



# Rzeszow Cellars

Innovative digital tools to reveal hidden heritage in cellars



(PL)

**RZESZOW**



200,000



Recovery and resilience;  
Quality of interventions



## Challenge

The city of Rzeszow was determined to increase the level of cultural education among its people and to increase the attractiveness of the city and the wider region of the Podkarpackie Voivodeship.

Policy at both local and regional level identify culture and cultural heritage in close connection with economic development but work is needed to put this into action.



## Solution

The city of Rzeszow has a hidden and underestimated potential — the remarkable infrastructure of the historic underground route of the city.

From 2017, this extensive network of cellars has been renovated and transformed into an interactive cultural institution, combining historical aspects with modern techniques and methods to present the long history of Rzeszów from a new perspective. The history is presented via a tour through the cellars with interactive, multimedia exhibits that include puzzles and narration.

The Culture Square, located just above the entrance and the hall of the Rzeszow Cellars, are where concerts, workshops, and theatre events take place.



## How ?

**1** The cellars were identified as unique heritage to the city of Rzeszow and thus a good starting point to improve the cultural offer in the wider region.

**2** A feasibility study was carried out in 2017 to assess the relevance and profitability of the project, including implementation, operation and financial plans as well as an analysis of the demand, investment needs, long-term socio-economic effects, risks and environmental impact.

**3** An interdisciplinary team was formed in the Municipality to plan and implement the project.

**4** The cellars were modernised, retrofitted and new, interactive tools were used to create attractive exhibitions about the history of the city and to encourage participation in culture.

**CULTURAL HERITAGE  
IN ACTION**

Sharing solutions  
in European  
cities and regions



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## Budget/Financing

€ 4.1 million

- Approximately €4.1 million for the modernisation and purchase of equipment.
- 15% of the budget came from the Municipality.
- 85% came from EU funding, namely the Operational Programme Infrastructure and Environment 2014-2020, awarded in Poland within the European Cohesion Fund and European Regional Development Fund.



## Management

- Many different departments of the City of Rzeszów played a key role in the preparation and implementation of the projects, from IT, economics, finance, education and culture.
- A local government cultural institution, Estrada Rzeszowska, is the current operator of the Rzeszow Cellars.



## Transferability

- Use the cultural heritage that is unique to your region to build your exhibition's narrative. This will help you stand out.
- Work with your local community to build the exhibition and include their voice. This creates a group of ambassadors who will support the newly established institution.
- Use IT solutions to create your exhibition so that you can quickly make changes and introduce new features in an easy and inexpensive way.
- Include professionals from all kinds of disciplines in your team to foster an interdisciplinary, creative approach.



## Impact

- Over the last four years, the Rzeszow Cellars have been visited by over 220,000 people.
- The entire project was developed with the needs and expectations of the residents in mind. This prioritised making the space accessible to people with disabilities, and, for example, including the Ukrainian community in activities where the inhabitants of Rzeszów shared the history of their city.



## Links

- <https://rzeszowskiepiwnice.pl/>
- <https://www.youtube.com/watch?v=x1xIMkHY7Zk>
- <https://www.facebook.com/Rzeszowskie.Piwnice>
- [https://www.instagram.com/rzeszowskie\\_piwnice/?\\_coig\\_restricted=1](https://www.instagram.com/rzeszowskie_piwnice/?_coig_restricted=1)



## Contact

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