



**Interreg**

Polska-Słowacja

Europejski Fundusz Rozwoju Regionalnego



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**GreenFilmTourism**

# Newsletter

no. #1 / 2021

**3,2,1...  
start!**

▶ **Meet  
the GreenFilmTourism project**

▶ **Film heritage  
of the PL-SK borderland**

▶ **Film tourism  
– what is that?**

„Nosferatu: A Symphony of Horror” directed by F.W. Murnau (public domain)

## Film tourism

### Do you know that...

#### film-related tourism traffic is referred to as film tourism?

This phenomenon is called by terms such as set jetting, film tourism, and screen tourism, all of which mean traveling to the places where pictures for movies and series were made.

For a film tourist, the goal is to travel the trail of film heroes, including reaching the action locations of favorite or famous films and series, experiencing their atmospheres, visiting objects immortalized in the films and often taking a commemorative photo at the location of a particular scene. This way of spending free time is an unlimited source of travel inspiration, as well as a unique opportunity to get to know the details of film, series, and TV productions, along with the places that were their settings.

Film locations include both recognizable, characteristic places located on the map of the cultural and natural heritage of a given region, as well as unknown, non-obvious, sometimes custom-built places, such as the Hobbits' Village in New Zealand. Thanks to their use as film scenery, they take on a new, original meaning, gain popularity, and become tourist attractions.

## Film heritage of the Polish – Slovakian borderland In numbers

Region*	Type of production				Total
	Features	Series	Documentaries	Animated	
PL - Małopolska	128	23	54	0	205
PL - Podkarpacie	60	8	21	1	90
PL - Śląsk	36	2	9	411	458
SK - Košice	18	1	26	0	45
SK - Presov	65	15	49	0	129
SK - Žilina	76	6	3	0	85

\*The data covers the Interreg PL-SK program area, may 2021.

# GreenFilmTourism

GreenFilmTourism is an initiative to promote and sustainably develop the film heritage of the Polish-Slovak border area.

We invite you to explore this unique region as seen through the eyes of movie artists.

We undertake activities that will favor the development of film tourism and the sustainable use of the cultural and natural heritage of the Polish-Slovak borderland. By increasing the tourist attractiveness of the borderland, we also want to affect the development of other areas of the economy positively.

### Do you know that...

over 1,000 films were made in the Polish-Slovak border area? Since filmmakers saw the potential of this area and began to produce well-known movies, film tourism has been developing more dynamically.

Spiš Castle, Slovakia (freepic.com)

## What do we do?

The GreenFilmTourism team has joined forces, competences, and knowledge to ensure that in the Polish-Slovak border area:

- ▶ an online knowledge portal with databases on film heritage will be created
- ▶ a cross-border film heritage trail taking into account interesting places and film inspirations will be mapped out and presented, using a digital map
- ▶ a wide educational and information campaign (seminars, industry meetings, study visits, social media, and a board game) will be conducted
- ▶ recommended pro-ecological solutions for future film productions (guide, workshops) will be developed

## For whom?

TheGreenFilmTourism initiative is implemented with consideration toward:

- ▶ tourists and residents,
- ▶ representatives of the administration sector, businesses and social organizations dealing with tourism and cultural and natural heritage,
- ▶ representatives of film industry

At the beginning of 2021 the Green Film Tourism team began researching the potential of the film heritage of the Polish-Slovak borderland covered by the Interreg PL-SK program. 1012 films were initially selected for further investigation. The films were first divided into regions and types of production. Detailed data is presented in the table above.

**Nosferatu: A Symphony of Horror**, a 1922 film directed by Friedrich Wilhelm Murnau, is the oldest movie produced in the Polish-Slovak border area. It is the first significant horror movie in the history of cinema and at the same time the archetype of countless subsequent vampire tales. Shots for the film were made in, among other locations, the Žilina region of Slovakia.



„Nosferatu: A Symphony of Horror“ directed by F.W Murnau (public domain)

## Who we are?

GreenFilmTourism is implemented by six partners from Poland and Slovakia.

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### Regional Development Agency in Bielsko-Biała

**Business support institution**  
Poland | Śląsk region

The Regional Development Agency in Bielsko-Biała is a business support institution and one of the elements of the regional development system, in particular the southern subregion with its main center in Bielsko-Biała. The Agency's tasks focus on stimulating and creating entrepreneurial attitudes. Within this area, measures are taken to promote the region and its economic potential. The agency also carries out activities to support international cooperation, including ones related to the implementation of best practices and establishing economic contacts.

[www.arrsa.pl](http://www.arrsa.pl)

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### Rzeszów Regional Development Agency

**Business environment institution**  
Poland | Podkarpacie region

RARR SA is a non-profit organization founded in 1993 whose activity is aimed at supporting the development of the Podkarpackie Voivodeship. They do so by concentrating and mobilizing the potential of local communities, providing consulting, training and service activities related to supporting the creation, development and restructuring of enterprises, promotion of the region and its potential, as well as obtaining foreign aid for the implementation of local, national, and international projects.

[www.rarr.rzeszow.pl](http://www.rarr.rzeszow.pl)

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### Subcarpathian Film Commission at the Provincial Culture Centre in Rzeszów

**Local government cultural institution**  
Poland | Podkarpacie region

Podkarpackie Film Commission (PKF) was created for all those who want to take advantage of the film potential of Podkarpacie. The main area of PKF's activity is comprehensive support for audiovisual productions at every stage. PKF is the operator of two film funds and a co-producer of such films as **Corpus Christi** and **Cold War**. It also implements educational projects for young filmmakers and organizes film events in the region.

[www.podkarpackiefilm.pl](http://www.podkarpackiefilm.pl)  
[www.wdk.kulturapodkarpacka.pl](http://www.wdk.kulturapodkarpacka.pl)

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### SOKÓŁ Małopolska Culture Center In Nowy Sącz

**Local government cultural institution**  
Poland | Małopolskie region

The SOKÓŁ Małopolska Culture Center In Nowy Sącz is a local government cultural institution of the Małopolskie Voivodeship, which carries out tasks in the field of protection and promotion of cultural heritage, shaping cultural competence, and inspiring active forms of participation in culture. SOKÓŁ MCC is also famous for the professional organization of many festivals, which are brand in and of themselves, being events recognized on a regional, national, and international scale.

[www.mcksokol.pl](http://www.mcksokol.pl)

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### Innovative Partnership Center in Prešov

**Association of legal persons**  
Slovakia | Prešov, Košice and Žilina regions

The Innovative Partnership Center (Inovačnépartnerské centrum, IPC) was established in 2010 as an association of legal persons. The aim of IPC is to expand the innovation potential for entrepreneurship and to strengthen cooperation between universities, research and education institutions, as well as small and medium-sized enterprises at the regional, supra-regional, and international level.

[www.ipcspo.sk](http://www.ipcspo.sk)

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### Regional Advisory and Information Centre Prešov

**Association of legal persons**  
Slovakia | Prešov region

The RPIC Prešov organization was founded in 1993 to support all activities closely related to promoting entrepreneurship, especially in the Prešov region. The mission of the organization is to support the economic and social development of the region and to assist in the implementation of instruments within the mission. RPIC Prešov is a member of the following national and international organizations:

- ▶ Enterprise Europe Network (EEN)
- ▶ European Microfinance Network (EMN)
- ▶ Slovak Association of Business and Technology Incubators (SAPTI)

[www.rpicpo.sk](http://www.rpicpo.sk)





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## How are we financed?

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„Corpus Christi”, directed by J. Komasa – photos A. Wencel (press materials)

## Partners



MESTO PREŠOV



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