Wrocław’s Rynek: The Heart of the Meeting Place

A Look Beneath the Surface
S.W.O.T Analysis

S	Strengths
W	Weaknesses
O	Opportunities
T	Threats
STRENGTHS

- Knowledgeable
  - Expanded Area
  - Native
  - Architecture
- Different Perspective
- Personable
WEAKNESSES

- Language Barrier
- Path
  - Flow
  - Art/Entertainment
  - “Script”
  - Theme
- Continuity
OPPORTUNITIES

- Website
  - Additional Information
- Orange Alternative
- Unique
  - Look/Color Scheme
  - Cultural Capital
  - Street Art
THREATS

- Competition
  - Cities
  - Interruptions
  - Weather
- Misinterpretation
- Modernization
Zapraszam do Wrocławia!
(Welcome to Wrocław)

- Breslau
- Composed of a variety of cultures
- Reconstructed post WWII
- Unique underground history
- Architectural
Fun Facts!

- Above and Beyond
- Fun Fact: Town Hall Bell
- Fun Fact: Mary Magdalene
Map of the Tour
Saint Mary Magdalene

- Guilds
- Olbin Portal
- Rebuilt after WWII
- Bridge Legend
Saint Mary Magdalene: Inside the Building

- Pulpit
  - Center Piece
- Georg II von Kupferberg
  - Epitaph
House of the Golden Dog

- Youngest Building
  - 1989

- Construction
  - Pre-German
  - Stone Elements
Feniks

- Barasch Brothers
- Socioeconomic Changes
  - Early 20th century
- Cottage Industry to Mass Production
- High Capacity Demand
- Art Deco Architecture
Swidnicka Street

- Protest of the Orange Alternative
- Safe House
- Contemporary Shopping Area
- Wrocław’s First Dwarf!
Dwarf Introduction

- Orange Alternative
- Tomasz Moczek
- Commercial Jealousy
- Souvenir Shop
“Meet Me at the Pillory”

- Meeting Place
- Post War Excavations
  - Woman’s Arm
- Rolland
Town Hall Clock

- Mid 16th Century
- Astronomical
- Seasons
  - Egyptian Symbols
Vision: “To show the average person why Town Hall looks the way it does today”
Architecture
  ➔ Gothic
  ➔ Renaissance

Bell Tower

City Museum
Piwnica Swidnicka

- Dates back to 1300
- Center of
  - Social
  - Cultural
  - Economic
- “if you haven’t visited Piwnica Swidnicka, then you have not visited Wrocław.”
Aleksander Fredro

- Polish Playwright
  - Early 19th century
- Statue
  - Journey
  - Erase German History
- His Work
Salt Stalls dominated eastern wall until 1815
Many valuable commodities
Salt Square: Old Stock Exchange

- K.G. Langhans (1822-1824)
- Industrial Revolution
- Salt Stalls dissolved around 1815
- Old Stock Exchange was created 1824
Salt Square: Western Wall

- Reconstruction Decision
  - Reduce Building Height
Salt Square: Monument

- Adam Wyspianski
- 1996
- Mystery/Controversy
- Commemoration of Jewish burnings
- Simply Artwork?
Salt Square: Ship Building

- Northern Side
- Largest Polish Newspaper
- Gazeta Wyborcza
- Former Pharmacy
- Adolf Rading
- 1919
- Architecture
Zachodni Bank

- Modernist Building
- Multiple Influences
  - Americanism
  - Egyptian Mania
Gryphons House

- Mannerist Gable
- Mythological Birds
- Underground Wrocław
Fountain

- Constructed in 2000
- Wrocław’s Academy of Fine Arts
  - Alojzy Gryt
- Temporary
The Scales

- **14th Century**
- **Measurements**
  - Wrocław pound (405 g.)
  - Gdańsk pound (434 g.)
  - Holland pound (492 g.)
  - Fathom from 1,787 m to 2,133 m
  - Elbow from 57 to 59 cm
Sukiennice

- Primary Economic Center
- Later Cultural Center
- Passageway Uses
Jerzy Grotowski

- 1960s-1970s
- Laboratory Theater
- Pushed the Boundaries
Butcher Street

- Changing Prices Daily
- Sanitation System
- Art Galleries
- Animal Sculptures
  - Two Missing
Saint Elizabeth

- “Death is the Gateway to Life”
- 1976 Fire
- History of Change
- Knights
  - Mid 15th century
  - Prominent Citizens
The End