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CONSERVATION OF THE INDUSTRIAL HERITAGE  
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**TITULO:**

EL COMPLEJO TEXTIL DE “LA SOLEDAD”  
SAN AGUSTIN VISTAHERMOSA, OAXACA.  
CENTRO DE LAS ARTES – TALLER DE ARTE PAPEL  
MUSEO DE SITIO –SENDERO INTERPRETATIVO  
(FABRICA TEXTIL– CASA DE BOMBAS -HIDROELECTRICA-ACUEDUCTO)

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CENTRO DE LAS ARTES SAN AGUSTIN (CASA).  
FONDO LEGADO CULTURAL – FUNDACION  
COMUNITARIA OAXACA A.C.  
COLEGIO DE ARQUITECTOS DEL ESTADO DE  
OAXACA A.C.

**SESION PLENARIA:**

“B” TERRITORIOS PRODUCTIVOS Y PAISAJES  
INDUSTRIALES  
12. EL PATRIMONIO INDUSTRIAL DEL TEXTIL-  
CONFECCIÓN

OAXACA, Capital City of the State of the same name, is located in the Southeastern of the Mexican Republic, has one long and rich cultural tradition that began in very remote times, with the establishment of social groups that had shared a common trunk, but that in the end they obtained differences and they created his own models of life; this phenomenon was pronounced in the monumental work accomplishment that, today constitutes fundamental part of the historical and cultural heritage of Mexico.

**(Imagen 1)**

The majesty of the location of Monte Albán ruins in the summit of mountains, the Metropolitan Cathedral, the Exconvento of Santo Domingo and more than 1750 declared buildings monuments without a doubt attracts the attention of the million visitors of this, one of the 10 tourist destinies of world-wide preference.

On 1486, the Aztecs founded a military forward post to whom they called Huaxyacac, nahuatl voice that is interpreted like "in the nose of the guajes", the site located in the margins of the Atoyac river before was not populated, so that that quartering, settled down in the site where today is the city of Oaxaca. The Spaniards who first crossed the area to explore their resources and to make initial contact with the enemy with the natural ones, were Hernando Pizarro and Diego de Ordaz; other Hernán Cortés soldiers, also made recognitions and although already he knows himself in 1520 happened several confrontations with the native ones, the conquest properly undertook itself until the following months to the fall of Mexico-Tenochtitlan. The approving document that confirmed populates it and ordered the distribution of lots, was a Certificate of Carlos V dated the September 14<sup>th</sup>, 1526, but it knew itself in the New Spain until the conqueror returned of trip, therefore the ordering did not execute itself of immediate way, but until 1528 and without the consent of Cortés.

Great men of the history of Mexico are native of this land, Benito Juárez, the "Benemérito of the Américas", the Gral. Porfirio Díaz, presidents of Mexico; great artists, Rufino Tamayo, Rodolfo Morales and Francisco Toledo, among others have made the Oaxacan cultural identity.

Oaxaca, was declared "Cultural Heritage of the Humanity" on 11<sup>th</sup> November, 1987 by UNESCO, where imposing temples and exconventos exist, like the Temple of Santo Domingo de Guzmán at the moment turned a Cultural Center.

In the heart of the Historical Center is the "Plaza de la Constitución-the Zócalo" where it is located, according to the original outline of the American urbanism of 16<sup>th</sup> century, to the south the Palace of Government, to the north the Metropolitan Cathedral and around the "portales". Oaxaca maintains rooted customs and traditions, and celebrates all the festivities, profane and the nuns, in them is reflected its joy in the music and the dance, which find their maxima expression in "the Guelaguetza", great celebration of light, human heat and collective coexistence. Who visits Oaxaca is forced to taste its exquisite food; a very traditional subject of gossip is the "mole oaxaqueño" in its 7 varieties, chili peppers, "quesillo", the "tlayudas", the "tamales", fresh waters of fruits, the "tazajo", without lacking exotic "chapulines" and the traditional drink of the State, the Mezcal with worm of Maguey.

At the moment new an attractiveness is added to the Oaxaca cultural values, the forged one at the time of industrial splendor of the state; the legacy of the railway culture with its splendid stations, now turned, some of them, in cultural centers and museums; as well as the recycled properties and talents in inns and specially the resurgence, with a new use, of the industrial buildings of San Agustín Etla, new alternative of industrial tourism wisely developed with ecological vision, as it shows tangible of safeguard of the natural and Oaxaca cultural heritage. **(Imagen 2)**

The textile factory "Vistahermosa" that dates from 1883 - left by more than two decades is now the seat of the "Center of the Arts San Agustín"; a site that will offer photography courses, engraving, digital, artisan and textile design, for Mexican and foreign artists interested in working with ecological techniques one hundred percent, because the Center must like premise not emit polluting agent some, in order to maintain the wooded surroundings of this municipality intact, one of the main water jets for Oaxaca. Thanks to the intervention to that it is put under the building constructed with a mixture of industrial architecture (ceiling of brass and metallic columns to support a second heavy wood plank floor) and local materials, green quarry and walls of marinate; what they were the ruins of the textile monopoly property of the Spanish Jose Zorrilla y Trápaga, today is like a splendid building destined to promote the art and the natural conservation, like part of a project promoted by the painter Francisco Toledo with the aid of the Oaxaca government and the National Council for the Culture and Artes (CONACULTA). The ex- factory, seated on a surface of fifteen thousand square meters, was acquired with contributions of the government of the state and the painter Francisco Toledo four years ago. The project includes in addition the remodeling to the vestibule of the Church "de la Soledad". The reforestation of the areas near the Center and the acquisition of one marry near that would be annexed with the intention to install a dance school there.

Why do we have to protect this heritage? The first form of transmission of the historical conscience occurs through the oral language, when of different ways communicated, and presents our values; also it is obtained with the graphical and written language, with documents, photography and drawings that become transmission channels of the registries of the cultural facts; but also we can transfer it when conserving the effective cultural patrimony, prolonging its permanence, not to have to resort to the two first forms of language, which are used when the heritage is lost.

The Industrial Heritage is relatively a new integrated concept to universally recognized Cultural Heritage; this fortune was created from the Industrial Revolution at different moments in the world; to our times in some countries this effective continuous patrimony from half-full of 19<sup>th</sup> century ; the mines, the factories, the railroad with the different machines to steam, diesel engine or electrical and its stations, the properties assembly plants, the street cars, the hydroelectric plants among other centers of production in the world that constitute the value of a time of progress of the humanity. A time of technological innovation and creativity that has gotten to become the symbol of the Western Civilization.

When arriving at the Center of the Arts San Agustín (CASA), the monumental building of which was one old factory of spinning and weaves put in front to mountains and the forest of pines. This it will be a center of tie artistic formation with the environment and the communitarian development inspired by schools like the Bauhaus and Black Mountain, having additionally, as he bases the triada art, community and environment.

The educative project was put under the consideration of the municipal authorities of San Agustín, Etna, because, "unlike other centers of art, instead of which it becomes a detonator for the expulsion of the original population, is that serves to work with the communities, developing to strategies of entailment between cultural tourism and appropriation of the natural patrimony, recovery of the wooded area and a work with the schools". The Center of the Arts San Agustín is the second cultural project that is based in this locality. First it was the Factory Art Paper of Oaxaca (TAPO), founded on 1998 also at the request of Toledo and who provides with material to printers and plastic artists. To half an hour of the city of Oaxaca, one is San Agustín Etna, place where the water is born. Where a forest grows that embraces to the life and the community. It is the site where there will be to also grow the imagination and the art with deep roots in the millenarian cultures of Oaxaca, but with opened horizons to watch the entire world of our days. This program contributes the experience in different actions: **(Imagen 4)**

- To promote new economic activities in the communities where are located the properties inherited from parents.
- To put in use these goods, destining them to uses with social demand and of market being able to maintain the goods rehabilitated in good conditions.
- To make use efficient of the resources public who destine themselves to the preservation of the cultural heritage.
- To improve the management of the heritage when promoting the most intense and sustainable use of the rehabilitated properties inherited from parents.
- To promote the social participation in the process of decision making.
- The systematic consideration, when seeing the program like a complex problem that it requires of a effort properly planned, taking into account all and each one

from the parts that composes it and the risks that are run when not giving an integral solution him.

- The strategic thought and vision of future. The municipal public administration must understand and adopt an approach based on the lasting strategic administration that it becomes serious in a serious planning and with vision of long term that opens new perspective to the community, that allows to delineate successful schemes of negotiation, without the change of municipal authorities is a restriction in the process to identify, to propose and to orchestrate programs and projects of medium and long term with blasting characteristics of the development. To integrate multidisciplinary equipment with described personnel and vocation on watch in the different levels from work: government (federal, state and municipal), society and specialists. In the case of this program the level of the members of the work party is of doctorate and masters in architecture, conservation of the built patrimony, studies and management of the city, urbanism, environment, marketing research, museography and sustainable development

ART, COMMUNITY and ENVIRONMENT. The Center of the Arts of San Agustín (CASA), lodged in magnificent the Ex- factory of spinning and weaves "Vistahermosa", is born with a conviction: to teach, to learn and to create the photography, the graph, the textile design and the art in general, of the hand with the care and the preservation of the water, the environment and the life.

Here they will work recognized creative artists of Mexico and the foreigner, young people, craftsmen, teachers, curators and museographers, in search of a diverse and contemporary art that tries friendly roots with the nature and the community.

This project is a clear sample of coordination between the different levels from Government (Federal, State and Municipal), the represented social participation in this case by PROOAX A.C: headed by the Mtro. Francisco Toledo and the specialist recognized ones that obtained the restoration and the space recycling of the industrial set within a frame of respect to the environment.

FIRST ECOLOGICAL CENTER OF the ARTS IN LATIN AMERICA, the Center has put to Oaxaca and Mexico to the vanguard in the development of projects of formation and tie artistic creation to the care and sustainable development of the environment and the community, particularly the one of San Agustín Etlá. From year 2001 to the date, 51 million dollars for the restoration, rating and equipment of the building have been reversed. Other International institutions and organisms like the Program of Nations United for the Environment, the Organization of the Latin American States and the governments French and Spanish, have shown a great interest to support the project of CASA. **(Imagen 6)**

ART and ECOLOGY.

The CENART made an exhaustive documentary investigation and of field in Mexico, the United States, Spain and Canada, on the developed ecological processes in the visual arts, from which it has identified, experienced and evaluated the ecological alternatives more outposts at world-wide level.

These investigations are counted with the consultant's office of an international team of specialists and recognized artists world-wide. (As they are:)

Monona Rossol. EUA, Founder of the ACTS of New York Omri and Marion Behr.

EUA, Inventors of the system Electro Etch, Keith Howard. Australia, inventive Visual

Artist of the Imagon Gerald Montiel Klint. Mex. Specialist in ecological photography  
Eduardo Marambio. Mex. Specialistic chemistry of the UNAM +Francisco Toledo  
+Graciela Iturbide+Pablo Ortíz Monasterio+ Lorena Alcaráz+Rogelio Cuéllar +Arturo  
Rodríguez Döring+ Jan Hendrix +Humberto Chávez to +Javier The Castilian Sanchez  
Uribe+ Nunik Sauret+Cecilia Salcedo +Alejandro Octavio Smoky Vázquez+Alicia  
+Plinio Ávila

ART and EDUCATION Like a substantive action for the fortification of the basic education and the approach to the arts of children and young people of Oaxaca, the House jointly developed with the IEEPO and the Secretariat of Culture the program: "ART of OAXACA in your SCHOOL ". Which will be a space without precedent in the state and the dedicated country to impel the formation, update and improvement of teachers of the state educative system, artists and teachers of centers of artistic formation and cultural centers of the region, by means of the development of specialized academic programs in the perspective of the education by the art and through the art. INFRASTRUCTURE Factory of Ecological Traditional Graph Equipped with systems electro etc. **(Imagen 7)**

- Ecological laboratory of Photography and Study of professional taking Equipped with recovery systems of silver and ecological revealers.
- Factory of Digital Graph.
- Factory of Textile Design.
- Theoretical classrooms and Tele classroom.
- Library, Galleries, Call to account, Offices, Cafeteria.
- Multiple space of Approach to the Arts.
- These facilities will be located in the contiguous land of the IEEPO, that is to destine it east building to equip them with the adjustments and specialized equipment that the program requires.
- Ecological system of treatment and recovery of the water.
- Hydroelectric system (self-sufficient electrical Generator)

### **(Imagen 8)**

LINES OF ATTENTION:

Ecological Photography, Digital Grafica, Textile Design, Artistic Education, Preservation of the heritage, Pedagogy of the arts. "Your school in CaSa", Approach to the arts for children and young people, Art and environmental education, Program of cultural ecoturism.

To cross the Center is to be transferred at the beginnings of 20<sup>th</sup> century , to feel nostalgia of a Mexico that was productive, almost self-sufficient; productive in the field, in the industry of the transformation, transport, in commerce, clear that with a strong difference of social classes that justified a social revolution. He is not complex to understand why they selected the site, not in vain called "Vistahermosa", with its spectacular natural wealth and coverall its secret of great abundance of generating water, in addition to life, energy. In these times, it seems lie that Oaxaca was a producing and product exporter and almost unimaginable organization this other manufacturing complex and existence, dedicated to the textile production, the different sugar talents in the zone from the "ingenios", the mining zones of Central Valleys, everything connected by now also disappeared iron routes.

The conservation of the Industrial Heritage is a new subject in the agenda of the institutions related to the conservation of the culture in Oaxaca. The fact intimately is

related to different factors like the Bicentennial from the born of the "Benemérito of the Américas", the Lic. Benito Juárez, ex-president of Mexico; the frame of the 475 Anniversary of the city of Oaxaca and the commemoration of the 20 Years of the recognition of the UNESCO of Oaxaca like "Heritage of the Humanity". **(Imagen 9)**

Although the Center of the Arts San Agustín already has initiated activities, the industrial set in the zone, presents/displays a serious deterioration. Hydroelectric Plant of "La Luz", the Aqueduct, the House of Pumps and the Textile Factory of "San José" require to be including in everything a Plan of Integral Development in order to rescue them and to grant a new adaptive use to them. For such effect different informative cycles that they raise his value, like the exhibition have begun "Industrial Architecture in San Agustín, Etlá." Presented/displayed with great success in the seat of the "Casa de la Ciudad" and the declaration of the Center of the Arts, like seat of the "First Biennial of Mexican Architecture" summoned by the Architects of the State of Oaxaca.

The challenge is due to face integral vision being based on the memory and participation of the community in order to obtain the conservation of the territory that maintained by but of 80 years a productive specialization (textile). The landscape was transform, the relation trains and environment generated a relation intimate. This "artificial" landscape acquired a unique aesthetic quality and it altered it "favorably". The zone of San Agustín, site with high water-bearing capacity, became generating zone of electrical energy, thanks to the wise intervention of the man. This energy produced the activation of the industry, which with future vision (beginning of 20<sup>th</sup> century), found the measurement ideal to protect the natural goods of the context and to promote its continuity through the time. This example revalues the House, "First Ecological Center of the Arts in Latin America", restituting the environmental values that respect the testimonies of the transformations induced by the industrialization process. **(Imagen 10)**

The quality of the intervention of the Industrial Set has a central paper in the recovery and the valuation of the industrial heritage. Nonsingular it emphasizes the made investment but the guessed right insertion of new elements based on the theories of the conservation of the built patrimony. This intervention is, without a doubt, but the important rescue of an industrial building because there is including the union of the architectonic project with the cultural, economic and enterprise project. This case of study has been able to reach the objectives of valuation of the industrial good through policies institutional and adapted elections of management. The constituted patronage has obtained the investment of more than 6 million dollars and has obtained self-sufficiency in the development of its programs of work. Echo at governmental level has become, which has turned main axis of its Development plan; the CULTURE and the TOURISM. Considering which the zone of San Agustín the margin of the state development has had left and its economy entered crisis, the valuation of the cultural patrimony constitutes an alternative to construct to a new model of growth centered in the tourism and the related activities on watch. This activity must like objective valorize the industrial heritage, connecting it with another type of goods, like the one of the "Vistahermosa".

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