



Łódź

MURALS OF ŁÓDŹ TRAIL

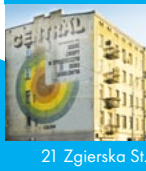


14 Totalizator Sportowy (the national lottery company)



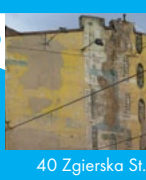
For over 30 years a dynamically presented football vivifies Zachodnia St. It is an old advertisement of the national lottery company, designed by Jerzy Jankowski and painted by Ryszard Macharowski and Roman Szybalski. The slogan of the lottery was 'Totalizator Sportowy builds sport infrastructure'. The mural was created in the 1970s.

15 Powszechna Spółdzielnia Spożyców „SPOŁEM” - Dom Handlowy „CENTRAL” (Popular Grocers Cooperative ‘SPOŁEM’ – ‘CENTRAL’ Department Store)



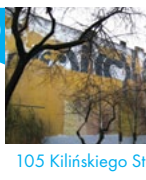
'Central' is a legend among department stores in Łódź. During the communist era its wide choice of products attracted customers from all over the country. 'Spolem' advertisements often used the motif of the 'cooperative rainbow', here in the form of 3/4 of a circle. 'Central' exists till nowadays.

16 Warszawskie / Bydgoskie Zakłady Fotochemiczne „FOTON” (Warsaw/Bydgoszcz Photochemical Company ‘FOTON’)



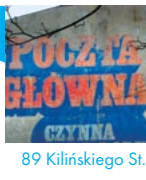
Probably the oldest advertising mural in Łódź. It represents the first generation, where the advertised product was painted on the wall and the whole composition was very simple. Here we can see boxes of Fotopan camera films. What is interesting, this composition was adjusted to chimneys.

10 Fabryka Dywanów „DYWILAN” (‘DYWILAN’ Carpet Factory)



The advertisement was located on a huge wall next to Henryk Sienkiewicz Park. Elements of its composition refer to rolls of carpets. Closer to Kilińskiego St. we may find the factory's contact details. Previous 'Dywilan' advertisements were also painted on this wall.

11 Poczta Główna (Main Post Office)



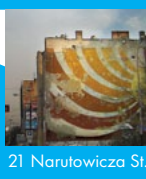
The advertisement was created in the first half of the 1970s and it informed that the Main Post Office (located on the corner of Kilińskiego St. and Tuwima St.) was open 24 hours a day. The composition of the mural was based on huge letters. The importance was given to passing the message. The work was designed and painted by Jacek Arabski and Adam Kuśnierz.

12 Przedsiębiorstwo Eksportu Wewnętrznego „PEWEX” (Internal Export Company ‘PEWEX’)



The most widely recognised mural in Łódź – all thanks to the 'Pewex' butterfly. In shops ran by 'Pewex' you could buy Western goods, such as Lego blocks. The advertisement was designed in 1987 by Jerzy Bystry and Paweł Porzycki who were accompanied by Zenon Adamkiewicz during the process of painting.

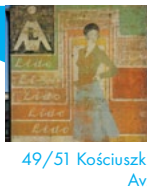
Łódzki Park Kultury i Wypoczynku (Łódź Culture and Leisure Park)



The mural encouraged to visit the park in Zdrowie, where such attractions as the zoo and the funfair are located. The sun resembling composition had its continuation: a mirror reflection on the adjacent wall. The advertisement was designed by Zdzisław Bek and later painted by Zenon Adamkiewicz around 1977.

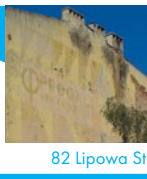
Arabski who painted it together with Adam Kuśnierz, Adam Jaeschke and Witold Tranda at the end of 1970s or in the beginning of the 1980s.

7 Zakłady Przemysłu Dzwierskiego „LIDO” (Knitwear Factory ‘LIDO’)



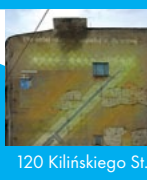
Because of its perfect localisation (it was at the end of Kopernika St.), the advertisement could be seen from a great distance. A slim woman recommended the 'most fashionable clothing for women'. The composition also involves 'Lido' multiplied logotype, presented on different backgrounds. The mural was designed by Jerzy Jankowski and painted by Ryszard Macharowski and Roman Szybalski in the 1970s.

8 Przedsiębiorstwo Produkcji Galanteryjno-Odzieżowej „PROGAL” (High Street Clothes Company ‘PROGAL’)



Enterprise based on manufacturing of high street clothes. Advertising project based on combination of different geometrical shapes. Visible to the audience there is a phrase "Progal wears children". On the left the manufacturer's logo is palced.

9 Zjednoczenie Przemysłu Dzwierskiego i Pończoszniczego (Knitting and Hosiery Industry Union)



This mural was inspired by the op-art current and uses the motif of a knitting machine needle in the centre of its composition. On the top we may see the Union's catchy slogan – 'Our knits is what your family needs' and on the bottom we shall find contact details, including the already forgotten telex. The mural was designed and painted by Andrzej Feliks Szumigaj around 1978.

3 Zakłady Przemysłu Dzwierskiego „OPLIMPIA” (Knitwear Factory ‘OLIMPIA’)



Mural designers took inspiration from different currents of modern art. In this case we can see a reference to the style popular in the 1960s. The informative function was reduced to the minimum, there is only the name of the factory and its logo.

4 Dom Towarowy „UNIWERSAL” (‘UNIWERSAL’ Department Store)



For many years, 'Universal' was besides 'Central' one of the most popular department stores in Łódź. It was located at 4 Niepodległości Square and had several advertisements around the city. This mural has a modern composition and presents a fresh artistic approach.

5 Zakłady Przemysłu Bawełnianego im. Armii Ludowej „ALBA” (People’s Army Cotton Textile Factory ‘ALBA’)



An excellent example of a third generation mural: the informative function is reduced to the minimum and the emphasis is put on the author's artistic expression. The advertisement was designed and painted in 1986 by Andrzej Feliks Szumigaj who took inspiration from the op-art current. It is the best example of a third generation mural.

6 Powszechna Spółdzielnia Spożyców „SPOŁEM” w Łodzi Oddział Gastronomii (Popular Grocers Cooperative ‘SPOŁEM’ in Łódź, Gastronomy Department)



This long mural can be perfectly seen from Mickiewicza Av. It advertises restaurants in Łódź. The monotony of the wall was broken by the use of vertical motifs and colour changes. The mural was designed by Jacek

242/250 Piotrkowska St. (to be seen from Sienkiewicza St.)

42 Abramowskiego St.

3 Żwirki St.

135 Wólczańska St.

49/51 Kościuszki Av.

82 Lipowa St.

120 Kilińskiego St.

105 Kilińskiego St.

89 Kilińskiego St.

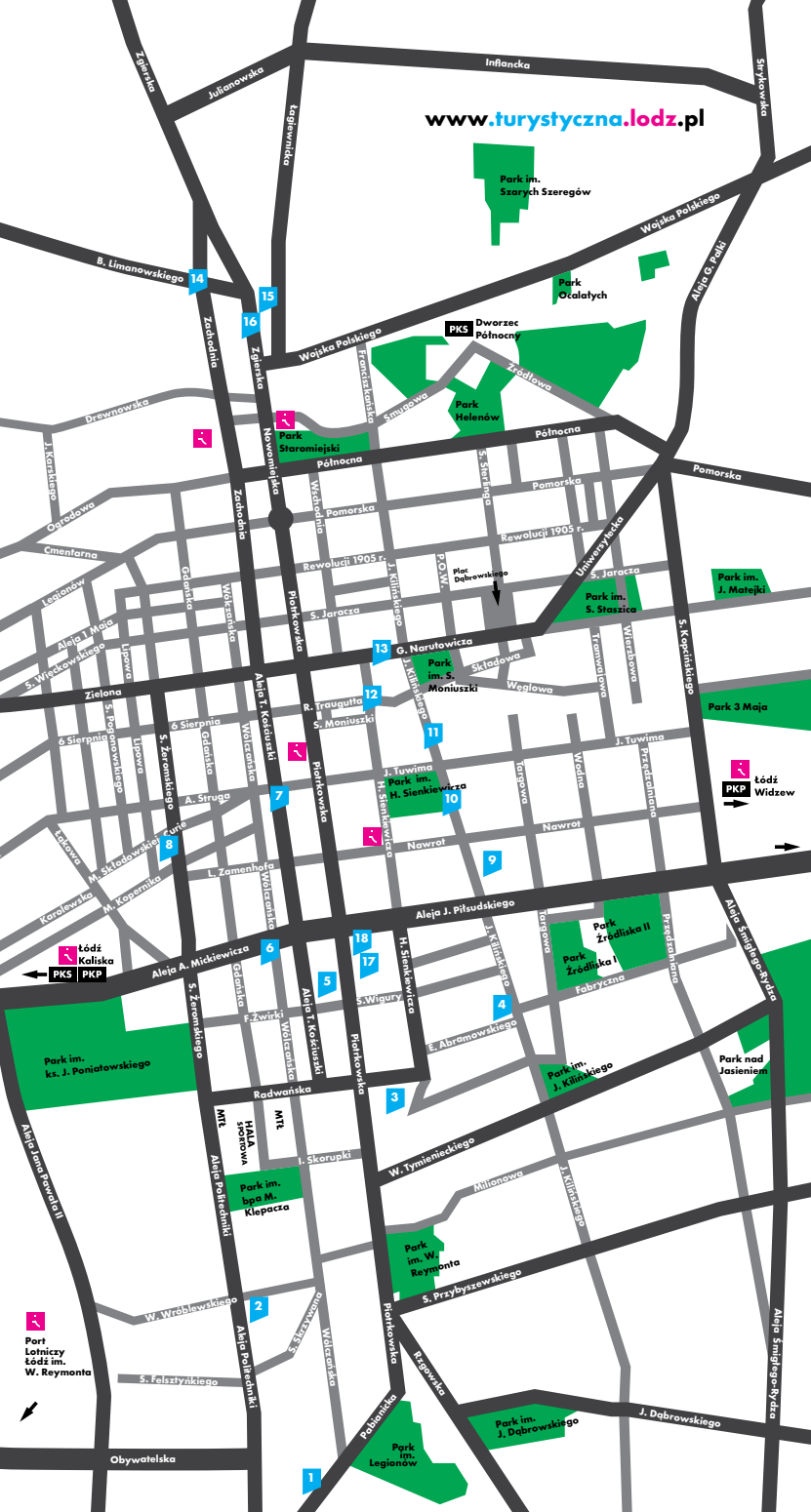
21 Sienkiewicza St.

21 Narutowicza St.

20 Limanowskiego St.

21 Zgierska St.

40 Zgierska St.



ŁÓDŹ POLAND'S BIGGEST GALLERY OF ADVERTISEMENT IMAGES

First murals appeared in the 1960s but the majority of them was created in the 1970s and 1980s on the walls of buildings that were partially demolished while building transport arteries such as the North-South route (Zachodnia St. and Kościuszki Av.) and the East-West route (Piłsudskiego Av. and Mickiewicza Av.). Thanks to those advertisements, the city became colourful and the plain grey walls were not so much visible.

Calling old murals as 'advertisements' in a way twists the meaning of this word because murals did not have the same function as we know today. Since there was no free market, they were more of a huge announcement. Anybody who wanted to save money had to go to PKO and buying foreign goods was possible only in 'Pewex'. Advertising campaigns could last even for 20 years.

Besides national companies, such as 'Baltona' or already mentioned 'Pewex' and PKO, also local textile factories had their own murals. In many places we can still see advertisements of 'Lido', 'Eskimo', ZPB im. Armii Ludowej or 'Pierwsza'.

The designing process always began with an idea and a sheet of paper. The basis for a mural was the contour of the wall on which the work was going to be put. Artists matched the size of letters to the height of the building, carefully arranged the main motifs and chose colours which best suited to the building's surroundings. The composition often included chimneys, windows or the roof shape.

While painting, artists used a scaled project with a grid. Sometimes, if it was possible, a projector was used. Depending on the size of the wall and the pace of work, a mural could be completed within few days or even several weeks. Usually, the painting was done by two or three people, rarely by one person.

Thanks to the fact that designers of those advertisements graduated from various art schools, we can still admire many excellent graphics which are the essence of the style of the 1960s, 70s, and 80s. We must remember that everything was created without the use of computers, only thanks to hard work of several muralists from Łódź.

EVOLUTION OF MURALS

First advertisements that were created in the 1960 and in the beginning of the 1970s were very literal. They presented the advertised product, just like in the case of the 'Foton' mural which shows rows of 'Fotopan' films. Very often shops tried to present their whole offer on one advertisement which resulted in a visual overload of their projects.

The next generation of murals appeared in the 1970s. Advertisements became less literal. Reference to the advertised product was achieved by use of particular symbols or associations, for example an 'Otex' boutique was advertised by colourful strips of fabric. Such approach created many new possibilities for designers whose artistic expression was now less limited.

The third generation was synthetic and full of dash. Designers preferred a formal and geometric approach without any reference to the advertised product. Murals were an unhindered presentation of the artists' mastery. Projects designed since the half of the 1970s were universal and used the motif of multiplied geometric figures. The best example of this style is the advertisement of ZPB im. Armii Ludowej.

CURIOSITIES

During the communist era, around 200 advertisements were created in Łódź.

The longest mural has about 270 meters and it advertised Zakłady Przemysłu Welnianego 'Wiosna Ludów' ('Spring of Nations' Wool Textile Factory). It was designed and painted on three walls by Zbigniew Łopata.

The largest number of advertisements was owned by PSS 'Społem', PHU 'Otex' and 'Totalizator Sportowy'.

The most widely recognised murals were the butterfly of 'Pewex', the sailor of Baltona and The Cigarette (only the first one survived).

Advertisements located along the East-West route (Mickiewicza Av. and Piłsudskiego Av.) shared a particular style: they used the rhombus motif.

There were very few propaganda murals. For this kind of purpose portable display-boards were used.

BARTOSZ STĘPIEŃ

Born in 1982. He documents and popularises knowledge about Łódź murals created in the communist era for over 10 years. In 2005 he launched a website where he publishes photographs of old advertisements together with commentaries from their authors. He works in the MPK-Łódź Public Transport Museum.

www.murale.mnc.pl

SAVING MURALS OF ŁÓDŹ

A campaign initiated by a graphic artist from Łódź Katarzyna Jasińska. Together with Marcin Polak they call for saving some of the old advertisements.

www.facebook/RatujmyŁódzkieMurale



23 Pabianicka St.

Przedsiębiorstwo Handlu Ubiorami „OTEX” (Clothing Trade Company 'OTEX')

The composition, oblique straps of colourful fabric, refers indirectly to the company's offer which makes this advertisement a great example of a second generation mural. It was designed by Jerzy Jankowski and painted by Ryszard Macharowski and Roman Szybalski.



20 Politechniki Av.

Zakłady Przemysłu Jedwabniczego „PIERWSZA” (Silk Textile Factory 'PIERWSZA')

A very colourful advertisement which used in its composition the shape of the roof and multiplied it in various ways. The informative function was reduced to the minimum. We can only find the factory's logo and its name. The Mural was designed and painted by Ryszard Macharowski and Roman Szybalski in the second half of the 1970s.

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8 Służbowa St.
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www.cit.lodz.pl

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www.cit.lodz.pl

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+48 42 638 59 57
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Publisher:
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