



**Interreg**

Polska-Słowacja

Europejski Fundusz Rozwoju Regionalnego



UNIA EUROPEJSKA



**GreenFilmTourism**

# Newsletter

**no. 3** / 2021

## Film Heritage of Prešov Region

- ▶ ***Prešov Region and its film and tourist potential***
- ▶ ***Project partners' meeting in Rzeszów***
- ▶ ***Movie Quiz***



Jozef Kroner as Tóno Brtko, Sabinov, Slovakia,  
fot. Jozef Kotulič, CC BY-SA 4.0, Wikimedia Commons]

## Prešov region and its film and tourist potential



Prešov, fot. Jan Bednarčák, public domain, via Wikimedia Commons

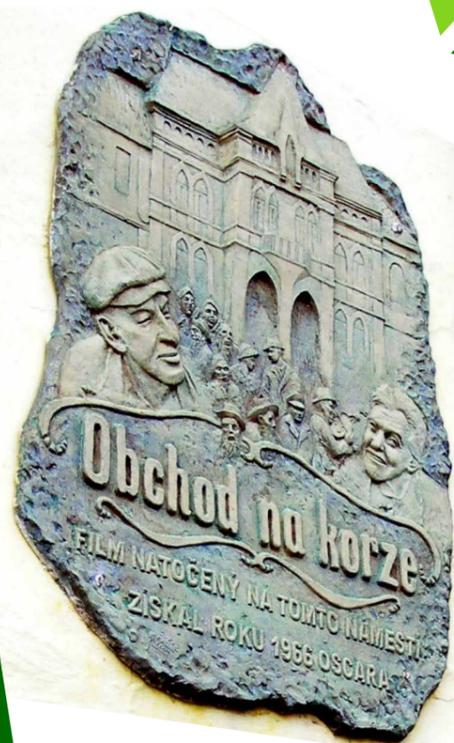
## Film productions characteristic of the Prešov Region and their main themes

The film heritage of the Prešov Region consists mainly of fictional and documentary films. The GreenFilmTourism project identified 156 film productions in the region, with the highest concentration in the High Tatras.

The Prešov region is especially famous for the Oscar-winning film "The Store on the Main Street" („Obchod na korze“). It is for sure one of the most famous films not only in the Prešov region but also in the whole of Slovakia. Shot in 1965, based on the novel by writer Ladislav Grosman, made the small town of Sabinov famous. It tells about the authoritarian regime in the period of the Aryanization of Jewish property and its influence on an honest man, who then struggles with pangs of conscience. The film won several awards, the best known is the 1965 Oscar for the foreign language film category.

Another film associated with the Prešov region is the cult "Grazing Horses on Concrete" ("Pásla kone na betóne"). In 1982, Štefan Uher made a tragicomic story that shows the mentality, way of life and the specificity of the society in the Eastern Slovakia region. The film is based on a book by the writer and actress Milka Zimkova, who played the main character. The film "... horses on concrete" ("... kone na betóne") is a continuation of this classic.

Contemporary films related to the Prešov region include "Loli Paradicka" ("Loli paradička") and "The Line" ("Čiara").



Commemorative plaque of the movie "Shop on Main Street" on the wall of the building with the eponymous store in town, Sabinov, Slovakia, fot. Jozef Kotulič, CC BY-SA 3.0, Wikimedia Commons]

## The most famous film locations of the Prešov Region

The majestic High Tatras have often become the subject of documentaries or films showing the power of the mountains, fauna and flora, rural lifestyle, peripheral life, people's lives in extreme conditions, seclusion, adrenaline, mountain sports, winter sports, romance in the mountains, vacation, etc. The most famous director of Slovak documentary films on the Tatra Mountains is undoubtedly Pavol Barabáš.

Historic cities such as Levoča, Kežmarok and Prešov have also become popular filming locations. Their well-preserved historic buildings provided the perfect film setting for older movies or movies with a historical theme. The open-air museum in Stara Lubovna starred in films that take place in the past.

The area of the Pieniny National Park, and especially the Dunajec Gorge, captivated not only filmmakers from Poland, but also from abroad. This place, shrouded in many legends, is considered to be one of the most beautiful in Central Europe. The present monastic museum was once the home of the monk Cyprian. The legend associated with it became the subject of the historical drama "The Legend of the Flying Cyprian" („Legenda o lietajúcom Cypriánovi“).

## Film tourism attractions in the Prešov Region

The High Tatras are certainly the most visited places in the Prešov Region. A less known film attraction, a wooden Angel sculpture located in the lobby of the Morava Hotel, reminds us of the film "Angel in the Mountains" („Anděl na horách“) and its unforgettable character Gustaw Aniela - the inspector. Film tourism in Sabinov, a small town in eastern Slovakia, is stimulated by a newly created city sightseeing trail called "Shop on the main street" („Obchod na korze“). It takes tourists directly into the world of film thanks to 11 boards locating the locations where the first Oscar-winning Czechoslovakian film "The Shop on the Main Street" was filmed. After scanning the QR code, the mobile application will display a specific scene from the movie, shot in that very place. This way, the tourist finds himself

not only in the plot, but also directly in the time and atmosphere of film. There is a commemorative plaque in the city and a new life-size bronze monument depicting the main character of the film, Tóna Brtek. There is also a memorial plaque related to the film in the town of Humenne, on the post office building, which used to be a haberdashery shop. It was this place that inspired Ladislav Grosman, a native of Humenne, to write the script of the film. The Fintice Manor House (Kaštieľ Fintice) has in its collection souvenirs - props from the movie "Grazing Horses on Concrete" („Pásla kone na betóne“). In the small village of Osturňa, on the other hand, there is a wooden plaque, next to the house where the movie "Night Riders" („Noční jazdci“) was filmed.

# How does RPIC Prešov (Regional Advisory and Information Centre Presov) support and promote film heritage in its region?

## - answers Deputy Director Zuzana Hudacka

RPIC Prešov is an independent, widely recognized organization operating in the field of business support, as well as the main regional provider of entrepreneurial know-how, whose mission is to support and accelerate the socio-economic development, innovation and attractiveness of the Eastern Slovakia region. Responding to market impulses is one of the strategic features of a successful institution, which is why RPIC Prešov highlights new trends in tourism and travel.

While film tourism is a growing phenomenon all over the world, it has not significantly awakened in Slovakia yet. In neighboring countries such as Hungary and the Czech Republic, American films are often produced. Although Slovakia does not have film studios, several productions are made here, often only parts of the films. Filmmakers use the outdoor locations and the existing streets - something that film studios cannot provide. However, a movie can reach audiences and

make a profit long after it is shot - attracting tourists to a place known from the movie or props collection. Although Slovakia has not produced many significant projects internationally, we have spots that have been filming locations for Slovak and Czech films. Tourism has not attracted much attention to the film industry so far, the tour guides do not mention film locations and interesting film-related facts, and there is no significant promotion. It is this gap in the tourism market that led to our involvement in the cross-border GreenFilmTourism project under the Interreg PL-SK program.

Our goal is to identify factors that encourage tourists to visit film locations, encourage film producers and studios to use the potential of Slovakia's natural and cultural wealth, create media advertising on film tourism and film locations, including post-production education and peripheral marketing activities, which use the potential of film tourism.



**Project partners' meeting in Rzeszów**

GreenFilmTourism Project Team, Rzeszów, Poland, September 2021, photo: Adam Kus, Provincial Culture Centre in Rzeszów

On 16 and 17 September 2021 the Podkarpackie Film Commission at the Provincial Culture Centre in Rzeszów hosted a meeting of partners under the GreenFilmTourism project, co-financed by the European Regional Development Fund Interreg Poland-Slovakia.

The project team members discussed the implementation of tasks under the GreenFilmTourism project, which are aimed at the promotion and sustainable development of the cinematographic heritage of the Polish-Slovak borderland area.

It was the first personal meeting of the team members during the Covid-19 pandemic. At the meeting, the team members held constructive talks on the outcomes of the

work carried out to date related to the creation of the PL SK borderland cinematographic heritage, the creation of a website and a cross-border trail, and discussed further activities. The project team is hoping that the initiative will provide a strong inspiration:

- for local communities and tourists to explore the unusual borderland region from the perspective of filmmakers,
- for tourism-related organizations to create new, attractive tourism products based on original cinematographic heritage.

The outcomes of the GreenFilmTourism project will be available to the public in 2022.

1

One of the most famous slovak film productions. Štefan Uher's film from 1982 about mother and daughter who meet irresponsible men. What is the title of this film?

- A Pásla kone na betóne
- B Čiara
- C Legenda o lietajúcom Cypriánovi



3

Loli paradíčka is a romantic comedy about the love of two people that begins with a theft. Why are Milan and Veronka an unusual couple?

- A Milan doesn't have a leg, and Veronka is a Roman Gypsy".
- B Veronka has a speech impediment, and Milan won't part with his accordion.
- C They both eat only tomatoes.



5

It is 2007. The area on the slovak-ukrainian border. Everybody is making a living by smuggling. Meanwhile, Slovakia enters the Schengen area. Which film from 2017 is it about?

- A Legenda o lietajúcom Cypriánovi
- B Čiara
- C Loli paradíčka



# QUIZ

## Film Heritage of Prešov Region

2

In what city was the film "The Shop on Main Street" made?

- A Košice
- B Sabinov
- C Prešov



4

„Skrýty Prameň“, „Jánošík“, „Čierne Mesto“, „Vták Ohnivák“ – these films were made in the city that is shown in the picture. What is the name of this city?

- A Sabinov
- B Poprad
- C Levoča



You will find the answers on page 6.



**Interreg**  
Polska-Słowacja

Europejski Fundusz Rozwoju Regionalnego



UNIA EUROPEJSKA



**GreenFilmTourism**



## Who are the contributors?

The GreenFilmTourism project is co-financed by the European Regional Development Fund under the Interreg V-A Poland-Slovakia Cross-Border Cooperation Program 2014-2020.

Recording of a scene for the film "The Legend of the Flying Cyprian", Múzeum Červený kláštor, promotional materials

## Partners



Agencja Rozwoju Regionalnego S.A.  
Bielsko-Biala



RZESZOWSKA AGENCJA  
ROZWOJU REGIONALNEGO



WOJEWÓDZKI OŚRODEK KULTURY



Podkarpacka  
Komisja Filmowa



Małopolskie Centrum Kultury  
INSTYTUCJA KULTURY  
WOJEWÓDZTWA MAŁOPOLSKIEGO



PREŠOVSKÝ  
SAMOSPRÁVNÝ  
KRAJ



## Editorial information

**Publisher:** Podkarpackie Film Commission at the Provincial Culture Centre in Rzeszów

**Editing:** Damian Dąg, Ilona Dusza Rzeszowska

**Cooperation:** Małgorzata Broda, Paulina Daczkowska, Anita Dąg-Rutkowska  
Zuzana Hudacká, Beata Hulinka, Jozef Šimko, Magdalena Paszek, Iwona Wilk

**Graphic design and typesetting:** Kuba Kowalski, Zdzisławicz.pl

## Contact

GreenFilmTourism - Project Office

✉ office@greenfilmtourism.eu

📷 @GreenFilmTourism

🌐 greenfilmtourism.eu

## QUIZ - answers

1.A 2.B 3.A 4.C 5.B