

**“The reinvention of Poland,  
searching for the individuality  
in Lebork”**

**Visual Sociology**

# First, Visual Sociology...

## ¿Why?

**“One of the first tasks tackled in visual sociology is to teach the art of seeing, and analyse the gaze. The end aim is to collaborate in the construction of social reality, and in the change of processes of social inequality in an all-encompassing world”.**

**“The blind spot theory applied to social reality is worked on”**

(DE MIGUEL, Jesús M. “El ojo sociológico”. En: REIS 101/03, pp.49 – 88)

# “The reinvention of Poland, searching for the individuality”

In the recent history Poland has suffered huge changes. The change of political and social regime in 1989 took another completely different way of thinking and organizing the social, economic and political sphere. The **communist organization** tried to recreate a **homogeneous society**, the greatest aim was de **social cohesion**. The **difference was not important**, the originality was not rewarded, and the personal initiative was not an advantage for social promotion. Everybody had the basics for living, and the individual ambition was not perceived as a good personal value. With the coming of the **capitalist era**, polish people has arisen news ways of thinking and behaving. A completely new social imaginary has appeared: the capitalist way tries to get the **enterpriser** of each person, **the difference is seek**, and the **American dream** is working in the minds of poles: If you work hard you will get it. **The ambitious should be the normality**. Social **inequality** has increased, as well as the spirit of the individuality and the aspiration to social promotion.

# **Main objective**

**Represent with photography the change of the social imaginary in Poland: From the communist time and way of life and thinking, to the arriving of capitalist times and the individuality.**

# ¿Why take photos of old soviet buildings?

1º ¿Why not? They are historical buildings, they represent the past and they deserve respect and research for their historical value and roll.

2º As we will try to represent: they can be a very good example and representation of this change of social logic, from the communist to the capitalist way of thinking.

# Old soviet buildings in Lebork

In most of cases, the old soviet buildings, grey, cold and amazingly similar between them; have been painted in vivid colours make them different from each other, and to make them more livable. New parts are added to the building by their inhabitants, like the panels in the balconies; and the dwellers has painted and decorated their locations in different and distinctive ways. The looking for the individuality and braking of the homogeneous ways of the communist era, are brilliantly represented in these homes.

# Old soviet buildings in Leborg

**Grey**

**Similar**

**Monotony**

**Uniformity**

**Cohesion**

**Equality**

**Invariability**

**Homogeneity**

**Simplicity**

**Sameness**

**The Republic of Poland and People's  
Republic of Poland**



50s



60s



## **80s difficult days:**

**In 1980 Solidarinosc is founded. Polish people begin to claim and in 1981 the government declare the marthial lay.**

**The fight keeps on, (not only in Poland, the “Revolutions of 1989” take place) until the polish elections of 1989.**



**Nowadays**

## **Soviet buildings in Lebork**

**Searching for:**

**Individuality**

**Ambitious, enterprising: Social ascension**

**Difference**

**Divergence**

**Inequality**

**Variability**

**Mutability**

**Volatility**

**Inconstancy**

**Some neighbourhoods in Lebork**  
**First view from the outside...**







**Do not forget that people live,  
grow and inhabit in this blocks**



**Social creativity in the use of the  
space, or simple,  
people making this monotony  
places more vivid, more livable...  
Expressing their individuality for  
making their homes different.**







**It is not only painting old and similar buildings. It involves some esthetical sense, some idea of the good looking... It seems like the final pursuit is looking different, unique and good.**











**The important thing is making the difference...**

**... In a collective way...**





**... Or in an individual way...**





# Proposal

## Purpose:

- Give more social value to this kind fo soviet buildings.

-They must be recognised as historical places: a necessary stage in the history to become what we are.

## Action:

Arrange a small exposition with the Leborski Klub

Fotograficzny: they should take esthetic and visual photos about the old soviet buildings.

## Objective:

Give more social value to this places, by showing their historical background and their more beautiful face.