



The winner of the European ‘Serenade for a Factory Chimney contest is...’

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EFAITH, the *European Federation of Associations of Industrial and Technical Heritage* (www.industrialheritage.eu) is one of the members of the stakeholder's committee of the *European Year of Cultural Heritage 2018* - promoting the role of volunteers, voluntary associations and local initiative to safeguard, interpret and to highlight the industrial and technical heritage.

To stimulate initiatives EFAITH defined a specific theme for each month of 2018.

In the context of the European Year of Cultural Heritage 2018, EFAITH placed the month of May in the sign of factory chimneys - see <http://industrialheritage.eu/EYCH2018/May>

These are important traces that give evidence of the places where men and women once used to perform hard labour. They are the visible landmarks of the social, economic, technical and industrial past that our society is built on today.

Yet they are '*monuments of labour*' that are being demolished today in all countries and fastly disappear from the cityscape.

As a special element of this chimneys campaign, and to support the *#Ode2Joy Challenge* of Europa Nostra and Plácido Domingo, EFAITH launched the idea of a '*Serenade for a Factory Chimney*' on the 9th of May, the Europe Day.

Local associations, volunteers, were asked to perform Ludwig van Beethoven's "Ode to Joy" (which is also the European anthem) in front or near a chimney. They were also asked to produce a video of this performance and sent it to the industrial heritage co-ordination secretariat.

There were 14 entries received from seven countries - from which the most popular one should be elected.



In an open internet poll everyone could express his preference and thus elect the most popular serenade, which would be granted an '*Industriana*' label. This new label signposts industrial heritage sites in Europe, interpret and tell their stories through the QR code they wear. This presentation and interpretation tool, EFAITH was able to develop as part of the 'Genius Loci' project, co-financed by the EU COSME programme - see www.industriana.eu

All the entries and the detailed results of the poll can be consulted at:

<http://www.industrialheritage.eu/EYCH2018/May/Serenade-for-a-Chimney>

A total of 1876 votes were cast in the poll, and the winner by a large margin (949 or 51% of the votes cast) is

the SANTO Tomato factory, Santorini, Greece

Tomatoes are one of the most famous and traditional products of Santorini. The *Santo tomato factory* was built in 1952 by the Union of Santorini Cooperatives. The typical industrial buildings were restored in 1952. The factory and its chimney still operate today. The chimney is a striking landmark in the Monolithos area. Their 'Ode to Joy' was performed by Nikos Varvarigos, SantoWines chief oenologist.

We do congratulate their initiative - and also the way they were able to mobilize so many supporters on Santorini and elsewhere in Greece to vote for their 'serenade'. It is a true example of the role citizens can play in these matter.

The 'chimneys month' has now ended.

It provoked many responses, ideas and proposals for the future - and it changed many's mind about the role and importance of historic chimneys.

Therefore one decided to bring together all the interested people and associations on *August 24th-25th* in the Northern French town *Roubaix* - to exchange experiences and to discuss a follow up and further campaigns in favour of chimney preservation, in 2019 and beyond.

Because chimneys are - all over Europe - an endangered species, important symbols witnessing of past industries. They are marking the places where people used to work, building today's society.

The EYCH2018 industrial heritage theme of next month, June, is devoted to the development of the industrial city and their facilities (water, gas, electricity, but also houses for the masses,... the industrial environment in towns and villages) - see www.industrialheritage.eu/EYCH2018/June
The summer months July and August are devoted to travel and transport on land, on water and through the air
www.industrialheritage.eu/EYCH2018/July-August

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