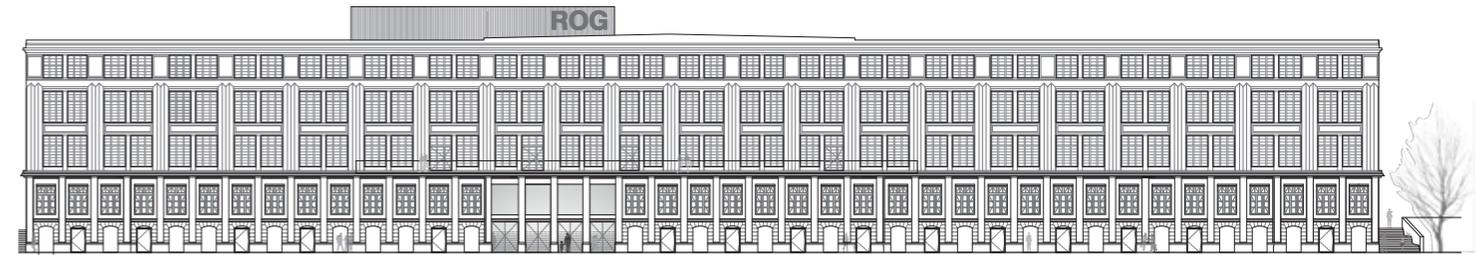




ROG CENTRE

EVOLUTION OF A PUBLIC
MULTIDISCIPLINARY HUB IN
THE HEART OF LJUBLJANA



THE ROG FACTORY, SYMBOL OF THE CULT ROG BICYCLES, IS THE MOST IMPORTANT PIECE OF 20TH CENTURY INDUSTRIAL HERITAGE IN LJUBLJANA. THANKS BOTH TO THE WAY IT IS BEING RESTORED AND TO THE PLANS FOR ITS FUTURE USE, THE BUILDING WILL RETAIN ITS ORIGINAL FUNCTION, UPDATED FOR THE 21ST CENTURY: SERVING AS A PUBLIC PRODUCTION SPACE FOR THE CULTURAL AND CREATIVE INDUSTRIES, WITH AN EMPHASIS ON DESIGN AND ARCHITECTURE.

RogLab is a small-scale pilot project set up in 2012 to develop and test programmes, partnerships and business models for the new Rog Centre.

In 2018 it won the prestigious EURO CITIES Innovation Award, awarded by the Eurocities network.

ROG CENTRE CONCEPT



MISSION

WITH ITS MODERN INFRASTRUCTURE, EXPERTISE AND INTERNATIONAL CONNECTIONS, THE ROG CENTRE WILL PROVIDE CREATORS, ORGANISATIONS, BUSINESSES AND THE GENERAL PUBLIC WITH A SUPPORTIVE ENVIRONMENT FOR THE DEVELOPMENT OF INNOVATIVE, SOCIALLY BENEFICIAL PROJECTS THAT MEET THE CHALLENGES OF THE 21ST CENTURY.

VISION

THE ROG CENTRE IS BEING SET UP AS PART OF THE REVIVAL OF THE ROG FACTORY SITE, AND WILL FORM A LINK BETWEEN THE CITY CENTRE AND THE NEWLY BUILT CULTURAL CENTRE AND CUKRARNA GALLERY. THE REVITALISATION PLANS FOR THE ROG SITE INCLUDE THE RENOVATION OF THE FACTORY ITSELF, TOGETHER WITH CONSTRUCTION OF AN UNDERGROUND CAR PARK AND THE CONVERSION OF THE FACTORY COURTYARD INTO A MULTI-PURPOSE PARK.

ORGANISATIONAL STRUCTURE

The new Rog Centre will be a non-profit organisation that will provide space for collaboration and connections between cultural, educational and scientific institutions, businesses, non-governmental organisations and the general public, both from Slovenia and abroad. The aim is a flexible organisational structure that will allow the institution to adapt rapidly to the ever-changing challenges of modern life.

SOCIALLY USEFUL TECHNICAL CONTENT

We are aiming to create a new model for production space that will provide both infrastructural and programming support to the creative sector, whether that be small and medium enterprises, non-governmental organisations or independent creators, while also promoting the interdisciplinary cooperation required to tackle the challenges posed by the rapidly changing technological, cultural, economic and political environment. In terms of its content, the centre will be devoted to the support of socially useful projects, while always adhering to the principles of environmental protection, the circular economy and social justice.

A SPACE DEVOTED TO SHARED USE

The new Rog Centre will be spread across four floors and cover a total of 8,500 m². On the ground floor there will be production facilities and shared workshops, including manufacturing units with the latest computer-controlled technologies, a green lab, and wood and metalworking labs. The first floor will house a multi-purpose exhibition hall, a library, a youth lab, multimedia lab, textile lab and so on. On the second floor there will be individual project rooms; and the centre's administrative will be in the roof space, along with residential project rooms for non-local users. Spaces with a river view will be rented out to cafés and shops. This design concept will retain the original function of the factory building, albeit in a decentralised way and with new, contemporary contents reflecting the needs of our time.

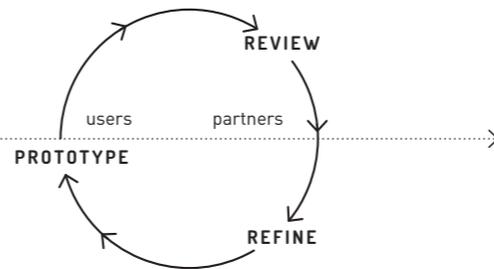
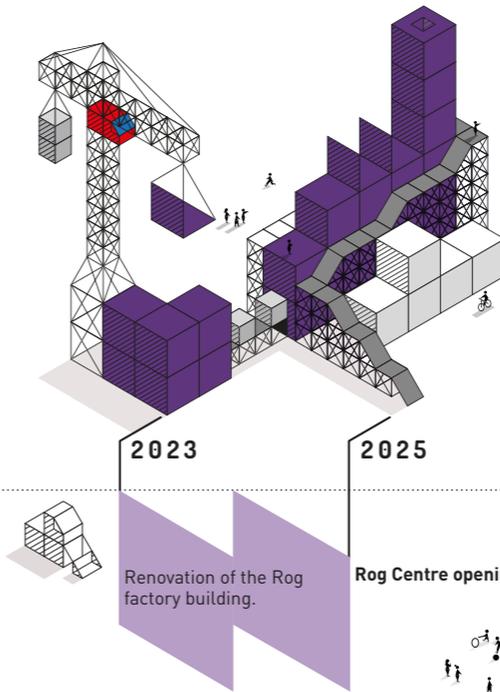
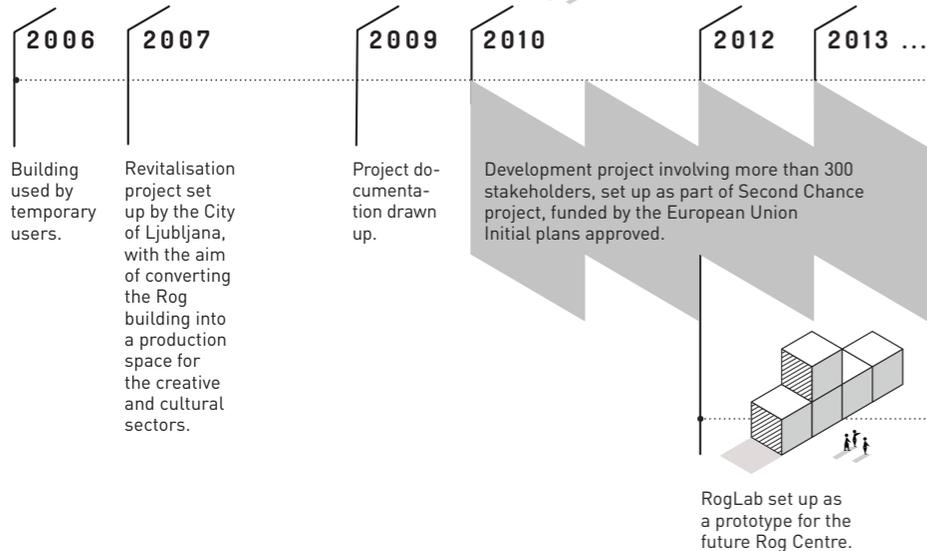
CONNECTING WITH THE LOCAL AREA AND ITS RESIDENTS

The Rog Centre will aim to include the residents of the surrounding area in its life. The shared workshop facilities will not only be available to professional creators, but will also welcome amateurs, students and children. Part of the space will be used as a public library offering additional services that will support the inclusion of users of all ages; this library will also contain specialist materials from the fields of architecture, design and the creative industries. And last but by no means least, the yard of the former factory will be converted into a new community produce garden that will be open to all, both residents and visitors to the city of Ljubljana.

INTERNATIONAL INTEGRATION AND BENCHMARKING

It is the ambition of the Rog Centre to become a benchmark organisation for European programmes promoting socially relevant, socially beneficial ideas, products and services, and with this in mind it will attract visiting experts and staff of international renown. The Rog Centre will be part of an international network of similar centres.

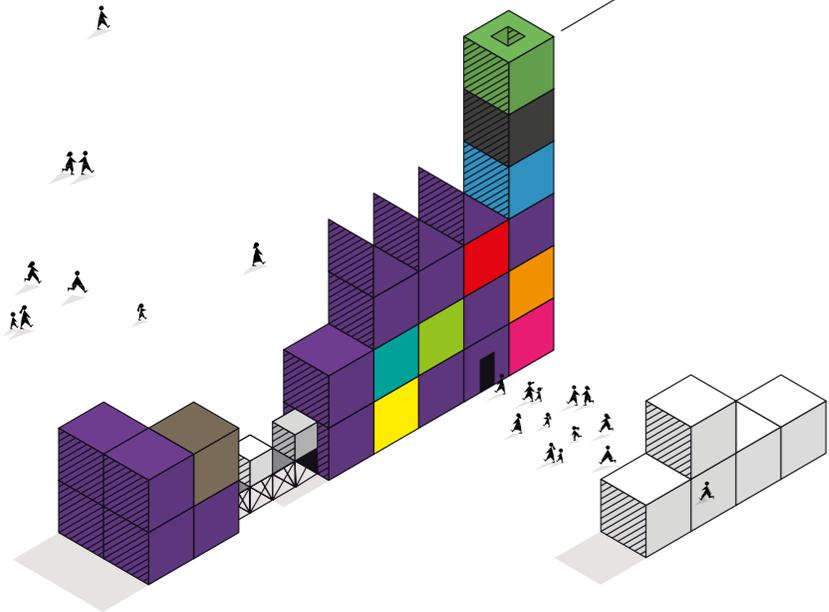
PARTICIPATORY DEVELOPMENT PROCESS



The Rog Centre development process is highly participatory. In the aftermath of the economic crisis of 2008, the City of Ljubljana took part in a Second Chance project, funded by the European Union, to evaluate the initial plans for the site. This project involved over 300 stakeholders and resulted in a new vision for the Rog Centre. Since 2012 this new vision has been tested and refined by more than 6000 users and partners in RogLab, which was set up as a pilot project. On the basis of this field work, the City of Ljubljana continuously revised its plans before submitting the design for review by 40 stakeholders in 2019.*

*Since June 2016, City of Ljubljana has been denied access to the property due to a legal dispute with Rog's temporary users.

VALUES AND ACTIVITIES



VALUES

CROSS-SECTOR COLLABORATION
SOCIAL RESPONSIBILITY
SUSTAINABILITY
ENVIRONMENTAL PROTECTION
GENDER EQUALITY
INTERGENERATIONAL COLLABORATION
SHARED USE
RESILIENCE
ACCESSIBILITY
INCLUSIVITY
LIFELONG LEARNING
INNOVATION

ROGLAB PILOT PROJECT

RogLab is a multidisciplinary public hub with a focus on sustainable development. Through its cutting-edge infrastructure and technical know-how, it supports manufacturers and creators in the development of their ideas. It was set up to develop and test programmes, partnerships and business models for the new Rog Centre.

FACILITIES AND ACTIVITIES

- shared production space with mentoring support
- education and training in new manufacturing technologies
- creative workshops for adults and children
- RogLab Open – public design contests
- GraFEM – programme to promote women’s graffiti and street art
- FabBox – mobile lab
- international cooperation

THE ROG CENTRE

With its modern infrastructure, expertise and international connections, the Rog Centre will provide creators, organisations, businesses and the general public with a supportive environment for the implementation of innovative projects for sustainable, socially responsible development.

FACILITIES AND ACTIVITIES

- shared manufacturing infrastructure: 3D lab, green lab, youth lab, textile lab, metal lab, wood lab, multimedia lab, mobile lab
- education and training in new manufacturing technologies
- open call competitions with a focus on societal challenges
- creative workshops for adults and children
- international residencies
- individual project spaces
- exhibition space
- library
- community produce garden and green roof with beehives

THE ROGLAB INTERDISCIPLINARY HUB

USERS

DESIGNERS
ARCHITECTS
ENGINEERS
ARTISTS
CREATORS
SMES
STUDENTS
CHILDREN

STATISTICS

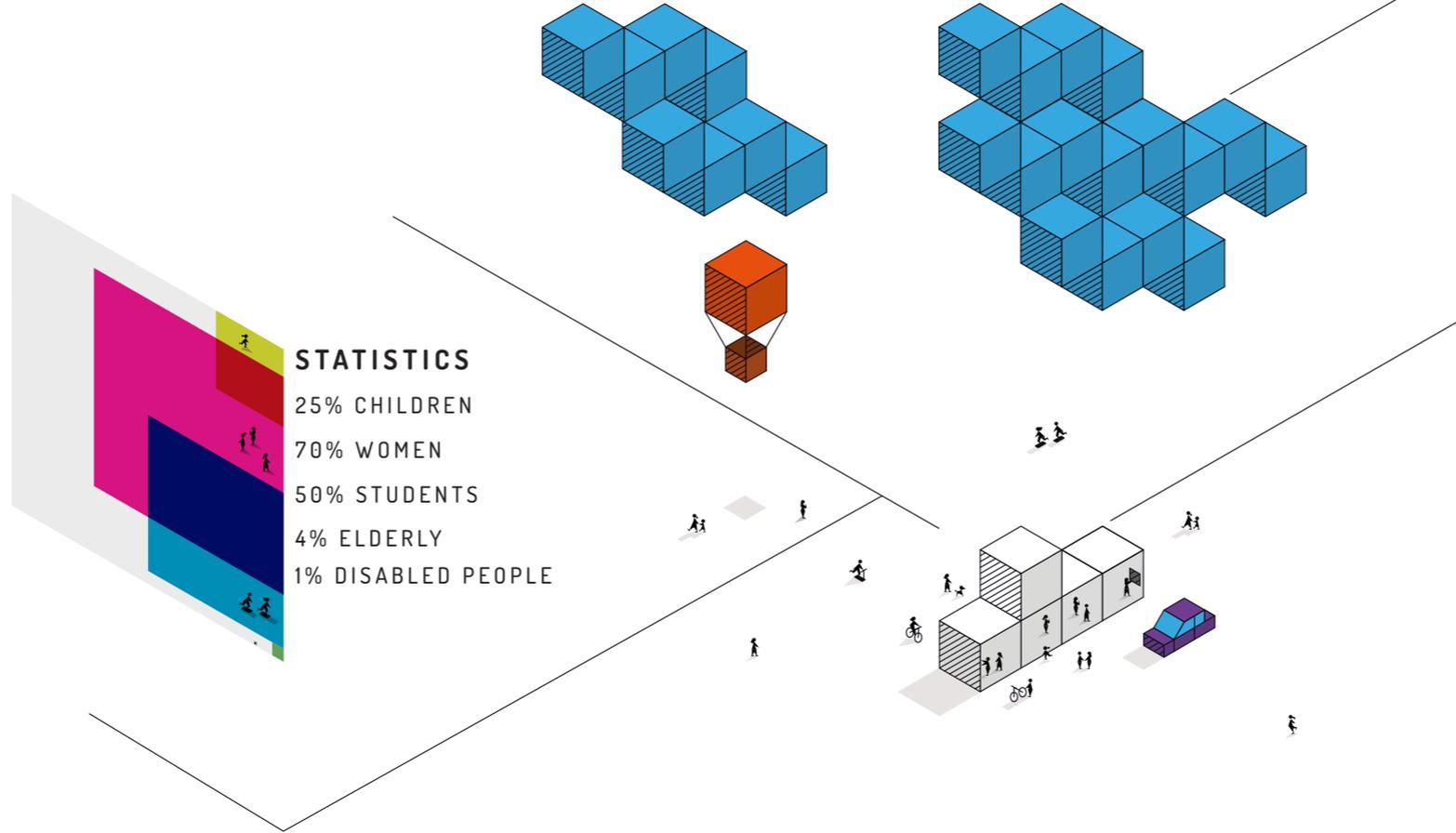
25% CHILDREN
70% WOMEN
50% STUDENTS
4% ELDERLY
1% DISABLED PEOPLE

PARTNERS

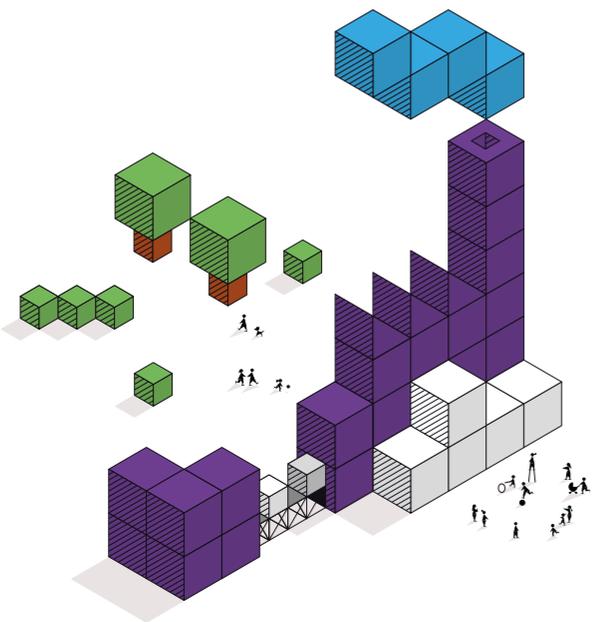
EDUCATIONAL INSTITUTIONS
CULTURAL INSTITUTIONS
NETWORKS
SMES
DEVELOPMENT AGENCIES
FESTIVALS
NGOS

SECTORS

DESIGN AND ARCHITECTURE
ARTS AND CRAFTS
CONTEMPORARY ARTS
CULTURAL HERITAGE
EDUCATION
RESEARCH AND SCIENCE
ENGINEERING
DESIGN MANAGEMENT
ENTREPRENEURSHIP
NEW TECHNOLOGIES
URBAN TRANSPORT
LITERATURE
FILM AND ANIMATION
INTERNATIONAL COOPERATION



COMMITMENT TO SUSTAINABLE DEVELOPMENT GOALS



INDUSTRY, INNOVATION AND INFRASTRUCTURE

ACCESSIBLE TECHNOLOGICAL INFRASTRUCTURE FOR DIGITAL MANUFACTURING.

REDUCED INEQUALITIES

A MOBILE LAB HELPS REDUCE THE TECHNOLOGICAL GAP BETWEEN RURAL AND URBAN AREAS. OPEN CALLS TO PROMOTE THE PARTICIPATION OF CREATORS FROM LESS ECONOMICALLY DEVELOPED COUNTRIES.

(1) 23 manufacturing laboratories from 28 countries participated in RogLab Open 2019: Active Aging.

GENDER EQUALITY

70% OF ROGLAB USERS ARE WOMEN.

(2) An all-woman project focusing on 3D printing and wearable electronics.

DECENT WORK AND ECONOMIC GROWTH

BRINGING PRODUCTION BACK TO THE CITY.

(3) RogLab's users testing composite materials.

QUALITY EDUCATION

ACCESSIBLE EDUCATIONAL PROGRAMME

(4) 25% of RogLab users are children.

RESPONSIBLE CONSUMPTION AND PRODUCTION

INCENTIVES TO CREATE PRODUCTS FROM RECYCLED MATERIALS.

PARTNERSHIPS

A SUPPORTIVE ENVIRONMENT FOR THE IMPLEMENTATION OF INNOVATIVE PROJECTS THAT WILL CONTRIBUTE TO SUSTAINABLE AND SOCIALLY RESPONSIBLE DEVELOPMENT.

(5) Making an integrated brace prototype (RogLab Open 2015: Design (Dis)Ability).

SUSTAINABLE CITIES AND COMMUNITIES

SOLVING A RANGE OF URBAN PROBLEMS.

(6) Grow for it! hydroponic ki, prototype (RogLab Open 2019: Active Aging).

CLIMATE ACTION

ROG CENTRE WILL HOUSE A GREEN LAB, HAVE COMMUNITY PRODUCE GARDEN AND A GREEN ROOF WITH BEEHIVES.



LOCATION

The location of the former Rog factory gives it tremendous potential. These days the area forms part of the city centre and can be easily accessed on foot or by bike. In addition, Trubarjeva Street links it to both the historic city centre and the suburb of Šempeter.

The river bank connects the city centre with the Rog area and the new Cukrarna contemporary arts gallery, due for completion in 2021. The Rog Centre will be at the heart of the new cultural district, along with the Cukrarna Gallery, the Cukrarna Palace, the museum quarter and the Metelkova community cultural complex.

METELKOVA
COMMUNITY CULTURAL
COMPLEX

MUSEUM QUARTER

CUKRARNA PALACE

CUKRARNA GALLERY





TECHNICAL SKETCH INTERCONNECTED WORKING SPACES

3RD FLOOR

- Administration
- Accommodation for international participants
- Multipurpose space

2ND FLOOR

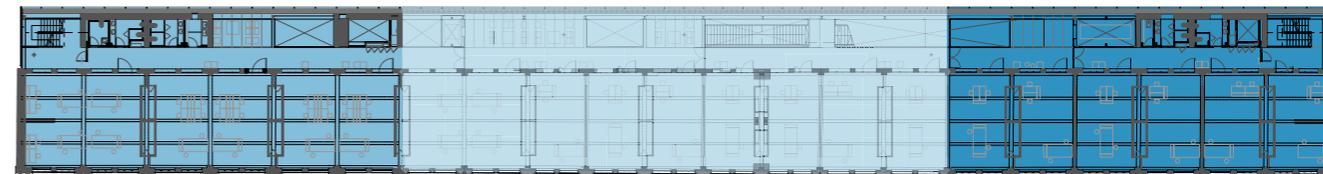
- Individual working and project spaces
- Creative Labs for shared use (members only):
Youth Lab, Multimedia Lab, Textile Lab, ...

1ST FLOOR

- Library
- Cafeteria for socialising
- Multipurpose exhibition and social hall with
access to the terrace

GROUND FLOOR

- Green Lab with access to the community
produce garden
- Creative Labs for shared use (members only):
3D Lab, Metal Lab, Wood Lab, ...



More information at: www.roglab.si

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Photographs: Front cover: Former Rog Factory. Ljubljana 2011. Photo: Matevž Paternoster. Page 2: Rog Bicycle Factory.

Ljubljana, November 1953. Photo: Milan Pogačar. National Museum of Contemporary History. Page 4: RogLab. Ljubljana

2012. Photo: Miran Kambič. Page 13: Photos: Domen Pal, Manca Juvan, Hana Jošić. Page 15: Former Rog Factory.

Ljubljana 2011. Photo: Matevž Paternoster. Page 19: Aerial view of the Rog Factory area. Photo: City of Ljubljana.

Architectural plans: MX_SI architectural studio. Publisher: Museum and Galleries of Ljubljana, represented by Blaž Peršin.



ROGLAB

PILOTNI PROJEKT
CENTRA ROG

