



Criando um paraíso de mármore em Estremoz

Resumo

Propomo-nos transformar uma pedreira abandonada e alagada, perto do centro de Éstremoz, num parque com lago incluído, onde no qual se realizar diversas actividades: esculpir por artistas amadores e profissionais, educação ambiental e geológica, informação de exploração e aplicações de mármore e actividades físicas de lazer.

A junção actividades artística e informadas relacionadas com o mármore num parque publico seduzirá um público ampla. Sendo único, funcionará também como espaca de divulgação tanto sobre Estremoz, como sobre a indústria dos mármoreos.

Propomo-nos desenvolver este parque passo a passo, de modo a que, desde o início, se consiga um espaço atractivo e agradável, mesmo antes da total conclusão das obras de requalificação da pedreira.

O financiamento deste projecto será feito "in-kind" pelas entidades parceiras com recurso fundas regionais, nacionais e Europeus.

Creating a marble paradise in Estremoz.

Summary¹

We propose to upgrade an abandoned marble quarry that is partly filled with water, situated near to the centre of Estremoz towards a public garden and use it for several purposes: marble sculpting by amateur and professional artists, education on geology, and information on marble quarrying and marble applications. By bringing art activities and information on marble together in a public garden a broad public will be attracted. This garden will be unique in its kind and will certainly be a great promotion for both Estremoz and the marble industry.

We propose to develop this garden step by step in a way that already after the first step an attractive park will be realised.

The financing of the project will partly be "in-kind" and partly by support of regional, National an European funds.

¹ *Key words:* stone works, marble sculpting, quarrying, public garden, heritage, tourism, geology, Estremoz

Introduction

We propose to use an abandoned marble quarry for several purposes in a long-term project. One part will be used by artists for sculpting and carving reliefs in the walls of this quarry in a way that step by step a unique sculpture garden will be created. Another part will be used for information and education on history, environment and geology and a third part will be used for information and promotion of marble applications. All parts will be embedded in a large public garden with space for leisure and relaxing.

The philosophy behind this proposal is that it will attract a broad public because of its intriguing and inspiring features:

- it merges history, culture, industry, science and leisure,
- it pays full attention to the past, but also to the future (sustainable energy, innovative technologies),
- it is a perfect example of the post-industrial landscape and Estremoz can become one of the leaders in Europe in developing this type of landscape.

We found a location that is optimal for this multi-purpose project: the abandoned quarry of 5 hectares in Estremoz named Olival S. António (on the right side of Pingo Doce). It is surrounded by historical monuments as well as by marble industry in full action. It is situated less than 10 minutes walking from the historical centre of Estremoz.

This public garden will be unique in its kind and will act as a promotion on the national and international scale both for Estremoz, the region and marble industry. We are confident that it will attract several thousands of tourists per year of which a significant part will stay overnight.



Estremoz needs economic impulses to compensate the exit of labour from agriculture and to stimulate the young generation staying in the region. By focussing not only on history and culture, but also on future and innovation, this project contributes to challenge the youth. The marble industry has an important and powerful position in the region. This will remain so in the future, but the industry faces a future in which more questions will be asked on their dedication to sustainable entrepreneurship, societal responsibility and environmental concern. This project gives unique possibilities to show their vision and the future as well as to promote their products.

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We propose to develop the location step by step over a period of several years, in a way that already from the beginning a broad public is interested to visit this location. The first steps will already result in prestigious and inspiring achievements and will act as a promotion. The stepwise development also allows spreading start up costs and investments over a longer period.

In the first phase (of two years) part of the location will be cleaned, ornamental trees will be planted and some pavement will be laid out. A professional marble sculpting workshop will take place in this phase, resulting in some ten sculptures of high quality, made of marble from that spot. Trails will be set to show geological and historical features and marble applications. A variety of other activities could already take place.

In the second phase (of four years) the area involved will be enlarged and artists from all over the world will be invited to make reliefs in the walls of the quarry. An information stand on marble will be installed and the cultural, educational and promotional activities will be intensified. The garden will get greener and water will be used to accentuate the image of an oasis.

In the third phase (of four to six years) the project will be finalised. The area will be further enlarged until a size has reached that serves all demands (relaxation, entertainment, education, creation of art). A multi-purpose space will be created in the old marble factory behind the quarry on the hill (*e.g.* museum, art gallery, show room, place for seminars etcera).

The financing of the project will partly be “in-kind”(the participants in the project offer their services largely for free) and partly by support of regional, National an European funds.

This paper presents an outline of the project including goals, the content and the organisational framework.



Background

Portugal is one of the worlds' largest producers of marble and the marble of Estremoz and surroundings is well-known all over the world. Marble industry in this region is economically very important.

Although the vast majority of marble is used for cladding, pavement etc., the positive public image of marble is also based on application in art: a marble statue triggers imagination and admiration of the lay public. This positive image is crucial for the marble industry and could be exploited more intensively.

In addition, for "marble cities" like Estremoz, Vila Viçosa and Borba culture, history and tourism are of crucial importance as well. In Estremoz, the presence of marble in massive geological formations on walking distance from the historical city centre is probably unique in the world.

If exploitation of a marble quarry is not profitable it is abandoned, resulting in a empty hole that generally fills it self with ground water. Some assume such an abandoned quarry as an intriguing place with uncommon beauty, while others see it as a desolated spooky spot.

We analysed several of these quarries and are certain that some of them have the potential to become a top location for a scalar of purposes. We especially see unique opportunities for marble sculpting, geo-tourism, leisure and information and promotion of marble quarring and marble applications.

An abandoned quarry in Estremoz named Olival de S. António (next to the Pingo Doce, with an entrance opposite to the marble shop of Manuel Véstia) has all properties to become such a top location. Very attractive are the large artificial lake in that quarry, its surrounding walls of high quality for sculpting and its variety of light/shadow conditions.

The quarry it self is surrounded by many issues of interest. For example, peculiar geological formations of volcanic activity, the remains of a Roman water reservoir, a beautiful 18th

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century church, Portugal's oldest marble factory, an active marble quarry with impressive depth and two marble workshops. The buildings of the ancient marble factory are in bad shape, but its architecture is magnificent and after renovation it certainly is a good place of exhibitions and some other public events.

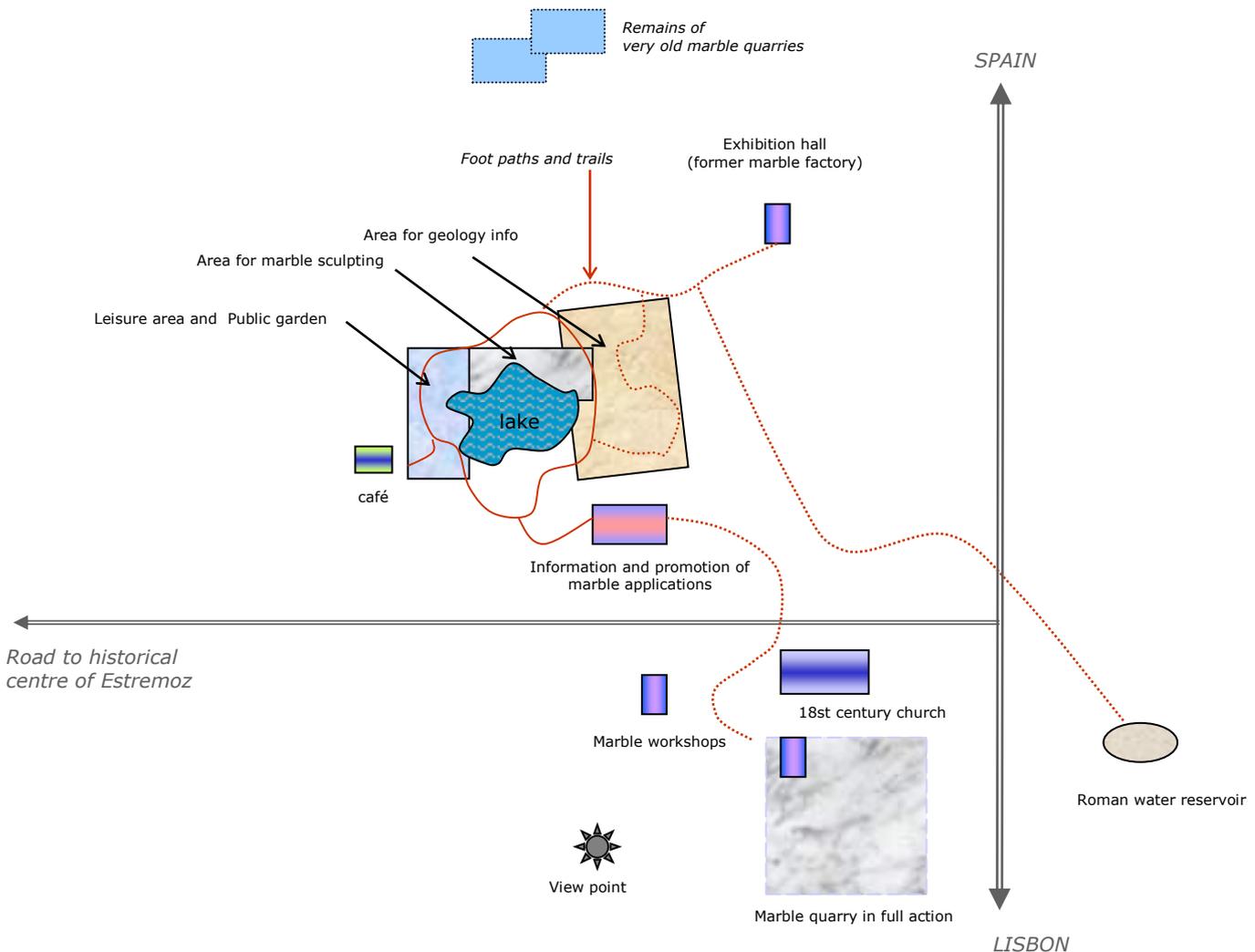
Recently the quarry and its surroundings were partly cleaned up. Additional cleaning, safety measures and access to electricity is needed for a proper start.

The variety of functions and the direct neighbourhood of both an historical town and industry makes the park unique in its kind. Some similarity exists with the highly successful "Duisburg Nord" (West Falia, Germany), the "Eden project" (Cornwall, UK) and the "Tout Quarry Sculpture Garden" (Dorset, UK). This supplies informative business cases.

Initiatives have been taken to start up international co-operation, especially in the scope of village tourism (see www.euronet-village.com), artist in residence (www.res-artis.com) and innovations in landscape architecture.



Schematically, the location is to be visualised as follows:



Apart from being a peaceful public park, the location has the potential to host a variety of cultural, educational and promotional activities. The activities can take place in a harmonious way both simultaneously and separated.

Sculpting

All over the world there are marble sculptors, both professional and amateur, who are willing to sculpt in stone at its space of origin: the spot where the stone was created millions of years ago. They have no problems to leave their work of art at that spot. They even see it as a privilege. More-over, on such a spot they have the opportunity to work with virtually any size and basic form.

Many sculpting activities, both traditional, original and innovative can take place. Making reliefs in a traditional manner is an obvious, though unique opportunity. But for instance Agostinho Moreira, a marble sculptor living and working in Borba hopes to get the opportunity to dig a complete room, including furniture and residents out of such a wall.

Another option is to use the marble from this quarry, to make statues on that same location and to exhibit them until they are sold.

To use the quarry for education on marble sculpting is an obvious possibility as well.

We propose to start up the sculpting activities by hosting a professional marble sculpting workshop.

In these kind of workshops around ten artists are invited to make a sculpture. These workshops are organised annually and take place in this region. So, experience with the organisation and logistics needed is available. They are sponsored by the marble industry and the municipality. The one of 2006 was in Borba and that of 2005 in Vila Viçosa.

A disadvantage of the past workshops proved to be that the municipality, becoming the owner of the sculptures made during the workshop, does not have sufficient possibilities to exhibit and take care of the sculptures. But in the case of this project the exhibition, protection and maintenance is “in-kind”.



Geology and marble applications

(see Annex 1, chapter 2 for more details)

Approximately 40 % of the present production of dimension stones (marbles, limestones and granites) is exported. Portugal is the 1st world producer *per capita*. Marbles represent 55 % of the production of dimension stones, with nearly 97 % being located in the **Estremoz anticline** (Estremoz – Borba - Vila Viçosa). It is a geological structure, 40 km long and 5 to 7 km wide, of which the marble is exploited since Roman times.

The Estremoz anticline is clearly different from the surrounding, schistous terrains, not only in terms of geology, but also of water resources, soils, fauna and flora, human occupation and toponomy;

Amongst several marble varieties the pink type, known as Rosa Puro, is nowadays the most valued variety.

The area has around 400 quarries (a quarter of them active) and the deepest Portuguese quarries, reaching two of them around 130 m deep.

Marble is applied in blocks, slabs, tiles and dimensional works for pavements, cladding, sculpting, sanding, bush-hammering etc..



historical and cultural features

Text still to be added

- *Roman reservoir (Tanque dos Mouros), mediaval canal, convento,*
- *very old quarries, ancient marble factory*
- *Art exhibitions, open air concerts*



Educational activities

(text still to be added)

- *stone workshops for everybody, marble for kids,*
- *nature and quarries, reading the landscape,*
- *quarrying in the past, present and future*
- *georeferencing, geology*
- *renewable energy*
 - *solar energy, to be sponsored by Shell Solar / Lobo Lda Evora*
 - *heat exchange, using temperature differences in the lake*
 - *contests for new ideas*

Walks, leisure etc

The centre of the location will probably be the lake. It is not difficult to imagine that a public garden with trees, flowers and marble statues can be created. A café on the water side, some ducks or swans in the lake enhances its attraction. On hot summer days some terraces will be supplied with solar energy driven sprinklers emitting fog like droplets extracted from the nearby lake.

In the nights the location will partly be enlightened in a highly artistic manner, using the peculiar rock formations surrounding the lake. Evening and night events will be organised occasionally. Open air movies, concerts and light shows have been suggested.

Directly around this central part a variety of activities takes place (see elsewhere in this report). In the wider surroundings many items are worth visiting, from Roman remains of a water reservoir until marble quarries that are in full action. A network of paths will be created, partly for walking and partly for cycling, with clear indications what can be found where.

An original idea to intensify the visitors' connection with the location is to give each of them the opportunity to add a marble piece to a path or wall.

A test of a slide show with ten projectors and 250 m² wall surface was highly successful.



Step by step approach

After having agreed on a master plan and a basic infrastructure the project will be executed step by step. This is not only because the project is large and time consuming, but also because the first steps can already result in successful, prestigious and inspiring achievements.

1. *pre-development and take-off (2007, 2008)*

- 1.1. make a landscape architectural plan
- 1.2. clean part of the location;
- 1.3. deploy safety measures, electricity, sanitary facilities, parking lots
- 1.4. plant trees and garden plants; plan walking paths and trails
- 1.5. build an information stand
- 1.6. Offer a set of trails to show geological and quarrying features and marble applications (guided, non-guided; for feet, mountain bike and all terrain car, ranging from 30 minutes until a day program)
- 1.7. create possibilities for education and for publicity and promotion for the marble industry and marble market.
- 1.8. A variety of other activities could already take place, ranging from a short course in field orientation with GPS until bird watching and vegetation surveys.
- 1.9. Make a website; start a publicity and promotion campaign to make the media and public aware of the existence of this park

2. *Extension and acceleration (2008-2011)*

- 2.1. enlarge the area to be cleaned;
- 2.2. invite artists from all over the world to make reliefs in the walls of the quarry
- 2.3. make a public garden, including a café and boats in the lake and a place where everybody can give marble sculpting (or just carving his name in a marble wall) a try
- 2.4. make an information stand on marble.

3. *Reaching the final goal and stabilisation (2010-2015)*

- 3.1. further enlarging the area until a size has reached that serves several demands: places for relaxation, entertainment, education, picnicking, watching “urban nature” in an olive orchard.
- 3.2. making a multi-purpose space of the old marble factory on the hill: museum, art gallery, show room, place for seminars etcera.

Financing the project

The financing of the project will partly be “in-kind” and partly by support of regional, National and European funds. In-kind means that participants deliver input from their own organisation. For instance, the municipality takes initiatives in pavement and electricity, the marble industry takes the lead in cleaning the area, the Évora Tourism Region supports promotional activities etcera. Applications for financial support by regional, National and European funds will be formulated by the initiators (with assistance of a project developer on a no-cure-no-pay basis) in co-operation with the organisations involved.

The quarry has 5,6 hectares. It is currently for sale: the demand price is 725.000 Euro. Specialists have doubts about the market conformity of this price, mainly because in the foreseeable future marble extraction is not profitable and land use regulations do not allow building activities. Probably, the municipality of Estremoz has no means to buy this land, even when the price lowers substantially. Other financial constructions that satisfy both the owner and the future users are currently being considered. An option could be to rent the place and to use it under certain conditions during the first phase.

A detailed financial balance is currently being processed in the scope of application for funds and will be published after agreement with the organisations involved.

A financial controller and a specialised advisory committee will be involved during the execution of the project.



Organisational structure

The project is multidisciplinary and takes place in a dynamic and complex world. It has to integrate organisational, cultural, institutional, technological and economical aspects, both on micro and macro level.

This requires a management approach that is more than the execution of a blue print. It requires a stable and predicable management, but also an open mind for new developments and unexpected challenges.

To guarantee continuity, transparency, predictability, flexibility and a solid fixation of results a the project management of highly dedicated representatives of public and privates institutions is formed. Part of the management will remain in function for the entire project and another part will change dependent of the phase of the project.

The final goals of the project are clearly settled in the project description. The goals leave sufficient space for new developments and adaptations, as well for new persons and institutions to get involved. The project is divided in three phases, to be characterised as:

1. pre-development and take off
2. acceleration
3. stabilisation

The overall responsibility on the project will be at a two-persons committee: the **general direction**, representing the marble industry and the municipality of Estremoz.

The daily management will be done by an **executive board** of three persons, representing the (1) tourist sector, (2) culture & science & technology and (3) institutional, legal & financial aspects. The executive board has in-depth knowledge and experience on project management.

The executive board will be assisted by a **consultation committee** and some task forces. Currently, the consultation committee is currently being formatted. It will have local, national and international members. Qualities present in the committee will be:

- Tourism
- Arts, Culture (both local, national and international)
- Marble industry (mining and marble applications)
- Education (especially environment, geology, ecology)
- Landscaping, natural resources, use of alternative energy
- Financial and legal affairs

Some **task forces** will be formed for specific projects, e.g. cleaning the site; energy supply; settling trails on themes like geology, ecology and industrial archaeology. The task forces will exist only temporarily. Generally, one member of the executive board will take place in the task force.

Each year, or more often in case there are reasons for it, a conference will be organised to reflect, to decide on new plans and to nominate or replace persons in the management.

The division of responsibilities and tasks can be described as follows:

- the **general direction**: takes general responsibility for the project (goals, level of ambition; chairs the annual meeting; decides on disputes and on personal changes in the project management; joins the lobby for additional financial support. The general direction meets three times per year. The director of CEVALOR (a public-private enterprise and research & education centre for marble applications) and the chancellor of Culture of Estremoz are invited to take place in this committee.
- the **executive board**: takes responsibility for the daily management, prioritisation of actions, prepares action plans, defines sub-goals; controls the budget; informs the general direction and

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consultation committee, prepares the annual meeting; analyses problems (skill and will of persons involved) and develops solutions; anticipates on developments that may frustrate the project; detects and analyses crucial uncertainties and develops strategies to deal with them; is in contact with stakeholders; starts up task forces; participates in task forces where necessary. Takes acquisition initiatives. The executive board meets once per two weeks. In the first phase (pre-development and take off) the each of the three members of the boards is estimated to spend one day per week on the project. In the second phase (acceleration) this is ½ day per week and in the third phase ½ day per two weeks. The initiators of the project are nominated to take part in the executive board for the duration of the first phase. These are Victor Lamberto (Director of Geotrails; specialist in geology, engineering, geotourism), Luis Pereira (Municipality of Estremoz; specialist in cultural heritage) and Ludger van der Eerden (vice-director of Foundation OBRAS; specialist in environment, arts and science). For the 1st phase Ludger van der Eerden is proposed to be the leader of the executive committee.

- the initiators will be the principal executers of the project. During the start up phase they will be supported by a project developer and during the execution of the project a financial controller and an advisory committee will be involved.
- the **consultation committee**: is responsible for a solid societal support; indicates new drivers, trends and barriers; advises (both on request and by its own initiative) the executive board on specific issues and new options; joins actions of the executive board in attracting additional financial support. The consultation committee meets 3 times per year.
- the **task forces** translate actions into solutions; executes, monitors and evaluates tasks; communicates with the executive board on progress and unexpected developments.

Annex 1

In-depth description

The project will be discussed in more detail using five sub-items ²: Socio-cultural aspects, Science & technology, Economy, Ecology & environment, and Institutional aspects.

This annex contains much background information. It will be published as soon as it is needed for decision making.

1. Socio-cultural aspects,
 - 1.1. Historical perspective
 - 1.2. Local culture
 - 1.3. Place in national and international frame
2. Science & technology
 - 2.1. Marble industry
 - 2.2. Geological characteristics
 - 2.3. hydrology
3. Economy
 - 3.1. Financing the project
 - 3.2. Profits
 - 3.3. Costs of maintenance
4. Ecology & environment
 - 4.1. Cleaning the location
 - 4.2. Landscape architectural aspects
 - 4.3. Water management
 - 4.4. Biodiversity in the sculpture garden
5. Institutional aspects
 - 5.1. Relation with owner
 - 5.2. Legal responsibilities
 - 5.3. Management of maintenance

² this structure is generally used at the design and evaluation of multi-disciplinary, innovative projects.