

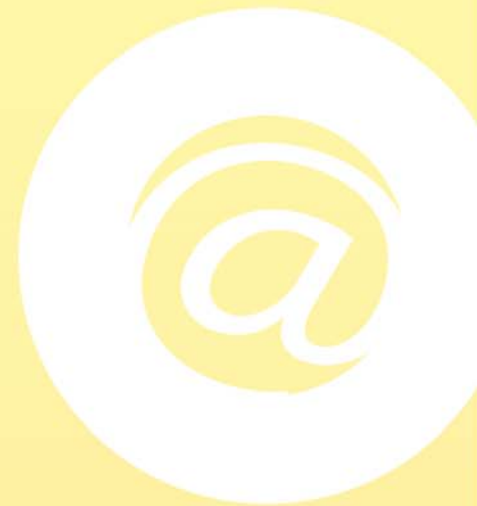


I S A A C

Integrated e-Services  
for **A**dvanced **A**ccess to Heritage  
in **C**ultural Tourist Destinations

# CITY OF LEIPZIG

## CASE STUDY DESCRIPTION



Project co-funded by the European Union through the IST programme under FP6

ISAAC, Specific Targeted Research Project, Six Framework Programme, Commission of the European Communities, Information Society and Media Directorate-General, Contract Number 035130

## CITY'S BASELINE DESCRIPTION

*At the beginning of the ISAAC project the City of Leipzig was - and still is- well known as City of Music, City of Trade Fair, City of Peaceful Revolution and City of Vibrant Life. But Leipzig owns further potential which should be much better known.*

The City of Leipzig is famous as a:

- **City of Music:** The City of Leipzig is not only the hometown of Johann Sebastian Bach, but the St. Thomas's Boys Choir founded in 1212 and the Gewandhaus Orchestra is well-known worldwide.
- **City of Trade Fair:** The City of Leipzig has a long trade fair tradition for more than 500 years. Every year thousands of visitors attend its Book Fair and the AMI – Auto Mobil International.
- **City of the Peaceful Revolution:** At the end of the 1980s the citizens of Leipzig assisted through their peaceful demonstrations the decline of the German Democratic Republic.
- **City of Vibrant Life:** Arts and culture, numerous events and many bars offer the amusement and the nightlife that can be found in the city centre.

But, beyond all this, the City of Leipzig should also be famous for the historic housing stock, called **Gründerzeit** – a wilhemian-style architecture of the late 19<sup>th</sup>/begin 20<sup>th</sup> century.

The City already has a platform for tourists available at [www.ltm-leipzig.de](http://www.ltm-leipzig.de) - But its host, the Leipzig Tourism Board, is very much focussed on major tourist attractions, on larger and traditional stakeholder groups, and on larger mainstream events. So a **new and more interactive platform is necessary** to promote the *Gründerzeit*-districts in order to give potential visitors an impression of their typical atmosphere. Responsibility for providing this has been taken by the Office of Urban Regeneration and Residential Development. It wants to **promote the Gründerzeit heritage** in order to raise awareness this heritage, and so strengthen both local economies and local identities in the city's historic quarters by exploiting their potential for cultural tourism.

## CITY'S EXPECTATION

*Through its engagement in the ISAAC project, the City of Leipzig wanted its objectives for promoting the Gründerzeit. In additooon, it was of prime importance to develop a new interactive platform which is not just applicable but sustainable.*

**One main objective is to attract more tourists and residents to Leipzig Gründerzeit-districts.**

That means making Leipzig's historic housing stock better known by means of the internet and attracting tourists and residents to these historic residential areas which are currently not so well known. An intended effect of this will be to support the urban regeneration of these residential areas.

**Another main objective is focused on developing a practical system which Leipzig can deploy effectively.**

Leipzig needs a novel user-friendly and user-relevant ICT platform, which embeds several e-services, which it can use for presenting and promoting the *Gründerzeit*-districts. This platform should be an interactive web-guide which includes basic information, an interactive map, audio-guide, video-tour, blog capable of highlighting forthcoming events.

Leipzig's expectation is then to acquire from its engagement in the ISAAC project a new interactive platform for promoting and managing cultural heritage tourism of the *Gründerzeit*.

## CITY'S GOVERNANCE AND PARTICIPATION

The City of Leipzig works particularly in collaboration with small stakeholders. Working in this way, both the City of Leipzig and other stakeholders could define and specify their needs for ISAAC especially the new interactive platform.

The City of Leipzig and especially the **Office of Urban Regeneration and Residential Development** has worked as leader with several partners. These partners include the **Leipzig Tourism Board** and the different stakeholders of the *Gründerzeit*-districts. **The latter are mostly small** and are not members of Leipzig Tourism Board. Many of them offer special interest events. So they are also interested in attracting more tourists and residents to the *Gründerzeit*-districts. These stakeholders can create content for the platform and provide advertising for the whole project. They are involved as a **premium partner**, **multiplier** or simple **stakeholder** – depending on the nature of their activities.



## CRITICAL ISSUES AND HIGHLIGHTS

The main difficulties involved in engaging with the ISAAC project occurred because of Germany's complicated law on the use of interactive maps. The solution adopted – using OpenStreetMaps – has enriched the new platform since it is now almost completely based on Open Source applications.

While implementing the interactive map, problems occurred for **legal reasons** when trying to employ GoogleMaps. This was resolved by using **OpenStreetMaps** instead. As a result of this, a platform within interactive map was developed that is totally based upon **Open Source** Software. The platform uses the Open Source Content Management System DRUPAL. This allows OpenStreetMaps, including OpenLayers and OpenRouteService, to be used for the interactive map and the itinerary planner.

## CITY'S RESULTS GAINED FROM PARTICIPATING IN ISAAC

*A new interactive and standalone platform has been developed and presented by the Office of Urban Regeneration and Residential Development to the City of Leipzig. This is a fully integrated system that embraces all of the e-Services developed on the ISAAC project.*

The result of participating in the ISAAC project is a **new platform** for Leipzig tourists and residents with basic and detailed information, content (images, audio, video), interactive map, itinerary planner and the linkage between the platform and the stakeholders.

Users – whether tourists or residents – gets a overview of the topic *Gründerzeit* and the different *Gründerzeit*-districts of Leipzig. They can use a interactive map, which presents special POIs (point of interest) related to the *Gründerzeit*, to get more information about each POI. It's also possible for them to create their own itineraries and use an Audio Guide.

The intention is that the platform will **increase the attractiveness** of the cultural heritage of *Gründerzeit*. In this way, it is hoped the *Gründerzeit* will also become a well developed tourist attraction for Leipzig.

## City narrative: a short story describing how citizens and tourists experienced ISAAC prototype

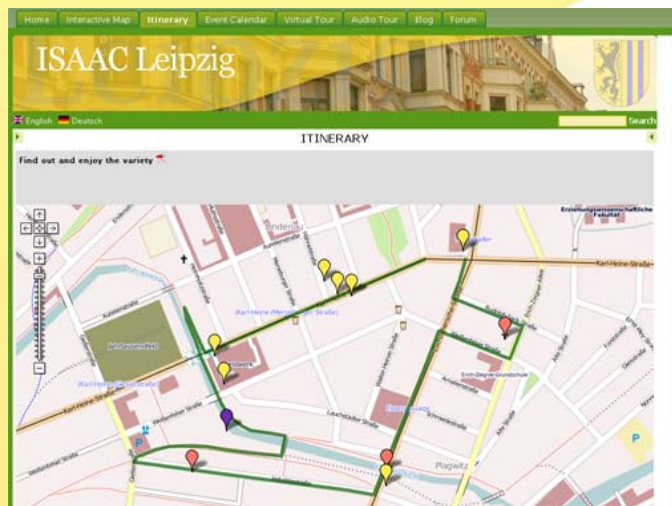
### *Monika's experience of the ISAAC prototype in Leipzig*

Monika has been living in Leipzig for two years now. She is one of those who came to the city for job reasons. She likes Leipzig and wants to know more about those parts of the city that lie outside her daily routines. She is planning to visit the western parts of the city on Saturday. How can she use ISAAC?

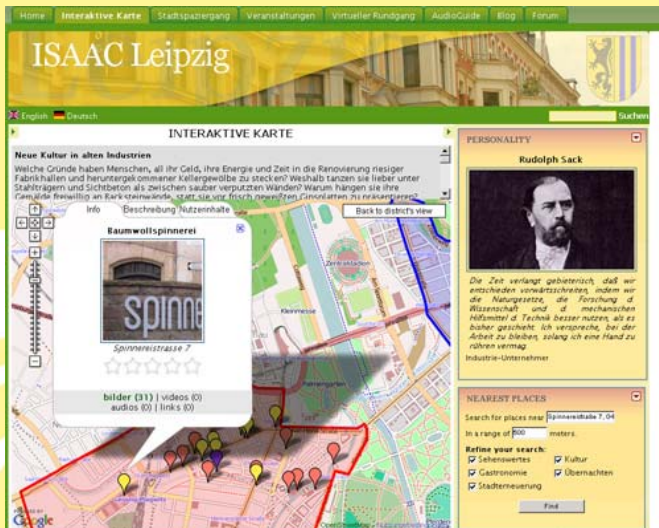
On Thursday, she visits the ISAAC platform and gets lots of practical information. She looks at the interactive map that lists all the points of interest in the west of the city - places of outstanding architectural quality as well as cafés, galleries or clubs. Monika likes the contrast between the restored and unrestored buildings which is so typical for Leipzig. She chooses her route with this in mind. She selects the places she wants to visit and gets a printed version of the map, a mini-guide containing basic information and even an audio-guide for all those places she wants to include in her visit.

She doesn't want to go alone so she tells her friend Michael and provides him with all the personalized travel information she has downloaded by e-mail. He is immediately convinced to join her, but wants to visit some more places, especially the industrial heritage.

They decide to start their tour together with a boat trip along the Karl-Heine-Canal. ISAAC offers them a link to a boat company and they book their trip there.



On Saturday, they start their excursion. After the boat trip, they follow the track on their printed map and listen to the information on the audio-guide. Strolling along the empty cobble streets of Plagwitz, they recognise the ruts and grooves left by the thousands of IFA W50 trucks that used to supply the local heavy industries during GDR-times. They are impressed by both the old and the new entrepreneurial spirit of the area as represented by the old buildings as well as by the new enterprises located there.



for their personal audio-guides.

Later on, they come to the ghost-harbour of Lindenau. No ship ever arrived at its quay wall. But looking at the rusty iron remains, Monika and Michael immediately understand and share Karl Heine's old dream: one day, Leipzig will be connected to the North Sea.

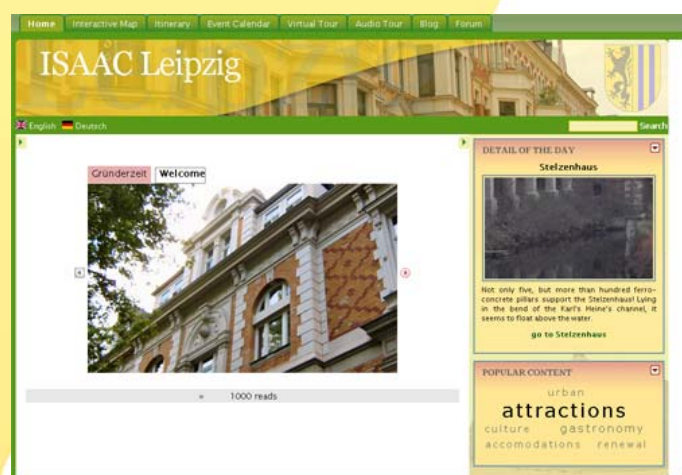
After having finished their walk, they want to have dinner. Again, they check the platform, this time by using a mobile, and find a nice restaurant just around the corner. They send this link to another friend and meet her there. During dinner, they enjoy the view over the canal and imagine what it was like 150 years ago, when Karl Heine started to build all this. They agree that the information from the ISAAC platform has allowed them to see their hometown from a totally new perspective. One thing is very clear to them. Being a Leipziger means cruising through Europe's urban history on an every day basis. Wherever you go, you will pass through various layers of built and lived history. The traces of industrialisation, of urban growth, of socialist times and peaceful revolution, along with images of decay and revival, accompany you at every turn.

They have a lively discussion about the fact that Leipzig's history is so very obvious due to 40 years of socialism. Socialist building activities were mainly concentrated on new settlements in the outskirts and prestigious projects in the city centre and around the fairground. All the rest of the city was left alone and so was conserved as it was. 20 years of careful revitalisation after the peaceful revolution has released the quality, beauty and functionality of this historic cityscape.

Having finished both dinner and debate, they use the platform to find a nearby club. During their preparations on Thursday, they had read about the vivid club scene in Plagwitz. They're used to enjoying Leipzig's enormous offer in classical music, but today they want to hear something new. As the ISAAC platform is linked to the clubs' homepages, they can see the line-ups and decide to spend some more hours in the west.

On Monday, Monika tells her colleagues about her weekend. They want to share her impressions and she promises to send the personalized travel info to them. In the evening, back in her apartment, she uploads the photos she took. Thinking of all the stunning details in the Gründerzeit stucco, the scent from an old coal cellar, the little waves lapping against the hull of a rowboat, and the drum beat that flew to her from a seemingly empty old fabric, she says to herself, "Wow, it's nice to be in Leipzig."

Finally, she decides to use the next weekend to discover the secrets of the Waldstraßenviertel with its multitude of famous inhabitants and its special Jewish history.



They are really happy to have all the background information on their audio-guide files. It becomes clear that the jobless men hanging around at a corner shop are the great-grandchildren of those who left their rural homes more than 100 years ago to work in one of Leipzig's factories. Monika and Michael understand why the social contrasts in their city are so extreme, and that wealth and sophistication in Waldstraßenviertel, and poverty and neglect in Lindenau or Volkmarshaus, are both outcomes of the industrial revolution.

On their way round, they see another building of outstanding beauty which is not on their personalized route. They take a photos. Later on, they have a break in one of the cafés recommended by the platform. There is an internet terminal, so they check the ISAAC platform and find the building they are looking for. So they download additional information

## CITY'S READINESS TO DEPLOY ISAAC

### Technical requirements:

- CMS DRUPAL
- MySQL
- Apache Web Server

### Type of Installation:

- Full installation
- Integration in City Legacy Systems

### Spatial Data provision:

- "by hand", exploiting the ISAAC Content Management Systems
- XML conformant to ISAAC XSD

## INFORMATION

**Authors:** Susanne Heydenreich, Tilo Köppig

### City department involved:

Office of Urban Regeneration and Residential Development  
Amt für Stadterneuerung und Wohnungsbauförderung  
Prager Straße 26  
04103 Leipzig  
Germany

### Contact Person:

Susanne Heydenreich  
Mail: [susanne.heydenreich@leipzig.de](mailto:susanne.heydenreich@leipzig.de)  
Telephone: 0049 (0)341 123 5402