



**Magiczny
Kraków**

The Pope from a Poster! A very special gift for the Holy Father

2016-10-10

During the WYD the residents and guests could notice outstanding personages associated with Krakow looking down at them from the citylights. The famous people chosen for the promotional campaign “ Krakow. Cradle of Genius” included also the symbolic no. 1 WYD Pilgrim - Pope Francis. At the farewell meeting held in the Metropolitan Curia on Sunday, July 31, Mayor Jacek Majchrowski handed over this artistic portrait to the Holy Father.

Are you ready to visit Krakow?” – is one of the questions we wanted to ask the young people planning to visit our city on the occasion of the great festival of youth and hope undoubtedly represented by the World Youth Days” – pointed out Mayor Majchrowski explaining the origins of the “Cradle of Genius” promotional campaign.

The objective of the campaign was to promote Krakow through the images of distinguished and famous people for whom Krakow was an important place. The campaign was intended to help people from all over the world to perceive Krakow not only as a place rich in tradition, cultural heritage and ages of history but also as a city where young people find spiritual inspiration. The persons shown in the campaign included the closely related to Krakow Saint John Paul II, or Wit Stwosz (Veit Stoss) whose outstanding late gothic works were made in Krakow. Other personalities are – Nicolaus Copernicus, the astronomer ahead of his time and queen Bona Sforza, Andrzej Wajda - the great authority of the modern cinema and Oscar winner, as well as Rafał Sonik, the winner of the widely known Dakar Rally.

“We are happy that this renowned company included a special person – Pope Francis, registered as the symbolic no. 1 WYD pilgrim” – said the Mayor handing over the artistic gift to the Pontiff.

The farewell meeting of Jacek Majchrowski with the Pope was attended by the members of the City Task Force appointed by the Mayor with the purpose of preparing and realization of the WYD.