

Comparison of different use of two industrial brownfields situated in Ostrava, Karolina and Důl Michal mine, and especially identification of factors of this differentiation, are the subjects of my work. Karolina represents a former industrial complex, where industrial manufacturing was finished in 1980s. The area was demolished and cleaned in following years. Karolina disposes of great development potential thanks to its size (60 hectares) and exclusive location (proximity of the city). At present building of commercially-administrative center takes place there. In Důl Michal mine industrial production was finished in 1993. Unlike Karolina, minimal size (4,5 hectares) and peripheral location limit investment intentions. On the other hand, extraordinary culturally-historical value of Důl Michal mine, which is declared with national cultural heritage status, is higher than in case of Karolina. At present there is a technical museum in Důl Michal mine. In my opinion the different use of Karolina and Důl Michal mine is the result of entirely different character of these objects, which is manifested in different cultural value, location, size and evolution. During making this work, I was utilizing following methods – literature search, study of documents and other sources, method of controlled interview applied on five key actors, and a model of consumer potential.