



**Faculty of
International and
Political Studies**
University of Lodz



Role of Universities in city renovation process and in shaping it's international brand.

Case study of the Polish city of Lodz

Tomasz Domanski.

Chair of International Marketing and Retailing
Cracow - April 2017

Lodz – Universities and city revitalisation and city branding

City of Lodz – University Town

- **100.000 students in a city with 750.000 inhabitants**
- **6 public Universities.**
- **Internationalisation of universities-** growing number of foreign students
- **Strategical partnership between : Universities - City and Foreign Investors (sharing responsibilities)**

Lodz – Universities and city revitalisation and city branding

**University
of Lodz**

**University
of Technology**

**Medical
University**

**Academy
of Fine Arts**

**Academy
of Music**

**Film
School**

Post industrial City of Lodz

- City of the XIX'th century Factories and Palaces
- Universities as managers of City Heritage (How to preserve natural and cultural resources ?)
- Universities as **special destination for foreign and national students**
- Universities as organisers of **international conferences (market niche)**

Post industrial City of Lodz



Post industrial City of Lodz

- How former industrial centers need to work hard to promote their attractions and convert themselves into significant **tourism destinations**?
- Which product development and marketing strategy have been decisive for the city of Lodz in this **urban transformation process**?

Post industrial City of Lodz



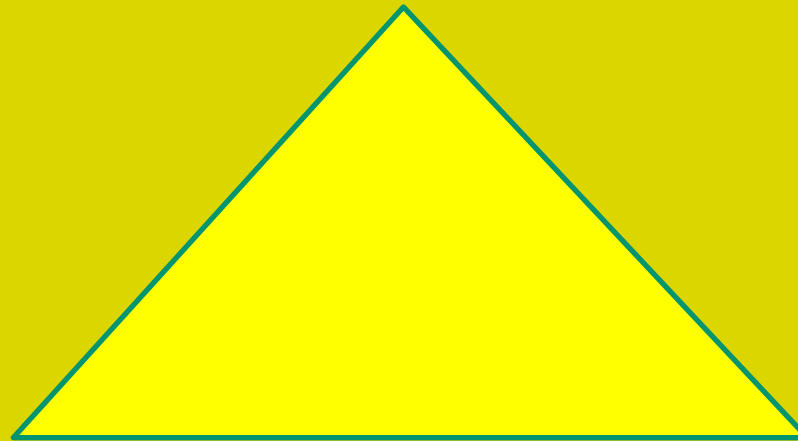
Post industrial City of Lodz



Lodz – Universities and city revitalisation and city branding

The idea of a university town
should assume very close collaboration between city
administration, universities, domestic and foreign
investors.

UNIVERSITIES



INVESTORS

CITY

The original academic model of Lodz .

The location of many academic units in historic buildings.

Universities contribute to the regeneration of cultural and material heritage of a multicultural city

Creative harmony in combining old and new functions of historic buildings anchored in city identity

Such a synergy of academic space with its urban surroundings may become a distinguishing promotional characteristics of Lodz as a university town.

Lodz – Universities and city revitalisation



The seat of the Academy of Music in Lodz
in a historic Karol Poznanski's Palace

Lodz – Universities and city revitalisation



Lodz – University of Technology

The campus of the Lodz University of Technology extends across **32 hectares in** the city centre.

Many premises typical for the 19th and 20th century **industrial identity of Lodz** have been regenerated for educational purposes

.
They excellently perform their new functions and are surrounded by an **attractive park**.

Public Universities in post-industrial premises



**Central Library of the Lodz University of Technology
(former factory warehouse of 1912)**

Lodz – Universities and city revitalisation



International Faculty of Engineering (IFE)

Lodz – Universities and city revitalisation



IFE — main entrance to the building

Lodz – Universities and city revitalisation



Lodz – Universities and city revitalisation



Lodz – Universities and city revitalisation



Lodz – Universities and city revitalisation



Building of the „Factory of 21st Century Engineers”
at the Lodz University of Technology

Lodz – Universities and city revitalisation

„Factory of 21st Century Engineers” links regenerated old factory premises with a modern multi-storey structure.

The new building is a **good example of a symbiosis** of old factory premises with new teaching and research infrastructure.

The campus of the Lodz University of technology is a student-friendly place, with top class equipment for teaching and research purposes.

Higher education institutions in adapted educational premises



**Regeneration of the future Principal's office
of the University of Lodz**

Lodz – Universities and city revitalisation

This regenerated building of former **School of Merchants Guild** at the beginning of the 20th century was among top modern premises in the city.

It includes many **Art Nouveau** and modernist elements typical of Lodz architecture.

Higher education institutions in adapted educational premises



Faculty of International and Political Studies of the University of Lodz

Higher education institutions in adapted educational premises

It is a comfortable educational building **in Art Deco style**.

The advantages of inter-war architecture still work nowadays especially when the teaching model provides for working in small groups using interactive teaching methods and individual approach to students.

The building is located in **the very city centre** in immediate vicinity of a new railway station and the New Centre of Lodz.

Higher education institutions in adapted educational premises

Such architectural solutions may and should become **the trademark of Lodz**

They naturally extend the historic function of the building enriching it with new elements . **They also harmoniously link the past with the future.**

Their location in the city centre provides opportunities for **social innovations - generating synergies** between academic and urban space.

Natural green , eco- friendly surroundings

**Positive image of universities contributes
to the positive image of Lodz as an attractive place to study.**



Biedermann's palace owned by the University of Lodz

Higher education institutions in green, environmentally-friendly surroundings



Natural – green and eco -friendly surroundings

The pleasure of studying here or coming to scientific conferences is intensified by **the presence of parks in their neighbourhood.**

These buildings used to be industrialists mansions and are almost always located in parks.

The Biederman's palace owes its present beauty to the University of Lodz.

**Higher education institutions in green,
environmentally-friendly surroundings**



Park surrounding the Principal's office of the Lodz Film School

New harmony between old and modern space



University of Lodz - New Faculty of Philology

The city of Lodz – Smart city and Creative industries



Academy of Fine Arts in Lodz
„Textile and Clothing industry cluster”

The city of Lodz – Smart city and Creative industries

The idea of the design combines cultural, educational, entrepreneurship and research aspects. (**interdisciplinary projects**) /New „Fashion Promotion Centre” within organisational structures of the Academy of Fine Arts



Universities in green, environmentally-friendly surroundings



Academy of Fine Arts in Lodz surrounded by green areas and water offering excellent space for outdoor events promoting arts.

Universities in green, environmentally-friendly surroundings



Potential employers in the vicinity of the Universities



Physical vicinity of the High Education Institutions (**HEI**) helps conveniently and flexibly combine studies with work to accumulate professional experience.

The city of Lodz - „City Re : Invented”. –

**The candidate for EXPO 2022
with the original „City Re: Invented” concept” .**

How to reinvent a postindustrial city ?

**Preservation of urban and cultural identity and
natural resources - through interdisciplinary projects.**

The city of Lodz - „City Re : Invented”. –

How to create an new open - innovative multidisciplinary space in the city center - combining post industrial architecture - culture , entrepreneurship , education and creativity ?

Close collaboration with universities , business actors , NGO's , local community on city renovation process and on social innovations ,

It may become a good example for the other post industrial cities.

EC 1 in Lodz – „city of culture”

**New interdisciplinary and innovative space
Universities and City of Lodz**



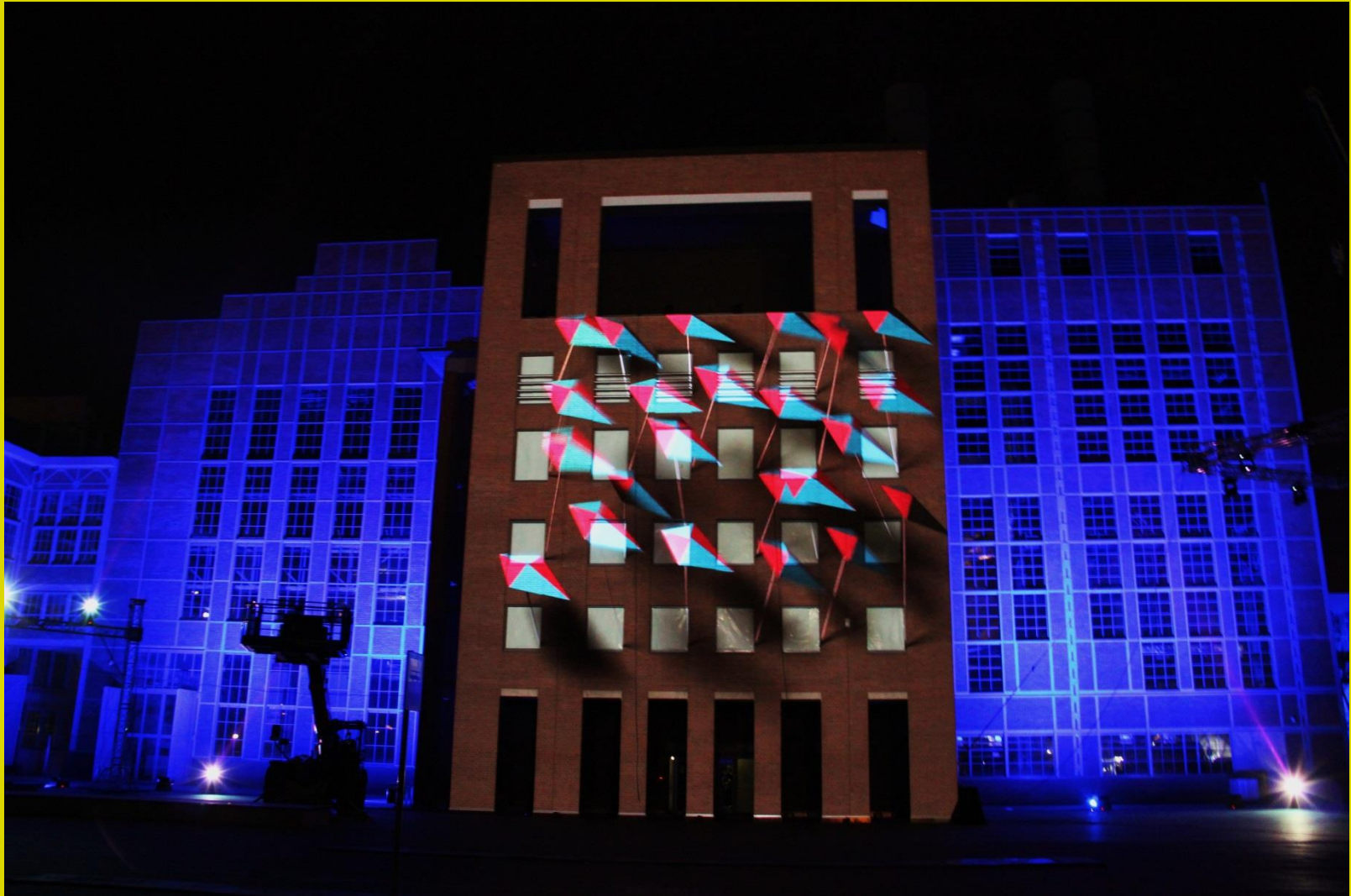
EC 1 in Lodz – „city of culture”



EC 1 in Lodz – „city of culture”



EC 1 in Lodz – „city of culture”





Open to
the world
and people

15
YEARS



Faculty of
International and
Political Studies
University of Lodz



University of
LODZ

15 YEARS
2000
2015



www.wsmip.uni.lodz.pl

See you in Lodz,

Thank you for your attention.