

Annotation

My thesis is focused on the former steelworks Poldi Kladno that as the biggest and the most important local company used to have a significant influence on the developing of the city even in a sense of its social identity. My research has two main research objectives – to discover in what sense is the Poldi Steelworks incorporated into the collective memory of Kladno and its citizens, to determine what would be the preferred new purpose of the current brownfield area and what are its real possibilities. From the theoretical point of view, I mostly rely on Maurice Halbwachs' theory of the collective memory. Methodologically, I'm conducting a qualitative research mostly based on in-depth interviews with respondents representing certain memory groups. This thesis is divided into four main sections. In the first chapter I introduce the reader to a local context and to the history of Poldi Kladno. Following is a Theoretical Chapter discussing the theory of collective memory and its application for the purposes of my research and also the topic of brownfields and the use of public space. In the Methodological Chapter I describe my chosen methodology into details and in the Research Chapter I sum up the findings of my research and answer my research questions.