

# LODZ CREATES INNOVATION

NEWS MAGAZINE OF THE CITY OF LODZ

NO. 2 (28)/2020

## A CITY FOR PEOPLE

●  
TO THE RESCUE  
OF THE BIG AND THE SMALL

●  
SECOND LIFE  
OF MONUMENTS

●  
IMAGE AT THE HEART

●  
URBAN OASES





**GREECE**  
RHODES  
CRETE  
CORFU  
ZAKYNTHOS

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**ANNA KRAWCZYK**  
EDITOR-IN-CHIEF

A billion zloty will be spent in Lodz for the largest revitalisation programme in Poland. This challenge is all the more difficult because it has to reconcile two issues: infrastructural changes on the one hand and social changes on the other. As Hanna Zdanowska, the president of Lodz, correctly pointed out: “revitalisation is not only about the renovations of buildings, but above all about the well-being of the residents (...). Therefore, the process of revitalisation of the city centre not only concerns the renovation of tenement houses and streets, but also includes comprehensive measures to improve the quality of life and create good conditions for business and creative activities.”

Thus, the city’s authorities have taken care of the residents, entrepreneurs, as well as tourists, who increasingly often choose Lodz as a place of their journey and rest. This is facilitated by urban havens of calm which encourage people to get away from the hustle and bustle of everyday life. They include woonerfs and artistic backyards, which have enriched the urban space in Lodz not only with a unique look of streets and tenement houses, but also a unique atmosphere. The EC1 Science and Technology Centre, which has been operating for two years in the renovated building of an old power plant, is also an example of this. In November last year, the facility received the Polish Tourism Organisation Certificate. This prize is awarded to products that stand out in the tourism industry and provide many opportunities to spend free time in an interesting and varied manner.

Fans of Polish cinematography will be happy to see the renovation of the 20th-century villa at Wólczańska 17. In 1986, it played the main role in Juliusz Machulski’s famous comedy “Kingsajz”. Its facade can be admired in film shots, and among the local community it’s associated with the

dwarf-sized kingdom of Drawerland. The building has just undergone a major overhaul, and the employees of the Lodz Infrastructure Company located inside are happy to show visitors around the building.

In the urban space, tradition is interwoven with modernity. Moniuszki Street, also known as Meyer’s Passage – once a private street of a Lodz factory owner – is a place steeped in history. It’s also one of the city’s architectural hallmarks. Some of the villas built by Ludwik Meyer have survived to this day and are now being revitalised. In the historic building at number 5, a modern multimedia library – MeMo – will be built. In addition to its virtual library, print and recording collections, it will also become a modern centre of cultural life. “Meetings with artists, writers and travellers will be organised here, as well as exhibitions, screenwriting workshops and various activities for adults and children,” announces Paweł Braun, Director of the Municipal Library in Lodz.

Speaking of children, it’s worth noting that Archizo was established in 2015 for the purposes of conducting an original educational programme about the monuments of Lodz. Since then, the company has carried out 180 architectural identity workshops at schools in Lodz. Its founders developed special innovative architectural spatial blocks called Archizo, which became not only the official gadget of Lodz and the University of Lodz, but also a starting point for the workshops. Thanks to them, young people began to take a renewed interest in monuments. The founders of Archizo are winners of the 2018 competition “Youth in Lodz – I’ve Got a Start-Up Idea,” whose next and novel edition will be decided on 16 October this year – then we will know its winners. Innovation in Lodz is therefore certain. ●

Photo: Magdalena Lawreszuk





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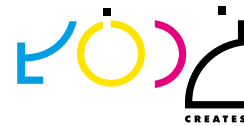
The EC1 Centre for Science and Technology (CSaT) in Lodz received the Polish Tourism Organisation's Certificate, which is awarded to unique tourism products

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#### PUBLISHER

Business Development and International Relations Bureau  
Mayor's Department  
City of Lodz  
al. Politechniki 32, 93-590 Lodz  
tel.: +42 638 59 39  
fax: +42 638 59 40  
e-mail: boi@uml.lodz.pl



#### REALISATION

INFRAMEDIA Anna Krawczyk



ul. Konstruktorska 10c/25, 02-673 Warsaw  
e-mail: kontakt@inframedia.pl  
www.inframedia.pl

#### EDITOR-IN-CHIEF

Anna Krawczyk  
a.krawczyk@inframedia.pl

#### JOURNALISTS

Malwina Wadas  
redakcja@inframedia.pl  
Katarzyna Jóźwik  
k.jozwik@inframedia.pl  
Marzena Zbierska  
m.zbierska@inframedia.pl

#### EDITING AND PROOF-READING

Katarzyna Olędzka  
sekretarz@inframedia.pl  
Danuta Kropiewnicka

#### TRANSLATION AND PROOF-READING

ATET Euro-Tłumacze Sp. z o.o.  
Danuta Kropiewnicka

#### PHOTOGRAPHER

Paweł Ławreszuk

#### LAYOUT & DESIGN

Joanna Białecka-Rybacka – Green Flow

#### COVER

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# A city for people

Lodz will invest a billion zlotys in a revitalisation programme that is significant not only on a Polish but also on a European scale. We talk with **HANNA ZDANOWSKA**, the president of Lodz, about the vision of a place friendly for residents, entrepreneurs and tourists.

**Lodz is currently conducting the most significant revitalisation among all cities in Poland...**

This is the most prominent revitalisation process implemented in Poland so far. The investments total PLN 1 billion, which includes renovating and modernising over 20 streets and almost 200 buildings, including historic monuments important for the city. These include the monumental Poznański's workers' houses neighbouring Manufaktura. Two historic Meyer's villas are also pending a renovation that will turn them into the multimedia MeMo library.

**It's known that the degradation of urban areas is caused by negative socio-economic phenomena and the resulting social divisions, even exclusion and inherited poverty. How do you intend to reconcile these two issues in the revitalisation**

- **The centre's revitalisation consists not only of a renovation of tenement houses and streets, but also includes comprehensive work aimed at improving the quality of life**

**programme: infrastructure changes on the one hand and social changes on the other hand?**

As you have rightly pointed out, revitalisation is not just about renovating buildings, but mostly about the well-being of the inhabitants, which I put at the forefront. Therefore, the centre's revitalisation consists not only of a renovation of tenement houses and streets, but also includes comprehensive work aimed at improving the quality of life, as well as creating the right conditions for business and creative activities.

We want to build civic centres, which will allow residents to implement neighbourhood initiatives. One of them is to be located at Pogonowskiego 34. A centre for supporting women's professional activities will also be established. The implementation of all these initiatives is foreseen in co-operation with non-governmental organisations. Lodz wants to benefit from the good experiences of other cities!

New community centres will be created for both children and parents, as well as the elderly. Public consultations have revealed that such places are very much needed in our city. Renovations will create spaces for modern orphanages ensuring optimal development conditions for the children.

All this wouldn't be possible were it not for the European Union support. Local governments

are very well versed in using EU funds properly. Hence, my recent visit to Brussels, where I appealed, on behalf of the largest Polish cities, for the enormous funds intended for saving the environment to be made available directly to local governments.

### **The Mia100 Kamienic tenement house renovation programme served as the testing ground...**

We renovated over 200 buildings and developed efficient models for investment management, as well as for the inevitable moving of tenants during general renovations.

Under the revitalisation programme, apart from tenements with comfortable apartments for Lodz residents, the streets will also change the appearance. We're calming traffic – instead of wide roads we see wide pavements, rows of trees and benches. New lighting is installed and underground systems replaced. In addition, a central heating network is placed under every street, CCTV installed and parking spaces made available on the streets.

### **What's the scale of the needs and the nature of revitalisation?**

We're delving deep into the urban structure, changing not only the appearance of buildings and transport corridors but also important squares and parks. Wolności square will soon be green. Road traffic is to remain on the north side, where we'll be building integrated bus and tram stops. This will allow the square's southern side to become a space for municipal events, meetings and fairs. The Schiller passage and the Komuny Paryskiej square will also see more greenery, becoming a place of rest with a playground and a tourist information point.

We're also renovating important parks in the city centre: Sienkiewicza, Moniuszki and Staromiejski. The first two have already undergone investments, as we built new fountains and playgrounds

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The Revitalisation Committee, appointed every four years, is a forum for cooperation and dialogue between revitalisation stakeholders (e.g. residents, housing communities, entrepreneurs, NGOs, public and non-public schools, cultural centres) as well as municipal authorities. Members of the Committee express opinions and recommend solutions with regard to various revitalisation matters. The Committee participates in issuing opinions and preparing the resolutions of the Lodz City Council and the orders of the President of the City of Lodz related to revitalisation.

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**Renovated Lodz Fabryczna Railway Station**

there. We also put in new benches and installed better lighting. The alleys have an even surface made of water and air-permeable material, and the parks are subject to CCTV monitoring, assuring a feeling of safety throughout the day.

### **How will you take care of entrepreneurs?**

We'll offer them spaces for various types of activities – starting with everyday services, through bakeries and various gastronomical outlets, ending with shops, because there will be significantly more premises for small and medium businesses. All this is aimed to make the rejuvenated centre a comfortable place to live, work and spend your free time. Let's consider Włókiennicza street, where we're reconstructing the ground floors of the renovated tenement houses and creating commercial premises that had practically not existed there before. All this so that the residents can find bread or a shoemaker nearby, visitors can drink coffee or eat lunch, while entrepreneurs have the opportunity to conduct business in the city centre.

### **What's the value of projects supplementing the area revitalisation programme?**

We're allocating PLN 700 million to 25 investments in the field of culture, transport, commercial promotion, tourism, education and environmental protection. Investments in culture include the purchase of new multimedia equipment, the development of exhibition spaces, the construction of new theatre stages, as well as the modernisation and adaptation of institutions to the needs of various groups to increase the participation of locals and tourists in culture. We want museums, theatres, art and cultural centres in Lodz to become more accessible, also for seniors and people with disabilities.

**In the western part of the city centre, in the Stare Polesie district, another revitalisation programme, Zielone Polesie (Green Polesie), is underway. Please tell me what does it include?**



Light Move Festival

The programme consists of modernisation of a dozen streets into streets with gardens, calming down traffic, creating pocket parks and conditions for implementing new housing investments.

Investments under the programme began in 2016. The most significant difference can be seen at Pogonowskiego street. What previously was a space full of concrete turned into the longest woonerf in Łódź. It's half a kilometre long! This year we'll see similar changes on what's called "the knee", where Lipowa turns and becomes Próchnika, while in spring the modernisation of 1 Maja alley will end, making it as beautiful along the section to Żeromskiego as it is near the Music Academy.

**The revitalisation programme also includes continued work on other projects started in recent years. These include the modernisation of EC1 and revitalisation of Księży Młyn, which have enjoyed great interest from tourists...**

EC1 is the first power plant in Łódź, commissioned in 1907. This increasingly stronger heart of the Łódź New Centre is right next to the modern Fabryczna train station constructed underground.

The eastern part of EC1 features trade and conference spaces and a planetarium, as well as the National Centre for Film Culture, which is currently under construction. The western part is where we have the interactive Centre of Science and Technology, whose huge attraction is its original furnishings, which come alive with the help of multimedia and three-dimensional mapping.

Meanwhile, in the south-east, the Comicbook Centre is under construction.

The revitalisation of Księży Mill will cost over PLN 70 million. The project, which has been ongoing for several years, includes general renovations of historic workers' houses, the creation of art studios, the Księży Młyn club, business premises and Tourist House, a recreational area with a stage, as well as a new walking and cycling route.

**Madame President, could you present us with a vision of the city's future? How will Łódź wow residents, investors and tourists?**

In a few years, Łódź will be a completely different, comfortable and enjoyable place to live. It will become a city with a renovated centre and a former factory Księży Młyn; with comfortable apartments in beautiful tenement buildings, green streets, attractive parks, Wolności square, Schiller passage, the Old Market and the New Centre of Łódź connected by an underground tunnel with the Łódź Kaliska and Fabryczna train stations, the latter of which will become a colossal interchange for high-speed rail between the largest cities in Poland: Warsaw, Wrocław and Poznań. With the monumental Orientarium, an Aquapark full of attractions and a sports centre with the stadium and the Atlas Arena in the multi-functional park complex at Zdrowie. With efficient public transport, as showcased by modern trams running on quiet tracks.

**Thank you for your time. ●**



BY AGATA DOMAŃSKA

# If only I wanted to do things as much as I don't



I think each of us has struggled with a lack of determination to act at least once in our lives. And we have dreamt of finding energy and enthusiasm within ourselves. Can this be done at all? Certainly! But it's a process, not magic, and motivation has to be earned as well.

German psychologist Julius Kuhl formulated the concept of action control, which is still used in psychology today. According to the scientist's idea, each of us has a specific level of energy resources in relation to a given time. We deplete this energy by using these resources, i.e. by performing motivated actions. Every day, we operate in one of two modes. The first one is the self-regulation mode, called state orientation by Kuhl. Here, motivation is not particularly necessary because we take care of our general well-being, i.e. our comfort. Instead of learning words, we take a nap. Instead of taking yoga classes, we watch a TV show. Acting in this mode gives us pleasure, but it doesn't bring us any closer to our goal. On the other hand, in the second mode, i.e. action orientation, we make an effort to achieve a certain goal, despite fatigue or attractive counterproposals. The action orientation means that we have an idea in front of our inner eye that we want to achieve, so we push in this direction.

And here we come to the first important point for motivation. When we think about motivation to act, we make a fundamental mistake – we assume that motivation is a force that makes us WANT to do something and IT will result in a determination that will give us wings. However, this is not always the case... Sometimes the motivation is negative in nature – in fact, we don't want to act, but we do it because we know it's necessary. Who likes to memorise vocabulary? No one. Who would like to feel comfortable abroad? Everyone. And here lies the first secret of motivation: we have to be aware of why we put effort into action, we have to remind ourselves of it. When working on long-distance goals, it's easy to lose sight of the main goal, which is separated from us by many months of efforts (because that's how much time it takes to learn a language or lose 10 kilograms). Meanwhile,

it's this goal that is the source of energy that pushes us forward.

American psychologist Roy F. Baumeister developed the concept of the energy model of willpower. According to this scientist's concept, each of us has – at the level of biological predisposition – a different level of energy resources associated with willpower. Some have more of this energy, and these people are more effective in reaching their goals. Others have less of it. But this doesn't mean that the latter are doomed to failure, because we can increase these resources. According to Baumeister, willpower is like a muscle that we can train, gaining weight and power as we train it. Persistent action in one area of life makes us more persistent in other areas. This is evidenced by an experiment conducted by Mark Muraven, professor of psychology at the University at Albany. The scientist asked people who wanted to quit smoking to refrain from eating sweets a few weeks before parting with cigarettes. It turned out that the group that had taken this test was much more persistent in quitting smoking than the group that immediately started fighting their addiction. Conclusion? First, we should make a small and light resolution, so that the next, much more difficult ones, come easier to us.

The professor also believes that perseverance works best if we direct it and distribute it wisely. And this means an action plan. The plan should be divided into stages and sub-stages, together with an indication of how much time we give ourselves for each step. Advantages? We know how to distribute our energy and we can more easily overcome the desire to give up.

And – this is very important! Let's implement "crop rotation" in our lives. Willpower and motivation to act require a subsoil, made of rest, adequate amount of sleep and activities that give us pure satisfaction. ●

BY PRZEMYSŁAW GRZYB

# A place with character!



The revitalisation of Lodz is a project worth billions of zlotys. Most associate it mainly with public investments consisting of renovating and giving new purpose to urban spaces. However, it turns out private investors are also eager to participate in the city's revitalisation – they have a great understanding of the city's nature, and their purpose is not only to commercialise neglected spaces but also to care for the unique character of Lodz.

The building at Gdańska 130 is undoubtedly an example of this. For over 60 years it was a military printing house, but with the latter's collapse, it began to fall into ruin itself. Now, as Stara Drukarnia (Old Printing House), an A-class office building, it has regained its splendour and became a friendly space for entrepreneurs and artists.

"It's a place with character!" says Marta Zgłobicka, president of Stara Drukarnia's management board.

## IDENTITY OF A PLACE

The building at Gdańska 130 dates back to the 1920s. It's there that Edward and Herman Goldberg established a mechanical weaving plant, mainly for camel hair drive belts, in 1922. Later, it housed a stocking factory, and during World War II a small printing house and bookbinding shop was located on one of the floors. Once the war was over, the latter became the building's primary function, and for the next 60 years, a military printing house operated there. However, the plant failed in a free market economy and was put on sale at the beginning of the second decade of the 21st century. There were no takers, though, but this shouldn't be a big surprise. It was losing hundreds of thousands of zlotys annually, after all, so it was finally closed. However, the building itself, despite many years of decay and the fact that it lost its charm, was still of great value and, above all, had even more significant potential. That's why it was immediately bought, as soon as it was put up for sale by the Treasury. Investors from Tomaszów Mazowiecki, the owners of Joka Budownictwo, general contractors for industrial facilities, decided to take on the challenge of revitalising it. The buyers had a very clear idea of how to breathe new life into it.

"Preserving the identity of the location was the key," explains Marta Zgłobicka.

## CLASS A REVITALISATION

Revitalisation work started in 2015. The building was to retain its unique design, but its operations were also expected to be top class, it was to be an A-class office building after all. It was finally put into use in August 2019.

Stara Drukarnia has five floors of office and service space, covering a total of 4880 m<sup>2</sup>. It combines history and modernity – original red brick and cast-iron pillars meet modern solutions, e.g. raised floors or a top-of-the-line multimedia infrastructure. Tenants and guests can also take advantage of a conference room near reception, a car park for 50 cars, a bicycle parking area and other facilities for cyclists, such as showers or changing rooms. Facilities for people with disabilities are also present.

"In January 2020, we exceeded a 40 percent occupancy rate. The tenants are both large international companies and local entrepreneurs," explains the president of the management board.

Importantly, the tenants are aware of the historical value of the building. They even say it was one of the reasons for which they chose Stara Drukarnia.

## PAYAIR: "THE IDEA CAPTIVATED US"

One of the tenants who believed in choosing a space full of the local Lodz character was Payair.

"We rejected all modern, soulless office buildings, full of bland interiors, at the very start. Stara Drukarnia met all our expectations. We're delighted with the building's style and interior

design. The idea of Stara Drukarnia as an artistic and office space captured our hearts,” lists Paweł Trybulski, deputy head of Payair Poland.

The company offers software for the financial industry, primarily banks and payment organisations, e.g. Mastercard, of which it has been a platinum partner for many years. It’s headquartered in Stockholm. Currently, the Lodz branch employs 15, but will eventually have approx. 30 employees, including Java and mobile application (iOS and Android) developers, testers, UX/UI designers, product owners and project managers.

### **BETTER COLLECTIVE: “WITH HISTORY IN THE BACKGROUND”**

Better Collective also found its place in Stara Drukarnia. According to Marta Karolak, the company’s office manager, the choice of location also wasn’t accidental. Both aesthetic and practical considerations played a role.

“When choosing the new office, we were drawn to a unique place, with historical background, cosy and with a great central location. We also valued the professional approach and diligence in agreeing on the lease terms, the relocation date and support at every stage of this process.”

Better Collective Poland is part of the Danish BC brand. It operates in the field of affiliate marketing, creating software and solutions for safe and ethical sports betting by teaching players and building their community. It connects users with legitimate sports betting operators and creates products covering most disciplines, with a predominance of football. The team of programmers in Lodz now numbers 15. In 2020, Better Collective plans to increase its team to 25 employees. The company designs its solutions using technologies such as PHP, Angular, Node.js, GraphQL, Microservices, CI/CD, AWS.

### **A PLACE FOR ARTISTS**

Stara Drukarnia is a place for business first and foremost, but the investors also want a vibrant artistic life in the building. Therefore, they’re making space available for creators of various fields.

“We created the ‘Art Printing House’ (Drukarnia Sztuki) project aimed at supporting young artists and promoting art in an office space. Until the entire building is occupied, we’re giving the surface to artists, so that they can create and spread their wings here,” explains Marta Zgłobicka.

Stara Drukarnia will also act as a temporary art gallery, which will organise exhibitions until the entire space is leased for office



Marta Zgłobicka

purposes. In September 2019, the inaugural exhibition “Alchemy” by Jaga Woś was held within its walls. The young artist designs and produces ceramics, which she calls power bowls. Over 100 guests visited the vernissage, including Hanna Zdanowska, the president of Lodz. In total, by the end of 2019 three more exhibitions were held, as well as a conference under a rather telling title: “The Second Life of Buildings” (Drugie życie budynków). Also, in September 2019 a large mural was done in Stara Drukarnia’s courtyard by the Russian artist Andrey Berger, in co-operation with the Urban Forms Foundation. Murals were also done inside the building, further improving the aesthetic values of the rented offices.

### **A NEW STANDARD**

Stara Drukarnia tries to reference the city’s character in many different ways, not just the post-industrial style of the building. A 20-metre neon sign with the investment’s name has been erected on its roof, perfectly visible from the nearby W-Z Route. There used to be hundreds of neons in Lodz, especially during the Polish People’s Republic times. They became such a big part of the city that it was even called the neon capital. Their numbers dwindled over time, though. Now, they’re a rarity, but it’s impossible not to see them as the historical landmark of the city. The neon for Stara Drukarnia was designed by Prof. Robert Sobański and is an artistic installation.

All the actions taken by investors around Stara Drukarnia are intended to give the building as much of a local Lodz vibe as possible. As can be seen, such an approach is justified by business results, as it attracts not only enthusiasts of the city and its style, but also companies that expect something more than just a workplace.

“We want to set new standards in Lodz through our actions. We’re not simply doing business, but also promoting art, promoting artists and thus building a place with character,” Marta Zgłobicka sums up. ●

BY MARZENA ZBIERSKA

# Read and listen – a place on the cultural map of Lodz

Moniuszki Street, also known as Meyer's Passage – once a private street of a Lodz factory owner – is a place steeped in history. It's one of the city's architectural hallmarks. Some of the villas built by Ludwik Meyer have survived to this day and are now being revitalised. In the historic building at number 5, a modern multimedia library – MeMo – will be built.

Meyer's Passage was the first street in Lodz with electric lighting, and a well-known factory owner built magnificent villas here, hoping that the capital of the governorate will be moved from Piotrków Trybunalski to Lodz and the residences will be settled by officials. But his calculations were off, and he had to look for tenants among wealthy citizens of Lodz. There was no shortage of interested people, so the apartments weren't empty for long.

## TRIANON FOR ARTISTS

When Ludwik Meyer strolled near the villas (he lived in one of them himself), he probably passed the clients of Bronisław Wilkoszewski, the most famous photographer in the history of Lodz, called the Canaletto of Lodz. His studio and atelier – where exhibitions, shows and concerts were organised – were located in Villa Trianon, at number 5, which the photographer leased from Meyer in autumn 1887. And he wasn't

the only one. Władysław Pieńkowski, the then president of the city, also lived in the same building.

Certainly, Meyer visited Wilkoszewski's atelier many times; nonetheless, we can hardly expect him to imagine that these times would come back and there would be a chance to revive the world of culture within the walls of villa number 5 after over 130 years. And yet...

## MULTIMEDIA LIBRARY AND CULTURAL CENTRE

"In January 2020, the construction projects for the investment at Moniuszki 3 and 5 were awarded final building permit decisions, which allowed us to commence all works covered by the design documentation. Previously, the contractors carried out intervention, demolition and cleaning works at the sites," says Tomasz Zagozda, site manager.

"Scaffolding was built around the building at Moniuszki 5. We have to renovate the roof and then the facade. Work is also being carried out in the yard and inside the building. The investment should be completed in mid-2021," informs Agnieszka Kowalewska-Wójcik, Director of the Municipal Board of Investment in Lodz.

The city's authorities' idea is to house MeMo in Trianon as a state-of-the-art multimedia library in Lodz. Although the villa is currently missing two balconies and a portico with four columns topped with a balustrade, it will undergo a thorough renovation. Renovation works will include the building, outbuilding, courtyard and garden. The revitalisation will consist in restoring the building's original condition in accordance with conservation guidelines. In the former living quarters, there will be a multifunctional room with a mezzanine, which will be connected to the garden, a second room



Visualisation of the MeMo multimedia library – project by DRAFT

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The revitalisation of the urban space at Moniuszki 3 and 5 and the investment at Tuwima 10 are being implemented as part of the New Centre of Lodz Programme.

The following activities are covered by the project:

- revitalisation and furnishing of the villa at Moniuszki 5 for the needs of the Municipal Library along with its Multimedia Library branch,
- renovation and reconstruction of the building at Moniuszki 3,
- renovation, reconstruction and upward extension of the building at Tuwima 10,
- opening the quarter by building a road connecting Tuwima with Moniuszki,
- renovation and reconstruction of Moniuszki.

The project was co-financed under the restricted procedure of the ERDF as part of the Regional Operational Programme for Lodzkie Voivodeship 2014–2020.

The total funding for the project will amount to: PLN 66,273,929, including funds from the city budget: PLN 39,586,079.00, funds from the European Union: PLN 26,651,849.44.

Project implementation period: 2015–2021. The project is being implemented by the Municipal Board of Investment in Lodz.

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with the collections of the media library and a studio for voice-over recordings. The remaining rooms will house three studios intended for workshops and training courses. The glazed courtyard will be a perfect place for exhibitions. And there will be a place for a café as well.

The contemporary interior design will probably not resemble the one of Wilkoszewski's time, but the residents of Lodz visiting the multimedia library will once more have the opportunity to participate in concerts and exhibitions.

“MeMo, in addition to its virtual library, print and recording collections, will become a modern centre of cultural life. Meetings with artists, writers and travellers will be organised inside the multimedia library, as well as exhibitions,

screenwriting workshops and various activities for adults and children,” announces Paweł Braun, Director of the Municipal Library in Lodz. “We want to encourage the users of the multimedia library to share their knowledge and thus build a local community that will be integrated around the values of civil society.”

## RESOURCES FROM AROUND THE WORLD

What can be found in the MeMo multimedia library's resources?

“The collection will be made available in the form of printed books, e-books, audiobooks and podcasts. Among other things, an internet portal will be created, which will enable access to electronic collections online,” explains the Director of the Municipal Library in Lodz.

The library will also offer technical gadgets enabling the use of provided cultural and artistic resources through mobile devices, touchscreens or the internet. The new cultural institution will store the latest literary and popular science collections. In addition to books, e-books and audiobooks, MeMo's resources will include music collections, available on various media, i.e. in electronic form, but also on vinyl records and cassettes, and visual materials, including video recordings.

The library's collections will be obtained from various sources – some will come from open access, others will be obtained on a commercial basis. Naturally, the National Audiovisual Institute, the Polish Television archive and European and global digital archives will constitute sources of library resources.

## THIRD PLACE FOR CITIZENS OF LODZ

“The activity of the new institution is intended to contribute to the strengthening of the identification of Lodz's residents with the cultural heritage of the city,” assumes Paweł Braun. “But its offer aims to fit in with the expectations of contemporary recipients of culture.”

MeMo is to act as a so-called third place where you can spend time, beside home, work or school; a place where people will happily come to read, listen and write – during exam sessions or workshops, alone or in company.

The multimedia library will be a place for people of all ages, and its location in the very centre of the city is intended to make it readily accessible, both for people with cars or motorcycles and those who use public transport or go for a walk.

There is a reason why Meyer Street is called a passage. It used to be a perfect place for strollers and was the only street that collected fees from drivers passing through. ●



**Paweł Braun, Director of the Municipal Library in Lodz**

BY KATARZYNA JÓZWIK

# The legendary Drawerland opens again!

In 1986, it played the central role in Juliusz Machulski's famous comedy "Kingsajz". Its facade can be seen on film, and among Lodz residents, it's associated with the dwarf-sized Drawerland. The villa at Wólczańska 17, which dates back to the beginning of the 20th century, has just undergone a significant renovation and is open to visitors once again.

Currently, the front building, as well as the two other ones, situated deeper inside the plot, house the headquarters of Łódzka Spółka Infrastrukturalna (ŁSI; Lodz Infrastructure Company), which took over the property from the city in 2015.

## EMERGED FROM THE DEBRIS

Most locals mainly associate the renovated villa with the comedy starring Katarzyna Figura and Jerzy Stuhr. However, the property's history is much longer. In 1922, the plot was purchased by Zygmunt Teeman, the director of the "Mitranza" International Transport and Shipping Society founded in 1921, and it was he who started building up the area. In 1922-1923, he reconstructed the residential villa deep inside the plot and in 1923-1924 the work buildings located in its rear part. Between 1923 and 1924, the first building was erected. It served as offices for the "Mitranza" International Transport and Shipping Society. In the 1950s, the property was transferred to the Public Roads Office, which adopted it into a road laboratory. At the beginning of the 1990s, it was decommissioned due to its poor condition. Only the property's takeover by the Lodz Infrastructure Company gave hope for the historic villa's reconstruction, even though its dire state didn't make this easy. Even before the property was taken over, part of the building with the gate and the ceilings collapsed. In effect, renovation work entailed not only a revitalisation of the villa but also required part of it to be rebuilt.

"Due to the building's poor condition, the first step was to prepare documents necessary to prevent its complete collapse and then to implement their recommendations," explains Marcin Obijalski,

director of structural investments in ŁSI. "Only in the next stage was the company responsible for design preparation and implementation of the entire investment selected."

The process of renovating the front building together with the remaining complex at Wólczańska 17 took nearly three years and required almost PLN 12 million. It was totally financed from the ŁSI's budget.

## COMBINING HISTORY AND MODERNITY

The investor responsible for renovating the villa faced a serious challenge because the location of the building and its history required work to be based on archival documents and consultations with a monument protection officer.

"The structure and exterior of the villa fully reflect the property's former appearance. In the case of the interior, the entrance and hall are historic, with original tiles and renovated oak stairs that have both been partially preserved," Marcin Obijalski enumerates.



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**Prof. Janusz Sosnowski, set designer for “Kingsajz” by J. Machulski**

Due to its distinct architectural style and slightly neglected condition, the villa at Wólczańska 17 became the location of the Quaternary Research Institute. Such scientific institutions were usually set up in tenement houses.

Locating it in one of the skyscrapers or palaces in Lodz was inadvisable, as in those days such buildings were reserved for “stronger” public institutions. Its style and state at that time matched this vision of a scientific institute. A great advantage was the proximity to the film studio at Łąkowa. Only the facade of the villa and the entrance were used in the film. As stills from the film show, the villa wasn't in such a bad shape at the time. Drawerland itself was built entirely on sets at Wytwórnia Filmów Fabularnych (Feature Film Studio) at Łąkowa.

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The remaining spaces were designed in line with modern trends. Particularly noteworthy is the adaptation of the attic, which initially didn't have a particular function. As it was reconstructed and its ceilings raised, additional space, currently also used as offices for ŁSI employees, became available.

#### **FILM LEGEND...**

During the property's renovation, the current owner saw value not only in the building's functionality and history but also in the role it played in the film that made the villa at Wólczańska 17 known.

“From the outset, we took account of the fact that this is not simply some nondescript building. On the facade, there's a commemorative plaque with an engraved signature of the film's director Juliusz Machulski. References to the villa's history in the film

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In addition to its core task, which consists of managing the upgrade and expansion of the city's water supply and sewage system, the Łódzka Spółka Infrastrukturalna (Lodz Infrastructure Company) also conducts investments in real estate revitalisation.

The **Szykier Tenement House at Północna 1/3** is an example of such work on a listed building. During the renovation, approx. 500 m<sup>2</sup> of cellars with gothic vaults were discovered. In the past, these were most likely used to store barrels full of herrings, which were one of the goods sold at the market, where a park is now located. After the renovation, which is estimated to cost approx. PLN 12 million, the buildings will feature residential and commercial premises. Completion is planned for autumn 2020.

More information about the revitalised buildings is available at [www.lsi.lodz.pl](http://www.lsi.lodz.pl).

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**Employees of the Lodz Infrastructure Company gladly show tourists around the interiors of the renovated villa**

are also made inside the villa,” Marcin Objalski explains.

An exhibition of movie stills is a permanent decorative element of the entrance hall. In the future, ŁSI plans to obtain props from the set of “Kingsajz.” Talks with the Museum of Cinematography regarding this matter are in progress. The owner wants to display both original set elements, as well as their replicas. Ultimately, they are to be exhibited in the entrance halls and in the external space in front of the building, which will make them available to a broader audience. It's also highly likely that the planned exhibition will include elements of the dwarf land of Drawerland.

#### **... AVAILABLE TO VISITORS**

Even with work to fully complete the film exhibition ongoing, fans of “Kingsajz” can already see an exhibition of photographs from the comedy's set. Some of them feature autographs of its stars – Katarzyna Figura and Jerzy Stuhr – who visited the villa at the end of November when they were unveiling their stars at the Lodz Avenue of Stars in Piotrkowska. Two such pieces of memorabilia were donated by the ŁSI to this year's final of the Great Orchestra of Christmas Charity (pl. WOŚP) and auctioned off for a total of PLN 407. The actors themselves were very impressed with the building's renovation and shared on-set memories. The villa at Wólczańska is now open to everyone.

“The area with the film stills is open to the public,” the director of ŁSI informs. “What's more, organised groups are also welcome. Our employees will gladly show tourists around and tell them more about the building's history and renovation. Just contact us in advance to arrange a convenient date for a visit.”

So far, the new ŁSI headquarters have been visited by quite diverse groups, ranging from individual visitors, a group of participants of a real estate course, to students of the University of the Third Age. Any avid fan of Machulski's comedy film, who would like to see where it was recorded with their own eyes, can do so during the company's business hours. ●



BY MARZENA ZBIERSKA

# Second life of monuments

From the left: Maksymilian and Michał Potz

To protect them from destruction and restore them to their former beauty – this is how you can describe the role of preservation officers and restorers. Even though many historic buildings have already been saved in Lodz, many more are still waiting for their time. Michał and Maksymilian Potz, from the Mosaicon studio, have been restoring historical monuments to their former splendour for 20 years. And not only in Lodz!

Conservation and restoration work is very complicated, requiring knowledge and experience in many fields, including art history, architecture, chemistry, as well as old techniques and technologies. Conservation of monuments aims to prevent their destruction and stop the destructive processes that have already begun.

“The conservation officer's task is to save the object,” explains Michał Potz. “Restoration work, meanwhile, is intended to restore its former, original form. One needs to remember that all actions related to monuments require prior conservation, architectural and archival studies. Such prior evaluation allows us to determine the monument's value and learn its history.”

## A JOB FULL OF CHALLENGES

The Mosaicon studio has already renovated over 100 Lodz historical monuments. Its portfolio of

conservation and restoration works includes many exciting and famous buildings, for example, the Lodz cathedral, the Gutenberg tenement house, the Poznański, the Scheibler and the Daube factory complexes, the Shreer villa, the NBP (Polish National Bank) building and the Lodz Cultural Centre, as well as the Church of the Holy Spirit at Wolności Square.

“My parents started the studio in 1987. My dad was a conservator, and together with my mother, they conducted conservation works on, what's called, movable monuments (e.g. altars, paintings). In the 1990s, they expanded to architecture and historic interiors,” says Michał Potz. “Currently, I'm running the company with my brother Maksymilian. We're working on several other projects in Lodz, including adapting Meyer's villa at Moniuszki street to be the MeMo Mediatheque, the former Wagner factory for offices and we're also beginning renovation work on



three tenement houses at Rewolucji street as part of Area Revitalisation.”

As Michał Potz underlines, since the buildings in Lodz are often in inferior condition, there's no lack of difficulties that need to be overcome.

“Actually, in every building we've come across a wide spectrum of challenges, in terms of conservation, technology and interior design, therefore, together with the Voivodeship Office for the Protection of Monuments, we often had to make difficult decisions regarding the look and colours of interiors and building facades,” he adds. “A common problem we encounter is that work needs to be conducted in active facilities, as was the case with the Music Academy or the Izrael Poznański Palace. Sometimes, logistical problems also arise due to the very dense arrangement of historical buildings in Lodz.”

### A CITY OF CHANGE

Michał Potz admits that there have been many positive changes in Lodz over the last two decades and the city is currently at a stage where many valuable monuments have already been saved or are subject to conservation work.

“Examples include the Palace of Karol Poznański (Music Academy), former factory complexes, such as Izrael Poznański's Factory (Manufaktura), the EC-1 CHP plant or the Vodka Monopoly plant (Monopolis), as well as many factories that have been adapted for new functions,” Michał Potz explains. “You also need to remember all the sacred buildings that serve as a testament to the city's multicultural history.” Examples of monuments restored to their former glory are the arch-cathedral basilica, the Evangelical church of St. Matthew and the church of St. Alexander Nevsky.

Renovated buildings also include many tenement houses of great historical value. Their renovations were possible thanks to the efforts of housing associations or private investors.

“The ‘Area Revitalisation’ programme currently run by the City of Lodz is surely a significant impulse for saving the historical architecture in the city,” adds Maksymilian Potz. “Of course, all these activities are just a harbinger of changes that I hope will take place over the next years. There are still thousands of historic buildings, mainly tenement houses, which require immediate attention. I know that decades of neglect and lack of any renovation work have left many buildings in Lodz in a catastrophic state. Not everything can be saved, but efforts need to be made to save as much as possible for future generations. Lodz is worth it!”



Conservation and restoration works of the historic interior design of the Poznański's Palace in Lodz were carried out in 2014–2016

### A PLACE WITH A TEMPTING HISTORY

In many Polish cities, Lodz as well, there are cases of historic buildings being restored by private investors as, for example, residential or office buildings.

“There's growing interest in adapting historic buildings for new functions. This allows many valuable monuments to be saved from ruin. Although renovating a historic building may entail numerous problems, many investors decide to pursue this course. This is probably due to a change in mentality. We're beginning to appreciate more and more places with a history and a soul, the ones where we simply feel good. I think that many of us prefer to work or live in an old factory or a tenement house, rather than in another glass office building or block of flats known as an apartment building,” explains Michał Potz.

However, the adaptation of old buildings for new purposes requires great respect and understanding of old architecture and art, and sometimes these undertakings fail. Even so, there are many examples of a building's changed function breathing new life into the neighbourhood. Since its inception, the Mosaicon studio has been dealing strictly with historical buildings.

“We specialise in conservation and construction work in historical monuments. Most of the projects we completed were in Lodz because this is where we live and come from, but our portfolio also includes many valuable buildings throughout Poland, such as the renovation of the St. Mary's Basilica in Gdańsk, the Hotel Europejski in Warsaw or the Main Railway Station in Przemyśl,” Maksymilian Potz enumerates. “What sets us apart? First of all, the comprehensive services we provide. We deal with the entire process of renovating a historic building, starting with consultancy, valuations, preparation of renovation designs, tests and through the execution stage as part of general contracting, ending with obtaining all legally required acceptance. In addition, thanks to many years of our experience, we're not afraid of any challenges. We can save any monument.” ●



# Fuzja – the essence of Lodz

Tymienieckiego street and its surroundings are a unique fragment of Lodz. Today, this is where you can find revitalised Art\_Inkubator and Art Factory buildings, modern office buildings, as well as the oldest preserved factory building in the city – Bielnik Kopischa (Kopisch yarn bleaching building). That's not all, though! Years ago, this was where Karol Scheibler's former textile empire reached, with the combined heat and power plant at its centre. Soon, this space that has been slightly forgotten for years will, thanks to Echo Investment, become a friendly, open and energising part of the city under the name Fuzja (Fusion).

At its heart will beat a historical, art nouveau combined heat and power plant, which has for years provided power for the entire production plant and, once the latter closed, served as inspiration for artists. Soon it will gain new splendour.

## GENIUS LOCI

Fuzja is being created on almost 8 ha of former factory space. The investment consists of 20 buildings serving various purposes, of which 14 are adapted historic buildings.

“When working on the Fuzja project, we put great attention to the area's history and what we found. This place is the essence of Lodz – a symbol of its textile and industrial roots. We decided to take advantage of the local, dormant potential, so we'll preserve the historic buildings and walls that are still in good condition.

Our goal is to bring this area back to life, preserving its vibe and post-industrial nature. The unique genius loci of this area is visible in its rich history, cityscape, architecture and the people associated with it,” Anna Malarczyk-Arcidiacono, director of the Echo Investment project, says. “That's why we're offering Lodz a real revitalisation, showing what went on behind the walls of Fuzja by preserving many elements: original brick, old buildings, architectural details and fascinating alleys between buildings. We'll be introducing various functions and new users to new and historical walls: residents, office employees, coffee and food lovers, hotel guests and tourists. We're giving it a new identity,” Anna Malarczyk-Arcidiacono adds.

Under the project, new buildings are being erected, community-building public space, such as



**Anna Malarczyk-Arcidiacono, director of the Echo Investment project**

city squares and green areas, created, and historic buildings revitalised.

### NEW LIFE FOR AN AREA

The modern Fuzja aims to harmoniously combine the entrepreneurial spirit of Lodz with various urban functions, thanks to which this part of the city will again be full of life and people. The investor will create 90 thousand m<sup>2</sup> of residential, office and service space, as well as modern restaurants, commercial, service and cultural

- Stage I involves the construction of two residential buildings with 274 apartments, renovation of the power plant's facade and creation of a city square in front of the power plant:
  - start of construction on two residential buildings: April 2019,
  - start of apartment sales: May 2019, 100 apartments have already been sold by September,
  - start of renovations of the historic power plant's facade: September 2019,
  - the unveiling of the west facade: December 2019;
  - construction permission for the office part of Fuzja: December 2019,
  - currently, the power plant facade is under renovation; the construction of office buildings and the square in front of the power plant will start in spring.
- By the end of 2020 stage I is to be finished – two residential buildings, power plant restoration from the outside and the city square in front of the power plant.
- In Q2 2020 stage II of implementation will begin
  - construction of two office buildings to be completed and put into use in 2022. Together with the first office buildings, Echo Investment will also construct service facilities near the square in front of the power plant, another residential building and a multi-storey car park.
- Further construction stages are in preparation.

facilities. Currently, Echo Investment is implementing the first stage of construction – two apartment buildings with 274 apartments. The first residents will be able to move in at the beginning of 2021. Simultaneously, the end of the first stage will also see the facade of the historic power plant restored, and the public square in front of it commissioned, with convenient access from Tymienieckiego street.

Subsequent stages will bring office spaces, further residential buildings, while the revitalised historic parts of the area and buildings will become restaurants and shopping outlets. City squares shared spaces and green areas will cover almost 4 ha. These will combine historic city structures with modern architecture, encouraging many people to spend time with family and friends. Numerous services and amenities right at one's fingertips, as well as smart home solutions in apartments will provide comfort and pleasure when spending free time.

### EXPERIENCING THE CITY ANEW

Fuzja is another investment carried out by Echo Investment according to the destination concept. The company is known for revitalising city fragments while respecting their history and introducing modern solutions to meet user needs. Browary Warszawskie (Warsaw Brewery) was the first such project.

“Destination projects, such as Browary Warszawskie and Fuzja, are urban concepts initiated under the assumption that they will create friendly and open fragments of cities, where everyday life will be easy and comfortable. We're creating a new city experience, in which modern solutions and classic construction intermix, all taking into account people and their needs,” Waldemar Olbryk, member of the Echo Investment management board, explains. “In answering these needs, we introduce numerous amenities and services. At Fuzja a café with your favourite coffee, a good eatery for lunch with friends, as well as a bakery or a shop with local products, will all be available nearby. You'll be able to easily repair a bike at an available service station, pick up a parcel sent by an Internet shop, rent an electric car or scooter, as well as charge your electric car in the parking garage. This makes everyday life easier and more convenient. We want people to come and go back to the destination because it's a place where they feel good,” adds Waldemar Olbryk. ●

BY MARZENA ZBIERSKA

# Ogrody Sukiennicze will soon come alive

The urban metamorphosis in Lodz is to be conducted in accordance with the inward development concept, so it will be related to transformations in the very centre of the city, which is set to become an attractive public space. Ogrody Sukiennicze (Cloth Gardens) are one of the projects aimed to make the streets, parks and alleys of the district a friendly place for residents and a showcase of a modern city, as they will turn green and bloom.

Inward urban development is a concept that city planners have noticed for many years. It consists in limiting suburbanisation and earmarking areas around urban centres for construction. The idea is for a modern city to be compact, to feature public spaces that residents find attractive and to provide everyday convenience – workplaces, schools and shops should be within walking distance or reachable using public transport. Inward development poses a challenge for local governments, but it benefits the city through reduced operating costs and a better environment. City centres are to become increasingly more attractive through new construction, greenfield developments and the revitalisation of degraded central areas.

The Ogrody Sukiennicze programme is another, after Zielone Polesie, project for the development of a central district prepared by the Municipal Development Office in



Danuta Lipińska, deputy director of the Municipal Urban Workshop in Lodz

Lodz. The programme includes, among others: organising the public space, improving movement quality in the area – with particular emphasis on convenience for pedestrians and public transport efficiency, compensating for deficiencies in green areas in relation to existing built-up areas, but also allowing new construction in accordance with local zoning plans under development.

## GOOD PLACE TO LIVE

Intense work on the Ogrody Sukiennicze programme, aimed at preparing a development concept for the district, began in 2019. It covers an area to the east of Piotrkowska street, between Północna, Kopcińskiego, Narutowicza and Wschodnia, with a total surface area of 134 ha and approximately fifteen thousand residents. Today, this is where one can find the Grand Theatre, Dąbrowski Square and the Faculty of Economics and Sociology

of the University of Lodz. The other buildings, however, are mostly in a state of neglect, with empty shells of factories and dilapidated tenement buildings featuring frequently in the district's landscape. Many plots remain undeveloped and green areas or friendly spaces for relaxation are lacking. The Municipal Development Office wants to change that.

“The purpose of the programme is to determine the locations for public spaces and how they will be shaped,” explains Danuta Lipińska, deputy director of the Municipal Development Office (pl. MPU) in Lodz. “The work also focuses on formulating investment principles for the area that will make Ogrody Sukiennicze a good place to live in the city centre, one in line with sustainable development principles.”

A comprehensive district development concept, prepared in the form of the programme, will constitute a binding guidance document for drawing up local zoning plans. The office has already started work on six local plans for the Ogrody Sukiennicze area.

Consultations with residents, conducted through meetings and workshops, constitute an important element of the programme's creation process. The aforementioned are aimed at jointly developing ideas for improving residents' quality of life and will be recorded in zoning plans – local planning documents. These relate to, in particular, shaping public spaces, the appearance of streets and greenery.

## RESIDENTS HAVE THEIR VOICE

Public consultations include both – the development of the Ogrody Sukiennicze programme and the local zoning plans. The first stage (the extended public consultation process) is carried out as a part of the EU grant project “Municipal space – local value” (Przestrzeń gminna – lokalna wartość), which will end in May 2020. In the next stage activities initiated under grant financing are set to continue, based on the Municipal Development Office's own resources, until local zoning plans are adopted.

Public consultations have shown, for example, what is missing in the Ogrody Sukiennicze area. As it turned out, the largest percentage of those surveyed pointed to greenery in the streets, parks and green areas, parking spaces for cars, bicycle paths and pedestrian-friendly spaces. Meanwhile, the greatest assets of the district, according to the residents, are



Intensive work on the Cloth Gardens Programme began in 2019

its location within the city, good transportation options and the availability of services. The least indications were given to the appearance of buildings, the standard and size of apartments, the accessibility of nature, the local community and safety, which, according to the residents, should not be counted among the assets.

“So far, in the course of consultations we've created the programme's visual identity. We put up 15 information boards in public locations around the estate, sent information leaflets to residents and distributed brochures on the streets,” says Danuta Lipińska. “In addition, we organised three research walks with a local guide, in which 135 people participated.”

The public consultations included workshops, as well as stands, which allowed approx. 1,000 passers-by to obtain information about the area, the programme being in development, planned accompanying events and the future procedure for preparing local plans. A project website and Facebook profile were created.

## PUBLICATION THIS YEAR

The first effects of the work were presented during a project summary meeting held in September 2019 at the Faculty of Economics and Sociology of the University of Lodz. It served as the venue for presenting the conclusions from residents' participation in the consultation process. The next step will be the publication of the finished programme once approval of the city authorities is obtained, which will come by the end of June 2020. ●



BY MALWINA WADAS

# (Future) employees who are worth their weight in scholarships

The scholarship programme “Youth in Lodz” is a unique Polish initiative which enables employers to fund scholarships, reimburse dorm accommodation costs or pay for qualification improvement courses for the best students in the selected fields. It is a perfect way to reach the best of the best, exceptional talents who are distinguished not only by their outstanding academic results but also by how active they are in gaining knowledge and experience during internships and professional placements, international exchanges and training courses.

A scholarship holder may become a valuable apprentice, trainee and, in the long term, also an employee for the company. Students also gain a lot, not only additional funds, but above all, the opportunity to work with the best companies.

## THE BEST OF THE BEST

So far, 12 editions of the scholarship programme “Youth in Lodz” have been held, during which over 4,610 applications have been submitted to individual employers. The committee has selected 276 students

who have received scholarships in the gross amount of PLN 500 to 1,000 per month. To date, 55 students have been reimbursed for accommodation in dormitories of the Lodz University of Technology, University of Lodz and Medical University of Lodz, and almost 280 people have benefited from additional courses in English, German, Italian, Spanish and Japanese, as well as IT. In the academic year 2019/2020, that is in this year’s 12th edition of the project, 22 companies and institutions from Lodz and the region declared their participation in the scholarship initiative.

A total of 29 scholarships were awarded. In addition, 11 people were reimbursed for accommodation in dormitories, and 28 people will be able to take language courses (English and Japanese) or an IT course.

### REAL CREATION OF DEVELOPMENT

BSH Home Appliances is a part of the global Robert Bosch GmbH Group, which has more than 61,000 employees and 42 factories worldwide. The company's first factory was opened in 1994 in Lodz and has been participating in the scholarship programme "Youth in Lodz" for 12 years now.

"Supporting the education system in the Lodz region at the level of technical schools and higher education is an important part of the company's business. We want to create real opportunities for students to develop and gain their first professional experience in an innovative industry. By joining the 'Youth in Lodz' scholarship programme, we wanted to appreciate and support students who demonstrated not only excellent academic results but went beyond by being active, both at the university and during internships, professional placements or additional work. We were looking for motivated people who set out their course and were determined on following it, with a passion to boot. Such a model gives us an opportunity to successfully cooperate with students who in turn can count on the support and knowledge of experienced experts and receive a large space for implementing their ideas," says Monika Chwaszcz-Bogusiewicz, Senior HR Process Specialist. "To meet the expectations of young people, BSH also offers additional paid internships which can be commenced during the scholarship."

This year's scholarship holder Karol Zawadzki, a student of the International Faculty of Engineering (IFE) at the Lodz University of Technology, comments on his participation in the programme.

"Although I've been participating in the programme for just two months, I've already had the opportunity to learn a lot. Participation in the scholarship project is a form of rewarding the best students for their academic performance. The 'Youth in Lodz' scholarship is an opportunity to meet the employers operating in our city. This is very important if we're thinking about finding good internships and work in the future. Of course, the scholarship awarded to the winners of the programme is also a great motivation."

The scholarship holder notes a growing trend in which employers are searching for and supporting potential employees.

"As far as the programme itself is concerned, I was surprised by such a large number of winners



Whirlpool Corporation, from the left: Emilia Cieślak, Anna Kazmina, Szymon Cegielko, Eliza Jakubowska, Martyna Mikina

at the scholarship award gala. This means that companies are increasingly more interested in attracting the most talented students, and the best are rewarded for their knowledge," summarises Karol Zawadzki.

### OPENNESS TO INNOVATION

Whirlpool Corporation is the world's leading manufacturer of household appliances, whose annual sales reach approximately USD 21 billion. This is the third time that the Lodz branch of the company has funded three scholarships as part of the "Youth in Lodz" scholarship programme. The company also takes an active part in other projects, such as the paid holiday internship programme "Practice in Lodz" and free training courses "Your career in your hands."

"Nowadays, there is no need to convince anyone that business should cooperate with universities. Establishing direct relationships with universities and students brings about concrete and long-term benefits. Thanks to such cooperation, we can contribute to the development of students, assist them and strengthen their belief that hard work and excellent results generate measurable benefits. Such cooperation is beneficial to us, as it strengthens our image as an open employer who cares for the professional development of young people. We can also influence the acceleration of recruitment processes by building a database of potential candidates," says Emilia Cieślak, HR Business Partner.

Thanks to its distinctive approach to employees, the care for working conditions and organisational culture that supports talent development, the company was awarded the Top Employer Poland 2018 and Top Employer Europe 2018 certificates.



Procter & Gamble: Marcin Dreksler and Hubert Foks

“We think ahead, so the development of young people from our region, who will enter the labour market in the next few years, is as important to us as investing in the development of our employees. Participation in the ‘Youth in Lodz’ scholarship programme is one of the most important employer branding initiatives, so we will certainly continue this cooperation,” says Emilia Cieślak.

Szymon Cegiełko, a scholarship holder, when asked about his impressions about the participation in the project, adds:

“I had no expectations regarding the programme. I wanted to test myself in the next big project, meet new people and see what work in an international corporation such as Whirlpool looks like. Participation in the ‘Youth in Lodz’ scholarship project is free, and you can really gain a lot. Building new relationships will certainly pay off in the future, so it’s worth trying your hand at it. University is the best time to test yourself and start making your professional dreams come true.”

### BUSINESS AND THE CITY

Procter & Gamble Company has been the world’s largest producer of fast-moving consumer goods, and its leading brands help with everyday activities and improve the quality of life for consumers from 180 countries. The company has been operating in Poland since 1991. Currently, the world’s largest factory of Gillette blades and razors operates in Lodz, and the factory that makes cosmetics for Olay, Old Spice and Gillette operates in Aleksandrów Łódzki. The company treats its involvement in the “Youth in Lodz” programme as an important part of its employer branding strategy.

“We are happy to participate in the programme because it is a vital initiative in which the city and business cooperate very efficiently in order to encourage young people to stay in Lodz and to build up the competences of its students, and thus to provide highly qualified personnel to local companies,” says Marcin Dreksler, Director of the company’s Technical Department.

Every year, the company grants scholarships to two students of the Lodz University of Technology, shares its unique skills during training courses, and invites students to factories and participates in a summer internship programme.

“This allows us to support talented young people, develop their practical skills, show them possible career paths and provide financial aid. It is also a great opportunity to show students how we work and who are the people behind our products, iconic brands like Gillette or Venus,” says Marcin Dreksler.

When asked about the scholarship programme, Hubert Foks, winner of the scholarship programme, answers: “As soon as I learned about the programme, I knew that it was a great opportunity for me to confirm my achievements and compare myself to my peers with different majors and those studying at other universities. I was positively surprised by such a large number of candidates and a very positive attitude of Lodz employers towards the participants and the competition itself. As part of my internship, I was able to carry out three individual projects from different production-related fields, which allowed me to test myself as a beginner project manager. In addition, I had the opportunity to cooperate with factories from different continents and to learn about technical issues of production.”

### MEDAL-WORTHY PROGRAMME

The organisers of the programme, in consultation with companies, have defined clear rules for granting support to the best students. This means that employers have a real impact on the conditions that future scholarship holders must meet. This applies both to their knowledge and skills, as well as to the benefits for the sponsor (e.g. internships, the role of an ambassador at the university).

The “Youth in Lodz” programme has been appreciated in the domestic arena. It won the competition for the best scholarship programmes in Poland and received the title of “Good Scholarship” in the category “Local Government Scholarship Programmes.” ●





BY MARZENA ZBIERSKA

# Will technology replace the white cane?

Navigation for the blind and visually impaired people, which would allow them to go shopping, travel by tram or go for a walk in the park on their own, is a project that scientists from the Lodz University of Technology have been developing for years. They've done dozens of tests, implemented countless changes and improvements, as well as put in a lot of hope that new technologies will eventually allow a useful and secure system to be created.

For many years, a team of specialists from the Medical Electronics Department of the Lodz University of Technology, under the guidance of Prof. Eng. Paweł Strumiłło, has been working on a set of electronic and IT solutions for the blind, intended to allow them to move independently in buildings and outdoors. Many production-ready prototypes have already been made.

“The blind are now using many new technologies, e.g. mobile phones, which have appropriate sounds. There are also applications that allow them to use a computer and visit websites,” says Prof. Eng. Paweł Strumiłło. “Even with the enormous progress in ICT over the last few years (mobile networks, GPS navigation and increasingly faster data transmission), there's still no electronic device that would support mobility among the blind and visually impaired, and be fully accepted by this community.”

Researchers from the Lodz University of Technology are working with dozens of blind people, who test systems for convenience, usability and security. Feedback from users helps identify areas requiring improvement.

## SIGHT IS DIFFICULT TO REPLACE

Systems to assist blind people in spatial orientation and independent movement are being developed in many countries.

“We thought we'd quickly build a device that would help the blind, but it turned out not as simple as it seems,” the project manager admits. “You have to remember that 80–90 percent of information about the outside world comes to us via our sense of sight and supplementing this information channel with other senses is very difficult.”

Researchers from Lodz are working on a system capable of transforming images from cameras into tactile or audible stimuli. They intend to use it to describe the environment through vibrations, verbal commentary or a technique called sonification, which consists in using sounds to visually present the environment.

“We describe the distance and direction to obstacles, and in the future we want to indicate their size as well. This is a great convenience for those with vision loss, as it improves their cognitive possibilities,” explains Prof. Eng. Paweł Strumiłło. “A white cane alerts them about obstacles up to



From the left: Prof. Paweł Strumiłło, Piotr Skulimowski, PhD, Eng.

1.5 m in front, but only at ground level. There have been situations when they bumped into traffic signs or cars parked on the pavement. With our projects, we aim to expand perception through vision systems to better convey information about obstacles.”

However, as Prof. Eng. Paweł Strumiłło underlines, extensive use of sound signals is irksome and tiring for users, so their sense of hearing should be burdened as little as possible. It's not true that blind people hear better. They're simply more focused on this sense and use it more intensively to collect information about the environment. Excessive interference with sounds coming naturally from the surroundings isn't recommended, so descriptions of environmental data should use audio sparingly.

### MICRO-NAVIGATION WITH A CREATIVE CAMERA

Thanks to technological progress, continuous improvement of the developed systems is possible. At first, specialists from the Institute of Electronics used stereoscopic cameras – similar to a person with two eyes and the ability to work out distance to obstacles based on standard parallax, i.e. the disparity between different images of the same object when observed from different directions.

“In humans, the images are projected onto the retina. By comparing the shifts in these

images, the human brain can ascertain the distance to obstacles,” the professor explains. “Transferring this technique to electronic systems isn't easy, even just for computational reasons. It requires a lot of processing, because calculations need to be performed for each recorded image. After all, we want to obtain a sequence of such images and, subsequently, analyse and convert them into sounds in real time.”

Stereoscopic cameras are improving, but computational problems and difficulties related to object lighting still exist. Comparisons then fail and it's impossible to fully map the environment's spatial geometry. A new generation of depth-sensing cameras that can observe distances is seen as the solution to this issue. They project an infrared beam onto the environment, creating a cloud of points that bounces off obstacles and creates patterns. With these, what's called a depth map, i.e. a map of distances from the surrounding points, can be calculated.

“We've been testing this technology recently. It's more dependable than stereoscopy, but the smaller operational range, approximately 5–7 m, is a disadvantage. However, given the average walking speed of a blind person, a range of up to 5 m is sufficient,” the project manager adds.

The aforementioned technology is to allow blind people to micronavigate, i.e. to help in moving indoors or avoiding obstacles on a pavement around

buildings. It's a challenge to create a system that would enable the blind to move with more freedom around the city, do shopping in a shopping centre, go for a walk in the park, and even travel – both within the city and between cities.

### TELEASYSTENT IN AN URBAN AREA

Teleasystem is another system built by the team managed by the professor. It's a device with headphones, special convex keys, a camera and a GSM modem that allows directions to be provided remotely to a blind person.

“It's a system that not only helps through warning about obstacles, but allows a blind person to move from point A to B with the help of another person, one who can be at home, for example,” the project manager explains. “The device allows two-way voice communication between the blind person and their remote assistant. The image from the camera is sent to the remote assistant who sees the person's position and walking path on the screen, so they can comment on the route.”

Teleasystem can be useful, for example, for shopping. The guide can see, among other things, the goods on the screen and advise whether they are fresh or of the right colour. The assistant can be a family member, volunteer or another disabled person.

So far, 10 prototypes have been created, which are being tested by blind people on campus. Members of their families act as guides and thanks to contact with telecommunications companies the system was also tested on the streets of Paris. These tests were very successful.

Professor Paweł Strumiłło does see two problems, however. First of all, there are legal issues associated with the remote navigation system. The remote assistant assumes responsibility for the blind person's safety, which is not regulated by law. Second of all, system tests using current mobile technology have shown that there's a delay between the image being recorded by the camera and sent to the assistant. This can be difficult or even dangerous, as the remote guide sees what happened 2 seconds earlier.

### A NEW OPPORTUNITY – 5G INTERNET

The scientists aren't giving up. 5G network may be a new opportunity for the Teleasystem system. The Lodz University of Technology is working together with Ericson in building a pilot 5G network and testing it on campus.

“It will be a breakthrough in data transmission,” says Prof. Eng. Paweł Strumiłło. “We're set to achieve 100x the throughput of current technology. That's why we plan to transfer our project to this next-generation platform. We hope to obtain even better image quality and no delays in data transmission.”

Teleasystem is a solution that does make a blind person reliant on a guide, but gives them a chance for safer movement in an urban space than before.

When will the blind be able to take advantage of this project? Is large-scale use of this system possible soon?

“Putting this research to use is not easy,” admits the project manager. “There are approximately 80 thousand blind and vision impaired people in Poland, but the effects of scale don't apply, because sales will certainly not reach tens of thousands. Also, some older people may be sceptical about new technologies.”

As noted by the professor, with no support systems for the blind we, as a society, lose their potential, talents and education. It's worth noting that a team of scientists from the Medical Electronics Department has also developed a package of programs for sounding images displayed on tablets, which can help in providing education to the blind.

“Tests performed in schools have shown that we can effectively teach blind people geometry or anatomy. Technology gives us more and more opportunities to, on the one hand, use the potential of people with disabilities, while, on the other hand, to allow them to undertake new activities, professional development and have a better everyday life,” says Prof. Eng. Paweł Strumiłło. ●



The remote navigation system for the blind and visually impaired people

BY KATARZYNA JÓZWIK

# To the rescue of the big and the small

The Rickham reservoir, a container of a few centimetres used as a standard implant in the ventricular system in cases of hydrocephalus, has found a completely new application thanks to the specialists from the Polish Mother's Memorial Hospital Research Institute (pl. ICZMP). A team of neurologists and neurosurgeons used it to deliver specialised medicine to children with advanced spinal muscular atrophy (SMA). In less than six months, four small patients benefited from this treatment.

Using the Rickham reservoir for this purpose is an innovative solution on a global scale. Doctors from ICZMP are currently observing the method's effectiveness.

## FIGHTING THE DISORDER

SMA is a rare genetic condition that leads to a gradual loss of skeletal muscle and, over time, paralysis. In 90 percent of the cases its symptoms appear in infancy or early childhood. It's estimated that about 40 children with this disorder are born every year in Poland and there are 800–1000 patients with SMA throughout the country.

One of the primary treatment methods is a lumbar puncture used to administer Nusinersen, a specialised drug that stops the disorder's development. The procedure involves collecting the appropriate amount of cerebrospinal fluid and replacing it with the medicine. However, this process is decidedly more difficult in the case

of patients who have suffered a significant spinal deformity as a result of the disease.

“People in whom significant scoliosis or obesity led to extreme limitation of vertebral space access and a puncture proved impossible, could not benefit from Nusinersen therapy,” explains Łukasz Przysło, PhD, head of the Neurology Clinic. “The Rickham reservoir allows the drug to be given to patients in the most severe stage of the disorder.”

## RESPONDING TO THE NEEDS OF YOUNG PATIENTS

The idea of using the Rickham reservoir in SMA treatment came about during a complicated puncture in one of ICZMP's little patients. The spine deformity was so great that the puncture required consultation with a team of neurosurgeons.

“This case was so difficult that the problem surprised even the neurosurgeons,” admits Łukasz



From the left: Bartosz Polisz, PhD, Prof. Krzysztof Zakrzewski



Łukasz Przysło, PhD

Przysło, PhD. "After over three hours of joint efforts we succeeded in performing the puncture. However, the complexity prompted us to consider a method for administering the medicine that would be streamlined and, above all, less burdensome for the patient."

The doctors decided to adopt a treatment used in cases of hydrocephalus. At the turn of August and September 2019, the Rickham reservoir was implanted under the skin of an SMA patient for the first time. This solution significantly facilitated administration of the medication to patients in advanced stages.

"The container is connected to the dural sac via a drain, which allows the required volume of medicine for a given patient to be administered," explains Prof. Krzysztof Zakrzewski, head of the Neurosurgery Clinic. "It's not used to collect Nusinersen, but serves as a connector that allows it to flow into the spinal canal. Once implanted under the skin, despite its small size (its diameter is approx. 3 cm), the reservoir is more palpable when puncturing than trying to directly hit the spinal canal with a puncture needle."

An implanted reservoir can be punctured repeatedly and, therefore, used in SMA treatment even for several years.

As the head of the Neurology Clinic underlines, the developed method not only facilitates the treatment process, but also doesn't place an excessive burden on the patient. Substituting a puncture that takes a number of hours with a procedure that can be performed in a quarter of one is a positive influence on the quality of life of children with SMA. Due to the disorder they're forced to face various other difficulties every day.

### UNIQUE TREATMENT...

Of course, lumbar puncture is not the only treatment available for SMA. Procedures for difficult punctures foresee for it to be performed with ultrasound or CT assistance. However, the first option can't be used for every patient, while the second can be a significant burden on the treated child's body.

"It has to be remembered that, if the patient has undergone spine stabilisation, we're dealing with

strengthening with screws and rods, and there is often a large density of adhesions and, so-called, bone cement. All this means that an ultrasound of such a spine won't provide us with any information," explains Łukasz Przysło, PhD.

In addition, excessive exposure of the lumbar area and pelvis of young patients to X-rays during a CT is quite risky. Therefore, using Rickham reservoir as a drug delivery medium seems to be the optimal solution for SMA treatment in children.

### ... ON A GLOBAL SCALE

Four patients aged 10–18 years have so far undergone the novel SMA treatment method. Another child is waiting for the procedure.

So although the doctors themselves are still waiting to see the effects of this method, it can already be said

that the Lodz team of specialists is the only one in the world that uses the Rickham reservoir to treat SMA on such a large scale. Even though similar procedures have recently been performed in the United States and Germany, in these cases only one patient was treated. Also, neurologists from the entire country are benefiting from the experiences of the Lodz team.

"Using the Rickham reservoir in SMA treatment aroused great interest of neurologists from other Polish medical centres. Some of them plan to implement this solution in their facilities," Łukasz Przysło, PhD, explains.

Currently, doctors from Lodz are analysing the effectiveness of the method. Once five patients receive treatment and an appropriate follow-up period passes, the results of studies will be published. Their publications in medical journals will certainly have a positive influence on popularising this unique SMA treatment method on a global scale.

"Personally, I prefer to use this method with a larger number of patients to be able to confirm its effectiveness with 100% certainty," the head of the Neurology Clinic admits. "Especially since its point lies not in the implantation of the reservoir under the skin itself, but in how it's used. We need time to draw conclusions in this regard." ●





BY PRZEMYSŁAW GRZYB

# Pattern of success

Every time you choose a t-shirt, sweatshirt or pillow, your eyes first focus on the pattern. One can be motley and colourful, another can be subdued and extremely subtle. It can represent something real, even tangible, or an abstraction or mirage. No matter what it depicts, there is always a designer behind it. Typically anonymous, their work is part of a big production machine.

Adrianna Skotnicka, a graduate of the Faculty of Material Technologies and Textile Design at the Lodz University of Technology, as well as a freshman resident of Art\_Inkubator in Lodz, convinces us that patterns that are commonly used in the textile industry can be unique and beautiful. She creates such designs herself, and they are used by the largest brands on the market.

## SWEDISH SCHOOL

Scandinavia has become a true mecca for many designers in recent years, it's full of noble design, first-class materials and bold ideas. During her time at the university, Adrianna Skotnicka decided to take an internship at one of Swedish textile printing companies to learn about the Scandinavian style there.

"That's where I got serious about pattern design. I began exploring different techniques and tried to notice various trends. My commitment and work were both appreciated," recalls Adrianna Skotnicka.

## PRINTS FOR THE LARGEST BRANDS

During her time at the studio, Adrianna Skotnicka's designs were shown at many trade fairs, and they were presented to many global companies looking for good patterns for their products.

"I was one of several designers working at the studio. My designs were so popular that they were sometimes picked from the proposed collections," she says.

Thus, her patterns appeared in portfolios of such brands as H&M, Zara, Zara Home, Weekday and Victoria's Secret.

“I was very happy, but I came to the conclusion that I prefer to work under my own name and start my own design studio,” says the young designer.

### NICHE IN THE MARKET

According to Adrianna Skotnicka, there is a niche for fabric and pattern design in the Polish design market. There aren't many people and companies that offer such services and there are definitely more people who want to take advantage of them. In addition, the author does not plan to limit herself; she wants to use her skills not only to create patterns, which can then be printed on clothes, but also for other types of products.

“The work in my studio consists in designing a pattern that can be used on textiles (e.g. wallpapers) or stationery. It can be used as an independent illustration or graphic design. Soon I would also like to begin a project the aim of which is to create a series of original posters,” lists the designer.

### MULTIMEDIA AND CRAFTSMANSHIP

In her daily work, Adrianna Skotnicka combines traditional and digital techniques – she believes that this approach gives her work a unique character.

“Whether I design for the fashion or interior design industry, whether these are wallpapers or home textiles, all my projects are based on hand-painted or drawn elements, which are then processed in a graphic design program. This is a big advantage of my works. It gives them an artisanal character, despite the digital printing,” she explains. “My designs are mostly based on trend observations, but the point of creating textile prints is often to overtake and create these trends.”

### A TEENAGE GIRL FROM AUSTRALIA, AN OLD LADY FROM TOKYO

Adrianna Skotnicka has already gained experience working with the largest brands, but she also wants her studio to take on

smaller customers, Polish designers and projects that aren't just commercial but also focused on the artistic effect.

“My work in the studio is as follows: at the beginning of the week, I come up with groups, i.e. sets of several projects that will have a common denominator. It can even be a common inspiration, e.g. a range of colours or a recurring theme. These are mini-collections,” says the designer. “There are usually two or three groups per week, each group has five to seven projects. This shows that I usually make a dozen or so different patterns every week.”

The resident of Art\_Inkubator also emphasises that, when creating projects, she tries to invent prints that are as universal as possible while remaining unique.

“I have to aesthetically satisfy both an Australian teenage girl and an old lady in Tokyo,” she says half-jokingly.

### DIFFICULT CREATIVE INDUSTRY

Finished projects are presented at trade fairs and in online design databases, where everyone can see and buy them.

“Often a client tells me that they already have an idea or a sketch of the pattern ready. Then we work together on the final effect,” says Adrianna Skotnicka.

In her approach to the strictly business part of running a design studio, the author stresses the importance of residing at Art\_Inkubator.

“I liked the artistic character of this place. It brings together many entrepreneurs in the creative field. So, we all have similar interests, we face similar dilemmas, and it's good to share and support each other,” she comments.

The designer emphasises the great help of Art\_Inkubator in the form of training and substantive consultations in various fields – the promotion of its activities in social media, obtaining EU funds and many others.

“This is a big support for a beginning entrepreneur, especially in a difficult creative industry,” she concludes. ●



Designs by Adrianna Skotnicka appeared in portfolios of such brands as H&M, Zara, Zara Home, Weekday or Victoria's Secret

BY PRZEMYSŁAW GRZYB

# Total immersion

Visual arts are on the verge of a real revolution! Viewers no longer just want to watch the course of events and subsequent scenes on their screens passively. They feel a growing need to be a witness or participant rather than a viewer; they are fascinated by the sense of immersion in the presented world; they want to influence the course of events.

The initiators of the Visual Narratives Laboratory, which was established at the Lodz Film School, not only do not want to miss this revolution – they want to co-create it using the newest technological achievements, such as Virtual Reality, Augmented Reality or the already well-known but not fully utilised stereoscopy. How will they impact cinema in the near future?

## VR, AR AND OTHER INCOMPREHENSIBLE ACRONYMS

For many people, these terms may sound like taken from a science fiction novel. However, the truth is that these new technologies are being used more and more widely, and they are being constantly improved.

Virtual Reality (VR) allows us to create an artificial space in front of the viewer's eyes, which they can see from different perspectives, and even manipulate objects inside the simulation in more complex solutions. The simplest VR solution, which allows almost everyone to be anywhere, is a smartphone combined with a special headset.

On the other hand, Augmented Reality (AR) introduces virtual elements – additional information, 3D objects and even characters – into the real world and the surrounding reality.

Lastly, stereoscopy is a technology that allows us to create three-dimensional images – a foretaste of which can be witnessed by anyone going to a 3D screening at a cinema. All these solutions can have a number of applications, and entertainment and art are just a few examples, although they are the ones that fascinate the representatives of the Visual Narratives Laboratory the most.

## A PROGRAMME CREATED FOR US!

The laboratory opened in 2019, but the first signs that such an institution is needed appeared much earlier. This is because the first ideas and projects, requiring the latest technological achievements, began to appear at the Lodz Film School.

“One of them was created at the Editing Department. However, there was no one who could lead this project,” recalls Krzysztof Pijarski, who manages the Visual Narratives Laboratory together with Krzysztof Franek.

And, in order to ensure that VR and other projects are not lost in the crowd of conventional proposals, it was decided that a space dedicated just for them has to be created. This coincided with the Ministry of Science and Higher Education's announcement of the competition “Regional Initiative of Excellence.” Thus, an application was submitted, and the Laboratory received financial support for its start-up.

## LABORATORY THAT IS AS OPEN AS POSSIBLE

The name of the unit is not coincidental... The laboratory is primarily intended to study new phenomena in the visual arts, but also to be a catalyst for creators.

“This should be a laboratory that is as open as possible. This openness should manifest itself



From the left: Krzysztof Pijarski, Krzysztof Franek



in the fact that we invite creators to execute their projects as part of our unit,” says Krzysztof Pijarski.

The benefits will be undoubtedly mutual. Artists and creators will find places where their vision and needs will certainly be well understood. And research facilities will be provided to the representatives of the Visual Narratives Laboratory.

“In the course of the creative process, we will learn how to make better use of the technologies,” explains the head of the unit. “We will study issues such as the phenomenon of immersion, i.e. entering the virtual world, and the credibility of this experience. We want to check how the viewer engages with the generated reality around them, what attracts their attention and what doesn’t necessarily work. Everything is done to create better works in the future and to know what difficulties we might encounter in future projects.”

### LOSS OF CONTROL OVER THE VIEWER

The development of VR, AR or stereoscopic cinematography has one goal: to immerse the viewer completely in the piece. They are supposed to become not only passive observers but also participants of events. This gives rise to a number of challenges for creators. For instance, in VR technology, the viewer does not have to look where the author would like them to. With traditional films, frames can be planned and fine-tuned down to the smallest detail. In virtual reality, the creator has no control over the viewer and their behaviour. Therefore, they have to change their approach completely and convince the viewer that they should focus more on a given part.

The Visual Narratives Laboratory will also take a closer look at the technology of stereoscopy, which enables us to watch films in a spatial manner. It’s a seemingly well-known technology. The first three-dimensional images, viewed through special glasses, were created as early as in the 19th century. Even today, most films, especially Hollywood blockbusters, can be viewed in 3D. However, it turns out that stereoscopy is treated very superficially.

“The laboratory team led by Piotr Matysiak wants to explore the artistic potential of this solution. In most cases, the 3D effect is added in post-production. It’s not used as a film-making technique,” explains Krzysztof Pijarski.

There are, of course, exceptions, such as “Avatar” by James Cameron, where the stereoscopic effect was the basis for the film’s visual design. However, these are rare situations.



The Visual Narratives Laboratory will take a closer look at the technology of stereoscopy, which enables us to watch films in a spatial manner

### NOT ONLY UNDERSTANDING

All solutions that will be tested at the Laboratory are still more or less advanced experiments, and their creators can be described as demiurges without much exaggeration. However, this does not mean that the only support the authors can count on is understanding and kindness.

“Every year, we want to welcome three to five teams of artists to the VR studio, led by Pola Borkiewicz and Jacek Nagłowski, who will be able to create their projects with our assistance. We have realistic and concrete budgets for this,” says Krzysztof Pijarski.

Other projects will be pursued by Kuba Mikurda’s Film Essay Laboratory, also exploring the new medium of video essay, and the Live Action Laboratory, where Joanna Dobrzańska (the project “System for immersive recording of live events”) and Waclaw Miklaszewski (the project “New forms of performative arts”) are working on their ideas. The Interactive Forms Laboratory, co-created by Katarzyna Boratyn and Krzysztof Pijarski, will develop digital forms of film, art and reportage projects, as well as a series of digital publications.

Works that will be created at the Laboratory are to be evaluated both in terms of artistic value and audience perception. However, subjective feeling is not the only parameter – the Laboratory will analyse what viewers focus their attention on exactly, e.g. thanks to the examination of eye movements (eye tracking) when viewing the piece, i.e. checking where the viewers are looking (the Perception and Behaviour Research Laboratory is managed by Anna Zarychta).

Everything seems to indicate that the magic of cinema will continue to enchant us all, but the wand that will create this magic will be made of silicon, not celluloid tape. ●

# Good design, smart gadget



Marta Nowacka and Łukasz Orzechowski

Art\_Inkubator residents, winners of the “Youth in Lodz – I’ve Got a Start-Up Idea” competition from 2018, creators of innovative architectural blocks that became the official gadget of Lodz, the University of Lodz and the starting point for workshops, and this is just the beginning of what can be said about Archizo. It was established by Marta Nowacka – art historian, renovator of architectural monuments, certified visual arts educator, culture propagator and teacher, she came up with the idea of presenting architectural objects as original building blocks. She was joined by Łukasz Orzechowski, a computer graphics designer, historian, promoter of science, who has been associated with the advertising and marketing industry for years. Through a combination of strengths, skills, passions and completely different personalities, the small enterprise became an innovative business. MARTA NOWACKA and ŁUKASZ ORZECOWSKI told Malwina Wadas about this change, as well as the challenges, dreams and plans.

**We're meeting right after another workshop, for which the starting point and, at the same time, the material were the Archizo architectural building blocks. These are compelling circumstances, especially when you remember that your project started with a workshop. Can you tell us how Archizo began?**

**Marta Nowacka:** Archizo was founded in 2015 for a proprietary educational programme about historical monuments in Lodz. I have completed 180 workshops on architectural identity in Lodz schools. At that time, four Lodz tenement houses in various architectural styles were built using the Archizo building block system. I talk with children and young people about Lodz, but in a contemporary context. I start, for example, with street art, something close to children and youth, and only later can I go further and broach the subject of architecture or history. Archizo blocks are a solution to the problem of lack of interest among youth in monuments. I wanted the topic to be attractive to them.

**Łukasz Orzechowski:** You could say that Marta came up with the first Archizo bricks

because there was no similar didactic aid allowing the attractive and effective transfer of architectural knowledge. We love to teach, open minds up to art, and we know how to do it effectively. That's why we developed the Archizo education department called “Active Area”. We design and run the workshops based on original scripts. The co-operation we were invited to by the Marek Edelman Dialogue Centre is a source of great pride for us. We drafted and conducted architectural workshops for them dedicated to multi-denominational Lodz and specially designed Archizo bricks depicting temples of different cultures. Our offer includes many workshops for children, as well as parent-teacher councils conducted by excellent educators.

**Let's go back to the workshops, which ended no more than a few hours ago. These were for the blind and visually impaired. How do you talk about architecture with people with disabilities?**

**ŁO:** Archizo for the blind and visually impaired is part of the “Visible and invisible

Lodz – architecture that rehabilitates” (Widzialna i niewidzialna Łódź – architektura, która rehabilituje) project. It turned out that the architectural building block idea really rehabilitates this group, which we could test through co-operation with the Polish Association of Blind and Visually Impaired People. We have adapted Archizo to the needs of such people thanks to the work we did with its educators and pupils. This new product is now undergoing a patent protection procedure.

**MN:** It turned out to be another aspect of the blocks – Archizo is not only a piece of good, smart design, a gadget of intellectual value, but also a means of support in the rehabilitation and getting used to everyday life with disabilities. It's also, which may sound lofty, a form of reinforcing the self-esteem of the blind and visually impaired. Archizo shows what had eluded them so far. Experiencing architecture as a work of art is very difficult for the blind and visually impaired. Buildings are large, and the blind have a negligible chance of getting to know them and admiring them. We've changed this, on a micro-scale for now, but we'll definitely continue developing this project.

**You also designed the official gadget of Lodz, which President Hanna Zdanowska presents to her guests. Tell us more about it...**

**MN:** The gadget shows the silhouette of the EC1 East building, as ordered by the city. We're incredibly proud of this product, because not only did we have the chance to design a gadget for our city, but the implementation of such a prestigious

undertaking serves for us as confirmation that what we're doing is right and of high value. **ŁO:** We're perfectly aware of how design can help in marketing. We're all the happier that Lodz is following modern promotion concepts, has recognised our potential and skills, and placed its trust in us. On a different note, we're getting more and more proposals for co-operation with the B2B sector and for design as a service. Most of these come from Warsaw, so it's highly likely that we'll soon be able to show off another implementation for a serious company and institution. We also designed the official gadget for the University of Lodz, of which we are both graduates.

**However, Archizo is more than workshops and well-designed building blocks inspired by architecture. You can see them in a large format...**

**ŁO:** Indeed, we were happy to accept the invitation as an exhibitor at the European Economic Forum. Especially for this event, we created a large-format installation: the gate to Manufaktura (size 3.5 m by 3.3 m), which aroused great interest.

**MN:** Today, you can see it in our office at Art\_Inkubator, which we heartily encourage you to do!

**Where can one meet you other than Art\_Inkubator?**

**ŁO:** We attend trade fairs. Our products are also available on our website and on social media.

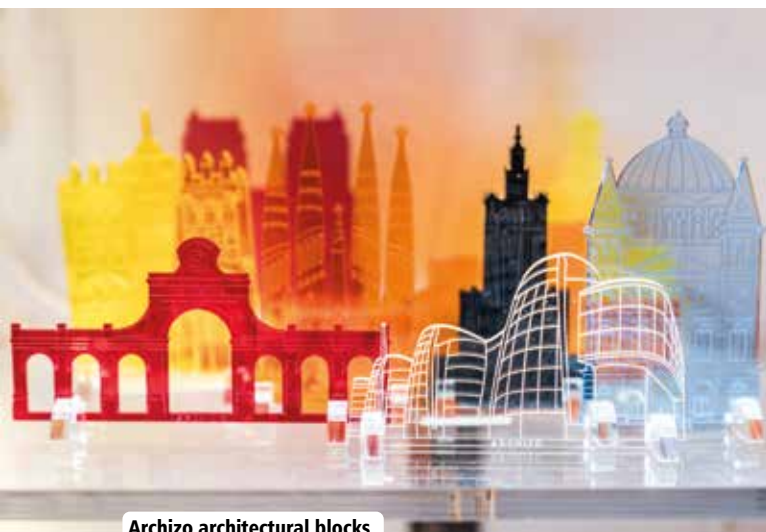
**MN:** We're always eager to listen, talk, meet people online and offline.

**What are your plans and dreams for the future? Where do you see Archizo?**

**ŁO:** We plan to actively develop in the B2B sector by offering not only our products but also dedicated design services. Our dream is that what we do will allow us to implement socially relevant activities. These are our roots and goals!

**MN:** We want to strengthen Archizo as a recognisable brand from Lodz that will bring a new standard to gadget design and the production of promotional gadgets for cities and towns, but not only them. The educational and workshop aspect, which we'd like to develop, is also of great importance to us. We also dream of being appreciated for the backbreaking work we do. We'd like Archizo to set aesthetic quality standards through smart design.

**Thank you for your time. •**





# Image at the heart

They met while studying at the Strzemiński Academy of Art in Lodz. A passion for art, creating and a never-ending desire to explore new places unite them. According to them, the whole world is their inspiration, one just has to collect it. That's why they travel, visit, discover, disappear in museums for many hours. But they always come back to Lodz, because it's simply a cool place.

They run a profile named “W Łodzi jest fajnie” (It's cool in Lodz) and the unusual jewellery brand Sacra Argilla. ANNA JAROSZ and ADAM ŁABUŚ – travellers, artists, friends, a couple in life and in work – tell us about their ideas and what inspires them in a conversation with Malwina Wadas.

**Let's start with jewellery. Where did you get the idea and inspiration to start a unique jewellery brand inspired by Renaissance painting?**

**Anna:** It all started during studies at the Secondary School of Arts in Częstochowa, when I became interested in painting. I visited many exhibitions, tried various techniques, loved spending time in front of the easel. It was also at that time, during a trip to Israel, that I discovered polymer clay jewellery. When walking around the charming Jaffa district, I came across the Adina Plastelina studio. I left it enchanted, with a ring and a dream that one day I'll be able to create such a place. Years went by, I was still painting a lot, visiting galleries and Renaissance painting continued to inspire me the most. At some point,

these interests coalesced into an idea to combine all this and create a jewellery brand centred around image. The idea matured for years. I like challenges, so I chose a technique in which painting a portrait is not the obvious choice. And, if creating something is demanding, I find huge reserves of motivation to do it.

**Even the brand's name itself, “sacred clay” in Italian, intrigues. In addition, this jewellery is very labour-intensive, but also impresses with its craftsmanship and refinement. You can't remain indifferent.**

**Adam:** Without any doubt, this jewellery is addressed to those looking for something

special. Admittedly, also demanding people. Not everyone wants to wear jewellery with an image, as many prefer more universal motifs. During the fair, we had many conversations with visitors to our stand and it definitely struck a chord more with those interested in art, also creators and people in contact with artistic fields. You could say that it's jewellery for true enthusiasts.

**Anna:** I want every part of the collection to be unique. The brand's name makes one reflect and consider the value of our possessions. There are no two identical necklaces, rings or bracelets. The time needed to make this jewellery and the precision required to prepare each of its parts means that it's definitely in line with the slow living philosophy. Only 12 necklaces are made, not 200.

The first jewellery collection, revealed in December 2019, consists of necklaces, bracelets, rings and earrings. The necklaces come in several lengths, with the double ones being my favourite. They're delicate, but full of character thanks to the pendants used. The bracelets contain the most

stones, they're very decorative. I created the rings with subtlety and usability in mind. My wish was for them to become everyday amulets. Several pairs of earrings of various lengths and with different fastenings have been created for this collection. The frames and chains are made from 925 silver, gold plated with 18K pink gold or 24K yellow gold. The images I create are at the very heart of everything I make. I record the entire painting process for the image included in the jewellery. The films are available on my YouTube channel and you can check out my collection on Instagram under the name Sacra Argilla or during fairs.

**Images, photos to be more precise, are also at the heart of the “W Łodzi jest fajnie” Instagram profile. Would you say that this is a common element for your business?**

**Anna:** Definitely yes! Art is our mutual interest. We met while studying animation, and creating images, photos and videos has always been important to us. When planning a life centred on creating, you are constantly looking for the right form, the way to present a particular image, your vision.

**Where did the idea to set up and run a profile come from? Renaissance painting and contemporary photographs taken with a DSLR or phone seem to be rather far apart from each other...**

**Anna:** The idea to start the “W Łodzi jest fajnie” profile came about completely organically. I feel like it was practically inevitable! We spend our free time in many different ways – we visit exhibitions, galleries, restaurants and walk a lot. All against the backdrop of the city, the beautiful Lodz tenement houses, parks and streets. If you feel like it, you can really see a lot in Lodz. These walks led to many pictures. It was a shame not to share them. Sometimes we present thematic series of photos, at other times individual images.

We publish a lot of information in the stories. They contain detailed descriptions of places or summaries for each month. What's important about running an Instagram account is that we immediately know whether the information has proved useful. It allows us to “talk” to similar people.

**Adam:** Ania often tells me excitedly how many such messages we've received. It's a great feeling when someone writes that they'll be coming to Lodz thanks to us. They can always count on our advice in that case. We gladly answer such



The heart of every jewellery element are paintings created by Anna Jarosz

questions, as our travels have shown us the value of advice from local residents. We also get messages comparing the charm of Lodz tenement houses with those in Paris. Even though we've had an Instagram account for only six months, it's already gained the interest of many people.

**The photos you post on Instagram feature unique shots that reflect not only the city, but also an artistic view...**

**Anna:** The "W Łodzi jest fajnie" profile is an opportunity for me to develop one of my passions, which is looking for unique shots. Me and my camera are practically one. I've been photographing for over a dozen years, but I must admit that recently it's Lodz that has been the greatest inspiration. Daily posting allows me to share my passion and also encourage recipients to get to know this unique city.

**Adam:** For us, it's also an artistic endeavour – a photography project that shows that Lodz offers many great views and no shortage of ways to spend free time. It came about due to a need to share these insights and a desire to show our own perspective of the city. We're happy that these photographs allow our city to collect many compliments.

**Where did the idea for the profile's name come from?**

**Adam:** It's no accident. We wanted to choose something memorable for its simplicity. Since the name is so natural, it immediately makes one wonder what's good in Lodz. At the same time, it's the hashtag that we always use. If

someone wants to share their take on why Lodz is cool, we encourage them to use tag photos with #wlozdzjestfajnie. We really appreciate that!

**Ania:** There are many stereotypes about Lodz. Residents of the city and visitors more and more often have in their minds a new, updated image, but time and time again I hear that Lodz is so grey and the houses are so dilapidated. "W Łodzi jest fajnie" aims to get rid of those sentiments and tackle the complaints head on. You can find less visually attractive places in every city and Lodz is no exception. However, I think that the pros definitely outweigh the cons here. Such an approach works and has also been confirmed in contacts with our audience. People often write they didn't realise that Lodz was so beautiful. I then reply that it's worth looking around.

**At the end, let me ask a bit of a tricky question... Is Lodz also cool offline?**

**Adam:** We came to Lodz from other parts of Poland. Ania is from Silesia, I'm from Podkarpacie. We came to Lodz for our studies and stayed. We've lived here for almost eight years and still find places in the city that surprise us.

**Ania:** Moving to Lodz allowed us to meet, so this place is even more important to us. Lodz is our matchmaker. We walk a lot around the city and when we come back from somewhere, it feels like home.

**Thank you for your time. ●**



Sacra Argilla jewellery is made of polymer mass

Photo: Paweł Lawreszko



BY KATARZYNA JÓZWIK

# Urban oases

Pasaż Róży (Rose Passage)

The first ones were created in 2014. More appeared in the following years. Woonerfs and artistic courtyards introduced not only unique streets and tenements but also the one-of-a-kind atmosphere of revitalised places to the urban areas in Lodz. They also quickly became the favourite hangouts of city residents. The project worked so well that the city is planning to establish more artistic spots.

The creation of artistic courtyards and woonerfs is financed from the city budget under urban area revitalisation programmes.

## A SYNERGY OF URBAN SPACE AND ART

The inspiration for creating artistic courtyards came from similar projects in other European cities, as well as the city's authorities search for an idea that would emphasise the artistic soul of Lodz, as the city has had a friendly approach to creators from various fields for years. The revitalisation of tenement houses has become an excellent opportunity to highlight this unique synergy.

“By creating artistic courtyards, we wanted not only to give the facades of renovated tenement houses a unique look but, first and foremost, to underline how open Lodz is to artistic visions,” states Dagmara Śmigielska from the Tourism Promotion Department of the Lodz City Hall.

The view of the city's authorities is also shared by the artists who took part in unconventional projects.

“Lodz is a lovely place, one that really impresses tourists,” says Wojciech Siudmak, author of the installation located at Więckowskiego street.

“Courtyards have become a showcase of the city, one appreciated by visitors. They're like an extraordinary theatre stage, really, and the ongoing spectacle of life there is fascinating for tourists.”

## THE FIRST WAS PASAŻ RÓŻY...

The first artistic courtyard was part of the Lodz of Four Cultures Festival. Pasaż Róży (Rose Passage) was created in 2014 by Joanna Rajkowska, and it presented an artistic vision of the sense of sight. The project consists of thousands of small mirrors of various shapes, which created an enormous mosaic, in its shape reminiscent of rosebuds. The installation is unique not only in terms of its size but also in its composition, with the small mirrors being placed on every detail of the tenement house (glyphs, cornices, recesses). Pasaż Róży is not merely a typical wall mosaic, but a precisely designed and made artistic composition strongly integrated with the property on which it is located. The old Hotel Polski, the oldest hotel in Lodz located at Piotrkowska 3, was depressing because of its size and colours. The artistic installation not only mitigated the overwhelming size of the tenement



Artistic yard with installations of Wojciech Siudmak at Więckowskiego 4

house but also created a magical connection between two key streets in Lodz – Piotrkowska and Zachodnia. Passing through the narrow passage, you can feel like going to the other side of the mirror, while the light reflected in the thousands of mirrors additionally creates the feeling of intimacy and magic.

### ... ANOTHER – SIUDMAK'S COURTYARD

The courtyard at Więckowskiego 4 features an installation of a slightly different nature. Created in 2018, the enclosed artistic yard is a reproduction of the paintings “Birth of the Day” and “Birds in Paradise” by Wojciech Siudmak. They were transferred to the facade of the revitalised tenement house using the innovative technology of printing on stoneware of various sizes provided by the Ceramika Tubądzin factory. The installation consists of approx. 260 stoneware tiles installed on special arms, which isolate this unique replica from the facade itself. Its location required careful consideration of the project both by the artist himself and by those implementing his vision.

“I knew that such uncomfortable surfaces as the facades of buildings on Więckowskiego street, with their numerous openings for windows and doors, would force me to regroup many design elements by drawing from the two paintings. This led to a unique decoration being created, one especially for this courtyard,” explains Wojciech Siudmak.

The entire installation covers over 350 m<sup>2</sup> and the high quality of this original print is said to guarantee it will stay in place for over 500 years.

As representatives of the City Hall admit, this investment came with the biggest challenge for them.

“First, we had to handle the task of transferring the artist's vision to such an unusual surface as the facade of a tenement house,” admits Dagmara Śmigielska. “Another issue was finding the right tools.”

However, given the popularity of this area among the city's residents and tourists, they managed these challenging tasks. The artist himself, for whom the placement of his painting on a Lodz tenement house had a deeper meaning, is also satisfied with the execution.

“My wish was for people living in this enclosed courtyard to be able to build their own script of a positive, waking day thanks to my decoration,” the artist admits. “There are many themes to serve as a catalyst for every tenant's imagination, especially a child.”

### STREETS FULL OF LIFE

While artistic courtyards are a way for diversifying the appearance of revitalised tenement houses, the city's authorities decided to take a slightly bolder step of completely reorganising some streets. Woonerfs, as that's their name, are urban zones with narrower roads and widened pavements, whose purpose is to slow down car traffic, allowing symbiosis with pedestrian traffic and urban greenery. The first of such projects was the woonerf on 6 Sierpnia street, established in 2014 under the civic budget. The existing asphalt has been replaced by paving stones and granite





Woonerf at 6 Sierpnia

slabs, with additional greenery and benches in the vicinity. The transformation of a traditional street into one with slower traffic and with a unique appearance has made a hitherto unattractive location into the city's entertainment and recreation hub.

“The street got crowded following the reconstruction. However, I'm not talking about a string of cars, but about people: residents, tourists and restaurant guests,” explains Aleksandra Hac from the Press Office of the Lodz City Hall. “Neighbours chat on benches, customers sit at outside tables, while tourists admire the architecture and take souvenir photos.”

The project worked so well that more woonerfs have appeared over the last five years. Traugutta, Knychalskiego, Zacisze, Piramowicza or Pogonowskiego streets are just a few locations that have undergone such a make-over. Many of them have won famous prizes, including the award of the Lodz branch of the Polish Urban Planners Association (woonerf at 6 Sierpnia) or the Property Design Awards 2017 (woonerf at Piramowicza). Lodz itself gained additional spaces for organising cultural and entertainment events, as well as effective promotion as a pioneer of woonerfs in Poland.

### A NEW CITY DIMENSION

Without a doubt, artistic courtyards and woonerfs made Lodz more friendly for the local population. Thanks to the combination of artistic visions with the everyday life of Lodz tenement houses, these

previously bland courtyards, through which everyone hurried on their way somewhere else, have become unique enough to elicit interest not only of their residents but also tourists. Woonerfs, thanks to the reorganisation of crowded streets, created spaces perfect for social gatherings and organising cultural events.

“The way in which courtyards and woonerfs changed the face of our city recently is a source of pride!” says Dagmara Śmigieliska.

### SUBSEQUENT PLANS

The Lodz City Hall isn't resting on its laurels. Seeing the very positive reception of woonerfs and artistic courtyards among locals and tourists, more are expected to appear in the near future.

“Thanks to the revitalisation programme, we're planning to create woonerfs in coming years, for example on Moniuszki street and under the Zielone Polesie (Green Polesie) project, also on Próchnika street and another section of Strzelców Kaniowskich, as well as Stefanowskiego, which was decided by the residents themselves under the civic budget,” lists Aleksandra Hac.

As for courtyards, the current Pasaż Róży is expected to be extended by 2021 to connect Piotrkowska and Zachodnia streets with Plac Wolności. However, this part of the passage will be dominated by greenery as arbours and pergolas planted with vines, and “green walls” of ivy. The whole is to be complemented by granite pavement and appropriate lighting for some green elements. ●

BY KATARZYNA JÓZWIK

# Tourist Oscar for EC1

Even though it's only been open for two years, it has already won numerous awards and distinctions, with another one in November 2019. The EC1 Centre for Science and Technology (CSaT) in Lodz received the Polish Tourism Organisation's Certificate, which is awarded to unique tourism products that give visitors numerous interesting ways to spend their free time.

The cultural and artistic complex was awarded the PTO's Certificate for the second time, as in 2016 the Planetarium that is part of the EC1 Centre for Science and Technology also received one.

## PROMOTION ON A NATIONAL SCALE

As Michał Kędzierski, the Centre's spokesperson admits, being among the key tourist attractions in the country is a great honour. However, the PTO's Certificate is more than a prestigious title. An extensive promotional campaign that includes the distinguished facilities is its integral part.

"We're already feeling the positive effects of these actions," explains the spokesman. "In the last two months, national radio and television stations have done several programmes here, which concerned not only the exhibitions, but mainly the activities at the complex.

This is a definite distinction for the Centre. Many tourist attractions can be found in Lodz itself and, thanks to the PTO's Certificate, the EC1 Centre for Science and Technology gets promotion on both a national and international level.

## ACTIVITIES IN THE RIGHT DIRECTION

Despite its already extensive educational and artistic offer, the facility is still at the development stage. The plans for now include the opening of the Comics and Interactive Narration Centre and the National Film Culture Centre. The offer of the EC1 Centre for Science and Technology will also be enriched by an area for children wishing to explore the secrets of science and technology.

"We've been operating as the EC1 CSaT for two years and we're constantly searching for a way to present often highly complex scientific issues in a way accessible for the recipient. We see the PTO's distinction as a proof that we've taken

a good and sensible path," the Centre's spokesman explains.

Institutions such as the EC1 CSaT are constantly required to provide recipients with unique cultural and artistic value. The effectiveness of this is measured not only in the number of visitors, but also industry awards.

## A CENTRE OPEN TO EVERYONE...

The complex conducts extremely diverse activities. The offer includes not only subject-based exhibitions, but also workshops, concerts, as well as other cultural and artistic events. With the wide scale of operations, it's impossible to point to one particular profile.

"Various elements of our activity bring joy to a diverse audience," says Michał Kędzierski. "On the one hand, music lovers flock to concerts in the "Music sphere" series at the EC1 Planetarium and, on the other hand, the great success of screenings for people interested in advanced astronomy was highly motivating. Tickets for this project sold surprisingly fast, which amazed us, as we were convinced that it would require much more advertising.

At the moment, one of the most popular activities at the EC1 CSaT are workshops on...



Science and Technology Centre in EC1

creating artificial snow. The “Winter at will” (Zima na zawołanie) project, which allowed participants to create artificial snow despite the autumn weather outside, was not only great fun, but also imparted practical learning through simple experiments using generally available products.

Children are one of the key audiences for the EC1 CSaT. The interest in the day camps organised in January, which dozens of children participated in, confirms this. The young participants not only learned about what facilities forming the complex do, but also took an active part in film workshops, which culminated in a film entitled “Space Odyssey 2020.” This was seen by parents and guardians of children involved in the project.

Of course, the Centre itself is open to various groups, both in terms of age and interests.

“An analysis of opinions and expectations of our visitors shows that people are also looking for opportunities to learn about the history of this place,



“Micro and Macro World” Exhibition – Geissler Tubes

communicate and convey their needs without resorting to verbal communication.”

### IN RESPONSE TO TOURISTS' NEEDS

After two years of operations, the EC1 CSaT team is drawn to analyse its activities so far, which is aimed at developing new offers for visitors. One of the observed needs is for a guided complex tour. A pilot guided tour programme was launched early in February. If it works out, the Centre is going to expand its offer within this scope to include school groups.



“Micro and Macro World” Exhibition – Man in Space



“Energy Processing” Exhibition – Turbogenerator

given that the Centre is located in the revitalised Lodz Power Plant building, which dates back to the beginning of the 20th century. They're also looking for intelligent entertainment here,” underlines the spokesman.

### ... ALSO FOR THE DISABLED

What also sets the EC1 CSaT apart is its adaptation to the needs of people with disabilities. This includes not only eliminating architectural barriers, but also adapting its offer to people with the autism spectrum, for example. As part of the so-called Quiet Tuesdays, the Centre limits the stimuli in the exhibition, so that reception is not burdensome for those with special needs.

“What's more, our organisers and group leaders are properly trained to work with them,” explains Michał Kędzierski. “The exhibition also has special pictograms, which allow visitors to

“At an advanced stage, we'll want to introduce additional tools enabling narrative-based independent exploration of the Centre with an audio guide,” EC1 CSaT's spokesman explains.

As can be seen, the purpose of the complex's activity is to provide high-quality cultural and art services truly tailored to the needs of tourists. The PTO's Certificate serves as an additional incentive to get to know the projects implemented by the Lodz-based complex.

“PTO Certificates are undoubtedly the most outstanding tourist attractions in Poland. So it's worth informing tourists from all over the world. That's why I'd like every Polish family to visit them,” admits Robert Andrzejczyk, the Polish Tourism Organisation's president. “Regions with certified facilities are potentially a perfect place to spend one's vacation or for shorter weekend trips.” ●

## **23th LODZ EDUCATIONAL FAIR**

**27-28 MAY**

ATLAS ARENA, UL. BANDURSKIEGO 7  
WWW.MAKIS.PL

## **TRAVEL FAIR – WHERE CULTURES MEET 2020**

**29-31 MAY**

EXPO-LODZ, AL. POLITECHNIKI 4  
WWW.TARGI.LODZ.PL

## **IMPACT FESTIVAL 2020**

**2 JUNE**

ATLAS ARENA, AL. BANDURSKIEGO 7  
WWW.MAKIS.PL

## **FOTOFESTIWAL 2020**

**10-28 JUNE**

WWW.FOTOFESTIWAL.COM

## **MIDSUMMER NIGHT AT THE BOTANICAL GARDEN**

**20 JUNE, AT 10:00 PM**

LODZ BOTANICAL GARDEN,  
UL. KRZEMIENIECKA 36/38  
WWW.BOTANICZNY.LODZ.PL

## **597th ANNIVERSARY OF LODZ**

**24-26 JULY**

WWW.CENTRUMWYDARZEN.LODZ.PL

## **NATURA FOOD, 13th INTERNATIONAL FAIR OF ORGANIC AND NATURAL FOOD & BEECO, 9th ECOLOGICAL LIFESTYLE FAIR**

**18-20 SEPTEMBER**

EXPO-LODZ, AL. POLITECHNIKI 4  
WWW.TARGI.LODZ.PL

## **10th LIGHT MOVE FESTIVAL FESTIVAL OF KINETIC ART OF LIGHT**

**25-27 SEPTEMBER, AT 7.00 PM**

“LUX PRO MONUMENTIS” FOUNDATION  
WWW.LIGHTMOVEFESTIVAL.PL

## **31st INTERNATIONAL FESTIVAL OF COMICS AND GAMES**

**26-27 SEPTEMBER**

WWW.KOMIKSFESTIWAL.COM

## **20th FESTIVAL OF SCIENCE, TECHNOLOGY AND ART IN LODZ**

**OCTOBER**

WWW.FESTIWAL.LODZ.PL

## **FILM MUSIC CONCERT**

**3 OCTOBER, AT 7:30 PM**

ATLAS ARENA, AL. BANDURSKIEGO 7  
WWW.MAKIS.PL

## **DEEP PURPLE CONCERT**

**14 OCTOBER, AT 8:00 PM**

ATLAS ARENA, AL. BANDURSKIEGO 7  
WWW.MAKIS.PL

## **11th FILM CRITICS FESTIVAL KAMERA AKCJA**

**15-18 OCTOBER**

WWW.KAMERAACJA.COM.PL

## **SOUNEDIT'20 – FESTIVAL OF MUSIC PRODUCERS**

**22-25 OCTOBER**

WYTWÓRNA CLUB, UL. ŁĄKOWA 29  
WWW.WYTWORNIA.PL

## **GARDEN CONTRACTING FAIR & MURAWA FAIR 2020**

**18-19 NOVEMBER**

ATLAS ARENA, AL. BANDURSKIEGO 7  
WWW.MAKIS.PL

## **PLAY ARENA – 2nd BOARD GAMES AND CREATIVE ENTERTAINMENT EXHIBITION**

**20-22 NOVEMBER**

SUKCESJA, AL. POLITECHNIKI 1  
WWW.MAKIS.PL

## **10th INTERESTING BOOK FAIR**

**20-22 NOVEMBER**

SUKCESJA, AL. POLITECHNIKI 1  
WWW.TARGI.LODZ.PL

AS AT MARCH 25, 2020