



NEW POST-SOCIALIST CITY:  
COMPETITIVE AND ATTRACTIVE

# ReNewTown

## Newsletter



**CENTRAL  
EUROPE**  
COOPERATING FOR SUCCESS.



**EUROPEAN UNION**  
EUROPEAN REGIONAL  
DEVELOPMENT FUND

Dear Reader, we are very pleased to present the third issue of the ReNewTown project Newsletter. The issue introduces key facts about the project and its current implementation. ReNewTown is also a platform for discussion on urban regeneration problems reaching beyond the project's own case studies research. It focuses on the most interesting urban regeneration examples in countries involved in the work of ReNewTown (Poland, Slovenia, Slovakia, Czech Republic and Germany). Therefore this issue also presents a project, the aim of which is the regeneration of large housing estates in Cracow.

## The third issue contains the following articles:

### THE RENEWTOWN PARTNERSHIP MEETING IN VELENJE

The seminar was devoted to improvements in project implementation, presentation of good practices of revitalization and preservation of socialist architecture and public spaces. It also referred to problems related to urban regeneration in post-socialist cities and towns.

### THE PILOT ACTION OF THE RENEWTOWN PROJECT

ArtZONA is an initiative of C.K. Norwid Culture Centre in Cracow and one of four pilot actions realized within the ReNewTown project. We seek to find a model for development of cultural and social offer in districts with socialist burden (Nowa Huta).

### RENEWTOWN FOLLOWS OTHER INITIATIVES

We present selected revitalization projects implemented in Cracow (Poland) which change the typical public space into a 'garden of experience' – being an interactive, open-air seasonal exhibition.

### THE C. K. NORWID CULTURE CENTRE

We introduce the C. K. Norwid Culture Centre located in Nowa Huta district of Cracow. Its mission is to activate and educate local communities, thus preparing them to participate in culture and to create its value.

### RENEWTOWN - PROJECT IN BRIEF

Time plan, partnership, budget, contact.

### UPCOMING EVENTS

Information on the upcoming conferences and seminars dealing with urban regeneration problems.



# THE RENEWTOWN PARTNERSHIP MEETING IN VELENJE

4-6 October 2011

## Day one (Steering Committee Meeting)

The first day of the meeting was closed to public and devoted to progress within the realization of the project, as well as to the methodology of main project outputs, i.e. market research, good practices report and database of past and current initiatives important for the ReNewTown project.

## Day two (Study Visit)

On the second day of the meeting project participants accompanied by local experts took part in a study visit which aimed to show Velenje's socialist heritage, examples of good practices in management and maintenance of public spaces and building created in the socialist era and, last but not least, local projects aimed at supporting entrepreneurship development of S&M business in the city. The program includes several presentations on Velenje development and local revitalization projects.



## Day three (Technical Meeting)

The third day of the meeting was dedicated to the exchange international experts' knowledge on regeneration of socialist urban architecture and public areas. The Slovenian experts presentations and the discussion which followed them gave an important input to ideas and concepts being developed by the ReNewTown consortium. The program included presentations on wide-range topics under the general problem of post-socialist city regeneration. Those were among others:

- Prof. Sonja Ifko, *Heritage of Modernism - Models of Preservation*
- Ph.D. Klemen Kotnik, *Šalek lakes From an environmental damage to a development possibility*
- Saša Piano, *Velenje - a city in the park*

The presentations are available on: [www.renewtown.eu](http://www.renewtown.eu)



# THE PILOT ACTION OF THE RENEWTOWN PROJECT

## ArtZONA - ARTISTIC SQUAT

ArtZONA is an initiative of C.K. Norwid Culture Centre in Cracow and one of four pilot actions realized within the ReNewTown project. The overall object of the pilot action is to create a model for development of cultural and social offer in districts with socialist burden. ArtZONA will create modern art space called 'ARTISTIC SQUAT' or 'FREED SPACE', open for social and cultural activities. The main task will be the adaptation of a post-industrial building which, about sixty years ago was designed to be a garage for large vehicles.



The outcome of the project will be a modern, open space with the potential to hold various types of cultural activities, accessible to the local community, local institutions and organizations in Nowa Huta. In the course of the project's activities, the current space will be adapted to functions such as a gallery, an artists' meeting place, a space for performances, concerts and multimedia presentations and a place to be used to hold trade fairs for local entrepreneurs.



ARTYSTYCZNY  
**SQUAT**  
ArtZONA

### Local Coordinator:

C.K. Norwid Culture Centre  
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The budget for the investment: 30,000 EUR



## THE GARDEN OF EXPERIENCE

### AN EXPERIMENTAL PROJECT OF CITY REVITALIZATION

The Stanislaw Lem Garden of Experiences is an innovative open-air seasonal exhibition of several dozen interactive and educational devices showing selected physical phenomena. It covers an area of 60000 m<sup>2</sup> within the Polish Pilots' Park in Nowa Huta's district of Czyżyny. Its offer is addressed mostly to small and school children from the region, although adults and foreign tourists will find it appealing as well.



The park, where the Garden of Experiences was built, had been established at the same time as Nowa Huta, as an area for both culture and leisure, linking 'Old' Kraków with the new district. Unfortunately, the project was discontinued and reduced to simple alleys and benches amongst the trees.



The Garden of Experiences was created within the framework of the project Nowa Huta a New Chance. It was put into practice by the Partnership of Initiatives for Nowa Huta within the scope of EQUAL Community Initiative Program. The Partnership consisted of 12 organizations, firms and institutions from three sectors: public, private and non-governmental, working together towards making the district more attractive. Directly responsible for the project were: the Municipality of Kraków, Siemacha Association and the C. K. Norwid Culture Centre.

Nowadays, the whole exhibition is administered by the Museum of Municipal Engineering and its wellbeing is the main concern of the Association of Friends of the Garden of Experiences, which was established by the authors, promoters and friends of this new educational and recreational offer.

The initiative to create an educational and recreational offer in Kraków at the grounds of Nowa Huta's district of Czyżyny, was an attempt to keep up with the new standards in urban space revitalization, natural science education, recreational culture and the necessity of establishing new job posts. In 2007, the Garden of Experiences was awarded by the Polish Ministry of Regional Development in the competition: POLAND EVEN MORE BEAUTIFUL – SEVEN MIRACLES OF EU FUNDS.

More information on: <http://www.ogroddoswiadczen.pl/en.php>

## THE C. K. NORWID CULTURE CENTRE



The C. K. Norwid Culture Centre is a municipal institution located in Nowa Huta district of Krakow. Its mission is to activate and educate local communities, thus preparing them to participate in culture and to create its value. It is actively engaged in the

processes of revitalization of the district. Through its undertakings, the institution strives to strengthen the social potential and its collaborative growth. The institution has experiences in EU project implementation, e.g. Nowa Huta - a New Chance (EQUAL) and Active ICT (Grundtvig).

The institution is an active member of various public schemes such as: Forum for Nowa Huta, Nowa Huta Ecomuseum and Forum Kraków. It is also a signatory and a member of the Małopolska Pact for Social Economy. The C. K. Norwid Culture Centre is an exclusive producer of Nowa Huta Newsreel – a weekly seven minute chronicle documenting local affairs and profiles of renowned community members that is broadcasted on the regional television channel TVP3.

Within the frame of the ReNewTown project, the C. K. Norwid Culture Centre will create the model of a modern artistic open space called ArtZONA. It will also be involved in research activities, in the creation of the good practice report and the elaboration of the Transnational Manual and Handbook of models.

### PROJECT TEAM



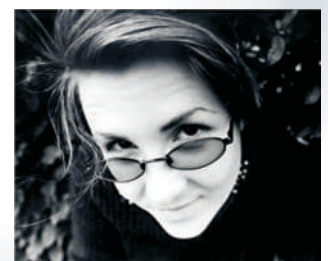
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## Project summary

RenewTown project 'New post-socialist city: Competitive and Attractive' is funded under Central Europe Programme and runs from 1 April 2011 to 31 March 2014.

ReNewTown partnership consists of eight public institutions from Czech Republic, Germany, Poland, Slovakia and Slovenia. It will result in four pilot actions implemented in Nowa Huta in Krakow, Jizni Mesto in Prague, Velenje and Hnusta. The lead partner is Polish Academy of Sciences, Stanisław Leszczycki Institute of Geography and Spatial Organization

Total budget: EUR 1.514.061,60

ERDF co-financing: EUR 1.271.020,36

## Contact

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Project website: <http://www.renewtown.eu/>

## Upcoming events

11th International Conference on Urban History: 'Cities & Societies in Comparative Perspective'  
Prague, from 29 August until 1 September 2012.  
<http://www.eauh2012.com/>

XXV Seminar of knowledge on city: 'gentrification processes versus exclusion processes in Polish cities'  
Łódź, from 29 until 30 of March 2012,  
<http://www.turyzm.edu.pl/kwom.html>