



15th World Congress
of the Organization of World
Heritage Cities

Krakow, 2-5 JUNE 2019
ICE KRAKÓW CONGRESS CENTRE

**Heritage and
Tourism**



Heritage and Tourism

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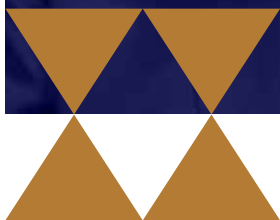
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Contents

4	Message from the Mayor of Krakow
8	Message from the President of the OWHC and Mayor of Québec
14	About the Organization of World Heritage Cities
24	Theme
32	Speakers
48	Agenda
56	Site visits
60	Cultural program
68	Parallel program
76	Krakow
98	Małopolska region
114	Practical information

Message from the Mayor of Krakow



Jacek Majchrowski

Mayor of Krakow

A handwritten signature in black ink, appearing to read 'J. Majchrowski'.

Exactly four decades ago, in 1978, the historic treasures of Krakow's old town along with Wieliczka Salt Mine found themselves among the first sites to be inscribed on the World Cultural and Natural Heritage List. Thus, ancient masterpieces created by outstanding artists and architects were recognized as common heritage of utmost universal value for all of mankind.

Krakow; to discover the cradle of Polish culture and experience its special atmosphere; to become tourists in one of Poland's most popular destinations.

Heritage and tourism will be the focus of the 15th World Congress of the Organization of World Heritage Cities to be held in Krakow on June 2nd to 5th 2019. I am convinced that our city is an excellent place for an international debate on the issue. Krakow is a top destination attracting cultural, business and gourmet tourists as well as pilgrims. The growing tourist industry is rooted in the labor, creativity and enterprising spirit of the local people. The sustainability of further growth, ensuring comfort to both residents and tourists, is conditioned upon the cooperation of the local authorities, the tourism industry and the inhabitants. Consequently, at the 15th Congress we will continue and expand the discussion initiated last year in Gyeongju where the theme was: Heritage & Community: tools to Engage the Local Communities.

I hope that the 15th World Congress of the OWHC in Krakow will be an excellent platform for interesting discussions, as well as exchanges of experiences and perspectives between representatives of member cities from around the world. I do believe the event will also generate a debate on challenges faced by historical cities in tourism management, at the same time offering the participants an opportunity of an unforgettable encounter with Krakow, its people and heritage.

I look forward to welcoming you to Krakow!

Message from the President of the OWHC and Mayor of Québec



Régis Labeaume
President of the OWHC
and Mayor of Québec

A handwritten signature in black ink, appearing to read "Régis Labeaume".

How does one reconcile the preservation of our heritage treasures with the development of our tourist attractions? What are the best means to ensure the right balance between the needs of our visitors and those of our citizens?

In an era of Airbnb and the democratization of international tourism, heritage cities are increasingly faced with issues that require consultation and cooperation.

The next congress of the Organization of World Heritage Cities (OWHC) is an ideal occasion to pool the energy, expertise and creativity that characterize OWHC members. I am convinced that this important event will allow us to update our practices in line with our mission to preserve and showcase the valuable legacy of our ancestors.

It is with great enthusiasm that I invite you to participate in large numbers in the 15th World Congress of the OWHC to be held in the magnificent city of Krakow in 2019. Together, we will be able to meet the challenge of combining our past with the present and future so that now, more than ever, our heritage may become a source of identity, pride and inspiration for our communities.





About the Organization of World Heritage Cities



The Organization of World Heritage Cities (OWHC) was founded on September 8, 1993 in Fez, Morocco. The Organization is composed of more than 300 cities in which are located sites included on the UNESCO World Heritage List. In general, we speak of a population of more than 164 million inhabitants, united by the desire to preserve and promote their respective World Heritage. Within the Organization, these cities are essentially represented by their Mayors with the active participation of their heritage management specialists.

Since its foundation, and under the recommendation of its founder Mr. Jean-Paul L'Allier, the OWHC's headquarters are located in Québec City, which hosted the First International Symposium of World Heritage Cities in July 1991. Mr. L'Allier, at the time Mayor of Quebec City and fervent defender of World Heritage, was the great architect of this group of international cities.

The objectives of the OWHC


Regarding World Heritage, the OWHC member cities share the following goals:

- ◆ to favor the implementation of the World Heritage Convention
- ◆ to encourage co-operation and the exchange of information and expertise on matters of conservation and management of urban heritage
- ◆ to develop a sense of solidarity among its member cities

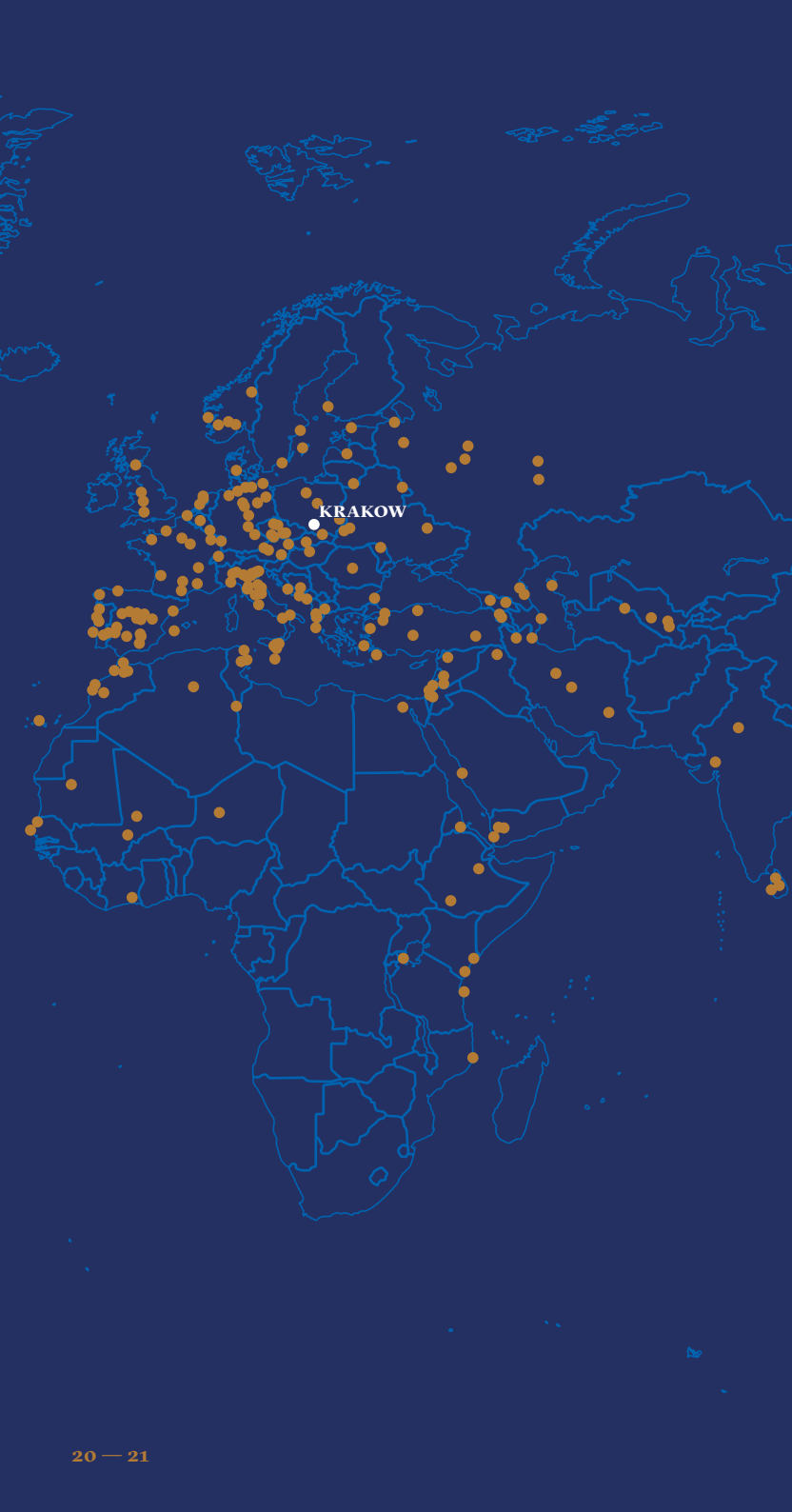
To this end, the OWHC organizes many meetings: World Congresses, conferences, seminars and workshops dealing with the challenges to be met in the realm of management and strategies pertaining to the preservation and development of historic cities. These are important moments of discussion and sharing

as well as a great opportunity for heritage cities to reaffirm their commitment to protect and promote World Heritage. Moreover, the OWHC offers to its city members many programs and projects which aim to promote and support the maintenance, recognition and development of their world heritage:

- ◆ Youth on the Trail of World Heritage
- ◆ The Jean-Paul-L'Allier Prize for Heritage
- ◆ International Video Production Competition
- ◆ Solidarity Day of World Heritage Cities – September 8
- ◆ Mayors&Heritage
- ◆ Zoom on Urban Heritage
- ◆ OWHC Grants



The Organization is composed of more than 300 cities in which are located sites included on the UNESCO World Heritage List.



KRAKOW





Theme



Since its foundation, World Congresses of the OWHC have furthered their evolution through meetings of the OWHC community held every two years on the many topics related to Urban World Heritage.

The next World Congress of the Organization of World Heritage Cities (OWHC), will be held from 2-5 June 2019 in Krakow, Poland. The theme of this 15th OWHC World Congress will be “Heritage and Tourism: Local communities and visitors – sharing responsibilities”.

Why heritage and tourism?

According to the World Tourism Organization, in 2017, “[...] international tourist arrivals grew by a remarkable 7% in 2017 to reach a total of 1,322 billion”. This number is expected to increase to 1.8 billion by 2030.

Indeed, tourism is a major economic activity for several cities inscribed on the World Heritage List. However, the massive arrival of visitors in a city sometimes has negative outcomes on its heritage resources and on the local communities that experience the influx on a daily basis.

To mitigate these problems, a more durable form of tourism must emerge and take account of the economic, social and environmental needs of places where tourism is prevalent. More particularly, the OWHC is interested in projects and means to allow world heritage cities to welcome visitors from around the world and safeguard their heritage and the well-being of their communities.

Why talk about a shared responsibility between visitors and local communities?

This shared responsibility is reflected in the development of the following elements:

The first element is found in the recommendations made to the world heritage cities during the 14th World Congress in 2017. Indeed, it is a given fact that local populations are entitled to involvement in the identification, preservation, and management of UNESCO property. But they should also be encouraged to contribute to initiatives, projects, and decisions that have an impact on their city's heritage.

The shared responsibility of visitors, on the other hand, is motivated by the internationalization of their practices that might affect the authenticity of the sites visited. Among these practices, it is possible to determine consumer habits that lead to the emergence of recurrent factors in the touristic landscape, for example souvenir shops and fast food. In the past 10 years, new forms of accommodation have also emerged with the sharing economy (e.g., the AirBnB website). Growing numbers of tourists have also amplified city transportation problems.

The OWHC proposes shared responsibility as a solution to this new information on tourism in the 21st century.

An initial overview of the symposium

A survey conducted among participants at the Congress in Gyeongju revealed to the OWHC the ever-increasing need for more debate and more time spent on the theme.

This is why a total of 17 hours over three days will be devoted to the issue of heritage and tourism.

The symposium will consist of:

- ◆ 6 hours of sessions earmarked for the presentation of projects and means developed by member cities of the OWHC;
- ◆ 3 hours of site visits in Krakow related to the theme;
- ◆ 8 hours of workshops (4 hours held in parallel) for elected municipal officials and municipal managers responsible for heritage.

Various subthemes will be addressed during the sessions:

Communicating Heritage

Depending on the culture of the city, its context and its challenges, a very large number of tools and methods of communication can be developed to sensitize the intended audience to tourism and heritage. The word “communication” is used here in its broadest sense and can, for example, refer to a particular signage for visitors as well as a practical guide for local residents.

“Overtourism”

With the ever-growing number of tourists in the world, some cities are now confronted with a problem of “overtourism”, due to their strong popularity. However, strategies exist to ensure a better distribution of visitors, on the territory and over time, and thus anticipate and counter the negative effects of this new phenomenon.

Sustainable Tourism and the HUL Approach

The recommendation concerning the Historic Urban Landscape (HUL) is defined by an integrated approach to heritage management and urban development. In a tourist city, the HUL can also provide guidelines to help create an effective strategy to promote sustainable tourism.

Local Communities and Tourism

The recommendations adopted at the 14th World Congress of the OWHC in Gyeongju remind us that local communities have the right to be involved in the conservation and management of heritage, and that they should be consulted about any decisions that could affect them. Because heritage and tourism are intimately linked, it is necessary to think of ways to encourage local communities to participate in the development of their city's tourism strategies.

Moreover, as in the past, we will offer a Journalists Workshop, Young Professionals Forum and thematic site visits.

Speakers



Jacek Purchla

Chair of the Steering Committee

Professor of Humanities; Chairman of the Polish National Commission for UNESCO, member of the Polish Academy of Arts and Sciences, doctor Honoris Causa of the Lviv Polytechnic, Vice-President of Europa Nostra. Head of the Department of Economic and Social History and the Department of Cultural Heritage and Urban Studies of the University of Economics in Krakow, as well as the Department of European Heritage at the Institute of European Studies of the Jagiellonian University.

He conducts research on the development of cities, social history and art history of the 19th and 20th centuries, as well as on the theory and protection of cultural heritage. Author of over 500 scientific papers, including many books. Deputy Mayor of Krakow (1990–1991), Director of the International Cultural Centre in Krakow (1991–2018). Member of many organizations and associations, including titular member of the Comité international d'histoire de l'art (CIHA), Chairperson of the World Heritage Committee (2016–2017).



Francesc Muñoz

Keynote speaker

Professor of urban geography from 1995 and director of the Urban Planning Observatory at the Autonomous University of Barcelona. Muñoz teaches architecture and urban planning in such European programs as “Metropolis: The Experience of Cities in Art and Architecture” (Polytechnic University of Catalonia) and “Management of the European metropolitan Regions” (Erasmus University Rotterdam).

His professional experience includes research and consultancy work in several fields, such as urban demography and strategic planning, as well as specific advice on cultural and urban projects to e.g. the government of Albania or the Olympic Committee.

He published *urBANAlization: Common Landscapes, Global Seats* (G. Gili, Barcelona 2004), in addition to many articles in magazines and collective books of Spain, Portugal, Italy, Slovenia and the United States.



Doug Lansky

Moderator

Tourism development thought leader who advises destinations and tourism companies around the world – from Singapore to Aruba, Google Travel to Amadeus – on strategic branding, marketing issues, visitor experience, industry trends and sustainability. Doug has a background as a travel journalist and editor with 20 years of experience writing for publications that range from National Geographic Traveler to The Guardian to Skift, and traveling to over 100 countries.



David Fleming

Introduction to Session 1: Communicating heritage

Director of National Museums Liverpool (2001-18) and of Tyne & Wear Museums (1991-2001); former Chairman of INTERCOM and of ICOM's Finance and Resources Committee; twice President of the UK Museums Association; member of ICOM's Ethics Committee and of Liverpool's World Heritage Site Steering Committee; President of the Federation of International Human Rights Museum (FIHRM); Board Member at Poland's Museum Slaskie, Katowice, and of Argentina's Museum of International Democracy, Rosario. David Fleming has published extensively and has lectured and advised museums, municipalities and governments worldwide in 50 countries on museum management and leadership, city history museums, museum ethics, cultural heritage management, audience development, social inclusion and human rights. While he was Director of National Museums Liverpool audiences rose from around 700 thousand per year to more than 3.5 million.



Ko Koens

Introduction to Session 2: Overtourism

Associate Professor at Breda University of Applied Sciences.

Dr. Ko Koens is co-author of the UNWTO report on overtourism and has recently published the academic open-access paper “Is Overtourism Overused? Understanding the Impact of Tourism in a City Context”. Besides this he has edited two books on slum tourism and regularly publishes in academic journals. His main research interests are sustainable urban tourism, city hospitality, overtourism and tourism of inequalities.



Jyoti Hosagrahar

Introduction to Session 3: Sustainable tourism and the HUL approach

Jyoti Hosagrahar is Deputy Director for the World Heritage Centre at UNESCO. Among other responsibilities, she leads initiatives on integrating cultural heritage for sustainable cities and towns; policies for cultural and natural heritage for the 2030 Agenda and the New Urban Agenda; the implementation of the Historical Urban Landscapes Recommendation; and the development and implementation of Thematic Indicators for Culture in the 2030 Agenda for sustainable development across the Culture Sector. From May 2016 – November 2018, she served as Director of the Division for Creativity at unesco. Prior to joining UNESCO, she was a professor and Director of the SUI Lab at GSAPP, Columbia University, New York; UNESCO Chair in Culture, Habitat, and Sustainable Development at Srishti Institute of Art, Design, and Technology in Bangalore, India where she was also Chair of the Ph.D. program; and Founder-Director of Sustainable Urbanism International (SUI), an NGO in Bangalore, India. In all these capacities she has worked extensively with cultural and natural heritage in cities and settlements and on sustainable development. She was an expert for the UN Habitat III Policy Unit on Socio Cultural Urban Framework, and Chair of the ICOMOS Cross-Scientific Committee Task Force on Cultural Heritage and Sustainable Development. From 2011-2016 she was a member of the Advisory Committee for World Heritage Matters for the Ministry of Culture in India. She has a PhD in Architecture and Urbanism from University of California, Berkley; Masters in Urban Planning from University of Southern California; and a Bachelor's in Architecture from the School of Planning and Architecture in New Delhi.



Shaikha Mai Bint Mohammed Al Khalifa

Introduction to Session 4: Local communities and tourism

President of the Bahrain Authority for Culture and Antiquities, Chairperson of the Board of the Arab Regional Centre for World Heritage (ARC-WH). Founder and Chair of Board of Trustees of Sheikh Ebrahim bin Mohammed al Khalifa Centre for Culture and Research.

Mai bint Mohammed Al Khalifa was appointed as the Minister of Culture and Information of Bahrain in 2008 and as Minister of Culture in 2010. In 2015 the Ministry was reorganized into Bahrain Authority for Culture and Antiquities and remains under her leadership.

Mai bint Mohammed Al Khalifa was the first laureate of the Colbert Prize for Creativity and Heritage in 2010. She was also the first Arab personality to win Watch Award, awarded by the World Monuments Watch in 2015, for her role in preserving the monuments and culture of Bahrain. In 2017 she was named the Special Ambassador of the International Year of Sustainable Tourism for Development by the United Nations World Tourism Organization (UNWTO).



Agenda



SATURDAY

June 1st

19:30—21:30 **Networking Cocktail Reception**

Town Hall – Wielopolski Palace

pl. Wszystkich Świętych 3-4

SUNDAY

June 2nd

10:00 — 18:00 **Registration**

ICE Krakow Congress Centre

18:30 — 22:00 **Opening Ceremony with the Announcement of
the Jean-Paul-L'Allier Prize Winner**

Main Market Square

Reception: Gallery of the 19th century Polish Art - Sukiennice

MONDAY

June 3rd

8:30 — 18:00 Registration

ICE Krakow Congress Centre

9:00 — 10:30 Scientific Symposium

Introduction to the theme: Heritage and Tourism:
Local Communities and Visitors – Sharing
Responsibilities

Session 1

Communicating Heritage

ICE Krakow Congress Centre – S2

10:30 — 11:00 Coffee break – foyer, level 1

11:00 — 13:00 Session 2

Overtourism

Sessions 3

Sustainable Tourism and the HUL Approach

ICE Krakow Congress Centre – S2

13:00 — 14:00 Lunch – foyer, level 1&2

14:00 — 15:00 Session 4

Local Communities and Tourism

ICE Krakow Congress Centre – S2

15:10 — 15:30 Commemorative Tree Planting Ceremony

15:30 — 18:00 Site Visits

19:00 — 22:00 Evening Event with the Announcement of the
Video Competition winners

ICE Krakow Congress Centre – S2

TUESDAY

June 4th

9:00—10:30 **Presentations of Board of Directors and
Host City Candidacies**

ICE Krakow Congress Centre – S2

10:30—11:00 *Coffee break – foyer, level 1*

11:00—12:00 **Concluding Session of the Scientific Symposium**

12:00—13:00 **Presentation of the winning project of the Jean-
Paul-L'Allier Prize**

Introduction to OWHC Activities

ICE Krakow Congress Centre – S2

13:00 — 14:00 *Lunch – foyer, level 1&2*

14:00 — 16:30 **Regional Meetings**

ICE Krakow Congress Centre – S4

16:30 — 17:00 **Voting 1 for the Board of Directors**

ICE Krakow Congress Centre – foyer, level 0

17:00 — 17:45 **Plenary**

Theme discussion for 2021 Congress

ICE Krakow Congress Centre – S2

19:00 — 22:00 **Dinner and Evening Event**

**Announcement of Elected Board Members and
Declaration of Candidacies for President**

"Wieliczka" Salt Mine

WEDNESDAY

June 5th

9:00—9:20 **Presentations of Candidacies for President**
ICE Krakow Congress Centre – S2

9:30—13:00 **Mayors and Elected Officials Workshop**
/ Site managers workshop
ICE Krakow Congress Centre – S4

13:00—14:00 *Lunch – foyer, level 1&2*

14:00—14:30 **Voting 2 for the Host City and the Presidency**
ICE Krakow Congress Centre – foyer, level 3

14:30—18:00 **General Assembly including OWHC Activities**
ICE Krakow Congress Centre – S2

19:00—22:00 **Closing Ceremony**
Archeological Museum Gardens





Site visits

Site visits, presenting key tourist areas in Krakow, are held in parallel between **15:30 – 18:00, on Monday, 3rd June 2019.**

Note: It is required to register on-line or on site to take part in the site visits.

Former Jewish Town

Kazimierz Quarter

Oscar Schindler's Factory

Zabłocie

The Ideal Socialist Town

Nowa Huta

Sanctuary of Divine Mercy
and Pope John Paul II Centre

Łagiewniki





Cultural program



Cultural events

The artistic program prepared for the 15th World Congress of the Organization of World Heritage Cities is an opportunity to come face to face with the richness of Krakovian and Central European artistic scene. It will introduce our guests to the City Festival on June 5th and Krakow Days which, held every June, are an opportunity to celebrate important local traditions, such as Bread Festival, *Enthronement of the Marksmen King*, *Lajkonik parade* or *Wianki* midsummer celebration. Beyond any doubt, the Congress was scheduled to take place in June for a reason.

During the Congress the city will come alive with concerts, traditional fairs, as well as dedicated events hosted in the unique interiors of the Gallery of the 19th century Polish Art in the Sukiennice (Cloth Hall) or at the Wieliczka Salt Mine, as well as in Krakow's gardens or at the Vistula embankment beneath the Wawel Castle Hill. At dusk, on June 1st, the embankment will host the annual open air show based on ancient tales of Krakow's foundation and the city's iconic dragon. Featuring air and water-borne animated creatures, along with music, fireworks and multimedia effects, the show will involve our guests in an important local celebration. The show will be followed by a Dragon Parade flooding the city streets on June 2nd. The colorful pageant will feature schoolchildren parading dragon figures crafted in schools, guilds and youth houses. The dragons will be kept company by artists, dancers, boisterous bands, stilt walkers and jugglers. For several hours, the all-embracing spectacle will turn every passer-by into an actor of a show whose grand finale will be held in the city's Main Square.



For several hours, the all-embracing spectacle will turn every passer-by into an actor of a show whose grand finale will be held in the city's Main Square.

The Congress' opening ceremony will be inspired by multicultural music traditions and relations of Central and Eastern Europe. The programme, entitled *Towards the Sources*, will be open to all Krakovians and presented for the very first time in the surroundings of one of Europe's most beautiful central squares. The two-part music journey representing unique Polish and Central European ethno and world music traditions will feature a medley of traditional and contemporary arrangements performed by artists from across Europe alongside the local Sinfonietta Cracovia orchestra. The concert's second part will be a traditional dance where the performing leading bands of the Polish ethno scene will have the audience dance away spontaneously.

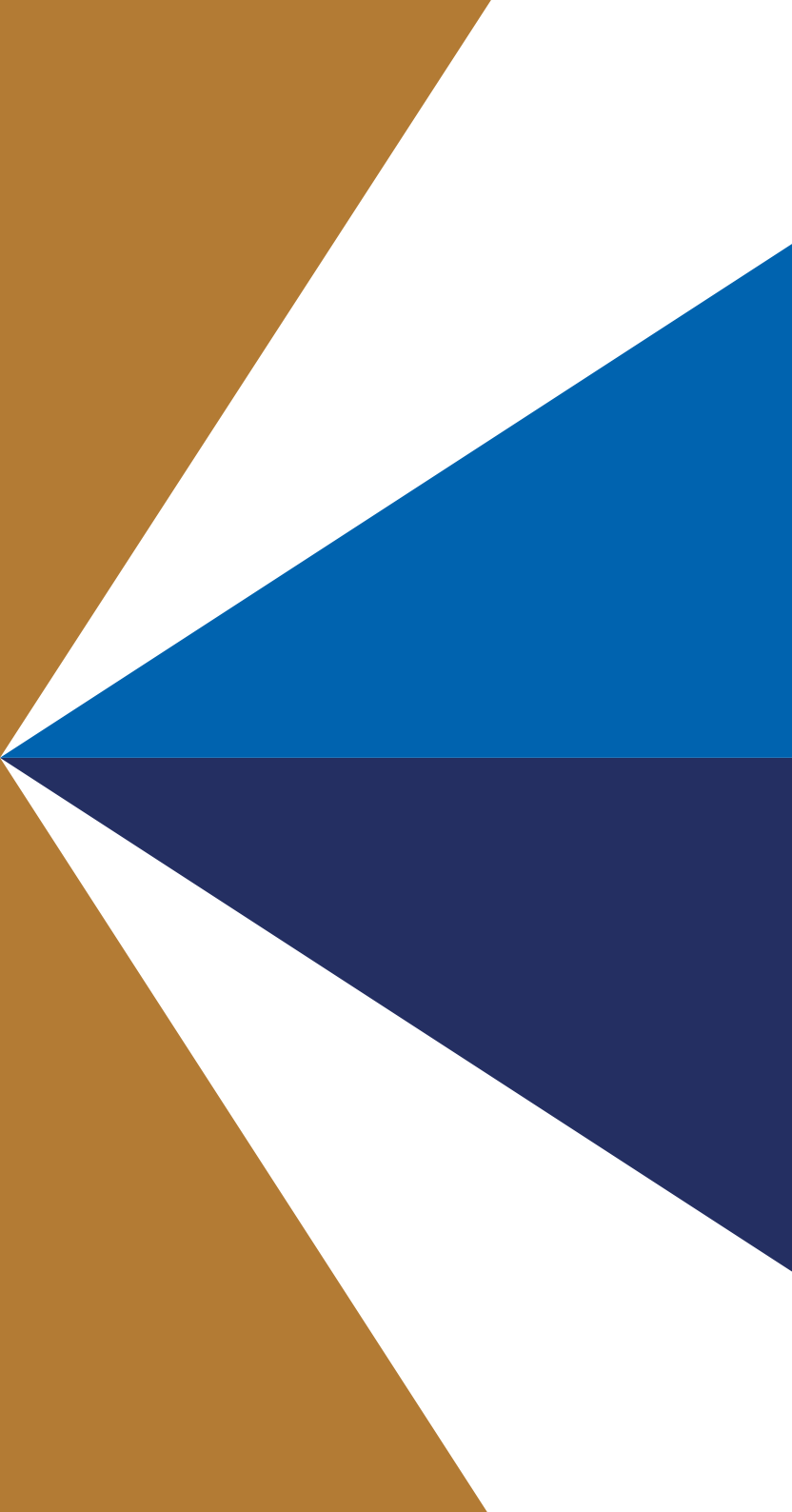
The following evenings will be marked with Krakow's rich music traditions, as well as a performance by the Wieliczka Salt Mine Brass Band, who has been accompanying all major celebrations at the mine since 1830. A show blending music and theatre performance will be the highlight of the evening hosted by the ICE Congress Centre. The final night will be an opportunity to enjoy improvised jazz, spontaneous street music and new arrangements of classic tunes from around the world in the magical atmosphere of Archeological Museum Gardens. There, at the foot of the Wawel Hill, in the surroundings of a living heritage site buzzing with festive spirit, Krakow will bid farewell to Congress's guests.







Parallel program



OWHC Young Professionals Forum

The City of Krakow is organising the Young Professionals Forum under the theme “Heritage & Tourism”.

The event dedicated to young professionals will focus on the relations between the needs of heritage preservation and growing number of threats provoked by the global tourism. Visits to the World Heritage Sites such as the Historic Centre of Krakow as well as the neighbouring Wieliczka Salt Mine and Auschwitz Birkenau German Nazi Concentration and Extermination Camp (1940-1945) will enable the participants to reflect upon the complexity of preserving heritage in a constantly evolving world.

OWHC Young Professionals Forum, to be held from 1 to 6 June 2019 in International Cultural Centre in Krakow, will provide an intensive training for young professionals dedicated to impact of tourism on heritage preservation and management. It will also give a space for a dialogue between Forum participants and the representatives of the OWHC member cities presenting innovative actions taken by the cities' authorities in cooperation with local communities in order to preserve the World Heritage Sites.

The Forum will focus on different impacts that tourism may have on heritage:

- effects of boosting economies of popular tourist destinations,
- strengthening the legal frameworks of heritage protection,
- involving global community in conservation actions,
- transformations of sites in line with tourism demands,
- “Disneylandization” of heritage.

Journalists' Workshop

The workshops are intended for local and national editors, as well as for press officers of historical cities, in particular, those represented at the Congress. Thanks to a dedicated workshop format previously implemented in Quebec (Canada, 2005), Luxembourg (2007), Quito (Ecuador, 2009), Sintra (Portugal, 2011), Oaxaca (Mexico, 2013), Arequipa (Peru, 2015) and Gyeongju (South Korea, 2017), journalists will have the opportunity to expand their knowledge in the scope of cultural heritage, exchange ideas, and, together with experts, contribute to developing long-term recommendations for both protecting and making cultural heritage more popular and accessible. Among others, the workshop participants will take up such issues as: the key challenges of contemporary heritage (as understood today); the methods and tools used in today's global cultural heritage communication, as well as the defining characteristics of the CEE region in the global context.

The workshop program also aims at broadening journalists' knowledge about UNESCO, OWHC, culture and Krakow's historic landmarks. The goal is to help raise heritage awareness in general as well as among specific target groups; also, to develop creative ideas for educational initiatives linked to cultural heritage. Thanks to such efforts, cultural heritage will become more understandable, accessible and popular among much broader audiences. Improved communication and closer cooperation with the media are also listed as projected outcomes.

As part of the workshops, a dedicated lecture will be delivered by Professor Jacek Purchla, an art historian, an expert in the field of cultural heritage and history of cities, and the founder of the International Cultural Centre in Krakow.

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Promotional Stands

Participants of the Congress will be able to organize promotional stands during the 15th World Congress of the Organization of World Heritage Cities. The modern and spacious interiors of the ICE Krakow Congress Center are the perfect place to present each of the Cities with the use of professional exhibition facilities. The stands will be open to guests from outside.

The Organizers will provide a shell scheme booth (3m x 3m) for the Congress participants as free of charge. The booth will be provided with one desk and two chairs. Extra furnishing and constructions can be ordered additionally. Information and list of leased equipment with pricelist will be presented at the Congress website.







Krakow



Every day, Krakow confirms its well-deserved place among the most beautiful and interesting cities in the world.

Krakow, a city with over a thousand years of history, the former capital of Poland and the seat of kings is a center of culture, art and science. It is also a city of young people, festivals and modern technologies, a city that is recognized by organizers of congresses and business meetings.

Krakow, inscribed on the UNESCO World Heritage List in 1978, is a European Capital of Culture 2000, a UNESCO City of Literature, the World Festival & Event City 2016 and the first European Capital of Gastronomic Culture. In 2018 the nativity scene (szopka) tradition in Krakow was inscribed on the Representative List of the Intangible Cultural Heritage of Humanity.

Krakow hosted the participants of the World Youth Days and the 41st session of the World Heritage Committee of UNESCO, took part in the 12th UNESCO Creative Cities Session, and soon Mayors, Decision-makers and experts from around the world will be meeting during the 15th World Congress of the Organization of World Heritage Cities.

Krakow, brimming with cultural life, is a city worth knowing!





The Main Market Square: the centre of the world

The heart of the city, the salon of Krakow, a meeting place – the city's Main Market Square is all of these. This is the place where all paths and errands meet, where everything begins never to end!

It is not only the age, size, and concentration of historic buildings that prove the exceptional quality of the square. It is the clearest proof of history blending with the present, legends intertwining with facts, the clamour of tourists mingling into the rhythm of everyday life... There are notable islands among this ocean of experiences, with every one a subject for another tale: the Cloth Hall that rose from mediaeval stalls, the soaring steeple of the Town Hall Tower, and those that predate the staking out of the Main Market Square (i.e. 1257): Saint Mary's Basilica with its monumental high altar carved by Wit Stwosz (Veit Stoss) and the Church of St Adalbert. It lies on the historical Royal Route between Floriańska and Grodzka streets; here Adam Mickiewicz looks down from his monument over the town's favourite meeting place, where passers-by stop or at least slow their pace to listen to the famous bugle call, take a look at the flocks of pigeons (perhaps the legendary spellbound knights?). It is also where Krakow's annual Nativity Scenes competition is held every December.

In the centuries of its history, the Main Market Square has lost none of its original character as a place of assembly and commerce, where people gather to experience the most important moments in the life of the city. This is where seasonal fairs and numerous concerts are held; where locals and tourists alike welcome in the New Year, and where the gardens of the countless cafés and restaurants offer their perspective for looking at the world. Until the small hours of the morning, the Main Market Square resounds with the multilingual hubbub of voices, with the occasional clip-clop of horses' hooves, and the rumble of the enchanted horse-drawn cab. Are you going to Krakow? Pass my regards to the Main Market Square!



City of legends

Why is there a knife hanging in the Cloth Hall? What was the punishment for feasting in the cemetery? Can quaffing the river go unpunished? These are just some of the many questions answered by the legends of Krakow. Blended into the history of the city, they often make myth hardly distinguishable from fact.

The whizz of a Tatar arrow, the quartered corpse growing back together into a body, that evil scheming of spell casters and mages, a visit to the moon, the palls of hell, a sheepskin stuffed with sulphur... and the Dragon, the Dragon above all! Rather than a catalogue of attractions from a gory horror story, these are just some of the motifs from Krakow legends: they had to be distinct and memorable to survive for centuries. There is also the tale of a wedding ring dropped into the shaft of a salt mine, about the print of a monarch's foot in stone, and all the eye-witnesses of miracles in front of holy icons and images. The tales of the bygone bards have grown into the tissue of the city, and their literary and film travesties have made a permanent place in Polish culture. Let the symbol of these be the Great Dragons Parade organised by the Groteska Theatre early in June, which brings together crowds of participants who arrive to tame the monsters that used to infest people's imagination with horror.

Legends have always kindled powerful emotions, in part because they focus on the places that are closest to the hearts of the former and contemporary inhabitants of the city: in the Main Market Square, on Wawel Hill, by the Vistula River, in the places of worship. Their ends, whether happy or tragic, always carry the Krakow spirit and the message that we have been here since time immemorial. Shards of the most ancient history contained in the legend speak to the contemporary imagination as powerfully as they did centuries upon centuries ago. Let's follow in their footsteps!

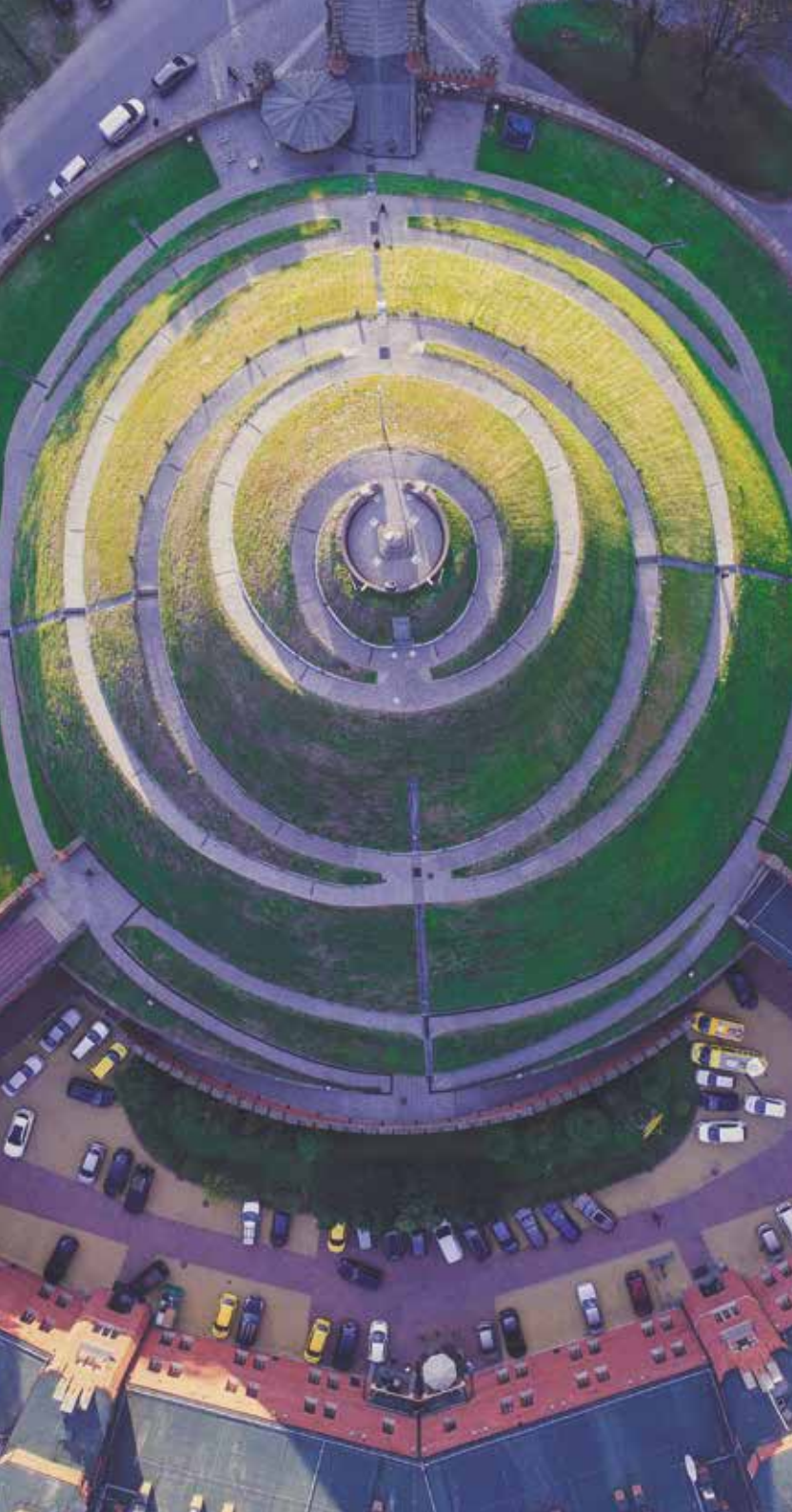


Krakow mounds

The graves of ancient monarchs and a place of cult, or, perhaps, an astronomic tool? The lofty earthen structures puzzle researchers even today. For Krakovians they have become an inspiration to honour the memory of our greatest compatriots.

The mounds of King Krakus and Wanda have been the subject of folk tales and the target of scientific research. The first connects them to the figure of the legendary founder of the city, King (Prince? Duke?) Krakus and his equally mythical daughter Wanda, whom legend believes to have refused to offer her hand to the German ruler, for patriotic reasons, and cast herself into the waves of the Vistula. The legend makes the grateful subjects the builders of mounds to their monarchs, with one of the remnants of the former cult of King Krakus being the Rękawka festival, which continues to this day at the foot of the mound. Academics, in turn, assign burial functions to both structures, and date them to the 7th/8th century AD. There is, however, a reason for puzzlement: the secretive way in which the results of the observations of sunrises and sundowns from one mound over the other tie in with the Celtic calendar.

The patriotic dimension of the legends has induced the building of a succession of earthen structures: quite recent compared to the original ones. Kosciuszko Mound was erected by the people of Krakow in 1820–33. It grew from the need to manifest Polishness and honour the memory of the hero of the fight for independence. Today it commands a marvellous panorama of Krakow. In turn, the Józef Piłsudski Mound of Independence (1934–37), commemorating the founder of the Second Republic of Poland, is the largest structure of its type in Poland. In the 19th century, the Austrians included the Krakow mounds (save for the Piłsudski Mound that hadn't yet been built) in the network of fortifications comprising the Fortress of Krakow. Today, together with their surroundings, these man-made knolls are popular destinations for walks, and pedestrian and cyclist outings. On the road then!



The Krakow of saints

Whether hardly remembered or surrounded with perpetual devotion, monuments, and sanctuaries, the saints and blessed of Krakow, contribute to the city's spirituality and their lives inspire literature, theatre, and film.

These stories permeate the heart to the core: some through their deeply religious and mystical dimension, some in testimonies of tenacious work and unbound goodness, yet some also through their supernatural character (which at times may inspire one to shudder). Let us mention but a handful from among the numerous saints and blessed in whose footsteps we can visit Krakow: the line of tireless missionaries and sowers of hope and good news reaches from St Jacek (Hyacinthus) Odrowąż via St Queen Jadwiga to St Brother Albert and St John Paul II. Others did not hesitate to put their own life at stake in defence of their neighbours or values, to mention St Bishop Stanislaus of Stefanów killed on the order of King Boleslaus the Bold (Bolesław Śmiały), and Father Maximilian Kolbe murdered by the Nazis. Finally, there are mystics with St Stanisław Kazimierczyk who had visions of the Blessed Virgin, and Sister Faustina who made Krakow the world's centre of devotion to Divine Mercy.

The pilgrims arriving every year at the a Sanctuary of Divine Mercy in Łagiewniki are counted in their millions and can also visit the nearby "HAVE No Fear!!" John Paul II Centre. Karol Wojtyła, a long spell of whose life was connected to no other place but Krakow, is perfectly well remembered and venerated here. Every Pope arriving in Krakow will be encouraged with song and prayer to come up, even for a short moment, into the famous "pontifical window", and follow the tradition of dialogue initiated by John Paul II. Little wonder that visiting the city in the footsteps of the Polish Pope remains so popular: from Nowa Huta to Podgórze and Łagiewniki. An essay in finding memories of the Krakow saints means a visit to Krakow's chief churches.



The world of the Krakow nativity scene

The hobbyhorse of Krakow (Lajkonik), the Wawel Dragon, Kościuszko, John Paul II, figures in traditional Krakow and Highlander costume, and quite obviously the Bethlehem scenery of the nativity of Christ: they all lie within the miniature universe of the Krakow nativity scene. And the atmosphere intensifies from the first days of December!

This is the time of year when the competition for the most beautiful Krakow nativity scene (crib) has been held for 80 years (with a short break for the Second World War). For many months preceding the moment, Krakow craftsmen painstakingly construct structures whose height can even count in metres, and furnish them with various mechanisms and lighting. The tradition is alive, and in many cases has been passed from generation to generation: from the 19th century, when at Christmas time people went round carolling with nativity scenes, sometimes even using them for a particular theatrical play. In their form, the constructions allude to the highlights of Krakow architecture, a practice attributed to Stanisław Wyspiański himself. In 1946 the Historical Museum of Krakow (mhk) assumed patronage over the competition, and today boasts the largest collection of nativity scenes in Poland with nearly 270 items. The new works are presented around the monument to Adam Mickiewicz. The show is unforgettable: although differing in size, decoration, and degree of complexity, all the miniature wonders share the precision of the fabrication and the mastery of the artists.

Yet the competition is just the beginning. The post-competition exhibition in Krzysztofory Mansion soon follows which attracts Krakovians and tourists alike. For a number of years, the Wokół szopki / All Around the Nativity Scene project has taken the most beautiful exhibits from the collection of the mhk to the interiors and windows of restaurants and cafés in the Main Market Square, while a number of other cribs, ordered especially for the occasion from the best craftsmen, are displayed in special glass cases in the city centre. In this little world of simple yet crucial matters we find the beauty and joy of creation, so close to the Christmas-time mood.



More than just The Lady

Who was Cecilia Gallerani? Did she sit for her portrait with a weasel or an ermine? One thing is certain: the portrait of the beautiful Italian, one of few preserved Leonardos, has long been the pride and symbol of Krakow.

The pearl of the Princes Czartoryski collection, purchased by the Treasury of the State in 2016, Lady with an Ermine has a turbulent history, which covers not only repaintings of the background and numerous travels, but also the stealing of the painting by the German occupants, and later its hiding and lucky discovery (a luck that was denied Portrait of a Young Man by Raphael from the same collection that has been lost since the Second World War). Today the image of the lover of the Duke of Milan Ludovico Sforza, the most important and precious painting in Polish collections, is on display in the Main Building of the National Museum in Krakow; at least until the renovation of the Princes Czartoryski Museum has finished.

Yet Krakow museum collections go far beyond just Lady with an Ermine. A century and a half ago the Polish National Museum was incorporated in the heart of the city: the building of the Cloth Hall. To this day, an exceptional collection of Polish painting, developed while Poles had no state of their own, is housed there. Memories associated with Krakow are the domain of the Museum of Krakow and its numerous branches. An exceptional collection of tapestries, as well as royal mementos and trophies from battles, grace the Wawel collection, which also includes archaeological and multimedia presentations. Enthusiasts of contemporary art will find fulfilment on the right bank of the Vistula, in the MOCAK museum, and in Cricoteka which documents the works of the genius of the theatre: Tadeusz Kantor. The Museum of Municipal Engineering and a unique collection of aeroplanes in the Polish Aviation Museum offer plenty of surprises to devotees of technology. Moreover, once a year, even the treasuries of monasteries and churches open their doors to visitors.

DELLA FERONIERE
LEONARDO DA VINCI



The Jewish City

Dormant in the day, the narrow streets and corners of Kazimierz become populated in the evening and carry plenty of secrets and mysteries. The course of history is reflected in their names, local houses of prayer, corners, and backyards

Asking around about the central square of Kazimierz, a tourist is likely to be misled, as some of his interlocutors will consider it to be Wolnica Square with the building of the town hall (today: Museum of Ethnography). Others will guide him to Nowy (Żydowski/Jewish) Square with the characteristic round *okrągłak*, yet most will believe the tourist meant Szeroka Street featuring in the famous Schindler's List. A symbolic proof of what an equivocal place Kazimierz is, alluding any attempts at definition. Today certainly one of best-known districts of Krakow and a separate city until the early 19th century, it was never a uniformly Jewish city, as attested by the presence of – besides the synagogues – two monumental catholic churches: Corpus Christi and St Catherine's. Without doubt, however, in the following centuries the *oppidum iudaeorum* (Latin for "Jewish city") developing here from the 15th century onwards became the radiant centre of religious, intellectual, and cultural life, with its own traditions, legends, and places of prayer. The Second World War and the Holocaust interrupted the life of that community. It is a sad fact that speaking of Jewish Krakow today, we extend the notion to the area of Podgórze where the German occupant located the ghetto and the infamous Plaszów camp.

Lifting itself from ruins after the war, Kazimierz today is one of the city's hallmarks. The city-district is not only a centre of nightlife of European importance (as it happens to be advertised), as it remembers its roots, cherishing the memories of the past and looking into the future – for example, during the annual Jewish Culture Festival presenting the achievements of Jews in the diaspora all over the world.



A communist dream come true

Isn't it a paradox that the decision of the communist authorities to build the Lenin Steelworks, designed in reaction to conservative Krakow, has increased interest in the city? Why has Nowa Huta become such a favoured spot for tourists?

The launch of the steelworks, whose construction started early in the 1950s, required plenty of hands to work. That's why the centre of the Nowa Huta district, intended as the germ of a new city, was designed with such panache. Although only some elements were completed, it is considered a model of a communist planned settlement in the style of socialist realism. The design encompassed all the infrastructure needed from kindergartens and shops to cinemas and theatres. Symmetry and functionality, particular monumentalism, and an attempt to make the idea of the garden-city come true, make a great impression even today. Little, in turn, has been left of the bygone villages and communities that were ruthlessly wiped out with the construction of Nowa Huta. The Wanda Mound and the ancient Cistercian Abbey in the former village of Mogiła have survived. Only the devotion of archaeologists saved plentiful treasures hidden in the riven earth: numerous traces of bygone cultures and nomadic peoples.

Today Nowa Huta, included in the city in 1951, is an object of interest for architects and urban planners, for artists and sociologists. The Ludowy (People's) and Łaźnia Nowa theatres are active in the district, the Museum of the People's Republic of Poland recalls the hardships of life before 1989, and the district is the destination of vintage style tours, whose attractions include rides in a period bus, visits to a bar "from that time" and visits to air-raid shelters. Events organised in the post-industrial scenery of the former Rolling Mills have already earned it the status of legend. Nonetheless, Nowa Huta is no museum, open air or not: it is a living district of young people, attracting them with marvellous recreation grounds. In summer it's easy to pick a nice picnic event by the Nowohucki Reservoir or a concert in the stately aleja Róż (Rose Avenue). Krakow is only just learning to appreciate Nowa Huta!



Małopolska region



The province, located in the south of Poland, and its capital city of Krakow, is one of the most beautiful regions in Central Europe. Of all of Poland's provinces, Małopolska has the highest number of sites on the UNESCO World Heritage List, including many tourist attractions renowned worldwide.

***Małopolska - Poland in a nutshell;
a mix of its finest qualities.***

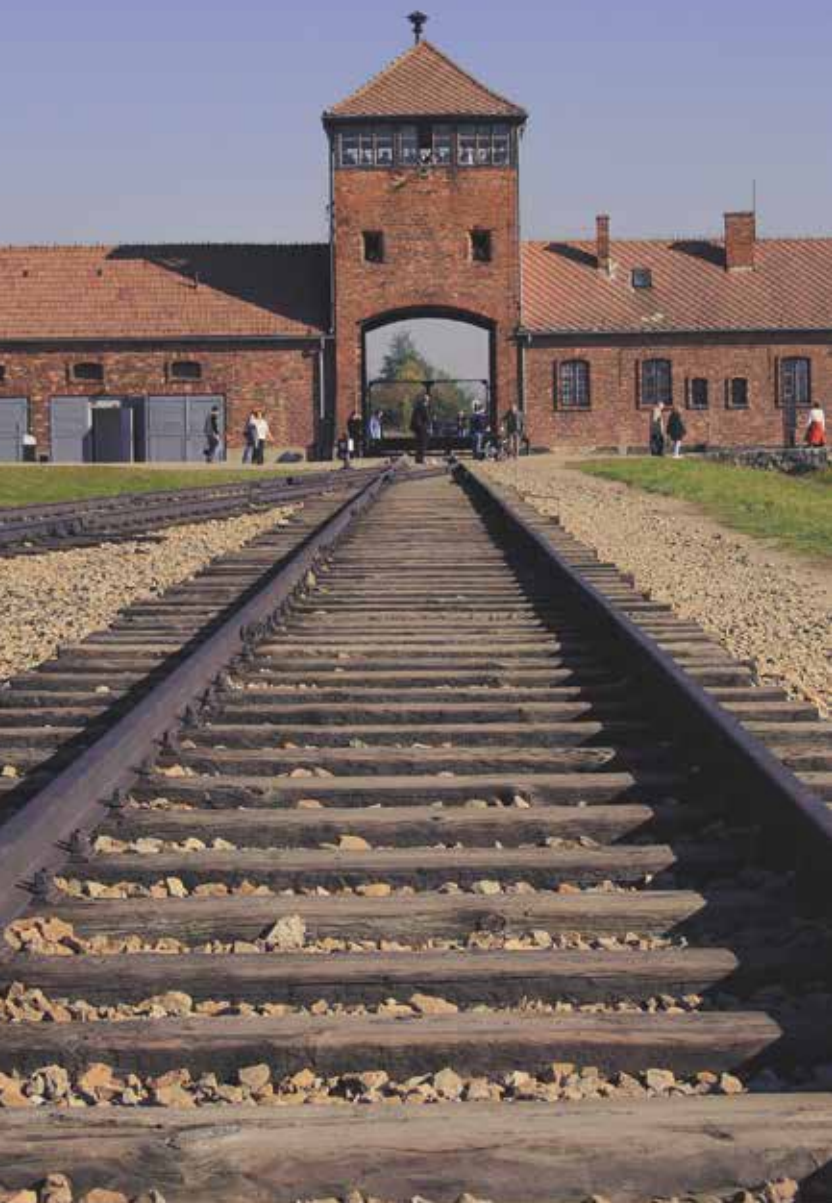
Auschwitz-Birkenau Memorial and Museum

Auschwitz, the largest Nazi German death camp, became a symbol of terror, genocide, and the Shoah to the entire world. Operating today on its premises is a museum that at the same time is a memorial of remembrance.

Oświęcim: one of the oldest Polish fortified towns, whose history spans over 800 years, entered the popular imagination primarily due to a tragic chapter in its 20th-century history. It is here that the Nazis set up the Auschwitz I concentration camp, which together with the Auschwitz II camp in Birkenau (Brzezinka) became the largest Nazi death camp. By 1945 nearly one and a half million people had been murdered here, mostly Jews from all over Europe, but also many Poles, Roma, and Russians.

Today a museum that at the same time is a memorial operates on the premises of the camps. The brick blocks standing behind the ominous gate with the motto Arbeit Macht Frei were adapted into exhibitions devoted to victims of various nationalities. Standing next to Block No. 11 is the Wall of Death where prisoners were executed. The ruins of the gas chambers and crematoria, as well as the railway ramp that led so many people on their the last journey were also left as a warning sign...

In 1979, the premises of the former Auschwitz Birkenau camp were entered on the UNESCO World Heritage List.



Kalwaria Zebrzydowska and Lanckorona

Kalwaria Zebrzydowska is one of the most important places of religious worship and centers of pilgrimage passage in Poland with approximately one million believers coming here each year.

The city is famous for the Sanctuary of the Bernardine Fathers, the history of which dates back to the seventeenth century, and for the so-called Calvary paths with a total length of 5 km along which historic chapels and stations of the cross can be encountered. The basilica, monastery buildings and Calvary paths are among the main historical landmarks of Polish architecture.

In 1999, Kalwaria Zebrzydowska was inscribed as the only Calvary path in the world on the list of the UNESCO World Cultural Heritage Sites.

When visiting the Calvary path, it is impossible to skip the nearby Lanckorona. It is one of the most charming and magical places in the Małopolska Region. It is called the city of angels, it attracts artists, painters and photographers.



Wooden Architecture Route

Two hundred and fifty-five of the most valuable and most interesting historic wooden objects constitute the Wooden Architecture Route in the Małopolska Region. Along the route, there are picturesque churches, beautiful Orthodox churches, slender belfries, old Polish courts, wooden villas and open-air museums, belonging to the most valuable historic landmarks of material folk culture.

The Wooden Architecture Route was established in 2001 upon the initiative of the Małopolska Region.

In 2003, the Wooden Churches of Southern Lesser Poland were particularly distinguished by being enlisted on UNESCO's World Cultural and Natural Heritage List. They include: the Saint Archangel Michael's Church in Binarowa, Saint Archangel Michael's Church in Dębno Podhalańskie, the Saint Leonard's Church in Lipnica Murowana and the Church of Saints Philip and James in Sękowa. In 2013, four Orthodox churches were included in the Route and were added to the UNESCO list. They were: the Saint James the Younger Apostle Church in Powroźnik, the Protection of our blessed Mother of God Church in Owczary, the Greek Catholic Orthodox church of Saint Paraskevia in Kwiaton and the Saint Michael the Archangel Orthodox church in Brunary Wyżne.

The sacral wooden architecture of the region is unique on a global scale. It is an inseparable element of the Polish landscape, and it has been preserved best in the Małopolska Region.



In the Middle Ages, it was one of the most modern and profitable enterprises in Europe. Today, it is an invaluable natural and technical monument, one of the first twelve sites in the world entered in the list of UNESCO World Heritage Sites and a popular underground tourist attraction.

As a result of mining the underground salt deposit throughout many centuries, a long network of underground galleries, leading to more than two thousand chambers, was established. Their combined volume currently amounts to over 4 million cubic metres, which is over three times greater than the volume of the Empire State Building in New York. A small part of this vast underground world with the greatest historical, natural and geological value is open to the visitors. This unique heritage carved in salt attracts millions of tourists from the most remote parts of the globe.

In the historical excavations of the Tourist Route, located at a depth of 64-135 metres below ground, you can admire, among many things, majestic carpentry structures, unique brine lakes, salt sculptures and old mining equipment, as well as salt chapels, including the most famous one – St Kinga's Chapel. When visiting the mine, you can also learn about the methods of salt deposit exploitation, mining traditions, as well as the history and geology of salt undergrounds by going on a trip along the Miners' Route. The various forms of touring the mine can be combined with other attractions, such as spending the night in salt chambers or on the surface, or a stay in the largest graduation tower in southern Poland. The mining excavations are also used for medicinal purposes. One of the greatest advantages of the mine is pollution- and allergen-free air rich in micro-elements, which fills the salt spaces. The underground treatments in the salt micro-climate are used by patients suffering from asthma, chronic obstructive pulmonary disease, recurring infections of the respiratory tract and allergies. The picturesque underground is also the perfect place to organise a training course, conference or a company meeting. The mine also hosts elegant balls, unique concerts, exhibitions and other exceptional events.



Bochnia Salt Mine

The Bochnia salt mine is the oldest place where salt was mined on Polish territory, and at the same time Europe's oldest industrial facility that has operated without interruption from the mid-13th century.

Although slightly smaller and less popular than its counterpart in Wieliczka, the Bochnia Salt Mine offers equally beautiful and interesting attractions to visitors. Former pits and corridors, salt chambers, chapels hewn from rock salt, salt sculptures, and mining tools and machines are the constituents of this surprising underground city. Tourists walk the trail on foot, although they are welcome to cover parts by train, boat or sliding down a 140-metre (460 ft) slide that connects two levels of the mine.

A special attraction of the Bochnia Salt Mine is a multimedia exhibition, which lets tourists become familiar with the history of salt mining, the hardships of miners' labour, and the history of Poland.

In 2013, the Bochnia mine together with the Saltworks Castle in Wieliczka were entered on the unesco World Heritage List. All three sites related to the history of salt mining in Małopolska now appear under the inscription's name: the Wieliczka and Bochnia Royal Salt Mines.







Practical information



ICE Kraków Congress Centre

See You at ICE Krakow!

For many years Krakow has been one of the leading cities in the meetings industry in Poland. The opening of the ICE Krakow Congress Centre in 2014 – with a total capacity of 3,200 people, has made a huge contribution to Krakow's position.

The venue is adapted to the requirements of international congress associations, meets the highest acoustic standards and provides state-of-the-art exhibition technologies. The multifunctional and attractive space, designed by the renowned architectural studio Ingarden & Ewý in collaboration with Arata Isozaki & Associates, supports the city's business functions and endorses it in on the international arena.

The centre's location in the heart of the city means Krakow has access to the finest infrastructure in Malopolska: prestigious venue, numerous hotels and restaurants, extensive commercial and service base, and of course all of Krakow's cultural events. The building's distinctive features make it an ideal location for all kinds of events, from congresses, conferences, symposiums and forums, through concerts and theatre performances to multimedia spectacles and social events.

Today, ICE Krakow is a business and cultural hub welcoming guests from around the globe, and it has already been honoured by several prizes.

The nearest public transport stop is just 50 metres from the entrance, and the venue can be reached by five tram lines and 20 bus routes. ICE Krakow is just 20 minutes from the airport and around a quarter of an hour from the main railway and bus station in the centre of Krakow.









Hotels

Radisson Blu Kraków *****

Type	Cost*	Distance to the venue
Single room	870 PLN (Approx. 200 EUR) /1 night	1500 m
Twin/Double room	835 PLN (Approx. 220 EUR) /1 night	



* breakfast and taxes included

Park Inn by Radisson ****

Type	Cost*	Distance to the venue
Single room	560 PLN (130 EUR) 1 night	90 m
Twin/Double room	600 PLN (140 EUR) 1 night	



* breakfast and taxes included

Q Plus Hotel ****

Type	Cost*	Distance to the venue
Single room	600 PLN (150 EUR) 1 night	200 m
Twin/Double room	660 PLN (165 EUR) 1 night	



Hilton Garden Inn ****

Type	Cost*	Distance to the venue
Single room	630 PLN (Approx. 145 EUR)**	650 m
Twin/Double room	670 PLN (Approx. 155 EUR)**	



* breakfast and taxes included

** for at least 3 nights stay

B&B Hotel Kraków Centrum **

Type	Cost*	Distance to the venue
Single room	286 PLN (Approx. 68 EUR) /1 night	40 m
Twin/Double room	319 PLN (Approx. 76 EUR) /1 night	



Registration

We encourage all participants to register for the 15th World Congress of the Organization of the World Heritage Cities via the official Congress website www.owhc2019krakow.org by **May 18th, 2019**

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Social media

blog: www.krakowheritage.com

FACEBOOK: <https://www.facebook.com/krakowheritage/>

TWITTER: <https://twitter.com/HeritageKrakow>

INSTAGRAM: "Patrimoine de Cracovie" ([#krakowheritage](https://www.instagram.com/krakowheritage/))

Fees

Standard participant - registration fee 450 Euro

The package includes: participation in the congress along with congress materials (including a site visit), coffee breaks, lunches, dinners, transport from/to the airport or from/to the railway station, local transport (using public transport in the city), transport from/to hotels, to/from the site of evening events, visiting the Old Town in Krakow.

Accompanying participant registration fee 100 Euro

The package includes: transport from/to the airport or from/to the railway station, local transport (use of public transport in the city), transport from/to hotels, to/from the site of evening events, dinners, visiting the Old Town in Krakow, but no access to the sessions of the Congress.

Promotional stand participant - registration fee 450 Euro

The package includes: participation in the congress with congress materials, coffee breaks, lunches, dinners, transport from/to the airport or from/to the railway station, local transport (using public transport in the city), transport from/to hotels, to/from the site of evening events, visiting the Old Town in Krakow.

Registration fee on site

Standard participant and promotional stand participant

- **500 Euro**

Accompanying participant

- **150 Euro**





Krakow Map

← Krakow Airport (15 km)

Nowa Huta →

Old City

1

7

2

3

4

Kazimierz

6

5

9

10

8






↓ Łagiewniki

Zabłocie →

“Wieliczka” Salt Mine (15 km) ↘



Find places through google map.

- 1 Sukiennice**
Rynek Główny 1/3
31-042 Krakow 
- 2 Town Hall**
pl. Wszystkich Św. 3-4
31-004 Krakow 
- 3 Archeological Museum
Gardens**
Senacka 3
31-002 Krakow 
- 4 Wawel Royal Castle**
Wawel 5
31-001 Krakow 
- 5 ICE Kraków
Congress Centre**
ul. M. Konopnickiej 17
30-302 Krakow 

Hotels

- 6 Park Inn by Radisson**
- 7 Radisson Blu Kraków**
- 8 Hilton Garden Inn**
- 9 Q Plus Hotel**
- 10 B&B Hotel Kraków Centrum**





Photographs

Przemysław Czaja	p. 2, 12-13, 95
OWHC	p. 9
Wiesław Majka	p. 5, 58-59, 97
Anna Kaczmarz	p. 63
Robert Sluszniaik	p. 65, 74-75
Wojciech Wandzel	p. 66-67, 73, 118-119, 120-121
Tom Rollauer	p. 22-23, 89
Paweł Krzan	p. 54-55, 80-81
Artur Żyrkowski	p. 85
Łukasz Cioch LCMedia.pl	p. 83, 87, 130
Paweł Krawczyk	p. 91
Ryszard Tatomir	p. 109, 112-113
Radosław Kowal	p. 134-135
Leonardo da Vinci – The Lady with an Ermine Inv. No MNK-MKCZ XII-209	p. 93
Archives MOT	p. 103, 105, 107, 111

Design

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