

Annex no 1 for the Regulations of the Competition for preparing a project of a logotype for the Metropolis GZM - Information concerning the Metropolis GZM

The Metropolis GZM is a metropolitan union, an organisation of 41 towns and communes of the central part of Silesian voivodship which functions in accordance with the provisions defined in the Resolution from 9 March 2017 concerning metropolitan union in Silesian voivodship. <http://prawo.sejm.gov.pl/isap.nsf/download.xsp/WDU20170000730/T/D20170730L.pdf>.

The public activities which are carried out by the Metropolis GZM have been described in the Resolution, among others:

- creating spatial order,
- social and economic development,
- development of public transport and metropolitan passenger transport services,
- promotion of metropolitan union and its area,

The area of the Metropolis GZM (a list of towns and communes) is defined by the Regulation of the Council of Ministers from 26 June 2017 concerning creating on the area of Silesian voivodship metropolitan unit under the name of the Metropolis GZM (Górnośląsko – Zagłębiowska Metropolia).

<http://prawo.sejm.gov.pl/isap.nsf/download.xsp/WDU20170001290/O/D20171290.pdf>.

The Metropolis GZM **is the biggest metropolis in Central Europe** (number of residents – 2,3 million), **of huge economic potential** (Katowice Special Economic Zone, Airport Katowice-Pyrzowice, Euroterminal Slawków – the end of wide track, Gliwice Chanel, and nearly a quarter of million of economic entities), **of huge intellectual potential** (28 higher universities and about 90 thousand of students) and **communication potential** (crossing of two highways – A1 and A4 and express roads). There are numerous and operating in various areas scientific institutions here and several dozen of cultural institutions – theatres, philharmonics, museums, NOSPR, Silesian Opera, etc. There are several international and national festivals and competitions taking place on the area of the Metropolis GZM.

93,8% of the residents of the Metropolis GZM live in the towns and the population congestion factor is one of the highest in Europe – 889 persons for 1km².

The Metropolis GZM is various as far as geography, history, culture and traditions are concerned. It connects Upper Silesia with the area of Dąbrowa

basin and takes into consideration aspirations of the residents of both areas. You can find here both; big cities but also village communes.

The logotype should refer to the specifics of the Metropolis GZM but it should not include an image of particular persons or products. It should fulfil both promotional and informative function.

The logotype should not include any elements of present coat of arms of the towns/cities, voivodships and their logotypes.

The logotype should be: simple, elegant, functional, original, not connected with any functioning and existing in public logotypes, should be prepared in accordance with the highest standards of graphic design.

The group of recipients will include: residents of the Metropolis GZM, entrepreneurs from outside the Metropolis GZM, from Poland but also from abroad, tourists from outside of the Metropolis GZM from Poland but also foreigners, potential students from outside the Metropolis GZM, potential residents from outside of the Metropolis GZM, media, the leaders of opinion, etc.

The logotype should be associated with the following values: **cooperation, openness, modernity, variety, tolerance, intellectual and economic potential, environment, smart city**. It should reflect the rule: **the Metropolis GZM as a good place to live, study, invest, participate in cultural, sports event, etc.**

The project of the logotype should take into consideration the fact that the Metropolis GZM is trying to change the image of the Upper Silesia and Dąbrowa basin as a place which was created and developed by traditional branches of industry as mining, steelworks etc. In general public opinion, which can be seen in various surveys, the area of the Metropolis GZM, due to traditional branches of heavy and mining industry, is stereotypically associated with environment pollution, smog, bad quality of life, high percentage of people with primary and vocation education, low percentage of people with higher education, mining damage, etc. **We would like, by choice of the logotype and the whole brand book, radically change the stereotypical image of the Metropolis GZM**, show it as a green area, with a lot of forests and parks, a place bustling with young educated people, and various sounds, where the development of new technologies matters, where new activities based on knowledge and innovations are introduced, which is a developing academic area, offering residents, tourists and investors a rich range of cultural events on the highest level, a touristic area full of unique, attractive and available objects which create thematic routes, where the latest solutions of a smart city have been implemented such as electromobility, MaaS (Mobility as a Service), with open data base and

intelligent transport systems, where the public transport is developing dynamically with hyperloop, parametron and transfer centres, with a system of metropolitan bikes of IV generation and developed system of bike paths, a place where the protection of environment matters and green areas are developed, where the air and water parameters are getting better and better and green areas in the city centres are created and developed. It is a place where everyone can fulfil his/her educational and professional ambitions.