



Narodowy
Instytut
Dziedzictwa

A TASTE FOR NEW LIFE

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Experiment: participants were given a crime report in a fictional city. The data was the same, but some of the respondents got a report that started with a sentence:

A crime virus has infected the city

And others got:

The beast of crime ravages our city

Results? Radically different ideas for solutions: first group concentrated on punishment, the other one on prevention.



Marcin Napiórkowski, *To fix the future. Why do we need better stories to save the world*, 2022



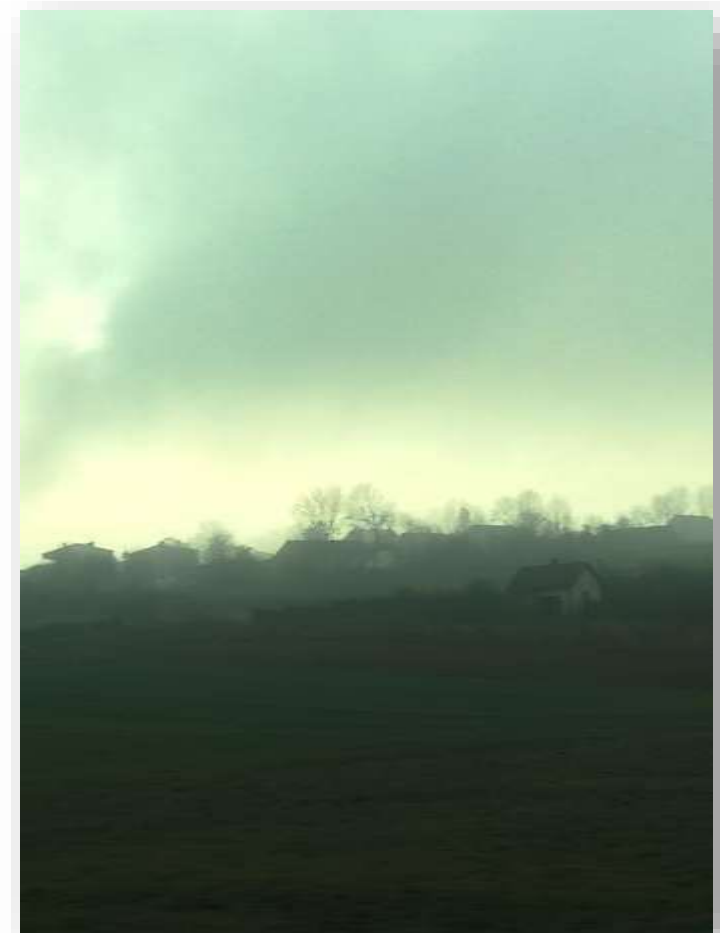
Raising awareness can scare people

-> it's psychologically easier to believe denial narratives/ put back in time any limitations or restrictions.

-> Solution? Search for positive aspects of actions that mitigate climate change effects.

-> Crucial aspect of heritage:

1. potential for social capital increase – decisiveness and responsibility
2. Potential for local entrepreneurship (social and economic)



Air pollution in winter Poland. Photo: author



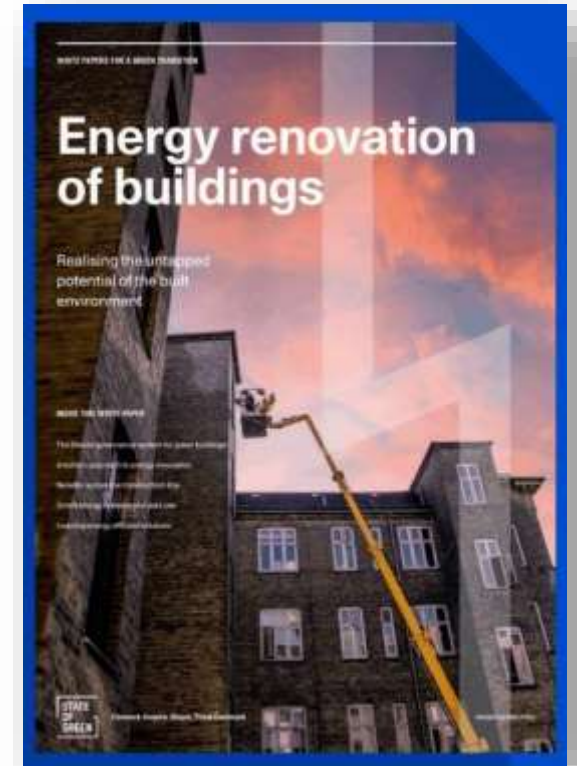
Example for **Baltic Region**: Some future scenarios show increase of temperatures of ca 3-4 degrees by the end of the century.

Buildings: almost 40% of global energy consumption – so it is a key priority for countries to reduce CO2 emissions.

If we succeed 85-95% of the European building stock that will exist in 2050 has already been built*.

But what else can we do? Some ideas are: promotion of sustainable production and of low-emission and climate resilient development.

And what narratives can we use?



**Danish White Paper on Energy renovation of buildings:*

https://ens.dk/sites/ens.dk/files/Globalcooperation/final_web_sog_wp_energyefficiencyinbuildings_210x297_v06_web.pdf



- Typical wooden architecture of Roztocze region but one of not many preserved as a whole layout (XVIII/XIX)
- Inscribed in monuments register
- Wooden building added to host a tavern

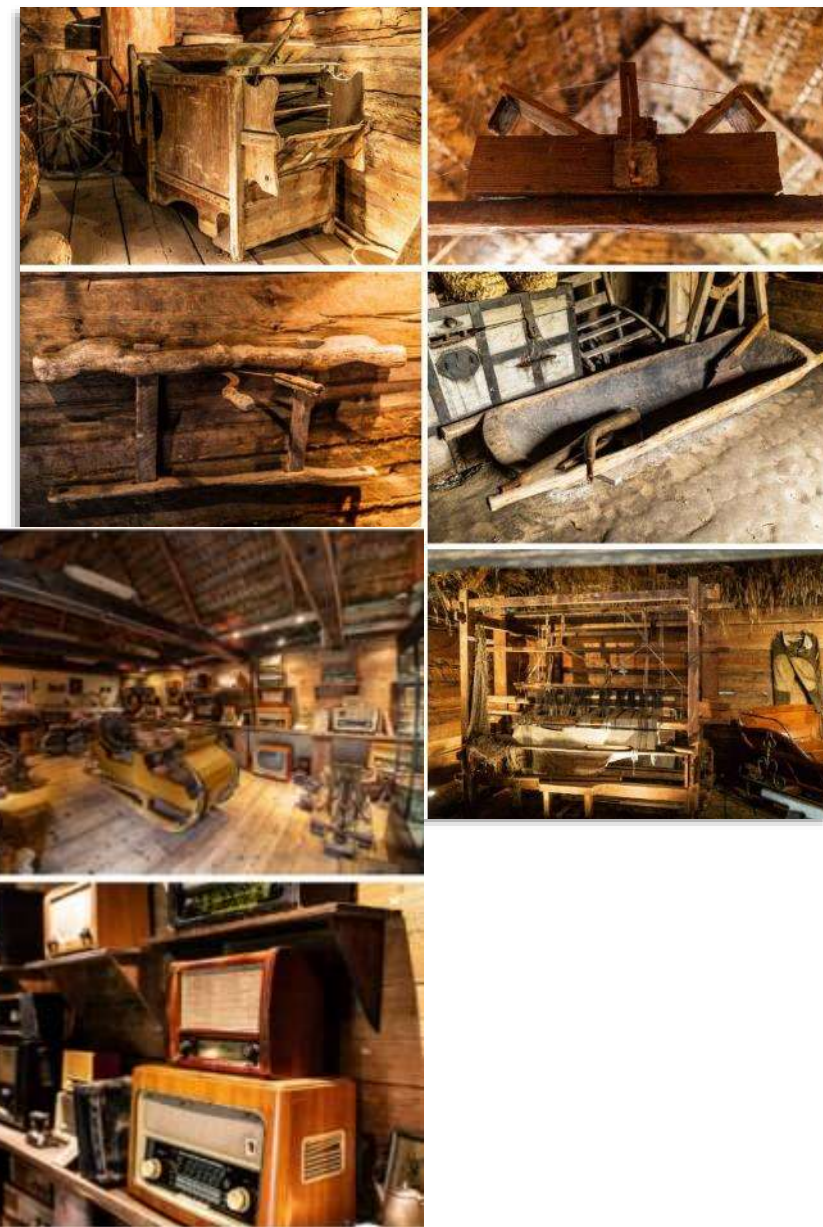


Photos: screenshots from the Guciów Farm website:
<https://guciov.pl/>



Not just a tavern:

- seasonal and local products **from local producers**, traditional menu of the region
- incentives/ narratives linked with local identity
- open air museum (ethography and local nature)
- regional products/ souvenirs shop (networking)
- lodging, sauna
- museum of meteorites, dinosaurs' traces, fossils (Polish Meteorite Society) **from the region**
- Polish Folklore Society field office (education activities, concerts, weaving workshops...)
- incentives: butter making, flatbread making, pottery making, local music dance parties
- sightseeing in horse wagons,...





Over 30 years of herbal production with development of several education narratives

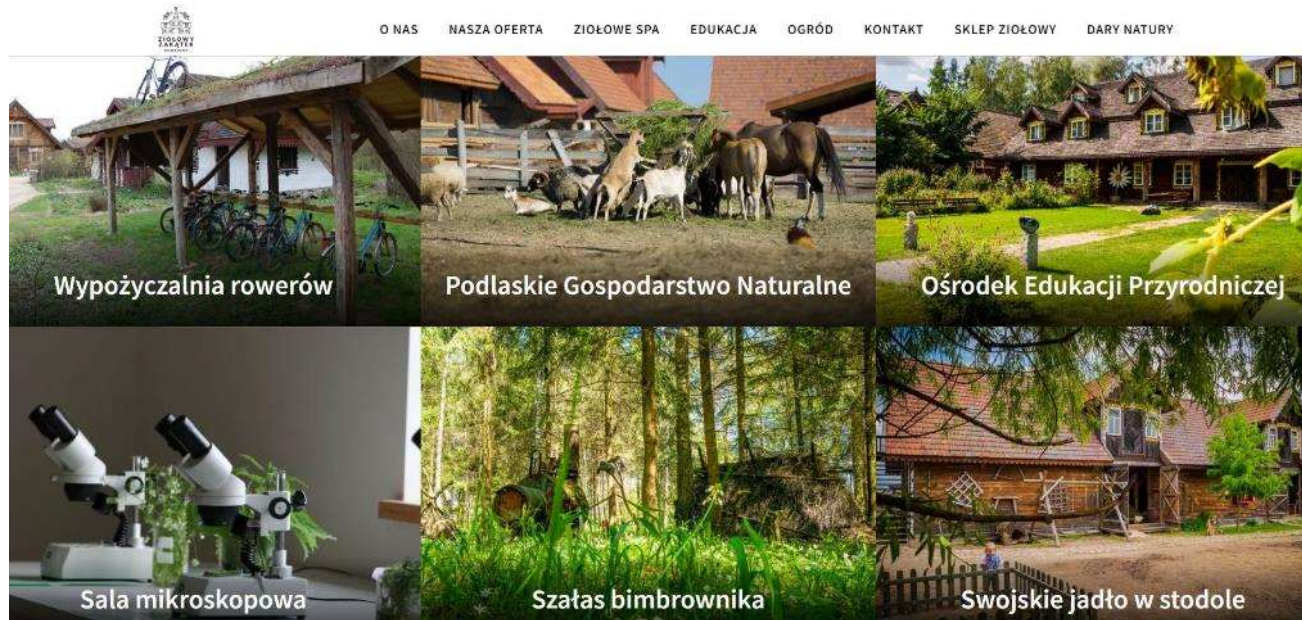
- Polish Herbal Garden (botanical garden status)
- Old wooden farm and other buildings (some relocated). New structures built with traditional techniques (when applicable)
- Nature education centre
- **Consistent offer**





- Herbal shop (also online), with a significant amount of herbs, mixtures, vinegars, soup mixtures, eco flours, oils, infusions...
- Accommodation (huts, houses, tree house, dormitories,...)
- Cuisine (local food restaurant, simple country food barn, rose house with sweet rose menu)
- **Eco vegetable garden and natural animal farm**
- Orangerie (exotic herbs & aromatic plants)
- Open herbal library (also old prints)

- Herbiary (herbal workshops), laboratory.
- **Education programme:** environmental protection, ecology, plant anatomy and physiology, pond and forest ecology, utility plants, revalorisation of herbal knowledge, typical for the region but gradually being forgotten
- Herbal spa
- Others: pottery workshops, moonshine maker hut, fireplace, pool, view point, playground, witch hut, bicycle rent –to wander around the Garden and in the nearby forests





EXAMPLE – THE ASSOCIATION FOR THE PRESERVATION OF HERITAGE “PAPER MILL”

Preserving cultural and natural heritage through education and awareness raising.

Centred around the restoration of

- an XVIII paper mill complex in Barlinek (flour mill since XIX abandoned in XX) - now science & education centre
- an early 18th-century half-timbered manor house and park in Niepołcko.

Activities:

- Carpenter traditional techniques workshops – **volunteers work on restoration site**
- Miller profession workshops, flour making, education package for kids (illustrated 3 languages mill vocabulary, lesson scenarios...)
- Local cultural landscape education – walks, EHD, local Volunteers training, intercultural meetings- bringing different communities closer together by getting to know each other's culture, science and practice of everyday life





Silesia – coalmining and steel mills region in Poland.

Associations people had with Silesia for decades: dirt, cough, heavy work, all the traps of a heavy industry development in communist Poland.

But there was a **strong set of potentials**:

- Very vivid local culture, silesian and immigrant
- Common cultural codes – work ethos, language, regional identity, household items manufacturing well rooted



Google maps streetview of the Katowice steel mill



The highest coalmining waste heap in Europe.

Photo: Tadeáš Bednarz, Heap in Rydułtowy (Szarlota), Wodzisław County, Silesian Voivodeship, Poland; [CC BY-SA 4.0](https://creativecommons.org/licenses/by-sa/4.0/);

<https://tiny.pl/wp4f>



Logo of the „Silesian Tastes” culinary route

Some impulses:

- Generation Y: active, travelling, with Internet as a source of meeting the world, confident, wants more than parents
- Community movement against demolition of Katowice train station (brutalist architecture)
- Katowice city apply for European Capital of Culture
- Development plan of a former Coalmine Katowice and the city centre. Postindustrial area: new Silesian Museum, new seat of The Polish National Radio Symphony Orchestra and International Congress Centre
- Active development of Zabrze Museum of Coalmining (local government)
- Revitalisation programs of postindustrial zones (multifunctional areas)
- Private entrepreneurship
- Design clusters development
- UNESCO in Tarnowskie Góry silver mine, Monuments of History presidential status for Nikiszowiec mining settlement
- Authorities support
- Development of the Route of Industrial Heritage, Industriada Festival, Silesian Flavours Culinary Route



Katowice. The new seat of the Silesian Museum (before opening).
Photo: Marek Mróz, CC BY-SA 4.0; <https://tiny.pl/wpf4t>



Screenshot from the Industriada website



Results:

- Postindustrial zones transformed into multifunctional centers – local activities, entrepreneurship, intangible heritage interpretation
- Local cuisine and craftsmanship strong support – and creative interpretation
- Strong support and development of new, grassroots and municipal activities
- Youth identifies and actively use heritage and transforms it.
- Local producers, craft food - trendy and in bloom – **quality products with strong local identity and authenticity**
- Rayonning on other regions
- Change of Silesia perception: a vibrant region, strong creative industry



ABCYBILDER "BAJTEL W AUCIE"

6 zł

KSIONŻKA MAŁY PRINC

35 zł



SZEKULADA RUBINOWO Z JAGÓDKAMI

KUBEK KARLUS

35 zł



Photos: screenshots from the Gryfnie shop online, <https://gryfnie.com/sklep/>



Jeżech ston #18 - Chop w kuchni

Z Klaudiuszem Kaufmannem, rozprawiomy to aktorwie, kludzyniu zajty „Chop w kuchni”, ślonskij godce i inkszy tymatach!



Jeżech ston #16 - Ogrody Jureccy

Ogrody Jureccy to familijno firma architektoniczno, kiero rychtuje zegródki i niy ino! Terozki mieli idyjo coby porozwyszac tabliczki we ślonskij godce!



Jeżech ston #17 - Magda Górkiewicz

Z Magdom Górkiewicz, aktorkom i sprzedawczkom we katowickim gyszefcie Gryfnie, rozprawiomy to tyjatrze, ślonskij godce i inkszy tymatach!



Jeżech ston #15 - Ewelina Wojtak

Z Ewelinom Wojtak, artystkom kabaretowom, aktorkom i ratowniczkom medycznom, rozprawiomy to ślonskij godce i inkszy tymatach!



POPULARNE

ŻYCZENIA

FILMY PO ŚLONSKU

CIUL

FRELKA

MIGLANC

HASIOK

GRUBA

MIARY I WOGI

PO ŚLONSKU



PO ŚLONSKU

Dbomy to ślonski marki!

Fajno sprawa powiywm Wom, wspityrac ślonski marki, kiere momy w naszych miastach. Teroz je czas, w kierym niywielea brakuje coby przestały fungować, każdy to przeca wly.

WARZYNI



WARZYNI

Swojski buchty

Tyn, kierego bawila starka w doma zawdy zno smak prawdziwych buchtów. Som jeszcze buchty, kiere sie pamiymto z przedszkola. Ale to niy było to samo, co wyrobiane w doma przez stareczka i z wielkigo przonio.



WARZYNI

Karminadle

Je u nos takie jodto kiere niy mo yno jednygo miana: kabinadel, karminadel abo jeszcze inakszy? Jakby go niy mianować to nojlepijy smakuje na Ślonsku!



WARZYNI

BraterIngi

Som taki harynk, kierym niy poradzi zodyn inkszy słyż. Godom to braterIngach czyli śledziach zielonych w zalewie octowej. Jejich smak bydzie radowol każdy hyrtor!



WARZYNI



WARZYNI



WARZYNI

Photos: screenshots from the Gryfnie website, presenting regional history, culture, people, crafts, entrepreneurs, cultural events and others:
<https://gryfnie.com/>



1. Regional agriculture products, cuisine, crafts – bond around local identity
2. Their attractiveness potential is being activated in many creative ways
3. Postindustrial areas and buildings are one more way for connection of the future with the past, can be easily implemented into the local stories, and have potential for adaptation to new functions
4. **Narratives do not strongly emphasise climate, rather family/ local roots, nature, freshness, health, landscape**
5. They can be connected to creative industries, and so appeal to younger generations. Climate is important for them, but attractiveness increase their real interest, not only declarations



Vintage waffle maker still in use for tourists in the Coalminers' Village – thematic village reviving forgotten local history – brown coal mine, furthest north in Poland. Photo: author



6. Successful narratives are not focused on one topic, like history nor a specific craft, nor food. They present a wide range of connected stories, subjects
7. Food production, cuisine and crafts are based on local production, often seasonal, so they:
 - ✓ strongly decrease a chain of supply
 - ✓ support local cooperation
 - ✓ support practical understanding for sustainable production (as it brings income)
 - ✓ create jobs
 - ✓ decrease depopulation of towns/villages (increase their attractiveness)



Dining in historic coal mine in Zabrze. Photo: author



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THANK YOU!

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