

Minister Zdrojewski: Culture is the best Polish brand

Culture is the best Polish brand and promoting it abroad brings measurable benefits to the whole country – assured Mr Bogdan Zdrojewski, the minister of culture, speaking in the Polish Parliament last Thursday. Mr Zdrojewski pointed to the Polska! Year project as the model example of promotion Polish culture abroad. Polish Year in the United Kingdom, which commenced in Spring 2009 and continued until June 2010, featured a range of cultural events organized by the Adam Mickiewicz Institute, Warsaw in collaboration with the Ministry of Culture and National Heritage and the Ministry of Foreign Affairs.

Last Wednesday Michal Szczerba and Michal Jaros (Civic Platform MPs) addressed minister Zdrojewski with a question about the aims and measurable results of Polish season in the United Kingdom.

According to Mr Zdrojewski, the Polska! Year project was an excellent proof that the promotion of Polish culture abroad has changed for the better. 'Polish culture is the best quality mark or, as the experts would put it, our best and most valuable brand. Our efforts in this field are crucial from the point of view of the interests Poland as a whole' – said the minister.

Mr Zdrojewski also pointed out that Polska! Year in the United Kingdom included over 255 projects with Polish artists, among these were 67 exhibitions, 87 concerts, 20 theatrical plays, 10 film projects, 31 festivals, 12 published volumes, 21 cross-disciplinary projects and 13 conferences.

'We were careful not to focus on London exclusively – our artists appeared in as many as 26 cities, including Glasgow and Liverpool' – said the minister. Mr Zdrojewski also pointed out that the project received great interest from journalists. 'Over three thousand texts have appeared in leading newspapers across the United Kingdom, (...) while the web page of the Adam Mickiewicz Institute hosted some fifteen thousand visitors a day' – said Mr Zdrojewski.

The project cost 17 million Polish zloty in total, however – said the minister – Poland covered only 30 per cent of that sum. '70 per cent of funding was secured by our British partners. (...) Polish culture is effective – it is able to achieve high efficiency with very limited means' – pointed out Mr Zdrojewski.