

Iwona Ludwiczak
Poznań, Poland

INTELLECTUAL RESULTS OF THE PULSAR EFFECT DURING POZNAŃ INTERNATIONAL FAIR

OUTLINE

How to protect city of Poznań against expected effects of the agricultural sector restructuring projects in the neighbouring areas? How to make the surroundings of Poznań more attractive?

Answers to the questions arisen in a bus standing in a long queue of cars during one of events at the Poznań International Fair as advantages of the pulsar effect.

I. BASIC INFORMATION

Poznań is Poland's fifth largest city in terms of population. Its history goes back to the 9th century. Presently, its area of 261.3 sq. km (100.9 sq. miles) is inhabited by 572,000 people.

The city is located in central Western Poland on the river Warta. Important transportation routes cross here, linking Paris and Berlin with Warsaw and Moscow and the Balkans with Scandinavian countries via Baltic Sea routes. Poznań also has its own air and river ports.

The city is the historical and administrative capital of Wielkopolska, Poland's best economically developed province, which has a total area of over 29,800 sq. km and a population of approximately 3,400,000. (*City of Poznań, Information 2002*, Office of Public and Foreign Relations, Poznań City Hall).

Poznań is the commercial capital of Poland. The city's character has been determined by the international trade fair which occupies a leading position among European exhibitions and helps re-create the free market in Central European Countries.

Poznań International Fair has been very significant for the city's economy since its

foundation in 1921. Nearly 40 different trade fair events are organised here every year. The most important events in terms of the number of exhibitors are Budma International Construction Fair, Polagra Food and Poznań Motor Show. In 2001, over 473,600 people visited Poznań fair events, the most popular being the Poznań Motor Show, Polagra Farm and Budma.

The PIF, backed by 80 years of tradition and experience, owns and manages over 150,000 sqm of exhibition space. Even the oldest exhibition hall, erected back in 1911, after renovation features a combination of modern architecture with some elements used in its historical construction - identical with those of the Eiffel Tower. (*City of Poznań Info CD*, Poznań City Hall).



Poznań International Fair. Photo: E. Orhon-Lerczak

II. WHAT HAPPENED DURING ONE OF POZNAŃ INTERNATIONAL FAIR EVENTS IN 2000?

Sitting in a bus, stuck in traffic jam, can be a fruitful time for a poet, a psychologist, a sociologist, a composer, whoever... What about a town planner?

Questions that arose in the bus after 10 minutes of waiting:

- how to protect city of Poznań against the effects of the agricultural sector restructuring projects in the neighbouring areas? How to stop the process of crowding the city?

- how to draw special attention of the authorities at all levels who operate within specific territories to the importance of initiating processes conducive to the compensation of chances for development among inhabitants of a metropolis and the significance of space formation in the process start-up.

Answers born during the following minutes on the bus:

- in the region there are values recorded in landscape, not uncovered to the end or else not quite realised, that represent the heritage of intellectual culture of the past and present generations of Poznań city and county people,
- to attract tourists to these values through "Touring Active Ranges"*, across the administrative borders of communes.

Results after two hours:

The Town Planning Office in Poznań started to prepare a project related to questions and answers mentioned above.

In this way the pulsar effect indirectly caused starting implementation the EU call for "rural-urban partnership".

III. PLANNING ADVENTURE

1. OUTLINE

The landscape ranges project ("Touring Active Ranges") elicits intellectual values contained in the space. These values can and should exert impact on physical development plans and extend the scope of business activity engaged by residents of individual ranges.

The landscape is a cause and effect of new ideas, projects and culture coming onto surface.

Finding common landscapes in the city and its region, and appreciating the value of these landscapes through the intellectual message relating to culture, history and

nature were the starting point for drafting and scheduling the programme.

As a result of research and analysis some special values connected to the heritage of intellectual culture are arranged according to single-topic ranges (with their "capitals"). The ranges are co-constituted by landscapes of related individual places and events:

- PROMOTION OF RURAL AND FOREST CULTURE TRADITION
- TRIP TO THE OLDEST HISTORY OF THE POLISH STATEHOOD
- HOUSES AND PEOPLE
- THE POLISH NATIONAL ANTHEM
- GRANGES (EUROPE)
- EXTREME SPORTS AND RECREATION
- EXPERIMENTAL FARMING

as well as the range of the Warta river which is the axis of the whole area and as such integrates fragments of several principal single-topic ranges.

Studies on particular ranges (topics) were inspired with the to-date positive, already completed examples of tourist-friendly transformation on a small scale (evidence of potential and hope for advantageous perspectives). The emphasis laid on spatial assets is also conducive to the promotion of a given area.

2. WHAT KIND OF PROJECT IT IS?

The pulsar effect indirectly caused starting of completely informal planning process. The project run and controlled by the planning institution is neither a typical planning document nor an action plan. Instead, it is a "message" which awakes the potential

of activity in local communities and refers to the tradition of community self-organisation and management. Necessary studies for the team working on the project include: research in archive resources, reading old and new poems, tales, overlooking old family photographs, making contacts with interesting people, etc.

The project is a result of collaboration across the administrative divisions: involved were the City of Poznań, the Poznań County, as well as towns and communes situated within particular ranges.

* *range*: a group of administrative entities along one line



The general idea (poster by M. Siekierski, Poznań Town Planning Office)

Below: an example of attractive surroundings and programmes related to manor house; an example of a neglected place where there is a need to improve the landscape and to implement activity programmes (the range "Houses and People", among other sites - the site of birth of Paweł Edmund Strzelecki - Polish geographer, explorer and conqueror, discoverer of Koocziuszko Mountain in Australia, 15.02.1840; author of the range: Andrzej Billert, Town Planning Office, Poznań).



Koszuty. Manor house with musical programmes (photo: Maciej Siekierski, Andrzej Billert).



Kórnik Prowent. Place of birth of Wisława Szymborska, a poet awarded with Nobel Prize in Literature (photo: Maciej Siekierski)

The project corresponds to the inter-departmental educational programme of protection of historical landscape and proper formation of natural and cultural Poland, called "Conscious Formation of Landscape and Protection of Historical Landscape", implemented pursuant to the Ruling of the Prime Minister no 41 of 27 July 1999.

3. PUBLIC PARTICIPATION

Involvement into the programme implementation may bring significant economic effects, such as enhancement of the region's attractiveness followed by an increase in the number of work places. Arrangement put into the idea of landscape-spatial ranges should be followed by arrangement in the landscape. The latter in turn may exert impact on the order in human behaviour. Order in space exerts influence on order among people?

The very implementation of the programme provides opportunities for co-operation between different actors, organisations or institutions, based on the common single-topic range idea.

There have been meetings organised in the "capitals" of ranges. The project is appreciated by the participants. All the more so, as very often such meetings are attended by entities (people and institutions), who would not imagine they could find a plane for common initiative. The discovery that joint actions carried out by very distant entities can be conducive to a common positive target, which in turn enriches each member of the process, seems to be a great achievement of the project. The meetings organised in particular ranges are often attended by those who even though operate on the same area, or who carry out similar actions, often are not familiar with the type of operations performed by their partners. The inspiration here is the landscape as a cause and effect of ideas, projects and culture that come into being. The subject is "open". Its development depends on the invention of the programmes participants.

Newspaper headlines reflect the interest in the idea of ranges: *KÓRNIK: THE CAPITAL OF HOUSES AND PEOPLE RANGE* (5.11.2001), *RANGES AROUND THE CITY* (10.10.2001), *DON'T FORGET OUR CULTURAL HERITAGE* (26.11.2001), *TOURING ACTIVE RANGES* (24.01.2002), *ŁAWICA WILL BE THE HEART* (15.03.02).

Below: one of news on the ranges in Poznań local newspaper

Turystyka aktywnymi pasmami

Wkrótce ruszymy w jedną z nowych tras turystycznych

Wędrówkę można rozpocząć w Poznaniu. Każdy kolejny przystanek oddali nas od miasta, ale przybliży ciekawostki okolicznych terenów – historię, sport, a nawet sylwetki słynnych ludzi.

■ MATEUSZ MARCZEWSKI

Miejska Pracownia Urbanistyczna zdecydowała się stworzyć projekt tras, które prezentowałyby najprzeróżniejsze Wielkopolskie atrakcje. Pomysł nazwany „Pasmami aktywizacji turystycznej” spośród wielu walorów wielkopolskiej ziemi wybiera i uwidacznia te, które są najbardziej wartościowe. Twórcy przedsięwzięcia wyróżnili aż siedem pasm tematycznych, które rozchodzą się we wszystkie strony od miasta Poznania.

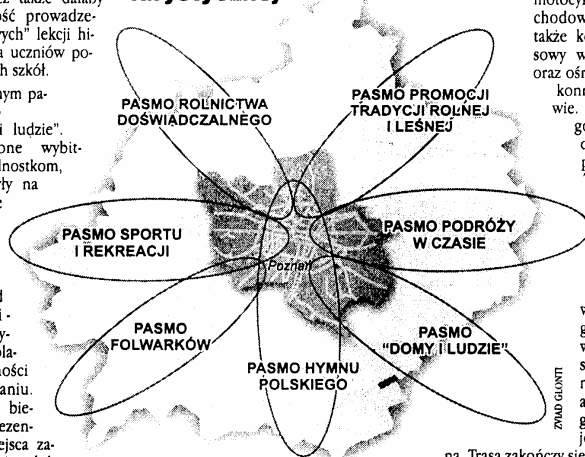
Pierwszym z nich jest „pasma podróży w czasie do najdawniejszych dziejów państwa polskiego”. Objawia ono tę część Wielkopolski, która mówi o naszej historii. Trasa ta zaczynać się będzie prawdopodobnie w okolicach Muzeum Archeologicznego, lub Zamku Przemysła, obejmie kościół Jana Jerozolimskiego na Śródcie i bieć będzie dalej, przez Tulce, gdzie znajduje się zabytkowy kościół późnoromański z XIII wieku do Biskupic i Giecza, gdzie znajdują się ślady po dawnej osadzie, a także XIII-wieczny kościół.

Istnienie takiej trasy dowcipnie określane jest mianem „cofania ze-

garka o tysiąc lat”. Po drodze taka stałaby się nie tylko atrakcją dla turystów lecz także dalaby możliwość prowadzenia „żywych” lekcji historii dla uczniów poznańskich szkół.

Kolejnym pasmem to „Domy i ludzie”. Poświęcone wybitnym jednostkom, które żyły na terenie Wielkopolski, zaczyna się pod pomnikiem Hygiei na placu Wolności w Poznaniu. Jej trasa biegnie, prezentując miejsca zamieszkania, lub urodzin sławnych ludzi. Dzięki temu w krótkim czasie zwiedzający mógłby zobaczyć domy, między innymi Arkadego Fiedlera, Krzysztofa Arciszewskiego, posiadłość Raczyńskich, posiadłość Góraków, miejsce zamieszkania Działuńskich a także dom urodzenia Wisławy Szymborskiej. Trasa kończy się w miejscu tragicznej śmierci

Poznański Obszar Metropolitalny wstępna koncepcja aktywizacji turystycznej



Edwarda Raczyńskiego na wyspie, na Jeziorze Zaniemskim.

Pasma atrakcji to jednak nie tylko zwiedzanie zabytków i poznawanie historii Polski. Dla miłośników czynnego spędzania czasu przygotowana została trasa, która zaczyna się na lotnisku Ławica. Trasa ta bieć

będzie przez Tor Poznań, na którym odbywają się wyścigi motocyklowe i samochodowe, obejmie także kompleks tenisowy w Sierosławiu, oraz ośrodek sportów

konnych w Lusowie. W obrębie tego pasa znajduje się także pole golfowe. Turyści, którzy będą spragnieni sportów wycieczek atrakcji będą mieli możliwość czynnego spędzania wolnego czasu, między innymi w aquaparku, którego budowa jest planowana.

Trasa zakończy się w Niepruszewie nad jeziorem, w popularnym ośrodku wypoczynkowym.

Trzy wymienione pasma turystyczne to tylko niektóre z planowanych. Twórcy przedsięwzięcia zakładają stworzenie pasma poświęconego „promocji tradycji rolnej i leśnej”, „pasma hymnu polskiego” oraz „pasma rolnictwa doświadczalnego”. ■