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MUSEUMS OF ŁÓDŹ AS AN ELEMENT OF TOURISM SPACE AND THE CONNECTION BETWEEN MUSEUMS AND THE CITY'S TOURISM IMAGE

Abstract: This article deals with the museum potential of Łódź. The first sections describe the kinds and significance of museums, their location in the city and the attractiveness of their collections, premises and organized events. The following sections describe the significance of museums in regard to attendance and the city's tourism image.

Keywords: museum, tourism attraction, tourism space, city image, cultural tourism.

1. INTRODUCTION

Łódź is the third most populated city in Poland, a large agglomeration and the region's capital, as well as an administrative, academic and cultural centre. Its history started in 1423 when King Władysław Jagiełło granted a charter to the former village, but its real development began in 1820, when the government of the Congress Kingdom decided to industrialise government towns (WOJALSKI 1998). Łódź was surrounded by sizeable government lands, numerous rivers and streams, easy access to building materials (timber, bricks) and had a favourable location. These factors made it possible to create textile industry settlements such as *Nowe Miasto*, *Łódka* and *Nowa Dzielnica* (KOTER, LISZEWSKI & SULIBORSKI 2000), and to develop this sector of industry. The 19th and early 20th c. saw the construction of textile workshops, and then factories, tenement houses and palaces alongside the main communication route and city axis, the current Piotrkowska St. Those buildings were an expression of resourcefulness and wealth of the citizens, and Łódź evolved from a small town to a city of 300 000 before the First World War. The development of the textile industry lasted until the 1990s and consolidated the image of Łódź as an industrial, gloomy and dull city in the minds of Poles. The current city authority and institutions are trying to break this stereotype and prove that Łódź is an attractive place, worth visiting.

The author of this article concentrates on one type of tourist attraction, museums, and the main goal of this work is to describe the museum potential of Łódź, presenting its location, determining its qualities and significance for the city and answering the question whether the museums are a part of the image of Łódź which is being created now.

So far, the research of the Łódź centre (mainly undergraduate theses) on museums has focused on monographs of particular establishments (WAWRZY-
NIAK 2008, WŁAŻŁAK 2011, WRZESIŃSKA 2011). The authors have also described their functions (KAŻ-
MIERCZAK 2004, FIJAŁKOWSKA 2007), significance for the city's image (NOWAKOWSKA 2012) and determined the impact on tourism (JĘDRZEJCZAK 2005, GRABOWSKA-
MOKRAS 2011). Sometimes, Łódź museums were mentioned as an illustration of the topic in a broader perspective, for example the *Night of Museums* (KRA-
KOWIAK & SKRYDALEWICZ 2013) or in the context of cultural tourism (KRAKOWIAK 2013). In this article, the author suggests a more comprehensive approach, considering the current museum potential of the city.

This article is based mostly on the database (list of museums) of the National Institute for Museums and Public Collections (*Narodowy Instytut Muzealnictwa i Ochrony Zbiorów* – NIMOZ) and information published by the museums themselves (reports, attendance) or

websites (collections, exhibitions, events), as well as statistical data from the General Statistical Office and Łódź Statistical Office about the number in the city, voivodeship and Poland as a whole, and the museum attendance for selected years.

2. MUSEUMS OF ŁÓDŹ: CURRENT SITUATION

According to information from the National Institute for Museums and Public Collections, there are 14 museums in Łódź (Table 1) on its database, which means that their status has been accepted by the Minister of Culture and National Heritage. This total places Łódź behind Warsaw (60), Kraków (41) and Tri-city (33, 20 in Gdańsk alone). On a regional scale, registered establishments comprise over one third of all museums in the Łódź voivodeship. Kraków has similar capital to region ratio (36%) while in Warsaw and Tri-city this ratio is higher (42-44%) (Table 1).

Table 1. Museums in selected large Polish cities

City	Number of museums		% of museums in the voivodeship
	in the city	In the voivodeship	
Kraków	41	113	36.3
Łódź	14	37	37.8
Poznań	9	72	12.5
Tri-city	33	75	44.0
Warszawa	60	140	42.8
Wrocław	13	46	28.3

Source: author based on information from the National Institute for Museums and Public Collections, 2015.

There are seven museums and seven branches (Table 2). Łódź City Museum has three branches while the Art Museum and the Museum of Independence Traditions have two branches each. Łódź museums are mostly organized at a local (voivodeship or *powiat*) level. What is important, two of those museums (Central Museum of Textiles and the Art Museum) are organized with the Ministry of Culture and National Heritage, which automatically increases their rank.

Table 2. Museums in Łódź according to registration in National Institute for Museums and Public Collections, 2015

Name of establishment	Founding year	Premises (former function)	Age of premises	Founder/organiser of the museum
Museum of the City of Łódź	1975	Poznański Palace (Poznański 'jurydyka')	19 th c.	Local government
Sports and Tourism (branch)	1982	Sports Hall	second half of 20 th c.	as above
Cultures and Religious Traditions Branch	2006	Tenement house	first half of 19 th c.	as above
'Dętka' Channel Museum (branch)	2008	Rain water tank (part of municipal network)	first half of 20 th c.	as above
Art Museum (ms1)*	1930	Poznański Palace	end of 19 th c.	provincial government
Ms2 (branch)	2008	Poznański factory (Poznański 'jurydyka')	second half of 19 th c.	as above
Herbst Palace (branch)	1990	Herbst Palace (Scheibler 'jurydyka')	second half of 19 th c.	as above
Central Museum of Textiles* (+ open-air museum of wooden architecture)	1955	Geyer factory	first half of 19 th c.	local government
Museum of Archaeology and Ethnography*	1931	School	19 th c.	provincial government
Cinematography Museum	1984	Scheibler Palace (Scheibler 'jurydyka')	second half of 19 th c.	local government
The Museum of Independence Traditions	1959	Tsar's prison	19 th c.	as above
Martyrology Museum Radogoszcz (branch)	1976	Abbe factory	end of 19 th c.	as above
Radegast station Museum (branch) (+ 'Gypsy Forge')	2004	Marysin railway station	first half of 20 th c.	as above
Art Book Museum	1993	Grohman Palace	end of 19 th c.	private foundation

* Registered museums.

Source: author.

Three have the significant position of a registered museum¹ – Central Museum of Textiles, Art Museum and Museum of Archaeology and Ethnography. The group contains only one private institution, the Book Art Museum created by a foundation.

The history of Łódź museums begins in the inter-war period with the founding of the City Museum, which later gave rise to the Museum of History and Art and the Ethnographic Museum. Most of the institutions were founded in the second part of 20th c. and have established their position since then (Table 2). Several institutions were founded in the early 2000s; these are branches of existing museums (Radegast Station, ms2, 'Dętka' Channel Museum).

Museums that are added to NIMOZ list are important museums, usually telling the story of the city's history and heritage. They are mentioned in all city guides and information leaflets, and are promoted on websites and internet portals. Apart from them², there are private museums founded by institutions, societies and foundations. They complete the city's offer in terms of cultural institutions, but due to their diverse rules are usually of lesser significance (Museum of the Factory and SE-MA-FOR Museum of Animation are exceptions) they will not be analysed further in this paper.

If we consider the museums of the biggest Polish cities, we will see that they attract tourists and the highest level (national) museums most of all. Unfortunately, the only city (Table 1) without one is Łódź (while Szczecin, Kielce or Przemyśl do). Łódź lacks a museum of national significance that would be popularly associated with it and at the same time be the main attraction, like Wawel Castle in Kraków, Wilanów Palace in Warsaw or Raclawice Panorama in Wrocław. Some large cities gain in significance thanks to new museums because of the building they are in or the way the collection is exhibited (e.g. Warsaw Uprising Museum, Museum of the History of Polish Jews, new branches of the History Museum in Kraków – 'Rynek Underground', Oskar Schindler's Factory). Unfortunately, there are no museums of this rank in Łódź and no plans to found them. The Art Museum (ms2) which could be a showcase of the city is not popular enough among regular tourists and lacks promotion outside the city.

3. LOCATION OF MUSEUMS IN THE CITY

The location of museums influences their availability to potential visitors but usually they are not distributed evenly, being clustered in certain parts of the city.

In medieval cities, the highest concentration is within one km of an old market square. This area

usually has the highest density of historical buildings that can be used as museums, which gives both protection to cultural heritage and displays the buildings' interiors as an appropriate background and decoration for exhibitions (KRAKOWIAK 2008). A similar pattern can be seen in Łódź (Fig. 1). Museums are located mostly in the Śródmieście district (and surrounding areas) which has the function of a city centre, with Piotrkowska St as its axis.

This is the historic and administrative heart of the city, and museums are placed among other attractions: former tenement houses, villas, factories and parks. This way, the museums are a part of the historical space of the city and are elements of its cultural space.

In general, museums in Łódź are located in its vicinity, especially east-west. Located in the most northern positions compared to the rest are two branches of the Museum of Independence Traditions: the Martyrology Museum Radogoszcz and Radegast Station Museum.

Figure 2 shows the area of museum concentration and its location in the city, forming a polygon with an elongated north-south axis. Unlike medieval towns, Łódź (a city without a square, but with a main street), the largest number of museums are within 1-3 kms of the notional city centre, but not in its immediate vicinity. This area contains 12 out of 14 institutions. The densest concentration is near *plac Wolności*, the former New Town market square, and its neighbouring trade and entertainment complex (former Poznański factory).

There are six museums from the NIMOZ list in this area. This could mean that there is a 'museum island' (just as in Amsterdam, Berlin or Vienna), but since there is no connection between them, this is unfortunately not the case.

The described museums 'co-create' the cultural city space, but they do not cooperate, or only in a very limited way, for example during the *Night of Museums*. However, they are certainly a part of the tourism city space of Łódź (LISZEWSKI 1999) and are visitor destinations.

4. MUSEUMS OF ŁÓDŹ AS TOURISM ATTRACTIONS

According to its definition, a tourism attraction is an element of natural or other environment, which becomes the subject of a tourist's interest and determines the tourism attractiveness of a given place (KOWALCZYK 2001). Museums, of course are 'anthropogenic' attractions, and their significance is determined by the collection, premises or organized events.

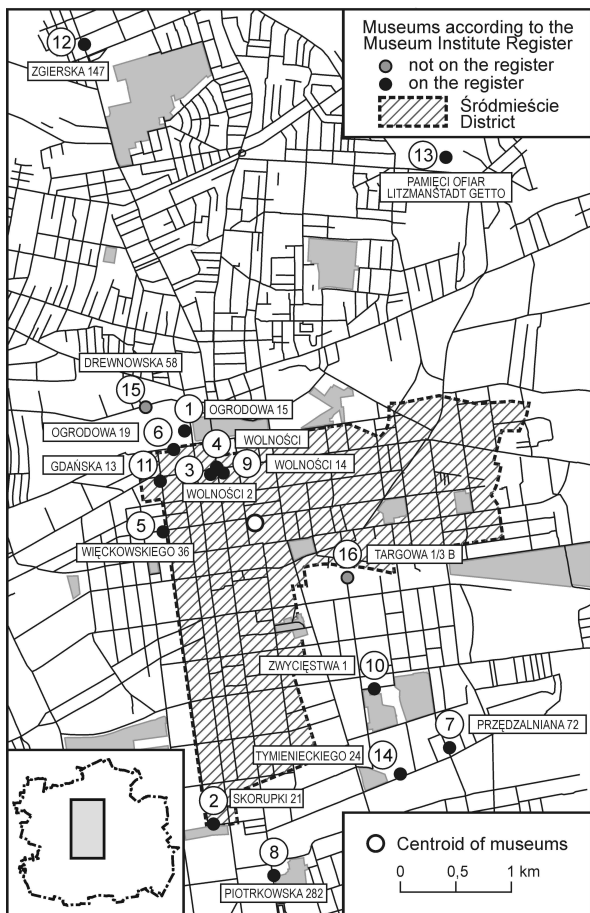


Fig. 1. Location of museums in Łódź

- 1 - Łódź City Museum
- 2 - Sport and Tourism Museum
- 3 - The Cultures and Religious Traditions Branch
- 4 - 'Dętka' Channel Museum
- 5 - Art Museum (ms1)
- 6 - ms2
- 7 - Herbst Palace Museum
- 8 - Central Museum of Textiles
- 9 - Museum of Archaeology and Ethnography
- 10 - Cinematography Museum
- 11 - The Museum of Independence Traditions
- 12 - Martyrology Museum Radogoszcz
- 13 - Radegast Station Museum
- 14 - Art Book Museum.

- Museums not on the NIMOZ list:
- 15 - Factory Museum,
 - 16 - Se-ma-for Museum

Source: author

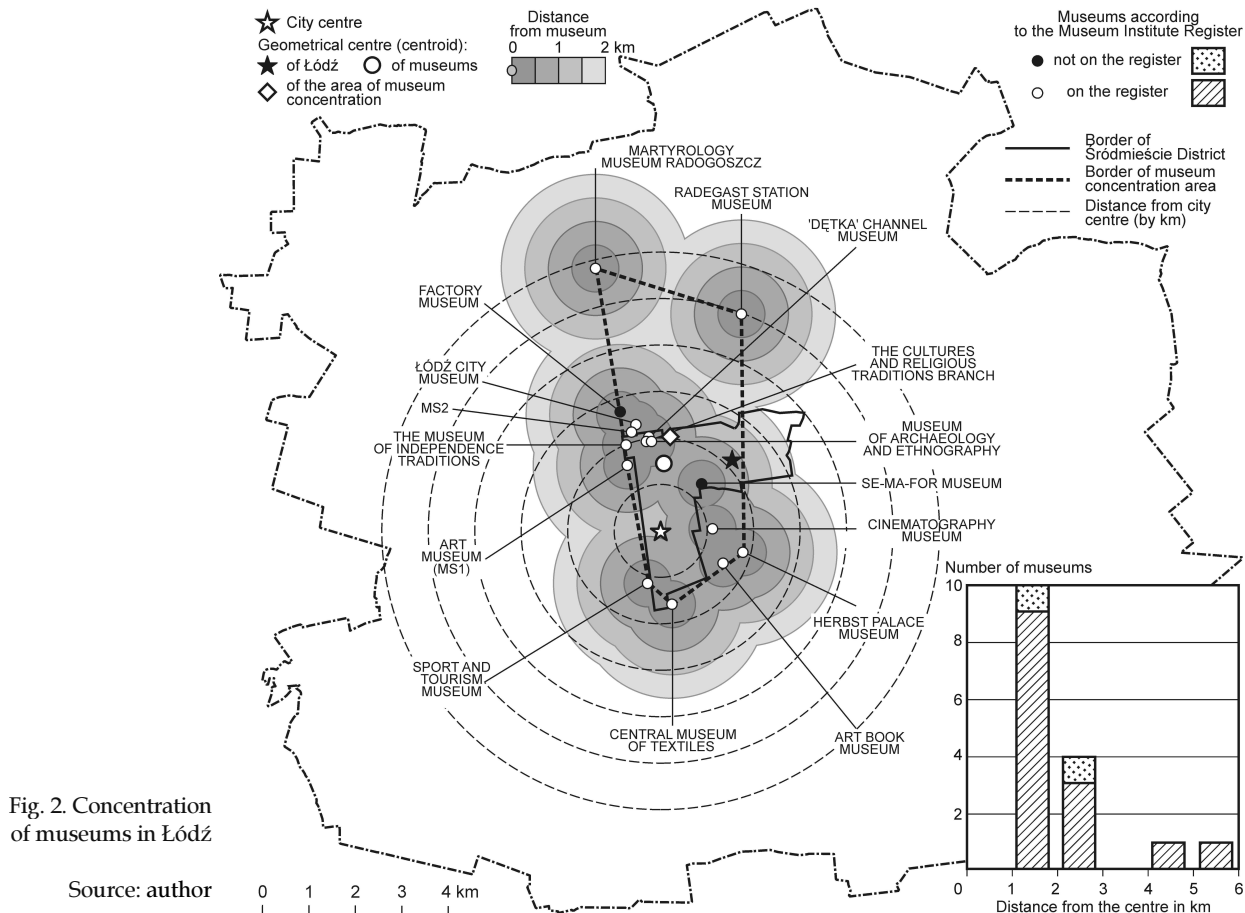


Fig. 2. Concentration of museums in Łódź

Source: author

4.1. COLLECTIONS AND EVENTS

The collection is a decisive factor of a museum's character; it determines its profile and influences the kind of people who visit. The museums of Łódź (Table 3) are dominated by historical collections and so-called *Łodziana* (Museum of the City of Łódź, Cultures and Religious Traditions Branch).

Table 3. Collections in Łódź museums: 2015

Name of museum	Subject of exhibition /collection
Łódź City Museum	'Former Łódź. History – culture – everyday life'; 'Gallery of Polish Masters'
Sports and Tourism Museum	'History of Sport in Łódź'; 'Greatest accomplishments of Łódź athletes'; 'Citizens of Łódź in the Olympic games'
The Cultures and Religious Traditions Branch	The multi-religious spiritual and cultural heritage of Łódź
'Dętka' Channel Museum	Presentation of the municipal sewer designed by the British engineer W. Lindley
Art Museum (ms1)*	Contemporary art; temporary exhibitions
ms2	Avant-garde art; 19 th and 20 th c. art
Herbst Palace Museum	'Herbst Palace – Old art in new dimension'; 'Gallery of Old Art', 'Herbst Family: unfinished stories'
Central Museum of Textiles* (+ open-air museum of wooden architecture)	'Fashion in the 20 th c.'; 'Reconstruction of a loom mill from the 19/20 th c. 'Machines in motion'; 'Tools and weaving machines in the collection of the Central Museum of Textiles'; 'Ludwik Meyer factory 1828-2002'; 'Kotłownia – interactive museum' Open air museum: 'Pani Goldberg's kitchen', 'Reconstruction of worker's flats from the 1920s and 30s', 'Reconstruction of an early 19 th c. workshop', 'Old Łódź crafts – tailor's workshop'.
Museum of Archaeology and Ethnography*	'Archaeology exhibition'; 'Grey like the soil, colourful as memory (ethnography exhibition)'; 'Coins on Polish territory'
Cinematography Museum	'From negative to copy'; 'Flying machine'; 'Secrets of the film set'; 'History of the Scheibler Film Palace'; 'Cinematograph's equal: the magic of photoplasticon seances'; 'The miracle of living photography'; 'Palace of fairytales'
The Museum of Independence Traditions	'Długa (Gdańska) St prison in Łódź 1885-1953'; 'Roads to Independence 1791-1921'
Martyrology Museum Radogoszcz (branch)	'The fates of the citizens of Łódź during the Second World War'; 'The history of the police jail in Radogoszcz 1939-45'
Radegast Station Museum	'The history of Litzmannstadt Ghetto 1940-44'; 'Schwartz family trunk'
Art Book Museum	'CdA books'; 'the Polish Art Book from the turn of 20 th c.'; 'Grohman graphics collection'; 'Machines and appliances of the Gutenberg era'

* Museums on the National Museum Register.

Source: author's compilation based on information provided by museums.

The emphasis is placed on that part of history connected with the development of the city in the 19th c., the communities inhabiting Łódź at that time (Polish, Jewish, German and Russian), and significant citizens (Reymont, Tuwim, Rubinstein and Kosiński). Historical collections are also presented in the Museum of Independence Traditions and its two branches connected with the Second World War. One of them documents the founding and functioning of the police camp (Martyrology Museum Radogoszcz), the other the period of the existence and then liquidation of the Łódź ghetto and deportation of the Jewish population to death camps (Radegast Station Museum). Those establishments are martyrological in character. Exhibitions in the Central Museum of Textiles (textile machines) or Herbst Palace (factory owner interiors) are connected with the history of the city; they give knowledge on the city's and its citizens' pasts.

Another type of museum is that with art collections, such as the Art Museum and its two branches. This is mostly associated with its international collection of modern art, and also with its founders – Strzeмиński and Kobro (a.r group). At the moment, it is the only Polish museum with such an extensive collection of international art from the 20th and 21st c. (www.msl.org.pl), and its location is one of the most recent – ms2 museum. The Gallery of Old Art in the Herbst Palace Museum presents works by European and Polish masters (including Rodakowski, Michałowski and Wyspiański). The exhibition encompasses representational interiors decorated with splendour, and the private quarters of the owners, while its appropriate organisation allows the visitors to feel the mood of the time (www.msl.org.pl). The interior of the City Museum in a former industrialist palace which houses the Polish Masters Gallery has a similar character.

Not all museums in Łódź can be connected by thematic group; some contain exhibitions on a variety of subjects. Artistic and technical collections can only be found in the Museum of Cinematography in Poland, which has a collection of Polish cinema artefacts connected to significant productions and people. The inconspicuous Art Book Museum has a similar character, with exhibitions of printing machines and modern art books; at the same time it is an institution that has received many awards in the field of unique book editions. Technical museums include the only Textiles Museum in Poland, also containing artistic fabrics, and next door an open-air museum has an exhibition of buildings (weaver huts, church) connected with the everyday life and work of the former inhabitants of Łódź and its industrial region (*Polityka rozwoju kultury...*).

There are several museums of a different character and with exceptional collections such as the 'Dętka' Channel Museum, Museum of Archaeology and Ethno-

Table 4. Selected regular events organized by the museums of Łódź: 2015

Name of the museum	Subject	Characteristics
Central Museum of Textiles (organiser)	International Triennial of Tapestry	Taken place since 1972: promotes contemporary tapestry art, in the form of a contest accompanied by additional events. So far there have been 14
	Geyer Music Factory	Organised since 2008: in the form of encounters with various music genres and musicians from various parts of the world. Takes places on a selected day of the week during the summer months in the museum courtyard.
Animation Museum Se-Ma-For <i>Muzeum Animacji</i> (organiser)	Se-Ma-For Film Festival (international festival of puppet animation and other three-dimensional stop-motion animation techniques)	Organised since 2010: aimed at creating a forum for film co-production issues. Festival is in a form of a contest accompanied by film screenings.
The Museum of Independence Traditions Radegast Station (co-organiser)	Anniversary of the Liquidation of Litzmannstadt Ghetto	Organised since 2004: the celebration lasts for several days and takes place in various parts of the city connected with the Jewish community in the past.
Cinematography Museum (organiser)	Media Festival Humanity in Danger	Taken place since 1990: it is a review of documentaries dealing with the threats faced by people and the environment. It presents films, television programs, videos and radio features.
	Film Music Festival (temporarily suspended)	Organised since 1997: each is devoted to a different film music composer from Poland. Events include film screenings and meetings with the artists.
Łódź City Museum Factory Museum (organiser)	Poznański's birthday	Recent: it entertains and aims at popularisation of the museum located in Poznański's former factory, introduces the man himself and the history of industrial Łódź

Source: author.

graphy, and the Sports and Tourism Museum. Despite the specialized character of their collections (history, art, technology), museums in Łódź are exceptional for their region, and some even nationally (Cinematography Museum, Central Museum of Textiles, Art Museum).

Some museums have significance not only thanks to the collections, but also regular organized events on a regional, national or international scale. The most popular are the International Triennial of Tapestry – the oldest and largest world exhibition promoting modern art tapestry (connected to the city's history) organized by the Central Museum of Textiles; or the Geyer Music Factory – a music event that takes place in the summer in the museum's courtyard.

The Museum of Cinematography is associated with the Media Festival 'Humanity in Danger', and the currently suspended Film Music Festival, while the Museum of Independence Traditions and its branch at Radegast Station organizes the celebrations of the Anniversary of the Liquidation of the Litzmannstadt Ghetto. (The detailed description of events on Table 4 mentions museums from outside the NIMOZ list, because of their part in organising or financing significant cultural events.) Apart from those events, the museums of Łódź also organize more local ones

such as Sunday at Geysers' (Central Museum of Textiles), Sunday in the Palace (City Museum), or they take part in organizing Łódź's Birthday, thus complementing their cultural offer and draw on the city's past.

4.2. MUSEUM PREMISES

The museums of Łódź attract visitors not only with their collections and events, but also with the buildings themselves, their appearance, characteristic features, original purpose or the owner's name. From the historical point of view, it is important that most of the premises come from the industrial period of the city, are historically consistent and represent the category of typical Łódź buildings from the late 19th and early 20th c. (Table 2). Many of those buildings are on tourism trails, either trails of industrial architecture, villas and palaces, or cultural trails (Jewish or German trails), and are an important tourism attraction. Five premises are former industrialists' residences, usually built after achieving business success and a certain financial status. They were closely connected with the factories, formed a structural unity with them and were distinguished by opulent form and architectural

detail, including allegories of industry, trade and craft (LAURENTOWICZ-GRANAS & MANDZETT-KUBIAK 1997).

Famous Łódź architects such as Hilary Majewski and Franciszek Chelmiński took part in designing those buildings, finding inspiration from earlier epochs. The interior design combined a public function (living room, dining room, and ballroom) with a domestic function (private quarters). Luxurious and comfortable interiors can be seen in the City Museum (Poznański Palace and Cinematography Museum (Scheibler Palace), and Herbst Palace.

Technological buildings (five examples) are another category, such as the first mechanized factory in Łódź belonging to Geyer (Central Museum of Textiles) and the factory of one of the most prominent cotton manufacturers – Poznański (ms2). Both are examples of multi-storey factories that used to contain hundreds of mechanical looms and created the city's industrial landscape. (JASKULSKI 1995). An unusual technology-related location is the former Marysin railway station and a section of the first waterworks in the city – a former sewer adapted as an underground museum. Three utility buildings (school, prison and sports hall) and one residence (tenement house) are also in this category.

Most of these locations were listed as historical buildings and are under preservation maintenance due to their period, architecture, interiors, and the heritage of members of cultures that inhabited Łódź in the 19th and early 20th c. In addition, in February 2015, several were recognized as historical monuments (Geyer, Scheibler and Poznański factory-residential complexes)

Another category worth mentioning is memorials. Radegast Station Museum is one; it was opened during the 60th anniversary of Łódź ghetto liquidation and is connected with a historical Jewish cemetery by a memorial trail creating a consistent martyrological complex. The Martyrology Museum Radogoszcz is similar; it was a transit prison for men during the Second World War, and is now a mausoleum.

The overview of Łódź museums sets out their distinctive tourism value. They can be tourism attractions, especially thanks to current revitalisation and the chance to get outside funds (e.g. the latest renovation in the Art Museum and its branches and in the Central Museum of Textiles).

5. ŁÓDŹ MUSEUMS AND THE CITY'S IMAGE

One way to get ahead in inter-city competition is to create a positive image. Image is the sum of ideas, attitudes and feelings that a person or a group of

people has with regard to a given place, in this case, a city. It is a subjective judgement, a concept which is often the main factor in deciding whether to visit that city or not (www.regiobooks.pl). A specific image is the result of deliberate promotional actions of a territorial or city marketing character, conducted by local government, municipal institutions and the media.

The recent years there have been a series of investments that are to revitalize Łódź, improve its functioning and image. The largest undertaking at the moment is the building of a new Łódź Fabryczna railway station and adjustments to the line, which will allow Łódź to have a high-speed connection to Warsaw, and in the future with Wrocław and Poznań. This project is connected with the development of so-called 'New Centre of Łódź' (*Nowe Centrum Łodzi* – NCL). This area will consist of revitalised post-industrial, railway locations, former city residential quarters and creatively adapt the urban fabric from the 19th and 20th c. It will have new functions, including a cultural function. The buildings of the old power plant (EC-1) will house the Film Art and Interactive Science and Technology Centres. New Centre Market and Special Art Zone will be built in the power plant surroundings (www.ncl.uml.lodz.pl). This project is a part of the series aimed at revitalising the former industrial city. In the past, similar projects resulted in the development of *Manufaktura* – a commercial-entertainment centre, residential complex 'Lofty u Scheiblera' and 'Off Piotrkowska', a project for the creative industries.

Independently of creating new service areas, the 'mia100 Kamienic' project, founded in 2011 deals with renovation of neglected residential buildings located in the city centre. It should be mentioned that the city has been using the motto 'Łódź creates' to promote the city and provide conditions for realising creative ideas that contribute to the city's image.

New institutions aimed at developing creative ideas were founded, such as *Łódź Art Center* (responsible for organizing *Fotofestiwal*, *Łódź Design Festival*, as well as *Art Inkubator* project for creative entrepreneurs) of the Urban Forms Foundation (which creates large format murals on the walls of tenement houses – Urban Forms Gallery). There are also many festivals and cultural events, and their number has been increasing since Łódź began its attempts to achieve the European Capital of Culture title in 2016.

This overview of the city's activities is selective and aimed at emphasizing the main themes from those projects, the city development strategy and its promotion, and also correspond with the title of this article. These include:

1. History – connected with the city's past, weaving traditions, multiculturalism, and the idea of identity (Łódź of four cultures).

2. Art – sources of contemporary art, many dimensions of modern art, avant-garde, fashion, as well as street art (Łódź – the city of art).
3. Film – the filmmaking tradition in the city (full-length and short forms), film locations, characters, actors (film Łódź, Hollyłodź).

These motifs are the base of the city's image, affecting the way it is perceived and evoking particular associations. They create the image of Łódź as a post-industrial city, a city of film and art. The simplified version of the connection between those themes and the elements appearing and working in city space are shown in Table 5.

The museums were added to this list, to show that almost all of them fit the image motifs of the city (it contains two museums that are not on the NIMOZ list, but fit the concept) and enhance the development of various forms of tourism in the city. The museums mentioned correspond both with the city's history (which is shown in their description) and culture represented by motifs of film and art. Using these

institutions to create a new city image seems justified because they are tourism attractions for Łódź, a city visited by an estimated 1.2 million tourists every year. The significance of the museum is confirmed by the tourist service *TripAdvisor*, according to which Radegast Station Museum and Central Textile Museum were among the 10 highest-rated attractions, and Cinematography Museum, Art Museum, Herbst Palace Museum, Poznański Museum, Se-ma-for Animation Museum and Factory Museum were among the next ten (*TripAdvisor.com*).

Despite high positions in the ranking of tourism attractions, the museums of Łódź (except for the Central Museum of Textiles and Radegast Station Museum) are visited by only 20-30 000 visitors a year (Fig. 3) which is lower than the average number for a Polish museum (according to statistical yearbooks, one museum in Łódź had 257 000 visitors on average per year, while the average for a museum in Poland was 347 000 visitors). Therefore, they are not able to compete with popular museums in other cities, e.g.

Table 5. Leading motifs of the image of Łódź and connected elements of city space

Category	Motifs		
	history	film	art
Museums in the city	Łódź City Museum, Central Museum of Textiles, Herbst Palace Museum, Martyrology Museum Radogoszcz, Radegast Station Museum, Factory Museum	Cinematography Museum Animation Museum Se-ma-for	Art Museum, ms2, Herbst palace Museum, Łódź City Museum, Art Book Museum
Connected institutions and organisations (examples)	Piotrkowska St Foundation, Łódź of Four Cultures, Edelman Dialogue Centre	Film School in Łódź, Se-ma-for Film Production, Łódź Film Studio (complex on Łąkowa St)	Fine Arts Academy, Music Academy, Łódź Concert Hall, Grand Theatre Łódź, Łódź Art Center, Art Factory, Urban Forms Foundation (murals)
Attractions in the city (examples)	Piotrkowska St, former <i>jurydykas</i> of Poznański and Scheibler, <i>plac Wolności</i> Historical buildings: factories, tenement houses, temples, Old Cemetery, Jewish Cemetery, thematic trails of multicultural Łódź (Jewish, German, Russian, industrial Łódź)	Łódź Walk of Fame, Film Łódź trail, 'Łódź Bajkowa' trail, 'Stare Kino' Hotel	OFF Piotrkowska, <i>Art Inkubator</i> , Urban Forms Gallery, Gallery of Great Citizens of Łódź, thematic trails (murals, industrial architecture, villas and palaces)
Events in the city (examples)	Four Cultures Festival, Anniversary of the Liquidation of Litzmannstadt Ghetto, Light Movie Festival, Fashion Week Poland	<i>Se-Ma-For</i> Film Festival, International Festival of Film and Television Schools, European Cinema Forum 'Cinergia', Festival of Civilisation and Audiovisual Art Mediatravel, <i>Transatlantyk</i> festival	Art Museum, ms2, Herbst palace Museum, Łódź City Museum, Art Book Museum
Symbols of the city	<i>Manufaktura</i> , Priest's Mill	Łódzka 'Filmówka', Studio Filmowe Se-Ma-For	New Łódź Centre, EC-1
	Piotrkowska St		
Tourism form	Cognitive tourism, urban cultural tourism, industrial tourism	Cognitive tourism, cultural, film, entertainment tourism	Cognitive, cultural entertainment tourism

Source: author's compilation.

Raclawice Panorama in Wrocław (around 260 000 visitors), Oskar Schindler's Factory in Kraków (around 270 000 visitors), or the Warsaw Uprising Museum (around 490 000 visitors). Apart from this, we must remember, that a proportion of visitors, are citizens of the city or the surrounding area.

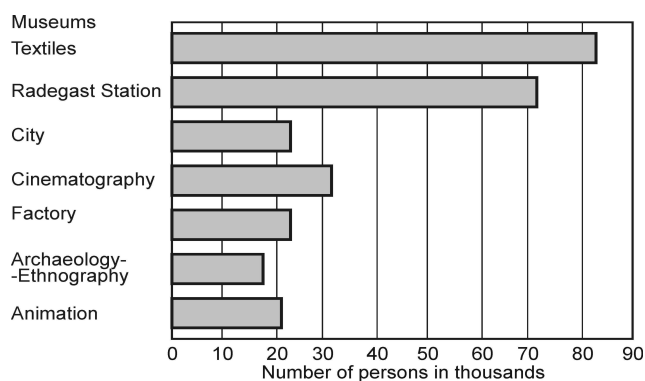


Figure 3. Attendance at selected museums in Łódź: 2013

Source: author based on museum statistics

Table 6. Attendance at museums in Poland, Łódź voivodeship and Łódź: 2008-13

	Attendance in the year			
	2008	2010	2012	2013
Visitors in museums (in 000s)				
- in Poland	20,726.5	22,215.7	26,709.5	29,043.8
- in Łódź voivodeship	569.1	709.0	724.0	906.4
- in Łódź	218.0	225.0	389.0	488.1
% of visitors in the museums				
- in the Łódź voivodeship	38.3	31.7	53.7	53.8
- in Poland	1.0	1.0	1.4	1.7

Source: author based on statistical yearbooks of Łódź (2010, 2014) and Łódź voivodeship (2009, 2011, 2013, 2014).

In 2013 the museums in Łódź were visited by around 490 000 people, which means that they have a significant role in the region, 53.8% of that for the voivodeship, but it is just 1.7% of that for the whole of Poland (Table 6). Presented information confirms that museum integration and joint promotion of the institutions along with a more decisive promotional campaign within marketing actions of the local authorities is necessary for the museums to gain more popularity and attract visitors from outside the city.

5. CONCLUSION

Ideas in this article inspire the following conclusions:

1. Museums in Łódź create a geographically concise space, with a north – south orientation, connected with the city's main axis – Piotrkowska St. The museums are located mostly in the Śródmieście district and are a part of tourism space.

2. The museums use the potential of the 19th and 20th c. in terms of buildings (former residences, technological buildings), collections (history, art, technology), and events (International Triennale of Tapestry, Anniversary of Liquidation of the Litzmannstadt Ghetto). Those elements contribute to the tourism attractiveness of the institutions.

3. The museums, despite their tourism attractiveness, have a low attendance, 20-30 000 visitors a year on average, so they are locally, but not nationally significant. A chance to promote knowledge about the museums in Łódź (and their attendance) would be an appropriate cultural policy on the part of local government, as well as better promotion as part of marketing activities.

4. Each museum separately has a limited influence on the way Łódź is perceived, so it is advisable to add them as a motif creating the city image (history, film, art). This strategy would be beneficial for all parties – the city would consolidate its image, while the museums would gain significance in the context of new investments in the city.

FOOTNOTES

¹ Registered museum – museum on the National Register of Museums. Entry depends on the significance of the museum's collection, qualified staff, premises and permanent source of income, which allows it to perform its statutory duties (*Museums Act*).

² Museums in Łódź which are not on NIMOZ list: Se-ma-for Museum of Animation, Łódź Archdiocese Museum, Factory Museum, Pharmacy Museum, Museum of Transport, Museum of Children's Books, Museum of Education, Museum of Paper and Print, Łódź University Museum, Museum of Geology of the University of Łódź, Museum of Nature of the University of Łódź, Museum of the Medical University of Łódź, 'Experimentarium' Science Centre.

Translated by Katarzyna Zielińska

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