Impact of Multipurpose Culture Spaces on Postindustrial European Cities

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• In the past centuries the most prestigious buildings and urban spaces were usually connected with the manifestation of civic or religious power - and they were those, which have been admired the most by visitors.

• Today, the historical districts of many European towns (like Cracow) have turned into open-air ethnographical museums.

• The pressure of capital strongly connected with the service of tourist traffic makes these areas lose their authenticity and become similar to one another.
• In the era of globalization and democracy, transparency of the civic power and the simplicity of sacral architecture, have moved the interest of the tourists to other public objects.

• The historical monuments and urban masterpieces are still the most attractive for the millions of tourists.

• But to attract more people, the post-industrial European cities have needed to invent new urban attractions and create new monuments.
• Nowadays, that are the museums, operas and other public buildings connected with culture, together with new kind of public spaces, which brings an enormous amount of tourists to the European cities.

• For the humans of post-industrial civilization, the single object has become already not enough to be attracted by.

• Multipurpose complexes of culture objects, hybrid culture buildings and public spaces devoted to the presentation of art and technology, as well as specialized districts of culture appeared all over Europe within the last 25 years.
DISTRICTS OF CULTURE

• Prestigious districts of culture—controlled by the public and private sectors—where the dominating function related to the promotion of culture is accompanied by exclusive stores and restaurants, expensive hotels and residences, elegant and well-groomed public spaces—are usually situated in metropolitan cities. They are usually attracting many tourists.

• - MUSEUMSUPFR in Frankfurt-am-Main
• - SOUTH BANK in London
Frankfurt’s Museumsufer includes more than dozen of objects, mostly adapted historical little palaces and villas situated in beautiful gardens with accompanying implementations from the 1980s and 1990s.
A pedestrian bridge connects the complex with the city centre.
The decision about creating this district of culture, taken by the municipal authorities in the mid-1970s, contributed to the activation of the southern part of the city, its increased prestige and the influx of investors. This district formed a representative framework for the river and the accompanying green areas.
LONDON – THE GLOBAL CITY - METROPOLIS
LONDON – THE THAMES RIVER WITHIN CITY CENTER
LONDON – THE DISTRICT OF CULTURE ON THE SOUTHERN BANK OF THAMES

Like in Frankfurt, some intentional, long-term actions, aiming at the revitalization of the area by means of public objects with a cultural function, have been taken up to form this district of culture in the very centre of London.
LONDON – THE SOUTH BANK CENTRE

Founded on the occasion of the Festival of Britain in 1951 is one of the largest arts centres in the world, occupying a 21-acre site in the midst of London’s most vibrant cultural quarter. The site consists of the Royal Festival Hall (reopened in 2007), the Hayward Gallery, Queen Elisabeth Hall and the Saison Poetry Library, attracting 22 millions visitors each year.
TATE MODERN AS EASTERN LIMIT OF THE SOUTH BANK CULTURAL DISTRICT
• In the presented cases, sequences of spaces formed at the meeting point with public buildings devoted to culture, with original contemporary or historical and monumental architecture, have become so recognizable that they changed tourists, the inhabitants, the municipal authorities and investors’ reception of entire districts.

• Although they differ in character, *districts of culture* in metropolitan European cities arouse similar associations in their residents’ consciousness and fulfill similar assignments in their development.

• Objects related to the promotion of culture have become significant determinants of the quality of the public space of the cities, elements building their prestige and generating tourist traffic in defined areas.
MULTIPURPOSE CULTURE COMPLEXES

The creation of multipurpose culture complex increases the tourist attractiveness of a district or a city much more than the sum of the individual implementations of separate institutions. Thus, the well-known rules of synergy can be also applied while planning and designing complexes of culture objects which rank among the elementary tourist attractions in European cities.

Now then, the location of multipurpose culture complexes or hybrid culture objects seems to be much more profitable than the location of individual objects from the perspective of the tourist attractiveness of a city.

- **MUSEUMSQUARTIER** in Vienna
- **SUKIENNICE** in Cracow
- **BROWAR KULTURY** in Ostrowiec Swietokrzyski
VIENNA – THE OVERALL VIEW OF THE CITY
MUSEUMSQUARTIER VIENNA AS THE ENDPOINT OF KEISERSFORUM AXIS
MUSEUMSQUARTIER VIENNA arch.arch. Laurids Ortner, Manfred Ortner, Manfred Wehdorn

The entire complex of MuseumsQuartier, implemented in stages from 1998 till 2002, eventually consists of more than ten cultural institutions. Its main functional elements are: Leopold Museum, MUMOK (Museum Moderner Kunst), Kunsthalle Wien, Halle E+G, ZOOM Kindermuseum combined with the Children’s Theatre, Wien-Extra-Kinderinfo, Tanzquartier Wien, Architekturzentrum Wien; moreover, it has some bookshops, cafes, shops, applied art galleries, artistic studios, multimedia spaces as well as flats for artists and guestrooms.
MUSEUMSQUARTIER VIENNA - MAJOR FUNCTIONAL ELEMENTS

Cultural institutions

WINTER IM MQ
Az W
HALLE E
KUNSTHALLE wien
LEOPOLD MUSEUM
mumok
tanzquartier wien
Wien Xtra
zoom
quartier21

www.mqw.at
MUSEUMSQUARTIER VIENNA – VARIOUS SPACES AND ACTIVITIES
MQ - MAIN INTERNAL COURTYARD - PLAZA DURING WINTER MONTHS
MQ- MAIN PUBLIC SPACE IN SUMMERTIME
CRACOW – OLD TOWN, KAZIMIERZ AND NOWA HUTA DISTRICTS

[Map of Cracow with districts outlined on Google Maps]

www.maps.google.pl
CRACOW URBAN FABRIC – THE UNESCO WORLD HERITAGE MONUMENT
CRACOW OLD TOWN - DISTRICT OF CULTURE, EDUCATION AND TOURISM

The number of cultural and scientific institutions and historic objects with high architectural and artistic values makes 7-9 million tourists visit the city every year.

Like it was said at the beginning, the centre, is slowly turning into a museum city.
MAIN MARKET SQUARE – CITY HALL’S TOWER, CLOTH HALL, ST. MARY’S
CRACOW - THE HISTORIC CLOTH HALL AS A HYBRID CULTURAL COMPLEX / HYBRID BUILDING?
CRACOW- MAIN MARKET SQUARE AROUND 1500 – DIGITAL RECONSTRUCTION
THE HISTORIC CLOTH HALL AS A HYBRID CULTURAL COMPLEX
UNDERGROUND MUSEUM – THE DIVISION OF THE HISTORICAL MUSEUM
OF THE CITY OF CRACOW - ARCH.A.KADLUCZKA & ARCHECON 2004-2010
UNDERGROUND MUSEUM – INTERIORS
UNDERGROUND MUSEUM – INTERIORS
THE HISTORIC CLOTH HALL AS A HYBRID CULTURAL COMPLEX
RESTORED GALLERY OF 19TH CENTURY POLISH ART
DIVISION OF THE NATIONAL MUSEUM IN CRACOW AT 1ST FLOOR
ARCH.A.KADLUCZKA & ARCHECON 2003-2009

MUZEUM NARODOWE W KRAKOWIE
Galeria Sztuki Polskiej XIX wieku w Sukiennicach
Rynek Główny 1-3

O muzeum Aktualności Oferta edukacyjna Dla zwiedzających Nowe Sukiennice

Zmiany godzin otwarcia Galerii Sztuki Polskiej XIX wieku w Sukiennicach w październiku

W związku z licznymi spotkaniami, wykładami, sympozjami, organizowanymi w Muzeum Narodowym w Krakowie, z okazji oprawy polskiego przewodnictwa w Radzie Unii Europejskiej ulegają zmianie w październiku godziny otwarcia Galerii

Pozostałe aktualności:
- Konkurs Fundacji XX Czartoryskich
- Jubileusz prof. Zoszawa Żegalskiego i Władysława Janu
- VII Turniej Muzeów Krakowskich o Puchar Prezydenta Miasta Krakowa

Nowe Sukiennice na Facebooku

Liczba osób, które lubią Nowe Sukiennice: 4,780.
RESTORED GALLERY OF 19TH CENTURY POLISH ART
CLOTH HALL - RESTORED GALLERY OF 19TH CENTURY POLISH ART
OSTROWIEC SWIETOKRZYSKI – THE SITE OF Ostrowiec Brewery of Culture, ON THE NORTH-EASTERN BORDER OF THE TOWN CENTER

www.maps.google.pl
Ostrowiec Brewery of Culture – MULTIFUNCTIONAL CULTURAL COMPLEX AT THE POST-INDUSTRIAL SITE - THE WINNING CONCEPT BY METEOR ARCHITECTS
Altered manners of spending free time in the globalizing postindustrial society overwhelmed by consumerism can be observed. The attractiveness of multifunctional shopping centres as well as amusement and theme parks makes people expect similar sensations from public objects and spaces related to culture together with easy and fast access to many functions at one time.

Only the successful implementation of multipurpose culture space within a city (district, hybrid building or a complex) may compete against the attractiveness of multifunctional shopping centres as well as amusement and theme parks which – as a rule – take tourist out of the city space and do not jointly create open urban public spaces, which are always unusually attractive for the inhabitants and tourists.