THE ‘OLD BREWERY’ IN POZNAN – ADAPTATION OR CREATION?

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Introduction

The city is an organism\(^1\) – a diversified, unique and variable system, which is rapidly developing and constantly changing\(^2\). Modern city too often is built in a way which ignores ties to its history\(^3\). Once industrial buildings were creating focal points of the city life and society’s culture, but it was forgotten and that contributed to dereliction of industrial areas.

Since 80’s industrial landscapes have faced a wide range of changes. Cities started to develop in directions other than industrial. New urbanization processes in several cases contributed to the disappearance of numerous industrial values, commonly known as industrial heritage. Modern city needs to develop inside to stop urban sprawl. It became necessary to re-use abandoned industrial landscapes.

This article is only part of the research about the nowadays are – re-use Polish industrial heritage. The example of ‘Old Brewery’ became a basis for analyze of the values of the historic building before and after adaptation\(^4\).

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1 Professor Rykwert advises that the city is a living organism, co-formed by locals, tourists and those only seeking possibilities of earnings. Plastic structure of urban space is scenography for their daily activities.
2 “The modern city is a city of contradictions, however; it houses many ethnes, many culture, and classes, many religions. The modern city is too fragmentary, [...] it must therefore have many faces, not one. [...] Cities change constantly [...]. That is the one certain thing we can learn from the cities of the past. The speed of change has been on the increase over the last century and a half, and it is accelerating even more as globalization affects the whole urban fabric”, in: Rykwert, Joseph, Pokusa miejsca. Przeszłość i przyszłość miast. Międzynarodowe Centrum Kultury, Cracow 2013.
3 The New Charter of Athens directs the development of today’s city, shows the way in which they should follow, also shows the most significant problems faced by nowadays and in the future European metropolises: “The future is built at every moment of the present through our actions. The past provides invaluable lessons for the future. In many respects, the city of tomorrow is already with us. [...] In our view, it is the lack of connectivity, not only in physical terms, but also in relation to time, which affects social structures and cultural differences. This does not just mean continuity of character in the built environment, but also continuity in identity [...]”, in: The New Charter of Athens. Alinea, Firenze 2003.
4 Adaptation (from the Latin – adaptare – adapt) is a transformation, transform to other function. “Adapting monuments to the modern function is usually performed as a part of comprehensive conservation and restoration activities. [...] Adaptation in a modern conservation theory respects the artistic value of object beside the functional and spatial system and its genuine substance, due to the stick and minimum, only necessary new additions. Instead, the new elements blend
It was also the attempt to found the limit of possible changes of the objects in its revitalization.

**History of the Hugger’s Brewery**

The first brewery, which belonged to the Hugger’s family, was founded by Ambrius on Wrońska Street in Poznan. It prospered well, the factory was expanding. The Hugger’s Brewery was established on the plot located at the intersection of Półwiejska Street and Kościuszki Alley (before the 1876).

A breakthrough in a brewery process had been occurred in the last quarter of the nineteenth century. New technology – the steam engine, electricity improved production – which time called as industrialization.

The first object created in new parcel was a large icehouse, consisting of two levels of basement. In the same year two three-storey houses situated at the front were built, and a one-storey building located perpendicular to the street in the garden. Stables with chimney (files indicate that perhaps it was the chimney ventilation of the icehouse) and the testimony created the square (Fig. 1). Expansion of the brewery continued until about 1890. Further investments were brewhouse, malt tower with an external staircase and drying with a distinctive chimney, nearby the courtyard - the engine room and boiler steam engine, which supported all the devices in the brewery.

In 1895, the Hugger brother’s brewery was transformed into a company. Around those years some more buildings were built on the courtyard – workshop and office building. Until the First War Word the brewery prospered well. During the Second World War the brewery was taken over by Nazis and was not destroyed

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5 About history of this family we cannot find too much information, only information which we know is that the family came from German, from the town Rottweil am Neckar.

6 Factory at Wrońska Street “since the mid-sixties was the larges brewing industry in Wielkopolska”. in: Szulc, Witold, Rozwój przemysłu w pierwszej połowie XIX wieku, in: Dzieje Poznania. V. II, Part 1, p. 140.

7 The first mention of the brewery comes from 1876.

8 Industrialization period in Poland is dated to the turn of the nineteenth and twentieth centuries. Big scale production was developed throughout the period of partitions and continued during (till the end of) the Second World War, in: Jezierski, Andrzej, Zawadzki, Stanisław M, Dwa wieki przemysłu w Polsce. Zarys dziejów. Wiedza Powszechna, Warsaw 1966.

9 Historians believed that that building was served as a meeting building earlier formed brewery nearby St. Wojciech Street.

10 State Archive in Poznan, Fire Insurance Company records, signature 852, k 54-57.

11 ibidem signature 852, k 59-66.

12 ibidem signature 852, k 71-89.

13 Company named Bierbrauerei Aktieu - Gesellschaft vormals Gerbruder, and its director was Ernst Friedenreich. in: Adress Und Geschäfts-Handbuch der Stadt Posen. Poznan 1896, p. 5.
The 'Old Brewery' in Poznan – Adaptation or Creation?

During the battle of Poznan. After 1945, the factory was modernized: outbuildings and social building were added, shapes of the windows were changed. In June 1980, the brewery was closed due to the harmful effects on the environment. Until 1997 it changed the profile of production many times, and several times changed owners.

Analysis of values before adaptation

As criteria for assessing the value of monument I assumed the historic, scientific and artistic values\(^\text{14}\) in accordance with the Act of 23 July 2003 about the conservation and protection of monuments. Owing to the fact that those values

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\(^{14}\) Compliance with the law must be showing at least one of the following values of the objects to be recognized as a historical monument and protect. His problem is still in the lack of a system of evaluation objects. It is worth noting that not all the objects that carry the values listed in the Act are monuments and will be preserved for future generations. These values are the basis for the assessment of the object and its recognition as a monument worth protection. The Act does not answer the question, what are the values: historical, scientific and artistic. Also the older Act (1962) contains references to the same values, but also is left with no further characterization. From the first Polish Decree the Act were creates on the basis of international legal acts, so that the Western European pre-war legislation and literature might be written the explanation about what are those values. One of the steps that should be made is to develop a one, cohesive method of valuation, in: Witwicki, Michał T., Kryterium oceny wartości zabytkowej obiektów architektury zabytkowej jako podstawa wpisu do rejestru zabytków, in: Ochrona Zabytków, No. 1/2006, pp. 77-98.
are not enough for analysis, as a criterion I also took authenticity and integrity (UNESCO criteria\textsuperscript{15}). I have analyzed the assumption of the Hugger’s Brewery before and after adaptation.

**Historical values**

The Hugger’s Brewery was an example of post-industrial assumption built in the characteristic style for the industrial buildings from the turn of the centuries, one of the few survived in the overall (not touched) shape. Therefore, has a great importance in civilization and technological progress on the local and regional level. More over this assumption did not have many layers of history (was not rebuilt, over a year was not changed and it was easy to recognize the older and newer elements), is a readable document. It was an example of the development of the brewing industry\textsuperscript{16}. These objects were also witnesses to historical events – defend the city in 1945.

**Scientific values**

Important values were the original construction and the knowledge of building technology of the given period. In most buildings their authentic ceiling retained – type Klein, brick, staple, I-shaped beams, supporter by columns with steel or wooden ceiling, bare wood I-beams on the beams and columns of steel, in the reinforced struts. Authentic barrel brick vault, was preserved, in the basement of bottling building. Preserved, nineteen’s century boiler in cauldron building was an important value, providing for the development of the industry – at the same time acting as a technical monument.

For many years the factory was only adapted to newer technologies. The original function of assumption was sustained and the process of production was continued. Considering the partial nature of industrial architecture, exposition of machinery and technical equipment, which made long-standing historical function, is crucial to prevent tradition of the place from obliteration. That emphasise particular importance of didactic function\textsuperscript{17} of described objects.

\textsuperscript{15} According to UNESCO’s basic requirements that must comply with each cultural asset, is authenticity and integrity, it is therefore also considered these values of the places worth appreciations for the monument, as the Polish valuation compared to other countries is not very complex and not defined.

\textsuperscript{16} This is one of the first breweries in Poznan. In the nineteenth and early twentieth century, beer has become a popular beverage. “More ancient times, about forty years, ordinary domestic liquor in the city and the countryside’s was familiar beer product. ”, in: Motty, Marceli, Przechadzki po mieście, v. II, Poznan 1999, p. 8.

\textsuperscript{17} “Through the use of didactic functions understand the historical buildings of any knowledge of their scientific, historical and artistic values (for example primary role, structure, functioning, historical events associated with the object of building historical background, significance in the process of the development of civilization etc.)”, in: Kozarski, Piotr, Molski, Piotr, Zagospodarowanie i konserwacja zabytkowych budowli. Poradnik. Fortyfikacja, v. XIV, Towarzystwo Przyjaciół Fortyfikacji, Warsaw 2001, pp. 34-35.
Artistic values

The criterion of artistic value in the case of industrial heritage in general is having a minor importance, although it may be important in the case of historic buildings such as engineering such as bridge, water towers. Architecture of Hugger’s brewery was cleverly integrated into the buildings fortress\(^\text{18}\), which proves the high skills of designers. Buildings derive from the avant – garde architecture from the turn of the eighteenth and eighteenth centuries, but also can be seen references to the nineteenth century military architecture.

Brewery buildings are typical examples of brick architecture, characteristic for industrial landscape of the nineteen century, in German this style is called Roundbogenstill. The distinguishing features of this style are semicircular closing windows, striped-paneled walls and arcaded friezes\(^\text{19}\).

Authenticity\(^\text{20}\)

Parse before the conversion uncovered the undoubted value of authentic materials and constructions elements. It indicates that the preserved elements, structure and finishing of buildings were original. Partially preserved metal window frames, transoms, wooden floors (in the malt house and brewhouse, bottling, drying) and wooden stairs (tenement house).

Preserved rusticated belts, cornices and the tie cords surrounding the window openings on the building facade of buildings were also significant. The factory premises in an office building survived decorative front elevation closed tympanum. On other buildings survived characteristic elements of this style, decorative elements that divide body – pilaster strips and cornices framework.

Authenticity might also be a form\(^\text{21}\) of assumption (arrangement of buildings). Analyzing maps from 1917 and the plan of the 1984, we can assess that the assumption has little changes, the plan formed by buildings is similar to that from 1986 (luck of warehouses and workshops).

\(^{18}\) Hugger brewery buildings had monumental character compounded by the location on natural slope. The assumption of the main buildings was created nearby the street along the shaft. Escarpment, the elevation made in a brick, retaining wall forming, penetrated only by stairs. Between the brewery and the fort was built a smaller building – a military court also in a Roudbogenstil style, creating the contrast to the unshowy ornamental architecture of the factory. Reduced elevation plans of the industrial buildings were very skillfully composed in to the military surrounding, in: Poznań od A do Z. Leksykon krajoznawczy, Łęcki, Włodzimierz, Małuśkiewicz, Piotr (eds.), Poznań 1998, p. 272.


\(^{20}\) First mention about the authenticity of the values in was in the preamble of the Charter of Venice International in 1964. After thirty years this topic has been taken on the second time into consideration in the Nara Document. Today “the authenticity” is values in guidelines for the Implementation of the World Heritage Convention.

\(^{21}\) “An analysis of the issue of authenticity should not be limited to the original form and structure, but also take into account further modification and expansions which occurred in the course of time and which have artistic and historic values as such”, in: Outstanding Universal value and monitoring of world heritage properties. Warsaw: ICOMOS. 2011.
**Integrity**²²

The urban landscape and architecture of the buildings was closely linked to the existing surrounding and objects of the Poznan’s fortification system (Fig. 2). Reduced elevation plans of the industrial buildings were very skilfully composed into the military neighbourhood (look: artistic values).

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²³ According to the maps shared from the City Conservator of monuments in Poznan collection.
Summary

Table 1. Parallel the values of the assumption based on the analysis

<table>
<thead>
<tr>
<th>Name values</th>
<th>Values in the Hugger Brewery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historical values</td>
<td>an example of post-industrial assumption from the turn of the century, survived in the overall shape, witness to historical events – the lighting of Poznan in 1945</td>
</tr>
<tr>
<td>Scientific values</td>
<td>original construction and the knowledge about building technology, authentic, barrel brick vault, original boiler, continuity of function</td>
</tr>
<tr>
<td>Artistic values</td>
<td>integrated into the buildings fortress, typical examples of brick architecture in a style called Roundbogenstill</td>
</tr>
<tr>
<td>Authenticity</td>
<td>authentic material and construction, form of assumption</td>
</tr>
<tr>
<td>Integrity</td>
<td>closely linked with the existing surroundings and objects of the fortification system in Poznan, composition</td>
</tr>
</tbody>
</table>

Source: copywriter Joanna Gruszczyńska.

Is it an adaptation or creation?

The brewery Hugger was entered into the register of monuments in 1984 and detaily described in the ‘White Card’. At the time, public awareness of the values of industrial objects was low, even in the conservators and historians environment. Charter does not specifically describe the precious value and worth of protection, have not been well defined conservation guidelines for future transformation.

In 1998, was given the opinion by professor Jan Skuratowicz (art historian), on the basis of which can be clear stated that the brewery Hugger was one the only one of the conglomeration of the post – industrial buildings in Poznan in the 90’s of the twentieth century. According to this statement, the group of buildings should be preserved and newer additions might be removed to make the message of the complex clearer. Changes in the interiors were allowed to adjust the object to the new technical condition. Contemporary architectural additions should not compete with the historical part but rather emphasize its advantages. Unfortunately, many of these points are not included in the recommendations of the Municipal Conservator of the monuments as a condition of adaptation of the building.
In the same year, the hope for ‘re-use’ of the place returned. Property at Półwiejska Street was bought by the Fortis Company. After acquiring adjacent land from the Military Agency and the private one, the company began the work on the project, proudly called – Arts and Business Centre Old Brewery 50 50. In 2003, the first part of centre was opened (Fig. 3).

The ‘Old Brewery’ is a combination of modern architecture with industrial buildings (or rather with what it was left of them). Details of the new facility are unfortunately imitations (Fig. 4) and imaginations of designers of architecture from the late nineteenth and early twentieth century.
All the space was created as it is a difficult even for practices eye to distinguish authentic parts of building from modern one- pretending to be the historical ones. The use of similar, or even the same materials (such as brick, steel, concrete, glass) and similar masonry technique resulted in the blurring of the original historical substance. It increases the risk of mislead the recipient (Fig. 5).

![Fig. 5. The old brewery in Poznan](source: copywriter Joanna Gruszczyńska)

The largest historical building – malt – has been restored. This part of new concept best suits to the original shape and details. The facade has been slightly changed (Fig. 6). Probably, it was adapted to the new function and their needs, but the changes are not clearly marked, so if you do not know the object before an adaption cannot be recognized which part is the old one and which restored – changes. The Military Court was adapted to the new function – hotel Blow Up Hall, which is also part of the old dryer.

![Fig. 6. Comparison of inventory the melt house shared by the City Council and the current plans ‘Old Brewery’](source: copywriter Joanna Gruszczyńska)
Another object, which was a part of Hugger’s Brewery assumption, was a bottling building, which was the oldest part – primary malt house. In the project of adaptation only small fragments of historical old building were preserved (Fig. 7), for example the cellars of the building bottling and wash, which today is a boutique, restaurant and bookshops.

The front elevation of the tenement (the housing for workers) from the Półwiejska Street was integrated into the body of the Old Brewery. Now we can enjoy it behind the double glass facade.

The object, which was in the courtyard – office changed its shape (Fig. 8). Mainly suffered the front elevation of the farmyard – current ‘Courtyard of Art’ has become symmetric and lost its character by fetching the clock Tower – being the vertical communication – staircase, which does not correspond to the real nature of the place.
On the ‘Yard Art.’ was laid on the front part of the boiler importer from Berlin to Poznan in 1921, during the Hugger Brewery were adapting to the newer technology. However, this information is not shown – available to the visitors.

**Summary**

This analysis allowed me to assess and justify whether this object can still be named a historic building, industrial heritage or it is only creation – artificial space. Critical analysis and evaluation of the transformation of the example above allowed to identify errors (Table 2) in the process of adapting historic buildings.

<table>
<thead>
<tr>
<th>Name values</th>
<th>Before adaptation</th>
<th>After adaptation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historical values</td>
<td>+</td>
<td>partly</td>
</tr>
<tr>
<td>Scientific values</td>
<td>+</td>
<td>partly</td>
</tr>
<tr>
<td>Artistic values</td>
<td>+</td>
<td>-</td>
</tr>
<tr>
<td>Authenticity</td>
<td>+</td>
<td>-</td>
</tr>
<tr>
<td>Integrity</td>
<td>+</td>
<td>-</td>
</tr>
</tbody>
</table>

*Source: copywriter Joanna Gruszczyńska.*

After adaptation the assumption lost most of its values. The New object is an untrue creation of the space (only historicizing)\(^24\). It has lost its authentic industrial landscape. Unfortunately it is intentional action, designed to attract more customers.

**Conclusion and discussion**

It is beyond question that requirement of twenty first century is to protect the monuments of architecture and its unique beauty in the adaptation process, through ‘re-use’ of values, emphasizing the qualities for new, modern function, but with the maximum respect for the original feature and preserving historic substance.

But how far can we go in the adaptation? Is the change in the value of property, seizure of visible mold is suitable to adaptation process of the object to life in the city? Where is the boundary between adaptation and creation? Where is the line between truth and authenticity? Of course, it is not possible to protest all the objects, which need to be protected, and should be found the golden mean. But where is the compromise?

\(^{24}\) “The form of historical continuity of the area, place calls to mind a lasting reliability and integrity. These associations will be prized values for those activities that depend on convincing potential customers about the possession of these qualities”, in: Ashworth, Georgy J., Planowanie dziedzictwa, in: Broński, Krzysztof, Purchla Jacek, Zuziak, Zbigniew. K. (eds.), *Miasto historyczne: Potencjał dziedzictwa*, Międzynarodowe Centrum Kultury, Krakow 1997, p. 36.
In the land use of the historical buildings the boundary between the authentic and artificial are blurred. Special forms of mystification are spaces where authenticity is staged. A value that is used by investors is uniqueness, resulting in the history of the place and identity, constrained by historical values and forms. ‘Re-use’ of the areas that have unique values and identity, should be done with great knowledge of the object and with the respect for the values not only the material one but also intangible.

Should it not be a common practice? If yes, why so often such objects are destroyed? Does it suggest a lack of competence of people responsible or maybe we, as humanity, do not respect our past?

I leave these questions for consideration. It is important to remember that the cultural landscapes are the integral part of our society, which reveal our relationship with the land over time.

Millions of people today are looking for authenticity, millions of people want to have things for yourself and experience the unique, millions look around for values – whatever be the matter – which is impossible to build some foundations of identity, even if at the makeshift, temporary, fleeting improvised for the purpose.

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