

REVIVAL OF INDUSTRIAL HERITAGE FOR TOURISM DEVELOPMENT

MARKETING MATERIALS
Sille Roomets





ONE of AIMS: to create joint industrial heritage route with 5 thematic routes of industrial heritage sites (open for visits and offer to experience industrial heritage - to see a process of industrial development- technic, economic models, technology, machines how these were changed in time, what they are able to produce). In total around 50 sites.

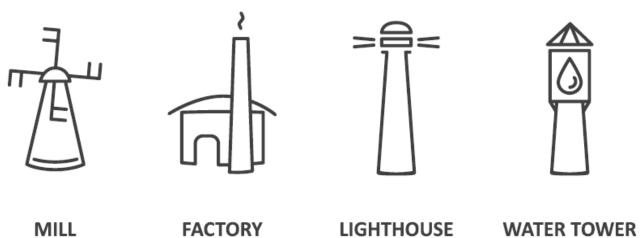
MARKETING MATERIALS:

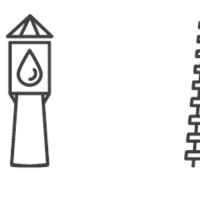
- Visual identity.
- **Stories** about industrial heritage sites by using unique facts, people and deeds, which inspire visitors to travel to see sites in the region (Image brochure, virtual tour and Facebook).
- **Photos** about industrial heritage sites and region by using artistic and marketing point of view, which inspire visitors to travel to see sites in the region (image brochure, virtual tour and Facebook).
- Route map creative map that gives visitors an idea where the sites are located and how to combine the visits (web-page virtual tour and printed+pdf image guide).
- Industrial heritage Guide An **Image brochure** (travel guide style book) in 4 languages (English, Russian, Latvian and Estonian). Texts, photos and maps.

VISUAL IDENTITY – logo and sublogos

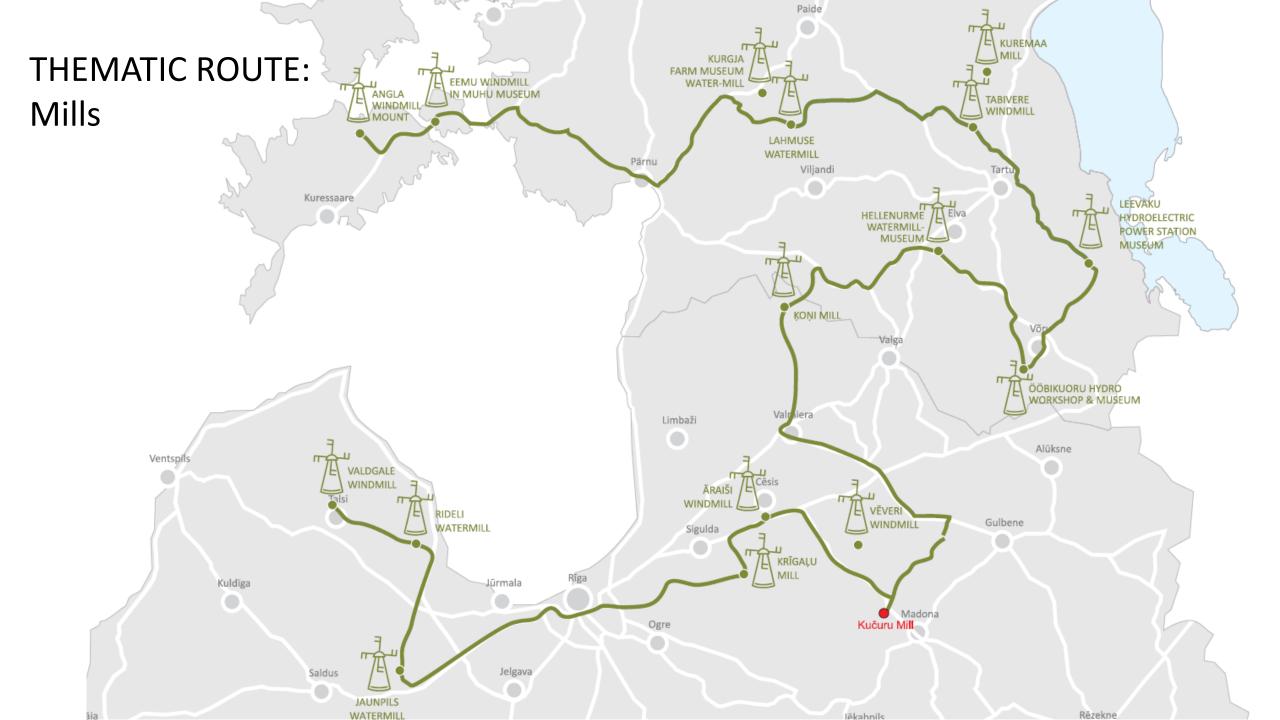






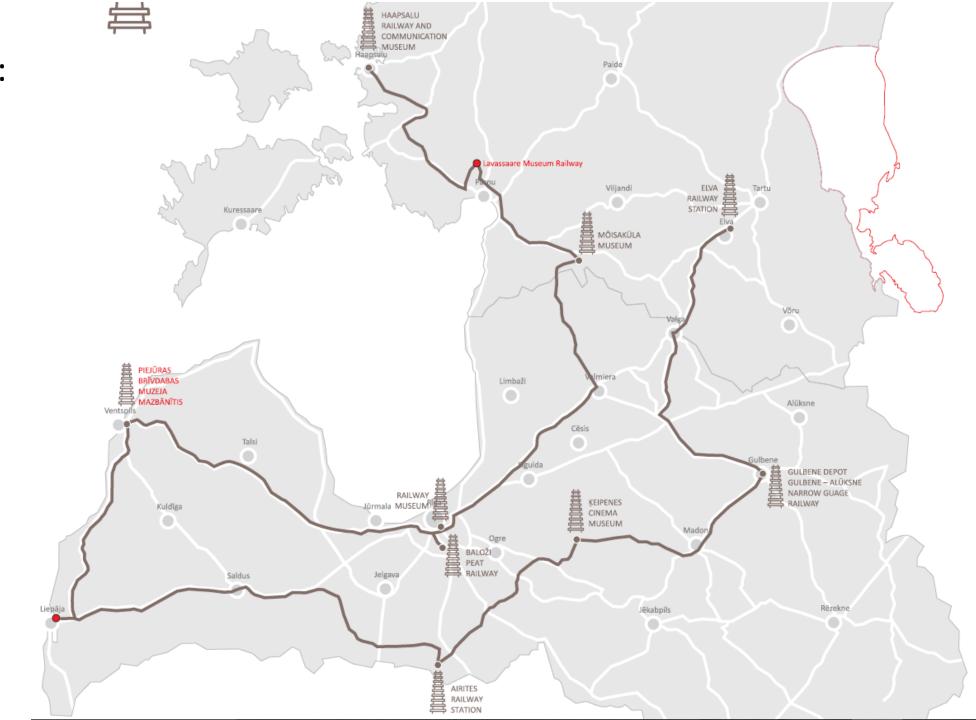


RAILWAY HERITAGE



THEMATIC ROUTE: LONG HOUSE IN HIIUMAA Haapselu **Industries** CLAY INDUSTRY VAEMLA ESTONIAN PEAT BRIQUETTE FACTORY ALATSKIVI BARN-DRIER SINDI MUSEUM OF TEXTILE INDUSTRY A LE COQ BEER MUSEUM PAPER AND PAPER MUSEUM RÜJIENA SÜVAHAVVA WOOL ICE CREAM ' FACTORY AND FACTORY MUSEUM LIMBAŽU TINE WOOL PACE FACTORY WOOL CONE DRYING FACILITY Limbaži Seaside Open-Air Alūksne BREWERY Ventspils port workshops RIGA WATER SUPPLY Gulbene ALDARIS BEER LĪGATNE PIEBALGAS PAPER MILL VILLAGI WORKER'S FLAT PORCELAIN FACTORY FACTORY KULDIGA Road museum TOWER **OLAINE HISTORY** AND ART MUSEUM
IN BOMB SHELTER Jēkabpils

THEMATIC ROUTE: Railway



TAHKUNA LIGHTHOUSE THEMATIC ROUTE: RANNAPUNGERJA LIGHTHOUSE LIGHTHOUSE LIGHTHOUSE Light houses KÕPU LIGHTHOUSE Pärnu Viljandi Tartu KIHNU LIGHTHOUSE KOLKARAGA SALACGRĪVA LIGHTHOUSE LIGHTHOUSE LIGHTHOUSE ŠLĪTERES LIGHTHOUSE LIGHTHOUSE Valmiera Limbaži MĒRSRAGA Alūksne LIGHTHOUSE Cësis UŽAVAS LIGHTHOUSE Gulbene Sigulda DAUGAVGRĪVA LIGHTHOUSE Kuldīga Madona Saldus Jelgava

RISTI WATER TOWER THEMATIC ROUTE: Paide Water towers VILJANDI OLD WATER TOWER Tartu Kuressaare LASVA WATER TOWER ZILAISKALNS WATER BIRINI Alūksne WATER Cēsis ☐ TOWER Gulbene Sigulda railway station tower, art gallery Kuldīga murda Manor Water Tower Madona AIZPUTE WATER TOWER KAROSTAS WATER TOWER IN LIEPAJA

JOINT HERITAGE ROUTES RANNAPUNGERIA UGHTHOUSE SOVAHAVVA WOOL J SACTORY AND MUSEUM LAGVA WATER ROWER GALLERY SALACGAÍVA LIGHTHOUSE FACTORY CHOCOLATE MUSEUM LULBENE DEPOT ULUBENE - ALDRONE NATION CLASS RALLWAY PREBALGAS PORCELAIN FACTORY MATER TOWER

IMAGO GUIDE

60 pages:

- 1.Title page
- 2.Introduction
- 3.Content register
- 4-5.Industry common text, route map
- 6-23.Industry objects (18 p for 22)
- 24. Mills common text
- 25.Mills route map
- 26-35.Mills (10 p for 12)
- 36-37. Water tower common text,
- route map
- 38-42. Water towers (5 p for 6)
- 43-44.Light house common text, ruote map
- 45-50. Light houses (6 p for 8)
- 51-52.Railway common text, route
- map
- 53-60. Railway objects (8 p for 9)



Tootsi turbavabrik

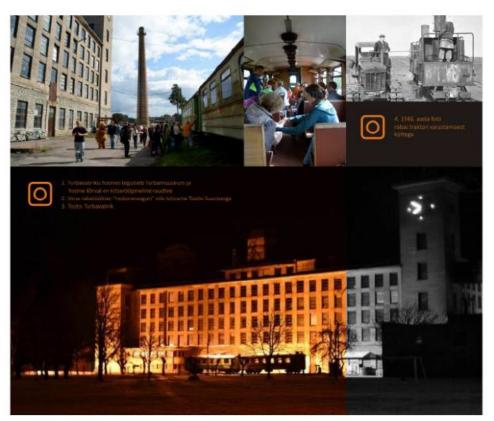
Sootsi furbavabirikoga tutvurnist tasub aluntatia asulast. Footsi alevik tekkis 1939. aastal rajatud öriketivabirku ümber ning turba-100tlemine on ajalooliselt siinne peamine etevõitusvalikkond. Asulasas viivitee joolseb suudtee ääres, mille tammi nõleu katavad elevadesi tuhanded õitsvadnartsisisid ja tulbiid –mimelt on need siii jõudnud raudtee vastas asavatett aisäappiidelt, kus töotisasula elamkud kasvatavad endile viiriket todupuoolist.

Tootsi turbavabriku ruumides tegutseb turbamuuseum.

Hoone eest vib rappa haruldane kitsarhöpmeline raudiee. Rauditeel sõidab ekskursoonirong, mis viib tutvuma Tootsi Suursoosa.



Turbayabriku ja Suursooga tutvumiseks tasabyaruda jähemait 4-5 tundi.





Turba kasutamine kütteks algas arvotavasti Hollandis rehikem kus 1000 asatet tagast. Eesis tekkis trobatootemine 18. sajandi lõpus. 19. sajandi keskel oli mõisatel üle 300 turbakarjääri. Mehhaniseerihult hakkas turvast kaevandama 1861. aasat Sindikalevisabrik.

Eestii algas turbabrikeitööstuse rajamine 1990. aastus mii kuulutul valtuse poolt valja kiitteainete reiorm. 1937. aasta 22. juudi otsastas AS "Eesti Turbatoiostused" rajada Põõravere briketitehas (selaive 3 035 000krooni), mis ehituse käigus nimetati ümber Jaheduses suvar raudteejaama järg Tootii Mirketitöostuseks.

1938. aastaks oli osa rahaut kuivendatuut. Kaevatud oli üle 100 kilemeetri kiraave, tsegi talvel tõdas seal kurii 200 inimees. Samalajai rajari läbi padriku Tootsi jaamani metsusiht, kuhus kõlksvale aluspinnale ehitati kindel raudteetamm. Pärast raudtee valmimist austi 1917. aasta sügilel ehitama briketivabrikut ja tööstsulait.

Toots Brikes Tootsuse naol oli segemist Eesti moodsaima tööslusega. Selle insererideks oliid vennad Denissi ja Vladimir Tönisberg ja O. Kärm. Briketi tootmiseni jõuti 1939. aastal.



Tootsi Turbavabrikusse įduab mooda Parnu Rakvere maanteed... kilomeetril juhatab silt Tootsi poole.

Deadline of design: 21.08.2018



IMAGO GUIDE

Photos that we need:

- You can see emotions that object offers;
- You can see or guess target group of the object,
- You can see activities and experiences that object offers,
- 5-10 photos per object
- Rights to use in photobank and for future marketing.

Responsible partners for tendering and collecting: regional partners

Deadline for photos to be sent to Designer: 10.06.2018.

IMAGO GUIDE

Printing terms of reference:

Size: a4

Paper: silk or eco, glossy or not glossy, 100-150g?

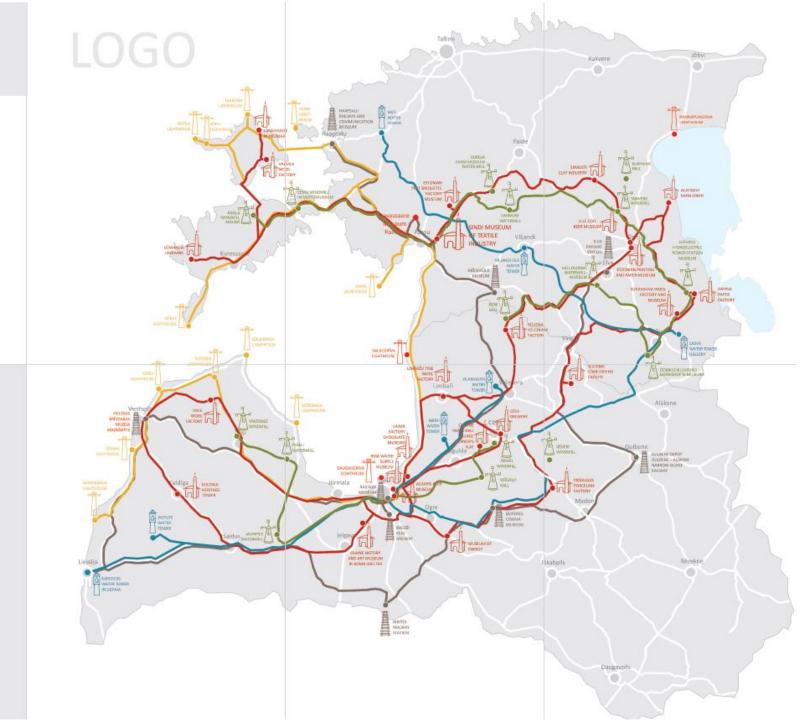
Cover: soft or hard, glued of clipped?

Deadline?

Responsible partner Vidzeme?

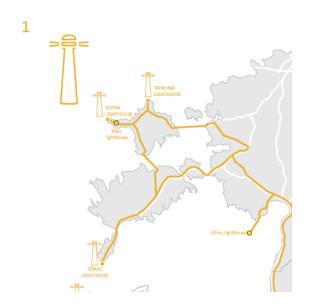
ROUTE MAP?

PEALKIRI

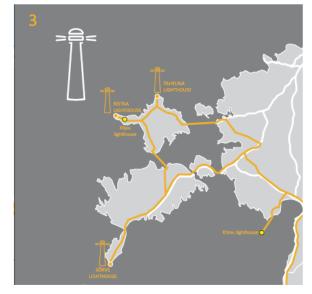


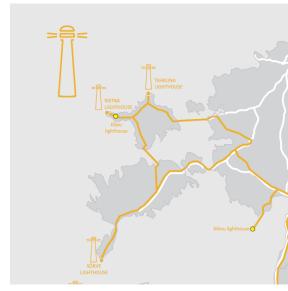


ROUTE MAP



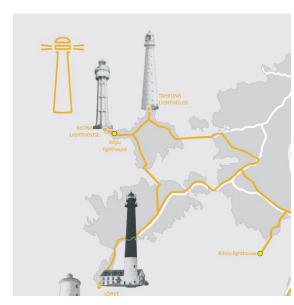












ROUTE MAP

125 letters with spaces+ info



Lighthouse, museum, exhibition, excursion. Maritame navigational signalling technologies and history of lighthouses in Latvia

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C

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Ovisi Lighthouse is unique in being the oldest lighthouse in Latvia. The lighthouse is still in operation and is included in the list of state-protected cultural monuments. Its territory also comprises a well-preserved staff building, constructed in the early 20th century. After the opening of a narrow-gauge rail line between Ventspils and Mazirbe, a couple of rooms in this building were set aside for the Ovisi station. The building is included in the Latvian industrial heritage list.

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How to come: ______



В

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ROUTE MAP

48 places for 60 objects



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OTHER ACTIVITIES

- **Virtual Tour** online interactive tour gives an overview of the Industrial heritage route, regions and sites. This tour has an option with five different industrial heritage thematic tours.
- Industrial Heritage Weekend tour. 5 weekends: Lighthouses, Water towers, Mills, Factories and Transport Facilities Tours in Estonia and Latvia. Both countries together over one weekend.
- **Promotional tours** media trips from Latvia, Estonia, Finland and Lithuania (mass media and social networking bloggers, instatrip etc). In total ca 4 promotional trips hosting ca. 20 representatives of media, which afterwards will ensure publications online, printed.
- Final conference: 2019 March in Pärnu area? 2018 October in Hiiumaa?