

THEATRE AND MULTICULTURAL FESTIVALS IN LODZ AS A FREE TIME MANAGEMENT FACTOR AMONG THE INHABITANTS AND TOURISTS IN THE POST-INDUSTRIAL CITY

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Abstract: The article presents an analysis of major theatre and multicultural festivals held in Lodz and their role in the management of free time among the city inhabitants and tourists. In the introduction the authors described the notion of free time and presented the definitions of other basic notions discussed in the article, as well as described the role of festivals in the development of cultural tourism. Next, they went on to present the most important features of Lodz theatre and multicultural festivals; they portrayed the organizers, described the events and evaluated their range and type, using a method devised by an American marketing firm, Boston Consulting Group (BCG). The authors also showed the role of these events in the development of the cultural and entertainment function of Lodz as a post-industrial city. They also described the influence the events have on the free time options chosen by the inhabitants and tourists in Lodz.

Key words: festivals, Lodz, free time, tourism

1 INTRODUCTION

The article refers to selected theatre and multicultural festivals held in Lodz. The authors point out that in the light of the changes that took place in the city after 1989, the festivals are currently important factors¹ enabling the city inhabitants to organize their free time in an interesting way. As tourist assets, they also enhance the development of cultural tourism in Lodz.

Lodz is the third most populated city in Poland, with 739,000 inhabitants. It is the capital of Lodz voivodeship, situated in central Poland (Fig. 1). It must be stressed that till the early 1990's Lodz had been a highly industrial city, based on textile production². However, the transformations that took place in the city after the

¹ A factor is the cause of a given phenomenon or effect (Słownik języka polskiego, 2011)

² The city developed as a textile centre in the 19th century. After World War II the textile industry continued to dominate. Factories worked until the 1990's, mainly for the Russian market.

Round Table negotiations³ led to far reaching changes in the economic and functional structure of Lodz. Urban functions are understood here as socio-economic activities performed in the city, regardless of their economic and spatial importance, considered both from the perspective of the city and the settlement system to which it belongs (Suliborski, 1983). The most important urban functions include service functions, which are related to catering for the population's needs with regard to education, health care, everyday life, but also entertainment and culture (Maik, 1992).



Figure 1 Localization of Lodz. Source: Authors' compilation

After 1989, the textile industry in Lodz collapsed and was replaced by more modern and mechanized industries, such as household equipment or, later, computer manufacturing. This resulted in a decreased number of people employed in industry (Fig. 2). At the same time, the role of service functions increased significantly. The percentage of people working in services reached 68,9 % in 2008 (data from the Polish Main Statistical Office, 2011). Because of this changes Lodz became in the 90's a postindustrial city. Such changes occurred also in other Middle - European big cities (Słodczyk, 2001, Matlovič et al., 2001, Korec, 2002). The situation in Lodz was

³ The Round Table is the name for talks between the communist government and the opposition in 1989, which resulted in the introduction of democracy and free market.

however quite unique, that is why the deindustrialization processes are so important for the city. Lodz had less developed service sector than other big cities in Poland. So the transformation was more difficult here and the collapse of industry forced the city authorities to choose new strategic directions of development. As one of such directions the cultural and entertainment function was selected.

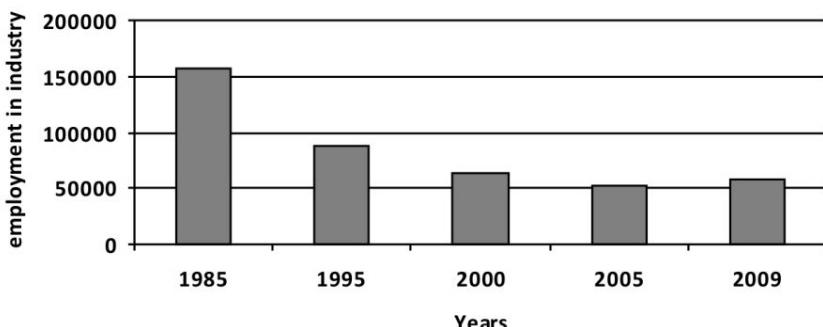


Figure 2 Employment in national economy, in industry in Lodz. Source: Data from the Polish Central Statistical Office

It must be stressed that the festivals discussed in this article are strongly related to the notion of culture, the possibilities of spending one's free time, as well as tourism⁴. Therefore it is necessary to present the basic definitions involved. Culture is a system of material, technological, organizational, scientific, artistic and moral achievements, which have been approved by the society and which shape human personality, as well as influence human life (Kozielecki, 1988). In this sense, culture should be understood as everything that man has produced in every field of his material and spiritual activity, provided it is the focus of his attention and has influence on his further development.

Free time has been defined by the Polish Main Statistical Office as the part of the 24-hour time budget in which different activities are done voluntarily. The increasing social status results in a growing need to spend one's free time participating in cultural events (Szafrańska and Napierała, 2007).

Culture has also many connections with tourism. It could be treated as a part of tourism as well as tourism could be understood as a part of contemporary culture (Von Rohrscheidt, 2008):

1. Tourist behavior is one of the expressions of culture. In that meaning tourism is a function of culture.
2. Tourism is an element of culture and that is why tourism plays an important role in each modern culture.
3. Because of tourism the transfer of culture is possible. Tourism in this meaning is a carrier of cultural values.
4. Tourism is also a meeting of different cultures.
5. Tourism is a factor of cultural changes.

⁴ The sub-discipline dealing with tourism part of geography is tourism geography.

Festivals constitute a cultural offer for the inhabitants of a given city and enable them to spend their free time in an interesting way. At the same time, they are also a tourist asset, because they attract tourists, who participate in them as spectators and creators / artists. Therefore, the authors decided to briefly present the most important definitions from tourism geography. The first one is the definition of tourism, which is a spatial, socio-cultural and economic phenomenon, where man voluntarily changes his place of stay for a period of time, for recreational or educational purposes, seeking intellectual and emotional experience (Liszewski, 1995). In order to develop, tourism requires a number of basic elements, such as tourist infrastructure, an easy accessibility by transport, and most of all tourist assets. The festivals presented below belong to the last element, which affects tourist development the most. Tourist assets are defined in literature as a set of natural and other elements which, jointly or separately, are interesting for the tourist (Warszyńska and Jackowski, 1978). Tourist assets can be divided according to their origins, into:

1. Natural assets, created by nature, e.g. sea, mountains, lakes, areas with attractive landscape, animals, plants;
2. Anthropogenic (cultural) assets, created by man, which are the product of civilization, understood in this case as human culture (*sensu largo*). They include e.g. archeological excavations, historical churches, castles, palaces, architectural complexes, museums, art galleries, sites of religious cult, folklore, as well as cultural and entertainment events (Kowalczyk, 2000).

Tourism is a very complex phenomenon, which can be divided according to multiple criteria. One of its types is cultural tourism, which can be defined as a journey based on cultural assets (or closely related to them). It comprises visiting new places, getting to know new communities and cultures, interest in art, architecture and history, taking part in cultural and artistic events, sentimental, ethnic and religious reasons (Jagusiewicz, 2002). Cultural tourism includes a sub-type, called event tourism, where the aim is to visit different events, including festivals (Getz, 1991, Long and Robinson, 2004, Von Rohrscheidt, 2008). Studies concerning festivals and cultural events are now one of the most interesting research directions in human geography, sociology, psychology and other science disciplines (Getz, 2007). An event is a show (e.g. a concert or a sports competition) organized for the purpose of entertainment or propaganda (Słownik języka polskiego, 2011). A festival can be defined as an artistic event, often held regularly and combined with a competition, presenting different types of performers and their work (Encyklopedia PWN, 2011).

In developed countries event tourism is one of the fastest growing type of tourism. Event tourism allows cities to develop their positive image and let them increasing tourist movement and generate more income. It is now also an important element of incentive tourism, which is a part of business tourism (Von Rohrscheidt, 2008). Events are also a very positive factor in city promotion. Cities with famous festivals are more positively perceived by the potential investors and migrants. They perceive such cities as attractive, vibrant, more interesting than other cities (Dudek – Mańkowska and Duda – Gromada, 2007).

The brief review of different notions above shows that festivals are an important element of the urban service functions, as they offer performances, concerts and exhibitions, which are a part of cultural and entertainment services. They are also a significant cultural offer for city inhabitants, allowing them to spend their free time in an attractive way. According to the research conducted in Lodz (Szafrańska and Napierała, 2007), an important form of spending free time in Lodz is participation in culture. A survey conducted in the cinemas and theatres of Lodz⁵ shows that respondents quite often use the offer of these institutions. The majority do that at least once a month; films and theatre performances are an important element of free time management for them. The festivals discussed in this article are related to theatres and cinemas; some of the multicultural festivals comprise film shows and this takes place at Lodz cinemas. Therefore, these events are part of the cultural offer of the theatres, cinemas and other cultural institutions in Lodz.

On the other hand, the festivals presented here may be treated as tourist assets, which are fundamental to the development of cultural tourism (Du Cros and McKercher, 2002, Dallen and Boyd, 2003, Richards, 2007). The growing role of tourism in Lodz is reflected in statistical data. In recent years we have recorded a gradual increase in tourist traffic, which can be seen in the data regarding the number of people staying in Lodz overnight (Fig. 3). The growing tourist traffic results from the fact that the tourist assets of Lodz are becoming better and better recognized, as well as that the role of culture as a tourist asset is increasing. The tourist function of festivals as an element attracting tourists cannot be overrated. Another survey, conducted in Lodz in 2009 on a sample of 1079 Polish and foreign tourists, shows that cultural, entertainment and sports events organized in Lodz in 2009 were an important element of the urban tourism in this city. They attracted more people to the city than in the previous year (Liszewski [ed.], 2010).

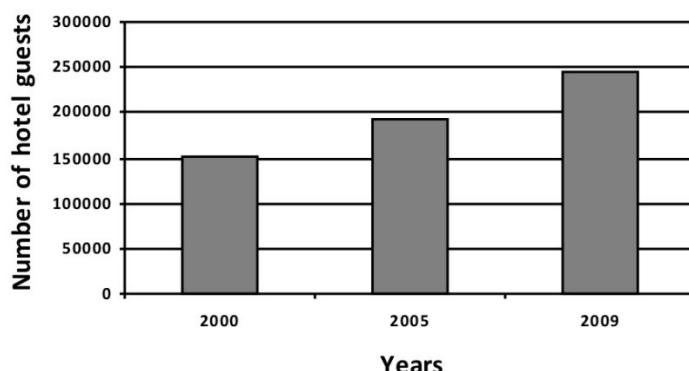


Figure 3 Number of hotel guests in Lodz in 2000 – 2009. Source: Data from the Polish Central Statistical Office.

⁵ The authors (Szafrańska and Napierała, 2007) distributed about 700 questionnaires at Lodz cinemas and theatres.

As far as the assessment of the 2009 events is concerned, the respondents evaluated them highly, and in comparison with the remaining tourist offer of the city (historical buildings, museums, standard of hotel accommodation, etc.), the festivals were among the greatest assets in 2009. As far as the theatre festivals analysed in this article are concerned, they were rated at over 4 on a scale from 2 to 6. Polish tourists rated theatre festivals at 4.0, and foreign tourists at 4.1. Other festivals in Lodz (film and music) were similarly evaluated – at 4 (Liszewski [ed], 2010). This analysis shows that Lodz festivals are an important and valued tourist asset and product.

2 THEATRE FESTIVALS – CASE STUDIES⁶

According to the encyclopedic definition, theatre (Gr. *théatron* – a place to watch) is a type of performance art, presented by actors, who improvise in front of the audience or act in a repertoire piece; the performance is sometimes combined with interpretation, aided by theatre decoration and directing. Depending on the repertoire and means of expression, theatre is divided into drama, music (opera, ballet), pantomime and puppet theatre (Encyklopedia PWN, 2011). In this article, festival events related to the kind of art understood in this way will be further referred to as theatre festivals. Moreover, the authors also decided to analyse multicultural festivals, i.e. such events which cannot be classified as festivals related to one particular art, e.g. film or music. They are events comprising many arts, or referring to domains which cannot be easily categorized, e.g. illusionist art. Those are presented further in the article.

According to the data obtained from the Lodz City Council Office, in 2006 there were eleven major and well-known theatres in the city (Tab. 1), most of which actively participated in organizing festivals described here. Lodz theatres are situated first of all in the city centre (Fig. 4); they are mostly financed by and subject to local authorities. They also include private theatres, such as the Mały Theatre, based at the Manufaktura centre. There are also theatres run by churches, such as the Logos Theatre, and the studio theatre of Lodz Film School, presenting mainly the students' performances.

The aims of the theatre festivals focus on popularizing different forms of theatre performance among the inhabitants of Lodz and tourists. The events also serve the purpose of discovering new theatre groups (e.g. ŁÓPTA festival), or support the therapy of handicapped people through theatre (International Biennale – Therapy and Theatre Meetings) (Tab. 2). The festivals are organized by Lodz theatres, such as Teatr Wielki (Grand Theatre), Nowy Theatre, Arlekin, Stefan Jaracz Theatre, or Powszechny Theatre. Some festivals are organized by culture centres, such as Łódzki Dom Kultury. The events are financially and organizationally supported by the City Council of Lodz, as well as the Ministry of Culture and National Heritage

⁶ The authors of the article used the materials collected in 2010 and during the survey conducted at individual festival bureaus. They also used the interviews with the organizers and own observations. Apart from that, they used the websites of individual festivals. The authors worked on a sample of 11 most important theatre festivals held in Lodz.

Table 1 Main Lodz theatres

Theatre	Description
Arlekin	Puppet theatre
Jaracza	Drama theatre
Logos	Theatre under the auspices of the Church
Muzyczny	Musical theatre
Nowy	Drama theatre
Pinokio	Puppet and actor's theatre – an offer for children and adults
Powszechny	Drama theatre
Studyjny	Theatre run by The State .Higher Film, Theatre and Television School in Lodz (PWSFTiTv).
Wielki (Grand Thetre)	Opera theatre. Second largest theatre building in Poland.
Maly (Manufaktura)	Small private theatre at the Manufaktura centre
Filharmonia Łódzka	Lodz Philharmonic

Source: Authors' compilation

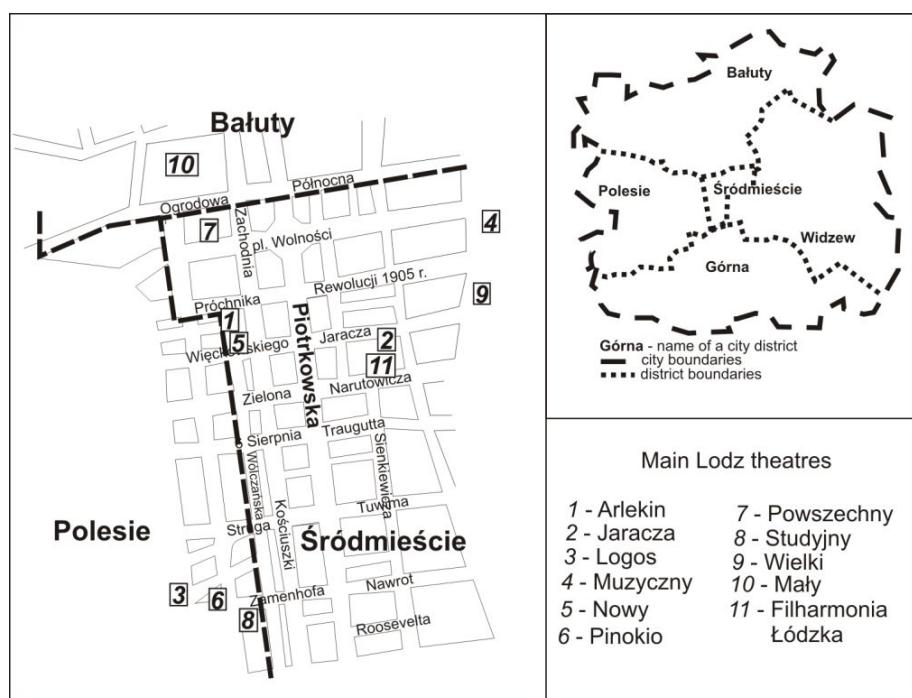


Figure 4 Localization of the most important Lodz theatres. Source: Authors' compilation

Table 2 Main Łódź theatre festivals

Festival	Aims	Organizers	Description	Type
Międzynarodowy Festiwal Sztuki Ulicznej – Trotuart (International Festival of Street Art – Trotuart)	Introducing the audience to theatre and other arts presented in an unconventional but simple way. The shows are free of charge, organized in the streets of Łódź.	Puppet Theatre "Arlekin" and the City Council	Held since September. An annual festival devoted mainly to theatre, but apart from street performances prepared by Polish and foreign theatres, also other arts are presented – music, art. The event is held in the streets of the city centre, in parks, squares and on Manufaktura premises. Number of spectators – c.5000.	International, large, BCG; star.
Spotkania Teatrów Miast Partnerskich (Meetings of Partner Cities Theatres)	Presentation of the most interesting theatre productions of a given season from partner European cities, popularization of theatre art.	Teatr Nowy and Łódź City Council	Held since 2005, a six-day event, organized in October or November. The consecutive editions usually presented drama theatres from 3 – 5 partner cities. They came with some performances, workshops and other forms of theatre productions. The Meetings were not competitive, but were rather a review of the most interesting offer. It is held once a year or once in two years. The number of the audience in the 2010 edition was estimated at about 4500.	International, large, BCG; star.
Nowa Klasyka Europy – Międzynarodowy Festiwal Teatralny Klasyczki Światajnej. (New European Classics – Theatre Festival of World Classics)	A review of European theatres, showing the possibilities of new interpretations of classical plays.	Stefan Jaraczka Theatre and the local authorities of the Łódź voivodeship	A new, seven days long theatre festival, first held in November 2010 for 10 days. Organizers are planning to transform it into a regular major event, probably annual. Audience – c. 2500.	International, large, BCG; question mark

Festival	Aims	Organizers	Description	Type
Łódzkie Spotkania Baletowe – Międzynarodowy Festiwal Sztuki Baletowej (Łódz Ballet Meetings – International Festival of Ballet Art)	Promoting ballet ⁷ , the Grand Theatre stage and the city of Łódz.	Teatr Wielki (The Grand Theatre) is the main organizer ⁸ , supported by city and voivodeship authorities, and the Ministry of Culture and National Heritage.	(The Grand Theatre) is the main organizer ⁸ , supported by city and voivodeship authorities, and the Ministry of Culture and National Heritage.	International, large, BCG; cash cow
Międzynarodowy Festiwal Solistów Lalkarzy (International Festival of Solo Puppeteers)	Presenting the richness of puppet theatre techniques, as well as propagating various individual forms of animation.	Puppet Theatre „Arlekin”, supported by Łódz City Council and the Ministry of Culture and National Heritage	Held since 1999, a six-day event organized in April. It consists of two parts – the first one is a competition, while during the other one the audience may watch the shows presented by renowned puppet masters. The performances are shows of puppet art, using different techniques – from traditional puppets and marionettes to computer-based presentations. It is the only festival of this type in Poland and one of few in the world. The even is held every two years. Number of spectators was estimated at more than 1000.	International, large, BCG; cash cow
Ogólnopolski Festiwal Sztuk Przyjemnych i Nieprzyjemnych (Polish Festival of Pleasant and Unpleasant Arts)	Presentation of professional Polish and foreign theatres. The pleasant performances show human life in a slightly provocative, funny and ironic way, while the unpleasant ones refer to the existential problems of man.	Lodz by one of the most important theatres – Powszechny Theatre. Supported by city authorities, the Ministry of Culture and National Heritage, as well as numerous private sponsors and the media.	Held in Łódź since 1994. It was originally called Polish Festival of Pleasant Arts. Later the word "Unpleasant" was added and the festival became an international event. During the festival the audience is the jury which awards the titles of the best actor, actress and performance. The event is held in early spring, usually at the end of February or beginning of March, at weekends (Saturdays and Sundays). There are also minor events, such as meetings with authors, exhibitions or concerts.	International, large, BCG; cash cow

⁷ Ballet [Italian < Latin *ballare* dance], a form of theatre performance, whose essential elements are movement, music and stage design, all related to one theme. Popularly, the word "baller" defines a group of artists representing one homogeneous art the whole of this art in a given country (e.g. the Russian ballet) (Słownik języka polskiego), 2011).

⁸ Teatr Wielki (The Grand Theatre) in Łódź specializes in staging operas, operettas and ballets. It is regarded as one of the most important opera stages in Poland. It is also the largest Łódź theatre, open in 1967; the building is the second largest opera house in Poland and one of the largest in Europe.

Festival	Aims	Organizers	Description	Type
Miedzynarodowe Biennale – Spotkania Teatralne Terapia i Teatr (International Biennale – Therapy and Theatre Meetings)	Showing the role of theatre in the lives of handicapped people, cooperation with therapists. Presenting the achievements of the theatre of the handicapped.	Polesie Art Centre and the Institute of Literature Theory, Theatre and Audio-visual Arts, University of Łódz	Held since 1995, every two years, usually for 2 – 3 days. Organized at different places in Łódz, in June or May. The event is international and devoted to the problems of handicapped people. It is also an important forum for exchanging experiences and training authors and therapists in using theatre for therapy.	International, medium-scale, BCG: cash cow
Festiwal Szkół Teatralnych (Theatre Schools Festival)	Festival of theatre schools, mainly from Poland.	Polesie Art Centre and the Institute of Literature Theory, Theatre and Audio-visual Arts, University of Łódz	Held every year in spring, April or May. The event started in 1982 as the Polish Review of Diploma Spectacles. At present it lasts five days. By 2010 there had been 28 editions. Apart from performances, the event comprises meetings with famous directors and actors, as well as workshops.	National, medium-scale, BCG: cash cow
Łódzkie Spotkania Teatralne (Łódz Theatre Meetings)	Presentation of Polish alternative theatre.	Łódz Culture Centre ⁹ in Łódz, supported by the Theatre Culture Society	Annual, four days long festival, held since 1963, suspended in 1977 – 1991. It is organized in December. A review of non-institutional theatre; it presents alternative, searching and experimental art. Performances referred first of all to Polish social life, especially the editions before 1989	National, medium-scale, BCG: dog
Ogólnopolski Przegląd Teatrów Dziecięcych Działawa (Polish Review of Children's Theatres "Działawa")	Children's theatrical development and presentation of amateur children's theatres.	Batory Culture Centre in Łódz and Theatre Culture Society in Warsaw	Held since 1980, in the present format since 1982, in May, lasts four days	National, small-scale, BCG: dog
ŁoPTA – Łódzki przegląd teatrów amatorskich. (Łódz review of amateur theatres)	Presentation of amateur theatres from Łódz and Łódz voivodeship.	Łódz Culture Centre	Three days long event, held in October every year, since 1988. A review of amateur theatres from the Łódz region. The best performance chosen in a competition may be nominated to taking part in Łódz Theatre Meetings.	Regional, small-scale, BCG: dog

Source: Authors' compilation, based on materials obtained from festival offices, webpages, as well as on their own observations.

⁹Łódz Culture Centre (Łódzki Dom Kultury ŁDK) is the largest culture centre in Łódz, open in 1953. It runs film-related activity (cinema, festivals), as well as that connected with theatre, exhibitions and education. One of its sections is the Theatre Centre, which runs theatre groups and organizes theatre-related events. The Centre holds other, smaller theatre events as well, sometimes off the main stream events, such as the Contemporary Drama Forum and theater competitions for children, youth and adult.

and the regional authorities (Tab. 2). Analyzed theatre festivals are organized mostly in spring and autumn (Fig. 5). Seven festivals (63 %) were international events, three (27 %) – national and one (10 %) – regional. As far as the scale of the festivals is concerned, three categories were adopted: large festivals (famous – well known and cited in media, mostly long lasting, visited by large numbers of people – 1000 or more, with many performances, international), medium-scale (less known and cited in media, shorter, with fewer spectators [less than 1000], mainly international or national) and small (not well-known, with fewer spectators [less than 1000] and events, devoted to the limited audience like magicians and illusionist art fans, artists [actors] amateurs). Six of the described events (54 %) were large festivals, three (27 %) were medium-scale and two (19 %) were small festivals (Tab. 2).

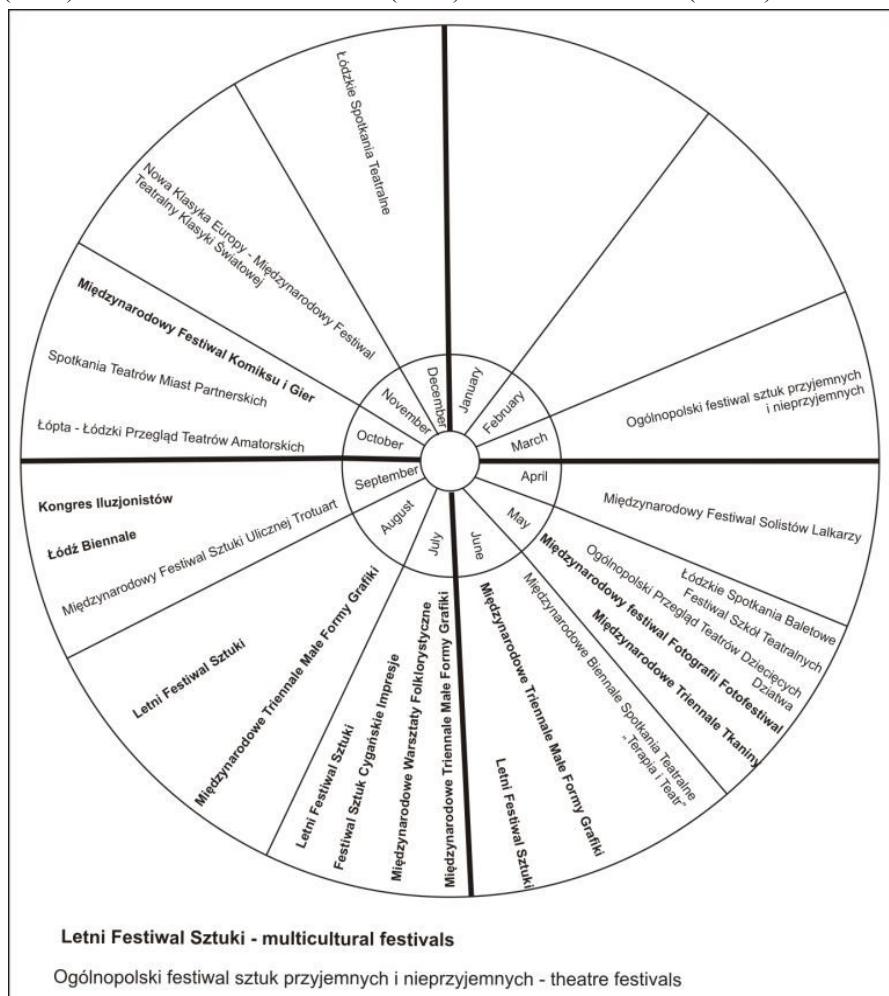


Figure 5 Location of Łódź theater and multicultural festivals in time. Source: Authors' compilation

In the group of analyzed festivals there are some with leading position (Tab. 2). They have the biggest number of shows and spectators. They mostly influence the opportunities of spending free time in Łódź. Among them there are: Międzynarodowy Festiwal Sztuki Ulicznej – Trotuart, Spotkania Teatrów Miast Partnerskich. Those festivals attract few thousands spectators each. These are popular and well known events, but they still need support to hold their leading position. Important and well known (with more than 1000 spectators) are also: Łódzkie Spotkania Baletowe, Międzynarodowy Festiwal Solistów Lalkarzy and Ogólnopolski Festiwal Sztuk Przyjemnych i Nieprzyjemnych. These are events with longer traditions and well known marks. Nowa Klasyka Europy is an interesting new festival established in 2010. It is now entering the festival market in Łódź and needs support to maintain its market position.

For the purposes of the analysis the authors adopted the “growth-share matrix” method¹⁰. It was devised by an American marketing company, Boston Consulting Group (BCG). Products are divided into several basic types on the basis of their most important characteristics, such as market share, the expenditure necessary to produce and promote them, and the number of spectators – participants. These types are called cash cows, stars, question marks and dogs. The cash cows have a major share in the market and require small means on promotion. The stars are new products, with a growing share in the market, still in need of considerable promotion. Question marks are just entering the tourist market. It is not known yet whether they will be effective or not, and they require intensive and costly promotion. They may transform into stars and then into cash cows, but they may also turn out to be misfits and disappear from the market. Dogs are tourist products which are slowly leaving the market, old-fashioned, but still fairly interesting and popular. When their further existence becomes unprofitable, they are withdrawn from the tourist market (Marcinkiewicz, 2003). The festivals described in this article included two (19 %) stars, five (44 %) cash cows, one (10 %) question mark and three (27 %) dogs¹¹ (Tab. 2 and Tab. 3).

The analysis shows that Łódź theatre festivals are an interesting offer for people wishing to spend their free time at this sort of events. The festivals are also an interesting element of cultural tourism, because they are a tourist asset which is attractive to potential spectators.

¹⁰In this case festivals may be understood as a tourist product. A tourist product is a kind of an offer of, e.g. service, trip or cultural event, mostly for tourists. In this sense, adapting the growth-share matrix method is reasonable, because festivals are treated as one of the products which the city offers to tourists and the inhabitants. It is a product – offer, enabling people to organize their free time in an interesting way.

¹¹In analysis of theatre and multicultural festivals realized in this article to stars were qualified young and already good known festivals (established in 2005 or later) with high number of spectators (more than 1000), these events need further attention to maintain their position. To question marks authors qualified new festivals (beginners – established in 2007 or later) with not well known mark. To cash cows were qualified well known festivals (which operate mostly for more than 10 years) with high share in the given market segment. To dogs old festivals with small and decreasing share in market were included.

Table 3 Growth-share matrix for Lodz theatre and multicultural festivals

	Large share in the tourist market	Small share in the tourist market
High market growth rate	Stars: – Spotkania Teatrów Miast Partnerskich (T) – Międzynarodowy Festiwal Sztuki Ulicznej „Trotuart” (T)*	Question marks: – Nowa Klasyka Europy (T) – <i>Letni Festiwal Sztuki (M)**</i> – Festiwal Sztuk „Cygańskie Impresje” (M)
Low market growth rate	Cash cows: – Międzynarodowy festiwal Solistów Lalkarzy (T) – Łódzkie Spotkania Baletowe (T) – Ogólnopolski Festiwal Sztuk Przyjemnych i Nieprzyjemnych (T) – Międzynarodowe Biennale Spotkania Teatralne „Terapia i Teatr” (T) – Festiwal Szkół Teatralnych (T) – <i>Międzynarodowy Festiwal Komiszu i Gier (M)</i> – <i>Międzynarodowy Festiwal Fotografii (M)</i> – <i>Łódź Biennale (M)</i> – <i>Międzynarodowe Triennale Tkani (M)</i> – <i>Międzynarodowe Triennale Małe Formy Grafiki (M)</i>	Dogs: – Łódzkie Spotkania Teatralne (T) – Ogólnopolski Przegląd teatrów Dziecięcych (T) – ŁoPTA Łódzki Przegląd Teatrów Amatorskich (T) – <i>Międzynarodowe Warsztaty Folklorystyczne (M)</i> – <i>Kongres Iluzjonistów (M)</i>

Source: Authors' own compilation

Legend:

* (T) – Theatre festivals

** (M) – Multicultural festivals

3 MULTICULTURAL FESTIVALS – CASE STUDIES¹²

Another element of the cultural and entertainment offer of Lodz are the festivals representing arts different than theatre. The authors decided to refer to this type of festivals as multicultural¹³. They comprise events which feature multiple arts, e.g. dance, music, cinema, painting, etc., as well as the less frequently presented domains, such as graphic design or artistic fabric (Tab. 4).

Out of the multicultural festivals organized in Lodz, presented in Tab. 4, seven (78 %) were international and two (22 %) regional. Three of them (33 %) were large festivals, and five (56 %) were medium-scale events. One festival (11 %) – the Magicians' Congress – was a small event. In this particular case, as the professional confidentiality must be observed, the majority of shows and workshops were available only to registered magicians – the club members. However, the authors decided to include this event for multicultural festivals, because within the Congress there

¹² The authors of the article used the materials collected in 2010 and during the survey conducted at individual festival bureaus. They also used the interviews with the organizers and own observations. Apart from that, they used the websites of individual festivals. The authors worked on a sample of 9 most important multicultural festivals held in Lodz.

¹³ Multi- [Latin *multus* – “numerous”], prefix in words expressing the idea of “many” (Encyklopedia PWN, 2011).

Table 4 Main Łódź multicultural festivals

Festival	Aims	Organizers	Description	Type
Międzynarodowy Festiwal Fotografi - Fotofestival (International Festival of Photography)	Reviewing world trends in photography and establishing a place for exchanging experiences with visual arts mainly photography. Promoting the knowledge of photography and young photographers.	Visual Education Foundation and Łódź Art Centre*	Held since 2002, presents the work of Polish and foreign photographers at exhibitions, workshops and film shows. The festival lasts several days and is organized annually in April and May, at Łódź Art Centre and galleries, clubs and cinemas all over Łódź. The tourist traffic during the latest editions of Fotofestival has been estimated by the organizers at about 1500 – 2000 spectators.	International, large-scale, BCG: cash cow
Międzynarodowy Festiwal Komiksów i Gier (International Festival of the Comic Book and Games)	Presenting the art of comic books and games. Promotion of the world and Polish comic book and its creators.	Łódź Culture Centre, CONTUR Artists' Society	The largest Polish event devoted to comic books, originally held in Kielce as The Polish Convention of the Comic Book Authors. In its present form, it has been held in Łódź since 1991, lasts for three days in October. It includes exhibitions, a competition, meetings with authors, also famous ones from abroad, and workshops. The event is held at Łódź Culture Centre, EXPO Fairs Hall, and Manufaktura. The audience of the latest edition has been estimated at more than 1000 people.	International, large-scale, BCG: cash cow
Łódź Biennale	International exhibition presenting different kinds of modern art.	International Museum of Artists, Łódź Art Centre, The Museum of Łódź	Festival held in September. It refers to the art event entitled "Construction in Process"**. Its idea was conceived at the International Museum of Artists in Łódź. Number of spectators was estimated at more than 1000.	International, medium-scale, BCG:cash cow
Międzynarodowe Triennale Tkaniń (International Fabric Triennale)	Presenting Polish and foreign artists and their weaving techniques.	Polish Artists Association; Art Exhibitions Bureau in Łódź, "Art" Enterprise in Łódź, Łódź City Council	International event in the form of an exhibition, held since 1975 every 3 years at the Central Museum of Textile Industry in Łódź. In recent years the exhibitions have been organized between May and October. The event comprises exhibitions of artistic fabric and is combined with a competition. It is of great international importance and one of the most respected exhibitions of this kind in the world. Each edition attracts over 100 artists from all over the world.	International, medium-scale, BCG:cash cow

Festival	Aims	Organizers	Description	Type
Miedzynarodowe Triennale Male Formy Grafiki (International Triennale: Small Forms of Graphic Design)	Presenting small forms of graphic design (e.g. in books).	City Art Gallery in Lodz, supported by Lodz City Council and the Ministry of Culture and National Heritage	International event in the form of an exhibition, combined with a competition, held since 1979. Originally organized every two years (biennale) and since 1993 every three years (triennale). The exhibition begins in June and lasts for three months. Each triennale attracts hundreds of artists from all over the world, e.g. in 2008, 342 graphic designers from 50 countries took part. The venue is the historical building of the City Art Gallery at 31 Wolczanska Street in Lodz.	International, medium-scale, BCG:cash cow
Leini Festiwal Sztuki (Summer Art Festival)	Held during holidays as a summer art offer for the inhabitants of Lodz.	Department of Culture at Lodz City Council	The first edition was held in 2008; it lasts from June to August and is organized at Lodz clubs, theatres and cinemas. The event includes concerts, theatre performances, film shows, etc. The idea was conceived by Lodz authorities for cultural purposes. The event attracts artists and institutions (e.g. theatres) from Lodz and Lodz region. It is a good way of spending one's free time during holidays, when there are few cultural and entertainment events in Lodz.	Regional, medium-scale, BCG: question mark
Festiwal Sztuk Cygańskie Impresje (Art Festival: Gypsy Impressions)	Promoting the culture of Romani People.	Yehudi Menuhin Culture Promotion Society, Lodz City Council, Museum of Cinematography in Lodz	Annual festival organized at different venues in Lodz (e.g. Museum of Cinematography, in the open air), in May or June, since 2007. The event lasts for about a week and includes presentation of the Romani culture, e.g. dance, song, as well as exhibitions and films.	Regional, medium-scale, BCG: question mark
Wiedzynarodowe Warszaty Folklorystyczne	A meeting of folk groups from Poland and abroad in order to present regional culture and exchange the experience of running a folk group.	Widzew Culture Centres , Young Culture Centre	In their present form the workshops have been run since 1989. The event is organized every two years in July and lasts about 10 days. The workshops take place at different venues (culture centres, open air) in Lodz and other, smaller cities and towns in Lodz region. The participants present music, song and dance, and they have an opportunity to exchange experience and see the folklore of other countries and regions. The event attracts hundreds of people from Poland and abroad every year.	International, medium-scale, BCG: dog

Festival	Aims	Organizers	Description	Type
Kongres Iluzjonistów (Magicians' Congress)	Presenting the art of illusion. Presenting and meeting famous artists – magicians from Poland and abroad.	Polish Magicians' Club (established in Łódź in 1976)	Presents magicians from Poland and abroad and is combined with a competition. The event also includes meetings with artists and workshops. It has been held annually in September since 1976 and lasts for 2 – 3 days. It was organized in Łódź in 1976 – 1992, later it was moved to Tarnów. In 2001 it returned to Łódź and is held at Widzew Culture Centres and Łódź Culture Centre. The event is available mainly to club members, but there are separate shows for non-club audience.	International, small-scale, BCG: dog

Source: Authors' compilation based on materials obtained from festival offices, webpages, as well as on their own observations.

* Visual Education Foundation is an institution established with the participation of the University of Łódź, dealing with culture and visual arts. Łódź Art Centre was established in 2005 at a historical post-industrial complex; it supports cultural initiatives.

** "Construction in Process" is an international art event, comprising exhibitions, performance, lectures and concerts. Its first edition was held in Łódź in 1981, on the initiative of Ryszard Waśko. It was shortly before the introduction of martial law in Poland. The first edition of "Construction in Process" attracted many contemporary artists from outside Poland. Due to the political situation, the event became an element of political support for the workers' "Solidarity" movement. The next editions of "Construction in Process" were organized in different Polish cities, Germany, Israel, Australia, etc. (Konstrukcja w procesie, 2011)

are also held regular, open shows accessible to the wider audience. Moreover the Magicians' Congress includes a competition for the best magician presentation. Competition is one of the key elements of festival. The method used for analysis was the growth-share matrix, like in the case of the theatre events described earlier. The group of the multicultural festivals in the analysis included five (56 %) cash cows, two (22 %) question marks and two (22 %) dogs (Tab. 3 and Tab. 4).

The group was dominated by well-known, developed, large and international tourist products. They comprise many arts, such as dance, singing, music, folklore, theatre, graphic design, comic book, artistic fabric, etc. This is certainly a wide range of events, letting the inhabitants of Lodz and the tourists spend their free time in an interesting way. This is practically true for most of the year, because the festivals are held in spring, summer and autumn (Fig. 5). What is more, the variety of the offer and the fact that some of the festivals are open-air events and free of charge, increase the number of the audience. The leading events are: Międzynarodowy Festiwal Fotografii – Fotofestiwal, Międzynarodowy Festiwal Komiksu i Gier and Łódź Biennale. These festivals have big audience sometimes even with few thousands spectators. Their mark is well known in Poland and abroad, they are a group of products called cash kows.

As it was presented above multicultural festivals are an important element of the cultural tourism in Lodz, similarly to the theatre events. They are a tourist asset and a tourist product for visitors as well.

4 CONCLUSIONS

The article shows that theatre and multicultural festivals organized in Lodz are an important element of free time management for both the inhabitants of the city and the tourists. The majority of the theatre festivals are large, international events. They are well-known and already have an established reputation and position on the market, which was proven by means of the BCG method. They are events organized by Lodz theatres and supported by the local authorities. There are also several events held by other institutions, such as the Film School in Lodz or Lodz Culture Centre (Łódzki Dom Kultury). Theatre festivals are held mainly in spring and autumn. Many of the events are ticketed but some of them take place in the open air (e.g. Trotuart) and are also available to the people who cannot afford to buy tickets. The surveys conducted in Lodz in recent years show that theatre, as well as theatre festivals are an important element of spending free time for the inhabitants of Lodz. This is also indicated by high festival attendance rates, quoted by the organizers. Another confirmation of the importance of theatre festivals is the study concerning tourism in Lodz, conducted in 2009. It shows that out of the tourist assets of the city, it is the festivals (including theatre festivals) that are a significant and highly evaluated attraction.

In the case of the multicultural festivals, the situation is similar. Lodz offers a wide range of artistic and entertainment events, related to different arts, e.g. graphic

design, artistic fabric, song, dance and music, comic books or folklore. They are organized by different institutions, such as societies, culture centres, museums, etc. The multicultural festivals are a very interesting and important component of the Lodz offer as regards spending free time. The wide range of arts presented at these events increases the number of the audience; some of the festivals (e.g. The Summer Art Festival) are held during summer holidays, when there are few cultural options in the city. The majority of the multicultural festivals are international, medium-scale events, followed by large festivals. As shown by the BCG analysis, also in this case most of the events are well-known and well-established.

The authors have tried to show that theatre and multicultural festivals organized in Lodz are an important element of free time management. This concerns both the inhabitants of the city and the visiting tourists. In the light of the research results, presenting the number, characteristics, scale and types of the festivals, as well as their evaluation in surveys, it must be concluded that the events described above are an important element of the developing cultural and entertainment function of Lodz after 1989. Described festivals attract tourists to the city, thus Lodz draws additional income from gastronomy and hospitality. Through tourists movement involving artists and festival spectators city is better recognized in Poland and abroad (promotion). Besides described festivals have very positive influence on the city image. Thus Lodz is perceived as a vibrant city with growing art and entertainment function and with many interesting offers for free time management.

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Theatre and multicultural festivals in Lodz as a free time management factor among the inhabitants and tourists in the post-industrial city

Summary

The article presents the analysis of the most important theatre and multicultural festivals organized in Lodz and their role in a free time management by the inhabitants of the city and tourists. The festivals held in Lodz are certainly an important element of free time management the inhabitants of the city and tourists. Theatre festivals are mostly large and international events, well known and well-established. They are events organized by Lodz theatres and supported by local authorities. Some of them are organized by other institutions, such as the Film School in Lodz or Lodz Culture Centre. Many festivals are ticketed; however, some of them are open-air events, available to the people who cannot afford to buy tickets. The

analysis of survey studies conducted in Lodz in recent years shows that theatre, as well as theatre festivals are an important element of spending free time for the inhabitants of Lodz. According to the survey conducted in Lodz in 2009, theatre festivals are highly evaluated by the respondents and an important tourist asset attracting tourists to Lodz.

In the case of the multicultural festivals, the situation is similar. Lodz offers many festivals related to different arts, e.g. graphic design, artistic fabric, song, dance and music, comic books, folklore, etc. They are organized by different institutions, such as societies, culture centres or museums. Multicultural festivals are interesting and important components of the cultural and entertainment offer of Lodz. The wide range of arts presented at these festivals increases the number of the audience. The majority of the multicultural festivals are international and medium-scale events, followed by large events. Most of them are well known and well-established.

The authors of the article showed that theatre and multicultural festivals organized in Lodz are an important free time management option. This concerns both the inhabitants of the city and the visiting tourists. In the light of the research presenting the number, characteristics, scale and types of the festivals, as well as their evaluation in surveys, it must be concluded that they are an important element of the developing cultural and entertainment function of Lodz after 1989.