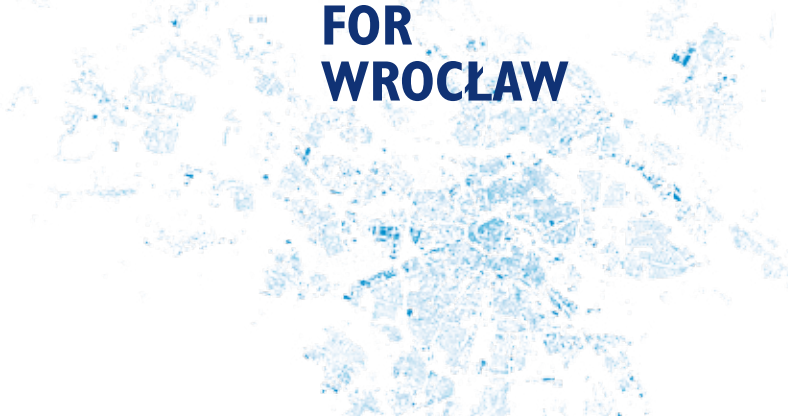


WROCLAW VISION FOR WROCLAW



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a human body. People are part of a community and in constant communication with others, be it their neighbours, their countrymen, or foreigners. As Wrocław is masculine in Polish we can call him Mr Wrocław.

Like all humans, Mr Wrocław is identified by three essential elements – knowledge capacity; heritage; and, the way people look at him. They correspond to the internal aspects of the city (the general city, its districts, public spaces and building plots) and distinguish him from other people (cities).

Mr Wrocław's knowledge capacity is shaped by university education and work experience in IT. Mr Wrocław is strong, Slavic looking, with some Germanic features. He could be considered good-looking, but fatigue had a huge impact on his appearance, due to inherited conditions and an unhealthy lifestyle. His dress-sense is uninspiring as he tends to shop in High Street outlets. Despite his strong constitutions he is a little fragile, due to high blood pressure (or water density), which at times restricts his movements. He combats this by extensive use of virtual communication, via any gadget. He also enjoys socialising with people from many cultural backgrounds. He is perceived as approachable – always smiling, speaking many languages and open to new ideas. His personality makes him a popular person, especially with close colleagues and his countrymen.

Every morning Mr Wrocław wakes-up and looks in the mirror, scrutinising certain aspects that he, and at times others, are not happy with. One day he decided to deal with the perceived negatives to advance his social status. His idea is to do extensive IT networking by using his unique historic background, accumulating new gadgets, staying mentally sharp and improving his body by exercising.

STRATEGY
A strategy must be created to meet our vision for Wrocław. Imagining its future development and creating a vision requires in-depth considerations of the city's actual and potential components of excellence and role at different scales.

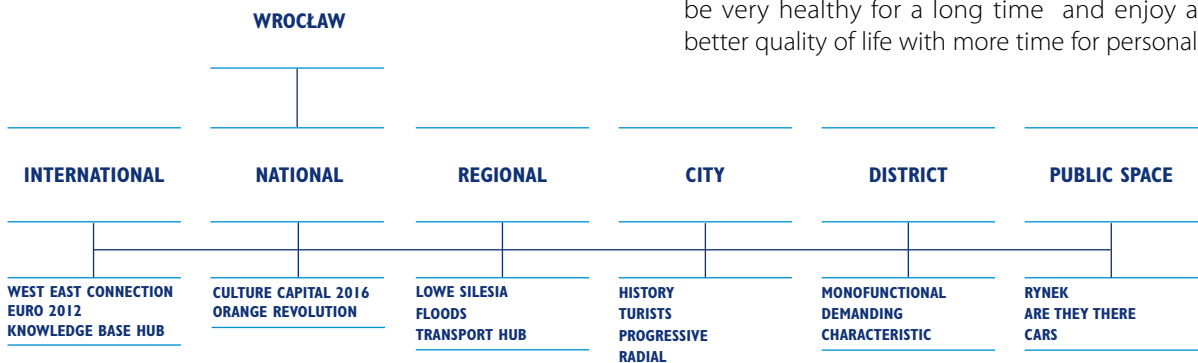
If Mr Wrocław follows our prescription he will be very healthy for a long time and enjoy a better quality of life with more time for personal

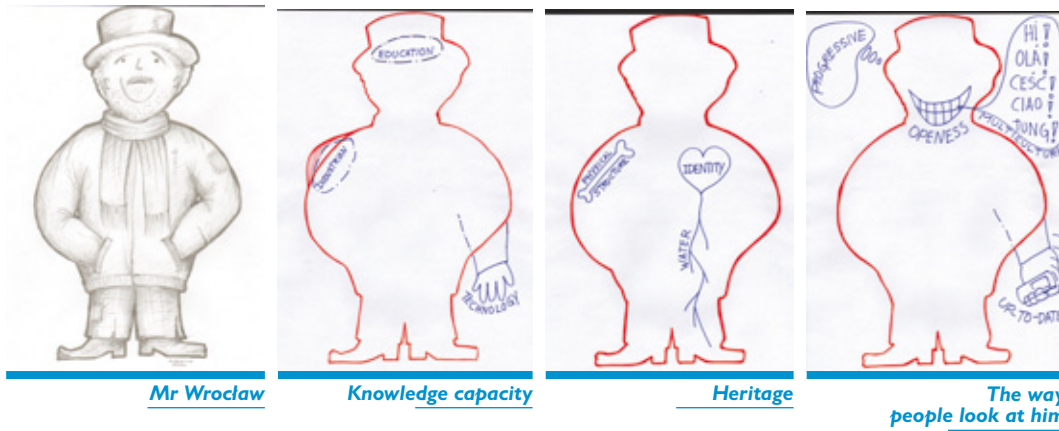
WROCLAW IN LAYERS

- > The group is trying to understand the city from two perspectives: analytical and symbolic. From an analytical point of view it is positioning Wrocław's in relation to a variety of geographic layers: international, national, regional, city, district, and public spaces layers to identify where the city wants to be, what it is lacking and what improvements need to be achieved in the medium and long term. From a symbolic point of view the group gives the word to 'Mr Wrocław'.
- > These layers interact both horizontally and vertically with each others, showing different levels of acceptance of each aspect that belongs to a layer. For example, history, a great asset of the city will affect the entire region, because Wrocław is the biggest city in the region, but it has also global effects, because the city has the most interesting mixed history in Poland. Another example is Rynek, which has a different significance locally as a public space and nationally as the most representative cultural site of the city.

MR. WROCLAW

- > Analogies can help to understand complex multiple layers. Many perceive the city as an organism, but we prefer to compare the city to





Mr Wrocław

Knowledge capacity

Heritage

The way people look at him

development, which brings self-confidence and increases socialising, even in unfamiliar situations. If he keeps up-to-date with technology and networking, he maintains contacts, continues to be in-the-loop of important information and improves his social status. He can even meet his own vision and look like this:

HERITAGE FOR THE FUTURE

- > A vision for the city should be rooted in its identity and heritage and by using its assets. We consider some points in the city meaning as important ones. Heritage is an aspect of history, of the past, of tradition and writes large in Wrocław's role of capital of Lower Silesia. So do knowledge and spirituality. These features constitute



Future look of Mr Wrocław

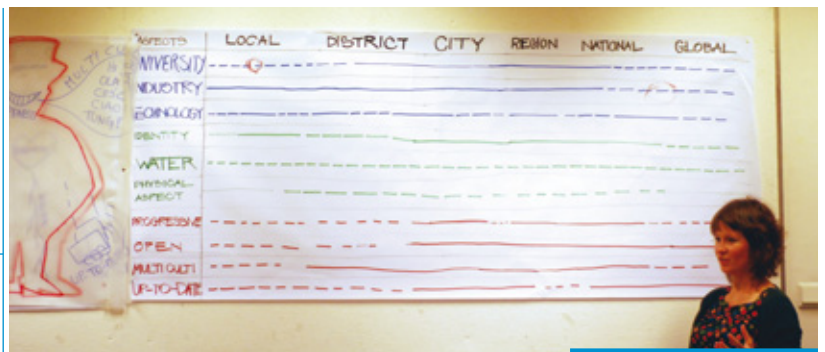
Wrocław's motto, Heritage for the Future. Heritage Wrocław's identity, as is water, physical structure and genius loci, which all affect inhabitants and visitors. The blue green network through Wrocław gives it the name of Venice of Central Europe. Knowledge embedded in Wrocław's university, industry and technology enrich Wrocław's political progressiveness, openness to new people, for visitors but especially for inhabitants of different nations and multiculturalism. Together, these components of excellence which require particular development strategies are contributing to Wrocław's heritage for the future.

CONCLUSION

The diagram aims to show a synthesis and overall assessment of all possible perspectives of the various city aspects we highlighted and their relations or impacts at different scales.

The continuous line shows an overall positive perception, whereas the dashed one underlines problems or possible frictions and deficiencies that need to be addressed. The university has a strong role and a good reputation at city, regional and national level but poor relationships with the community low international competitiveness. Industry is well integrated at local level, and the city at national level, while it should attract more investment internationally. Water is an important city asset, source of drinking water, link with Silesia and Germany, but it presents flood problems and its management is of international importance.

Many physical interventions are needed at city, regional and national level to improve mobility and connections and districts need to be defined more clearly. At the very local level the structure of the city appears to be well integrated but buildings need renovation. The city is perceived as progressive, its multiculturalism is recognised in Silesia and Poland and the peculiar form of the city and Rynek are known internationally.



Strategy diagram