

DESCRIPTION OF PILOT AREAS UNDER THE CUSTODES PROJECT (CENTRAL EUROPE PROGRAM) FOR THE KUJAWSKO-POMORSKIE REGION

Location of pilot area



The Fryderyk Chopin Route in the Kujawsko-Pomorskie Region is based upon 21 towns and villages connected with the composer's life. The famous "Kurier Szafarski" written in the form of letters sent to young Fryderyk to his parents from his holiday in Szafarnia is a source of information about the places.

The main centres of the route include the Chopin's Centre in Szafarnia and Kujawsko-Dobrzyński Open Air Park in Kłóbka. Szafarnia is located seven kilometres away from the city of Golub-Dobrzyń, where an early medieval Teutonic castles had been erected. Both centres are units of the self-government of the Kujawsko-Pomorskie Province.

„The Fryderyk Chopin Route in the Kujawsko-Pomorskie Region” includes special offers of meetings with Chopin as provided by both centres.

The Kujawsko-Dobrzyński Open Air Park in Kłóbka

The Kujawsko-Dobrzyński Open Air Park is the only place, where you can see old wooden village houses, traditional objects and tools connected with life and work of inhabitants of our region from the end of the 19th century to the 30s of the 20th century. In the Kujawsko-Dobrzyński Open Air Park they reconstructed, first of all, various farmsteads, in which peasant families lived their lives and which constituted centres of activities. They include village houses, barns and livestock buildings such as pigsties, cowsheds, stables and granaries. There is also a pottery house with its interiors dating back from the 20s of the 20th century. Some rural craft facilities such as a windmill referred to as "koźlak" as well as public facilities such as a fire station, inn and the school building housing a showroom, office and teacher's flat were moved.



A visit in the Kujawsko-Dobrzyński Open Air Park in Kłóbka is based on two scenarios. Both are connected with the life of Fryderyk Chopin.

The offer of the Kujawsko-Dobrzyński Open Air Park in Kłóbka

„Old village, great love and unforgettable music”- legend and truth

The meeting involves two parts:

I. A village from the times of Fryderyk

1. Presentation of wooden architecture, traditional interior decorations, farmsteads with their wooden wells, creaking well sweeps and gardens smelling of herbs and acquainting the meeting participants with the village atmosphere known so well to Fryderyk Chopin.

Visiting of the exhibition in the Kujawsko – Dobrzyński Open Air Park in Kłóbka.

II. Maria Wodzińska-Orpiszewska - the composer's muse and unfulfilled love

Strolling along Kłóbka in search of Marynia's traces

1. A visit in the manor park of the Orpiszewski family – a story about Maria and her acquaintance with Fryderyk Chopin.

2. A visit in the St. Procop Parish Church erected in 1881 in the neo-Gothic style with its baroque altars dating back to the 18th century.

Presentation of the epitaph of Maria and Władysław as well as Tadzio, who died in his childhood. Presentation of the painting entitled “Madonna with the Child” painted by Maria Wodzińska-Orpiszewska.

Listening to Fryderyk Chopin's works dedicated to Maria Wodzińska:

–Waltz A-flat major, op. 69/1

–Song entitled “the Ring” with lyrics written S. Witwicki – E-flat major, op. 74/14

3. A walk to the cemetery to visit the grave of Maria Orpiszewska nee Wodzińska, who died on 7.12.1896 in Kłóbka

The Chopin's Centre in Szafarnia

The Chopin's Centre in Szafarnia is a cultural institution, which was established to commemorate the visit of the young Fryderyk Chopin. The centre gradually extended its activities to become a place, in which all fields of art meet presently. The Chopin's Centre mainly deals with lively concert activities. Famous artists from Poland and abroad perform on the stage of the Chopin's Centre and one may hear not only Chopin's works there. The repertoire of the Chopin's Centre in Szafarnia includes both classical music, jazz interpretations or cabaret music.



The Centre is a place of cultural and tourist activities. It offers high standard 3- and 4-bed guestrooms with bathrooms (14 accommodations in total). There is a café in historical cellar of the manor house.



The Centre includes gym rooms, library, a conference room (for approx. 40 guests), museum rooms and a concert halls.

The offer of the Chopin's Centre in Szafarnia

For groups of schoolchildren

1. Interactive meetings with the figure and works of Chopin (two audio-visual rooms, which make it possible to discover Chopin's life with the use of interactive techniques, Chopin's visit to Szafarnia as well as places connected with the composer. Chopin himself told about his holidays in Szafarnia). There is also a short concert (under construction, launching planned in the Chopin's Year)
2. Traditional museum classes dedicated to F. Chopin
 - a) For kindergartens: Meeting with the Composer – crazy piano.
 - b) For primary schools:
 - grade 4: Life and works of F. Chopin

- grade 5 and 6: Folk motifs in F. Chopin's music
- grade 6: F. Chopin in the Kujawsko-Pomorskie Province
- c) For junior high schools:
 - The patriotic dimensions of Chopin's music
 - The contemporary music inspired by Chopin.
- 3. For musical schools: organisation of workshops, courses connected with education and improvement of instrument playing.
- 4. Projection of a film about Chopin in Szafarnia.

THE BASIS OF CREATION OF THE FRYDERYK CHOPIN ROUTE IN THE KUJAWSKO-POMORSKIE REGION

Upon selection of the pilot area, the area was evaluated with respect to tourism development. The evaluation included such activities as an analysis of qualities or existing infrastructure. It aimed to find attractive resources, evaluate the potential for tourism development as well as selection of such qualities and resources, which are likely to attract customers and tourists.

The basis for creation of the route was Chopin's Year 2010. This unique undertaking covers not only Poland, but the whole world as well. We thought that it would be a good promotion drive for our region. Therefore, we created a unique feature, i.e. connection of the route with Fryderyk Chopin, which is to facilitate identification of the product and distinguish the same from other products already existing in the provincial market.

We started our activities with finding 21 towns and villages in the province, which are connected with the composer's life and the lives of his family and friends. In creating the route we were aware that there would be few tourists, who would decide to go along the entire route. In order to make it more practical and take better advantage of the potential of the route and existing attraction opportunities, we divided towns and villages into 5 routes, which may be made, depending on one's choice and the route length, by car, bicycle or on foot. The connection of each place with Chopin was described and published in a special website: www.chopin2010.visitkujawsko-pomorskie.pl.

Our offer was based upon school tourism, which presently belongs to one of the most dynamically developing tourism sectors. The education curriculum provides that each teacher is obliged to commemorate Chopin. The Fryderyk Chopin Route includes not only course offers for young people as realised in main centres of the route (the Chopin's Centre and Open Air Park), but also course scenarios for pupils attending primary, junior high and secondary schools. Those offers have been included in the website: www.chopin2010.visitkujawsko-pomorskie.pl. School tourism is just the beginning, as it takes into account qualities, area and opportunities of development of pilot places.

The Fryderyk Chopin Route in the Kujawsko-Pomorskie Province also introduces the works of regional traditions to us. Courses conducted in both centres of the route present characteristics and origins of the regional population, elements of regional history and its most famous representatives, elements of history of regional culture, regional tradition, customs and music.

Our product is addressed to specific target groups in order to ensure increase of quality of the tourism product and pilot area. Our customers include regional and self-governmental authorities, local leaders



and entrepreneurs. The establishment of relations between social, local and external partners has a crucial significance for enhancement of the product development. Therefore, we planned a cycle of training courses aimed to increase awareness, integration and extend knowledge about development and management of the tourism product. "The network" of partners to be established will help to build the strategy of development or choose a direction of the offer expansion.

Being aware of the mechanism of creation of the new tourism product, we put a great emphasis upon its promotion. Apart from promotional materials such as leaflets, posters, roll ups, the most significant distribution channel includes the website describing all 21 towns and villages, proposals of meetings with Chopin in both centres as well as course scenarios. Schools are to be additionally stimulated to visit the route by introduction of a competition entitled „Following Fryderyk Chopin”, which is a report on visiting the route.

Future activities in the Fryderyk Chopin Route in the Kujawsko-Pomorskie Province

- Local and international tourism fairs
- Placement of information boards in Kłóbka and Szafarnia
- Further training aimed to acquire authorities and leaders.
- Preparation of the model of functions of the tourism product on the basis of the social and economic potential and opportunities of implementation of the same.
- Creation of a flash game for children about Chopin's connections with the Kujawsko-Dobrzyńska land.

