



# REVIVAL OF INDUSTRIAL HERITAGE FOR TOURISM DEVELOPMENT

MARKETING MATERIALS  
Sille Roomets



**Interreg**  
Estonia-Latvia  
European Regional Development Fund



EUROPEAN UNION



**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



MILL



FACTORY



LIGHTHOUSE



WATER TOWER



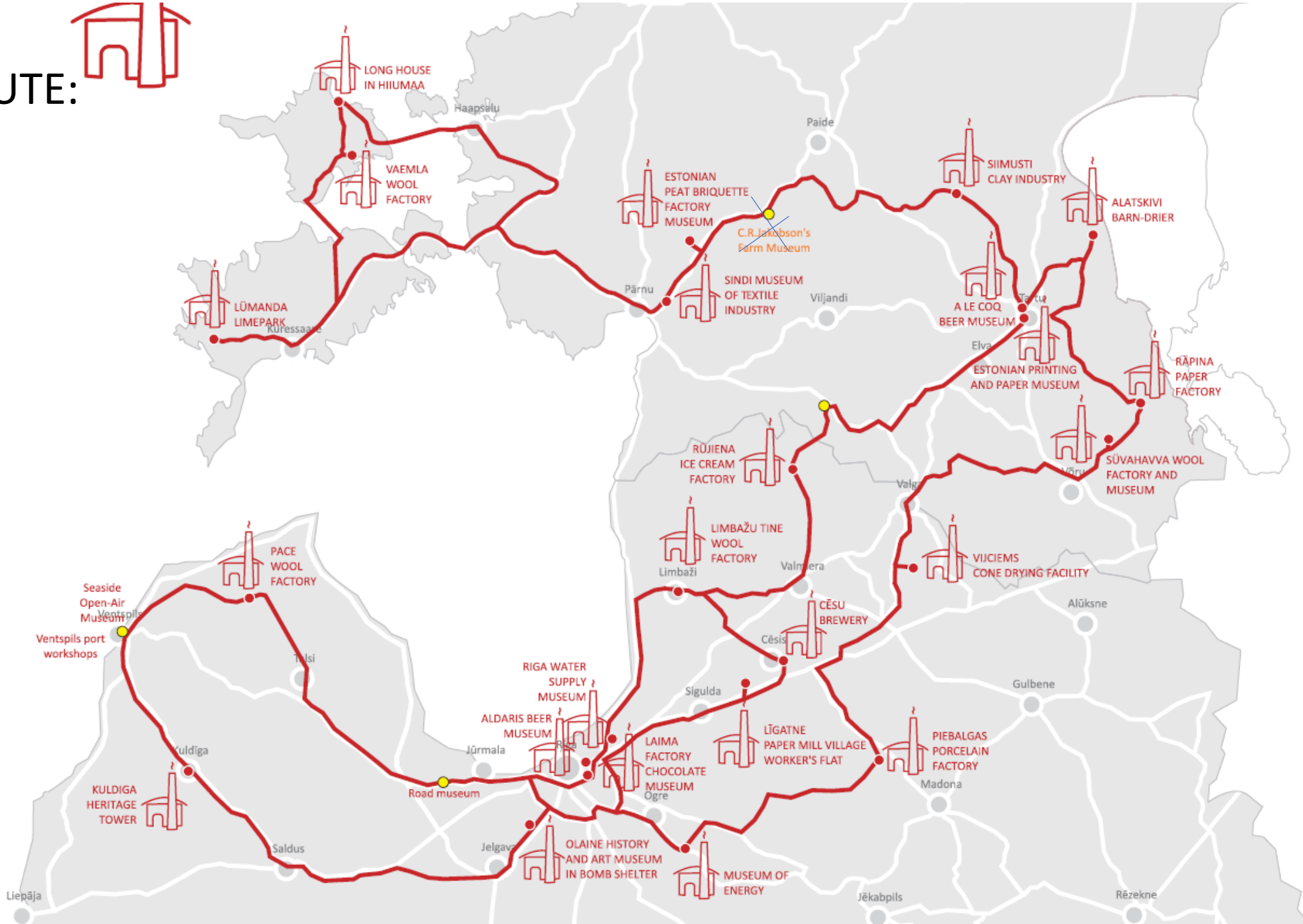
RAILWAY HERITAGE

# THEMATIC ROUTE: Mills

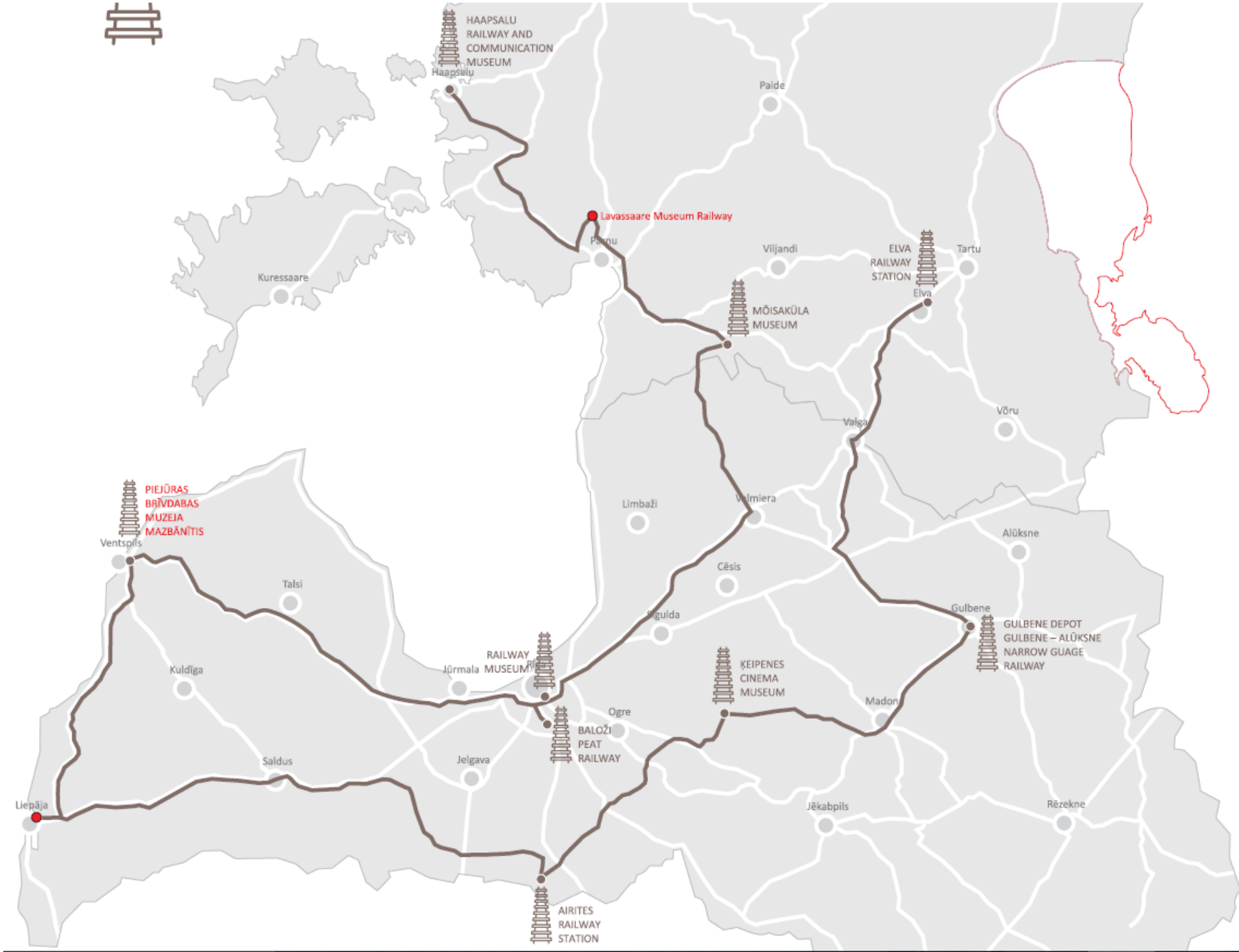




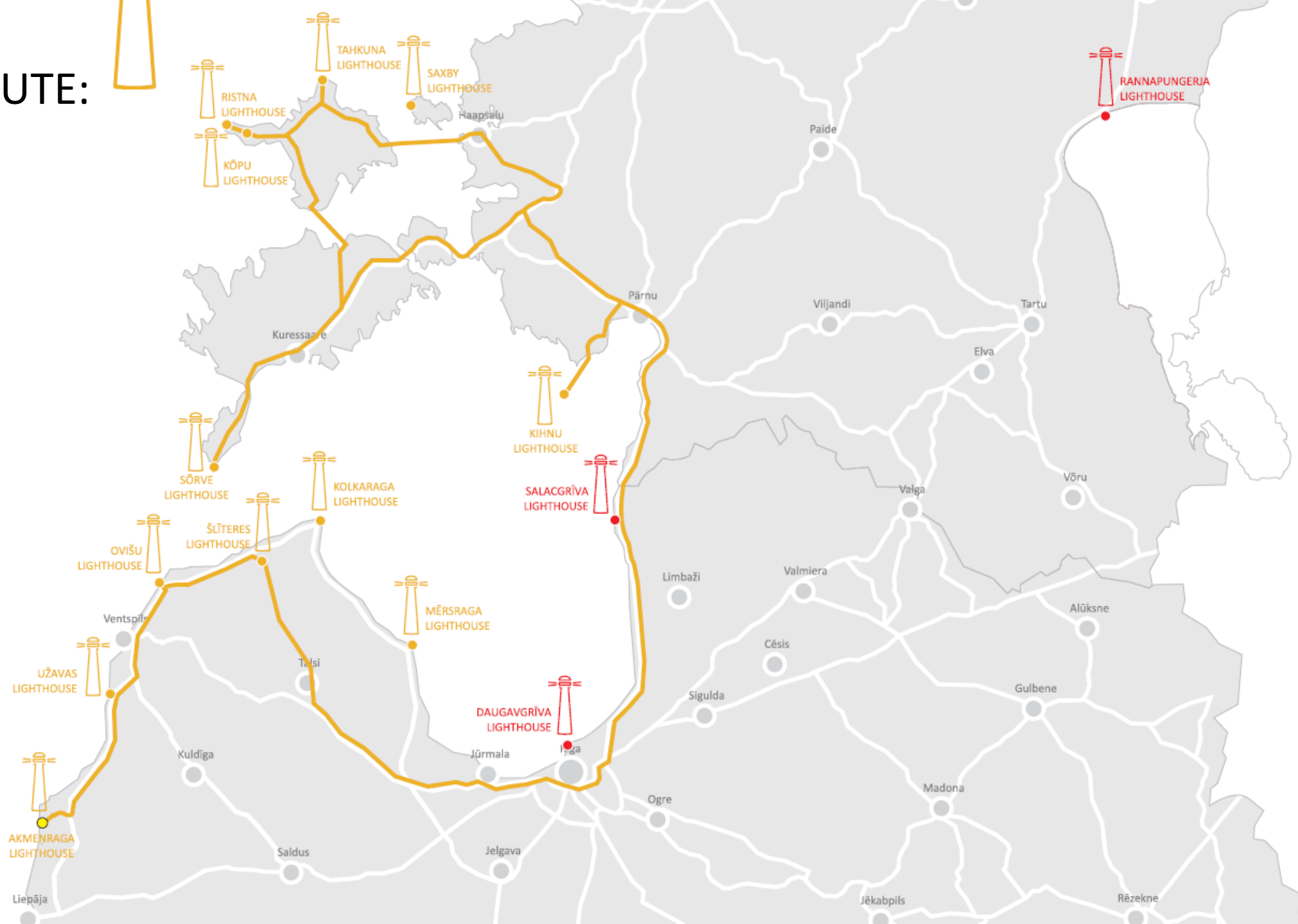
# THEMATIC ROUTE: Industries



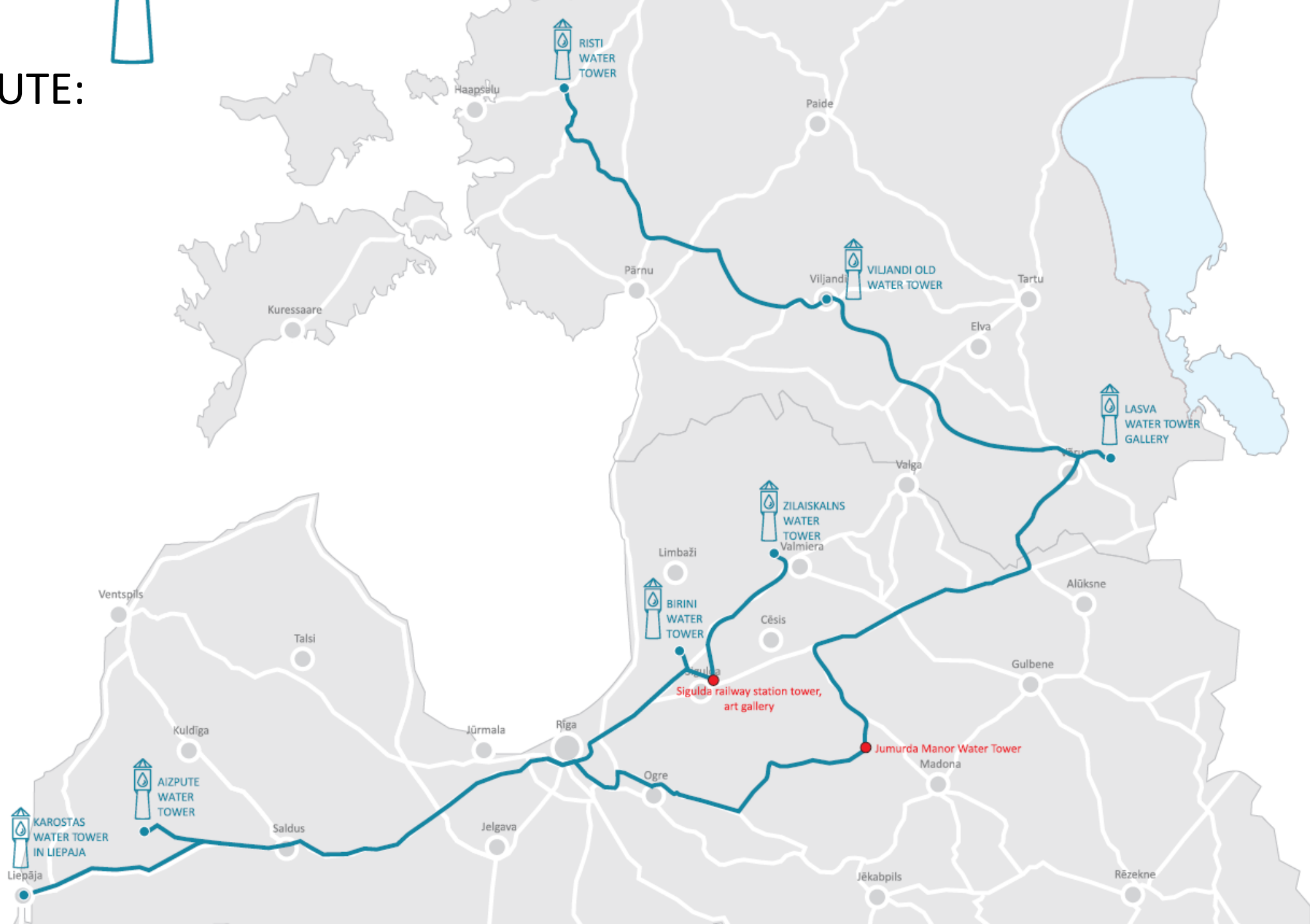
# THEMATIC ROUTE: Railway



# THEMATIC ROUTE: Light houses

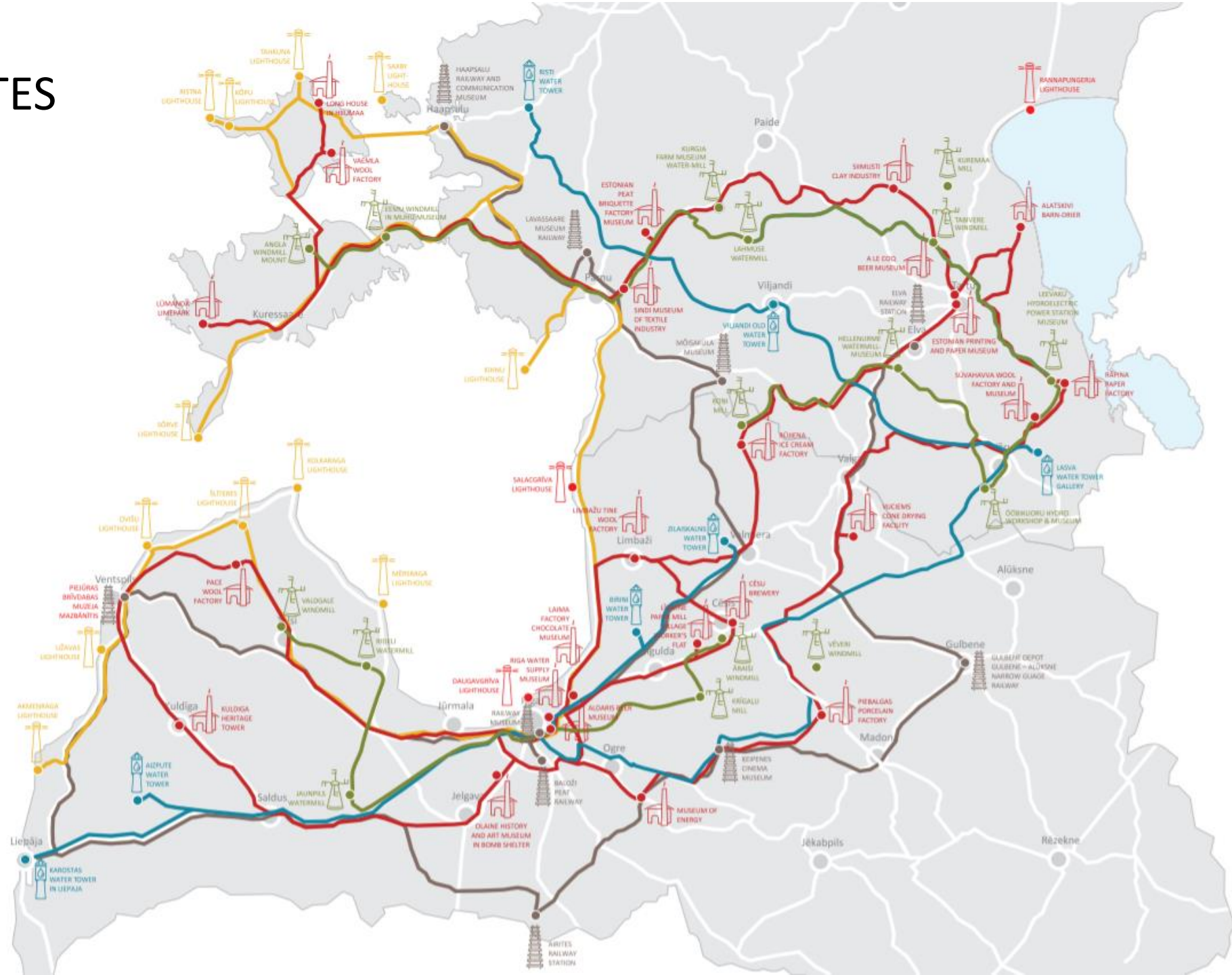


# THEMATIC ROUTE: Water towers





# JOINT HERITAGE ROUTES



# 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, route map
- 45-50. Light houses (6 p for 8)
- 51-52. Railway common text, route map
- 53-60. Railway objects (8 p for 9)

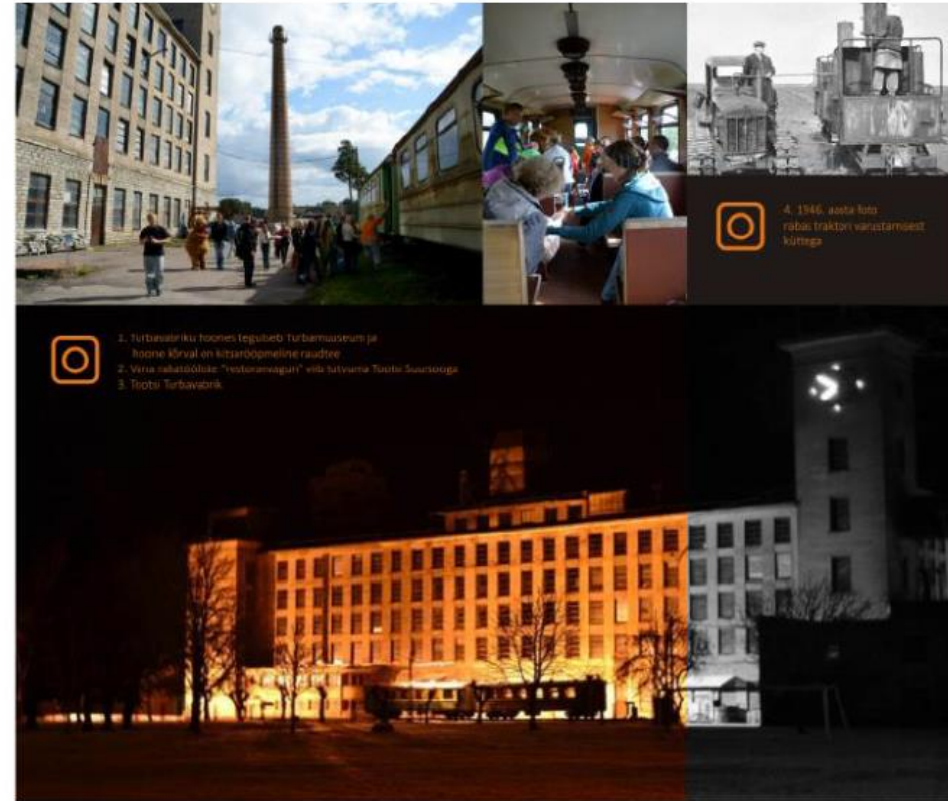


Tootsi turbavabrikuga tutvumist tasub alustada asulast - Tootsi alevik tekkis 1939. aastal rajatud briketvabriku ümber ning turba-töötlemine on ajalooselt sinne peamine ettevõtlusvaldkond. Asulasse viivete jookseb raudtee. Ääres, mille tammi nõlvu kätavad levaderi tuhanded õitvadnartsissid ja tulbid - nimelt on need siia jõudnud raudtee vastas asuvatel aialappidel, kus tootlasula elanikud kasvatavad endile värsket toidupoodist.

Tootsi turbavabriku ruumides tegatseb turbamuseum.

Hoone eest võib rappa hanuldane kitsarööpmeline raudtee. Raudteel sõidab ekskursioonirong, mis viib tutvuma Tootsi Suursooga.

Turbavabriku ja Suursooga tutvumiseks tasub varuda vahemalt 4-5 tundi.



1. Turbavabriku hoone tegutses turbamuseumi ja hoone kõrval on kitsarööpmeline raudtee
2. Vana raudteega "restorantiga" viib tutvuma Tootsi Suursooga
3. Tootsi Turbavabrik

4. 1946. aasta foto raba traktori varustamisest kürtiga

Turba kasutamine kütteks algas arvatakse Hollandis rohkem kui 1000 aastat tagasi. Eestis tekkis turbatootmine 18. sajandi lõpus. 19. sajandi keskel oli mõisatel üle 300 turba-kanjääri. Mehhaniseeritud hakkas turvat kaevandama 1861. aastal Sindikalevfabrik.

Eestis algas turbabrikeritõustuse rajamine 1936. aastal, mil kuulutati valituse poolt väija kütteenõude reform. 1937. aasta 21. juulil otsustas AS "Eesti Turbatootused" rajada Põõravere briketitehas (eelarve 3 035 000 krooni), mis ehituse käigus nimetati ümber läheduses asuva raudteejaama järgi Tootsi Brikeritõustuseks.

1938. aastaks oli nsa rabaat kuivendatud. Kaevatud oli üle 100 kilomeetri kraave. Isegi talvel töötas seal kuni 200 inimest. Samal ajal rajati läbi padrika Tootsi Jaamani metsasiht, kuhu kõiksuvale aluspinnale ehitati kindel raudteetamm. Pärast raudtee väärnõuet asuti 1937. aasta sügisel ehitama briketivabrikut ja tootlasulat.

Tootsi Brikeri Tootluse maal oli tegemist Eesti moodsaima tootlusega. Selle inseneridetsid olid vennad Dennis ja Vladimir Tšnisberg ja O. Kärm. Brikeri tootmiseni jõuti 1939. aastal.

Tootsi Turbavabriku suusa jõuab mööda Pärnu Rikvere maanteed... kilomeetrit 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 or clipped?

**Deadline?**

**Responsible partner Vidzeme?**

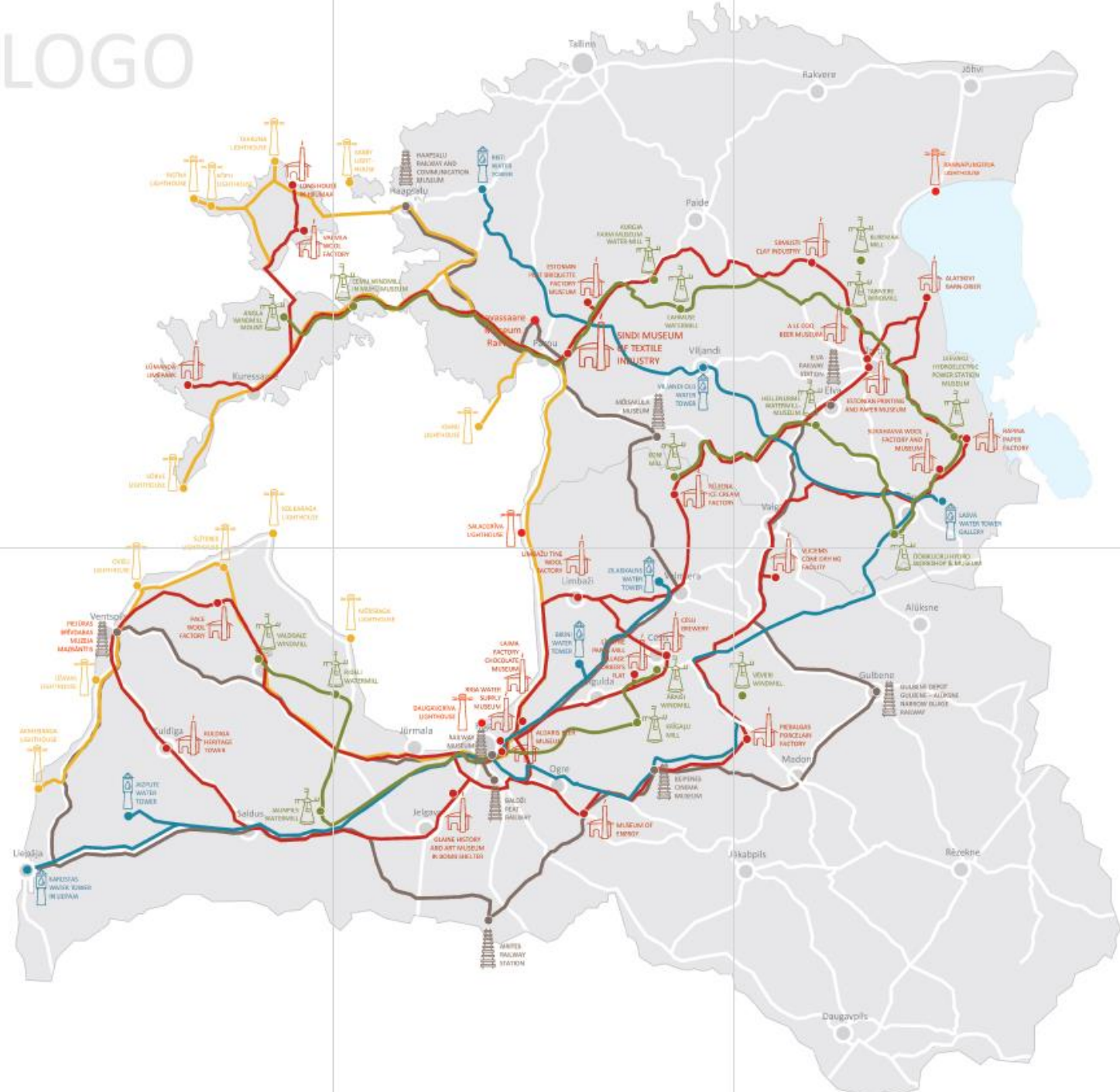


ROUTE MAP?

PEALKIRI

LOGO

LEGEND

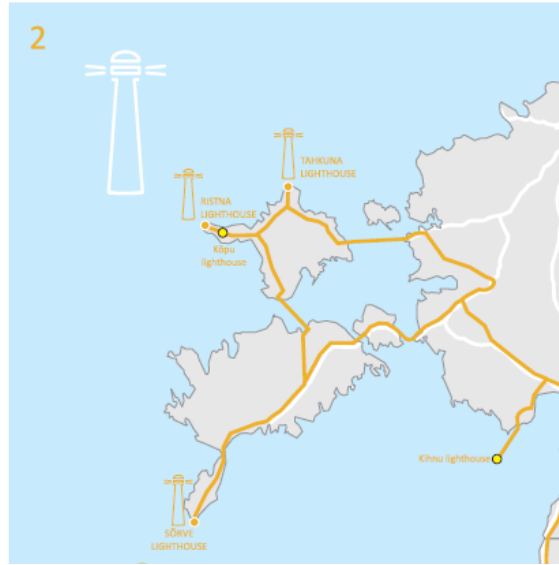


# ROUTE MAP

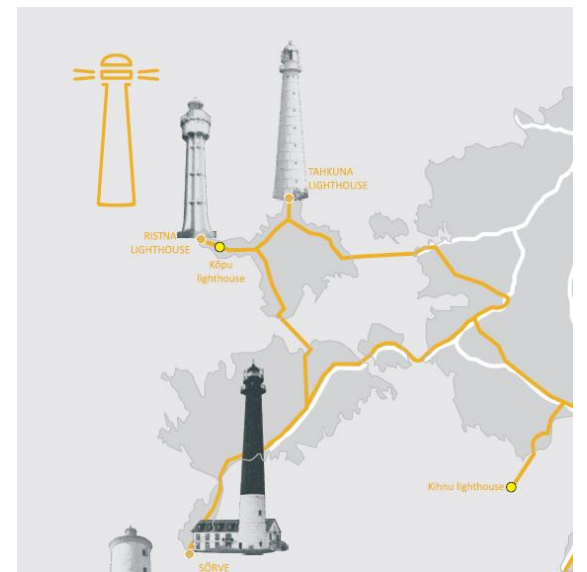
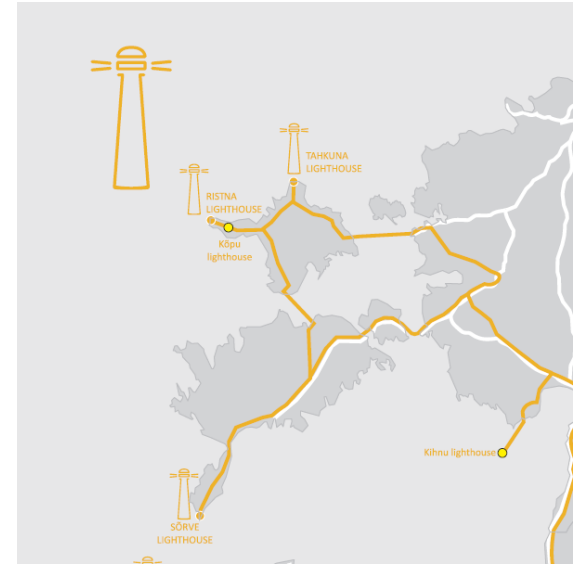
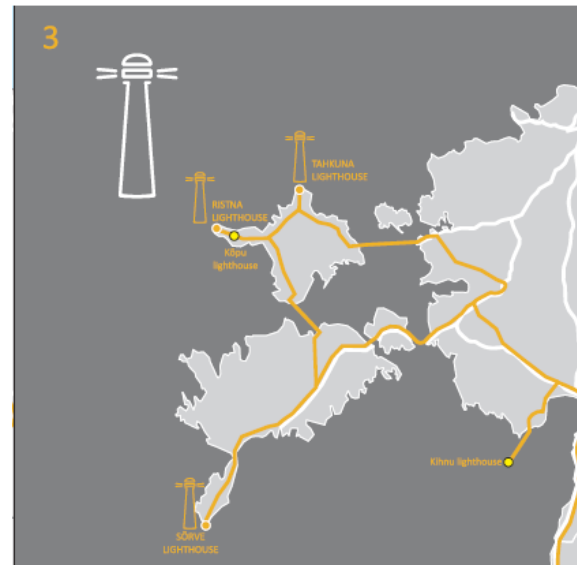
1



2



3



# ROUTE MAP

125 letters with spaces  
+ info



OVISI  
LIGHTHOUSE

A

Lighthouse, museum, exhibition, excursion.  
Maritime navigational signalling technologies  
and history of lighthouses in Latvia  
Coordinates: 57° 34' 12' N 21° 42' 95' E  
Address: Ventspils nov., Tārgales pag., Oviši  
Phone: +371 2626 4616  
[www.portofventspils.lv](http://www.portofventspils.lv)  
<https://www.facebook.com/ovisuakustiskaiskoncerts/>  
Open: Mon-Thu 08:00 - 17:00, Fri 08:00 - 16:00



OVISI  
LIGHTHOUSE

C

Lighthouse, museum, exhibition, excursion.  
Maritime navigational signalling technologies  
and history of lighthouses in Latvia.  
Oviši 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 Mazīrbe, a couple of rooms in  
this building were set aside for the Oviši station.  
The building is included in the Latvian Industrial  
heritage list.  
Address: Ventspils nov., Tārgales pag., Oviši  
Phone: +371 2626 4616  
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<https://www.facebook.com/ovisuakustiskaiskoncerts/>  
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How to come: .....



OVISI  
LIGHTHOUSE

B

Lighthouse, museum, exhibition, excursion.  
Maritime navigational signalling technologies  
and history of lighthouses in Latvia.  
The 38metre lighthouse on Cape Oviši was  
built in 1814 and modernised in 1850, and  
it is the oldest functioning lighthouse in Latvia  
today. Visitors will get a great view of the shores  
of the Baltic Sea and the forests which cover  
them. The lighthouse also offers an exhibition  
devoted to the history of lighthouses in Latvia.  
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OVISI  
LIGHTHOUSE

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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?