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Kraków**

Synerise Arena Kraków Opens Up to Cultural Events

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Synerise Arena - Henryk Reyman Municipal Stadium in Kraków is gradually expanding its offer. Alongside sporting events, cultural, entertainment, social and business events are set to play an increasingly important role. The sanah concert is one example of this direction and an important step in the venue's commercialisation process and the evolution of its management model.

The stadium opens up to new functions

The broader use of Synerise Arena Kraków is intended to benefit both residents and organisers of large-scale events. Expanding the event calendar means a wider cultural and entertainment offer for Kraków residents, while also increasing the city's capacity to attract major events.

The Kraków concert by sanah, part of the nationwide "sanah NA STADIONACH" tour, proved successful both in terms of attendance and organisation. The event attracted 40,000 people to Synerise Arena Kraków, making it one of the largest entertainment events held in Kraków this year.

"The impressive attendance at the concert showed that there is strong demand in Kraków for music events designed for audiences of tens of thousands. Organising such events allows residents to benefit from an attractive cultural and entertainment offer without having to leave the city. At the same time, these events send an important signal to organisers - they demonstrate that Kraków has the infrastructure required to deliver a wide range of projects, thereby strengthening the city's attractiveness and brand," says Daniel Wiśniowski, Director of the Kraków Brand Department.

The concert demonstrated the potential of Synerise Arena Kraków as a venue for large-scale cultural events. Preparing the event required a number of technical and safety-related issues to be addressed, including the development of an expert assessment covering the safe movement of attendees on the stadium floor, evacuation procedures, rigging points using the existing roof structure and the safe admission of all participants to the mass-event area.

This enabled DM Agency, together with the Sports Infrastructure Management Board and Wisła Kraków, to develop a production book and a mobility concept that can be used for future events at Synerise Arena Kraków.

"I am pleased that the Sports Infrastructure Management Board and Wisła Kraków were willing to take on this challenge with us and that together we developed specific technical solutions. This enabled us to move from an idea to a successfully delivered event," says Dariusz Maciborek, founder and CEO of DM Agency, the organiser of the concert.

The sanah concert as a symbol of a new chapter

The number of non-match events held at the stadium has been steadily increasing. In 2024, 12 such events took place, while in 2025 the figure rose to 31. The calendar now includes sporting events

from other disciplines, social and business events, and, most recently, major concerts.

“The sanah concert is a clear example of a shift in the way we think about the venue. We are open to a wide range of events: cultural, social and entertainment. Each new project provides us with valuable experience and allows us to prepare the venue even better for future events,” explains Tomasz Marzec, Director of the Sports Infrastructure Management Board in Kraków.

Wisła Kraków was also involved in preparations for the event. This cooperation was essential in order to combine the organisation of a major concert with the club’s ongoing sporting activities.

“Organising an event of this scale would not have been possible without close cooperation between Wisła Kraków, ZIS and the concert organisers. From our perspective, the key issue was the pitch, which we manage and whose quality we are responsible for. We therefore jointly agreed on its replacement and secured the conditions necessary for subsequent matches. Wisła’s involvement, however, was much broader – it also covered sports logistics, discussions with Ekstraklasa and adjusting the match schedule so that the stadium could be efficiently prepared for the concert and then restored to its football function. This shows that, with good coordination and a partnership approach, Synerise Arena Kraków can host the largest events without losing its primary sporting function,” says Jarosław Królewski, President of the Management Board of TS Wisła Kraków SA.

Making Synerise Arena – Henryk Reyman Municipal Stadium available for major non-sporting events, including concerts, represents an important addition to Kraków’s comprehensive event venue portfolio, alongside TAURON Arena Kraków and ICE Kraków Congress Centre.

The stadium gains new revenue streams

The development of the event calendar is one element of a broader stadium commercialisation process. Its objective is to increase revenue from a variety of activities while making better use of infrastructure that, for much of the year, had previously remained underutilised.

Since this year, the venue has had a title sponsor – Kraków-based company Synerise. In June, the R22 restaurant was also opened. It is currently the most modern hospitality venue operating within a football stadium in Poland.

At the same time, the offer of office space, storage facilities and skyboxes is being expanded. ZIS is working on broadening the range of services available at the stadium, as well as introducing solutions aimed at reducing operating costs.

A comprehensive modernisation of the lighting systems is currently underway. This will improve energy efficiency and provide infrastructure that meets the highest national and international standards.

From a financial perspective, the effects of these measures are already visible. In 2024, the stadium’s current operating costs amounted to more than PLN 10.5 million, while revenues were just under PLN 8 million. In 2025, costs stood at PLN 10.4 million, with revenues of PLN 8.83 million. This represents an improvement in the operating balance of approximately PLN 1 million.



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The objective is to continue increasing the number of events, expand the offer for tenants and business partners, and reduce maintenance costs. In the longer term, these measures are intended to progressively improve the stadium's financial balance, with the ultimate goal of turning the venue into a revenue-generating asset.