LUBLIN. LOCATION 2.0

Publisher: „Grodzka Gate - NN Theatre” Centre

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Print and binding: 
Drukarnia Petit 
www.petit.lublin.pl

Lublin 2013

ISBN 978-83-61064-48-0

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„Lublin in 1618” by Hogenberg and Braun was used on the cover art.
MY NAME IS YASHA MAZLIR. YOU MIGHT KNOW ME.

IN MY TOWN EVERYONE HAS HEARD OF ME.
AND SOMEDAY...
SOMEDAY THE WORLD
WILL HEAR OF ME!

I'M A MAGician.

I'M A WIZARD OF TIGHTROPE-WALKING, CLIMBING AND LOCK-PICKING.
I WALK ON MY HANDS, BREATHE FIRE, AND SWALLOW SWORDs-FiERY SWORDs.

OR RATHER - I SOON WILL.
Because everyone knows... Practice... Makes... Perfect!

Ouch!
HAHAHA!
NEARLY GOT IT THAT TIME!

HAHAHA!
YASHA MAZUR! THE MAGICIAN OF LUBLIN!

I THINK I’VE GOT IT NOW.

READY FOR ANOTHER GO?

HAHAHA!
YOU’VE TRIED TO TELL US WHERE THE CITY CAME FROM, BUT THE STILT FELL ON YOUR HEAD.

ALRIGHT, LISTEN!
A long time ago - or was it really so long ago? - in the town of Chełm there lived a Rabbi, Elijah.

He was wise and pious. Maybe that’s why for a long time no one noticed....

That he was spending hours and hours alone in the attic.

He took his holy books with him and nothing would have seemed amiss, only he blocked up all the gaps in the walls and doors so that nobody could spy on him.

Soon a crowd of curious people gathered and they saw the results of Elijah’s work.

Wonder of wonders: a living giant made from clay. “Emet” (the word that brought him forth into the day.)
The creature’s task was to help the people of Chełm with heavy work.

It soon became clear that - being made by man, not God - the golem’s strength was not in his brains.

Although he did as he was told, there were always problems with his work.

When the rabbi told him to bring water to his room, the golem nearly flooded the house.

When the rabbi told him to chop some wood, the golem nearly chopped down the whole forest.

In the end Elijah realised it had been a mistake to bring the golem to life.

While the giant slept the rabbi tiptoed up to him and...
HMMM... NEARLY GOT IT.

SOMETHING NOT QUITE RIGHT...

YOU GOT CARRIED AWAY, YOU WERE SUPPOSED TO TALK ABOUT THE CITY, NOT TELL FAIRY TALES.

PATIENCE...

YOU'LL SEE IN A MINUTE, IT'S ALL CONNECTED.
When Rabbi Elijah rubbed the word “Emet” from the Golem’s forehead, the creature turned back into the clay from which he came.

The brick houses are made from clay too.

For the city is also a Golem. Its sewage pipes and gutters are its entrails; foundations and houses its bones; water pipes and telegraph wires its nerves. Roads and streets are its veins and arteries. For lungs it has parks and gardens.

The founding charter, drawn up by people—this is the word that gives the city life.
BUT THE CITY IS NO GOLEM.
THE CITY THINKS THE THOUGHTS OF ITS
PEOPLE, SENSES WITH THEIR SENSES; IT
HAS KNOWLEDGE, INTELLIGENCE, MEMORY
AND IDENTITY.

THE CITY HAS A SOUL.
THE SOUL OF A CITY IS ITS PEOPLE. PAST, PRESENT AND YET TO COME.

THE SOUL OF A CITY IS CULTURE, EXPERIENCE AND TRADITION. REMEMBRANCE OF THINGS PAST.

THE SOUL OF A CITY IS INTELLIGENCE AND IMAGINATION WHICH IN THE FUTURE WILL ENABLE US TO FLY LIKE BIRDS AND LOOK UPON THE CITY FROM ON HIGH.

I BELIEVE NOTHING IS IMPOSSIBLE.
THIS TIME IT HAS TO WORK.
LADIES AND GENTLEMEN! HERE GOES: ONE LAST TIME.

FOR TODAY.

PLEASE REMAIN QUIET...

OR MAKE A LOT OF NOISE!

I PRESENT...

YASHA MAZLUR.
is a dynamically developing Polish company which offers professional products and services in the field of ICT and organization consulting. Its main directions of ICT business activity are:

- a trusted “third party” namely consultancy and project supervisor,
- effectiveness and management including original IT system for organization effectiveness management EFOR,
- body-shopping (audits and analyses, software production),
- organizing and conducting innovative projects,
- 3D technologies,
- ICT technologies

The other part of our business activity are Renewable Energy Sources (consultancy and conducting of RES projects), including using of ICT in RES area (SmartGrid, SmartMetering)

Ideopolis also cooperates with Self Governments by conducting the projects which support activity of local society.

Ideopolis is the co-founder and member of the Eastern Cluster ICT (www.ecict.eu) - an initiative established in 2006 and gathering more than 90 members today. Coordinator of the ICT Eastern Cluster is the Eastern Development Agency based in Lublin.

Eastern Cluster ICT in Poland is an initiative of the people from the Lublin, having in mind the need to strengthen the capacity of competitive innovation and cooperation between enterprises and research institutions, local governments and the business environment.

Our Cluster was in 2007 and today concentrates more than 90 companies, several universities, business organizations and non-governmental institutions. Cluster established a solid relationship with the City of Lublin, with whom it co-ordinates the Lublin Upland IT project – an initiative to show the potential and create a favorable climate for the development of IT industry in Lublin.

Eastern Cluster ICT is also a network of contacts with companies and foreign institutions, including: Ukraine, Germany, Italy, the Netherlands, Belgium and France.

Eastern Cluster ICT, together with the Lublin Fairs was the organizer of 3D POLAND 2012 – first stereo 3D technology fairs in Poland.
E-STUDIO SOFTWARE

has been present on market since 2001. The main address of the company is Lublin, one of the biggest cities in the eastern Poland as well as the European Union. Our business involves: software development and integration, database systems, security systems, digital signature development and outsourcing services which support government and business clients.

Our software development is versatile and is available in a variety of programming languages including: PHP, Java, C#, Zend Framework, Java Script, Ajax Framework, jQuery Library.

Products

Electronic Document Management System (EZD) - is a comprehensive multi-user application that helps organizations to capture, store, organize, secure, index and search any documents that an organization deals with. It also enables Workflow automation through a powerful document based workflow module.

CMS (Liferay) - Liferay is a modern CMS platform based on Web-based content management system. Allows you to build any website and complete management of its content via a web browser. Include functionalities: Asset Publishing, Tags and Categories, Document and Image management, WebDAV Integration, Web Form Builder, Site Navigation, LDAP Integration, Blogs and blog aggregation, Calendar, Chat, Mail, Wiki, Social Equity and much more..

Certification Center - is a system for creation and issuing non-qualified certificates (the universal electronic signature) for people interested in electronic contact with the office. Such a certificate can be used for signing by interesante documents to submit to the office in the form of an e-mail. On the other hand, it can also be used for signing / initialing of documents by members of the E-Studio EZD (as an alternative to expensive qualified electronic signature).

Document Archiving Software - creates and manages a computer-based, digital repository of documents and other content. It uses several indexing methods to organize the data and responsive retrieval mechanism to instantly bring back documents when needed.
Our proposal: a new, integrated description of the cultural and historical heritage of the city of Lublin. It's a multimedia and hypertextual story that fits into the idea of “smart cities” – radically new urban organisms that make extensive use of modern technology to manage effectively the dispersed structure of the city in order to improve the quality of life for the inhabitants.

Our project shows that systems to improve transport and reduce energy use in the intelligent city are important but so are systems that enable people to come into contact with the culture and the cultural history of the city they live in.

A thousand years ago the process of founding cities on our continent began, leading to enormous changes in European civilisation. Now comes a second wave of foundation – this time of smart cities in virtual space. This will be decisive in the future of Europe.

We dedicate this great idea to our city – Lublin, which in 2017 celebrates the seven hundredth anniversary of its foundation.