



**Interreg**

Polska-Słowacja

Europejski Fundusz Rozwoju Regionalnego



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**GreenFilmTourism**

# Newsletter

nr #2 / 2021

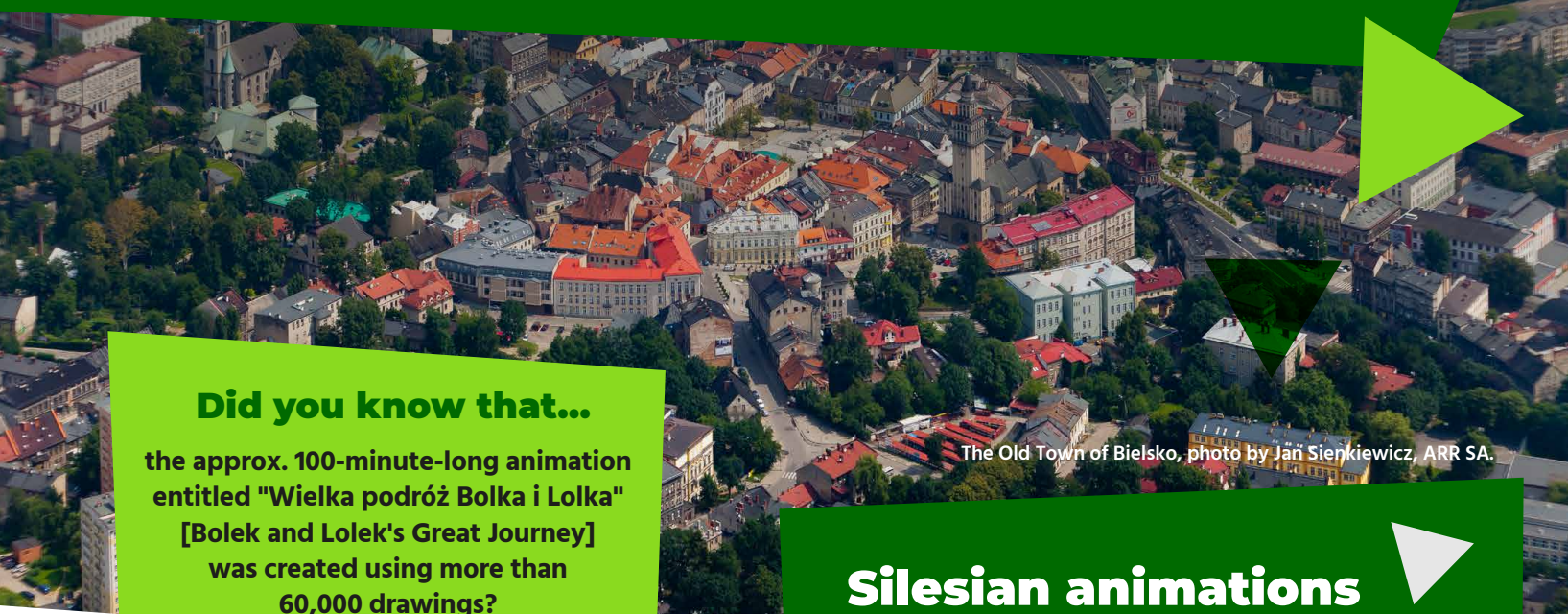
## Film Heritage of Southern Silesia

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Statue of Reksio in Bielsko-Biala, photo by Tomasz Renk, ARR SA.



# Southern Subregion of the Silesian Voivodeship and its film and tourist potential



The Old Town of Bielsko, photo by Jan Sienkiewicz, ARR SA.

## Did you know that...

the approx. 100-minute-long animation entitled "Wielka podróż Bolka i Lolka" [Bolek and Lolek's Great Journey] was created using more than 60,000 drawings?



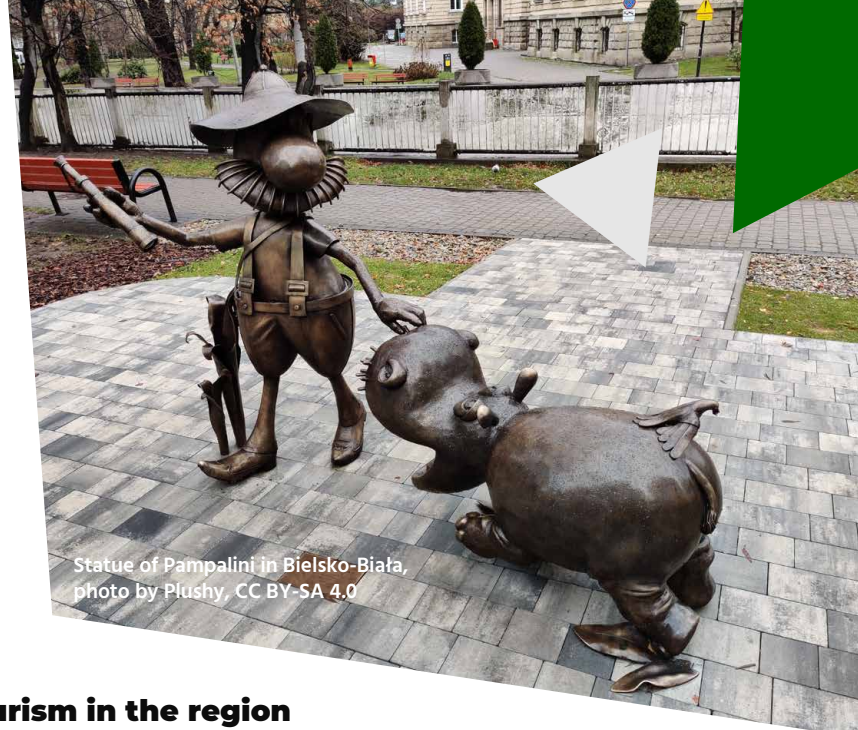
Frame from "Reksio", directed by Lechoslaw Marszalek, flickr.com, CC BY-ND 2.0

## Silesian animations

Owing to the Animated Film Studio in Bielsko-Biala, the production of animated films is what distinguishes the film heritage of the Southern Silesia Subregion. This studio was responsible for the creation of films such as: "Bolek i Lolek" [Bolek and Lolek], "Reksio", "Porwanie Baltazara Gąbki" [The kidnapping of Balthazar Sponge] and "Pampalini łowca Zwierząt" [Pampalini the Animal Hunter]. More than 1,000 cartoon films have been produced since the foundation of the studio in 1947, both for children and adults, owing to the involvement of numerous artists, including directors (Lechosław Marszałek - the creator of Reksio, Alfred Ledwig, Leszek Lorek, Władysław Nehrebecki - co-creators of Bolek and Lolek), composers (Krzysztof Penderecki), artists, animators, scriptwriters, and cinematographers. The films were made in a stop-motion animation technique that required great patience from the creators.

## Film tourism attractions in the region

As part of the promotion of film heritage, since 2009, a walking trail "Fairy Tale Land, Bielsko-Biala" has been created, which consists of monuments of the film characters: Reksio, Bolek and Lolek, Pampalini, the Animal Hunter, the Wawel Dragon and the Cook Bartolini, Bartłomiej of the Green Parsley coat of arms. Don Pedro de Pommidore, the Spy of the Land of the Rainbows, accompanied by Myping, is in preparation. Moreover, Bielsko-Biala offers the possibility of a group tour of the local Animated Films Studio. The program of the visit is adapted to the age of visitors and includes a tour of the studio, and an animation show in the cinema room.



Statue of Pampalini in Bielsko-Biala, photo by Plushy, CC BY-SA 4.0

## Promotion of film heritage and film tourism in the region

- an interview with Paulina Daczowska from Agencja Rozwoju Regionalnego S.A. in Bielsko-Biala

How does ARR S.A. support the promotion of film heritage and film tourism in the region?

Agencja Rozwoju Regionalnego S.A. [Regional Development Agency] in Bielsko-Biala, acting as a business support institution supporting activities for international cooperation, has been promoting the region's potential in scope of development of tourism, including film tourism, for several years. By using the natural and cultural potential of the region, we contribute through our projects to increasing tourist attractiveness and creating unique tourist products targeted at identified market segment. It is important for us to create the image of a friendly and hospitable region, where one can live well and rest well, abundant with wonderful landscapes and interesting film locations.

What is the focus of your activities?

An important aspect of our activities is the revitalization of the landscape, facilities, and post-industrial areas, preserving the unique character of historical and regional buildings in order to create new tourist products and promote what is characteristic for the region and unique on a national scale. It is also important to adapt the educational offer to the needs of the regional and local labour market, and in the context of the development of film tourism, launching classes, courses, and workshops for those interested in this field through the 3D Printing Laboratory (FabLab) operating within our structures.

## Palace and gliders for film producers



The slopes of the Żar mountain in the Western Beskids mountain range and Aleksandrowice Airport are the most popular spots in the Southern Silesia Subregion used by the filmmakers in their productions since the 1950s of the 20th century. Location and topography, as well as climate, and rich history associated with gliding are the main advantages of these spots. It is here that glider pilots were trained in the thermal, sailing, wave, altitude, and acrobatic flights. From the beginning of the airport's existence until the end of the 1950s, the gliders used to take off using rubber ropes stretched by human force. They used to land at the foot of the mountain, and a funicular railway was used to transport the gliders to the top, which was an additional film attraction.

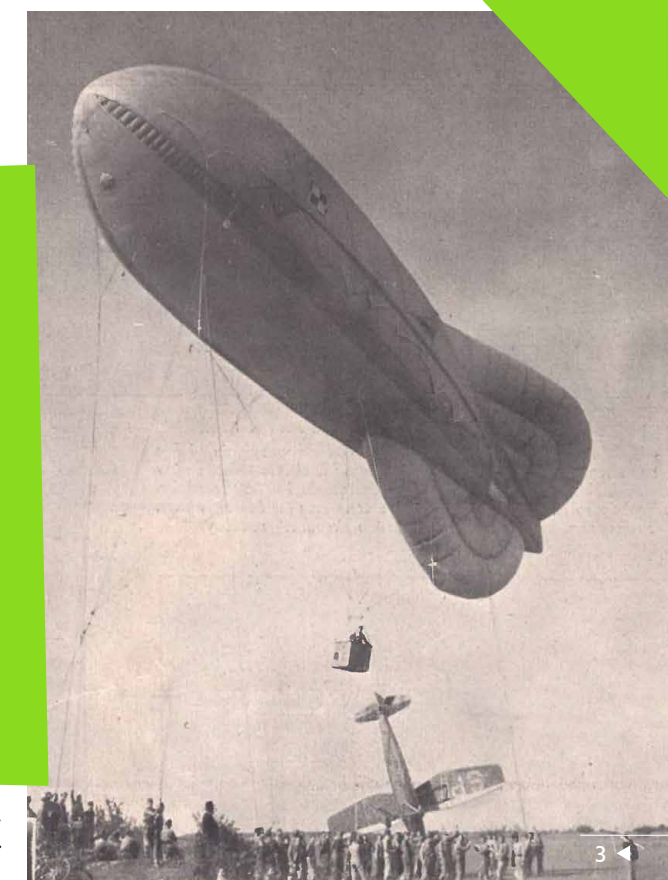
Silesia is also known for its numerous castles and palaces from various historical periods. The castle in Pszczyna, resembling a neo-baroque palace, is one of the most valuable monuments of residential architecture in Poland. Filmmakers, noticing the numerous advantages of this facility, eagerly use it as a location for historical and costume films. The most recognizable film in this location is "Magnat" [The Magnate] dated 1986, directed by Filip Bajon, and its TV version - the series "Biała wizytówka" [The White Calling Card]. The life of the von Teuss family, screened by Bajon, is nothing more than a fictionalized story about the owners of the Pszczyna Palace - the Hochberg von Pless royal family.

SZD-12 Mucha 100 Mucha glider just after take-off using rubber ropes on Żar Mountain, Wikimedia Commons, CC BY-SA 3.0

## Did you know that...

the oldest film made in the Southern Silesia Subregion is "Dziewczyna szuka miłości" [Girl Looking for Love] dated 1938, directed by Romuald Gnatowski?

Interestingly, this video shows scenes of a plane crash using a real-life-sized model aircraft. The explosive-filled model was erected several hundred meters up using an observation balloon. The airplane cut off from the balloon crashed to the ground and burned. It was one of the most spectacular and expensive scenes in the history of pre-war Polish cinema. The then innovative film character, Witold, played by Mieczysław Mielecki, also deserves attention. Rescued from the wreckage of the plane, his face was burned and bloodied. Previously, no blood was shown on the screen, at most a tiny patch of blood showing that something bad had happened to the character. It was dictated by the censorship in the film industry.



The scene of the plane crash in the film "Dziewczyna szuka miłości" [Girl Looking for Love], Ilustracja Polska 1937.10.07, r. 10-No.41, University Library in Poznań.



## Film as the cornerstone of new tourist attractions

The dynamics of social, cultural, and technological change is inexorable. In the near future, it may turn out that the unique tourist values are not enough to encourage a tourist to visit. **Areas that will be able to offer them unique experiences, emotions, and experiences may gain the greatest popularity in the tourism market.** A good film can be an excellent basis for the preparation of a tourism product that meets the needs of the market.

**The new tourist attractions that drive tourism include film locations, i.e. places where specific film scenes are shot.** By enabling and facilitating film production in the region:

- ▶ heritage sites that serve as film locations, gain popularity after the premiere of a film and become especially important through film narration, which allows them to be rediscovered by tourists;
- ▶ the cultural value of film locations is increased as they become a medium that can communicate multiple meanings and cultural values, owing to the new narrative of the place referring to, for example, the theme of the plot, film production process, characters, etc.

## Works on the Film Heritage Trail of the Borderland

Intensive work on the mapping and digital presentation of the Film Heritage Trail of the Polish-Slovak Borderland is underway. The main points of the trail in the regions were mapped out in the period from May to July 2021, by the partners of the GreenFilmToursim project in cooperation with local representatives of public and local administration, tourism organizations, education and culture institutions, the creative sector (film and TV), media, environmental protection institutions, local community, and travel guides, based on own research work and public consultations.



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### Points of the Film Heritage Trail of the Borderland on the Polish side:

**Małopolskie region:** Nowy Sącz, Stary Sącz, Grybów, Niedzica, Zakopane, Dębno, Kasina Wielka, Tropie, Krynica-Zdrój, Orawski Park Etnograficzny, Olkusz, Kalwaria Zebrzydowska, Bukowno, Jaworki, Rabka Zdrój, Żegiestów, Czorsztyn, Babice, TPN, Bielanka, Gładyszów

**Podkarpacie region:** Jasło, Odrzykoń, Rzeszów, Stary Dzików, Jarosław, Przemyśl, Twierdza Przemyśl, Krasiczyn, Kalwaria Pałacowska, Solina, Lutowska, Chmiel, Brzegi Górne, Ustrzyki Górne, Tarnawa Niżna, Baligród, Zagórz, Sanok, Besko, Rudawka Rymanowska, Rymanów, Iwonicz-Zdrój, Jaśliska, Bóbrka, Dukla, Komańcza, Wara, Zatwarnica, Połonina Wetlińska, Lesko

**Śląsk region:** Bielsko-Biała, Pszczyna, Cieszyn, Wisła, Ustroń, Żywiec, Sopotnia Mała, Góra Żar, Trójstyk, Beskid Żywiecki

SK

### Points of the Film Heritage Trail of the Borderland on the Slovak side:

**Košice region:** Skalné mesto Dreveník, Spišský hrad, Mlynky, Rudňany, Spišská Nová Ves, Spišský Hrušov, Slovenský raj

**Prešov region:** Tatranská Javorina, Ždiar, Popradské pleso, Bachledova dolina, Osturňa, Červený Kláštor, Stará Ľubovňa, Sabinov, Veľký Šariš, Prešov, Fintice, Svit, Poprad, Spišská Belá, Kežmarok, Tatranská Lomnica, Hrebienok, Štrbské Pleso, Starý Smokovec, Levoča, Nižné Repaše, Solisko, Malá Franková, Spišské Hanušovce, Relšov, Horný Smokovec, Krivany, Spišská Sobotka, Tatranská Polianka, Skalnaté pleso, Lomnický štít, Kôprová dolina, Hotel Sliezsky Dóm, Veľické pleso, Bilíkova chata, Zelené pleso Kežmarské, Spišské Podhradie

**Žilina region:** Korbietów, Liptovský Mikuláš, Liptovská Štiavnica, Vlkolínec, Liptovská Osada, Mošovce, Martin, Strečno, Žilina, Skanzen Vychylovka, Terchová, Zázrivá, Oravský Podzámok, Podbiel, Oravský Biely Potok, Habovka, Liptovský Hrádok, Zuberec, Trstená, Udolna Nadrz Orava, Vyšný Kubín, Kvačianska dolina, Demänovská Dolina, Vrútky, Chopok 2024 m.n.m., Múzeum slovenskej dediny, Necpaly, Veľké Borové, Súľov – Hradná, Leštiny, Ludrová, Pribylina





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## Who are the contributors?

The GreenFilmTourism project is co-financed by the European Regional Development Fund under the Interreg V-A Poland-Slovakia Cross-Border Cooperation Program 2014-2020.

Panorama of the Bielsko-Biała Region, photo by Jan Sienkiewicz, ARR SA.

## Partners



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