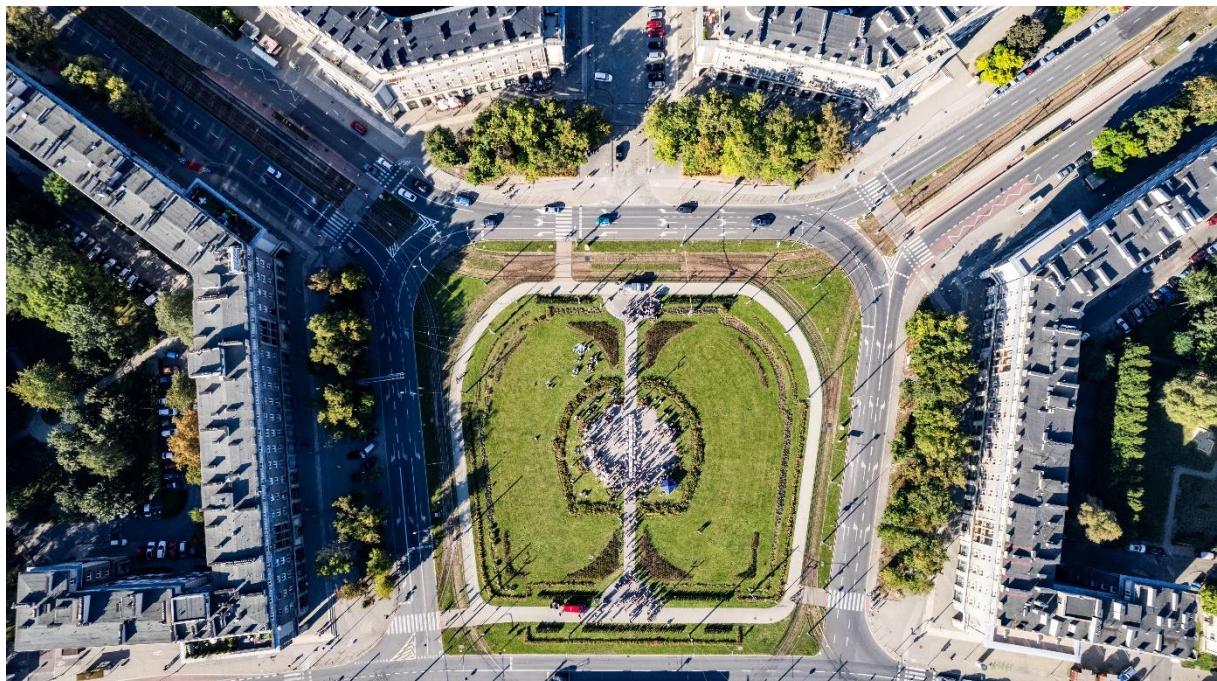


# ARCHETHICS

| 1

## Sustainable management of Krakow's dissonant heritage in the instance of Nowa Huta - ARCHETHICS Integrated Action Plan



Krakow 2025

## TABLE OF CONTENTS

Introduction.....	5
Section 1: Context, needs and vision .....	7
1.1. Introduction and presentation of the project.....	7
1.1.1 Nowa Huta – a misinterpreted space (dissonant heritage of Nowa Huta).....	10
1.2. Basic statistics .....	12
1.3. Relevant local policies, strategies and programmes.....	14
1.3.1. Krakow Development Strategy. This is Where I Want to Live. Krakow 2030 .....	14
1.3.2. Local Spatial Development Plans.....	15
1.3.3. Protection of urban and architectural heritage.....	15
1.3.4. Municipal Revitalisation Programme for the City of Krakow.....	16
1.3.5. Sustainable tourism policy for Krakow from 2021 to 2028.....	17
1.3.6. Natura 2000 network.....	18
1.3.7. Historic Monument .....	18
1.3.8 Resolution for the 70th anniversary of Nowa Huta .....	19
1.3.9. Landscape Resolution.....	19
1.3.10. Nowa Huta on the ATRIUM Cultural Route .....	19
1.3.11. Support for the renovation of historic buildings.....	22
1.3.12. Krakow City Information System .....	23
1.3.13. Measures to maintain and create attractive (green) public spaces .....	23
1.3.14. Compensation measures for the construction of an eco-combustion plant.....	24
1.3.15. FEMACT – Cities (URBACT IV Programme).....	24
1.3.16. Unlock .....	25
1.3.17. New Towns   New Narratives .....	25
1.3.18. PACESETTERS .....	26
1.3.19 International context.....	26
1.4. Identification of the problem .....	27
1.4.1. Changing the image of Nowa Huta .....	27
1.4.2. Changing the approach to the dissonant heritage of Nowa Huta.....	27
1.4.3. Changing the image of Nowa Huta, removing the stigma of the "dark legend" .....	27
1.4.4. SWOT: Strengths, Weaknesses, Opportunities and Threats .....	28
1.5. Local stakeholders involved in the project .....	30
1.5.1. Map of the ULG stakeholders.....	30
1.6. Vision .....	41
1.7 Main integration challenges .....	42

1.8. How your testing activities contributed to the development of the IAP .....	44
1.8.1. Open-air embroidery meetings – July 2024 and July 2025 .....	44
1.8.2. Diamond Anniversary of Nowa Huta – 22 September 2024.....	45
1.8.3. Exhibition on the history of Nowa Huta.....	47
SECTION 2 Overall logic and integrated approach – General perspective and integrated approach .....	49
2.1. Strategic objectives (CS) .....	49
2.2. Summary of the public survey on the Central Square.....	57
2.2.1. Plac Centralny as an emotional space .....	58
2.2.2. Identity and a proud local narrative .....	58
2.2.3. Social ties and community.....	59
2.2.4. Satisfaction and needs of residents .....	59
2.2.5. The square as the foundation of the future .....	59
2.2.6. Plac Centralny - from a place of memory to a space of the future. Scenarios. ....	59
2.2.7. Development scenarios: the square as a living organism .....	61
2.3. Space for intervention .....	62
2.4. Shares.....	64
Section 3 Action planning details .....	66
Action 3.1. Let the Square regain its former glory!.....	66
Action 3.2. Nature Contact Zone (part of the Central Promenade from the side of the Nowa Huta Meadows) .....	67
Action 3.3. – Cultural events zone (cyclical) – at the Central Square and within the bounds of the "Central Promenade" .....	68
Action 3.4. Zone of slow relaxation .....	70
Action 3.5. Physical activity zone .....	71
Action 3.6. Small food court .....	72
Section 4 Implementation framework.....	74
4.1. Leading authority .....	74
4.2. Local Action Group (ULG) .....	74
4.3. Allocation of resources .....	74
4.4. Implementation schedule .....	75
4.5. Risks .....	75
4.6. Coordination tools and mechanisms .....	76
4.7. Summary.....	76



The Integrated Action Plan (IAP) is the result of a project under the name of Sustainable management of Krakow's dissonant heritage in the instance of Nowa Huta – ARCHETHICS, implemented by the Krakow City Council as part of the EU URBACT IV programme from 2023 to 2025.

It was developed by the Project Team consisting of:

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in cooperation with:

- Members of the Local Action Group (ULG)
- Roman Marcinek – third-party expert
- Dr hab. Jacek Gądecki – coordinator of the public opinion survey on the Central Square

Translation Łukasz Hibner and Matthew Dundon

## Introduction

In 2022, the Krakow City Council adopted a resolution designating areas to be subject to revitalisation, in other words socio-economic activities aimed at improving living, accommodation and working conditions in a specific area<sup>1</sup>. The revitalisation area was divided into three sub-areas: **"Old" Nowa Huta**, Kazimierz-Stradom and Grzegórzki-Wesoła, which will be described in detail in the Municipal Revitalisation Programme of the City of Krakow; this programme is currently being prepared. This document is developed by the Krakow City Council in cooperation with a wide range of stakeholders: residents, entrepreneurs, non-governmental organisations, institutions and all those who are connected with the revitalisation area and care about improving the living conditions in their immediate vicinity. These activities for the "Old" Nowa Huta sub-area are supported by the Integrated Action Plan, which describes the tools and mechanisms aimed at protecting and promoting problematic (dissonant) heritage.

As part of the planned activities, a campaign was conducted among the local community (SSA) to raise awareness among the residents of the value of Nowa Huta's heritage and its sustainable use<sup>2</sup>. The location of the action was the Central Square, which is a landmark of the district named after Ronald Reagan. A key part of the event was the integration and cooperation with the local community, activists, cultural institutions and authorities of the city.

The Integrated Action Plan draws on the experience of the cities of the ARCHETHICS project participating in the Action Planning Networks, which identify local activities to be undertaken in response to challenges of the sustainable development of urban areas. One of the assumptions is that the implementation of the ARCHETHICS project will allow the acquisition of knowledge and exchange of experience to support Krakow's work in activating the local community for dissonant heritage activities.

As it participates in the project, the Municipality of Krakow focuses on changing the perception of the heritage values of Nowa Huta. The project has created an opportunity to disseminate knowledge, protect and promote the heritage of the district, at the same time supporting the local development of the city. A key outcome of the project is the Integrated Action Plan; it contains Europe-wide recommended tools and mechanisms for

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<sup>1</sup> The Municipal Revitalisation Programme for the City of Krakow is in development; its main part will be a list of planned revitalisation projects and characteristics of other admissible projects.

<sup>2</sup> Integrated sustainable development is an approach to urban development that addresses economic, environmental and social (sustainable) challenges and objectives on the basis of coherence and complementarity of various policies, sectors, stakeholders and decision-making (integrated) levels.

protecting and promoting dissonant heritage<sup>3</sup>, based on the exchange of experience among the project partners. More broadly speaking, it will be possible to use the plan for strategic planning as related to the preservation of the architectural legacy of the totalitarian regimes of 20th century Europe.



*Fig. 1 Nowa Huta within the boundaries of the urban layout entry in the register of historic monuments*

*Source: Urban Spatial Information System*

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<sup>3</sup>The term "dissonant heritage" encompasses those elements of architectural and cultural heritage that evoke inconvenient memories, often associated with conflicts, wars, totalitarian regimes or contentious borders.

## Section 1: Context, needs and vision

**IAP** the Integrated Action Plan is drawn up during each URBACT programme, through a participatory and transnational process. It is a tool which can be used to adequately respond to a political challenge; each IAP is unique in terms of a local context, theme and coverage. There is no predefined model and each IAP is an important achievement in itself. It must guarantee an integrated approach, addressing the different dimensions of the problem (social, economic, physical and environmental); uses transnational networks for the exchange of knowledge; it is the result of a participatory process developed with the stakeholders involved in the URBACT Local Group.

### 1.1. Introduction and presentation of the project



Fig. 2 Krakow poster for the ARCHETHICS Project

The ARCHETHICS network brings together a total of eight European cities that share the presence of heritage linked to a complex and controversial historical past (totalitarian regimes, contentious borders, etc): Cesena (Italy) leader city of the project, Vila Nova de Cerveira (Portugal), Krakow and Gdańsk (Poland), Betera (Spain), Permet (Albania), Leipzig (Germany) and Kazanlyk (Bulgaria). The project expert on behalf of URBACT is Ileana Toscano.

The Krakow City Council is implementing a project under the name of Sustainable management of Krakow's dissonant heritage in the instance of Nowa Huta – ARCHETHICS as part of the EU URBACT IV. The project is part of the European Territorial Cooperation, supporting cities through transnational exchanges and learning to promote integrated, sustainable urban development in Europe. The project is co-financed (80%) by the European Regional Development Fund for the period from 2021 to 2027. The value of the entire project is EUR 848,955.32.



Fig. 3 Network of the partner cities as part of the ARCHETHICS project

Source: Project materia

Establishing international cooperation with cities with dissonant heritage is an opportunity to share experiences of a new perspective on the value of Nowa Huta's unique architecture, urban layout and history. Such activities also serve to educate and encourage the local community to take initiatives in order to preserve the heritage of their district.

The main aim of the project is to share experiences and coordinate planning activities for the dissemination of knowledge, the protection and promotion of the district's dissonant heritage and the search for tools to foster local urban development.

The international name of the project is: ARCHETHICS Dissonant European heritage as labs of democracy People – Architecture – History – Ethics.

The turbulent history of twentieth-century Europe has created a legacy that is sometimes controversial and complex due to the association with and impact of totalitarian regimes or contentious borders. Such heritage is called "dissonant" (it is also referred to as problematic or difficult heritage) referring to the problematic relationship between material elements such as architecture, monuments, public spaces and historical and political values represented by these elements. As this concept has been defined relatively recently, it is susceptible to almost any manipulation and scaling according to current trends in heritage conservation and perceptions of the past. Most frequently, at least in Europe, this type of heritage is considered to be remnants of the totalitarianisms of the 20th century (Nazism, Communism, Fascism).

In the context of ARCHETHICS, dissonant heritage refers to architectural and cultural heritage that evokes negative memories related to war, post-war repressions, political propaganda of totalitarian regimes or the new borders affecting the European societies, connecting material elements (for instance architecture) to the historical, political context and values that created such borders in the past. Dissonant heritage studied by ARCHETHICS is often abandoned, forgotten and unacknowledged by the community. For this reason, the project proposes a multi-perspective approach to reading history, collecting memories and undertaking participatory initiatives to manage dissonant heritage.

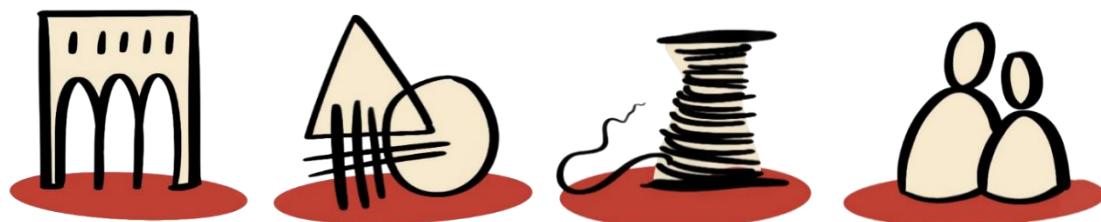
**Architecture, People, History and Ethics:** these are the four dimensions of the project designed to facilitate an understanding of the multidimensional past and the potential to discover new interpretations in the future. The task is to activate urban community laboratories in order to transform this heritage, consisting of formerly abandoned spaces, into places for residents and visitors to share knowledge and arrive at a multi-perspective understanding of the past and new visions of the future.

**The dimension of Architecture** represents material heritage, objects, monuments and buildings erected in the past as a propaganda tool of the totalitarian regimes to develop consensus, control people or as military protection of contentious borders.

**The dimension of People/Society** focuses on the importance of including all entities in the debate on problematic heritage, be they residents or tourists, the younger generation or the elderly, experts or ordinary people, women or men.

**The dimension of History** represents the sensitive relationship between public/institutional memory and individual memory. By using history, the ARCHETHICS network analyses inconvenient memories, stigma, fake news and tacit facts hidden in dissonant heritage.

**The dimension of Ethics** means recognising the shared positive values that the local community intends to attribute to dissonant heritage. A critical interpretation and acknowledgement of dissonance in cultural heritage can lead to establishing a common positive background.



*Fig. 4 Visual identity showing the four dimensions (components) of the ARCHETHICS project*

The European dimension of the programme includes the exchange of good practices to

address common challenges<sup>4</sup> through the following:

- Increased awareness of the value and potential of dissonant heritage, especially in small and far-flung towns and regions;
- Identification and enhancement of the social, educational and economic values of dissonant historical heritage by integrating it into urban and regional development and sustainable tourism concepts, therefore linking local and regional heritage elements and opening up further opportunities for its preservation;
- Contribution to education and democracy-building by teaching and passing on to future generations a critical approach to culture, history and politics, and by extension avoiding biased misinterpretations and false revisions of real history;
- Identification of proper funding sources to unlock the socio-economic potential of dissonant heritage for local communities.

## Local dimension

The main area of operation is the Central Square in Nowa Huta. The aim is to activate this area of the city and restore it as a district centre for the residents.

As part of the project, a working group (ULG – Urbact Local Group) was established in accordance with the URBACT methodology, which group consists of representatives of the local residents, activists, city and district authorities and cultural institutions. The Group's task is to support the ongoing activities related to the implementation of the project.

### 1.1.1 Nowa Huta – a misinterpreted space (dissonant heritage of Nowa Huta)

In 2022, Krakow joined the project as a partner and proposed this industrial district, built after 1948. The construction of Nowa Huta is part of a sequence, from ancient concepts, through the ideals of the Renaissance, the social utopias of the 19th century socialists, to the totalitarian concepts of the 20th century. Simultaneously, it documents the human tendency to strive for utopia – from the ideal in urban terms, to the model society.

Nowa Huta is an example of a reference to large-scale urban development in Central Europe of the late 1940s and early 1950s. Both on an urban scale and on a scale of respective implementations, the district refers to the composition of modern, ideal industrial cities; however, it differs from similar implementations in the countries of what was referred to as the People's Democracy (Magnitogorsk, Eisenhüttenstadt, Ostrava-Poruba, Dmитровград) in its processing of historical forms, taking into account the national tradition and the experience of Western European historical construction.

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<sup>4</sup> The ARCHETHICS project has contributed to the initiation and intensive cooperation among the partner cities to explore and reinforce the importance of dissonant heritage as a laboratory for democracy and collective memory.

Designed as a separate city, today Nowa Huta, as a north-eastern district of Krakow, has become a sign of the civilisational changes taking place not as a result of natural human activity, but at the request of the authorities, pursuing a utopian-totalitarian vision of industrialisation. The name of the district – "socialist city" – stuck, but this is a simplistic and ahistorical view, reducing seven thousand years of history to seventy-five years of an industrial centre housing estate.

Nowa Huta absorbed and assimilated the space of the villages near Krakow, villages which were established a long time ago. The settlement tradition here dates back to the early Neolithic period. From the 13th to the 19th century, the area of modern-day Nowa Huta was used for agriculture. Nowa Huta has within its borders heritage treasures of European importance – the 13th century Cistercian Abbey in Mogiła, the 15th century wooden church of St Bartholomew or the Celtic mound of Wanda from the 6th to 7th century AD. Modernity intruded these areas in the second half of the 19th century, which is when these areas became part of the Krakow Fortress. Further down the road, that is between 1937 and 1938, the Polish Tobacco Monopoly facility was built in Czyżyny. The episode as an industrial city was brief but decisive. In multiple ways, the construction of Nowa Huta forever changed the area where the district was established, but it also transformed neighbouring Krakow. Would Krakow be a metropolis without Nowa Huta? Rather not, more like an academic medium-sized city. Nowa Huta lent the old city new strength and, even if its establishment was initially fraught with difficulty, the effect has been excellent.

After the Second World War, the propagandists of the communist government considered forced industrialisation to be synonymous with prosperity and modernity. In part, the desire to rebuild the country at a fast rate was strong, but the Cold War rivalry imposed by Moscow prevailed. Nowa Huta became synonymous with civilisational change effected not as a result of people's grass-roots activity but at the request of the authorities, which pursued a totalitarian vision of industrialisation.

Within 10 years, a modern city was established; its construction was a revolutionary undertaking due to the scale of the project, its complexity and innovative ways of implementation. The idea of a city of "working people," where space was determined by the needs of the inhabitants and not the price of plots of land, excited politicians, writers and architects. The land for the development was indeed cheap, as the authorities claiming to be a people's government took it away from as many as four thousand peasants.

The establishment of Nowa Huta, both the city and the steelworks industrial complex, is a testimony to Polish technical, architectural and landscaping thought. Nowa Huta, although its implementation remains unfinished; multiple buildings envisioned as part of the district were not erected. Originally intended to be an "ideal" city, it is an organism

in its own right and functionally self-sufficient in theory. It consists of autonomous micro urban units (housing estates), implementing the Anglo-Saxon concept of what is referred to as the neighbourhood unit, first applied in the 1920s in New York.

Thousands of immigrants arrived at the construction site. Coming from different regions of Poland, these young people, often illiterate, left their villages "to enjoy freedom." They had money, but lacked direction in life. Therefore crime, prostitution and alcoholism plagued Nowa Huta. On the other hand, there were those who strived for more and they were given opportunities – from literacy, apprenticeships and permanent jobs to opportunities for social advancement. They frequently became advocates of the new system; be that as it may, this was not specific to Nowa Huta. A watershed moment came with the visit of John Paul II on 9 June 1979 to the Cistercian Abbey in Mogiła. The freedom ethos was revived as people joined the Solidarity trade union movement in droves less than a year and a half later. After the capitalist transformation, Nowa Huta found itself "on the fringes."

## 1.2. Basic statistics

Nowa Huta, formally District XVIII Nowa Huta, is Krakow's largest district in terms of area; it covers 65.41 sq. km and is located in the north-eastern part of Krakow, on the left bank of the Vistula River. District XVIII Nowa Huta borders such districts as XIII Podgórze, XIV Czyżyny, XVI Bieńczyce and XVIII Wzgórze Krzesławickie; it also borders the town and municipality of Niepołomice, the town and municipality of Wieliczka, the municipality of Igołomia-Wawrzeńczyce, the municipality of Koniusza and the municipality of Kocmyrzów-Luborzyca. The District is home to almost 46,000 registered (permanent) residents, of whom approximately 54% are women.

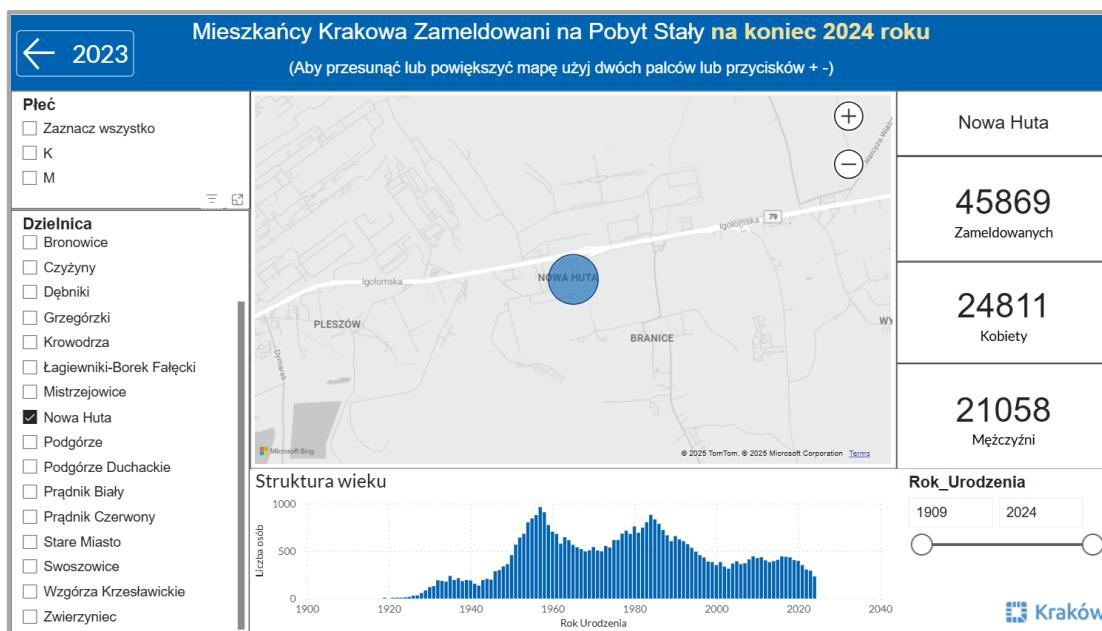


Fig. 5 Residents of District XVIII Nowa Huta

Source: [opendata.um.krakow.pl](http://opendata.um.krakow.pl)

A particular area of activity as part of the ARCHETHICS project is the Central Square, named after Ronald Reagan and its immediate surroundings; according to the vision developed jointly with the Local Action Group, it was meant to be transformed into a "Central Promenade" in the future, with the promenade being a recreational and leisure route linking the City Hall Park, Aleja Róż, Central Square, Nowa Huta Builders' Square and Nowa Huta Meadows. This area covers a space of 0.34 km<sup>2</sup> (0.5% of the area of District XVIII Nowa Huta) and has approximately 6,000 registered residents (permanent and temporary).



Fig. 6 "Central Promenade" and surroundings

## 1.3 Relevant local policies, strategies and programmes

### 1.3.1 Krakow Development Strategy. This is Where I Want to Live. Krakow 2030<sup>5</sup>

In its strategy<sup>6</sup> which was adopted in 2018, the city defines Nowa Huta as the second, equal hub of Krakow's development – "a city within a city"; by 2030, it is expected to take the pressure off the historic centre and become a centre of economic, social and cultural life. The document emphasises that this post-war district, preserving its unique urban structure, must not be treated as a bedroom community, but as a space which offers its own jobs, service facilities and attractive leisure activities.

The strategy identifies the need for the in-depth revitalisation of both the historic centre of the district with the Central Square and adjacent neighbourhoods and the extensive post-industrial areas of the industrial complex. The "Nowa Huta of the future" project, comprised by the city's strategic objectives, is to become the main tool for this transformation, as it combines a plan for the recreational development of Przylasek Rusiecki and the creation of economic and logistical zones in the area of the former steelworks industrial complex.

It is the intention of the city authorities for new areas of technological innovation and entrepreneurship to be established here, in support of the development of a modern economy.

The strategy emphasises the role of the district as a medium of cultural heritage and collective identity: from the urban layout to the network of institutions and social initiatives (Łaźnia Nowa Theatre, Nowa Huta Museum, etc.) designed to strengthen the local community and the image of Krakow as a creative city. Until 2030, Nowa Huta is to play the role of a hub offsetting the spatial development of the agglomeration; it is to be a place of innovation and work, an attractive leisure area and at the same time a testimony to the centuries of history (the Wanda Mound, the Cistercian Abbey in Mogiła), whose revitalisation will become one of the pillars of sustainable development in Krakow.

On 2 July 2025, the Krakow City Council adopted Resolution No. XXXIII/672/25 on commencing the development of the document under the name of "Development Strategy of Krakow. This is Where I Want to Live. Krakow 2030-2050".<sup>7</sup>

<sup>5</sup> [https://www.bip.krakow.pl/?bip\\_id=1&mmi=6](https://www.bip.krakow.pl/?bip_id=1&mmi=6)

<sup>6</sup> Resolution of the Krakow City Council No. CXXI/3111/18 dated 28 March 2018.

<sup>7</sup>[https://strategia.krakow.pl/aktualnosci/296607,2177,komunikat,uchwala\\_dla\\_prac\\_nad\\_nowa\\_strategia\\_rozwoju\\_krakowa.html](https://strategia.krakow.pl/aktualnosci/296607,2177,komunikat,uchwala_dla_prac_nad_nowa_strategia_rozwoju_krakowa.html)



### 1.3.2. Local Spatial Development Plans

Local Spatial Development Plan for the area of the Centre of Nowa Huta; the plan (as amended) has been in force since 31 December 2013<sup>8</sup>. It covers the central, oldest part of Krakow's Nowa Huta district. The local plan defines the principles of spatial development, including the principles of protection of cultural values; it is intended to allow effective revitalisation activities, and to enable the development of this part of the city as an urban centre with a variety of public and commercial functions. The majority of the areas surrounding Nowa Huta are covered by the local plans, which are either in force or in the final stages of consideration. These plans are protective in nature; for instance, they maintain the status quo of green spaces (including the Nowa Huta Meadows, where nature conservation has been established in the form of an ecological and Natura 2000 site).

### 1.3.3. Protection of urban and architectural heritage

The district referred to as Old Nowa Huta is covered by all forms of monument protection indicated in the Polish Act on the Protection of Monuments, to be exact:

- entry in the heritage register – area entry and individual entries (urban layout in 2024, Development Complex around the Central Square in 2015)
- establishment of a cultural park (from 2019)
- recognition as a historical monument (from 2023)
- establishment of protection in the local spatial plan (from 2013)

The majority of the buildings within the boundaries of the urban layout entry are included in the municipal register of historic monuments.

#### 1.3.3.1. Introduced forms of protection

The layout of the oldest housing estates of Nowa Huta is protected by the decision of the Lesser Poland Voivodeship Conservator of Monuments OZKr-IV/AS/69/2004 dated 30 December 2004 to enter the urban layout of the Nowa Huta district in Krakow in the register of monuments, no. A-1132, as a representative example of socialist realist urbanism in Poland. This course of action has prevented the green areas from being built up, housing from being densified and ill-considered investment from being implemented. Furthermore, the register of monuments includes (based on separate decisions) the socialist realist buildings around the Central Square (2015), the building of the former Świątowid Cinema (now the Nowa Huta Museum), the HiL administrative centre (2019) and the buildings lying on the periphery of the urban layout: St Bartholomew's Church and the Rogozinski Villa.

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<sup>8</sup> Resolution No. XCII/1362/13 of the Krakow City Council dated 4 December 2013.

### 1.3.3.2. Establishment and recommendations of the Cultural Park

The Krakow City Council was prompted to adopt the directional resolution dated 11 June 2014 on the intention to establish the Cultural Park in part of the area of Nowa Huta by growing conservation, adaptation, structural and social problems<sup>9</sup>. The boundaries of the Nowa Huta Cultural Park<sup>10</sup> include the original layout of the housing estates with the addition of the post-modern Centrum E housing estate, al. Solidarności with the Administrative Centre, parts of the former villages of Krzesławice<sup>11</sup> and Mogiła<sup>12</sup>, green areas around the Reservoir, the Nowa Huta Culture Centre and what is referred to as the Culture Park. A Protection Plan for the Nowa Huta Cultural Park was also developed<sup>13</sup> and adopted by the Krakow City Council in a resolution dated 12 February 2020. It expressed the will to protect the areas of particular importance for historical, compositional and social reasons more precisely than it results from the Local Spatial Development Plans.

### 1.3.4. Municipal Revitalisation Programme for the City of Krakow

The City of Krakow has been working towards the adoption of the Municipal Revitalisation Programme for the City of Krakow (MRPCK).

The municipal revitalisation programme is the action plan based on which the municipality conducts the revitalisation process together with the stakeholders. The implementation of the tasks specified in the programme should contribute to the neutralisation or reduction of negative social, economic, environmental, spatial-functional and technical phenomena in the area, where the intensity of such negative phenomena was found to be higher than in other parts of the city.

In October 2022, the Krakow City Council adopted a resolution<sup>14</sup> on the designation of a degraded area and a revitalisation area in Krakow. The revitalisation area consists of three revitalisation sub-areas – including the "Old" Nowa Huta sub-area, which covers a space of 320.47 ha.

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<sup>9</sup> Resolution No. CIX/1642/14.

<sup>10</sup>Resolution of the Krakow City Council No. XXIX/757/2019 dated 20 November 2019 as amended by Resolution No. CXXX/3613/24 dated 20 March 2024.

<sup>11</sup> Jan Matejko's manor house and park, the meadow on the River Dłubnia, the village buildings including the wooden church.

<sup>12</sup> The boundaries defined within the former village of Mogiła include the most important historic monuments and facilities and related fragments of the Cistercian landscape.

<sup>13</sup> The document, adopted in two stages, was based on historical, conservation, architectural, planning, natural and landscape studies prepared for the area. The plan was developed by an interdisciplinary team led by Prof. Z. Myczkowski. The material developed met the statutory requirements for a conservation plan for a cultural park; it also served as diagnostic material and a basis for conservation measures.

<sup>14</sup> Resolution No. XCIV/2644/22 of the Krakow City Council dated 12 October 2022 on the designation of a degraded area and a revitalisation area in the City of Krakow.

The next step in the activities related to the revitalisation process was the resolution<sup>15</sup> of the Krakow City Council on commencing the preparation of the Municipal Revitalisation Programme of the City of Krakow.

The process related to the preparation of the MRPCK is conducted in dialogue and participation with a wide range of stakeholders, including: residents, local entrepreneurs, NGOs and representatives of the city authorities (including with the participation of the ARCHETHICS project team and representatives of the Local Action Group); such stakeholders are associated with the revitalisation area (sub-area) and care about improving the conditions and quality of life in the area.

A number of consultation meetings, workshops and research walks were held as part of the activities. The representatives of the City of Krakow involved in the work on the MRPCK could be talked to at a specially prepared information stand during the Nowa Huta Diamond Anniversary (September 2024).

As part of the work on the MRPCK, revitalisation projects were collected, as the revitalisation stakeholders could submit proposals for implementing revitalisation measures. The proposed projects were included in the draft MRPCK and will be implemented once adopted. The proper course of the revitalisation process will be supervised by the Revitalisation Committee, consisting of representatives of the various stakeholders. The Krakow City Council adopted the relevant resolution<sup>16</sup> as regards the Revitalisation Committee.

An important activity aimed at promoting the revitalisation process, education, as well as the active involvement of the various stakeholder groups in the revitalisation works is the public task entitled "Revitalisation Ambassador." Since 2024, the Revitalisation Ambassador in the "Old" Nowa Huta sub-area has been the Factor Culture Foundation [Fundacja Faktor Kultura]; it is also an active member of the Local Action Group.

### **1.3.5 Sustainable tourism policy for Krakow from 2021 to 2028**

The document was adopted by the Krakow City Council on 24 March 2021 and serves to develop an optimal model for managing tourism in Krakow after the collapse attributable to COVID-19. The main idea is to balance the interests of the city centre users: residents, entrepreneurs and tourists. The recommendations adopted identify Nowa Huta as a place worth recommending to tourists for sightseeing, therefore having the effect of dispersing tourist traffic from the city centre.

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<sup>15</sup> Resolution No. CII/2780/22 of the Krakow City Council of 21 December 2022 on commencing the preparation of the Municipal Revitalisation Programme of the City of Krakow.

<sup>16</sup> Resolution No. XXXIII/652/25 of the Krakow City Council dated 2 July 2025 on defining the rules of composition and operation of the Revitalisation Committee.



### 1.3.6. Natura 2000 network

The Natura 2000 network is one form of nature conservation; it is aimed at protecting Europe's most valuable ecosystems and species of plants, animals and fungi, at the same time respecting property rights and the local communities' rights to sustainable development.

In 2011, the Nowa Huta Meadows [Łąki Nowohuckie] were entered on the list of new special areas of habitat protection of the Natura 2000 network.

The Nowa Huta Meadows (PLH120069), also protected as an ecological site with a space of 59.75 ha, were created on the site of a former Vistula riverbed. Here, 10+ diverse plant communities can be encountered. These include the natural communities of tall sedge rushes and part of reed rushes, as well as multiple, rich semi-natural communities, for instance a wet meadow with meadow warbler, a fresh meadow with ray grass and a rush with yellow saxifrage.

The area serves a recreational function (a place for the local residents to go walking) and an important facility for environmental education classes. There are dense populations of four species of butterflies listed in the Habitats Directive Annexes: prairie butterflies *Maculinea* (=*Phengaris*) *teleius* and *M.* (=*Ph.*) *nausithous*, and scarce copper *Lycaena* *dispar* and *L. helle*. The area plays an important function in ensuring the continuity of the habitats of the listed butterflies in southern Poland. There are also valuable plant and bird habitats associated with non-forest habitats.

### 1.3.7 Historic Monument

On 3 February 2023, the President of the Republic of Poland issued a decree proclaiming the recognition of "Krakow – the architectural and urban complex of the Nowa Huta district" as a Monument of History. This paved the way for efforts to have this district of Krakow recognised as world heritage, for instance as part of a serial entry with other modernist or socialist realist cities and to have the district included on the UNESCO World Heritage List. The recognition of Nowa Huta as a historical monument is some sort of formal acknowledgement of the many years of efforts by the city, experts and all the people and institutions who/which cared about protecting and promoting the uniqueness of this area. The monument has a special value for the heritage, history and culture of our country with all its tangible and intangible values. It forms a coherent cultural landscape, layered over centuries, which landscape is a place of important historical events, an area with exceptional architecture and a space for interesting cultural initiatives.

Krakow began applying for the status of a historical monument for Nowa Huta in 2010. Since then, the city has implemented numerous measures focused on the care of the district's unique cultural landscape.



### 1.3.8 Resolution for the 70th anniversary of Nowa Huta

As part of the celebrations of the 70th anniversary of Nowa Huta, the Krakow City Council adopted Resolution No. XIV/258/19 dated 24 April 2019 on establishing directions for the Mayor of the City of Krakow as regards the adoption and implementation of the Nowa Huta Jubilee Package to mark the 70th anniversary of Nowa Huta.

The City Council has entrusted the Mayor with over a dozen tasks of varied importance: from the modernisation and extension of the "Świątowid" cinema building for the needs of the Nowa Huta Museum, through the tourist project Underground Nowa Huta, to the modernisation of the historic aircraft hangar in ul. Stella Sawickiego. The majority of the tasks, scattered throughout Nowa Huta (the area of the five Nowa Huta estates), were relatively minor repairs to infrastructure (pavements, alleys, water supply connections); these were included in a Package to speed up their implementation. Selected tasks were performed, others have only started, as they are spread over a long term. The intention to celebrate the 70th anniversary was legitimate, but the scale of the resources involved remained relatively slim.

### 1.3.9 Landscape Resolution

The Landscape Resolution (or in other words the advertising resolution), as a document in force throughout the Urban Municipality of Krakow, has the effect of improving aesthetics and spatial order. This act of local law regulates the terms and conditions for the location of small architecture, advertisements and fences (including their size, quality standards and construction materials of which they are to be made). The resolution was adopted by the Krakow City Council in 2020<sup>17</sup>.

### 1.3.10. Nowa Huta on the ATRIUM Cultural Route

One of the outcomes of the project is Nowa Huta's joining the Council of Europe-certified European Cultural Route: ATRIUM – Architecture of the Totalitarian Regimes of 20th century Europe.

On 7 February 2024, the City Council of Krakow adopted Resolution No. CXXVIII/3517/24 on Krakow's joining the ATRIUM Association, in order to place Nowa Huta on the ATRIUM – Architecture of Totalitarian Regimes of the 20th Century Route in Urban Memory of Europe, as part of the Programme of European Cultural Routes certified by the Council of Europe. On 19 March 2024, the Ministry of Foreign Affairs granted its approval for Krakow to join the ATRIUM Association. In September 2024, Krakow was officially accepted as a member of the organisation.

Joining the ATRIUM route is yet another step in the promotion and appreciation of the cultural landscape of Nowa Huta, this time around at an international level. In 2023, the

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<sup>17</sup>Resolution No. XXXVI/908/20 of the Krakow City Council dated 26 February 2020 on establishing the "Principles and conditions of placing small architectural objects, billboards and advertising devices and fences."

architectural and urban complex of Nowa Huta was declared a Monument of History by the President of the Republic of Poland.

The buildings of Nowa Huta are an exceptional example of urban spatial creation, providing a comprehensive overview of the styles and trends in architecture of the second half of the 20th century, from socialist realism, through modernism, to postmodernism. Furthermore, Krakow's youngest district is an extremely valuable testimony to the difficult historical events resulting from the communist regime.

The premise of the ATRIUM Association, which manages the ATRIUM Cultural Route, is to draw attention to a key element of twentieth-century European history, including the cultural heritage and testimony associated with totalitarian regimes and their particular architectural legacy.

The European Cultural Routes programme is aimed at showcasing the shared heritage of the entire continent. There are currently 45 routes; Krakow is already on the Hanseatic Route, the Way of St James (part of the Via Regia), the Cluniac Sites of Europe and the European Cemeteries Route, to name a few.

The ATRIUM Cultural Route allows for exploring the sociological, ideological and geographical complexity of the history of the totalitarian regimes taking over much of Europe in the middle decades of the 20th century, as seen through the prism of the landscapes of various cities.

These regimes had a major impact on the urban landscape. They founded and rebuilt cities, often with the most modern architectural and urban planning solutions that existed at the time. Although democratic Europe now strongly condemns these regimes, the facilities erected during that period are preserved on our streets as inconvenient/dissonant heritage.

#### VALUES RELEVANT TO THE COUNCIL OF EUROPE

Learning about the architecture of the European totalitarian regimes, whether fascist, or communist, is an opportunity to strengthen European identity in its unity and diversity. The idea of a united Europe was born out of the tragedy of the Second World War ending with the fall of Fascism and Nazism. And it gained a new dimension with the fall of Communism, which opened the way for a broader and more universal vision of Europe based on fundamental values such as political freedom, freedom of expression and assembly, democracy and the rule of law.

#### DISSONANT HERITAGE IN EUROPE

In all the towns and cities along the route, there are examples of architecture or urban design originating from the totalitarian period, often with strong links to the regimes of the time. In Forlì, Predappio, Ferrara, Tresigallo and many other Italian towns and cities,



there are important buildings and entire neighbourhoods created during the Mussolini era. Labin, Raša and Lastovo-Üble in Croatia and Tirana in Albania can also boast of significant examples of fascist and communist architecture. Multiple works of architecture peculiar to the era of Soviet domination can also be found in Jassy County in Romania and Sofia and Dimitrovgrad in Bulgaria.

#### atrium Cultural Route in Nowa Huta:

1. Steelworks Administration Centre (1952-1956, designed by Marta and Janusz Ingarden, Janusz Ballenstedt), ul. Ujastek 1
2. Steel and Mechanical Engineering School (1951-1952, designed by Jan Suliga), os. Szkolne 37, Young Worker's House (1953-1955, designed by Jan Suliga), os. Stalowe 16
3. Cistercian monastery and Church of Our Lady of Częstochowa and Blessed Wincenty Kadłubek (1984-1994, designed by Andrzej Nasfeter, Krzysztof Dyga), os. Szklane Domy 7
4. Swedish Block (1957-1959, designed by Marta and Janusz Ingarden), os. Szklane Domy 1
5. French Block (1957-1959, designed by Kazimierz Chodorowski), os. Centrum B 8
6. Plac przy Poczcie (1950-1952, designed by Marian Steczowicz)
7. S. Żeromski Hospital (1952-1958, designed by Stefan Porębowicz, Henryk Skrzyński), os. Na Skarpie 66
8. Światowid Cinema (1955-1957, designed by Andrzej Uniejewski) and the Museum of the New Steelworks, os. Centrum E 1
9. Music School (1959-1974, designed by Marek Jabłoński), os. Centrum E 2
10. Centrum E estate (1986-1995, designed by Romuald Loegler and his team)
11. Plac Centralny i Aleja Róż (1952-1956, designed by Janusz Ingarden and Tadeusz Ptaszycki)
12. Helicopter Block (1957-1961, designed by Stefan Golonka, Kazimierz Chodorowski, Anna Anlauf, Michał Wędziagolski), os. Centrum D 8
13. Świt Cinema (1951-1953, designed by Andrzej Uniejewski), os. Teatralne 10
14. Millennium School (1960-1961, designed by Józef Gołąb) and Nowa Huta Cross, os. Teatralne 35/ul. Majakowskiego 2
15. Norwid Culture Centre and Huta Sztuki Gallery (1951-1952, designed by Janusz Ingarden), os. Górali 5
16. People's Theatre (1954-1955, designed by Marta and Janusz Ingarden, Edmund Dąbrowski), os. Teatralne 34
17. Ark of the Lord (1967-1977, designed by Wojciech Pietrzyk), ul. Obrońców Krzyża 1



Fig. 7 ATRIUM Cultural Route in Nowa Huta

### 1.3.11 Support for the renovation of historic buildings

Each owner of a monument located in Nowa Huta may simultaneously apply to several sources – municipal, provincial, the National Fund for the Revitalisation of Krakow Monuments (NFRKM), the Ministry of Culture and National Heritage or EU programmes; however, each has its own deadlines and documentation requirements. From 2023 onwards, subsidies from the NFRKM, managed by the Social Committee for the Renovation of Krakow Monuments (SCRKM), and from 2018 onwards, from the budget of the Urban Municipality of Krakow, are also granted for works in such facilities as may not be entered in the register of immovable monuments, but are only included in the municipal register of monuments of the City of Krakow (condition in the case of the NFRKM: location within the area recognised as a monument of history by an order of the President of the Republic of Poland)<sup>18</sup>. It is essential to prepare the conservation documentation (permits of the Register of Krakow Monuments, work programme) in advance, as applications in 2025/26 require complete attachments already at the stage of submission. The first Nowa Huta facility (a block of flats at os. Młodosci 7) received

<sup>18</sup> Decree of the President of the Republic of Poland dated 30 January 2023 on the recognition of "Krakow – architectural and urban complex of the Nowa Huta district" as a historical monument (Polish Journal of Laws of 2023, item 222).

a renovation grant<sup>19</sup> in 2022 (for roof repairs). In 2023, a municipal grant supported the renovation of the façade of the residential building at os. Centrum B 5. In March 2024, the Nowa Huta Museum received a grant of PLN 76,466,590.90 from European funds. Funds for conservation works have been regularly allocated to the monastery in Mogiła; the 15th century wooden St Bartholomew's Church has been renovated. The park next to Jan Matejko's manor house in Krzesławice has been taken care of. However, a core part of the district is still waiting for a viable programme to help the housing communities, as the existing tax breaks are insufficient.

### 1.3.12 Krakow City Information System

The Krakow City Information System (CIS) is aimed at bringing order to urban signage within uniform graphic and design principles and to improve the aesthetics of signage in public spaces. The integrated system is important for wayfinding, providing information about the city, improving public safety and increasing traffic flow. Equally as important is building an identity for the urban space and evoking local traditions. The CIS has already appeared in a number of locations in Nowa Huta.

### 1.3.13 Measures to maintain and create attractive (green) public spaces

The area of what is referred to as old Nowa Huta is covered by a variety of measures aimed at creating and maintaining attractive green spaces for recreation and integration, and improving biodiversity and mitigating climate change. The existing parks, for which the district is famous, are being systematically revitalised and retrofitted. Such revitalisation is also effected as part of the activities of the Civic Budget of the City of Krakow. For several years now, the City of Krakow's Greenery Management Board has been implementing a project whose purpose is to create micro (pocket) parks (local name: "pyciparki"); these are an attractive place for the local residents to meet and relax; they also reduce the effects of the urban heat island. In the oldest part of Nowa Huta, three such places have been established thus far (including one at the housing estate of os. Teatralne).

The project under the name of "Let us meet in the courtyard," which involved the metamorphosis of selected courtyards in 8 housing estates (including ones in the immediate vicinity of the Central Square), contributed to the regeneration of greenery between the blocks of flats and the creation of attractive spaces for the local community. This revitalisation measure was preceded by workshops and public consultations with some of the members of the Local Action Group in attendance.

For several years now, the Krakow authorities have been promoting urban gardening as part of the "Edible Krakow" campaign: by planting flower meadows and melliferous

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<sup>19</sup> Target subsidy for conservation, restoration or construction works on monuments entered in the register of monuments or included in the municipal register of monuments, located in the area of the Urban Municipality of Krakow, not being its exclusive property.

plants, supporting the creation of more community gardens and holding workshops for urban gardeners. These activities are aimed at drawing attention to, for instance, tackling climate change and organising places where residents can create communities, share work, knowledge and experience. Within the oldest part of Nowa Huta, community gardens have been created at the housing estates of os. Szkolne and os. Szklane Domy, to name a few examples, whereas the partners of the "Edible Krakow" campaign include: Cyprian Kamil Norwid Culture Centre, House of Utopia – International Centre for Empathy, and Łaźnia Nowa Theatre.

### **1.3.14 Compensation measures for the construction of an eco-combustion plant**

According to the materials of the Public Information Bulletin of the City of Krakow, including but not limited to the minutes and resolutions of the Task Team for the implementation of compensation tasks and monitoring of the process of construction and operation of the Municipal Waste Thermal Processing Plant in District XVIII<sup>20</sup> – a package of compensation activities is provided for the residents of Nowa Huta. It comprises upgrading local infrastructure, including roads, pavements and lighting, the development of green areas in the Municipal Waste Thermal Processing Plant area. The continuous monitoring of air quality and emissions from the plant and making the results available to the public is provided for, as well as tree planting and education activities on waste management. Some of the funds were allocated to the support of cultural institutions, as well as sports and health prevention programmes. The entire initiative is a social compensation to offset the potential nuisance associated with the operation of the incineration plant.

### **1.3.15 FEMACT – Cities (URBACT IV Programme)**

The Urban Municipality of Krakow is implementing the FEMACT-Cities project as part of the URBACT IV programme from 2023 to 2025. As much as 80% of the project is co-financed by the European Regional Development Fund for the period from 2021 to 2027. The purpose of the project is for cities across Europe to work together to find the best solutions to empower women in urban spaces. The main tasks of the project are to protect women's rights, support young girls and combat gender stereotypes, promote the equal treatment of women in the labour market and in public life, and promote inclusivity as well as equality in every area of society.

#### Objectives:

- designing spaces equal to and sensitive to the diverse needs of residents
- availability
- combating sexism in public spaces

<sup>20</sup> For instance [bip.krakow.pl/?dok\\_id=91865](http://bip.krakow.pl/?dok_id=91865); Task Team for the Implementation of Compensation Tasks, Monitoring of the Construction and Operation of the Municipal Waste Thermal Processing Plant in the area of District XVIII in Krakow.



- building urban spaces to increase women's sense of safety.

### 1.3.16 Unlock

UNLOC Exploring the Synergy of Human and Machine Creativity in Architecture. Redesigning Urban Space through Machine Learning, Artistic Expression, and Community Collaboration.

The University of the Commission for National Education in Krakow is conducting a research project (2024-2025) with partners from Latvia and Romania on redefining the architecture of power in the countries of the former Eastern Bloc. Nowa Huta is also in the centre of attention. The project focuses on using AI to create new potential visions for using selected buildings from the communist era in collaboration with the residents and artists. The main objective is to initiate dialogue on redefining contemporary cities by providing tools to help better understand the needs of the citizens and to promote sustainable urban planning practices.

### 1.3.17. New Towns | New Narratives

New Towns | New Narratives is a project implemented from 2024 to 2025 by a network of 14 New Towns, consisting of 18 partners from across Europe. The representative of Nowa Huta, Krakow, in the network is the Norwid Culture Centre. The aim of the network is to exchange ideas and experiences on the necessary redevelopment of these cities, which have much in common: they were all built according to a master plan in the 1960s and 1970s. These were cities of the 20th century, mainly designed as industrial cities or satellite cities next to the main historical cities. Despite their original ambitions, these New Towns have now become obsolete. Most of them have been struggling with social and demographic problems, a poor image and (perceived) lack of history, a gap between the local government and the residents and the new needs of a changing population. The 14 New Towns, included in this network from 12 different countries spread across Europe, recognise the challenges of others and want to develop new ideas, solutions and practices together. The network includes representatives of municipalities, as well as NGOs and cultural institutions. In unison, they aim to organise a series of seven events. For starters, five active workshops ("Network Labs") in five different countries, focused on the most socially relevant themes as defined by the consortium: "Storytelling" (including tangible and intangible heritage) and "Greening" (including climate change adaptation and mitigation). The fifth meeting is scheduled to be held in Krakow, Nowa Huta (4-6 June 2025). The sixth event is an online meeting where Network Labs will be evaluated and next steps identified. The results and insights from the meetings will be presented at the final, seventh meeting with a public seminar, publication and exhibition in Nova Gorica (European Capital of Culture 2025).



### 1.3.18 PACESETTERS

PACESETTERS is a research project running from 2024 to 2027 under the European Commission's Horizon Europe programme. The initiative brings together unusual partners and venues: universities, cultural institutions, NGOs, "difficult heritage," art festivals and depopulated villages. The project is based on the premiss that innovation is born where it is least expected — for instance, in local cultural organisations that, despite lacking global recognition, are deeply rooted in their communities. The purpose of the project is not only to adapt to the changes occurring, but also to actively shape more equitable and sustainable development. Activities revolve around three Real World Labs — real research laboratories where new solutions and innovations are tested in direct contact with local communities in response to specific social, environmental and economic challenges. The labs are being set up in: Genalguacil (Spain) — at the local museum, Galway (Ireland) — as part of an art festival, Krakow — Nowa Huta (Poland) — at the Norwid Culture Centre. The Polish Cultural Resilience Laboratory explores how culture and art can support community building and strengthen social resilience in the face of such contemporary crises as climate change, pandemics or migration. The climate crisis and social changes in Nowa Huta provide a particular context; such changes include the influx of new residents from Ukraine and other countries. The project leader is the Norwegian University of Science and Technology (NTNU) in Trondheim. Local partners are the Cyprian Kamil Norwid Culture Centre in Krakow, Jagiellonian University and Jan Matejko Academy of Fine Arts in Krakow.

### 1.3.19 International context

We should add that Nowa Huta is also the centre of attention of the international community. An expression of appreciation for the area's cultural heritage was the "Od-Nowa Huta" project, organised by the Association of National Institutes of Culture of the European Union EUNIC. In the future, recognising Nowa Huta as a historical monument may pave the way for an entry on the UNESCO World Heritage List, which is possible through an individual entry or "serial entry" with modernist or socialist realist cities. Discussions on the subject have been taking place for several years among the local activists, representatives of the Krakow City Council and world heritage experts.



## 1.4. Identification of the problem

### 1.4.1 Changing the image of Nowa Huta

Nowa Huta is a place with a future. The district has still a long way to go to what may be considered success but the richness of at least its cultural offer has been becoming increasingly obvious. It is well known what are the dangers of standstill, indifference and acquiescence to stagnation.

One indication of the changes occurring is the opening of a Krakow Festival Office. The vicinity of the Central Square, Aleja Róż and the People's Theatre is home to more and more interesting places. They are becoming fashionable, both as a place to live and to spend leisure time. The place is a venue for festivals and arts events. It is to be hoped that Nowa Huta, while remaining a relatively quiet and peripheral district, will eventually become a thriving, fully-fledged component of Krakow. An area integrated with the city not only geographically and administratively, but above all else: mentally, culturally and economically.

### 1.4.2. Changing the approach to the dissonant heritage of Nowa Huta

Relics of the People's Republic of Poland, which aroused resentment after 1989, now are more likely to arouse curiosity. The city has "aged like wine." The greenery, the wide streets, the proximity and a wide range of services are impressive. Nowadays, Nowa Huta is a fashionable "15-minute city." However, it needs to be made clear that adequate resources must be allocated to revitalise the space, the buildings and the infrastructure. To maintain the high standard, it is necessary to maintain the service-based and residential character of the main axes and squares, to encourage the modernisation of the commercial facilities.

No other district in Krakow can boast of such a strong self-identification. The residents of Nowa Huta are a peculiar community, with pride, historical memory and the rare belief that they built their city with their own hands. And that they know all about their place of residence. They demand respect for their efforts and are hostile to criticism of "bygone days," days of their youth. Changes, even ones "for the better," make no sense without social acceptance. People are not fond of sudden twists or decisions that catch them by surprise. Continued social dialogue, respect for and support for NGOs is essential.

### 1.4.3. Changing the image of Nowa Huta, removing the stigma of the "dark legend"

However, the area needs a coherent vision of development, instead of which we have randomly erected blocks of flats, spatial and visual chaos and the dictates of investors and plot owners. The slogan for change could be the phrase: "NOWA HUTA – we are

proud"! There are many paths to its realisation. One of them is the "Central Promenade" and its new lease of life, presented and realised as part of the ARCHETICS programme. Here, it is common to find resistance to the term "revitalisation". The objection is understandable, as Nowa Huta is still a vibrant city, albeit an ageing one. It is not an area of the Old Town which, due to past mistakes and omissions, has been turned into a conservationist and party-oriented tourist product, a confusion of priceless monuments and permission for the most primitive entertainment. Nowa Huta does not need or want revitalisation understood in this way.

#### 1.4.4. SWOT: Strengths, Weaknesses, Opportunities and Threats

SWOT analysis<sup>21</sup> is a technique for organising and presenting the positive and negative conditions on a specific issue. It is one of the most popular analytical methods for systematising information; it allows the prioritisation of data and seeing the relationships that do or could exist between them. Application of the SWOT analysis. Strengths, weaknesses, opportunities and threats related to the use (exploitation) of the dissonant heritage of Nowa Huta.

Table 1 SWOT analysis

Strengths	Weaknesses
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>high historical and cultural significance as a representative example of urban planning in Poland</li> <li>strong local identity and community of residents – the residents of Nowa Huta often identify with their neighbourhood strongly</li> <li>historical and cultural heritage – the unique history of the district's emergence as a model socialist city</li> <li>a high level of intergenerational integration – multiple families have been living here for generations, which fosters social ties</li> <li>access to the social infrastructure – well-developed network of schools, kindergartens, community centres, libraries and health centres</li> <li>relatively low cost of living (compared to the other districts of Krakow), which attracts younger families and the elderly</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>excessive burden from transit traffic</li> <li>high degree of the decapitalisation of buildings</li> <li>high level of technical wear and tear and functional obsolescence of the area's infrastructure</li> <li>relatively low standard of public spaces</li> <li>insufficient use of the location's assets for the growth of the tourism and recreation function</li> <li>high proportion of the residents in the post-working age group</li> <li>Ageing population – growing proportion of seniors in the demographic structure.</li> <li>high levels of unemployment or employment in low-paid sectors – the aftermath of industrial decline</li> <li>negative stereotypes about the district – a part of the population still sees Nowa Huta as a marginalised location</li> </ul>

<sup>21</sup> The name comes from the first letters of the words for the four elements making up a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats).

<ul style="list-style-type: none"> <li>great potential for the development of services, tourism and culture</li> <li>thriving cultural institutions with supralocal reach</li> <li>associations active for the growth of the district</li> <li>willingness of the residents to participate in the revitalisation process</li> </ul>	<ul style="list-style-type: none"> <li>limited social activity of certain groups – low participation of the young people and people of working age in civic initiatives</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>revitalisation of the district and development of the infrastructure – urban investment in public space and transport</li> <li>increased interest in historical and industrial tourism – potential for developing the local economy and community initiatives</li> <li>support of NGOs and local leaders – opportunity to encourage the residents to be more active</li> <li>development of social policies targeting the seniors and young people – social programmes and grants</li> <li>influx of new middle-class residents – process of a slow gentrification of certain areas<sup>22</sup>.</li> </ul> <p><b>Education and awareness raising</b></p> <ul style="list-style-type: none"> <li>creation of urban thematic routes with dissonant heritage in the background.</li> <li>option to link the project to wider tourist routes in order to increase its impact</li> <li>cyclical actions for a wider and more inclusive reading of heritage.</li> <li>new training opportunities thanks to workshops and digital tools</li> </ul> <p><b>Community and memory</b></p> <ul style="list-style-type: none"> <li>Activity of the local community and involvement of different generations</li> <li>Heritage that, although "dissonant," is still experienced on a daily basis by residents</li> </ul>	<p><b>Risks</b></p> <ul style="list-style-type: none"> <li>increasing social polarisation – widening differences</li> <li>emigration of young people</li> <li>dependence on external funding sources (for instance EU subsidies) – lack of developmental self-sufficiency</li> <li>disinformation and local populism – abuse of emotions in public debate, which can lead to divisions</li> <li>disappearance of traditional forms of social solidarity – loosening human bonds as a result of cultural change</li> </ul> <p><b>Risk of instrumentalisation</b></p> <ul style="list-style-type: none"> <li>As Nowa Huta becomes antiquated, it is in danger of being labelled – this time around for business reasons – as a socialist city, a grim reminder of the communist regime</li> <li>conflicting political interpretations of heritage values</li> <li>using the topic for political or ideological purposes</li> <p><b>Difficulties in conveying the message to the general public</b></p> </ul>

<sup>22</sup>The gentrification of heritage is a dangerous phenomenon, as former spaces of poverty and resistance are aestheticised and promoted as fashionable, and become tourist products. Pushed to the background, the residents are no longer the protagonists of the narrative. Their experiences are no longer important because they are "invisible." In the process of aestheticising heritage, there is a risk of overlooking its authentic and ambiguous content.

**Networks and cooperation**

- Opportunity to network with other entities in the region working on memory and dissonant heritage

## 1.5. Local stakeholders involved in the project

### 1.5.1. Map of the ULG stakeholders

At the local level, the URBACT method provides for the creation of a Local Action Group (ULG – URBACT Local Group), a working group composed of key entities (stakeholders) of the specific territory (institutions, organisations, experts and citizens) interested in the challenges addressed by the city.

Table 2 Members of the Local Action Group (ULG)

City and local authorities	Institutions
XVIII Nowa Huta District Council XIV Czyżyny District Council Municipal Buildings Administration Krakow Road Authority Urban Greenery Board City Architect's Office Nowa Huta Przyszłości S.A. Department of Culture Department of Entrepreneurship and Innovation Department of Strategy and European Funds	Nowa Huta Museum (Krakow Museum) Nowa Huta Culture Centre Association of Conservators of Monuments Norwid Culture Centre People's Theatre Łaznia Nowa Theatre/House of Utopia University of the Commission of National Education Krakow-Nowa Huta Culture Centre International Culture Centre
Business	NGOs and informal groups
Eco-tours in the Lesser Poland region Nowa Księgarnia Cafe Local entrepreneurs (participating in the organisation of the Nowa Huta Diamond Jubilee, etc.)	Factor Culture Foundation [Fundacja Faktor Kultura] Culture and Place Foundation [Fundacja Kultura i Miejsce] Off the Beaten Track Foundation [Fundacja Poza Szlakiem] Foundation for the Promotion of Nowa Huta [Fundacja Promocji Nowej Huty] EcoTravel Foundation [Fundacja EcoTravel] Centrum D – a housing estate with ideas New Aleja Róż Initiative [Inicjatywa Aleja Róż na Nowo] Lesser Known Nowa Huta [Nowa Huta Mniej Znana] FEMACT project Housing communities

The purpose of establishing the Local Action Group (ULG) is to create a platform for cooperation by and between the local partners such as the local authorities, NGOs, businesses, educational institutions, cultural institutions and citizens. The group is aimed at supporting project activities by, for instance, sharing knowledge, experiences and best practices and cooperation to resolve local problems and challenges. This fosters the local community and promotes innovation and sustainability in the city. In cooperation with the Project Team, the Local Action Group develops this Integrated Action Plan (IAP), which contains recommendations for activities to be implemented after the project is completed, and is a co-organiser and co-participant in the testing activities.

The facilities for various activities (including social, cultural and educational) in Nowa Huta include: cultural institutions, associations and foundations, universities, NGOs, formal and informal groups of residents. Some of them joined the Local Action Group, established in connection with the ARCHETHICS project. The Local Action Group features approximately 25 members; they represent various stakeholders (Table 1), who attend the meetings regularly. However, almost 50 different people have participated in the work and activities of the ULG to date.

The Local Action Group's stakeholder meetings were intended to encourage a wide-ranging discussion on dissonant heritage (with an emphasis on the dissonant heritage of Nowa Huta), using techniques such as small group work and training tools (including the newspaper of the future, problem tree, SWOT analysis). Particular care was taken to ensure that all the participants had an opportunity to speak and that the topic, in spite of its complexity, was accessible to everyone. Seven meetings of the Local Action Group were held until the August 2025.

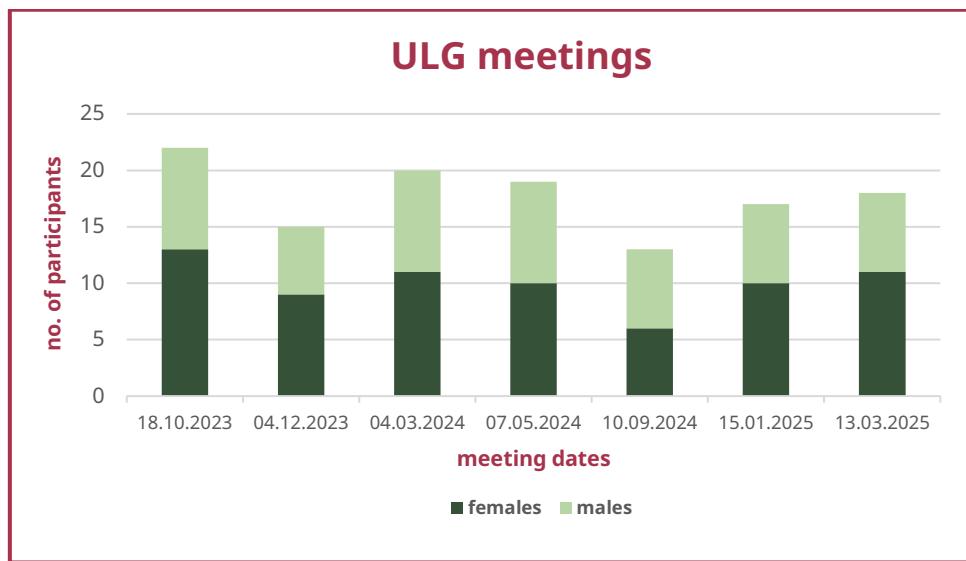


Fig. 1 Participants of the Local Action Group meetings  
Source: Study of the Krakow City Council

The members of the Local Action Group associated with the implementation of the ARCHETHICS project in Krakow are people extremely committed to their "little homeland," which Nowa Huta represents for them. They participate in the project works with great enthusiasm and energy. Their dedication and expertise contributed to a vision for the development of the Central Square and the implementation of a highly successful testing exercise, which integrated the local community and spread awareness of the area's dissonant heritage.

**On 18 October 2023, the 1st meeting of the Local Action Group (venue: Theatre Youth Institute [Teatralny Instytut Młodych])**

Introductory meeting with a representative of the City of Cesena – the project leader (Elizabeta Bovero) and the project expert (Ileana Toscano). During the meeting, the purpose and method of the dissonant heritage work was explained and a group of relevant stakeholders was identified; anyone to whom Nowa Huta is important was free to participate.



**On 4 December 2023, the 2nd meeting of the Local Action Group (venue: ARTzone of the Norwid Culture Centre)**

The guests and debaters included the residents of Nowa Huta, representatives of local action groups and the Krakow City Council. The meeting was the first step in identifying the main theme of the design direction project activities. During the discussion, the problem tree tool and the SWOT analysis were used to consider that the buildings for the former management of the metallurgical industrial complex (the former HIL Administrative Centre) had all the necessary characteristics. The proposals submitted also included the space of the Central Square, named after Ronald Reagan.

**On 4 March 2024, the 3rd Meeting of the Local Action Group (venue: House of Utopia)**

During the meeting, the reason was explained for the change in the field of research and planning from the HiL Administration Centre<sup>23</sup> to the Central Square, named after Ronald Reagan, a widely recognised venue; at the December meeting, it was identified as an alternative. Further, it was proposed to combine the test activities (Small Scale Action) with the celebrations of the 75th anniversary of Nowa Huta, which will be co-organised by the cultural institutions of Nowa Huta. The meeting reflected on the various problems in using the Square (fulfilment of traffic functions, excessive traffic intensity, isolation of the inner part of the Square, lack of convenient connections to the neighbouring areas – Aleja Róż, Nowa Huta Meadows, as well as the decline of exclusive shops and service facilities around the Square).

<sup>23</sup> The previously selected space proved difficult due to the ownership and use status, as well as the construction of the S7 route and the public transport restrictions introduced.

**On 7 May 2024, the 4th Meeting of the Local Action Group (venue: Nowa Huta Museum)**

The meeting began with a field visit to the Central Square, our main area of interest and the site of the planned testing activities. The visit was followed at the headquarters of the Nowa Huta Museum by an exchange of ideas on how to organise the test activities to enliven the space of the Central Square and integrate the residents and users. During the discussion, the idea of organising an intergenerational table meeting in the middle of the Central Square emerged. The event was to be combined with the annual "Come visit Huta" event. During the meeting, it was planned to collect and record the memories of Nowa Huta, to wish the neighbourhood a happy anniversary and to conduct surveys. It was also proposed that, as part of the event taking place in the Central Square, the vehicular traffic within the existing traffic system in the Square should be closed/restricted (however, this proved to be too large and costly an undertaking). Additionally, part of the test activities would be the preparation of a comic exhibition on the history of Nowa Huta, which would be erected in the Central Square and in the area around the Nowa Huta Culture Centre (NCC). It was suggested that the exhibition should be opened with a meeting at the common table. The exhibition is scheduled to be on display until April 2025, when Krakow will be visited by representatives of the cities participating in the ARCHETHICS project.



**On 10 September 2024, the 5th Meeting of the Local Action Group (venue: Nowa Huta Culture Centre)**

The participants had the opportunity to listen to a brief presentation on the projects currently being conducted by the Cyprian Kamil Norwid Culture Centre, to be exact projects aimed at popularising the knowledge of the architecture and urban planning of Nowa Huta. Subsequently, the programme for the Diamond Anniversary of Nowa Huta was presented, an event to be a gathering of the Nowa Huta community to be held on 22 September 2024 at the Central Square. The participants of the event discussed the scope of activities and division of responsibilities. The meeting concluded with a workshop which incorporated the "newspaper of the future" tool. We were able to develop a shared vision of an action plan for the Central Square, where in 2034 we would like to see the Central Promenade with greenery, cafés and traffic running underground.

**This closed the work on the conceptual part of the project.**



**15 January 2025 Guided tour of the exhibition "Socmodernism. Architecture in Central Europe during the Cold War"**

The members of the Local Action Group had the opportunity to visit the International Culture Centre in Krakow, where they saw the exhibition entitled: "Socmodernism. Architecture in Central Europe during the Cold War," as they were guided by Dr Michał

Wisniewski, one of the curators. The exhibition provided an opportunity to see almost 400 objects from the Central European countries (projects and their implementations), including items representing dissonant heritage.



**On 13 March 2025, the 6th meeting of the Local Action Group (venue: Wersalik Club of the Krakow-Nowa Huta Culture Centre)**

The meeting was inaugurated with a visit to the shelter under the historic residential building at the housing estate of os. Centrum A 1, located just at the Central Square. Subsequently, Mr Roman Marcinek, a local expert, presented a draft Integrated Action Plan (IAP) document, which provided a summary of our joint work and project activities and outlining the directions for the revitalisation of the Central Square space after the ARCHETHICS project comes to an end. The theme of the documentary will be "NOWA HUTA – we are proud!" During the meeting, a brainstorming session was held to collect ideas for the activation of the Central Square space and to make it an everyday place for the local community to pursue leisure activities, spend time and get involved. Together, we were able to come up with a dozen-plus ideas that will become the Local Action Group's recommendations for the IAP document. The ideas fit in with the concept of the Central Square as the "Central Promenade," a vision we developed together at last year's (September 2024) Group meeting.



### **From 1 to 3 April 2025 – International meeting of the ARCHETHICS network in Krakow – Transnational meeting in Krakow**

In April 2025, an international study visit by the representatives of the ARCHETHICS network partner cities was held in Krakow (Nowa Huta). The first day of the meeting was dedicated to discussing the progress of each partner's Integrated Action Plans. Furthermore, the network's partners had the opportunity to hear a lecture about the UnLoc project, conducted by researchers at the University of the National Education Commission in Krakow; the project focuses on architecture created in the second half of the 20th century.

In the afternoon, together with representatives of the Local Action Group, the international guests were familiarised with the most important facilities of dissonant heritage in Nowa Huta and our experiences in organising test activities (Diamond Anniversary of Nowa Huta, an open-air exhibition, a handicraft meeting).

At the end of the day, the participants of the visit learnt about the history of the Romany inhabitants of Nowa Huta, who – together with the newcomers from different parts of Poland – were the builders of the new city and members of the Nowa Huta community, starting anew, free from the trauma of war.



Fig. 8 ARCHETHICS network partners meeting in Krakow

The second day of the visit started with a panel discussion in the Krakow City Council Chamber; during the discussion, the representatives of the authorities of the ARCHETHICS network cities spoke about the challenges faced by the local politicians in the context of the protection, promotion and adaptation of dissonant heritage associated with the industrial complex and multidimensional historical past, including the totalitarian regimes of 20th century Europe, as well as the long-term continuation of activities and the implementation of good ones after the network ceases to operate, according to the guidelines contained in the Integrated Action Plans.

In the afternoon, the participants of the visit had the opportunity to get familiar with the most important monuments of the historic centre of Krakow, together with such elements of its dissonant heritage as may be related to the time of the Partitions and World War II.

On the third day of the visit, a bilateral meeting was held in Nowa Huta, which focused on the theme of youth engagement with dissonant heritage.

**On 30 September 2025, DNA of Krakow debate: Forum, Cracovia, Światowid – what about the future of the architecture of the People's Republic of Poland (Museum of Krakow).**

As part of the “DNA of Krakow” networking meeting series, organized by the Museum of Krakow, representatives of the Project Team participated in a discussion concerning the future of buildings (structures) erected during the PRL era, sharing their experience from the ARCHETHICS project implementation. The participants discussed the preservation, promotion, and reuse of these buildings, their place in the identity of contemporary Krakow, and the challenges faced by the owners (managers) of these buildings. Particular attention was also paid to the need for creating tools that would allow for the documentation and interpretation of 20th-century architecture, as well as its inclusion in a broader, inter-city discourse on the ethics of space, memory, and urban transformation, for example, by placing Nowa Huta on the ATRIUM Cultural Route.



Fig. 9 Krakow DNA Meeting – September 30, 2025

Fig. Piotr Idem

**November 26, 2024 - Workshops on attachment to place (House of Utopia)**

Based on photos on Central Square and favorite places in Nowa Huta brought by workshop participants, we considered what memories and emotions these places evoke, what stage of life they come from (e.g., childhood, college, adulthood), and what stories are associated with the places presented on the photos. Then, we took on the roles of new residents, permanent residents, and owners of local shops, and discussed the everyday life, dreams, and challenges facing these groups of people. The main conclusion summarizing the entire workshop was that the process of transformation of Nowa Huta, as well as Plac Centralny, is gradual. It consists of many micro-changes (such

as planting flowers in the empty area of the square or the complete renovation of Aleja Róż).



### October 7 and 8, 2025 - Prototyping workshops (Norwid Cultural Center)

During the workshops, we attempted to imagine the future of Central Square, using our unlimited imagination and drawing on workshops on attachment to place, which revealed the strong bond between residents

and the district in which they live. By mapping contexts, building scenarios for the future, and prototyping without limits, we came to the conclusion that Central Square still wants to be a center—but on new terms: less monumental, more human, which is also in line with our proposals developed during the meetings of the Local Action Group.



## 1.6. Vision

### "CENTRAL PROMENADE"

Green, atmospheric meeting place  
full of social attractions and cultural events



Action 2.4. Strefa niespiesznego relaksu

Action 2.1. Niech Plac odzyska blask!

Action 2.3. Strefa wydarzeń kulturalnych

Action 2.6. Strefa małej gastronomii

Action 2.5. Strefa aktywności fizycznej

Action 2.2. Strefa kontaktu z naturą

The stakeholders in the Nowa Huta ARCHETHICS project developed a shared vision for the final action plan for the Central Square during the workshops and discussions at the ULG meetings. The URBACT "newspaper of the future" tool resulted in the concept of transforming the Central Square into a "CENTRAL PROMENADE." The idea is to create a representative, resident- and visitor-friendly public space that will foster social integration, the development of local cultural and economic activity and enhance the attractiveness of Nowa Huta as a district with a unique urban and historical character.

**The promenade will become a new symbol of Nowa Huta, combining its historical heritage with modern urban functions.**

In 10 years' time, to be exact by 2034, the residents of Nowa Huta would like to see the Central Promenade with greenery, atmospheric meeting and event spaces and traffic running underground. This marked the culmination of the joint conceptual work on the project "Sustainable management of Krakow's dissonant heritage in the instance of Nowa Huta – ARCHETHICS."

## 1.7 Main integration challenges

1. **Social integration and activation of the residents** – creating a space conducive to meetings, neighbourhood events and building local ties.
2. **Development of culture and heritage** – use of the promenade as a place to display art, organise cultural events and promote the unique identity of Nowa Huta.
3. **Increase in economic attractiveness** – Changing the use function of the facilities around the Central Square, supporting the local entrepreneurs by creating such conditions as may be conducive of the development of catering, services and commerce.
4. **Improving the quality of public space** – new layout of the Central Square, planting greenery, small architecture, environmentally friendly solutions and aesthetically pleasing, accessible recreational spaces.
5. **Sustainable mobility** – prioritising walking and cycling, reducing car traffic and improving transport accessibility.
6. **Promotion of Nowa Huta** – building the district's image as a modern, open and attractive place for Krakow's residents and tourists.

BEFORE



AFTER



Table 3

Suggested obligatory aspects of integrated approaches		Is it relevant to your city? Why?	What is the current situation?	What can you do to improve this?
i.	Stakeholder involvement in planning	Yes. Their opinions are closest to the real world	The municipal authorities decide on the premises, as they own them	Rent auctions dedicated to desirable activities
	Coherence with existing strategies	Yes. They form the basis of the offices	Many plans are going to expire.	There needs to be an audit; such plans that were effective need to be extended early on

iii.	Sustainable urban development (economic, social and environmental)	Yes. Without resources, there is no growth	Nowa Huta is still not the centre of policymakers' attention	Intensify pressure on the City Council to change its approach to investments in Nowa Huta
ix.	Integration over time	Like all planning	Too often programmes are being implemented in parallel	There is a need for a municipal institution to coordinate at least selected activities. For instance, the modernisation of the Central Square
xii.	Stakeholders' involvement in implementation	Yes. This is important	Inadequate	This needs to change. Extensive consultation reduces the margin for error
<b>Suggested optional aspects of more integrated approaches</b>				
iv.	Sectoral integration	The wear and tear of the architecture and infrastructure is similar	There is no such coordination	Create joint renovation plans
v.	Spatial integration	The old part of Nowa Huta is safe	Urban planning entry in the register of historical monuments	Ensure compliance with the recommendations
vi.	Territorial integration	As above	As above	As above
vii.	Multi-level governance	Management should always be multi-level	A formal structure exists at the district level	Increase the competences and financial resources of the district
viii.	Integration of cross-cutting thematic aspects	See point 4	See point 4	See point 4
x.	Complementary types of investment	See point 4	See point 4	See point 4
xi.	Mobilising all available funding	Large investments are costly and can be funded from a variety of sources	It is possible to combine the funds; however, this requires an arduous procedure	Create a point of management for what is referred to as financial engineering to facilitate fundraising

## 1.8 How your testing activities contributed to the development of the IAP

### 1.8.1 Open-air embroidery meetings – July 2024 and July 2025

At the beginning of July 2024, the women associated in the handicraft group "Urban Embroiderers," which group has been active for several years in the ARTzone of the Norwid Culture Centre, met at the Central Square to spend time together on embroidery work, making the most of the summer weather. The meeting showed that the middle of the Central Square could be a space for relaxation and recreation, in spite of the heavy traffic surrounding the place. The meeting also served as a prologue to the full-scale test activities that took place in September 2024.



Fig. 10 Meeting of the Urban Embroiderers, July 2024.  
Source: resources of the Krakow City Council

Another open-air handicraft event at the Central Square took place at the end of July 2025, arousing the curiosity of passers-by. It is highly likely that the embroidery meetings at the Central Square will become an annual holiday tradition, hosted in the historic heart of Nowa Huta. This action fits perfectly with the demands recommended by the members of the Local Action Group for the activation of the Central Square.



Fig. 11 Meeting of the Urban Embroiderers, July 2025.

Source: resources of the Krakow City Council

### 1.8.2 Diamond Anniversary of Nowa Huta – 22 September 2024

On 22 September 2024, in the heart of the Central Square, an intergenerational meeting of the Nowa Huta community was held under the banner of "Diamond Anniversary of Nowa Huta"<sup>24</sup>, celebrating the 75th anniversary of the founding of Nowa Huta, and also testing joint ideas on how to actively use the dissonant heritage of "Old" Nowa Huta. A table set up in the middle of the Central Square brought together the residents from the surrounding estates to celebrate in unison. During the event, an exhibition prepared by T. Bereźnicki was opened; the Nowa Huta Social Archive collected memories of the residents; further, best wishes were expressed for Nowa Huta; there was also an opportunity to cast votes for the Citizens' Budget projects and learn information on the Municipal Revitalisation Programme. On top of that, participants could help themselves to a birthday cake and refreshments prepared by the local entrepreneurs. The event aroused great enthusiasm of the local residents, who flocked to the Central Square, as more than 300 people were in attendance *in situ*.

<sup>24</sup> The celebrations of the Diamond Anniversary of Nowa Huta were part of the events taking place as part of the project "Come visit Huta"



*Fig. 12 Diamond Anniversary of Nowa Huta*  
Source: Resources of the Krakow City Council

The event was held in cooperation with the Krakow City Council, municipal units, cultural institutions and local activists and politicians for which/whom Nowa Huta is extremely important; the event showed that the middle of the Central Square could be a place of leisure, recreation and the organisation of cultural events, integrating the local community and popularising knowledge of Nowa Huta's heritage. The joint celebration at the Central Square brought together 300+ people (families with children, teenagers and the elderly).



*Fig. 13 Diamond Anniversary of Nowa Huta*  
Source: Resources of the Krakow City Council



Fig. 14 Recreation in the space of Nowa Huta in 1956 and 2024.

Source: [www.rp.pl/](http://www.rp.pl/) - Photo: Erich Lessing/AKG Images/East News (top) and resources of the Krakow City Council - photo: Joanna Urbaniec (at the bottom)

### 1.8.3 Exhibition on the history of Nowa Huta

On 22 September 2024, the Central Square also hosted the opening of an outdoor exhibition on the history of Nowa Huta entitled "Once upon a time in the new town, or the history of Nowa Huta from 1949 to 2024." The history of Nowa Huta was presented in the form of a comic book, prepared by Tomasz Bereźnicki and published by the Nowa Huta Culture Centre in cooperation with the Department of Culture and National Heritage of the Krakow City Council. This story of Nowa Huta takes a closer look at the history of not only the town founded 75 years ago but also at the people and places of ancient times, dating back to the early Middle Ages. Visitors can see, for instance, the Wanda Mound, the

Cistercian Monastery in Mogiła, Matejko's manor house or the airport in Czyzyny. Narrating this comic journey through time are two stars of the cinema - Toshiro Mifune and John Wayne.

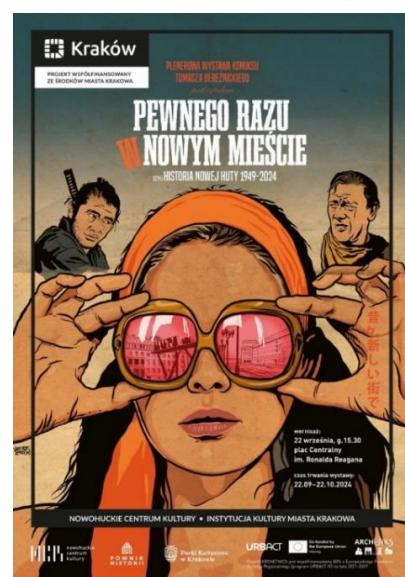




Fig. 15 Open-air exhibition "Once upon a time in the new city, or the history of Nowa Huta from 1949 to 2024"

Tomasz Bereźnicki's comic book entitled "Once upon a time in the new city, or the history of Nowa Huta from 1949 to 2024" has also been published in a bilingual form (Polish-English). It received its premiere together with a charity auction, during which some of the pages on exhibition were auctioned off; the money raised supported the Krakow Society for the Care of Animals.

## SECTION 2 Overall logic and integrated approach – General perspective and integrated approach

### 2.1 Strategic objectives (CS)

**Overarching objective** (perspective of 2 generations): "**NOWA HUTA – we are proud!**"

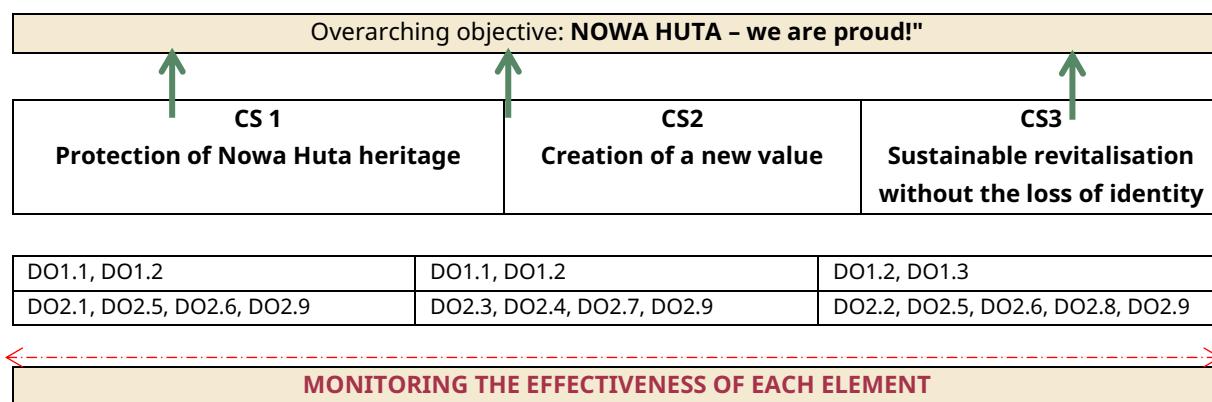
A long-term goal to shape a new vision for this part of Krakow as a safe, comfortable, liveable neighbourhood for the young and the elderly, and awe-inspiring and appealing to tourists. This is an overarching project; its implementation is a coherent programme of activities in multiple fields.

**Strategic objectives** (perspective of 10-20 years):

**CS 1. Protection of Nowa Huta heritage:** the protection of Nowa Huta's cultural heritage consists in preserving, consolidating, and promoting the unique historical, architectural, urban, and social values that make this place so special.

**CS 2. Creating a new value and image** - Nowa Huta should be presented as a European-ranking example of a planned industrial city and a monument of history, with its abundance of greenery and high urban standards, not just an "attraction of the People's Republic of Poland." The idea is to promote a multifaceted history – from the Cistercian Monastery in Mogiła, to the post-war modernist housing estates.

**CS 3. Sustainable revitalisation without the loss of identity** – the priority is to halt the degradation of the infrastructure and housing resource (thermal modernisation, modernisation of heating systems), at the same time respecting the urban layout entered in the register of historic monuments. Such modernisation is intended to enhance, not to dilute, the unique character of the district.



Each strategic objective needs to be broken down into multiple operational programmes and tactical programmes, implemented with various forces and resources, but always as

part of a coordinated programme. **To achieve the strategic objectives, a set of clearly defined first- and second-order operational activities is necessary. Due to their importance, the first-tier operational activities can also be considered as strategic ones.** This must be decided by the city authorities.

**DO1.1. Counteract stereotypes** – the real "dissonance" is in the mental: the image of Nowa Huta as a "workers' ghetto" or "socialist relic" does not correspond to reality. The strategy should include educational campaigns, popularisation of the district's history and culture, including the art of Nowa Huta, and not just "communism-themed" tourism.

#### Holistic view of Nowa Huta's heritage (70 years of the city, 7,000 years of history)

The preservation of Nowa Huta's heritage needs to be multi-layered and the narrative needs to be multi-tracked. At the moment, it consists mainly of the preservation and interpretation of resources of the People's Republic of Poland (museums, hiking trails, etc.). In 2023, the architectural and urban complex of Nowa Huta was declared a Monument of History by the President of the Republic of Poland. Joining the ATRIUM (Architecture of 20th Century Totalitarian Regimes in the Urban Memory of Europe<sup>25</sup>) route in 2024 is yet another step in consolidating a one-sided view of the district's past.

Such an approach, correct and true, is on a collision course with the recommendations formulated, for example, in the Cultural Park Protection Plan, recommending that knowledge of the resource be diversified as soon as possible: the Mogiła Abbey, the Wanda Mound, Jan Matejko's manor house and many others.

Parallel to the ATRIUM Route, efforts should be made to include the district in, for instance, the European Garden Cities Route or the European Route of Industrial Heritage (7,000 years of metallurgical traditions). Almost no mention is made of the presence of the Mogiła Monastery on the Cistercian Route, one of the European Cultural Routes.

A broad recognition of Nowa Huta's heritage will provide a basis for Krakow's action in its efforts to possibly include Nowa Huta in the UNESCO World Heritage List. Do they have a realistic chance of success? Opinions vary, which does not mean that these efforts should be abandoned.

**DO1.2 Strengthening the local community** – it is crucial to maintain a strong identification of the residents with the district: support cultural initiatives, NGOs, artists, create spaces for the elderly and protect against uncontrolled tourism (for instance, short-term rentals).

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<sup>25</sup> Architecture of Totalitarian Regimes of the 20th Century in Europe's Urban Memory. As part of the European Cultural Routes Programme certified by the Council of Europe.

### Development of a new narrative of Nowa Huta's heritage

There is a necessity of skilfully reconciling the "difficult heritage" with local identity: to avoid cheap nostalgia for the "good old days"; at the same time, the past should not be demonised. Coherent narratives are necessary – from exhibitions to guidebooks – showing Nowa Huta as part of 20<sup>th</sup>-century European history, not as a local peculiarity.

To use the dissonant heritage of Nowa Huta as a resource that underpins a democratic community, one that has been the face of totalitarian power in the past.

### Education on the importance of the dissonant heritage of Nowa Huta

International promotion allows us to go beyond the stereotype of the "industrial complex and the blocks of flats." It builds up the profile of the whole of Krakow as a multi-layered city – not just an "old town" but also a post-war urban planning laboratory. This, in turn, offers arguments when applying for EU funding, revitalisation grants or educational projects.

There is a necessity of developing educational programmes on heritage, including dissonance heritage, targeting the residents and primary and secondary school students in the district. Support of curriculum reforms towards the greater consideration of marginalised, frequently neglected, elements of local history.

Encouraging the reinterpretation of heritage sites through participatory methods (workshops, opinion polls, meetings, thematic workshops, online consultations, etc.).

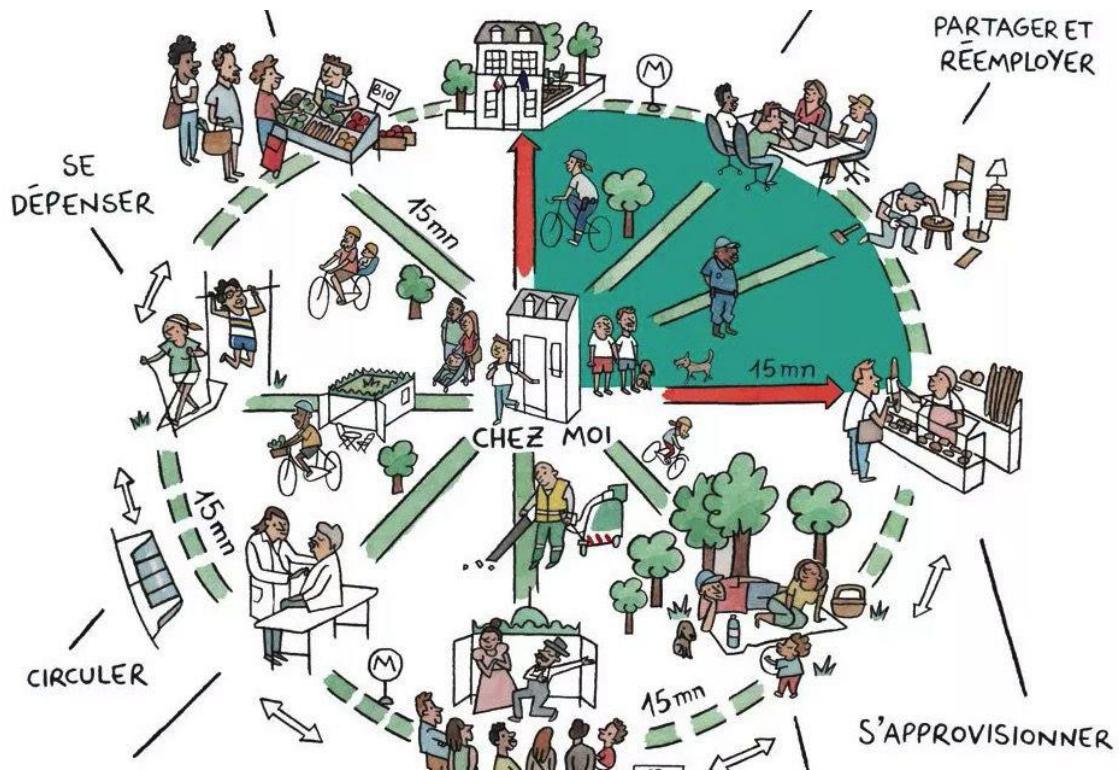
**DO1.3 New economic and educational impulses** – once the industrial driving force has faded, new functions need to be attracted: higher education institutions, modern cultural and innovation centres. Reasonable handover of premises to artists, creation of "communes" for the elderly.



Figure 16. Diagram showing the assumptions of the 15-minute city

### Nowa Huta – urban planning up to the modern day

The 15-minute city scheme is an urban planning concept, in which all the basic needs of the residents (work, education, shopping, recreation, health care, etc.) are available within 15 minutes walking or cycling distance from the domicile. The aim is to create sustainable, humane and local communities which reduce the need to use cars, pollution and improve the quality of life for the residents. Popularised by Carlos Moreno in **2016**, the concept has been gaining popularity the world over. Nowa Huta had implemented this model **half a century earlier**. We should boast about that too.



# Paris 2020 = Nowa Huta 1960

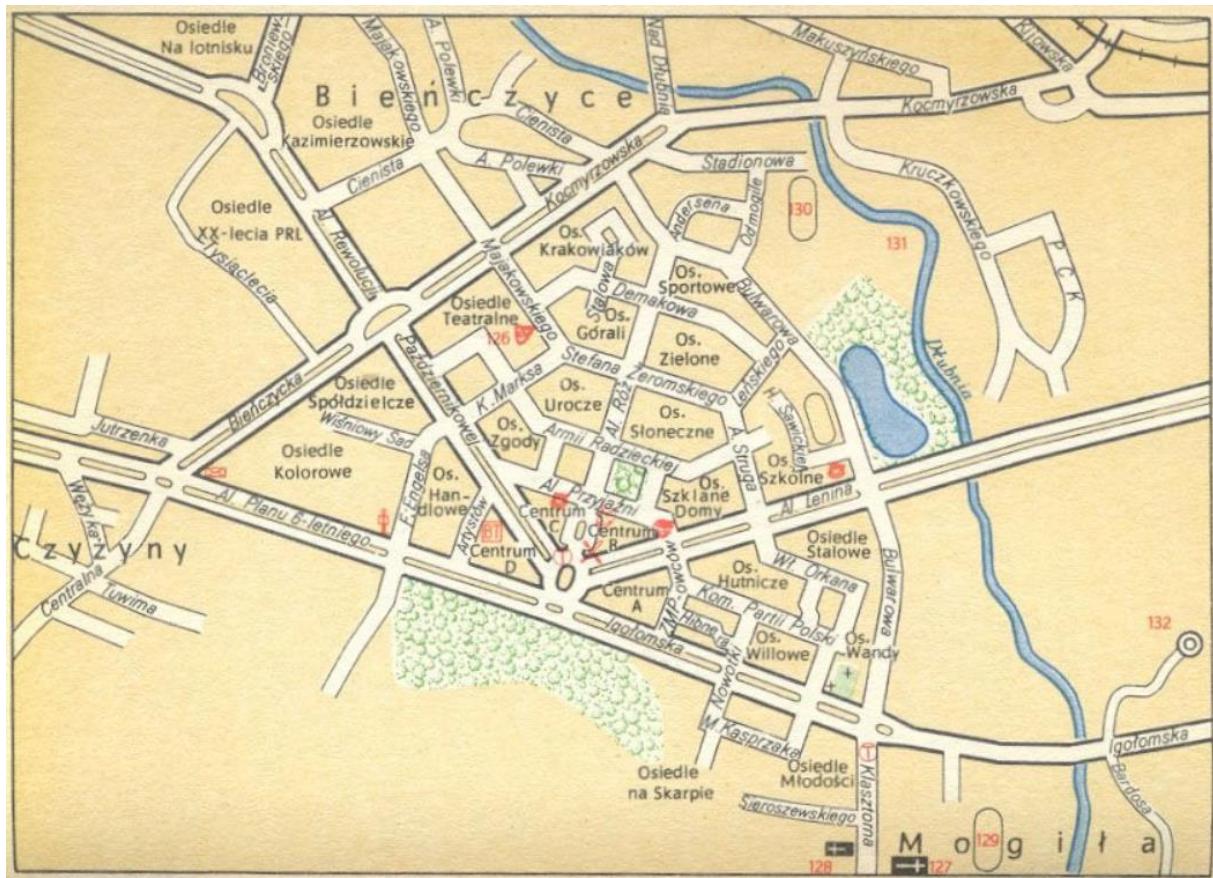


Fig. 17. Plan of Nowa Huta from 1967 (with the street names before decommunisation)

Source: <http://www.nhmz.pl/>

## Operational activities (DO2) in more distant

Examples of operational activities which are more distant from the ARCHETHICCS programme objectives but which form part of the strategic objectives specified in the programme.

- DO2.1.** Introduction of a strategy to maintain and restore the cultural landscape and architectural and urban expression of the public spaces of old Nowa Huta: alleys, squares, streets and parks.
- DO2.2.** Shaping and protecting the greenery of old Nowa Huta, preceded by an analysis of the state of health of the greenery and a proper process of public consultation on a neighbourhood and district scale.
- DO2.3.** Introduction of the principles of "responsible tourism" – based on local guides, local people's narratives and non-commercial trails.
- DO2.4.** Priority for local narratives over external visions of the neighbourhood – there is a risk of heritage being converted into a "product" detached from its social context.
- DO2.5.** Development of a strategy to manage tourism in Nowa Huta (including seasonality and spatial balance). Monitoring the impact of tourism on property prices, rent and structure of services.
- DO2.6.** Promotion of citizen participation in the management of cultural heritage. Creation of platforms for public discussion not only about controversial monuments or sites but an ongoing debate about the necessity of intervening in culturally and identity-challenged areas.
- DO2.7.** Women's equality and integration of female perspectives in heritage management; inclusion of female experiences in historical narratives and artistic and educational projects.
- DO2.8.** Housing and family-friendly programmes – preferential terms for renting or buying housing for young families (for instance public housing with a buy-back option).
- DO2.9** Nowa Huta – the capital of Polish design. The strategic plan is to build a museum using the steelworks management buildings and premises around the Central Square. The operational plan is to open a design gallery in the square and, in the short term, an open-air exhibition on the subject matter.

An essential element is the monitoring and evaluation of each and every action; the identification of specific, measurable metrics could improve the assessment of their effectiveness.

**ARCHETHICS (1-3 years) embedded in the strategic objectives of the district.  
Consolidated activities (shares).**

Note! Actions 2.1 - 2.6 are described in separate tables.

		Strategic Targets (CS)			Operational activities (DO1)			
		Protection of the urban layout	Creation of a new value	Sustainable Revitalisation without the loss	Counteracting stereotypes	Strengthening the local community	New impulses	Monitoring and evaluation
Action 3.1	X	X	X	X		X	X	X
Action 3.2		X	X	X		X	X	X
Action 3.3	X	X			X	X		X
Action 3.4				X	X	X		X
Action 3.5				X		X		X
Action 3.6	X	X	X	X	X	X	X	X

**We are building the "Central Promenade" brand as a place-related brand:**

- we position clearly
- we consistently demonstrate
- we measure the effects
- **Positioning and name**  
"Central promenade. The heart of Nowa Huta" – a district attraction within Krakow's boundaries: walking, culture, catering, greenery and daily relaxation. The core is the historic Central Square + a section of Aleja Róż. "Let us meet at the Promenade" v "Open-air city: art, taste and greenery."
- **Visual identity and order in the space**  
Permanent exhibits: modular displays, urban furniture, shade gazebos, urban mock-up as an "anchor" of the site; materiality: recycling, water-permeable paving; consistent references to the Cultural Park and Historical Monument.

- **Flagship programme 4x a year**

Quarterly "seasons" of the Promenade (spring / summer / autumn / winter) – always: open-air exhibition, flavour week, neighbourhood event, micro-concerts.

- **Significant events**

Grand opening in the open air (every 3 months) • Parsley market & breakfasts on the grass • Night at the Promenade (light installations) • Nowa Huta's birthday (plus a special edition – only for the residents registered in the Old Nowa Huta).

- **Catering and hospitality**

"Taste of Nowa Huta" – Tidy café terraces next to renovated façades, anti-littering restrictions (no "annexes"); food trucks only in the zone of the Nowa Huta Culture Centre

- **Funding and quick wins**

"Let the Square regain its former glory!" – pilot maintenance of the façade, followed by seasonal terraces; mix of urban, state, community and sponsor funds.

- **Partnerships and sign rights**

Krakow City Council/Municipal Buildings Management Board, Municipal Greenery Management Board, cultural institutions, NGOs, universities, District Council; formal "brand agreement" (brand charter) + "Promenade Approved" for tenants and events. Coherence with the Municipal Revitalisation Programme and tourism policy, synergy with ATRIUM.

- **Promotion in the media (Krakow-first)**

City channels + local media; constant video coverage, neighbourhood influencers; narrative: European garden city, not a drab "People's Republic of Poland attraction."

- **Order and security (sustainability condition)**

Permanent presence of services, monitoring, simple regulations for terraces and events; attention to a sense of security as an image asset.



Fig. 18. Proposal for a logo

## 2.2. Summary of the public survey on the Central Square

As a district with a unique urban and social heritage, Nowa Huta is today at a turning point. As part of the project 'Dissonant European Heritage as a Laboratory of Democracy – ARCHETHICS', implemented by the Municipality of Krakow in partnership with European cities, an attempt was made to define a new narrative about this space. The overarching aim is to create a vision of Nowa Huta as a district proud of its history, attractive to residents and tourists, and at the same time resistant to simplification and stereotyping.

In this context, research into the emotional attachment of residents to a place, in our case Plac Centralny, is crucial. The findings show that:

- Plac Centralny is a space that is strongly rooted in the memory and identity of residents, as many as 73% of respondents declared that they have many fond memories of it, and a similar percentage expressed sadness at the thought of not being able to use this space.
- The length of residence in Nowa Huta influences attachment levels: 65.7% of respondents have lived here for more than 20 years, which translates into a stronger sense of belonging and identification with the local heritage.
- The square has a social function, but not for everyone - 57% of respondents believe it fosters relationship building, but 42% expressed neutral or negative views, which indicates a need for inclusive activities.

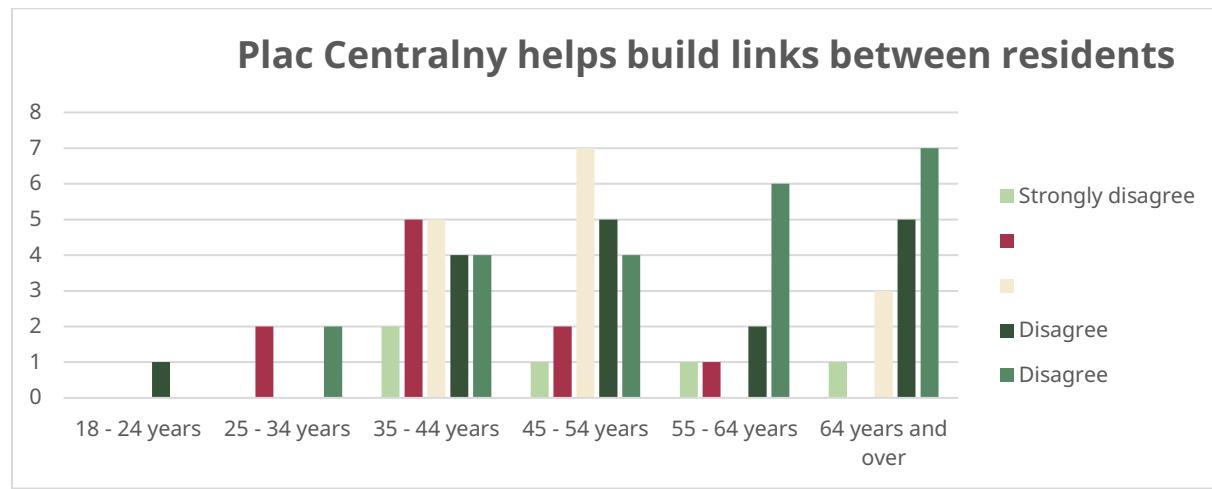


Figure 1: Opinion on the bonding nature of the square versus age (own study).

These results correspond with the city's strategic objectives:

**CS1 - Protection of Nowa Huta heritage:** residents regard the square as a whole, together with the surrounding buildings, confirming its role as the 'landmark' of the district.

**CS2 – Creation of a new value:** the strong emotions and memories associated with the square indicate its potential as a narrative space, not just as a tourist destination.

**CS3 – Sustainable revitalisation without loss of identity:** comments from residents highlight the need to renew the aesthetics of the square, increase the amount of greenery and organise events, which can restore its former character.

### 2.2.1 Plac Centralny as an emotional space

The survey of Nowa Huta resident shows that Plac Centralny evokes strong emotions. As many as 73% of respondents declared that they had many fond memories of it, and a similar percentage expressed sadness at the thought of not being able to use this space. For many residents, especially those connected to the district for more than 20 years, the square is a place of childhood memories, youth, daily rituals and gatherings. It is not just a public space, it is a place embedded in biographies that builds a sense of belonging and local identity.

In the context of strategic objective CS1, the protection of the urban layout, these results confirm that the square cannot be considered solely as an architectural object. Its value derives from the inhabitants' relationship with the space, not just its form. The revitalisation of the square should therefore take into account not only the aesthetics but also the emotional significance of the place.

### 2.2.2 Identity and a proud local narrative

Plac Centralny also plays an important role in building local identity. 88% of respondents felt it had been important to the district in the past and 73% believe it still plays an important role. Furthermore, more than half of those surveyed (61%) said they felt pride at the thought of the square. These figures indicate that residents not only identify with the space, but also see it as a symbol of the district that can provide a positive narrative. In this context, the CS3 objective - responsible promotion of heritage - acquires a concrete dimension. Plac Centralny should not be presented solely as a relic of the communist era, but as a place with a multi-layered history that can become the starting point for a story about Nowa Huta as a European, democratic district proud of its past.

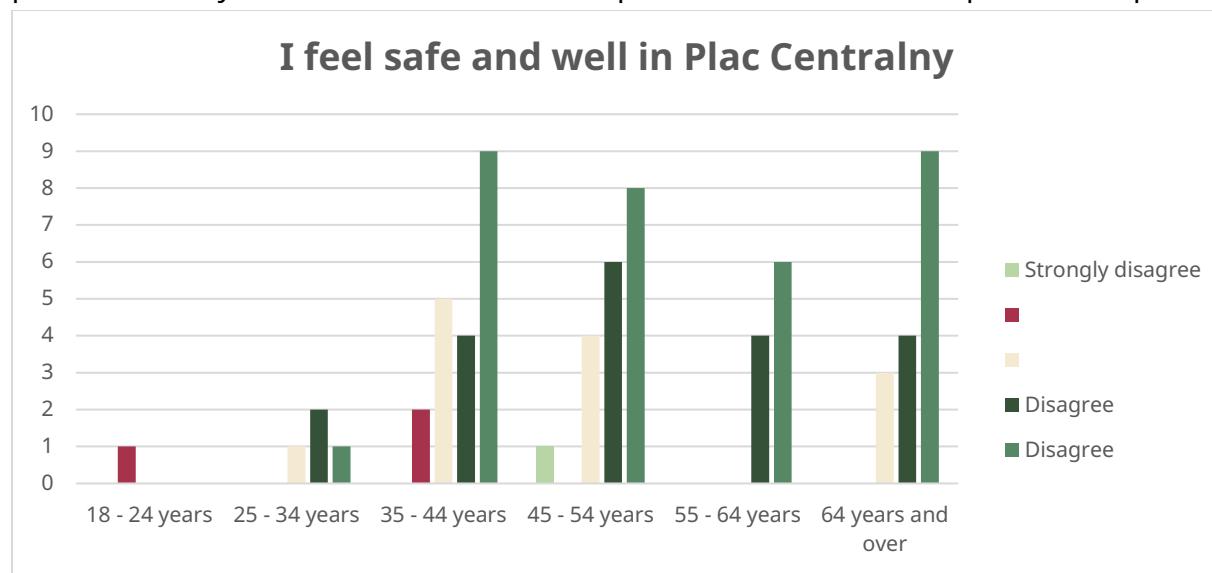


Figure 2: Sense of security versus age of respondents (own study).

### 2.2.3 Social ties and community

Another important aspect emerging from the research is the role of Plac Centralny as a space for building social ties. 57% of respondents believe that the square fosters the integration of residents, and 74% declared that they feel part of the local community when spending time there. These results are particularly pronounced among the elderly and those who have lived in the district for many years, indicating the permanence of the social relationships associated with this space.

Objective CS4 - revitalisation without loss of identity - requires these links to be taken into account. The modernisation of the square should enhance its community function, not dilute it. Residents' comments included demands for events, more greenery, improved aesthetics and functionality. Anything that can restore the square to its former character as a lively social centre.

### 2.2.4 Satisfaction and needs of residents

The research also showed that satisfaction with Plac Centralny is high but mixed. 76% of respondents feel safe there and 57% feel that the square is well suited for daily activities. At the same time, almost half of the respondents are not fully satisfied with the available services and infrastructure. There was criticism in the comments about the 'concrete character' of the square, the lack of greenery, children's attractions and cultural events. These figures point to the need for a diverse spatial offer to meet the needs of different groups of residents - from families with children to the elderly and single people. In this context, operational measures such as DO2.8 (housing and family programmes) or DO1.2 (strengthening the local community) can find their practical application precisely in the Plac Centralny space.

### 2.2.5 The square as the foundation of the future

Plac Centralny in Nowa Huta is not just a physical space - it is a place of memory, identity and community. The results of the place attachment study show that its role goes beyond communication or aesthetic functions. The square is the emotional centre of the district, which can become the foundation for its future. In the context of the overarching strategic objective - 'Nowa HUTA -we are proud!' - Plac Centralny can act as a catalyst for change. Its revitalisation, carried out with respect for local narratives, emotions and needs, can contribute to building a new vision for the district: as a democratic, inclusive place and rooted in history but open to the future.

### 2.2.6 Plac Centralny - from a place of memory to a space of the future. Scenarios.

Nowa Huta, a district built on the idea of a planned socialist city, today faces the challenge of redefining its identity. At the centre of this transformation is Plac Centralny, a space that has proven to be not only a physical landmark but also the emotional and symbolic heart of the district in place attachment studies. The results show that residents feel a strong attachment to the square, treating it as a place of memories, daily

rituals and local pride. At the same time, the future workshop showed that the square can, and should, become a space for designing the future rather than just remembering it.

The future workshop, organised as part of the ARCHETHICS project, confirmed this diagnosis: the participants - residents, cultural operators, local leaders - unanimously agreed that they wanted the square to be the centre, but in new ways.

**Local identity**, from monument to partner: Plac Centralny **was** for decades a symbol of the monumental urbanism of communist Poland. Today, as the survey shows, residents want to see it as a partner, not a monument. 88% of respondents felt that the square was important to the district in the past and 73% believe it still has an important role. Over half of respondents (61%) declared that they feel proud when they think about the square. These figures show that the square can be the starting point for a new narrative about Nowa Huta - not as a relic of the communist era, but as a space that is democratic, inclusive and open to change. The future workshop confirmed this need. Participants spoke of the square as a place that "remembers utopias, but still has not lost the right to dream". Working together on the scenarios showed that heritage does not bite if we treat it as a resource and not a burden. The square can be a space that connects history to the future – provided it is designed in a spirit of co-creation.

**Social ties**: the square as a 21st century agora In the survey, 57% of respondents **believe** that the square is conducive to relationship building. These results show that the square acts as a social glue, especially for older people and long-term residents. The future workshop developed this theme, pointing to the megatrend of a return to **small communities**: **neighbourhood**, hobby, local. The square of the future is not just a communication space, but a place for chance encounters, for conversations at a bench, for collective action. The idea of the square as a digital-real agora - a place **that offers a choice: to be together, but not necessarily connected** - emerged in the development scenarios. In the age of over-stimulation, the square can become a space for focus, mindfulness and a break from algorithms.

**Satisfaction and needs**: the square as a stage for active wellbeing. The survey showed that 76% of respondents felt safe in the square and 57% felt it was well suited to daily activities. At the same time, almost half of the respondents are not fully satisfied with the available services and infrastructure. The future workshop responded to these needs by pointing out the megatrends of city design in the spirit of 'less': less noise, less accumulation of things, more space for people. The square of the future is a stage for active well-being: a place of movement, education, proximity to nature, creativity and citizenship. It is a space that lives the whole day, changing function with the rhythm of the day and the year: a social beach in the morning, a conversation market in the afternoon, a cultural scene in the evening.

## 2.2.7 Development scenarios: the square as a living organism

The workshop identified four main megatrend clusters that define the future of Plac Centralny:

1. Between connection and disconnection - the square as a place of community and silence, digital presence and analogue rest.
2. Between generations - the square as a co-populated space for children, young adults and seniors.
3. Between places - the square as a stage, a stopover, a third place between work and home.
4. Between experiences - the square as a space for experiencing, not just passing through.

These scenarios fit in with the city's strategic objectives: protecting identity(CS1), creating new value (CS2), promoting heritage (CS3) and revitalising with respect for localism (CS4). Plac Centralny can be a laboratory for urban change if it is designed as a living organism and not just an urban composition.

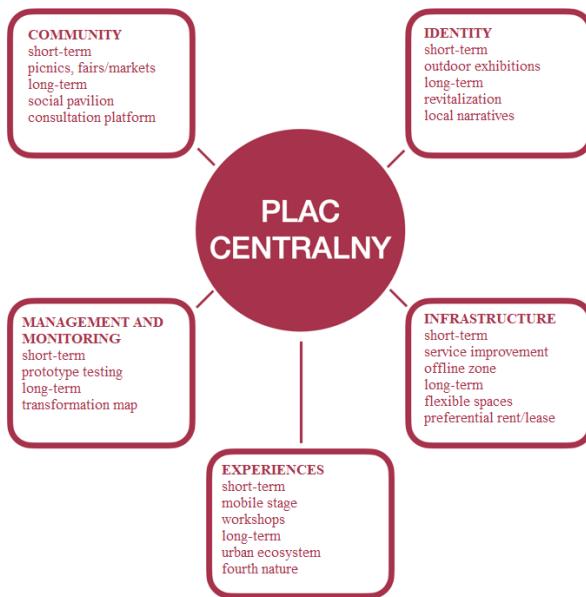


Fig. 2. Suggested activities around Plac Centralny in 5 areas (own study).

## 2.3. Space for intervention

### The Central Square named after Ronald Reagan in Krakow

Through the workshops and analyses during meetings with the local stakeholders, affiliated to the Local Action Group (ULG), and a third-party expert, the project team of the "Sustainable management of the dissonant heritage of Nowa Huta – ARCHETHICS" project identified the urban space of the Central Square, on which the intervention works focused. The main assumption is to activate this area of the city and restore it as a district centre for the residents.

The Central Square is the crux of the Nowa Huta district, although topographically it is not the central point. It was placed in the southern part, near the edge of an embankment, providing a view of the wide Vistula valley, enclosed by a range of foothills. The original plan was to build a theatre on the premises with a monumental colonnade<sup>26</sup>, and a community centre (the idea was abandoned in 1955 due to financial reasons). The theatre was to have 2-storey colonnades and enclose the Central Square from the south, at the same time opening up to the huge lagoon planned on the site of today's Nowa Huta Meadows<sup>27</sup>. The composition was never completed, and the southern wall, open to the valley, was tarnished by later developments. Most frequently, the name Nowa Huta evokes the image of the square, with its stylistically homogeneous, formally distinctive architecture. The 6-storey buildings, with 100-metre frontages surrounding the square, were entered in the register of monuments in 2015. "Socialist realism" architecture actually draws on the buildings of the most exquisite modern European squares; it transforms and presents them as new.

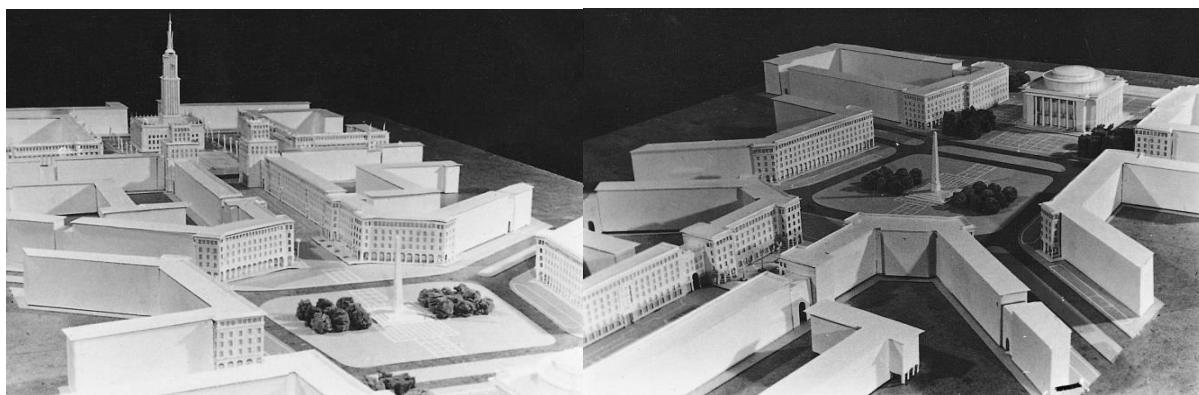


Fig. 19. Visions of the Central Square with unbuilt facilities, resources of the Krakow Museum

<sup>26</sup> In the 1980s, the construction of the Nowa Huta Culture Centre (NCC) began on the site of the previously mentioned theatre, which was relocated elsewhere in Nowa Huta.

<sup>27</sup> The master plan for Nowa Huta (situated on a high terrace of the Vistula River) provided for the creation of the "Southern Park," which was to consist of a 40-80 hectare Central Water Reservoir. The embankment was to feature regatta lanes, separate swimming areas, an amphitheatre auditorium and many other recreational and sports facilities. The erection of sports facilities with a stadium for 35 thousand seats was planned. The implementation of the project, developed at Miastoprojekt, a Krakow-based architectural firm, fell through due to financial considerations and inconsistent expert opinions on the effects of such a vast and shallow body of water.

The Central Square in Nowa Huta was one of the most important urban landmarks of the entire district and was of particular importance to its inhabitants during the heyday of Nowa Huta, from the 1950s to the 1980s. the 1990s.

1. Major urban and transport hub – designed as the heart of Nowa Huta, from which the main avenues (including Aleja Róż, Aleja Solidarności) spread.
2. Symbol of socialist realism: the architecture of the square and the buildings surrounding it was a flagship example of socialist realism. The monumental edifices with arcades were supposed to reflect the "power of the new society."
3. The centre of social and cultural life, as nearby were the cinema, restaurants, administrative institutions and culture centres.
4. Hangout location – the Central Square was a natural landmark and a space to integrate the residents. This is where appointments were made, walks taken and celebrations attended.
5. Shopping centre – there were shops around the square which, in spite of the shortage of supplies in the People's Republic of Poland, were the daily shopping.
6. Representative character – it was a source of pride, for the residents of the young district. It was here that officers and foreign delegations came to see the "model socialist city."
7. Place for historical events – over the years, the square has also acquired political significance, becoming a space for demonstrations, especially in the 1980s, during the Solidarity movement.

The Central Square can therefore be said to have been the heart of Nowa Huta – both architecturally and in terms of communication and emotions for the residents, who concentrated much of their lives there.



Fig. 20. Central Square named after Ronald Reagan (view from the Nowa Huta Meadows)

Fig. Jan Graczyński (resources of the Krakow City Council)

Now that production has been reduced, many companies which used to make their living off the industrial complex have gone out of business. As the people have been ageing, the place of once luxurious, individually and meticulously designed shops at the Central Square or Aleja Róż has been taken over by banks, pharmacies and chain stores. The process of marginalisation and reduction of functions to a mere transport hub has begun. The Central Square is no longer an oasis of affluence and elegance.

In the past years, there have been a number of attempts to restore the splendour of the Central Square. The site has been the subject of competitions organised by professional organisations (Association of Polish Town Planners and Association of Polish Architects). The first was the one in 1986 for the development of the Vistula embankment; the second one was the 9th International Architecture Biennale Krakow 2002. In 1997, a programme study was prepared for the development of the square; it proposed a partial restriction of vehicular traffic, making the central part of the square accessible to pedestrians, introducing retail and parking spaces under the square's slab and adding new buildings to its southern frontage. In 2004, the Krakow City Council allocated one million Polish zlotys for the modernisation of the Central Square. The modernisation provided for the square's appearance to be restored to that from 55 years prior. A promenade was laid through the middle part, the greenery upgraded; benches, litter bins and stylish greenery fencing appeared. The candelabra lights returned to both Aleja Róż and the square. In 2006, a Concept for the development of the area south of the Central Square was created; it proposed the arrangement of an amphitheatre, a vineyard, the construction of a cable car and a glazed vantage tower.

Due to the district's historical and architectural heritage, and to strengthen the local identity and the potential for the development of social and cultural functions, we would like to use the "ARCHETHICS" project to show that it is worth rebuilding the sense of splendour of the Central Square in Nowa Huta and creating an attractive, vibrant neighbourhood centre.

## 2.4. Shares

### **Building the "Central Promenade" brand as a Nowa Huta attraction within Krakow's borders**

#### **Guiding principles**

1. Contact with nature – landscaping of the square with high greenery
2. Outdoor education – acquisition of knowledge through contact with an artefact (or exhibition) in an urban space
3. Accessibility for people with special needs – improvements in the architectural, digital and ICT areas

#### 4. Building community connections

##### New layout of the Central Square

1. The current form of the Square, which is the hub of the Central Promenade, requires the space to be reorganised and greenery and landscaping to be introduced. It also requires the introduction of constant supervision so that the area is safe and comfortable for the various users.
2. This necessitates a new arrangement of the walkways, securing them in such a manner as to guarantee safety (especially for children at play). It is important to use safe (resting) crosswalks.
3. A fountain and drinkers (street water dispensers); lighting and power using Renewable Energy Sources.
4. A mock-up of the urban layout of Nowa Huta (for instance as part of the Civic Budget) located at the Promenade (for instance in the section of Aleja Róż where a car park is located today), as a focal point for history- and identity-themed events. Signage as part of the ATRIUM cultural route (information with World Heritage Site template signage), information – permanent – on the Historical Monument.
5. In the traffic area of the square, water-permeable concrete should be used – this drains water even in heavy rainfall, prevents puddles and increases water retention in nature. Use of recycled materials.

##### Implementation

1. It is worth demanding a renewal of the "Jubilee Resolution," so that the residents see an "incremental" change rather than an evolution over a long period of time as part of the civic budget (which should be allocated to improving the functionality of the Promenade).
2. Spreading easy measures over a long time causes irritation, a sense of lack of interest on the part of the city authorities, and discourages the residents from supporting the project.

## Section 3 Action planning details

### Action 3.1. Let the Square regain its former glory!

<b>Action title:</b> Restoration of the façade at the Central Square		<b>Owner of the action:</b> Krakow City Council, Municipal Conservator, Ministry of Culture and National Heritage, Social Committee for the Renovation of Krakow Monuments			
<b>Brief Description</b> As part of the municipal program - "Krakow's Blue-Green Policy. Concept for greening the city by 2050" ZZM. Modernization of the area inside the square in accordance with the direction of changes indicated in public consultations (including greening, replacement of benches, small architecture with educational elements related to cultural heritage, etc.); restoration of the aesthetic value of the place.		<b>Stakeholders</b> <ul style="list-style-type: none"> <li>Residents</li> <li>Krakow City Council / Municipal Buildings Management Board</li> <li>Municipal Conservator</li> <li>Colleges and universities</li> <li>Communities</li> <li>Nowa Huta XVIII District Council</li> </ul> <b>Links to the strategy:</b> Kraków Development Strategy. This is Where I Want to Live. Krakow 2030 Landscape Resolution European Cultural Route: ATRIUM <b>Risks:</b> Lack of funds; the area is listed in the register of monuments and, in the eyes of the law, is just as important to our heritage as Wawel, the Cloth Hall, or the Small Market Square. The public, councilors, and city officials need to be educated about this. <b>Action Readiness:</b> Krakow excels at effective revitalisation; only for now is Nowa Huta not yet widely regarded as a historic area worthy of costly restoration. <b>Finance &amp; Resources:</b> Cumulative state, municipal and housing community contributions.			
<b>ACTIVITIES:</b> A token of respect for tradition, regaining its former position in the ranking of city squares, engaging business.		<b>DATES:</b> All year long			
<b>INPUTS</b> Financial resources, prepared revitalization plans, residents' consent to the inconvenient but necessary renovation.		<b>RELATED ACTIVITIES</b> Public consultations		<b>OUTPUTS</b> NEW HUTA - we are proud!	<b>CONCERNs</b> Lack of understanding of decision-makers; insufficient resources. In the case of success, a threat of vandalism.
<b>Target</b>		<b>Channels</b>			<b>Responsible organisation and actors</b>

<ul style="list-style-type: none"> <li>• Local community of Nowa Huta</li> <li>• Tourists</li> <li>• Conservation sector</li> </ul>	<ul style="list-style-type: none"> <li>• Media</li> <li>• Sectoral conferences</li> </ul>	<ul style="list-style-type: none"> <li>• Krakow City Council / Municipal Buildings Management Board</li> <li>• Municipal Conservator</li> <li>• Colleges and universities</li> <li>• Communities</li> <li>• Nowa Huta XVIII District Council</li> </ul>
<b>Cross-cutting themes</b>		
<b>Cultural:</b> Harmonious combination of cultural events and the architectural backdrop.		
<ul style="list-style-type: none"> <li>• <b>Digital:</b> preparation of daily webcam coverage of the works.</li> </ul>		

## Action 3.2. Nature Contact Zone (part of the Central Promenade from the side of the Nowa Huta Meadows)

Action title: Relaxation in a natural environment	Owner of the action: Urban Greenery Board, NGOs				
Brief description	Stakeholders	Links to the strategy:	What success looks like		
Promoting proximity to nature, including in the city centre. Creating a fad for tranquillity and contemplation in the bosom of nature. Do it yourself - community cooperation in planting trees and shrubs (according to the plans prepared by the Urban Greenery Board)	<ul style="list-style-type: none"> <li>• Urban Greenery Management of Krakow</li> <li>• Municipal Cultural Institutions</li> <li>• Krakow City Council</li> <li>• Colleges and universities</li> <li>• Nowa Huta XVIII District Council</li> </ul>	<p><b>Links to the strategy:</b> Kraków Development Strategy. This is Where I Want to Live. Krakow 2030</p> <p><b>Risks:</b> Lack of organisers, risk of vandalism, worldview disputes</p> <p><b>Action Readiness:</b> very likely; more and more urban areas are becoming a relaxation zone due to of the test campaign</p> <p><b>Finance &amp; Resources:</b> Private sector sponsors, NGOs, Nowa Huta Culture Centre, Norwid Culture Centre</p>	<p>Choosing quality over quantity, savouring the moment, nurturing connections to people and the environment. Promotion of the idea of micro gardens within the old part of Nowa Huta</p> <p>Encouraging residents to slow down the pace of modern life, encouraging people to be more thoughtful and considerate in their daily activities. Choosing quality over quantity, savouring the moment, nurturing connections to people and the environment. Nowadays, the SLOW movement encompasses various fields such as food, cities, education, fashion and the likes; it advocates a sustainable and holistic lifestyle, which resists the fast pace of modern society.</p>		
ACTIVITIES:	DATES:	INPUTS	RELATED ACTIVITIES	OUTPUTS	CONCERNS

Recreation area; deckchairs; lectures, intimate concerts, starting point of environmental education paths.	All the time, from spring to autumn, depending on weather conditions	Purchase of basic recreational equipment, its repair and storage during winter (funds from the civic budget and the Urban Greenery Board)	Posters in the city space	Meet your friends, make new ones, relax	Vandalism, lack of respect for common property
Target		Channels			Responsible organisation and actors
Local community of Nowa Huta placing a shade-giving structure which does not obstruct the view axes at the Central Square; necessary isolation greenery on the side of the streets. The square becomes a node for environmental education paths, branching out into neighbouring streets, squares/plazas and parks; promotion of the use of urban space for recreational and exploratory purposes; encouraging the use of public transport, shared modes of transport, cycling and walking; shaded park spaces at the edge of the embankment (open space to the Nowa Huta Meadows). Erection of a spatial sculpture with a gazebo function.			<ul style="list-style-type: none"> <li>Media</li> <li>Face to face information - creating a fad</li> </ul>		<ul style="list-style-type: none"> <li>Municipal Cultural Institutions</li> <li>Krakow City Council</li> <li>Colleges and universities</li> <li>Nowa Huta XVIII District Council</li> </ul>
<b>Cross-cutting themes</b> <b>Cultural:</b> Harmonious combination of cultural events and the natural backdrop. <ul style="list-style-type: none"> <li><b>Gender:</b> ensuring an invitation to musicians representing a wide range of ages and gender identities.</li> <li><b>Digital:</b> preparation of the coverage of the event and posting on social media platforms, ensuring the interactive dimension of the rest and relaxation.</li> <li><b>Age:</b> actions prepared for an audience of all ages</li> </ul>					

### Action 3.3. – Cultural events zone (cyclical) – at the Central Square and within the bounds of the "Central Promenade"

<b>Action title:</b> Open-air exhibition Cyclical cultural events: exhibitions, installations, performances, street theatre, dance, art shows, <b>Appreciate the tradition and identity of place:</b> themed walks "Around the Central Square," dance parties (silent disco) Local activities: markets (small stands: handicrafts, flowers, antique flea market)		<b>Owner of the action:</b> Municipal Cultural Institution or NGOs	
<b>Brief description</b> Open-air exhibition devoted to various themes corresponding to the heritage of Nowa Huta and Krakow	<b>Stakeholders</b> <ul style="list-style-type: none"> <li>Municipal Cultural Institutions</li> <li>Krakow City Council</li> </ul>	<b>Links to the strategy:</b> Kraków Development Strategy. This is Where I Want to Live. Krakow 2030 Sustainable tourism policy for Krakow from 2021 to 2028	<b>What success looks like</b> People gather at the Central Square for an interesting leisure activity. Expanded knowledge of, for instance, the history of Nowa Huta and the people associated with it. The educational aspect will be a value added.

<p><b>Example:</b> Organisation of open-air exhibitions at the Central Square (junction of the square with Aleja Róż), dealing with historical and current topics from the life of the city, culture and futurology. A cyclical event held three times a year (spring / summer / autumn) with the aim of activating the urban space and making the place more attractive to visitors. Organisation of cyclical events in the vicinity of the Central Square (for instance Aleja Róż, City Hall Park, Nowa Huta Builders' Square), for instance the Enchanted in a Pumpkin Festival<sup>28</sup></p>	<ul style="list-style-type: none"> <li>Colleges and universities</li> <li>Nowa Huta Przyszłości S.A.</li> <li>Enterprises</li> <li>Nowa Huta XVIII District Council</li> <li>Institute of National Remembrance</li> </ul>	<p><b>Risks:</b> Lack of resources, lack of organisers, lack of topics,</p> <p><b>Action Readiness:</b> Very likely, in view of the test action conducted</p> <p><b>Finance &amp; Resources:</b> Funds from the Municipality of the City of Krakow, sponsors from the private sector, employees of the Krakow City Council, institutions of culture</p>	<p>Nowa Huta has a huge iconography; however, the exhibitions should, first and foremost, present art ("Once upon a time in the new city, or the history of Nowa Huta from 1949 to 2024" – an open-air exhibition of Tomasz Bereźnicki's comic), the past (for instance photographs documenting the growth of the city) and people (the Institute of National Remembrance's exhibition on Stanisław Mierzwa)<sup>29</sup>. An exhibition can be organised about the Atrium trail partners, or about the artists of Nowa Huta.</p>		
ACTIVITIES:	DATES:	INPUTS	RELATED ACTIVITIES	OUTPUTS	CONCERNS
<p>Erection of 16 displays with double-sided boards at the Central Promenade (junction of the square and Aleja Róż) organisation of the opening, organisation of accompanying events</p>	<p>Every 3 months (spring, summer, autumn)</p>	<p>Artist, material, curator of the exhibition, formalities</p>	<p>Publication of an exhibition catalogue or brochure</p>	<p>The Central Square is an active hangout place.</p>	<p>The Central Square is well worth a visit.</p>
Target	Channels			Responsible organisation and actors	
<ul style="list-style-type: none"> <li>Local community of Nowa Huta</li> <li>Residents of Krakow</li> </ul>		<ul style="list-style-type: none"> <li>Media</li> </ul>		<ul style="list-style-type: none"> <li>Municipal Cultural Institutions</li> <li>Krakow City Council</li> </ul>	

<sup>28</sup> September 2025, the Enchanted in a Pumpkin Festival was held for the 13th time. It is an event that takes place in the City Hall Park, bringing together nearly 1,000 people each year, local vendors, cafés, bakeries, the power of neighbourhood gatherings and workshops for various age groups. The event is organised by the Krakow-Nowa Huta Culture Centre(<https://krakownh.pl/projekty-i-cykle/festiwal-zaklete-w-dyni>).

<sup>29</sup> <https://ipn.gov.pl/pl/aktualnosci/220560,Otwarcie-wystawy-poswieconej-Stanislawowi-Mierzwie.html>

<ul style="list-style-type: none"> <li>• Tourists</li> <li>• Secondary school pupils/students</li> </ul>		<ul style="list-style-type: none"> <li>• Colleges and universities</li> <li>• Nowa Huta Przyszłości S.A.</li> <li>• Companies</li> <li>• Nowa Huta XVIII District Council</li> <li>• Institute of National Remembrance</li> </ul>
<p><b>Cross-cutting themes</b></p> <ul style="list-style-type: none"> <li>• <b>Green:</b> promoting the use of urban space for recreational and exploratory purposes; using recycled materials, encouraging the use of public transport, carpooling, cycling and walking to reach the venue.</li> <li>• <b>Gender:</b> ensuring that creators and performers representing a broad spectrum of gender identities are invited.</li> <li>• <b>Digital:</b> preparing the coverage of the event and posting on social media platforms, ensuring the interactive dimension of the exhibition.</li> <li>• <b>Age:</b> actions prepared for an audience of all ages</li> </ul>		

## Action 3.4. Zone of slow relaxation

Action title: Let us meet as always		Owner of the action: Urban Greenery Board, NGOs, District Management			
Brief description	Stakeholders	Links to the strategy:	What success looks like		
Area of the City Hall Park adjacent to Aleja Róż (Central Promenade). A meeting place for "people from the neighbourhood," opportunities for conversation, social games; an opportunity to flee one's cramped flat and asphalt-lined courtyard for a longer while.	<ul style="list-style-type: none"> <li>• Residents</li> <li>• Urban Greenery Management of Krakow</li> <li>• Municipal Cultural Institutions</li> <li>• Krakow City Council</li> <li>• Nowa Huta XVIII District Council</li> </ul>	<p><b>Links to the strategy:</b> Kraków Development Strategy. This is Where I Want to Live. Krakow 2030 FEMACT – Cities (URBACT IV programme)</p> <p><b>Risks:</b> Lack of organisers, risk of vandalism, worldview disputes</p> <p><b>Action Readiness:</b> Very likely; more and more urban areas are becoming a relaxation zone due to the test campaign</p> <p><b>Finance &amp; Resources:</b> Private sector sponsors, NGOs, Norwid Culture Centre</p>	<p>To give people the space to be with one another. A fully landscaped green space provides the opportunity to relax in the shade, to play a quiet game of chess or checkers (restore the chessboard tables, which were popular in Nowa Huta). The same urban furniture can be used for meetings, for instance handicrafts during the summer months (popular embroiderers: ARTzone of the Norwid Culture Centre and Paulina Mol of the Krakow City Council). There is a need for comfortable benches, a disabled-accessible toilet and, finally, some drinkers (street water dispensers).</p>		
ACTIVITIES:	DATES:	INPUTS	RELATED ACTIVITIES	OUTPUTS	CONCERNS

Recreational area; benches, maybe intimate concerts, coffee carts.	All the time, from spring to autumn, depending on weather conditions	Repair of municipal furniture (funds from the civic budget and Urban Greenery Board)	Posters in the city space	Meet friends, make new ones, relax	Vandalism, lack of respect for common property
Target		Channels		Responsible organisation and actors	
<ul style="list-style-type: none"> <li>Local community of Nowa Huta</li> </ul>		<ul style="list-style-type: none"> <li>Face to face information – creating a fad</li> </ul>		<ul style="list-style-type: none"> <li>Municipal Cultural Institutions</li> <li>Krakow City Council</li> <li>Nowa Huta XVIII District Council</li> </ul>	
<b>Cross-cutting themes</b> <ul style="list-style-type: none"> <li><b>Cultural:</b> harmonious combination of cultural events with a natural backdrop.</li> <li><b>Digital:</b> preparation the coverage of the event and posting on social media platforms, ensuring the interactive dimension of the rest and relaxation.</li> <li><b>Age:</b> actions prepared for an audience of all ages</li> </ul>					

## Action 3.5. Physical activity zone

Action title: Relaxation among the neighbours		Owner of the action: Urban Greenery Board, NGOs, District Management			
Brief description	Stakeholders	Links to the strategy:	What success looks like		
A hangout place for people who appreciate physical activity. Location at the edge of the Nowa Huta embankment, on the side of the housing estate of os. Centrum E (south-eastern edge of the Central Promenade).	<ul style="list-style-type: none"> <li>Residents</li> <li>Urban Greenery Management in Krakow</li> <li>Patronage of the University of Physical Education</li> <li>Krakow City Council</li> <li>Nowa Huta XVIII District Council</li> </ul>	Kraków Development Strategy. This is Where I Want to Live. Krakow 2030	<p><b>Risks:</b> Lack of constant supervision, risk of vandalism</p> <p><b>Action Readiness:</b> Very likely; more and more urban areas have sports zones</p> <p><b>Finance &amp; Resources:</b> Private sector sponsors, NGOs, University of Physical Education</p>		
ACTIVITIES:	DATES:	INPUTS	RELATED ACTIVITIES	OUTPUTS	CONCERNs

Sports and leisure area; competitions for children and young people	All year long, depending on weather conditions	Repair of municipal furniture (funds from the civic budget and Urban Greenery Board)	Posters in the city space	Meet your friends, make new ones, relax, compete	Vandalism, lack of respect for common property
Target		Channels		Responsible organisation and actors	
<ul style="list-style-type: none"> <li>Local community of Nowa Huta</li> </ul>		<ul style="list-style-type: none"> <li>Face to face information – creating a fad</li> </ul>		<ul style="list-style-type: none"> <li>Urban Greenery Management of Krakow</li> <li>Krakow City Council</li> <li>Nowa Huta XVIII District Council</li> </ul>	
<b>Cross-cutting themes</b> <ul style="list-style-type: none"> <li><b>Cultural:</b> harmonious combination of physical activity with a cultural and natural backdrop.</li> <li><b>Digital:</b> preparation of the coverage of the event and posting on social media platforms, ensuring the interactive dimension of the rest and relaxation.</li> <li><b>Age:</b> actions prepared for an audience of all ages</li> </ul>					

## Action 3.6. Small food court

Action title: Flavour of Nowa Huta	Owner of the action: Urban Greenery Board, NGOs, District Management		
<b>Brief description</b>  A hangout place for people who appreciate conversation, proximity and good food. The area of the Central Promenade is already home to multiple catering facilities, from full-service restaurants (Skarbnica, Stylowa) through a milk bar (Centralny), cafés (Świat Dziecka), to street food in the area around the Nowa Huta Culture Centre. After	<b>Stakeholders</b>  <ul style="list-style-type: none"> <li>Residents</li> <li>Urban Greenery Management of Krakow</li> <li>Craft features</li> <li>Krakow City Council</li> <li>Nowa Huta XVIII District Council</li> </ul>	<b>Links to the strategy:</b> Kraków Development Strategy. This is Where I Want to Live. Krakow 2030  <b>Risks:</b> Risk of vandalism, excessive sanitary and epidemiological requirements  <b>Action Readiness:</b> Very likely; more and more similar events are taking place in Krakow  <b>Finance &amp; Resources:</b> Private sector sponsors, NGOs, University of Physical Education	<b>What success looks like</b>  To provide people, especially young people, with the space to go beyond the monocultures of home cooking (broth, pork chops, etc.) and street food (pizza, kebab, etc.). Good cuisine is the best starting point for conversations about multiculturalism.  Periodically, a "parsley market" should be organised in the centre of the square and at the end of Aleja Róż, offering healthy food and the option to have breakfast in the form of a picnic on the grass. A similar form could be provided by afternoon tea parties organised periodically by restaurateurs running permanent catering facilities around the square. This requires minor technical improvements, for instance constant access to electricity using photovoltaics. The food

the planned renovation of the blocks surrounding the square, it is envisaged that café terraces will be installed at the building façades.				trucks should be located in the area of the Nowa Huta Culture Centre. Care must be taken to ensure that they do not turn into fixed points, enclosed by disfiguring walls, canopies and fences.	
ACTIVITIES:	DATES:	INPUTS	RELATED ACTIVITIES	OUTPUTS	CONCERNS
Recreational area; festivals; popularisation of foreign cuisine. Catering activities should be complemented (combined) by cultural and entertainment events: authors' evenings, meetings, stand-up, etc. We could organise an outdoor cinema.	All year long, depending on weather conditions	Location of electricity supply points; frequent cleaning of the area by the Municipal Cleaning Company	Posters in the city space	Meet your friends, make new ones, relax, experience the new	Vandalism, lack of respect for common property
Target		Channels		Responsible organisation and actors	
<ul style="list-style-type: none"> <li>Local community of Nowa Huta</li> </ul>		<ul style="list-style-type: none"> <li>Face to face information – creating a fad</li> </ul>		<ul style="list-style-type: none"> <li>Urban Greenery Management of Krakow</li> <li>Krakow City Council</li> <li>Huta XVIII District Council</li> </ul>	
<b>Cross-cutting themes</b> <ul style="list-style-type: none"> <li><b>Cultural:</b> harmonious combination of relaxation with a cultural and natural backdrop.</li> <li><b>Digital:</b> preparation the coverage of the event and posting on social media platforms, ensuring the interactive dimension of the rest and relaxation.</li> <li><b>Age:</b> actions prepared for an audience of all ages</li> </ul>					

## Section 4 Implementation framework

### 4.1 Leading authority

The action programme should be adopted for implementation by way of a resolution of the Krakow City Council.

The preparation of the resolution should be handled by the Department of Entrepreneurship and Innovation, in consultation with the city (district) institution coordinating the work of the stakeholders, designing participatory processes, modelling public engagement and feedback loops for action. URBACT is distinguished by its integrated approach – activities must manifest vertical (administrative cooperation), horizontal (intersectoral) and territorial interaction.

### 4.2 Local Action Group (ULG)

People who are members of the Local Action Group of the ARCHETHICS project will be encouraged to get involved in the work (activities) of the Revitalisation Committee<sup>30</sup> for the sub-area of the "Old" Nowa Huta. The Revitalisation Committee (constituting a group of the stakeholders) plays the role of an opinion and advisory body for the Mayor in matters concerning revitalisation and provides a forum for cooperation and dialogue by and between stakeholders and the City's authorities on the preparation, conduct and evaluation of revitalisation. It is the most important body exercising social control over all the elements of the revitalisation process. What is equally importantly, it gives the stakeholders an opportunity to exert a real impact on the course of the revitalisation implemented by the City.

### 4.3. Allocation of resources

A detailed budget plan will align the financial resources with the key activities. Transparent budgeting and periodic financial reviews will be incorporated into the management protocols<sup>31</sup>. Each and every task should have an "owner"; this allows ambiguity to be avoided during implementation.

It is difficult to estimate the costs of the planned measures and to identify sources of funding (city budget, EU funds, public-private partnerships, etc.).

In the future, a more detailed budget plan would need to be created. This includes:

- **Estimated costs** for each key activity (for instance workshops, creation of thematic trails, renovations, promotional activities).

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<sup>30</sup> Resolution NO. XXXIII/652/25 of the Krakow City Council dated 2 July 2025 on defining the rules of composition and operation of the Revitalisation Committee.

<sup>31</sup> Sources of funding include: EU programmes (Creative Europe, Horizon Europe, Erasmus+), national/regional cultural funds, private philanthropy, in-kind contributions from the local stakeholders.

- **Potential sources of funding** – not just general statements about EU or city funds, but specific programmes, grants, public-private partnerships or fundraising opportunities from sponsors.
- **Cost-benefit analysis** – although difficult to estimate precisely, it could help to assess the effectiveness of investment in dissonant heritage.

#### 4.4. Implementation schedule

The action plan will be implemented in three stages

Table 4. Phases for implementing the action plan

Phase	Timeline	Milestones
I. Configuration/Mobilisation	1 year	Preparation, Public consultation. The involvement of the local groups was confirmed actions, baseline assessments completed
II. Implementation and monitoring	2 years	Implementation of pilot projects, educational programmes and international workshops (laboratories). Regular monitoring.
III. Consolidation and scaling	4 years	Final evaluations, policy integration, scaling up successful practices and sustainability planning. Scaling.

The lack of implementation deadlines reduces the effectiveness of the plan; therefore, the table above has been enclosed with an indicative timetable (for instance immediate, short-term and long-term actions).

#### 4.5 Risks

Table 5. Risks

	Risks	Mitigation strategy
4.5.1	Political resistance to revising contested narratives	Shaping action as democratic enrichment, rather than revisionism; early involvement of decision-makers.
4.5.2	Conflicting interpretations of heritage values	Community mediators, streetworking, educational meetings, panel discussions
4.5.3.	Low commitment	Cooperation with trusted community actors; use of creative activities (for instance art, theatre).
4.5.4	Digital exclusion	Provide offline engagement options, and access. Online in libraries and community centres
4.5.5.	Financial shortage	URBACT encourages "integration of multiple funding sources"
4.5.6.	Open-air museum of Nowa Huta	Prevention of the deliberate labelling of the city – this time around for business reasons – as a socialist city, a grim reminder of the communist regime.
4.5.7.	Using the topic for political or ideological purposes	Informed education and dialogue about the value of heritage including dissonant heritage
4.5.8.	Difficulties in getting the message across to the general public	Development of new, effective communication strategies

## 4.6 Coordination tools and mechanisms

One of the mechanisms coordinating and monitoring the implementation of the Integrated Action Plan could be the Revitalisation Committee for the "Old" Nowa Huta sub-area, which will serve as an advisory and consultative body for the Mayor of the City on issues related to revitalisation and will constitute a forum for cooperation and dialogue between the stakeholders and the City authorities on the preparation, implementation and evaluation of revitalisation. In July 2025, a resolution was adopted on determining the rules for determining the composition and operation of the Revitalisation<sup>32</sup> Committee; according to the resolution in question, the Committee may include, for instance, residents of the revitalisation sub-area, representatives of NGOs, representatives of entrepreneurs and representatives of District Councils. It would be worthwhile for the representatives of the said groups to include people who have been actively involved in project activities as part of the Local Action Group.

## 4.7. Summary

### Foundation

The project "Sustainable management of Krakow's dissonant heritage in the instance of Nowa Huta – AR.C.H.ETHICS," implemented by the City of Krakow Office under the URBACT IV programme (2021-2027), is aimed at protecting, reinterpreting and promoting the heritage of Nowa Huta, particularly in the context of its complex 20th century history. The term "dissonant European heritage" was popularised by John Tunbridge and Gregory Ashworth (1996); they described it as **a source of identity, political, historical or moral conflicts** – both in collective memory and in commemorative practices.

Dissonant European heritage refers to parts of the continent's past that are controversial and painful – such as colonialism, totalitarian regimes (for instance Nazism, Fascism, Stalinism though no longer feudalism and slavery) ethnic cleansing, border shifts or socio-political repressions. They are "dissonant" because, as they are "a moral and ethical thorn in our side," they challenge the balanced, subdued narrative of European identity and history.

Compared to Europe, Nowa Huta is a dissonant heritage in a 'light' version. People stigmatise it as having communist origins, yet they overlook who built it and how. The product of the Cold War were the Giant (later Lenin's) Steelworks, not the city for its

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<sup>32</sup> Resolution no. XXXIII/652/25 of the Krakow City Council dated 2 July 2025 on defining the rules of composition and operation of the Revitalisation Committee.

workers. So what that a part of it is built in the spirit of social realism? This is not an argument enough to condemn the urban complex, let alone its residents.

### Activities

It is necessary to evoke the character of Nowa Huta as a historic industrial complex, and to include activities to support the acceptance and promotion of this heritage (for instance educational paths, a cultural festival, programmes in the museum), in line with the need to create cultural tourism. Ensure that it is promoted as a garden city or a precursor of the 15-minute city.

The action plan was developed with a long-range transformation in mind. Dissonant heritage **does not mean that the city is less valuable or that it should be erased**. On the contrary, its strength lies in its ability to: **provoke reflection, encourage dialogue and build a diverse identity**.

The ARCHETHICS project links the history of social realism to the earlier stages of Nowa Huta's development, thus providing a fuller picture of the district's identity. The project strengthens community ties through meetings of Local Groups, workshops, study visits and the active participation of the residents, experts and officials; all of it builds awareness. It is worth noting that the idea of exhibitions at the Central Square is already continued<sup>33</sup>.

Actions in the area of dissonant heritage can be taken in different directions, depending on the resources allocated and the determination of the stakeholders.

Table 6

Area	Activities	Examples
<b>Reinterpretation of space</b>	adaptation of buildings and public spaces from the People's Republic of Poland to new functions	Nowa Huta Museum, Łaznia Nowa Theatre, ARTzone of the Norwid Culture Centre
<b>Education and narrative</b>	change of narrative: from the propaganda of the People's Republic of Poland to critical storytelling	Tourist routes through the war shelters, exhibitions at the Museum of Nowa Huta ("Ideal City," "Central Square. In Search of the Centre", etc.), workshops for young people, activities of the Nowa Huta Heritage and Identity Workshop and then of the Norwid Culture Centre's Nowa Huta Heritage Laboratory – key projects for changing the narrative (publication of the Alternative Guide to Nowa Huta, among others)
<b>Public participation</b>	involving the residents in the process of creating new meanings	"Let us meet in the courtyard" project, "Nowa Huta odNowa," community gardens, Civic Budget
<b>Artistic treatments</b>	art as a tool for reinterpreting the past	mural "Nowa Huta – the future of Krakow," spatial installations (for instance neon signs), theatre and film events

<sup>33</sup> <https://ipn.gov.pl/pl/aktualnosci/220560,Otwarcie-wystawy-poswieconej-Stanislawowi-Mierzwie.html>

<b>Heritage protection</b>	to be protected as a cultural asset – not to glorify, but to consciously manage memory	entering Nowa Huta in the register of historic monuments (2014), establishment of Nowa Huta Cultural Park (2019) <sup>34</sup> , Local plans protecting the urban layout, recognition as a historical monument
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## Benefits

Thanks to the project, Nowa Huta is becoming an example of how a heritage with a difficult history can be effectively managed, involving the local community and drawing on international experience. This ambivalence – between pride in a well-designed space and awareness of its propaganda roots – is the essence of dissonant heritage.

This is not just about the regime's past, but about the complexity of social and cultural meanings attributed to this space today. Nowa Huta – like other examples of difficult heritage in Europe (for instance the EUR district in Rome, buildings from the Third Reich, or Soviet monumental architecture in Kharkiv) – can be analysed and protected not **in spite of** its origin, but **precisely because of it**. ARCHETHICS goes beyond typical educational activities, as it combines heritage, community participation and international cooperation. It would be excellent if a **Dissonant Heritage Manifesto** could be developed on the basis of the programme as grounds for developing European standards for the management of heritage with a difficult history. Our aim is not to "cut ourselves off" from the past, but to **manage its complex heritage in a sustainable way**. The management of such a heritage is not to deny **and forget**, but to reinterpret.

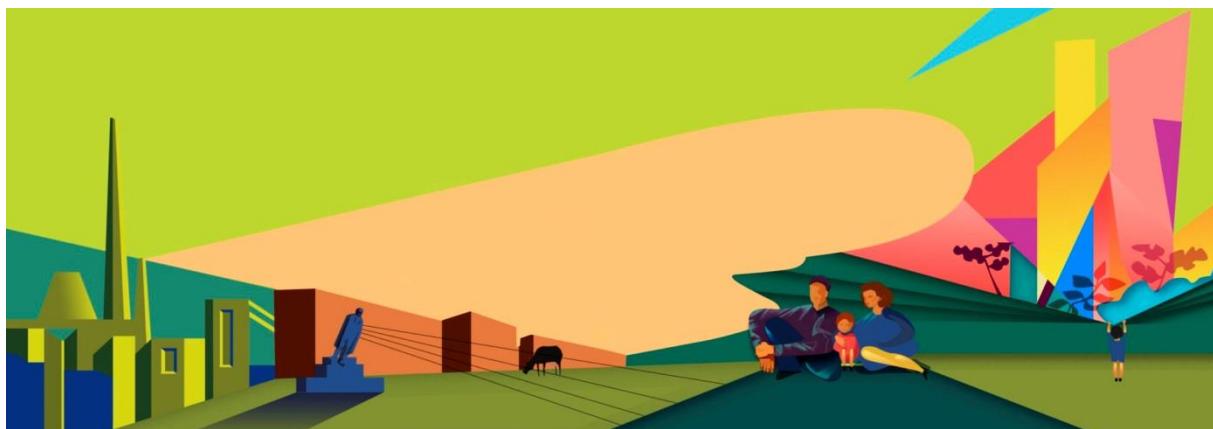


Fig. 21 Mural by Dariusz Milczarek, Past – present – future of Nowa Huta, 2020

<sup>34</sup>Resolution NO. XXIX/757/19 of the Krakow City Council dated 20 November 2019 – this establishes the Nowa Huta Cultural Park and defines the principles of its protection; Resolution CXXX/3613/24 dated 20 March 2024 – updates the provisions on the protection of the cultural landscape, monuments and urban layout of Nowa Huta.