



## PROGRAMME IN A NUTSHELL

The PA17/RO13 Programme aims at increasing cultural dialogue and fostering European identity through understanding of cultural diversity. Launched in 2013, the Programme met the ever increasing need for financing cultural activities within the Romanian cultural sector.

As a result, the request for large projects exceeded 5 times the available funding, whereas for small projects there were 3 times more proposals than the existing offer within PA17/RO13. The available funds within the Programme amounted to **6,951,522 EUR**.

**For more information on the Programme, visit:** [www.fonduri-diversitate.ro](http://www.fonduri-diversitate.ro)

# PA17/RO13 Promotion of diversity in culture and arts within European cultural heritage

## FACTS & FIGURES

The 81 financed projects (45 large and 36 small) support the Programme outcomes as follows:

### **Outcome 1: Awareness of cultural diversity raised and intercultural dialogue strengthened**

➤ Increased mobility for artists/ culture professionals and their works at international level – 21 projects have involved 703 international artists / culture professionals out of which 90 persons are from Donor States who travelled abroad in order to perform, to display their works of art, to research or to exchange experience in the field of cultural diversity;

➤ Education through art and culture reaching a broader audience – 12 of the projects under implementation contribute to the achievement of this output. The results include: 120 workshops and seminars targeting educational debates (non-discrimination, combating hate-speech etc.), 566 trained persons in the cultural field, 322 films, short movies and web documentaries, 10 research studies (including history/folklore /cultural architecture etc.);

➤ Projects concerning music and stage arts – 19 of the projects under implementation contribute to the achievement of this output. The results include 15 films, short movies and web documentaries, 21 theatre shows, 66 music concerts, 39 dance shows/

As Programme Operator, we take pride in all of our 81 projects and share with you illustrations of the vast cultural diversity covered within the Programme.

representations, 5 research studies;  
➤ Projects concerning fine and visual arts – 11 of the projects under implementation contribute to the achievement of this output. The results include 64 exhibitions, 55 workshops and seminars in the field, 1 awareness campaign, 202 trained persons in this specific area.

#### **Outcome 2: Cultural history documented**

➤ Cultural history of minorities enhanced and promoted – 25 of the projects under implementation contribute to the achievement of this output;  
➤ Events/productions involving minorities (fairs, performances, festivals, productions etc.) – events/productions financed are materialized in 49 films or short movies, 11 theatre shows,

13 music concerts, 10 dance shows/representations, 5 fairs, 14 exhibitions, 12 festivals, 11 research studies.

#### **Programme Partnership**

Arts Council Norway is the main governmental operator for the implementation of Norwegian cultural policy. Arts Council Norway functions as an advisory body to the central government and public sector on cultural affairs. It has a key role in the EEA Grants as a Donor programme partner in six cultural programmes, including Romania – PA17/RO13.

**For more information on the Programme Partner, visit:**  
[www.kulturradet.no](http://www.kulturradet.no)



## PROJECT IN A NUTSHELL

“The project represents an opportunity for Elite Art Club UNESCO to encourage international cultural products exchange and to offer the young people who activate in the cultural domain the possibility of launching their careers.”

**Laurențiu Dasca**  
*Project manager*

**For more information on the project, visit:**  
[www.bucharestcompetition.ro](http://www.bucharestcompetition.ro)

# International Conducting Competition Jeunesses Musicales Bucharest – 6th Edition

## FACTS & FIGURES

### The Gala Concert 2015

- 1 Gala Concert promoting professional excellence, guaranteeing the young conductors international visibility and offering to the public an exceptional cultural event;
- 3 finalists displaying their musical talent to 800 people at the Romanian Athenaeum and to 23,000 online spectators participating to the Gala Concert.

### The semi-final of the International Conducting Competition Jeunesses Musicales Bucharest

- 1 semi-final aiming at setting apart the candidates and selecting those which have proven a professional maturity permitting them to sustain a Gala Concert. It represents an opportunity for the participants to affirm their talent and

guarantees them international visibility in view of building their international careers.



 **Metropolis Cultural Association**

 **Interkulturelt Museum Oslo**

Budget: 196,683 EUR

## PROJECT IN A NUTSHELL

“Balkanik is a multidisciplinary project which illustrates and promotes the cultural heritage of the Balkans. On many voices, the project constitutes a discourse on contemporary art, cultural heritage, tolerance and multiculturalism.”

**Cristina Stanca**  
*Project manager*

**For more information on the project, visit:**  
[www.balkanikfestival.ro](http://www.balkanikfestival.ro)

# Balkanik: Arts and Culture Festival

## FACTS & FIGURES

### **Balkanik! Festival**

- 3 days festival promoting the immaterial cultural heritage of the Balkans;
- 100 musicians from all over the world reunited;
- over 9,000 persons attending the concerts.

### **“Minorities: Traditions & Diversity”**

- 1 arts and crafts fair presenting to the public precious hand-made objects, decorative pieces, clothing with traditional motifs, jewelry signed by contemporary designers and many other products, ranging from art oeuvres to culinary delights;
- 40 exhibitors.

### **Satellite events**

- 1 workshop with the participation of 50 craftsmen and artisans;



- 1 seminar on fiddler music; participants: 10 fiddlers, 50 children in the social care system in Bucharest, who learned about the profession of fiddlers;
- 1 seminar about Roma community in Romania with the participation of over 100 students, university professors, researches and artists of Roma origin;
- 1 reportage on the Sami minority in Norway;
- 1 field research on fiddlers in Romania;
- 1 painting and photography exhibition of 4 Romanian artists inspired by the Roma culture, hosted by Interkulturelt Museum Oslo.

## O2G Association

 Noproductions Norway,  
National Bilingual College  
"George Coşbuc" Bucharest  
LUNI Theatre from Green Hours  
REPLIKA Educational Theatre Center  
Federation of Jewish Communities  
– Amalia and Moses Rosen Nursing Home  
Political Art Gazette  
National Museum of Contemporary Art

Budget: 114,520 EUR

### PROJECT IN A NUTSHELL

“The Political Theatre Platform enabled us to build a sphere of debate on issues of cultural diversity. Also, it enabled us to develop our teamwork and explore new theatrical means.”

**David Schwartz**, *Project manager*

**For more information on the project, visit:**

<http://artapolitica.ro/platforma2015/>

# The Political Theatre Platform 2015

## FACTS & FIGURES

### The Documentary Theatre Season

- 20 stagings of documentary theatre performances aiming at the non-formal education of a wider audience on issues of cultural diversity;
- 1,400 spectators participating to the theatre performances;
- 600 people involved in the post-performance debates.

### The Community Theatre Season

- 6 stagings of community theatre performances aiming at the consolidation and the promotion of the cultural history of minorities;
- 15 members of the Rosen Home community involved;
- 420 spectators participating to the community theatre performances;
- 180 people joined in the post-performance debates.

### The production of political theatre performances

- 2 new political theatre performances released: “If We Only Knew” and “Because You Deserve It”;
- 12 stagings in Bucharest organized;
- audience of 840 spectators, 360 of which joined in the post-performance debates.



 VIRA Association

 The Movement for European Action and Initiative Association

Budget: 169,402 EUR

## PROJECT IN A NUTSHELL

“We believe that various types of dwelling reflect relations between people, culture and environment. By looking at housing experiences we can understand the histories of larger groups of people.”

**Andrei Crăciun**, *Project manager*

**For more information on the project, visit:**

[www.bucharesthousingstories.ro](http://www.bucharesthousingstories.ro)

# Lived-In Homes. Cultural diversity of dwelling in Bucharest and the neighboring surroundings

## FACTS & FIGURES

### Bucharest Housing Stories

- 1 web documentary about housing experience in contemporary Bucharest;
- 2 photography exhibitions;
- over 800 people participating to the Housing Stories Nights and more than 2,000 people visiting the 2 photo exhibitions;
- 1 screening of the documentary at Astra Film Festival (Sibiu).

### From street living to gated communities. Eight ways of housing in contemporary Bucharest

- 1 multidisciplinary research involving sociologists, anthropologists,



ethnologists, psychologists and students in architecture and urbanism;

- 1 public debate focused on the research results with 50 participants.

Also, a package of the printed book + Bucharest Housing Stories DVD was freely distributed to 300 beneficiaries.

### Lived-In Homes Stories

- 5 workshops involving high school students, non-formal educational methods were conducted by professionals in cultural education;
- 1 textbook designed and created to be used in educational projects related to housing topics;
- 150 high school students participating to Lived-In Homes Stories workshops.

 **Asociația Zeppelin**

 **USF Bergen Norway**

**National Museum of the Romanian Peasant**

Budget: 222,848 EUR

## PROJECT IN A NUTSHELL

“In less than one year, the title of this project (Carol Factory) became the name of a place in Bucharest. But more than anything, Carol Factory is a state of mind, created by the audience of events.”

**Cosmina Goagea**  
*Project manager*

**For more information on the project, visit:**

[www.halelecarol.ro](http://www.halelecarol.ro)

# Carol Factory

## FACTS & FIGURES

### Post-Industry design @ Carol Factory

- 1 exhibition to increase the quality of the outward of Carol Factory spaces;
- 5 urban design items produced: the Ramp, Prisms, Tusenben, the Springboard, the Gate;
- 6 designers involved in the making of design items, including artists from Norway;
- 700 participants to the varnishing of the exhibition, including architects, designers, artists, urban anthropologists, cultural journalists etc.;

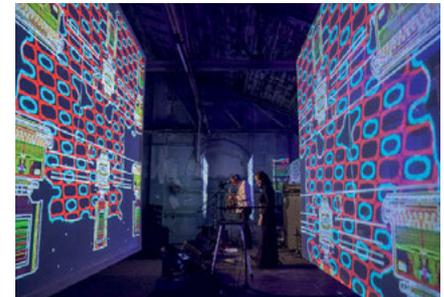
### Carol Factory Story

- 2 day workshop dedicated to children and their teaching about recycling (buildings, waste, appliances etc.), sustainability and responsibility towards the environment, cultural value of the living space, storytelling, urban and architectural education;

- 55 children learning to explore physical spaces through stories and legends.

### VJ-Jazz Experience @ Carol Factory

- 1 event organized, encompassing progressive jazz music performances and multi-layered holographic projections to explore space and its potential;
- over 10 artists (Norway included) performing in an unusual yet original place;
- over 1,000 people gathered to benefit from a unique cultural experience.



## PROJECT IN A NUTSHELL

“The 3rd edition of Jazz in the Park (2015) was the moment when the event and the community became one. Everywhere, the same feeling of pure enjoyment and good spirits, the same friendly and kind people having fun.”

### **Alin Vada**

*Director “Jazz in the Park”*

**For more information on the project, visit:**

[www.jazzinthepark.ro](http://www.jazzinthepark.ro)

# Jazz in the park 2015

## FACTS & FIGURES

- 57 concerts hosted in an oasis of leisure, good style and joy in the middle of the crowded city;
- 285 musicians performing from Romania, Hungary, Serbia, Greece, Moldova, France, Czech Republic and Norway;
- 21 ethnic minorities represented by the Romanian musicians;
- over 30 musical instruments used during 90 hours of concerts;
- over 45,000 people enjoying the concerts on the main stage, discovering young artists on the Youth Stage and enjoying more than 20 other artistic and non-formal activities.

The 2015 edition of Jazz in the Park Festival was a great opportunity for



community solidarity as almost 10,000 EUR from 5,000 individual donors were collected for the financing of 4 new cultural projects and 3 scholarships for young musicians.

Jazz in the Park 2015 also meant:

- 14 non-musical major activities;
- 600 media appearances;
- 2,000 design layouts;
- 1,146 square meters of banners;
- 240 volunteers.

## Student Plus Association

Budget: 127,181 EUR

### PROJECT IN A NUTSHELL

“TiMAF Cultural Platform found a talent in each young person giving the opportunity to observe, participate, express artistically. The Platform is the place where we can grow and express ourselves in the way we feel that represents us.”

### Bogdan Ioan Buta

*Events coordinator*

**For more information on the project, visit:**

[www.platformaculturala.timaf.ro](http://www.platformaculturala.timaf.ro)

# TiMAF Cultural Platform

## FACTS & FIGURES

### Peer Gynt ROCKSTAR

- 1 Peer Gynt ROCKSTAR show highlighting the connection between 3 arts (music, theatre and literature) and resulting in an original multicultural experience;
- 28 local young artists staging a modern and interactive show with humoristic nuance;
- 800 people acclaiming the premiere show and the director, Sorin Misirianțu.

### Reconnecting

- 1 event blending dance with music and video projections;
- 700 persons participating with a high demand for the second representation of the show.

### Tradition NOW

- 1 Tradition NOW show bringing together the traditional art and craftsmanship;



- 11 young Romanian designers enjoying the opportunity to stand out by the presentation of their creations;
- 150 people participating to the event with a keen interest in fashion and traditional art.

 Mioritics Association

 Trondheim Vikinglag (Norway) and  
Râșnov Municipality (Romania)

Budget: 147,366 EUR

## PROJECT IN A NUTSHELL

“The experience of this project showed me that history can overcome the rigid timeline, becoming a living phenomenon for the volunteers involved and the public alike.”

**Mihai Dragomir**, *Project manager*

**For more information on the project, visit:**

[www.living-rosenau.ro](http://www.living-rosenau.ro)

[www.livinghistory.ro](http://www.livinghistory.ro)

# Historical Reenactment – a tool for cultural valorization and sustainable development of local community

## FACTS & FIGURES

### **Vikinglag Trondheim group attending Râșnov Historical Reenactment Festival**

The sixth edition of the festival was dedicated to the concept of living history emphasizing the authenticity of everyday life in the fortress.

During the four-days festival, over 4,000 visitors of Râșnov Fortress got a real contact with history as it was presented by Living Rosenau group in partnership with 43 representatives of Viking community in Norway and Europe.

The public discovered a vast array of activities which can animate a cultural space: crafts revived (pottery, embroidery, processing copper) and remembrance of historical events (ceremonies, battles), interactive games for families, workshops dedicated to children and lectures.

### **Promoting the project results to other cultural events**

Project team members attended different seminars, conferences and cultural meetings. It was a good opportunity to prove that a historical site can be revitalized through the implementation of interactive activities using a non-formal education method and to facilitate public understanding regarding the specificity of a local community heritage.



 University of Craiova – Faculty of Letters

 “C. Brăiloiu” Institute of Ethnography and Folklore

MF Norwegian School of Theology

Budget: 170,464 EUR

## PROJECT IN A NUTSHELL

“The project meant both research and scientific documentation on ethnic minorities in Oltenia region in the context of diversity and promotion and public awareness regarding the identities and cultural ties in the region.”

**PhD Banta Carmen Ionela**

**For more information on the project, visit:**

[www.minoritatioltenia.eu](http://www.minoritatioltenia.eu)

# Revitalization and promotion of cultural patrimony of minorities from Oltenia in the context of cultural diversity

## FACTS & FIGURES

### 1. Research study regarding the culture of minorities in Oltenia region

- 1 documentary component (the study of archives, of biographical sources, sociological studies, etc.) and 1 dynamic component represented by field research;
- 300 people interviewed from the communities of ethnic minorities;
- 3,000 copies distributed to institutions and relevant audiences.

### 2. Production of goods and services related to cultural minorities, including Roma minority

*a) The revitalization and promotion of cultural heritage of ethnic communities in Oltenia collection*

- 1 permanent collection of the 10 ethnic groups: Roma, Macedonian,

Hebrew, Italian, Bulgarian, Greek, Czech, Armenians, Albanians, Serbs;

- 10 types of objects exposed: ethnic costumes, interior fabrics, decorative ceramics, utilitarian metal objects, specific religious objects, historical, cultural, social documents; ornaments, photos;
- over 3,000 visitors.

*b) 8 cultural evenings organized in Craiova*

- at least 30 participants for each event representing minority communities;
- a diverse agenda for each event.



 Center for Sustainable Policies Ecopolis

 Eco-Museum Research Institute "Gavrilă Simion" Tulcea

Budget: 85,356 EUR

## PROJECT IN A NUTSHELL

“The project was a challenge for us – to identify the craftsmen and to convince them to get out from their comfort zone. Fortunately, they were very cooperative and the result was a real success.”

**Loredana Pană**, *Project coordinator*

**For more information on the project, visit:**

[www.deltacraft.ro](http://www.deltacraft.ro)

# DeltaCraft

## FACTS & FIGURES

DELTACRAFT is aimed at revitalising traditional crafts in the Danube Delta area through the collaboration between local artisans and contemporary designers. Together they created a collection of objects inspired by culture and history.

Our aim was to show the unique character of the Danube Delta region, of its cultural and natural heritage. Moreover, we wanted to show a sustainable approach to design production, culturally rooted and locally sourced to mediate the survival of traditional local crafts.

- 5,600 km travelled in Tulcea county;
- 9 workshops organized with craftsmen and designers;
- 50 craftsmen identified in Tulcea county;
- 5 designers and 10 craftsmen involved in the process of creation;



- 13 new products with contemporary utility made with traditional techniques created;
- 2 public exhibitions – Bucharest, at Galateca Gallery and Vienna – at the Vienna Design Week 2015 festival;
- 400 visitors;
- 560 catalogues distributed.

 **Helping Hands Association**

 **Arts High-school "George Georgescu"**  
**"Gavrilă Simion" Eco Museum**  
**Research Institute**

Budget: 97,172 EUR

### PROJECT IN A NUTSHELL

“Discovering the joy with which the Turkish, Roma, Russian lipovans from Dobrujha have chosen to make themselves acknowledged through this project, makes me proud of living in such a beautiful part of Europe.”

**Gabriela Popa, Project manager**

**For more information on the project, visit:**  
<http://diversitate-dobrogeana.maini-intinse.ro/>

## Dobrudjhan Diversity for European Community

### FACTS & FIGURES

- 60 documenting visits to collect information and photos that best represent the Turkish, Roma and Russian lipovans ethnics from the Dobrudjhan cities/villages;
- 6 biographic Russian lipovans puppets' profiles, 6 biographic Roma puppets' profiles, 6 biographic Turkish puppets' profiles;
- 28 young high school volunteers involved in the making and performing of the puppet theatre play “Yesterday and today”. They learned from scratch the handling of puppets;
- 50 interactive workshops for learning how to handle the puppets;
- 300 hours of audio-video recordings of sounds, images, videos and dialogues specific to the ethnics for the 70 minutes puppet shows;
- 5 multicultural theatre puppet representations promoting education by art and culture for a wider audience in 4

of the most ethnically diverse localities in Tulcea county;

- 600 brochures presenting Dobrudjhan ethnics distributed in 7 localities of Tulcea county and 2 localities in Constanța county. The brochures promote a tolerant European Dobrujha, where the ethnics belonging to the Dobrudjhan minorities set an example of open dialogue, in recognition of the Dobrudjhan Community.



 **Photo Romania Association**

 **Nordic Light Events, Norway**

Budget: 189,460 EUR

## PROJECT IN A NUTSHELL

“Photo Romania 2015 is the sequel of an idea started 5 years ago. It means one step closer to developing and recognising photography as an art among arts. But most of all, it means passion expressed through images.”

**Sebastian Vaida**, *Project manager*

**For more information on the project, visit:**

[www.prif.ro](http://www.prif.ro)

# Photo Romania Festival 2015

## FACTS & FIGURES

### Image Museum

Photo Romania Festival 2015 included a number of over 70 exhibitions, from commercial photography to artistic and conceptual. Within those, 3 exhibitions were especially designed for the Image Museum, as the place where more than 3,000 visitors could learn about the history of photography, film, media, go through entire collections of equipment, take a look at old inestimable photographs, see history in images and images of history.

### Industry Days

The first meeting of the European photography festivals in Europe. It gathered over 20 photography festivals from Romania and abroad and meant the first step in building a network of festivals (Photo NetWork).



Besides this, Photo Romania Festival 2015 also meant:

- 5 national premieres, 200 photographers, 8 music concerts, 20 venues, 200 participants at the Photo Romania Academy, 1,000 square meters of exhibitions, 1,500 printed photos, 1,000 photos in photo contests, 400 media coverages and 50 volunteers.

 **A Chance For the Future Association**

 **Concordia Oslo Association**

Budget: 114,711 EUR

### PROJECT IN A NUTSHELL

“Theatre Dialog Box road was rewarding in that it achieved its potential and built character to reaffirm the importance of cultural heritage in educating young people.”

**Alexandra Bogdan**  
*Project manager*

**For more information on the project, visit:**

[www.teatru.ospv.ro](http://www.teatru.ospv.ro)

## Theatre Dialog Box

### FACTS & FIGURES

#### Theatre play preparation

- 28 students trained to stage a theatre play and to support multicultural traditions fair. This meant the transformation of 28 students from Bucharest and Ilfov into cultural trainers, through performing arts, pottery and history of minorities' courses;
- 41 high school students from Bucharest and Ilfov attending courses.

#### Cultural caravan in Romania

- 11 events in 11 high schools from Romania aiming at achieving high levels of attractiveness towards Romanian culture and the concept of multiculturalism;
- 1,700 students and 30 teachers from Bucharest, Cluj-Napoca, Sfântu Gheorghe, Bacău, Ploiești, Timișoara, Caracal, Constanța having access to culture and intercultural dialogue.



#### Cultural caravan in Norway

- 2 events in two high schools from Norway with the purpose of opening access to culture and intercultural dialogue;
- 16 students from Bucharest and Ilfov promoting Romanian traditions and culture;
- 300 students and 5 teachers from “Edvard Munch” School in Oslo and KUBEN High School Oslo interacting with Romanian high schools students, as part of a traditional multicultural society.

 **European Foundation  
for Urban Culture**

 **Reykjavik International Film Festival and  
Edinborg Cultural Center**

Budget: 216,862 EUR

## PROJECT IN A NUTSHELL

“This project made possible the fulfillment of a dream; two courageous projects, International Festival of Contemporary Dance STEPS and COMEDY CLUJ International Film Festival managed to grow both nationally and internationally.”

**Cristina Irimie**, *Project manager*

**For more information on the project, visit:**

[www.danceandcinema.ro](http://www.danceandcinema.ro)

# Binding Europe through Cinema and Dance

## FACTS & FIGURES

### STEPS International Festival of Contemporary Dance

- 1 contemporary dance festival organized;
- 120 artists of world known dance companies from 5 European countries involved;
- 6 shows presented, highlighting mixes between sensations, sounds and moves;
- 4,354 people participated to the events within the festival;
- 20 people and 300 volunteers;

### COMEDY CLUJ International Film Festival

- 1 film festival organized, offering a creative platform for networking and thought sharing between artists, cinematographers and audience members;
- 92 films from 14 European countries projected to 5,257 people;



- 54 people worked as a team to develop and run the festival, helped by 150 volunteers;
- 32 guests (directors, actors, screenwriters, producers and film critics) invited;
- 97 national and international journalists attended the festival as accredited members.

**1 mentorship project** enabling 10 young people from Romania and Iceland to develop their knowledge in cultural management, thus making possible a network of specialists that will contribute to other cultural projects.

 Iași Municipality

 Interkulturelt Museum Oslo  
PRO ROMA Association

Budget: 116,270 EUR

### PROJECT IN A NUTSHELL

“The project developed a spirit of dialogue through communication and collaboration between the ethnics in Iași: Armenians, Greeks, Hebrews, Russians/ Lipovans, Ukrainians, Roma.”

**Ana Pustianu-Rogojinaru**

*Project manager*

**For more information on the project, visit:**

[www.istoriaminoritatilor.ro](http://www.istoriaminoritatilor.ro)

## History of Minorities – A Cultural Artistic Approach of Diversity

### FACTS & FIGURES

#### Historical research of minorities

- 1 scientific research;
- 1 historical monograph “Iași – city of diversity” containing novel information about the ethnic groups in Iași;
- 6 thematic conferences with the participation of 300 ethnic representatives.

#### Interethnic festival “The diversity week in Iași”

- 8 days festival and over 5,000 people attendance;
- 1 tent to host book exhibitions, stands of the minority groups, ethnic poetry sessions and the release of an art album “History of minorities”, with a total participation of 1,500 people;
- 3 day music and dance shows with the performing of about 90 artists. More



than 2,000 spectators applauded the Greek songs, the authentic Gipsy music, the Ukrainians, Armenian and Russian-Lipovans dances or the “klezmer” music interpreted by Hebrew artists;

- 1 theatre performance of the Hebrew play “Restituțio Benjamin Fondane”;
- 1 outdoor theatre performance of the Roma play “The window” with over 1,500 spectators.

#### Cosmopolite fashion and painting exhibition

- 7 unique collections assembled in a cosmopolitan fashion show;
- 22 paintings by ethnic artists;
- 500 guests and over 2,000 spectators.

## PROJECT IN A NUTSHELL

“The project has helped us become one of the major organizers in the local theatre scene while contributing to our long term vision of defining the local identity with the contribution of ethnical minorities.”

**Iulian Necula**  
*Project manager*

**For more information on the project, visit:**  
[www.caleido.ro](http://www.caleido.ro)

# Caleido International Theatre Festival

## FACTS & FIGURES

### Stand-up comedy shows

- 20 stand-up comedy shows promoting both the festival and multiculturalism;
- 20 stand up comedians involved;
- over 2,000 youngsters hearing about the festival while also being exposed to breaking stereotypes about local ethnic minority myths.

### Caleido International Theatre Festival

- 20 plays promoting intercultural dialogue while also giving free access to one of the major local theatre festivals;
- over 150 actors and director performing within the festival;
- 7 ethnic minorities presented, with emphasis upon their contribution to the developing of the local identity;
- over 2,500 people seeing the plays, having access to cultural identity knowledge and information.



### Caleido talks

- 8 Caleido talks to be organized with the purpose of promoting multiculturalism and strengthening cultural dialogue in a non-formal environment;
- over 160 participants having the opportunity to learn more about building up a cultural product;
- 16 professionals (including Norwegian) to share their experience and expertise in their specific field of culture.

 Centre for Interethnic Youth Education Sighișoara

 Municipality of Sighișoara

Budget: 61,927 EUR

### PROJECT IN A NUTSHELL

“ProEtnica is an instrument of cultural and civic education to maintain interethnic peace in a democratic and pluralistic society.”

**Volker Reiter**  
*Project manager*

**For more information on the project, visit:**

[www.proetnica.ro](http://www.proetnica.ro)

## ProEtnica – Intercultural Festival Sighișoara

### FACTS & FIGURES

- 4 day festival promoting intercultural dialogue and artistic interaction;
- 20 national minorities represented through 53 artistic performances;
- 27 presentation and craftsmen booths;
- 752 participants representing the national minorities in Romania, including 32 young Roma performing in the theatre forum workshops;
- 1 visual art exhibition displayed by 10 contemporary artists from the national minorities;
- 4 concerts performed by “Fanfara din Cozmești with Yna Chiriac”, “Zuralia Orchestra”, Ricky Dandel and “Szempöl Offchestra”;
- 25 interactive performances, 8 lectures on intercultural themes and 4 theatre performances organized with the purpose of designing a forum for dialogue;



- 1 catalogue and 1 documentary (*Intercommunity*) on national minorities created. The documentary was broadcasted on national television together with the results of the festival;
- 15,000 spectators and visitors to the activities of the festival.

 **Timișoara National Theatre**

 **B. Valiente Company**

Budget: 151,235 EUR

## PROJECT IN A NUTSHELL

“Theatre is powerful, direct and uncompromising, it can «Say it now!» like no other art form, however uncomfortable and complicated the issues it approaches.”

**Codruța Popov**, *Project manager*

**For more information on the project, visit:**

[www.sayitnow.ro](http://www.sayitnow.ro)

# Say it Now!

## FACTS & FIGURES

### Theatre workshops for young people

- 5 theatre workshops dedicated to bringing together young people from various walks of life and of different professional expectations;
- 28 high – school students involved.

### Theatre play – Say it Now!

- 2 theatre performances in Timișoara creatively capitalizing on stories and issues specific to young people, in a society that is traditionally silent to their needs, in a professional production that will become part of the repertoire of the Timișoara National Theatre;
- around 45,000 persons viewing the play;
- 50 participants to the debate following the opening performance (theatre makers, NGOs, Antidrug agency, psychologists, teachers etc.)



### Acting workshops

- 4 acting workshops aiming to create an intercultural and professional communication between students from Oslo National Academy of Arts and students from the Music and Theatre Faculty within the West University Timișoara, under the coordination of the director and theatre teacher Tyra Tonnesen;
- 16 students (13 Romanian and 3 Norwegian) enriching their professional skills by researching the different forms of the contemporary theatrical languages.

 **Gilding Association of Sibiu**

 **Municipality of Copșa Mică**

**The ASTRA National  
Museum Complex – Sibiu**

Budget: 171,950 EUR

### PROJECT IN A NUTSHELL

“2015 was the year when Târnăvioara’s residents realized that within their selves lies the possibility of a better life. They understood that learning traditional handicrafts could bring a steady income.”

**Anca Nițoi**

*Project manager*

**For more information on the project, visit:**

[www.tarnavioara.ro](http://www.tarnavioara.ro)

## European Cultural Diversity Hub

### FACTS & FIGURES

Within European Cultural Diversity Hub the men from Târnăvioara had the possibility of learning new things regarding traditional handicrafts. Through these handicrafts they will be able to repair their own houses and not only. Thus, 70 men from Târnăvioara succeeded in repairing 5 houses within woodworking, metalwork, house restoring workshops.

Women from the community had their own role in the **European Cultural Diversity Hub project**. The Romanian traditional cuisine workshop meant new and old ways of cooking traditional meals. All cooked food was later served to all guests from the Craft’s fair held in Târnăvioara in autumn 2015.



 **National Association for Rural Ecological and Cultural Tourism – Maramureş Branch**

 **University of Akureyri and The West University Vasile Goldiș**

Budget: 195,039 EUR

## PROJECT IN A NUTSHELL

**Promoter:** “The whole world moves towards globalization and uniformity and our main concern is to promote the multi-ethnic cultural heritage of Maramureş, which is very rich and ancient.”

**Partner:** “Icelanders do not know their folk dances anymore and few have a national costume. To see the Romanian group wear their different national costumes with pride and dancing their folk dances with enthusiastic smiles on their faces was a wakeup call.”

**For more information on the project, visit:**  
[www.maramuresmulticultural.ro](http://www.maramuresmulticultural.ro)

# “Living Treasure” in the European cultural heritage

## FACTS & FIGURES

### Field collection of cultural heritage

(folk dances, instrumental and vocal music, traditions and handicrafts) representing the intangible cultural heritage of Maramureş.

- 5,000 DVDs multiplication of multi-ethnic intangible cultural heritage;
- 33 volunteers working with 33 canvassers.

### Newly created amateur ensembles

- 3 amateur ensembles newly created (1 Hungarian, 1 Roma and 1 Romanian) with the purpose of preserving the originality of traditional culture;
- 90 young people involved, at least 24 persons from each ethnic group, and 10 young people trained to be able to carry on the transfer of knowledge;



### Exchange visits in Iceland and Romania

- 2 exchange visits in Iceland and Romania with the purpose of developing the intercultural dialogue;
- 8 performances included (6 in Iceland with 500 people audience and 2 in Romania with 300 people audience);

### Ethnographic exhibitions

- 3 ethnographic exhibitions organized (a) Wood and Ceramics, (b) Old Textiles and (c) A Tactile Tour Exhibition for Visually Impaired with the purpose of Facilitating the access to the intangible cultural heritage for the general public;
- 500 visitors including 100 blind people and 50 international tourists.

**The “George Barițiu” County  
Library Brașov**

Budget: 14,791 EUR

**PROJECT IN A NUTSHELL**

“The project aims at giving children the opportunity to enjoy childhood games of yesteryear, to discover and to practice them in the open space.”

**Ioana Șchiopu, Project manager**

**For more information on the project, visit:**

[www.capitalajocurilor.ro](http://www.capitalajocurilor.ro)

## Brașov, the capital of traditional games

### FACTS & FIGURES

#### The Interschool Competition

- 1 competition to familiarize children with traditional games, within a competition with prizes;
- 13 schools in the Brașov county;
- 400 children, aged 6 to 14 with diverse backgrounds and coming from different living areas;
- thousands of laughs.

#### The Traditional Games Festival

- 10 traditional games selected and promoted within the children: Baba-Oarba (Hide and Seek), Tzic, De-a gaurelele (The Little Holes), playing the hoops, the rod, the jar, Turca, La Stobor, In foc (In the Fire) and Hale-Malea;
- 500 children from schools and kindergartens all over Brașov county.



### PROJECT IN A NUTSHELL

“The project gave us the opportunity to encourage young visually impaired persons towards corporal expressivity.”

**Bruckner Andreia**, *Project manager*

**For more information on the project, visit:**

<http://asociatiatandem.ro>

## Tandem Dance

### FACTS & FIGURES

- 1 seminary and round table “Liberating the Body of the Visually Impaired Through Dance” touching upon the need for corporal expressivity for the blind, various methods used to transmit movement to visually impaired children and adults;
- 15 dance workshops coordinated by Mrs. Engebriksen, a famous Norwegian dancer;
- the participants were blind and visually impaired: 10 adults and 5 children, 5 dancers and 5 guests, teachers from various private dance schools in Bucharest;
- 1 movie created to be sent to all the schools for the blind and the branches of the Association for the Blind in Romania.



 **Replika Cultural Association**

 **Red Panda Association**  
**The Association of Librarians**  
**from Romania – ANBPR**

Budget: 16,665 EUR

### PROJECT IN A NUTSHELL

“Promoting the concept of «active art» means encouraging artists to get involved in social problems, making use of their artistic competences.”

**Viorel Cojanu**, *Project manager*

**For more information on the project, visit:**

<http://companiareplika.tumblr.com>

## A Canine Charter in the public reading rooms from Moldova

### FACTS & FIGURES

740 children, parents and educators from 10 cities in Romania benefited from the project activities.

The project consists in the itineration of a theatre performance – Confessions of a dog – widening new horizons through the use of artistic means.

The impact of the project envisages the harmonious and responsible personal development of children and youth through:

- increasing education and culture;
- cultivating tolerance;
- sharing positive values;
- promoting social responsibility;
- encouraging volunteer work;
- encouraging community involvement in sustainable development.



“Brătianu” Cultural Centre

Public School of Akureyri, Iceland

Budget: 15,000 EUR

### PROJECT IN A NUTSHELL

“On the national day of Romania, we carried our flag to Iceland. It was a most uplifting feeling to see the enthusiasm of children learning to handcraft Romanian folk art.”

**Simona Șerban**

*Project manager*

**For more information on the project, visit:**

[www.culturabratianu.ro](http://www.culturabratianu.ro)

## Promoting the Romanian cultural identity through art workshops, folklore and traditions for the Icelandic community in Akureyri

### FACTS & FIGURES

- 3 day workshops to promote Romanian tradition among a community which does not have sufficient information about the history and culture of our country;
- 3 artisans (Ion Rodoș, Ionuț Rodoș and Ștefănică Crișan) to share their talents in the art of handicraft;
- 1 exhibition to display items created by the artisans and images of Arges and Muscel area;
- 1 documentary film to present the artisans and their art;
- over 500 students, teachers and other community members from the town of Akureyri, Iceland to come in contact with Romanian cultural heritage.



Budget: 15,095 EUR

### PROJECT IN A NUTSHELL

“Children were encouraged to proudly wear their folk garments and sing specific repertoire while parents understood to support them into preserving the cultural heritage.”

**Jeanina Babuta**, *Project manager*

**For more information on the project, visit:**

[www.ansamblulkozaciok.ro](http://www.ansamblulkozaciok.ro)

## Traditional Dance at Bucovina Wedding

### FACTS & FIGURES

#### **Workshop “The Minority youth encouraged to preserve their traditions”**

– 1 workshop with 20 representatives of the minorities in Bucovina: Ukrainians, Russian-Lipovans and Roma;

#### **Photo exhibition publicly displaying the specificity of minority groups in Bucovina;**

#### **“Traditional dance at Bucovina wedding” show**

– 150 guests from 9 music and dance groups coming from 8 villages all over Bucovina performing on the scene;  
– 300 people enjoying the show.



### PROJECT IN A NUTSHELL

“The project succeeded at bringing theater plays closer to children in rural areas and promoting interethnic tolerance.”

**Tomina Săveanu**, *Project manager*

## “Gingerbread House” marionettes and puppets for children in rural areas

### FACTS & FIGURES

- preparation, during a period of 3 months, of a theatre play with puppets and marionettes addressed to children aged between 5 and 10, with a duration of a maximum 50 minutes;
- 6 rural communities from Bihor County benefitting from the project;
- 561 children participating to the shows;
- 6 workshops aimed at promoting inter-ethnic tolerance through theater for children, organized by the actors from the play with the participation of 99 children;
- millions of genuine innocent laughters.



**For more information on the project, visit:**

<http://casuta.probihor.ro/>

 **Graphis 122 Association**

 **Policy Center for Roma and Minorities**

Budget: 16,703 EUR

## PROJECT IN A NUTSHELL

“For us, Stories from the Schoolyard represents an opportunity to bring theatre to the service of education and personal development.”

**Livia Rădulescu**, *Project manager*

**For more information on the project, visit:**

<http://graphis122.ro>

# Stories from the Schoolyard

## FACTS & FIGURES

- 1 theatre play that is based on the personal stories of its actors: 15 young people and children who live in Ferentari, a ghetto-type neighborhood in Bucharest;
- over 500 spectators, within minimum 6 public representations of the theatre play;
- developing one tightly knit theatre group made of young people and children capable of working together and of building and presenting an artistic product;
- 2 short viral anti-discrimination videos raising public awareness with regard to discrimination and marginalization;
- minimum 20,000 people visualizing the videos on social media networks.





Through the EEA Grants and Norway Grants, Iceland, Liechtenstein and Norway contribute to reducing social and economic disparities and to strengthening bilateral relations with the beneficiary countries in Europe. The three countries cooperate closely with the EU through the Agreement on the European Economic Area (EEA).



Many of the projects implemented within the Programme have encouraged promoters to carry on their ambition and work, each in their specific cultural area. As it was only the beginning, **THE STORY GOES ON.**



**Legend:**  promoter  partner

 All photographs within this printed material are provided and credited by project promoters



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