



CRE:HUB

Interreg Europe



European Union
European Regional
Development Fund

Cultural & Creative Industries in Centru Region

Ovidia Caba

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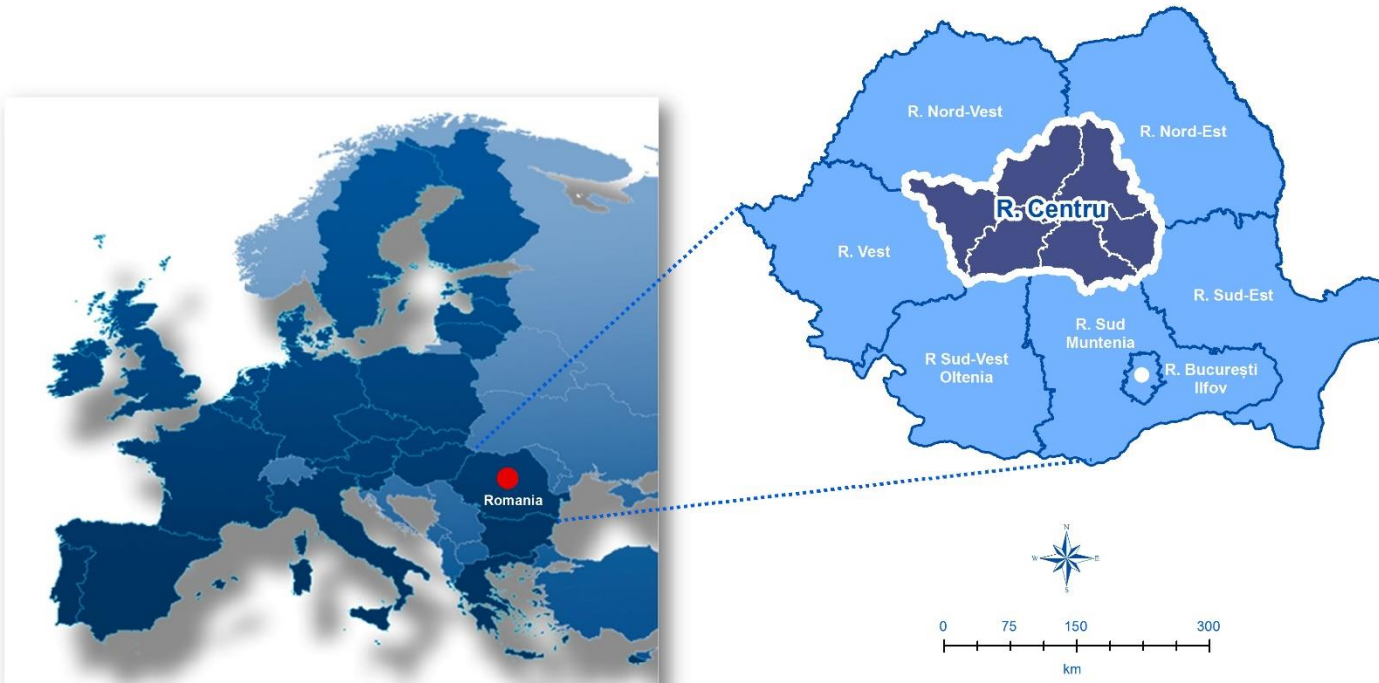
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23.02.2021 | Final Conference

Centru Region: November 1998

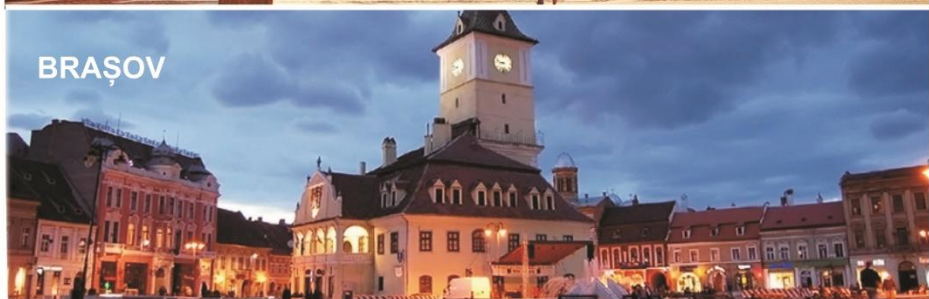
Alba, Braşov, Covasna, Harghita, Mureş and Sibiu

Localizarea Regiunii Centru



Centru Region

Centru Region: 6 counties 34,100 km² **Population:** 2.32 million inhabitants (2019)
Urbanization rate: 57.2% **Ethnic and linguistic diversity:** Romanians (61.2%), Hungarians (28.6%), Roma (4.7%), Germans (0.4%) **GDP / inhabitant:** 19,200 euros, in 2018; the 3rd at national level (62% of the EU average) **Unemployment rate:** 2.6% (November 2019)





Network of public roads in Centru Region measures **11,307 km**, of which 4,354 km of modernized road.



Two international airports in Centru region: Sibiu and Târgu Mureș, and the 3rd airport is under construction in Brașov.

Distance in hours to the main European destinations: London 3:00, Madrid 3:40, Dortmund 2:15, Nuremberg 1:55, Stuttgart 2:00 Vienna 1:30, Munich 1:40, Milan 2:00

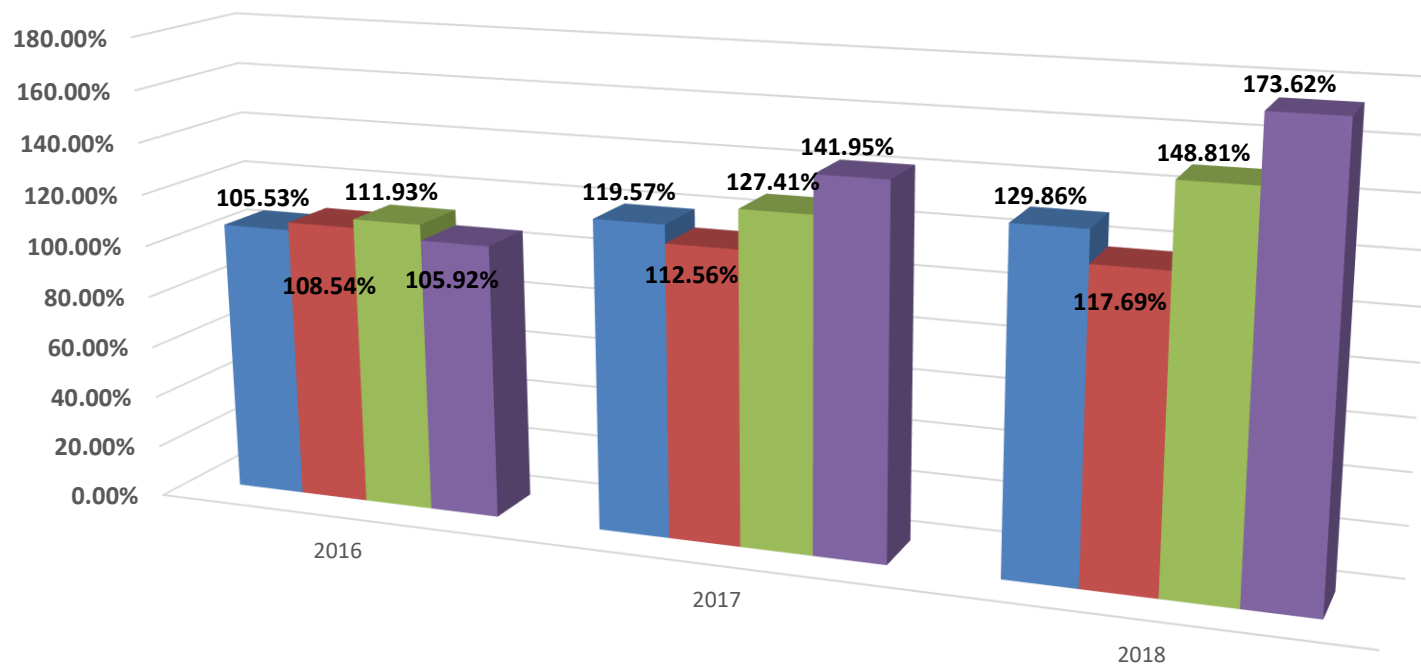


The region is crossed by the **4th Pan-European Transport Corridor** (Dresden-Istanbul), a route that will ensure a fast connection between South-Eastern Europe and Central Europe.

IT & CCI

- Sectors included: **television, visual arts, newspapers & magazines, advertising, architectural activities, books publishing, performing arts, gaming, film production, music industry and radio.**
- Almost **9 million people are employed in cultural field in EU** – 3.8% of the total employees (similar to agriculture, forest activities and fishing).
- 1 of 4 employees working in cultural sector is an artist or writer.
- Local IT market reached **5,9 billion EUR in 2019**, 80% exports (ANIS)
- Bucharest contributes with 63% at revenues, the other important regions being North-West with 18%, West with 5% and North East 5% (ANIS).
- EU registers a surplus in the international trade of cultural goods, while Romania registers a deficit.

Evolution of IT & CCI in Centru Region compared to 2015



	2016	2017	2018
■ TOTAL PERSOANE JURIDICE	105.53%	119.57%	129.86%
■ TOTAL NR. MEDIU SALARIATI	108.54%	112.56%	117.69%
■ TOTAL CIFRA DE AFACERI NETA (RON)	111.93%	127.41%	148.81%
■ TOTAL PROFIT BRUT (RON)	105.92%	141.95%	173.62%

IT & CCI

Urban cultural vitality index – 2018, *Research and Consulting Center in the field of culture, 2019*

Municipalities in Centru Region:

- Sfântu Gheorghe – 2nd
- Miercurea Ciuc – 3rd
- Sibiu – 4th
- Tîrgu Mureş – 5th
- Alba Iulia – 7th
- Braşov – 8th

Indicators used:

- **Cultural enterprises**
- **Budgetary expenditures for culture**
- **Specialized human resources**
- **Creative industries**
- **Cultural establishments**

Cultural Tourism

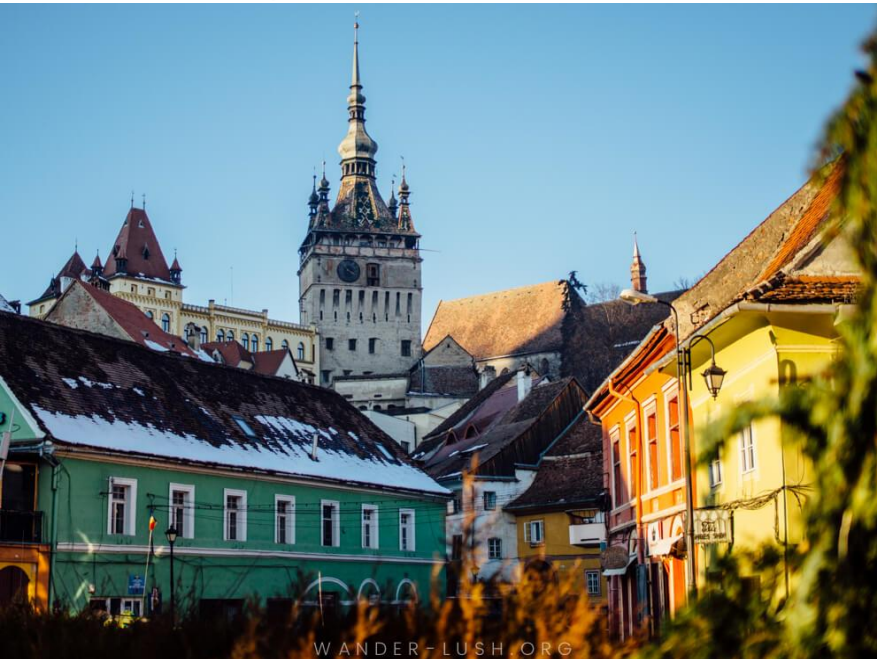
- **Heritage buildings** can be found in both **urban** and **rural areas**, with **historical and architectural value**: fortresses, castles, archaeological vestiges, churches, monasteries, museum collections, etc.
- **Cultural events**
- We are the region with the most **UNESCO World Heritage Sites**





UNESCO

United Nations
Educational, Scientific and
Cultural Organization



- **7 Villages with fortified churches from Transylvania:** Biertan, Prejmer, Viscri, Dârjiu, Saschiz, Câlnic and Valea Viilor
- **The historical center of Sighișoara**
- The Dacian fortress from **Căpâlna**
- The secular forest from **Șinca**



Sighișoara Medieval Festival

„Sighișoara Medieval Festival” - the largest and long-lasting festival in Romania.

It takes place **annually** in **Sighișoara** (*the only inhabited medieval fortress in Europe*) at the **end of July**.

Each edition of the festival has a **specific theme**.



ASTRA FILM

SIBIU INTERNATIONAL FILM FESTIVAL

- Romania's leading documentary festival.
- The festival provides a unique focus on Central and Eastern European non-fiction cinema, with a competitive section dedicated to documentaries originating in countries from the area, as well as a rich list of representatives of cinema organizations and individual talents participating in the industry programmes.
- AFF, organized for the first time in 1993, prides itself with having established a consequential framework for the development of documentary cinema in Central & Eastern Europe and having reinforced a platform for emerging filmmakers in Romania and in the entire region by providing networking opportunities as well as national and international visibility for their work.





ALPIN FILM FESTIVAL

BRASOV - BUSTENI - PREDEAL

6



ALPIN FILM FESTIVAL FILM COMPETITION ROMANIA 2021



OPEN FOR SUBMISSION.

Cash prizes with awards included
THE CARPATHIAN TROPHY
BEST MOUNTAIN MOVIE
BEST ROMANIAN MOUNTAIN MOVIE

Click to submit with
FilmFreeway

DEADLINE 08.01.2021

- a cultural event of film, book and photography, meant to celebrate and promote the mountain culture.
- the first and only International Mountain Film Festival in Romania and the ideal destination for mountain, adventure, adrenaline and sports enthusiasts.
- organized in three locations: **Brașov, Bușteni, Predeal.**
- part of the **IAMF – International Alliance for Mountain Film**, the prestigious alliance that unites 27 movie events in 20 countries on 5 continents.

GOOD PRACTICE



Carolina Creative Quarter



an NGO, aiming to bring together all the creative and innovative resources of the city of Alba Iulia and create a permanent culture and art infrastructure, within the premises of the historic Carolina Citadel

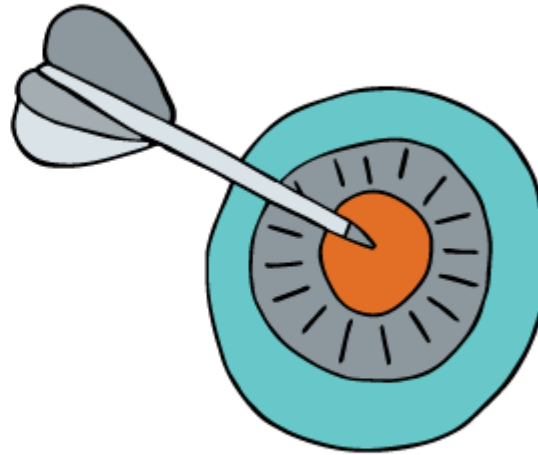




alBa
iulia

WELCOME TO THE
LARGEST CITADEL
IN ROMANIA

GOALS OBJECTIVES



- to refocus the economic development of Alba Iulia city towards cultural and creative industries;
- to bring talented people from the Cultural and Creative Industries (back) to Alba Iulia;
- to bring the historic Carolina Citadel back to life, by repopulating it with creative businesses and people.



- first creative space opened up in Alba Iulia in 2016 (gallery and events space)
- implemented several cultural projects financed by the Ministry of Culture and co-financed by Alba Iulia Municipality:
 - **Urbingo Centenar**
 - **The Great Union of the Creatives @Alba Iulia**



Urbingo Centenar, a cultural project, consisting of cultural events dedicated to the celebration of 100 years since the great union of the Romanian provinces, based on the construction of an artistic-interactive game, using the Urbingo game as a support.





- **The Great Union of the Creatives @Alba Iulia**, a project aiming to design a model of community development based on culture and to establish a framework for discussion and exchange of best practices between European cultural centers, by opening a new cultural hub in Alba Iulia.
 - meeting of cultural hubs
 - workshops dedicated to young people between 15 – 25 years old on five topics of CCI: video and light design, storytelling, cultural marketing, DJ-ing and graphic design on interactive panels
 - photography exhibition dedicated to the First World War



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Thank You! 😊

