



**KATOWICE**

*City of Gardens*

CANDIDATE  
European Capital of Culture

**2016**



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I Time Games

# Hortus verus



# City of Dreams

*Many great things continue to happen in Katowice, and thanks to the efforts of its inhabitants and authorities Katowice will also become a city of dreams.*

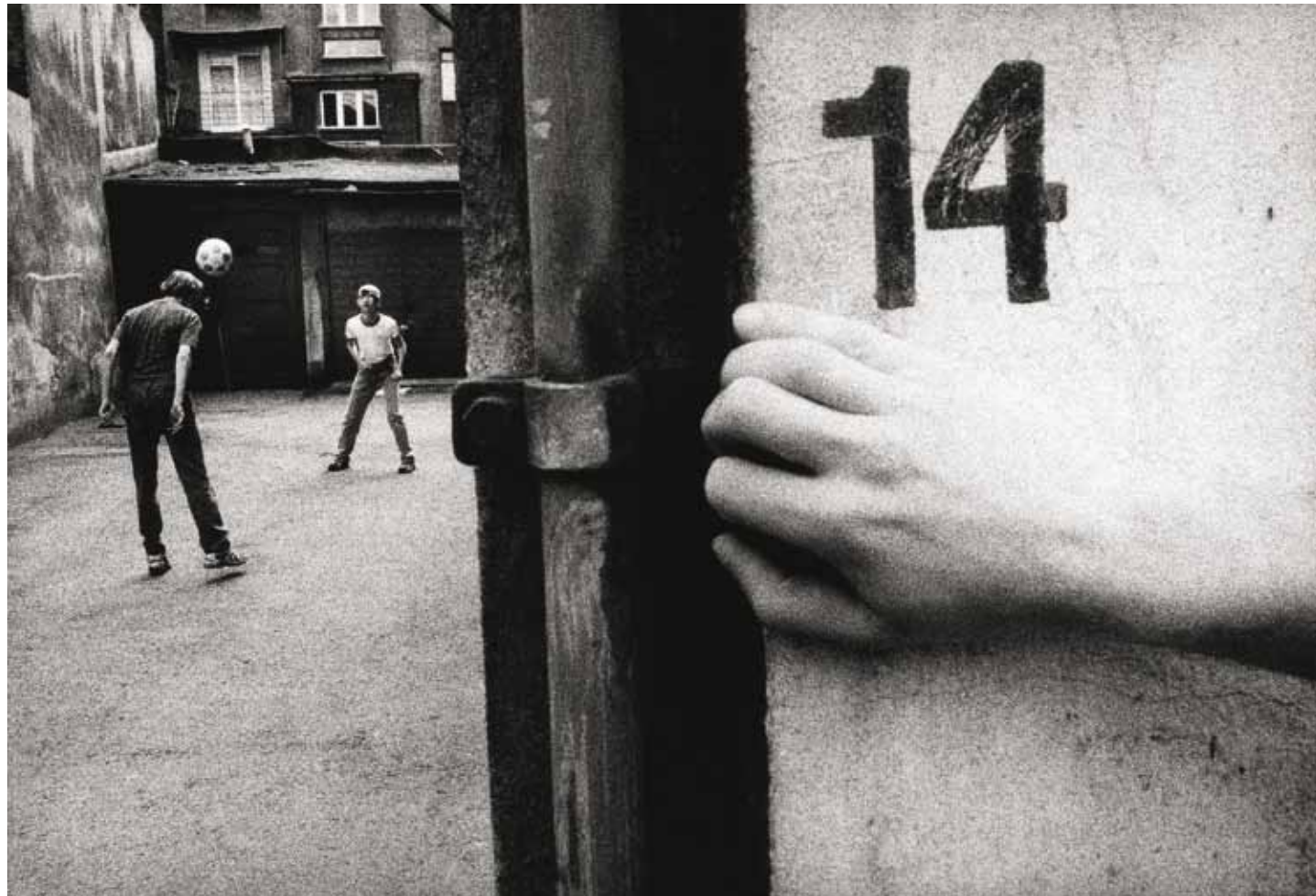
The aim of Katowice in putting itself forward as a candidate for the title of European Capital of Culture is not just that of investing in the city's cultural infrastructure and developing a diverse artistic programme. Even more important is opening up a discussion about the needs of its inhabitants – their problems and aspirations. An improvement of material conditions will not change much if people are not able to find common grounds for agreement. This change can already be noticed in the city, with residents becoming ever more active and proposing numerous interesting ideas.

Katowice's decision to enter the competition for the title of European Capital of Culture was related to the need for a radical rethinking of the city's development vision. The essence of culture lies in residents' activity, creativity, willingness to undertake their own initiatives and ability to take care of their environment. For that reason, we believe in lending support to communitarian initiatives and education. This, after all, is what the future of our city depends on.

The city's candidature also offers a great chance to the whole region: a chance to undertake joint artistic, educational and social projects. These will surely prove that it is more beneficial for everybody when cities work together positively rather than when they just engage in negative competition.

Many great things continue to happen in Katowice, and thanks to the efforts of its inhabitants and authorities It will also become a city of dreams. If it does not win the title of the European Capital of Culture, we will lose the fear of defeat, but not the passion to win. Regardless of the outcome of the competition, we will continue to strive consistently to enhance and develop the perception of Katowice, transforming it until it fulfils our dream of the City of Gardens.

**Piotr Uszok** – Mayor of Katowice



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## Project Director Katowice ECC 2016

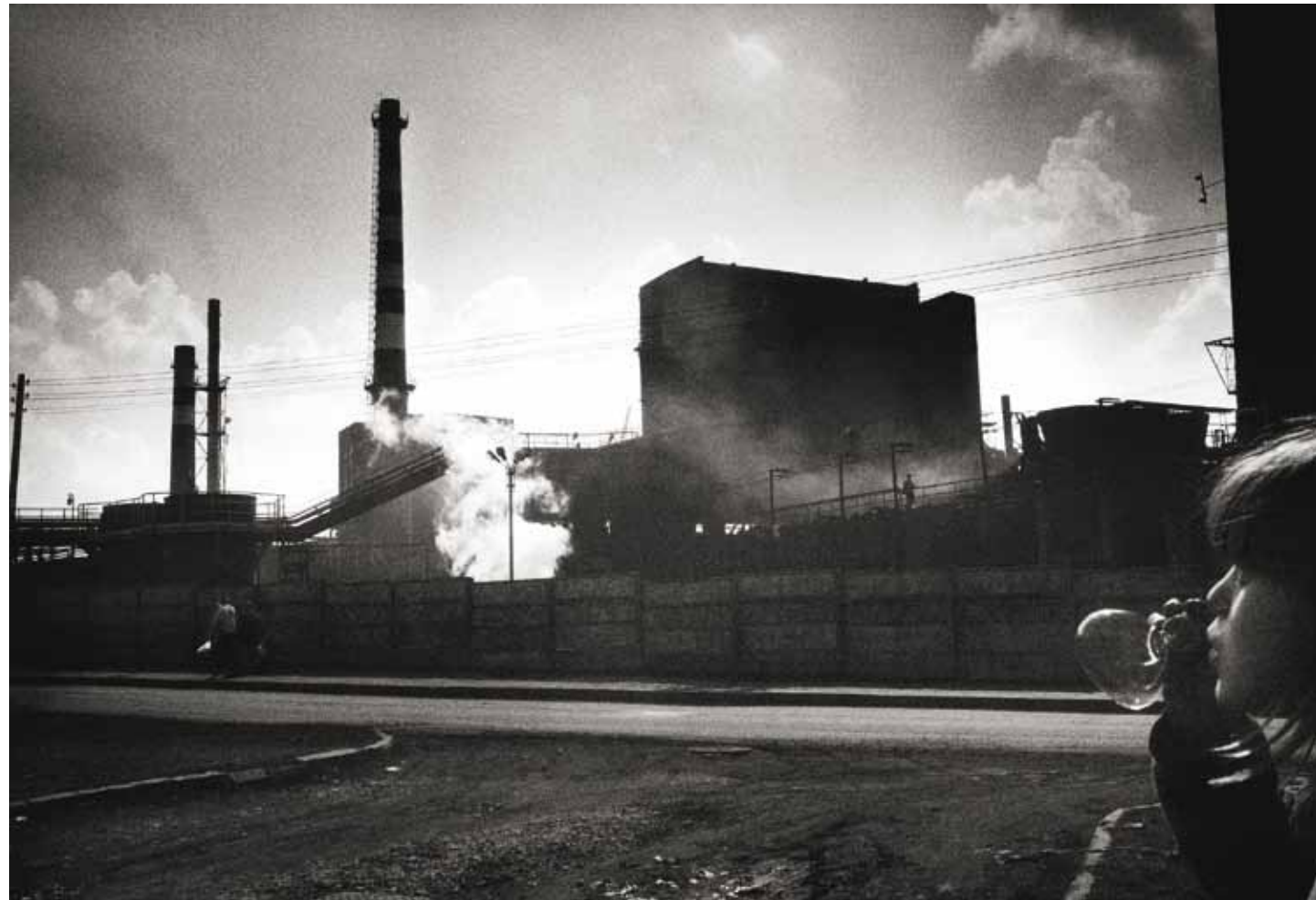
**Marek Zieliński** – Director of Ars Cameralis  
Silesiae Superioriss



The Grey | photo by Rafał Milach | 2000–2002

**Industrial City**   **City of Gardens**

<u>EXPLOITATION</u>	<u>RESPONSIBILITY</u>
<u>the mine</u>	<u>the garden</u>
<u>exploitation-based development</u>	<u>sustainable development</u>
<u>nature subordinate to culture</u>	<u>no nature without culture</u>
<u>degradation of the environment</u>	<u>environmentally friendly solutions</u>
<u>burden of the past</u>	<u>creating the future</u>
<u>heavy industry</u>	<u>creative industries</u>
<u>destruction of tradition</u>	<u>inspiration from tradition</u>
<u>mass entertainment</u>	<u>active lifestyle</u>
<u>appropriation of public space</u>	<u>creation of public space</u>
<u>groups restricting individuals</u>	<u>communities supporting individuals</u>
<u>art in galleries</u>	<u>city as artwork</u>
<u>escape from civilisation</u>	<u>meeting in the garden</u>
<u>globalisation</u>	<u>glocalisation</u>
<u>uniformity</u>	<u>diversity</u>
<u>rivalry</u>	<u>cooperation</u>
<u>egoism</u>	<u>solidarity</u>



*In the background the chimney stacks are belching out smoke, the working-class housing estates are slowly decaying, the paint is peeling off the old slogans, plaster is falling off walls and there are no colours at all. Yet, it is the people who are important, the people seen by the thresholds of their houses, in the streets, on trains, buses. Grey is neither white nor black, as such, it is symbolic, the lives of the people of Silesia is sharp and concrete.*

# A Model Kit

*Places are fragmentary and inward-turning histories, pasts that others are not allowed to read, accumulated times that can be unfolded but like stories held in reserve, remaining in an enigmatic state [...].*

**Michel de Certeau, *The Practice of Everyday Life***

This is not a story about just another city, so collectors of old photographs, postcards and souvenirs will probably be disappointed. A true walk through Katowice can never be one of those trips one makes with a guidebook, map and camera in hand. There are no routes marking monuments there, and the only map worth bringing along would be full-scale and coextensive with the entire city area. Its space encourages one to break with old habits, go one's own way in the world, and launch oneself into the pursuit of new delights. It is, then, a place of unexpected encounters, a place where anything can happen.

Every point of entry to the city of Katowice stands wide open, providing a great opportunity to wander its streets. Each path opening beneath the feet of a pedestrian explorer of the city turns out to be unique, preventing them from ever passing exactly the same way twice. An individual's itinerary resembles their signature: an unrepeatable trace of their walking, be it fast, a decisive stride from one office block to the next, or an unhurried, winding stroll through parks... And of course there are

signatures that are trained, professional, hesitant, crooked... and, of course, those that are counterfeit. Walking through Katowice initiates a form of writing: the city becomes a text, drawing us ever further into its endless play of meanings.

It is hard to pinpoint the most distinctive feature of Katowice, as the city's with its fractal-like form resembles a model kit. This fractal may be a cloud, a lump of coal or a piece of some mineral – but always with parts resembling the whole. Just encountering some particular feature – be it one of its districts, streets or gates – may spark insights into the history of Katowice itself, like quotes lifted from the text the city itself is. Katowice is no tree: here, time and space do not grow in neat symmetrical circles around a centre – they do not grow around a centre at all. Instead, consecutive layers of the narrative overlap, peeling away or showing through one another here and there, and, in so doing, disclosing something of their mystery. History dissolves into fragments, and these join up to make an order known only to themselves.





# Garden City

*You take delight not in a city's seven or seventy wonders,  
but in the answer it gives to a question of yours.*

**Italo Calvino, *Invisible Cities***

The rapid industrialisation, that took place at the turn of the 19th and 20th centuries, brought with it a number of problems for cities, including overpopulation, poor sanitary conditions and high rents. This, in turn, was accompanied by ever deeper social divisions and an increase in crime rates. The constant deterioration in living conditions threatened to produce social tension. Architects and planners faced a challenge: how to design a functional and modern city.

The first to propagate a new way of thinking about the city was Ebenezer Howard, the English urban planner who used an image of three magnets to represent his idea. The first magnet symbolised life in a city that is crowded, devoid of fresh air, yet provides people with jobs. The second represented the countryside, which is clean, quiet and inherently close to nature, making it possible to escape from the hustle and bustle of city life. The last was the Garden City – the city of tomorrow, combining the advantages of both urban and rural lifestyles.

Garden Cities, as independent structures, were supposed to be located several dozen kilometres away from the city centre, but were also meant to provide easy access to the latter. Settlements would be developed on relatively inexpensive suburban land and inhabited by no more than 30,000 people, who would work together, taking care of the shared space. The development of such semi-urban, semi-rural centres was meant to foster a sense of community among their inhabitants, providing them with proper living conditions and access to cultural institutions, as well as encouraging economic development. However, for such garden cities reality turned out to be harsh indeed: they lacked self-sufficiency, instead depending for help on the cities around which they had been created. Nevertheless, Howard's vision turned out to be one more representation of the eternal dream of Arcadia. Having achieved a breakthrough in how we think about cities, it was incorporated as an element in 20th-century approaches to urban planning.



# Civilisation of Nature

*The monuments of our times include not only schools, hospitals and government buildings, but also, and above all, garden cities, folk parks, bathing beaches and libraries satisfying the human longing for nature and culture.*

**The Athens Charter, 1933**

Avant-garde architects, fascinated by the progress of civilisation, viewed nature as one of the principal elements from which cities should be constructed. In 'The Athens Charter', a manifesto of modernism, they formulated, among others, 'the three dreams of the urban planner: sun, space and greenery.' These postulates have also been reflected in one of Katowice's districts, developed in the 1930s, which features a skyscraper, elegant villas and monumental office buildings.

The most distinctive feature of Katowice's modernist buildings is their winter gardens. In those structures, a part of a balcony would be walled off with glass and filled with greenery (it was additionally protected from pollution and low temperatures), becoming a substitute for nature. These large, glass-bounded spaces increased the amount of

sunlight finding its way into the interiors of flats. Some of the winter gardens were laid out on roofs.

In pre-war Poland, so-called 'Jordan gardens' were particularly popular. The name derives from their originator, Henryk Jordan, who lived and worked in Krakow. Such gardens were mainly developed in industrial areas, where children were more susceptible to various diseases. Apart from sports fields, pools and fitness trails, they featured sandy beaches. Children took advantage of medical care, free meals and exercise under the guidance of instructors. The aim of 'Jordan gardens' was to create a place for children to rest and play, as well as to promote active lifestyles among them. Several such gardens operated in Katowice in those days.





## Black Garden

*Giszowiec, a garden city, a garden of all things, was developed a hundred years ago. Over the course of this time, the people who live there have experienced patriotic euphoria and disappointment, exploitation and corruption. They were turned against one another and forced to enlist in opposing armies. Thanks to the economic and industrial supremacy of coal, they had to witness the destruction of their working traditions and family customs. With its decline, they had to survive the closing down of the coal mines themselves. Yet, at the same time, often thanks to their cunning and sense of humour, and always thanks to hard work, they managed somehow to stick together and walk tall whenever possible.*

**Małgorzata Szejnert, Black Garden**

Giszowiec, one of Katowice's districts, drew on Howard's idea. In 1907, construction of a working-class housing estate started there. Designed by Georg and Emil Zillmann, architects working at the Berlin Institute of Technology, the estate was intended for the workers of the 'Giesches Erben' ('Heirs of Giesche') factory. Living in a garden city was supposed to compensate the workers for their loss of contact with nature, and so diminish the effects of the Industrial Revolution. The centre of the housing estate in Giszowiec was a square around which were located a school, a post office, a bar, shops, administrative buildings, a bath house and a laundry. Houses that resembled the distinctive old cottage-style buildings of Upper Silesia while also featuring gardens would radiate from the square. In the 1970s, some of the buildings were knocked down to create space for eleven-storey tower blocks.

One of the tasks faced by Katowice as a candidate for the title of European Capital of Culture is to reawaken people's awareness of the various fragments that make up the history of one of the oldest garden cities on the European continent. Central to the programme is the idea of combining local tradition with modernity and an open-minded perspective on the future.

A contemporary City of Gardens is anything but a utopian idea. Drawing on the original vision in terms of both its scale and the amount of energy invested in the activities and projects involved, it is, in fact, a challenge that can only be handled by all the inhabitants of the city in question. When Jaime Lerner put forward his idea of Urban Acupuncture, he called for punctures, that is to say, small-scale activities within the city space that were to heal the 'body' of the city and stimulate its 'blood flow'. The initiatives being undertaken in Katowice are a series of such stimuli, aimed at setting the city and its residents in motion.

# City in Motion

*The very existence of cities presupposes, in each and every case, mutual sensitivity on the part of its inhabitants.*

Whether or not Katowice wins the title of *European Capital of Culture* for 2016 very much depends on the extent to which the city's inhabitants are able to think of themselves as co-creators of the city space. Therefore, it also depends on how successful those managing the city are in communicating their ideas and plans. The latter should include certain initiatives on the part of the associations, organisations and bodies involved in the development of the city's public space.

What is more, the large-scale aims set out by the the city authorities ought to be fulfilled in ways that leave room for the voices of residents to be heard and their opinions respected. The very existence of cities presupposes, in each and every case, mutual sensitivity on the part of its inhabitants. The authorities need to be responsive to the needs and suggestions of the city's residents, as it is they who form the essence of the city, creating its unique ethos through their work, entertainment and willingness to inhabit it.

Indeed, the fact that cities in the region are slowly becoming depopulated should give us pause for thought: maybe the major reason for this, apart from poor economic conditions, is a lack of sensitivity on the part of their municipal authorities. Yet the residents should adopt a similar attitude, caring for the city space, being loyal to it and co-creating it, even at the cost of incurring some risks, earning less, or giving over some of their free time. Sensitivity to timing is of considerable importance as well: the authorities should not delay making decisions, given that the lifespan of an individual is limited, and their life is, by its very nature, unrepeatable. The city's inhabitants, on the other hand, should be patient and realize how long it takes for a city to fully develop.

No city has ever been created overnight: it is a time-consuming process. This must be acknowledged by its inhabitants, but should not furnish a pretext for the authorities to delay the process of decision-making and investment. In the words of Father Józef Tischner (in *The Ethics*





*Culture re-establishes a city as a bond linking numerous places together, fostering the process through which the city develops into a space of public imagination and encouraging a dialogue between the various symbolical worlds created by this imagination.*

of Solidarity), a city is a structure towards which both its authorities and its inhabitants should assume a 'reflexive attitude'. Such an attitude makes possible the sort of careful consideration – patient, but free of all prevarication – that enables decisions to be made at the right time and in the right way.

A city is not 'given'. We need to stop thinking of it as a space prepared by 'someone' that, more often than not, remains anonymous. It can never correspond to a monologue on the part of its authorities, for a city is a dialogue or, rather, a polyphony of voices made up of all those who are ready to become involved, in various ways, in its development. Culture is a set of values, principles, historical traditions, languages, religions, ways of getting to know the world and describing it. Many of them are shared by different groups of inhabitants, yet not everyone has to approve of the model commonly recognised as the binding one. Indeed, culture is not really about integrating and blending, its major aim being to develop and improve communication.

The culture of a modern city should encourage communication between groups and individuals, as well as combining the private with the public, the governmental with the self- and non-governmental, the known with the strange and unknown. Hence, a city calls for both personal and formal engagement, because it is a space 'to be developed' not individually, but always in relation to other places. Culture, above all, is what drives a city to function as it does relative to surrounding cities. Nowhere can this be more visible than in the context of the metropolitan conurbation of fourteen separate cities to which Katowice belongs, and which has Katowice itself at its centre.

Culture re-establishes a city as a bond linking numerous places together, fostering the process through which the city develops into a space of public imagination and encouraging a dialogue between the various symbolical worlds created by this imagination. A city is a co-existence of buildings, streets, communication routes, and, ever more so, the



*What is at stake in this competition is the opening up of a great new field of opportunity for civic initiatives to be developed – initiatives that promise to transform the character of our city's public space.*

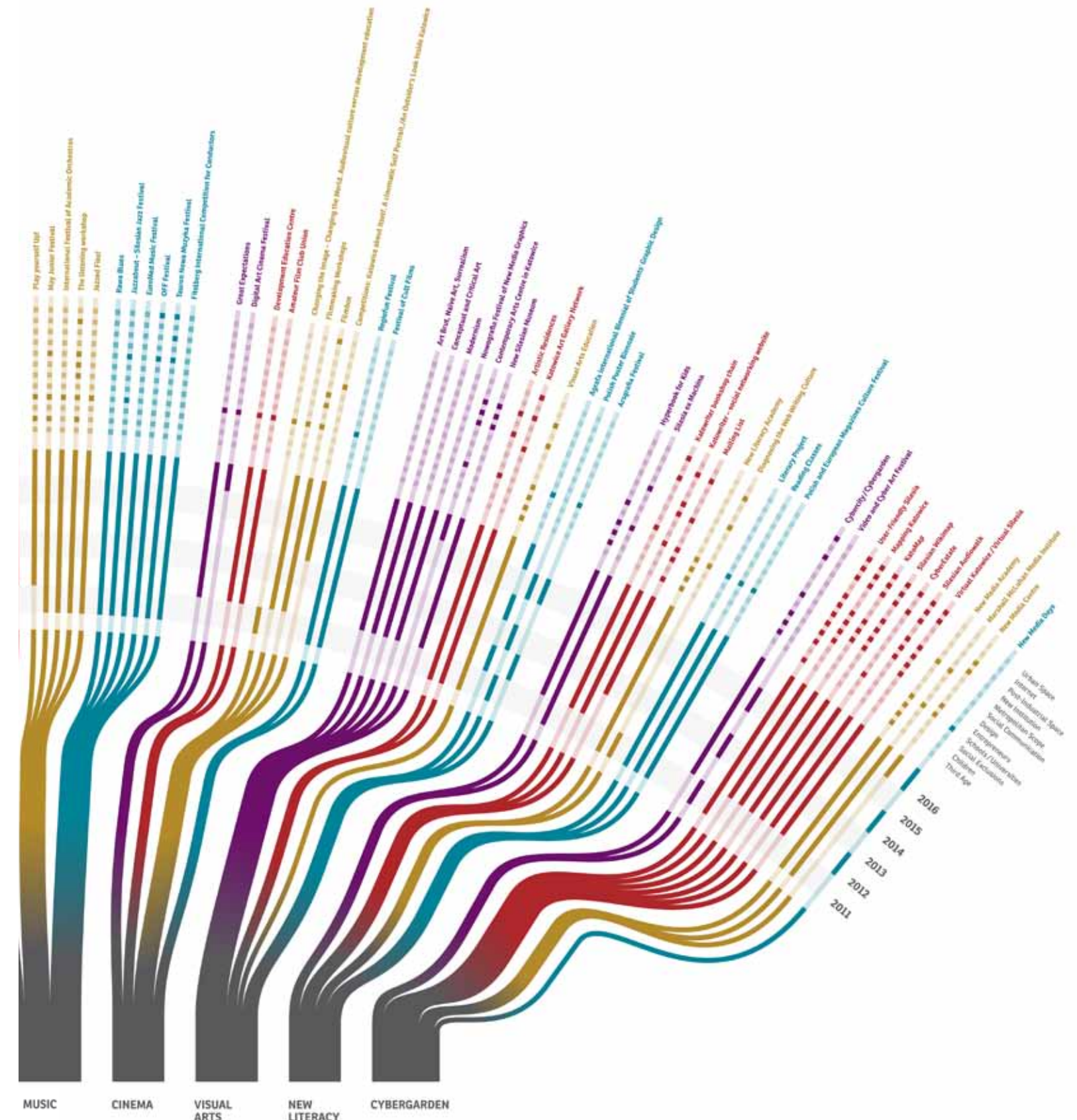
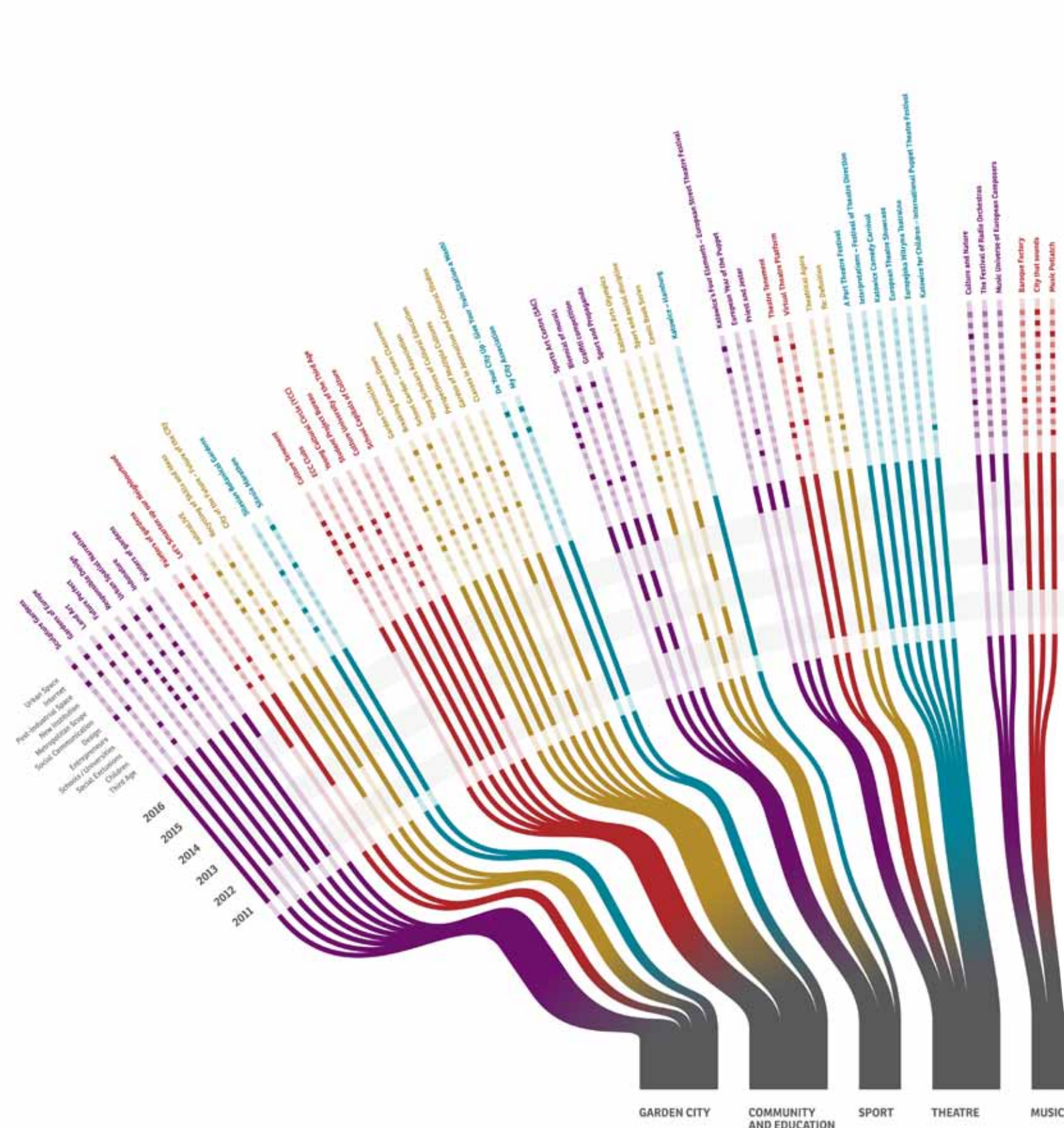
imagination of particular social groups and individuals. If a city lacks the latter element, it is in danger of decline, for its power surely resides in the imagination of its residents.

The *raison d'être* for Katowice's entry in the competition for the title of European Capital of Culture for 2016 is its attempt to change a previously existing state of affairs, not by breaking with the past, but rather by setting the city, along with its space and residents, in motion. As a candidate for this title, the city aims to do more than just reconcile itself to the standards of behaviour and action that have so far prevailed: that would cause the future to be created by force of habit, and such a future holds nothing new. This entry makes a statement: it says that having reflected carefully on its reality, and cherishing its traditions, the city aspires to a new perception of itself and, along with this, a new public discourse about what it will become. This is to be the overall direction of anything that happens in the city. Katowice, in opting to take part in the ECC 2016 programme, says: 'I am a city in motion'.

This motion, furthermore, is characterised by a thinking process that must pervade every sphere of our lives. Culture, which has its origins in critical reflection and engenders new ways of acting, changes reality. Hence this motion is, above all, the activity of artists and their innovative ideas. Supporting them is the city's duty not simply because it is their patron, but above all out of the conviction that creative work, understood in broad terms, is the best way to enhance the quality of life in the city. Being creative means having the urge to change one's surroundings and the chance to implement those changes in practice. In this respect the first step to success is a person's willingness to 'go out' and truly 'get involved' in city life.

What is at stake in this competition is the opening up of a great new field of opportunity for civic initiatives to be developed – initiatives that promise to transform the character of our city's public space. Likewise, this project is, in essence, a great invitation!

## II Platforms







# Garden City

## Patrick Blanc



*The Vertical Garden allows man to re-create a living system very similar to natural environments. It's a way to add nature to places where man once removed it. Thanks to botanical knowledge, it's possible to display natural-looking plant landscapes even though they are man-made.*

## Tomasz Konior



*Vitality and magnetism... An energy that takes on new forms and a new meaning every day... An extraordinary strength drawing people in... In short: a wonder of urbanization. From the point of view, of its ability to satisfy people's needs, this is the simplest way to describe the quality of this lively city space.*

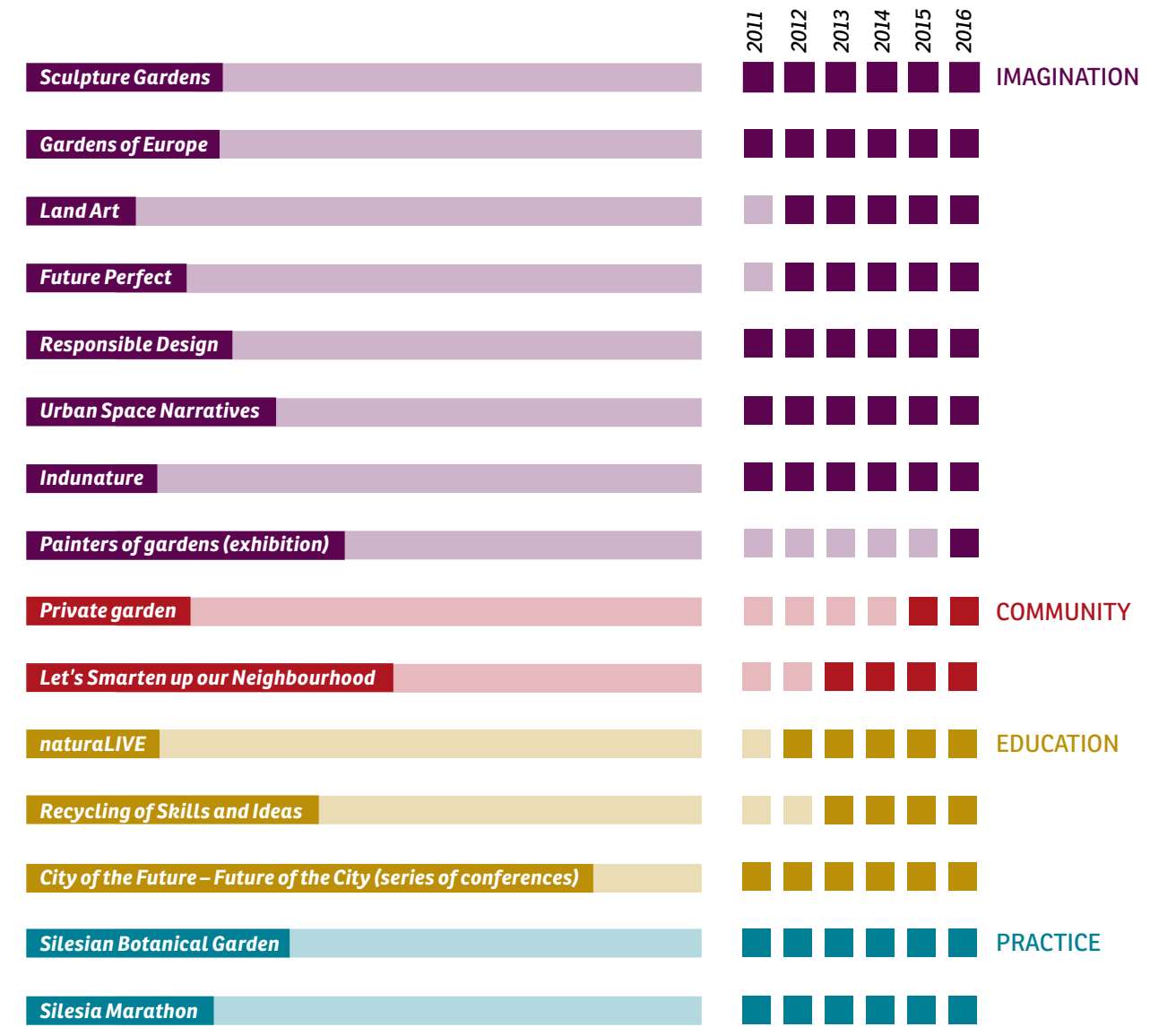
Katowice aims to interpret afresh the concept of the Garden City, embracing the concept of sustainable development – fundamental to European Union strategy – in place of the utopian formula of a 'return to nature'. The vision of the English scientist, Ebenezer Howard, is not only a proposal for a specific kind of spatial development but, above all, a source of inspiration for social transformation.

At the beginning of the 20<sup>th</sup> century, Katowice witnessed the emergence of the working-class Giszowiec district – a development that itself drew directly on the Garden City idea. The city was in the process of undergoing rapid social change, spurred by a transition to a modern metropolis and an industrial society.

Avant-garde modernist tower blocks of the 1930s found themselves standing next to the recreational areas known as Jordan gardens. Surviving to date, these garden complexes featuring pavilion buildings and sports grounds were the result of a carefully thought out synthesis of architecture and garden design. These were built with an educational focus and aimed at promoting a new lifestyle based on hygiene, health and physical training. Moreover, right in the city centre, only a few minutes from residential areas, playgrounds with paddling pools and sandy beaches were sited.

The modern concept of Katowice as a City of Gardens combines local traditions with a need to think boldly about the future. Culture is to be understood quite literally, as a space where 'cultivation' takes place: where the process of creating reality unfolds, together with a search for new models of how to live actively in ways that reflect a sense of social responsibility and a feeling of balance between nature and civilisation.

This is also a response to one of the most important issues facing Katowice today: namely, how to confront urban decay and the lack of user-friendly public spaces. Gardens will be designed as attractive elements of the fabric of the urban environment, as meeting places, spaces for cultivating human relations. A modern City of Gardens is certainly not a utopian idea. It draws on its own vigour and energy for action. In reality, though, for the residents of Katowice it will constitute a difficult but necessary challenge.



Neon sign on the central railway station building in Katowice | photo by Dominik Tokarski

# Sculpture Gardens

The planned new wave of artistic, social and educational projects aims both to remind the public of Katowice's own tradition of gardens and parks and to transform public spaces by creating new gardenlike phenomena. These new spaces will not only come to serve as spaces for social interaction and daily use: they will also be conducive to reflection and good-natured conversation.

The project involves the introduction of large-format artistic enterprises such as garden-type building facades, but also of 'filigree' garden ventures initiated by residents, who will be encouraged to design and plant mini-gardens in their own backyards, balconies, loggias and roofs.

Sculpture gardens will help to redefine the city's character, creating an attractive, frequently surprising, and open-ended space. These projects are a direct response to the challenges faced by Katowice today, caused by the deterioration of a large part of the city centre and with the lack of properly cultivated public space in the city.

The project's educational elements are also important. The idea of sculpture gardens seeks to distance itself from the traditional model of presenting art, which involves separating off everyday life from the sacred sphere of museums and gallery walls. The new entities to be created in the city space will be open to ongoing interaction and interpretation.

The City of Gardens concept shows the way forward with regard to the direction that the development of a European metropolis should take. Bearing in mind such contemporary phenomena as deurbanization and the tendency for lifestyles to shift towards a specific combination of urban and rural values, it proposes a method of organising space that reflects both newly emerging needs and a new approach to reality. The random exploitation of the environment – so powerfully symbolized in the locality by far-reaching mining damage and pollution – will be replaced by a harmonious mixture of multiple elements that promise to furnish a new face for the city, while at the same time assuming full responsibility for the environment.

Well known and distinguished artists, such as Richard Serra, Antony Gormley, Patrick Blanc, Anish Kapoor and Mirosław Bałka will be invited to contribute to the project.



*Cazador-del-Sol | Installation by Agata Norek and Rene Hildebrand 11-13 June 2010 | Sejmu Śląskiego Square, Katowice | photo by Agata Norek*

**PARTNERS**  
European Landscape Contractors Association / European Federation for Landscape Architecture / European Federation of Green Roof Associations / Our Earth Foundation / Foundation for Support of Ecological Initiatives

# Gardens of Europe

The city will be studded with a network of gardens referring to the most widely known examples from the history of European arts, such as Dutch, Italian and English gardens. The Katowice gardens will retain their historical identities, but will not be mere reflections of their famous precursors. They will be open to a dialogue with the existing space and the interpretations of the artists who create them. The goal is to revitalize the neglected parts of the city and create public spaces that will encourage local residents and tourists alike to spend time in the city centre. The project will also respond to educational needs. Each project will be accompanied by an information point, website and an audio-guide, including both historical information and interesting details about the gardens.

## Land Art

The list of neglected and often abandoned factory buildings and post-industrial areas in Upper Silesia that are awaiting revitalisation is almost endless. Its vast spaces are full of extremely interesting landscapes and architecture, which can provide perfect venues for large-scale artistic projects.

The programme anticipates the creation of works belonging to the so-called 'Land Art' movement. It will also give employment to residents of the districts in which projects are implemented.

One of the inspirations for this is a project by the French Land artist Jean Paul Ganeman, who will create a garden-artwork on the site of the dis-used Rozbark coal mine in Bytom, a town just a few kilometres from Katowice.

**PARTNERS**  
European Urban Landscape Partnership / Institute of Contemporary City

**PARTNERS**  
European Landscape Contractors Association / European Federation for Landscape Architecture / Alliance of Associations Polish Green Network

## PARTNERS

University of Silesia in Katowice / Academy of Fine Arts in Katowice / Silesian Culture and Recreation Park / Goldex Poldex (Cracow) / Creative Time (New York) / Cinema Rif (Tanger) / The Diggers (San Francisco)

# Future Perfect

This project involves research into the transformation of the mentality of Western societies under the influence of new ethical frameworks and new modes of organisation of the working culture. It refers to the new lifestyles emerging in opposition to the 20th-century model of work and play. The enterprise will consider such concepts as free time, the death of the working man, chilling out and the heritage of modernism.

The programme includes a number of events such as exhibitions, picnics, concerts, research projects, conferences and artistic residencies. In the celebration year there will be an exhibition of public projects summarizing the 6-year period of artistic endeavours and research. This will have a specialized character but will also become, through its character as a work of art inscribed into the sphere of leisure activities, a pleasant and involving experience for all elements of the general public. The project will involve artists, curators and researchers from various corners of Europe.

*Photo from the 'Silesian Park of Culture' album | published in 1960*

# Responsible Design

The goal of this project will be to promote environmentally friendly and socially aware solutions in various areas of design (industrial design, graphic design, information design, new media, etc.), as well as in the educational sphere.

The research programmes involved here will initiate cooperation between specialists from various areas of expertise, such as designers, IT specialists, engineers, architects, cultural theorists, etc., and support the flow of ideas and exchange of technology between academic centres, designers and industry. Responsible Design will serve as a forum for designers from Europe and other continents to share their experiences. The best works of European design will be presented at exhibitions.

Workshops and design activities in the city space will be an important element of the entire enterprise, leading to the implementation and publicizing of the best Responsible Design solutions.

The project will be carried out in collaboration with the Academy of Fine Arts in Katowice which, alongside the Silesian Castle of Art and Enterprise in Cieszyn, has the largest input into the development of design in Upper Silesia. Thanks to many other projects designed by the Katowice Academy of Fine Arts (such as 'Innovatory Design – the Locomotive of Silesian Economy. A Cooperation Network Between Academic and Business Circles' and 'Design Silesia', financed from EU funds) Katowice is fast becoming a major centre for European design. Systematic education and cooperation with manufacturers and business circles will bring benefits to local companies, which will then become more attractive to the European market which appreciates modern and innovatory solutions.

## *2nd International Conference on Responsibility in Graphic Design*

*In January 2010, top European designers met in Katowice's Rondo Sztuki Arts Centre to discuss the social responsibilities associated with their profession.*

## *Timetables for the Visually Impaired*

*Marcin Dębski, a student of the Academy of Fine Arts in Katowice, has received a grant from the Marshall of the Silesian Voivodship for the preparation of timetables for the visually impaired. In 2011, the ECC Office will coordinate the introduction of the timetables in Katowice.*

## PARTNERS

Academy of Fine Arts in Katowice / Silesian Castle of Art and Enterprise in Cieszyn / University of Silesia in Katowice / Karol Adamiecki University of Economics / Silesian University of Technology / The Society for Responsible Design

# Urban Space Narratives

The project involves series of annual workshops and events organised by the Katowice branch of the Association of Polish Architects. It is intended for students and graduates of architecture, sociology, cultural studies and selected artistic faculties. The participants will benefit from workshops led by Polish and foreign tutors and moderators (architects, designers, visual artists, sociologists, street workers, and others) in order to develop, in interdisciplinary teams, scenarios of revitalising Katowice's run-down districts.

Each year, a unique urban narrative of one of Katowice's districts will be created, the choice of the place being determined by the urban and architectural potential of particular part of the city. With the use of

mental maps, photographic documentation, sound recordings, and multimedia resources, the participants will create a dossier of the city's streets, defining their potential and problems. Apart from the milieu of architects, designers and sociologists, the residents of the districts will also be involved in the project. Civic interventions will assume the form of flash mobs, gala events, fairs, city games and happenings.

In 2016, a consolidated map of the city will be ready for use as an element of urban games and the city's homepage, among other applications. The maps will also facilitate analyses and development guidelines.



# Private Garden

Over 70% of all allotments in Poland belong to recipients of welfare benefits, retired people and manual workers. The aim of the project is to involve these groups in the city's efforts to be awarded the title of European Capital of Culture, and to use their experience in the promotion of an environmentally friendly lifestyle (e.g. a trend towards cultivating allotment gardens, slow food).

A series of competitions will be announced for people who cultivate their own gardens, whether in allotments, at their property, on balconies, terraces, roofs or in other spaces, and this will have a strong focus on social involvement and promotion of the new lifestyle. In broader terms the experience of wrestling creatively with one's most immediate spatial surroundings acquires a symbolic dimension, leading people to take responsibility for their natural environment.

**PARTNERS**

Polish Association of Owners of the garden plots / Association of Home Gardens / Monthly 'Gardens' / National Association of Artists' Gardens / Eurofound, the European Foundation for the Improvement of Living and Working Conditions

*Nikiszowiec Estate | Courtesy of Katowice City Hall*

**PARTNERS**

Upper Silesian Association of Property Managers / Association My City / OSEO – National Fund for Revitalization Territories



# Let's Smarten up Our Neighbourhood

This is a programme of public cooperation aimed at revitalizing the most neglected, post-industrial districts of the city. The residents, together with voluntary workers, representatives of local parishes, NGOs and businesses will prepare transformation plans for their own vicinities, keeping in mind the sources of available financing.

What is at stake here is not only the transformation of the city space, but an attempt to initiate changes in the way we think – to generate a new social dynamic that will enable even the most isolated districts of our city to identify with the Garden City idea.

The ECC Office will also seek cooperation with other European organisations, and with cities similar to Katowice that have experience in revitalising post-industrial spaces.

*Photo from the 'Ogrody Polskie. Varia Śląskie. Dom- droga istnienia' album | published by the City Art Gallery in Częstochowa 2010 | photo by Wojciech Prażmowski*



Nursery school children in Katowice painting sunflowers, the symbol of Katowice as a candidate for the title of European Capital of Culture | photo by Radosław Kaźmierczak

# naturaLIVE

**PARTNERS**

Silesian Botanical Garden / Upper Silesian Center for Nature Heritage / Our Earth Foundation / Foundation for Support of Ecological Initiatives

Climatic change is one of the major challenges that the world is facing today, with European countries particularly involved in searching for ways to tackle it. Environmental awareness fosters technological innovation, and translates into a need for change in people's lifestyles and everyday habits. Ecological thinking is reflected in the deurbanisation of cities, growing popularity of healthy food and ecological trends in architecture and design.

The naturaLIVE programme promotes active lifestyles and ecological awareness. It is directed at secondary-school and university students and comprises a number of events, such as workshops, competitions or picnics connected with the Clean Up the World campaign held during the World Day. In the next few years it is intended to focus on selected themes, such as cycling, ecological design, healthy food, etc. The project's website is an important element of the programme, fulfilling the role of an eco-information source and alternative city guide.

Shoemaker's workshop of Józef Machlerek | photo by Radosław Kaźmierczak



# Recycling of Skills and Ideas

A research and education programme, which will lead to the creation of a bilingual (Polish-English) Internet database of ideas and skills which have lost their relevance in the process of mass production of daily use items, but could be applied in the broader context of the shaping of post-industrial society.

Involving senior citizens, initiating inter-generation dialogue and passing on knowledge from generation to generation are the important aspects of the project. People who have been subject to exclusion because of their age or social status will, paradoxically, become sources of innovation.

The project addresses issues of innovation in the economy – local traditions and solutions become functional elements of the glocalisation

process, which is a creative response to the global mass production of standardised goods.

Thanks to the involvement of participants from all over Europe (e.g. partner universities of the Academy of Fine Arts in Katowice), the initiative will gain a symbolic dimension, revealing the interrelations and cultural diversity prevailing on the continent. The project also exhibits characteristics of ethnographic field research intended as a source of inspiration for European designers.

**PARTNERS**

Chamber of Crafts and Small and Medium Entrepreneurship in Katowice / Academy of Fine Arts in Katowice / FRES Foundation for the Development of Social Economy





Silesian Botanical Garden | photo by Radostaw Kaźmierczak

# Silesian Botanical Garden

The mission of the Botanical Garden is to protect and preserve the dying plant species of the Upper-Silesian region for future generations. The Garden boasts a number of collections, ranging from the dendrological, habitat-based, and decorative to herbal ones. The institution is also involved in environmental and nature-based education, instigating meetings directed at a variety of age groups. Classes and workshops for children and teenagers are held in interesting nature spots, where the 'nature stories' formula leaves room to move beyond theory and get involved with its practical applications. The Gardens also hold

various competitions and projects relating to nature conservation, and are a centre of scientific activity.

The Silesian Botanical Garden is supported by the cities of the Silesian Voivodeship, the University of Silesia, the Silesian University of Technology and the Polish Academy of Sciences.



Silesia Marathon 2010 | courtesy of the organiser

# Silesia Marathon

The Silesia Pro Active Foundation promotes physical culture and sport by organising marathons. The route of the first marathon passed through three towns – Katowice, Chorzów and Siemianowice Śląskie – with more than 1000 people taking part, including politicians, businessmen and scientists. The 2010 Silesia Marathon will be attended

by runners from all over Poland and from a number of European cities. The race will take runners through the streets of Katowice, and on marked routes in the Silesian Culture and Recreation Park, located in neighbouring Chorzów.



## Jerzy Buzek



*Europe needs symbols like Katowice – the capital of Silesia and the oldest industrial centre in this part of Europe, inhabited by over 4 million people of various backgrounds, customs, traditions, religions and – formerly – also languages. Thanks to COOPERATION, they live in harmony in this small corner of Europe. They symbolise unity in the diversity of European culture, as well as the unity of our continent.*

Jerzy Buzek | photo by P.Heckler | PHOTOPQR | LE REPUBLICAIN LORRAIN | FORUM

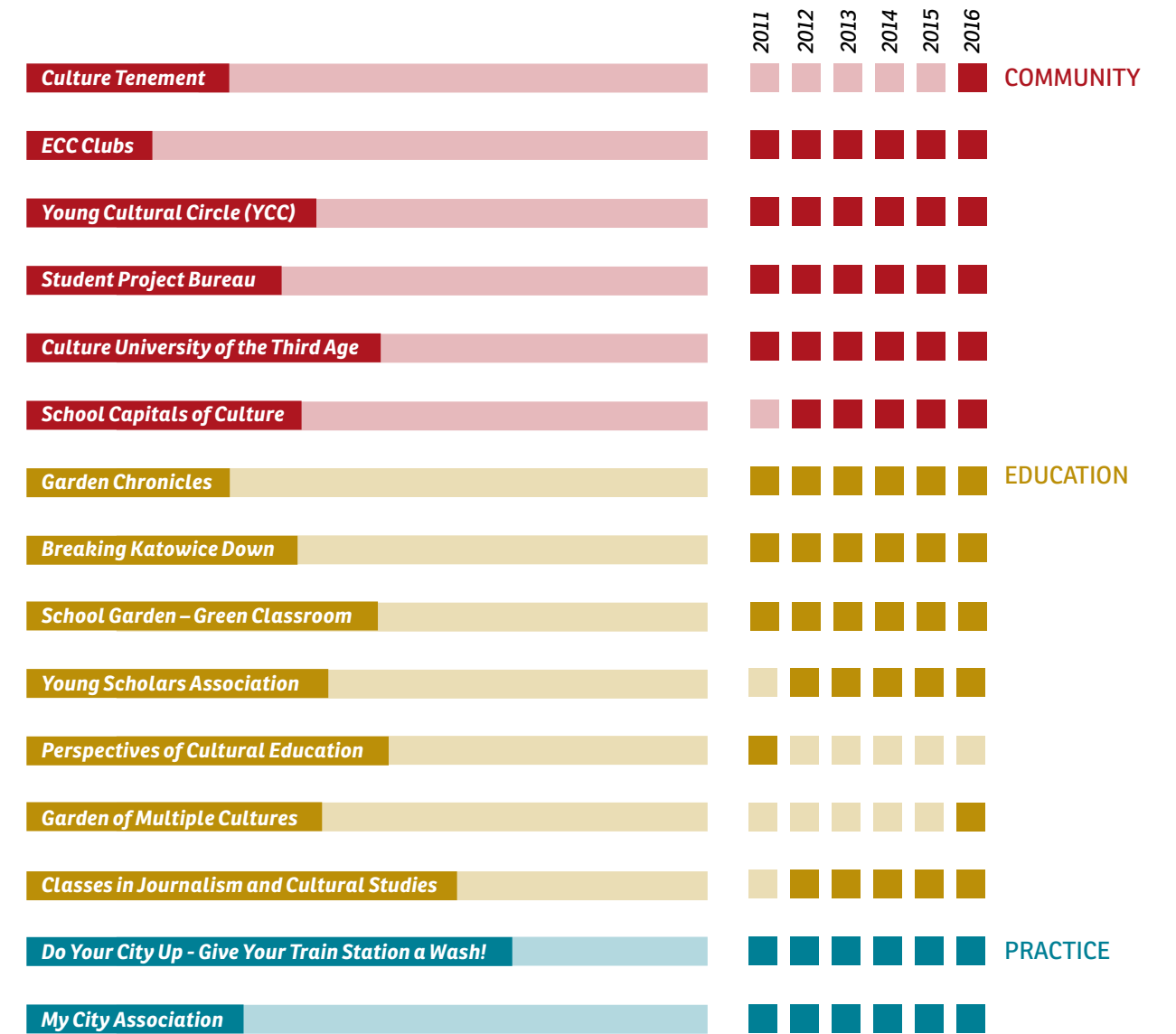
# Community and Education

Education must somehow keep up with a fast developing world. What a contemporary participant in culture needs above all is not so much information itself, as the skill of using, synthesising and interpreting it critically. Because of the unfolding process of globalisation, education must equip people with the skills they need to function properly in the knowledge society. Above all, however, it should enable them to participate intelligently and creatively in culture – in its urban, regional and international aspects.

This ECC project proposes various forms of cultural education, with a strong focus on forming competences that will enable people to move around freely in various areas of knowledge and social practice. Such skills can be acquired through involvement in both cultural life and, more specifically, in the shared process of its creation. A shift of attitude towards culture of this sort – from passive reception to creative engagement – promises to free up the currently dormant artistic potential of our city, forging a new relationship between its cultural heritage and its existence in the present. Culture interpreted this way is a living process in which we ourselves participate and for which we ourselves are responsible.

Cultural education aspires to moral and civic values. Its agenda extends beyond schools and the education of young people. It is an invitation issued to all ages and all social groups. Such activity brings with it the formation of identities – at regional, national and European levels. Such an identity need not be rooted in stereotypes or prejudice; instead, it may correspond in its very nature to both an individualistic and a communitarian sense of responsibility for one's surroundings. It aids citizens in the achievement of both dignity and tolerance in their lives. A community perceived in this way will not strive to coerce its members into uniformity, but will sensitize them to diversity, creating space for a genuine dialogue with others.

A conversation in which one attends carefully and respectfully to different views and attitudes amounts to a form of intercultural dialogue. Yet one must also keep in mind that the first words in this conversation are always to be uttered in front of one's own house.



Nursery school children in Katowice present their images of sunflowers, the symbol of Katowice as a candidate for the title of European Capital of Culture | photo by Radosław Kaźmiercza

# Culture Tenement

The Culture Tenement is a long-term programme of support for enterprises from the area of the so-called creative industries. It aims to guarantee space, assistance at the levels of both professional organisation and content, and favourable conditions for conducting business. Local entrepreneurs, city authorities and cultural institutions will be invited to cooperate with the Culture Tenement. Their collaboration will be an example of the contemporary synergy of business, science and culture – a synergy whose capacity to impact positively on the development of our city cannot be underestimated.

THE CULTURE TENEMENT WILL COMPRISE THE FOLLOWING ELEMENTS:

## Culture Incubators

**An incubator for entrepreneurship** at the level of small and medium-sized companies from the cultural and creative sectors.

**An incubator for NGOs** operating in the cultural and social sphere.

**Focused support from the Federation of Non-Governmental Organisations** for entities emerging in the cultural sector thanks to the support of the above-mentioned incubators.

**A coworking office** space aimed at making office and workshop space more widely available to people working in these areas.

**A Volunteer Centre** for the recruitment and training of volunteer workers wishing to work in the area of arts and culture.

**A Training Centre** for people working in culture and management.

The Culture Tenement will initiate and coordinate collaborations involving local organisations and their European partners. Contacts with other organisations working on similar programmes will facilitate wider integration of groups and institutions. Workshops and training sessions for culture workers will be organised on an exchange basis.

## PARTNERS

The Institute for Local Partnership and Cooperation (ILP&C) / Local Democracy Development Foundation – Centre for Local Government Training / Incubator for Social and Economic Initiatives under the Social Policy Department of the City of Katowice



*Dome of the Rondo Sztuki Art Gallery in Katowice | photo by Jerzy Nosek*

# ECC Clubs

These will operate across the Upper Silesian conurbation as sites for regular open meetings between people involved in implementing various ECC programmes and representatives of local communities. They will be a platform for debates about the ECC programme, its development and possible expansion, and for endeavouring to meet the need to include the requirements and expectations of residents of the region in the strategic planning and thinking processes.

Discussion panels will be accompanied by artistic events, workshops and lectures. The clubs will aim to support local initiatives and enable active inclusion within the ECC programme of all those who identify with it.

## PARTNERS

Kronika Gallery / Szyb Wilson Gallery in Katowice / Przedświt Club & Coffee House / Bona Fides: Mutual Aid Association / Association of Residents of Katowice / Association for Support of Social Initiatives Meritum / Association My City

# Young Cultural Circle

The YCC will bring together creative secondary school students from Katowice in order to create a forum for the exchange of ideas about the future of culture in the city and the region, and about the ECC programme itself. Thanks to their participation in the project young people will be able to develop their culture-creating competences and their knowledge of cultural studies. Apart from teaching individual skills, the programme will help young people to learn how to work in a team and develop their sense of solidarity.

The workshops, headed by artists, journalists, critics and cultural managers will enable those participating in the project to learn a unique set of skills and competences. Among the subject areas planned for these classes are journalism, the cultural market place, marketing and obtaining external sources of financing (writing applications, looking for sponsors). The final stages of each season will celebrate the presentation of ideas for the Young People's Garden of Culture. Evaluation of the projects will also take the form of a workshop activity, with students having to discuss the strong and weak points of each concept and assess its chances of success. The best ideas will obtain financial and content-related support, which will enable their implementation.

**PARTNERS**  
Education Board in Katowice / University of Silesia



Silesian Juvenalia 2009 | photo by Patrycja Wites

# Student Project Bureau

*We all remember being told as students that student culture is dead, and that it has died a natural death. Now the time has come for students to pick up the challenge posed by everyday existence. It is time for our students to group together and face up to the reality of the city they are a part of. Perhaps this will shake Katowice to its very foundations and – who knows – stir the rest of the world to radical action...*

The aim of this project is to support, implement and promote student culture in the area of new initiatives for the city at regional, national and international levels, involving both existing and new partnerships between universities. The bureau will offer assistance in the implementation of students' creative ideas (projects selected by competition will later on also be implemented), and with social integration amongst artists, enabling them to work together in the future, sharing their experiences, skills and knowledge. The project will be carried out by the ECC Office in cooperation with EGIDA, the University of Silesia's student radio station.

**PARTNERS**  
University Councils / University scientific societies / AIESEC Katowice / Erasmus Student Network in Katowice / European Students Forum AEGEE Katowice



Photo by Zofia Oslisto

# University of the Third Age Culture

The issues posed by our aging society constitute a challenge for the social policies of many European countries. It is important to make sure that the elderly receive appropriate healthcare and have good living conditions, but it is also important to take care of their cultural and intellectual needs. The aim of this project is to provide older citizens with the conditions necessary for living an active life, and to reassure them that, with all their skills and experience, they are still an important part of the knowledge society. The departments of the University of the Third Age operating on the premises of the University of Silesia will establish a number of artist-in-residence positions to make sure that their students continue to participate actively in culture regardless of age. A visiting professorship will also be established, to be offered to retired artists and lecturers whose own active approach may prove inspiring for others.

**PARTNERS**

University of Silesia in Katowice / Katowice Association for the Elderly, Disabled and Waiting Support OPOKA / Foundation for the Development of Social Economy



Allotment gardens | photo by M.W. Naturscy

# School Capitals of Culture

The project will enable cooperation between pupils from Katowice and other European Cities which have been or are seeking to become a European Capital of Culture. In the first few years, the programme will involve schools from Katowice and from Spanish cities competing for ECC 2016. The rivalry for the title of the School Capital of Culture will involve pupils, teachers and parents, who will put forward their own original programmes of celebrations. The two most interesting projects will obtain financial and content-related support. Pupils from the nominated schools will have an opportunity to meet with their peers from partner countries, which should lead to wider and more permanent cooperation in the future.

In subsequent years the project will invite schools from other countries to participate as well. The enterprise will be accompanied by workshops on the most important issues for the European community, such as ecology and multiculturalism. The international exchange of school pupils will create a network of contacts and thus engender wider and deeper cooperation between European regions.

**PARTNERS**

School & Education Inspectorate in Katowice / Regional Centre for European Information / Polish Forum of European Education PFEE

Children's Day 2010 | Courtesy of Katowice City Hall



**PARTNERS**

University of Silesia in Katowice / Association of Education for the Future / Katowice City Public Library

# Garden Chronicles

This is a project inspired by the Małgorzata Szejnert documentary 'Black Garden', a chronicle of Katowice's Giszowiec district. The original story about people living in a garden city brakes off in modern times. Within this project, new narratives based around the district and its residents will be created by the younger inhabitants of Giszowiec. Carried out together with Stowarzyszenie Giszowiec (The Giszowiec Association), it will make use of the journalistic and writing resources of young people, encouraging them to ask questions about the nature of regional identity in a multicultural Europe.



Giszowiec Estate | 2010 | photo by Marian Oslislo

# Breaking Katowice Down

This urban game will be directed at secondary-school students and older pupils, and is a way of becoming better acquainted with the Upper Silesian capital. The routes to be prepared within the projects will aim to trace the presence of Polish, German, Jewish and Czech cultures in Katowice's past, and will help build understanding of the impact of various historical phases (such as the period of the Upper Silesian autonomy prior to 1939, or that of communist rule) on the present appearance of the city. An independently active approach to the acquisition of knowledge will enable the project participants to observe and understand the significance of the various cultures involved in the transformations now taking place in Katowice.

Activities and projects of young people in the city space will be documented on an ongoing basis, with some episodes of the game presented in the form of a multimedia show, available for viewing on the project's website.

**PARTNERS**

Silesian Science-Fiction Club / Collective Partyzant / The Association 'Genius Loci – The Spirit of the Place'





# School Garden – Green Classroom

The plan is to develop school playgrounds in a new and unconventional way – as sites for encountering art. School Gardens will come to serve as both experimental parks and open-air galleries where sculptures and pictures made from stone, sand, cones, etc., can be exhibited, and installations constructed. These gardens will contain wide range of references to European culture and nature (Alpine greenery, miniatures of well-known buildings, Miro-style graffiti), while teachers will be able to use these spaces as open-air classrooms for teaching subjects such as geography, history, maths or natural science.

In 2016 we envisage celebrations based around these school gardens: a festival of outdoor children's art. Exhibitions, performances and other events taking place in the gardens will further involve parents with their children's schools.

The School Garden project will initiate social debate on the subject of the transformation of school and nursery spaces in Katowice. Some of the financing for the programme will come from the 'Schools for Joy' programme run by the Ministry of Education.

**PARTNERS**

School & Education Inspectorate in Katowice / Ecological Foundation 'Silesia' / Our Earth Foundation

*Children's Day 2010 | Courtesy of Katowice City Hall*

# Young Scholars Association

**PARTNERS**

University of Silesia in Katowice / School & Education Inspectorate in Katowice / Foundation for the Development of the Education System / Association of Education for the Future

This is a programme addressed to finalists and winners of various subject-based academic competitions. Teenagers will be placed under the supervision of academics, where they will have the opportunity to expand their knowledge and develop their passions, as well as present the results of their work. These activities will serve as an equivalent of interdepartmental studies in the natural sciences or humanities at university level.

YSA Members will receive special grants for this purpose.



Ateneum Theatre puppets in 3 Maja Street in Katowice | photo by Radosław Kaźmierczak

# Perspectives on Cultural Education

Conference / Workshops / Good Practice

A conference in 2011, organized in cooperation with the academic sector, the Education for the Future Association and the Katowice Education Board, will be combined with workshops and presentations of good practice. The subject area will be cultural education, viewed from the perspective of the actual needs created by the presence in the school curriculum of issues and problems connected with knowledge of culture, art, regional education, European education, and so on. It is hoped that the conference will provide pedagogues with the tools they need if they are to construct new teaching programmes for the various levels of education (primary, middle and secondary school).

The programme will assist with the teaching of culture-related areas of subject specialisation, which are already present in a few schools in regions cooperating with the 'Education for the Future' Association.

**PARTNERS**

University of Silesia in Katowice / Polish Society for Cultural Studies / School & Education Inspectorate in Katowice



Photo by Zofia Oslislo

# Multicultural Garden

This international conference and series of workshops will take place in 2016. The discussions and panel sessions will be attended by students and teachers from a range of European countries. These meetings will mostly tackle broadly defined problems of cultural education, with the emphasis on tasks for teachers, cultural workers and local and national authorities.

Cultural education in Europe has various traditions and interpretations. Independently of the place or teaching methods, it is aimed at preparing young people for social life based on tolerance and respect for diversity. The expectations and problems of the residents of various European

countries differ, and this is why it is necessary to discuss these issues. The Multicultural Garden event will offer a place for establishing contacts, for a free flow of thoughts, and for an exchange of experiences.

**PARTNERS**

Association of Education for the Future / Polish Society for Cultural Studies / School & Education Inspectorate in Katowice / Cultural Education Forum / Creativity, Culture and Education



Give Your Train Station a Wash! event in Ligota - a district of Katowice, 24 April 2010 | photo by Przemysław Pyre

# Do Your City Up

## Give Your Train Station a Wash!

The campaign is a part of a larger initiative, Do Your City Up!, aimed at bringing about a change in attitude – in ways of thinking about and seeing public space. On 24 April 2010, Katowice's residents met at the railway station in the Ligota district. Cleaning the walls of the station took them two hours but the main railway hall seemed to have regained its former glory. The next campaign, 'Let's Rid the City of Unnecessary Advertising', will focus on the public removal of the

posters and advertising that cover various buildings in the centre of Katowice. These have been initiated by students of architecture whose aim is to begin a public debate about responsibility for urban spaces. These young people also have many additional ideas for new campaigns.



# My City Association

Breakfast at Spodek Arena | An event by My City Association | courtesy of My City Association

The aim of this association is the development and presentation of the potential of both Katowice itself and the entire surrounding conurbation. The project initiated by the My City organization has involved local authorities, business circles, the media and the local community.

The association has organised such initiatives as: The Centre is All the Rage, where alongside a cultural programme they have put forward proposals for the reorganisation and integration of the night-time transport network, or Neonize Katowice. Members of the association meet regularly for breakfast to pool their ideas.



# Sport

## Jan Furtok



*I was born in Katowice and... I still live here. I can't imagine it to be different. When I went to Germany as a football player, even at the moment of signing the contract I knew we would come back to Katowice. I'm glad my city is changing. And though I know there's still a long way to go. Here is where I feel best.*

## Stanisław Krzesiński



*I've been living in Katowice for over 40 years now and I don't regret having come here. It was actually the best decision I could have made then. I live among my friends, I feel good here and have no bad feelings connected with it at all. This is my world. Silesia has changed a lot and it's not just a working-class region any more. But people are still friendly, sincere and genuine.*

Katowice, as a young and dynamic industrial city, has always been a centre for sports. Its community has always lived with the need for continuous development and with the ideal of progress constantly in mind. These values have found spectacular expression in the sporting rivalries that have always played, and still play, a significant role in the life of the region as a whole. The Upper Silesian Industrial Region, like many other industrialised areas of Europe, has evolved into a nexus for sport.

Upper Silesians are known for their success in football, hockey, boxing and track and field events. Sport has become an integral part of the ethos of both the city and the region – a fact confirmed by the location in the region of national sports facilities such as the Silesian Stadium, situated on the Chorzów-Katowice border (the largest football arena in Poland), and Katowice's multi-purpose arena complex, known as Spodek (the Saucer) thanks to its original shape.

In spite of political transformations and changes to the financing of professional sport, Upper Silesia has the highest concentration of football and hockey clubs in Poland. Foreign sports introduced more recently into Poland, such as American football or curling, are also now pursued to a high level. Constructing a new identity for the city and the region involves giving a great deal of consideration to the cultural heritage connected with sport.

A stadium, just like a garden, can be a place of repose, away from the struggle of daily life, as well as a meeting place where a real sense of community spirit is born. But it can also be a space for social discipline and control, where the behaviour and attitudes considered desirable by social elites are encouraged. The case of Upper Silesia illustrates this. The borderland character of the region has meant that sport has been perceived as an important instrument of national awareness. In this local context the widely acknowledged relationship between sport and patriotism has assumed a special dimension.

Some of the clubs functioning today were founded back in the times of Polish-German confrontation after World War I. Their involvement in that conflict often manifested itself in the clubs' names and colours. Well known players, potential role models, were required to clearly identify themselves in terms of national categories. The propaganda aspect of these events and the tendency towards social discipline were further intensified in the times of National Socialism and communism.

The attempts to subdue and control those involved in sporting events were never entirely successful. Transgressing boundaries has always been, and still is, an inseparable element of sporting life. Sometimes, perhaps, it was taken literally, as was the case with the sportsmen who fled

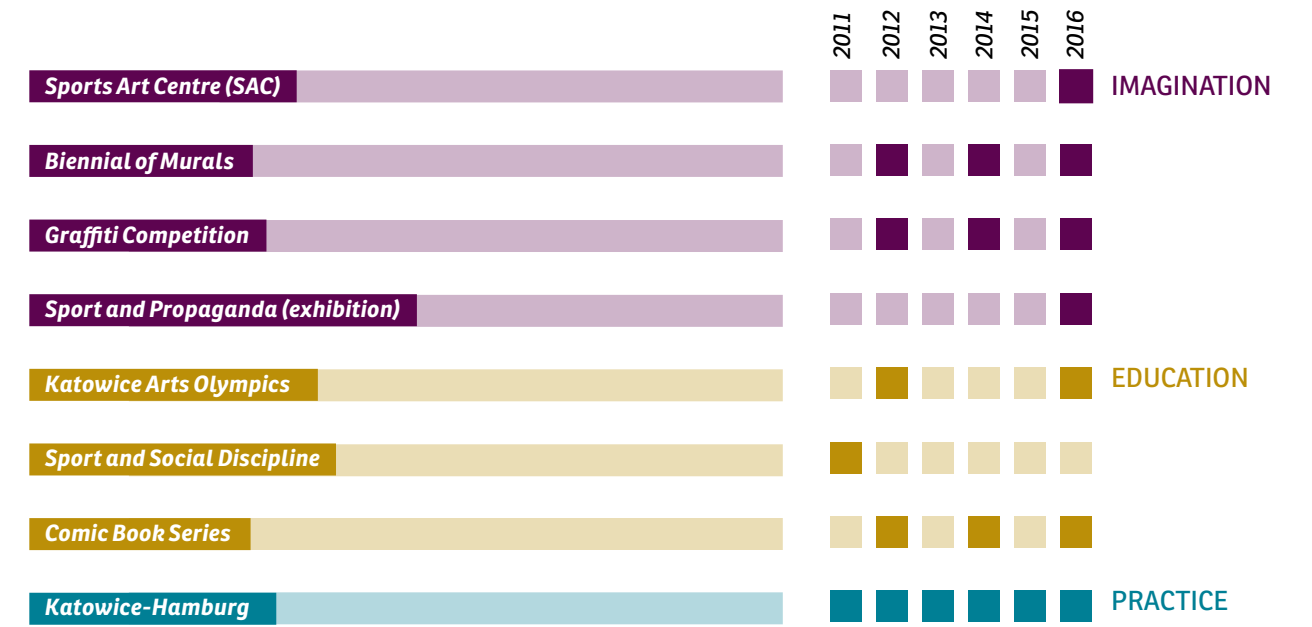


to the West in the times of the People's Republic of Poland. This phenomenon has certainly more than one dimension. Supporters' manifestations of aversion to authority, the demonstration of ethnic separation before and after 1989, the famous footballer Ernest Wilimiowski's (1916–1997) appearance in both Polish and German national football teams – these are only a few examples of cracks in the social control system.

Sport can itself become a 'wild garden' – something manifested in the freedom of expression of those participating in sporting events, which has grown enormously in the last few decades. Some of these phenomena border on street art events, but are also expressed through behaviour perceived to be dangerous, with the consequence that the social milieu of sports fans has come to be regarded, at least in part, as something to be excluded from mainstream society.

This programme's starting point is a process of reflection on the boundaries between control and rebellion – reflections that identify as an ideal the achievement of a socially based balance between discipline and freedom. Achieving this consensus is possible only with the active involvement of the participants of sporting events themselves, and with interaction between the authorities and society, as well as between various other social groups. The social milieu that until now has tended to be viewed as destructive will also be explored, with a view to unlocking its culture-generating potential. Fans participating in sporting events, insofar as they find themselves channelled into a sort of national ritual, usually accept their roles uncritically. Upper Silesia, thanks to its specific character as a cultural borderland that has suffered the pressures of both totalitarian systems followed by rapid economic transformation, perhaps enables these things to be seen for what they really are in a more sharply focused way than elsewhere. European sports fans can therefore find a reflection of their own identity here, in Upper Silesia.

Photo by Radosław Kaźmierczak



Sports mural | photo by Radosław Kaźmierczak

# Sports Art Centre

The SAC is intended to be a centre for the exhibition of contemporary sporting artefacts, using educationally-oriented new media and speaking to its visitors through its cutting-edge character. Part of the centre's activities will be focused on researching and documenting the history of sport and its propaganda functions, revealing the manipulation mechanisms that participants in sports events have been subjected to. It is with this goal in mind that various visual materials will be gathered, such as films, historical newsreel, TV and radio archives, posters and photographs and personal accounts.

Disseminating knowledge about both history and current issues relating to physical culture will also prove to be an essential part of the centre's work. The existence of the centre will contribute to the growth of interest in art by building a network of references to both traditional and contemporary facets of sport. The centre will support the programmes of resident artists, scientists, and sports managers.

The SAC will become an essential element of the city's identity – one that will be both new and rooted in the past – and an essential ingredient in the construction of its modern image. Thanks to this project, Katowice will become home to an innovative European-scale centre for reflection on the many aspects of sporting life.



Sports mural | photo by Radosław Kaźmierczak

**PARTNERS**

The Jerzy Kukuczka Academy of Physical Education / Polish Scientific Society of Physical Culture

# Biennial of Murals and Graffiti

The walls of Katowice will become a meeting space for artists and football fans alike. Silesia will invite artists from all over Europe, including those from traditional football centres, and from regions where sport and ethno-politics have been successfully combined, such as the Ruhr, Manchester, Bilbao and Barcelona. The graffiti competition will be attended by sports fans from the European partnership cities. Part of the project will be focused on organised workshops for football fans, and a competition for the most attractive context for a football match. The competition documentation will be displayed in the Sports Art Centre. The involvement of football fans in the project will help to counter their social exclusion while creating a forum for self-expression. Various phenomena of the street-art kind, so far regarded as acts of vandalism, will come to enhance the appeal of public spaces. The need for rivalry inherent in supporters' groups will be addressed on an artistic or para-artistic plane.



Sports mural | photo by Radosław Kaźmierczak

**PARTNERS**

Association of Sports Fun of Mining Hockey Club Katowice: Sports Club 1964 / Graffiti-Dortmund Graffiti Community / Street Art & Graffiti photo community



# Katowice Arts Olympics

It is on the 100th anniversary of the first Arts and Literature Olympics that young people from all over Europe will compete for medals in all areas of the Arts, from lyrical poetry to photography and film. The best works will be presented at post-competition exhibitions in various prestigious galleries across the city, and the winners will take part in workshops run by professional artists. The project will contribute to establishing contacts with talented young people from various countries. Subsequent editions of the competition will be held in Olympic years.

**PARTNERS**

Contemporary Art Gallery BWA in Katowice / Youth Palace in Katowice / ISCA International Sport and Culture Association



Sports mural | photo by Radostaw Kaźmierczak

# Sport and Social Discipline

This international conference of sport historians, sociologists, propaganda theorists and media experts will discuss two aspects of sport: the first part will focus retrospectively on analysis of the relationship between sport and social discipline, while the second will direct us prospectively towards specific solutions for the city and the region – ones that will help to utilise the resources of sports fans' groups. A discussion of the relationship between sport and ethno-politics will be an essential aspect of the conference.

Partners: The University of Silesia, the Academy of Physical Training, the Katowice Education Board.

**PARTNERS**

University of Silesia in Katowice / The Jerzy Kukuczka Academy of Physical Education

**PARTNERS**

The Comics' Freaks Guild / Ars Cameralis Silesiae Superioris / History Museum of the City Katowice / the Silesian Museum / Upper Silesian Museum in Bytom

# Comic Book Series

Some of the most interesting episodes from the history of sport in Katowice will be reconstructed in comic-book form. A newly created comic, Falcons and Turners, will chart both the founding and the subsequent activities of German and Polish gymnastic associations in Katowice at the turn of the 19th and 20th centuries. The Relay comic story will tell the German, Polish and Jewish history of the swimmers from the Katowice and Warsaw clubs who took part in the Polish relay race at the 1936 Berlin Olympics. The Wilimowski comic book will remind us of the life story of one of the best footballers in the world in the first half of the 20th century, on the 100th anniversary of his birth: Ernest Wilimowski was a sportsman of great talent with a dramatic story, who represented both Poland and Germany in their national football teams.

The plots of the comic-book stories will form an interesting contribution to discussions about the potential of sport as a forum for intercultural dialogue.



## Krystian Lupa



*Silesia, with its ethnically Slavic, Polish character, is a border area within which the Germanic and Polish cultures merge into one another by osmosis. This blend is now taking on a new dimension. The most common values have a different meaning in Silesia. People here think and feel differently... Undoubtedly, this is what, to a large extent, influenced my personal choices, including those related to theatre and literature.... It seems to me that my relation to Silesia made me treat others the way I do and know precisely what it is that I want to find in them. It may be a subconscious thing, but it does not make much difference*

## Grzegorz Jarzyna



*I have learnt that to be a stranger is by no means a flaw or a disgrace. I started to ponder on how to establish relationships and stand my ground. I gained self-confidence and broke down barriers. Now I know that the more aware I am of my otherness and the more pride I take in it, the more respect I get from others. This is what I learned in Silesia.*

Krystian Lupa | photo by Eugeniusz Helbert | FORUM  
Grzegorz Jarzyna | photo by Piotr Malecki | FORUM

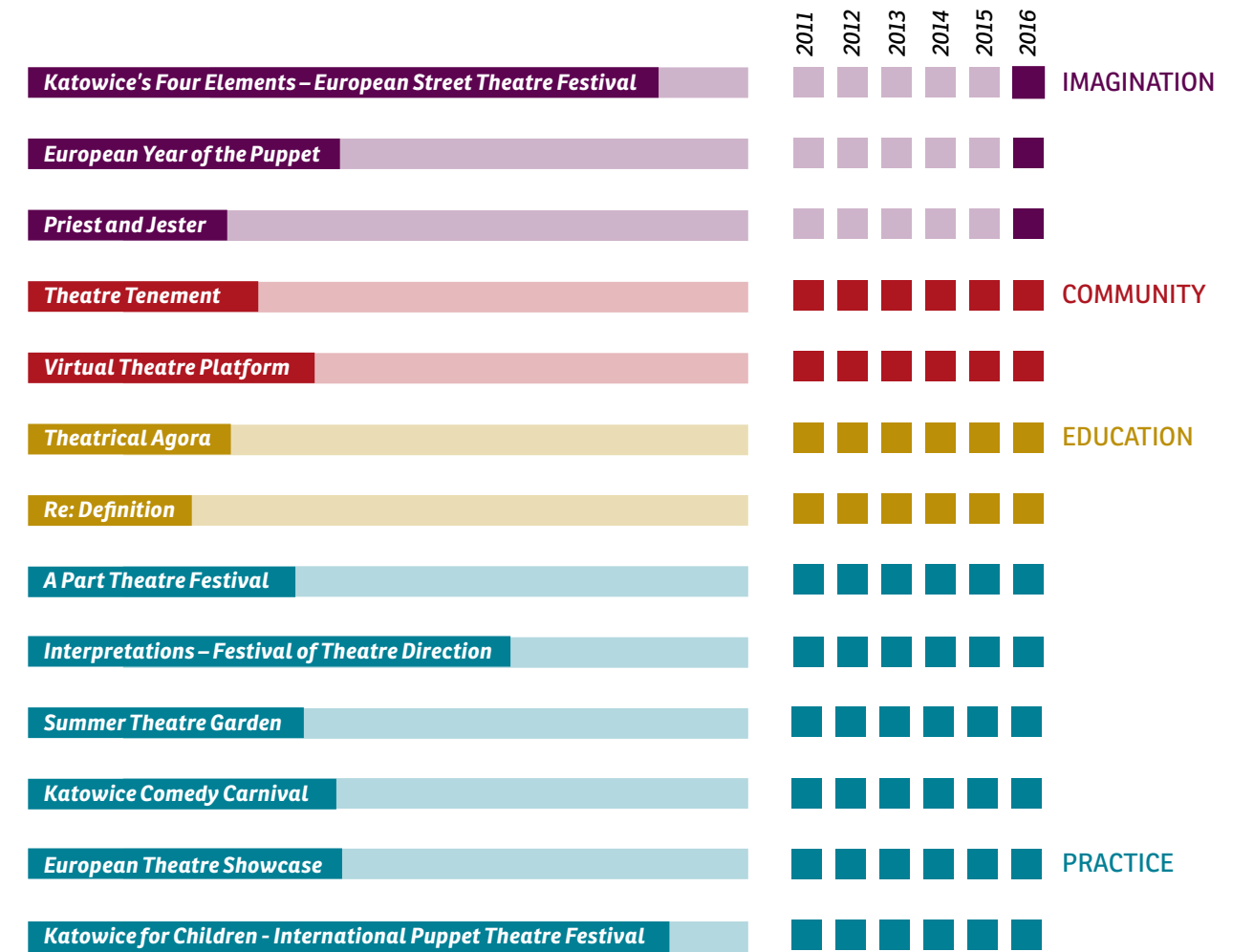
# Theatre

In the celebration year of the project the entire city will become a theatre stage. Outdoor events held in the city will dissolve the division between audience and performers. Theatre will invigorate the city's dormant areas, awaken the spirit of fun, and directly address the community's roots. Katowice's residents and guests from Europe will become active co-creators of theatre events.

The ECC theatre education projects aim to transform people's thinking and attitudes: they will stimulate both creative and intellectual processes, and focus on changing preconceptions about theatre as an inaccessible and elitist space. An important element of the programme will be the creation of positive conditions for cooperation between cultural animators and the creators of school theatre (whose role as part of a larger theatrical culture deserves to be properly acknowledged), and for the development of bottom-up educational and pedagogical programmes.

The history and mythology of certain city tenement blocks will serve as the background for the creation of a new stage script, and for the preparation of a unique show that will involve the whole local community. Workshops in endangered spaces will motivate the people who occupy them, thus serving as a form of therapy aimed at instilling and enhancing social and civic competences. The participants and subjects of all such theatrical events will include children, teenagers and adults.

Theatre events held in the city space will be accompanied by a multilingual Virtual Theatre Platform. This innovative project is meant to enable online evaluation of theatrical phenomena, but will also involve educational and creative activities undertaken online under various dramatic forms. The universal language of theatre, and the general access to creative tools offered by the new media, will combine to make possible the creation of a space for collaboration between theatre artists from all over the world.



AteneumTheatre puppets in 3 Maja Street in Katowice | photo by Radostaw Kaźmierczak

# Katowice's Four Elements

## European Street Theatre Festival

This project centres around an international festival of street and outdoor theatre, whose performances will draw on ideas associated with the concept of the Four Elements. The thought behind the festival is to open up a space for performances within the urban structure of the city itself, to be inspired by its elements, and thus arrive at a new theatrical quality.

The elements which, in various proportions, impact on the complexity of social and cultural life in Katowice are as follows:

**Fire** – stands for the vital energy of the city, being related to its industrial history. The city, centred around the smelting industry, has mastered fire in the service of man. Fire also stands for social problems in the city: its troublespots, that can flare up.

**Earth** – a symbol of life, homeland and security. It stands for being grounded in tradition and a certain way of living. Coal was an invaluable gift of the earth to the city. Work in coalmines affected Katowice's daily life, the city's traditions and legends.

**Water** – the cleansing element, a symbol of the changes the city is going through, with its industrial history gradually giving way to a new order.

**Air** – a symbol of spirituality and infinity, signifying the rising cultural and aesthetic aspirations of the city. This is the force that connects Katowice with the region and the entire country – the guarantor of their unity.

The Four Elements explain the transformations taking place in the city, so it seems right that the theatrical ensembles invited to the festival should present performances inspired by them. These will be staged in areas of Katowice that are of special significance, which will in turn facilitate the involvement of the city's residents in the theatrical performances themselves.

### PARTNERS

Theatre Association A PART / The Theatre of Four Elements / Antagon TheaterAKTion (Germany) / Theatre Due Mondì (Italy)



9th Summer Theatre Garden | An outdoor performance of Tesoro Archipelago Circo Teatro, featuring a Cuban acrobat group, 06 July 2007 | Old Central Railway Station Hall in Katowice | fot. Agnieszka Astaszow

## Year of the Puppet

This project for a European 'Year of the Puppet' will comprise two year-round programmes: an educational puppet-based projects held at schools and nurseries, and an international festival based on the previous experience of organising puppetry events in Bielsko Biala and Katowice. These events will be intended to have the momentum and format of street-market shows.

The related events that will take place in various educational centres will be preceded by a cycle of workshops and meetings for teachers, presenting European experiences of the use of puppets in pedagogical work. The second line of festival activities will transform the city into a diverse and vibrant street-market event, through its references to the European tradition of occasional and travelling theatres. The streets will be filled with a multiplicity of European Punches, Pierrots and Petrushkas.

### PARTNERS

Union Internationale de la Marionnette / POLUMINA: Polish branch of International Puppetry Union (UNIMA) / Silesian Puppet and Actor Theatre, 'Ateneum' / BaniaLuka Puppet Theatre in Bielsko-Biala / Jan Dorman Children Theatre in Będzin The Worldwide Friends of Punch and Judy / The British Puppet and Model Theatre Guild / Verband Deutsche Puppentheater e.V.

## Priest and Jester

The Katowice Comedy Garden will be an original festival that expands on the achievements of two existing events, the Katowice Comedy Carnival and the Summer Theatre Garden. The proposed formula for the Priest and Jester International Festival will be the combining of high and low senses of humour – the sacred and the profane. The festival's historical perspective will provide an excellent background for the presentation of a range of theatrical styles and influences. Apart from Shakespeare's plays (with the important role played there by the figure of the jester), the festival will also present Moliere's comedy of character, plays whose conventions draw on the precedent of ancient Greek and Roman farce, and Dürrenmatt's acerbically witty plays. The Priest and Jester International Festival will comprise both indoor and outdoor events.

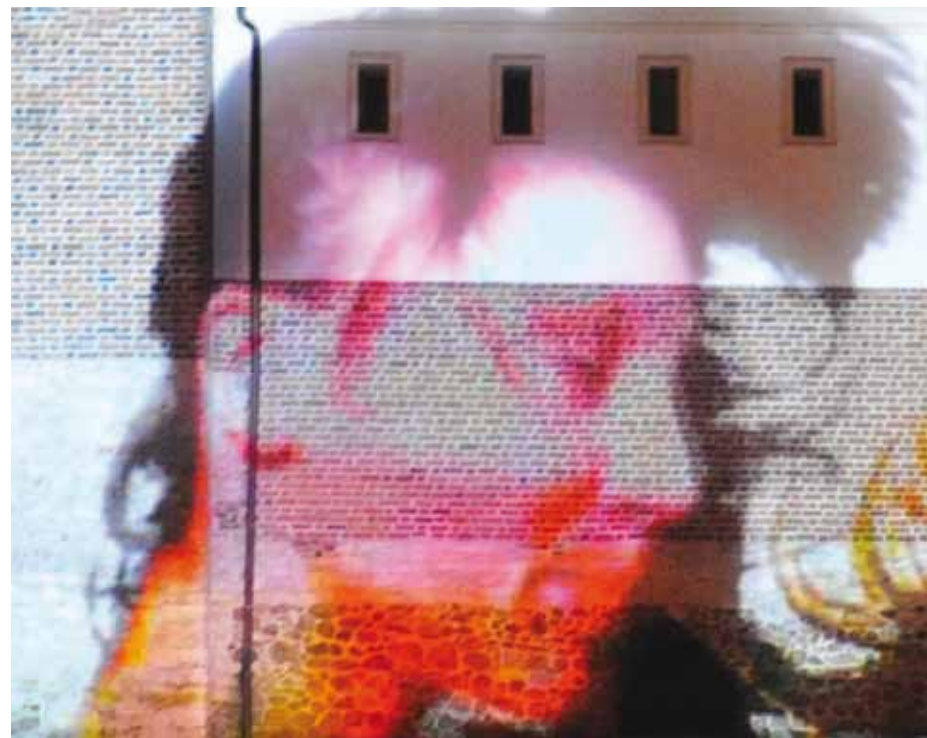
### PARTNERS

Korez Theatre / Silesian Theatre / Entertainment Theatre in Chorzow / Pantakin from VeniceTheatre / Oskaras Korsunovas' Theatre

# Theatre Tenement

In 2016, four outdoor performances will be created using multimedia and the city's built environment. It is an unquestionable advantage of these large-scale theatre productions that their form, combining tradition with modernity, will mobilise the city's residents (who will perform in the shows together with professional actors), while at the same time increasing their interest in the city's historic buildings. Town houses and tenements whose local history or mythology links them to historic figures such as Hans Bellmer, Konrad Swinarski, Zbigniew Cybulski, Ernest Wilimowski and Maria Goepert-Meyer are to be considered as potential stages.

Four buildings will be chosen in 2011, in an Internet vote, and together with their residents they will become characters in the shows. Their dramatised stories will be created by four directors, assisted by young people also involved in the project. From 2012 to 2015 a series of workshops for young people will be led by dramatists, historians and cultural experts. These meetings will equip young researchers with the skills necessary to competently gather and interpret documents of various kinds, such as personal testimonies, letters, and iconography involving the history of the selected sites. The outcome of the students' work will be the creation of preliminary scripts for the shows. The young people participating in the workshops will experience the lessons of live history while sharing in the co-creation of a theatrical production, giving them the opportunity to acquire a unique set of skills.



*Gliwice Art Night | Mapping of a building performed by the New Media Department of the Academy of Fine Arts, Katowice 2010 | A piece of work on the castle facade in Gliwice | by Katarzyna Jędrońska | Courtesy of the ASP New Media Atelier Archive*

**PARTNERS**

University of Silesia in Katowice / Association My City / Companionship of the Katowice City Friends / History Museum of the City Katowice

# Virtual Theatre Platform

This project envisages the creation of an Internet site which will integrate education and creativity as these relate to the phenomenon of on-line virtual theatre. Its task is not only to present and archive various innovative theatrical initiatives but, above all, to promote bottom-up initiatives and create an international network of cooperation between people involved in what has come to be known as Internet dramaturgy.

The project platform will consist of the following modules:

**Diagnosis**

A conference summarising the state of research into theatre on the Internet will establish contacts with individuals and institutions involved in theatre dramaturgy and proceed to work out a detailed programme of activities for the project platform.

**Theatre and media education**

Training, workshops and online courses will be organised, initiating cooperation in all stages of education and involving schools, educational centres and cultural institutions in responsible use of the Internet with a view to creating Internet networks and online communities.

**Creation**

The organisation of reviews, competitions and workshops will contribute to the creation of new works and to the search for a new language of theatre, promoting the creative tools of online theatre in the process.

**Integration and cooperation**

Initiating a social media module for editing the platform, sharing creativity, creating theme-based groups and establishing contacts will help to build a cooperative network involving theatres and cultural centres across Europe and the world.

**Documentation and archiving**

Registration and digitalisation of theatre activities on the internet will involve establishing cooperation with theatres and cultural centres, supporting the development of competences for the exchange of experience and the enhancement of existing competences in documenting artistic output.

**Presentation and promotion**

This will involve the promotion of bottom-up theatre and other phenomena relating to Internet dramaturgy.

**Analysis and research**

This will consist of gathering together statistics and analysis pertaining to theatre on the Internet, initiating research and academic conferences, and publishing academic works and reports.

**PARTNERS**

University of Silesia in Katowice / Zbigniew Raszewski Theatrical Institute in Warsaw / Theatre Development Foundation 'NEW WAVE'

# Theatrical Agora

This project focuses on attempting to redefine school theatre and find a modern format for discussions about theatrical and paratheatrical education. The Internet is the 21<sup>st</sup> century agora, a space for conversations and contacts. The opportunities that it provides will be used in order to build a space for the exchange of theatrical experiences among teachers, theatre lovers and theatrical practitioners. The forum for the debate about school theatre will inspire creative discussion and initiate workshop meetings and exchanges. What has, until now, been a rather localized phenomenon will be transformed with the aid of inter-school theatre festivals. The Internet will help theatre enthusiasts to make contacts and find partners for their stage activities. The final event, planned for 2016, will be the International School Theatre Festival, in a competition format, where Internet users' votes will determine which theatrical projects qualify for the festival. Apart from presenting competition performances, the festival will also play host to workshops and be rounded off with an outdoor happening – a performance in Katowice's city space.

**PARTNERS**  
 School & Education Inspectorate in Katowice / University of Silesia in Katowice /  
 Regional Centre of Culture in Katowice / Batory Theatre Festival

Children's Day 2010 | Courtesy of Katowice City Hall



# Re: Definition

The programme in question comprises a series of activities aimed at revitalising the city's endangered areas with the aid of theatrical events. Postindustrial spaces and art will be brought into mutual relations with one another, and decaying areas revived, by making use of their spatial and acoustic potential in theatrical and paratheatrical performances. Residents of problematic areas of the city will participate in the process of their re-definition. Performances, multimedia projections, radio plays and a series of workshops (dramas, dance theatre, pantomime) will be addressed to various age groups. They will be aimed at transforming the perception of marginalised districts and at altering the attitudes of their residents towards theatre. Paratheatrical campaigns designed to stimulate local communities and initiate interest in the neglected areas will be employed to consolidate communities and counteract social exclusion.

**PARTNERS**  
 University of Silesia in Katowice / Regional Centre of Culture / Artistic Association  
 Grodzki Theatre in Bielsko-Biała



# Interpretations

This festival, which is a review of the shows staged by Poland's most talented young theatre directors, has been organised in Katowice since 1998. The festival format, under the patronage of Konrad Swinarski, includes borderline phenomena, controversial subject areas and original interpretations of reality. Swinarski's entire life was torn between Poland and Germany, Poland and Europe, Poland and the rest of the world, so he used to say that he was happiest on airplanes, which is to say... nowhere. It seems that in spite of the fact that the *Interpretations* are held in the heart of Silesia – a very specific place – they tell the tale of everyone and everything, without any attention being paid to boundaries: the festival is everywhere and nowhere at the same time. The main award, 'Konrad's Laurel', has so far been awarded to Anna Augustynowicz, Grzegorz Jarzyna and Jan Klata.

Organiser: Katowice Centre of Culture

*A Part International Theatre Festival, 'Femina v.2' performance, 14 June 2007 | The sports grounds of the University of Silesia in Katowice | photo by Luca d'Agostino*

## A Part

This is an international review of the most interesting artistic phenomena in fringe, non-verbal, experimental and alternative forms of theatre, which takes place in Katowice and other towns of the region. Performances vary widely in character and style, with audiences often actively involved. Streets, squares, backyards and post-industrial spaces metamorphose into performance areas. During the fifteen editions that have taken place so far, the festival has hosted some of the leading innovative Polish and European theatres, such as: Ache, Betontanc, Cacahuete, Derevo, Farma v Jeskyni, Scena Plastyczna KUL, Senza Tempo, Teatr Ósmego Dnia, TheaterLabor Bielefeld, Titanick.

Organiser: A Part Theatrical Association



*9th Summer Theatre Garden | The cloisters of the Katowice Culture Centre | photo by Radosław Kaźmierczak*

# Summer Theatre Garden

A cyclical event organised in Katowice, created out of the need to revive the city in the summertime, when repertory theatres are closed. Every weekend in July and August Silesian audiences are invited to light-hearted yet artistically worthwhile performances, often with leading figures from the worlds of theatre and entertainment. Over the years the event has also been accompanied by various non-theatrical artistic events, such as vernissages, workshops for children and concerts of, for example, Klezmer and Flamenco music. In 2010 the organisers exceeded the festival's usual agenda, including an outdoor circus performance.

Organisers: Korez Theatre and Katowice Centre of Culture



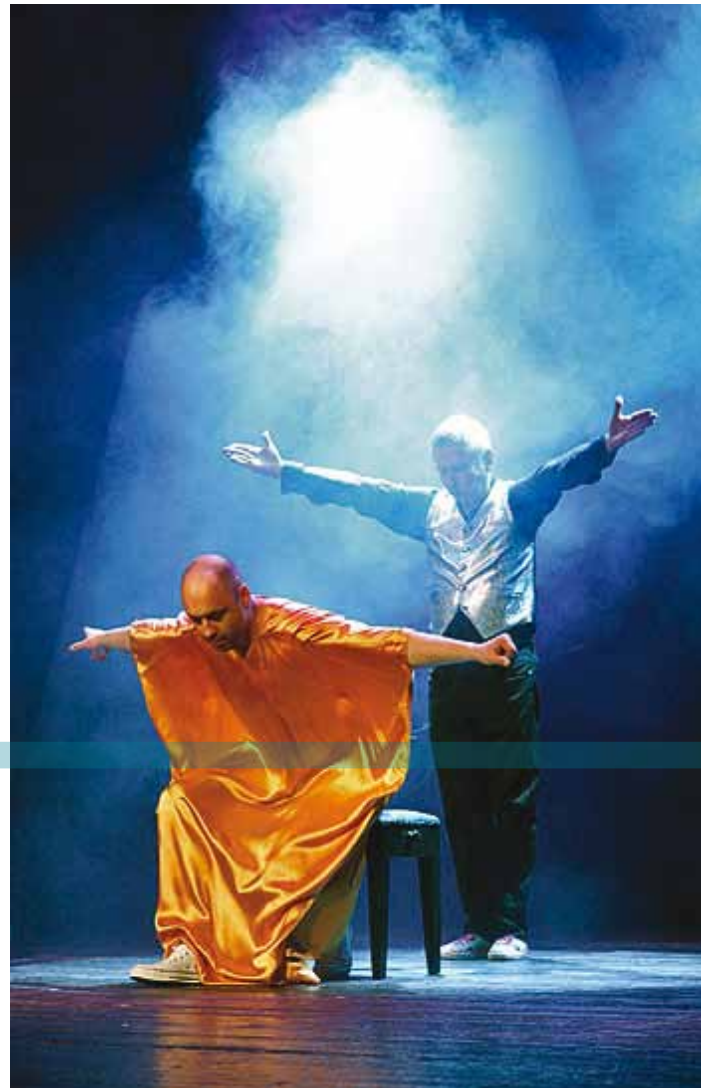
'Hipnoza' performance, Krzysztof M. – Polonia Theatre, Warsaw | 29 January 2010 | St. Wypiański Silesian Theatre | photo by Agnieszka Astaszow

# Katowice Comedy Carnival

A theatrical festival organised since 2008 in Katowice, the Katowice Comedy Carnival usually takes place in the middle of January on the stages of the Korez Theatre and Silesian Theatre. The festival is an excellent theatrical interlude in the carnival as it is designed above all to make its audiences laugh. Masters of stage humour have now entertained the Silesian audience for three years, while competing for the audience award. The festival offers a light-hearted and enjoyable counterbalance to the monotony of winter days in the city.

These carnival theatrical meetings already enjoy growing popularity, attracting crowds of people looking for winter entertainment.

Organisers: Korez Theatre, Silesian Theatre



A theatrical review planned for 2010-2016, based on exchanges between Katowice's Teatr Śląski (Silesian Theatre) and other European centres. Among those invited to participate will be members of Giorgio Strehler's Union of the Theatres of Europe. It is the aim of the showcase to promote supranational cultural and artistic values, and to support cooperation between theatres. In the first season of the platform, which took place under the title 'Central Europe', the city's stages played host to the Hungarian Theatre from Romania and Petra Bezruč from the Czech Republic.

Organiser: Silesian Theatre

Organised since 2002, the festival presents the most interesting achievements in children's theatre. Those festival performances which through their conventions and techniques develop children's imaginations and provoke their creative thinking, are surely of special value. This is why Katowice, for the duration of the festival, is transformed into a magical place where a heroic scarecrow can be created out of a common piece of wood, or a beautiful princess, patiently awaiting her saviour, out of a few colourful rags. Katowice becomes a city open to puppeteers from all over the world, and the universal language of subject-oriented theatre unites not only the performing guests but also generations of theatre audiences.

Organisers: Atheneum Silesian Puppet and Actor Theatre

# European Theatre Showcase

# Katowice for Children



## Wojciech Kilar



*There is something in the air here. My pieces are not meant to impress my colleagues or shock the audience. They serve a more serious purpose. Indeed, the responsibility for the others rests with me, as well as the obligation to become a better person.*

## David Harrington (Kronos Quartet)



*The opportunity to play all three [Górecki] quartets at one time and place, in Poland and, particularly, in Henryk's home town, was too wonderful not to take advantage of [...] this is a really special moment in our careers and, also, in the whole history of string quartets.*

# Music

Although music is one of the most universal forms of communication and expression, many kinds of music only function in the awareness of narrow groups of listeners. The stimulation of Katowice's musical life, combined with the preparation of an attractive educational programme, will contribute to more active listening, collective music making and concert organisation. All these initiatives will culminate in collaborations with European musicians.

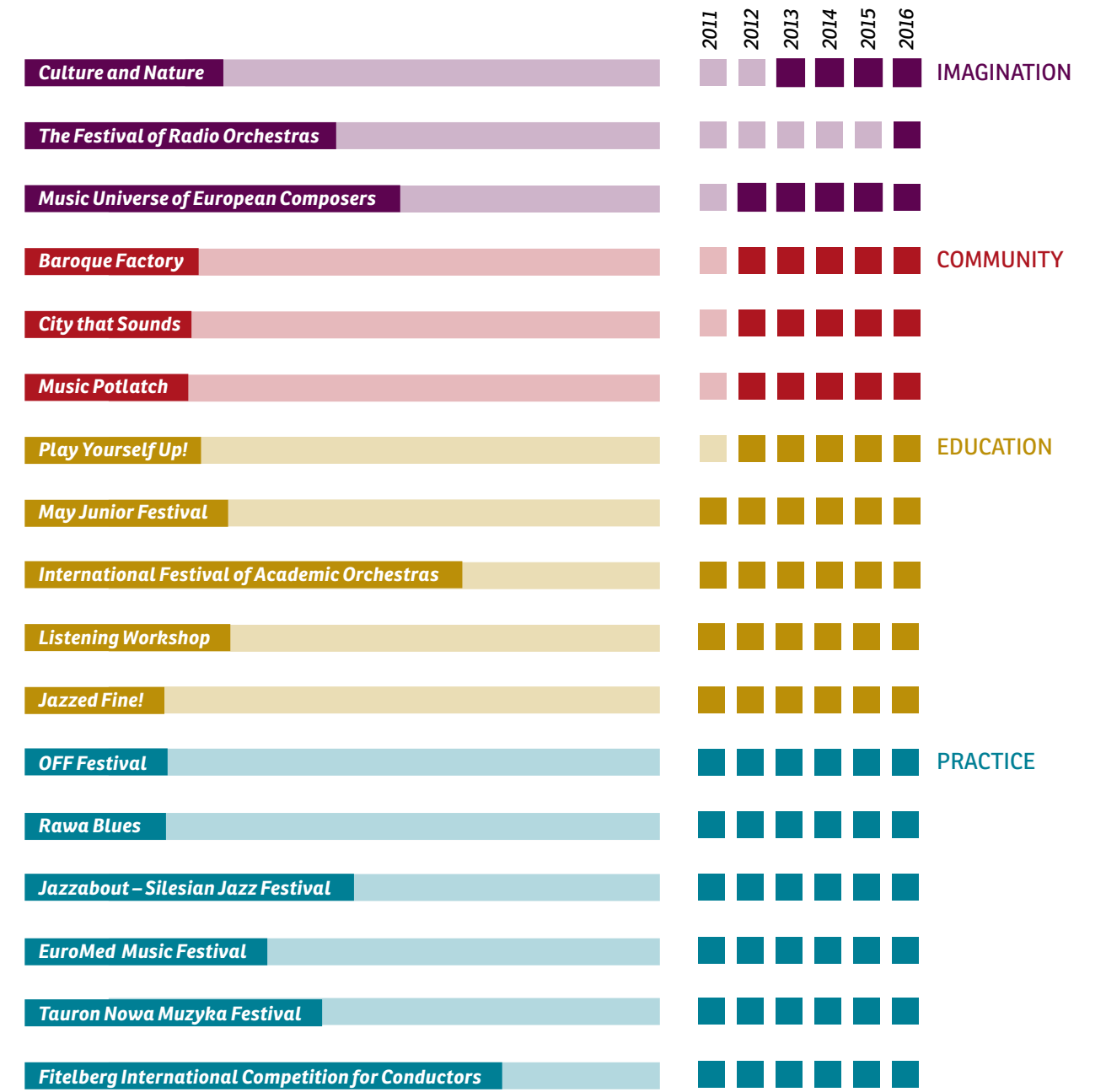
The Silesian school of composers, with its leading world-famous artists Wojciech Kilar and Henryk Mikołaj Górecki, has been an inspiration for creative developments that continue unabated. Katowice is also a dynamic centre for jazz, rock, blues, alternative and electronic music. This stylistically varied, multi-generational musical milieu ensures a lively flow of ideas and an ongoing artistic dialogue.

A number of important institutions, such as music schools, the Karol Szymanowski Academy of Music and two symphony orchestras – the National Polish Radio Symphony Orchestra and the Silesian Philharmonic Orchestra – are based in the capital of Silesia. Amongst the city's flagship ensembles are the Silesian Quartet, which has established a place among the elite of national and international chamber music ensembles, and the vocal ensemble Camerata Silesia, famous for its highly polished and stylish performances of both early music and contemporary music. Extensive investment in, amongst other things, a new home for the National Polish Radio Symphony Orchestra and the upgraded Silesian Philharmonic Hall have helped raise the profile of Katowice as a centre for musical culture.

The impact of music should be expanded to reach into new spaces, including post-industrial areas, attracting hitherto marginalised audiences. Our project, when completed, will have permanent consequences, mobilising cooperation between artists, institutions and the city itself, as well as between artists and the recipients of their work. The global character of the programme aims to draw on the traditions and accomplishments of Katowice itself and on cooperative ventures with European partners.

Wojciech Kilar | photo by Tomasz Jodtowski

Henryk Mikołaj Górecki and the Kronos Quartet after the performance at the Upper Silesian Culture Centre, Katowice | 10 November 2007 | 16th Ars Cameralis Festival | photo by Agnieszka Psiuk



3rd Ars Naif Festival | Art Fair - Nikisz Art | The Brass Band of the Wieczorek Coal Mine | photo by Radosław Kaźmierczak

# Culture and Nature

This project is aimed at creating an interdisciplinary festival entirely dedicated to relations between nature and culture, with classical music leading the way. The starting point of the programme will be the idea that there can be 'no nature without culture'.

The dynamic transformations taking place in Katowice, the main centre of the most industrialised region of Poland, are still underway. The domination of heavy industry is gradually fading away, not only in terms of the local landscape and economy but, above all, in terms of the social structure. The empty spaces that have outlived this seemingly permanent element that for decades had laid claim to the city and its space once again ask to be filled. The degradation of the ecosystem through large-scale heavy industry has impressed itself so deeply on the fabric of the city as to now make it an absolute priority to start thinking in terms of sustainable development of culture and nature (i.e. the concept of the City of Gardens). The traditionally strong nature-culture opposition has been transformed into a coexistence of nature and culture – not the industrialised, exploiting relation between them of the past, but one that furthers the ecological agenda, harmonising

nature with civilisation. Culture is treated as a continuum and partnership with nature: it is, in Cicero's words, *cultura animi* (cultivation of the soul/mind).

The festival proposed here will be the first event of this type in the region, combining culture and nature on an intellectual level (classical music) and on a material one (in the form of what might be called 'philharmonics of the environment' – places never used for classical music events before). The project will be divided into two editions: the Spring Gardens and the Autumn Gardens. The festival programme will comprise a historically and stylistically broad range of classical music genres – together with the interpretation of music as a form of harmony, the co-sounding of nature and culture (music of nature, nature of music). The locations of these events (outdoor concerts and shows) will be places hitherto absent from the cultural calendar: places that will become separate micro-centres of the cultural ecosystem. Concerts taking place in housing estates excluded until now from this type of event will help to engender new audiences within local communities.

'Cityscapes' series 2009 | photo by Jerzy Nosek

#### PARTNERS

The Karol Szymanowski Academy of Music in Katowice / Institute for Ecology of Industrial Areas / European Institute of Ecology in Katowice

# Baroque Factory

The focus of this project is Baroque improvisation, and the project's aim is to create the first professional Baroque ensemble in Katowice, comprising both Polish and foreign students, who will play on original period instruments. The Baroque Factory will become a bold dialogue with musical tradition. For the musicians who have been invited to participate in the project, the organisers envisage special grants.

Katowice will become a centre for workshops dealing with the reinterpretation of Baroque compositions by young musicians of varied cultural identity and musical experience. Musicians invited to the project, after first attending workshop sessions with artists such as those from the British ensemble Red Priest (dubbed the Rolling Stones of early music), will themselves work on contemporary, original interpretations of early music. Such ensembles, having worked through the stages of the project, will then perform concerts in Katowice on a mobile stage platform (BAROQUE in MOTION), turning the city itself into a new concert hall and thus breaking with the hermetic environment of the traditional philharmonic to create a new environment for listeners.

The last stage of the project envisages the creation of a permanent ensemble and the recording of an album which would become a Europe-wide sonic Europostcard for Katowice. Apart from such workshops, the organisers have also planned a cycle of workshops and laboratories for young musical journalists (secondary school and university students), who would practice writing about music while documenting the work of the Baroque Factory on a Polish-English blog.

#### PARTNERS

Red Priest Ensemble (USA) / The Mozarteum University in Salzburg / Schola Cantorum Basiliensis / The Karol Szymanowski Academy of Music in Katowice / University of Silesia in Katowice



Ludwik Coal Mine | photo by Marian Ostliso

# City That Sounds

The City that Sounds project is an invitation to the city's residents to work together with professional musicians to co-create a database of city sounds (the Katowice Virtual Acoustic Museum). The project draws inspiration from the composition titled Bridge Music by the American composer Joseph Bertolozzi, who used the New York Roosevelt Bridge as an instrument. It anticipates the creation of an Internet platform, onto which city residents will upload all sorts of sounds originating in Katowice – both the sounds of a specific place and those made with the use of, for example, constructional elements of a building, bridge, etc. The sounds gathered in this way will be used by professional composers, such as Joseph Bertolozzi and other artists from Europe, and amateurs who will compose three-minute long compositions. Some will be selected to be played in various representative places amongst Katowice's districts, and in the city centre. The organisers will also invite the most active users to take part in composition workshops (e-learning).

#### PARTNERS

The Karol Szymanowski Academy of Music in Katowice / Academy of Fine Arts in Katowice / University of Silesia in Katowice / Polish Radio Katowice SA / eMedia Group

# Music Potlatch

This has the aim of achieving a reactivation and popularisation of the idea of a movement centred around amateur music making. Playing instruments and singing together is not only therapeutic but also an active way of spending one's leisure time – one which contributes to the formation of new local communities.

The richness of the Silesian choral and brass-band traditions, if it is to be sustained and developed, calls for a new perspective: the kind of thinking that does not restrict itself to local dimensions. Hence the reference to the oldest form of material and intellectual cultural exchange – the tribal Potlatch ceremony. The project will take the form of a series of annual workshops and concerts by local, national, foreign and Polonia ensembles, for example from Katowice's partner cities. The city's public space will become a meeting place, a place for dialogue between various musical traditions. At the same time, with the support of existing musical ensembles, new musical initiatives will be created, not only bringing together the residents of the same district, parish or workplace but communities based on new categories. This amateur music making movement will also involve groups subject to social exclusion because of their age or social status, such as homeless people and prison inmates. The programme will culminate in a cycle of concerts given by all the beneficiaries, performing various compositions created especially for the project.

#### PARTNERS

The Karol Szymanowski Academy of Music in Katowice / Polish Union of Choirs and Orchestras Silesian Branch / Municipal Social Welfare Centre / Remand Centre in Katowice

2nd International Academic Bands Festival, Academic Band of the Lviv National Musical Academy | 17.03.2010 | Karol Szymanowski Academy of Music in Katowice | photo by Zbigniew Sawicz



# Play Yourself Up

## Academic Orchestras

This project recalls the 'El Sistema' initiative of world-class artist Jose Antonio Breu, who has helped children and youth from slums to escape social exclusion.

The Katowice project will invite students from music schools, and a group of amateurs from excluded communities, as beneficiaries. Two types of bands will be created, as children and teenagers will be offered instruments and artistic guidance by students of the Academy of Music. Every year participants of the project will take part in international musical workshops, rounded off by shared concerts in various city spaces. In the final stages the groups will meet at the new premises of NOSPR (The National Polish Radio Symphony Orchestra).

The aim of this project is to integrate young musicians from academic orchestras. The festival will have an exceptional format, as a platform for exchange of experiences between artists at the onset of their professional career (supporting creativity), but also as a common, open public presentation of great works of music in the uniquely spontaneous interpretations of young orchestras (reinterpretation of tradition). The festive character of these meetings will lend support to collaboration between young musicians and will inspire subsequent artistic projects. Apart from these musical encounters, the festival's agenda also includes a proposal for industry-related tourism directed towards visiting musicians – the project's partners – who will then return to their own countries and will begin to challenge stereotypical perceptions of Katowice and Upper Silesia.

**PARTNERS**

Polish National Radio Symphony Orchestra Katowice / The Karol Szymanowski Academy of Music in Katowice

**PARTNERS**

The Karol Szymanowski Academy of Music in Katowice / Partner universities

# Listening Workshop

## Jazzed Fine!

This innovative project, addressed to children and teenagers who, until now, have been excluded from participation in musical culture, aims to popularise the creative reception of classical music in school spaces (with installations of multimedia objects) and in virtual space (with an e-learning platform).

Out of the 50 film podcasts/lectures on 50 compositions of classical music made available the e-learning platform pupils will choose 10. Then through a virtual poll they will create a 'NON-classical playlist'. (Pupils will be treated not as passive recipients of culture, but as co-creators of a cultural project, with equal rights to its use). In the next stage a SOUND BOOTH – a designer multimedia object – will be created, which will play the 10 selected pieces. Pupils will be able to use the booth whenever they want, organising personal microconcerts in between lessons. The SOUND BOOTH is a pioneering project that will bring classical compositions right into the spaces of our schools.

**PARTNERS**

School & Education Inspectorate in Katowice / The Karol Szymanowski Academy of Music in Katowice / Academy of Fine Arts in Katowice

In the era of multimedia, young people are in contact with various musical genres which come and go so quickly that sometimes they are barely noticed, failing even to receive a mention in the history of music. Jazz is a widely recognised genre, but unfortunately many young people think that it is incomprehensible and not worth listening to.

The target group of these workshop classes led by professional jazz musicians will be primary-school pupils from Forms 4 to 6. The chief aim is to stimulate their musical sensibility and educate future audiences, as musically aware listeners. For many pupils this will be their first contact with jazz or live music of any sort.

**PARTNERS**

The Karol Szymanowski Academy of Music in Katowice / School & Education Inspectorate in Katowice



## OFF Festival

This is the most important alternative music festival in Poland, dedicated to the most interesting world trends. It was born in Mysłowice, the home town of the festival's director and leader of the band Myslovitz. The 2010 edition of the festival was moved to Katowice.

In 2006, the first OFF promoted the idea of volunteer work and was very well received by its audience. The high attendance figures (10 thousand

people) encouraged the organisers to make the festival into an annual event. This year's edition lasted for four days, with 5 outdoor stages hosting around 90 artists from Poland, European countries and the USA. The organisers of the OFF Festival also prepared a number of extra attractions, including music cinema shows and music production workshops.

Organiser: Fundacja Independent (*Independent Foundation*)

*OFF Festival Katowice 2010 | Flaming Lips performance | photo by Radosław Kaźmierczak*





Rawa Blues Festival | Courtesy of Katowice City Hall

The concerts of the third edition of the EuroMed Music Festival took place in June 2010, in three cities of Eastern and Central Europe: Budapest, Belgrade and Katowice. The festival is a response to the problems of contemporary multicultural societies. It is a meeting place for artists who represent different traditions, styles and musical genres. The workshops and performances enabled the artists to swap experiences, and the audiences became acquainted with the diversity and richness of various musical cultures. The festival is not only of artistic but also of political significance, as it is an important stage in the renewal of contacts between Israeli and Arab artists.

Organizator: Ars Cameralis Silesiae Superioris

The oldest and most important blues festival in Poland, one of the most widely recognised in Europe, and the largest indoor event of its type in the world. In 2010, the 30th edition of Rawa Blues will take place in the Katowice 'Spodek' arena. Every year the festival attracts thousands of blues fans from all over Europe. At the beginning of its existence, in 1980, it mostly presented Polish bands. The following decade, saw performances of American stars always those performing in Poland for the first time, such as Koko Taylor and Junior Wells. Thanks to the festival and its initiator, Irek Dudek, Katowice has long been considered the capital of Polish blues. The musical genre is enjoying a revival all over Poland, with around 70 festivals held annually, featuring 200 bands. For many of those blues initiatives, Rawa Blues has been and still is an inspiration.

Organiser: The Rawa Blues Festival office

## EuroMed

## Rawa Blues



Tauron Nowa Muzyka Festival | 28-20 August 2009 | Premises of the former Katowice Coal Mine | Courtesy of the organiser.

This is an event that hosts both promising debuts and distinguished stars: a platform for presenting musical phenomena bordering on avant-garde, electronics, jazz and dance music. The festival is organised at the very heart of Silesia, in the postindustrial ruins of the Katowice Coal Mine.

In the last five years Tauron has grown from a small event organised by a group of enthusiasts into one of the most important summer

music events in Poland. This is partly thanks to Internet users, whose opinions have helped to promote the festival and establish its positive reputation.

Among the supporting events of this year's edition are photography workshops, film shows and a tourist escapade organised around the theme of 'Alternatiff Turistic'.

Organisers: More Music Agency

## Tauron New Music



Inaugurated in 1979, by 1983 it was already included in the Geneva World Federation of International Music Competitions. In the autumn of 2012, the 9th Grzegorz Fitelberg International Competition for Conductors will take place within the renovated and extended premises of the Silesian Philharmonic in Katowice. It is, after the Warsaw and Poznań competitions, the most important international performance competition in Poland. 209 conductors from 43 countries around the world were eager to participate in the previous edition of the competition. The winner was the American conductor, Eugene Tzigane. The chairman of the 2012 competition will be the world famous conductor and director of the Warsaw National Philharmonic, Professor Antoni Wit.

Organisers: Silesian Philharmonic in Katowice, The Music Foundation of the Grzegorz Fitelberg International Competition for Conductors, Music Foundation

# The Grzegorz Fitelberg International Competition for Conductors



3.0 MEGAPIXELS

KINO

MEMORY STICK DUO  
PRO

## Carlos Saura



*Everyone in their own garden (of imagination) is able to create a unique world, starting from the plainest garden and ending with the most unusual film.*

## Lech Majewski



*There is this dream that I have from to time. Everything is black, extremely dim and soot-covered. A sort of a dark-grey space. And then a group of girls wearing First Communion dresses passes in a column. This is such a Silesian dream...*

Carlos Saura | photo by Radosław Kaźmierczak  
Lech Majewski | photo by Eugeniusz Helbert | FORUM

# Cinema

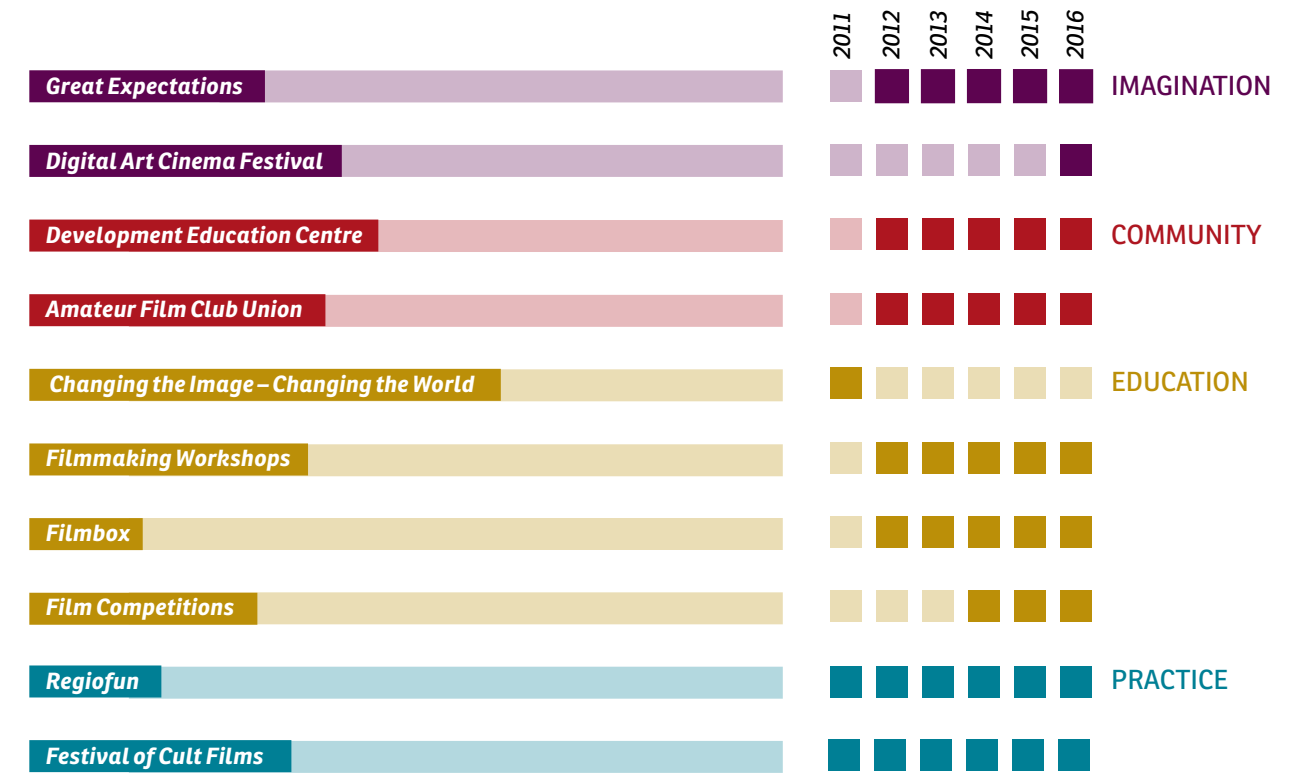
The dynamic process of urban development to which Katowice has been subject has always tended to favour the development of an audiovisual culture. The ethos of the city itself, with its stress on mass-mechanisation, has proved a natural environment for innovation. At the same time, contemporary image-creation tools are encouraging a transformation of the viewer into a creatively active player in film culture itself, while the universal language of film is without a doubt conducive to consolidating communities. We believe that the realisation of our ECC programme promises to once again turn film into something that can transform reality.

Katowice's film scene was dominated by mass culture in the past. Many years of politically motivated popularisation of entertainment for hard-working people have meant that it is by no means easy now to fulfil the true potential of cinema.

Our ECC programme will consider both the role and the wide-reaching character of cinema as an imagination-shaping medium. It is also concerned with the social responsibility of film-making. The project will contribute to neutralising divisions and antagonisms while seeking to preserve and nurture diversity.

Our motto, From Looking at... to Looking with..., defines perceptions, particularly the perceptions of art. Looking at... appropriates the object, whereas Looking with... is naturally open towards the other. By becoming sensitive to dissimilarities it creates a new dimension of community. Looking with... means looking with other people – including, of course, the socially excluded.

Film defines the social identity of the city, the formation of which requires a properly considered strategy in areas such as film production, education and social practice. It envisages the creation of a network of higher education and film institutes that cooperate systematically with foreign partners. This is how Katowice plans to attract various representatives from the film industry, as well as film enthusiasts from all over Europe.



'Pearl in the Crown', directed by Kazimierz Kutz, 1971 | Olgierd Łukaszewicz and Łucja Kowolik | National Film Library

# Great Expectations

This event aims to uncover the best films by promising young filmmakers. Apart from promoting new talents the festival will also endeavour to create positive conditions for cooperation, to encourage the development of film productions in Poland and Europe. Its integrative aspect, combining both artistic and educational elements, will consist of masterclasses headed by professional filmmakers (in conjunction with the 'Film Ambassador' associated project). Young directors from all over Europe will collaborate to make a film. In 2011–2013 the Department of Radio and Television of the University of Silesia will undergo rapid development, and this fact will be of key importance to the organising of the festival itself. Expansion of the school and the purchasing of new equipment are a crucial aspect of what this festival involves.

Starting with the first edition of the festival in 2012, its programme will be gradually expanded to include new elements and a larger film repertoire. There are plans to show hundreds of films in the final festival season in 2016, which will also be accompanied by other artistic events held at numerous venues across the city. The project will not only be of artistic and educational value: it will also serve as an opportunity to promote the city, region, partners, producers, film schools and European film festivals – all of which the Department of Radio and Television of the University of Silesia intends to cooperate with in the future.



'Angelus', directed by Lech Majewski, 2001 | AWR Edytor

#### PARTNERS

Krzysztof Kieślowski Radio and Television Faculty, University of Silesia in Katowice / Film Institution Silesia Film

## Digital Art Cinema Festival

The DAC festival will be both a presentation and a competition. A retrospective of past achievements will be accompanied by panel discussions, workshops and meetings with artists. DAC will create a platform for collaboration between Polish digital art circles and other renowned digital art centres in Europe and across the world, including Hong Kong, South Korea, Japan and the USA.

The festival will include thematic strands such as experimental cinema (digital), digital visualisations of music, performance art combining dance, music and digital photography, and the fruits of research-oriented digital productions.

#### PARTNERS

EMPAC – Curtis R. Priem Experimental Media and Performing Arts Center (New York) / ZKM The Center for Art and Media Karlsruhe / FIAPF Fédération Internationale des Associations de Producteurs de Films (Paris) / Videotage - Asia's Media Art Organization (Hongkong) / The Agency for Cultural Affairs (Japan) / Centre for Digital Media (Vancouver) / Videospace Gallery (Budapest)

# Development Education Centre

This programme will be implemented by the University of Silesia's Philological and Radio and Television Departments. Its main goal is to initiate projects for international cooperation between young people (secondary-school and university students) in the sphere of culture, understood both as a form of development and as global education. The work of the centre is an element in the process of implementing the European Framework Strategy for Improving and Increasing Global Education in Europe by 2015.

The programme's basic aims are to create intercultural networks and relationships, to dispose of limitations and stereotypes, and to foster the exchange of experiences between participants in an ongoing artistic and social dialogue. The Development Education Film Centre will hold continuous exchanges and seek to widen the range of its international cooperation by means of shared artistic activities, meetings and workshops. The project will consolidate the sense of a common European identity and promote common European values amongst people from new Member States, such as Lithuania, Latvia, Estonia, Slovakia, the Czech Republic, Bulgaria, and Romania, and amongst the minorities living in those countries. The project is primarily oriented towards secondary-school and university students.

#### PARTNERS

University of Silesia in Katowice - Faculty of Philology & Krzysztof Kieślowski Radio and Television Faculty, University of Silesia in Katowice / The Education for Democracy Foundation (FED) / Development Cooperation Center

### *Tolerance through cognition*

*The project's aim is to create a cycle of film workshops for film students, artists from independent clubs and associations, and amateurs. Getting to know the culture of national and ethnic minorities, with a focus on the diverse heritage of Silesia, is the guiding theme of the project. In the first phase (starting in 2012), invitations to workshops will be issued to young artists from Poland, Lithuania, Latvia, Estonia, Belarus, Russia, Ukraine, Slovakia, the Czech Republic and Germany. There are also plans to eventually (2016 and later) invite young people from Armenia, Israel, Turkey, Bulgaria and Romania. The participation of young people and amateurs will allow the creation of authentic, emotionally charged and involving material. Furthermore, meetings with the representatives of national and ethnic minorities will give all those involved a chance to view the traditions and minority cultures in question with fresh eyes, not only in Silesia but also in other parts of Poland. Film will thus become a tool for breaking down barriers and bringing together social groups that are often estranged from one another in spite of being neighbours.*

### *Camera-Sport-Identity*

*This project involves a series of film workshops addressed to national and ethnic minorities. The theme of these cyclical meetings is sport and the related phenomenon of sports-fan culture. In today's world this is one of the main elements which have the potential of contributing to a sense of national identity and the consolidation of local ties, but also fostering relationships between different cultures. Sport provides a context for creating awareness and building identity, and by giving a camera to people from diverse cultural backgrounds we hope to gain a different perspective on this process.*

# Amateur Film Club Union

This project aims to unite European amateur film clubs into a single network, as an element of the development education of young people. Cooperation with international associations, such as UNICA (Union Internationale du Cinéma Non Professionnel), will allow a platform to be built for the exchange of experiences between amateur filmmakers involved in creating art movies, or in documenting local events in a city or a region, and teachers working with young film enthusiasts. In addition we would expect this programme to help breathe new life into the decades-old tradition of clubs of this kind already present in the region (e.g. Iks in Mikołów, Klaps in Chybie, or Śląsk in Katowice itself).

#### PARTNERS

UNICA (International Union of Cinema Not Professional) / University of Silesia in Katowice - Student film club / Association of Unusual Initiatives IN - NI in Ruda Śląska

*Józef Kłyk, founder of the Silesian western film tradition | courtesy of the artist*





# Filmmaking Workshops

The Department of Radio and Television of Silesian University will be the academic partner in this project, which will be available at selected schools in Katowice. Pupils will have an opportunity to discover the secrets of the film-making craft, gaining practical skills which they will be able to apply at various stages of film production.

Even an amateur camera is good enough to shoot a short film, as are personal and even mobile-phone cameras. These mini-productions will be submitted to school film competitions organised in the likeness of existing inter-school art and photography competitions.

Such competitions, if organised and promoted properly, with the best films shown on a specially created official website, will popularise the idea of film as a means of expression amongst young people. The most active of young filmmakers will participate in the inter-school workshop studios organised in every district. Outdoor film events will also be held twice a year. Some of the classes, such as writing screenplays and shooting scripts, preparation of documentation, and working with actors will take place at schools. Others, related to practical filming, will be taught at the university or in the Film Art Centre.

After their premières the films will be published on the internet page. There are also plans to organise an inter-school review of school cinema titled Sch-cool Film Festival, to be held in the year in which this programme is implemented. In the future, if the filmmaking workshops develop spectacularly, as we think they will, their achievements could be used during contemporary culture classes, general education sessions, etc., to illustrate sociological diagnoses, or for a range of other educational purposes.

#### PARTNERS

School & Education Inspectorate in Katowice / Krzysztof Kieślowski Radio and Television Faculty, University of Silesia in Katowice / Film Institution Silesia Film / Danish Film Clubs for Children and Youth

*'Angelus', directed by Lech Majewski, 2001 | AWR Edytor*

# Filmbox

These mini-cinemas, for two or three people, will be created in the most highly frequented public spaces in the city, such as the Silesia City Centre, the new central railway station, the reconstructed central square, the International Congress Centre, the Culture Centre, etc. By becoming an element of the texture of the city, they will encourage the public to get acquainted with the trailers of new movies, sequences from cinematographic history, film personalities, etc. The idea is similar to the so-called 'music walls' created in Hamburg, which help to bring members of the public into closer contact with the music heritage that is a part of their culture.

#### PARTNERS

University of Silesia in Katowice / Silesian University of Technology / Academy of Fine Arts in Katowice / Film Institution Silesia Film

# Film Competitions

## Katowice about Itself – A Cinematic Self-Portrait An Outsider's Look Inside Katowice

These will be competitions for short films in documentary format about the city and its people – films that register these local transformations. The Cinematic Self-Portrait competition will be open to non-professional residents of Katowice, whereas the Outsider's Look Inside Katowice will comprise films by various authors invited to the project – from a different country in Europe every year. A jury of experts will evaluate and choose the best works, to be presented at a public showing in the city – for example in the form of a projection onto the façade of the Spodek arena. Subsequent seasons of the project will involve documenting the most recent history of the city and the self-perceptions of its residents, not to mention the changing perspective of the filmmakers themselves, observing from outside.

#### PARTNERS

Regional Centre of Culture in Katowice / Youth Palace in Katowice



# Regiofun



'Pearl in the Crown', directed by Kazimierz Kutz, 1971 | Łucja Kowolik | National Film Library

This is the first festival in the world presenting films co-financed from the regional film funds, such as the Silesian Film Fund and the North Rhine-Westphalia and Nord-Pas-de-Calais funds, enabling local authorities to actively promote their cities and regions while at the same time supporting their local filmmakers.

The first edition of the festival will take place in November 2010 in Katowice: film showings will be accompanied by meetings and discussion panels. There are plans to establish a Silesian Film Commission which will provide comprehensive assistance to filmmakers, as well as discussion forums, and film workshops for children and young people. All these activities will culminate in the climactic project of 2016: the making of a film in a joint production involving several funding bodies.

In this context the major supporting event will be the Celluloid, Man, Digit Festival of Film Art. Each season features different film characters rooted in Silesia, and this year it will be a retrospective of the films of the distinguished documentary filmmaker, Andrzej Fidyk, combined with a benefit concert for the artist and a meeting with filmmakers.

Organiser: Centre for Film Art

# Festival of Cult Films

This event promotes ambitious, thought-provoking films, reminiscent of the classics. The organisers explain the idea of a cult film in a few words: 'artistic films, with undeliberately imposing role models and exceptional metaphysics – continually playing on the emotions'. There are also films that are thought of as 'cult' films because of their directors.

The first edition of the FCF (1998) was a retrospective of Polish cinema aimed at students. With time, the event has been transformed into a cinematic confrontation with the works of some of the great individuals of world cinema.

The FCF brings together various groups, instructs the next generation of cinema goers, and plays an educational role through festival talks and meetings with directors and cinema experts.

Organiser: Inicjatywa Association

'Pearl in the Crown', directed by Kazimierz Kutz, 1971 | Director and Łucja Kowolik | National Film Library



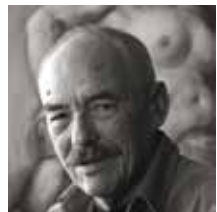


## Jean-Michel Alberola



*The history of Europe has the possibility of reaching fulfilment only thanks to hope and the idea of transformation, whose only possible origins come from deep within Europe. Katowice, in both geographical and cultural terms, is located right in its centre...*

## Franciszek Starowieyski



*What I can see in Silesia is not landscape deterioration, but the makings of an image.*

# Visual Arts

By referring to people, institutions and contexts that determine the continuity of artistic practice in the region, the ECC programme combines native tradition with global processes that take place in the field of art.

The rich tradition of amateur painting that still exists in Upper Silesia will become a point of departure for a series of exhibitions dedicated to the universal dimension of artistic work created in the so-called little homelands. Visitors will have an opportunity to see works by not only local artists who have achieved country-wide recognition, but also naive artists, as they are called, from culturally and geographically remote parts of the world.

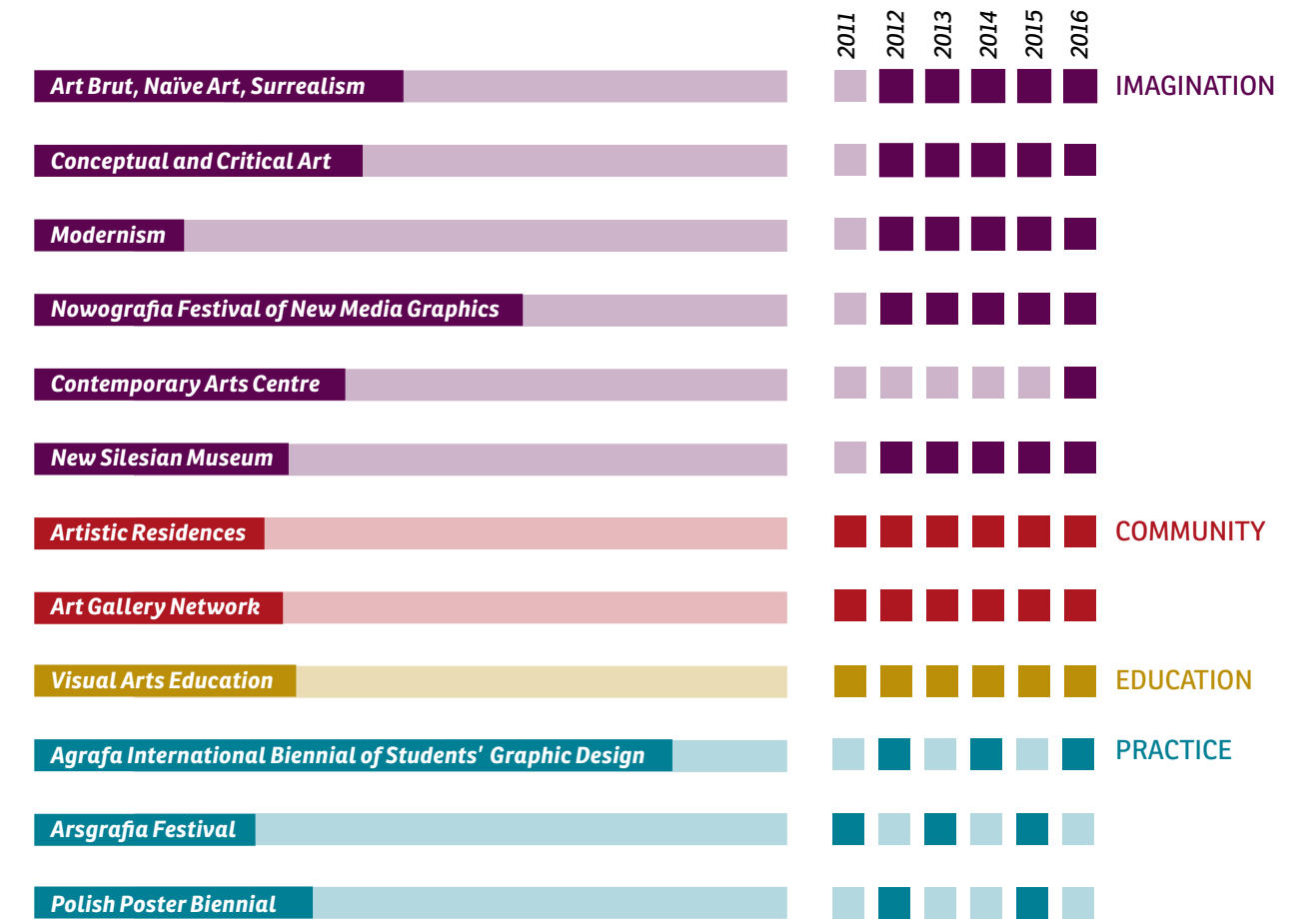
The relationship between the local and the global will also be explored in the context of the heritage of Katowice's modernism. A reversely phrased question should be asked: in what way does a global tendency change under the influence of local needs and mentality? Modernist architecture will be approached as a phenomenon that has become a means of promoting national ideology.

In a region characterised by a strong identity, yet facing various social and economic problems, manifestations of socially involved art have always been of particular importance. This artistic practice will be addressed during a series of exhibitions dedicated to the relationship between art and gender, as well as by means of various campaigns, artistic interventions in the public space, meetings and publications on social exclusion and marginalisation.

On the artistic map of Poland, Katowice is a leading centre for graphic arts and this is why events highlighting the existence of this kind of artistic expression will be an important part of the programme. These undertakings are to encourage an international exchange of experiences on the part of artists using different techniques, such as workshop graphics to new media.



'Woman from Kato', mural | Final thesis by Magdalena Drobczyk, 2010



**PARTNERS**

Museum Kunst Palast, Dusseldorf / České muzeum výtvarných umění v Praze / Hokkaido Ainu Centre, Sapporo / Ubu Gallery, New York

# Art Brut, Naïve Art and Surrealism

Naïve art and art brut rose to the status of fully recognised forms of artistic expression with the work of surrealists such as Jean Dubuffet and the Cobra Group. Later, Joseph Beuys observed that the artistic pursuits of naïve artists have a democratising potential for society, demonstrating as they do the pervasive presence of an 'instinct to create'.

In Upper Silesia this type of art has a long tradition, in the work of Grupa Janowska (the Janovska Group) involving such artists as Teofil Ociepka, Paweł Wróbel and Erwin Sówka, in the film work of Józef Kłyk (the world famous guru of the so-called fan film), and in the photographic practice of Krzysztof Vorbrodt.

Naïve art testifies to the clearly observable revival of surrealism, and this motif is to be found in Katowice's own context thanks to the legacy of Hans Bellmer, one of the most important surrealist artists in the world, and the work of the Oneiron Group. Both the visible presence of Silesian surrealism on the international scene and its flourishing at a local level will serve as starting points for further studies in this area.

A large number of surrealism-related attitudes were expressed in Silesia through the exhibiting of artists such as Jiří Kolář, Rolanda Topor, Hans Bellmer, Antonio Saura or Asger Jorn. It is worth emphasizing that surrealism is not understood here historically, as a style specific only to previous decades, but rather as an attitude towards reality, a certain poetics, which has become a tool for reflection and for evaluation of the state of contemporary art. Surrealism, interpreted this way, is present on television, the Internet, in advertising and music.

*Tomasz Tomaszewski | Hades? – exhibition catalogue | published by Katowice City Hall, 2010*



# Conceptualism, Critical Art and Photography

Art based on the conceptual turn of the 1970s ('after conceptualism art can only be conceptual') and reflecting the legacy of critical art – of both the 1970s German sort and the 1990s Polish one – is now a mainstream occurrence, and represents an important starting point for socially involved art. Both of these trends emphasize the ideological aspect of artistic practice, giving it priority over strictly formal, technical or aesthetic values. Art which treats these tools instrumentally is today involved in a social dialogue, initiating social debate and acting on behalf of groups otherwise excluded from public discourse. These initiatives may be undertaken not so much through exhibitions of the classical kind, as by education, book publications, work in and around the city, and campaigns addressing the issues and concerns of the current social debate.

Silesia stands out thanks to its achievements in photography. It is enough to mention such names as Hans Bellmer, Zofia Rydet, Jerzy Lewczyński, Sławomir Rumiak or Joanna Helander. Apart from the showing of work by these artists, a series of exhibitions will be organised, focusing on specific issues. A good example of this is the Foto Gender initiative, which will investigate relations between creative issues and gender (based on those gender theories that regard photography as a female domain, in contrast to the masculinity of painting).



Urszula Broll, Andrzej Urbanowicz | Painting ('matter painting') | courtesy of Silesian Museum in Katowice



Joanna Helander | Ewa at the Coking Plant | courtesy of the artist

#### PARTNERS

ARTIUM Basque Museum of Contemporary Art / White Cube, London / Prometeogallery di Ida Pisani, Milano

# Modernism

Before World War II, Katowice was considered the most modern city in Poland. Bauhaus architects, as well as many other functionalist architectural groups, participated in helping to define the texture of the city we know today.

The heritage of modernism is one of the most important reference points in relation to questions about the utopian potential of activities conducted in public space, about the role of the community in helping to define the architectural fabric of the city, or about ecological issues. The emphasis on the social dimension of Katowice's modernist architecture (through tourist walks, exhibitions, albums, guides), and the creation of artistic projects that aim to search out new and varied possibilities for interaction with public space, will surely bring unexpected solutions to the problem of how to achieve sustainable social and urban development. The projects to be implemented by 2016 as a result of the work of artists in residence will be intended to fulfil that agenda.

#### PARTNERS

Dům umění, Ostrava / Zeche Zollverein, Essen

Tenement house in PCK Street, Katowice |  
photo by Zofia Oslislo

# Nowografia Festival

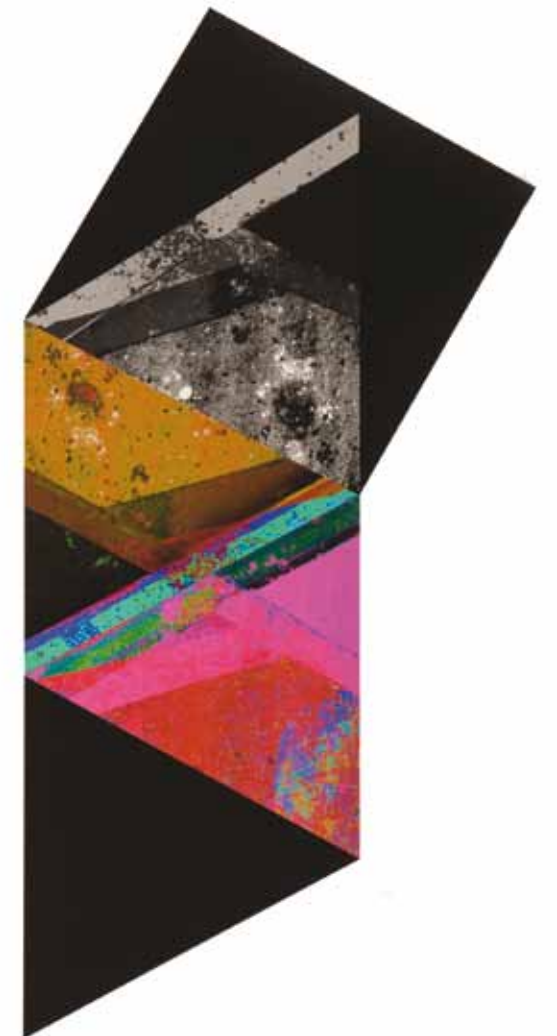
This event opens up an opportunity for creative dialogue between the rich tradition of Silesian graphic art, created using well known classical techniques, and the new means of expression brought into being by the digital revolution. The project, developed in connection with the ArtPrint competition, has a glocal flavour. While taking place in Katowice and referring to the achievements of local artists it nevertheless has close links to equivalent events in Vienna, Ostrava, Berlin, Brunswick, Cuenca and Kraków.

During the Bieguny 2013 and 2016 triennials two oppositional frameworks – 'traditional vs. new' and 'local vs. global' – will be simultaneously in play. The project will be exhibited in Katowice in the Rondo Sztuki and BWA galleries, and in the public space of other Silesian cities. Participants in the project will then work out the underlying concept for a series of follow-up exhibitions. Every meeting of this type will provide an opportunity for artistic dialogue, while the artists themselves will be invited to articulate their own distinctive understanding of the oppositional character of these relations as these pertain to the artistic media in which they themselves work. Their interactions and their search for a common basis for a joint exhibition will, complement the rest of the presentation in an interesting way.

#### PARTNERS

Fundación Antonio Saura, Cuenca / Atelier Clot, Bramsen & Georges, Paris / Item éditions, Paris / Miskolc Gallery

Victor Lasuchin, 'Untitled' | PrintArt International Triennial, Kraków-Katowice 2009 | International Graphic Arts Triennial | 17 September–16 October 2009 | Rondo Art Gallery, Katowice



# Contemporary Arts Centre

The design of the Katowice Contemporary Arts Centre definitely breaks with the 'white cube' model. This centre, like many institutions of its type, has no intention of limiting itself to being a simple exhibition space: it rather sees its future in what, broadly speaking, may be called interdisciplinary activity. Its programme is based on an understanding of contemporary culture as a system of communicating vessels. The centre aims to reach out beyond the autonomy of the art world itself and to intervene in all areas of artistic, educational and research practice. Alongside the sorts of events traditionally held at this type of institution (exhibitions, gathering collections, preparing documentations, scientific work, publishing) the centre will initiate disputes and test new ideas.

In line with this agenda, the institution aims to attract artistic groupings and, at the same time, to enter into public spaces and penetrate the local urban community. It will therefore be treated as a kind of logistical centre of operations, with the city itself regarded as a form of ready-made exhibition space.

Long-term programmes and series conducted with the aim of initiating public debates and discussions will be fundamental to the work of the centre. Planned exhibition series include the following: the Foto

Gender series, with exhibitions and debates centred on photographs by female artists and carried out from a feminist discourse perspective, and Future Perfect, a cycle of public artistic projects in public space, touching on issues of leisure time, the effects of deindustrialisation and the heritage of modernism.

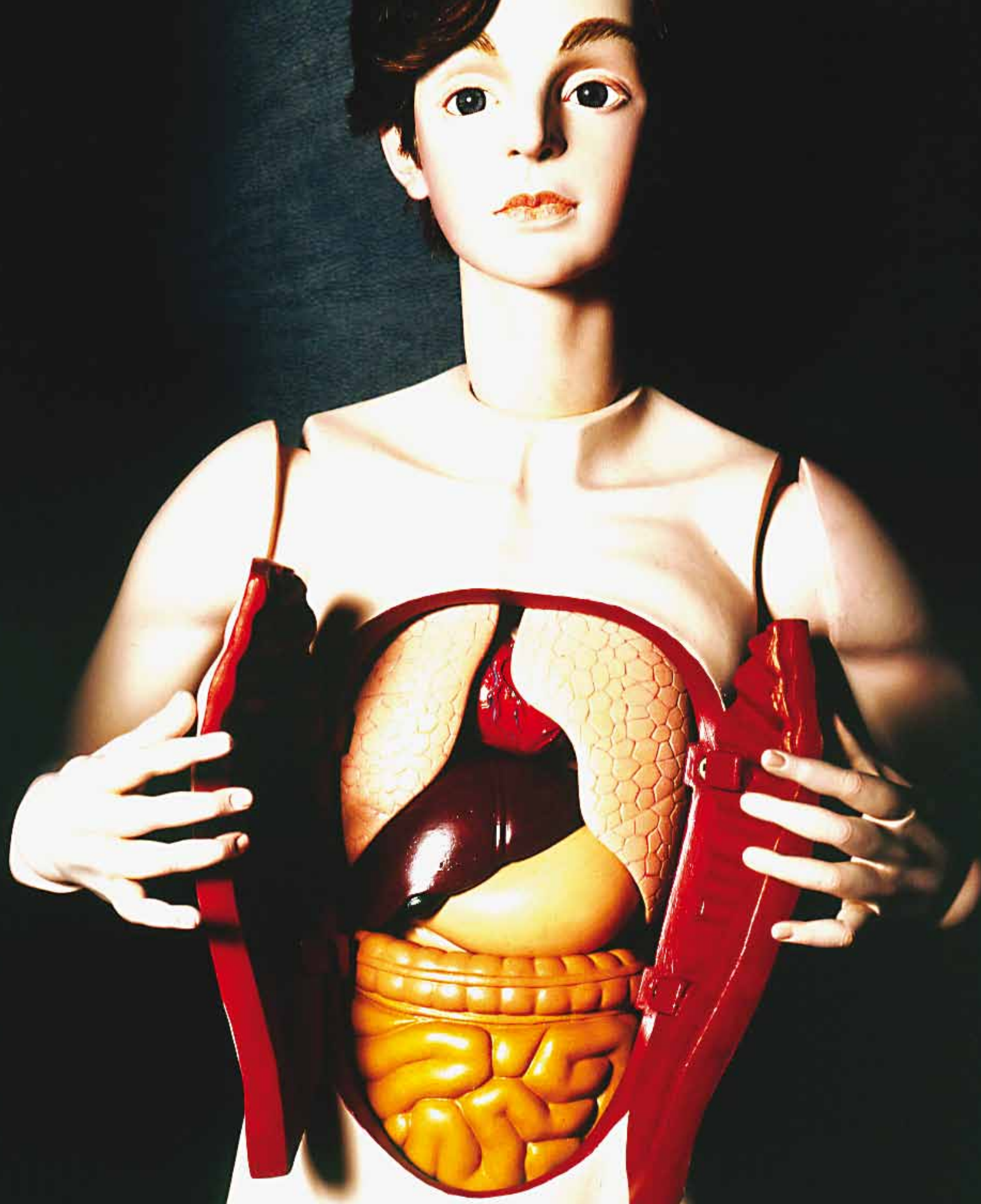
The centre will propagate these issues within the international arts arena, in collaboration with a number of other institutions whose work complements its own.

This collaboration – with some of the most important art institutions in the world – is not supposed to merely 'transfer' or 'import' external projects: instead the centre will focus on creating its own research culture and signature artistic concepts, while also seeking to introduce these into those areas that are of interest to its partner institutions abroad.

#### PARTNERS

Academy of Fine Arts in Katowice / Ars Cameralis Silesiae Superioris / Kunsthalle Basel / ICA Londyn / Futura Gallery / Kunstverein Dortmund / Kunstverein Wolfsburg / The Living Art Museum / Creative Time / de Appel Arts Centre (Amsterdam) / Center for Curatorial Studies and Art in Contemporary Culture

*'Anatomical boy', 1983 (puppet created by Yotsua Simon), photo by Kishin Shinoyama | Part of 'Yotsua Simon and Friends, Hans Bellmer in Japan' exhibition | Silesian Museum, Katowice and Kronika Gallery, Bytom | 2010*







**PARTNERS**

German Cultural Forum for Eastern Europe / Upper Silesian Landesmuseum Ratingen / Silesian Museum Opava / Silesian Museum in Görlitz

# New Silesian Museum

Both the location and the architectural design of the New Silesian Museum are an excellent reflection of how the activities to be undertaken by this institution have been conceived. This modern building complex has been designed to stand in the very centre of Katowice, in what was formerly a mining area, with the exhibition area partly built underground. The unique design takes full advantage of the distinctive character of Upper Silesia: the mines are not only viewed as a workplace, an element of the local landscape and history of the region, but also as a distinctive and precious ingredient of local identity. Brought back to life, they will become a testimony to the direction in which the city and the region have chosen to develop, with their new character clearly utilising their latent potential to the full.

The museum combines modernity with both the past and the future, with the intention to exemplify the spirit of European multiculturalism and cultivate the specific ethos of Upper Silesia, with its strong attachment to traditional 'everyday values'. Archaeological findings will

co-exist here with a unique collection of amateur art, works by world-famous artists with both Polish debut exhibits and a collection of regional art. The institution will also become a laboratory, open to experiments and the latest cultural trends.

The museum will face the task of initiating a continuous dialogue with its visitors, encouraging them to pursue their own individual participation in culture. As a cohesive organism, it will promote a model of cultural life based on diversity and plurality of choice.

The New Silesian Museum is not only an artistic centre – a place where Upper Silesia's symbolic capital can grow, bringing ever greater returns: it is also a place created with the city's residents clearly in mind – an integral element of Katowice's life, highlighting the city's unique atmosphere. As such, it is destined to become an essential landmark, without which it will soon be difficult to imagine the social and cultural topography of the city.



'Haja Collective' poster, 2009 | courtesy of the artists

# Artists-in-Residence

The work of artists-in-residence is fast becoming an essential element of the image-building strategy of cities in both Europe and the world. An important aspect of this is its capacity to energize community relations in areas that have so far escaped the impact of the social policies of local authorities. The work of resident artists, invited as part of the ECC 2016 programme to represent various areas of culture, will certainly invigorate the city space. By penetrating into those areas of the city affected by social fragmentation and poverty, these artists will enrich the existing space and improve local community relations. Various distinguished public-space artists will be invited to Katowice. Their work will first be exhibited in the city's galleries, which will bring the artists generally into a closer engagement with the space of the city, hopefully with the effect of leaving behind permanent, artistically interesting artworks, such as sculptures, monuments, installations, photographs and traditional pictures, all of which can and will play an important role in contributing to the visual identity of the city.



Dome of the Rondo Art Gallery Katowice | photo by Jerzy Nosek

# Art Gallery Network

A modern, active cultural policy at local level necessarily involves giving support to those economically sensitive areas functioning outside of the market mechanisms of supply and demand.

Galleries certainly belong to this sphere. Creating favourable conditions for taking forward the initiatives proposed by people wishing to set up and run galleries is something that can certainly help in the battle to revitalise abandoned or neglected city areas and to include post-industrial areas into the social and urban fabric of the city. German examples are interesting here, especially that of Berlin, where the revitalisation strategy for socially and economically disadvantaged areas has included creating beneficial financial conditions for those interested in opening of art galleries. Creating this kind of institution has always been attractive to the sort of creative people working in local communities who wish to bring about innovatory change.



Children art workshop | Youth Palace, Katowice | photo by Marian Oslislo

**PARTNERS**

Silesian Museum / History Museum of the City Katowice / Contemporary Art Gallery BWA in Katowice / Art Gallery Rondo Sztuki / University of Silesia in Katowice – Faculty of Arts / Association of Art Schools in Katowice

# Art Education

Art education, so often omitted from school programmes altogether, can only succeed when based on interesting ways of putting together classes and activities. We propose to organise special subprojects that will share the common goal of invigorating the creative potential of art education, and of creating an atmosphere beneficial not just to the creation of art but also to its reception – in forms tailored to the various age groups participating in these projects. It is also of utmost importance that art education be treated as something more than a short-term episode in the development of those to whom it is directed: it should correspond to a long-term process of growing up in the presence of, and under the influence of art. These goals will be achieved with the assistance of projects aimed at people of various ages. The 'Art for the Family' project will be created for parents and their children. When the children attend workshops, play games or have fun, while learning how to deal with artistic matters, the parents will be encouraged to visit exhibitions.

Primary and nursery-school children will have special series of classes arranged for them, during which they will get to grips with a range of artistic approaches to their environment. Some of these classes will involve games and educational play, aimed at introducing children to the world of art.

Secondary-school pupils will take part in creative workshops as part of the 'Nasza wARTa' (Our Watch) project. Once the project is finished they will prepare their own exhibition, for which they will create and select their own work. This experience will help teenagers acquire skills needed to create works of art, organise exhibitions and work together as a group. The subject areas of works and exhibitions will be original ideas proposed by the classes or teams themselves.

Another project will be addressed to university students, and to all those interested in art. A regular series of meetings with artists will enable the participants to get to know art and enter into a dialogue with artists. This interaction will also help young people learn how to debate. The young participants in the project will have an exhibition space made available to them for the presentation of their own work. The Contemporary Arts Centre will become not only a meeting place but a library of sorts for students' projects, and a space where they can be brought to life.



Eeva-Liisa Isomaa | Girl on the Beach | PrintArt International Triennial, Kraków-Katowice 2009 | Rondo Art Gallery, Katowice.

# Agrafa

# Arsgrafia

The Agrafa International Biennial of Student Graphic Design is a review of students' achievements in this area, with a competition and a post-competition exhibition. The exhibition will present students' independently produced work, as well as pieces created in the design workshops of various academic centres. Agrafa brings together approximately 20 academic centres from Poland and 25 European partner schools from Hungary, Slovakia, the Czech Republic, Great Britain, Romania, France, Greece, Portugal, Spain, Italy and Croatia. The event has been taking place for 18 years, aiding the flow of information between universities, students and university teachers.

Organiser: Department of Graphic Design at the Katowice Academy of Fine Art

The aim of this festival is to promote contemporary Polish and international graphic art. Arsgrafia has been initiated by the Academy of Arts in Katowice, in cooperation with Silesian exhibition institutions. The festival is divided into three areas. The first is PrintArt – Katowice leg to the International Graphic Triennial in Kraków, presenting the work of artists from all over the world as selected by an independent jury. The second is the Polish Graphic Triennial, the leading Polish graphic art event. The third is the Energia (Energy) exhibition, dedicated to multi-media projects originating in the graphic art tradition.

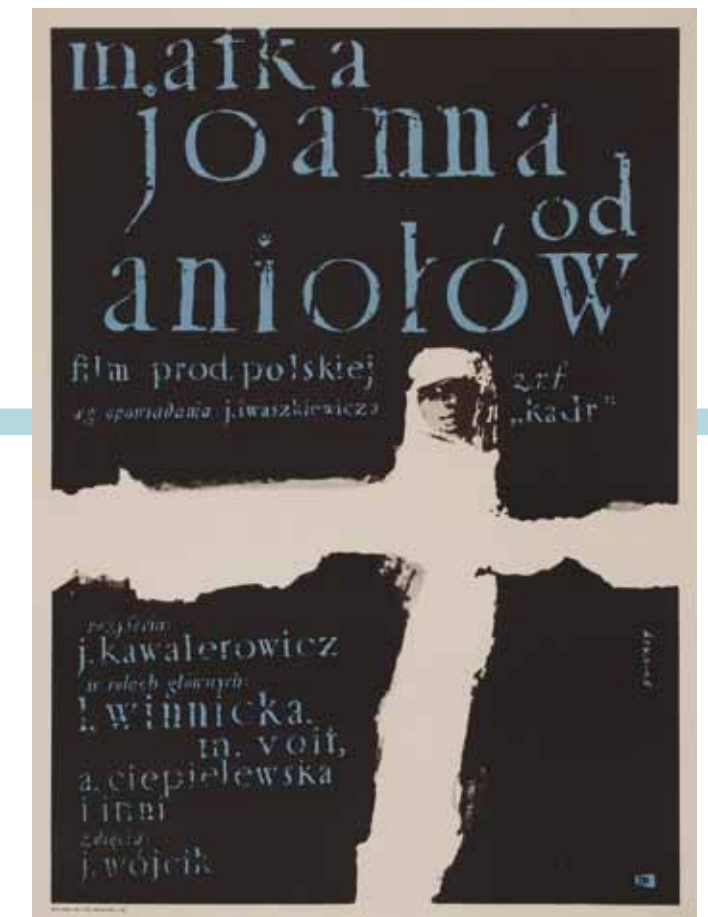
Organisers: Academy of Fine Arts in Katowice / Art Gallery Rondo Sztuki / Contemporary Art Gallery BWA in Katowice / The Krystyna Bochenek Katowice Centre of Culture

# Polish Poster Biennial

This event, now the oldest of its type in Europe, originated in Katowice. For the 44 years of its existence it has promoted many excellent artists, as well as the Silesian poster school. The future of the biennial is linked to the organisation of a closed poster competition, with the participation of various distinguished artists from Poland and Europe. There are also plans to organise a Street Poster Gallery in the city centre that will host artists' individual exhibitions and other theme-based exhibitions prepared by various cultural institutions. The two-year cycle between the biennial editions will end with an international poster symposium.

Organiser: BWA Contemporary Art Gallery

Waldemar Świerzy | Poster: 'Mother Joan of the Angels', directed by Jerzy Kawalerowicz, 1960 | courtesy of Silesian Museum in Katowice.





## Jacques Derrida



*You were capable of rejecting hostility and choosing hospitality.*

## Rod Mengham



*I am very enthusiastic about Katowice's candidature. For many years now it has been a real centre of energy for all the arts – visual arts, music, dance, theatre, poetry – and has reached standards of excellence in all areas. Other cities tend to specialize in one area, but Katowice is a true all-rounder!*

# New Literacy

The profound transformations in our civilisation caused by the technological revolution have also led to many changes in our culture of writing. The popularisation of new media has radically affected the creation of new forms of communication, and of literary or paraliterary expression. The aim of this ECC programme is not only to register new forms of literary activity, but also to shape the new competences which will be increasingly vital from the point of view of the knowledge society.

New literary forms, such as e-mail, text messaging or the blog, draw on older traditional ones, such as letters or diaries, in that they recapitulate the traditional roles of sender and recipient of a message, yet they considerably change the principles according to which literary forms are circulated. These changes should not be seen as dangerous, but as an opportunity for further development of our writing culture, and for the creation of networks of literary communities.

Our writing culture has been revitalised thanks to the availability of mobile phones (text messages are currently the most common form of written language) and thanks to new forms of writing activity such as citizen journalism. This shows up in short commentaries on current political, social, sporting and artistic events, original poetic forms published on community forums, blogs (a modern form of diary keeping), literary criticism, essay writing, and the forms of literary dialogue and disputation increasingly popular on Internet forums.

Internet communication transcends spatial and cultural barriers, but also forces senders of messages to define their own identity and to identify the distinguishing features of their own social and cultural environments. The ECC programme is a direct response to the needs of this contemporary writing culture, creating a space for new forms of civic and social activity to unfold.



# Hyperbook for Kids

The communication revolution, brought about by the development of digital technologies, means that traditional books are ceasing to be the main medium of storytelling; the way we receive stories is also changing. In fact modern readers wish themselves to be a creative force in literature, so just reading a text is not enough anymore: they want to hear the sounds of the world of fiction, touch the characters and immerse themselves entirely in the story.

New technologies, which go beyond the formula of the audio book or texts written in Braille, create new opportunities for children with cognitive dysfunctions. 'Writing' is not only a question of composing interesting stories but now also involves the creation of new interfaces and communication communities much more open to interaction and cooperation.

Hyperbook for Kids is a series of competitions for European designers combined with a conference, workshops and a campaign to promote the reading of European classics to children. The project's main idea is to search for and develop new forms of expression for traditional literary forms. These may turn out to be video games, installations in city spaces or internet hypertexts, but also the publication of traditional books, which will altogether produce an innovative, multi-sensory involvement for the youngest 'readers'.

The following seasons of the competitions will be dedicated to various issues central to the European literary tradition. In 2016, the competition entitled 'The European Fairy Tale Map' will focus on collecting fairy-tale motifs embedded in European culture and conveying them through electronic media.

The use of hypermedia will not be an end in itself so much as a means for showing the universal character of literary topoi in ways easily understandable by children with varied cultural resources and cognitive skills (representatives of various cultures, minorities, marginalised groups or dysfunctional individuals).

The project will be organised by the Katowice Academy of Fine Arts, with designers from all over Europe invited to take part in the competition. An important element of the project will be to work out a mechanism for cooperation between designers and publishers from various corners of the continent. The best works will be published.

#### PARTNERS

The ABCXXI - All of Poland Reads to Kids Foundation / University of Silesia in Katowice / 'Elementarz' Foundation / Association for Childhood Education International / Reading is fundamental / Children's Literacy Program / Reading Recovery Europe



174 16 der Fliegenpilz

174 16 muchomor czerwony



# Silesia ex Machina

Eurypides used to send a 'god from out of the machine', a *deus ex machina*, to suddenly and abruptly resolve his plots. The artistic initiatives gathered under the title *Silesia ex Machina* are a literary and scientific attempt to respond to the question of what the divinity might be, that determines the transient nature of things distinctive of Upper Silesia.

The best essays or studies, scientific or artistic, surrounding the theme of *Silesia ex Machina*, will be selected from the literary competitions addressed to school and university students. Additionally, the organisers are planning a competition for a work of art (free choice of form) about Upper Silesia. Such initiatives are intended to support artistic creativity, stimulate the interest of local authorities in the promotion of young talent, and above all to tackle regional themes in a European context.

In order to support literary creativity, and at the same time promote Katowice and Silesia, the organisers will fund a creative grant for a writer from outside the region, who will write on a broadly understood Silesian theme. Part of the project is the creation of an anthology-based portrait of the region, which will comprise various – until now dispersed – texts about Upper Silesia in the Polish language, and also those texts that have not yet been translated from German or Czech. This project will result in a canon of literary texts that will then be used in regional education. *Silesia ex Machina* will also publish a free-of-charge periodical, popularising short forms in prose, poetry and reviews of regional cultural events.

The '*Silesia ex Machina*' session will provide an opportunity for meetings and theme-based panels with the participation of thinkers, artists, scientists and journalists. The cycle will end with an international conference dedicated to Upper Silesian writers and intellectuals.

**PARTNERS**

University of Silesia in Katowice / Università degli Studi di Napoli – L'Orientale / Johannes-Bobrowski-Gesellschaft e.V. (Berlin) / The Association Genius Loci – The Spirit of the Place / Polish Association of Cultural Studies



10.4 der Schaukasten

10.4 gablotka, szafka oszklona

# Katowriter

## Mailing List

The project involves a number of initiatives undertaken through the internet and in the city's spaces, aimed at supporting various forms of writing. A website created as part of the project will provide editing and reviewing functions, and will be designed to help with researching the most interesting bottom-up literary phenomena online. The most valuable works will be included in a traditional biennial publication, edited by literary specialists. The work of the internet service will be accompanied by symposia and conferences connected with the latest literary and literature-related phenomena to come online. The project will be coordinated by students of Polish philology and culture studies at the University of Silesia.

The project is also concerned with the need to create attractive conditions for opening normal, second-hand and antique bookshops, as well as literary cafés. These will become meeting spots for people involved in the website, and places for promoting reading. Open mostly in the city centre, they will also respond to one of Katowice's key problems, which is its empty streets and lack of suitable spaces for meetings and cultural activities.

#### PARTNERS

The Silesian Library / Rafał Wojaczek Mikołów Institute / Opcje Magazine / Fa-Art Publishing House

This is a research and education programme in which the letter is treated as both a tool of communication and a cultural text. The participants in the project are secondary-school and university students, who will try to access private correspondence documenting the multicultural character of pre-war Silesia.

The contemporary context of intercultural communication that appears with economic migration will also play an important role in this project. New communication tools (e-mail, text messaging, social networking websites) operate above all as means of establishing and maintaining human contact. In this context, multiculturalism appears not as danger to community but as an important element of identity, formed in communication processes.

The project will take the form of workshops, organised in cooperation with students of the University of Silesia and the Academy of Fine Arts. The most interesting stories, translated into English, will be published on the project's website.

#### PARTNERS

University of Silesia in Katowice / Academy of Fine Arts in Katowice / Silesian Centre for Cultural Heritage / The Silesian Library / Katowice City Public Library / The Association, Genius Loci - The Spirit of the Place



182 12 die Strecke

182 12 odcinek

# New Literacy Academy

Rapid civilisational changes have increased the speed with which information is circulated, and its general availability. The fading of the traditional medium of the book (the end of the Gutenberg era) is a process that has already begun – one which, owing to the general public's wide access to the media, provides an opportunity for further development of our writing culture.

Such changes intensify the necessity of acquiring new cultural competences based on the ability to use electronic tools and play an active role in the communication process. It is not only one's capacity to write and use natural language that counts, but also one's overall fluency in finding information online and creating hypertexts, not to mention cooperation with other Internet users.

The academy's role is to meet these challenges, which have appeared along with the widespread use of the Internet and the arrival of the so-called information society. It comprises a range of educational initiatives, addressed to people of various ages that will support the development of competences in the area of new literacy, without the need to break with the traditional humanistic values of our already-functioning book culture. The academy's tasks will be undertaken within the framework of ECC educational projects, based on the programme prepared by experts from the University of Silesia during the workshops and conferences that will take place in Katowice in 2011.

## Diagnosing the Web Writing Culture

*A report on new forms of literary or paraliterary communication on the Internet will be an important element of the New Literacy project. Research to be conducted at the turn of 2011/2012 by a group of specialists linked to the University of Silesia in Katowice will provide guidelines for further action in the project. This will also be precious material for researchers studying the issue of online literacy and literature.*

*The Diagnosis may be able to obtain financing within the programme of the Culture Observatory carried out by the National Centre for Culture.*

### PARTNERS

University of Silesia in Katowice / Meeting room Parnas - promotion of talented / Foundation NADwyrz



11 24 die Aufschrift

11 24 napis

# Literary Project

# Reading Classes

This project envisages a presentation of literary work by authors from the Katowice section of the Association of Polish Writers and other creative circles. The general public will have an opportunity to get acquainted with the literary work of selected writers in various cultural institutions in Katowice, and in other spaces belonging to the city. The project will end with a series of meetings with the authors.

The aim of this undertaking is to promote literary work and creative thinking, while at the same time searching for interdisciplinary solutions that can serve the purpose of presenting art to the general public. The project will activate creative circles and enable collaboration between professional artists and students of art schools in the creation of works of art that combine verbal with non-verbal elements.

Organisers: The Association of Polish Writers, Academy of Fine Arts in Katowice, Theatre of Entertainment in Chorzów, Institute of the Contemporary City, Marchot Club of Independent Creative Circles in Katowice.

Lessons in the schools of Katowice and Silesia will be prepared and taught by literary theorists associated with the University of Silesia, teachers, members of the Education for the Future Association, writers, translators and also guests from abroad. Literary and journalistic workshops, a competition for literary essays, documentary features and other literary forms will serve the purposes of raising the quality of humanities teaching and fostering closer cooperation of academic, school and artistic circles.

Organisers: Association of Polish Writers, University of Silesia, Education for the Future Association.



Andrzej Tobis | A-Z Educational Showcases | courtesy of the artist

# Polish and European Magazines Culture

This event is dedicated to Polish and international low-circulation literary and artistic magazines. Discussion panels and workshops for magazine editors will facilitate cooperation between the magazines. Among the festival's important themes will be the expansion of the magazines' subject areas, their circulation, ways of reaching new target groups, etc.

A website will also be created, aimed at the promotion of literary and artistic magazines (in the Polish, English, German and Russian languages) and run by an international team.

Organisers: FA-art Publishers, Open Culture Code Foundation, National Library, The Book Institute, eMedia Group, University of Silesia, Frankfurt Book Fair, and cultural institutes from Sweden, Denmark, Slovakia and Germany.



## Derrick de Kerckhove



*The City of Gardens is a lovely idea. Since the time of Babylon, the city fathers and the Kings have used nature to decorate and urbanize the city. As beautiful as some of its areas are, Katowice could surely do with some more. But Katowice was born out of the previous economy, that of hardware. The new one is that of software and Katowice is well on the way to develop it. Katowice knows that it needs gardens, not only actual but also virtual.*

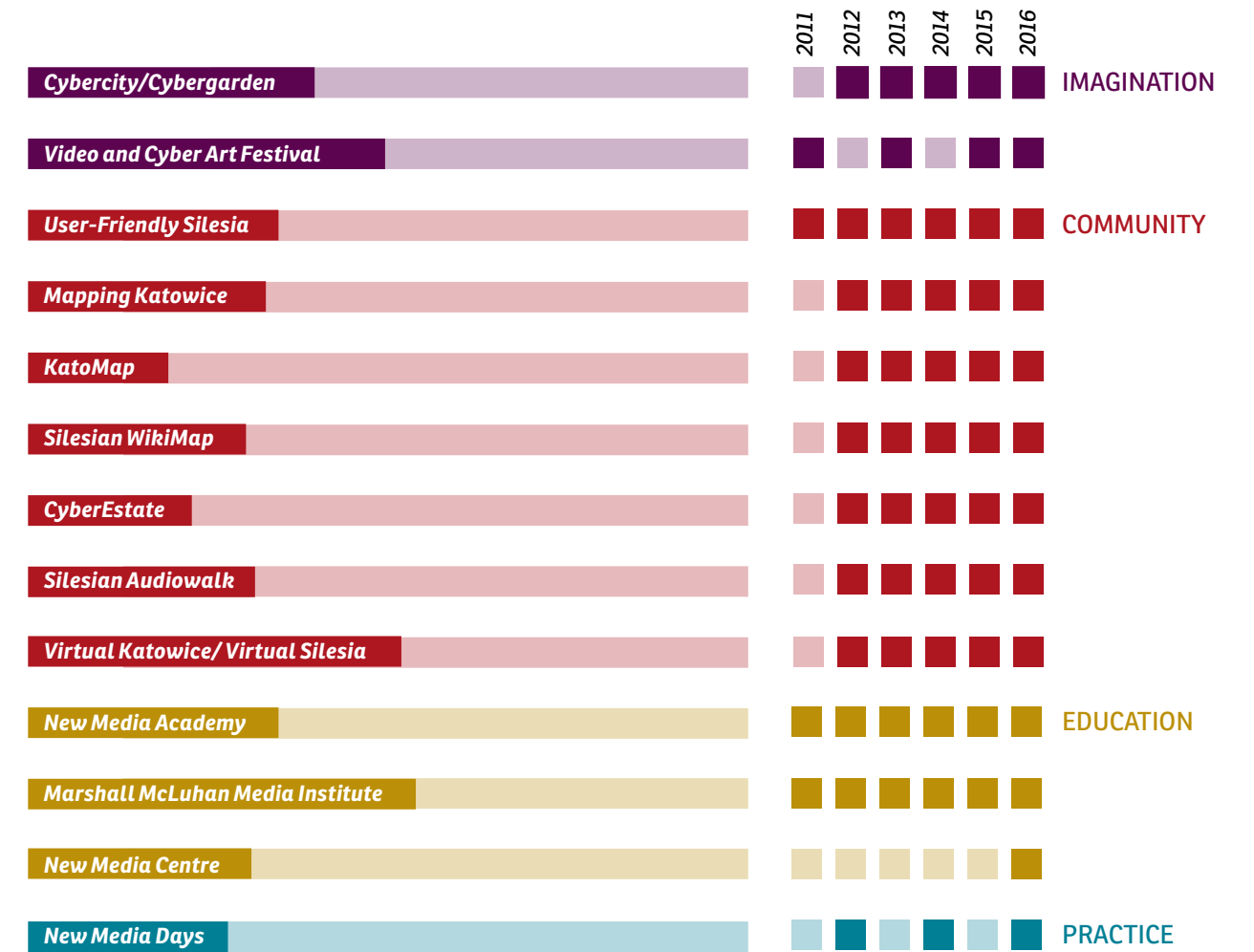
# Cybergarden

New technologies and new media today constitute the very foundations of the economy, culture and science. Media education is a necessary ingredient of contemporary society, whose citizens ought to have a range of competences for dealing with and implementing the civilisational priorities and strategies of the European Union. This project gives Katowice an opportunity to become a new media capital of Eastern and Central Europe, as there are no centres of this type in our part of the continent, or cultural events that seek to address new media, technologies and urban spaces so comprehensively.

Katowice is a place where new media have not yet been sufficiently made use of, in spite of the fact that the city does have many academic and economic institutions. It is therefore necessary to create an educational, cultural and academic platform that would enable the coordination and promotion of activities in the area of new technologies, electronic media and cyber art. This role will be played by the Marshall McLuhan Media Institute, which will become a media education and design centre, stimulating social discussion and promoting knowledge on cyberculture and new media art. It is designed to involve both local and European artists, scientists, designers and also academic, cultural and educational centres and NGOs.

One of the main tenets of the Cybergarden is the use of new media and new technologies as a means of social communication to enable people to engage in creating a local identity together. The focus is on drawing residents' attention to the potential of the city in which they live, and to their own creative role in shaping it. Each task will be designed to meet the needs of people of various ages, to help to equalise competences between the privileged and marginalised social groups such as individuals with impaired mobility or cognitive dysfunctions, or those excluded because of their age, lack of knowledge or economic circumstances.

The outcomes of the programme will be meetings and public debates, and a permeating of the city's architectural space with artistic projects. At the same time Cybergarden will function on two planes: projects undertaken in the city space will be complemented by Internet projects to offer a virtual overview of Katowice.



RGBoy group – performance during New Media Days | Katowice 2008 | courtesy of New Media Department, Academy of Fine Arts, Katowice.



# Cybercity/Cybergarden

Through the use of new media and visualisation technology the city will be transformed into a Cybergarden. Artists from all over Europe will be invited to take part in the creation of the new media-based city of gardens. Their task will be to cooperate with local communities through shared participation in workshops, various outreach activities addressed to teenagers and other social groups, and through organising flash mob events and other performance-type happenings. The projects will be accompanied by discussion panels and seminars, with the participation of distinguished experts from the areas of urban studies, ecology and design.

The artists' works will make their mark on the city space. Visualisations presenting various approaches of the garden city concept will be displayed in some of the most prominent locations in the city, with the use of LED technology, 3D laser hologram projections, interactive

installations, and urban games. Some of the projects will be delivered in popular city park areas and leisure spaces. The proposed projections will tackle the theme of nature in urban space and use motifs from local artistic traditions.

A series of multimedia shows will be created, which will use the space of Katowice as a large screen for creative activities and help to create the kind of atmosphere typically associated with large-scale contemporary artistic events and suited to the demands of mass viewers. The Cybercity/Cybergarden project does not permanently interfere with the texture of the city and its architectural substance, as is the case with graffiti, but provides it with another dimension, extracting its identity and creating modern contexts through the use of new technologies and artistic strategies (e.g. viewers becoming the co-creators of laser graffiti).

**PARTNERS**



# Video and Cyber Art Festival

The Video Art and Cyber Art Festival was initiated by the 'Labyrinth of Memory: Faces of Evil 1939-2009' exhibition, in which members of the public were able to watch the works of world-class video artists. The exhibition was featured extensively in the media, with enthusiastic reviews published in the most important art magazines.

The festival's aim will be to present the most essential achievements of video and cyber art, with a special focus on interactive works. Such works, which combine various areas of creativity, are certainly not a new phenomenon, but thanks to technological progress they have developed in new and exciting ways in the last decade or so. They reflect the cooperation of artists with teams of expert specialists from various areas of knowledge, particularly cognitive science, neurobiology and genetics – a cooperation that has enabled the creation of works open to the viewer and ready to be transformed by creative intervention on the part of the audience. Interactive art now represents a synthesis of art and science, from which a new model of participation in culture can emerge as we watch.

An important element of the project will be its cooperation with European institutions working with new media art. It will be based on exchanging and making accessible works, on organising and preparing shared artistic events. The festival will be accompanied by educational and research initiatives, and also meetings with artists. The event, organised as a biennial in order to ensure a much-needed distance from the constant flux of new phenomena appearing in the art world, will bring together the leading representatives of the digital media (in the broad sense of this term) and serve as an excellent vantage point for surveying the changes taking place in the realms of technology and the visual arts today.

#### PARTNERS

Ars Cameralis Silesiae Superioris / Les Instants Vidéo (Marseille) / Videonale Bonn / Edith-Ruß-Haus für Medienkunst in Oldenburg

*Audiovisual Landscapes | Final thesis by Jan Dybata, 2009*

# User-Friendly Silesia

The aim of the 'User-Friendly Silesia' project is to transform the city into a user-friendly space for people affected by cognitive dysfunctions and/or impaired mobility. Various cultural and scientific development institutions, as well as NGOs working with issues important to the disabled, have been invited to cooperate. The project is based on bottom-up initiatives, originating in disabled circles, and involves working together with designers of equipment, systems and applications. The project's key focus is on creating IT and communications systems (models of public institutions for the visually impaired, placed in the buildings of public administration and cultural institutions, systems of sound and tactile communication, light systems for the deaf, telephone applications and mobile equipment to be used in everyday life in the city).

'User-Friendly Silesia' will also stand for an internet communication platform, and for the design and introduction of new systems connected with city transportation, that will take into account the needs of various users and include a series of workshops, symposia, conferences and publications surrounding the concept of accessible design. The implementation of these ideas will increase the mobility of the disabled,

thus reducing the dangers of social exclusion. The project is educational in character as it tackles issue of public sensitivity to the problems and needs of everyone. It is also important from the point of view of the need to increase the accessibility of Katowice to disabled tourists.

An information system concerned with the accessibility of various places to the disabled will also be created within the project. Public institutions and companies will be awarded certificates for meeting the required standards, in a competition known as 'User-Friendly Space'.

**PARTNERS**

Polish Association of the Blind / Polish Association of the Deaf / Deaf-blind Support Association / The Visibles Foundation / No Barriers Katowice / Municipal Transport Union of the Upper Silesian Industrial District / Silesian Tourist Organisation

# Mapping Katowice

The following organisations are involved in this project: KatoMap, Silesian Wikimap, CyberEstate, Silesian Audiowalk, Virtual Katowice/Virtual Silesia. These are supervised comunitarian undertakings aimed at capturing both local identity and local spaces at the level of housing estates, districts and the entire city.

The Silesian Wikimap is a community-based internet platform with information about city spaces, based on social tagging of places with QR data matrix. A resident or tourist looking for information about a place in the city will need to photograph the code and download the encoded information from the internet using a mobile phone. The codes will be added to the existing visual communication solutions. KatoMap is an electronic map of Katowice based on open-source code, socially editable with wiki technology. The map is intended as a multimedia platform that serves the purpose of tagging: i.e. marking and describing local spaces on the map. CyberEstate, a series of new media artistic projects in housing-estate clubs and city spaces, gives support to the local identity of residential estates and districts. Educators, artists and activists will moderate the artistic activities through which residents will visualise their own identities. The aim of the project is to increase the

tolerance of residents in the culturally varied Silesian conurbation, and to improve the local information flow. The Silesian Audiowalk is a programme presenting the tourist attractions of Katowice and the region. A series of audiowalks through the city can be downloaded and played on a mobile phone or MP3 player. The Silesian Audiowalk will include interviews with interesting people, archive recordings and regional music – folk, classical and jazz – as well as recordings of the Silesian dialect and standard tourist information. Virtual Katowice/Virtual Silesia is a project aimed at the creation of a network of tourist attractions within the technology of augmented reality, integrating the virtual and real worlds (e.g. virtual models of historic sites presented together with a visualised contemporary remodelling of the places in question).

**PARTNERS**

Silesian University of Technology / Silesian Centre for Cultural Heritage / Institute of Contemporary City





# New Media Academy

The academy will organise workshops, courses and interactive activities, aimed at increasing the key competences recommended by the European Union. The project is primarily concerned with the media education of nursery and primary-school children, as well as of adults and, especially, senior citizens. Strengthening cross-generational communication will be an important element of the academy's activity. Some classes will be created with children and their grandparents in mind (Family Cyber-nursery) – with the aim of introducing the older generation to the world of new media and making it easier for this social group to function in our technologically oriented, information society. The academy will also implement a Media for Children project, involving new media-based artistic initiatives such as interactive games and exhibitions, educational programmes, games and interactive playgrounds. The organisers will invite nurseries, children's homes and schools to take part in the programme.

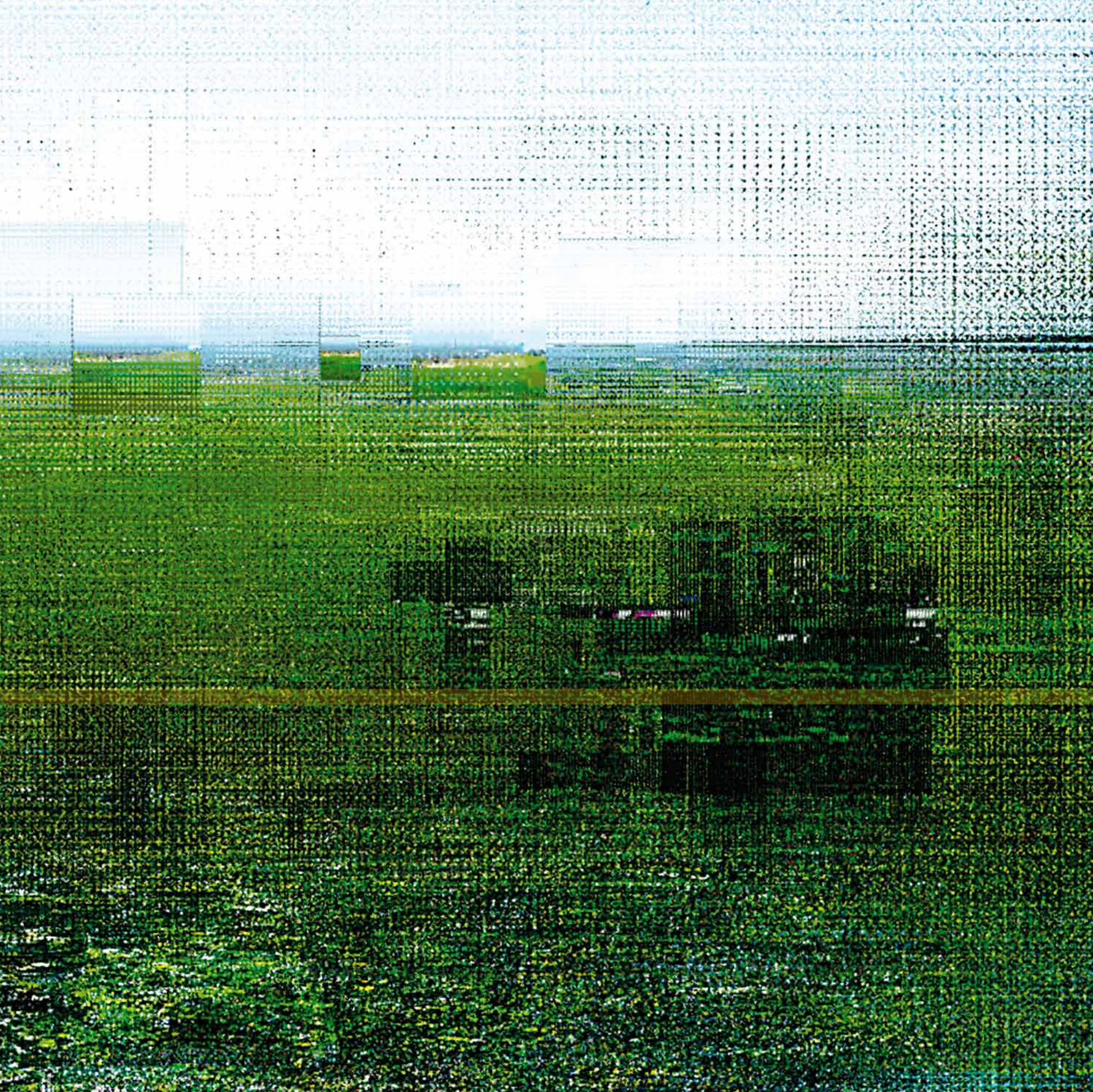
**PARTNERS**  
Education Board in Katowice / Modern Poland Foundation

*Audiovisual landscapes | Final thesis by Jan Dybata, 2009*

# Marshall McLuhan Media Institute

The institute will undertake media education, cultural animation and academic research, while seeking to support an active contemporary social discourse about the role of the media in our society. Through the organisation of various courses, workshops and lectures, international conferences, exhibitions, concerts and festivals, the institute will cooperate with cultural institutions and NGOs, as well as academic, scientific, artistic and business centres. This multidimensional cooperation will impart an interdisciplinary character to the institute's activities.

**PARTNERS**  
University of Silesia in Katowice, Department of Culture and Communication / Academy of Fine Arts in Katowice

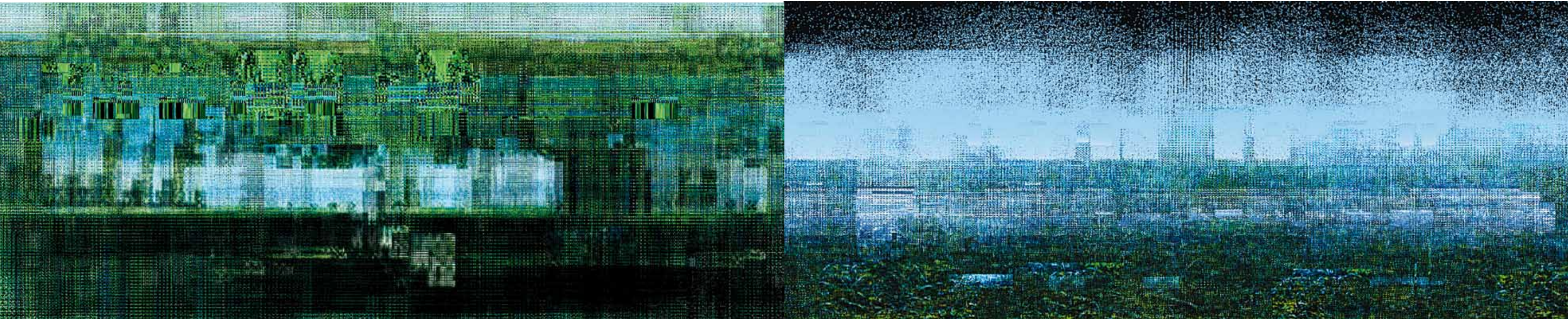


# New Media Centre

The centre is both an educational and an exhibition space, dedicated to new and emerging media. Both the structure and setting of the centre reflect the Garden City concept, as exemplified by its all-year-round roof-garden and smaller cyber-gardens that constitute its own special kind of theme park – one linking nature and technology to ecological thinking. The media centre, which will operate as a part of the Contemporary Arts Centre that is already up and running, will become a flagship concept for the city and the entire region, in which new technologies have so far mostly been associated with industrial rather than educational, artistic or communication contexts.

PARTNER  
University of Silesia in Katowice

*Audiovisual landscapes | Final thesis by Jan Dybata, 2009*



Audiovisual landscapes | Final thesis by Jan Dybata, 2009

## New Media Days

This cyclical event was initiated in 2008 with the McLuhan Codes conference. It proved a country-wide success and gained considerable interest amongst the local community. New Media Days is a project which combines a publicly accessible scientific conference and a series of artistic events (exhibitions and multimedia concerts), workshops, discussion panels and publications. Some of the world's foremost experts in the field of new media, technology and scientific research give lectures, prepare workshops and participate in audience-led discussions. Awarding prizes to new media artists is also envisaged. From 2016 on, the New Media Days will become an annually held event featuring an open competition, the purpose of which will be to attract the worldwide

communities of artists, scientists and new media practitioners to participate in an event held in this corner of Europe. The 2016 turning point was chosen due to the planned opening of the New Media Centre which will enable the New Media Days to be held as a fully-fledged festival.

Organisers: Ars Cameralis Silesiae Superioris / University of Silesia in Katowice / ExMachina Academic Press

## e-MobiLArt

The European Mobile Lab for Interactive Media Artists (e-MobiLArt) is an international project promoting interactive art. Using computer techniques, communication networks and mobile media technologies, artists search for new forms of expression in art. In the course of creating interactive installations they seek interdisciplinary ways to bring to light the relationships between art and science. The immediate outcome of this has been an exhibition at Katowice's Rondo Sztuki, confirming the aesthetic status of works created in laboratories and other technological settings rather than in artists' studios. e-MobiLArt has proved itself to be an inspiration for further international cooperation,

exposing the dynamic nature of European multiculturalism and contemporary artistic expression. The project will result in the setting up of a team consisting of artists, scientists, technological experts and people working for cultural institutes, all of whom will then work together after the project has run its course.

Organisers: European Mobile Lab for Interactive Media Artists (e-MobiLArt) / Academy of Fine Arts in Katowice

## III Investment Projects



# Silesian Voivodeship

## A region defined by innovation and the knowledge-based economy

Silesian Voivodeship was the first in Poland to adopt a regional innovation strategy. Research conducted by the Regional Innovation Strategy Coordination Unit has indicated that this region is one of the leaders of innovation in the country. It invests more than any other in R&D and ranks third in terms of the overall number of R&D units, people working in the sector, and patent applications.

**GDP:** PLN 32,800 | 12% more than the GDP of the whole country

**Electricity-based energy production:** 21% of national production | the country's main supplier

**The biggest fair and exhibition areas in Poland:** Spodek arena, Expo Silesia, Katowice International Fair

**R&D Expenditure:** nearly 8% on a national scale

## Strategic documents regarding the development of the Silesian Voivodeship

- Silesian Voivodeship Development Strategy 2000–2020 (general directions of development)
- Regional Innovation Strategy of the Silesian Voivodeship 2003–2013 (development of knowledge-based economy, innovation and technological development)
- Marketing Communication Strategy of the Silesian Voivodeship (promotion and enhancement of the voivodeship image for investment purposes)

## Education

- 190,000 students | 46 universities, over 10% of the total number of Polish students
- 45,000 graduates per year
- 800,000 pupils

## Transport

**A1 AND A4 MOTORWAYS (THE GLIWICE-SOŚNICA INTERCHANGE)**

- the largest junctions linking the North to the South and the East to the West
- construction of the biggest logistics centre in East-Central Europe

**DTS EXPRESSWAY**

- connecting Eastern and Western ends of the Upper Silesian conurbation

- 150,000 vehicles a day

**RAILWAY**

- over 50% of Poland's railway transport
- a wide-track railway service to Ukraine

**KATOWICE-PYRZOWICE PASSENGER AIRPORT:**

- one of the three biggest in Poland, subject to development
- 2.36 million passengers in 2009
- construction of a fast Pyrzowice-Katowice railway connection

**NETWORK OF LOCAL AIRPORTS**

- 7 local airports to be developed by 2015, supplementing the region's passenger airport services in terms of sport and business mobility



# Katowice

- 308,000 residents
- over 48,000 registered business entities
- rate of increase in the number of business entities: by 8–10% annually
- GDP per capita: approximately \$27,000
- Katowice's Special Economic Zone | 1,600 ha, around 130 companies, 33,000 people employed, investments amounting to more than EUR 4 billion

## Investments Projects

- Seat of the Polish National Radio Symphony Orchestra in Katowice
- International Congress Centre
- New Silesian Museum
- Radio and Television Department of the University of Silesia in Katowice
- Scientific Information Centre and Academic Library
- New building for the Academy of Fine Arts in Katowice
- Museum of the History of Katowice – a newly-opened department in Nikiszowiec
- Modernisation of the Spodek arena
- Extension of the Silesian Philharmonic Hall
- Modernisation of the Youth Palace
- Modernisation of the Katowice Centre of Culture
- Development of Katowice Central Railway Station
- Extension of the Rondo-Rynek zone
- Revitalisation of the Euro-Centrum area



# Seat of the Polish National Radio Symphony Orchestra in Katowice

The building will feature a principal concert hall with a seating capacity of 1,800, a chamber hall, and audience and backstage areas. In the main hall, concerts of all types of symphonic music will take place, including those requiring the participation of an expanded number of orchestral players, and/or choirs of up to 120 singers with organ accompaniment. A recording studio will be established as well.

*Visualisation: new seat of the Polish National Radio Symphony Orchestra in Katowice | Konior STUDIO*

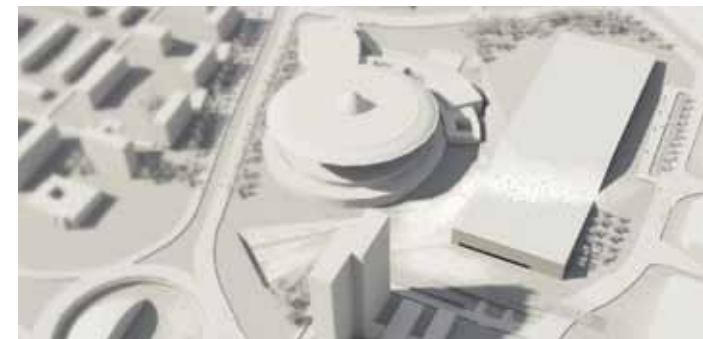


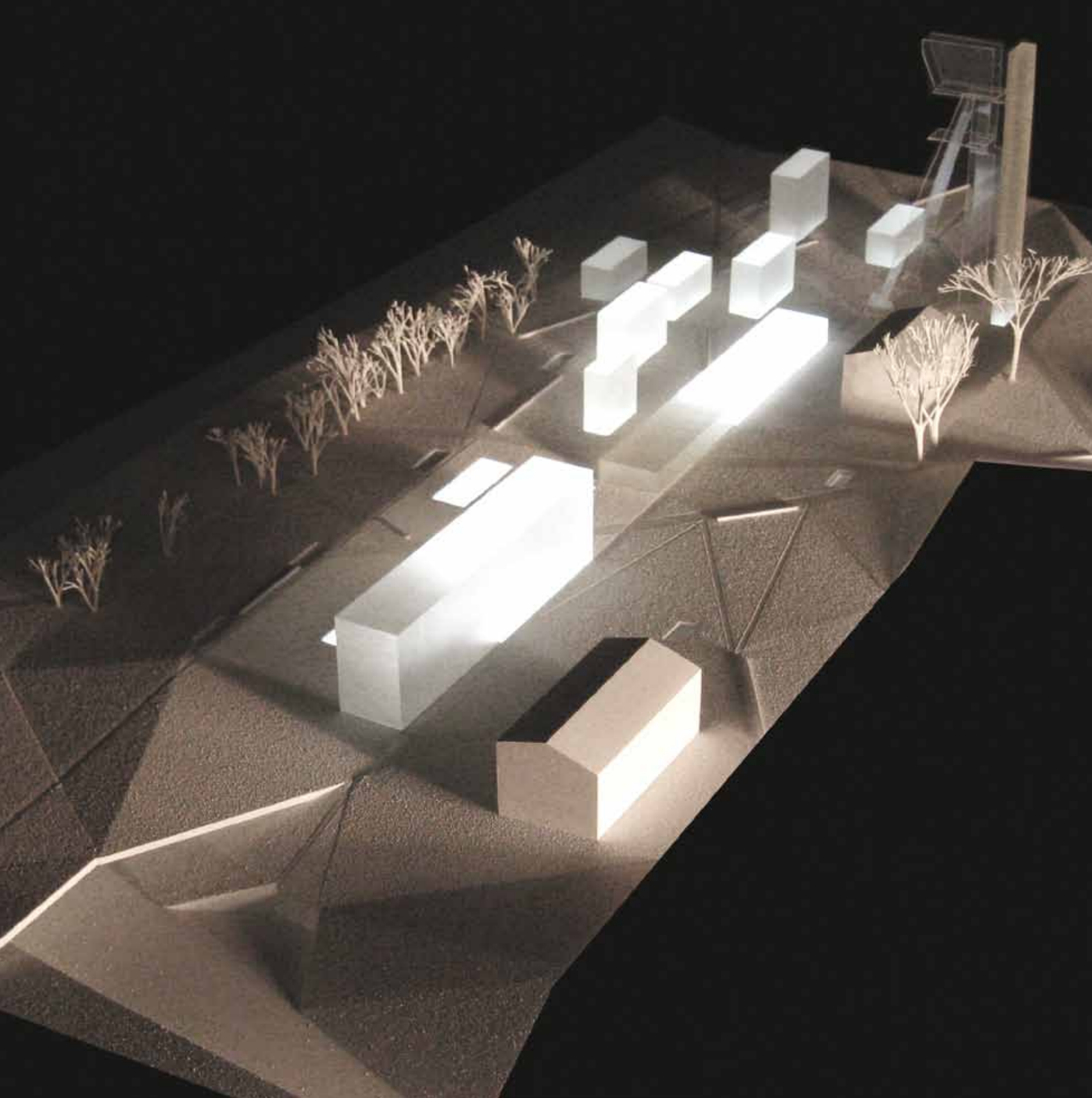


# International Congress Centre

This is a multi-purpose complex to be created mainly for the use of the participants of the events to be held there (conferences, congresses, conventions, fairs, exhibitions, music and television productions), however, thanks to a passage in the roof covered with greenery, the foyer will remain open to the general public as well. The two biggest halls will hold 12,000 and 8,000 people respectively.

*Visualisations: International Congress Centre building | JEMS Architekti*





# New Silesian Museum

This project involves a revitalisation of both the existing buildings and the area formerly occupied by the 'Katowice' Coal Mine, as well as simultaneous construction of a new complex featuring, among others, a museum, a conference and office areas, and an underground garage.

The urban design of the new museum reflects the free-standing historical mining facilities. All the storeys of the main building will be situated underground, so that the administrative zone, and the glass towers additionally illuminating the underground exhibitions will be the only parts located above the ground level.

A historic building that once housed a storehouse for clothes will be converted into the Polish Scenography Centre. The machine room of the shaft's drawing tower will be transformed into a restaurant, while the drawing tower itself, following modernisation and the addition of a glazed lift, will become a vantage point.

The newly-established and formerly existing buildings will be linked to one another by a network of underground and above-ground passages. A park will be laid out on the surface which, by means of the so-called green bridge, will be linked to Bogucice Park, creating an extensive and inviting green area right in the midst of the city centre.



Visualisations: New Silesian Museum | courtesy of Riegler Riewe Architekten



# Scientific Information Centre and Academic Library

The unit will combine a library with a modern information centre. It will be a complex created for the purpose of disseminating information, as well as for other educational, scientific and cultural activities, and for the use of different audience groups, including academic, cultural and business circles, and pupils.

The complex is conveniently located right in Katowice's city centre, in the immediate vicinity of the main campuses of the University of Silesia and Katowice University of Economics, where it enables easy access by car or public transport.

The library is expected to hold around 1.8 million volumes, with the whole edifice supplying facilities for about 1,000 people. The project is in the process of being developed with a consortium of the University of Silesia in partnership with Katowice University of Economics.

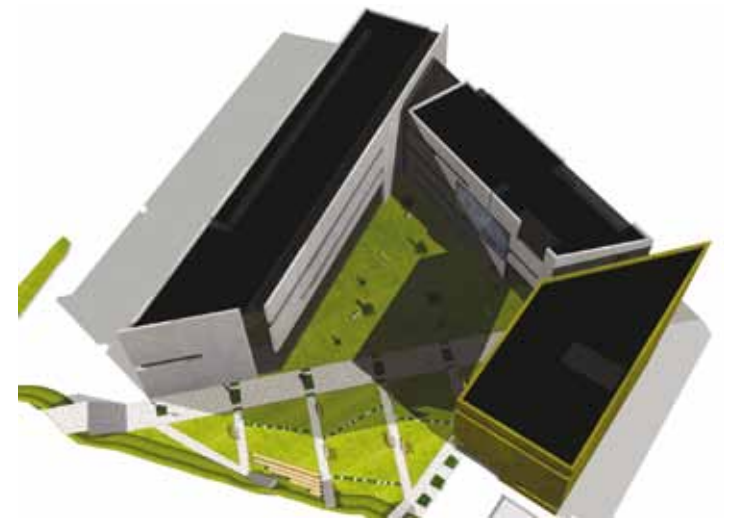
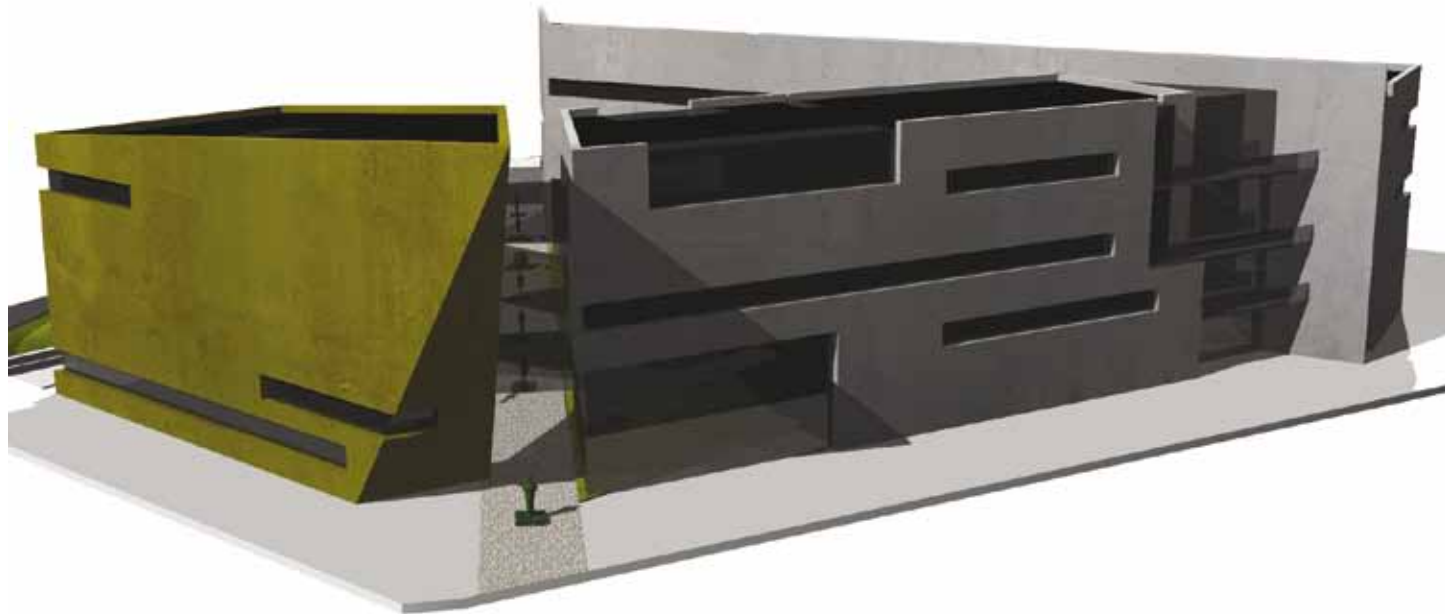
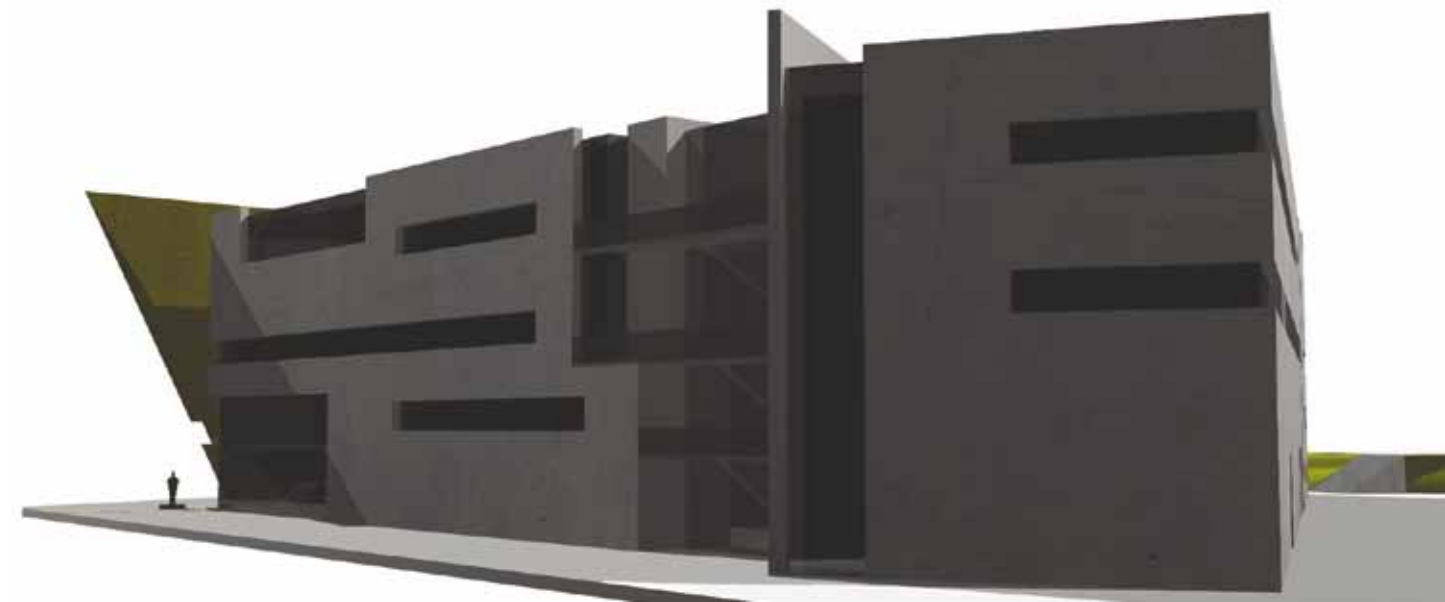


Visualisations: Scientific Information Centre and Academic Library of the University of Silesia and Academy of Economics

# New Building for the Academy of Fine Arts in Katowice

This building will serve educational, social, cultural and recreational purposes. Nearby, a park will be developed where the works of artists and designers will be on display.

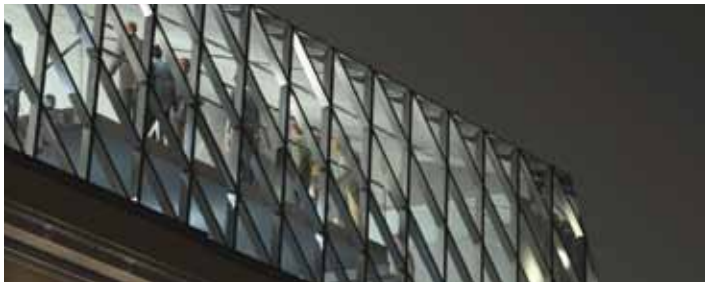
The building will feature painting, drawing, sculpture, photography and multimedia studios, as well as research-based and project-oriented design laboratories fitted with computer devices and technologies developed for use in these fields. An archive, a library with a reading room, a library with materials for designers, a gallery, a hall for conferences and screen projections, and guest rooms will be constructed as well.



Visualisations: new building for the Academy of Fine Arts in Katowice | An Archi Group

# Extention of the Silesian Philharmonic Hall

Following redevelopment of the building, its usable floor space will increase by over 2,000 square metres, giving a total surface area of more than 5,000 square metres. The building will feature dressing rooms, rehearsal areas, a library, a storehouse for instruments, a music bookshop and a rooftop café with a garden. A new chamber hall with a seating capacity of 110 will be constructed and all unwanted architectural obstacles eliminated.



Visualisation: Silesian Philharmonic extension | Consultar LLC

# Development of the Central Railway Station



As a result of this investment a modern complex will be established to combine the functions of railway station, bus station, commercial services centre, and business centre.

A goblet-like structure will be reconstructed in the new concourse of the railway station, and a system of solid and moveable ramps will link the main concourse to the entrance to the platforms.

The design of the neighbouring Katowice Gallery shopping centre will draw on the pre-war plan of Katowice. The three avenues forming the triangle that the centre will be built around will reflect the traditional frontage of the tenement blocks of the past.

In place of the terrace now leading onto the overpass above Szewczyka Square, a space will be created to serve both as a railway station and as a trade and service centre. The building's glazed structure will be a source of natural light, drawing attention to the goblet shapes created by the display windows of the shops, while the square itself will become an area for leisure and entertainment.

The project also features the creation of a new transport system, including a road network surrounding the railway station and an underground transport hub for buses.

*New Katowice central railway station design | Neinver Polska LLC*





# Extension of the Rondo-Rynek Zone

The project will involve the systematic reconstruction of the space, public utility buildings and the road and tram infrastructure. The total surface area of the planned investment will amount to 735,000 square metres, making it the largest enterprise of its kind in East-Central Europe. The main transport arteries in the city centre will be developed and green embankment areas created along the Rawa River.

The development of the Central Square will feature flower stalls, restaurant spots, fountains, vertical gardens and artistic installations. A small stage is intended to be built in front of the Silesian Theatre.

This investment, along with the development of the railway station and the transport node, will transform the character of Katowice city centre. Reduction in the level of road traffic will ensure it is an attractive public space.

*Katowice city centre, bird's eye view | courtesy of Katowice City Hall*



# Euro-Centrum Group: an Example of Space Revitalisation

A run-down area of nearly 6 hectares in Katowice-Ligota district used to be full of devastated post-industrial buildings. The Euro-Centrum Group, with the approval of the city's authorities and thanks to funds from the European Union, has now established a science and technology park there. The area, of approximately 20,000 square metres, featuring 1000 parking spaces, has been developed for the use of entrepreneurs, while the head office of the company has been established on-site in a fully-restored production hall.

Water, waste and energy provision services have all been modernised, while gas emissions into the atmosphere have been diminished. Modern technologies have been adopted in the newly developed, energy-saving building, which is an excellent example of how to use renewable energy sources. 25 per cent of the park's area is covered with greenery.

The Euro-Centrum Science and Technology Park is now one of the major business centres in Silesia. Over 70 national and international enterprises employing over 750 people altogether operate there, including many IT companies, some with an interest in energy-saving technologies. Euro-Centrum also features the headquarters of

business-related institutions such as the Association for the National Forum of Industrial, Science and Technology Parks, and the American Chamber of Commerce in Poland.

The Park's principal aim is development activity, and with this in mind it undertakes various research projects and cooperates with technical universities. It is engaged in developing and implementing energy-saving technologies, as well as assessing the chances of bringing new ideas into the world of commerce, and taking part in establishing new enterprises.

Euro-Centrum is planning the construction of a passive office block, expending only 12 per cent of the energy commonly used by standard office buildings. Thanks to the collaboration between the Euro-Centrum Science and Technology Park and local universities it will become possible for entrepreneurs and scientists to work together on new R&D projects at modern laboratories. Euro-Centrum reflects the changes taking place in the Silesian economy that, having chosen to depart from traditional branches of industry, is now being transformed into a centre of new technologies.



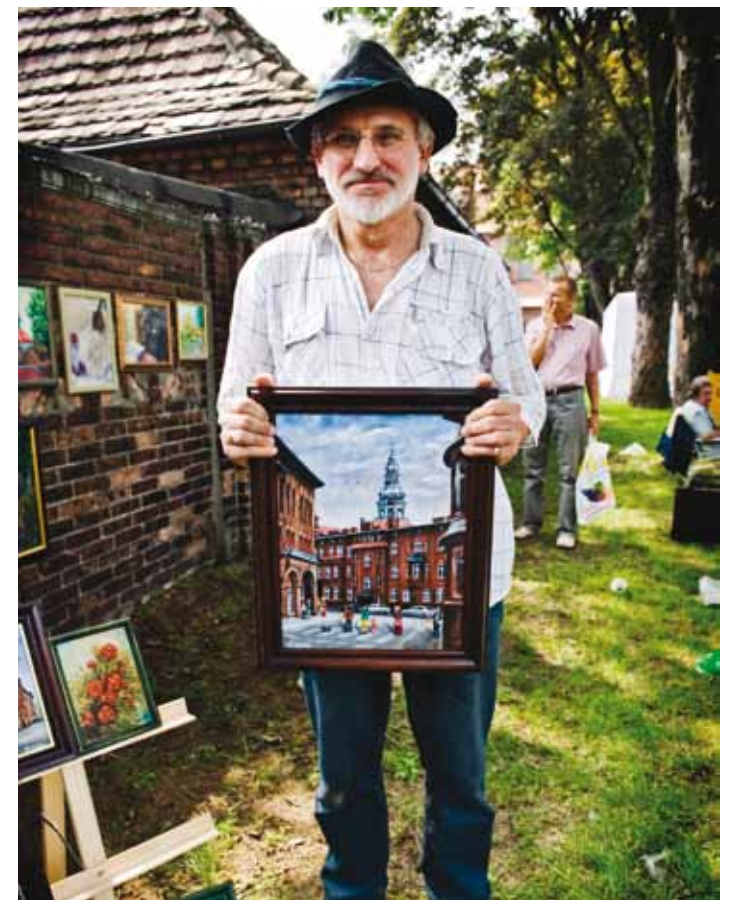
*Euro-Centrum LLC*



'At St. Anna's in Nikiszowiec' church fair, 01 August 2010 | Traditional Silesian outfits parade | photo by M.W.Naturscy

# Museum of the History of Katowice in Nikiszowiec

The undertaking marks the revitalisation of a building located in a historic working-class housing estate that used to house a laundry room and a clothes wringer. The Ethnology Department of the Museum of the History of Katowice will be established there to host concerts, lectures and exhibitions. On display at the site there will be, among other things, the original fittings of the laundry room itself and the interior of a typical working-class flat from the Nikiszowiec district. The investment will be accompanied by the extension of a Tourist Information Centre.



'At St. Anna's in Nikiszowiec' church fair, 01 August 2010 | Nikiszowiec paintings presentation | photo by M.W.Naturscy



Katowice city centre, bird's eye view | courtesy of Katowice City Hall

### Expenditure on the City's Infrastructure

	PLN	1 EUR = 4 PLN
	EUR	
Seat of the Polish National Radio Symphony Orchestra in Katowice	265 000 000	66 250 000
International Congress Centre	303 285 381	75 821 345
New Building for the Academy of Fine Arts in Katowice	50 054 075	12 513 519
Modernisation of the Spodek Arena	121 341 486	30 335 372
Modernisation of the Youth Palace	49 692 000	12 423 000
New Silesian Museum	324 000 000	81 000 000
Scientific Information Centre and Academic Library	79 453 600	19 863 400
Extension of the Rondo-Rynek Zone	270 000 000	67 500 000
Radio and Television Department of the University of Silesia	24 000 000	6 000 000
Modernisation of the Katowice Centre of Culture	57 500 000	14 375 000
Museum of the History of Katowice – Department in Nikiszowiec	3 000 000	750 000
Extension of the Silesian Philharmonic Hall	29 500 000	7 375 000
Renovation of Buildings	92 852 829	23 213 207

**Total:** 1 669 679 371 PLN  
417 419 843 EUR

# IV Application Form

1 year old: Natasza Nierychto



# Basic Principles

4 years old: Filip Kryszak, nursery school pupil



# 1 Why does the city which you represent wish to take part in the competition for the title of European Capital of Culture? What would be the main challenge of this nomination for the city? What are the city's objectives for the year in question?

The decision to apply for the title of European Capital of Culture is a change from the usual course of things in this city. This is not to contradict what has happened so far, but to set the city, its space and residents in motion. This candidate city declares that it has thought thoroughly about its reality, that it respects its tradition, but also that it stands in need of a new self-image and a new language in which to present itself in public. The candidacy is also an invitation for Europeans to come and co-create Katowice – the City of Gardens.

## ECC KATOWICE – INTENDS TO:

- Activate residents, combat various forms of exclusion, create community.
- Transform the communication standards between the city and its citizens: enhance the availability of information, create new participation mechanisms.
- Create a new urban space.
- Prevent emigration, especially of young and educated people, through the improvement of living conditions in the city and by linking education to the requirements of the job market.
- Initiate new areas of cooperation between cultural circles and institutions (Katowice, Upper Silesia conurbation, Silesian region, Europe).
- Support collaboration between the areas of business, science and culture.
- Achieve sustainable development of the metropolis.
- Create a strong European centre.

**2 Explain the concept of the programme which would be launched if the city was nominated European Capital of Culture?**

Ebenezer Howard's vision of a garden city was his response to the rapid industrialisation process. The English thinker posed the crucial question: 'The people, where will they go?' Over a hundred years later, the vision of a garden city is still as attractive as ever, except that today the question is: 'The people, where will they stay?'

Howard's garden cities were satellite dwellings, whereas Katowice's garden concept will blossom for real, all over the city. The reinvented vision of Ebenezer Howard may prove a solution for European cities facing such difficult issues as the de-urbanisation and fragmentation of city space, followed by the decay of the communities there. Our guiding thought, then, is also a possible narrative for the whole of Europe, as it is an innovative concept of sustainable development in the form of Howard's idea revisited.

Thinking based on oppositions, such as civilisation vs. nature, high culture vs. mass culture and spiritual vs. material spheres, today is simply anachronistic. Therefore what Europeans need is a new language enabling the discourse concerning their problems. The concept of the City of Gardens inspires an audaciously fresh outlook on reality.

<b>Industrial City</b>	<b>City of Gardens</b>
<u>EXPLOITATION</u>	<u>RESPONSIBILITY</u>
<u>the mine</u>	<u>the garden</u>
exploitation-based development	sustainable development
<u>nature subordinate to culture</u>	<u>no nature without culture</u>
degradation of the environment	environmentally friendly solutions
<u>burden of the past</u>	<u>creating the future</u>
<u>heavy industry</u>	<u>creative industries</u>
destruction of tradition	inspiration from tradition
<u>mass entertainment</u>	<u>active lifestyle</u>
appropriation of public space	creation of public space
groups restricting individuals	communities supporting individuals
<u>art in galleries</u>	<u>city as artwork</u>
escape from civilisation	meeting in the garden
<u>globalisation</u>	<u>glocalisation</u>
<u>uniformity</u>	<u>diversity</u>
<u>rivalry</u>	<u>cooperation</u>
<u>egoism</u>	<u>solidarity</u>

[...] nature has never been external to social existence [...] Therefore we must work out an alternative narrative as soon as possible – a narrative that will stop treating nature as different from the world of humans.

Bruno Latour

13 years old: Benjamin, middle school pupil



### 3 Could this programme be summed up by a slogan? (the answer to this question is optional at the pre-selection stage)

Imagine a city that invigorates all your senses... a space where you can come across places designed specifically with you in mind... a city whose gardens take you through the entire panoply of human sensuous experience... Can you imagine it?

The slogan of the City of Gardens attracts attention. For residents of the region and the whole country, the juxtaposition of post-industrial Katowice with the idea of a garden seems puzzling, and so provokes discussion about the city and its forgotten roles. It recapitulates Ebenezer Howard's idea, reminding us about its attempted implementation in the Katowice district of Giszowiec, and at the same time stimulates the imagination, inspiring Arcadian dreams of an ideal city with the potential to galvanise our citizens into action.

Such a motto inspires the thought about the city in a remarkable way. (Such a motto can inspire us to think about the city in terms that go beyond the old clichés entrenched in our collective consciousness). The continuously transforming metropolis is a fertile ground for new ideas, a space open to innovation.

The figure of the City of Gardens, then, is an invitation to visit the public spaces and work together for the sake of their development. The garden metaphor, combining usefulness and beauty, is an excellent reflection of the harmony prevalent in many areas of human endeavour. It points to the analogies between creating a city and cultivating a garden: the need for shared responsibility, patience and care. A garden is also a symbolic space, marked out but not closed, public yet inviting seclusion and meditation.

The City of Gardens will come to serve as an example to follow for any European metropolis confronted by a need to seek out a new paradigm of urban existence.

*Cities are not so sure to survive, so the main problem for urban sustainability is the sustainability of the notion of city in itself.*

Manuel Catells



## 4

**Which geographical area does the city intend to involve in the European Capital of Culture event? Explain this choice.**

**KATOWICE**

Katowice is the largest city of the Upper Silesian conurbation and the administrative capital of the Silesian Voivodeship. It is also the seat of the province's authorities and of its most significant cultural institutions, as well as the largest academic centre in the region.

The city is a strong economic centre and hosts many prestigious fairs and exhibitions. For two years now, the European Economic Congress, an important political and economic event in the East-Central Europe, has taken place here. Moreover, in three years' time the International Congress Centre – Poland's largest – will be erected here.

Katowice has an international airport and is ideally positioned at the intersection of the main pan-European road and railway routes. It enjoys good connections to Warsaw and other large cities. It is a two-hour car ride from: Krakow, Ostrava and Wrocław.

**METROPOLIS**

The city is closely integrated into the surrounding metropolis of 2 million people. It takes less than half an hour to cross it east to west, driving along the motorway. Katowice is also a central node in the country's public transportation network.

The cultural institutions that operate in the metropolis provide a diverse and complementary range of events.

What is common to all the inhabitants of Katowice and the nearby cities is not only the fact that they are close neighbours, but also their shared heritage. These cities face similar problems, which can only be solved by means of collaboration.

**WHY KATOWICE AND THE METROPOLIS?**

Due to its history of heavy industry, Katowice is not regarded as an attractive place to live. The most common stereotypical view of Silesia is of run-down urban spaces and uneducated people, whose interests are limited to cheap entertainment. The only way to break such stereotypes is to join forces to show the diversity and potential of this region.

Nowadays economies rely on a network of ties between the most significant cities – those capable of attracting the best-educated people and investors. The number of links in the network determines any given city's position and potential. By itself Katowice is not able to compete with the leading centres of the global economy. Therefore an efficient

communication and collaboration system needs to be established among all cities of the metropolis. As a result of combining the potential of their universities, enterprises, institutions and inhabitants, the cities of the Silesian conurbation may together come to play a significant role in modern-day economy.

One way in which the city performance could be improved is through an enhanced integration of services, leading to a more effective use of available resources. Collaboration between regional cultural institutions will make it possible to create a more attractive ECC programme, allowing the city's inhabitants to take full advantage of the diverse offer.

## 5 Do you already have the support of the local or regional political authorities? Or are you planning to ask for their support at a later date? Explain.

The decision to enter the competition for the 2016 European Capital of Culture title was made by virtue of an act issued by Katowice City Council. Organising Committee and Programme Board have been appointed and the Katowice ECC Office has been established. In 2010, the city invested PLN 5.12 million in the implementation of the project.

Given Katowice's strong ties to the other cities of the conurbation, letters of intent will be signed establishing the rules of cooperation.

Particularly important is the engagement of the Upper Silesian Metropolitan Association embracing 14 cities with the population of approximately 2 million. The Association, which has passed a resolution on supporting Katowice's candidature, will coordinate the city's collaboration with the member cities and dedicate itself to promotional activities.

The Marshall of the Silesian Voivodeship has declared his support of the governmental authorities of the voivodeship for the candidature of Katowice, promising as well that the cultural institutions subordinate to him will become involved in the project.

### LIST OF RESOLUTIONS OF THE KATOWICE CITY COUNCIL CONCERNING THE EUROPEAN CAPITAL OF CULTURE 2016:

- Concerning the participation in the competition.  
Resolution of the Katowice City Council no. XLVI/949/09 of 11 September 2009 concerning the application for the European Capital of Culture 2016 title by the city of Katowice.
- Concerning the setting up of the ECC Office  
Resolution of the Katowice City Council no. LV/1153/10 of 22 March 2010 concerning the approval of the Internal Regulations of the Upper Silesian Centre of Culture.
- Concerning the appointment of Programme Council  
Ordinance of the President of the City of Katowice no. 1668/2009 of 18 September 2009 concerning the appointment of the Programme Council of the Katowice European Capital of Culture 2016 project.  
Ordinance of the President of the City of Katowice no. 1714/2009 of 5 October 2009 concerning the appointment and the definition of the course of action of the Programme Council of the Katowice European Capital of Culture 2016 project.

- Concerning the appointment of the adviser to the President regarding ECC projections  
Internal ordinance of the President of the City of Katowice no. 226/2009 of 10 July 2009 concerning the changes in the structure of the Katowice City Hall.
- Concerning the adoption of the budget  
Resolution of the Katowice City Council no. LI/1045/09 of 21 December 2009 concerning the adoption of the budget of City of Katowice for the year 2010. As a result of this resolution Katowice ECC 2016 project was granted PLN 4.3 million.
- Resolution of the Katowice City Council no. LVII/1182/10 of 26 April 2010 concerning the amendments of the budget and to the budget of the City of Katowice for the year 2010. As a result of this resolution the budget of ECC reached the amount of PLN 5.12 million.

18 years old: Adam, secondary school student



## 6 How does the event fit into the long-term cultural development of the city and, where appropriate, of the region?

The City of Gardens concept is central to the city's, the metropolis' and the region's aims and visions of development presented in the city strategies.

### KATOWICE 2020+ CULTURAL DEVELOPMENT STRATEGY FOR THE CITY (PROJECT)

One of four main points of the strategy are the endeavours to win the ECC 2016 title with the City of Gardens slogan.

#### The vision of Katowice's cultural development includes:

- Education and participation in culture
- Cultural centres and routes
- Katowice as an open city
- Creative Katowice
- Youth friendly Katowice
- City of great events
- Katowice and the Metropolis in Europe

#### Principal aim

Katowice as a creative and attractive city that provides both residents and visitors with a diverse cultural programme – one that combines public and private sectors with the active support in raising the level of cultural competence of its inhabitants.

#### Specific goals

- Katowice as a socially and culturally attractive city.
- Katowice as a city that guarantees freedom of choice within the cultural offer.
- Katowice, the Metropolis and the region of Upper Silesia inscribed into the metropolitan sphere of Poland and Europe.
- Katowice as a city facilitating a transformation in the culture and image of the Upper Silesian Metropolis and Region.

### 'KATOWICE 2020' THE CITY DEVELOPMENT STRATEGY

#### Strategic aims

- Katowice as a city that supports the functional and spatial integration of various forms of activity performed by cultural institutions, academic institutions involved with the arts, and artistic circles.
- Katowice as a city of many easily accessible and well-developed public spaces that offer the city's inhabitants an attractive way to spend their leisure time.

## I Basic Principles

- Katowice as a city of excellent conditions for the sustainable development of the whole city and a positive example of how to revitalise the city's run-down districts.
- Katowice as a city offering a wide range of aesthetically appealing cultural and entertainment services available in its central space.
- Katowice as a city ensuring a level of access to its public services in line with contemporary civilised standards – to all of its inhabitants, including those who require special care in virtue of their advanced age or disabilities, their marginalised or excluded status, or because of an inability to adapt socially or economically.

### Horizontal directions

- The city's authorities' collaboration with cultural, scientific and business elites.
- Preparation and promotion of joint enterprises undertaken by the cities of the Upper Silesian conurbation.
- Development of the metropolitan identity of the city's residents, with an emphasis on historical and ethnic roots and the cultural traditions of the region.
- Katowice's close collaboration with the other cities of the Upper Silesian conurbation and with Krakow and Wrocław.

### DEVELOPMENT STRATEGY FOR 'SILESIA' – THE METROPOLITAN ASSOCIATION OF UPPER SILESIA – UP TO 2025

#### Vision

- The Silesia metropolis is a polycentric urban complex enjoying a high level of social capital. As such it aims to make it possible for its citizens to live their lives to the full, with favourable employment and living conditions, a clean environment, an innovative economy and highly efficient public services in the key areas of education, culture, health and transport.
- Selected directions of development
- Creating business-scientific-cultural clusters.
- Revitalisation of the city-centre areas.
- Multidimensional adaptation of both post-industrial land-sites and examples of industrial architecture.
- Development of a metropolitan network of active recreation areas along with pedestrian paths and cycle lanes.

### Promoting healthy lifestyles.

- Creating favourable conditions for the development of civic initiatives, non-governmental institutions and other entities responsible for the social economy.
- An increase in the number of the University of the Third Age's educational institutions.

### 'ŚLAŃSKIE 2020' DEVELOPMENT STRATEGY FOR THE SILESIA VOIVODESHIP

#### Priorities

- As a region the Silesian Voivodeship should enjoy an innovative economy, creating and efficiently absorbing new technologies.
- As a region the Silesian Voivodeship should be characterised by widespread availability of high-level regional public services.
- The Silesian Voivodeship should function as a significant partner in creating culture, education and a European space.

### CULTURAL DEVELOPMENT STRATEGY FOR THE SILESIA VOIVODESHIP FOR THE YEARS 2006–2020

#### Vision

The Silesian Voivodeship will be:

- a culturally diverse region that combines various elements of different traditions and identities into a harmonious whole;
- a region where culture reflects and cherishes fundamental civic virtues such as open-mindedness, honesty, sense of responsibility, diligence, and the social cooperation skills, and so will have a positive influence on the quality of the city's social potential;
- a region where culture plays an important role in the economic development, boosting the financial competitiveness of the province, creating opportunities for the social and economic development of the region, thus improving the quality of life of its residents;
- a region which, in an innovative way, takes advantage of the creative potential of artistic circles to achieve a qualitative improvement of public spaces, including public utility buildings.

#### Strategic aim

- An increase in the competence necessary to participate in culture (the audience), to manage culture effectively (culture animators) and carry out artistic work under market economy conditions (artists).

20 years old: Agata Jędras, biotechnology student



## 7 To what extent do you plan to forge links with the other city to be nominated Capital of Culture?

Katowice's contacts with Cuenca were initiated in 2006, when the Silesian Voivodeship entered the Tool Quiz project – an international platform for regional collaboration, whose participants is Castilla-La Mancha province. The collaboration takes place on three levels: artists with artistic directors, administrations and politicians.

In February 2010, an exhibition of drawings by Antonio Saura (an artist connected with Cuenca), was presented in Katowice. Moreover, thanks to the collaboration with the Antonio Saura Foundation, a selection of photographs by Carlos Saura were put on display, while the official inauguration of Katowice's attempts to win the European Capital of Culture title was marked by a 'Flamenco Hoy' performance, directed by the man himself.

On April 28, 2010, the 'European Capitals of Culture. Impetus for a Change.' conference was held, that welcomed Ángeles Díaz Vieco, director of the Simestrías Foundation of in Toledo, and representatives of Cuenca Pedrov Hidalgo and Ignacio Rodríguez y Torne. In September, a group of representatives from Katowice will take part in a workshop organised by the Cuenca 2016 Foundation.

Thanks to the collaboration with the Patronato Semana de Música Religiosa de Cuenca foundation a series of concerts will be held in Katowice as part of the Semana de Música Religiosa festival.

The Academy of Fine Arts has been a partner of the University of Castilla-La Mancha for many years now – chiefly through the Erasmus Programme. The ECC celebration will be another occasion for an exchange of young people and artists from both countries.

The collaboration with the Spanish ECC will include promotional activities and joint projects:

- Culture Tenement
- Culture University of the Third Age
- School Capitals of Culture
- Multicultural Garden
- Katowice Arts Olympics
- Priest and Jester
- Great Expectations
- Development Education Centre
- Film Competitions
- Artists-in-Residence
- Hyperbook for Kids – a European Fairy Tale Map



26 years old: Marek Lampa, priest

## 8

**Explain how the event could fulfil the criteria listed below. Please substantiate your answer for each of the criteria**

**(this question must be answered in greater detail at the final selection stage).**

**Can you specify how this event could help to strengthen the city's links with Europe?**

The metropolis will consolidate its relationship with Europe by means of a number of enterprises undertaken together with its foreign partners. Moreover, Katowice as the City of Gardens will definitely intrigue Europeans, encouraging them to visit the region.

This relationship can also be taken in more general terms – as the process of promoting an educational system that will provide the residents of Katowice with the skills needed for the development of the EU's community, so that its citizens can flourish as members of the knowledge society.

Katowice, by presenting its own perspective in the ongoing discussion about Europe's cities, aims to propose a new narrative for Europe, a new way of perceiving and describing reality.

**As regards The European Dimension, how does the city intend to contribute to the following objectives:**

**To strengthen cooperation between the cultural operators, artists and cities of your country and other Member States, in all cultural sectors**

#### **BAROQUE FACTORY**

This is a scholarship programme for young European musicians, aimed at creating a professional Baroque ensemble. The people involved in the enterprise of different cultural identities and musical backgrounds will meet in Katowice to gain new insight into the old musical traditions of Europe. Baroque improvisation, preserving its universal character and its quality of being deeply rooted in the past, is a reflection of the dynamism and open-mindedness of the European identity.

#### **CULTURE UNIVERSITY OF THE THIRD AGE**

Ageing societies are one of the greatest challenges faced by Europe. The aim of the programme is to stimulate an ageing population into action and show them that, thanks to their skills and life experience, they form an important part of the developing knowledge society.

Central to the project of the University is the establishing of artistic residences and appointment of retired artists and academic teachers to a newly created post of visiting professor. In cooperation with the Silesian University of the Third Age and its partners from other countries, they will undertake various educational and cultural enterprises.

#### **CULTURE TENEMENT**

One of the conditions for conducting creative culture-related activities is a continuing flow of people and ideas among various urban complexes. Exchange programme of the Culture Tenement will offer novice managers, curators and cultural animators the opportunity to serve an internship at one of our partners in Europe. In the course of several week-long trips, participants will learn various cultural management techniques. They will also put into practice their own ideas in cooperation with the newly met artists. Finally, the institutions taking part in the project will establish a collaborative network, while an annual conference and workshop organised in Katowice will have as its subject innovative models for undertaking educational and cultural enterprises.

**To highlight the richness of cultural diversity in Europe**

#### **RECYCLING IDEAS AND SKILLS**

Globalisation and the mass-production of goods do not favour the development of cultural diversity. Globalised communities run a risk of discontinuities in tradition as numerous skills and unique professions gradually disappear. Now, we can observe a revival of interest in the local and the idiosyncratic. This project is aimed at creating an online database of practices and skills insignificant for mass culture, yet having wide-ranging applications in a developing post-industrial society.

Thanks to the engagement of the participants (schools, non-governmental institutions, designers, and internet users with their own research) from many countries, the initiative will demonstrate to people the mutual influence, and the cultural diversity of Europe. At the same time the project will have the character of ethnographic field research – something that will serve as an inspiration for European designers.

#### **MAILING LIST**

This project addresses the issue of Europe's multiculturalism, its guiding idea being the letter as both a communicational tool and a cultural text. First, the participants will unearth private correspondence revealing the multiculturalism of Silesia. Then, using various digital data filing and processing tools, they will examine the similarities and differences between a traditional letter, an e-mail, and a text message. The contemporary context of intercultural communication – an issue connected with economic migration – will be of importance to the project. New communication tools (e-mail, text message, social network

services) serve mainly as means of establishing and maintaining interpersonal relations. Multiculturalism manifests itself not as a threat to the community but as an important part of its identity – one created in the process of communication.

**To bring the common aspects of European cultures to the fore?**

#### **HYPERBOOK FOR KIDS – A EUROPEAN FAIRY TALE MAP**

As a result of the development of digital technologies, the traditional book has lost some popularity as a medium for storytelling. Nowadays readers want to create literature themselves, hear the sounds of a fictitious world, touch the characters and, quite literally, immerse themselves in the reality being performed. '

Hyperbook for Kids is a regular competition aimed at designers from across Europe, featuring a conference, a workshop, and a promotional campaign centred around new interpretations of the classic works of European children's literature. The 2016 edition of the competition called the European Fairy Tale Map will aim to gather together and reinterpret the fairy-tale motifs that recur in European culture and transplant them into the world of electronic media. Hypermedia will facilitate the presentation of the universality of these topoi, and in this way they will become comprehensible to children of varying degrees of cultural competence and cognitive skills (representatives of diverse cultures, members of minorities and marginalised groups, and people suffering from various dysfunctions).

Designers from all over Europe will be invited to enter the competition, its aim being to work out a mechanism of collaboration with publishers from various parts of the continent and, eventually, to implement the best ideas.

#### **GARDENS OF EUROPE**

A network of gardens will be laid out in various districts of the city, drawing on the most famous examples from the European history of art, such as the Dutch, the Italian and the English gardens. The gardens in Katowice will preserve the historical character of their precursors, yet will not be mere reconstructions of the original patterns. They will remain open to a dialogue with the city's public space and their creators. A special website will be created, as well as an audio guide providing visitors with historical facts and curiosities related to the gardens.

## 9

**Explain how the event could fulfil the criteria listed below. Please substantiate your answer for each of the criteria**

**(this question must be answered in greater detail at the final selection stage).**

**As regards City and Citizens, how does the city intend to ensure that the programme for the event:**

**Attracts the interest of the population at European level**

The Katowice of 2016 will not only be a city playing host to spectacular cultural events, but also an implementation of a vision of the metropolis of the future. Gardens designed by the most prominent European artists introduced along with new media works will facilitate the creation of a new, accessible and attractive city space, as well as the transformation of the image of contemporary city.

The city also offers a host of online enterprises, believing that any contemporary metropolis must be a hub in the network of society. Bottom-up initiatives of Internet users are supported too, as is the idea of the digitalisation of cultural heritage and knowledge sharing work.

**SPORTS ART CENTRE**

This unprecedented in Europe sort of facility is dedicated to the promotion of sports-related art, documentation of the history of sport, and research into its propaganda role. The Centre will gather together various items of documentation, including films and newsreels, TV and radio recordings, posters, photographs, and participant's accounts.

The institution will also coordinate numerous cultural events, such as the Katowice Arts Olympics, to be inaugurated in 2012 to mark the hundredth anniversary of the first Olympic Games Art Competition.

**SCHOOL CAPITALS OF CULTURE**

This competition will be launched to promote the ECC idea among the young inhabitants of the European Union. They will compete for the prestigious School Capital of Culture title, putting into practice their own ideas together with their peers from other countries. At first, the competition will involve schools of Katowice and of Spanish cities competing for the 2016 European Capital of Culture title. Then, pupils from other member states of the European Union will be invited to join the project as well. The enterprise will be supplemented by a workshop addressing the most crucial issues for Europe's society, such as ecology and multiculturalism. An international student exchange programme will contribute to establishing a contact network and a collaboration between the various regions of Europe.

**Encourages the participation of artists, stakeholders in the socio-cultural scene and the inhabitants of the city, its surroundings and the area involved in the programme**

**RESIDENTS**

The first step on the way to winning the European Capital of Culture title is to give voice to the city's inhabitants. It is no coincidence that Katowice ECC 2016 Facebook profile was a bottom-up initiative and its author was offered a job at the Katowice ECC Office.

Regular meetings with the city's residents will take place at the ECC Clubs located at the most popular shopping malls, clubs and cultural institutions in the region. In cooperation with student radio, a Student Project Bureau will be established to support the implementation of students' ideas (there are over 200,000 students in Silesia). Pupils, on the other hand, will be invited to join the Young Cultural Circle project. Central to the programme will be online enterprises creating a communicational platform for the inhabitants of Katowice. For instance, the Silesian Wikimap will enable people to organise themselves whenever something of importance for the local community happens, as well as to create their own pictures of Katowice and the city's agglomeration.

The inhabitants of Katowice will also become involved in the various undertakings aimed at changing the city spaces. As part of the inauguration of the city's attempt at ECC 2016, several thousand sunflower seedlings were distributed among the city's inhabitants. In the year of celebrations, the latter will join forces with the Private Garden campaign, transforming balconies, terraces, roofs, windows, housing-estate squares and private properties into blooming mini-gardens.

The ECC programme also features a wide range of educational proposals, Musical Potlatch being one of them. Playing instruments and singing together is characteristic of the region of Upper Silesia. A continuation of the old Silesian tradition of choirs and brass bands requires a new perspective – one not restricted to the local level. Hence the reference to potlatch – a festive tribal ceremony and the oldest form of exchange of material and intellectual culture. The project will feature an annual workshop as well as a series of local, national and foreign performances (incl. guest artists from the partner cities). Katowice's public space will become a meeting place, where a dialogue between different musical traditions can be maintained. At the same

time, certain new musical initiatives will be undertaken (not only by groups of residents of a given district, but also by communities defined by new criteria).

**DISTRICTS**

The ECC activities will be conducted within all districts of the city, with special programmes scheduled for the city's most run-down post-industrial areas. Every year, as part of the Urban Space Narratives initiative, a unique narrative of one of the districts will be created. With the use of the mental maps approach, as well as photographic, sound and multimedia documentation, project participants will define the potential and problems of their district. The sessions will involve not only architects, designers and sociologists, but also the residents of particular districts of Katowice. Civic interventions will assume the form of flash mob events, gala events, fairs, city games, and happenings.

To carry out the Let's smarten up our neighbourhood project the city's inhabitants, along with volunteers, parish representatives, non-governmental institutions, and entrepreneurs, will work out plans to transform their courtyards and immediate surroundings. Performances, multimedia projections, radio dramas, and a series of theatre workshops - Re: definition - will be organised. Artists taking part in the residence programme will also become involved in the enterprise in order to stimulate of the local community to jointly work for the welfare of their neighbourhood.

**THE WORLD OF CULTURE**

One of the principal aims of the proposed candidature is to initiate new forms of collaboration of cultural institutes and cultural milieu. Representatives of organizations from all the cities of the region have been involved in the process of establishing the project guidelines. Central to the next stages of the project is enhancing the cooperation with entities within the city, the metropolis, and the Silesia Voivodeship.

A series of conferences and workshops has been scheduled, concerning the form of particular project platforms (presented in October, during the 2010 Silesian Congress of Congress) will be determined. In the years to come, institutions, non-governmental organisations and artists will submit proposals for activities to the Katowice ECC Office. Simultaneously, certain enterprises will be undertaken in cooperation with the partners defined during the first stage of writing the application (mainly with cultural and arts-based academic institutions).

The educational institutions located in Katowice and other parts of the metropolis (nursery schools, primary, middle and secondary schools) will be involved in the preparations for the celebrations. The celebration programme includes several dozen educational and artistic projects aimed at children and teenagers.

A special emphasis will be put on collaboration with universities operating in the region (46 universities). It will be crucial not only to tap their scientific and intellectual potential, but also to get them involved in the various planned initiatives. (Several dozen of the projects require the cooperation of Silesian universities.)

#### ENTREPRENEURS

The proposed candidature is also aimed at supporting cooperation of the city's business, scientific and cultural circles. For that reason, the Katowice ECC Office has entered into close collaboration with the Regional Chamber of Commerce in Katowice. Moreover, certain initiatives have been planned so as to directly support development of the creative economy, and to involve entrepreneurs.

#### CULTURE TENEMENT

This long-term programme supports the enterprises within the creative industries. It aims at providing the participants of a given space with professional, organisational and content-related assistance, and at creating preferential conditions for conducting business activity. Local entrepreneurs and institutions, as well as the local authorities, will be invited to join the initiative. Their cooperation will be a modern synergy of business, science and culture that is certain to have a positive influence on the development of both Katowice and the whole region.

Enterprise Incubator is one of institutions to be founded; it is aimed at small and medium-size companies operating in the cultural and creative sectors. Culture Tenement will initiate and coordinate collaborations between local entities and European partners. Maintaining contacts with other organisations running similar programmes will allow the integration of groups and institutions. The exchange programme will also feature various workshops and training courses for people working in the culture sector.

#### RESPONSIBLE DESIGN

The aim of this project is to promote environmentally and socially responsible solutions for the many fields of design. The planned research

programmes will initiate collaborations of designers, IT specialists, engineers, and culture theorists and enhance the flow of ideas and technologies between the universities, designers and industry. The Responsible Design project will also enable participants from Europe and other continents to exchange experiences.

The coordinator of the enterprise will be the Academy of Fine Arts in Katowice, which, along with the Silesian Castle of Arts and Enterprise in Cieszyn, has contributed most to design development in the region.

Thanks to the numerous initiatives developed by the Academy (for instance, Innovative design as the motor of the Silesian economy and Design Silesia, both financed by the European Union) Katowice will have an opportunity to become an important European design centre. Regular education and collaborations with business circles will be beneficial to local companies, which will prove more attractive in the European market, valuing innovative solutions.

#### Is sustainable and an integral part of the long-term cultural and social development of the city?

Both the main idea, and the detailed programme of the ECC celebrations, are an inherent part of the needs and development strategy of the city and the region. The city's application was prepared with the help of reports (such as Sustainable Development of the Silesia Metropolis and the document drafted as part of the IBM Corporate Service Corps programme in Katowice), and in the light of the opinions of experts from various sectors and of ordinary inhabitants.

A special emphasis has been put not only on stimulating changes to the city space, but most of all, on activities aimed at involving and integrating the community and improving their living conditions.

A particularly significant element of the programme is the fact that it offers forms of education that will furnish people of various ages with skills necessary to function within a knowledge society. The proposed enterprises, which meet the standards of a modern economy valuing cultural competence and intellectual work above all else, aim to combine educational activities with the requirements of the job market.

The City of Gardens is both an attractive model of sustainable development for the metropolis and a viable operational strategy for the forthcoming decades.

## 10 How does the city plan to get involved in or create synergies with the cultural activities supported by the European Institutions?

The project is in accordance with the aims stated in the European Agenda for Culture. Fundamental to the concept of the City of Gardens are intercultural dialogue and cultural diversity, while the essence of the enterprise lies in establishing international platforms of communication. In October 2010 the first of the many conferences to be organised by the Katowice ECC Office will take place. In 2011, a dozen or so international cooperation programmes will be initiated. Simultaneously, a number of online projects will be carried out.

The candidature of Katowice is a catalyst for innovative action in the city and the region. On this basis the city will become an important European centre and play a significant role in introducing the European Agenda for Culture, especially in East-Central Europe. Already now, thanks to its numerous international links and great economic potential, the Upper Silesia is recognised as a significant force in this part of Europe. In the future Katowice will also be able to offer an attractive vision of the city, as well as its experience in building a knowledge-based economy and implementing strategies of sustainable development.



# 11

**Are some parts of the programme designed for particular target groups (young people, minorities, etc.)? Specify the relevant parts of the programme planned for the event.**

## CHILDREN

- School Garden – Green Classroom
- naturaLIVE
- Silesian Botanical Garden
- European Year of the Puppet
- Play yourself Up!
- May Junior Festival
- Visual Arts Education
- Hyperbook for Kids
- Cybercity/Cybergarden
- New Media Academy

## ADOLESCENTS

- School Capitals of Culture
- Young Cultural Circle
- Theatre Tenement
- The Listening workshop
- Jazzed Fine!
- Development Education Centre
- Filmmaking Workshops
- Mailing List
- Reading Classes
- Garden Chronicles

## THIRD AGE GENERATION

- Recycling of Skills and Ideas
- Culture University of the Third Age
- Theatre Tenement
- Re: Definition
- Music Potlatch
- Mailing List
- New Literacy Academy
- User-Friendly Silesia
- New Media Academy
- Private garden

## PEOPLE SUFFERING FROM PHYSICAL AND COGNITIVE DYSFUNCTIONS

- Responsible Design
- User-Friendly Silesia
- New Media Academy
- Hyperbook for Kids

## INHABITANTS OF AREAS AT RISK OF SOCIAL EXCLUSION

- Urban Space Narratives
- Land Art
- Let's Smarten up our Neighbourhood
- Private garden
- Re: Definition
- Mapping Katowice
- Music Potlatch

## SPORTS FANS

- Biennial of murals
- Graffiti competition
- Sports Art Centre

## ENTREPRENEURS

- Responsible Design
- User-Friendly Silesia
- Culture Tenement
- Katowriter bookshop chain
- Katowice Art Gallery Network

## 12

**What contacts has the city or the body responsible for preparing the event established, or what contacts does it intend to establish, with:**

**Cultural operators in the city?****UNIVERSITY OF SILESIA IN KATOWICE**

Culture University of the Third Age | Young Scholars Association | Perspectives of Cultural Education | Re: Definition | Silesia ex Machina New Literacy Academy | Diagnosing the Web Writing Culture | Lessons in Reading | Cybercity/Cybergarden | Marshall McLuhan Media Institute | New Media Centre

**KRZYSZTOF KIEŚLowski RADIO AND TELEVISION FACULTY, UNIVERSITY OF SILESIA**

Great Expectations | Development Education Centre | Amateur Film Club Union | Changing the Image – Changing the World (conference) | Filmmaking Workshops

**ACADEMY OF FINE ARTS**

Responsible Design | Future Perfect | Recycling of Skills and Ideas | City that sounds | The listening workshop | Filmbox | Artists-in-Residence | Mailing List | Contemporary Arts Centre in Katowice | Hyperbook for Kids | Sports Art Centre | New Media Centre

**THE KAROL SZYMANOWSKI ACADEMY OF MUSIC**

Culture and Nature | Baroque Factory | City that sounds | Musical Potlatch | Play yourself Up! | International Festival of Academic Orchestras | The listening workshop | Jazzed Fine!

**KAROL ADAMIECKI UNIVERSITY OF ECONOMICS**

Responsible Design

**SILESIA UNIVERSITY OF TECHNOLOGY**

Responsible Design | Filmbox | User-Friendly Silesia | The Jerzy Kukuczka Academy of Physical Education | Sports Art Centre | Sport and social discipline

**EDUCATION BOARD IN KATOWICE**

Young Cultural Circle | School Garden – Green Classroom | Young Scholars Association / Perspectives of Cultural Education | The listening workshop | Jazzed Fine! | Filmmaking Workshops | New Media Academy

**SILESIA MUSEUM**

Comic Book Series | Visual Arts Education

**HISTORY MUSEUM OF THE CITY KATOWICE**

Comic Book Series | Theatre Tenement | Visual Arts Education

**CONTEMPORARY ART GALLERY BWA**

Visual Arts Education | Visual Arts Education

**THE SZYB WILSON GALLERY**

ECC Clubs | Katowice Art Gallery Network

**SILESIA CENTRE FOR CULTURAL HERITAGE**

Mailing List | Mapping Katowice

**ARS CAMERALIS SILESIAE SUPERIORIS**

Comic Book Series | Contemporary Arts Centre in Katowice | Cybercity Cybergarden | Video and Cyber Art Festival

**REGIONAL CENTRE OF CULTURE**

Theatrical Agora | Re:Definition | Film Competitions: Katowice about itself. A cinematic Self Portrait. An Outsider's Look Inside Katowice

**YOUTH PALACE IN KATOWICE**

Katowice Arts Olympics | Film Competitions: Katowice about itself. A cinematic Self Portrait. An Outsider's Look Inside Katowice

**FILM INSTITUTION SILESIA FILM**

Great Expectations | Filmmaking Workshops | Filmbox

**SILESIA THEATRE**

Priest and Jester

**KOREZ THEATRE**

Priest and Jester

**SILESIA PUPPET AND ACTOR THEATRE 'ATENEUM'**

European Year of the Puppet

**THEATRE ASSOCIATION A PART**

Katowice's Four Elements European Street Theatre Festival

**THE SILESIA LIBRARY**

Changing the Image – Changing the World (conference). Audiovisual culture versus development education | Katowrighter | Mailing List

**KATOWICE CITY PUBLIC LIBRARY**

Garden Chronicles | Mailing List

**INSTITUTE OF CONTEMPORARY CITY**

Gardens of Europe | Mapping Katowice

**MY TOWN ASSOCIATION**

Changing the Image – Changing the World (conference). Audiovisual culture versus development education | ECC Clubs | Theatre Tenement

**ASSOCIATION OF RESIDENTS OF KATOWICE**

ECC Clubs

**ASSOCIATION OF EDUCATION FOR THE FUTURE**

Young Scholars Association | Garden Chronicles | Garden of Multiple Cultures

**AIESEC KATOWICE**

Student Project Bureau

**EUROPEAN STUDENTS FORUM AEGEE KATOWICE**

Student Project Bureau

**SILESIA SCIENCE-FICTION CLUB**

Breaking Katowice Down

**THE INSTITUTE FOR LOCAL PARTNERSHIP AND COOPERATION (ILP&C)**

Culture Tenement

**LOCAL DEMOCRACY DEVELOPMENT FOUNDATION – CENTRE FOR LOCAL GOVERNMENT TRAINING**

Culture Tenement

**FOUNDATION ELEMENTARZ**

Hyperbook for Kids

**POLISH UNION OF CHOIRS AND ORCHESTRAS SILESIA BRANCH**

Musical Potlatch

**Cultural operators based outside the city?****THE SILESIA CASTLE OF ART AND ENTERPRISE IN CIESZYN**

Responsible Design

**THE KRONIKA GALLERY IN BYTOM**

ECC Clubs | Artists-in-Residence

**UPPER SILESIA MUSEUM IN BYTOM**

Comic Book Series

**ENTERTAINMENT THEATRE IN CHORZOW**

Priest and Jester

**BANIALUKA PUPPET THEATRE IN BIELSKO-BIAŁA**

European Year of Puppet

**JAN DORMAN CHILDREN THEATRE IN BĘDZIN**

European Year of Puppet

**POLUMINA: POLISH BRANCH OF INTERNATIONAL PUPPETRY UNION (UNIMA)**

European Year of Puppet

**THE THEATRE OF FOUR ELEMENTS**

Katowice's Four Elements

**ZBIGNIEW RASZEWSKI THEATRICAL INSTITUTE IN WARSAW**

Virtual Theatre Platform

**ARTISTIC ASSOCIATION GRODZKI THEATRE IN BIELSKO-BIAŁA**

Re:Definition

**THE EDUCATION FOR DEMOCRACY FOUNDATION (FED)**

Development Education Centre | Changing the Image – Changing the World (conference)

**THE ABCXXI – ALL OF POLAND READS TO KIDS FOUNDATION**

Hyperbook for Kids

**JAN KARSKI INTERNATIONAL INSTITUTE OF DIALOGUE AND TOLERANCE IN RUDA SLASKA**

Development Education Centre

**THE ASSOCIATION 'GENIUS LOCI – THE SPIRIT OF THE PLACE'**

Silesia ex Machina | Mailing List | Breaking Katowice Down

**RAFAŁ WOJACZEK MIKOŁÓW INSTITUTE**

Katowtighter

**THE PAN INSTITUTE OF LITTERARY RESEARCH**

New Literacy Academy

**FOUNDATION FOR LITERARY RESEARCH**

New Literacy Academy

**Cultural operators based outside the country?****CCE CREATIVITY, CULTURE AND EDUCATION (GREAT BRITAIN)**

Multicultural Garden

**GRAFFITI-DORTMUND GRAFFITI COMMUNITY (GERMANY)**

Biennial of murals &amp; Graffiti competition

**IISCA INTERNATIONAL SPORT AND CULTURE ASSOCIATION**

Katowice Arts Olympics

**ANTAGON THEATERAKTION (GERMANY)**

Katowice's Four Elements

**THEATRE DUE MONDI (ITALY)**

Katowice's Four Elements

**THE WORLDWIDE FRIENDS OF PUNCH AND JUDY**

European Year of Puppet

**PANTAKIN DA VENEZIA (ITALY)**

Priest and Jester Comedy Festival

**OSKARAS KORŠUNOVAS' THEATRE (LITHUANIA)**

Priest and Jester Comedy Festival

**ITI INTERNATIONAL THEATRE INSTITUTE**

Theatre Tenement

**RED PRIEST ENSEMBLE**

Baroque Factory

**THE MOZARTEUM UNIVERSITY IN SALZBURG (AUSTRIA)**

Baroque Factory

**EMPAC – CURTIS R. PRIEM EXPERIMENTAL MEDIA AND PERFORMING ARTS CENTER (NEW YORK, U.S.)**

Digital Art Cinema Festival

**THE CENTER FOR ART AND MEDIA KARLSRUHE (GERMANY)**

Digital Art Cinema Festival

**UNICA (INTERNATIONAL UNION OF CINEMA NOT PROFESSIONAL)**

Amateur Film Club Union

**RES ARTIS WORLDWIDE NETWORK OF ARTIST RESIDENCIES**

Artists-in-Residence

**ASSOCIATION FOR CHILDHOOD EDUCATION INTERNATIONAL**

Hyperbook for Kids

**EUROPEAN CHILDREN'S NETWORK**

Hyperbook for Kids

**UNIVERSITY OF NAPLES - L'ORIENTALE (ITALY)**

Silesia ex Machina

**SOCIETY OF JOHANNES-BOBROWSKI (GERMANY)**

Silesia ex Machina

**CREATIVE TIME (NEW YORK)**

Future Perfect

**CINEMA RIF (TANGER)**

Future Perfect

**THE DIGGERS (SAN FRANCISCO)**

Future Perfect

**KUNSTVEREIN DORTMUND**

Contemporary Arts Centre in Katowice

**KUNSTVEREIN WOLFSBURG**

Contemporary Arts Centre in Katowice

**ICA – INSTITUT OF CONTEMPORARY OF ART (LONDON)**

Contemporary Arts Centre in Katowice

**VIDEONALE BONN**

Videoart and Cyber Art Festival

**LES INSTANTS VIDÉO (MARSEILLE, FRANCE)**

Videoart and Cyber Art Festival

29 years old: Ryszard Broda, bank manager



## 13 In what way is the proposed project innovative?

The innovative character of the project is a direct result of our distinctive outlook on things: the overall focus of the project takes in not only the potential benefits of the ECC title for Katowice, but also the aspects potentially beneficial to the European Union itself. The idea of a City of Gardens is Katowice's voice in a discussion about the shape of Europe, and the projects proposed here intend to bring this concept to life.

### **(NEW) NARRATIVE FOR EUROPE**

Imagine a city was to be transformed into a garden; how much easier it would be to communicate about the most important issues, how easy to talk in terms of taking responsibility for reality, or that there are no matters that do not concern us. In the City of Gardens no distinction between civilisation and nature is asserted. Ecology is not an empty word and a city is not an empty space.

And what if Europeans decided to meet in the City of Gardens? Just as the garden of Katowice is a city, not a garden in the city, Katowice is Europe, not just a city in Europe. This is why a voice in the discussion about the city is always also a voice in the matter of Europe itself. The ECC project is, in fact, a proposal for a new narrative for both the city and Europe – a space and a language for use by Europeans in a dialogue about their own identity and future.

### **SIGNIFICANT ECONOMIC, SCIENTIFIC AND CULTURAL CENTRE IN EAST-CENTRAL EUROPE**

Katowice lies at the centre of a conurbation, with a population of almost 2 million, a strong economy and several dozen higher-education institutions. It is one of the most attractive investment zones in Poland.

The metropolis enjoys one of the most advanced transport infrastructures in Poland, with an interchange of the East-West and North-South motorways, an efficient railway system and fast access to three airports, all within 100km of Katowice.

Krakow, with which Upper Silesia has always enjoyed strong connections, is geographically close, as is Ostrava – a partner city and a candidate for the ECC 2015. Katowice is also only 600km away from Berlin, Bratislava, Budapest, Prague, Warsaw and Vienna.

Katowice cannot develop without the surrounding cities, as only together they form a node in the network of the agglomeration, the region and other European centres. Thanks to the title of ECC, Katowice and its neighbouring towns will have an opportunity to become one of the leading economic, scientific and cultural centres in East-Central Europe.

## 14

**If the city in question is awarded the title of Capital of Culture, what would be the medium- and long-term effects of the event from a social, cultural and urban point of view? Do the municipal authorities intend to make a public declaration of intent concerning the period following the year of the event?**

**MEDIUM-TERM EFFECTS****Community**

- New image – Katowice's inhabitants and those otherwise involved with the city value it positively, feeling that it is a place where their aspirations can be fulfilled and their ideas put into practice.
- Co-responsibility and participation – the inhabitants solve problems, establishing neighbourhood groups, implementing civic initiatives and supporting the projects of the local authorities and the city's institutions.
- Young people – creative energy and the future – the city opens itself up to initiatives proposed and developed by young people.
- Initiatives on the part of the third age generation – these people represent the traditional values of the region, such as a strongly defined work ethic, honesty, open-mindedness, and the ability to collaborate; they hand these values down to subsequent generations.
- Eliminating forms of exclusion – groups excluded until now begin to take active part in the life of local communities and the city, enjoying improved access to education and culture.
- City of students – students become involved in issues related to the city, helping to create positive atmosphere.

**Culture**

- Increase in competence – inhabitants of the city and the wider metropolis will co-create the cultural life of Katowice.
- Open institutions – cultural centres are open to citizen's initiatives, as well as to new trends and artistic phenomena.
- Partnership network – cultural institutions, non-governmental organisations and local artists collaborate with foreign partners, developing interdisciplinary projects involving people from culture, science and business.
- Katowice – a fashionable cultural centre – the city attracts independent artists with many interesting artistic enterprises, attractive to a wider European audience.
- Discovering tradition – the citizens are aware of the multicultural history of their city, with increasing interest in of the Silesian dialect.

**City**

- New identity – the stereotypical image of the city undergoes transformation.
- New public space – inhabitants and visitors enjoy the benefits of an attractive city space that is a flagship for the city as a whole.
- Atmosphere of the city – the city is vibrant, lively, diverse and open to new ideas.
- Accessible city – Katowice is well-suited to meeting the needs of the physically disabled and of people suffering from cognitive dysfunctions.

**LONG-TERM EFFECTS****Community**

- Generating attachment to the city – stopping the migration of residents from the city.
- Open community – civic participation enables the community to become integrated and open to other people.
- Sense of metropolitan identity – Katowice's residents regard neighbouring cities as partners rather than competitors.

**Culture**

- New approach to culture – culture is understood as a sort of activity having positive implications for the quality of life.
- Major cultural and artistic centre – a consistently developed education strategy, combined with a rapidly developing profile in the areas of science and culture, make Katowice a key centre in East-Central Europe.

**City**

- Competitive metropolis – thanks to its collaboration with the other cities of the surrounding conurbation Katowice competes with leading centres of the global economy. The metropolis attracts investors and highly-educated people to live and work there.
- Model of sustainable development – the city is recognised as a centre for new technologies, scientific research, environmentally friendly solutions, clean energy and green transport.

**Do the municipal authorities intend to make a public declaration of intent concerning the period following the year of the event?**

Yes. Katowice's candidature is regarded as a chance to work out the mechanisms for the city's development over the decades to come. The most significant projects will be continued, while the major tasks performed by the Katowice ECC Office will be taken over by institutions designed for that purpose.

## 15 How was this application designed and prepared?

The Programme Council prepared three documents presenting the proposals of the ECC celebrations. Projects and ideas were also suggested by representatives of Katowice's universities, institutions, non-governmental organisations and residents.

The candidature's guidelines were then subject to consultation with the city's authorities, associations of entrepreneurs and representatives of the institutions responsible for expenditure of the European Union funds within the region. The idea of the City of Gardens was proposed to representatives of the Metropolitan Association of Upper Silesia. The project guidelines and key elements of the promotion strategy have also been discussed with IBM managers, who advise Katowice within the Executive Service Corps corporate volunteering programme.

The application has been written by specialists in different areas, and it was Marek Zieliński, the Project Manager, who decided upon the composition of this group. Since March 2010, two groups of experts have been working simultaneously, one of them developing the project part, the other setting the budget, drafting the form and describing Katowice's investments.

Representatives of the experts group took part in the Brussels 'Celebrating 25 years of European Capitals of Culture' conference and the 'European Capitals of Culture. Impetus for changes.' symposium that was held in Katowice, in April 2010. The participants of the latter included cities that were in the past or are now candidates for the ECC title (Cuenca, Essen, Lille, Linz, Ostrava, Pilsen, Toledo, Toulouse). Their representatives shared experiences gained while designing the project.

The idea of the City of Gardens was discussed in detail during a series of meetings of all the experts, who divided the project section into nine subject-related platforms and set the criteria that allowed for assigning every project to one of the following categories: imagination, education, community, and practice.

Final editing of the text and graphic elaboration of the application were completed in July 2010.



# Structure of the Programme for the Event

29 years old: Anna Wiśniewska – shop assistant



# 1 What structure does the city intend to give to the year's programme if it is designated European Capital of Culture (guidelines, general theme of the event)? How long does the programme last?

(This question must be answered in greater detail at the final selection stage).

The guiding thought of the celebrations is the idea of the City of Gardens. The programme has been divided into 9 major platforms:

- Garden City
- Community and Education
- Sport
- Theatre
- Music
- Cinema
- Visual Arts
- New Literace
- Cybergarden

Projects of special importance to the city, with particular emphasis on educational activities requiring a long-term strategy, will start to be implemented as early as 2011.

The year 2016 will be the culminating point of the various ventures in preparation. These can be broken down into the following activity platforms:

#### Projects accompanying the openings of new institutions:

- Sports Art Centre
- New Media Centre
- Contemporary Art Centre
- Culture Tenement

#### Activities within the city space, including:

- Cybercity/Cybergarden
- Gardens of Europe
- Sculpture-gardens
- Private Garden

#### Events marking the accomplishment of particular projects, including:

- Theatre Tenement
- Baroque Factory
- Music Universe of European Composers
- Digital Art Cinema Festival
- Great Expectations
- Katowice Arts Olympics
- Hyperbook for Kids

## 2

**What main events will mark the year? For each one, please supply the following information: description of the event / date and place / project partners / financing.**

**(The answer to this question is optional at the pre-selection stage).**

### GARDEN CITY

- Painters of gardens (exhibition)
- Responsible Design | p. 41
- Urban Space Narratives | p. 43
- Sculpture Gardens | p. 38
- Private Garden | p. 44
- City of the Future – Future of the City

### COMMUNITY AND EDUCATION

- Culture University of the Third Age | p. 60
- School Capitals of Culture | p. 61
- Garden Chronicles | p. 63
- Garden of Multiple Cultures | p. 67

### SPORT

- Sports Art Centre | p. 78
- Sport and Propaganda (exhibition)
- Katowice Arts Olympics | p. 80

### THEATRE

- Virtual Theatre Platform | p. 91
- Katowice's Four Elements | p. 88
- European Year of the Puppet | p. 89

### MUSIC

- Baroque Factory | p. 106
- Music Potlatch | p. 107
- City that sounds | p. 107
- Play yourself Up! | p. 108

### CINEMA

- Great Expectations | p. 122
- Digital Art Cinema Festival | p. 123
- Development Education Centre | p. 124

### VISUAL ARTS

- Artistic Residences | p. 146
- Contemporary Arts Centre | p. 143

### NEW LITERACY

- Hyperbook for Kids | p. 159
- Mailing List | p. 163
- New Literacy Academy | p. 164

### CYBERGARDEN

- Video and Cyber Art Festival | p. 177
- Cybercity/Cybergarden | p. 175
- User-Friendly Silesia | p. 178
- New Media Centre | p. 183



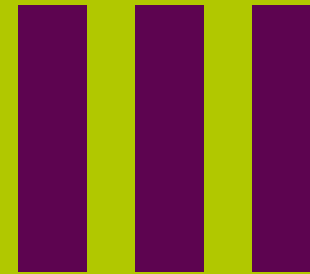
**3**

**How does the city plan to choose the projects/ events which will constitute the programme for the year?**

**(The answer to this question is optional at the pre-selection stage).**

The guiding principles of the programme have been established by the Programme Board and a group of experts collaborating with the Katowice ECC Office, as well as through public consultation meetings. The Project Director will be responsible for the implementation of the programme, while a group of coordinators will oversee it in terms of particular projects' conformity with the guiding principles and guidelines relevant to particular activity platforms.

New proposals will be accepted by competition. Every year four rounds of the competition will take place, with proposals evaluated by a group of experts appointed by the Project Director, subject to the Programme Board's approval. Applications will be accepted by the Katowice ECC Office, while all information regarding the competition will be published on websites and in the mass media. Additional competitions will be launched for school and university students.



# Organisation and Financing of the Event

# 1 Organisational structure

## 1.1 What sort of structure is envisaged for the organisation responsible for implementing the project? What type of relationship will it have with the city authorities?

(This question must be answered in greater detail at the final selection stage, by enclosing in particular the statutes of the organisation, its staff numbers, the curricula vitae of those primarily responsible, information concerning its financial and management capacity, and a graph of the structure with comments on the respective responsibilities of the different levels).

### LEGAL STATUS

The Katowice ECC 2016 Office is part of the Katowice Centre of Culture. Locating the headquarters of the office in one of the city's major cultural institutions has made it possible to take full advantage of its legal status, infrastructure, personnel and available funds without the need to establish a separate legal entity and conduct the procedures it would involve.

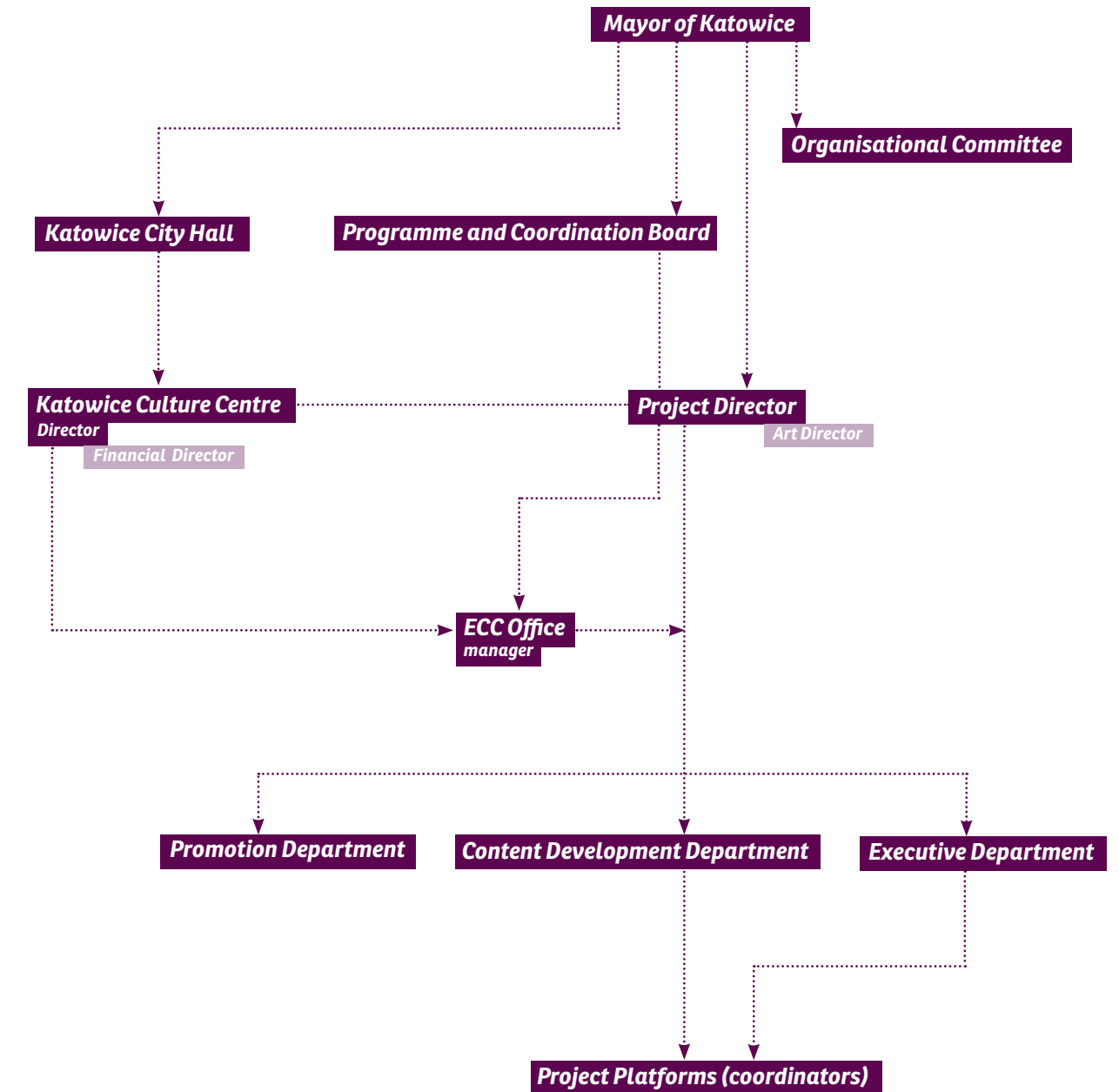
### PROJECT MANAGEMENT

Having been recommended by the Programme Board, the Project Director was appointed by the Mayor of Katowice. He enjoys autonomy in terms of the implementation of the programme and the selection of staff. Both the financing of the project and the office's own functioning are only possible thanks to funds granted by the City of Katowice.

### Subordinate to the Project Director are:

- Katowice ECC 2016 Office Manager, in charge of the work of staff and volunteers, and for overseeing the organisation of various artistic events
- Promotion Department Manager, in charge of the group responsible for handling promotions and information dissemination
- Content Development Department Manager, responsible for developing operational strategies connected with the realisation of the project
- Executive Department Manager, responsible for implementation

Financial Director – appointed in 2012 to manage finances, access external resources, collaborate with sponsors and partners, and perform an organisational role that includes dealing with legal aspects.



■ from 2011  
■ from 2012

### III Organisation and Financing of the Event

#### SUPPORTING ENTITIES

Organisational Committee – this body is responsible for initiating the collaboration between the City Hall and the authorities of the Silesian Voivodeship and the metropolis, as well as controlling the budget and implementing the ECC project strategy.

Programme and Coordination Board (appointed 2011) – an advisory body that will support the realisation and promotion of the project and initiate the process of establishing a network of partnerships at inter-institutional and social levels. Its members will include representatives of non-governmental institutions as well as business, media, artistic and educational circles from various cities in the region.

Mayor of Katowice's ECC 2016 Advisor – responsible for collaborating with the Katowice ECC Office. He or she will represent the Mayor of Katowice in respect of issues pertaining to the idea of the City of Gardens.

#### THE LEADERS OF THE PROJECT

**Marek Zieliński** – Project Director – creator of the project's slogan and conceiver of the City of Gardens idea; a graduate of the University of Silesia in Katowice; Director of Ars Cameralis Cultural Institute; author of programmes presenting the culture of the Silesian region abroad (North Rhine-Westphalia, Bratislava, Moscow, and during the EXPO in Hannover and Zaragoza).

**Mirostaw Rusecki** – Promotion Department Manager – a graduate of the University of Silesia in Katowice, specialising in promoting cultural events; has worked for numerous cultural institutions in the region.

**Piotr Zaczkowski** – Executive Department Manager – a graduate of the University of Silesia in Katowice; journalist, teacher and specialist in the field of theatre.

**Karol Piekarski** – Content Development Department Manager – a graduate of the University of Silesia in Katowice; PhD student at the Institute of Cultural Communication there; creator of various educational and arts-based projects.

**Aleksandra Matuszczyk** – Katowice ECC 2016 Office Manager – a graduate of the University of Silesia in Katowice, culture theorist.

#### 1.2 If an area around the city is involved in the event, how will the coordination between the authorities of the relevant local and regional authorities be organised?

The Organisational Committee is the initiator of the collaboration between the city's Municipality and the authorities of both the Silesian Voivodeship and the Metropolis. The Katowice ECC Office, under the terms of Katowice's agreements with the authorities of the region and the cities of the Metropolitan Association of Upper Silesia, will serve as a coordinating body.

The network of ECC Clubs to be established in many of the cities of the region will be of crucial importance at a community level. These will coordinate activities on behalf of the city's inhabitants, local artists, NGOs and the media. People from various cities will participate in the work of the Programme and Coordination Board, supporting the implementation of the project.

#### 1.3 According to which criteria and under which arrangements has or will the artistic director of the event be chosen? What is or will be his/her profile? When will he/she take up the appointment? What will be his/her field of action?

(This question must be answered in greater detail at the final selection stage).

Art Director – to be appointed in 2012 will supervise undertakings requiring high qualifications and extensive professional experience.

31 years old: Wojciech Bednarski, designer



## 2 Financing of the event

### 2.1 How is the event budget to be organised? What is the total amount of resources earmarked for organising the European Capital of Culture year? What are the sources of financing and the respective importance of their contribution to the total?

(This question must be answered in greater detail at the final selection stage).

The budget for the celebrations of the European Capital of Culture, planned for the 2010-2016 period, has been broken down into:

- celebrations programme
- infrastructure projects

### 2.2 Have the finance authorities of the city already voted on or made financial commitments? When will they do so?

The Katowice City authorities have adopted two resolutions establishing the ECC budget for 2010 at PLN 5.3 million. The budget for 2011 will be set in a resolution to be adopted by the end of 2010. In the years to come, the Katowice Municipality is planning to finance the project according to the proposed cost estimate. Simultaneously, the City authorities will make efforts to encourage the cities belonging to the Metropolitan Association of Upper Silesia and other cities of the Silesian Voivodeship to co-finance the celebrations. A detailed list of the City's investment expenditures is shown in section III – 'Investment Projects'.

### 2.3 What is the total expenditure planned strictly for the programme of the event?

Expenditure allocated to the implementation of the celebrations projects, exclusive office and promotion costs, is PLN 75.8 million, including PLN 25.0 million in 2016 (inclusive of funds received from sponsors).

### 2.4 How much expenditure is planned for infrastructure (cultural and tourism infrastructure, including renovation)?

The estimated investment expenditure is PLN 1,686,679,371.

	2011	2012	2013	2014	2015	2016	Aggregate Totals	1 EUR = 4 PLN
<b>Projects</b>	9 000 000	9 800 000	9 800 000	11 100 000	11 100 000	17 000 000	67 800 000	PLN
	2 250 000	2 450 000	2 450 000	2 775 000	2 775 000	4 250 000	16 950 000	EUR
<b>Promotion</b>	1 100 000	1 100 000	1 100 000	1 200 000	1 200 000	7 000 000	12 700 000	
	275 000	275 000	275 000	300 000	300 000	1 750 000	3 175 000	
<b>Office</b>	1 100 000	1 100 000	1 100 000	1 200 000	1 500 000	1 700 000	7 700 000	
	275 000	275 000	275 000	300 000	375 000	425 000	1 925 000	
<b>Annual Total</b>	11 200 000	12 000 000	12 000 000	13 500 000	13 800 000	25 700 000	88 200 000	
	2 800 000	3 000 000	3 000 000	3 375 000	3 450 000	6 425 000	22 050 000	
<b>Sponsors (app. 7-9% of the ECC projects amount)</b>							8 000 000	
							2 000 000	
							<b>Projects Total</b>	
							96 200 000	
							24 050 000	
<b>ECC related Investment</b>							17 000 000	
							4 250 000	
<b>Investment the City of Katowice and Partners</b>							1 669 679 371	
							417 419 843	
							<b>Investment Total</b>	
							1 686 679 371	
							421 669 843	
							<b>Grand Total</b>	
							1 782 879 371	PLN
							445 719 843	EUR

### 2.5 What is the plan for involving sponsors in the event? What is the estimated level of financial participation by sponsors?

The sponsors' involvement will entail financial support for the project as well as provision of the so-called 'own contribution' in the form of infrastructure, know-how and services offered. The sponsors, mainly from the business sector, will provide approximately 7-9% of the budget.

### 2.6 According to what timetable should this expenditure be committed if the city receives the title of Capital of Culture?

(The answer to this question is optional at the pre-selection stage).

A detailed budget will be set following the initial selection.

33 years old: Tomasz Marchewka, senior constable



**IV**

**City  
Infrastructure**



## 2

### What is the city's absorption capacity in terms of tourist accommodation?

The city, as part of a large metropolitan area, boasts a considerable range of accommodation options and a well-developed tourist infrastructure. Nearly 430 accommodation properties located within the Silesian Voivodeship offer around 36,000 beds for those wishing to visit. Some 3,000 of these are available in Katowice, and in the easily accessible neighbouring cities (Dąbrowa Górnicza, Gliwice, Sosnowiec, Zabrze) there are 5,000 more.

## 3

### What projects are to be carried out between now and the year for which the city is applying for the title of European Capital of Culture in terms of urban and tourism infrastructure, including renovation? What is the planned timetable for this work?

(The answer to this question is optional at the pre-selection stage).

The Central Square and the major streets in the innermost centre of the city will be subject to conversion. Katowice will gain an attractive public space and a pedestrian-only zone running along the revitalised banks of the Rawa River.

A new complex is being constructed in the vicinity of a city's transport junction on former industrial sites, featuring the buildings of the Silesian Museum, the International Congress Centre and the Polish National Radio Symphony Orchestra in Katowice. The Scientific Information Centre, along with the Academic Library and the headquarters of the University's Radio and Television Department, will all be built near the University of Silesia in Katowice.

Reconstruction work on Katowice Central Railway Station has already commenced. A new bus depot will be built and the existing tram system transformed. By 2016 a fast railway connection to Katowice-Pyrzowice airport will be in operation.

The investment projects underway in Katowice are presented in detail in part 3 of this proposal.

57 years old: Małgorzata Garlej, fashion stylist



V

# Communication Strategy



## 1

## What is the city's intended communication strategy for the European Capital of Culture event?

(This question must be answered in greater detail at the final selection stage, in particular with regard to the media strategy and the mobilisation of the public and the inhabitants. At the final selection stage, consideration must be given in particular to the partnerships planned or established with the written press and the audiovisual sector with a view to ensuring media coverage of the event and of the plans relating to this strategy).

### WHO?

#### Collaboration with the Capital in Spain

Central to the strategy is a close collaboration with one of the Spanish cities that will be the second European Capital of Culture in 2016. Katowice, in an attempt to launch a joint campaign, will offer the Spanish partner an opportunity to become involved in the project in terms of promotional activity. The cooperation of the two cities will lead to a more efficient promotion of the idea of the European Capital of Culture and the celebration programmes planned in Poland and Spain.

### WHAT?

#### The Slogan for the Celebrations

The idea of the City of Gardens is an important part of Katowice's celebration promotional strategy. The slogan attracts considerable interest. The contrast between post-industrial Katowice and a garden is anything but expected one and as such stirs the imagination, inspiring people to think about the city in a non-clichéd manner. The slogan's greatest strengths are its simplicity and frankness, which make it comprehensible to everybody. As a result, the reception of the ECC idea is not limited to those interested in art. The promotion of the celebrations will be an invitation for people to co-create a city of the future – the City of Gardens.

### TO WHOM?

#### Scope and Target Groups

According to the city's promotion strategy, particular target groups are identified on the basis of the following categories: the distance from Katowice and the competence of the audiences.

Within the distance category, three major sub-categories have been distinguished: global, European (including the 'neighbouring countries' subset) and national (including the 'metropolitan/urban' subset).

This method of identifying target groups makes it possible to choose the media that will guarantee the best possible access to a particular audience. All the announcements issued as part of the programme are a result of referring a given piece of information to the adopted categories. The implementation of the strategy is coordinated by the Katowice ECC Office.

On a global level, this communication concerns mainly information on the ECC idea and the importance of European culture. In Europe, events encouraging visits to Silesia and Spain are promoted. The 'neighbouring countries' subset includes information activities targeted at the inhabitants of the countries bordering on Poland, whose close contacts with our country may yield greater involvement in the ECC celebrations.

On a national level, particular events hosted by the European Capital of Culture are promoted. This subcategory includes a series of activities on a metropolitan and urban scale directed at residents of Katowice and its neighbouring cities, with the aim of involving them in various initiatives.

The projects will be arranged according to the above mentioned criteria, which is intended to facilitate the coordination of the information activity on the part of the Katowice ECC Office.

### HOW?

#### ■ The Internet

The Internet will be an important means of communication. Central to the strategy is the involvement of the project's participants in the programme featuring a range of online initiatives to provide the inhabitants of the region with a communication platform. Certain thematic services aimed at attracting people from various parts of the world will also be launched. The identity of the City of Gardens will be constructed with the direct participation of Katowice's residents and other members of the ECC community.

#### ■ ECC clubs

The clubs will become meeting places for the residents of the metropolis and everyone involved in the ECC celebrations. They will provide venues for concerts, exhibitions, workshops and other events promoting the City of Gardens. Established in various culture centres within and beyond the conurbation, throughout the country and overseas, they will provide a platform for debate and action for all the people and groups that identify with the ECC idea.

#### ■ Mobile Gardens

These mobile installations, which allow unlimited contact with culture and nature, are both universal and inextricably linked to Katowice. Accompanied by a series of artistic events, they have been on display in many cities, offering an attractive meeting space for their residents.

Mobile gardens will be an element of the ECC Clubs and the events that will take place as part of the presentations of the City of Gardens in various European cities.

#### ■ Presentation of the Capitals

A series of events that will take place in the capitals of European capitals engaged in the promotion of the European Capital of Culture, including artistic events and certain activities undertaken within the city space in support of the idea of the City of Gardens. Central to the project is an artistic exchange (of artists and undertakings) that will make it possible for representatives of other European countries to also present their work in Katowice in 2016.

**2** What proportion of the budget is earmarked for communication?

Social communication activities will receive 13–15% of the projects part of the budget.

**3** How does the city plan to promote the award of the Melina Mercouri prize if it receives it? (Information on this prize is given in paragraph VI of the Guide for cities applying for the title of European Capital of Culture).

Not applicable.

(The answer to this question is optional at the pre-selection stage).

61 years old: Władysław, violinist



68 years old: Jadwiga Adamska



# VI

## Evaluation and Monitoring of the Event

74 years old: Erwin Sówka, retired miner, painter



## 1 Does the city intend to set up a special monitoring and evaluation system:

### The impact and effects of the programme?

Yes, a system to monitor the programme and evaluate its effects will be developed. This will bring numerous benefits to the city, giving support in the management of the project, providing an information base for Katowice's institutions and organisations, and furnishing data for development and promotion strategies. Inspiration for this will be drawn from inter alia the 'Impacts 08' programme launched by Liverpool.

### Financial management?

A financial management system will also be created. Taking into account some negative experiences on the part of cities previously awarded the European Capital of Culture title, as well as the potential impact of the current economic crisis, this is regarded as a prudent step.

98 years old: Janina Karska



VII

## Additional Information

## 1

## What, in your opinion, are the strong points of the city's application and the parameters of its success as European Capital of Culture and what, on the other hand, are its weak points?

### STRONG POINTS

- The perception of the idea of the City of Gardens on the part of the inhabitants of Katowice is positive. The city's candidature lives up to their expectations and they see it as a chance for changes in the city's space as well as for fostering its cultural and social life.
- The programme of the celebrations is well balanced and, by relating to the region's uniqueness and local traditions, shows Katowice's importance in Europe. With sustainable development of the city centre and Katowice's districts as one of its guiding thoughts, it promotes active and environmentally friendly lifestyles.
- The programme is aimed at various target groups, with special emphasis on their educational and communitarian needs, central to the idea of European integration.
- The slogan chosen for the celebrations is provocative and, at the same time, simple and intelligible, which causes not only the audience of the artistic events, but also the city's entire community to identify with it.
- One of the proposals involves the establishment of institutions that will guarantee the continuity of the programme after 2016, particularly in terms of cultural education. These will include: the Contemporary Arts Centre, the New Media Centre and the Sports Art Centre – a venue unprecedented in Europe.
- The project platforms are open, which facilitates including new enterprises in the programme. The structure of the application makes it possible for Katowice's inhabitants to suggest initiatives, as part of the funds is allocated for projects to be executed by students and non-governmental institutions.
- Representatives of Katowice's cultural, educational, scientific and business circles will become involved in the execution of the programme.
- The project constitutes an inherent part of the development strategy of the city, the 'Silesia' Metropolis and the Silesian Voivodeship. Katowice's candidature enjoys support of local and regional authorities.
- The financial guidelines for the programme have been realistically outlined.

- The idea of the City of Gardens is universal, thus offering European cities a proposal for development.
- Infrastructure investments implemented by the end of 2016 will enhance efficiency of the execution of the ECC celebration programme.

### WEAK POINTS

- The application development time-frame was limited.
- The project lacks binding declarations of cooperation from the majority of the cities in the region.
- The analyses and assessments of the quality of cultural life in the city, used in the process of developing the programme, require elaboration.
- Some of the presented projects are only in part congruent with the concept of the City of Gardens.

## 2

**Does the city intend to develop particular cultural projects in the coming years, irrespective of the outcome of its application for the title of European Capital of Culture? Please comment.**

Katowice is aware of the fact that the transformation process is not limited merely to establishing new institutions and introducing changes in the city space. This is why the programme features several dozen projects, the implementation of which will start in 2011, regardless of the fate of Katowice's candidature. The projects will mainly feature educational and community involvement initiatives aimed at stimulating the city's residents into action and providing them with the skills crucial for existing within modern society. These will be accompanied by public meetings, conferences and workshops for people working in the culture sector, which will help them develop and bring to life particular elements of the programme.

**THE FOLLOWING PROJECTS WILL COMMENCE IN 2011**

Garden City

- Responsible Design
- Sculpture Gardens
- Gardens of Europe
- Indunature
- Urban Space Narratives
- City of the Future – Future of the City (series of conferences)

**Community and Education**

- ECC Clubs
- Young Cultural Circle
- Student Project Bureau
- Culture University of the Third Age
- Garden Chronicles
- Breaking Katowice Down
- School Garden – Green Classroom
- Young Scholars Association
- Perspectives of Cultural Education
- Multicultural Garden

**Sport**

- Sport and social discipline

**Theatre**

- Theatre Tenement
- Virtual Theatre Platform
- Theatrical Agora
- Re: Definition

**Music**

- May Junior Festival
- Listening Workshop
- Jazzed Fine!

**Cinema**

- Changing the Image – Changing the World (conference)

**Visual Arts**

- Artistic Residences
- Katowice Art Gallery Network
- Visual Arts Education

**New Literacy**

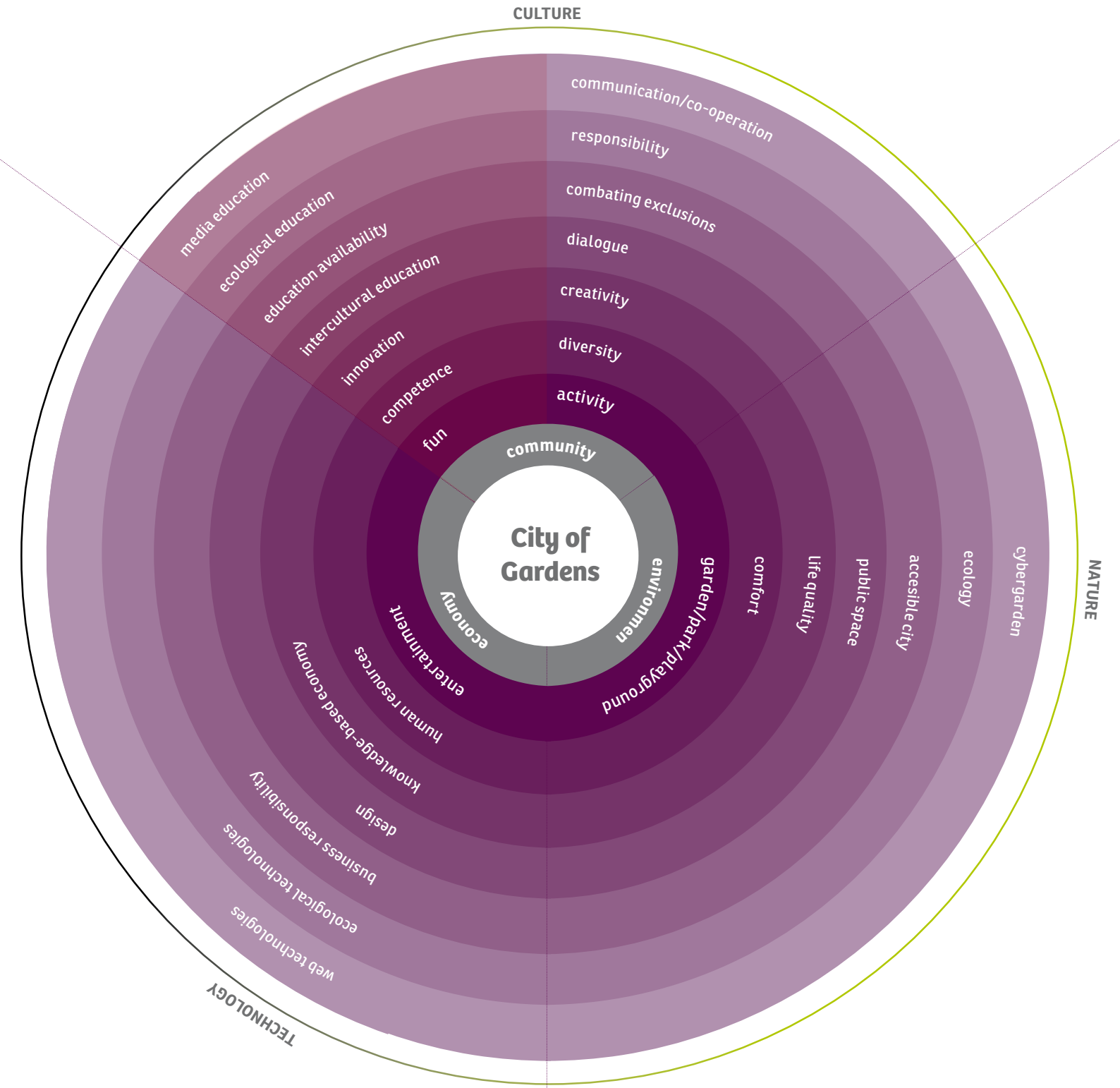
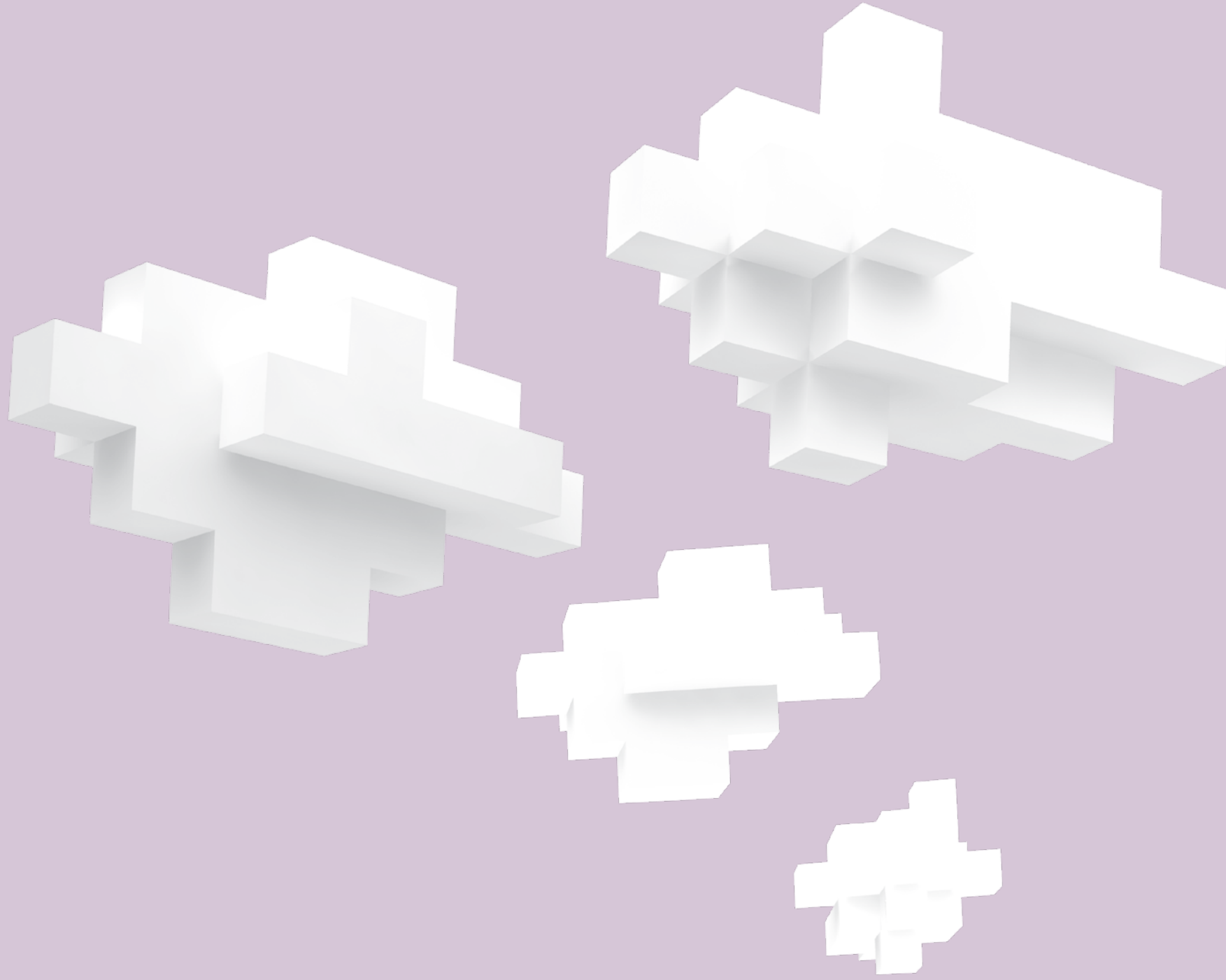
- Silesia ex Machina
- New Literacy Academy
- Diagnosing the Web Writing Culture

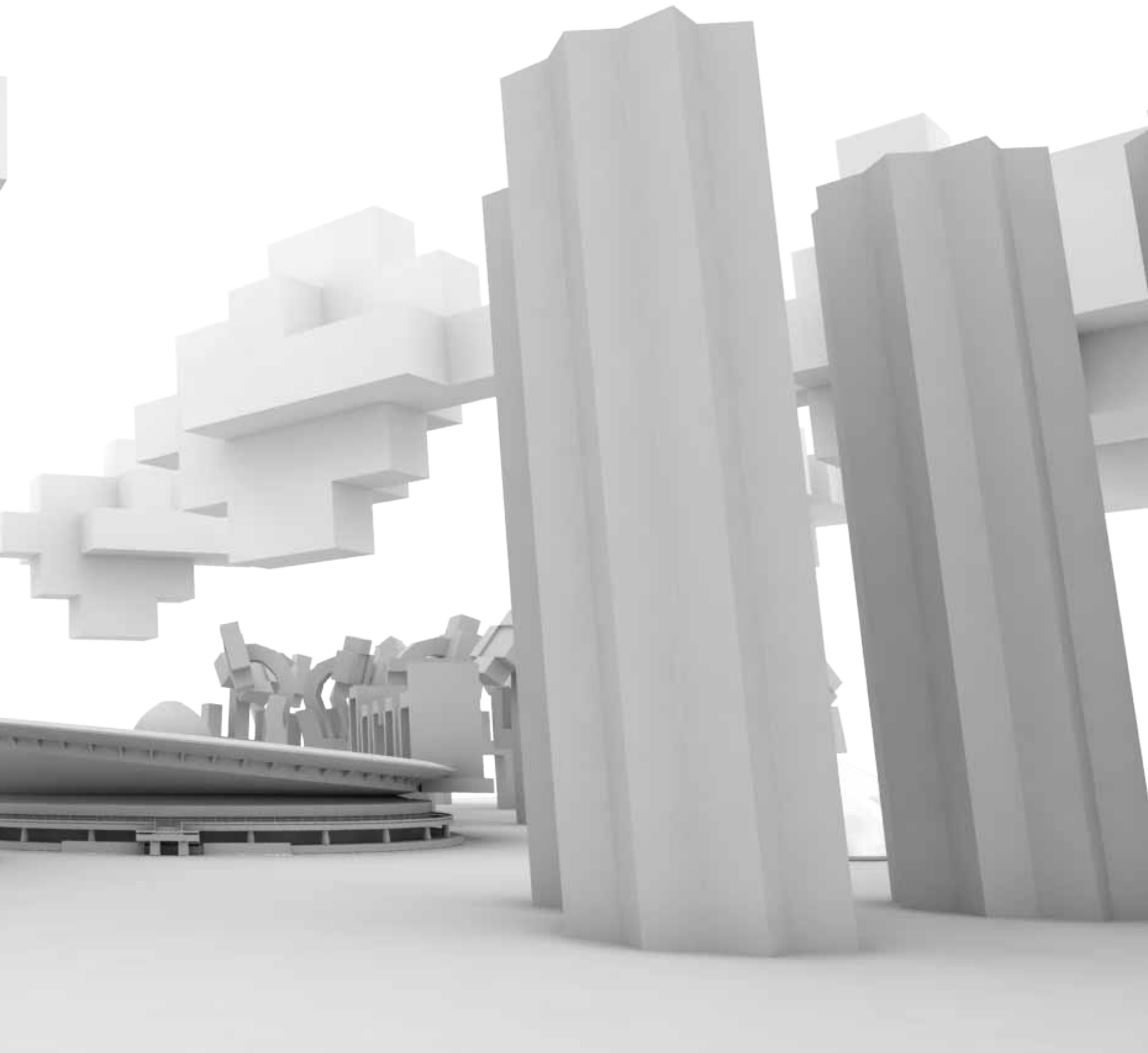
**Cybergarden**

- Video and Cyber Art Festival
- User-Friendly Silesia
- Marshall McLuhan Media Institute

V Space of Meanings







## Magnetic City

No one begins laying out a garden with pathways – they appear by themselves, usually marking the shortest and prettiest route, for they are the outcome of several individual and intuitive choices. Paths reflect the tastes of all the people participating in the garden, they are a map of the most visited sites.

Developing a city is similar. Carefully planned routes and sites, established once and for all, immobilise people and the city itself, transforming it into a dead non-place that gradually grows empty. When Ebenezer Howard posed the question 'The people, where will they go?', he specified three kinds of residential sites: the city, the village and the

city-village (i.e. the garden city). Using a model of three magnets to visualise his idea, he proposed establishing residential areas remote from the city, which would combine urban with rural lifestyles. Today, when the major problem faced by Europe is that of people migrating from city centres to the outskirts, the city itself should be a magnetic pole.

In the City of Gardens, the division between culture and nature does not exist. People do not have to choose between the city and the countryside, and there is no necessity of creating entirely new residential areas. Instead, their needs should be understood and they themselves provided with the living conditions they expect.



# Space

*Without regret, at this moment I see it [the city] change and even disappear.*

**A. Breton, Nadja**

The city is not fenced in, it stands out, yet does not enclose space. What marks out city space is not a boundary, but its qualities. And this is exactly how the identity of Katowice is created: through open-mindedness, interaction, through dialogue. The City of Gardens, facilitating communication, offers a meeting place in which the private merges with the public.

Katowice is not a garden city, but a City of Gardens, a space of many diverse, self-sufficient sites that support one another. There is a continuing dialogue within, but the city itself speaks as well, holding its own dialogue of difference, while bringing districts together. Katowice, along with the other cities in the region, creates a system that coheres without being reducible to any strict or rigid form of consistency.

Katowice's disparate layout reflects the structure and potential of a network. Thanks to it, a visit here is like surfing the Internet – full

of unexpected discoveries. New media may help one find one's way through this reality, making it possible for residents to personalise the city space themselves, to redefine senses and values, and create their own narratives. In sharing their knowledge and their feelings they build a mental map that defines the identity of the city and of the region. This urban space, so diverse yet so accessible, stands ready, with open arms, to embrace all visitors.

Surprisingly enough, it is through technology that the city of Katowice is becoming more sensual: the city space is not marked off solely by the length of its streets or the shape of its buildings. Data bits flow along ever-new paths, on the way to creating the next connection. The City of Gardens is acquiring another dimension. It becomes a cybergarden.

# Culture

*What is sustainability? [...] It is not an abstract utopian ideology. It is maybe difficult to reach but the meaning is extremely precise and it goes to the heart of our own blood and flesh. Sustainability [...] to some extent in broader sociological and political terms, can be defined as intergenerational solidarity.*

**Manuel Castells**, *Urban Sustainability in the Information Age*

In the City of Gardens the line between host and visitor is blurred. Someone who treats a visitor within the limits of their own standards can never properly be called a host, as hospitality means going out to meet the other – going outside your house, beyond the known and the familiar. Everyone willing to enter the garden is responsible for it and becomes its co-creator.

The multicultural character of the region proves that there really is the potential for such meetings here. Silesia has been part of various countries, among its inhabitants there were Jews and Germans. Following the World War II, people from Poland's Eastern Borderlands settled here, further adding to the cultural diversity now intrinsic to the region.

The local community not only cuts across cultural boundaries – it is cross-generational too. According to the traditional Silesian model of the family, people from various generations live under one roof, sharing their experiences and skills. This encourages the sort of perspective on reality in which there is little room left for empty clichés. In the City of Gardens the people of the third age will also be empowered to become active members of the community, collaborating with the youth to give them the chance to come to grips with the real uniqueness of the region, so that the continuity of their traditions is secured for the future. Their skills and knowledge make them a source of innovation, too.

# Network

*The picture of the city that we carry in our minds is always slightly out of date.*

**J.L.Borges**, *The Unworthy Friend*

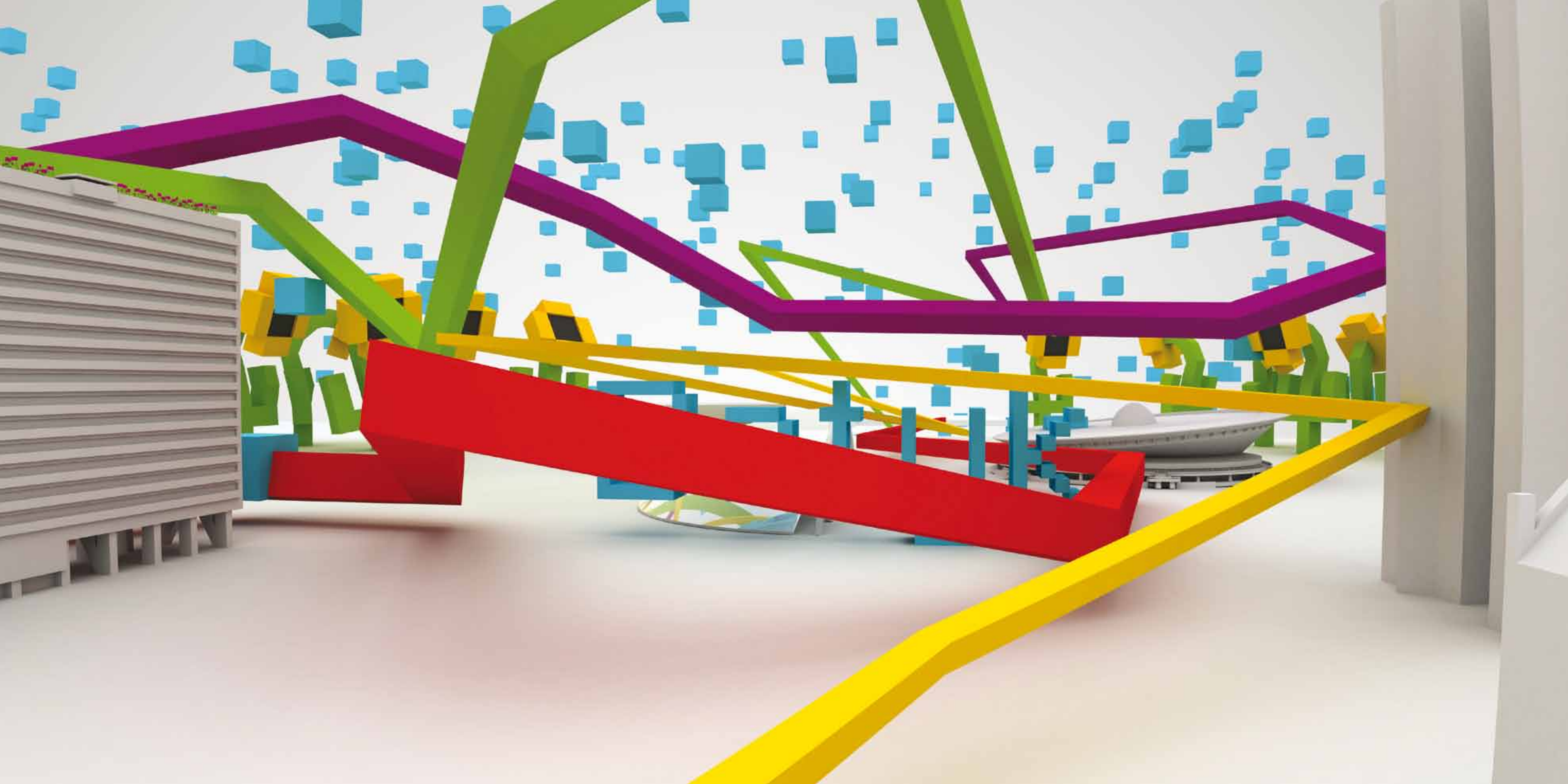
A market square, usually historic in character, full of cafés and crowded with inhabitants and tourists, is a central landmark of every European city. Katowice's central square does not resemble a traditional market square. It is a key place not because of its shape or location but because of its significance for the city's transport network. Tram lines radiate from the square, yet various spheres of human activity converge on it.

Similar processes take place within the information society of today: places as such are no longer of overriding importance – instead it is communication that fundamentally determines their character. Building the city of the future, therefore, means making connections. This is not a mere question of getting instantaneously from place to place: it is, above all, a matter of the right contacts between people, institutions and enterprises.

Culture, supported by a complex network of technologies, constitutes the system of circulation through which the life-blood of a modern city flows, its success depending on people's ability to talk to each other and choose intelligent cooperation over blind competition. Nowadays, the main prerequisites for genuine economic development are information processing skills. Knowledge and high competence are intrinsic requirements of these.

Upper Silesia is located at the intersection of Europe's major transport routes. Thanks to its numerous ties with other cities and countries, which are all rooted in the region's history, the metropolis has before it the prospect of serving as a nexus – a node in the emerging network – linking East with West, and North with South.

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