



European Union  
European Regional  
Development Fund



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# ***CRE:HUB***

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## ***Policies for Cultural Creative Industries: the hub for innovative regional development***

**6<sup>th</sup> Study Visit & BarCamp**

### ***- STUDY VISIT REPORT -***

**Romania | Centru region | Alba Iulia & Sibiu  
27<sup>th</sup> and 28<sup>th</sup> of March 2018**



## - STUDY VISIT REPORT -

The Regional Development Agency Centru, hosted in March 2018, the 6<sup>th</sup> international meeting of CRE:HUB project. The meeting took place in 27<sup>th</sup> – 28<sup>th</sup> of March in Alba Iulia and Sibiu and included Coordination and Steering Group meetings, Study Visit and a BarCamp event. The meeting got together over 30 participants, project partners and stakeholders from all the project partner regions.

The study visit took place according to the following programme:

### 27th of March – Alba Iulia

15.00 – 17.15 **Study visit – Alba Iulia:**

*14.45 - Bus pick-up point - in front of Hotel Parc – Alba Iulia, Str. Primaverii 4*

15.00 – 16.00 **MUSEIKON** – a project that transformed an historical monumental building into an Icon museum.

16.00 – 17.15 **PRINCIPIA MUSEUM** – the former headquarters of the Roman legion: "Legio XIII Gemina Apulum". It's here where the Project Partners have had the first contact with the historical roots of Alba Iulia and have learned from the representatives of Alba Iulia municipality about how Carolina Citadel was revitalized with the help of EU funds.

The creative side of Alba Iulia has been showcased by the representatives of **CAROLINA CREATIVE QUARTER**.

17.30 – 19.00 **BARCAMP** hosted at **HUB7** - time for interaction, sharing, learning and making friends.

**HUB7 is the first co-working space in Alba Iulia.** The hub was recently opened, on the 7th of March 2018 and therefore it is in the first stage of its development. HUB7 was an excellent ground for initiating an interregional learning and sharing experience on the topics of: **business incubation, co-working spaces and supporting CCI Startups.**

As you know, BARCAMPs are events without spectators, only participants! Participants have been invited to interact and share their experience in an informal, relaxed but constructive way!



19.00 – 20.00 **Guided tour of Carolina Citadel** – Main historical and cultural attractions

20.00 **Dinner** | *Pub 13 - Aleea Sfântul Capistrano, Alba Iulia*

## **28th of March – Sibiu**

### **Study visit – SIBIU**

09.30 – 10.30 **Transfer to Sibiu**

*09.30 - Bus pick-up point - in front of Hotel Transilvania – Piața Iuliu Maniu 11, Alba Iulia*

10.30 – 11.30 **The Culture Factory** – the closest thing to the concept of cultural industries – a project that transformed an abandoned industrial site into a centre for culture, education and research. The Project Partners met here the creators of the largest international Theatre Festival in Europe - **SIBFEST** – *Welcome Coffee*

12.00 – 13.00 **Sibiu city hall** – “Sibiu from European Capital of Culture 2007 – to European Region of Gastronomy 2019”. Sibiu was the European Capital of Culture in 2007, being the first city in South-Eastern Europe to receive this title. During 2007 Sibiu hosted over 2.000 events, very diverse in type: performing arts, film, photography, architecture, visual arts, literature, music, heritage, conferences. The Sibiu European Capital of Culture Program was a success, but the year 2007 was not the peak, but the engine of the city’s development. Ten years later Sibiu was designated to be European Region of Gastronomy in 2019.

13.00 – 14.30 **Lunch** | *Cârciuma din bătrâni – ASTRA MUSEUM – Gate 2 – Sibiu*

14.30 – 15.45 **The `ASTRA` National Museum Complex** is the most important ethno-museum institution in Romania and the largest open air ethnographic exhibition in Europe.

16.00 – 17.00 **ASTRA LIBRARY** – more than just books, Astra library plays an important role in the cultural life of Sibiu county, by hosting exhibitions, reading sessions, concerts and educational activities.

17.00 – 18.00 **Check – in at your hotels in Sibiu**

18.00 – 19.00 **Guided tour of Sibiu old town** – Main historical and cultural attractions

*18.00 – Meeting point - in front of Hotel Continental – Piața unirii 10 – Sibiu*

19.00 – 21.00 **Dinner** | *Kulinarium – Piața Mica 12, Sibiu*

21.00 – 22.00 **Transfer to Alba Iulia**



## 27th of March, 2018, Alba Iulia | Study Visit & BARCAMP



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The aim of the study visit was to bring close to the participants the CCI situation of Centru Region and to offer them the opportunity to learn from some examples of supporting the CCI sector in the region.

The study visit tour started in Alba Iulia, right in the heart of the medieval citadel Alba Carolina. Here, the participants had the opportunity to learn about how new cultural and creative activities were developed with the help of the European funds.

First visit of the CRE:HUB delegation was at [MUSEIKON](#), a project that transformed an historical monumental building into an Icon museum. **Ms. Ana Dumitran**, made a tour of the museum and gave us details about all the sections (exposition of paintings, icons, books) of the museum.



“Museikon. A new icon museum revitalizes a historical monumental building restored in Alba Iulia” is a project implemented by Alba County Council in partnership with the National Museum of Unification in Alba Iulia, the Romanian Orthodox Archdiocese of Alba Iulia and the University of Bergen - Norway.





“Museikon” was financed under the Program PA16/RO12 "Preservation and revitalization of cultural and natural heritage", through the EEA Financial Mechanism 2009- 2014. The overall objective of the project was to restore and revitalise a historical monumental building in Alba Iulia, through the establishment of a Museum and cultural facilities.

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The activities delivered within the project transformed the building of the first military hospital in Romania, one of the oldest constructions in Baroque style from Alba Iulia, into a new value Museum.



The museum offers general public access to two of the most valuable collections of old Romanian art, through permanent and temporary exhibitions. The Museum owns:

- A collection of great artistic and documentary value, quantitatively impressive (5624 pieces), from which 2500 will be ranked. The collection contains with predilection, icons and books from the 17th to 19th centuries. The entire collection can be accessed through the website [www.museikon.ro](http://www.museikon.ro) and [www.europeana.eu](http://www.europeana.eu).
- A laboratory equipped to current standards of restoration painting tempera on wood and glass.
- A specialized library containing approximately 2,000 reference volumes and approximately 30 series almost complete of specialized periodicals published in Romania and abroad.

The study visit continued at the [\*\*PRINCIPIA MUSEUM\*\*](#), the former headquarters of the Roman legion "Legio XIII Gemina Apulum", the only legion that remained in Dacia province during the entire period of Roman occupation. The museum is one of the places where you can find the story of the castrum built by the Romans in Apulum. Principia was only partially researched and highlighted because a large part of the ensemble is under the street near the „December 1st, 1918” University.





The exhibition in the museum courtyard presents artifacts discovered during the archaeological research campaign in the area, or from the older collections of the History Museum in Alba Iulia, that is to say some statues and altars. The bronze statue at the entrance of the museum shows us how the Roman soldier was equipped 1900 years ago, the times when Dacia became one of the last territories included within the borders of the Roman Empire.



The museum was opened for public in 2015 and it is a place where more and more cultural and creative activities as events and temporary exhibitions take place.

The traces of the Principia and other Roman objectives researched and highlighted in Alba Carolina Citadel is part of the „European Cultural Route of the Roman emperors and wine along the Danube”. This Principia Museum was the place where the participants had the first



contact with the historical roots of Alba Iulia. **Mr. Nicolaie Moldovan**, the city manager of Alba Iulia Municipality, talked about the entire process of the restoration of the citadel and about the problems and difficulties they encountered during the restoration process.

Funds from the Regional Operational Program 2013-2017 were used by the Alba Iulia Municipality in order to revitalise the Carolina Citadel.





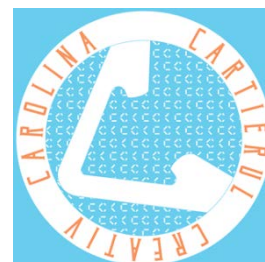
The study visit continued with a presentation of the **CAROLINA CREATIVE QUARTER** one of the GPs in supporting the CCI sector in Centru Region. The representative of the **CAROLINA CREATIVE QUARTER**, Mr. Cristian Mladin, joined the participants during their visit at Principia Museum and presented the activities within the CCI sector developed by their NGO with the support of the Municipality of Alba Iulia.



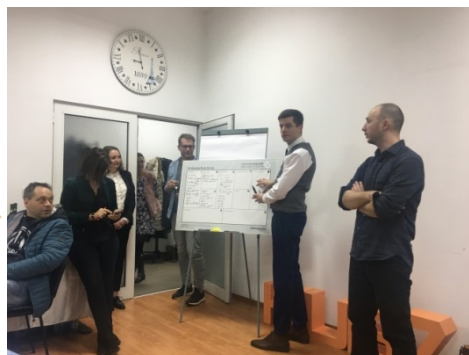
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Carolina Creative Quarter was established as an NGO, in order to bring together all the creative and innovative resources of the city of Alba Iulia and create a permanent culture and art infrastructure, within the premises of the historic Carolina Citadel. The initiative has received the full support of the administration of the city of Alba Iulia, which is planning to set up a series of spaces dedicated to the cultural and creative industries in the city: workshops, galleries, incubators, training facilities – all within the historic citadel.

The CCC initiative is the first initiative of its kind in Romania, and has already managed to overcome one of the most common barriers that appear in front of such projects – the reluctance of the public administration to such initiatives and projects. Both public administration and community work towards a common goal and each entity has its plan of action and role well established.



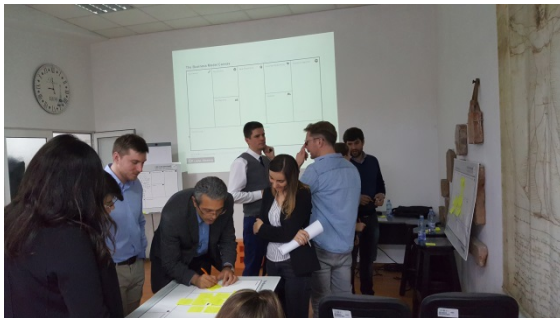
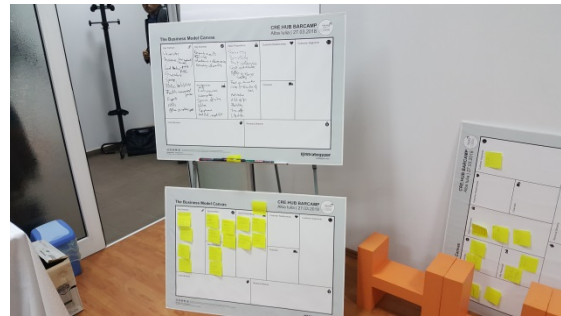
The meeting in Alba Iulia ended with the **BARCAMP event**. The BRACAMP event was hosted at **HUB7**, the first co-working space in Alba Iulia. The hub was opened, on the 7<sup>th</sup> of March 2018 and it is in the first stage of its development. This provided an excellent ground for initiating an interregional learning and sharing experience on the topics of: business incubation, co-working spaces and supporting CCI Start-ups.



The Barcamp consisted in a group exercise that focused on designing the ideal Business Incubator for CCI start-ups. The meeting started with the presentations of the business



incubation models visited during the previous CRE:HUB meetings and continued with a more theoretical approach of the business incubation models across the world. Finally the participants formed working groups and used Business Model Canvas-es to conceptualize the basic requirements for building a business incubator that would best fit the needs of the CCI start-ups.







## 28<sup>th</sup> of March 2018, Sibiu | Study Visit



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The study visit tour continued in 28<sup>th</sup> of March 2018, in Sibiu. The first visit was at **The Culture Factory** (the closest thing to the concept of cultural industries) a project that transformed an abandoned industrial site into a centre for culture, education and research. The CRE:HUB team visited here the impressive FAUST hall – the main attraction of SIBFEST – the biggest theatre festival in Europe, which this year celebrated its 25th edition.





The study visit continued at the **Sibiu city hall**. There, **Ms. Mirela Gligore, Head of the PR Department**, talked about their project – “Sibiu from European Capital of Culture 2007 – to European Region of Gastronomy 2019”. Sibiu was the European Capital of Culture in 2007, the first city in South-Eastern Europe to receive this title. During 2007 Sibiu hosted over 2.000 events, very diverse in type: performing arts, film, photography, architecture, visual arts, literature, music, heritage, conferences.



The Sibiu European Capital of Culture Program was a success, but the year 2007 was not the peak, but the engine of the city's development. Ten years later Sibiu was designated to be European Region of Gastronomy in 2019.



Next on the agenda was the visit at **`ASTRA` National Museum Complex** - the most important ethno-museum institution in Romania and the largest open air ethnographic exhibition in Europe.

**Mr. Ovidiu Baron – Deputy Director**, meet the participants at their arrival and gave a short presentation of the Museum.





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The last visit of the CRE:HUB delegation in Sibiu was at the ASTRA LIBRARY. Astra library plays an important role in the cultural life of Sibiu County, by hosting exhibitions, reading sessions, concerts and educational activities. The hosts of the institution gave the CRE:HUB team insights regarding the books collections owned by the library but also regarding its active involvement in cultural projects.

The study visit was concluded with a walking tour that revealed the historic and cultural roots of Sibiu and a taste of the culinary treasures of 2019 European Region of Gastronomy.

Prima bibliotecă publică  
a românilor  
din Transilvania



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