

CASE STUDY TUP DUBROVNIK

Reimagining industrial heritage for a greener, more resilient Dubrovnik



Background

The former carbon graphite factory, TUP Dubrovnik, founded in the mid-20th century, is being transformed into a multifunctional cultural and creative hub, breathing new life into one of the city's most significant industrial landmarks. Once central to the industrial development of Dubrovnik, the factory is now at the heart of a broader regeneration initiative aimed at fostering creativity, innovation, and sustainable growth.

Although production activities have ceased, the factory remains deeply woven into the city's social and economic memory. Its redevelopment represents a new vision for industrial heritage—one that values cultural and creative industries as drivers of inclusive growth, environmental responsibility, and community engagement.

The site is emerging as a multifunctional urban hub, hosting a dynamic mix of workspaces, cultural activities, and social initiatives, including:

- Creative studios and co-working spaces
- Exhibition and performance venues
- Innovation and business incubation programmes
- Training and skills development initiatives
- Community-focused cultural events
- Public green and social spaces

This phased redevelopment reflects the municipality's and partners' commitment to heritage-led urban regeneration, sustainable development, and cultural innovation in Dubrovnik.

FROM FACTORY TO FUTURE – TUP CONNECTS CULTURE, COMMUNITY, AND THE GREEN TRANSITION THROUGH CREATIVITY AND COLLABORATION



Timeline

- 1950s–2000s – Factory operates as a major graphite producer in Dubrovnik.
- 2022 – City Council acquires the site to preserve heritage and repurpose it for cultural and creative industries. It is awarded NEB incubation technical support (architectural & business modelling).
- 2023–ongoing – Progressive activation of the space through events, associations, co-working, and creative industries.
- Future – Rehabilitation of remaining spaces, with new training facilities, green economy incubators, and expanded cultural programming

Results to Date

- 5 art exhibitions hosted since activation.
- Diverse associations established on site: puppetry, STEM education, music, and digital media.
- Planned events: Christmas fair, book festival, and expanded community programming.
- Growing innovation ecosystem: co-working and creative enterprises active on-site

What's next for TUP?

TUP is evolving into a social and creative incubator, bringing local and international communities together to share knowledge, co-create, and stage cultural and media productions. Combining public spaces, pop-ups, and affordable facilities with unique assets like the Red History Museum and a new Public Library, it will stand at the crossroads of heritage, creativity, and sustainability. TUP's focus on art, innovation, and quality of life positions it as a catalyst for a more resilient Dubrovnik.

Website: <https://tup.hr>