



pracownia badań
i innowacji społecznych

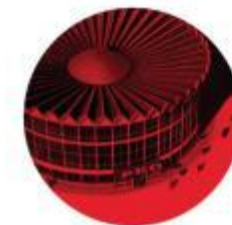


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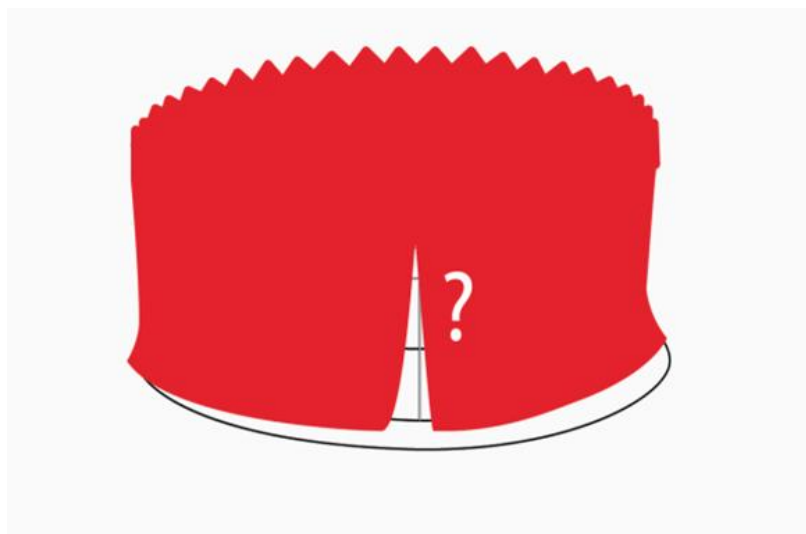
Public consultations final report

Project Rotunda 2013

Unit for Social Innovation and Research – **SHIPYARD**



KONSULTACJE
SPOŁECZNE
2013
**ROTUNDA
WARSZAWA**



- **Project's background**
- **Public consultations process**
 - Consultations participants
- **Public consultations results**
 - Use of the Rotunda area
 - Assessment of the experts' ideas
- **Bank of ideas: concepts proposed by the consultations participants**
- **Summary**



pracownia badań
i innowacji społecznych



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Project's background

The history of the Warsaw Rotunda (1/2)

After World War II:



**provisional
reconstruction
of Marszałkowska
Street...**



**...and problems
with architectural
competitions**



**the beginning
of the Eastern wall
reconstruction**

The history of the Warsaw Rotunda (2/2)



**1969 – Rotunda
opened for use**



**1978 – gas
explosion**



**at present – poor technical
condition, BUT:
Rotunda considered
an icon of the city**

The beginning of the public consultations process

Because of the poor technical condition of the Rotunda building, its owner **PKO Bank Polski** decided to initiate a process of its revitalization and declared its intention to dedicate part of the Warsaw Rotunda area to some additional public functions.

PKO Bank Polski in cooperation with DuPont initiated public dialogue on the redevelopment of Rotunda, taking into account that it is not only a seat of the bank's branch, but also a distinctive, well-known and having its own supporters, element of the Warsaw cityscape.

A group of experts was invited to discuss Rotunda's future – among them **representatives of artistic and cultural circles, as well as of NGOs** specializing in urban and Warsaw issues.

The solutions and ideas proposed by the experts were presented to the public within a **wide-ranging process of public consultations that took place from April 18 until May 11, 2013, and was handled by the Unit for Social Innovation and Research SHIPYARD.** The results of the consultations are presented in this report.



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Public consultations process

Public consultations plan

panel
discussions with
experts

information campaign on the process
concerning the Rotunda revitalization plans

web page: www.rotunda2013.pl

online **survey** and
paper-based survey
at all branches of
PKO Bank Polski in
Warsaw

**fieldwork
observations**
(Rotunda's
Western wall)

workshop
with city
residents
(1 workshop)

online
interviews
(13 interviews)

REPORT

international architectural competition
Changing the Face

Aims of the public consultations

The public consultations were planned to support the decision-making process concerning revitalization plans for the Rotunda of its owner – PKO Bank Polski.

The main goal was to reach the users of the city space and other people that might be interested in the future of Rotunda and **engage them in the consultations process:**

- **informing the community** about the plans for redevelopment
- **gathering opinions** and comments
- **presenting the consultations results** to the investor (PKO BP) and including them in a form of an annex in the rules of the Changing the Face architectural competition
- providing the jury of the architectural competition with knowledge enabling them to **select an optimal design project, addressing needs and demands of the consultations participants**

The subject matter of the public consultations were **public functions** that the revitalized **Rotunda** should realize.

Information campaign

A crucial element supporting the public consultations process was the information campaign, which included opening a dedicated project's web page and active presence in social media (Facebook profile), organizing press conferences and regular provision of information on the subsequent stages and events of the consultations process to the media.

- Media patronage over the process has been taken by gazeta.pl, Gazeta Wyborcza, TOK.FM, bryla.pl.
- Information on the process were published also in other popular press titles, on websites covering local news (f.i. tvnwarszawa.tvn24.pl) and blogs. Radio programmes on the matter were broadcasted on TOK.FM and Antyradio.
- All of the Warsaw branches of PKO BP served also as information channels – their visitors could fill in a paper-based version of the survey there. Information on the revitalization plans could also be found in the Poradnik Banowy quarterly addressed do the PKO BP clients.

A wide-ranging information campaign significantly increased chances of reaching people from outside the urban activists, architects and city clerks circles with the message on the process, and of them participating in the consultations.

Consultations in numbers

10 176
completed surveys

8 797 online
surveys

1 197
paper-based
surveys

over **900**
applications
for the workshop

over **1 500** ideas
proposed in the
surveys

over **22 000**
people observed in
the Rotunda area



Consultations methods: survey

- The key method used in the consultations was an open survey on:
 - **habits** concerning use of the Rotunda area
 - **assessment of the experts' ideas for new functions** of the Rotunda area
- The questionnaire allowed also **gathering respondents' opinions and specific ideas** for the Rotunda revitalization plans.
- The survey was available in two forms:
 - an **online questionnaire** posted on the rotunda2013.pl web page and on the Warsaw social consultations platform konsultacje.um.warszawa.pl (run by the Centre for Social Communication at the Capital City of Warsaw Municipal Office)
 - a **paper-based questionnaire** available at all branches of PKO Bank Polski in Warsaw

am swój oddział, ale część przestrzeni chce przeznaczyć na nowe, rtów, którzy przedstawili kilka propozycji. Prosimy zaznaczyć, czy też nie podobają.

Raczej mi się podoba	Ani mi się podoba, ani nie podoba	Raczej mi się nie podoba	Bardzo mi się nie podoba

5. Obecnie Rotunda to miejsce, w którym wiele osób umawia się na spotkania i rusza dalej do innych miejsc w Warszawie. Prosimy wyobrazić sobie, że właśnie czeka Pani/Pan na kogoś pod Rotundą. Które z poniższych propozycji umiłoby Pani/Panu czekanie?
Proszę zaznaczyć maksymalnie cztery propozycje.

zadaszenie

miejsce do...

Consultations methods: workshop

- The main aim of the workshop was to **listen to and creatively develop ideas and concepts proposed by the Warsaw residents.**
- Almost 1000 people declared willingness to participate in the workshop what suggests a great interest in the matter and willingness of the city users to be a part of the decision-making process that would affect the city space.
- During the workshop **several dozen ideas for new public functions of Rotunda** were gathered, of which 4 (chosen by the participants themselves in a voting process) were **developed further, up to a form of a broader concept with its written description and moodboard** illustrating the character and atmosphere of the imagined place.





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Consultations participants

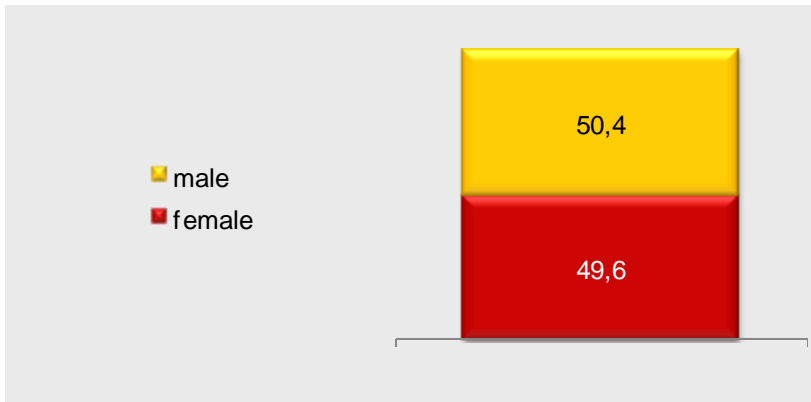
Who participated in the public consultations?

The public consultations participants constituted three groups:

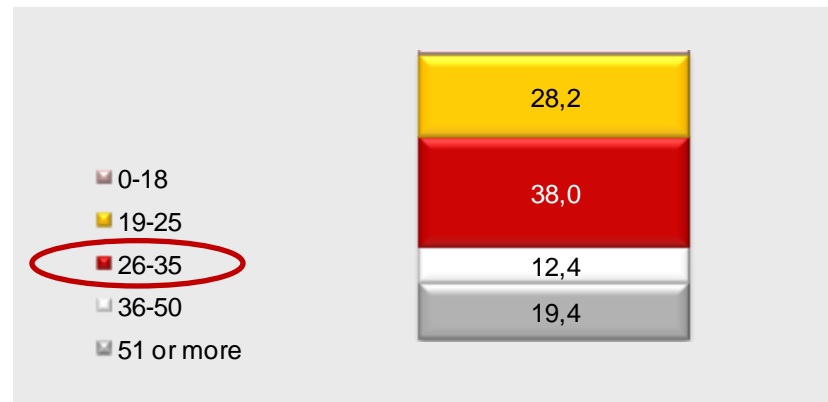
- **Respondents of the consultations survey** in its online (CAWI) and paper-based form (PAPI, at all PKO BP branches in Warsaw)
- **Participants of the creative workshop** (mostly people who applied via the survey)
- **Respondents of the EMIC interviews** – people active in online discussions on Rotunda, recruited for the interviews due to their distinctive position on the revitalizations plans (for or against them)

Who completed the survey? 1/2

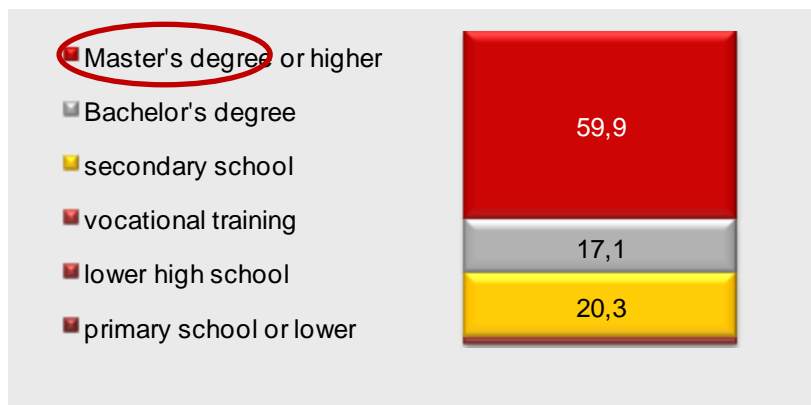
Gender



Age



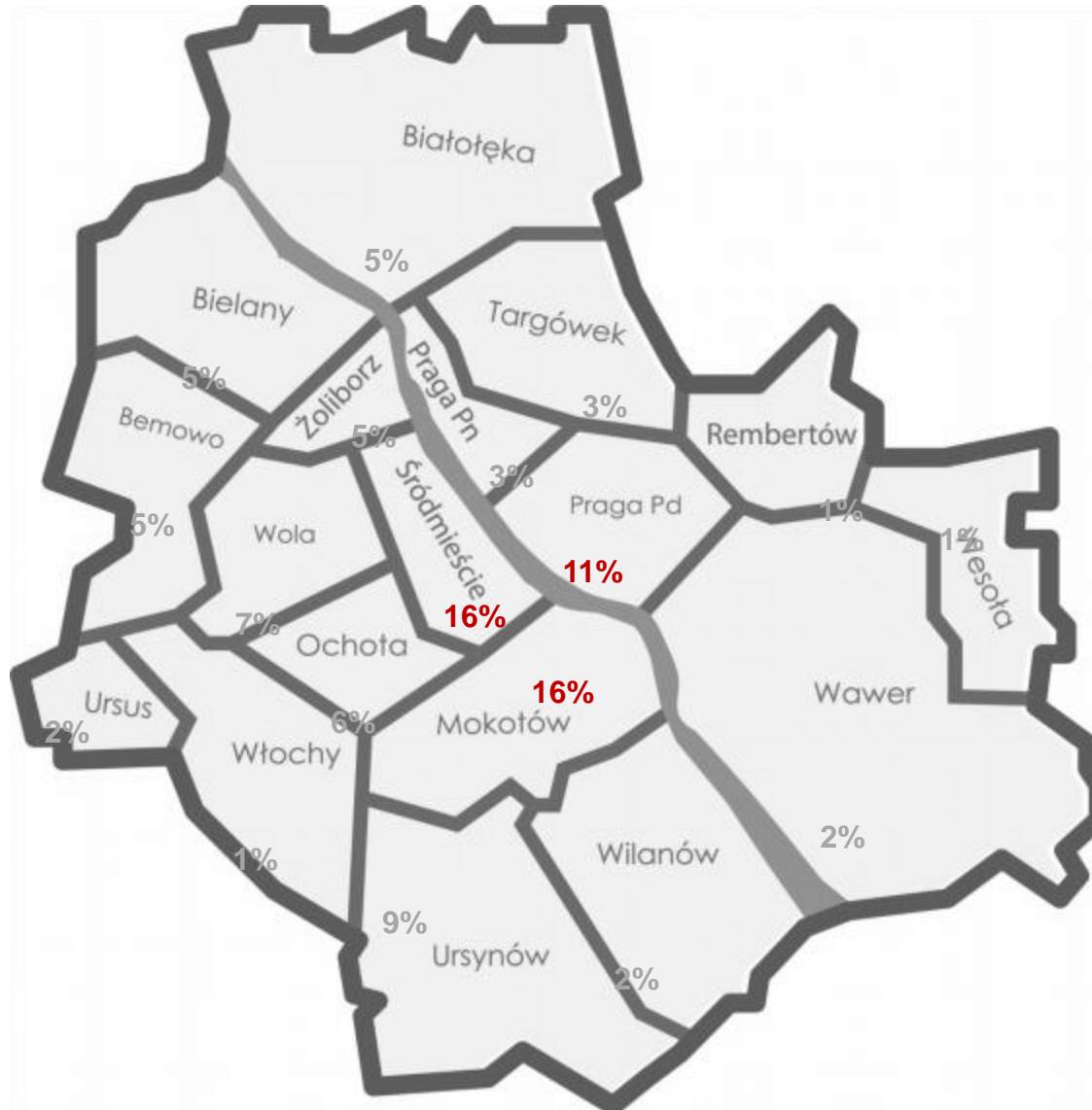
Education



Place of residence



Who completed the survey? 2/2



Who participated in the workshop?



20 people participated in the workshop:

- **most of them were Warsaw residents** (although some have only moved to the city couple of years ago)
- **mostly people of 20-35 years of age** (although high school students and people over 40 were also represented)
- **majority of the participants did not have any formal education in the area of architecture or urban planning** (although designers were also represented)
- **some of the participants were active in NGOs** or regularly took part in various social initiatives



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Public consultations results



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stocznia

The significance of Rotunda for Warsaw*

*based on the survey and interiews results

Consultations results. The significance of Rotunda for Warsaw.

- **Rotunda is a true icon of Warsaw** – it is compared with the Palace of Culture and Science or with the city coat of arms (the Warsaw mermaid)
- Many people consider Rotunda to be a **gem of modernist architecture**, while some see it as a **tin makeshift reconstruction**, made of low-quality materials
- Rotunda serves as a landmark – it defines **„the center of the city center”**
- Rotunda is a **starting point**, an extension cord for other locations in the city
- Rotunda has its own history, it is a **memorial to the victims of the tragedy**
- Rotunda **brings fond memories** (usually of the days of the youth: first dates, kisses, first steps in the new city, one's first individual bank account)
- Rotunda is also a **symbol of the ugliness** and chaos of the Warsaw public space – it is identified with the much hated **large outdoor advertisements**



The significance of Rotunda for Warsaw – selection of quotes 1/2

It should be an important building for all of us, because of the history that is linked with it – the gas explosion. This thing still lives on, as do people who were affected by the tragedy. For me it is a landmark when people are looking for directions, or when I myself was doing that after moving to Warsaw. This building is crucial because it is located in such an important place. In this area no higher or wider building could be constructed. The round building is just fine.

It has a nice shape, good proportions. It is round, well located, glazed – I think it is a nice building, characteristic for the modernist architecture. For Warsaw residents it is a meeting point, where we arrange to meet with our friends or to spend time. It is as important as the Palace of Culture and Science. Both of them are controversial, but at the same time very important for those who live in Warsaw.



The significance of Rotunda for Warsaw.

A selection of quotes 2/2

I am not a Warsaw resident myself, I learnt about the plans to demolish Rotunda from my son who lives here. For me personally, Rotunda is a point of reference in Warsaw, just as the Palace of Culture and Science. It accompanies me since I got to know Warsaw. It has always been there, and I hope it will always be. It is a piece of history, memory of the people who died there. I find this building interesting, I like it and would like for it to remain there.

On the one hand, Rotunda is like a scar. It represents certain history, it has this unsightly quality about it, but also reminds you about some things. For older people it might constitute a value in itself, so I think the revitalization plans should remain moderate. I am for some renewing of the exterior, but against changing the core shape of the building. I would like to emphasize that I do not have any stronger emotional ties with this place – neither the first contact with a cash machine, nor the first kiss ;)



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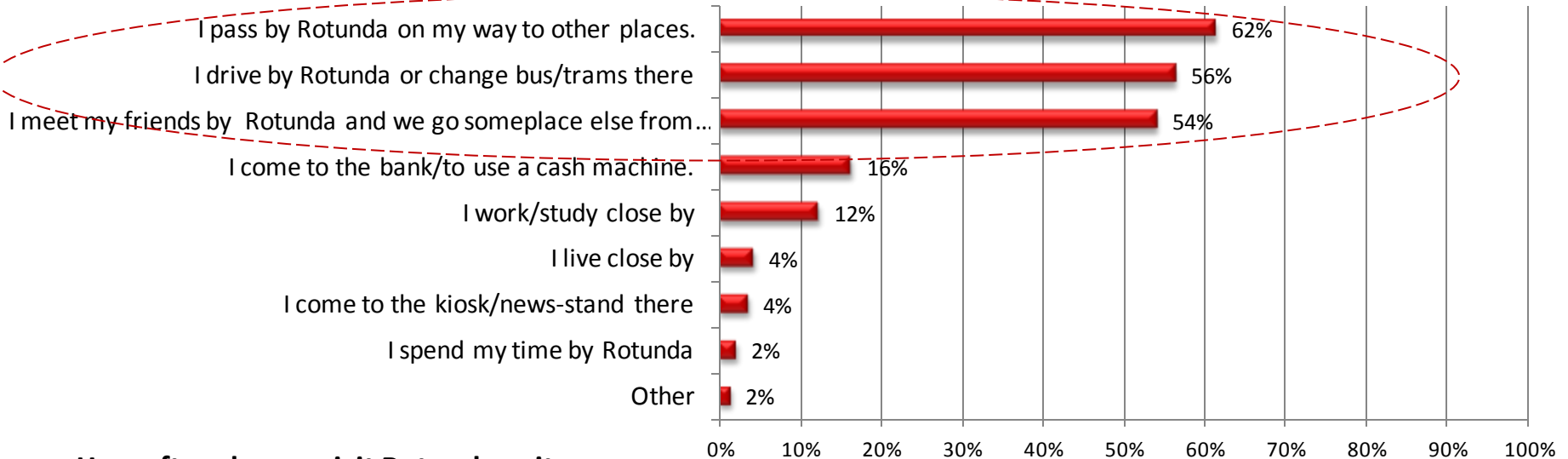
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Use of the Rotunda area*

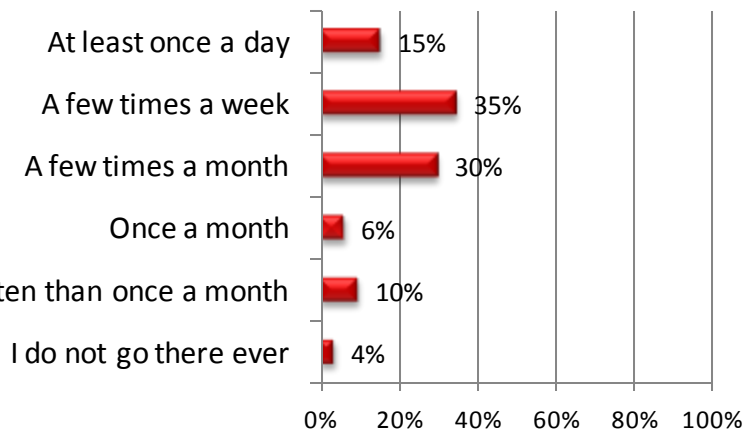
*based on the survey and observations results

Survey results: how often and why do people come by Rotunda?

Why do you usually visit the Rotunda vicinity



How often do you visit Rotunda or its vicinity?



Observations in the Rotunda area

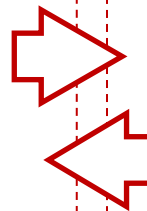
The fieldwork observations took place in several time brackets within the 6am-12pm range, summing up to one weekday and one weekend day.

The observations were realized by a pair of researchers who monitored the flow of people in the Rotunda area and filled in dedicated observation sheets.

Every observation sheet included a list of activities defined during the testing of the research tool:

Counting people:

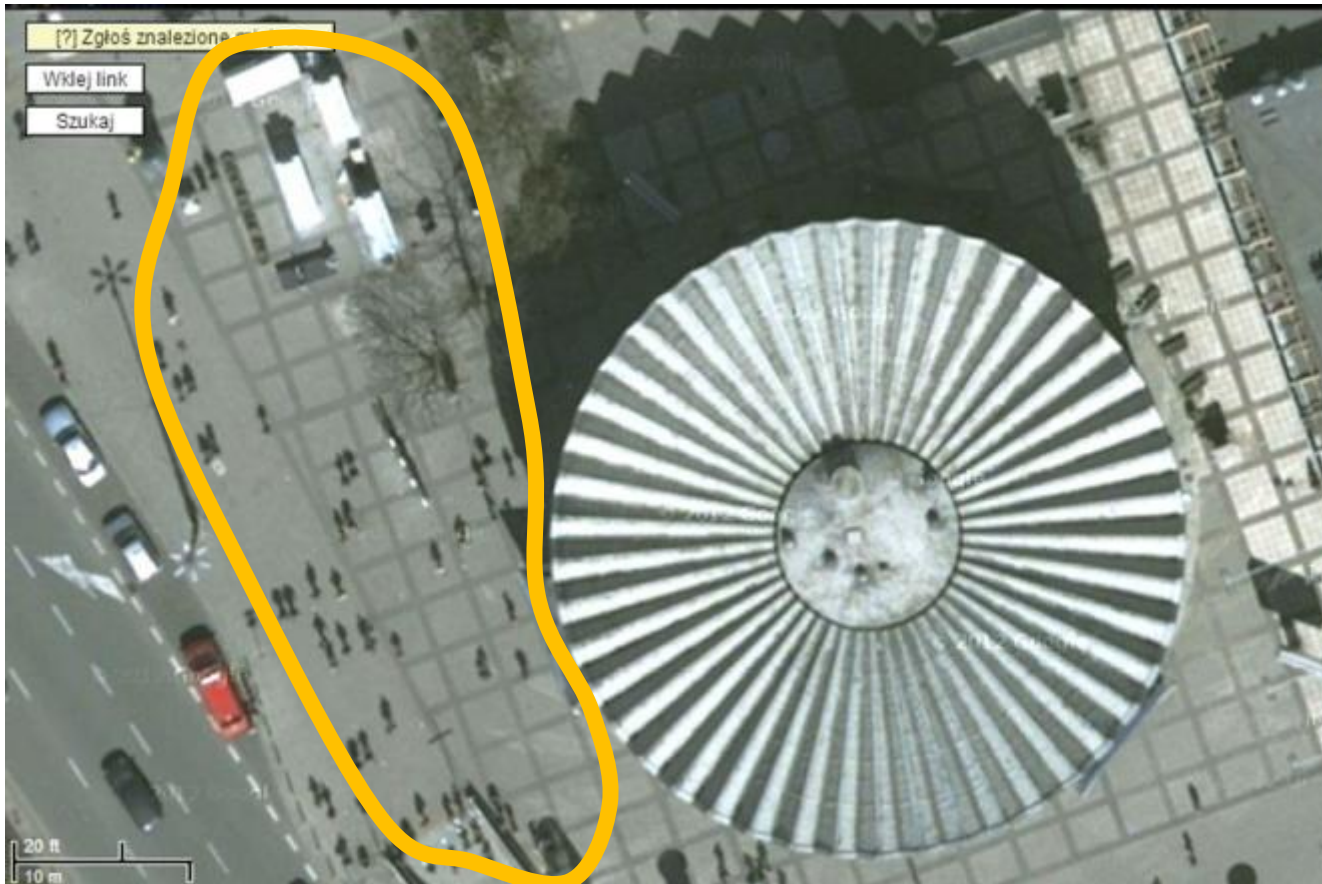
- passing by
- waiting
- using a cash machine
- entering the bank
- doing other activities



Variables taken into account:

- gender
- (estimated) age
- weekday/weekend
- time of day

Area of observation



The yellow line

marks the area that
underwent observations
during the consultations
process

Observations results: what do people do in the Rotunda area? 1/2

The vast **majority of people observed in the Rotunda area were passers-by.**

Among those who **stopped by Rotunda (usually for couple of minutes)** the following activities were the most common:

- having a talk (face to face/ on the cell phone/ in the telephone booth)
- resting on a bench (eating/reading/texting)
- discussing „where to go further”

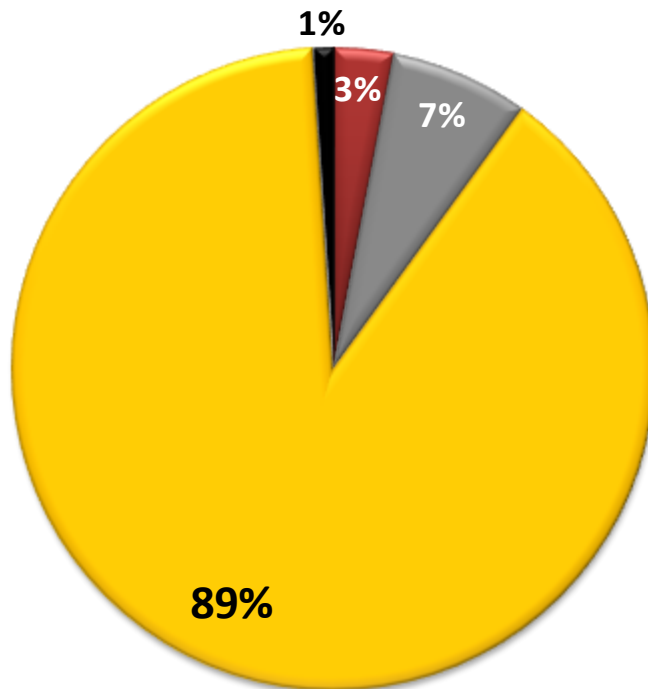
Less often:

- asking about directions/ consulting a map
- taking photos (of Rotunda/of the Palace of Culture and Science)
- reading information put up on Rotunda

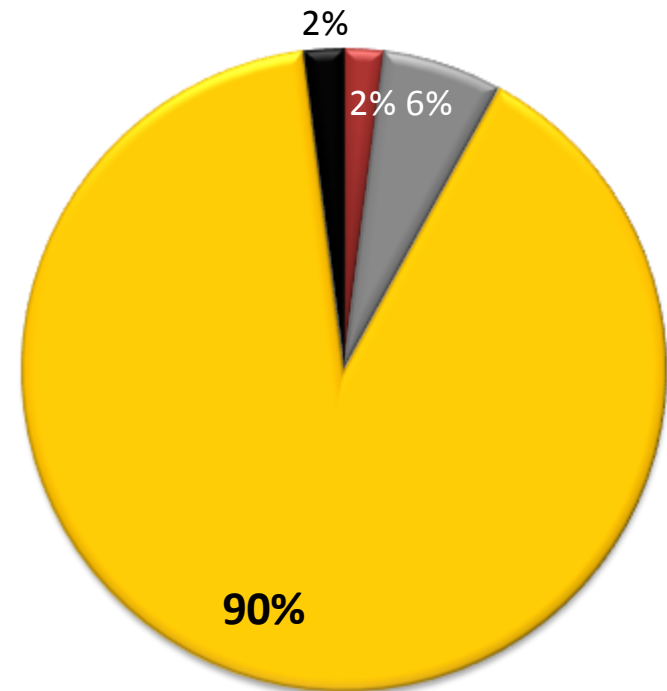
Only limited groups of people spend more time around Rotunda: working (taxi drivers), occupying the benches or the step in front of the bank.

Observations results: what do people do in the Rotunda area? 2/2

Weekday



Weekend



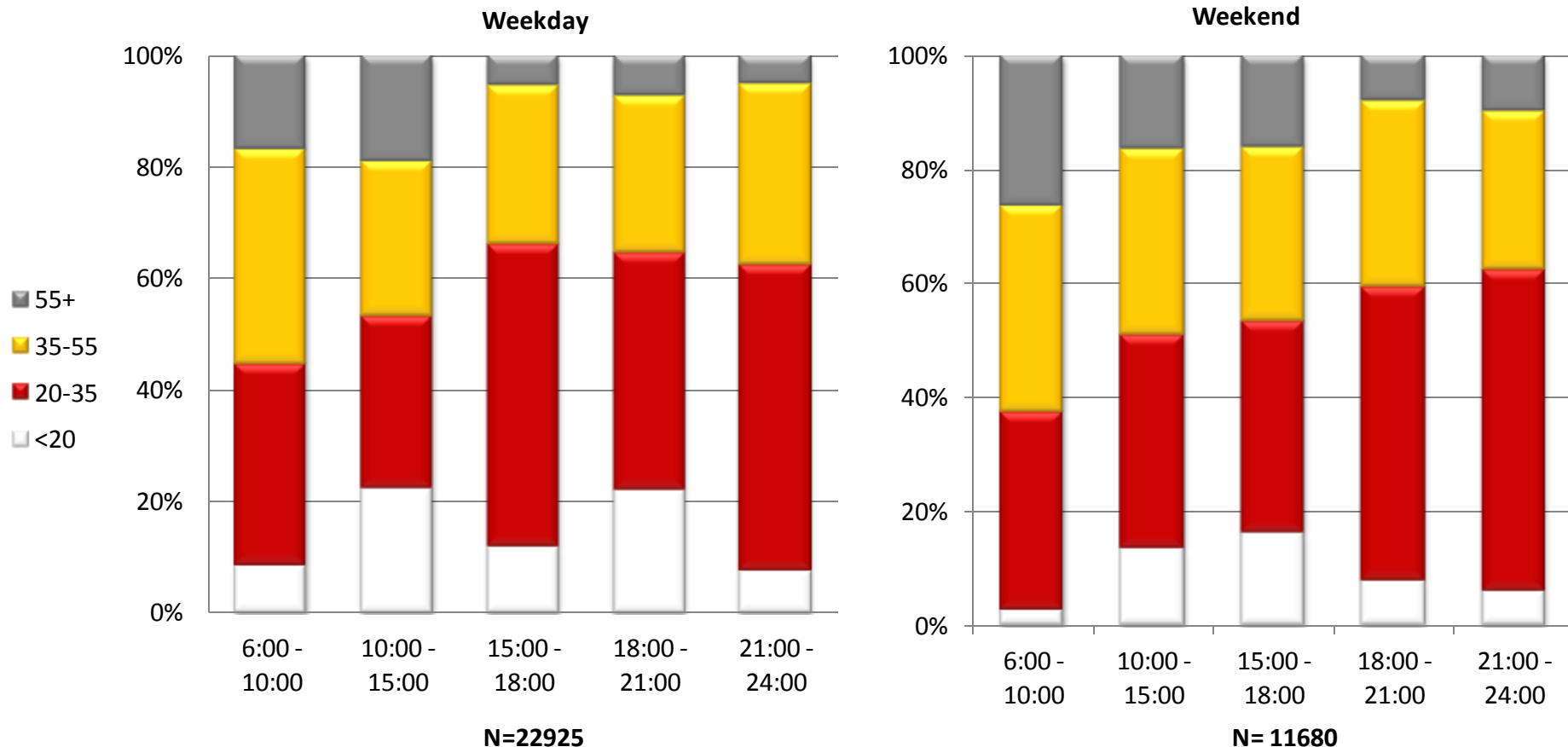
■ bank services ■ waiting ■ passing by ■ doing something else

N= 25841

N= 13020

Observations results: age of people passing by

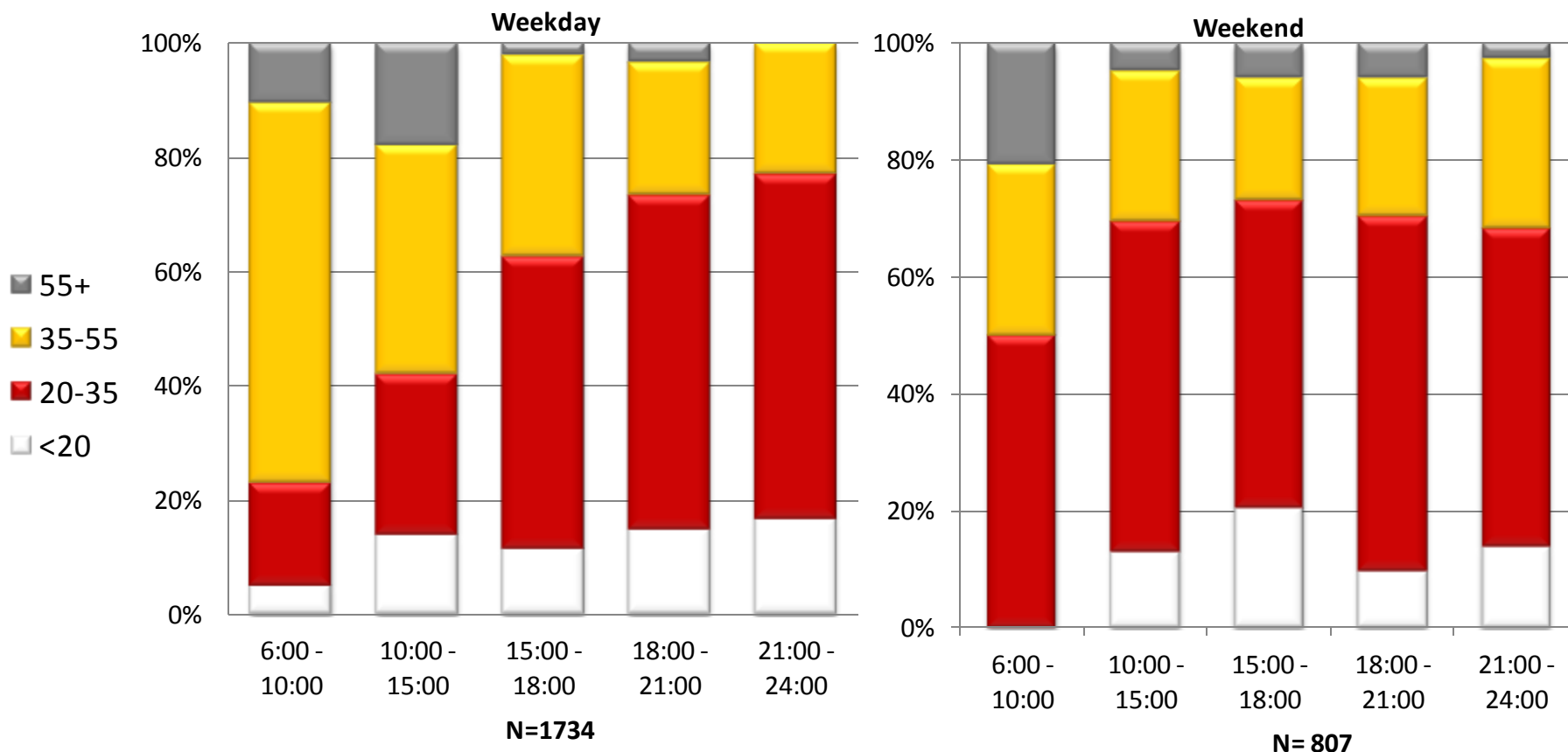
Age of the passers-by at different times of the day



During the evening and at night hours most of the people who appear in the Rotunda area are those of 20-35 years of age.

Observations results: age of people waiting

Age of people waiting at different times of the day



On weekdays until 3pm mostly people of 35-55 years of age stop by Rotunda. In others time brackets, as well as on weekends, the majority of people in the area is constituted by those of 20-35 years of age.

Observations results: life around Rotunda

- In the early morning hours (between 6 and 7 am) during the weekend mostly young men returning from parties and older men, most probably on their way to work, can be observed in the Rotunda area.
- After noon the number of people spending time by Rotunda increases, and after 1pm groups of lower high school and high school students come in the area.
- The afternoon, right until the early evening (1pm-8pm), is the time when most people waiting by Rotunda come there, many of whom try to kill that time talking on the phone or smoking cigarettes.
- Late in the evening there are significantly more men than women passing by Rotunda.

Observations results: habits of the Rotunda area users

- The Rotunda vicinity is a good place to stop for a short while – to look for something in the bag or to light a cigarette.
- People who meet up by Rotunda with their friends usually spend there couple of minutes before moving to other locations – talking, standing by the building or sitting on a bench.
- During hot days people try to find a bit of shade by the Rotunda building.
- Many men waiting by Rotunda with flowers can be spotted there.



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General assessment of the revitalization plans

Consultations results: should Rotunda change?

NO

- Rotunda is a **symbol**, a monument – monuments are not to be torn down
- Rotunda is an **example of unique architecture**, it should not be changed
- **Fear of a new, bad building** (too high, badly designed)

- It is an opportunity to **create something exceptional** for Warsaw residents
- It is a **chance to save the building**
- It is an opportunity to **free the center of the city from an ugly building**

YES

Should Rotunda change?

A selection of quotes

I do not know what could be put there. To be honest, I think it should only be a bank. I consider it to be a memorial and for that reason I think both the interior and exterior should remain unchanged, as a banking museum of some sort.

It is a symbol that should not be a subject to any changes. It will be sufficient to clean the building off the advertisements, maybe also clean up the area around it. I am not sure if the building could be considered as nice... There are many interesting, modern buildings being constructed in Warsaw. Rotunda should represent the history of the city.

I like the idea of revitalization, especially as it will make the building more sustainable and eco-friendly. Dedicating part of the area to social initiatives would definitely make the place more lively. I like it that the shape of the building is not to be changed too much, as many people and the cityscape are strongly attached to this building.



Consultations results: expectations of the „new” Rotunda

- **The pride (flagship) of Warsaw:** architectural and urban planning inspiration, place attracting wide audience and inspiring redefinitions of public space
- **A meeting place** which encourages stopping by for a moment, not only pushing people to other locations
- **A place for integration** of various social groups
- **A place for a rest**, allowing to sit down and take a breather, providing intimacy and not only the pace of the big-city life
- **A unique** place
- A well-organized, esthetic, fine place, **free of large outdoor advertisements**
- A **safe place** (monitored, free of tramps, drunks, drug dealers)

Expectations of the „new” Rotunda – a selection of quotes

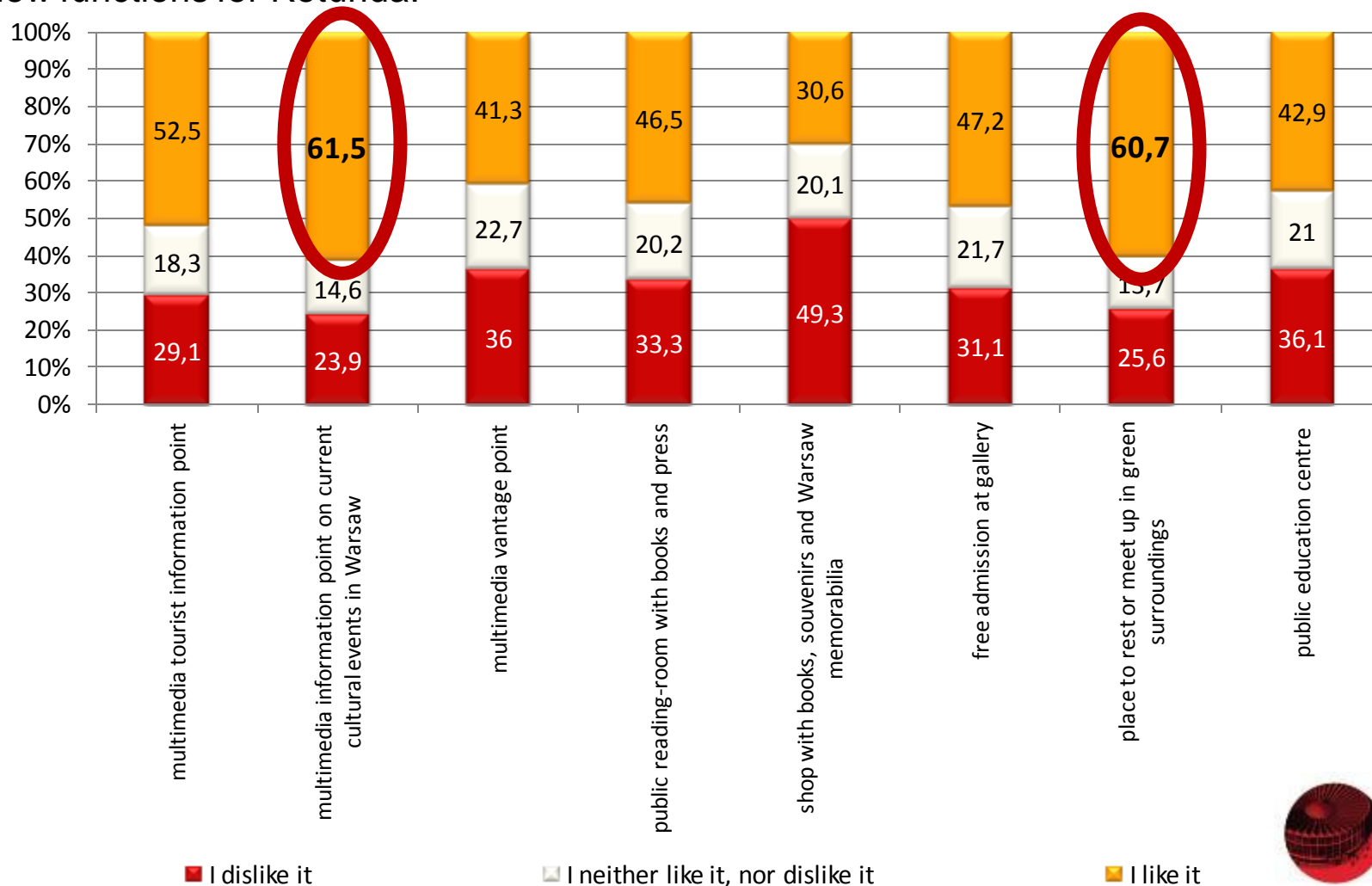
It is crucial not to take the city from its residents and not to turn Rotunda into a place strictly for tourists, to which residents would not feel invited

I would prefer if they do not change too much, because it is a cultural landmark for me. Everybody meets up there, as it is the most distinctive place on the Warsaw map. There is always something happening there and such a mix of people around.

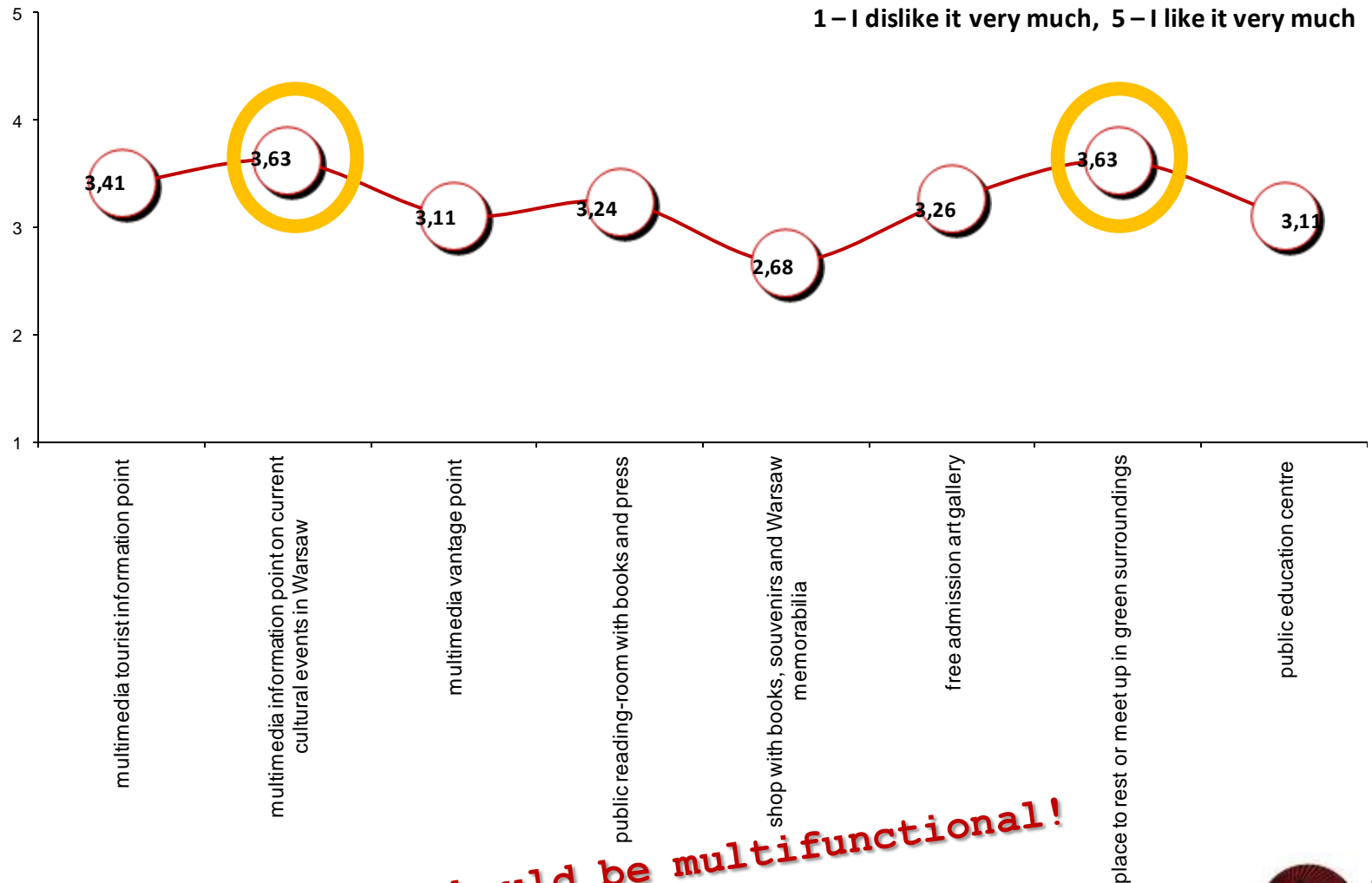
*For what I read, all the ideas seemed to make sense and could work out well over there 😊
The only problem is that all of them would not fit in :P*

Survey results: assesement of the new functions proposals (1/3)

Most of the ideas proposed by the experts were positively valued by the respondents as new functions for Rotunda:



Survey results: assesement of the new functions proposals (2/3)



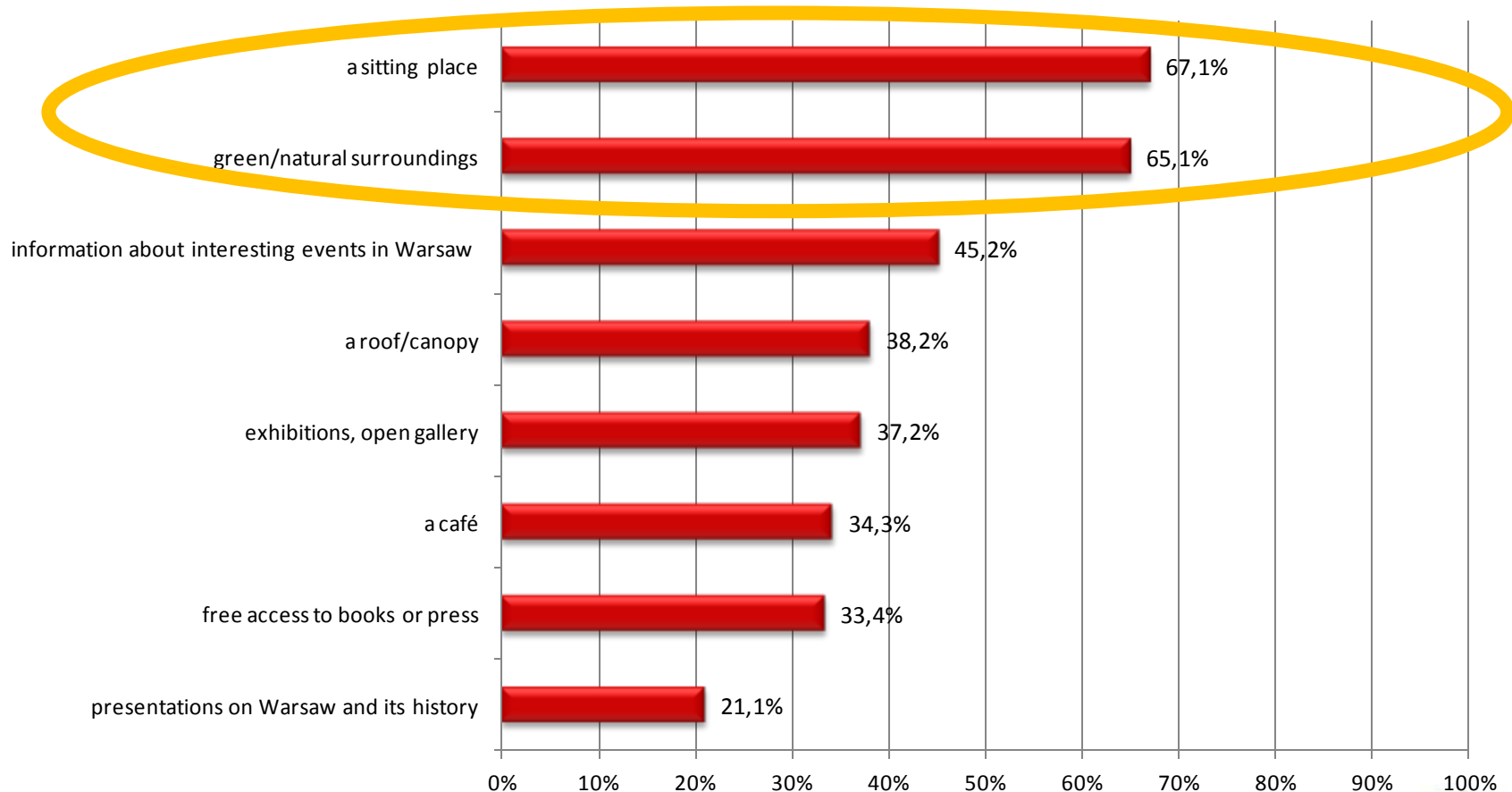
Rotunda should be multifunctional!

Survey results: assessment of the new functions proposals (3/3)

- The ideas proposed by the experts and presented in the consultations survey met with positive opinions of the respondents, most of them got over 3 points average level of acceptance (on a 5-points scale).
- The highest acceptance was achieved by two proposals (equal average level of acceptance at 3,63):
 - Rotunda as a resting place in green surroundings
 - Rotunda as a multimedia information point on cultural events
- The lowest level of acceptance was expressed for the idea of a shop with Warsaw memorabilia (average level of acceptance at 2,63).
- In the open-ended questions survey respondents pointed out that **various functions do not necessarily exclude each other**. On the contrary - as a multifunctional space Rotunda would constitute a unique and interesting proposal for Warsaw inhabitants, as well as for tourists.

Survey results: assessment of the ideas for “waiting time solutions” (1/2)

Which of the following things could make your waiting by the Rotunda more agreeable?



Survey results: assessment of the ideas for “waiting time solutions” (2/2)

- The proposals selected most often as solutions for making waiting by Rotunda more agreeable (greenery and seats) point to the need of being able to break away from the city rush declared by the respondents in the consultations (the same need was expressed during the workshop and in the online interviews).
- Other proposals, including various services for those waiting or passing by Rotunda, were treated as potential **additional functions, supplementing the core offer of Rotunda as primarily a place to wait or have a short (!) rest** (“to catch a breath”/ “to have something to drink”/ “to grab a sandwich”).



pracownia badań
i innowacji społecznych



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Bank of **ideas***

*based on the results of open-ended survey questions and
opinions expressed during the creative workshop and online
interviews

OTZFI

- oddać
- zieleń
- NO STRESS
- Cool

5) MEZDROBIA
 SPOTKANIE W
 CIĄGU COGODNI
 KOLEJ

INFORMACJA
 TEMAT WYKŁADU
 I KURSOWY

WYKONANIE
 - dla
 - dla
 - dla

AZYL
 ENKLAWA
 OSTROGA

Wypis: ...
 obywatel ...
 ...
 ...
 ...

1) ROTUNDA
 JAKO
 OGRÓD
 +

- INTEGRACJA
 ...

2) NACISK
 NA "ECCO"

- ...
 ...
 ...
 ...

LAUKI, ZIELENI

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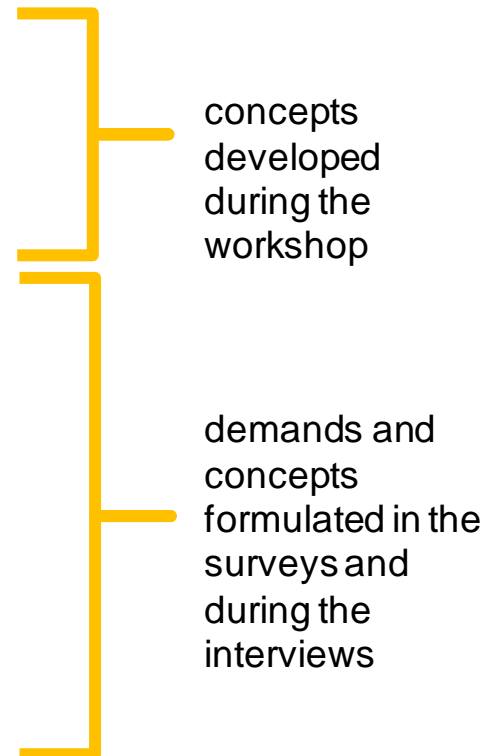
...
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Bank of ideas – introduction

- **The Bank of ideas gathers all proposals, demands and concepts proposed by the participants of the public consultations**, organized by themes they touch upon (several categories of functions for the „new” Rotunda were formulated).
- The ideas gathered in the Bank come from answers to open-ended survey questions, opinions expressed during online interviews, as well as from the discussions on the functions concepts that took place during the creative workshop.
- **The analysis of the results of all stages of consultations led to the main demand strongly formulated by those who participated in the process: demand for multifunctionality** – the idea of a multibox, space dedicated to various groups present in the Rotunda vicinity, adapted to cater to the needs of those meeting up there, passing by Rotunda and tourists. That links to the demand for fitting in the new Rotunda mini-spaces allowing different types of activities – cultural, recreational, recharging batteries – in literal and metaphorical sense (greenery, seats, drinks, snacks, access to ICT).

Bank of ideas – proposed functions

- The consultations resulted in **dozens of ideas for new functions of Rotunda** – they were proposed in the open-ended questions in the survey (online and paper-based), during online interviews and - in the most elaborate form - during the creative workshop.
- The proposed ideas were very diverse, however **a few main themes** could be pointed out among them:
 - urban enclave
 - open, changeable gallery&stage
 - information/social/cultural hub
 - positive center of Warsaw/Poland
 - garden
 - café club
 - a “thoroughly Warsaw-like” place
 - a socially-engaged place
 - experimental education center
 - recreational public space
 - reluctance to any changes





pracownia badań
i innowacji społecznych



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Mix of functions

Multifunctionality – a selection of quotes

I would modernize the building in a way that would save the distinctive shape of the roof. Or I would leave the building as it is and only do something for it to look more esthetic – clean it up and highlight its advantages. On the roof and in the glass center I would put a coffee house with an information and historical function. It would be very attractive to open the basement, but I am not sure if that would be possible because of the proximity of other underground tunnels. I appreciate that a discussion about the optimal solutions was initiated. I believe PKO will at last find a way to reconcile what seems to be irreconcilable.

I think the bank branch should remain at the ground floor – after all, if it was not for it, there would be no Rotunda. At the underground level I would open an education center covering the history of Warsaw, current cultural, educational and sporting events. In the upper part I would put a coffee house, a café club – a place from which people could have a look at the city center while drinking coffee or beer, where they could have a rest, read a book, being simultaneously able to observe through the windows what is going on around them.

Multifunctionality – a selection of quotes

A 3-story oval-shaped construction. On the top story a restaurant with picture windows and a view over the city. On the roof – a lawn, some greenery and a vantage point. On the middle story – a seat of the bank, at the ground story - Veturillo public bikes, wifi, cash machine and information on current cultural events in Warsaw in a multimedia form, presented in 4 languages: Polish, English, German and Russian. Illuminated at night.

Warsaw is lacking such an „all-in-one” place. Where you could at the same time get some information on the city life, drink good coffee (and have something to eat, a small snack maybe), read (f.i. a library of books and articles recommended by some respected public figures, with their comments and a possibility to add one’s own comment), see an interesting exhibition (thematic cycles – changing every quarter of the year, with accompanying lectures, meetings and discussions).

For those waiting there: swings/other „waiting solutions”. For those willing to spend there more time: a platform installed above the roof, with a view over the roof. I do not find it important to load the building with multimedia – it is not cost-effective and people are already overloaded with information. I would rather develop the recreational, sport functions.



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i innowacji społecznych



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Urban enclave

a concept developed during the creative workshop

Collage/ moodboard illustrating the concept of Rotunda as an urban enclave prepared by the participants of the creative workshop



Concept: an enclave in the middle of the city

Context

- Rotunda is the busiest place in Warsaw, a lot of people wait there, spend there some time during the day, everybody is in a hurry, tired with the city rush and noise

Key function:

- **providing opportunities and infrastructure for resting, taking a breather**

Supportive functions:

- city navigator
- information point on tourist attractions and cultural events
- easy and quick transfer of information, use of multimedia
- coffee house (coffee, drinks, snacks)

Character and atmosphere of the place:

- calm, green surroundings, but at the same time big-city attire and distinctive (modern) design of the Rotunda building

Concept: an enclave in the middle of the city

Concept's description:

In addition to certain spatial functions, the concept includes an **idea for a specific architectural solution – creating additional space below the current ground level.** Introducing a hollow gently surrounding Rotunda would allow to create additional green space, hidden from the city noise.

The concept would have an **additional urban planning value – the Rotunda hollow would mirror that already existing at the entrance to the City Center MetroStation,** at the other side of Marszalkowska Street. Although the design project itself would be more similar to that functioning by the Golden Terraces Shopping Mall (entrance to the hollow forms a quiet square).

The spatial design accentuates **maximum use of the space** – public space is arranged not only at the -1 level, but also on the roof, which would function as an observation deck.

Concept: an enclave in the middle of the city

What and for whom?

In the morning:

- for city residents, people on their way to work, people waiting for meetings in the city
- a short stop on the way to work
- a short business meeting
- a rest for people returning from the night shift or from prolonged parties (see the results of the Rotunda area observations)

In the middle of the day:

- tourist information, news on current cultural events
- a moment of rest in green surroundings for people waiting for their friends or for tourists
- lunch option

In the afternoon and in the evening:

- longer meetings for a coffee, snacks or drinks (no alcohol)
- cultural events, entertainment encouraging to stop for a longer while

Concept's assessment during the workshop

STRONG POINTS

- ↑ Uniqueness: zen in the middle of the city
- ↑ Eco-friendliness, nature
- ↑ Complexity of the concept: it combines many functions, addresses diverse expectations of various groups of people
- ↑ A proposal to cover the space with greenery
- ↑ Friendly design
- ↑ A place for all
- ↑ Providing an attractive, unique and very much needed chance to break away from the city in its center
- ↑ An idea for making use of the underground space (new level of the city)

WEAK POINTS

- ↓ Fear of gigantic costs of the project
- ↓ Overloaded with functions, potential offer of the place being „too” rich
- ↓ Doubts about the possibility of creating an oasis in the city: is that possible at all?



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i innowacji społecznych



stocznia

Positive center of Warsaw/Poland

a concept developed during the creative workshop

Collage/moodboard illustrating the concept of Rotunda as a positive center of Warsaw/Poland prepared by the participants of the creative workshop



Concept: what did Rotunda see?/ a gallery of Polish successes

- **Context**

Media coverage on Poland is dominated by messages on martyrdom and suffering. Let's show Polish successes! Let's praise Poland! Let's boost some positive energy in the middle of the city!

- **Leitmotiv**

We show off Poland and Warsaw. We interest and inspire Warsaw residents and tourists. We present a smiling, interesting, creative side of Poland and of Warsaw.

- **For whom?**

For those coming to Rotunda with a certain purpose or just happening to be there. For both young and old, Warsaw residents and tourists.

- **What?**

What did Rotunda see? Rotunda as a positive witness to interesting events taking place in Warsaw; a "hall of fame" covering Polish successes in various fields

Concept: what did Rotunda see?/ a gallery of Polish successes

Functions

- providing knowledge
- improving the image of Poles/Warsaw residents
- leisure, entertainment

Format

- tidbits, short, illustrated texts (even gossip, such as f.i. pudelek.pl)
- information illustrated with photos, infographics, videos
- variety of forms and content
- multimedia boards, interactive stands
- screens displaying information in a quick, news-like fashion
- designer, high-quality materials, new technologies

Themes proposals: sports, science, design, architecture, history, literature, ICT, theatre, society, music, arts&culture, photography

Character: **intensive, dynamic, combining various elements, a comic-book form**

Concept's assessment during the workshop

STRONG POINTS

- ↑ A **new, unique place** in Warsaw
- ↑ An **innovative** center
- ↑ Interesting, **new form**
- ↑ Improvement of the image of Warsaw and Poland
- ↑ Use of **multimedia**
- ↑ **Positive** message

WEAK POINTS

- ↓ Fear that the format will become worn out – it could be a temporary exhibition, but not a permanent plan for the place
- ↓ Necessity of permanent creation of the content
- ↓ **High dependence on the operator** of the place



pracownia badań
i innowacji społecznych



stocznia

Information- social-cultural hub

a concept developed during the creative workshop

Information-social-cultural hub

- **developing the “starter” function**, a starting point for the city („all roads lead to Rotunda”)
- making use of its **central location**
- **diverse forms** of information transfer
- **quick, clear messages profiled for the needs** of those who ask for them

Collage/ moodboard illustrating the concept of Rotunda as an information-social-cultural hub prepared by the participants of the creative workshop



Concept: information-social-cultural hub

Key function:

- information – providing quick, attractive, profiled messages on current events, entertainment options, tourist attractions
- inspired by jakdojade.pl app

Supportive functions:

- meetings on various socially important issues
- mini-spaces allowing different types of urban cultural activities

Format:

- short, profiled messages, instructions, mpas
- multimedia: access to screens and printers, wi-fi
- traditional service: information points, volunteers, karty spacerowe

- A place friendly for various groups: foreigners, blind people, people of specific needs

Concept's assessment during the workshop

STRONG POINTS

- ↑ Useful, addresses real needs of information on the city – no public solutions of that kind available
- ↑ Complex information transfer (various forms, various messages)
- ↑ Adapted to the place
- ↑ A unique proposal of personalized information on cultural and touristic matters
- ↑ Possibility to promote interesting events and initiatives happening in the city
- ↑ Catering to the needs of various audience groups
- ↑ Innovative solutions
- ↑ Providing the place with valuable content: a chance to learn about the history of Warsaw
- ↑ Information transfer adapted to the big-city way of life: clear, quick, in attractive forms

WEAK POINTS

- ↓ Requires advanced technological solutions
- ↓ An idea for a supportive function, but not the key function – it does not make use of the full potential of the place
- ↓ Only a transitional function – it does not include any offer that could attract the audience to stop there for a longer while



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i innowacji społecznych



stocznia

Open, changeable gallery&stage

a concept developed during the creative workshop

Collage/moodboard illustrating the concept of Rotunda as an open, changeable gallery&stage prepared by the participants of the creative workshop



Concept: open, changeable gallery&stage

Concept's character:

- spontaneity
- democratic approach
- a rich offer: living its own life, infinite source of ideas
- a unique proposal – there is no such place in Warsaw

Format: a mix of a gallery and a city stage with its own Hyde Park-like space

- a space for expressing opinions, a hyde park
- an exhibition on the colorful history of Warsaw, removing the „dark spell of the People’s Republic of Poland”
- an interactive gallery of Polish successes and achievements
- a place to present one’s ideas, a changeable gallery open for professional and amateur artists

Concept: open, changeable gallery&stage

FORMAT:

a mix of a gallery and a city stage with its own Hyde Park-like space

Functions:

- exhibitions, free and open access for artists and audience
- a venue for cultural activities and events
- promotional function (for the place itself, for the city, for artists)
- a place to break away from the city

For whom?

- people who are waiting – to add variety to the waiting
- tourists – a chance to meet with authentic Warsaw culture
- all creators – professional artists, amateur artists, without strict selection criteria (rules to be followed, but access based on the premises of openness, chance to show one's work without passing any exams)
- Such a format should be especially attractive for young people - it is compatible with the modes of urban culture, it builds on the urban energy and presents it in a creative, positive way, it provides entertainment and inspiration, it becomes a stage/space that values the residents of the city.

Concept's assessment during the workshop

STRONG POINTS

- ↑ Versatility – attractive for various groups of users
- ↑ Open for city residents
- ↑ Accurate use of the place and addressing its users' needs
- ↑ Adding variety to the waiting in an interesting way
- ↑ New content in the cityscape
- ↑ Accessibility
- ↑ New opportunities of promotion for young artists and alternative projects
- ↑ Promoting local initiatives

WEAK POINTS

- ↓ Fear concerning the open character of the place, need of creating a set of rules
- ↓ An idea for a supportive function, but not the key function – it does not make use of the full potential of the place
- ↓ Difficult to combine the banking functions with those of exhibitions and events (necessary to find an appropriate design solution), f.i. loud stage noises clashing with bank employees' needs
- ↓ Too close to other cultural institutions (f.i. Museum of Modern Art)





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i innowacji społecznych



stocznia

Garden

a concept repeated in survey results and interviews

Urban gardens, palm houses, mini-zoo – selection of quotes

A sort of a palm house, that is a well-lighted space with various plants, rather humid, where you can enter and breathe fresh air in the middle of the city.

I would put there a true palm house, Warsaw lacks such a place. A green, tropical place where it would be possible to break away from the crowd that the city center is full of. I would also combine it with a reading-room and cultural information point. And with a roof-top garden. Something like a Warsaw Green Eye, looking into the green future of the city and of Poland.

Let's put in Rotunda a publicly accessible palm house. With trees and ponds with little turtles inside (as it is at the Atocha Railway Station in Madrid).

Instead of the greenery, as a waiting time solution, I propose a huge aquarium with a shark in it.





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i innowacji społecznych



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CAFÉ (CLUB)

a concept repeated in survey results and interviews

Café (club) – a selection of quotes

A café, but not another branch of one of those coffee house chains. A place with the atmosphere characteristic of the times when Rotunda was built.

A coffee house for academic and cultural circles, for young people, artists. Kind of a „Warsaw Intelligentsia Center” - the city lacks such places.

A networking coffee house in green scenery. With very quick Internet connection and a possibility to charge a cellphone. A place for short meetings and having a rest. Not a place to eat.

A café sounds like a good idea, clients of the bank could use it without disrupting the work in the bank. It could have historical character, although going too deep into the historical details could collide with the main function of the place which is banking.





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i innowacji społecznych



stocznia

A “thoroughly Warsaw-like” place

a concept repeated in survey results and interviews

A “thoroughly Warsaw-like” place – a selection of quotes

A branch of the Warsaw Historical Museum, multimedia exposition on the history of the city, similar to that of the Warsaw Rising Museum.

I like the idea of introducing history into Rotunda, but specifically the history of the city center, in the past and nowadays. For instance photos of the pre-war city could be put on the windows in different directions (Marszalkowska St. To the MDM Sq. and Swietokrzyska St., Jerozolimskie Av., Palace of Culture and Science), overlapping with the current cityscape.

An infobox on the architecture of Warsaw, presenting the history of the capital rebuilding, the most important projects, with a big scale model of the city in the middle and a multimedia hall with a place for discussions and presentations of new city projects. A place where everyone can come and learn about the history of the city, the plans for its development, and where one can express his opinions on the matter :)





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i innowacji społecznych



stocznia

Socially engaged place

a concept repeated in survey results and interviews

Socially engaged place – a selection of quotes

A place where everybody could learn about current civic issues important for the city and for the whole country, debates etc. Organized and operated by young, active people. A place to learn about important public issues and to express one's opinions about them.

A location where public consultations take place, where we all participate in decisions concerning our city :)

Legal Issues Consultations Center or UE Information Center. A seat for an organization educating about eco-friendly solutions and a place where one could find some legal advice in that matter, f.i. if he wanted to use some eco-friendly solutions in his household. Or an information point on Warsaw, city public transportation system. Definitely NOT another coffee house.



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i innowacji społecznych



stocznia

Experimental center for bank education

a concept repeated in survey results and interviews

Bank and banking-related functions – a selection of quotes

XXIst century banking, f.i. an experimental, tablets-operated branch and so on.

Rotunda should remain a seat for the central branch of the bank, but better organized and with longer opening hours – operating also on Saturdays.

The building of a bank should serve its clients. They need reliable knowledge, f.i. on the criteria of financial services selection. An education center where one could find free advice on managing finances would be a hit! One important thing is that it should be a place of education and not sales! It is better not to organize an education center at all, that for it to be another tool of marketing.

A place where anybody could obtain free, professional and comprehensible information or advice on banking products or services.





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i innowacji społecznych



stocznia

Recreational public space

a concept repeated in survey results and interviews

Cultural & recreational public space – a selection of quotes

Modern, wooden benches, trees, maybe some kind of a fountain, a small building with a place to drink coffee and a cultural information point. A circle of tables and some shade! Just that simple 😊

A place (NOT a coffee house!) where it would be possible to spend time in winter, without spending additional money (similar to the Urban Sports Square that was organized in the Museum of Modern Art).

A place to meet, an arena for sporting activities, maybe a bicycle parking lot (as those big city parking lots in Netherlands) – Warsaw needs something like that...



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i innowacji społecznych



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Supportive functions

ideas repeated in survey results and interviews

Supportive functions – ideas

- Toilets – air-conditioned, clean, modern
- Out-of-the-way mirrors – link to the current popular habit of checking one’s make-up or hair at the back of Rotunda
- „Rotunda -1” - an idea to go underground and create at the -1 level a space isolated from the noises and views of the city
- Web camera – a possibility to watch online streaming from the Rotunda area
- Sights stands – a possibility to watch streaming from the streets of other cities, f.i. the partner cities of Warsaw
- Observation deck with a view over the Dmowski Roundabout and tenements’ frontages, with information and pre-war photos of the same places installed on the deck barrier
- Lots of small, well-designed elements – kiosks, mirrors, vending machines, a standing bar, information stalls, maps printers
- Wi-fi
- Reliable technologies

Supportive functions – a selection of quotes

Free wifi network of wide range, accessible even far from the building itself. After logging in user would get free information on Rotunda and its attractions, and some other informations...

A wall, modelled on those functioning during the war, where one could post publicly accessible information. During the war it was a way to inform about one's whereabouts, nowadays it can be used f.i. for posting information on cultural events or meetings, in a graphic form.

What about putting some numbers on the Rotunda, all the way around? People often meet up by the building, and it happens that they are not sure at which side to wait and it could take sometime to find each other :P



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i innowacji społecznych



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Let it stay as it is now

a demand repeated mostly in the survey results (56 statements)

Let it stay as it is now – a selection of quotes

I would just clean up the building and put a plate „architectural monument” in front of it. I do not think anything else should be done there.

Leave Rotunda alone! If for no other reason, then for the sake of the memory of those who died there. The tombs, speaking figuratively, should not be demolished. Do we really have to tear down, demolish, dismantle everything? The Royal Castle was built up back from the ruins, nobody would think of razing it to the ground, but nowadays there is this trend to eradicate anything that was constructed under the previous system. Have a look at all those revitalized city and town squares – everything looks the same, like it was made from the same mould, squares drawn with a ruler everywhere.



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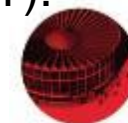
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Consultations

summary

Consultations summary: the idea of a multifunctional landmark of the Warsaw citycenter

- The key conclusion from all stages of the public dialogue process is the expectation for Rotunda to **maintain an important, symbolic role in Warsaw** – that of a landmark, a marker of the city center, but also a place to which numerous, changeable public functions are attributed.
- Pointed out most strongly was the **demand for multifunctionality** – the idea of a multibox, space dedicated to various groups present in the Rotunda vicinity, adapted to cater to the needs of those meeting up there, passing by Rotunda and tourists.
- **The idea of putting in the new Rotunda mini-spaces** allowing different types of activities – cultural, recreational, recharging batteries – in literal and metaphorical sense (greenery, seats, drinks, snacks, access to ICT).





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Annex

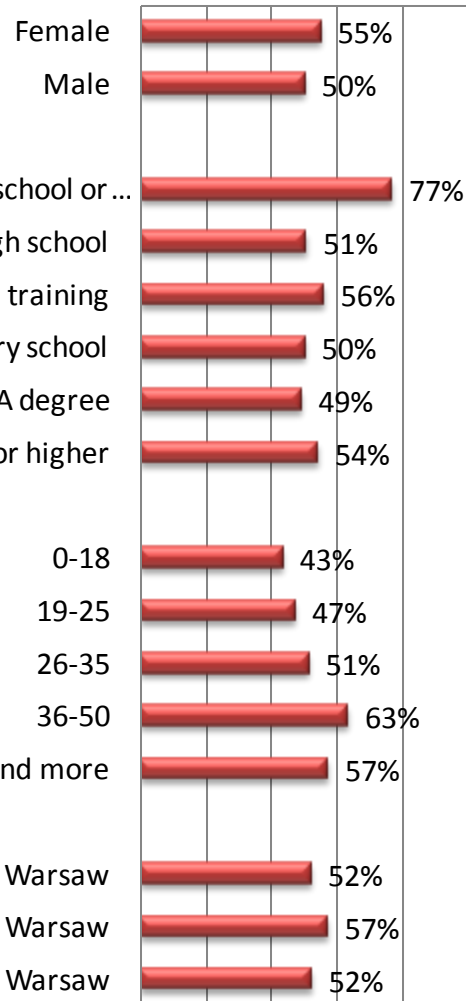
Additional

statistics

Demographic profiles of the supporters of individual functions proposals – top two boxes

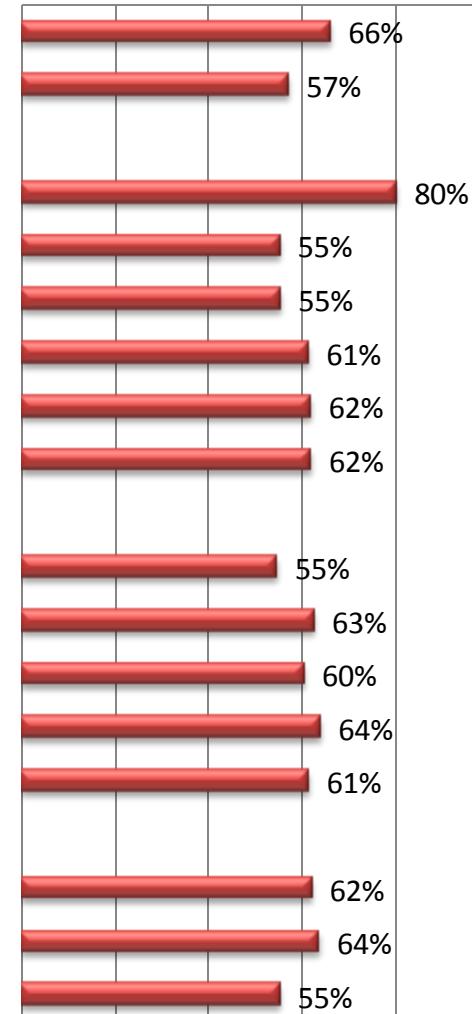
Multimedia tourist information point

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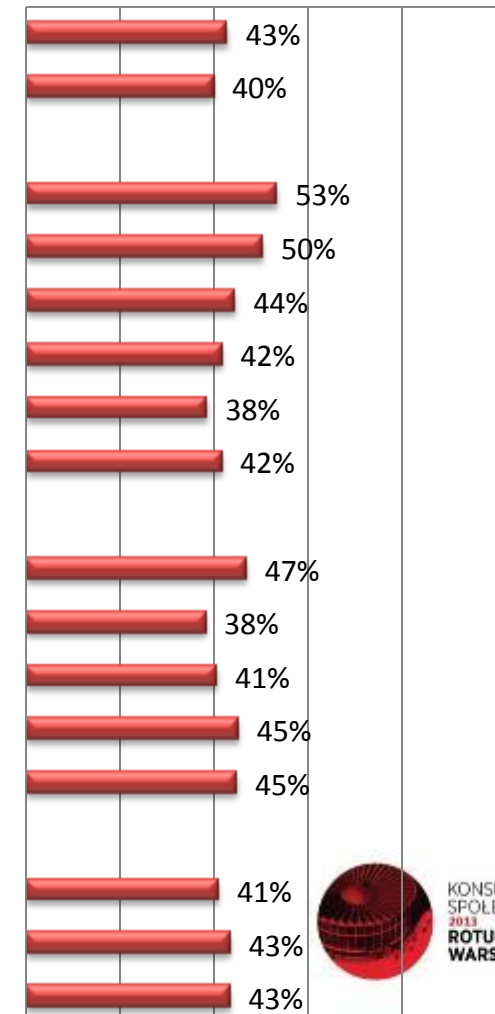
Multimedia cultural information point

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Multimedia vantage point

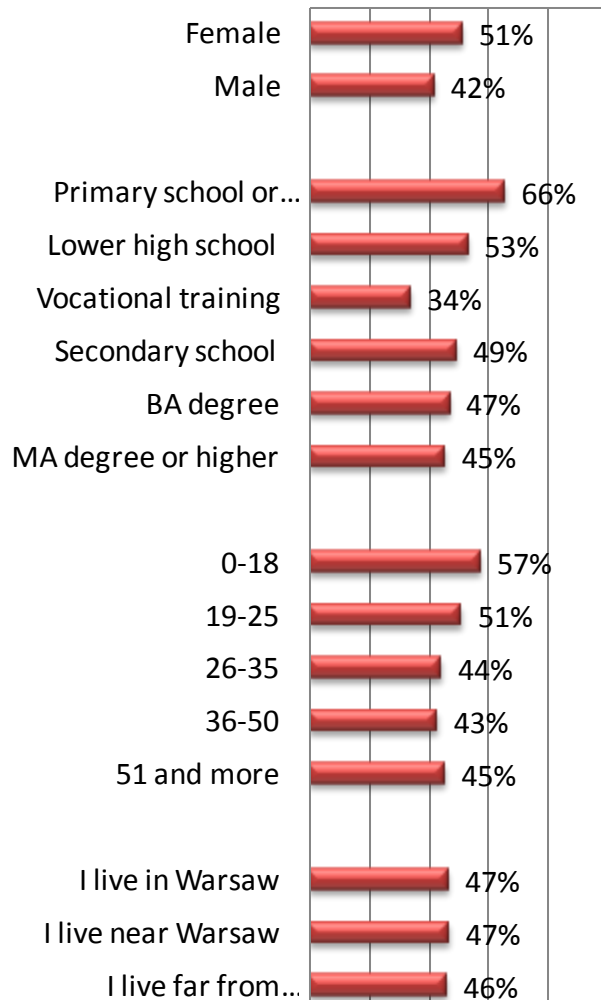
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Demographic profiles of the supporters of individual functions proposals – top two boxes

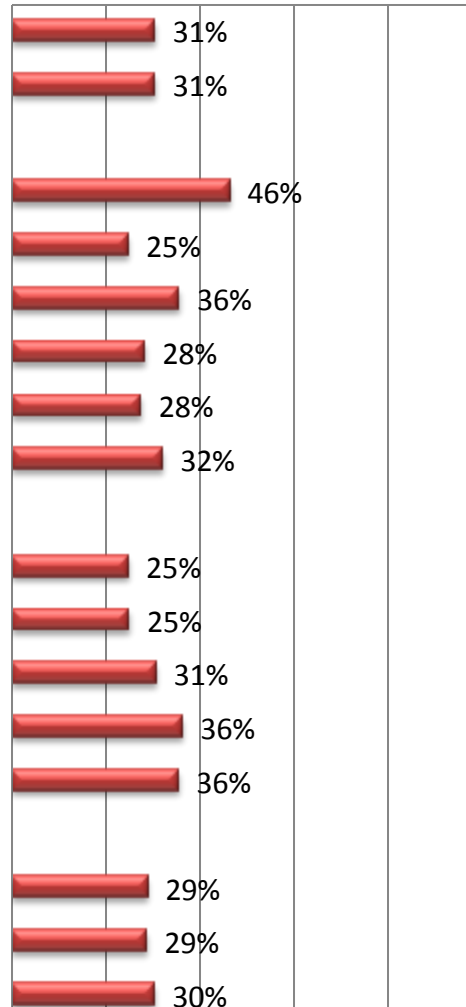
Public reading-room

0% 20% 40% 60% 80% 100%



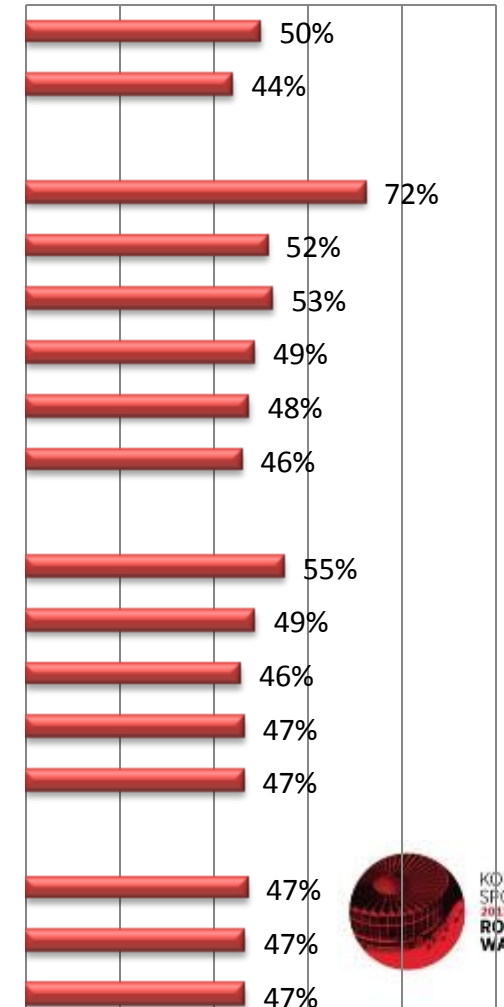
Shop with books and Warsaw memorabilia

0% 20% 40% 60% 80% 100%



Free admission art gallery

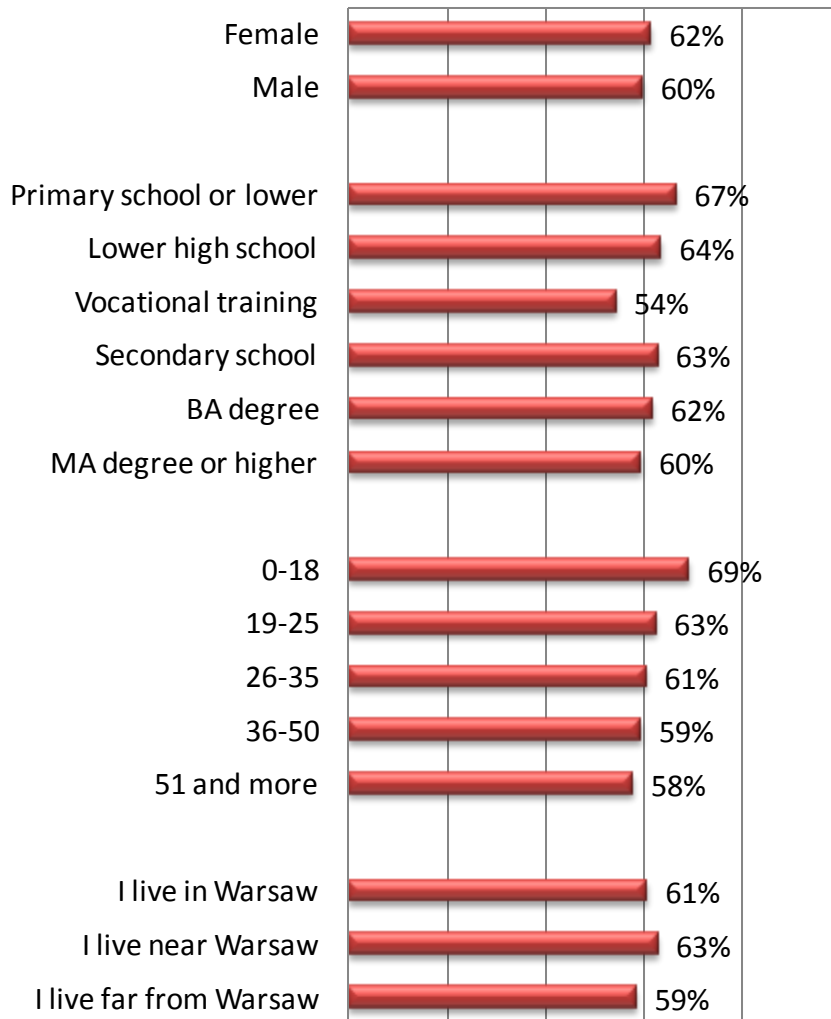
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Demographic profiles of the supporters of individual functions proposals – top two boxes

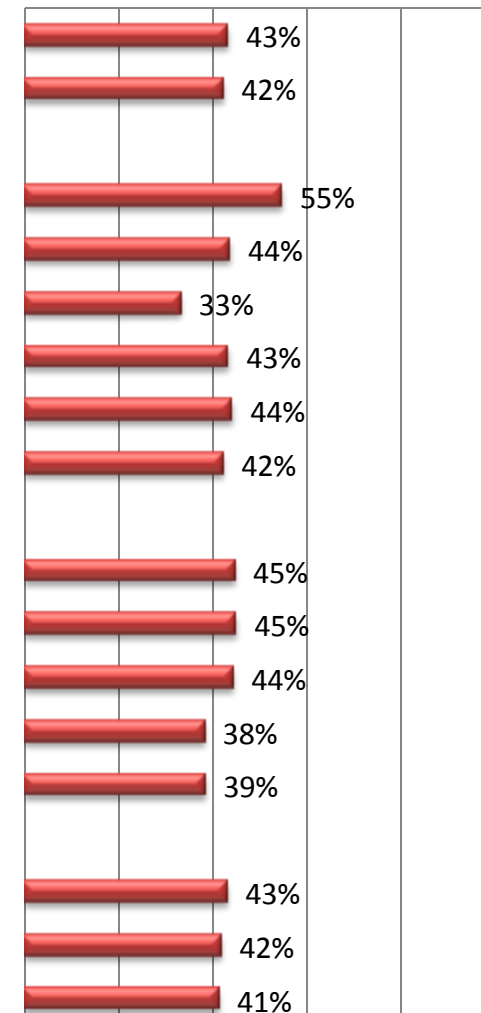
Place for rest

0% 20% 40% 60% 80% 100%



Open education center

0% 20% 40% 60% 80% 100%





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Public consultations team

Public consultations team

The public consultations process (concept, organization, realization and summarizing) was handled by the Unit for Social Innovation and Research SHIPYARD. A numerous Shipyard's employees and collaborators were engaged in the process:

Kaja Dziarmakowska
Łucja Krzyżanowska } project's coordinators

and:

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Collaborators:

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The authors of the concepts developed during the creative workshops were:

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