Introduction

## 1.1. Research framework

In 2013, the *Society of Conservators of Serbia* (*Društvo konzervatora Srbije*, http://www.dks.org.rs) declared industrial heritage as the most vulnerable category of historical material remains at the national level, explaining this condition as a consequence of an obsolete legal framework, which did not define industrial heritage as a specific type of cultural heritage.

Although conservationists consider industrial heritage as part of the total corpus of cultural heritage, the current level of exploration and implemented conservation works indicate an inadequate approach to industrial remains. Thus, the importance of forming a

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common strategy is emphasized, which would include all relevant governance structures and institutions at national and local levels, as well as the private and civil sectors.

In 2015, the *National Team for the Industrial Heritage Protection (Nacionalni tim za zaštitu industrijskog nasleđa)* was created, whose task is to define a working methodology in the field of industrial heritage and implement it in conservation practice. *National Team* conducted a systematic research of the former conservation approach and the current condition of industrial heritage in Vojvodina.

In this article will be discussed the differences in interpreting conservation paradigms in legislation, theory and practice, which have led to a number of failures in the process of preserving Serbian industrial heritage.

The primary goal of this research is to define theoretical and methodological approaches to valorisation and allocation of specific tangible and intangible values of the industrial heritage.

The previously defined goal and subject of research determine the following tasks:

- 1. Analysing the evolution of the conservation approach during the period under study (1945–today) through legislation and the documentation of the *Institutes for Cultural Heritage Preservation (Zavodi za zaštitu spomenika kulture*).
- 2. Obtaining a mental schema that provides an interdisciplinary approach to the future research and assessment of industrial heritage authenticity.

In line with the fundamental problem of this research, the paper is based on the initial hypothesis that establishing criteria, goals and indicators in evaluating industrial heritage will determine the framework for standardizing and developing the model of conserving and presenting industrial heritage.

In the research process, several scientific methods have been applied to verify the conception of the scientific hypothesis. The initial phase of work consists of identification and determination of subjects and problems of research, as well as interpretation of basic scientific knowledge relevant to the research. Systematic study of the legal framework and theoretical principles of the industrial heritage preservation implies the application of synthetic research, as a process of generating knowledge from the special to the general, but also a deductive method of research, using analysis, synthesis, generalization and specialization. In the research and analysis of archival material, relevant sources and documentation a historiographic method was also used.

## 1.2. Industrial past of Vojvodina

Until the mid-nineteenth century, Vojvodina was a poorly developed peripheral area of the Habsburg monarchy, its economy based on manual processing of cereals and manufacturing of bricks, leather, cloth, soap, saltpetre, oil, beer and spirits. Former holders of production were inhabitants of German origin, settled in this area under mercantilist policy measures.

In the Austro-Hungarian Empire, the industrial revolution took place during the 80s of the 19<sup>th</sup> century. At the time, the economic position of Vojvodina was primarily determined by its agricultural resources. The industry, based on processing of local raw materials, achieved prestigious results compared to other parts of the Monarchy.

With the development of the railway, peripheral areas of the Monarchy were integrated in the state economic system. The vicinal railway had special importance for the economic development of southern Hungary, connecting a number of villages in

order to achieve more efficient transport of raw materials (Szilágyi, Tufegdžić, 2015). Major branches of industry were: brewing, milling, silk production, sugar production, brick making (Draganić, Silađi, 2018). Beer production, which in this region dates from the mid-18<sup>th</sup> century, was the first activity with characteristics of industrial production. The brewery in Pančevo, for instance, was the first steam-powered brewery in southern Hungary. Furthermore, by the beginning of World War I, milling industry became the most developed, as evidenced by more than 200 mills dating from the pre-war period. Also, Vojvodina, with its annual production of silkworms in 1894 reaching one-third of the total state production, had a leading role in silk production in Hungary. In the period 1882-1908 three state silk factories were built. The largest one was in Novi Sad. In the early 20th century cultivation of sugar beet became one of the state agricultural policy priorities. Systematic investment in industrial sugar production resulted in the construction of three sugar factories (1910-1912). Given the quality of the soil, with a high percentage of clay in it, ceramic materials produced in Vojvodina were very popular across the Empire. According to the official Hungarian statistics, at the beginning of the 20<sup>th</sup> century, there were 177 industrial enterprises in Vojvodina with more than 20 employees each (Borovszky, 1909, 1911).

Even many of those factories did not survive the great economic crisis between the two world wars or the socialist socio-economic transformations, according to recent preliminary reconnaissance of the terrain, over 150 industrial buildings and remains have been recorded.

## 1.3. Conservation approach

Modern service for the protection of cultural properties was constituted after World War II, when Vojvodina became a part of The Socialist Federal Republic of Yugoslavia. Following the liberation, *The Law on the Protection of Cultural Monuments and Natural Rarities (Zakon o zaštiti spomenika kulture i prirodnih retkosti)* from 1946 was passed, initiating exploration and documentation of destroyed properties with cultural and historical significance for the new state. Industrial buildings confiscated from the capitalists, who were of mostly German and Hungarian origin, did not have cultural or historical significance in the new political context. Valorised only from an economic point of view as generators of further economic development, old factories were an ideal platform for the implementation of the new state ideology - self-managed socialism. In the process of liquidating technological backwardness as the post-war priority, many machines, which were the pioneering examples of industrialization, disappeared.

Legal protection of cultural heritage was further supported by *The Law on the Protection of Cultural Monuments* (*Zakon o zaštiti spomenika kulture*) of 1977. A systematic approach to the study of immovable cultural properties was marked by dividing them into four types: cultural monuments, spatial cultural and historic sites, archaeological sites and significant places. Industrial buildings, complexes or sites were not allocated to any of those four categories. For the first time in the system of legal protection, cultural properties were categorized depending on their significance as: cultural property, cultural property of great importance and cultural heritage of exceptional importance. Since evaluation criteria were not specified in the *Law*, some theorists have questioned the evaluation system as such. The *Law* does define the procedure for determining cultural properties. Hence, the *Decision on proclaiming property* (*Odluka o proglašenju kulturnog dobra*) contains description of property, boundaries of protected surroundings, as well as basic preservation, maintenance and use requirements. However, it does not include any elements relating to the valorisation.

Nevertheless, in a proposal, which serves as a base for decision making, the specific character of property must be indicated. If some *cultural property is a property of general public interest*, it should be socially valorised, either by local or wider community. Unfortunately, in the period of socialism, evaluation was an expression of personal, subjective assumptions. Conservators offered their opinion and attitude, either subordinate to the current and variable social imperative or, in the full sense of the word, personal and questionable.

Cultural heritage has an ideological function, which may be legitimizing the existing forms of a political system or form of government, the affirmation of state power or justification of certain historical dogmas. In practice, this function is achieved by favouring the protection and presentation of a certain type of cultural properties. It is known that during the period of communism values of sacred structures were negated, as well as the heritage of the German community, once the majority in Vojvodina. Today, due to the general negative attitude towards the achievements of socialism, there is no awareness of the values and potentials of industrial complexes dating from the second half of the 20<sup>th</sup> century.

#### 2. MATERIAL

## 2.1. Current condition of industrial heritage in Vojvodina

In the Central Registry of Immovable Cultural Properties (Centralni registar nepokretnih kulturnih dobara) only 39 properties are identified which have technical or industrial characteristics (http://www.heritage.gov.rs). They are legally protected and categorized as: cultural property (CP III), cultural property of great importance (CP II), and cultural property of exceptional importance (CP I). Since the data in the Central Registry are incomplete and out of date, it was necessary to conduct a field survey to determine the condition of the buildings and degree of machines preservation.

An overview of the listed industrial heritage was made according to the categories adopted by *The International Committee for Conservation of Industrial Heritage* (http://ticcih.org/) (Table 1).

Analysing the current situation of listed industrial buildings, the following conclusions were drawn.

Despite legal protection, six monuments were demolished, two of which were of great importance. There is no information about the reasons for their destruction. Water mills, roller mills and thermal power plants were the last remaining examples of their kind in Vojvodina. Three monuments, including the first steam brewery south of Budapest, are very vulnerable, almost completely destroyed. Most of the monuments with dilapidated architecture do not have preserved equipment. However, there are two examples, a silk damask weaving workshop and a Czech warehouse, with completely preserved equipment, that require proper presentation. Both cultural properties of exceptional importance are empty, even though, according to documentation, they were partially restored in recent years. Without an integrative approach, including the implementation of modern functions in abandoned buildings, monuments continue to decline. Only seven industrial monuments are in good condition, most of them can be described as well restored architectural membranes that have lost functional integrity. A blacksmith's workshop is the only example where all aspects of industrial heritage are successfully preserved and presented. A comprehensive and authentic picture of the old workshop is achieved in an interactive museum by unifying immovable/movable tangible heritage and craft skills.

Table 1 Current condition of industrial heritage in Vojvodina

	Property, location	Year of	Status	Buildings condition	Machines				
		inscription	•		Condition				
Agricultural & food production									
1.	Water mill, Donji Petrovci	1997	CP III	demolished	not preserved				
2.	Water mill, Neštin	1971	CP II	demolished	not preserved				
3.	Water mill, Rivica	1965	CP III	extremely endangered	not preserved				
4.	Water mill,Kusić	1875	CP III	demolished	not preserved				
5.	Dry mill, Kikinda	1951	CP I	medium	partially				
6.	Windmill, Čurug	1962	CP II	medium	partially				
7.	Windmill, Melenci	1965	CP II	medium	partially				
8.	Windmill, Orom	1969 CP III medium		partially					
9.	Windmill, Obornjača	1983 CP III medium		partially					
10.	Steam mill, Subotica	1993	CP III	medium	completely				
11.	Roller mill, Beška	1980	CP III	demolished	not preserved				
12.	Brewery, Pančevo	1948	CP II	extremely endangered	partially				
13.	Brewery, Apatin	1994	3		not preserved				
14.	Grain store, Sremska Mitrovica	1966	CP II	bad	not preserved				
15.	Czech warehouse, Novi Sad	1998	CP III	bad	completely				
16.	Red warehouse, Pančevo	1997	CP III	good	not preserved				
17.	Supplies warehouse, Pančevo	1997	CP III	bad	not preserved				
18.	Grain store, Mali Horgoš	2001	CP III	bad	partially				
19.	Grain store, Novo Miloševo	2003	CP III	medium	partially				
20.	Grain store, Novi Bečej	1999	CP III	bad	not preserved				
	, , , , , , , , , , , , , , , , , , ,	Ca	nals		•				
21.	Lock Slajz, Apatin	1983	CP I	medium	partially				
	Energy & power								
22.	Thermal power plant, Vrdnik			demolished	not preserved				
	•	iron &	steel		•				
23.	Blacksmith workshop, Bač. Topola	1991	CP III	good	completely				
	•	Par	pers	<u> </u>	1 1				
24.	Printing house, Pančevo	2001	CP III	demolished	not preserved				
25.	Printing house, Šid	1976	CP III	good	not preserved				
	ζ ,	Rail	ways	Ü	•				
26.	Railway station Tamiš, Pančevo	1997	CP III	very good	partially				
27.	Railway station, Jasenovo	1980	CP III	good	partially				
28.	Railway station, Horgoš-Kamaraš	1986	CP III	extremely endangered	not preserved				
29.	Railway station, Naumovićevo	1987	CP III	good	partially				
30.	Railway station, Palić	1997	CP III	very good	partially				
31.	Railway station, Sr. Mitrovica	1978	CP III	good	not preserved				
			tiles	5000	preserved				
32.	Hemp factory, Bački Petorvac	1998	CP III	bad	partially				
33.	Weaving silk damask, Bezdan	2005	CP III	bad	completely				
34.	Socks factory, Apatin	1994	CP III	medium	partially				
J <b>4.</b>	bocks factory, Apatin		ater	modum	partiany				
35.	Dumning station Vulla Anatin	1994	CP III	bad	nortic lly				
35. 36.	Pumping station Kučka, Apatin Water tower, Palić	1994 1997	CP III		partially				
	,			good	not preserved				
37.	Water tower, Ečka	2001	CP III	bad	not preserved				
	Lighthouses, Pančevo, river Tamiš	1972	CP II	medium	partially				
39.	Wells, Vladimirovac	1990	CP II	bad	partially				

The general conclusion is that the current condition of protected industrial properties is extremely poor due to a partial evaluation. Documentation shows that many properties have not been researched and valorised prior to legal protection. Consequently, the subsequent conservation works were implemented partially, often without a prior analysis and expert opinions. Considering the insufficient awareness of the importance of certain monuments', later generations of conservationists and local communities have allowed dilapidation and destruction of unique examples of technical heritage.

According to the comparative analysis of data in *Decisions on proclaiming*, documentation and current condition of listed industrial heritage, deficiencies in the process of evaluation have been identified. It means that new methodological framework should be based on a theoretically verified valorisation.

#### 3. METHODOLOGIES OF VALORISATION AND CONSERVATION INDUSTRIAL HERITAGE

### 3.1. The issue on monuments values

In the 80s of the 20<sup>th</sup> century, Jukka Jokilehto unified earlier thinking on the process of analysing authenticity and offered tangible references for the future authenticity document (UNESCO, 1994). According to Jokilehto, the complexity of concept is hidden in recognizing and connecting the following aspects of authenticity: creativity, truth and cultural tradition (Jokilehto, 1985). Creativity primarily refers to the form and artistic approach, truth to historical materials, while cultural tradition refers to functions. However, it is almost impossible to obtain a valid critical judgement of a monument without connecting different aspects of authenticity. Individual characteristics attribute certain peculiarity to the subject, but it is only through their organic connection and inter-dependency that a meaningful unity is constituted, which establishes the quality of the monument.

At the same time, Tomić classifies monument characteristics into three categories which actually correspond to different aspects of authenticity concept (Tomić, 1983). Characteristics of uniqueness, documentation and qualification are in accordance with the current understanding of authenticity concept, articulated in keeping with the three different aspects. The first refers to the subject originality (as a product of mental and creative work), the second to its material veracity (as a historical document) and the third to its continuity within the framework of the given cultural context. Hence, a monument's uniqueness is manifested through a meaningful unity of visible and hidden, physical and mental characteristics, their understanding depending on the source of information.

It is possible to get closer to the real essence of an industrial monument only by attempting to understand it integrally, in its authenticity, taking all its characteristics, material and conceptual, into account. Further, these characteristics need to be critically analyzed and interpreted without any preconceptions. Nevertheless, the greatest challenge is preserving the authenticity of an industrial heritage that has irretrievably lost its original purpose. Authenticity of a place, or rather material components of an industrial heritage, are the main factors in determining the vitality of its value presentation. Industrial localities rest on a fundamental assumption that traces of industrial past they carry, the authenticity of their form and material, present the key potential for their future. However, without the third dimension of the authenticity concept, referred to as cultural tradition by Jokilehto and as

qualificativity? by Tomić, industrial heritage does not have the ability to transfer its importance to future generations.

#### 3.2. Evaluation method

The Nara document on authenticity, based on previously considered theoretical attitudes, has been recognized as a tool for understanding different aspects of authenticity of industrial heritage.

"Depending on the nature of the cultural heritage, its cultural context, and its evolution through time, authenticity judgements may be linked to the worth of a great variety of sources of information. Aspects of the sources may include form and design, materials and substance, use and function, traditions and techniques, location and setting, and spirit and feeling, and other internal and external factors. The use of these sources permits elaboration of the specific artistic, historic, social, and scientific dimensions of the cultural heritage being examined." (UNESCO, 1994)

With the aim of better understanding the stratification of the authenticity concept, it is possible to develop *Article 13* into a grid, where the vertical axis is presented by the *aspects* and the horizontal by *dimensions*. This way the defined mental schema enables an interdisciplinary approach to research and evaluation of authenticity of industrial heritage tangible and intangible dimensions, but not the quantitative measure of their level.

Social revaluation is a method of quantitative evaluation of identified monumental values. Social community (Scheffler, 2017) involvement in industrial heritage valorisation should ensure community benefit through social, cultural or economical connection with heritage. Such 'connected community' shows a strong commitment and responsibility for evaluation, preservation and promotion actions.

#### 4. RESULTS

The proposed evaluation method was tested on the example of the brewery in Zrenjanin, which was previously researched as part of a comprehensive study of brewing context and continuity in Vojvodina (Tufegdžić, 2014).

Founded in 1745 in Great Bečkerek by the Habsburg Commerce, this small beer workshop expanded into a medium scale steam brewery in the following centuries, and later into a modern industrial factory. After unsuccessful privatization in 2003, one of the most modern breweries in the region is now in bankruptcy proceedings. Beer production has been stopped, while buildings and equipment, including machines over a century old, slowly decay.

Research of spatial concept, architecture and technology has pointed to direct influence of Czech engineers. The oldest preserved buildings in the complex, built in 1910 by Lazar Dundjerski, a wealthy landowner and industrialist, were a prototype of the Czech *lager* brewery.

The tradition of beer consumption was nurtured in the brewery complex since its establishment. Until recently, one could taste the *cellar beer* or *liquid bread* made by old recipes in the beer hall, the oldest restaurant of its kind in the country. Also, the festival *Days of Beer* is a continuation of public beer consumption, which began in 1769, as part of the fairs. Thanks to this strong beer tradition, the festival continues despite the fact that beer production in Zrenjanin has been suspended since 2003.

Although already quite devastated, the brewery continues to define the identity of the place - in social terms, based on activities and functions, and in terms of space, physical and aesthetic. Unfortunately, without an adequate conservation approach the brewery could soon permanently lose its significance and place in the social consciousness. Therefore, an analysis was conducted at two levels: individual and expert, according to the authenticity grid (Table 2) and collective and socially responsible, according to questionnaire (Table 3).

Table 2 Expert valorisation of the brewery in Zrenjanin

A	Dimensions					
Aspects	Artistic	Historic	Social	Scientific		
Form and design	facades: compositional unity artistic expression coloristic accents	unique integral industrial complexes from the early 20 <sup>th</sup> century	project by renowned Czech Bureau Novak and Jahn	original form of characteristic buildings - study of typology		
Materials and substance	red brick steel wood	large format bricks, traditionally manufactured in Austro-Hungary, no longer produced	projects of the historic buildings reconstruction	Prussian vault barrel vault		
Use and function	line type complex: integrated malt and brewery distinctive chimney kiln	functional schemes provide information on the method of brewing in the 19 <sup>th</sup> and 20 <sup>th</sup> century	new functions in the complex palace Dundjerski once the centre of social life	original equipment evidence of technological development		
and	characteristic way of brick use – facades and vault	nurtured and preserved the traditional way of producing liquid bread, until recently consumed in the beer hall	testimony of the changed relation man - machine from craft to industrial production	possibility of studying old techniques and methods of craft brewing		
Location and setting	urban landmark	generated development of the first industrial zone along river bank	once a strategic position in the urban matrix	evidences of the raw materials use and transportation development		
Spirit and feeling	ambient values	Dundjerski palace expression of owners power in the early 20 <sup>th</sup> century	place identity – the cult of beer consumption and Dundjerski family			

Results of the evaluation were the main parameters in the preparation of the conservation project (Tufegdžić, 2013), based on: renewal of small scale traditional beer production, use of original equipment, tasting *cellar beer*, promotion of beer festival, presentation of Dundjerski family, preservation of original architecture, and implementation of brewery museum with an interactive tour.

Past		Pr	esent	Future	
significance	recognition	significance	recognition	significance	recognition
economical	generator of	historical	oldest factory	tradition	continuation
54%	industrialization	46%	oldest factory	34%	of production
social	social centre	location	mont notate	cultural	beer museum
36%	palace/beer hall	27%	real estate	32%	
technological	transformation	architectural	urban landmark	tourist	beer museum,
10%	craft - industry	20%	urban fanulliark	21%	beer festival
		non	mino	economic	new
		7%	ruins	13%	workplaces

**Table 3** Social valorisation of the brewery in Zrenjanin (100 respondents)

Highly rated by the Committee of the Republic Institute for Cultural Heritage Preservation (Komisija Republičkog zavoda za zaštitu spomenika kulture), the conservation project was also verified by the local community. Thanks to the involvement of the Association of Citizens "Urban Forum" (Udruženje građana "Urbani forum") and support of local government, in 2017 part of the complex was renovated and converted into a Beer museum. The Zrenjanin Tourism Organization (Turistička organizacija Zrenjanina) intends to further develop the tourism potential of the ambient unit that the museum makes with the Dundjerski palace and the river Begej.

### 5. CONCLUSIONS

In accordance with the primary goal of the research, this paper presents a new methodological framework for valorisation and preservation of industrial heritage values. Research has shown that the conservation approach to industrial heritage is a complex process that should be theoretically based and practically verified, on the following premises:

- 1. Criteria for the industrial heritage authenticity valorisation must include both, tangible and intangible, characteristics of the monument.
- 2. Goal of the industrial heritage conservation must be preservation of its specific, socially recognised, values in a way which will allow its contemporary use.
- 3. Indicator of success of the industrial heritage conservation and presentation will be the level of project sustainability and the degree of community development.

New methodological approach, determined by above mentioned criteria, goals and indicators in evaluating industrial heritage, has already been accepted by the *Institute for Cultural Heritage Preservation in Zrenjanin* (*Zavod za zaštitu spomenika kulture Zrenjanin*), which has prepared the documentation required for legal protection of this valuable testimony of industrialization, not only in Vojvodina, but also in the wider Central European context. (http://www.zrenjaninheritage.com/kulturna-dobra/grad-zrenjanin/k%D0%BE%D0%BCpl%D0%B5ks-piv%D0%B0r%D0%B5-lazara-dund%D0%B5rskog)

In the future, it is expected that the defined valorisation matrix will be incorporated into the cultural heritage preservation practice, as well as urban planning strategies, in order to advance inadequate segments of the existing conservation and planning approach to industrial heritage conservation.

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## KONZERVATORSKI PRISTUP INDUSTRIJSKOJ BAŠTINI VOJVODINE

Ovaj rad predstavlja novo istraživanje, koje ima za cilj definisanje teorijskih i metodoloških pristupa valorizaciji i očuvanju industrijskog nasleđa. Proučava sadašnje stanje industrijske baštine u Vojvodini i evoluciju konzervatorskog pristupa u posmatranom periodu (1945 - danas) kroz zakonodavstvo i dokumentaciju Zavoda za zaštitu spomenika kulture. U radu se ukazuje na prethodnu neadekvatnu delimičnu evaluaciju, koja je rezultirala gubitkom mnogih važnih dokaza industrijske prošlosti. Mentalna shema, zasnovana na Nara dokumentu o autentičnosti, postavljena je kao sredstvo za interdisciplinarno istraživanje i procenu autentičnosti industrijskog nasleđa. Predložena metoda evaluacije, testirana na primeru pivare u Zrenjaninu, rezultira konzervatorskim projektom koji nudi potencijalni okvir za budući konzervatorski pristup industrijskom nasleđu Vojvodine.

Ključne reči: industrijsko nasleđe, valorizacija, kriterijumi, konzervatorski pristup, Vojvodina