



Good practice - Example

Museum: "Three Centuries of Life in the Łomnica Castle"

Keywords: palace, museum

The aim of the project:

1. Establishment of the Silesian Court Museum at the Great Palace in Łomnica, through renovation and reconstruction of the facility;
2. Making the historic building available for sightseeing for individual and group tourists;
3. Creation of a modern permanent multimedia exhibition in the museum „Three Centuries of Life in the Łomnica Castle”;
4. Increasing the tourist attractiveness of the entire palace and farm complex in Łomnica;

Partners: Dominium Łomnica Foundation for Cultural Landscape Development

Project implementation time: 05/2017-12/2018

Budget: 1 441 414.20 PLN net

Granted by: Regional Operational Programme for Dolnośląskie Voivodeship 2014-2020 (Priority Axis 4 Environment and resources, Measure 4.3 Cultural heritage) co-financed by the European Union through the European Regional Development Fund

Context: please describe the socio-economic context of the project (300-400 words)

The case study area, covering two rural communes (Mysłakowice and Janowice Wielkie), may be characterized as a peripheral area in terms of both its geographical location in the country and its economic significance. An opportunity for its development is the great potential of its cultural heritage, whose most important attributes are castles and palaces that are part of the Valley of Palaces and Gardens, also known as Polish Loire Valley.

The whole Valley of Palaces and Gardens, located in the Western Sudety Mountains (Lower Silesia, Poland) includes almost 30 historic buildings of residential architecture, dating from different periods: from the 14th to the 19th century, of which 12 are located in the case study area. They testify to the multicultural heritage of the region and its rich, centuries-old Polish, Czech, Austrian and Prussian legacy. Some of these objects, such as the Wojanów-Bobrow Palace, are still standing and deteriorating, waiting for a new owner-investor who will restore them to their former glory. Others have different functions at present: they are public buildings (e.g. the palace in Mysłakowice where an elementary school is located), they have social functions (e.g. the palace in Janowice Wielkie where a nursing home is located), or just housing (e.g. the manor house in Mniszków).

Some of these facilities have been renovated and adapted for tourist purposes. Unfortunately, most of them are limited to the provision of accommodation and catering services (e.g. Pałac Wojanów, Pałac Karpniki), only rarely becoming involved in the organization of cultural events in the region. Only the owner of one of the palace and manor farm complexes, located in Łomnica (Elisabeth von Küster), after comprehensive renovation and reconstruction of the facility, decided to make its interiors available for visiting by individual tourists and organized groups, pursuing her goal of preserving and promoting the local cultural heritage of



the region, with particular emphasis on its historical values, and simultaneously contributing to the socio-cultural and economic development of the region.

Description:

The Łomnica palace complex is now owned by the descendants of the pre-war owners who rebuilt it from a complete ruin: the von Küster family. The Great Palace is a baroque building from the first half of the 17th century. The current palace is a three-storey building with a usable attic. Its external shape has not changed much since the Baroque period. Inside, the spatial layout has remained unchanged, including the hall with Doric columns and fragments of wall paintings from the early eighteenth and nineteenth centuries.

The whole estate is surrounded by a picturesque landscape park, which was created in 1835 using the natural riverside terrain. The complex is complemented by the so-called Small Palace (Widow's House), built at the beginning of the 19th century (at present hotel and restaurant), and farm buildings (grange) which were renovated and developed for service and educational purposes. They include, among others, the Squirearchy Kitchen, where culinary workshops take place, a functioning historical Smithy, stores selling regional products, such as linen or food products, and the Old Stable restaurant. Various cultural events are organized there: music concerts, exhibitions, fairs, harvest festivals.

The interiors of the Grand Palace are open to both individual tourists and organized groups. On the two floors of the palace and under the vaults of the basement there are 18 rooms thematically furnished with historical furniture, works of art, and objects of everyday use from different periods. You can visit different rooms of the palace, ranging from the study of the famous flax merchant Christian Mentzel from the 18th century or the elegant dining room of the ambassador Carl Gustav Ernst von Küster from the 19th century to the historical kitchen from the Baroque period with its impressive furnishings. This true journey through time begins in 1720 and ends in the communist era in an authentic, original school classroom from the 1950s-60s when the palace housed an elementary school. An important part of the facility is a multimedia exhibition "Three Centuries of Life in Łomnica Palace". During a tour of the facility, visitors can watch a short film about the turbulent history of the palace and the fate of its inhabitants. You can also use paper or multimedia (tablet with headphones) guides. The latter allows you to watch more than 60 thematic, very different, short films related to the history of the palace and its inhabitants.

There is also a possibility to buy tourist souvenirs as well as many different scientific and sightseeing publications devoted to both the Palace in Łomnica and the whole region of the Western Sudetes and Lower Silesia.

Results:

The results of the project can be considered in both tangible and intangible dimensions. The former is the financial income from ticket sales for the exhibition of the palace interiors. Since the opening of the exhibition in April 2018, it has been visited by approx. 46,000, noting that in 2020 and partly in 2021 the facility was closed due to restrictions resulting from the COVID-19 pandemic. In addition, its preparation and current operation have created jobs for local residents. Furthermore, it has contributed to the establishment and development of other tourist-oriented businesses.

Intangible results of the project implementation consist of:

- Increased knowledge of the local community and domestic and foreign visitors about the history of the entire palace and farm complex, as well as its impact on the history of the region;

- The opportunity for visitors to learn how an object of this type (a palace and farm complex) functioned;
- Making the stay more attractive for tourists staying at the Widow's House and other nearby palaces which do not have such historical exhibitions;
- Increasing the number of tourists visiting Lomnica;
- Development of cultural tourism in the region;
- Increase in local and regional identity among local residents and tourists from the region;

Success factors:

1. Making the historic interiors of the palace accessible to visitors, which is the only example of this in the entire Valley of Palaces and Gardens;
2. The carefully prepared exhibition and the interestingly told story, using modern multimedia techniques;
3. Proper promotion of the exhibition through various media: radio, television, press, Internet, addressed to domestic and foreign tourists;
4. The Bilingual website of Lomnica Palace (Polish and German versions available)
5. The close vicinity of well known tourist resorts in Poland: Karpacz, Szklarska Poręba and Jelenia Góra;
6. Location in the Polish border region with the Czech Republic and Germany;
7. The close vicinity of other palaces and castles.

Limiting factors:

1. The admission fee (about 6 euros);
2. The peripheral location of Łomnica in Poland;
3. Insufficiency of accompanying tourist services in the area;
4. Limited accessibility by public transport;
5. Restrictions on activities from March 2020 related to the development of the COVID-19 pandemic;

Applicability and upscaling:

It is theoretically possible to open palace interiors for tourists in other palaces, castles, and manors of the described Valley of Palaces and Gardens, but also in other similar places. However, a number of enormous difficulties must be anticipated. First of all, it is a very costly and labor-intensive task, the realization of which is, moreover, very much spread in time. Renovation work on the Łomnica Great Palace already began 30 years ago. In most of the Lower Silesian palaces and castles elements of their furnishings were not preserved as a result of World War II actions as well as subsequent devastation and looting. Moreover, the choice of the concept of restoring a historical character of the interiors and making them available for sightseeing for 5-6 Euro is much less profitable than an adaptation of the building for strictly hotel purposes with modern equipment and decor.

Others:

<https://palac-lomnica.pl>

<https://fundacjadominium.pl>

<https://www.facebook.com/PalacLomnica>



PICTURES

The map of the park and farm complex



The Great Palace

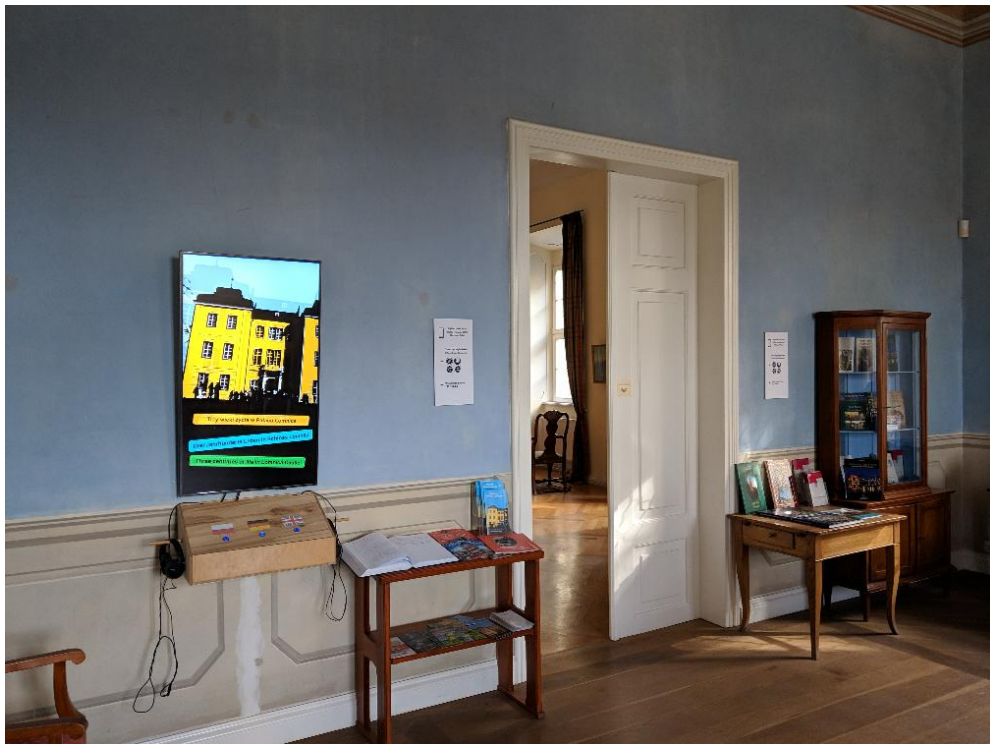




Horizon 2020

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The Widow's House (Small Palace)





The grange (farm buildings)

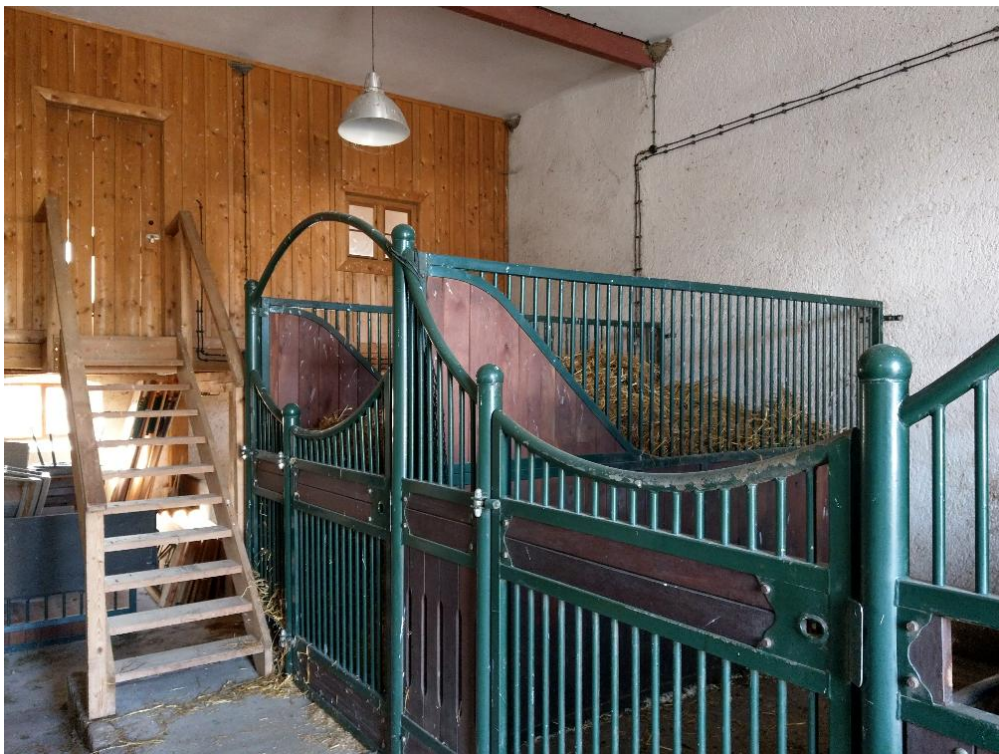




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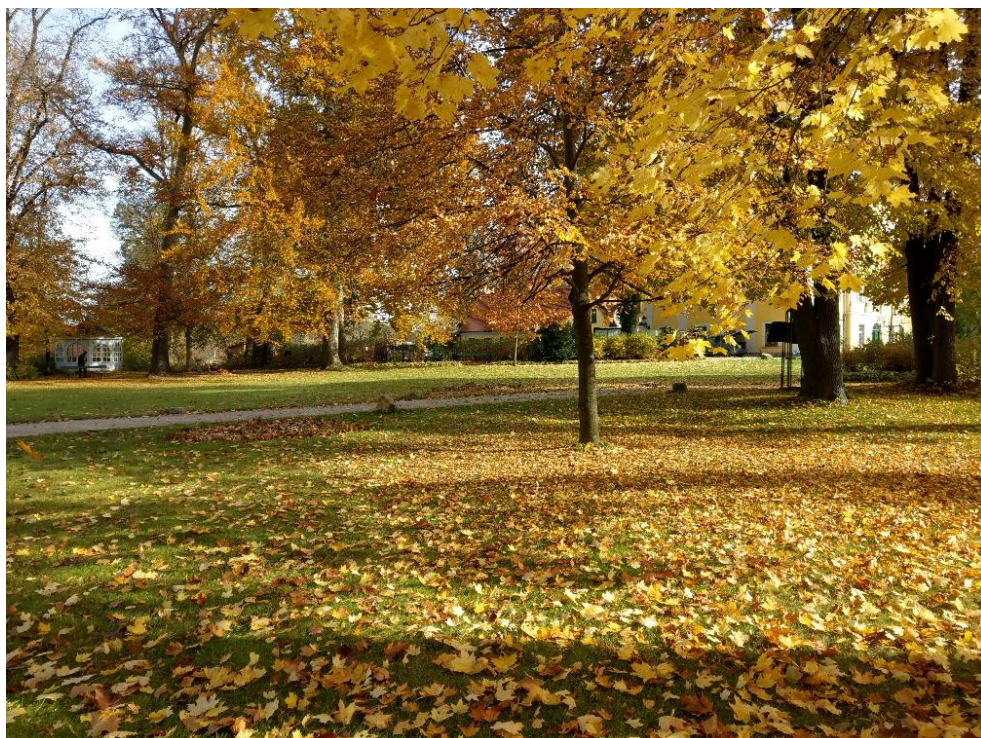


The park



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