

# LODZ CREATES INNOVATION

NEWS MAGAZINE OF THE CITY OF LODZ

NO. 2 (7)/2015

**WE HAVE MADE HISTORY**

**A FIRM HAND ON THE TILLER**

**WITH AN IDEA FOR BUSINESS**

**INVESTING IN JUICERIES**

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ANNA KRAWCZYK,  
EDITOR-IN-CHIEF

We must have a firm hand on the tiller – the rectors of six public higher education schools unanimously declare. In 2015, there is the 70th anniversary of Lodz higher education schools. The celebrations have already begun. In the second half of May, the University of Lodz will host a world class reunion. The agenda also includes the joint meeting of the Conference of Rectors of Polish Academic Schools and senates of public higher education schools in Lodz. The ceremony of awarding the doctorate honoris causa of the University of Lodz to Professor Umberto Eco will take place at the Faculty of Philology on 24 May. The conclusion is that not only jubilee celebrations are internationalised but also higher education schools. The rectors have now become excellent managers and are accounted for the effects of their work. The rector of the Lodz University of Technology can boast of Lodz Solar Team initiative. The team including the students of the University intends not only to participate but also to win the World Solar Challenge 2015. During this Australian race, they are planning to travel 3 thousand kilometres in a special vehicle powered by a renewable energy. Year 2015 is also unique to Lodz for one reason. Owing to Opus Film, the producer of 'Ida', the award of the American Film Academy went to Lodz. – We have become a part of the history of the Polish cinema after winning the first Oscar for feature film – Piotr Dzięcioł, the President of Opus Film, says in an exclusive interview for 'Lodz Creates Innovation'. We also ask about the exciting moments of the producer of 'Ida' during the Oscar gala and talk about the universality of the film.

In addition to Opus Film, Łąkowa 29 in Lodz is the address of many entrepreneurs associated with the film industry. Here, Efektpol is also based. Marcin Nowak, the CEO of the company, stresses that the gaming and special effects market in Lodz will not develop without the support of young people. The mayor of the city wants to help them by organising the competition for the best business plan 'Youth in Lodz – I Have an Idea for Business' for the seventh time.

Lodz is also associated with agricultural areas. The wealth of nature has also benefited young entrepreneurs who have focused on the compression of fruit juices. Having a delicious theme in mind, we also present the family – owned 'Grot' Meat Processing Plant and invite to 12th Festival of Good Taste, which will take place in Lodz on 25–28 June.

Photo: Paweł Lawreszuk



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Circulation  
1,500 copies

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BY JAROSŁAW ZARADKIEWICZ

# A firm hand on the tiller

Higher education institutions in Lodz will be the centre of attention throughout 2015. The city will be celebrating with a fanfare the 70th anniversary of establishing state universities and academies. We asked the presidents of six higher education institutions to assess academic achievement, describe the current situation and talk about the future perspectives of the schools they are heading: Prof. Jolanta Rudzka-Habisiak, the President of the Academy of Fine Arts, Prof. Stanisław Bielecki, PhD, DSc. heading Lodz University of Technology, Prof. Paweł Górski, MD, PhD from the Medical University of Lodz, Prof. Mariusz Grzegorzek, the President of Lodz Film School, Prof. Włodzimierz Nykiel, PhD from the University of Lodz and Prof. Cezary Sanecki, PhD heading the Academy of Music.

## What major changes in higher education have taken place in the last 70 years?

**Jolanta Rudzka-Habisiak:** It is a very long time span.

Higher education institutions in Lodz matured, developed and became recognized in Poland, Europe and worldwide. We should bear in mind though that they started to flourish after the political transformation. The pivotal changes for the academic community that occurred after 1989 were: real autonomy of universities and academies, greater scope of research, opening new departments and the possibility to invest in teaching and research materials and facilities.

**Stanisław Bielecki:** I believe that the most fundamental changes happened after 1989. Higher education institutions ceased to be state controlled and started to strengthen the integrity of teaching and research. The presidents started to be chosen in free elections, the school life became more

democratic and the role that universities and academies played also changed. The number of students has increased significantly. We strive to improve the quality of teaching and to use new teaching methods. We are now perfectly aware that without research and translating theory into practice, the teaching process goes awry. Nowadays, the economy, business and science join their hands; thus academic institutions today have a strong influence on shaping the reality.

**Cezary Sanecki:** I am a musician and an academic with 30 years of work experience and, from my point of view, changes in the legislation introduced in the beginnings of the 21st century were the milestone for artistic schools. These changes finally took into account the academic and research input of artistic schools. The collaboration with foreign academic institutions and going on student and staff exchanges were new options which opened in the 90s. They were the driving





**Prof. Jolanta Rudzka-Habisiak, the Academy of Fine Arts:**

Nowadays, talent is not enough in the world of art. You need to know what you are aiming for and what you want to achieve.

now have to function in an entirely different context, but we are still the bulwark of the intellectual life.

**What opportunities does the new 2014–2020 round of funding offer to academic institutions?**

**Cezary Sanecki:** We must have a firm hand on the tiller and react to changes. That is why we constantly seek to broaden our educational offer and introduce new solutions. We would like the Academy of Music to remain the first choice school attracting many prospective students from Poland and, to a greater degree than so far, from abroad. We already have a new Concert Hall and a building housing the Regional Centre for Culture, Education and Music Documentation. We are now planning to equip them in modern technological solutions and new instruments to ensure that our students and academic staff can study and teach in even more comfortable conditions.

**Mariusz Grzegorzek:** We are a school which relies heavily on technology. Digital recording is becoming an important tool in visual arts, especially in the post-production stage of making a film. We have to be up to date and follow the latest trends in understanding how a film should be created. This requires from us creating new departments, employing top specialists in a given field and – what is equally difficult – obtaining funding to replace really costly equipment, which becomes outdated after as little as three years.

force which boosted the quality of teaching and cross-cultural dialogue. Dividing the course of studies in two (bachelor and master studies) has had a significant impact as well.

**Paweł Górski:** Universities and academies in Poland started to favour practical skills of their alumni to a greater degree than could have been predicted several years ago. Today, it is also taken as a matter of course that scientific research is to render implementable results. The governing process in academic institutions has become more democratic because it started to be influenced not only by academic staff but also by students themselves. The impact of the internationalization of higher education is enormous too. What I mean is that Polish teaching programmes are adjusted to international curricula, European grants tend to be given to large scientific researches important for the society and that overseas students are educated in Polish state universities and academies. The role that the president and deans play nowadays has changed as well. Their traditional, ceremonial duties are being marginalised and the presidents' and deans' work is assessed on the basis of their managerial success.

**Włodzimierz Nykiel:** Higher education institutions are transformed along with the changing society, politics and economy. The mission and role that universities have in society and the state cannot be praised enough. Certainly, we



**Prof. Stanisław Bielecki, PhD, DSc., Lodz University of Technology:**

We are an important research centre in Poland and we pride ourselves in being the only Polish school to be a member of the elitist European Consortium of Innovative Universities.



**Prof. Paweł Górski, MD, PhD, the Medical University of Lodz:**

A few years ago, we established the Innovation and Technology Transfer Centre and created an informal business group. This tripled the number of patents in the last year.

**Paweł Górski:** Contrary to the general belief, the financial prospects connected with 2014–2020 round of funding are grim. The infrastructure (the quality of equipment available in university hospitals and a research base) of schools in Lodz, including the Medical University, is still seriously underfunded. Of course, international programmes have some interesting options, yet they do not cover expenses to develop the infrastructure. A public-private partnership looks hopeful, though.

**Włodzimierz Nykiel:** Now that the educational boom is over, we want to return to a more traditional scale of educating. This is a huge chance to create individual relations between teachers and students. We try to understand our students and adjust our teaching methods to their personality profile and ways of perception. We open our doors to overseas students, which also means that there are more courses conducted in foreign languages (not just English) on our offer.

**Stanisław Bielecki:** The new funding round focuses on the cooperation between science and industry and wants them to produce results which could be converted into new technologies. Another effect that the cooperation is supposed to bring is perfecting the existing technologies and developing innovative products on a global scale. At Lodz University of Technology, we are introducing solutions aimed at motivating our scientists to conduct interdisciplinary research in international teams. We are an important research centre in Poland and we pride ourselves in being the only Polish school to be a member of the elitist European Consortium of Innovative Universities. Developing the

collaboration between the school and entrepreneurs helps to prepare students as best as can be for their future professional careers. The school must open itself up to market needs by offering suitable courses for undergraduates and graduates and by offering postgraduate studies because the demand for such specialists will grow together with developing industry. We also have trainings and postgraduate courses on our offer. The situation we are in nowadays requires from higher education institutions to join their forces because this expedites the use of the potential of each of the schools.

**Jolanta Rudzka-Habisiak:** We are planning to strengthen even more our collaboration with the industry, focus more on acquainting students with the demands of the real world market and customers. The infrastructure of our school is also important for us. The renovated buildings in Księży Młyn will house the Academic Design Centre. This institution will promote creativity of students from all art departments of state academies in Poland. The greatest challenge for us is the declining population. We need to redesign the curriculum to secure our alumni a successful start in their professional careers.

**What does the cooperation with leading market players look like? Is the educational offer adjusted to the needs of the market and shaped together with employers?**

**Włodzimierz Nykiel:** We have just announced that our students will now have an option to major in online banking – a field of study prepared in collaboration with mBank and Accenture. We already have linguistics in business, which we manage together with Infosys and HP. This is but a fraction of what we do. Bear in mind that we also educate young people in traditional disciplines whose teaching programmes are adjusted to suit the students' interests and help them remain flexible in the choice of their careers.

**Stanisław Bielecki:** Nowadays, the task set before scientists, especially in technical schools, is to carry out research leading to the development of innovative processes and technologies for the industry. Research programmes in the new funding round are supposed to facilitate this process for both universities and the industry by encouraging collaboration.

Lodz University of Technology is working on research projects with many global companies, such as: Airbus Helicopters, PSA Peugeot Citroën, Polmos, PGF Polska Grupa Farmaceutyczna, PGE, ABB, Corning Optical Communications and Hutchinson. Our school is constantly in touch with employers while writing the curriculum. Moreover, the school develops not just interdisciplinary studies but it also creates fields of study in collaboration



**Prof. Mariusz Grzegorzek, Lodz Film School:** We try to withstand the mass trend to increase the number of students and to create new departments – properly understood elitism of the school is our strength.

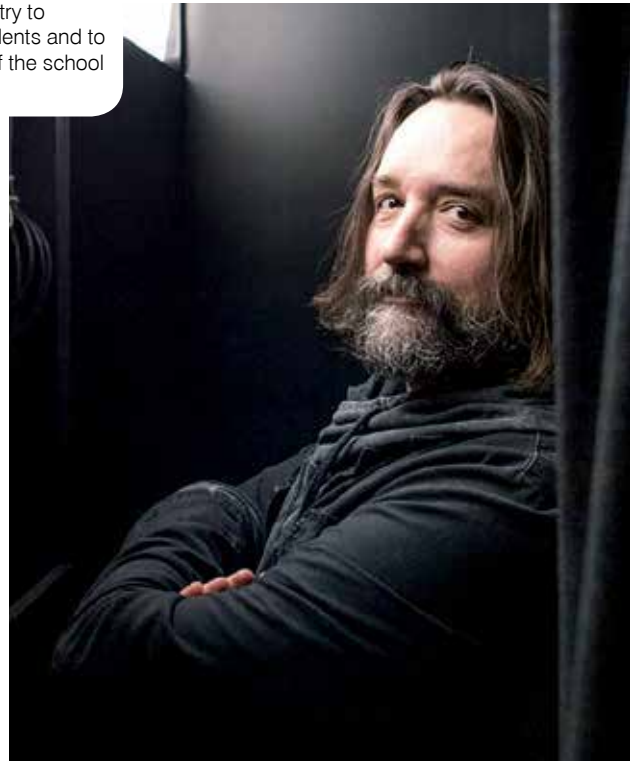
with other schools, e.g. Chemistry of Building Materials was opened after consulting it with industry representatives, Gdańsk University of Technology and AGH. We have initiated the formation of many clusters and technology platforms. Our staff works unceasingly to build a strong image of Lodz University of Technology and make it a recognizable name in Europe and worldwide because these factors contribute to the professional success of our alumni.

**Cezary Sanecki:** We are a music school so our teaching is highly specialized. We do, however, make every effort to equip our students with many different skills and considerable experience before they start their professional careers. Together with music schools, we organize teaching internships and trainings in the methodology of teaching for our students. The students also participate in training programmes in Lodz Philharmonic in order to become familiar with the ins and outs of work of a professional orchestra and use this experience later in Polish or foreign orchestras. We want to meet the needs of the music industry in Lodz. That is why, in response to signals from, e.g. the Musical Theatre in Lodz, we included in our offer the possibility to major in musicals.

**Jolanta Rudzka-Habisiak:** It is a complex issue for artistic schools. Our graduates major either in designing or in fine arts. A representative example of the former is the Department of Fashion Design where all graduates find employment in their profession. Most of them design for large companies. An independent career is somewhat of a challenge though because apart from talent, it is luck and available funds that are crucial for the success. Many of our graduates, however, have managed to succeed spectacularly in the world of fashion. A similar situation is in the Faculty of Industrial Design and Interior Design. Designing in general is based on practice and is strongly connected with the industry. The Technology Transfer Centre that is run by the Academy helps to include in the curriculum projects tailored to the needs of specific companies.

In case of artistic departments, which train students to be independent in their work, the situation is slightly different. Fortunately, the market is more receptive now to young artists. Life is easier for them than a few years ago thanks to various competitions, promotions and auctions.

**Mariusz Grzegorzek:** The Film School is a unique institution which is renowned nationally and internationally. Each year young people are queuing up to be admitted as students here. However, we are far from self-contentment. We keep verifying the curriculum in all departments. We also take care to employ many outstanding teachers and artists because the relation between the master and the pupil is fundamental for our teaching process. We try to withstand



the mass trend to increase the number of students and to create new departments – properly understood elitism of the school is our strength.

#### **Presently, schools pay more and more attention to commercialization of research. What does it look like in Lodz?**

**Stanisław Bielecki:** Commercialization is one of the key goals of Lodz University of Technology. This is handled by the Technology Transfer Centre – a company created especially for that purpose. The best proof of its effectiveness is our results: we are the second university in Poland in the number of licences sold (according to 'Perspektywy' magazine), the University collaborates with 230 business partners in more than 450 R&D projects and boasts the trading volume of three million zloty. We have signed around 30 contracts concerning commercialization projects in the last three years. Moreover, we have three spin off companies that develop technological solutions invented in our University and still new companies are being created.

**Włodzimierz Nykiel:** We keep on developing this sphere. Wherever it is possible, we make every effort to commercialize our academic achievements.

**Paweł Górski:** The extent of our commercialization cannot be compared to the potential of technical schools. A few years ago, we established the Innovation and Technology Transfer Centre and created an informal business group. This tripled the number of patents in the last year as well as gave an incentive to setting up spin offs and consortia



**Prof. Włodzimierz Nykiel, PhD, the University of Lodz:** With their hard work, ambitions and plans, it is the teaching staff and students that are at the heart of our success.

with commercial partners. Being modern means more than being occupied with one's finances and changing teaching institutions into teaching businesses. It also means that we have to be responsive to the needs of the community. The Medical University of Lodz has found a successful way to operate without forfeiting its statutory mission.

**Cezary Sanecki:** We do not have to worry about that since art is an unlikely object for commercialization. Of course, we make every effort to ensure that the artistic creativity of our students and teachers is publicised. That is why there is a wide range of artistic events on our offer. Whether it is concerts or other events, something happens at the Academy almost on a daily basis and everyone is welcome to attend them all.

**Mariusz Grzegorzek:** Scientific research is something of a nightmare for us. It goes to show that art and science are not the best of companions. We cannot make our presence felt in the world of science and be appreciated by scientific commissions accustomed to their precise and measurable criteria. Scientists are not fond of us.

**Jolanta Rudzka-Habisiak:** We have introduced a set of rules defining the principles regarding the commercialization of knowledge and intellectual property rights. We are very much concerned about copyright laws of our students.

#### **How to attract students when population declines?**

**Paweł Górski:** The number of students wishing to study medicine systematically increases. This trend will probably continue until 2030 despite the population decline. The

demographics is a tough nut to crack only for certain fields of study. The Academy has to respond to worrying signals, flexibly adjust the number of majors and sometimes even to withdraw them entirely from offer.

**Stanisław Bielecki:** The quality of our teaching and the educational offer which answers market needs is what will effectively make prospective students interested in our school. Lodz University of Technology introduced modern educational methods, such as problem based learning. We have set up a creative problem solving workshop which uses the design thinking method. It is the only such in Poland. Students are taught there how to create innovative products and services. We also run the Interdisciplinary School of Innovation, organize competitions for the best business idea and shape the curriculum together with employers. Today, despite the declining population, Lodz University of Technology is one of the most desirable schools. Research and rankings show that our alumni are among the best paid and most sought after graduates.

**Włodzimierz Nykiel:** We try to make prospective students interested in our school by offering new teaching methods and the possibility to study modern disciplines. We also highlight the value of traditional academic disciplines, such as mathematics, physics and chemistry. Being educated in these fields will always be needed by the society and the state. We also focus more on research because the experience of foreign universities shows that this is what attracts the most talented students who want to participate in research activities and pursue a professional academic career.

**Cezary Sanecki:** The Academy is a highly specialized school, the only such in the region. Besides, we are rather small so we are not worrying about the declining population. Nonetheless, we include in our offer new fields of study tailored to different needs of contemporary students. Among the newbies are: film music composition, music in the media, musical and singing for the stage.

#### **What should a contemporary student be like?**

**Stanisław Bielecki:** Knowledge (including market awareness, its realities and demands) and competence are the key to success. Presently, a student should try to obtain both technical and non-technical skills, especially those relevant for working in a group and communicating (very often in international teams). A student should try and combine studying with gaining professional experience, working in students' organizations and research associations. We know that there is no single profile of a student so we are prepared to work with all kinds of them. Those talented and passionate ones can follow an individual course of studies.





**Prof. Cezary Sanecki, PhD heading the Academy of Music:** We must have a firm hand on the tiller and react to changes. That is why we constantly seek to broaden our educational offer and introduce new solutions.

**Cezary Sanecki:** The way I see it is that a student should be first of all talented and hard-working. You will not achieve anything as a musician if you are not talented and hard-working.

**Paweł Górski:** A career oriented student profile is the worst of all. We try to make the students aware of the tasks that lie ahead of doctors and other medical practitioners. Our alumni should be first and foremost decent people, patriotic and have a sense of responsibility for their duties. This is the goal towards which the students should be oriented. If you are not hard-working and do not learn systematically, you will drop out after a few years.

**Włodzimierz Nykiel:** I believe that the features that should define a student are nearly the same regardless of times. Diligence and ambition are essential, I think, for any intellectual activity. Among other crucial features I would list: openness, curiosity and daring to ask questions (also asking yourself some questions).

**Jolanta Rudzka-Habisiak:** Nowadays, talent is not enough in the world of art. What is imperative though is work, work and hard work. You need to know what you are aiming for and what you want to achieve. The ability to cooperate in a group and having a feel for business are indispensable too.

**What are the strong points of universities and academies in Lodz and what needs to be changed?**

**Włodzimierz Nykiel:** With their hard work, ambitions and plans, it is the teaching staff and students that are at the heart

of our success. Our weak spot is that we do not make the most of our potential. We need to confidently spread our wings. It will not happen overnight of course. Yet, the new teaching staff already shows this boldness which, I believe, will contribute to our development.

**Paweł Górski:** The Medical University is a modern institution and this is our forte. By being 'modern' I mean first of all flexibility in process management and a highly international character of the studies. This means that we can compete in the educational market with other European countries. The University has undergone a major transformation and, in fact, apart from shortcomings in the infrastructure, it does not have to deal with any difficulties resulting from its own fault.

**Stanisław Bielecki:** The major problem which the University of Technology is facing is creating new fields students could specialize in and which would successfully compete in the European Research Area. The second problem, equally important, regards the whole academic community in Lodz. Compared to other Polish academic centres, our research and educational potential is lower. This situation can be changed if we take decisive measures to integrate. I think this step is unavoidable if universities and academies in Lodz are to remain among the best in Poland.

**Cezary Sanecki:** The possibility to specialize in newly created and highly popular fields of study is the most prominent of our assets. The Academy, in its turn, develops and gains experience, and this bodes well for the future. We want to react as quickly as possible to the needs and changes in the mentality of new generations.

**Mariusz Grzegorzek:** Lodz Film School is a special place. We want to teach film as a form of art; we treat our students as future artists – with respect and trust. We also treat them as our equals and without unnecessary formality. The results we get are fantastic. So we want to uphold this freedom and creative approach to teaching; we foster independence, creativity and responsibility, which does not mean we do not have to deal with some young people who do not face up to such principles.

**Jolanta Rudzka-Habisiak:** It is my third year as the President of the Academy. I can now say that the school is going in the right direction. It opened up to the society in general as well as to other academic institutions. Rankings show that we are seen only in a positive light. We want to be recognized as a European school. Among our latest successes are signing bilateral deals with the Royal Academy of Fine Arts in Brussels, the Sorbonne and the Academy of Fine Arts in Dresden.

**Thank you.**

BY JAROSŁAW ZARADKIEWICZ

# As good as gold

Twenty years ago, the scientists from the Lodz University of Technology developed a hydrogel dressing manufacturing technology that has revolutionised the treatment of chronic wounds. Now they are working on it to produce the dressings that will bring relief to diabetics. This finding is much more revolutionary because many diabetics can protect themselves from the amputation of limbs.

**H**ydrogel dressings manufacturing technology was developed by the team of scientists from the Institute of Applied Radiation Chemistry at the Faculty of Chemistry at the Lodz University of Technology twenty years ago. Working under the guidance of Professor Janusz M. Rosiak, the scientists have developed a technology patented in Poland, Germany, the UK and the USA. Hydrogel dressing has quickly gained a reputation as an ideal product.

## KNOWN FOR YEARS

Hydrogel is a dressing of new generation. 90 percent of it is produced from water. It has much better qualities than traditional dressings. It maintains the required level of moisture on the surface of the wound and speeds up the healing process.

Hydrogel dressings have two main characteristics that determine their innovation. They have sorptive

properties. This means that they absorb and retain wound exudates in the hydrogel structure. Another important feature is their air permeability to the wound, to which they transmit oxygen. As a result, the wound is protected against necrosis, and the healing process is accelerated. At the same time, they also protect the wound from bacteria coming from the environment.

The dressings are fully transparent. This allows for the ongoing monitoring of the healing process. The dressings have a cooling and soothing effect, and thus they do not adhere to the wound, and their replacement is painless and non-invasive for the regenerating skin.

As explained by Professor Janusz Rosiak, production technology is simple and inexpensive. – It consists in mixing various components. Natural and synthetic polymers are dissolved in warm water, and the obtained solution is poured into an appropriate mould, in which it solidifies. Together with the mould, they are placed in a final packaging and subjected to radiation sterilization by means of electron beams – Professor Rosiak explains.

For scientists, it was a big challenge to choose the appropriate dose of energy, delivered during a sterilization process. During this process, the dressing is not only sterilized but also the crosslinking of the hydrogel-forming polymer occurs, i.e. the connections between them are set up. Their too strong connection could lead to the loss of one of the key features of the dressing, i.e. sorption properties, which would result in the lack of consumption of exudates from the wound. The scientists from the Lodz University of Technology were able to determine the composition of the ingredients and the energy level at the time of sterilization, which ensures optimal properties of the dressings.



The bag with BurnTec® hydrogel dressings for first aid purposes





Hydrogel dressing Neoheal® covered with polyurethane film

Hydrogel dressings can be used for everyday cuts and abrasions. However, they play a much more important role in the treatment of extensive post-burn wounds, decubitus, trophic ulcers and other difficult cases. They are used for home and inpatient or outpatient treatment.

## HOPE FOR DIABETICS

An additional advantage of hydrogel dressings is the possibility of using them for the administration of medicines directly to the healing wound. – The medicine applied to the outer surface of the dressing covering the wound will gradually dissolve and diffuse

### They produce near Lodz

Under the license of the Lodz University of Technology, over one million hydrogel dressings are produced by Kikgel from Ujazd near Tomaszów Mazowiecki on a yearly basis. The company was founded in 1989 by chemical engineer – Mirosław Kik, who immediately focused on producing innovative hydrogel dressings.

AquaGel and BurnTec dressings are produced under the licence purchased from the Lodz University of Technology. Aquagel dressings are used to treat burns, ulcers, decubitus and other cases of chronic wounds. BurnTec dressings are designed for emergency medical services. They are additionally reinforced with fleece. They can be used in cases of 1st degree or 3rd degree burns, sunburns, as well as abrasions and swellings caused by bites.

through the dressing to the wound. This method of medicine delivery makes that its concentration in the body is constant since the medicine is delivered at a constant rate, and thus is more effective – Professor Janusz Rosiak explains.

His team has developed a technology for producing hydrogel dressings enriched with tetrapeptide, which causes angiogenesis, i.e. results in the restoration and creation of new blood vessels within the wound.

Diabetic wounds have their specifics. They are distinguished by, among others, wound tissue necrosis caused by damage and destruction of blood vessels. They are associated with the destruction of nerve tissue and gradual disappearance of the tissues surrounding the wound. It often results in the amputation of limbs. It is estimated that, because of these destructive properties, more than 10 thousand amputations are carried out in Poland every year. To date, the attempts to treat this type of wounds have led to identification of the type of bacterial infection and its removal, as well as to the treatments that are to improve the 'purity' of the wound – i.e. removal of necrotic tissue, e.g. using a surgical operation or appropriate types of larvae. The patient should be under constant medical care and blood sugar should be maintained at an appropriate level.

In the process of treating diabetic wounds, it is most important to cause angiogenesis, i.e., restoration and creation of new blood vessels within the wound. Lodz scientists have come across in the literature how to use a simple tetrapeptide to induce angiogenesis.

It is a natural compound formed in a human body of a relatively short half-life amounting to five minutes. Therefore, its concentration is very small in a normally functioning organism. Until now, it has been administered to the tissues surrounding the wound by injection, which has led to the rapid achievement of a high concentration and decay. Such a system has a little therapeutic effect. The administration of tetrapeptide through innovative hydrogel dressing provides a constant and uniform dosage of a given amount of substance in a specifically targeted place. The scientists have already completed preliminary research, confirming the effectiveness of the method.

As underlined by Professor Janusz Rosiak, the team working on the dressing has encountered a seemingly unsolvable problem. – Tetrapeptide in aqueous solution, influenced by the electron beam, is destroyed by doses of electrons that do not yet provide product sterility. However, we have been able to solve this problem – Professor Rosiak explains. The solution has been reported to the patent office for protection. The scientists are looking for money for further development of research and the entity willing to implement the invention into production.

BY JAROSŁAW ZARADKIEWICZ

# A sunny car

Lodz Solar Team is a group of students from Lodz University of Technology who want to cover three thousand kilometres in a solar-powered car. But their ultimate aim is to outpace the rest of teams competing in Australian World Solar Challenge 2015.

**S**o far, no team from Poland or elsewhere in Central-Eastern Europe took part in the World Solar Challenge race. It has been held in Australia since 1987 every two years. The task is trivial. You must cover three thousand kilometres from Darwin to Adelaide driving prevalingly across the desert. The cars in the race

can use only renewable sources of energy, such as solar power and kinetic energy recovered under braking.

## PASSION FOR AUTOMOBILES

The students who have taken such a serious challenge learnt their ropes during a couple





of successful projects. Students' Research Association of Automotive Enthusiasts has a wealth of experience in constructing different kinds of vehicles. – We constructed a Żuk (Polish car brand) with V8 engine obtained from a Mercedes and renovated a historic Moskvitch 400 (a Russian car brand). We also took part in an international competition Shell Eco-Marathon for the third time – says Szymon Bukowicz, the team's spokesman. But this wasn't enough for the ambitious team. They decided to enter in an even more demanding race – World Solar Challenge in Australia. The project offers the future engineers a chance to investigate the potential of solar-powered vehicles, solar energy and the uses of photovoltaics. While it was evolving, the project caught the attention of both technically-minded people and those who wanted to help with their non-technical skills. That is why the team partnered with Students' Research Association of the University of Lodz called MarkeTEAM.

## AUSTRALIAN CHALLENGE

To win the race, a car must be the first to cover three thousand kilometres. In autumn two team members will be driving through the desert every day. They have to cover as many kilometres as they can between 8.00 a.m. and 5 p.m. showing up at control points on the way. The teams can use only solar energy and kinetic energy recovery system to power their cars. They will be allowed to reload the car's battery only once, halfway through the distance.

There are four classes in the race: Challenger, Cruiser, Adventure and Evolution. Polish competitors chose the Cruiser class. They have spent over a year working on a racing car (which they tenderly call 'Teardrop') that would look like a city vehicle. The aerodynamic shape to which the pet name alludes reduced the drag coefficient to 0.13.

World Solar Challenge is a recognized and esteemed event all over the world. In the 2013 edition, 40 teams from 23 countries took part (interestingly, there were as many as three teams from the Netherlands). The students from Lodz are convinced that this year, Poland will also have its say. Lodz Solar Team aims to prove that the old saying 'Where there is a will, there is a way' is true. – Many members of the team treat it as an enormous challenge in terms of construction and logistics. It fulfils their dreams of making 'something big'. Also, they learn many technical and marketing skills, which will be useful in their future careers. Although the popularity of solar energy in Poland is small and the funds are limited, the team is determined to

finish the construction and make their presence felt on Australian roads – says Szymon Bukowicz.

## SPEARHEADING ACTION IN LODZ

'Teardrop' is designed to be exceptional. Solar panels will cover 6 m<sup>2</sup> of the car. The vehicle must be both lightweight and durable because it will carry two adult passengers on board. It will weigh around 300 kilograms and reach the maximum speed of about 100 km/h. There are 14 prospective engineers involved in the project headed by Łukasz Gładysz. Gładysz studies power engineering, he is a passionate enthusiast of solar energy and a member of the Polish Solar Energy Society. – And so, here we are! World Solar Challenge is just one step away! For me it is also a challenge in terms of logistics. It offers me a one-off chance to gain experience as a team leader and project manager – says Gładysz.

The mechanical team is led by Paweł Wilk, the electrical team works under Patryk Wagner's supervision and Beata Mordziak is the telecommunications team leader. Lodz Solar Team's actions are publicised by a PR unit consisting of five members headed by Szymon Bukowicz. The team receives a valuable support from Przemysław Kubiak, PhD working in the Department of Vehicles and Fundamentals of Machine Design, Tomasz Widerski, PhD and Marian Jerzy Korczyński, PhD – both working in the Department of Semiconductor and Optoelectronics Devices at Lodz University of Technology.

Coordinating this project is a real challenge. – To start with, constructing the vehicle requires the mechanical and the electrical teams to collaborate, which might be an issue. Logistics is also a tough nut to crack because the race takes place in Australia. Our whole team, the car and all our supply base must be transported there. Not to mention that we must get ready for travelling the murderous three thousand kilometres across the heart of Australia – says Szymon Bukowicz.

The vehicle is supposed to be ready for the final trial in June. If 'Teardrop' is successful, then it will be shipped to Australia in a container to stand another trial on a specially designed track. Its functional design, roadworthiness, passenger safety, construction and also its look will all be scrutinised. If the car gets the required number of points, it will be allowed to participate in the race. Although the students are aware that they will be competing against more experienced and better funded teams, they still believe their car will race across the desert leaving its rivals behind in a cloud of dust.



Krzysztof Karolczak

BY JAROSŁAW ZARADKIEWICZ

# With an idea for business

Dozens of young entrepreneurs have received substantial support within the framework of 'Youth in Lodz – I Have an Idea for Business' competition. Young citizens of Lodz have received from the Municipal Office and project sponsors the money, electronic equipment and opportunity to participate in courses, as well as assistance, among others, in bookkeeping or writing business plans.

**A**leksandra Depczyńska of Bikoo was looking for ways to support the establishment of the company. She came across the information about the competition in the autumn of 2013. It was a note about the completion of the previous edition. Therefore, she had to wait for the submission of her application until spring. She submitted a business plan and won a tablet and an annual English course.

Paweł Adamski and Tomasz Mokrosiński, who run PEVT company, learned about the competition from

the Internet and posters. The belief that the marriage of classic cars with electric drive is a popular initiative encouraged them to participate in the competition. They won a media package, which ensures them an annual service rendered by PR company.

The idea of navigation in buildings did not allow Krzysztof Karolczak to sleep at nights. However, he always lacked the impulse to dedicate a few more weeks to that idea. It turned out to be a competition organised by the Municipal Office of Lodz. Karolczak learned about it from his friends, who also started to introduce



PEVT

their business plans for the competition. He submitted an mInside project for the competition, which he won.

## MUSEUM GUIDE

– I was surprised. I remember that I was not sure if my name had been read out. It was only when I heard it the second time that I realized that the message was about me – Krzysztof Karolczak, the winner of the 6th general category edition of the competition, says. He won 20 thousand zlotys and semi-annual incubation support in Lodz Technopark.

Karolczak noticed that more and more people had very advanced mobile phones. – We are getting used to the fact that finding a place is simple thanks to GPS. In contrast, modern technology still cannot cope with navigation inside buildings. This thought always came to my mind whenever I tried to find the car in the underground car park. While following the development of technology, I noticed that there were first attempts to deliver internal navigation systems for commercial space. I thought then that it would be an interesting idea to transfer similar solutions to other facilities. And that is how mInside was born – the winner of the competition says.

mInside (an m derives from museum and mobile words) is a comprehensive solution for museums and galleries. It is a combination of indoor navigation system and mobile

application providing personalised content to visitors. – Let's imagine that the system knows where the visitor is at a given time and can supplement viewed exposures with additional photos, videos, recordings – all this appears in the visitor's mobile telephone. mInside, with its preferences determined, can also offer the most interesting sightseeing tour of a museum or gallery, and provide adequately prepared audio guide during sightseeing – the inventor says with fascination.

Krzysztof Karolczak is a talented graduate of Telecommunications and Electronics Faculty of International Training Centre of Lodz University of Technology and co-owner of Inwedo company, dealing with optimisation of business processes and advanced data processing. One of the projects developed at Inwedo was mInside. At the time the award was granted, the project was already a working prototype. Its first implementation was prepared in cooperation with one of the big galleries in Belgium. The premiere will take place immediately after the completion of renovation works in the gallery and integration with electronic ticketing. Karolczak, a local patriot, would like a Lodz museum to be the first facility in Poland, which will benefit from his invention. – There is a big chance that this facility will be the Central Museum of Textiles – he confesses.

mInside is designed for museums, art galleries, as well as for other facilities with large areas open to visitors.





Bikoo

The system works indoor and outdoor. – The project is so popular among foreign partners that, immediately after the end of the first implementation, we will begin working on the next project – Krzysztof Karolczak says.

The entrepreneur appreciates his company, described by him as a group of young and ambitious people who wish to create a unique technology. Inwedo, of which he is the co-owner, supports the entrepreneurs to optimize their business.

### CLASSICS DRIVEN BY ELECTRICITY

Paweł Adamski and Tomasz Mokrosiński – the founders of PEVT – believe that the support of the Municipal Office will substantiate their idea of the revival of classic cars with electronic engines. – The support of the Office certainly contributes to recognition and credibility to our project. It is also so innovative that someone might think that this cannot be a real company that makes such abstract things – the winner of the competition says and explains that innovation for him is ‘real strangeness’, which defends itself in business reality.

At PEVT all are passionate about classic motorisation. – Technical studies and recent successes of science in the production of high-efficiency battery cells have lead us to believe that the electrical classics is the thing we are looking for! – Adamski says. His adventure with the restoration of

old cars started from Syrena 105. The website keeps the visitors informed about the works associated with giving new life to the blue vehicle. – We are finalising the design of the car-the mascot of the company – electric Syrena. We already operate in a fully equipped workshop, in postindustrial areas of Wi-Ma – the co-owner of PEVT says.

– Our mission is to restore the most beautiful and interesting cars of past epochs, in the form of fully restored cars with a reliable and trouble-free electric drive – Adamski says.

Such cars are already sought by the first clients. The company’s founders believe that their vehicles will be universal, and their clients can be local authorities (fleets of cars of municipal offices and urban greenery), as well as pro-ecological companies caring about their ‘social responsibility’, as well as those who wish to emphasize their individual lifestyle with beautiful classic and reliable electric drive.

### SAFE BICYCLE

Aleksandra Depczyńska worked for the 112 emergency line a few years ago. – Sometimes I happened to receive reports about the bicycles usually stolen from basements and balconies. I realised that it was a real problem that affected many people. Then GPS locators came to my

The 7th edition of the Mayor of the City's competition for the best business plan of 'Youth in Lodz – I have an Idea for Business' is already taking place. Its aim is to promote entrepreneurial spirit among young people, who the Municipal Office wants to encourage to bind their future with Lodz.

The competition is open to people from 18 to 35 years of age, who have a business idea they want to pursue in Lodz. Students and start-up companies from Lodz (conducting their business for no longer than 12 months) can participate in the competition.

The competition will be conducted in two categories:

- general – for individuals engaged in economic activity (no longer than one year) in Lodz and persons up to 35 years of age, who plan to start their business in the city as they participate in the competition,
- students – to the students of Lodz higher education institutions.

### **Stages of the competition**

Stage I (March–April):

- announcement of the competition
- acceptance of the applications
- announcement of the results of Stage 1

Stage II (April–May):

- training for the people interested as well as counseling for the people qualified in Stage I in the field of preparation of a professional business plan
- deadline for the submission of business plans

Stage III (May–June)

- evaluation of business plans (prepared in Stage II) by the jury of the competition
- announcement of results and awarding of prizes to the winners

mind. It turned out that no one had offered them in Poland by then. I quit my job and became involved in safety issues in a more practical form – she talks about how the Bikoo company was established. Two last letters of the name refer to the two wheels of the bicycle.

It is the first Polish bicycle shop offering protection in the form of GPS locators. The transmitters hidden in bicycle parts allow to track cycling routes and equipment in case of theft. Once the transmitter is switched to standby mode, e.g., if a bicycle is left near place of work or school, the owner will get a text message in case the bicycle is moved. Its route can be followed by a specially configured application. As pointed out by Depczyńska, this is a revolutionary beginning in the field of safety of bicycles. The company started its business in August last year. In the online shop, the clients can choose the best cycling protective devices available on the market. – We follow the news and trends in the market. In addition to safety issues, the importance of design and functionality is growing. I look for novelties from reputable manufacturers. In addition to their highest quality, they are pleasant to the eye and facilitate the use of protective devices, which is not so obvious in the field of cycling protective devices. Next to heavy and solid chains, coloured and light shackles as well as modern panel locks folded like inch rulers appear – Aleksandra Depczyńska says.

Also Bicycle Storage Place was opened in the autumn. Many people struggle to store bicycles outside the season. – The cycling community in our city constantly gains new fans, but the living conditions of most of us are not very conducive to cycling. Balconies and basements are neither safe nor appropriate for equipment protection. Our storage place was an alternative idea for the residents of blocks of flats. I try to be as close to the clients as possible. I sign contracts at my clients' homes, and there we deliver the bicycles at the beginning of the next season – the originator of the idea says.

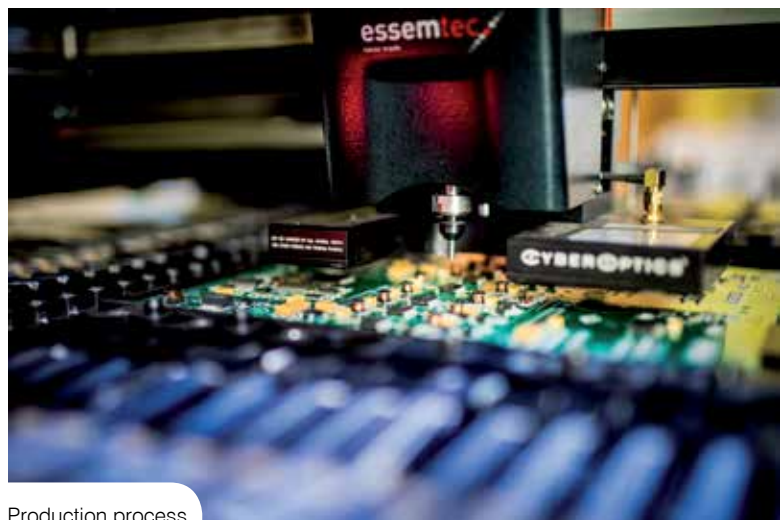
Aleksandra Depczyńska – trained as an ethnologist, visionary by nature, entrepreneur by choice – emphasizes that she likes challenges. One of them was participation in the competition, because, thanks to it, she could learn how to write a professional business plan. She much hoped that many people would notice the project.

– Bicycles are, after all, one of the flagships of Lodz! Bike paths are created in all districts. Many favourable factors in the city make that a real culture and cyclic community are created. A bicycle is more than just a means of transport – the winner says. Her company represents a new approach to the safety and comfort of cyclists. She stresses that the sense of safety and confidence gives us peace of mind, as well as freedom and power to be able to enjoy what is important in our lives.

Photo: Paweł Lawreszuk

BY JAROSŁAW ZARADKIEWICZ

# A passion for transport



Production process

ENIKA, a Lodz based company, has been undergoing the same changes as the Polish economy. They started with a modest garage and today they own factory floors. You can see the vicissitudes of the Polish economy of the last 25 years encapsulated in the history of this company. It is today one of the major firms supplying trams, electric buses, trains and trolleybuses with power electronic equipment.

**E**NIKA was established in 1992. The company designs, produces and maintains electronic and power electronic devices for fleets of trains, trams, trolleybuses, electric buses and for the industry in general.

The company's offer spans nearly a hundred different devices. These include, among others: innovative asynchronous drives for trams and trolleybuses, voltage converters, complete air conditioning systems and heaters. The company's offer also includes devices used for making and maintaining overhead power cables. ENIKA reaches out with its offer to producers of the mentioned vehicles and to those responsible for renovating and upgrading them.

## ON A MICROSCALE

The company was founded while the economic transformation in Poland was in its hatching stages. It was a difficult and laborious time. The country began to be peppered with businesses, which tried to catch up with the rest of the world despite their small budget. ENIKA was one of such pioneers.

The company aimed at replacing well-tried but archaic solutions with modern power electronic

devices. At the time, they had to toil away to overcome a considerable doze of distrust towards electronic devices. People in charge of the equipment in traction vehicles were very much accustomed to electromechanical solutions and were unwilling to accept devices relying on electronics. Yet, step by step, ENIKA successfully dealt with all the problems and became more attractive to clients by broadening the range of products on offer, developing the technology and increasing production.

The company transformed from a small business based in a private house and run by a couple of people into a limited liability company in 2006. By this time, they had established their headquarters in Morgowa street. New buildings were added to the original one. But finally, the size of their land could not squeeze in any more of them. The company, therefore, bought land in Żłotniki and built office and personnel facilities as well as a factory floor in mid-2012. Two years on, a new factory floor was opened. The latter one housed, apart from the production area, a powerful research facility equipped in, e.g. traction motor test stand that enabled ENIKA to test its powertrains. The company's investing decisions doubled their production.



## TEAM AND QUALITY

When ENIKA became a limited liability company, it started to develop its know-how. Initially, they established a close cooperation with academic entities and started to invest in upping the employees' skills in each and every field. Courses, training programmes, postgraduate studies, to name but a few, were all on the company's expense list. As a result of these efforts, ENIKA employs today highly qualified professionals boasting a number of certificates that prove they conform to international standards. The employment strategy has also changed. Presently, the company has 90 people on board. Its core is a young construction team of the brightest graduates of Lodz University of Technology headed by an experienced designer. Cooperating with the University has brought mutual benefits. The University helps in carrying out the company's projects, and ENIKA in its turn opens its facilities and shares the know-how with the University. Here, theory meets practice and the effect is a wealth of new projects, ideas and patents.

ENIKA is sensitive to the changing demands of the world. To ensure high quality management, the company implemented the ISO International Standard and, some years later, the IRIS standard. They delineate basic quality management principles to which the company conforms. ENIKA set out to reduce fault occurrence to the minimum both with regard to the working documentation and to the finished product. To achieve that, they had to invest in the research department.

This, together with the modernization of the laboratory and supplying it with new equipment, helped to streamline the production, enabled them to quickly and effectively react if issues arose and



Production hall

shortened the time the finished product reached the client. ENIKA's laboratory is capable of diagnosing faults in the devices both when they are in their prototype stage and when they are already finished. The ultimate aim of the company's strategy is to deliver reliable, state-of-the-art and affordable products which will have low operating costs. Such approach led the company from a home market oriented production to exporting into European countries.

## EU'S SUPPORT

ENIKA's sound financial policy underpins its growth. But funding from the European Union has also had its share in the company's development. ENIKA's innovative approach and research methodology were fundamental issues securing them the EU's financial help. The funding helped the company carry out a number of ideas and projects.

One of the major projects which the EU decided to help financially was designing and implementing the production of energy-saving, autonomous drives and control systems for trams and trolleybuses. This project made ENIKA significantly more competitive and innovative than many other companies both in Poland and elsewhere in the world. The project enabled the company to buy machines and devices facilitating the implementation of newly designed products coming straight from the trials in the R&D department.

Thanks to the project, ENIKA's offer was broadened to incorporate modern asynchronous drives for traction vehicles used in city transport. As a result, the vehicles became more energy-efficient. An additional boon was that the mass, size and the price were lowered. Presently in Poland, there are nearly 200 trams and trolleybuses equipped with drives supplied by ENIKA.



Headquarters

BY JACEK BRYLSKI



# It tastes great

Józef Grot with his sons

‘Take matters into your own hands! Opens butchers, bakeries...’ – Lech Wałęsa appealed to Poles at the beginning of political changes in the late 80s and 90s. Józef Grot followed the idea. On 13 December 1990 Grot Meat Processing Plant was established on the outskirts of Lodz. This year, the company will celebrate its 25th anniversary.

**T**he project of own meat processing plant was born long before. However, it was not until the above changes occurred in Poland that he could carry out the project. The idea for business in the meat industry came from Józef Grot's experience and professional passion. His extraordinary charisma, hard work and business skills made that his business grew from a small butcher's shop employing five people to one of the largest companies in the sausage-meat industry in the Lodz region within 25 years.

## HISTORY OF PIG KILLING

Józef Grot organised pig killings in Starowa Góra already since 1982. Over those eight years, prior to the official opening of the butcher's shop, the residents of Starowa Góra and surrounding villages were convinced that 'meat products should be purchased from Grot'. And so it was. From the outset, the company has focused on quality, health safety of products and customer satisfaction.

The demand for meat products from Grot grew steadily. Hence, a modern facility with an average production

capacity of 20 tonnes per day in 140 assortments of the finished product was created in 1999. Four years later, the facility needed to be expanded. The expansion was accompanied by the adjustment of technical, sanitary and technology conditions to the requirements of the European Union. The company's processing capacity more than doubled, up to 50 tonnes per day.

Currently, the plant employs more than 200 employees. A significant number of own shops (over 60 shops) has given an opportunity to employ 120 people.

Corporate and franchise shops are located in Lodz, Warsaw, Bełchatów, Radom, Zgierz, Kutno, Sieradz, Zduńska Wola and Opole. The company's offer includes about 250 products. Many of them have been sold from the outset of the company.

## TASTY OFFER

When talking about the offer, Józef Grot goes back to his childhood because he is most proud of his flagship premium product line 'Beczka Grotowska'. – Pig killings in my dad's family, like in most peasant families in



Poland, were usually conducted twice a year – before Christmas and Easter. I gained the first skills in the production of cold and smoked meats when observing the work of my father, Władysław and grandfather, Michał. Being faithful to my family tradition, I have produced, together with my sons, products from ‘Beczka Grotowska’ to this day as taught by my ancestors – Józef Grot says. ‘Beczka’ is not the only premium products – that is those in which the meat content constitutes a minimum of 90 per cent – offered by ZPM Grot. The premium class products are traditional Polish sausages and long-matured cold meat, smoked meat and kabanosy (thin smoked pork sausages).

Later, Grot introduced goose in addition to pork and beef products. – Goose has always been served on the old Polish table. Now, goose products are experiencing a renaissance. Referring to Polish culinary traditions, we are among the few companies in Poland which have introduced goose products – the owner of the establishment explains. These include goose pate as well as goose and cranberries pate, sausages with goose and dumplings with goose or delicious goose lard.

The company offers products free of group E preservatives and certified QAFP products, which are unique in that they ensure quality and safety throughout the production chain. Strict standards are observed in all stages of production, starting from breeding, feeding, rearing conditions and slaughtering and ending on storing and selling.

Recently, the company has offered the so-called convenient food, produced without preservatives, ready to be eaten after heating. These are dumplings and ravioli, croquettes, stuffed cabbage rolls, meatballs, chicken cutlets, potato dumplings and Silesian dumplings as well as delicious salads.

## EUROPEAN AND INNOVATIVE

From its outset, the company has been trying to use the funds of the European Union. Thanks to the funds



received from PHARE programme, the plant was equipped with water treatment equipment. Thanks to the SAPARD programme, the plant was modernized in order to meet the requirements of EU sanitary and veterinary requirements. Further SAPARD money was spent on equipping the company with modern machinery and equipment.

ZPM Grot received from the Rural Development Programme for 2007–2013 the funding for the expansion of the plant, construction of wastewater treatment plant, expansion of water treatment plant, as well as purchase of machinery and equipment improving manufacturing programme. Grot received the funding for another contract from the same programme to improve the production and distribution of finished products to its shops and customers.

The company is constantly caring for the surrounding environment. For this purpose, the company benefited from the funding from the Regional Fund for Environmental Protection and Water Management last year. The purpose of the grant was to mount on the roof of ZPM Grot photovoltaic system with a capacity of 108 kW.

Elias Grot, son of Józef and specialist in promotion, stresses that this installation is a sign of innovation in the company's business. The company is familiar with all technological innovations in the field of meat industry. – Very often, we set the path of innovation, which is later followed by other companies – Elias Grot adds. This was the case, among others, with goose. ZPM Grot was the first in the Lodz region and one of the few meat processing plants in Poland to introduce goose products to its permanent offer. The similar case was with the products certified in a guaranteed quality system – QAFP.

– Today, Grot is a large company where almost everything has changed over 25 years, except for an individual approach to clients. Their satisfaction is most important to me, my sons and the company's employees – Józef Grot says.



BY JACEK BRYLSKI

# Investing in juiceries

Hailstorm, problems with finding a job and searching for a business idea – there were various reasons why certain people in the Lodz Region decided to go into fruit pressing. What they shared, however, was a passion for pressed juice.

**P**olish orchards yield around 2.5 million tonnes of apples annually. Only a quarter is consumed directly as a fruit. The remainder is exported or processed into apple juice, for instance. The products that are gaining popularity are freshly pressed juices – apple juice and others. Since the Lodz Region abounds in orchards, juiceries did not take long to pop up in numbers.

The interest in freshly pressed juices grows every year together with the rise of consumer awareness. People take time to read labels and are interested in what they drink. Their top priority is finding a produce free of preservatives, food colouring and, of course, sugar. These conditions are met by freshly pressed apple juice which undergoes only a short and mild pasteurisation process.

## DIFFERENT BEGINNINGS

In the summer of 2010, an orchard in Kałęczewo owned by the Wiatr family was hit by a hailstorm. – We couldn't sell the fruit because of the way it looked, and the prices offered by fruit processing companies were so low they wouldn't cover the cost of harvesting. So, we all decided

together to go into fruit pressing – Łukasz Wiatr, co-owner of Wiatrowy Sad remembers. The family makes use of the fruit (apples, pears, cherries, plums) obtained from the 17 hectares of their orchard.

An orchard owned by parents was also the basis for establishing Paweł Dobrosz's company based in Nowy Kłopoczn. – Having graduated from Warsaw University of Life Sciences (SGGW) and facing problems with finding a job, my wife and I decided that starting our own business will be the best solution. The idea of investing in a juicery did not come to us out of a clear blue sky. My parents own apple and pear orchards, which gave us a head start – Paweł Dobrosz says.

The beginnings of a social cooperative called Owocni were entirely different. A group of six people passionate about freshly pressed fruit and veg juices searched for a business idea. Finally, they invested in a small juicery and opened a juice bar. The group set up a cooperative, got EU funding and opened the first freshly pressed juice bar with its own on-site press. Owocni do not have their own orchard. – We use the fruit obtained from regional producers and we are in touch with farmers



Łukasz Wiatr, Wiatrowy Sad



Łukasz Wiatr's juice

selling at Lodz Wholesale Market 'Zjazdowa' – Magdalena Włodarczyk says.

## A SHARED PASSION

When you talk to fruit growers and people in the fruit pressing business, it is clear that for them their orchard, apples and apple juice are more than a business. Without commitment there would be no business success.

– Our own, top quality apples and being able to choose the varieties to suit the customers' palates are the forte of our company. The best juice consists of a couple of varieties, e.g. sweet ones, such as Ligol (Polish variety) and Golden Delicious mixed with slightly tart apples, such as Idared and Gloster – Paweł Dobrosz says and adds that his friends in Warsaw praise the taste of his juices.

Wiatr, Dobrosz and Owocni all agree that apples are great in terms of taste and health-boosting properties.

– Juice is a rich source of vitamins and minerals. It can be drunk directly or mixed with vegan cocktails

– Łukasz Wiatr observes. Magdalena Włodarczyk explains that Owocni do what they are passionate about.

– We have a fruit specialist on our team and we are successful in what we do, so why not keep up the good work and develop? – she muses.

Owocni are a social cooperative which builds strong customer relations. – We develop and invest in our brand to make it recognizable. We hope it will be associated with good quality products as well as unique, positive and honest relations with customers, suppliers and partners – Magdalena Włodarczyk explains.

## MIXING THE FLAVOURS

It didn't take long to become clear that a pure apple juice was not enough. The companies started to experiment by mixing various juices and herbs with apple juice.

In Paweł Dobrosz's juicery, there are three basic tastes: pure apple juice, apple juice with carrot and apple juice with beetroot. He noticed that apple and carrot juice is very much liked by children and the one with beetroot is preferred by the elderly. – Apart from the taste itself, the elderly value the fact that beetroot juice is healthy. This vegetable stimulates the production of red blood cells, which is really good news for those diagnosed with anaemia – Paweł Dobrosz says.

All the juice producers admit that the new tastes of their juices are the result of tests. – New flavours are created by trial and error, frequently during family meetings – and we are a big and still growing family. We compose the new flavours, test and then let our customers pass a verdict – Łukasz Wiatr says.

The same principle is followed by Owocni. Ideas what juices to mix come during testing and experimenting with proportions. We are also inspired by other recipes, novelties in the food industry and many more

– Magdalena Włodarczyk explains. When asked about the names of juices appearing on the menu, she admits:

– The names come naturally, spontaneously or during a brainstorm.

Their marketing-oriented approach will cause many people to look into the menu with interest. There is apple juice called The Taste of Childhood, pear juice named Cooing [in Polish it's a play on words 'gruszka' (pear) and 'gruchać' (to coo)] and apple juice with ginger and turmeric dubbed What Does Turmeric Make Out of It? [a play on Polish words 'kumać' (make out/understand) and 'kurkuma' (turmeric)].

Owocni have the benefit of making quick experiments, but the owners of bigger companies, such as Paweł Dobrosz and Łukasz Wiatr, have less elbow room. New



Paweł Dobrosz



Paweł Dobrosz's apples

# Arnold Lorenc

## the Department of Information and Communication in the Marshal's Office of the Lodz Region

**O**rchards in the Lodz Region cover 29,295 hectares of land and yield 410 thousand tonnes of apples. The fruit growing business will have a chance to develop if farmers join forces and form a producer group. In our voivodeship, producer groups of fruit and vegetables have been operating since 2004. Presently, there are 19 such groups here, 12 of which gather fruit growers.

The most active district in this respect is Rawa Mazowiecka, which boasts eight such groups. The remaining districts, i.e. Kutno, Łódź Wschodnia, Łowicz, Wieluń and Zgierz, established one producer group each. The mentioned producer groups gather fruit growers.

Until 2013 the Marshal had approved 12 applications, which opened the door for the groups to try and obtain financial help from the European Union and the Polish

government for their projects. Such help is given to fruit and vegetable growers in the EU under the Common Organisation of Agricultural Markets Act. Thanks to the funding, some groups have already completed their projects and some are still working on them. The producers invested in solutions allowing long term storing of fruit, including controlled atmosphere storage, high quality selection of fruit ready for selling as well as solutions facilitating fruit harvesting and transportation.

Members of producer groups can also turn to the Marshal's Office for help on how to understand Polish and EU regulations. The Office also arranges the groups' participation in fairs and events abroad where the producers can promote their group and learn from other fruit growers' experiences.

flavours are produced in much larger quantities. In the summer, they add seasonal fruit and vegetables, like celeriac, strawberries, raspberries, currants, rhubarb, chokeberry and elderberry. In the winter season, they add oranges, grapefruit and lemons. The producers add also the mentioned beetroots as well as mint and nettles that go well with apples.

Paweł Dobrosz is proud of the discovery he made during Christmas. He won't reveal the recipe, though. – We have come up with a great flavour that reminds traditional Christmas Eve drink made of boiled dried fruit. The only thing I can say is that there is no need to boil dried fruit for Christmas – he explains.

### SEARCHING FOR A MARKET NICHE

Paweł Dobrosz markets and sells his produce at fairs (called the Breakfast Market) and on the company's premises.

Wiatrowy Sad is a family business which concentrates its efforts on delivering their produce to shops, cafés, institutions and private people. – We also appear at various fairs and regional events, where you can taste and buy our products – Łukasz Wiatr explains and adds that the growing consumer awareness of freshly pressed juices makes him happy because it positively affects the demand for the products he offers.

With the beginning of a new year, Owocni changed their business model. – We focus on reaching out to people by being present with our juice bar at various events. We also work on our distribution network – Magdalena Włodarczyk says. Owocni supply many cafés, restaurants and a few shops with their juices. They also go to fairs, events and concerts in Lodz.



Owocni, from the left: Magda, Darek [Kazik], Ula

Photo: Paweł Ławreszuk





Radosław Kozłowski, managing director of Seamless Poland

BY JACEK BRYLSKI

# Modern payments

Rapidly growing international Seamless software company specializes in technological solutions for mobile operators and retailers. Two years ago it opened a branch in Lodz. This year it is planning to double the number of employees.

**P**olish Seamless branch works on the development of software and maintains computer systems located in server rooms in Europe. The company currently employs about 40 people. The company was founded in 2001 and is listed on the NASDAQ stock exchange. Its main office is located in Sweden.

## GLOBAL

Seamless flagship product is SEQR – bypassing payment cards – the most popular mobile wallet in Europe, i.e. the system that allows the phone to make payments online and in stores. – The money is charged directly from the clients' accounts. We can offer sellers a much lower margin for the transactions than card providers – scrum master Piotr Wójcik explains.

The company provides its own transaction system responsible for processing more than 3.1 billion transactions annually and is used by 40 mobile operators in 26 countries on three continents. By using SEQR, the users can pay in Sweden, Romania, Finland, and soon also in other countries in Europe and the USA.

Specialists from Lodz played a very important role in the establishment of the Lodz company branch.

## LODZ INHABITANTS

– For many years, I lived and worked abroad. When deciding to return to Poland, I realised that my hometown meets all the key criteria to develop business in the IT industry: access to specialists, well-connected road and air traffic, competitive cost of office space – Radosław Kozłowski, managing director of Seamless Poland, explains.

Also Tomasz Błachowicz, chief architect of the Lodz company branch, returned to Lodz. – I spent nine years with my family in Ireland, where I had key roles

in the IT global companies. When Seamless offer appeared, we decided to return to our hometown. Lodz is a friendly and very interesting place to live. Seamless company develops its own products in a very future-oriented field of mobile payments, has a start-up working culture at the European level and excellent salary conditions – Błachowicz says. He is recollected by Agnieszka Kurzawińska, HR manager, who stresses that the Polish branch has been able to attract specialists from abroad.

– Careful selection of employees is the key to the success of our company. Seamless team includes specialists who have gained experience in many international projects. We are currently looking for developers, testers, as well as system and application administrators. We mainly employ Lodz inhabitants. However, we have managed to invite to cooperate with those who worked previously in Warsaw, Krakow, or even in Ireland – she underlines.

## ATMOSPHERE

The company, although it could introduce the corporate culture of work, tries to make the atmosphere at work friendly. – The quality of the product is highly dependent on the environment we create every day. Therefore, among others, we realise the ideas for changing office space, such as IT DOJO room for team development or enormous kitchen, like a dining room with co-working space for start-ups – scrum master Radosław Lont says. An important aspect of the operation is also human relationships that are strengthened, e.g. by performing music together and organising travel slideshows. In the afternoon, the company's employees like to lean over board games or go to the room with puzzles. – Fun supports creativity at work – Lont says.

BY JACEK BRYLSKI

# Poland's biggest costume hire and pyrotechnics centre

Łódź Film Centre is the go-to place when you are making a film. Each year it facilitates the production of several dozen films. 'Ida' – the first Polish production to get an Oscar for a foreign language film – used nearly 500 costumes and props from the Centre.

**L**ódź Film Centre (ŁCF) is the legal successor of the old Feature Films Studio in Lodz. In its heydays, it was the largest film production studio in Poland, commonly dubbed the Dream Factory. There were sometimes a few dozen films produced there in a year. Since 2013, all the shares of the Centre have been held in the City of Lodz's hand. Presently, it is the biggest company in Poland offering costume and props hire as well as pyrotechnic services. The majority of Polish historical films and films in need of pyrotechnic effects turned to ŁCF for help.

## COSTUMES AND EXPLOSIONS

Łódź Film Centre's services are mainly targeted at people in the film and advertising businesses who are interested in hiring the props and costumes from the Centre. ŁCF is also

increasingly popular with events organisers who search for an interesting addition to their services. But, in fact, anyone can come and hire a costume for a ball or a reception – and many people do so. The costumes and props owned by ŁCF are frequently used in styled photo shoots.

The company's second flagship activity is pyrotechnic services. These include hiring guns and professional pyrotechnicians' services for the purposes of film production and historic re-enactments. Since ŁCF boasts the largest store of weapons, it is present on the majority of Polish film sets, e.g. such television series as 'Czas honoru', 'Misja Afganistan' and Lodz-based 'Komisarz Alex'.

Łódź Film Centre also runs a second-hand retail film store, where they sell film memorabilia. Although the store itself is located in 29 Łąkowa Street, the greater part







of its sales is carried out via the Internet. The store sells old books, film publications and props as well as film stills and posters. Soon, the store will broaden its offer to include props and costumes that cannot be hired from the Centre any longer.

### THE WEALTH OF COSTUMES AND PROPS

ŁCF owns around 150 thousand costume items with accessories. There are four main groups of costumes: historical (from Antiquity to 1850), stylish (1850–1950), modern (1950–1990) and uniforms. In this last category, the Centre owns a collection of European soldier uniforms and equipment (17th–19th century).

The company also prides itself in its rich store of props – about 50 thousand items. The props include, e.g.:

equipment found in various places, like the office (starting with a quill and ending on a computer) as well as furnishings found in hospitals and kitchens of long ago. They have separate catalogues for flags, wall decoration, lighting, clocks, signboards, toys, everyday items and others.

ŁCF has also a collection of cold steel (e.g. small swords, sabres, daggers) and weapons such as bows and crossbows.

### WEAPONS, COSTUMES AND PYROTECHNICIANS

Łódź Film Centre is renowned for its diverse assortment of handguns (e.g. pistols) and long guns (e.g. rifles, shotguns and double-barrelled shotguns) made between 1860 and 2010. Firearms are hired always together with qualified pyrotechnicians who will supervise the gun use.

ŁCF has also a broad scope of pyrotechnic services on offer. Professionals employed there will help you create fog-, fire- and flame effects, squib hits, shooting and explosion effects (e.g. in war scenes). The staff at ŁCF will even create rain, thunder and lightning especially for you and the needs of your screenplay.

### ALWAYS PRESENT

Years ago, Feature Films Studio in Lodz produced a considerable number of films every year. This studio's legacy is still to be seen in countless films produced today. Some of the costumes and props were even showed at the Oscar ceremony, e.g. in Roman Polański's 'Knife in the Water' (made during the old Studio's lifetime), which was an Oscar nominee and Paweł Pawlikowski's 'Ida', which won the Oscar.

One could also mention such pictures as: 'Schindler's List', 'The Pianist' and 'In Darkness'. All of them made use of Łódź Film Centre's supplies.



Photo: Paweł Lawreszuk



# We have made history

Piotr Dzięcioł, the producer of 'Ida', talks to Jarosław Zaradkiewicz about emotions, universalism, Lodz and... Lower Silesia.

**Is there a question about 'Ida' that you haven't been asked yet?**

I don't think there is because I have been interviewed about it so many times.

**Do you still remember the emotions you felt when Nicole Kidman announced: 'And the Oscar goes to... Ida'?**

I will remember this moment forever. We were seriously worried before the ceremony. A PR agency working for 'Leviathan' played up the political aspect of the film. The rumour spread across Los Angeles that although 'Ida' was a great film, you would tease Putin by voting for 'Leviathan'. We were afraid that once again politics would unnecessarily interfere with art, and we would feel the consequences of it. This situation hyped our happiness and emotions. It is still inside me, and I believe it will stay there for a very long time. However you look at it, we became part of the history of Polish filmmaking by winning the first Oscar for a feature film.

**When you came to Los Angeles with a collection of European awards to boast, didn't it cross your mind that you simply deserve this Oscar?**

[Laughs] It was, I suppose, somewhere at the back of our minds. To start with, we are the first Polish movie to be awarded five European film awards. Does it translate into Oscars? Rather not. These are our awards and Americans may not even know about them. That is why I was very happy when we won the BAFTA. The Golden Globe, as you know, went to 'Leviathan'. If this film had received the BAFTA as well, it would have been practically all over. You must bear in mind that the voting rules have changed in our category a few years ago. In the past, only those who had watched all the nominated films could vote. Presently, every member of the Film Academy votes – six thousand people all in all. I know what it looks like in practice because I am



myself a member of the European Film Academy. If I receive over a hundred films to watch, it is obvious that I won't be able to see them all. The voting decisions of the members of the Academy, whether it is an American or a European one, depend to a large extent on what the film has achieved so far. With the multitude of awards and positive film reviews in America, we had a good starting point. The first warning and a cold shower at the same time was the Golden Globe Award. Everyone said that 'Leviathan' could surprise us. And it did. Don't forget that a considerable number of members of the Film Academy in America are British and they vote from home. That is why the BAFTA Film Award influences the Oscar results. In our category ten years in a row so far, the films which won the BAFTA, also got the Oscar for the best foreign film. When we won the BAFTA, we realized that we were still in the game. It lifted our spirits and gave us faith. Looking at the rest of the competing films, we can see that 'Ida' makes the most complete picture.

**You have produced so far a number of films. Was 'Ida' in any way special?**

Each film is different. In the case of 'Ida' we worked with a director who had already won worldwide

**WE BECAME PART OF THE HISTORY OF POLISH FILMMAKING  
BY WINNING THE FIRST OSCAR FOR A FEATURE FILM**

acclaim but who started out on a feature film in Poland for the first time. His previous experience was with filming in the West – so in slightly different conditions. Besides, Paweł (Pawlikowski – J.Z.) had previously made documentaries so his approach was different from other directors who film stories following long established principles. Paweł, more than any other director whom I have worked with so far, created the film on the set. Unlike those who say ‘I have finished writing a screenplay (or a shooting script) and so my film is ready’, Paweł works on his movies till the end. Things happened on the way that we called bad luck at first but which turned out to be our blessing. We had to stop shooting for three months because winter came very soon and didn’t want to go. While we were waiting for the spring to come, Paweł edited the film, changed many things, added new ones. So when we returned on the set for nine days, Paweł told us that he had the film ready and that he already knew what else he wanted to shoot. This break helped him to add the final touches to his work.

**Paweł Pawlikowski is, so to say, an imported director and ‘Ida’ is a Polish-Danish co-production. Is the international character of this enterprise a recipe for success?**

In a way, it could have influenced the character of this film. It is to Paweł’s credit that he managed to tell this story in the most universal way possible. The film is comprehensible to an Englishman and an American. It has been sold to nearly 60 countries and was received in a similar way in each of them. This is a characteristic that I admire in non-American and non-English works. Like in the case of the Iranian picture ‘A Separation’, which gave the same viewing experience as an English or a French film would. If a director conveys a universal message (like the mentioned Iranian story about marital problems, which was equally comprehensible in Poland, France, the US and Iran), it is a success. Unfortunately, Polish directors frequently fail to do this. This is true even for the films which have recently won awards during the festival in Gdynia – like the last picture ‘Gods’ (‘Bogowie’), which I value very much.



A still from 'Ida'

Yet, apart from Poland this movie is not spoken of at all. Something is missing there in terms of this universal message, which for us was brought by Paweł and the international patchwork of co-producers and the rest of staff.

**IT IS TO PAWEŁ'S CREDIT THAT HE MANAGED TO TELL THIS STORY IN THE MOST UNIVERSAL WAY POSSIBLE. THE FILM IS COMPREHENSIBLE TO AN ENGLISHMAN AND AN AMERICAN**

**You mentioned that 'Gods' didn't make its presence felt internationally. True. My impression is, though, that there are fewer film-like productions made in Poland nowadays. Our cinema begins to change and mature. Would you agree?**

Yes. The Polish Film Institute established ten years ago has contributed to this. It is easier to make a film nowadays and young people are more open to things happening worldwide. That's why we are more visible now. And it is not just 'Ida' that I am thinking of. A great film by Gośka Szumowska 'Body/Ciało' was also successful. Certainly, something is changing for the better. At the same time, more and more people go to see Polish movies. We should be happy that 'Gods' were seen by over two million people. It is a very well made film, which possibly speaks only about us Poles – but such films should also be made. If you follow the box office statistics, you will notice that there are more and more Polish films included. On the one hand, our art-house films are getting better (let's hope there will be more of them) and on the other, our commercial cinema is also improving.

**Was establishing the mentioned Polish Film Institute (PISE) an impulse to make films in Poland?**

Definitely. It cannot be praised enough. Before PISE was established, we had known that there were a few directors in Poland and there was a growing number of producers, but there was not enough money to produce films. Getting the funding was a huge success of the filmmaking community in Poland. It was the Polish Filmmakers Association and the Polish Audiovisual Producers Chamber of Commerce which suggested how film funding principles should be modified. Agnieszka Odorowicz, who was a Deputy Minister of Culture and later became the director of PISE, was behind the writing of the legislation. She should be praised for the films she chose to support.

**What has changed in your career and your private life after winning the Oscar?**

I do what I used to do. We are working on new projects. Of course, it is easier now because we are perceived as 'Oscar winners producers'. This helps when we are searching for partners abroad. We have worked for the position of our

brand Opus Film for several years. Of all Polish film studios we were the most recognizable one in Europe anyway, but 'Ida' changed our relations with American producers. If they search for

partners in this part of the world, they turn to us.

**So you have already begun to harvest the first rewards for having won the Oscar.**

Yes. After the nomination, before the Globes and the Oscars, we had two or three meetings a day with very serious partners.

**Lodz is perceived as a filmmaker-friendly city. Do you see it that way too?**

This friendliness is not just because of money that the city or the Marshal's Office designate to support film production. It is also about the quality of work. There is the enterprising Lodz Film Commission here, which helps us a lot – it is enough to send them a screenplay and they come up with suggestions as to the shooting locations. They help with formalities, permissions, organise police and municipal service assistance. Many things happen here thanks to which the term 'Lodz – the city of film' won't be an empty phrase, I hope.

**It seems it is not empty any more.**

A few years ago, I was against using this term. Apart from the Film School, Se-ma-for and us, there was hardly anything going on here. Presently, there are more and more Lodz based producers, so Lodz starts to become the city of film once more. Besides, we are near Warsaw and there is a growing number of Warsaw based producers who want to shoot in Lodz because it is easier here.

**I can't help asking what made you leave the magical Lower Silesia and settle in Lodz.**

When I studied in Wrocław, I knew that I would try to get to Lodz Film School. I came to see the school, which made a huge impression on me. But the city itself... When I started my studies here I said to myself: I will go back to Wrocław when I graduate. Yet, after the first year, I met my wife and so I stayed here. Of course my marriage was a powerful argument, but another thing was that when I graduated from the Film School, Lodz was the place where the majority of films were made, the city offered most job opportunities. Everything happened right here, in Łąkowa Street (former address of Feature Films Studio presently housing, e.g. Opus Film – J.Z.).

**Thank you.**





BY JACEK BRYLSKI

# Impressive return

Marcin Nowak, a graduate of the Lodz Film School, went to the capital city to work on leading film productions and games. However, he decided to go back to Lodz after years. At Łąkowa 29, most well-known film address in the city, he has opened a company dealing with special effects.

**H**e graduated from the Editing Faculty. Now, at the Lodz Film School, he conducts lectures on the intriguing connection of the world of games and films. He is a film director, producer and creator of special effects. Currently, he is engaged in the production, post-production, special effects and animation. Two years ago he returned to Lodz and opened his own Efektpol company. – The name derives from a joke about the scheme of naming the Polish companies in the early 90s. We have become very attached to it. It causes some to smile warmly – Nowak explains.

## FILM OBSTINACY

He has always been interested in films and games. He has pursued a professional career in this field for many years. In 2003, he was invited to work on the game called 'The Witcher' to make it more cinematic. He has also worked on special effects, among others, in the film entitled 'Polish-Russian War', in which he was a director and producer of visual effects.

– However, I kept thinking that, apart from making effects and directing in different types of short forms of animations, music videos and advertisements, I should begin to produce my own games – the founder of the company says. In 2013, he returned to Lodz, and he stayed there permanently a year later. He opened Efektpol office at the site of the former Feature Films Studio. – I did not know a better seat for my company than the old film company. We started, among others, cooperation with one of the best sound studios – Toya Studios – Nowak says.

## FUTURE OF LODZ

When he returned to his hometown, it seemed to him that Lodz had great potential for the production of computer games and effects. The reality turned out to be less optimistic. – First of all, Lodz lacks specialists, senior-

-level professionals or professionals with proven experience. Young people shortly after studies – or even in their course – go to other cities or abroad to look for a job and career development – Marcin Nowak explains.

Efektpol CEO emphasizes that the gaming and special effects market in Lodz will not be able to develop alone. Only the companies like Efektpol are the future of Lodz. They can stop the migration of young people, educate them and teach a profession, so that they could later become professionals in the full sense of the word. If companies from the special effects branch have favourable conditions for development, Lodz will attract specialists from all over Poland or even the world. – We can build beautiful and spectacular buildings. In spite of this, only the companies and people will create the future of computer games and films in Lodz. I do not see another solution – Nowak warns.

## EFFECTS AND CLIPS

The company employs permanently a few very talented employees. It also cooperates with a number of experts from outside Lodz. – We are still looking for new talents for the permanent positions – the company's founder points out.

Efektpol is engaged in a wide-ranging audiovisual production – from feature films to animations, games, advertisements and music videos. It presents its offer to medium and large companies that want to have professionally made advertisements or animations, to audiovisual co-producers, as well as to young and talented artists who need support.

Marcin Nowak believes that his greatest achievement is persistence in creating the right team as a solid basis for the development of the company and working on world-class productions with global reach. He adds that Efektpol gives him the opportunity to fulfil his dreams and take pleasure from work.

Photo: Paweł Ławreszuk

BY JAROSŁAW ZARADKIEWICZ

# The right tone

Krzysztof Tonn established his own sound studio sixteen years ago. He called it simply Tonn Studio.

**T**he underlying idea was to create a private space where the owner could record and perform. However, the collaboration with Sebastian Binder, a sound producer, helped to transform the idea into a business. – Initially, we were based in the Feature Films Studio and so we mainly focused on film sound. Our clients soon came to trust us and this meant we had money to invest in an intensive development of the company – says the owner. Krzysztof Tonn is a sound engineer, record producer as well as the manager of the studio. He has produced, e.g. ‘Testosterone’ by a band called Tosteer and Blue Café’s album ‘Demi Sec’, which won him the Gold Award. In the past he played the drums in a Lodz based band called Farenheit.

## A WELL TUNED DUO

A crucial moment for Tonn Studio came when Maciej Staniecki, a record producer and sound engineer, joined the team. It jump-started the music production section and made it famous all over Poland. Staniecki himself played the bass guitar in a band called Hedone and also produced their last album. He is a composer as well as a record producer and sound engineer. He composed and produced music to Juliusz Machulski’s films ‘Vinci’ and ‘Superprodukcja’. Staniecki records also electronic music and collaborates with other artists (Nemesis, Chwasty). His solo production was awarded ‘Album of the Year 2004’ by ‘Hi-Fi i Muzyka’ magazine. While composing music for commercials, he cooperates with largest production studios in Poland.

Tonn and Staniecki are a well-matched duo of record producers and sound engineers. – We love to work with artists who are creative in their approach to music. We pay a particular attention to a positive atmosphere in our studio because it directly influences the final result. Each new commission is a challenge for us and a rewarding experience at the same time – says Krzysztof Tonn.

## ANALOGUE AND DIGITAL

The studio managed to marry a well established analogue technique with modern digital engineering. Artists



that come to this studio have many iconic devices and microphones at their disposal which capture the sound of instruments perfectly. The studio offers its state-of-the-art ProTools HD equipment used for digital recording as well as a traditional Studer A827 multi-track recorder. These two recording techniques can be merged successfully depending on your needs, the owners claim.

The iconic SONY/MCI analogue mixing desk available in Tonn Studio ensures the unique character of the sound. It is this mixer that was responsible for a number of blockbuster records around the world. – The diversity of equipment coupled with our open-mindedness and experience give us enormous possibilities in creating the sound and achieving remarkable effects – underlines the founder of the studio.

Eventually, the studio moved to a modern building. The person responsible for the acoustics of the place was Krzysztof Pajor – an experienced and recognized expert.

Presently, Tonn Studio is comfortably located in an air-conditioned studio with a control room, technical room and extensive equipment resources to go along, which ensure that the recording process goes on uninterrupted. The studio has also its own kitchen, two bathrooms and two bedrooms. Having an attended car park at their disposal is a nice addition too.

## MYRIADS OF RECORDS

The Lodz based studio produced countless records for bands cooperating with leading publishing companies. Among their clients were such bands as: Blue Café, Gaba Kulka, Andrzej Smolik, Varius Manx, Tatiana Okupnik and Michał Urbaniak. Tonn Studio recorded the sound to numerous films and television shows.

The studio can record a chamber orchestra, bands and soloists, including 100 per cent live recording. Moreover, their equipment allows them to use, e.g. Dolby Digital technology to edit the sound. If you need a sound-to-picture session, want to record an audio commercial or dub a film, Tonn Studio will take care of all that as well.

Photo: Paweł Lawreszuk

BY EWA KLEPACKA-GRYZ, JACEK SOBOL

# The ABC of energy

Somebody once said that here on Earth, animals fight for food and humans fight for energy. Imagine that the moment you are born you start out with the same chances as everyone else – you receive a battery filled with energy to the maximum and the only thing you can do is manage this power reasonably.

**A**lbert Einstein proved that everything in this world is made of energy. Our thoughts, emotions, relations with others, work, love, etc. are also a form of energy. Every day when you get up in the morning, eat breakfast, talk on the phone or think about your assignments, you feel either happy or tired. A certain dose of your energy is consumed during these activities. It is only up to you whether by the end of the day you will feel like a deflated balloon or, quite the opposite, you will be full of energy. You admire energetic, effective and hard-working people and envy them their cheerfulness, busyness and inventiveness. You do have 'better days' too – you succeed in doing the things you planned and believe you could move mountains – ...but still tiredness is quick to come. You become discouraged and your head and body stop to cooperate. Such moments are an excuse for another coffee, energy drink or some other aid. But they don't seem to help anyway. You are exhausted, annoyed, out of humour or you become ill – any of them force you to slow down. Remember, your battery is 100 per cent full and the only thing you can do with it is manage it reasonably. If you wisely dispose of your energy, you can optimize the natural potential of your body and stimulate your vitality, lower your stress levels and prevent tiredness. Life is, in fact, simple but it needs discipline and consistence.

## 1. Discover your natural rhythm.

Work when you have energy to work. Rest when you are tired. Eat when you are hungry. Sleep as much as you need – don't sit up late at night hoping in vain to catch up with your work.

## 2. Live a balanced life.

Discover your own balance between activity and leisure, being oriented outwards and inwards, openness and privacy, giving and taking (in your work, relationship and relations with other people).

## 3. Track down what consumes your own energy.

Don't do things that make you tired unless you do it consciously. Feel rather than think. The brain is the biggest consumer of our energy. It produces an immeasurable amount of thoughts, constructs conspiracy theories and tries to read the intentions of others. Separate real problems from imaginary ones. Focus only on the things which you can really influence.

4. Don't try to plan the details of your life. No one has succeeded in this yet. Give some elbow room for unforeseen situations and,



instead of rebelling against them, treat them as lessons that can teach you something.

5. Don't concern yourself with what is not your business, especially when you don't want to or because you feel obliged to. Gossip, pseudo advice and intrigues are the biggest energy consumers.

6. Discover your weaknesses, i.e. issues and commitments that make you tired most of all. You will save much of your energy if you turn for help to those who are better in this matter than you. On a sheet of paper, write down situations that are stressful for you, that discourage you or that consume too much of your time. Then ask yourself if you can avoid them or, at least, reduce them. Having your own energy at heart, don't be shy to ask professionals for help.

## Exercises – save your energy

I. Once you come back home from work, give yourself some time to switch from the mode work to the mode home. Lie down in quiet, take a shower, listen to music or change your clothes.

II. Lie down on the floor. Join your hands over your head. Bring the soles of your feet together. You will form a closed circuit then. Rest like this for 10 minutes and breathe at a pace natural for you.

III. If you have a difficult meeting ahead, try to imagine just before it starts that your body is in an invisible, protective bubble shielding your energy and safeguarding you from the energy of your interlocutor. Bring back the image of this bubble to your mind during the meeting.





Totutotam group

Lodz is not only the city of chimneys, murals and film trails. It is also a place full of greenery, parks, squares and urban forest, one of the largest in Europe. All these spaces are used by Urban Greenery Management Board as a part of Green Lodz project.

**T**he project has been implemented since spring 2013. It includes the actions promoting the green areas in Lodz, in particular, urban parks, the Palm House, botanical garden, the zoo and Urban Forestry. The aim of Green Lodz is to organise open events and activities addressed to all residents of the city and tourists in the public space. Green Lodz aims at increasing the recreational potential of parks and units supervised by Urban Greenery Management Board. It implements it, among others, by working with NGOs as well as institutions and establishments, with which it organises cultural and sporting events, outdoor concerts, vernissages and workshops.

### WALKING IN THE SPRING

In March, a series of 12 walks of Green Lodz was launched again. They are organised together with a Totutotam group. Each walk begins on Sunday afternoon and has a walking or cycling character (three walks). This year, the first walk followed in the footsteps of Jewish people in Lodz Baluty. The participants visited the main attractions of the Litzmannstadt Ghetto, among

others, Piastowski Square, Balucki Market, gipsy camp and the Jewish cemetery at Zmienna Street. On successive Sundays, further walks were organised. The biggest challenge was a 24-hour tour around the Lodz parks, which took place on the night of 11 to 12 April. The walk began in Sienkiewicza Park at 9.00 p.m. After visiting more than 40 parks, forests, little squares and lawns, and walking a 74-kilometre distance, the walk ended up in Reymonta Park.

In May, there were further walks, e.g. on 3 May a walk across the oldest Lodz park. On that occasion, the visitors, among others, found out what the pipes were and where the old trees of manufacturers grew.

A week later, on 10 May, a bicycle walk was organised. Its motto was 'Where the Boat Meets the Ner'. On 17 May, the 'One Small and One Large' walk started from Klepacza Park. It led through the above park and the nearby Reymonta Park. The walkers admired the standing villas among the green areas of Klepacza Park and the 'Manufacturer' oak tempting with its beauty. Then the walkers went to Reymonta Park, where the 'White Factory' looked at itself in the water.



Tai-chi exercises

On the last day of May, the last walk will take place in Ruda Popioły wood. Green Lodz invites the visitors to walk through the hills and valleys of the former summer residence near Lodz, whose attractions are the lush greenery and architecture of the late nineteenth and early twentieth centuries.

### ACTIVE ALL YEAR ROUND

Green Lodz is the project that lasts all year round. Every year, over 30 thousand people take part in various activities in the areas of green Lodz. They are not only walks, but also a series of summer concerts in the harbour in Źródlińska Park, or events for children and the youth, as well as sports activities for seniors. As part of this project, among others, yoga classes, tai-chi exercises, capoeira, aikido, cross-country runs (also night runs) and nordic walking are regularly organised. Owing to the project, trails for skiers are available in the city. Also, up



Summer concerts

to 60 people participate each time in the winter activities organised in Piłsudskiego Park.

Green Lodz has breathed new life into Lodz parks. For many Lodz inhabitants, the courses offered by it are the only form of organised physical activity. Thousands of participants have proved that such activities are needed. The picnics organised within the framework of this project are visited even by several hundred people. More than one thousand people came to the 'Four Seasons' concert organised in Źródlińska Park.

In addition to physical activities like nordic walking, night runs, basketball and walks in parks, art, photography, drawings of landscape or even theatrical workshops are organised in the parks. The latter events are connected with shows.

### IN THE NETWORK EVERY DAY

As part of the project, a web portal [www.zielonalodz.info](http://www.zielonalodz.info) has been created. Its main purpose is to inform the community, not only the local one, about the opportunity of spending free time in the Lodz green areas. The site contains a calendar of events, information on recreation park infrastructure, gallery and area for the youngest ones with the possibility of downloading files (e.g. colouring books). The web portal contains all information about the Lodz parks, their location and functionality.

Since recently, an extremely active fan page is available on Facebook, where one can keep track of reports from recent events, find out what is going on in Lodz and what further actions are planned by Green Lodz.

It is worth viewing the channels of communication of Green Lodz to know what attractions are available at any given time.



## 23RD LODZ BALLET FESTIVAL

9–31 MAY

THE GRAND THEATRE, PL. DĄBROWSKIEGO 1  
WWW.OPERALODZ.COM

## 70TH ANNIVERSARY OF THE UNIVERSITY OF LODZ

21–24 MAY

WWW.70LAT.UNI.LODZ.PL

## 5TH INTERNATIONAL FESTIVAL — THEATRE CAROUSEL 2015

27 MAY – 3 JUNE

PINOKIO THEATRE, UL. KOPERNIKA 16  
WWW.TEATRPINOKIO.PL

## 19TH INTERNATIONAL FESTIVAL OF PHOTOGRAPHY IN LODZ

28 MAY – 7 JUNE

ART\_INKUBATOR, FABRYKA SZTUKI, UL. TYMIENIECKIEGO 3  
WWW.ARTINKUBATOR.COM,  
WWW.FOTOFESTIWAL.COM

## ANDRÉ RIEU CONCERT

29 MAY, TIME 8.00 PM

ATLAS ARENA, AL. BANDURSKIEGO 7  
WWW.ATLASARENA.PL

## 2ND 'LODZKIE OF ENERGY 2015' INTERNATIONAL CONGRESS

8–10 JUNE

WWW.LODZKIEENERGETYCZNE.PL/LODZKIE-ENERGETYCZNE-  
KONGRESY/KONGRES-2015/

## IMPACT FESTIVAL — 4TH EDITION

9 JUNE, TIME 2.00 PM

ATLAS ARENA, AL. BANDURSKIEGO 7  
WWW.ATLASARENA.PL

## 2ND LODZ ENERGY FAIR

10–11 JUNE

HALA EXPO, AL. POLITECHNIKI 4  
WWW.EXPO-LODZ.PL, WWW.TARGI.LODZ.PL/TARGI/286-II-  
LODZKIE-TARGI-ENERGETYCZNE/INFORMACJE/

## 'BEETHOVEN MARATHON' — CLOSING CONCERT OF THE 2014/2015 ARTISTIC SEASON

18, 19 JUNE, TIME 7.00 PM

THE ARTHUR RUBINSTEIN PHILHARMONIC IN LODZ  
UL. NARUTOWICZA 20/22  
WWW.FILHARMONIA.LODZ.PL

## 14TH ALLERGY ASTHMA CLINICAL IMMUNOLOGY TRAINING CONFERENCE

18–20 JUNE

HALA EXPO, AL. POLITECHNIKI 4  
WWW.EXPO-LODZ.PL, WWW.ALERGIA-LODZ2015.PL

## LODZ OF FOUR CULTURES FESTIVAL 2015

18–21 JUNE

WWW.4KULTURY.PL

## 'METRO' MUSICAL

20 JUNE, TIME 7.00 PM

ATLAS ARENA, AL. BANDURSKIEGO 7  
WWW.ATLASARENA.PL

## MIDSUMMER NIGHT IN THE BOTANICAL GARDEN

21 JUNE

THE BOTANICAL GARDEN, UL. RETKIŃSKA 39/65  
WWW.BOTANICZNY.LODZ.PL

## MADE IN POLAND CONCERTS

22–25 JUNE

KLUB WYTWÓRNA, UL. ŁĄKOWA 29  
WWW.WYTWORNIA.PL

## 12TH FESTIVAL OF GOOD TASTE

25–28 JUNE

WWW.FESTIWALDOBREGOSMAKU.EU

## 8TH SUMMER JAZZ ACADEMY

JULY–SEPTEMBER

KLUB WYTWÓRNA, UL. ŁĄKOWA 29  
WWW.LETNIAAKADEMIAJAZZU.PL

## DEEP PURPLE CONCERT

25 OCTOBER, TIME 8.00 PM

ATLAS ARENA, AL. BANDURSKIEGO 7  
WWW.ATLASARENA.PL