



**17 APRIL  
2019**

16:30 in ROOM GAMMA  
Via Ampère 2, Milan

## **The politics of heritage and the urban economy of mega-events: Kraków 2000 and Wrocław 2016 two European Capitals of Culture contrasted**

Jacek Purchla (University of Krakow, International Cultural Centre)



### **Discussants:**

Matteo Basso (IUAV)

Giovanni Semi (Università degli Studi di Torino)

Kraków, the only large historic city within Poland's current borders to have survived the tragedy of the Second World War physically unscathed and is a symbol of continuity and endurance. One of the signs of its capacity for the creation of culture is that it is often referred to as Poland's cultural capital and the main objective of its 2000 ECoC program was to make the city more internationally recognizable. With a very different historic trajectory, Wrocław was not only terribly destroyed in 1945 but it also became the largest European city which, as a result of WWII, replaced its entire population over a 40-year period. The Wrocław European Capital of Culture 2016 focused on and revolved around the co-creation of culture with local citizens. The lecture investigates the politics and economics of the ECoC event and it will present how its goals were related to and embedded within the built heritage of these cities during the celebration year itself as well as the effects in the years since.

Jacek Purchla is a Polish Art Historian and Economist, Professor of Humanities, a member of the Polish Academy of Arts and Sciences. He was the founder of the International Cultural Centre in Krakow and has been its director since its inception in 1991. He is the head of the Department of Economic and Social History and the UNESCO Chair for Heritage and Urban Studies at the Kraków University of Economics. Since 2015, he has been the President of the Polish National Commission for UNESCO.

# **SEMINAR SERIES Cultural Mega-events and Urban Heritage: Threats and Opportunities for European Cities**

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