

# Second (3rd) Monitoring Progress Report

June 2021



MINISTERUL CULTURII



Primăria  
Municipiului  
Timișoara



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CABINET MINISTRU

Nr. ....

4300

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16.06.2021

Timișoara/București, 16 June 2021

Dear Mrs. Barbara Gessler,

Over the past few months, the key stakeholders of Timișoara – European Capital of Culture 2023 have been working to address some of the main structural challenges that have hindered so far the development of the Cultural Programme and the resources it needs to fulfil the promises it has made to the people in the city, the cultural actors, its partners and the European Commission.

In doing so, we have been working closely together – local, county, and national public authorities, who all have changed after local and national elections in fall 2020. We are both personally and institutionally deeply committed to make the Capital of Culture a success for Timișoara, Romania and Europe.

Our goal has been to proceed by consensus concerning the best suited funding procedures for the Cultural Programme and the related infrastructure as well as the improvement of the legal framework to fund cultural projects. We have also strived to rebuild trust among programme partners, unblock the existing delivery body – Timișoara 2021 ECoC Association, and rebuild it to act as an artistic catalyst and coordinator of the Programme.

We are pleased to report that the funding allocation for the 2021 cultural programme from the City and County towards programme partners is currently unfolding, numerous infrastructure projects are in progress, and that a series of legislative improvements are in the pipeline.

All of us contributed to a synthetic, to the point and critical report, which moved from descriptive observations to concrete actions and much needed remarks about the direction in which the Programme is developing and how it can improve.

However, recent events and actions taken by key actors of the Association, as late as yesterday, made us rethink all our efforts and commitments done so far to re-give trust in this organisation, rebuild it to achieve its role as the overall coordinator of the Cultural Programme, and to arrange a supportive ecosystem around it.

We now have strong doubts regarding the capacity of the Association to act as a delivery body for the Cultural Programme. As of today, a part of the conclusions that we presented in the draft of the report is no longer valid.

We would appreciate your guidance in how to proceed best. We could either send you the version of the report that no longer reflects our view on the matter in its entirety, or



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kindly ask you for postponement of the monitoring meeting of 7-10 days in order to allow us to adapt our plans for the future in relation to the Association and the future delivery structure.

We are very well aware that this is a situation that is highly inconvenient for the monitoring committee and also your team. Please rest assured that it is our deep and unwavering commitment to the ECoC and our concern for full transparency that makes us write this letter.

We are at your disposal, should you need further clarification.

Yours sincerely,

Bogdan GHEORGHIU

Minister of Culture

Dominic FRITZ

Mayor of Timișoara

Alin – Adrian NICA

President of Timiș County

**Timișoara 2023 – European Capital of Culture**  
**Second (Third) Progress Report Timișoara, June 2021**  
**Period of monitoring July 2019-May 2021**

**[Update June 18, 2021]**

The following report has been jointly prepared by the key stakeholders of Timișoara - European Capital of Culture 2023 - the Timișoara 2021 ECoC Association, the City of Timișoara, the Timiș County Council and the Ministry of Culture - and it reflects the evolution since the last monitoring, the joint work done in the past months by the three public authorities to address the main structural challenges that have hindered so far the development of the Cultural Programme, and the plans going forward. Our goal has been to proceed by consensus concerning the best suited funding procedures for the Cultural Programme and the related infrastructure, as well as the improvement of the legal framework to fund cultural projects. We have also strived to rebuild trust among programme partners, unblock the existing delivery body – Timișoara 2021 ECoC Association, and rebuild it to act as an artistic catalyst and coordinator of the Programme. We are pleased to report that the funding allocation for the 2021 cultural programme from the City and County towards programme partners is currently unfolding, numerous infrastructure projects are in progress, and that a series of legislative improvements are in the pipeline.

However, as noted in the letter submitted on June 16 to the Commission by the Minister of Culture, the Mayor of Timișoara and the President of the Timiș County Council (enclosed), recent events and actions taken by key actors of the Association, as late as June 15, when the report was to be submitted, made us rethink our efforts and commitments done so far to re-give trust in this organisation, rebuild it to achieve its role as the overall coordinator of the Cultural Programme, and to arrange a supportive ecosystem around it. We are currently adapting our plans to identify the most effective and time-sensitive ways of securing the overall coordination of the Program and will present an initial plan during the monitoring meeting on June 23rd.

## **Introduction**

### **Context of the current report**

Timisoara was nominated European Capital of Culture for 2021 by the Ministry of Culture upon the recommendation of the Selection panel following a national competition in 2016. Due to the pandemic with SARS-COV-2, the title year was postponed to 2023 (together with Veszprém – HU, and Elefsina - GR), according to DECISION (EU) 2020/2229 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 23 December 2020 for the years 2020-2033 amending Decision No 445/2014/EU establishing a Union action for the European Capitals of Culture.

According to the Bid Book, Association Timisoara 2021 – European Capital of Culture (hereinafter TM2021 Association) – the legal name has not been changed yet – is the entity that manages the process of preparation and conducts the implementation, running the year itself and preparing its legacy. The Association TM2021 is an NGO of public utility since the summer of 2019 and the ECOC project obtained the status of project of “national importance” by the Law 198/7.11.2021.

**The political context** - The present progress report is falling between various political mandates at local, county and national level.

**At local and regional level** - Local and parliamentary elections in September 2020 led to leadership changes at local and county level:

- at local level, Mr Nicolae Robu (National Liberal Party) ended his mandate in 29 October 2020 and Mr. Dominic Samuel Fritz (Union to Save Romania-PLUS) took office as Mayor on 30 October 2020;
- at the Timis County Mr Călin Dobra (Social Democratic Party) ended his mandate on 23 October 2020 and Mr Alin Nica (National Liberal Party) took office as President of the County in 24 October 2020. The 2023 ECOC year will fall within their current mandates (new local elections will be in 2024).

**At national level** - The government led by the Prime Minister, Mr. Ludovic Orban with Minister of Culture Mr. Bogdan Gheorghiu, was installed on 7 November 2019, replacing as minister Mr. Valer Daniel Breaz (Government of Prime Minister Viorica Dăncilă - PSD). Currently the government of Prime Minister Florin Cîțu is made up of a coalition PNL-USR PLUS-UDMR (UDMR- Democratic Union of Magyars in Romania). Mr Bogdan Gheorghiu took office on 7 November 2019 as Minister of Culture, being the 6th minister of Culture since the implementation of the ECoC has started in Romania in September 2016.

## A. Long-term strategy:

### **Bi-directional relation between the ECOC and the long-term strategy**

The long-term cultural strategy of the city was prepared and adopted in December 2014 (for the time-frame 2014-2024), almost two years before the city won the European Capital of Culture title. Thus, the relation between the action related to the ECoC and the cultural strategy of the city are in the direction of the strategy addressing more general and structural needs of the cultural offer and the organisational ecosystem of the arts in Timisoara, while the ECoC project is looking to respond to specific ones and set up objectives that have a much more definite focus on a particular cultural programme and through it the impact on the community, the European connections and themes of interest.

No research has addressed so far the way the ECoC project is contributing to the cultural strategy of the city per se, but only the positive perception of this contribution and the value that is given to it as an opportunity for development of the city (see the sociological research report for the interim evaluation of the cultural strategy, concluded in December 2018 and mentioned in the previous Monitoring report). At the same time, many of the direct actions of the Association or steps in the direction of supporting the ECOC project can be considered to have contributed to the development of key measures and specific objectives assumed in the long-term strategy. See Annex A.2. for a structured overview of this list, with an update on the completed infrastructure or public space projects completed in the time-frame 2019-2021 or in progress nowadays.

Making this argument even stronger, there are some visible traits that can be linked to an increased interest in the role of culture at local level for a variety of stakeholders: a preoccupation about the diversity of the cultural offer and the health of the cultural ecosystem by the public administration, much more public pressure to adequately support culture from the local budget, a heightened interest in the quality of the cultural offer and many more discussions about what represent quality cultural management practices, what is the domain of legitimate political interference in a cultural programme, what are the adequate ways to support cultural programmes (from a financial and legal standpoint).

Even the crisis and the public debates over the right way to lead and support the ECoC project, that have taken place over the past two years, can be considered to have shown very clearly the expectations concerning the type of governance that is needed for such a mega cultural project, the frames of support needed for culture at local level and the political, legal and administrative gaps in addressing such support, that urgently need to be addressed.

Following the local elections in Fall 2020, new administrations are now leading the Municipality of Timișoara and Timiș County Council, bringing different, stronger and more action-oriented visions about how culture, and in particular the ECoC, should be supported. The Municipality has already made in the short period of time since the 2020 local elections some important choices in support of ECoC and in general the cultural life of the city, carrying forward some of the most important structural tasks assumed in the long-term cultural strategy:

- 1) establishing a Center for Projects of the Municipality, to act as the key grant-making body at local level for, among others, cultural initiatives, to represent the implementation unit of the cultural strategy and to produce studies, research and analysis about the cultural life of the city. As provided for in the Strategy, the Center will also collaborate with the ECoC Association for an effective implementation of the Cultural Program (more details under E.1.).
- 2) a new planned Organisational Chart of the Municipality, which includes for the first time a dedicated Culture Unit and an Office dedicated to the ECOC project;
- 3) new, improved procedures for grant-giving for cultural projects, following analysis and public consultations and debates;
- 4) the preparation of a dedicated funding programme for large events and strategic projects for the cultural life of the city, based on a simplified selection and evaluation procedure, that would bring more transparency, accountability and quality interventions for the cultural ecosystem.

More details about these important structural steps are presented in the above-mentioned annex to the report. All these measures are meant to bring more transparency, accountability and quality interventions for the cultural ecosystem.

### **Monitoring and evaluation:**

In relation to monitoring and evaluation, even if there are no on-going actions for monitoring delivery against objectives regarding the long-term strategy, the set-up of the Center for Projects of the Municipality of Timișoara and the new Culture Unit, with their particular tasks related to monitoring and evaluation, are a guarantee that the needed normative and structural pillars are now in place, and a promise of such intentions

to become reality.

The Association continued to work towards establishing a sound monitoring and evaluation framework, according to the Bid Book. With scarce resources, the activity continued to be monitored at the level of the organization by a designated contracted staff. Quantifiable data was collected from each project implemented, processed and reported periodically.

- In 2019, the Association concluded a collaboration contract with the **National Institute of Statistics - Timiș Regional Directorate of Statistics** in order for this institution to provide with accurate data certain indicators that can be found in our progress reports and now in Annex A.1. TM2023 - Indicators.
- Both in 2019 and in 2020, the Association was in contact with the **National Institute for Cultural Research and Training in Bucharest**, with which it sought collaboration for studies and surveys. One of the scenarios considered during the meetings was for the Institute to open a branch in Timisoara.
- Also, during 2019-2020, several physical and online meetings took place with representatives of **West University of Timișoara** and the **Intercultural Institute of Timișoara** with a view to conclude a framework collaboration agreement. It was discussed to conduct an ex-ante research with studies on the population's expectation towards the Timisoara ECoC action, a reconfiguration of the monitoring-evaluation framework for learning and accountability of the Timișoara Program pre-ECoC, the design of the monitoring-evaluation framework for the period 2020-2024, possibly the elaboration of questionnaires on the perception of the inhabitants on key aspects related to the European dimension and the cultural programme and specific data regarding the ECoC year, a post-event assessment and a final Impact Assessment Report, including descriptive narrative examples of good practice and economic impact calculations.

Despite all the measures taken during this period, no agreement, contract or other written form involving the financial association could be concluded.

There is the intention to reconsider the monitoring and evaluation of the impact of the title in the city to be coordinated by the Center for Projects of the Municipality, as part of a larger effort to map the cultural life and the cultural dynamics in the city. The launch of the open-data/big-data portal in May 2021 and the now existing expertise (Timisoara's Mayor has nowadays a personal advisor on digitalization and smartcity) are a resource for such plans. This would be a functional alternative to the attempts done in the past few years to set-up a functional Independent Unit for Monitoring and Evaluation as part of the Association, which did not come to fruition, and it would provide a much-more appropriate context for such an analysis, being placed outside the Association, which is the delivery agency of the programme whose impact is to be monitored and evaluated. Such plans would, of course, build on the existing work done by the Association to plan and prepare a monitoring and evaluation frame-work, as presented above.

The ECoC team continues to maintain consistent reporting, its activities and updates the TM2021 objectives and indicators with the general and specific objectives of the ECoC, as mentioned in Decision No 445/2014 Art. .1 TM2023 - Basic indicators).

## **B. Programme**

### **B.1. Overview June 2019- December 2019**

*For a year by year progress report (2017-2020), the current status, the European dimension, engaged partners, impact so far, and plans for 2021-2023 for each programme, refer to **Annex B.1. Cultural Programme Current Status and Progress Report**.*

With the Start Up Phase completed in 2018, 2019 marked the beginning of the Action/Production phase. An action plan was created in order to incrementally implement: (1) the Bid Book programmes, (2) the Xtensions - a strand of collaborations with already established events in the city aimed at connecting the local cultural scene to international networks and build their capacity -, (3) the projects selected through the *Searchlight* open call, as per Bid Book, chapter 3.3., and (4) **Sport 21** and **Kids 21**, emanated after focus-groups with citizens and cultural operators, later included in the *Dare!* station. For the year by year implementation, see **Annex B.6. Action plan 2019-2021**. The implementation of the action plan was carried out without the supervision of an Artistic Director. (details under section E.2).

The implementation in 2019 was hindered by the same challenges it faced in previous years: delayed funding and a lack of common legislative framework regarding the financing of the ECoC, which entailed an extra administrative burden and project-by-project applications to the County and the Ministry. This led to delays in implementation (only 5.5 months in 2019), with an impact especially on the development of large Bid Book projects, and the postponement of the implementation of *Searchlight* projects planned to kick off in April. The budgets and activities thus had to be readjusted and renegotiated with over 40 partners at the

same time the implementation was going on, and further applications to the Ministry were being drafted. Activities aimed at consolidating the capacity of the cultural and tourist operators as well as audience development and citizens' engagement could not be carried out anymore in 2019.

From the 23 stations and trails, 17 entered in the Action/Production phase (74%) either through programmes developed with the leading hosts or with projects selected through the *Searchlight* call, which were embedded in the Cultural Programme. Against the plans in place for 2021, as mentioned in Annex B.2. of the 2019 Monitoring Report, 6 stations and trails were implemented according to initial planning (**City Voices, Slowing Down, Spotlight Heritage, Breathing Spaces, Encounters** and **European Echoes**), while the implementation of the rest had to be adapted on the go because of the context mentioned above and the objectives of the stations and trails as mentioned in the Bid Book were reached with projects selected from *Searchlight* calls.

The following trails could not be implemented in 2019 as per Bid Book: **Analogic, Addictive Lights, Chiaroscuro, Energy Incubators, Baroque Reloaded, Light Scapes and Light Search**, mostly because of delayed funding or low capacity or organisational issues of the lead partners at the time. See details in *Annex B.1. Cultural Programme Current Status and Progress Report*.

From the Highlights planned for the preparation years, almost all the activities were implemented: **Impulse Festival** ( a two-season outdoor festival); **City Voices** ( workshops and a dance-theatre performance by Pál Frénak); the 2019 Art Encounters Biennale (**Encounters**) took place as planned in October, and it continued in 2020 and is planned for 2021; **Slowing Down** festival started in 2019, continued in a hybrid format in 2020 and will be developed at city-scale as of 2021. **Energy Incubators** month-long camps were not organised, nor the major exhibitions in **Baroque reloaded** Station, as mentioned above.

From the Searchlight calls, 23 projects were selected, out of 72 submissions. Three projects by Solidart Association were reorganised and merged into one project including the three components (**in: v z b I Festival**). Out of 21 remaining projects, 17 were implemented in 2019, representing 16,69% of the total budget for the Cultural Programme. All the Searchlight projects saw their budget expectations decreased by 50%. 13 out of the 17 Searchlight implemented projects will be continued in 2021-2023, integrated in the existing stations and trails. **InVest 2021, Gigant Clandestines, Contur** and **Baroque WaterMusic Festival** were not implemented because of late and diminished budgets and low level of funding attracted from other sources.

**Based on the monitoring data collected internally, in 2019 TM2021 organised 488 cultural events, with a total estimated audience of 242 561.**

## **B. 2. Overview 2020**

In 2020, priority was given to the implementation of the Cultural Programme according to plans developed by the partners, some following guidelines of the Artistic Director given before June 2019. In 2020, each partner adapted their programme to the pandemic conditions in collaboration with the Artistic Unit. To the challenges already mentioned for 2019, the governance crisis at the level of TM2021 (see details in section E.1.), the postponement of the title year, as well as the dynamic of the legislative elections had a direct impact on the Cultural Programme.

At the beginning of 2020, the Action plan consisted of 55 large programmes and projects, with a total budget of 15 mil. lei (approx 3.1 mil. euros). By the beginning of the national lockdown (March 16), budgets had not been allocated by the public funders. Five official versions of the programme were submitted to the Municipality, as a consequence of gradual funding diminishment and changes in the implementation vision at city level. The implementation contract of the Association with the City was signed in September, first instalment wired on October 1, while direct funding by the City for projects selected through open call projects was contracted in August. No financing was available from the Ministry due to the pandemic and procedural issues. Four major programmes were submitted at the open call for culture organised by the County, but none was selected and thus no funds were made available for the TM2021 Cultural Programme.

From the 23 stations and trails, 14 were implemented in 2020 (61%), out of which 5 were implemented by the partners with direct financing from the Municipality. Since the municipality organised a call for projects that would combine the annual cultural agenda and the TM2021 objectives, TM2021 **financed only the stations and trails whose lead partners were mentioned in the Bid Book**. The Searchlight projects could not be embedded as planned, though 3 projects were funded through the call. Two spin-off activities for **Moving Fireplaces** and **Slowing Down** were also funded through the open call. Most of the projects were adapted for a hybrid version, and indirect and online audience engagement was preferred (exhibitions, murals, online content, etc.) due to sanitary conditions. Large-scale events such as **Lumina Victoriei (Bright City station)**, **Impulse**, and other large productions were cancelled. **Addictive Lights** trail fully started with an *in situ* multimedia exhibition (**Progress. Paradigm Shifts**) in the future MultipleXity -

Center of Art, Technology and Experiment, inviting local organisations to develop original artistic content that combines art and technology, deeply rooted in the local heritage, in collaboration with local and national artists. Some of the digital programmes had greater success online in terms of larger audiences, greater interaction between the participants and positive feedback. The series of online tastings and debates within the **Slowing Down** trail, and the **Spotlight Heritage** online exhibition opening, with over 600 participants from all over the world.

For three programmes - **Memories of the City**, **Addictive Lights**, **Moving Fireplaces** - open calls for artistic proposals were organised. 121 artists/cultural organisations submitted their proposals and 31 were selected. 15% of the Cultural Programme budget managed by the Association was earmarked for projects through open calls. In 2020, before the approval of the budget, and during national lockdown and sanitary restrictions, several engagement activities were organised online, and on site. Some of the initiatives such as **Shine Up your light!** campaign (8 April), when people were invited to thank and celebrate the professionals fighting COVID-19 in the first line, managed to create a real sense of community (with TV reports at national television and abroad), while **Stage in the Neighbourhood** initiative, that consisted on concerts on rooftops and in private balconies, was one of the first outdoor cultural events in Romania in the first day after lockdown. **In 2020, the Cultural Programmes could not develop incrementally as it was planned. However, from 210 activities, 66 were offline, and 144 online. In total, the offline events had an estimated total audience of 25.340, according to data provided by the partners and the internal monitoring, and over 255.988 views for the digital content.**

### **B.3. Power Station (2019-2021)**

#### **a) Building new competences for the cultural operators**

In 2019, because of partial implementation in the previous stage, new training and praxis activities, focused mainly on audience development, were scheduled, but the plans could not be carried out. In 2020, the challenges mentioned and the lack of specialised staff did not allow for a coherent and consistent approach in this area. However, some specific competences continued to be developed through networking and training events at regional scale, such as **MOST**, a Creative Europe project, lead partner Hangvető (HU), 2019-2023. consolidating the competences and capacity of the world music artists and professionals from 10 countries in the Western Balkans and Romania. For 2021, training and practice activities meant for cultural operators working in the field of visual arts are in place. The cultural mediation activities, developed in collaboration with Louvre Museum, target institutional and NGO cultural professionals that work with young audiences. Also, plans to develop competences in immersive outdoor theatre under the lead of New York-based artist Ana Mărgineanu and theatre director Ștefan Peca are already unfolding, thanks to a Erasmus+ with the involvement of a broad range of partners (state and private theatres, actors, universities), under the leadership of Diogene Association).

**Study visits and mobilities of cultural operators and local artists:** In 2019, several workshops were carried with representatives of performing arts groups (Basca, Teatru pentru tine, TribArt etc) at Ravenna Festival (July 9-15) and Timișoara (November) with the objective of forming a group of 10 guides that would learn to work with audiences in outdoor performances.

#### **b). Volunteering**

##### **A particular focus on building a sustainable ECoC volunteering programme**

In 2019-2021, in the preparation of the ECoC year and in the conditions of the pandemic, we focused on developing a sustainable volunteering ECoC programme through: a) exchange of good practices with other past, present and future ECoC volunteer programmes (EVCN), developing common projects - EU funded or self-supported, creating a common European (virtual) space for training and engaging our volunteers; b) train 30-40 local volunteers to become volunteer coordinators, volunteers in the field of communication; c) develop the methodology and tools for a quality volunteer management: training programmes and materials, methodology and manual for working with volunteers in culture in crisis (Erasmus + KA2 Project); d) networking and dialogue with local stakeholders in the field of volunteering in culture (cultural operators and partners, public institutions, academia, civil society).

Due to the short period of implementation and delays in receiving funding in 2020, the development of the volunteering portal and social research tool were postponed to 2021-2022.

#### **c) Operations Centre**

**Toolbox** - Production equipment and devices were purchased (monitors, lights, bean bags, video projector) and made available to the cultural partners. The Production Department assisted the cultural operators in the city with: expertise (2019), and materials whenever required (2019-2020).



A beta version of the TM2023 Cultural Programme mobile app (<http://tm2023.glideapp.io>) aimed at interconnecting the cultural operators and correlating the programmes was created. Further development of the tool is needed in order to create a true ecosystem of TM2023 cultural operators that share knowledge and correlate among themselves.

In 2020, all the systemic and operational procedures were revised and improved based on the experience of the first year of implementation. As a consequence, the need for the digitisation of some of the processes was identified, and a tailor-made web application for digitising internal processes was developed in its incipient phase. This web app will digitise internal processes such as contracting, monitoring, and will be developed when funding is available. The development of IT tools was done in collaboration with MultipleXity, **and are part of the legacy of TM2023 for the Center for Arts, Technology and Experiment.** In 2020, all the financial Methodology and tools for conducting, coordinating, evaluating and reporting of the volunteering activities were drafted and made available to the network of cultural partners.

#### **B.4. Overview 2021 - recalibration of the Cultural Programme**

Given the postponement of the title year to 2023, a process of recalibration of the Cultural Programme was launched in October 2020 in order to find out how the development plans of the partners were affected by the new calendar. The process sought also to address some of the difficulties of communicating a clear artistic vision to the partners and to the general public generated by the discontinuity in artistic supervision in 2019 and 2020, as mentioned above, successive rescheduling in 2019 and 2020, dysfunctional financing mechanisms, the fatigue specific for such a long lasting project accentuated by the pandemic. With the participation and support of a Communication and programming Consultant (the former selected Programme Director), 59 individual consultations and thematic meetings were held with the partners of the Cultural Programme (both the lead partners and those selected through *Searchlight* open call in 2019) with a view to recalibrate the programming in the post-pandemic context, to inter-correlate the programmes and identify the main communication directions. Notes were taken from the meetings in order to allow for the future artistic direction to take over.

Following consultations, and a SWOT analysis of the Cultural Programme (see *Annex B.2 SWOT Analysis of the Cultural Programme*), three main strategic directions were streamlined, as per Bid Book and in synergy with post-covid EU resilience and recovery plans: (1) **social inclusion and civic engagement**, (2) **digital transformation** (with MultipleXity at the centre, as an important drive of the legacy) and (3) **sustainable and greener cities**. These priorities were already present in the Bid Book, but now they have become more prominent. Thus, in Territory *People*, the stress falls on social inclusion and civic engagement. In Territory *Places*, cultural interventions across the city are aimed at making it more sustainable and greener. In Territory *Connections*, partners focus more and more on digital transformation, in connection with other trails from People and Places designed from the beginning to include a digital component (**Analogic, Addictive Lights, Spotlight Heritage**). The dialogue between arts and technology is a unifying, overarching element across several trails, and can make the future MX – the Centre for Art, Technology and Experiment a clotting factor. Digital Installations or mixed media performances are already present in **Addictive lights, Bright City, Moving Fireplaces, Bega!**

From a communication standpoint, the 24 stations and trails can be conceptually organised in 8 year-long journeys, out of which four actively engage people and society, and four propose moods and ways of perceiving the city and the region afresh, through memory-, sound-, light- and cine-scapes. From a programming point of view, the trails in a given Territory that take place in the same timeframe have to complement and reinforce each other, in order to create the feeling of a unique cultural event that occupies the whole city, neighbourhood by neighbourhood. By clustering the programmes around these strategic lines, a cumulative effect could be reached and a better and clearer communication envisaged.

New steps in establishing highlights for 2023 were taken: consultations with Art Encounters, the National Art Museum of Timișoara and the French Cultural Institute for two large exhibitions (Brâncuși and Victor Brauner retrospectives), in collaboration with Centre Pompidou, an *in situ* intervention by artist Christian Boltanski, a series of workshops on education through art and cultural mediation with Musée du Louvre.

Also, **proposals for Opening on December 16-18, 2022** were made and are to be discussed and agreed with all the stakeholders. The Opening will not only create great emotional links with the local community, since it will be 33 years, day by day, after the start of the Romanian Revolution in Timisoara, but will also allow to overcome financial and administrative difficulties: it can be organised at the end of the financial year (2022), securing a budget that would not be available if the Opening took place in January 2023, when funds are usually not available because of lack of a working multiannual financing scheme, unless effective changes in the legislation are put in place.

For 2021, the implementation of the Cultural Programme was planned for the second half of the year, when

COVID restrictions have eased and legislative, organisational and financial adjustments for the remaining period have been put in place. For the Action plan initially proposed to the three public funders in February 2021, see *Annex B.6. Cultural Programme Action Plan (2019-2021)*.

### **B.5. The main highlights to attract visitors**

Given the above mentioned challenges, the highlights are planned mostly for 2022 and 2023. The main highlights build upon the specificity of the local heritage (multiculturalism and multi- confessionality of the region of Banat, the memory of the Romanian Revolution and Timisoara's industrial tradition as well as its spirit of innovation and artistic experimentation). The main highlights are as follows:

#### **2021**

- **Moving Fireplaces, 4th edition** - large-scale theatre performance in Libertății Square (July 23-25) and Moving Fireplaces Festival in the region of Banat (August-September). Part of the **Centriphery** Creative Europe project.
- **Dare! - The Parallel City** (immersive theatre by Ana Mărgineanu and Ștefan Peca in collaboration with local public and independent theatres, the academic sector) (August)
- **Memories of the City, 4th edition** (artistic interventions in several neighbourhoods) (Aug.-Sept.)
- **Slowing Down Festival, 3rd edition**, sustainable gastronomy&consumption (Sept., parks across the city)
- **4th Art Encounters Biennial** (October 1-November 14)
- **Cluster of art&technology events** to take place along Bega and adjacent neighbourhoods (End of September- October 1-10): **Bega!** (Luminaria workshops and co-creation with the public), **Addictive Lights** trail, following **Simultan Festival, Sabotage** electronic festival at MultipleXity.
- Cluster Romanian Revolution - **reMIND Mapping** and **Memorial of the Romanian Revolution** (in preparation of Opening) (September-December)

#### **2022-2023**

- **Opening** (December 16-18, 2022) powered by People. To be decided with stakeholders.
- **Romanian retrospective of Avant garde artist Victor Brauner**, hosted by the National Museum of Art Timisoara, in collaboration with Centre Pompidou (FR) (October 2022- January 2023);

#### **Territory People**

- **In situ intervention on the theme of memory by artist Christian Boltanski** (winter 2022-2023);
- **Hay Festival Timișoara**, first edition (March 2023);
- **Rimini Protokoll Cargo Timișoara** (Summer 2023);
- **Memories of the City**, street arts festival (August 2023);

#### **Territory Places**

- **Dare! - Outdoor performance by Teatro delle Albe/Marco Martinelli and Ermana Montannari co-created with citizens of Timișoara**, Ravenna Festival and Teatro delle Albe (an original concept to be developed after Dante21) (May-June 2023)
- **Impulse Festival**- immersive theatre in the historic neighbourhoods of Timisoara, and large outdoor performances with a focus on Fabric neighbourhood (June 2023) - including *The parallel City*;
- **Dare!- Outdoor performances produced by National Hungarian Theatre and Veszprém 2023** (summer 2023);
- **Slowing Down** sustainable gastronomy&consumption (September 2022, 2023);

#### **Territory Connexions**

- Premiere of **Il Traiano in Dacia** Opera in collaboration with National Opera of Timișoara (summer 2023);
- **Light Search** music festival across Banat (summer and December);
- **Gurre Lieder** cantata during George Enescu Festival (collaboration between Altenburg Theatre Gera, Banatul Philharmonic, Romanian National Opera Timișoara) (September);
- **First retrospective of Romania-born sculptor Constantin Brâncuși** (Art Encounters Foundation, Centre Pompidou, French Cultural Institute, National Museum of Art) (September-December 2023);
- **5th Art Encounters Biennale** (October-November 2023);
- **Bega! - Luminaria** by Architects of Air across Banat region (in 2022, Luminaria production and exhibition in Timișoara, regional events during 2023 - October, but along the year as well);
- **Bega!** - large scale performance co created with citizens (production with Motion House UK) (Oct. 2023);

- **Light Festival** - large production, continuation of the Lumina series, interactive installations invade the river banks and the city (**Closing - November**).

## **B.6. European Dimension**

For a detailed description of how each programme has delivered until now on the European dimension, *see Annex B.1. Cultural Programme Current Status and Progress Report*.

### *B.6.1 - promote cultural diversity in Europe, intercultural dialogue and greater mutual understanding;*

Territory by territory, the trails come together to highlight the European connections of Timișoara and the Banat region, a unique multicultural environment in itself that mirrors on a smaller scale the diversity of Europe.

**REMIX ID** is an ongoing transdisciplinary artistic initiative of Meta Spațiu Association that promotes intercultural dialogue and greater mutual understanding by collecting musical traditions, customs and stories of peaceful coexistence of the Swabian, Jewish, Serbian, Hungarian, Czech and Romanian communities in historical Banat, and then mixing them into contemporary performances that involve the local communities.

**Moving Fireplaces** (annually since 2017) researches the stories of migration, deportations and the traumatic episodes of the 20th century Banat. While Banat is renowned for the peaceful coexistence of several historical ethnic communities, deeply-rooted stereotypes towards Roma, inhabitants of other regions of Romania, and lately, towards the refugees, still survive and it is the ambition of this programme to fight these stereotypes through storytelling and artistic experimentation. In the long term, Moving Fireplaces promotes integration.

**Spotlight Heritage** (annually since 2019) celebrated through physical and online exhibitions in 2019 and 2020 the mutual understanding of different historic ethnic and religious groups from Banat, the intercultural heritage that this has generated, besides celebrating the common architectural heritage of Central Europe.

**Memories of the City** (annually since 2018), celebrates the cosmopolitan spirit of Timișoara and peaceful coexistence of different ethnic groups through large-scale murals. The large-scale performance of **Lumina Unirii** [The Light of the Union] (September 2019), which took place for 3 consecutive days in the main square of the city, with over 30.000 people attending, celebrated the coexistence of different ethnic communities in Banat before and after the Union with Romania in 1919. Projects that promote intercultural dialogue and greater mutual understanding in the DKMT region include the **Art on Stream** itinerant art exhibition of seminal artists from the region, to be hosted in Timisoara in June 5-30 2022.

### *B.6.2. Highlight the common aspects of European cultures, heritage and history, as well as European integration and current European themes;*

Several programmes explore the common aspects of European cultures, heritage and history by means of archive and field research as well as crowd-sourced memories that are turned into contemporary, sometimes digitally interactive works of art, that invite critical reflection. In 2019, the focus of several programmes was the celebration of three decades since the Romanian Revolution, which ignited in Timișoara and is deeply connected with the city and the spirit of the inhabitants, and the Cultural Programme. This was an opportunity to extrapolate and reflect, across several programmes on the transition to democracy, the common European values and contextualise the Romanian case in the Eastern bloc. In particular, **reMIND Mapping 89** (2019, to be continued in 2021), crowd-sourced the testimonies of the witnesses and their fight for freedom and made them digitally available with the direct engagement of teenagers. **Memories of the City** approaches through murals, storytelling, concerts, pop-up artistic interventions themes related to our common past (the Romanian Revolution and the transition to democracy of the entire Eastern bloc, 2019), as well as the peaceful coexistence of historical ethnic communities in Banat area, and particularly in Timișoara (2020). **Theatre as Resistance**, an initiative part of the **Heritage Contact Zone** Creative Europe project ([www.heritagecontactzone.com](http://www.heritagecontactzone.com), lead partner H401 (NL), focused on common European disputed past and tried to identify contact zones that allow for a critical engagement with the heritage. In particular, it focused on censorship and artistic creation during communism in three ethnic communities (Romanian, German, Hungarian).

**The Digital Platform of TM2021/3 Cultural Data** was developed in 2019 with University of Polytechnics Timisoara as a Beta version (<http://data.timisoara2021.ro>, public interface: <https://digital.timisoara2021.ro>) and updated in 2020. The platform includes digital resources with open metadata and will be connected with **Europeana** Collections, making available the relevant digital heritage content produced for the Cultural Programme to a wider European audience and international audience, as well for reuse.

Current European themes such as social inclusion of different vulnerable groups was approached in several programmes: people that suffer discrimination based on their sexual orientation and/or gender identity in **Fluid Views, with the local LGBTQI+** community in 2019 and 2020; a focus on the Roma community in

**in: v z b l Festival**, 2019; people excluded from social life because of physical disabilities in programmes such as **in: v z b l Festival** (2019) and **Impulse** (workshops with people from elderly residencies, visually impaired pupils, elderly people in nursing homes, as well as contemporary circus workshops for children in foster care delivered by the local-based Circus School, 2019). **City Voices** (host The Romanian National Theatre Timișoara) collaborated with French-Hungarian choreographer Pál Frenak in co-creating with amateur hearing impaired people a dance performance (2019).

Sustainable development of the cities and the participation of the citizens in shaping it is present in several programmes, mainly in **Breathing Spaces** and **Civicultura**. In 2019, Scott Burnham's "Reprogramming the City" exhibition and talks pointed out how contemporary cities across the world refunctionalise already existing infrastructure to improve life. **Civicultura** (project selected through *Searchlight* open call) involved the citizens in several neighbourhoods in civic talks and debates about the public space, the changes that need to be brought about through civic involvement.

**Slowing Down** - approaches the theme of sustainability, the change of patterns of consumption and slow food, and it does that with several organisations from France, Italy and Portugal.

For the 2021-2023 period, the Cultural Programme was grouped and synergies were created with the EU Recovery plan: sustainable and greener cities, digital transformation and more inclusive societies and civic engagement, as detailed in section B.4.

*B.6.3. Feature European artists, cooperation with operators or cities in different countries including cities holding the title;*

*For a detailed list, programme by programme, of the artists contracted directly by TM2021, see Annex B.4. European and international artists in TM2023 Cultural Programme directly contracted by the delivery body in 2019 and 2020.*

The content of many programmes is being developed in collaboration with European artists or production companies or as part of EU-funded projects. Such is the case, for instance, of **Bega!** which involved from the very beginning European artists in co-creating with local volunteers and artists large performances. For 2021-2022, a luminary (production by Architects of Air, UK) will be co-created with local volunteers and later tour the region and the world in 2021-2023. Prin Banat Association is a partner of the Creative Europe project **Centriphery**, along with other 8 European organisations and part of the activities are included in the **Moving Fireplaces** programme (residencies and a large outdoor performance scheduled for June-July 2021). **Dante21** was launched in 2018 as a large-scale performance of the *Divine Comedy*, in a formula co-created with the public in a gradual manner, the culminating point being the presentation of the three parts (Hell, Purgatory, Paradise) in 2021, in Timișoara, with the participation of other European citizens and amateurs. In 2019, 30 professional and amateur actors from Timisoara participated in the Ravenna Festival. Due to the pandemic, the initial plans could not be carried on. For 2023, a new international co-production will be reimaged with Ravenna Festival and Teatro delle Albe.

Other programmes host guest European performances such as **Impulse**, outdoor performing arts festival, which included two seasons in 2019, in collaboration with France-Romania Cultural Season and Teatroskop (FR) network. **Encounters trail** aims at making connections between Romanian artists and audiences and the international contemporary art scene. In 2019, it did so through the 4th Art Encounters Biennial, with over 60 international artists represented in Timișoara, and a large retrospective dedicated to Polish artist Magdalena Abakanowicz. In 2020, two historical exhibitions of four European and international seminal artists were part of the Cultural Programme: **Harun Farocki - Reality Would Have to Begin** (in collaboration with Antje Ehmann), organised by Art Encounters Foundation, and **Resurrected Matter: Tadeusz Kantor, Shikiji Tajiri and Jaap Wagemaker**, organised by Triade Interart Foundation.

Many of the projects selected through the *Searchlight* calls hosted European artists in residencies working with the local community (**In: v z b l Festival 2019**) or co-creating with local artists as is the case of **Consulart**, a project initiated by the Diplomatic Art Association of Timisoara, whose long-term objective is to create sustainable links between local visual artists and contemporary artists from European countries with diplomatic representations in Timișoara. In 2019, artists from Serbia, Germany, North Macedonia and the Republic of Moldova spent one week in residency and worked with local artists on *in situ* interventions.

On June 4 2019, a collaboration partnership with Novi Sad ECOC was signed, which included collaboration in visual arts (**Encounters**), **Moving Fireplaces**, as well as a "cultural bus" that would make the connection between Timisoara and Novi Sad. In 2019 and 2020, several TM2021 programmes had a particular focus on Serbian artists, in preparation of the (then) common title year: **in: v z b l, In vitro veritas, Consulart, KIDS 21, 4th Art Encounters Biennial**. Triade Foundation (Encounters) was present at the **Danube Dialogues Contemporary Art** festival in 2020, and will continue to do so in both 2021 and the following years. Novi Sad 2021 and TM2021 applied jointly to Creative Europe funds for 4 cross-border projects, but

the applications were unsuccessful. Due to changes in title celebration (2022 for Novi Sad), some of the common projects, like **Cargo Timisoara** by Rimini Protokoll and **Dante 21** will be re-organised and implemented by TM2023 only. For the 2021-2023 period, collaboration will continue in projects such as **Bega!, Moving Fireplaces, Encounters**. TM2021 team had periodic calls with **Esch-sur-Alzette 2022** and collaborations were established, mainly in areas of youth cultural programmes, neighbourhood celebrations, architecture and sustainability. With **Elevisis 2023**, several possible collaborations were discussed: common projects on sustainability, outdoor performing arts in collaboration with the French Institutes from Timisoara and Athens and Teatroskop network, volunteering. The first collaboration under **Sport 21** is planned for September 2021. Plans in place for theatre collaborations with **Veszprém 2023**, mainly through theatre performances in 2023 in collaboration with the Hungarian State Theater Timisoara. The exchanges and planning of common activities will continue after the new curatorial and financial mechanisms have been clarified.

The cooperation between the ECoC volunteering programmes (an informal network of 17 ECoC cities) kicked off in April 2020 with regular online working meetings between coordinators and volunteers, aiming at strengthening the ECoC cooperation, and developing common projects. Following cooperation, 3 project applications were submitted, 2 Erasmus+, and one ECF Culture of Solidarity fund.

### **B.7. Cultural and artistic content as per Article 5 of EU decision 445/2014/EU**

One of the main strengths of TM 2023 Cultural Programme is that a wide range of projects rooted into the local cultural scene flow together towards a clear main theme (light). However, this also represents a major challenge in ensuring a coherent artistic vision, particularly when the curatorial choices are shared between the partners and the artistic direction (see Annex **B. 2 SWOT Analysis of the Cultural Programme**). In the first year of production (2019), besides the major Bid Book programmes, the implementation also included 17 new ideas of programmes, proposed by as many new cultural operators. While the Searchlight call represented a great opportunity to connect deeper with the community and reach many hard-to-reach audiences, it also added considerable difficulties in correlating the initiatives and clearly communicating them in just 5,5 months. In the Programme development strategy, 2020 was the year when these correlations would be fine tuned and implemented. The pandemic and the absence of an artistic director during the implementation both in 2019 and 2020 determined this process to be put on hold during spring and summer 2020, and restarted only in Fall 2020. The recalibration (see details in section B.4.) needs to be continued under a strong artistic direction in order to correlate the programmes at a deeper level, and communicate it along the strategic directions indicated in section E.5.1.

*B.7.1. involve local artists and cultural organisations in the conception and implementation of the Cultural Programme;*

*See Annex B.5. Cultural Programme partner organisations and artistic collaborations (2016-2020)*

In 2019, 22 new cultural initiatives from 19 new local cultural organisations were selected through the *Searchlight* open call in order to supplement the existing Cultural Programme. The intention was to test the programmes in 2019 and develop them gradually for the title year, improving the quality and diversity of the Cultural Programme, as well as consolidating the capacity of local cultural operators; only 17 selected projects were implemented.

For stations and trails where TM2021 is the leading host, other organisations were co-opted through co-curating in 2019. In 2020, other organisations were co-opted especially to develop cultural mediation programmes. While initially there were, besides TM2021, 26 implementing organisations (out of which 2 ceased to exist), now there are 50, the double. In 2019, 16,69% of the budget for the Cultural Programme was directed to projects selected through open calls, while in 2020 it was 15%. For several large programmes such as **Memories of the City, Moving Fireplaces, Addictive Lights, Slowing Down** open calls for artistic solutions were organised. This practice was continued in 2020 as well, with 3 calls organised, despite the very reduced time for implementation.

*B.7.2. Combine local cultural heritage and traditional art forms with new, innovative and experimental cultural expressions;*

*See Annex B.1. Cultural Programme Current Status and Progress Report.*

Several projects use a complex methodology of field research and crowd-sourcing to convert memories, traditions and customs into contemporary works of art. **REMIX ID** researches the folk dance and musical traditions in order to remix them into contemporary shows that combine contemporary dance, electronic music and visual arts. **Moving Fireplaces** organised in 2020 a public call to turn the memories crowd-sourced from several villages across Banat into 10 contemporary works of art (theatre plays, interactive multimedia installations etc.).

**Spotlight Heritage** uses technology to revive the interest for the intangible and tangible heritage of Timișoara. Web platforms, AR and VR apps, 360 degrees tours bring to life the memories of the inhabitants of Timișoara, its history and stories of peaceful coexistence. **Addictive Lights** is another trail that through open calls (2020) selected multimedia interactive works of art that celebrate the industrial heritage of Timișoara and the city's conversion into a hub of new media art.

In 2020, a public call for graffiti works of art was organised in the **Memories of the City** trail with the theme "the history, the specific and the spirit" which resulted in 12 large-murals in the Students' Campus of Timișoara. This approach will continue through 2021-2022 in order to create a graffiti route in Timișoara, to be digitised.

**Retracing Bartók:** Multimedia exhibitions (planned for 2022-2023), electronic acoustic experiments (2019) and commissioning original jazz music (2018-ongoing) is an innovative way to revive the Bartók field research, musical and photographic heritage.

Performative and inter-active walking experiences that focus on the historical and complex history of migration of Timișoara will take place in three historical neighbourhoods (Iosefin, Elisabetin, Fabric), part of **Players of Change** and **Spotlight Heritage**.

### *B.7.3. Ensure a wide range and diversity of activities and their overall artistic quality.*

TM2021 and the Cultural Programme partners strived to deliver diverse and innovative cultural activities. Each territory has a main theme that can be addressed through different arts, although **People** focuses on performing arts, **Places** on street arts and cultural interventions in public spaces, and **Connections** mainly on visual arts and music, while film and media arts are addressed transversally in all Territories. Collaborations with established and renowned artists or professionals in programmes that focused on artistic excellence and diverse audiences with a view of building the capacity of local cultural operators and of strengthening European connections included Pál Frénak (**City Voices**); Ermanna Montanari and Marco Martinelli (workshops with young amateur and professional actors, **Dante 21**); Scott Burnham ("Reprogramming the City" - **Breathing Spaces**), Dan Acher (Bega!, 2020). Contemporary circus companies or historical theatre ensembles as Teatr Ósmego Dnia (invited in **Impulse**), exhibitions of seminal European and international artists (Magdalena Abakanowicz, Tadeusz Kantor, Shikiji Tajiri and Jaap Wagemaker, Harun Farocki), or the international artists invited in the 3rd **Art Encounters Biennial**, plans for a Rimini Protokoll production postponed to 2023 and an *in situ* intervention by Christian Boltanski, they all point out to efforts of connecting the local scene to the relevant international artistic networks in order to ensure standards of excellence in programming.

The large productions of **Lumina Unirii** (2019), in which more than 100 local and international artists, as well as cultural institutions and organisations, worked together to create an international, original, transdisciplinary production rooted in the history of the place, illustrate the desire to increase the diversity of artistic content. Such is also the case of original works of art deeply rooted in the heritage of Timișoara and the region (**Addictive Lights, Moving Fireplaces**).

## **C. Capacity to deliver:**

Under the new political leadership at local, county and national level, as briefly stated in the introduction, the commitment for Timișoara 2023 has been deepened and strengthened on all key dimensions, in a coherent, collaborative and integrated manner, based on a constant dialogue of the local, county and central decision-makers, complemented by a joint technical working group at the city-county levels.

At the level of the Ministry of Culture, Mr Demeter András István was appointed Secretary of State in March this year and he has been coordinating the ECoC title on behalf of the Ministry of Culture since April 1<sup>st</sup> 2021. The Minister of Culture appointed on May 28<sup>th</sup>, 2021 Ms Maria-Adriana Hausvater, the manager of the National Theatre of Timișoara, as its representative in the Board of Directors of the Association in order to ensure its functioning.

In this context, the key dimensions that have political support and commitment from the local, county and national authorities and on which they are currently working on are: legislation improvements and better funding mechanisms, reconfirming public funds committed, cultural infrastructure delivery, and more effective and correlated program and funding delivery bodies (*for the latter please see details under E.1*).

**Legislation improvements** are aimed to offer more predictable, multi-annual, flexible and correlated mechanisms for allocating public funds for cultural projects in general, and for Timișoara 2023 in particular.

**The Ministry of Culture has been preparing to amend the applicable national legislation** as follows:

- a) Coordinating the amendment of the GD no. 51/1998, on improving the funding system for cultural programs, projects and actions, with recommendations from the representatives of the main beneficiaries in order to debate this in the Parliament, currently in public consultation;
- b) Applying of the enabling act for modifying and completing GED no. 42/2019 on establishing financial measures to support the development of the National Cultural Program "Timișoara - European Capital of Culture in 2021, this normative act will be modified depending on the amendments for GD no.51/1998. Timișoara Municipality contributed to the process by proposing amendments for both regulations.

Current legal framework includes the following on public funding: GD no.51/1998 with subsequent completions, regulating non-reimbursable public funding for culture, being used by the City in funding Timișoara 2023, as well as the cultural sector; Law no.350/2005 with subsequent completions, regulating non-reimbursable public funding in general, being used by the County in funding Timișoara 2023, as well as the cultural sector. GED no.42/2019 created the legal framework for the funding of TM2023 ECoC action as a priority programme through direct funding from the national budget, with Association Timișoara 2021 as the delivery body. The Association was to allocate this support to project leaders via a re-granting process based upon the criteria in the Bid Book (chapter 3.3), and utilise a maximum of 5% for administrative costs (with no more than half of this amount for staff salaries). A budget of max. 52.900.000 lei (approx. 10.752.000 EUR) was earmarked for the Cultural Programme, the sums being allocated annually for the period 2019-2022. This legislation was amended as per Law nr.198/2019, precisising that the Association TM2021 awards grants with priority to beneficiaries whose projects are included in the Bid Book, and can use these funds to directly carry out activities of touristic information on the Cultural Programme at national and international level. The selection procedure was approved by Order of Minister of Culture 2520/2020 (January 15). This new mechanism was however not used, and in 2020 no funding has been made from the national budget for the Cultural Program (more details below).

GED 42/2019 also created the legal framework to direct funding support from the national budget to local and county authorities for key Cultural Capital infrastructure projects, with a total envelope of 114,6 mil. lei (approx. 23,9 mil. EUR). No allocation has been made so far due to a delay in implementation mechanisms; the latter were approved on May 19, 2021 by the Minister of Culture<sup>1</sup> and contracts with the City are currently being drafted for three infrastructure projects, all of which are already in progress, and funding from the national budget is expected to follow soon, pending the receipt of complete documentation.

Giving the pandemic and postponing the year, **at the meeting the 20<sup>th</sup> of May 2021 the local, county and central authorities concluded:**

- a) due to the fact that within the reporting period of July 2019-May 2021, by the GED 42/2019 no funding was granted, the amendments must provide not only the transfer of financial resources, but also the transfer of the responsibilities, both for the ECoC cultural program as well for cultural infrastructure intervention;
- b) also the amendments to GED 42/2019 must consider two very important aspects: **b.1)** extending of the time limit considering the postponement of TM2021 to 2023; **b.2)** rescheduling the amounts foreseen for both the cultural program and investments in order to ensure a constant financing starting with the second semester of the current year, continuing with the previous ECoC year, the year of holding the ECoC title and the legacy year.

**Better financing mechanisms** take into consideration, on the one hand, to correlate financing procedures for Timișoara 2023 from local, county and national level in terms of legislation, objectives and mechanisms, and on the other hand, to jointly develop a common procedure of funding allocation from all public authorities involved, including other local authorities that are willing to join the ECoC, along Timișoara, Timiș County and Ministry of Culture. In this regard, a joint task force at local and county level has been already set up, with technical staff and experts, which are also working with the Secretary of State Mr. András Demeter and the dedicated department of the Ministry of Culture (*more details in section E.1.*)

**All the authorities involved also reconfirm their financial commitments in support of the Cultural Program - see more details under E.3.**

In terms of **support for capital expenditures (infrastructure), from the national budget in 2020**, 2.500.000 lei (507,678 EUR) commitment and budget credits were initially allocated. After the budget rectification (Government Decision no. 135/2020) the initial credits were supplemented with 10.345.000 lei (2,100,572 EUR) budget credits, and 95.534.000 lei (19,5 million EUR) commitment credits.

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<sup>1</sup> Order of the Minister of Culture no. 3036/19.05.2021 on the Methodological norms for the allocation from the state budget of the amounts related to the categories of expenditures for the investment objectives according to GED. 42/2019 with the amendments and completions brought by Law no. 198 of November 7, 2019 for the approval of the GED 42/2019 on establishing financial measures to support the development of the National Cultural Program "Timișoara - ECoC in 2021"

As noted above, no amount was contracted for capital expenditures in 2020, due to the lack of methodology for allocation.

**In 2021**, budget credits amounting to 12 million EUR have been allocated through the state budget to the local authorities in Timisoara and contracts are currently being drafted. For the year **2022**, commitment credits amounting to 11 million EUR have been allocated through the state budget. The amendments to GED 42/2019 will also update the investment objectives, as well as reschedule the funds through 2023.

**Cultural infrastructure delivery** takes the advantage of postponing the year, both in terms of construction sites, as well as complementing funds from alternative funding sources, including European programs.

We include below the key infrastructure projects for Timișoara 2023:

No.	Name	Stage	Financing authority (City/ County/ National)	To be delivered
1	MultipleXity	technical documentation tbf in Sept. 2021	National (National Investments Company) & City	in phases, starting with 2022
2	Mărășești Cultural Center	works in progress	National (GED 42/2019) & City	Dec.2022
3	Studio Cinema	works in progress	City	Dec.2022
4	Arta Cinema	technical documentation in progress	City	Jun.2023
5	Timiș Cinema	authorization of construction released	City & European funds	Jun.2023
6	Fratelia Cinema	technical documentation finalised	City	Dec.2022
7	Unirea Cinema	small repairs needed	City	Dec.2021
8	Freidorf Cinema	technical documentation finalised	European funds	Dec.2022
9	Kuncz Cultural and Educational Center	authorization of construction released	European funds	Mar.2023
10	Iosefin Water Tower	technical documentation finalised	EEA Grants	Feb.2024
11	Victoria Cinema	works in progress	National (GED 42/2019) & City	Dec.2021
12	Dacia Cinema	works in progress	National (GED 42/2019) & City	Mar.2022
13	Culture Palace - facade	works in progress	City	Jun.2022
14	Culture Palace ensemble – rehabilitation of non-monument status building	works in progress	National (GED 42/2019) & City	Jun.2023
15	Culture Palace ensemble – restoration of the monument building	technical documentation in progress	National (PNRR /National Restoration Program) & City	in phases, starting with 2023
16	Banatul Philharmonic	technical documentation in progress	National (GED 42/2019) & City	Jun.2023
17	Timiș County Library “Sorin Titel”	technical documentation in progress	National (GED 42/2019) & County	



18	Huniade Castle	technical documentation tbf in May 2022	National (National Restoration Program) & County	in phases, starting with 2023
19	Baroque Palace - Art Museum of Timișoara	technical documentation finalised	County	in phases, starting with 2023
20	The Museum of the Romanian Revolution	technical documentation to be initiated	The Council of Europe Development Bank (CEB)	after 2023
21	Rehabilitation of Mocioni Mansion in Foeni (Timiș County)	technical documentation to be initiated	EEA Grants	in phases, starting with 2023

The **National Heritage Institute** is also financing, through a dedicated open-call **Timișoara - ECoC sub-Programme**, maintenance and repairs for historic monuments in Timișoara. The total value of this sub-Programme is **200.000 EUR**. Additionally, through the National Recovery and Resilience Plan it is to be financed by 3,8 mil. EUR program on **rehabilitation of public spaces that builds "The route of the December 1989 Revolution in Timișoara"**. The infrastructure of these public spaces of the Revolution needs modernization and a way to mark the events of December 1989 as part of the daily experience.

#### **D. Outreach:**

For a detailed report, see *Annex D.1. Outreach and progress report on the implementation of the audience engagement strategy 2019-2020*. The latest engagement strategy suffered adaptations in 2019 (by the former Artistic Director) and was partially put into practice during the reference period. The challenges mentioned in section B. Programme also had a direct impact on implementation of the Engagement Strategy (*Annex D.2. Engagement Strategy TMECoC*).

The Engagement Strategy was implemented mainly through the Cultural Programme and Volunteering activities. Cultural Programme – in the **Stations**, large, city-scale activities were organised with the scope of widening the audiences mainly through:

(1) themes that engage with the collective and personal memories: **Lumina Unirii** (2019) – a show which spanned over 3 successive evenings about the history of Timișoara over the past century attended by an audience of 20.000 –; **Memories of the City in Players of Change**(2019) focused on the anniversary of 3 decades since the fall of the communist dictatorship by means of large-scale murals on the theme of the Romanian Revolution, painted trams that crossed the city, comics in tram stations with stories of witnesses of the Revolution, remakes of concerts from the 90s.

(2) targeting audiences living in densely populated neighbourhoods with no cultural infrastructure: **Bega! - Lord of Lightning**, 2019- a series of pop-up events aimed at taking audiences by surprise-, **Thermal Points and COOLtura urbană**, workshops with children and their families and young people in 5 power stations (thermal points) converted into youth centers by the Timiș County Youth Foundation.

(3) developing large community-building programmes aimed at bringing together different communities and categories of public: **Sport 21 (Dare!)** (families, sports amateurs etc.). Plans are in place to continue these events and focus mainly outside the city-centre through **Bal Populaire** (in collaboration with Esch-sur-Alzette 2022, activities in 5 densely populated neighbourhoods (DIY workshops, neighbourhood parties). In **trails**, specifically, is where we can closely focus on participation and aim at deepening the audiences also thanks to the capacity of the lead partners to engage audiences on specific topics. Thus, some of the approaches used are:

(1) audiences are invited to feed into the content of art works by expressing their views about given subjects (**Civicultura** collected feedback about the state of the city from citizens and created an original show about the city in 4 neighbourhoods (2019), and in 2021 will involve audiences through immersive theatre), through crowd-sourcing micro-narratives and stories (**Moving Fireplaces** combined desk research with an extensive field research collecting stories from different ethnic groups about how different historical events impacted their lives and it then organised a call for artists to turn them into works of art) or by inviting witnesses and survivors of the Romanian Revolution to tell their story - in a programme aimed at teenagers that uses digital technologies to map the intangible heritage of the Romanian Revolution (**remind Mapping**). Other programmes that use the same tactics are **Theatre as Resistance, Spotlight Heritage, Remix ID**.

(2) Cultural mediation activities– especially the visual arts events (**Encounters, 2019, 2020**), aimed at

deepening the artistic experience, artist talks(**In vitro veritas**, 2019) and debates on sensitive issues (Fluid Views talks on LGBTQI+ difficult experiences etc.)

(3) Hands on workshops, summer schools, guided tours – such as those organised in Urban COOLture and Thermal Points (experiment with different arts and materials), revive old recipes (disco soup and other workshops in **Slowing Down**)

(4) Volunteering opportunities in the Cultural Programme – VolTM transversal programme involving wide range of categories of audiences in the supporting certain cultural events and thus getting to work with artists and understand their works or the creation process,

(5) Co-creation activities – the most profound type of experience for the audience, which is currently underdeveloped, was present coherently in programmes such as Bega!, Remix ID, but efforts for improvement are necessary.

(6) Tailoring programmes that target various groups such as children and youth, elderly and the disabled, socially marginalized and excluded people - for a full list of programmes and details of the activities organised in order to target the groups, refer to **Annex D.1. Outreach and progress report on the implementation of the audience engagement strategy 2019-2020.**

In order to adapt the Engagement Strategy in synergy with the Cultural Programme, the AU (Power Station&Engagement Unit included) started in the Spring of 2021 a series of dialogues with the cultural partners and local stakeholders (educational institutions, public administration, NGOs). So far 2 events took place, on the topics of ECoC legacy (Feb 25th) and volunteering (April 6th). The next step is to invite the stakeholders from the educational institutions at local and regional level to meet the cultural partners and create a common plan for involving the young generation in the programme, reaching out to new schools and communities.

The implementation of a volunteer center (CIVIC-TM) mentioned in the Engagement Strategy kicked off with the following steps: the development of the volunteer center methodology (complemented by the Erasmus+ project **Youngeteers**) and the delivery of two online training programmes, for volunteer coordinators and for volunteers in the area of communication. However, the activities enclosed in the VolTM action plan for 2020 were only partially implemented, therefore activities such as the development of the online volunteering platform, the volunteers' gala or the volunteer work evaluation instrument were postponed for 2021 and 2022.

A quality outreach report requires a standardized monitoring and evaluation plan and tool to be used by ATCEC and all the partners. Steps have been taken in order to conduct baseline studies and research, as mentioned in section A, Monitoring and Evaluation, yet this is an objective which needs to be implemented. For details regarding the Power Station activities (capacity building activities, volunteering and engagement pilot projects), see section B.4.

## **E. Management:**

*E.1. Change in the legal structure and status of the ECOC delivery body; the structure, composition and working of the Board; the relationship between the Board and the ECOC executive team; the relationship between the delivery body (Board and executive team) and the various territorial levels of government and public administration; level of independence of the artistic team;*

### **Synthesis of Governance structure from July 2019 to May 2021**

According to the Bid Book, chapter 6.B.1 (page 83) the governance and delivery structure is an independent NGO, the Timisoara 2021-European Capital of Culture Association. The Association's Governance bodies are the General Assembly and the Supervisory Body (Board of Directors) is empowered to oversee the progress of the Cultural Programme delivery, ensuring the legacy, supporting, advising, mediating and representing the needs of the Executive Director (according to the Bid Book, page 84). Currently the Association Organigram and the relationship between its bodies (General Assembly, Board, executive team and other bodies) is as presented in **Annex E.1.– Organizational Chart and Staffing 2019-2021.**

#### **E.1.a. The General Assembly of Associates (GA)**

The GA has had 109 members at the end of 2019 and 96 members at the end of 2020. The members were accepted according to the following criteria: to be completed. The members are public authorities (Municipality and County), public institutions, independent organisations, business sector and individual members paying an annual membership fee per category of members. To be noted that in 2019 the membership fees were raised to a level that became prohibitive especially for independent organizations which in 2020 were hit by the economic difficulties born as a consequence of the pandemic.

#### **E.1.b. Board of Directors (BD)**

The Board of Directors (BD) of the Association, is composed of 8 members, according to the legal and statutory provisions, as follows: the representative of Timișoara City Hall – Mayor of Timișoara; the representative of the Timiș County Council – the President of the Timiș County Council; the representative of the Ministry of Culture – vacant since the retirement of Secretary of State Ion Ardeal Ieremia in the fall of 2019 until the end of May 2021 when Ms Adriana Hausvater – Manager of the National Theatre of Timisoara has been appointed; public personality in the field of culture, with an international profile – Ion Caramitru, his resignation due to health problems was noted, during the GA meeting of 14.07.2020; international expert – Ulrich Fuchs; the representative of the independent cultural scene and of the Cultural and Creative Industries sector – Mr Mihai Gafencu (medical doctor) who resigned in the GA meeting of 14.07.2020; the representative of the institutional cultural sector – Claudiu Ilaș – manager of the National Museum of Banat; the President of the BD – appointed in the person of the mayor or of the representative of the business sector.

Considering the above mentioned as well as the change of leadership positions at local, county and national level following the elections in the autumn of 2020, the legal office of the executive team has made the formal requests for the appointment of new representatives in the board of directors sent to the Ministry of Culture, Timiș County Council and Timișoara City Hall. At the same time, the executive team has made proposals regarding the ways to operationalize the Board of Directors as soon as possible which were sent to Timișoara City Hall, on 18 December 2020. At the request for the appointment of a member in the Board of Directors, Mr. Dominic Fritz – Mayor of Timișoara, and Mr. Alin Nica – President of the Timiș County Council became members of the Board by the end of 2020, while the Ministry of Culture has done it at the end of May 2021.

### ***The crisis at governance level***

In the autumn of 2019 the General Assembly, the President of the Board, has changed the Organigram and Statutes so the President of the Board has got also executive powers, and in addition the position of Operations Manager has been moved to the same level as the CEO (moved as compared to the Organigram described in the Bid Book, page 87). The then President of the Board had the right to sign contracts for and in the name of the Association; he also was involved in the daily management of the executive team, among others ad-hoc hiring and firing executive staff.

On July 14, 2020, three Board Members resigned, which, given the lack of a representative of the Ministry of Culture, led to a lack of quorum for the Executive Board and the impossibility of the General Assembly to assemble for almost a year. As part of the joint work of the public authorities, a representative of the Ministry of Culture was appointed at the end of May 2021, and a first Board Meeting took place on June 4. The first General Assembly since almost a year is planned for June 18, with plans to address the restructuring of the Association in view of increasing its representativeness for the sector and Programme, and its capacity.

Looking forward, **the main delivery body for the ECoC Cultural Program will remain the Association**, which is currently going through an organisational update in terms of both capacity and community support and participation, with a stronger involvement of the Program partners. The Association has been mandated from the very beginning with the coordination of the ECoC Cultural Program and its development and communication, while the three key public authorities have taken on the role of key funders for the Program and coordinators of the infrastructure development in relation to ECoC. The Association has also taken on a role of key implementing body and an important producer of the Program, by developing in-house projects and also directly engaging all the expenses from public funds for the projects developed and implemented by the Program partners (rather than re-granting).

This has led to a considerable administrative workload for the Association and an added insecurity and delay in the allocation of public funds for the projects carried by Program partners. As noted above, the Association has also been marred since July 2020 by a deadlock in governance.

This administrative workload and delays in the allocation of public funds have been compounded by a lack of coordination between the three key public funders, which have until this year used different and uncoordinated mechanisms for allocation, which have also changed from year to year, and attempts to secure more flexible, multi-annual instruments, in particular by means of GED 42/2019, as noted above, have not been implemented.

Given these difficulties in the implementation of the Program, as well as the chance given by the postponement of the title year, the public authorities have set out to create in the first half of 2021 **better legal, institutional and administrative instruments and to secure a coordination between the different stakeholders** in view of supporting a coherent development and implementation of the Cultural Program (*see Chapter C for details on the legal provisions towards more flexible, multi-annual allocations of public funds*). Thus, the newly established **Timișoara Centre for Projects** (*as detailed in Chapter A*) will act as a

key funding delivery body and will oversee the allocation of the City budget for the TM2023 Cultural Program by means of a new mechanism which is better adapted to the Program's needs and current status, the limited administrative capacity of the Association, and the specificities of public funding in Romania:

- The allocation of funds will be made by the Timișoara Centre for Projects 1) **to the Association** for the overall coordination of the Cultural Program, for the implementation of the in-house projects, including the opening and closing events, as well as for the key transversal roles (communication, volunteer coordination, fundraising etc.), and 2) **directly to the lead partners** which have initiated, developed and are implementing most of the projects in the Program (both already initiated and new projects), in view of unburdening the Association from these administrative tasks and providing project partners with faster allocation and more control over project funding, as well as a stronger sense of responsibility and ownership of the Program, very much in line with the approach of the Bid Book.
- The overall coordination and coherence of the Program and its funding will be given by a **Curatorial Board**, to be developed shortly within the Association (*more details under E.2.*).
- The funds allocation will be made using the **more flexible mechanism of priority program** as per GD 51/1998 and will be based on the Program developed by the Curatorial Board. The Curatorial Board will also take part in the decision-making process for future open calls to be organised for the inclusion of new projects in the Program.

The City and County authorities are currently exploring the adoption of a similar methodology to be used for the allocation of the County budget for the Program, via the **Timiș County Arts and Culture Centre**, starting this autumn. Finally, given the previous deadlock in the allocation of the national budget for the Program, the following solutions have emerged during the May 20, 2021 meeting between the three public authorities:

- a) The funding planned in the government program might be transferred, according to an annual program specified in the special law (GED 42/2019), from the central authority **to the local authorities, which will ensure a better correlation of the financing for the ECoC Program**. Therefore, the Municipality of Timișoara would be able to ensure the correlated financing of the Cultural Program through two delivery agencies, one under public law (Timișoara Centre for Projects) and the other one under private law (TM2023 Association), thus obtaining benefit out of the advantages of each type of organization. The coherence of the program will be given by a strong artistic team/curatorial group, which also participates in the financial process. In this institutional structure, the Center for Projects in Timișoara may function as an allocation and financing structure from the Government budget. This system is able to ensure the predictability of funding in the event of a possible shortage in the transfer of installments by central authorities, both in the case of the cultural program and in the case of cultural infrastructure. The implementation structures must be set up, so that their operationalization does not require time and lengthy procedures, in order to unblock the financing starting with the current budget year. From the perspective of this solution, the National Cultural Fund Administration could be involved as a complementary agency, through a dedicated ECoC financing line for projects with dissemination/ECoC multiplier effect, distinct from the ECoC Cultural Program provided by GED 42/2019;
- b) **The National Cultural Fund Administration (AFCN)** could be involved in the management of the entire national level allocation for the cultural program, up to the limit of 52,9 million lei (10,6 million EUR) assumed by GED 42/2019, by amending this legislative framework for this purpose, which should include the adaptation of secondary legislation (i.e. Government Decision no. 802/2005, on the organization and function of AFCN). Also, it highlighted AFCN's capacity for financial management and administration, the concern for increasing this capacity and the conviction that a precise allocation of responsibilities would replace the Association that has failed to overcome previous obstacles.

The final decision over planning on the management of delivery agencies will be included in the amendments and completion of GED 42/2019, according to the provisions of the enabling act.

This redesign and correlation of the funding allocation bodies and mechanisms will need to be complemented in the near future by a **strengthening and renewal of the Association in terms of both capacity and community support and participation**, which are crucial to the success of the ECoC project. Particular attention will be given to a much needed artistic leadership, with the setup of a Curatorial Board (*see E.2. for details*), which will also facilitate a better correlation between the Cultural Program and the infrastructure development. The governance deadlock which lasted almost a year has been just overcome, with the early June appointment of a representative of the Ministry of Culture in the Association's Executive Board. The first Members' General Assembly will be held on June 18, with the aim to complete the Board and to kickstart the much-needed process of amending the Association's statutes in view of creating mechanisms to avoid similar deadlocks in the future, of clarifying the Board and management roles, as well

as encouraging a larger participation of the entire ECoC ecosystem.

The key principles of independence of the artistic team and non-involvement of political decision makers in artistic decisions will be upheld and strengthened.

*E.2. The staffing of the ECOC's delivery body; changes at senior staff level (if appropriate with brief CVs) and responsibilities; the current staffing plan;*

### **Changes at senior staff level (July 2019 - May 2021)**

Several changes took place during this time-frame regarding the staffing of all Units. The main obstacles in staff retention according to the Association are: unpredictability of funding and late signature of financing agreements between the public authorities and the Association; annual contracts for the AU, Volunteering Monitoring staff and some of the operations unit staff and tourism; the specific personnel strategy. For a detailed analysis regarding staffing, see Annex E.1.– TM2021 Assoc. - ***Organizational Chart and Staffing 2019-2021.***

***Current staffing - Staffing of the Artistic Unit (AU):*** Anca Berlogea-Boariu collaborated with TM2021 as Artistic Consultant until March 2020, and resumed the collaboration in October 2020 as Programming and Communication Consultant until May 31. Ovidiu Dajbog-Miron took up the responsibilities of Programme Director *ad interim* in July 2020. The MultipleXity manager, Dan Bugariu, was contracted in September 2020 (he had previous contracts as of 2018 whenever funds were available). At present, the Artistic Unit is made up of: Program Director a.i. (Ovidiu Dajbog-Miron), Territory Manager (Odette Pârvulescu), Territory Manager Assistant (Melinda Terek)

***Audience Engagement, Volunteering & Capacity Build.Unit:*** consists of 1 Coordinator (Maria Vulcan).

***Staffing of the Communication Unit:*** currently, there is only one webmaster position. The human resources that would be needed are 6 full-time or part-time employees (1 communication director, 1 social media manager, 1 graphic designer, 2 communication managers, 1 website manager), plus permanent collaborators (translators, photo- and videographer). For a full report on communication in 2020, see ***Annex E.5.1. Communication Department - Activity Report 2020.***

***Staffing of the Production Unit:*** the position of Production Director (until December 2019 Bogdan Cotîrță) was opened in February 2020. Călin Ionescu was recruited in February 2020 and resigned in June 2020.

***Staffing of the Monitoring and Evaluation Unit:*** Liliana Cîra-Niculescu is in charge of internal monitoring and evaluation (50%) and events and hospitality (50%).

***Tourism Consultant:*** Simion Giurca with a broad experience in national and international tourism is contracted each year on consultancy based contracts, once funds are available.

***Staffing of the Operations Unit:*** the Operations Unit consists of 9 members: Operations Manager (Ioana Băla Ghiran, as of 21 February 2020), Constatin Popescu as Economic Director, also in charge of HR. He coordinates the following staff: Astrid Bajcsi (Accountant, as of July 2019), Mariana Mitar (Economist in Management, initially contracted in 2013 as Assistant Manager), Alin Ambruș (Economic Officer, as of November 2019), Mădălina Pleșu (Economist in General Economy as of February 2020), Vasile Puzderie (Procurement Officer, as of 2017). Legal Counsellor is Alexandru Suci as of July 2020. Lawyer Office - Victor Bălășoiu as of July 2020. Censors 3 persons.

***Fundraising*** is ensured by ADV Communication contracted in Sept. 2019 and was under the supervision of the President of the Board until 14 July 2020, taken over by the management team afterwards.

***CEO/ Executive Director*** is currently Simona Neumann who was contracted in 2013 to lead the candidacy process and reconfirmed by the then Board for the implementation after winning the title.

In 2020, the TM2021 team developed an internal management system, including the entire administrative process - with quality manual and procedures (procedures for public procurement, financial, legal, human resources, document management, etc.) following the recommendations of the panel, respecting the recommendations on creating a well-structured framework that provides robustness for program actions.

### ***Stronger artistic leadership***

As noted in section B, a process of recalibration of the Cultural Programme has started in October 2020, in order to find out how the development plans of the partners were affected by the new calendar, and to address some of the difficulties of channelling a clear artistic vision to the partners and to the general public, and to develop the Cultural Programme in line with the expectations and the conceptual nucleus in the bid-book. This process needs to be carried forward, and the appropriate curatorial and managerial decisions to be taken. Considering the need to ensure a clear curatorial and pragmatic way to balance a quality artistic direction with a participative element and a strong motivation to deliver, the plan is to reconsider the status of the senior position of the Artistic Unit, from the initial Artistic Director (currently split into Artistic Consultant

and Programme Manager) into a **Curatorial Board**. The Board will act as a collective coordinating unit for the Cultural Programme and will consist of up to 9 people representing a variety of artistic fields and other cultural milieus, types of project interventions and complementary competences in regard to the core traits of the ECoC, especially the capacity to understand the European dimension, the importance of outreach, communities' impact and participation.

### *E.3. Your current financial projections*

The following table synthesises the **sums allocated in 2019-2020** through financial agreements signed by the Association with the three public authorities, with detailed operating expenditures in **Annex E.3.1-3. Operating Expenditure and Financial Projection 2019-2021**.

EUR	2019			2020		
Public authority	Contracted funds by the Association	Actual expenditure	%	Contracted funds by the Association	Actual expenditure	%
City	2.107.392,73	1.783.720,36	84,64 %	869.851,77	704.204,58	80,96 %
National Government	337.182,84	260.325,46	77,21 %	0	0	-
Region	248.672,34	213.280,87	85,77 %	0	0	-

Annexes E.3.1-3. It is to be noted that:

- 1) These figures do not include the allocation by the City in 2019 and 2020, and the County in 2020 directly to program partners for projects included in the Cultural Program. These **additional funds** are detailed in Annex B.6. Cultural Programme Action Plan 2019-2021;
- 2) These figures do not include the **annual fee** committed by the City and County to the Association for administration and management costs;
- 3) The actual expenditure by the Association has been lower than the allocated funds due to the late contracting and funds allocation; the distinct and burdensome allocation and reporting procedures of the various funders; the capacity of the Association and partners; and not in the least to the pandemic.

In 2019, the earliest financing contract was signed with the Municipality on June 3, with the County on July 24) and with the Ministry of Culture on a project-by-project basis (September 11, the earliest). In 2020, TM2021 presented the City with 5 versions of the Cultural Programme, adapted to the available budget communicated by the City and the volatile sanitary situation. The first contract was signed on July 22 for 10% of the total allocated budget. For implementation, the contract was signed on September 11 and the first instalment was wired on October 1. No budget was allocated by the County to the Association for the Cultural Programme in 2020 (the projects submitted to open call were not approved), the membership fee for the year was paid on December 22. The sum earmarked for the Cultural Programme by the Ministry of Culture was not allocated after several postponements and procedural issues related to the adaptation to GED 42.

**All the authorities involved reconfirm their financial commitments in support of the Cultural Program through 2024**, as follows:

**Timișoara Municipality** committed the financing of the Cultural Program by the Decision no. 395/2015 on the allocation of **20 million EUR**, out of which a quarter had been allocated during 2017 – 2020, respectively 5,2 mil. EUR, but only 3,4 mil. EUR were actually spent (65% of the total amount allocated).

Timișoara Municipality will make all efforts to fulfil the initial financial commitment, which is to be redistributed until the end of 2024, conditioned by the realistic and feasible substantiation of the Cultural Program in connection with the new pandemic context and the new year of holding the title, following transparent and participatory development processes, as well as the artistic quality and the European dimension, as initially stated in the bid book. For 2021, a budget of 4 million lei (approx. 800.000 EUR) was earmarked for ECoC and will be allocated in Jun-Jul via the Center for Projects towards the Cultural Program submitted by the Association as detailed under E.1.

**Timiș County Council** committed the financing of the Cultural Program by the amount of **5 million EUR**, upon Decision no.168/30.09.2015 regarding its financial support for 2017 - 2022, under the conditions and in compliance with the legislation on non-reimbursable financing”, following that the remaining amount will be divided yearly until the end of 2024. For 2021, the County has just launched its call for cultural

projects, with plans to allocate the ECoC funding to the Association on a projects by project basis. A common methodology with the City is planned for future allocations.

**The Ministry of Culture financing for the period 2019 – 2021** for operational expenses (Cultural Program, out of a total of **10,6 million EUR** committed, allocated 480,554 EUR for cultural projects, as follows: a) **In 2019**, the Ministry of Culture financed the Association, through the Cultural Priority Program with the amount of 336,842 EUR, of which the amount of 252,100 EUR was spent; b) **In 2020**, the Ministry of Culture allocated the amount of 200.000 lei (40,616 EUR) for cultural projects and actions financed through the Association. The amount was not allocated to the Association due to the conditions imposed by the pandemic and the lack of procedural issues. c) **In 2021**, the Ministry of Culture has so far not allocated any amount for operational expenses (cultural program).

**For the budget year 2021**, after amending and completing of GED 42/2019, by extending the funding including in year 2024, the Ministry of Culture **intends** to take action for allocating the following funds for operational expenditures (cultural program), having the following work in progress options: about 3.2% of the total amount in the second half of **2021**, i.e. 335,365 EUR, for **2022**, 3,4 million EUR can be foreseen, the amount equivalent to 32%, out the total budget allocation, in **2023**, the largest amount could be allocated: 63,6%, i.e. 6,7 million EUR, in **2024**, for the legacy stage, we plan to allocate a percentage of 1,3% - i.e. 38,000 EUR.

#### *E.4. Your plans and current perspectives of use of European Union funding;*

TM ECoC applied every year, together with partners, mostly to **Creative Europe** and **Erasmus+** programmes, and additionally to **Horizon 2020**. Out of the 8 applications at **Creative Europe**, 1 project was completed successfully, 2 are in the implementation phase with TM2021 as partner, while in one project, TM2021 is the local partner. Four applications were unsuccessful. From 7 applications to **Erasmus+** applications, one is under implementation with TM2021 as partner, one under implementation with TM2021 as local partner. For one project (Digital Culture), TM2021 had to drop out because of difficulties in contracting the adequate staff, as per programme conditions.

TM2021 applied for two Horizon 2020 projects, both unsuccessful.

TM2021 co-opted in all its EU-funded projects local cultural organisations. As a rule, even if TMECoC applies directly to EU funding, it involves local organisations in implementation; examples: **Heritage Contact Zone** - in collaboration with local Auăleu Theatre, **MOST** - in collaboration with Plai Cultural Centre. Also, TMECoC supports the local organisations either when they apply (i.e. **(Un)synchronised Paths..**, supporting the application of Triade Interart Foundation) or, when they already implement, with co-financing (as it is the case with **Centriphery**, where TMECoC is the local supporting partner of Prin Banat Association). For a full list of EU projects and details, see **Annex E.4. EU projects: completed, ongoing, submitted applications**.

TM2021 Association and project partners will continue to apply to EU funded projects with a focus on building European cultural and creative networks (MX as a hub and part of the legacy), and projects that use art, science and technology to find new artistic expressions and sustainable development solutions. Plans to apply with the two already consolidated consortia of the Heritage Contact Zone and MOST projects are in discussion for the new Creative Europe session: one application on deepening the competence of practitioners working with contested heritage and one application on the Bartok heritage.

#### *E.5. Your marketing and communication strategy*

##### **E.5.1. Concept of Communication and Marketing Strategy**

A communication strategy was drafted in the second part of 2019, but was adapted to the new post-pandemic context and as a result of consultations with partners carried out as of October 2020.

Thus, **Timișoara European Capital of Culture** is a journey into the heart of a city where the Revolution of December 1989 ignited. The essence of the program, built upon the energy of the Revolution, is resumed in its motto: *Shine your light, light up the city!*

##### *Strategy of the following video-campaigns and editorial materials.*

To make the communication efficient, this historical event inspired three main concepts that are connected to the Cultural Programme of the ECoC: the **light**, the **ongoing revolution**, and the **journey**. We thus underline, through the *sparkles of light*, the co-creation with the people of Timisoara and their civic energy; through *the ongoing revolution*, the revolutionary way in which artists change our life; through *the journey*, the trip we are invited to take, exploring the city, the region and its European connections, highlighting the revolutionary way to deal with industry and arts, as well as the peaceful cohabitation of more than 12 ethnic groups in Banat.

These three main ideas are to be conveyed to all audiences on local, national, and European level, to

institutions, artists, and tourists, mainly through visual campaigns (video, photo), promoted online, outdoor and on television, as well as in printed and online magazines, through editorial materials. A video-campaign started feebly in March 2021 but stopped as it overlapped with the restructuring of the whole ecosystem revolving Timișoara ECoC (Annex 5 - video: <https://drive.google.com/file/d/1joFBD0J-TIEhZdBE30qLOYIVUxkMoj-m/view?usp=sharing>).

#### Re-branding the visual campaigns: posters, flyers, printed materials

Besides the overall challenges, a specific one is the fact that more than 40 partners are in charge of individual *trails* or programmes. Most of them perceived Association Timisoara 2021 as a funding body and focused on communicating their own project. Considering also the challenges expressed above in the capacity of the Association to develop a powerful communication campaign and tools, the unity of the program and its communication as a whole were not able to be conveyed in 2019. The logo TM2021 was thus placed among other financing bodies or sponsors, and posters and flyers had no unifying graphic elements that would help the public identify the individual cultural events as part of a whole. In order to overcome this specific challenge, the graphic designers have made a clearer proposal in their rebranding strategy for 2023 - see **Annex E 5.5 - Brand Manual TM2023**.

#### Re-thinking the engagement of the public and artistic interventions in public spaces as part of the communication strategy, that gives a flare of what Timisoara really is

Another important challenge is to clarify for an international audience how the programme, organised in three territories, gives a very specific flavor of Timisoara. In order to do this, the proposal is for each territory to be identified with an iconic element, that translates the main theme and builds a bridge with the city, allowing also future flash-mobs, artistic interventions and a much clearer communication of where events will take place. Territory *People* would be identified with hats, signifying the diversity and multi-ethnicity of Timisoara, as well as the importance of the former Hat Factory, part of the industrial revolution of the city; territory *Places* would be signified by gardens, reflecting the architecture of the beautiful historical neighbourhoods, full of inner yards, rose-gardens and parks, but also looking forward to the future electric and media-art gardens, proposed by **Bright City, Energy Incubators** and so on; territory *Connections* would build upon water, making visible the presence of river Bega in Timisoara, as well as the three natural frontiers of the Banat region which are the rivers Mures, Tisa and the Danube and highlighting the connections to Europe.

The communication strategy of the overall programme should build upon the positive experience of *Bega! – Light over borders* station, which combines the engagement of the audience, with innovative artistic interventions in different neighbourhoods, using technology in a creative way. The programme started with a show that involved on stage more than 200 volunteers, *Lumen* (2018), and continued with events such as *The Lightning Project* (2019) or *Borealis* (2020). The positive emotional impact the use of technology and light had upon people, combined with the “word of mouth” communication, propagated by the volunteers, proved to be the most effective ways to promote the events. It should be used as a positive example in how to build up the communication of Timișoara 2023 program as a whole.

#### Using gamification to connect the trails and communicate in an engaging way

Location-based games, quests or using AR technology, that would invite the people to discover the city in a playful way, can become a unifying way to promote the Programme. Diogene Association (hosts in *Places*), as well as Triade Foundation (co-host of trail *Encounters*) already work on such projects, in collaboration with TM2023, in order to present a plan by the end of 2021.

Other Communication directions would be directed to artists, mainly by promoting open calls for projects, it should engage the private sector in a creative way and present, through direct meetings and information events, how they can actively be part of the programme or sponsor it. The process of identifying ambassadors for Timișoara European Capital of Culture 2023 should be resumed and their role decided.

More about these concepts are declined in a communication and marketing strategy, presented in **Annex E.5.2. TM ECoC Communication and Marketing Plan** (as it was drafted before the resignation of the Communication Director in February 2021).

#### **E.5.2. Communicating the ECoC as a EU action**

In all communication activity, the positive contribution of the EU was conveyed. All the communication incorporated the visual elements of the EU (Logo, flag) together with the Timișoara 2021/3 logo, on all the printed and digital materials, together, as well as in the communication to the media. The Creative Europe program was also promoted, and all partners who received funding from TM2021 promoted the EU's visuals. In order to communicate the Cultural Programme of Timișoara ECoC abroad, TM ECoC will take the following steps:



- enhance the collaboration with the Romanian Ministry of Foreign Affairs, and the network of Romanian Cultural Institutes abroad (18 branches, the majority in Europe) as follows:
  - Present the Cultural Programme and plans for 2023 during the Annual Diplomatic Reunion (August 2021, August/September 2022) in order to ensure a focus of cultural diplomacy on Timisoara 2023 during 2022 and during the title year;
  - Collaborate with Ministry of Foreign Affairs to present TM2023 during the Dubai Expo 2020 (October 1st 2021- March 31st 2022);
  - Provide the network of Romanian Embassies and the Romanian Cultural Institute with already generated content from the Cultural Programmes (cultural content for exhibitions, screenings, theatre plays etc.,) in order to be presented through its partner networks abroad. Participate in local and international conferences that have a focus on urban regeneration, cities and creativities, the ICCs.
- Budget a mobility fund for journalists from large EU publications to Timisoara in 2022 and 2023.
- Strengthen the collaboration with the Romanian EUNIC network, as well as directly with the Austrian Cultural Forum, the French Institute in Romania and Goethe-Institut, and other cultural institutes, in communicating common initiatives (such as the #newTogether programme of the Austrian Cultural Forum)
- Actively participate in annual conferences and forums organised by European partner networks such as Trans Europe Halles, Culture Action Europe, Teatroskop etc.
- Coordinate with the City and the County in promoting at European tourism travel exhibitions Timisoara and, in particular, the Cultural Programme.
- Promote the Timisoara ECOC Cultural Programme through those programmes with European partners and organise an international call for projects in 2021/2022 to be implemented in 2023.

### **E.5.3. Internal communication**

Following the recommendation of the monitoring panel, the artistic team started a series of individual and thematic consultations aimed at calibrating the Cultural Programme for the new period (2021-2023), as well as creating synergies between the different trails that pursue the same strategic objectives. Also, as of October 2020, two general meetings with all the partners (lead partners of the programme and the Searchlight partners) and several on different specific themes (volunteering, general architecture of the programme as resulted after consultations and the legacy of TM2023, MX functions and content) were organised collaboratively, with input from the partners themselves. Plans are for these meetings to continue with a monthly frequency once the role of TM2023 as delivery body has been clarified in order to put into practice the correlation of stations and trails. In order to have a direct effect, once the Thematic meetings involved topics such as: the legacy of the TM2023, volunteering, MultipleXity functions and content. The effect of a long-year Journey, as well as thematic connections between trails, have not yet been created, as previous difficulties made the communication extremely difficult. Partners should meet and coordinate their programmes, so as to create these journeys in time, throughout the region, highlighting better their common themes – be it the stories of migration and interculturality, or the exploration of soundscapes, or any other theme.

### **E.5.4. Current media and public reaction to the ECOC**

According to the communication strategy, national partners were approached (national television, national radio, print media with national coverage) and a major media partnership with TVR (Romanian National Television) was signed in 2020 in order to cover the major TM2023 events, but also to communicate the major TM2023 themes to the general audiences in the years before. Due to uncertainties generated by the pandemic and the postponement of the title year (the events could only be confirmed in October), plans to develop media partnerships were put on hold until 2021.

The ECOC action was signaled in all communication as a EU action (either with TM2021/3 and the EU logo or in writing) and the logo was placed on printed, digital and video materials.

Regarding the media coverage, the Communication Department contracted the services of Zelist for a listing of the media coverage. In 2019 92 press releases were sent, in which it was signaled that TM2023 is a EU action, and 4 press conferences were organised.

In 2019, the media coverage (printed, audio video and digital media) was of 3005 mentions. In 96,8% of the cases the content associated with “Timisoara2021” was positive or neutral, while in the case of “Timisoara 2021 European Capital of Culture”, 97,5% was positive or neutral.

In 2020, 2 press conferences were organised, 53 press releases sent, monitored media appearances: 677 (of which 38% in the fourth quarter), Facebook users increased by 2.43%, compared to December 31 2019). Total facebook posts: 328.

See Annex *E.5.4.1. 2019 Media coverage* and *E.5.4.2. 2020 Media Coverage*.

## F. Milestones:

### Organisational and legislative Milestones

- The Municipality, Timiș County Council and Ministry of Culture will finalise the details of the funding allocation mechanisms to secure correlation; amend national legislation to reflect these mechanisms, secure multi-annual allocation of funds and increase flexibility, and reflect the change of the ECoC year (June-September 2021);
- Strengthen the capacity of and support in the Association: complete the Board amend the Association's statutes to avoid similar deadlocks in the future, to clarify the Board and management roles, and to encourage a larger participation of the entire ECoC ecosystem (Jun-Aug 2021); mobilise larger membership and create mechanisms for communication and involvement; strengthen the executive team (3rd quarter 2021);
- Precise yearly financial commitments for 2021-2024 of the 3 main public authorities based on the recalibration of the Program (4th quarter 2021);
- Kickstart a stronger fundraising strategy to complement public funding and secure cash flow to 1) Attract higher corporate support and individual donations (including crowdfunding), to be led by the Association; 2) Attract funding from EU and other international programs by the Association and Program partners, including by launching a co-funding mechanism for Program partners by the City; 3) Mobilise and coordinate funding from other sources (e.g. Order of Architects etc.), by the Association (Aug-Sep 2021).

### Cultural Programming Milestones

- Restart the Cultural Program by allocating funding and contracting for 2021 activities by City and County (Jun-Jul 2021);
- Build a Curatorial Board to provide stronger artistic leadership and coordination for the Cultural Programme (3rd quarter 2021);
- Complete a recalibration of the Program by the Curatorial Board (4th quarter 2021), to include:
  1. analyse and reorganise the already initiated cultural programs, by rebalancing and updating them according to the bid book general concept and by planning their further development through 2023;
  2. initiate new developments in under-represented artistic areas (e.g. cinema, academic events), underdeveloped stations and trails and international cooperation (based on invitation for proposals and open calls by the Center for Projects);
  3. confirm Opening date, develop the concept of the opening and closing events, and mandate an artistic organisation/team for their production;
  4. confirm highlights (sign LOI) with international artists and partners, decide calendar;
- Rekindle, in collaboration with the Center for Projects, the Power Station component, allowing partners the needed tools for capacity and project dev., incl. mobility (3rd quarter 2021 through 2022);
- Start a process of correlation between the infrastructure projects and the Cultural Program, in correlation with an infrastructure working group set up at the level of the City (3rd quarter 2021);
- For Multiplexity as the main legacy of TM2023 ECoC: decide organisational structure, long-term vision, the business plan, the post-2023 role of MX (3rd quarter of 2021). Continue to develop artistic content for future MX, develop the local ecosystems, engage local stakeholders, communicate MX as a brand and prepare the 2023 programme (2021-2022).

### Continue the development of the apps mentioned in section B.3.c). and expand as follows:

- develop the TM2023 Cultural Programme mobile app that manages the partners, Cultural Programme, calendar of events and results (metrics connected to the legacy of TM2023) (3rd and 4th quarters of 2021, 1st and 2nd quarters 2022);
- standardise data in collaboration with Open Government Partnership Romania;
- make the data public on the timisoara2023 website and the Open Data City portal;
- develop other applications during hackathon based on the open Data City portal.

### Communication Milestones

- Define a new Communication and Marketing Plan with the participation of the Curatorial Board (autumn 2021);
- restructure and translate the website, in English, Hungarian and German, in order to have a clear view of each program/trails, - latest by autumn 2021;
- launch as soon as possible an open call for European artists, and promote TM2023' scope and programmes through EUNIC, Romanian Cultural Institutes in Europe; IAA Europe and other networks - 4th quarter 2021;
- create an integrated campaign - video, outdoor, online, print - to announce the opening of TM2023 in December 2022 (if agreed with all stakeholders);

- build an integrated app that allows users to follow the whole Cultural Programme on a map, book and buy tickets and find transportation, connected also with a location based game that invites visitors to engage in a playful way in discovering TM2023 - by summer 2022).

#### Monitoring and evaluation:

- Clarify the monitoring and evaluation process and mechanisms by the Center for Projects of the Municipality and the Association (3rd quarter 2021);
- Continue the digitising efforts both by developing applications for internal process management, to be part of the MX legacy (3rd and 4th quarters - define architecture);
- Between 2019 - 2020 at the organizational level, the first steps were taken in creating a Monitoring and Evaluation application available on iOS and Android systems and which could be achievable by the end of this year.

## **G. ADDITIONAL RECOMMENDATIONS FROM THE LAST MONITORING REPORT & VISIT, JUNE 2019**

### *1. Stabilise the commitment, support and financial contribution of all stakeholders.*

See details under sections C and E.

### *2. Establish as soon as possible a simplified legislative framework at national level for the financing of the Association and the ECOC and minimizing the number of instalments in this final phase of the ECOC preparations.*

See details under section C.

### *3. Introduce measures to improve communication at all levels and ensure the spirit and the progress of the project is well understood by all different stakeholders.*

See details under section E.5..

### *4. Deliver the project contracts so that implementation moves on.*

The process for funding allocation for 2021 by City and County is currently in progress, with contracts to be closed in July 2021. Multi-annual funding contracts depend on the legislative framework, currently in process of adaptation, for multi-annual funding to be done starting with 2022.

### *5. Urgently recruit staff members for all positions needed for the implementation of the project.*

### *6. Clarify the roles, hierarchies and team relationships within a revised organisational chart, making sure internal communication is fluid.*

In 2019 there have been recruitments of major positions, however the pandemic and the financial insecurity determined loss of staff. For the period 2019-2020 new internal procedures were put in place.

Following the ongoing restructuring of the Association, a staffing plan and adapted procedures will be put in place for the entire management unit (details under E.2.).

### *7. Engage with the tourism sector at local, county and national level.*

For the period 2019-2020, see Annex G.7.1. Activity in the sector of tourism 2019-2020. There are also advanced plans to establish a Destination Management Organisation of Timișoara, which is included in Romania's Recovery and Resilience Plan for its role in relation to TM2023, with a particular focus on technical assistance to promote the programme and to attract a higher number of international visitors.

### *8. Prepare and implement the sponsorship strategy.*

Please see Annex G.8 Recommendations

### *9. Prepare a detailed breakdown of the programme's projects including partners, budget, and timetable.*

An Implementation Action Plan containing these details is being used. See Annex B.6. **Cultural Programme Action Plan (2019, 2020, 2021)**.

### *10. Define and integrate as soon as possible a new programme production plan, ensuring constructive relationship with all members of the team – adapted to the financial and time framework of the ECOC.*

### *11. Make decisions regarding the project's production scheme, distinguishing clearly between what will be produced in-house, co-produced, externalised or simply labelled, and adjust the staffing needs accordingly.*

See Annex B.6. **Cultural Programme Action Plan (2019, 2020, 2021)** for a breakdown of the projects and their production form. See details about production team under E.2. New production plans for the 2021-2023 period to be drawn once the restructuring of the Association and recalibration of the Program have advanced (autumn 2021). 12.

*12. If additional programme projects are considered necessary to fill in some gaps, these should not affect negatively the bid-book programme that shall remain the priority.*

The Bid Book programmes remain the priority for implementation. The supplementary programmes that were selected through the Searchlight calls in 2019 consolidated the existing programming, as per chapter 3.3 from the Bid Book. In 2020, only programmes with lead partners indicated as “hosts” in the Bid Book were implemented by the Association, with one exception. In 2021, an important part of the additional projects selected through open call in 2019 were included again in the Cultural Programme, as per initial plans. As noted above, the recalibration of the Program in 2021 aims first and foremost to analyse and reorganise the already initiated cultural programs, by rebalancing and updating them according to the initial bid book general concept and the current context, and planning their development through 2023.

*13. Develop a strong marketing and communication strategy related to the main messages of the ECOC programme with clear European narratives and adapt it to the different target audiences.*

See section E.5. from the present report and its correspondent annexes.

*14. Continue with the suggested plan for evaluation and data collection in accordance with the proposed methodology.*

See chapter A from the present report and **Annex A.1. TM2023 - Core Indicators**.

*15. Continue with the strategy to support audience development and engagement with tactics to increase diversity and inclusion of various audience groups.*

For details regarding the implementation of the strategy to support audience development and engagement, see Chapter D. Outreach and Annex D.1.

*16. Follow the realistic infrastructure plan that is related to programme production plan.*

MultipleXity was identified as one of the main legacies of TM2023 Cultural Programme, and several programmes from the Bid Book are correlated with MultipleXity in order to develop the capacity of local cultural operators to generate original cultural projects that combine arts, science and technology, as well as develop audiences’ interest and knowledge of new media arts, thus laying sound foundations for when physical space will be inaugurated (2023). As noted above, a process of correlation between all the infrastructure projects and the Cultural Program will be part of the Curatorial Group’s mandate, in correlation with an infrastructure working group set up at the level of the City.

*17. Develop, together with all relevant stakeholders and publicly discuss and communicate the plans concerning legacy for 2022 and the years after.*

Priority was given to the recalibration of the Cultural Programme in the post-pandemic context, and over 60 individual and thematic meetings with the cultural operators took place, focusing also on how each programme can develop in order to ensure sustainability and contribute to long-term strategy, which wrapped up in February 2021 with, for the first time, a meeting with all the cultural operators involved in the implementation of the Cultural Programme (50 organisations), which addressed legacy as well. The plan is for consultations to continue and enlarge on a regular basis, and to focus both on the urgent aspects of finalising and correlating the Program for 2023, but also in view of its longer term sustainability.

*18. Invest in the early engagement of the arts and culture sector into the Multiplexity project to promote interesting and distinctive interactions with its scientific and technological dimensions.*

Content continued to be produced in 2019, 2020 and in 2021 across several stations and trails, some of them as *in situ* interventions in the future Center for Art, Technology and Experiment: **reMIND Mapping 89** (Players of Change - 2019), **Simultan Festival** (14th edition, 2019), **One Night Gallery** (Bright City, 2020), **Progress. Paradigm Shifts** (December 2020 - **Addictive Light**).

Several other programmes are correlated in order to develop audiences for new media arts: **Bega!**, **Light Search**, **Energy Incubators**.

In 2021, a first collaboration between TM2023, MultipleXity and a private sponsor - Hella, aimed at creating a greater understanding of the type of creativity that underpins new media arts and technological innovation, and included workshops with highschool and university students, *in situ* interventions, and an international conference. In September 2021, both the media arts Simultan Festival and the electronic music and multimedia Sabotage Festival will be hosted by MX. The Municipality is currently actively involved not only in the infrastructural development of MX, but also in clarifying its future functioning and management, in consultation and with the participation of the local creative communities.

**TM2023 KEY INDICATORS  
– UPDATES –**



Image.1. from Bidbook, pg.13.

**KEY GENERAL INDICATORS OF TIMIȘOARA – CEAC**

<b>KEY INDICATOR</b>	<b>REALIZATION (until May 1, 2021)</b>	<b>OBS.</b>
20 Partnering cities and villages in Banat	There have been projects in 20 cities and villages in Timiș, Caraș Severin counties, but also in Serbia (Novi Sad), Croatia (Rijeka) and in Maramureș county.	Projects took place outside Timisoara, in: Sânnicolau Mare (Pe urmele lui Bartok/In the footsteps of Bartok), Dudeștii Vechi (CultoCort), Murani (Inspire: Together at Murani), Făget, Margina, Zorani, Comloșu Mare, Lunga, Lenauheim, Comloșu Mic (Cămine în mișcare/Moving fireplaces), Reșița, Sibiu, Caransebeș, Sighet, Jimbolia, Lugoj, Băile Herculane, Beregsău Mare, Șag, Săcălaz, Ciacova, Moșnița Nouă, Urseni (Eufonia), Silagiu, Dudeștii Vechi, Deta, Sânmartinu Sârbesc, Novi Sad (Serbia), Rijeka (Croatia) (LAB).
30.000 sq km crossborder surroundings involved	<ul style="list-style-type: none"> <li>We have at least 30,000 sq Km of cross-border territories involved in our program;</li> <li>A network of partners in the region has been created and maintained, including various stakeholders (both administration and independent scene);</li> <li>Events were held with key regional partners;</li> <li>An important part of the volunteers in the region carry out activities in their own town or village;</li> <li>Work is underway to create communicative volunteer opportunities in Hungarian and Serbian targeting the cross-border region.</li> </ul>	The border between Romania and the Republic of Serbia has a length of 546 km, of which the Danube River forms a natural border for about 230 km of the total length of the border. The eligible area in the border area covers an area of 39,126 sq km, of which 22,153 sq km is in Romania and 16,973 sq km in the Republic of Serbia. The total length of the Romania-Hungary state border is 448 km, of which 415.8 km is the land border, and 32.2 km is the river border (on the Mureș, Criș and Someș rivers). Arad, Timiș, Csongrád-Csanád and Békés counties have a total of 26,344 sq Km <sup>2</sup> .
20 Abandoned and or neglected industrial areas	Completed: 11 objectives; Still in progress: 9 objectives;	Completed: 1. Rehabilitation of the urban ensemble “Corso” Rehabilitation of public spaces in the Cetate

restored to culture (assumed by the City Hall of Timișoara through the Cultural Strategy of the Municipality 2014-2024)		<p>neighborhood - phase I, 2017;  2. Rehabilitation of public spaces in the Cetate neighborhood - phase II, 2019;  3. Rehabilitation of urban public infrastructure for the bank of the Bega canal, 2017;  4. Rehabilitation of Justice and Alpinet parks - large-scale parks with event facilities on the Bega River, 2018;  5. Rehabilitation of the Central Park - large-scale park in the city center with facilities for events, 2019;  6. Rehabilitation of the Civic Park - large-scale park in the city center with facilities for events, 2020;  7. Thermal points (PT29, PT54), 2019;  8. Faber, 2019;  9. Water Tower, 2020;  10. Aquapic Center, 2017;  11. Culture Center, str. V. Alecsandri, 2020;</p> <p>Still working on:  1. Marasesti Culture Center - former Hospital;  2. Synagogue, Marasesti Street;  3. Rehabilitation of the Palace of Culture;  4. Cinemas: Victoria, Dacia, Timiș;  7. Rehabilitation of the Bega Canal, including a new waterway between Romania and Serbia (section Timisoara - Republic of Serbia);  8. MultipleXity (PT phase, 2020);  9 The former Cinema Arta (Hungarian Theater);</p>
25% Increase of cultural and creative industry sector	There is an increase of 4% in the period 2008-2016. For the period 2016-2020 there are no statistics.	<p>The analysis of the CCI sector in Timișoara in the period 2008-2016 highlights the trend of increasing the number of companies (from 2164 companies in 2008 to 2238 companies in 2016) and a slight decrease in the number of employees (from 13699 to 12758) and the figure business (from 561.1 million euros to 532.4 million euros). There were higher fluctuations between 2009-2011 due to the financial crisis, but in general, the growth was constant from year to year.</p> <p><a href="https://www.researchgate.net/publication/328755383_Creative_Industries_and_Innovation_in_Romania_The_Case_Study_of_Timisoara_City">https://www.researchgate.net/publication/328755383_Creative_Industries_and_Innovation_in_Romania_The_Case_Study_of_Timisoara_City</a></p>
1,7 Million residents in Banat and surroundings	According to statistics, in the Western region in 2020 there were 1,998,689 people.	
0.4 Million tourists per year	Number of overnight stays (increase of 12% between 2015-2019). It is expected that after lifting the restrictions caused by the pandemic, tourism will return to previous levels.	<p>Number of overnight stays in 2015 = 798.9; 2016 = 891.2; 2017 = 900; 2018 = 896 and 2019 = 900.2 thousand pers. Accommodation capacity: 2015 = 5277; 2016 = 5155; 2017 = 5053; 2018 = 5354; 2019 = 5075 accommodation places (hotels, hostels, villas, camps, etc).  (According to the statistical data provided by <a href="http://www.timis.insse.ro">www.timis.insse.ro</a>)</p>
2.8 Million visitors overall	Total tourists accommodated (an increase of 18% between 2015 and 2019).	<p>Total tourists staying in Timis:  2015 = 338,238 pers.;  2016 = 375,221 pers.;  2017 = 399,368 pers.;  2018 = 379,084 pers.;  2019 = 389,000 pers.</p> <p>Designing communication activities to encourage residents of Timisoara and within a 50 km radius to join online hosting and services communities</p>

		(airbnb.com, couchsurfing.org, bewelcome.org, uber.com). Note: in official statistics, accommodation by airbnb, couchsurfing etc - are not registered.
30 Million people in Europe have heard about Timișoara ECoC	Difficult to estimate so far. This indicator is relevant for the year of the exercise of the title. Most Romanian citizens have heard about ECoC TM2023, even those from the diaspora, but also an impressive number of foreigners who participated in joint actions with ECoC TM2023 and on the occasion of international events to which Timisoara was invited. In the future, we want to design communication and volunteering activities to encourage the public to promote TM2023 ECoC Projects in their social networks.	Total internet visitors, on 31.12.2020: - website 47,110 visitors; - Facebook - the page registers 37,469 likes (appreciations); Youtube: 12,803 in 2017, 427 in 2018, 373 in 2019, 34,288 in 2020. Total: 47,891 views on the association's videos; Twitter registers 1099 people who follow the page; Instagram 487 posts and 2777 followers; LinkedIn and maybe other networks.
7 European exhibitions	2019: 6 exhibitions; 2020: 3 exhibitions;	2019: Trial Art Encounters - exhibition in public space Gara de Nord - Dan Acostinoae - Mozaic; Interart Triade - Magdalena Abakanowicz exhibition; Jecza Gallery - SubReal exhibition; Art Encounters - exhibition in public space around Huniade Castle by Joar Nango and Gunilla Klingberg; Trial: European Echoes - ConsulArt: in the Consulates of Northern Macedonia, Serbia, Germany, Republic of Moldova; Brussels: 30 - photo exhibition - Justus Lipsius building; 2020: Materie reînsuflețită / Resurrected Matter Exhibition (Art Encounters@Triade Foundation); Exhibition "Harun Farocki - Reality Would Have to Begin" (Art Encounters Trail), Exhibition "Cartierul Elisabetin și Netti dr. Diel - A world in a chest" at the National Museum of Banat - online digital opening, online activities during a pandemic in which he participated publicly from abroad (Spotlight Heritage);
17 Original productions and homegrown large scale events	2017: 2 prod.; 2018: 4 prod.; 2019: 8 prod.; 2020: 3 prod.; TOTAL: 17 productions;  Of these 17 productions, 6 are multi-annual programs, and the content and interventions are original and widely developed differently each year.	2017: (1) Birdhouse Gallery Project and (2) Cirkus Cirkör suite of shows and events; 2018: (3) Windows, in Dacia Square; (4) Lumina Libertății, show in 3 acts & 3 days (5) Lumen (BEGA! And Motion House Great Britain; (6) Homes Motion, original program held in Banat, multiannual; 2019: (7) SPORT 21 - project carried out in free serum; (8) The Light of the Union; (9) national classical music festival Eufonia (Searchlight) (10) La Pas. Craft gastronomy festival; (11) Memories of the city, II; (12) KIDS 21; (13) Moving fireplaces (II); (14) Impulse (summer and autumn); 2020: Bega! Borealis- (15) La Pas. Craft gastronomy festival; (16) Memories of the city III, urban interventions; (17) Moving fireplaces;
75% Of the cultural programme coproduced through European partnerships	Currently there are about 30% with foreign artists and 20% through European partnerships;	
30% Of the cultural programme co-created by direct involvement of citizens	So far, 33% of the multi-annual programs have been generated through the direct involvement of the public, co-creation: Spații Vii, Moving Fireplaces, Reflections Station - the reMIND Mapping project, Dare! - Civicultura, Impulse, Invisible / Visible -	Collection of memories, testimonies based on which artists create original cultural products; citizen participation as protagonists (in shows such as Lumen);

	project in: v z b l, Bega !, Spotlight Heritage;	
3.000 European operators and artists involved	In the period 2017-2020 there are 675 events held with cultural operators, with at least 3,000 artists involved;	
300 Artists from Banat and cross-border region involved	In the period 2017-2020 there are events with at least 3,000 artists involved, of which over 40% from Banat and the cross-border region;	
100 Artists and makers in residency projects	Until the present 86 artists and producers were involved in residency projects;	2017: invitations for 40 journalists, bloggers, vloggers, influencers at Cirkus Cirkör; 2019: 3 pers.= Ralf Blomer's visit from the lifestyle magazine Schwulissimo; Europalia, visit of writer Carmien Michels and journalist Terry Verbiest; 2019: 10 residencies for cultural journalists, 4 Artist residencies at In: vzbl, Solidart (Searchlight); Art Encounters 4 residents; 2020: 10 artists who created at Home Motion, 15 artists at the Memories of the City - residencies;
80 Internships, exchanges and work share schemes in Europe	25 internships and experience exchanges;	2017: 2 (1. within the exhibition of the Simultaneous Festival, 2. expo. Of the Art Museum from Timișoara with 52 pers. each); 2018: 4 (study visits Plai Center); 2019: 15 (1. Art Encounters - Autumn Curatorial School with Joanna Warsza, Andrea Phillips, Boris Buden (52 pers.), 10 workshops, 3 regional camps, 1 summer school program); 2020: 4 (MOST);
20 Cultural leaders empowered to stir the change	62 pers.;	30 pers. in the Summer School - Cultural Leadership (with UVT in 2019); 5 pers. in Management Training MOST (2020); 27 pers. at LAB for European Project Making - transnational project realized together with Rijeka 2020 and Novi Sad 2022;
30 Cultural managers skilled at European level	70 pers.;	2017: 9 pers. participants in Timișoara; 2018: 27 pers. at the Lab for European Project Making, Novi Sad; 2018: 29 pers. Rijeka; 2020: 5 pers. from Romania, of which 1 pers. from Timișoara at the Management Training MOST;
240 Capacity building and exchange programmes for cultural operators	2017: 4 programs; 2018: 21 programs; 2019: 89 programs; 2020: 4 programs; TOTAL: 118 programs;	2017: 4 (TMwork # 1: Money. Culture. Europe. Power, TMwork # 2: Citizens. Visitors. Community, Workshop # 1: Concepts and strategies for cultural mediation with social and educational objectives, Workshop # 2: Specific methods of cultural mediation for educational purposes for the visual arts); 2018: 21 (Identity Workshop. Composed of 3 modules coordinated by Marius Andrei Alexe (Subcarpati); Retracing Bartok Workshop, Workshop: HISTORY AT THE PRESENT TIME // How do we teach, how do we learn history ?, "SURPRISING ART // How to meet culture living in the public space ", Seminar # 3 Organizational Change, Workshop " Art Nouveau Architecture ", What we can learn from Ars Electronica (MX), 10 Theater Workshops - Divine Comedy, Dante Workshop 21, TMWork # 4 - Technical Capacity); 2019: 89 (TMwork # 5, DANTE21 in 5 days of Workshops on Divine Comedy, Chocolat-Kultour - workshops for children, EUFONIA - 10 MASTERCLASS, cello, viola, piano, flute, oboe, strings, violin, music therapy, mental training and music room; La Pas. Festival of artisanal gastronomy - Workshops: The story of bread,



		Gingerbread Tour through the neighborhood, We make unique toys; IMPULSE: Movement and dance workshops for vulnerable groups: the elderly, children with disabilities, disabilities and schools in Fabric, Workshop addressed to the general public together with Un loup pour l'Homme, Duo Sirena hip hop dance workshop; Funambulism workshop, Duo Sirena hip hop dance workshop (Germany; CiviCultura: 2019 - 2 Theater workshops; Cultural Bazaar in Pădurice Park - 5 Workshops Artisans Bazaar, Co (ART): 5 Workshops Optical sounders; Memories of the city: 2 WORKSHOPS Street Delivery; INSPIR: Together in Murani, 2 workshops for all ages; Thermal point 1 - art in the neighborhood, 12 Workshops; Workshop Reprogramming the city; Identity Workshop; Thermal point: 2 Art in the neighborhood, 11 workshops; Art Encounters - Workshop with Zelimir Zilnik, KIDS 21: Workshops in 4 schools, KIDS 21: 2 Workshops in the Children's Park, Urban Culture - 7 Workshops; Cultural bazaar: 6 workshops for children; Urban Cooling - 3 Flow Arts Workshops; Look at the city); 2020: 4 (Summer School-Frames and Forms - 80 participants, Training on digital education and digital skills - 3 events, MOST, Step-12 online workshops);
400 Volunteers with strong networks in culture	2017-2019: 100 volunteers; 2020: 110 volunteers and 25 other ECoC / international volunteer program coordinators;	On-job volunteer training, VoITM2021 (43 online programs + 3 physical: 35 participants in face-to-face sessions, 600 participants in online sessions).

### CORE INDICATORS

	<b>CIVIC DIMENSION</b>	<b>VALUES DIMENSION</b>	<b>EUROPEAN DIMENSION</b>
<b>GENERAL OBJECTIVES</b> <b>ECoC's</b>	/ to put civic energy in motion in order to overcome passivity and activate society through audience development; (ECoC1)	/ to inspire lives based on values of entrepreneurship, civic society, multi confessionality, and interculturality; (ECoC2)	/ to increase the international profile of the city by means of a more intensive interaction with other European cultures, in terms of artistic excellence and cultural interdependence; (ECoC3)
<b>STRATEGIC OBJECTIVES</b> <b>TM2021</b>	/ to create a common platform for cultural advocacy, which facilitates a reinvention of the social system on the role of cultural and civic engagement;	/ to increase and to make better use of resources for cultural activities;	/ to generate a real European breakthrough in the development of CCI in the cross-border territory of Banat, especially in areas such as computer gaming and digital application development, architecture, design, and crafts;
<b>CORE IMPACT INDICATORS</b> <b>ECoC's</b>	<ul style="list-style-type: none"> <li>● citizens' awareness and appreciation of the European cultural diversity and commonalities and the day-to-day benefits thereof;</li> <li>● citizens' sense of belonging to common cultural space;</li> <li>● regional/national/international recognition of the city as being culturally vibrant and having an improved image;</li> <li>● increase in GDP and</li> </ul>	Possible sources of data collection: <ul style="list-style-type: none"> <li>○ <b>collecting information through sociological surveys regarding:</b></li> <li>- citizens' perception of what it means to be European;</li> <li>- or awareness and appreciation of the diversity of European cultures;</li> <li>- analyzing audience satisfaction - what impact did ECoC have in each person's opinion;</li> <li>- citizens' perceptions of the culture's role in the quality of city life;</li> </ul>	

	employment in the city' cultural and creative sectors;	<ul style="list-style-type: none"> <li>- audience satisfaction analysis, including from the relevance and meaning perspectives;</li> <li>o <b>collecting statistical data from the municipality, national institutes or sectoral bodies regarding:</b></li> <li>- GDP growth and employment in the cultural and creative sectors of the city;</li> <li>- no. of spinoffs in the cultural and creative industry;</li> <li>- dynamics in audiences' profiles and demographics;</li> <li>- retention and attraction rates of creative people in the city;</li> <li>o <b>surveys among tourists, regarding their opinion, or the opinion of national and international cultural experts, or official publications;</b></li> </ul>	
<b>SPECIFIC OBJECTIVES</b>  <b>ECoC's</b>	Improving the range, diversity and European dimension of cultural supply in cities, including through transnational cooperation; (OS1)	<b>REPRESENTATIVE INDICATORS - from data which are provided by TM2021:</b>	
		- The total number of events;	Between Oct.-Dec. 2016 – 3; In 2017 – 38; In 2018 – 57; In 2019 – 488; In 2020 – 74;
		- The value (€) of the cultural programs of ECoC;	2017 = 4.200.000,00 lei ≈ 851.926,98 EUR 2018 = 8.204.227,00 lei ≈ 1.664.143,41 EUR 2019 = 12.780.000,00 lei ≈ 2.592.292,09 EUR 2020 = 3.303.000,00 lei ≈ 669.979,72 EUR *BNR course = 4,93 lei/EUR
		- No. activities that highlight European diversity, based on European themes or transnational cooperation;	So far, 33% of the multi-annual programs have been generated through highlight the European diversity: Spații Vii, Moving Fireplaces, Reflections Station - the reMIND Mapping project, Dare! - Civicultura, Impulse, Invisible / Visible - project in: v z b l, Bega !, Spotlight Heritage.
	Expanding access and participation in culture; (OS2)	- Attendance at events within the ECoC action;	2017 = 5.997 participants; 2018 = 74.409 part.; 2019 = 242.561 part.; 2020: physical=71.190 part., online=112.834 part., reach=106.640 participants;
		- Number of active volunteers;	2020: 110 volunteers and 25 other ECoC / international volunteer program coordinators;
Strengthening the capacity of the cultural sector and its links with other sectors; (OS3)	- The strategy for the cultural development of the city in the long term;	There is the Cultural Strategy of Timisoara 2014-2024;	
The sharpening of the international profile of cities through culture; (OS4)	- Increasing the number of visits from tourists;	Statistical data: Total tourists accommodated (an increase of 18% between 2015 and 2019). Total tourists staying in Timis: 2015 = 338,238 pers.; 2016 = 375,221 pers.;	

		<p>2017 = 399,368 pers.;  2018 = 379,084 pers.;  2019 = 389,000 pers.  Designing communication activities to encourage residents of Timisoara and within a 50 km radius to join online hosting and services communities (airbnb.com, couchsurfing.org, bewelcome.org, uber.com).  Note: in official statistics, accommodation by airbnb, couchsurfing etc - are not registered.</p>
	- Awareness of the inhabitants regarding ECoC;	<p>Difficult to estimate so far. This indicator is relevant for the year of the exercise of the title.  Most Romanian citizens have heard about TM2023, even those from the diaspora, but also an impressive number of foreigners who participated in joint actions with TM2023 and on the occasion of the international events to which Timisoara was invited.  In the future, we want to design communication and volunteering activities to encourage the public to promote TM2023 in their social networks.</p>
<p><b>CORE RESULT INDICATORS</b>   <b>Between October 2017 – May 2021</b></p>	<b>Contribution to the long term strategy</b>	
	citizens' awareness of the ECoC amongst residents and wider audiences;	The Engagement Unit was involved in 19 artistic projects with more than 50.000 participants.
	consistent strategy for long term cultural development of the city;	There is the Cultural Strategy of Timisoara 2014-2024;
	no. of public servants specialized in cultural impact assessment;	538 of participants in the training programs organized by TM2023 and also 1600 participants online;
	no. of current local festivals boosted at an international level;	there are 20 festivals organized in Timisoara with international participation: theater – 5; movie – 3; music – 3; dance – 3; visual arts – 3 and traditional, made by the City Hall – 3;
	% increase of private funding for culture;	So far, the indicator on the private funding of culture, were not quantified by the association, known more private investment in culture in recent yea
	no. of partner cities involved in the preparation and delivery;	5 Arad, Oradea, Cluj Napoca, Reșița, Novi Sad (Serbia);
	<b>European dimension</b>	
	no. of activities highlighting European diversity, based on European themes or based on transnational cooperation;	Around 40% of our activities are highlighting European diversity, based on European themes or based on transnational cooperation; From more than 650 events/activities, is around 240 activities based on these themes;
	no. of European cross-border cooperations and partnerships developed within ECoC cultural programme;	Currently about 30% with foreign artists and 20% through European partnerships; In the period 2017-2020 there are events with at least 3,000 artists involved, of which over 40% from Banat and the cross-border region;

no. of artists from abroad and Romania featuring within the cultural programme;	In the period 2017-2020 there are events with at least 3,000 artists involved, of which over 40% from Banat and the cross-border region. Approx. 14% of all artists present at our events were foreigners.
no. of European and international network affiliations of local artists organisations;	9
no. of permanent residencies for artists and cultural managers in the city;	24 13 (workcafe) + 11 (journalism residencies)
<b>Cultural and artistic content</b>	
no. of innovative, unique European cultural products and interventions;	19
no. of participatory cultural products (co-created, co-curated, co-produced, co-delivered);	77
no. of co-productions between traditional and independent cultural operators;	10
sustained multisector partnership for cultural governance;	3 (MultipleXity, IT sector + cultural, OAR)
investment in, or number of collaborations between cultural operators and other sectors;	1 (MultipleXity)
no. of cultural leaders empowered to stir the change locally and nationally;	39 (Summer School + LAB)
no. of cultural managers skilled and experienced in working at an international level;	9 (LAB)
no. of audience development professionals;	212 20 international experts were invited at our TMworkshops;
<b>Capacity to delivery</b>	
€ value of the investment in cultural infrastructure, sites and facilities;	Approx. 40 mil Euro (Cultural infrastructure and urban revitalisation - in 2019);
no. of places revived or reconverted for culture (indoor and outdoor);	8 completed (outdoor), 14 under construction (indoor and outdoor); + 5 Thermal Point (Punct termic - thermal point are former points of distribution of the heating network of the city, remained unused - from the moment it was passed to separate heating of living spaces);
cultural impact evaluation of the city's investments in correlation with ECoC;	The cultural participation item (72%) is now over the EU-28 average of 2015 (64%) and three times bigger than the national average of 2015 (27%) *Eurostat. The independent sector archived the greatest increase of constant participation in the preparation years of the ECoC (2013: 9,5% to 2018: 21,4%) and an important increase in interest in events in non-conventional spaces (cafes, public markets, parks), non-consumers declining by almost 16% compared to 2013. Therefore, the constant public of these events is 35,4% (compared with 24,4% in 2013);
<b>Outreach</b>	
attendance and participation in ECoC events;	130.571 persons;
% of residents attending or participating in events, including young, minorities or the disadvantaged;	30%

analysis of audiences reached, by cultural segments, and by levels of engagement;	An exploratory analysis was conducted by the MetruCub Association at the request of the TM2021 Association at the end of 2018 and aimed at analyzing the public of all the public cultural institutions in the city, based on which the Association will build its decisions on public involvement and development.
no. of cultural organisations focused on audience development;	2 and further to be engaged after assessment and program development based on the study;
no. of active volunteers;	2017-2019: 100 volunteers; 2020: 110 volunteers and 25 other ECoC / international volunteer program coordinators;
no. of schools and civic organisations (including specialized groups) reaching out and/or participating in culture;	67 schools in Timisoara (55 public schools + 12 private schools); All schools through the program Different Type of School (Școala Altfel - one week/year) are involved in cultural actions (visit museums, shows, etc.);
<b>Management</b>	
cost-effectiveness and impact analysis of ECoC Association operational activity (governance, management, administrative, public relations, annual accounts);	taking into account the cash flow, the association has managed to maintain a balance between incomes and costs; (Details on the Progress Report, cap.E. Management and its Annexes.)
total number of projects and events;	Between Oct.-Dec. 2016 – 4; In 2017 – 38; In 2018 – 57; In 2109 – 488; In 2020 – 74; Total: 661 projects and events.
€ value of ECoC cultural programmes;	2017 = 4.200.000,00 lei ≈ 851.926,98 EUR 2018 = 8.204.227,00 lei ≈ 1.664.143,41 EUR 2019 = 12.780.000,00 lei ≈ 2.592.292,09 EUR 2020 = 3.303.000,00 lei ≈ 669.979,72 EUR *BNR course = 4,93 lei/EUR
volume and tone of media coverage (local, national, international, digital);	During 2019, there were 3005 media presence, we had 92 press releases and 4 press conferences, and in 2019, 22806 people have accessed our website <a href="http://www.timisoara2021.ro">www.timisoara2021.ro</a> ; During 2020, there were 677 media presence, we had 53 press releases and 2 press conferences. In 2020 there was only one request based on law 544/2001. Due to financial and personnel restrictions, in 2020 we only did the maintenance of the site, respectively to upload new information related to events, press releases, documents related to transparency, etc.  *The media monitoring report is done manually because there is no specialized service that would have generated additional costs. Thus, the monitoring is a general one, it does not include in detail all the appearances (written press, radio, TV) nor can their impact be evaluated.

	<p>increase in tourist visits and overnight stays.</p>	<p>Statistical data:  Number of overnight stays (increase of 12% between 2015-2019). It is expected that after lifting the restrictions caused by the pandemic, tourism will return to previous levels.  Number of overnight stays in:  2015 = 798.9;  2016 = 891.2;  2017 = 900;  2018 = 896;  2019 = 900.2 thousand pers.  Accommodation capacity: 2015 = 5277; 2016 = 5155; 2017 = 5053; 2018 = 5354; 2019 = 5075 accommodation places (hotels, hostels, villas, camps, etc).   (According to the statistical data provided by <a href="http://www.timis.insse.ro">www.timis.insse.ro</a>)</p>
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## TM2023 correlation with the long-term strategy of the city

Since the candidacy, the Jury appreciated the extended participatory approach used in creating the cultural strategy for 2014-2024. The Bidbook clearly highlighted the link between the projects in the proposed program and the cultural strategy of Timișoara and sets out expected long-term results in the social, economic and cultural sector. The jury of experts, through its evaluation, welcomed the direct link between these results and three target groups (cultural and creative agents, public and stakeholders).

The Association, through the way the budget of the Cultural Program has been allocated, both to the projects assumed through the Bid Book and after the selection through the Call for Project Ideas (Searchlight 2019), has supported the partners in implementing the activities of each project, strengthening their capacity and complementing the resources needed for communication. In doing this, it contributed to the cultural life of the city and it supported the organisational capacity of cultural actors to a certain extent.

### Axis 1. Creative Timișoara / cultural scene

**Increasing the number of spaces dedicated to the contemporary cultural act:** From the point of view of the infrastructure necessary for the development of the contemporary cultural creation, important projects were either completed or are in progress.

- Completed projects in the period 2019-2021: Rehabilitation of public spaces in the Cetate neighborhood - phase II (2019); Rehabilitation of the Central Park - large-scale park in the city center with facilities for events (2019); Rehabilitation of the Civic Park - large-scale park in the city center with facilities for events (2020); Thermal points (PT29, PT54) (2019); Faber (2019); Water Tower (2020); Culture Center, str. V. Alecsandri (2020);
- Projects in progress: Marasesti Culture Center - former Hospital; Synagogue, Marasesti Street; Rehabilitation of the Palace of Culture; Cinemas: Studio, Victoria, Dacia, Timiș, Arta (under the administration of the Hungarian Theater); Rehabilitation of the Bega Canal, including a new waterway between Romania and Serbia (Timisoara - Republic of Serbia section); MultipleXity (PT phase, 2020).

**Supporting the presence of art in the public space:** By Decision of the Local Council a mechanism was established to regulate itinerant artists, including an accreditation procedure, and the FISART Street Art Festival allowed the creation of countless and valuable works of art in the city's neighborhoods during the reporting period.

**Supporting the promotion of the cultural offer in the public space:** From the point of view of promoting the cultural projects of the independent operators, the access of the operators to the existing display spaces was regulated by the local administration.

**Facilitating communication between cultural operators and the local cultural offer:** The Timisoara-info portal, of the Tourist Information Center, allows the free promotion of independent cultural events.

### Axis 2. Timișoara Involved / the public

**Ensuring access to information about Timisoara culture through actors in other fields of activity (transport, education, health, justice, etc.):** The placement of cultural information materials in the

means of transport (electronic and physical) is regulated by STPT, and cultural operators have access to the information system of the town hall, consisting of LED screens located in the public space.

**Increasing the participation of economic operators in carrying out the cultural act of public interest:** Economic operators financing cultural actions benefit from tax exemptions defined by national legislation, and cultural organizations benefit from local heritage, subject to availability, free space or subsidized rent. The Timisoara Excellence Gala annually rewards performance in the cultural field.

**Increasing cultural participation in Timisoara neighborhoods:** Over 20 cultural projects in Timisoara neighborhoods have been funded or organized by the municipality through the Cultural Agenda, including sections of major cultural projects (Central European Film Festival, Art Encounters Biennial, Revolution Music Festival, etc.), projects dedicated to neighborhoods (Heritage of Timisoara - Fabric, Asphalt Art, Music on wheels, Architecture tours), The reconversion program of the former cinemas, the FITT space, but also the program of conversion of some former thermal power plants into cultural centers, provide the basis of the cultural infrastructure in the neighborhoods.

**Supporting cooperation and cultural exchanges in the DKMT Euroregion:** Cultural cooperation projects with actors from Serbia and Hungary, especially in the DKMT region, increased in 2017-2020, on the one hand due to cross-border cooperation programs, Romania-Serbia and Romania-Hungary, on the other hand due to the designation of Novi Sad and Timisoara as European capitals of culture in 2021 and 2021/3.

### **Axis 3. Timișoara Connected / networking**

#### **Supporting international cultural collaborations:**

- an important number of international cultural cooperation projects have been financially supported, starting from large events (Eurothalia, TESZT, FEST-FEDR, JazzTM, Plai Festival, Art Encounters), to small residences or presences of Timisoara artists with exhibitions in Europe.
- A close collaboration with the consular sector (Graz - AT, Nieder Ostereich - AT, Valencia - SP, Karlsruhe - DE, Szeged, Mako - HU), with the French Cultural Institute, and the German Cultural Center, but also the ConsulArt project (Searchlight, 2019 );
- An important presence of Timisoara in the Romanian-French Cultural Season from 2018-2019.
- The presence in international networks of cities of Timisoara, such as: Eurocities, Like-Le Rencontres, European Cities Marketing, etc, but also the presence in the Pilot Cities program - Agenda 21 for Culture are elements that allow the development of cultural relations.

**Increasing cultural mobility in Timișoara:** Cultural projects with major international participation have been funded, organized directly or through cultural institutions in Timisoara. The projects facilitated international managerial cooperation for cultural operators.

**Presentation of cultural resources as a tourist experience:** Timișoara benefits from a significant increase in the number of tourists (18% per year, between 2015 and 2019). There is the Sectoral Strategy for Tourism Development of Timiș County 2018-2028, made by the Association for the Promotion and Development of Tourism in Timiș County, which covers not only Timișoara, but has a broad view of the entire county. The completed project to rehabilitate the banks of the Bega Canal, but also the new project funded by the cross-border program IPA Romania-Serbia - consolidation and redevelopment of the navigable infrastructure of the Bega Canal, creates the premise that in the coming years to achieve European connection with the Danube - navigable and bicycle track, offering the possibility of new cultural projects along Bega, along with existing ones.

**Improving information services about the city's cultural objectives and promoting Timisoara as a cultural tourist destination:** The program to improve the tourist signage regarding the cultural objectives, maps you are here, information boards will continue. The presence of Timișoara TM2021 / 3 at international tourist fairs is already known, and the European Capital of Culture in 2023 is promoted in the official correspondence and informative materials of the Municipality.

### **Axis 4. Timișoara Responsible / public space**



**Raising awareness of heritage values, rehabilitation and enhancement of the city's built heritage:** awareness campaigns on heritage values for rehabilitation and enhancement have been carried out continuously in recent years, the municipal rehabilitation program is fully operational, providing financial support of 50% of the value of execution works, respectively the possibility of paying its own contribution to private owners staggered in 5 years. Projects to raise awareness of the value of the built heritage: Architecture Tours - OAR Timis, Heritage of Timișoara, etc. and defining the priority areas of action in the field of heritage built by Local Council Decision.

**Increasing the quality of public space arranged as a favorable framework for art and culture:** the establishment in 2016, for the first time in Timișoara, of the Urban Aesthetics Commission, with the role of endorsement, not only consultation, as provided in the strategy and with a wide component - Directorate for Culture, Order of Architects, City Hall, etc. - allows analysis proposals for intervention on the built environment from a multidisciplinary perspective. Increasing the quality of landscaped green spaces as a favorable framework for art and culture: an extensive program to increase the quality of green spaces has been started in recent years, with projects completed on an area of over 300,000 m<sup>2</sup> and projects in progress for 190,000 m<sup>2</sup>. Spaces available for artistic and cultural projects have been designed for each of the surfaces. The banks of Bega have been completely redeveloped over a length of 18 km, with areas dedicated to cultural activities.

**Urban regeneration through culture - refunctionalization of existing spaces for culture:** the refurbishment program of the municipality provides an important number of spaces that will be introduced in the cultural circuit.

#### **Axis 5. Timișoara Open / cultural administration**

**Institutional design:** the role of institutional changes in the municipality, generated by the cultural strategy, as well as the need for transparency and efficiency, are needed to encourage good governance in the allocation of funds for culture, public policy decisions and communication with cultural actors.

Recent developments include:

- In March 2021 the Center for Projects of the Municipality of Timișoara was founded, as a public service of local interest with the main mission to act as a public grant-making body at local level for projects from a variety of fields of activity, like culture, education, youth, sports, civic and social engagement and environment. Among others, its tasks are to act as main implementation unit of the long-term cultural strategy, and to produce studies, research and analysis regarding cultural participation, trends and perceptions of the cultural offer of the city;
- In May 2021, after a period of public consultation and debates, a new procedure for grant-giving for cultural projects was put in place and, based on this, a call for projects was launched by the Center for Projects. This new procedure is for the first time based on the dedicated legal frame for grant-making for culture (GE 51/1998), bringing some much-needed improvements in the evaluation, types of funding available, eligibility of costs, etc.
- The new Organisational Chart of the Municipality, announced in June 2021, includes for the first time a dedicated Culture Unit, with, among others, the task to formulate, update, implement, report on the monitoring progress and the evaluation of the local cultural strategy; to develop an additional strategy for the Cultural and Creative Industries; to coordinate a portal dedicated to the cultural activities of the city etc. Also included in the Chart, as part of the Culture Unit, is the ECoC Office, which acts both as a contact point for those interested to orient themselves in the organisational ecosystem put in place to fund, implement and support the ECoC, but also to monitor and bring coherence and clarity on the different actions needed to be taken by the Municipality in support of the ECoC.
- There are also advanced plans to establish a Destination Management Organisation of Timișoara, which is included in Romania's Recovery and Resilience Plan (version June 2021) for its role in

relation to TM2023, with a particular focus on technical assistance to promote the programme and to attract a higher number of international visitors.

Also, a couple of policy or project-related approaches of the Municipality are relevant for the bi-directional contribution and support between the long-term strategy and the ECoC project, also mentioned in the annex to the report:

- The Integrated Urban Development Strategy Timișoara Growth Pole (SIDU) is being updated for the time-frame 2021-2027, and one of the themes of interest is the situation and the role of the cultural and creative industries. See: <https://sdi-tm.ro/> (Romanian only)
- In strong connection to SIDU, the Municipality is currently a partner of the „ECoC-SME: Actions for inducing SME growth and innovation via the ECoC event and legacy” Interreg Europe funded project (01.08.2019- 31.07. 2022). An Action Plan was developed by the Municipality and the three actions envisaged will be included in the new improved SIDU list of projects to increase the capacity of the prospective entrepreneurs from the CCI and to increase the participation of the existing SMEs in all three stages of the Timișoara 2023 ECoC and its legacy years. See: <https://www.primariatm.ro/proiecte-cu-finantare-europeana/ecoc-sme/> and <https://www.interregeurope.eu/ecoc-sme/>
- Also, the Municipality is a partner in the Erasmus+ funded project, „TraCCE (Training on Creative & Cultural Entrepreneurship)” (01/09/2020 – 31/10/2021). Its aim is to adopt a transnational & multi-stakeholder approach in order to co-create a higher education CCE Curriculum and a CCE Train the Trainers Toolkit that will be offered to higher education staff, students and the CCE community (open access) through a virtual learning environment and through two international workshops. The Municipality intends to contribute to the project by capitalising on its relationship with the advisory councils & civil society via its mechanisms already in place regarding the public consultation and involvement of citizens & stakeholders into the local projects and activities, entrepreneurial life included: 20 Neighbourhoods AC (2003, August), 1 Youth AC (2013, April), 1 Ethnic Minorities AC (2014, March). See: <https://tracce-project.eu/>
- In the 2019 report it was mentioned that the Municipality of Timisoara has started to look at the potential of using big data in the evaluation of projects. The portal was launched in May 2021, as part of a larger plan to address several objectives related to Open Government and with the expectation that available data will be used to analyse behaviours and identify trends, to map problems and opportunities and to suggest pathways towards improvement. In regards to cultural data, so far the aggregated data is sourced from the National Institute of Statistics that also makes it available via its website. The potential of the portal, though, is large, and the Municipality is open and willing to contribute to the development of additional types of data that would support the monitoring and evaluation of, for example the ECoC programme, or the planning of the cultural programme per se. See: <https://data.primariatm.ro/> (Romanian only).

**TIMISOARA 2023 EUROPEAN CAPITAL OF CULTURE  
THE ARTISTIC AND CULTURAL PROGRAMME  
CURRENT STATUS AND PROGRESS REPORT  
MAY 2021**



## Table of Contents

<b>TERRITORY: PEOPLE</b>	12
<b>TERRITORY PLACES</b>	31
<b>IMPULSE. HOST: THE FRENCH INSTITUTE TIMISOARA</b>	35
<b>CITY VOICES. HOST: THE NATIONAL THEATER TIMISOARA</b>	37
PROGRESS 2017-2020	37
2018	37
2019	37
2020	37
PROGRAMMING 2021	37
PLANS FOR 2022-2023	38
EUROPEAN DIMENSION	38
PROGRAM PARTNERS SO FAR	38
IMPACT SO FAR	38
<b>LA PAS/SLOWING DOWN. HOST C.R.I.E.S.</b>	39
PROGRESS 2017-2020	39
2018	39
2019	39
2020	39
PROGRAMMING 2021	40
PLANS FOR 2022- 2023	40
EUROPEAN DIMENSION SO FAR	40
PROGRAM PARTNERS SO FAR	40
IMPACT SO FAR	40
<b>BRIGHT CITY. HOST: TM2021 ASSOCIATION, MUNICIPALITY</b>	42
PROGRESS 2017-2020	42
2018	42
2019	43
2020	43
PROGRAMMING 2021	43
OBJECTIVES 2022 AND 2023	44
EUROPEAN DIMENSION SO FAR	44
PROGRAM PARTNERS SO FAR	44
IMPACT SO FAR	44
<b>ENERGY INCUBATORS. HOST: SABOTAGE FESTIVAL</b>	45
PROGRESS 2017-2020	45
2019	45
2020	45
PROGRAMMING 2021	45

OBJECTIVE 2023	45
EUROPEAN DIMENSION SO FAR	46
PROGRAM PARTNERS SO FAR	46
IMPACT SO FAR	46
<b>SPOTLIGHT HERITAGE. HOST: POLYTECHNIC UNIVERSITY, NATIONAL MUSEUM OF BANAT</b>	47
PROGRESS 2017-2020	47
2019	47
2020	48
PROGRAMMING 2021	48
OBJECTIVE 2023	48
EUROPEAN DIMENSION SO FAR	48
PROGRAM PARTNERS	49
IMPACT	49
<b>BREATHING SPACES HOST O.A.R. TIMIȘ</b>	50
PROGRESS 2017-2020	50
2018	50
2019	50
2020	51
PROGRAMMING 2021	51
OBJECTIVE 2023	51
EUROPEAN DIMENSION SO FAR	51
PROGRAM PARTNERS SO FAR	51
IMPACT SO FAR	52
<b><u>TERRITORY CONNECTIONS</u></b>	53
2018	53
2019	53
2020	53
<b>BAROQUE RELOADED. HOST THE NATIONAL MUSEUM OF ART TIMISOARA</b>	58
PROGRESS 2017-2020	58
2019 - 2020	58
PROGRAMMING 2021 – 2022	59
PLANS FOR 2023	59
PARTNERS SO FAR	59
IMPACT SO FAR	59
<b>ENCOUNTERS. HOSTS: ART ENCOUNTERS AND INTERART TRIADE FOUNDATIONS</b>	60
PROGRESS 2017-2020	60
2017	60

2018	60
2019 -2020	60
PROGRAMMING 2021	61
PLANS FOR 2022-2023	61
EUROPEAN DIMENSION SO FAR	62
PROGRAM PARTNERS SO FAR	62
IMPACT SO FAR	62
<b>LIGHT SCAPES. HOST: TM2021 ASSOCIATION</b>	63
PROGRESS 2017-2020	63
2019 - 2020	63
PROGRAMMING 2021	64
PLANS FOR 2022- 2023	64
EUROPEAN DIMENSION SO FAR	64
PROGRAM PARTNERS SO FAR	64
IMPACT SO FAR	65
<b>LIGHT SEARCH. HOST: BANAT PHILHARMONIC</b>	66
PROGRESS 2017-2020	66
2018	66
2019	66
2020	66
PROGRAMMING 2021	66
OBJECTIVE 2023	67
EUROPEAN DIMENSION SO FAR	67
PROGRAM PARTNERS SO FAR	67
IMPACT SO FAR	67
<b>EUROPEAN ECHOES. HOST: TM2021 ASSOCIATION</b>	68
2018	68
2019	68
2020	68
PROGRAMMING 2021	69
OBJECTIVES 2023	69
EUROPEAN DIMENSION SO FAR	69
PROGRAM PARTNERS SO FAR	69
IMPACT SO FAR	70
<b>XTENSIONS</b>	71
2019	71

## POWER STATION

*Central element to give the starting energy of the Cultural Programme, **Power Station** was designed to activate the following main directions:*

- *continuous training for cultural operators in Timisoara to build their capacity to develop European partnerships, but also to learn to develop new audiences, to activate civic energy and co-create with the public, and, last but not least, to conquer new public spaces and lead cultural events closer to the people in neighborhoods;*
- *forming an engaged audience, attentive to life in a community, in Timișoara - in particular;*
- *cultural mediation;*
- *set up a strong network of volunteers with a transgenerational, multiethnic and inclusive approach.*

*This station also includes the development of pilot projects that showcase the Cultural Programme.*

## CURRENT STATUS

### A. Building new competences for the cultural operators

2017-2020

**#TMwork seminars** for cultural operators: # 1 Money. Culture. Europe. Power., # 2 Networking and Partnerships # 3 Money. Culture. Europe. Power. (2017) # 4: Technical Development. (2018) **Workshop # 5:** On the theme of art Production (2019)

**Lab for European Project Making** organised in partnership with Novi Sad 2021 (Serbia) and Rijeka 2020 (Croatia) offered 4 workshops (general-theoretical, visual arts, history, performing arts) for 88 Romanian participants, during 2017-2018 .

**Study visits** to Aarhus (DK), Loire Festival, Orleans (FR); Totally Thames, London (UK); Bucharest (RO); TEH84, Kiev (UA); MotionHouse, Timișoara (RO); NEMO, Ghent (BE).(2017)

Workshops and practical activities: **Cultural mediators. Methods and scenarios for the audience development and culture in education.** (52 participants) (2017) In partnership with the MetruCub Association. Themes: # 1 HISTORY NOW // How do we teach, how do we learn history ?, # 2 SURPRISING ART // How do we meet living culture in the public space? (40 participants). (2018)

**Conducting the Organizational Change** seminar for managers from cultural institutions in Timisoara and staff responsible for audience engagement. (2018)

The West University of Timișoara organised in partnership with ATCEC the **Summer School of Cultural Leadership**-1st edition. Topics: cultural leadership; drafting, budgeting and implementing cultural projects; negotiation and fundraising techniques in the arts; team motivation; the cultural project from idea to implementation in practice; *storytelling*, audience development, innovation and cultural entrepreneurship. (48 participants, 2018)

The international annual conference of **Culture Action Europe** network: [CTRL + Shift + Human: Beyond the Obvious](#). (190 participants) (2018)

**MOST program** (2019-2023), 2 million euros budget, for world music artists and professionals from 10 countries in the Western Balkans and Romania. Components: (1) *Festival Exchange* (2) *Management Training*; (3) *Balkan Music Export*, (4) *The Urban Policies*. In 2020: training round within the Balkan Music Export pillar, “hosted” online by Timișoara ECOC and the online Management Training course (20 participants selected by open call).

## B. Developing instruments for engaging new audiences. Volunteering

### 2017-2020

**Xtension Eurothalia European Theater Festival**, German State Theater Timișoara, with Odin Teatret and Eugenio Barba. Details *Chiaroscuro* trail. (2017)

**CAFÉ 21** - a series of itinerant meetings, organised in different bars, restaurants and cafes from the city – aimed at listening to the opinions of the citizens and to looking together for possible solutions. Topics: # 1 Communities // Europe of communities ?, # 2 The city // Public space and private interests, # 3 Citizenship // How do changes take place ?, # 4 Mobility // Transit cities”, # 5 Globalization // Small changes large-scale, # 6 Sustainability // At what cost? (2017) # 7 Tradition and change, # 8 Through culture, we cross borders, # 9 The city through the eyes of young people, # 10 Theater and democracy. (2018)

**WorkCafe21** - Working meeting for 2021 between producers and cultural operators in Romania and those from Timisoara to and develop working teams for 2021. Participants: representatives of Electric Castle, TIFF, Overground Music, ARTmania Festival, East European Music Conference, GNB Agency, Bad Unicorn, Street Food Festival, Emagic, Awake Festival, and Enescu Festival. (2019)

**Trans Europe Halles Conference** entitled [TEH Camp Meeting 88 - Grow?](#) Topics covered: increasing the capacity of cultural organizations and their impact in the community. TEH is a network of self-organised cultural centres with over 100 members from 37 countries. (2019)

**Shine your light!** Campaign in Timișoara : solidarity in the fight against the coronavirus pandemic. Partners: The National Television, the police, firefighters, and gendarmerie corps. (no funding) (April 8th, 2020)

**TransformArt** interviews: a constructive analysis and reflection on the difficulties faced by the cultural sector in pandemic. (no funding) (4-25 May 2020)

Working visits (yearly, 2017-2020) of Mr. Shuji Kogi, General Secretary of the [EU-Japan Fest](#). The collaboration established for 2021-2023 includes research trips of local artists, which should result in concrete multi-annual projects, as well as exchanges (Passport program) between Japan and Romania.

**Volunteering:** Development of a volunteering strategy; Recruitment, training and engagement of volunteers in the Cultural Programme; *Digital Tim* and *Peer Leaders* training programmes for 95 volunteers and volunteer coordinators (Oct-Dec 2020). The main categories of citizens involved in volunteering activities: pupils, students, elderly people,



adults (teachers, employees, unemployed), ethnic minorities, migrants. Tasks performed by the volunteers: organizing workshops; welcoming the audience, security measures, communication and dissemination of the Cultural Programme, logistics and production, online volunteering. (2017-2020)

**EVCN:** the informal network of volunteering programs coordinators from ECoC cities and joint projects (25 online events for volunteers coordinators, 5 online events for volunteers from 16 ECoC cities) (2020)

**My Life During the Lockdown**, international research project in partnership with the European Network for Psychodynamic Psychiatry - NetforPP, Italy and Rijeka 2020, involved 2100 young participants aged 11-20 years. (volunteering, 2020)

**YOUNGETEERS** Erasmus + KA2 project (*Young Volunteers in Cultural Events - Lessons Learned from COVID-19 Crisis*) - (2021-2022) aims to develop the methodology and manual for working with volunteers in large-scale cultural programmes in crisis situations.

### C. Operations centre

#### 2017-2020

**Toolbox** - Production equipment and devices were purchased (monitors, lights, bean bags, video projector) and made available to the cultural partners. The Production Department assisted the cultural operators in the city with: expertise (2019), and materials whenever asked for (2019-2020).

**Mobile app** TM2023 <http://tm2023.glideapp.io> that lists the partners, projects, resource persons within the cultural project TM2023 (2020, implementation in progress). The mobile app aims at interconnecting the cultural operators, allowing them to update information regarding programmes in order to create a common agenda of events and correlate diverse activities. This tool needs to be developed in order to create a true ecosystem of the TM2023 cultural operators that share knowledge and correlate among themselves.

A tailor-made **web application** for digitising internal processes is in its incipient phase. This web app will digitise internal processes such as contracting, monitoring, and will be developed as soon as funding will be available. The development of IT tools was done in collaboration with MultipleXity, and are part of the legacy of TM2023 for the Center for Arts, Technology and Experiment.

Methodology and tools for conducting, coordinating, evaluating and reporting of the volunteering activities: vision, mission, values, principles, volunteer involvement process, issuing volunteering documents according to the law - contracts, job descriptions, volunteering certificates, monitoring / evaluation / reporting on volunteer activities. These tools and methodologies are shared with the network of cultural partners.

#### PROGRAMMING 2021

- organising a European conference of an important network of cultural operators, in discussions being that of the French Cultural Institutes in Eastern Europe for September 2021 (**Teatroskop**) or, in the event that it is not possible, a European conference in the field of volunteering or heritage and technology;

- The summer school of cultural management from Socolari, **Izola(r)t**, August-September, where personalities from the field of cultural management will meet, which will also coincide with IzolArt- “Cătălina Buzoianu” Theater Anthropology Workshops.
- supporting the conference of cultural managers **Linked Culture 2021 - Cultural Management and Marketing Conference** with the cultural infrastructure of Timișoara ECOC as focus
- **mobilities** for curators, cultural operators and staff for the development of programs in collaboration with organizations from France, UK, Austria, Italy and Japan (co-financing with EU-Japan Fest) in the fields: art and technology, street and performative art, collaborations with European cultural capitals (targeted programs: *MultipleXity*, *Impulse*, *Dare !*, *Memories of the City*, *Baroque Reloaded*). For the development of programs with the EU-Japan Fest Foundation in 2021, local partners will be selected in order to develop long-term programs with their Japanese counterparts.
- **cultural mediation workshops** in the field of contemporary art organised by Kunsthalle Bega - Calina Foundation with students from villages neighbouring Timișoara and the possibility to continue Kunsthalle Bega - Autumn exhibition season (selected by the municipality through open call in 2020);
- starting a **cultural mediation program** and playful activities to discover the heritage of the main museums in the city (National Art Museum and National Museum of Banat) and other art galleries through a program made in collaboration with the Louvre Museum, French Institute in Timisoara and Jecza Gallery, in connection with **Knowledge Fields and Baroque Reloaded**;
- **animation workshops** starting from the characters created in the project *Breathing Spaces/Privește orașul*;
- co-financing of EU projects to which the Association applied together with European partners (Erasmus + DIYouth and Training Contact Zones, MOST)
- **Volunteering**: Recruitment, training and engagement of 100 volunteers in 2021; Retention activities and recognition of the contribution of volunteers; Sociological instrument "*Continuous evaluation of the motivation and of the potential impact of the Timișoara 2023 program on volunteers*". Development of the online resource management platform for volunteering and civic engagement. Networking events and dialogues with cultural operators and local third parties.

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#### PLANS FOR 2022-2023

- Set up a permanent summer school at Socolari;
- Set up a cultural mediation program for museums and cultural institutes in Timisoara;
- Develop the projects proposed by the partners and selected in the period 2019-2022, which propose cultural mediation activities or permanent training in the cultural field;
- Create an ecosystem of volunteering for cultural projects and civic engagement at city scale (coordination centre, trained volunteers and volunteer coordinators, partnering organizations and institutions, methodology and instruments, material resources)

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#### EUROPEAN DIMENSION IMPACT SO FAR

- connecting local cultural operators to European networks (Culture Action Europe conference, Trans Europe Halles, TEH conference, collaboration perspectives - through EU-Japan Fest - with the cultural environment in Japan - young artists / cultural institutions, volunteers, MOST project);
- developing urban policies by encouraging cooperation between decision-makers and creative urban initiatives in order to create an environment conducive to music projects through policies at the level of cities in Romania and the Western Balkans (MOST project)
- urban policy programs, respectively encouraging the dialogue and cooperation between the decision-makers and the urban creative initiatives;
- training for representatives of the educational and cultural sectors, but also other categories of interested citizens, laying the foundations of a community of cultural mediators;
- citizen debates on current European issues;
- audience engagement campaigns;
- training in the field of communication for volunteers, aimed at developing the skills of “media citizens”
- EVCN dialogues and European projects in the field of volunteering

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#### PROGRAM PARTNERS SO FAR

**LOCAL:** Polytechnic University Timișoara, Wes University of Timișoara, Pro Helvetia, Simultan Association, FITT, Merlin Theater (Theater for Children and Youth), Timișoara Consular Corps, French Institute Timișoara, German Cultural Center Timișoara, Cultural Center PLAI, MetruCub Association, Intercultural Institute Timișoara, Smart City Association, ECOSENS Association. **Volunteering:** UVT, FITT, AidRom, Tribul Artistic Association and all cultural program partners working with volunteers

**NATIONAL:** Bucharest National Theater Volunteering: FITS (International Theatre Festival Sibiu), Europe Direct Central Region, YMCA Federation Romania, A4Action Association

**REGIONAL: Volunteering** - Europe Direct Arad / Social Care Department of Arad Municipality

**CROSS-BORDER (Historical Banat):** Bartók Radio - Forum Hungary magazine. **Volunteering:** OPENS - European Youth Capital 2019 (Novi Sad, Serbia), Novi Sad Voluntary Service (Novi Sad ECoC 2021/2)

**INTERNATIONAL:** Culture Action Europe (CAE) - Brussels, Teatro delle Albe - Italy, Hangvető (HU, consortium leader), Piranha (DE), BOZAR (BE), EXIT Foundation (SRB), European Music Council; Bulgarian Music Association (BG), Remont Capital Cultural Center (Albania), Primorje-Gorski Kotar County Department of Culture and Sports in Croatia, KÉK Hungarian Center for Contemporary Architecture in Budapest, Cultural Decontamination Center - Belgrade, Serbia, World Organization of Fair Trade - Europa, Aarhus 2017 (DK), Festival de Loire, Orleans (FR); Totally Thames, Londra (UK); Trans Europe Halles 84 (UA); MotionHouse, Timișoara (RO); NEMO, Ghent (BE). **Volunteering:** Croatian Cultural Center Rijeka, Rijeka 2020 - European Capital of Culture, Matera-Basilicata 2019 Foundation, Galway 2020, Plovdiv 2019 Foundation, Volunteer

Bridge Project (Collaboration with EU-Japan Fest), Eleusis 2021, European Capital of Culture Aarhus 2017, Paphos2017 ECoC, Tartu 2024 Foundation, CSV Padova, ECO C Wroclaw 2016 / Culture Zone Wroclaw, European Capital of Culture Aarhus 2017, ECoC Esch 2022, Veszprém-Balaton 2023 Jsc, EU-Japan Fest- ECoC collaboration, Sibiu 2007 (Sibiu International Theater Festival), Eleusis 2021/3, NetforPP - European Network for Psychodynamic Psychiatry based in Rome, Italy.

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## IMPACT SO FAR

In the Start Up stage (2017-2018), the Program managed to achieve its training objectives through the activities listed above.

In the Production stage (as of 2019), which actually meant 8 months of implementation instead of 24 as it should have been by the end of 2020 (because of lack of funding), many organisations managed to capitalize on the contacts created, the skills and assistance of the implementation team employed by the Association, and to access European funding thanks to partnerships, increased program quality and resilience.

Another strong point of this first period was the engagement of the community in debates on European issues - **Café 21** series -, as well as continuous discussions and meetings with initiative groups which resulted in new programs such as **Sport 21, Kids 21**.

The continuity of the implementation of the actions and the capitalization of those from the Start Up stage (2017-2018) were disrupted by the factors that affected the entire Cultural Programme; discontinuity in securing funding from the main funders, reduced funding, obligation to apply for funding on project-by-project (Ministry of Culture, Timiș County Council), the lack of a functional multi-annual funding mechanism, funding coming late in the year.

Every year, over 100 new volunteers join the TM2021/3 program and this trend was observed in 2020, in the conditions of the pandemic. Our data base counts 250 volunteers active in the period 2019-2021. For 2023, we estimate a number of 1000 involved volunteers.

## OPENING

Based on the consultations with the partners of the Cultural Programme and international peers, we reached the conclusion that the Opening ceremony for the ECOC year should be rooted in the legacy of the Romanian Revolution. The proposed date for the Opening is December 16 -18 2022.

Timisoara is known worldwide as the city where the Romanian Revolution started. It is the strongest symbol that particularizes the city in the collective mind and speaks about the spirit of Timisoara. About the inner light of people who believed in freedom and sacrificed themselves for it. After this bright moment, the city, as well as the country, embarked on a difficult path of adaptation to democratic processes, competitive economic systems, new social realities, etc., and that civic spirit that generated the change lost its breath.

The Timisoara Capital of Culture program aims to restore the necessary impetus to the community to regain the courage and confidence to bring about change. The Revolution of 1989 is a moment of rupture, but now the revolution must become a continuous process, an everyday revolution, fueled by the civic spirit and inner light that brought about the fall of communism.

Therefore, the linking of the Opening of the ECOC year with the anniversary of the Revolution will give conceptual consistency and will create an emotional connection of the inhabitants with the opening ceremony, in the spirit of the slogan of the Timisoara ECOC *Shine your light - Light up your city!*

The Opening in December before the actual title year is not a premiere. It also took place in Lille, the city trying to capitalize, as Timisoara proposes, on an opening event deeply rooted in the particularities of the city.

From an operational point of view, the Opening in 2022 allows for the overcoming of financial and administrative difficulties: it can be organised at the end of the financial year (2022), securing a budget that would not be available if the Opening took place in January or February 2023, when funds are usually not available.

This proposal needs to be agreed by all stakeholders and be submitted for validation to the European Commission and preparations will begin for the Opening in the first part of 2021.

## TERRITORY: PEOPLE

### REFLECTIONS. HOST: WEST UNIVERSITY TIMISOARA

*As the Institute of Advanced Studies in Conceptual History (West University Timisoara), the initial host, is no longer active, the research focused gradually on the most relevant archive for Timisoara: the memory of the Romanian Revolution, with the aim to integrate part of the documentary archive of the Memorial of the Revolution in Timișoara in UNESCO's Memory of the World Programme.*

### CURRENT STATUS

In phase of implementation. The station included programmes that, given their conceptual evolution, were later redirected to other trails and stations, such as *Memories of the City*, now in *Players of Change*, *Re:tracing Bartók* in European Echoes, or the *Digital Platform* in Light Scapes. The focus of this *station* is on the Romanian Revolution and its heritage, and will continue to collect memories from witnesses and develop educational programmes for teenagers about the values of freedom and democracy. It will be connected with the Memorial of the Revolution in Timișoara and the City Hall plans for a Revolution Trail and Digital Museum. An important objective, identified together with the partners, is to integrate the most important documents of the Memorial of the Revolution in the UNESCO Memory of the World. Preliminary discussions to invite artist Christian Boltanski for an *in situ* intervention in 2023, as one of the Cultural Programme highlights, took place at the beginning of 2021 and clarification of budget commitments are expected in order to proceed.

### PROGRESS 2017-2020

#### 2017-2018

Two projects were initially integrated in this trail: *Memories of the City*, originally meant to gather and provoke reflection on the memory of Timisoara through events co-created with the people of Timisoara, in the public space and [Re:tracing Bartok](#), started as an approach to recover multi-cultural memory linked to Bela Bartók. *Memories of the City* was integrated in *Players of Change*, while *Re:tracing Bartók* in European Echoes.

#### 2019 - 2020

[reMIND Mapping 89](#) - initiated by the Department of Geography of the West University of Timisoara and GISTm association, integrates the oral archive of the Revolution from 1989 into an interactive emotional map. A project developed with highschool students, in collaboration with the *Memorial of the Revolution from Timisoara*.

### PROGRAMMING 2021

*reMIND Mapping 89* develops the educational component in five industrial cities of Banat and Transylvania, collecting memories and mapping them digitally.

### OBJECTIVES 2023

- The Digital Museum of the Revolution, connection with the Revolution Trail the City Hall intends to develop, and the development of the *reMIND Mapping 89* platform.
- *In situ* works by contemporary artists, on the theme of memory and everyday revolution, in collaboration with the *Memorial of the Revolution*, Timișoara, open calls;
- *In situ* intervention by French artist Christian Boltanski;

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#### EUROPEAN DIMENSION IMPACT SO FAR

Analysis on the topics reached: mutual understanding, common history and heritage - the moment of change in 1989 for Eastern Europe, European integration. The research also addresses the theme of dialogue and cultural diversity in the context of Timisoara and the Revolution of December 1989. The objective remains to connect the real and virtual archives of Timisoara with similar initiatives in Europe and to make their contents accessible internationally.

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#### PROGRAM PARTNERS SO FAR

LOCAL: Memorial of the Revolution, Timișoara; GIStm -Department of Geography, ; Scârț Loc Lejer - Museum of the Communist Consumer;

NATIONAL: Paleologu Foundation, Corneliu Coposu Foundation;

CROSS-BORDER (Historical Banat): Centre for Cultural Decontamination, Belgrade, Serbia

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#### IMPACT SO FAR

Institutions and professionals in the field of history, but also geography (GIStm, Timișoara Memorial of the Revolution) maintain the digital tools created within the program, with the help of high school students (<https://www.gistm.ro/remind-mapping-89/>);

Stronger intergenerational links, as well as with civic groups, locals and visitors (Short documentary: <https://vimeo.com/499154217/9a468a0883>);

The engagement of well known artists in future projects will increase the impact.

## KNOWLEDGE FIELDS. HOST: BANAT IT

*Learning through creative and playful activities, online or offline, is nowadays, in the post-pandemic context, a real urgency for the educational system, teachers, students and parents alike. The main objective is to discover, together with artists and IT specialists, how art and technology could help us to understand the world by means of modern learning theories. This trail, through the proposed activities, also pays tribute to the Sigma Group from Timișoara.*

## CURRENT STATUS

The *trail* has not managed to develop in its intended form. Partly because of lack of funding and unpredictable cash flow, which affected the trust of the lead partner in the programme, and partly because of complementary competences that need to be searched for elsewhere. Collaboration with Simultan Association, local partner with longstanding experience in educational programmes that combine analog and digital will lead to the creation of a portfolio of courses. Open calls for other proposals in line with Sigma educational methods expected to be organised when funds available. Participatory exhibition, result of collaboration with the Order of Architects.

## PROGRESS 2017-2020

### 2019

**Co-art - coding, collaboration, community** - an event where artists came together with IT programmers, participated in debates and workshops. The results were co-created installations.

### 2020

After several meetings with Banat IT, they expressed their interest to collaborate in other programmes. Due to late funding and very reduced funds in 2020, no call could be organised.

## PROGRAMMING 2021

As of 2021, a collaboration with other established organizations (Simultan Association) that provide online educational content with a focus on new media and technologies will be developed. Open calls to create a new format of courses to be taught online, starting from the current curriculum based on the principles of the Sigma Group.

## OBJECTIVE 2022-2023

In collaboration with the host partners of the *Breathing spaces* or *Encounters* trails, one of the X Laboratories (XLabs) within MultipleXity will be focused on digital artistic intervention, which changes the perception of open spaces. The activities will use 3D design applications, AR and will create urban classrooms and site-specific installations.

At city level, in open space, the program will propose a participatory exhibition, which highlights the Sigma artistic movement pedagogy, applied in art and technology, correlated with the development of events in *Breathing spaces*.



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#### EUROPEAN DIMENSION IMPACT SO FAR

The artists invited to deliver workshops come from European countries (UK, DE, RO).

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#### PROGRAM PARTNERS SO FAR

LOCAL: Simultan Association, ACIA, Triade Foundation

NATIONAL: AlbAlb

INTERNATIONAL: Ars Electronica (AT)

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#### IMPACT SO FAR

Due to funding problems, delays in payments, this program has not been sufficiently developed. No connection was made with schools, this being scheduled to kick off in 2021. For this *trail*, it is recommended to organise an open call to identify more cultural operators and ideas for implementation.

## ADDICTIVE LIGHTS. HOST: SIMULTAN ASSOCIATION

*Artists create works that shift the attention from the artificial light produced by devices to the inner light radiated by individuals. Site specific multimedia interactive installations invite audiences to introspection and dialogue with the memory of these places.*

### CURRENT STATUS

In phase of implementation. The Temporary Tactics strand was activated, Unexpected Scripts and Talking to Strangers not yet. An international pilot event took place in 2018.

In 2019, the Ministry of Culture approved the budget for a pilot project, in cooperation with Transcultures and CitySonic (BE), but the financing contract signed with the Ministry on September 25 did not allow for implementation as planned (October 14- November 20) and the partners (Simultan Association) decided not to carry on with the project. The contract was therefore terminated on October 14. In 2020, an open call for *in situ* multimedia interventions at the future MultipleXity was organised. In total, 7 interactive works of art announced the type of artistic content the MX will produce and exhibit. Plans for outdoor sound installations international workshops and other artistic interventions in plan, awaiting for funding commitments.

### PROGRESS 2017-2020

#### 2018

Pilot project: [The Secondary Sonic Space](#) - a collective installation inspired by the urban environment presented at the [ctrl + shift + HUMAN / Beyond the Obvious](#) conference of the Culture Action Europe network, starting from field recordings, excerpts captured by participating artists and presented at Experimentarium, Timișoara. Co-production with Transcultures (BE). Collaboration, within the framework of [Simultan Festival](#), with the European network AVnode - International Network for Audio Visual Performing Arts.

#### 2019

*Sound narratives*: pilot project of public space installations on the theme of the Romanian Revolution. The program proposed 5 installations located in 5 public and / or interior spaces, and connected at a meta-narrative level. Workshops with local artists led by international mentors from Transcultures and CitySonic (BE) were planned. Due to delays in contracting the amount approved by the Ministry of Culture, the project could not be organised.

#### 2020

**Progress. Paradigm shifts** (open call and exhibition, October 23-December 13): open call for *in situ* works in the spaces of the former Tram Workshops (Take Ionescu 56-58), the future MultipleXity - Centre of Art, Technology and Experiment. Four works of art (interactive installations, sound and light works of art), selected through open call, and 3 commissioned, reimagined, the transformations that this industrial space goes through, but also the emotion of the memories of the people who gave life to those places.

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#### PROGRAMMING 2021

Pilot project (October): new spaces will be mapped where urban sound installations can be co-created, *in situ*. The program will be correlated with ***Bega!*** and ***Energy Incubators*** to create a true backbone of multimedia installations and interventions along the river Bega. Collaboration with Transcultures and the CitySonic festival (BE), cancelled in 2019, envisaged to be resumed.

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#### OBJECTIVE 2022-2023

Pop-up pilot events; Open calls for projects and the creation of site-specific facilities, which will begin in the winter of 2022-2023 with a festival in the city.

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#### EUROPEAN DIMENSION IMPACT SO FAR

European themes addressed: the reconversion of sites belonging to the industrial heritage, digital transformation, connections between art and technology, the use of the city as a platform for artistic production. Collaboration with Trancultures (BE) laid the foundations for a European collaboration that is expected to resume in 2021.

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#### PROGRAM PARTNERS SO FAR

INTERNATIONAL: Transcultures (Interdisciplinary Centre for Digital and Sound Culture), Belgium.

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#### IMPACT SO FAR

Stronger emotional ties established between the people of Timisoara and the city's heritage. Awareness, among artists and visitors, of the type of works of art and technology that will be produced and exhibited at MX.

## ANALOGIC. HOST: YOUTH FEDERATION TIMISOARA, CULTURAL AMBULANCE ASSOCIATION

*Timișoara brings to light the forgotten objects of photographic, cinematographic, sound and musical art. We rethink the relationship with old cameras, bicycles or motorcycles, we reinvent ourselves. An opportunity to gather the community in small workshops and exhibitions to rediscover craftsmanship.*

### CURRENT STATUS

In phase of implementation. In 2019, itinerant and pop-up exhibitions and concerts took place in 5 youth centres in highly populated neighbourhoods (7th Analog Mania Festival, no direct financing from TM2021). In 2020, the first edition of Analogic Festival, as per Bid Book. For 2021-2023, plans for DIY workshops in neighbourhoods, in correlation with the thermal plants in order to activate the communities in densely populated neighbourhoods. Continuation of the festival and its development in Banat.

### PROGRESS 2017-2020

#### 2019

Analog Mania Festival (7th edition - October 21-26), implemented by Cultural Ambulance and Youth Federation Timisoara without direct financing from TM2021. Itinerant exhibition and concerts hosted at the Youth Federation and the 5 thermal points-youth centres.

#### 2020

Analogic Festival (funded directed by the municipality through open call), November 8-29: hybrid festival with an [exhibition of objects, photography, screen printing, hosted at the HQ of the Youth Federation Timisoara](#), online concerts and film projections with live music, in collaboration with Emil Kindlein. Participating artists and collectors from Austria, Spain, Germany, Georgia, Slovenia and Romania. Due to pandemic, it could not take place outdoors or in commercial galleries.

### PROGRAMMING 2021

*Do-it-yourself* workshops (July-September) and photographic or film creation, with analog devices, in thermal plants turned into youth centres by Youth Federation Timisoara, as well as the continuation of the *Analogic Festival* (November).

### PLANS FOR 2022-2023

Activation of the 5 youth centres (thermal plants) through exhibitions and workshops of photography, film or music produced with analog equipment and technology. The content will be both curated and selected through open calls. Program expected to roll out in the region of Banat.

### EUROPEAN DIMENSION SO FAR

Achieved through the theme of common history and heritage and through the participation of artists from 5 European countries.

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#### PROGRAM PARTNERS SO FAR

Starting in 2020, during the pandemic, the international partnerships indicated in the Bid Book have not been put into practice so far, yet European artists and other local partners joined the program.

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#### IMPACT SO FAR

Strengthening a community of young people passionate about technology.

## PLAYERS OF CHANGE. HOST: TM2021 ASSOCIATION, THE INSTITUTE OF THE PRESENT

*The players of change are always among us, waiting for the moment to come to light. They dare to bring to light all that is dark in society or the forgotten past. On the city stage, art conquers neighborhoods and changes the perception of forgotten places through mural art and participatory interventions or it creates a performative museum of the 1989 Revolution. More than three decades after the Anticommunist Revolution, it is time for a different Revolution now - an ongoing revolution through mural art, performances, film and music, associated with research on art from the communist period. The audiences are invited to co-create with the artists new spaces of freedom, destroying - metaphorically - the walls that enclose us.*

### CURRENT STATUS

In phase of implementation. Several large-scale programmes have been successfully implemented since 2018. **Memories of the City** explored themes related to mutual understanding and social cohesion of the different ethnic groups that make Banat, memories of the Romanian Revolution and the spirit of Timișoara through large-scale murals in the neighbourhoods, concerts, artistic interventions in the streets, on trams, storytelling and concerts. It has become an inescapable home-grown street arts festival, and in 2021 it celebrates its 4th edition. For 2023 it will create a trail of large-scale murals that will guide the visitors through the spirit and story of Timișoara. **Theatre as resistance** researched through the archives of all the theatres in Timișoara testing the hypothesis that there was resistance through culture during communism. The project benefited from the expertise and European projection of the Heritage Contact Zone project, the first EU-funded project successfully completed by TM2023. The presentation of the results of the research - exhibition, documentary and performances - was planned for 2021, but since no financial commitment is in place, it will be postponed for 2022. Legacy of the project: an urban game through the 5 different theatres of the city and scenography for other cultural activities (concerts, performance etc.). Other initiatives that celebrated the memory and spirit of the Revolution were selected through open call in 2019 (theatre performances, school education programmes and literary festival celebrating the poets of the Revolution). Residencies for artists and journalists were organised in 2019, later it was not possible because of the pandemic. They will continue and develop through 2023. The partnership with the Institute of the Present, co-host of the programmes (dance and visual arts strand), could not be activated. Though plans are in place, IP refused to start the implementation until multiannual financing will be guaranteed.

### PROGRESS 2017-2020

#### 2018

**Memories of the City** - initially started in search of memory, the program became the bearer of a message of active change, of every day revolution. In 2018, through open calls for projects, Memories of the City proposed outdoor interventions, during 10 days in 10

neighborhoods = 100, a way of celebrating the 100 years since the Great Union of Romania. Over 50 artistic events took place involving artists or groups of artists and as many organizations or associations from Timisoara: pensioners, people with disabilities, supporters, ethnic minorities, etc.

Another program initiated by the Romanian Association for the Promotion of the Performing Arts was included by curators in this station in 2018: [Theater as resistance](#). The program aims to test, through research and studies in all theatrical institutions in Timisoara whether or not there was resistance through culture during communism. The research results were presented publicly through a series of pop-up events in the period 2018-2020: reading performances based on an original screenplay by Ovidiu Mihăiță (2018), workshops and debates (2019-2020), a performative exhibition (December 2019), 5 fanzines and [interviews with literary secretaries and personalities of theaters in Timisoara](#). The project received European funding through the Creative Europe Program within the [Heritage Contact Zone](#) project (2019-2020), with a consortium of 7 cultural organizations from Greece, Belgium, Italy, Hungary, France. The leader of the consortium was H401 (the Netherlands). **Theater as Resistance** was an initiative of the theater critic and programmer Cristina Modreanu, in partnership with the Auăleu Theater. The conclusions of the project will be presented in a multimedia exhibition and documentary in 2021.

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## 2019

[Memories of the City](#): brought to the forefront the memory and energy of the Romanian Revolution, through large murals, comics in tram stations, artistic interventions on trams, political theater and concerts.

Continuation of the project **Theater as resistance** with a pop-up event in June and a performative exhibition in one of the trams of the Romanian Revolution (December 15-20), a debate on *Resistance through theater: to be or not to be?*, publication of two fanzines, organization of a meeting of Heritage Contact Zone network partners.

**Residences for cultural journalists**: Matei Martin, Adela Martin, Andrei Crăciun, Monica Stoica, Ionuț Sociu, Iulia Popovici, Radu Cucuteanu, Bogdan Dincă, Cosmin Dragomir, Oana Vasiliu. The residence of the German journalist Ralf Blomer.

**Artist residencies**: Carmien Michels (literature). Terry Verbiest (television journalist).

In 2019, through the open call *Searchlight*, two other initiatives strengthened this *station*:

**Zile roșii, nopți albe/ Red Days, White Nights** (selected through Searchlight open call) - a non-formal education program for young people; a labyrinth theater show at the Memorial of the Revolution in Timisoara, toured in schools in Timișoara, between October and December 2019, and the performative lighting of three monuments commemorating the victims from Timișoara to the Romanian Revolution. The project was initiated and carried out by the Timișoara Portable Theater.

The **Ion Monoran International Poetry Festival** (selected through Searchlight open call), organised by the Memory of Culture Association, which had its first edition in 2019, continued in 2020 with the support of Timișoara City Hall, proposing the commemoration

of both the *Man who stopped the trams* (poet Ion Monoran) and other poets of the Revolution.

2020

**Memories of the City:** 12 large-scale murals were painted in the Student Campus that aimed to capture the spirit of Timisoara, creating real scenographies for concerts and other outdoor cultural events. In times of pandemic and restrictions, the intersections became a meeting place with poetry: fragments from poems by contemporary poets from Timisoara and entire Romania caught the attention of the passers-by waiting at pedestrian crossings.

Continuation of the project **Theater as resistance** (online workshop, publication of two fanzines in digital and physical format, making a short animated documentary on censorship), all to be included in the final exhibition scheduled for autumn 2021. Participation in the dissemination of the results of the Heritage Contact Zone project: the [Open Up! conference](#).

#### PROGRAMMING 2021

**Memories of the City**, 4th edition, will continue the development of a route of large murals in the neighborhoods of Timisoara. The Bega Canal and adjacent neighborhoods will become the main focus of interventions for countless programs in the fall of 2021. The components of mural art, street poetry will be developed, as well as a co-creation program with the students of the Faculty of Arts and Design. The objective is to create for the title year a route of spatial and emotional exploration of Timisoara.

**Theater as Resistance** is expected to end in 2021 with a multimedia exhibition and a documentary that will publicly present the results of research conducted between 2018 and 2021, thus constituting a history of theaters in Timisoara and the fight against communist censorship.

The Institute of the Present will start in 2021 the dance and research component (**Performing 89**), through a workshop and a show presentation with Vera Mantero, the reconstruction of a show by the Marginalii Group. Also, the components of **Times Exposed**, for researching artistic movements in Eastern Europe in the 90s, as well as a think tank (artists, activists, entrepreneurs) will be started. A Rimini Protokoll workshop / conference will take place in order to prepare an intervention for 2023.

**Atelier cu călăuză:** research and a first component of a quest-type game, which guides the audience through the virtual studio of the Timișoara film director Ovidiu Bose Paștina (1956-2006), director of the documentary *Timișoara, December 1989* (1992). The visitor can discover the artist's creation, documents or interviews with personalities who knew him and who can put his work in the social and political context of the era. The Portable Theater will continue the project **Zile roșii, nopți albe/ Red Days, White Nights**, bringing the theme of freedom acquired in 1989 today and questioning today's society, especially the situation of economic emigration and its social consequences. A project developed in 2019, in collaboration with the Memorial of the Revolution.

#### PLANS FOR 2023



- A mural art route through Timișoara and a street art festival anchored in the artistic past of the city that will remain a legacy of the city after the year of the title
- The Times Exposed exhibition, curated by Alina Șerban, produced by the Institute of the Present
- An intervention Rimini Protokoll (Institute of the Present), different from the Cargo Timișoara project in *Chiaroscuro* trail
- Dance performances, bringing back memory important moments of the Marginalii Group
- An online game "Atelier cu călăuză [Guided workshop] - Ovidiu Bose Paștina. The Revolution in cinema "
- An urban game / thematic route that explores the memory of resistance through theater and the geography of Timisoara theaters (continuation of the Theater as resistance project).

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#### EUROPEAN DIMENSION IMPACT SO FAR

Addressing issues of interest relevant to European heritage (Theater as Resistance / Heritage Contact Zone) such as the disputed past or with the potential to generate conflict (communism, but also the Holocaust, post-colonialism, etc.). Within the project Memories of the City, common history and heritage, especially for the countries of the former communist bloc. Affiliation to a network of European partners and development of collaborative projects (Heritage Contact Zone).

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#### PROGRAM PARTNERS SO FAR

**LOCAL:** Auăleu Theater, Timișoara National Theater, Hungarian Theater, Timișoara German State Theater, Merlin Theater, Thespi Theater, 1989 Revolution Memorial, Memory of Culture Association, West University Timisoara, Polytechnics University Timisoara, Victor Babeș University of Medicine and Pharmacy, FISART, The Secret Garden, Street Delivery Timisoara, Green for Bicycles, Foundation Pentru Voi, Community Association for Banat, Youth Federation Timisoara, Scouts of Romania (Licos Timisoara), Association of Roma Women "For our children", Timisoara Saracens, Druckeria Association, Seniors Association of Timișoara, German Cultural Centre, STPT.

**INTERNATIONAL:** Etz Hayyim Synagogue (Greece), Culture Action Europe (Belgium), European University Institute (Italy), The Human Platform (Hungary) Romanian Cultural Institute from Warsaw (Poland) and Goethe-Institut Marseille, later Romania.

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#### IMPACT SO FAR

**Memories of the City** creates a visual *trail* through the symbols of Timisoara. Residents and visitors are in front of an extremely modern, large historical fresco, which also becomes a scenography for concerts, shows, screenings and happenings, in the spirit of an everyday revolution. The program also managed to revitalize the values in the spirit of 1989 and the education of young people on the role of art in political change.

## INVISIBLE / VISIBLE. HOST: TIMIȘOARA INTERCULTURAL INSTITUTE

*Deconstructing stereotypes and overcoming the marginalization of vulnerable and Roma communities in Timisoara and Europe.*

## CURRENT STATUS

In phase of implementation. Pilot projects and Xtensions in 2017, 2018 and 2019. The lack of funding was a constant issue, the programme could not be developed as planned, nor the partnership with ERIAC activated (despite contacts in 2019 and 2020). Unsuccessful bid for EU project in 2019. In 2020, because of funding difficulties and the pandemic, plans for a focus on feminism and the Roma community were postponed to 2021. Yet, many of the objectives of the programme were attained through **in: v z b l Festival**, and through **Timișoara Refugee Festival** Xtension. The need for training of a new group of cultural facilitators in the Roman community to ensure sustainability is urgent.

## PROGRESS 2017-2020

## 2017

Pilot project: **Birdhouse Gallery**: students from two schools in the Iosefin neighborhood, including pupils from the Roma community, made their own works of art in collaboration with artists from Bulgaria, Poland and Sweden.

## 2018

Xtension: 2nd [Timișoara Refugee Art Festival](#), organised by Solidart Association, with two concerts: Roots Revival and Trees Orchestra.

Visible/Invisible project proposal focused on interventions in the Roma community was considered inconsistent by Ministry of Culture and not financed. Unsuccessful bid for O4Roma project to the Rights, Equality and Citizenship Programme (call REC-RDIS-DISC-AG-2018), in collaboration with the Intercultural Institute TM, the Association of Roma Women TM, Novi Sad 2021 Foundation, Novi Sad University.

## 2019

[in: vzbl Festival](#) (selected through *Searchlight* open call, October 16-December 12 ) - an open platform of artistic expression for vulnerable groups (Roma, and not only), with 4 international artistic residencies, 2 fanfare concerts, 2 debates, 6 performances, 1 film screen filming on needs of people with physical discapacities.

Xtension of Timișoara **Refugee Art Festival**.

## 2020

Plans for a complex programme of performances, film screenings and debates on the theme of **Feminism and the Roma community**. Contacted artists: Giuvlipen Roma Theatre Company (RO) and Roma actress and film director Alina Șerban, Activities meant at both the general public and the Roma community (in city centre and in Kuncz neighbourhood).

Postponed several times in 2020 because of pandemic and delays in contracting with the Ministry of Culture, it was finally cancelled.

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#### PROGRAMMING 2021

**Feminism and the Roma Community** programme to be resumed in autumn. Also in 2021, a training program for Roma cultural facilitators will be launched in order to ensure a sustained intervention in the Roma community.

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#### PLANS FOR 2022-2023

- A collaboration with ERIAC for the opening of a large exhibition of Roma artists;
- Supporting a theater and / or short film production directed by Alina Șerban in Fabric;
- Xtension of One World Festival Romania in Timișoara with films about and by Roma, including those created in workshops with young people;
- Xtension in a major cultural event in Timisoara with performances about and with Roma, including a show co-created with young people from the Roma community;
- Continuation of **in: v z b l Festival** (Solidart Association) - a project common to two *trails, Invisible / Visible* and *Chiaroscuro*

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#### EUROPEAN DIMENSION IMPACT SO FAR

Relevant European themes addressed: social inclusion of Roma, people with physical and visual discapacities, people at risk, refugees. European artistic residencies in the community (SRB, DE, NL).

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#### PROGRAM PARTNERS SO FAR

**LOCAL:** Solidart Association, Art Encounters Foundation, Ceva de Spus Association, Association of Roma Women

**NATIONAL:** One World Romania (planned for 2021)

**INTERNATIONAL:** East Street Arts (Leeds) resumed contact in 2021.

The partnership with ERIAC is to be resumed.

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#### IMPACT SO FAR

The first edition of the **in: v z b l Festival** drew attention to vulnerable communities and started participatory art projects. The impossibility of continuing the project in 2020 (funding difficulties, pandemic) prevented the widening of the audience categories.

## CHIAROSCURO HOST: THE GERMAN STATE THEATER TIMISOARA

*Contemporary theater and dance performances, documentary film screenings and experimental installations on topics such as the communist legacy, the Yugoslav wars, the pogroms and refugee crises invite the audiences.*

### CURRENT STATUS

Planned. While several international productions were showcased in 2017 and 2018 and important European productions and workshops took place in Timisoara, the drifting of the German State Theatre because of organisational issues made this partnership inoperable. International collaborations were halted and a firm commitment with Rimini Protokoll for the Cargo Timisoara production could not be signed until now because of a lack of multiannual scheme and unpredictable financing. For the same reasons, no other international partnerships could be concluded. The contacts with the international partners indicated in the Bid Book will resume in 2021, including The Empathy Museum, London, as soon as the organizational situation permits. In 2020, plans with the German State interim management were made for two international co-productions with Gera Theatre (twin city of Timișoara).

### PROGRESS 2017-2020

#### 2017

**Xtension to Eurothalia European Theater Festival** organised by German State Theatre Timișoara (6-13 Oktober): Odin Teatret (DK) including director Eugenio Barba presented *Ave Maria*, directed by Eugenio Barba, *Salt*, a stage adaptation and direction: Eugenio Barba, co-producer of Fondazione Pontedera Teatro and Odin Teatret; two masterclasses: *The Echo of Silence*, with Julia Varley, and *Traces in the Snow Silence*; 3 films: *The Conquest of Difference* - Odin Teatret, directed by Exe Christofferson, *The Country Where Trees Fly* - Odin Teatret, directed by Davide Baletti and Jacopo Quadriș and a masterclass *Thinking in actions* with Eugenio Barba & Julia Varley and the debate *Creating communities* with Eugenio Barba & Julia Varley.

#### 2018

The German State Theater Timișoara (TGST) went through a period of reorganisation (2017-2020) and no resources were available to continue Eurothalia European Theater Festival. TM2021 has neither.

Visit of Rimini Protokoll took place to prepare the show **Cargo Timișoara**, involving artists and residents of Banat.

Xtension within the TESZT Festival organised by Hungarian State Theatre - **Fo(u)r Public Spaces #1**- 20-27 May 2018: four dance performances, acrobatics, theater, outdoor music, with two performances each were presented: *No/Nato* (Los INnato), *The Noisy Prince of the Kitchen* (Bram Graflaand), *Another Sunny Day* (Solidart Association), *Omnia Opera Mortalium* (Auăleu Theater).

**2019**

**Fo(u)r Public Spaces #2** (19-26 May 2019) during TESZT Festival cancelled because of the lack of funding. The development of activities with the German State Theatre continued to be affected by its organisational difficulties.

**2020**

Discussions resumed with the interim management of the German State Theater with a view to establishing a partnership with the Altenburg Theater in Gera, but also with the German Cultural Centre in Timișoara and the Goethe-Institut Romania.

The second visit for the co-production **Cargo Timisoara** was postponed by Rimini Protokoll (DE) for 2022/3 because of the crises generated by the coronavirus pandemic.

**PROGRAMMING 2021**

Beginning of research and play writing, in partnership with the Gera Theater. The proposal is to produce, in 2022 and to present in 2023, two plays, one written by a Romanian playwright and staged in Gera and one written by a German playwright and staged at the German Theater in Timisoara, on the migration of Romanians to Germany, seen from both perspectives. A project in collaboration with Goethe-Institut, Bucharest.

Continue **in: v z b I** Festival (Solidart Association), correlated with the *Invisible/Visible trail* and the Intercultural Institute.

**PLANS FOR 2022 - 2023**

- **Cargo Timișoara** (2022/3) produced by Rimini Protokoll.
- At least three theater productions - at the German State Theater, at the Hungarian Theater and an independent production, each one approaching one of the three main themes of the *trail*; organization of exhibitions and debates; inviting performances from abroad in festivals organised by the German State Theater and / or the Hungarian Theater. Collaboration with Goethe-Institut.

**EUROPEAN DIMENSION SO FAR**

European values of inclusion of refugees and marginalized people are pursued through an innovative artistic approach, following modern theatrical methods, developed by European companies such as Odin Teatret, Rimini Protokoll, Forum Theater.

**PROGRAM PARTNERS SO FAR**

**LOCAL:** Timișoara Hungarian Theater, German State Theater Timișoara, Auăleu Theater, Solidart Association

**INTERNATIONAL PARTNERS:** Odin Teatret (Denmark)

**IMPACT SO FAR**

The estimated impact so far was limited. International productions were showcased and important cultural mediation programmes took place.

## FLUID PERSPECTIVES. HOST THE HUNGARIAN THEATER

*A process of discovery of human sensitivity and diversity, sounding the alarm on gender inequalities, on the problems of domestic violence and discrimination. At the same time, through films, debates and exhibitions, the LGBTQI+ community and the problems of marginalization and integration they face are presented.*

### CURRENT STATUS

In phase of implementation. Since 2019, the collaboration with the LGBTQI+ local team has led to a constant series of activities (theatre performances, debates, screenings, publications, exhibitions) both during the Pride month (June) and the Romanian LGBTQI+ History Month (October, in reference to the failed referendum on constitutional changes aimed at limiting same-sex marriage). The collaboration with SPICC and its partner, Noi-Recreăm Association, in 2019 for showcasing feminine leaders and fighting gender inequalities. For the next period, the already started programmes will continue to develop. The partnership with the Hungarian Theatre will be activated with a play questioning the gender roles by Serbian director Kokan Mladenovic (2021-2022). Collaboration with One World Romania Festival to be implemented as of 2021 if funding is available.

### PROGRESS 2017-2020

#### 2019

*If Music Be The Blood of Love* (January), a dancing performance (produced by Răzvan Mazilu, in collaboration with actors from the German Theater, the National Theater of Timișoara and Unfold Motion), followed by a discussion with the audience.

*Touch Me Not* directed by Alina Pintilie (September 27): screenings and discussions with the team of the film.

First **PRIDE** in Timisoara (3-7 June, curated and organised by [Identity.Education](#), indicated in the Bid Book as the LGBTQ Community), a week of events with and about LGBTQI+ topics (exhibition with local young artists from the community; a conference on equal rights and civil partnership; a bio info show documented from personal stories; a performance about the fight for equal rights of the trans community (CNDB production, hosted by the German State Theater), "Storytelling as an instrument of change" and a performance concert "Songs & Ballads from Gay Herstory" (by #FLUID, Bucharest) about the gay (illegal) life in Romania.

**LGBTQI+ History Month** (22-25 October): discussions about the history of the community in the communist era through a theater show (production Reactor de Creație și Experiment, Cluj), an exhibition and debate about the gay past in Romania and a historical tour of the city in which stories about the LGBTQI + community in the broader context of the history and social life of the city.

#### 2020

Guided tour through the LGBTQI+ history of Timisoara (online because of coronavirus pandemic).

Performance *After Trajan and Decebalus* (12-19 December, online broadcast) - the archive of private stories and oral history of people who had the courage to tell and document their lives and those of their loved ones;

Launch of the guide *From informed person to ally / ABC of LGBTQI + allies* in digital and printed format; the exhibition "Memory Fragments" which was digitized;

Initiated in 2019, [Timișoara LA FEMININ: whispers-voices-screams](#) (SPICC and the Noi-Recreăm Association) consisted of an installation/exhibition of personal objects, photos, multimedia elements and interviews of 10 women from Timisoara and their relationship with the city approaching issues as discrimination, abuse, equal opportunities, prevention of violence and representation of women in the Romanian society. Project from the Cultural Programmeme funded directly by Municipality.

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#### PROGRAMMING 2021-2022

- The Hungarian State Theater proposes a co-production with theaters from Serbia and Budapest on the theme of the *Master Manole* (r. Kokan Mladenovic), common to the peoples of the Balkans. To be started in 2021, and premiered in 2022 during the Teszt Festival. Performance to be complemented by a photo exhibition about the myth of the builder and human sacrifice in the 21st century (photos by Cosmin Bumbuț and texts by Elena Stancu, in collaboration with One World Romania Festival), about violence against women;
- Research of stories of women from Timișoara, in correlation with the *trail Spotlight Heritage* and the *station Dare!* to create performative trails through the city, the first in 2021;
- Continuation of exhibitions and film screenings on LGBTQI + and feminist themes in collaboration with One World Romania and national / international partners;
- The short documentary “Untold stories of the community: About LGBTQI + activism at the local level”;
- Two books to be published: stories of queer women from Romania (illustrated book) and archiving a written history
- A residency / invitation to participate in the [Sabotage Festival](#);

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#### PLANS FOR 2023

- Two co-productions of the Hungarian Theater, one of which with the Veszprém Theater;
- An Xtension of the [One World Romania Festival](#) in Timișoara;
- Performative trails with a feminine perspective on the city of Timișoara in correlation with the *trail Spotlight Heritage*;
- PRIDE Week 2023 to bring together artists and advocacy experts at European level. With the possibility of organizing a public parade;
- Information campaigns for the general public on the LGBTQI+ community, focusing on advocacy initiatives in Romania on civil partnership and the rights of trans and non-binary (lack of clear legislation for trans people and the right to self-determination);
- Concerts integrated in the *Energy Incubators trail*.

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#### EUROPEAN DIMENSION SO FAR

The program addressed relevant topics for the contemporary European debate: LGBTQI+ community rights, women's status in society and their rights, gender equality and the fight against gender stereotypes, mutual understanding and tolerance.

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#### PROGRAM PARTNERS SO FAR

**LOCAL:** PLAI Cultural Centre, Youth Federation Timisoara, French Cultural Institute, West University Timisoara, Noi-Recreăm Association, SPICC Association

**NATIONAL:** Accept Association, Art200 Festival, British Council, CNE, Gender Talk, Giuvlipen Theatre Company, Hlgbtqi United, MozaiQ Association, One World Romania, PRIDE Romania Association, RAA, RiseOUT Association, SensPozitiv Association, Super Festival, SWC, Transcore

**INTERNATIONAL:** ILGA - Europe, Purposeful, Saplinq, Zagreb Pride

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#### IMPACT SO FAR

LGBTQI+ community in Timișoara was, until recently, segregated and did not have a visible presence in the city, compared to other European cities. In 2018 **Identity.Education** was set up as an informal group and later as an NGO.

There is still much resistance and little tolerance from religious groups and various political parties regarding the LGBTQI+ community. Recently there has been progress in the discourse on heteronormativity and the Timișoara LGBTQI+ community has gained many allies. In the context of SARS CoVID-19, the events were digitized and made available to the wider community locally and nationally. The feminist strand of *Fluid Perspectives* focused on issues such as the status of women and their relationship with the city.



## TERRITORY PLACES

### DARE! HOST: TM2021 ASSOCIATION, MUNICIPALITY

*The main aim of this station is community building in non-central neighbourhoods. It does this by facilitating meetings and celebrations in re-imagined outdoor spaces or even in the digital environment, by inviting the residents to express their opinions and participate in decision-making. The youth are the driving force of this station; through their energy and willingness they already transformed five thermal points into youth centres, they stirred debates through cultural events and mobilised the community to organise celebrations in their neighbourhoods.*

### CURRENT STATUS

In phase of implementation. As of 2018, every year several pilot projects took place, some of them turned into multiannual activities. New projects were selected through *Searchlight* open call, giving this station consistency. International collaborations took place: **Windows** (2018), **Dante 21** (2018 and 2019), **In vitro veritas** (visual arts exhibition with cross border artists). This station converts the city into a stage and will continue to involve citizens in taking a critical look at their city and propose changes (**Civicultura**), participate in and celebrate the life of the community (**Thermal points**, **Sport 21**). The station will develop in the region of Banat (by continuing **REMIX ID** and **ROD**), but also invite international artists to Timisoara (Avantpost interventions, Dante 21 reimagined). Collaboration and exchanges between citizens from ECOC cities (Esch-sur-Alzette 2022) are in plan for 2022 and 2023.

### PROGRESS 2017-2020

#### 2018

*Dialogues* strand: enriching the proposals from the Bid Book, the **Dante21** project was launched in 2018, a large-scale performance of the *Divine Comedy*, in a formula co-created with the public in a gradual manner, the culminating point being the presentation of the three parts (Hell, Purgatory, Paradise) in 2021, in Timișoara, with the participation of other citizens and amateurs from Europe. In 2018, debates and workshops were led by Ermanna Montanari and Marco Martinelli. Two performances of *Fedeli d'Amore* were presented as an Xtension at the Eurothalia Festival.

**Windows** - residency and artistic intervention in Dacia neighborhood, in collaboration with the Unfold Motion Association and the Timișoara Intercultural Institute, with participation of the surrounding community.

#### 2019

**Civicultura** (selected through the *Searchlight* open call) - launched civic debates on topics of public interest, followed by a performance inspired by the city stories and broadcast

simultaneously in four districts of Timisoara. Pop-up events in parks and neighbourhood streets invited people to critically look at their city and voice their opinions.

**Dante21** - 30 professional and amateur actors from Romania participated at the Teatro delle Albe, in Ravenna, in the rehearsal and staging of the second part of the *Divine Comedy* trilogy, *Purgatory* (July 9-15). The performance infuses the medieval text with current issues, inviting participants to debate about sin, vices, atonement their meaning in contemporary society.

Later, in Timișoara (November 7-10), took place the launch of the volume *Farsi luogo* by Marco Martinelli, and a new workshop led by Marco Martinelli and Ermanna Montanari with selected guides for the show *Dante 21*. Due to pandemic, the continuation of the project as initially imagined could not go ahead in pandemic conditions, so it will be reimagined for 2023.

**Thermal Points - Youth centres in neighborhoods** (October 24-November 3) is a project initiated and coordinated by the Youth Federation of Timisoara, funded by the European Solidarity Corps and carried out in collaboration with the City Hall, West University Timisoara. Five neighbourhood thermal points were converted by international volunteers into youth centres, which hosted cultural activities and interventions, in collaboration with local artists led by Cristina Daju, Adrian Florin Pop, Silvia Tripșa and selected through *Searchlight* open call.

**Community festivities:** Following focus groups and consultation with cultural operators, TM2021 initiated two new programs: [Sport21](#), that aims to gather people around the culture of sport, through sports activities, debates, film screenings and literary debates; and **Kids21**, dedicated to children. Another project selected through open call - [Embargo Fest: Culto Cort](#) (May 16-19) - activated the young audiences and children.

Timișoara-based group of artists Avantpost proposed to populate with multimedia contemporary works of art the North Railway Station. **In Vitro Veritas** (October 24-November 11) was an exhibition that invited artists from Romania, Serbia and Hungary to turn an overlooked space of the city into an art gallery.

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## 2020

The pandemic that broke out at the beginning of 2020 brought several weeks of lockdown. On the first day after the lockdown, in three neighborhoods of Timișoara, from the balconies or from the terraces of the blocks of flats, the sound of a concert resounded for the first time in a long time. This is how **Scena dintre blocuri / The Stage in the Neighborhood** started, a unique way to bring musical bands close to the people when they could no longer attend concerts (Prin Banat, Tribul Artistic, TM2021). The program will continue to develop the concept of community celebration within the framework of *Dare!* În collaboration with Tribul Artistic Association.

[Civicultura](#) - 2020 did not allow for the development of the project, but the initiative continued in hybrid format (online, but also offline from the neighborhood youth centres) under the title *The voice of the neighborhood - The voice from my room*. Workshops were held to encourage the active participation of young people in the life of the community. Civic debates, city talks, in three of the youth centres.

Following the open call launched by the municipality, the Documentor Association implemented "**ROD Festival - Film Harvest Days**": "a traveling event that combines the tradition of cinema caravans, outdoor film screenings in front of an audience who does not have access to cinema, with the debate of important issues in society by communities or people who are often ignored".

**Sport 21** and **Kids 21** were cancelled because of the pandemic. Sport 21 is to be continued in 2021, while special activities aimed at children will be part of several programmes.

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## PROGRAMMING 2021

Neighborhood centres - the thermal points/youth centres - become hotspots of community activation, beyond the conventional spaces in the city centre. The programs hosted by the *station Dare!* but also the *trails Analogic*, *Slowing Down* engage the inhabitants, mainly the young people, in debates about democratic citizenship or responsible consumption, but they also create a framework that encourages creativity, experimentation, rediscovery of craftsmanship and neighborhood celebrations. Attention will also be paid to projects that promote written culture and literature.

**Sport21** will have a second edition to celebrate the centenary of the Poli Timișoara sports club. A retrospective exhibition of photography and objects, film screenings, together with book launches and a large-scale concert. Poli Timișoara is the only club in Romania that has a rock band that sings only songs about the team, and the 100th anniversary of the club will be a strong community building event.

In 2021, a **residency program for artists** who work with the community will kick off. PopUp Theatrics (Ana Mărgineanu and Ștefan Peca) will adapt *Broken City* to the neighbourhood of Iosefin in collaboration with the Hungarian Theatre, University of Polytechnics and artists as part of *Civicultura 2021* development. *Civicultura* activities will continue, as well as neighborhood activation activities in connection with the **Memories of the City** program, where the Tribul Artistic Association will be present with pop-up activities, workshops and concerts.

**Remix ID**, project selected through Searchlight open call in 2019, will be present in neighborhoods with electronic music workshops, interview screenings, multimedia shows, live dj sets, the result of field trips and research and contemporary remixes of stories, music, dances, traditions of ethnic communities in Banat (Serbian, Swabian, Hungarian, Bulgarian and Slovak). The project will continue with the support of the Austrian Cultural Forum, within a program run in collaboration with TM2023, **#newTogether**.

The informal group of artists **Avantpost** will create installations at the Young Naturalists' Research Base, with a focus on artistic response to climate emergency, in collaboration with artists from Germany and UK.

**Selling points** (*Slowing Down* program) with traditional products, but also tastings and workshops on sustainable consumption, in neighborhoods. The Hungarian Theater in Timișoara, in turn, will implement artistic projects in the Iosefin neighborhood.

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## PLANS FOR 2022-2023

- Theatrical project of civic debate, in collaboration with Teatro delle Albe in Ravenna, in the post-pandemic context (instead of Dante21);
- Exchanges between neighborhoods (at European level); new connections with similar European initiatives in collaboration with Esch-sur-Alzette 2022;
- Community celebrations: *Sport21* -, *Bal pop* in *Impulse*; "Electric" *bal pop*; *Bal pop* Baroque correlated with the *Baroque reloaded* trail;
- 6-10 interventions in the public space with international artists;
- Co-production between the State Hungarian Theater and Veszprém2023, designed for public space.
- Continuation of Civicultura, ROD and other interventions in the city neighbourhoods.

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#### EUROPEAN DIMENSION SO FAR

- Common history and heritage, but also current European issues (*Dante 21*);
- Intercultural dialogue (*Dante 21*, *REMIX ID*, *In vitro veritas* - exhibition with international participation)
- addressing current European issues: building a critical and civically involved community (Civicultura), access to culture of marginalized communities - ROD - or in neighborhoods – Youth Federation Timisoara), volunteering culture (youth centres), reactivation and recovery for the art of unconventional, abandoned spaces in the city (*In vitro veritas*).

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#### PROGRAM PARTNERS

**LOCAL:** schools, Eurothalia Festival, Diogene Association - Thespis Theater Timișoara, Youth Federation Timisoara, FISART, T-ACT Association, Documentor Association, Circus School Timișoara, „Anton Pann” Theater from Râmnicu Vâlcea, Timiș County Library, Merlin Theater for Children and Youth, META Spațiu Association, Unfold Motion Association, Timișoara Intercultural Institute, Tribul Artistic Association, Prin Banat Association, Ripensia Timișoara, SCM Timișoara (basketball section), Timișoara Saracens, Smartfit, Nextfit, Hungarian State Theater Csiky Gergely, Green for bicycles, Sports Division (Radio Timișoara), Dunk TM.

**REGIONAL (Banat):** local authorities from Deta, Sânmartinu Sârbesc, Silagiu

**INTERNATIONAL:** Teatro delle Albe, Ravenna Festival (IT)

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#### IMPACT SO FAR

Civic engagement through events in non-central neighborhoods and participatory art (street performances -*Civicultura* -, dance performances, etc. - *Remix ID*). Set up authentic cultural and civic hubs in the youth centres inaugurated by the Youth Federation Timisoara. Continue community building events (*Sport 21*, the *Stage in the Neighborhood*).

## IMPULSE. HOST: THE FRENCH INSTITUTE TIMISOARA

*A dance and street art festival brings to life one of the most beautiful neighborhoods in Timisoara, around Traian Square: dance and circus performances, outdoor performances and workshops animate the public space, attract children and young audiences but also elderly or disabled people, engaging the community in reclaiming the public space.*

### CURRENT STATUS

In phase of implementation. The *trail* developed gradually, with a two-season large scale festival in 2019 and a focus on workshops with vulnerable groups. Through open calls, other dance and circus initiatives consolidated the trail. The programme aims at bringing together around Impulse Festival the local contemporary and dance companies. In 2021, the pandemic context, the stress falls on direct, small-scale in situ interventions and performances in the derelict Fabric neighbourhood. Continuation of contemporary dance and circus initiatives.

### PROGRESS 2017-2020

#### 2017

November 21-26: Cirkus Cirkör (SE) presented the show *LIMITS* in Timișoara, at the Olimpia Hall, and held 4 workshops with students and adults, attended by over 600 students and 5000 people in the audience.

#### 2018

Due to the lack of funding, *Impulse* could not schedule activities in 2018.

#### 2019

*Impulse* started as an outdoor performing arts festival in 2019, with a summer and an autumn program. **Timisoara under (re) construction** (July 10-14), in collaboration with the France-Romania Cultural Season. Guest companies: Cie G. Bistaki and Beau Geste (FR), Teatr Ósmego Dnia (PL). The first edition of the local Frames and Shapes dance summer school - professional dancers and amateurs co-create an original performance (Noi Recreăm and Unfold Associations). **Impulse-Fabric** (October 1-6), took place in Fabric neighborhood, involving the local Circus School, Unfold Motion (contemporary dance company), Un Loup pour l'Homme (FR) circus company in residence with a range of workshops with visually impaired and elderly people, Duo Sirena (hip-hop dance company -DE, UK), and concerts by Manushan (Iran, FR), Taraf de Caliu (RO).

**INSPIR - Together in Murani** (selected through open call): Children in foster care, in Murani, were engaged in creating a circus performance. **Timisoara Circus School**, an important partner of this *trail*, joined the “Basalto” European cooperation project (2019-2022), with partners from Galway, Brussels.

**Homo Urbanis** (project selected through open call), a project initiated by Terpsichore Cultural Association aimed to create choreographies that highlight abandoned places or other unconventional spaces.

2020

Cancelled because of the pandemic

#### PROGRAMMING 2021

August-September: the festival will be adapted to post-pandemic realities: immersive performative interventions to be created by Tunisian artist Sihem Belkodja in Fabric neighborhood. In correlation with *Spotlight Heritage trail*.

In addition to Timișoara, workshops and contemporary dance performances will be held in Făget, Jimbolia, Sânnicolau Mare in collaboration with Unfold Motion (continuation of the Dans Nomad project). *Frame and Shapes Contemporary Dance Summer School* will continue.

#### PLANS FOR 2022-2023

A street arts festival in the city centre and in the Fabric neighborhood, with performative tours that combine dance and acoustic discovery of the neighborhood. Contemporary dance workshops in other cities and villages across the region, aimed at vulnerable groups. Artists will be selected by curators or through open calls.

#### EUROPEAN DIMENSION SO FAR

The diversity of contemporary European creation in the field of street arts. Social inclusion by addressing marginalized or vulnerable communities: visually impaired people and people in nursing homes (*Impulse* workshops 2019).

All the events in this trail welcomed European artists (circus, dance, music), thus stimulating the intercultural dialogue.

#### PROGRAM PARTNERS SO FAR

**LOCAL:** Timișoara National Theater, Timișoara Circus School, Romania-France Cultural Season, Noi Re-Creăm Association, Unfold Motion Association, Ceva de Spus Association, Municipal Social Assistance Department, “William Shakespeare” and “Iris” high schools, Pișchia Gymnasium School, Auăleu Theater Timișoara

**INTERNATIONAL:** Teatroskop Network (Performing Arts in the Western Balkans), French Institute, European Funambulism Centre.

#### IMPACT SO FAR

In 2019, the non-central Fabric neighborhood (around Traian Square) was activated, involving people with disabilities or disadvantaged backgrounds through workshops.

## CITY VOICES. HOST: THE NATIONAL THEATER TIMISOARA

*City Voices-Central Park is a project initiated by the National Theater in Timisoara that discusses - through theater-specific formulas - a fundamental problem of society as a whole: communication. During 2018-2020, the National Theater commissioned relevant projects for Timișoara, either by co-creating with a disadvantaged public or by commissioning plays that address the history, but also the current issues of the Romanian society.*

### CURRENT STATUS

In phase of implementation. As indicated in previous reports it will be implemented slightly differently as imagined. After workshops that aimed at bringing traditional music and crafts closer to the youth city community, a new series of activities that will focus on crafts in theatre professions will aim at stirring interest for the overlooked crafts (producing props, costumes etc.). The already existing autumn theatre festival (FEST FDR) will have a new strand dedicated to international guest productions that focus on common European urban issues (City Voices) and Central Park projects will focus, as previously, on vulnerable groups. The three strands will continue as of 2021 and will develop progressively if funding will be available.

### PROGRESS 2017-2020

#### 2018

The National Theater Timișoara produced **Timișoara. Capăt de linie** theatre performance, inspired by the 1989 Revolution, written by Ștefan Peca and directed by Ana Mărgineanu. The National Theater initiated the **Identity Workshops**, coordinated by Marius Andrei Alexe (Bean MC), focusing on the meeting between authentic folklore and hip-hop.

#### 2019

**Identity Workshop** (28.10 - 4.11.2019) focused on the meeting between urban and tradition, on the recovery of tradition at the individual level. The workshop ended with a freestyle show, in which the participants performed with Bean MC (Subcarpați group) and AFO MC. The show was presented at FEST-FDR festival 2019.

**Central Park** (21-26.10 2019) was a dance workshop for the hearing impaired, led by choreographer Pál Frenák, together with actors of the Timisoara National Theater. The result was a theater-dance show in which the participants of the workshop performed alongside professional actors and dancers.

Both projects were co-financed by the Ministry of Culture.

#### 2020

The playwright and theatre director Radu Iacoban was commissioned the play **The Story of Those People Who Gathered Around a Table One Evening** about the challenges of contemporary society, exacerbated by the pandemic (5.12.2020)

### PROGRAMMING 2021

**City Voices-Central Park** will continue in 3 distinct directions:

1. *Central Park* projects - performances on a topic relevant to the community or for a disadvantaged social group;
2. *City Voices - Central Park FEST* - given that FEST-FDR Festival is a major event in the city, recognized both nationally and in international theatrical circles. *Central Park FEST* becomes an autonomous module of the festival, bringing together a selection of guest performances, presented on the *A ut DOR Stage* of the National Theater, in the Civic Park, in September 2021;
3. "Central Park" workshops for theatre and performing arts professions and crafts – Starting from the premise that the benefits of the industrialisation and standardisation bring to contemporary society a vulnerability of our human dimension the National Theater Timișoara intends to organise a series of workshops focusing on specific crafts of the "theater industry". During the workshops, students will be introduced to the specific crafts of creating sets, props and costumes.

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#### PLANS FOR 2022-2023

Continuation and development of the strand of new performances and that of workshops on theatre crafts, with a special emphasis on the autonomous module of the FEST-FDR Festival, *City Voices - Central Park FEST*.

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#### EUROPEAN DIMENSION

Mutual understanding / European integration: *Identity Workshop* built a community comprising members from Romania and abroad that developed even after the end of the project.

Intercultural Dialogue: Dance workshops for the hearing impaired in an international collaboration.

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#### PROGRAM PARTNERS SO FAR

It was not possible to activate the European partners in the Bid Book due to the lack of funding, as well as the pandemic in 2020.

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#### IMPACT SO FAR

- creating an artistic community around the *Identity Workshop*, active even after the end of the project;
- identifying Sala 2 as a space for community and dialogue;
- social cohesion through artistic training;
- social inclusion through art;
- debate of ideas on important topics for the society through theater performances.



## LA PAS/SLOWING DOWN. HOST C.R.I.E.S.

*La Pas/Slowing Down promotes sustainable consumption. Education, debates about responsible consumption and the revalorisation of traditional recipes are the main directions, started in 2018, to which was added in 2019 the first edition of the La Pas festival.*

### CURRENT STATUS

In phase of implementation. The trail developed as planned, with four strands: educational, with over 700 pupils already involved; promotion of gastronomical multiethnic heritage of Banat region based on local ingredients; artistic interventions that will be part of the legacy (the drinking fountains are revamped as to encourage the use of locally sourced water and diminish the quantity of plastic); the first edition of the La Pas/Slowing Down festival took place in 2019 outdoors and online in 2020. International collaboration of CRIES with European networks is being upscaled. In the following years the educational activities will be rolled out throughout the region, and events with local producers will be connected with other activities from the Cultural Programme (concerts, artistic interventions. Temporary markets with local products and workshops will be held at the thermal points/youth centres with the view of making them permanent with the support of the City Hall. More activities to convince the local HORECA industry to follow the slowing down principles will be organised.

### PROGRESS 2017-2020

#### 2018

Education for responsible consumption pilot events; the publication of a guide about organising sustainable cultural events and of a handbook for promoting responsible consumption; "Taste as heritage", a project that aims at reviving traditional recipes based on local products.

#### 2019

La Pas/Slowing Festival, as the fourth component of the *trail*. 40 local producers and social enterprises presented their products in Rozelor Park. Activities: tastings, an urban picnic, Disco-soup, 8 culinary workshops and cooking shows, workshops and debates on responsible consumption and artisanal agriculture. In addition, 300 students and 14 teachers from 5 schools were involved in an education project for sustainable consumption. Together with C.R.I.E.S, we also organised an international conference on sustainable events, addressed to cultural operators.

#### 2020

The project was adapted to the conditions of the pandemic:

- educational strand: 400 students and 16 teachers from 10 schools involved in courses on sustainability;

- engagement activities for broad audiences: online pop-up events, debates, and workshops; it promoted slow-food, slow-travel, slow-fashion and the gastronomic heritage (traditional recipes and local artisanal products), through online workshops, tastings and debates;
- urban interventions on the public drinking fountains (three of them were restored through artistic interventions).

The festival could not take place outdoors because of sanitary restrictions.

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#### PROGRAMMING 2021

**La Pas/Slowing Down trail** will continue in four directions:

- the educational strand (in collaboration with schools in Timisoara and Timis County);
- engagement activities for broad audiences: pop-up events in youth centres or parks;
- restoring the drinking fountains; selling points of local products in the neighborhoods, debates, workshops;
- Slowing Down Festival (the second edition, in a central park);
- Taste as a heritage - traditional recipes, local ingredients.

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#### PLANS FOR 2022- 2023

One of the aims is to organise the first *slow-food* festival in Romania. We also follow a gradual development of sustainable consumption with the help of schools and neighborhood communities as long as encouraging sustainable cultural events. We will continue to promote the local artisans and establish long-term selling points for local and authentic products, and presentation workshops in various neighborhoods of Timisoara.

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#### EUROPEAN DIMENSION SO FAR

The theme of gastronomic heritage is approached from the perspective of sustainability, bringing to the public space a series of themes present in several European countries, such as the theme of slow-food. In order to feed the debates in the public space, we collaborate with several organizations from France, Italy and Portugal, aiming at a series of exchanges of experience.

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#### PROGRAM PARTNERS SO FAR

**LOCAL:** ECOSENS Association, Association for the Support of Peasant Agriculture, Ceva de Spus Association, Curtea Culorilor Association, Youth Federation Timisoara, Association for the Promotion and Development of Tourism Timiș.

**NATIONAL:** REPER21 Association, Creonetica;

**INTERNATIONAL:** URGENCINETWORK, RIPESS Europe

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#### IMPACT SO FAR

740 pupils were informed about sustainability and consumption practices in 2019 and 2020, and 2000 more people from their respective families. The community of learning and practice made up of teachers and experts involved in community initiatives for sustainable development is growing. More than 10 schools in the city were connected with the local community in concrete initiatives for sustainable consumption.



## BRIGHT CITY. HOST: TM2021 ASSOCIATION, MUNICIPALITY

*Immersive space, outdoor installations, video mapping and multimedia shows grow in a festival of lights that invade the city, anticipating the future MX - centre for Art, Technology and Experiment. The goal is to rediscover the city and re-imagine it, through the unique connections that technology and light allow, in a playful and interactive way.*

*At the same time, the station has as its core the centre for Art, Technology and Experiment, a hub that offers the context for a technological dimension of all the artistic creation, in all the programmes, from dance to theater, concerts and immersive spaces. Technology and experimentation will give the artistic program unity and sustainability.*

### CURRENT STATUS

In phase of implementation. The station is correlated with **Light Scapes station**, and they both revolve around **MultipleXity**, the future **Centre for Arts, Technology and Experiment**. Much progress was done in 2018 and 2019 to establish a local lights Festival with two pilot multimedia shows in 2018 and 2019, **Lumina Libertății** and **Lumina Unirii**, directed by Ovidiu Mihăiță, including video mappings on the historic buildings in the city centre and a collaboration with Ars Electronica in 2018. The **Lights Festival** will preserve this original mixture of the performative arts, video mappings, as well as interactive installations, in collaboration with local **Flight Festival**. Content continued to be produced both in this station (**One Night Gallery**, August 15 2019), and in other stations (**Progress. Paradigm Shifts** December 10-13 2019 - Addictive Light station) to showcase future content to be produced and exhibited in MultipleXity. This station will also be correlated with other programmes such as **Bega!**, **Light Search**, **Energy Incubators** to use arts and technology. For the 2021-2023, digital transformation and the role arts and science could play in the future development of the city acquire a greater relevance across the entire Cultural Programme, all cultural partners being encouraged to incorporate digital and technological content to their programmes.

Despite MultipleXity being one of the main legacies of the TM2023 ECOC, little progress has been done by the municipality to clarify its organisational status, which prevented securing permanent staff (until 2020, only the coordinator was contracted usually 5-6 months a year, while communication staff was contracted only for 2 months in 2020), as well as engaging in long-term partnerships with sponsors and international partners. For a detailed report on MultipleXity, refer to **Annex B.3. MX Report 2018-2020**.

### PROGRESS 2017-2020

#### 2018

- “The Gathering” light installation designed by British artists Neil Musson and John Retallick at the North Railway Station (inaugurated on September 29);
- Temporary architectural installation “The Sun is not yellow, it's chicken” at North Railway Station, proposed by Raul Vasvari and selected through open call (October 21);
- Starting a *series of 3 shows about the history of Timisoara after the union of Banat with Romania*.

The first, **Lumina Libertății** (September 21-23, 2018), telling the story of the last century in Banat through the eyes of an inhabitant, was attended by over 10,000 people in 3 evenings. Concept: Ovidiu Mihăiță (screenplay, direction), Corina Nani (lights, visual effects), Johnny Bota (music).

- Workshop with Ars Electronica (April), prior to the drafting of the concept of MultipleXity, resulting in:
  - validation of the structure of the concept document
  - awareness of the importance of community building, content and governance model, for the success of the approach
  - identification of a suitable physical space (Corneliu Mikloși Museum of Public Transport and STPT Workshops)
  - obtaining support from the community, local government and universities
  - access to Ars Electronica expertise

## 2019

Workshop on **What can we learn from Ars Electronica ?** (April 21-24), attended by Herald Moser, Michael Mondria, to establish the concept of MultipleXity - Centre for Art, Technology and Experiment, initiated by the City of Timisoara, correlated and with the programs proposed in the Light Scapes *station*.

The multimedia show created by Ovidiu Mihăiță, **Lumina Unirii** (September 27-29), presented moments from the history of Timișoara from its foundation until 1919.

**MultipleXity** - during the year, 6 workshops were organised to validate **the concept** with different categories of stakeholders. Study visits and presentations to the cultural partners and citizens were organised at the location.

## 2020

Due to the pandemic and late budget approval (September), the third performance of the **Lumina** series was cancelled.

**One Night Gallery** - an art&technology exhibition held at the Museum of Public Transport (where MX will also operate). (augmented reality, interactive installations). Besides this pilot project, MultipleXity activity included:

1. Partial digitization of TM2021 activity;
2. Methodology for evaluation and evolution of hosted ecosystems and its digitization;
3. Brand Identity Manual finalized and presented to the ecosystems;
4. The business model and organizational structure for the coming years drafted;
5. TM2023 legacy model proposed and discussed with all the Cultural Programme partners;
6. Specifications for Production and *XLabs* functions finalised;
8. Structuring communication by defining interest groups

## PROGRAMMING 2021

Pilot project for the future Festival of Light, as indicated in the bid Book, which will maintain the performative dimension in collaboration with the **Flight Festival**. In synergy with the *Light Scapes station*, a Beehive application will be created for the Cultural

Programme to map the Cultural Programme, to include the spatial and emotional exploration routes of Timișoara and the region, to connect to the ticketing platform, etc.

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#### OBJECTIVES 2022 AND 2023

- Inauguration of immersive spaces, co-working space, *XLabs* and bistro in the future MultipleXity, at the former STPT workshops (56-58 Take Ionescu Street).
- Art and technology events, in synergy with almost all the programs from the Bid Book, especially *Addictive Lights* or *Energy Incubators*, but also Baroque reloaded (a proposal would be to create an immersive space with paintings by Georg Fikl), *Moving Fireplaces* and others.
- A *Festival of Light*, which creates the bridge between MX as a Centre for Art, Technology and Experiment and the city of Timisoara.

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#### EUROPEAN DIMENSION SO FAR

In correlation with the station *Light Scapes*, the program *Bright City*, through MultipleXity, contributes to changing the paradigms of long-term development of the city in accordance with the European directions, accentuated after the pandemic: the digital transition, a greener and more sustainable city.

European diversity and mutual understanding are two themes addressed through the multimedia shows in the *Lumina* series.

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#### PROGRAM PARTNERS SO FAR

**LOCAL:** Romanian National Opera, Banatul Philharmonic, Timișoara Faculty of Arts, Flight Festival, Art Encounters Foundation, Simultan Association, gisTM, Smart City Association,

**NATIONAL:** One Night Gallery

**INTERNATIONAL:** Ars Electronica, Linz;

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#### IMPACT SO FAR

Large-scale local productions of community-relevant shows with more than 20.000 in the audience in 2018 and 30.000 in 2019. Involving hundreds of artists from various fields and organizations in a unique performance, created locally on topics relevant to the community, thus building organizational capacity.

## ENERGY INCUBATORS. HOST: SABOTAGE FESTIVAL

*The programme supposes, in addition to temporary interventions, the transformation of the former Iosefin Water Tower into a permanent cultural space dedicated to young artists and activists.*

### CURRENT STATUS

While some of the activities were embedded in other trails (**Breathing Spaces, Addictive Lights**), and the Iosefin Water Tower is being restored by the municipality and Prin Banat Association is producing the cultural content, the current *trail* will be developed in collaboration with Sabotage and other cultural operators. The *trail* will be managed in parallel by MultipleXity in collaboration with Simultan Association, the Faculty of Architecture and the Faculty of Arts and Design in order to organise residencies and artistic interventions; La Figurat Association / Sabotage Festival will organise pop-up events that extend the Sabotage Festival of electronic music. In 2021, a first intervention of Sabotage will take place at the future Center for Art, Technology and Experiment. For 2022-2023, in connection with other initiatives, the trail will extend to the Banat region, where former industrial platforms are real “waiting spaces”, such as the industrial platforms in Reșița.

### PROGRESS 2017-2020

Over several years, between 2012-2017, Simultan Association started looking for “waiting spaces”, inviting artists to create site specific interventions at Liceul de Industrie Alimentară (2015) or in other industrial spaces, as well as during the Architecture Biennale in 2014 or 2016. Artists and architects sought solutions and continued debates, in the period 2018-2019, the association Prin Banat signed an agreement with the City Hall for the cultural recovery of the Iosefin Tower.

#### 2019

In 2019, the La Figurat Association (Sabotage) coordinated, in a complementary program to the *Energy Incubators* trail, a series of 4 events, among which two workshops that promote new forms of expression in the field of art, music and technology.

#### 2020

Cancelled because of pandemic and lack of funding.

### PROGRAMMING 2021

In September 2021, electronic music events will be organised in correlation with *Bega!* trail and *Addictive Lights*, at the former STPT workshops, future MX. Subsequent events in the city will be correlated with the future Light Festival, *Addictive Lights* interventions, and, after 2023, they will be taken over, as part of the legacy, by MultipleXity- the Centre for Art, Technology and Experiment.

### OBJECTIVE 2023

Restructure the trail in order to allow for other experienced organisations to carry on the programme.

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#### EUROPEAN DIMENSION SO FAR

Through complementary pop-up events, the host identified partnerships with networks and artists from Serbia, Germany, not yet activated.

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#### PROGRAM PARTNERS SO FAR

Complementary to the *trail*, at the initiative of the host:

**LOCAL::** Harababura Vintage, The Secret Garden, Mixdown Music School,

**NATIONAL:** Telekom Electronic Beats Romania, Soundcreation

**CROSS-BORDER** (Historic Banat): Drugstore Belgrade

**INTERNATIONAL:** Telekom Electronic Beats Germany.

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#### IMPACT SO FAR

The impact was limited, the international dimension not being reached according to the Bid Book. It is necessary to rethink the implementation method (together with MultipleXity, *Simultan* Association, but also other organisations through open public calls).



## SPOTLIGHT HERITAGE. HOST: POLYTECHNIC UNIVERSITY, NATIONAL MUSEUM OF BANAT

*Spotlight Heritage Timișoara tells the multiple stories of Timișoara through digital technologies, stories of cultural and historical heritage, technical development, communities and neighborhoods, intertwined with the personal stories of the inhabitants of yesterday and today, inviting the people of Timișoara and visitors to a complex world where the history and old narratives of Timișoara are updated through digital technologies.*

### CURRENT STATUS

In phase of implementation. As of 2019, every year a different historical neighbourhood is brought to life through micro-narratives of its inhabitants by means of digital tools (website, application and AR). Every year, the ethnic communities come together in the narratives of both older and current generations of the city. Tours through the city and guided tours aimed at highschool students were organised. In 2020, UPT tested virtual workshops and exhibition opening online, which attracted over 600 visitors from all over the world. Crowd-sourced content will be upscaled as of 2021, and collaboration with actors is envisaged in order to develop performative trails through the neighbourhoods, with a focus on the Hungarian community in 2021. Due to syncopes in financing, the international partnerships have not yet been developed, therefore postponed to 2022-2023. The trail will continue beyond the initial three neighbourhoods, with the same combination of physical and digital content, to include the city centre as well, and VR visits to be developed as well.

### PROGRESS 2017-2020

In the period 2017-2019, various models and mini-applications of virtual and augmented reality were made with the help of students from the international Talk Tech project, with students from the Polytechnic University of Timisoara and students from Bentley University, MA, USA, being made over 24 dedicated mini-applications for 24 cultural and historical heritage sites in Timisoara, coupled with 24 locations in Boston, USA.

### 2019

First edition of [Spotlight Heritage Timișoara](#), financed by the Ministry of Culture, with a focus on the Iosefin neighbourhood. The project has three strands: (1) a physical exhibition at Banat National Museum; (2) an outdoor exhibition in 16 places, each year in a different neighborhood, and (3) an ongoing digital exhibition (web page [www.spotlight-timisoara.eu](http://www.spotlight-timisoara.eu) and mobile and augmented reality applications).

"Iosefin neighborhood and Valeria Dr. Pinteana - a novel in an exhibition" (November 8 2019-January 31 2020): the memories of Valeria Dr. Pinteana, published in the novel *Valeria Dr. Pinteana* (author Liana Maria Gomboșiu, Timișoara, Marineasa Publishing House, 2013) inspired the content of the exhibition. 16 landmarks from the Iosefin neighborhood, mentioned in the novel, were geographically mapped and brought to life through information of cultural and historical heritage, old and new photographs, short films and AR. The street exhibition consisted of large panels placed in the 16 locations in the Iosefin neighborhood which offered (in Romanian and English) cultural and historical heritage

information, as well as excerpts from the novel. The digital applications and website attracted over 6,000 virtual visitors from over 46 countries.

Outdoor tours guided by highschool students, that had been previously trained by the curatorial team, were organised.

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## 2020

Second edition of Spotlight Heritage Timișoara - "Elisabetin neighborhood and Netti Dr. Diel - a world in a chest". The Elisabetin neighborhood was brought to light through fragments of the manuscript *A Family Diary* by Prof. Dr. Pia Brânzeu.

The three components were: (1) the exhibition at the National Museum of Banat; (2) the outdoor exhibition in the Elisabetin neighborhood and (3) the website and the applications, further developed in 2020.

The mobile and AR applications Spotlight Heritage Timisoara offer multiple functionalities that identify the 16 locations in Elisabetin neighborhood: information on cultural, historical and architectural heritage on which memories of Netti Diel overlap, written and audio memories Prof. Dr. Pia Brânzeu, current and older images of the neighbourhood, videos and 360 degree images from each location. AR function provides the user with both the historical and nowadays photos. The exhibition at the National Museum of Banat (November 13 2020-April 30 2021) offered participants a glimpse into the atmosphere of the 19<sup>th</sup> century Elisabetin neighborhood. 4 online webinars were organised for pupils and students.

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## PROGRAMMING 2021

The third edition will explore the Fabric neighborhood, telling the story of the industrial and economic development of Timisoara, of various communities of craftsmen, sellers, but also different of nationalities and religions in the neighborhood, through an impressive collection of photos and vintage illustrations, complemented by video and audio stories of former and current residents. The digital component will be further developed with a VR component. The web application and the two mobile and AR applications will be updated with new content. An important component of the project is the educational one and the collaboration with schools and highschools from Timișoara.

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## OBJECTIVE 2023

Virtual tours and augmented and virtual reality in five neighborhoods in Timisoara, including the city centre, but also guided and performative tours with professional artists. In conjunction with the *Dare !* concerts will be organised, film screenings and street performances, giving life to historic neighborhoods, through open calls or curatorial decisions.

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## EUROPEAN DIMENSION SO FAR

Intercultural dialogue: the program focused on enhancing the cultural heritage (tangible and intangible) of the different cultures that have lived and continue to live in Timisoara and Banat, promoting a common history of coexistence in the spirit of mutual understanding. It also valued the common history and heritage, especially the architectural one, common with

cities in Central and Eastern Europe. The program contributes to the European Union's digital transition, all the more relevant in the context of the pandemic.

The project is also a case study, on the educational and development component integrated in the strategic partnership project Erasmus+ Digital Culture, co-ordinated by the Polytechnic University of Timisoara and with university partners from other 6 countries.

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#### PROGRAM PARTNERS

**LOCAL:** Timișoara Polytechnic University, Banat National Museum

**REGIONAL (Banat):** The Jewish Community of Banat, the Rotary Association of Timisoara, the Serbian Community of Banat, “A Treia Europă” community.

**INTERNATIONAL:** EDEN Association that took over the project as a study of good practice in digital storytelling for cultural heritage.

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#### IMPACT

The program managed to lay the foundations of a digital museum that collects the memories of the communities that lived over time in Timisoara, promoting the model of good understanding and coexistence specific to the city. Its digital dimension managed to attract the interest of young audiences.

## BREATHING SPACES HOST O.A.R. TIMIȘ

*Five public spaces in the city are brought to life by teams of architects, urban planners, landscapers, illustrators and other professionals who have chosen to give them a voice and rethink them together with the community. The goal is to create real meeting places, to host cultural events - in the years leading up to the title, during the title year and even later. The project was launched during the BETA Biennale (Timisoara Architecture Biennale), where Order of Architects from Romania, Timiș branch, engaged in a dialogue with the general public about the importance of the quality of public space, in the long run.*

### CURRENT STATUS

In the phase of implementation. Pilot projects in both 2018 and 2019 with a focus on raising awareness on public space and need for sustainable development solutions. *Privește orașul* campaign aims at creating emotional bonds between the inhabitants of Timișoara and their city in order for them to care for its development. Outdoor interventions, based on ample consultations with citizens, started in 2020, will take place in 2021 and the following years. The role of the architects is also to create scenographies for the outdoor cultural activities during the title year, and not only. International collaborations will be scaled up with the leading partners having joined the pan-Europran platform Future Architects and the enforcement of cross-border partnership with KEK Budapest, as well as Esch-sur-Alzette 2022 ECOC. As all the other programmes, financial commitments are expected for 2021.

### PROGRESS 2017-2020

#### 2018

TRANSITE - temporary architectural installation that animates and regenerates the interior space of the North Railway Station in Timișoara, transforming it from a non-place into a memorable experience, and a lighting installation that is still in use today. The impact of this intervention was long-term, managing to open an unused space, later used by visual artists for *In vitro veritas* exhibition (see Dare!).

#### 2019

- Scott Burnham's "Reprogramming the City" exhibition - a global initiative that demonstrates how urban elements can be refunctionalised, reused and "reprogrammed" to improve life in cities, using what already exists;
- *Privește orașul/Take a Closer Look at the City* campaign: starting from the premise that public space is too abstract a notion to be approached on a daily basis by the city inhabitants and that this is one of the reasons why the public does not care for it or takes ownership, the campaign proposed to anthropomorphise a series of places in the city in characters with human traits (defects, qualities, past, future, beliefs, hopes, fears, etc.) in order to produce a change in the way inhabitants relate to these places.
- Selection: according to a set of criteria, of the public spaces, followed by a research and a public vote. The 5 places selected for future interventions are: a. *Libertatii Square*, personified by a faithful dove called Caut-copac; b. *Mocioni Square*, personified by

Adaptarovici Dezoriențianu, chess-horticulturist, always in a hurry to catch the tram, to go to church, to the theater etc.; c. *700 Market*, called Văcântărescu Ghiță; d. *Flavia Market* from Șagului, alias Madame Needles, Razors and Shavers; e. *Olimpia Hall*, alias Sportana.

## 2020

During the coronavirus pandemic, our relationship with the public space changed, and *Privește orașul/Take a Closer Look at the City* became an urge to reconsider this relationship through a photo contest. The public was invited to enter into a dialogue with the newly created character and to capture the city in lockdown.

The outdoor intervention was performed in Sinaia Square (October), by architect Marius Catalin Moga, in collaboration with Studio Circular. The inauguration of the intervention consisted in converting an overlooked public space in a meeting place for families and children with the plays of Merlin Theater for Children and Youth. Details: <https://youtu.be/T7dqYiGjBOE>; [https://youtu.be/vGm\\_FtTi9QY](https://youtu.be/vGm_FtTi9QY); <https://betacity.eu/events/inaugurare-instalatie-priveste-orasul/>

## PROGRAMMING 2021

In 2021, 2 interventions will be carried out in 2 of the public spaces personified within the 2019 and 2020 campaigns, encouraging at the same time the communication (and the exchange of ideas on the topic of public space) between the audiences from Timișoara. The interventions will follow after discussions with citizens and professionals from the Future Architects platform.

## OBJECTIVE 2023

Interventions proposed for the five main spaces and for other places in the neighborhoods, where events can take place and other cultural interventions. *Breathing Spaces* program transforms abandoned spaces or just transited into “memorable places” for cultural events in 2023. In correlation with Dare ! program, it will create a city-scale festival.

## EUROPEAN DIMENSION SO FAR

Addressing issues of European urgency and more: the sustainable development of cities, the citizen's relationship and their participation in the reimagining of the city.

International character of the project: international jury, projects developed in international multidisciplinary teams (TRANSITE: Hungary, Serbia, Romania), connection through international exhibitions to European themes and practices in rethinking the public space.

The host (OAR Timis) joined the main pan-European network for disseminating ideas about the future of cities - Future Architects; this way, the project and the city connect to European resources and ideas. Other partnerships in progress: Esch-sur-Alzette 2022 and KEK Budapest.

## PROGRAM PARTNERS SO FAR

**LOCAL:** Art Encounters; De-a arhitectura Association; Association de la 4; Faculty of Architecture and Urbanism; Merlin Children's and Youth Theater.

**NATIONAL:** Atelier MASS; studioBASAR; Zeppelin Association (Bucharest); Urban Eye Film Festival.

**REGIONAL** (Banat): Prin Banat Association

**CROSS-BORDER** (Historical Banat): Belgrade International Architectural Week (BINA); Kortárs Építészeti Központ / Contemporary Architecture Centre (KÉK); EPITESZFORUM; Association of Novi Sad Architects / Društvo arhitekata Novog Sada (DaNS);

**INTERNATIONAL:** Future Architecture; L'atelier d'architecture autogérée- aaa (Paris).

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#### IMPACT SO FAR

- bringing into use an unused space at North Railway Station (Transite installation);
- engaging the public in a dialogue dealing with aspects of public space - the campaign to personify public spaces, and the photo contest in the context of the pandemic;
- artistic intervention at Sinaia Square by creating an installation that can be used by the inhabitants and can serve as a stage for the cultural operators operating in the vicinity (Merlin Children's and Youth Theater, Students' Culture House, Auăleu Theater, etc.).

## TERRITORY CONNECTIONS

### LIGHT OVER BORDERS - BEGA! HOST: PLAI CULTURAL CENTRE

*At the heart of the city, Bega Canal is a symbol of past engineering ingenuity and industrial heritage, and is to be transformed into an area for contemporary culture and connections. With Timișoara as European Capital of Culture, Bega becomes once more the privileged space of connection between countries, the place where real lights can be lit across the border. BEGA! encompasses interdisciplinary activities such as theater, dance, film, music and landscape art, and the inhabitants become performers, co-creators or active spectators.*

### CURRENT STATUS

In the phase of implementation. Pilot projects (2018-2020) combining arts and technology in performances co-created with volunteers and the community at large (*Lumen*, 2018). In 2021, other programmes (*Addictive Lights*, *Energy Incubators*) will join **Bega!** to revitalise Bega Canal and prepare the audiences for the type of artistic interventions MultipleXity will host. In the post-pandemic context, the two-week regional festival will be replaced by travelling exhibitions of a luminarium co-created with locals and inspired by local architecture. In 2023, a large performance co-created with volunteers and audiences (co-produced with Motion House UK) will be part of closing activities.

### PROGRESS 2017-2020

#### 2018

***Lumen*** (October 5-7), a large-scale multimedia performance in the former city port of Timisoara that activated over 200 professionals and amateur volunteers on a specially built stage, and an audience of 24.000. Artistic direction: Kevin Finnan, artistic director of Motion House (UK).

#### 2019

***The Lightning Project*** (March 18-22, pop up events in the city centre and 5 non-central neighborhoods), consisting in Lords of Lightning shows in which science, arts and technology join for a spectacular effect (Arcadia-UK), and a locally produce trip-hop and electronic music by Ovidiu Zimcea.

***Happy Wall*** (November 2 2019 thru 2022) - 3 interactive wooden installations by Thomas Dambo across the city that invite people to send messages through a physical action to be digitized.

***Camp 88*** (October 16-20) - Trans Europe Halles annual meeting hosted by Ambasada (Plai Cultural Centre), with 80 participants from all over Europe, and over 100 local.

#### 2020

Due to pandemic, initial plans changed and a non-interactive lights and sound installation was presented instead of a performance. ***Borealis*** (October 1-3), by Swiss artist Dan Acher, recreated the polar auroras in Unirii Square of Timisoara.

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### PROGRAMMING 2021

In October, Bega Canal and its adjacent neighbourhoods will become the backbone of artistic interventions in complementary programs *BEGA!*, *Addictive Lights*, *Energy Incubators*.

*Bega!* proposes a series of interventions in which Romanian and international artists collaborate:

- AR activation of a mural made by the artists Bogdan Cazacincu, Mihail Alin and Andreea Ungureanu (*Awareness II*) during Street Delivery Timișoara Festival in 2020;
- permanent interactive neon graffiti mural by artist Spidertag (ES) at Autotim bus station;
- the recreation of a jazz concert with holograms to revive the memory of Pod 16 jazz club. A hologram concert will be recreated with the participation of Romanian artists and the Ministry of Experience.
- pop-up multimedia projections in neighbourhoods across Timișoara.

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### PLANS FOR 2022-2023

- Multimedia installations along Bega Canal (Timișoara and the region)
- A final show co-created with the audience, co-produced with Motion House, UK.
- [Luminarium](#), by Alan Parkinson and Architects of Air, initially planned for 2020, will be resumed in 2022. A special luminarium will be created in Timișoara with the help of volunteers and it will bear the Latin name of the city, Timisien. In 2022, it will be exhibited locally and as of 2023 it will travel in the region. Later on, it will join the other luminaria of Architects of Air across the world as part of TM2023 legacy.

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### EUROPEAN DIMENSION

- intercultural dialogue and mutual understanding through a show that involved over 200 volunteers, including from vulnerable groups, in 2018;
- European themes: regaining public space and integrating vulnerable groups into the city's cultural life;
- all the programmes involve European and local artists and volunteers.

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### PROGRAM PARTNERS SO FAR

**LOCAL:** Unfold Motion, Timișoara Gospel Project Cultural Association, Tango Timișoara, Salsa with Attitude Dance School, C.R.I.E.S., Solidart Association, ISOT, Banat Association, Ceva de Spus Association, Green for Bicycles, Melopolis, Palladium Dance Club, Arts Factory, West University

**INTERNATIONAL:** Motion House (UK), Logela (ES), Thomas Dambo (DK), Lords of Lightning / Arcadia Spectacular (UK), Trans Europe Halles (SE), Dan Acher (CH), HB Laser (DE).

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### IMPACT SO FAR

The project gave a great national visibility to the city and engaged large audiences every time. Strong participatory component, strong community of volunteers involved in co-creating shows. Part of a strong European network - Trans Europe Halles.



## MOVING FIREPLACES. HOST PRIN BANAT ASSOCIATION

*Journalists and researchers collect the stories of migration and its impact on different ethnic minorities from Banat in order to convert them into works of art (from theatre plays to documentaries and multimedia installations). They reflect both the historical and the contemporary reality of migration, helping to discover unique people and places.*

### CURRENT STATUS

In phase of implementation. Started with research in 2017, it continued in 2018 and 2019 with collecting stories from inhabitants from all the historical ethnic communities living in Banat, presentation of cultural events inspired by the research across 7 villages in Banat and two academic publications of results, in 2019, and in 2020. In 2020, after an open call, 10 artistic works were selected based on the previously collected stories (theatre plays, concerts, multimedia installations) that will be presented in 2021 and 2022 across Banat. Also, in 2021, the programme will be connected with the Creative Europe project **Centriphery** (8 European partners, led by Festival der Regionen AT, TM2021 being local partner of Prin Banat), with residencies, a large-scale outdoor performance co-created with volunteers in Timișoara (July 23-25), and an academic presentation of results. Restrictions imposed by funding did not allow for an extension of the programme across the historical region of Banat as indicated in the Bid Book (Romanian Banat, but also in Serbia and Hungary).

### PROGRESS 2017-2020

#### 2017

Research sessions were conducted in over 10 locations in Timiș County, stories about migration from and to Banat were collected. The results of the research, which also included specialised studies, were brought together in the form of an [implementation strategy \(200 pages\) of the project for the coming years](#).

#### 2018-2019

Continued research in several villages in Timiș County, launch of the documentary *Granița* [The Border] and of the theatre play *Altă zi cu soare* [Another Sunny Day]. Artistic interventions in Făget (August 18), Margina (September 8), Moving Fireplaces Festival, 1st edition, at Margina and Zorani (September 28-30). The festival included: theatre performance of *Altă zi cu soare* in the same place where original facts that inspired the play took place, fanfare concerts, mural painting in Margina, filming and projection of images by French artist Hinterheim (Sylvain Bardy), workshops for children, [as well the second publication presenting research results](#) (printed in 2020). The programme continued its strategy of identifying fireplaces (villages and small cities) in order to create an interconnected network of cultural experiences that intends to extend to Serbia, in the perspective of Novi Sad 2022 ECOC. In 2019, Beba Veche, Comloșu Mare, Lenaueim, Teremia Mare were on focus.

**Remix ID** (project selected through *Searchlight* open call), expands the research area proposed by the Prin Banat Association, focusing on the stories, music, dances, traditions of ethnic communities in Banat (Serbian, Swabian, Hungarian, Bulgarian and Slovak), emphasizing the interculturality specific to the region. The research results are remixed in electronic music workshops, interview screenings, multimedia shows, live DJ sets. In 2019, the project took place in Silagiu, Dudeștii-Vechi, Deta, Sânmartinu Sârbesc. In 2021, the creations resulting from the documentation will be presented through workshops and concerts, dance performances in the neighborhoods of Timisoara, with thermal points as landmarks. Thus, in 2021, the project is included in the *Dare!* trail.

## 2020

In 2020, a call was launched for 10 artists to create films, theater performances and multimedia installations based on the research carried out in the project between 2017-2019. All the projects were exhibited between December 5-12 at Faber and will be presented in villages from Banat in the following years.

**Bitter Things** (October 24-December 4), a connected exhibition produced by bibak (DE) that focused on migration stories. The results of the Moving Fireplaces and Bitter Things exhibition were intertwined during connecting debates and documentary screenings. Partners: bi'bak, Institut für Auslandsbeziehungen (ifa), German Cultural Centre Timișoara

## PROGRAMMING 2021

Prin Banat Association is part of the Creative Europe **Centriphery** project led by the Festival of Regions (AT), which aims to provide a central voice for communities on the periphery to explore and transform local myths and at the same time help them to participate in the recreation of a European identity and narrative. Prin Banat Association will host in June-July 2021 two artists in residence, in July 23-25 will produce an outdoor performance of *Youth Everlastig and Life Without End* (inspired by Romanian folk tale), a journey-pilgrimage to the timeless country directed by locally-based theatre director Ovidiu Mihăiță. *Moving Fireplaces* aims to continue the research project and events in the vast area of historic Banat, Hungary, Serbia and Caraș County, associated with open calls for the creation of art projects inspired by migration stories documented in previous years.

## PLANS FOR 2022-2023

- Extending the research throughout the historical Banat region (Serbia and Hungary)
- produce 5 more documentaries
- produce and present 10 theater performances
- 15 interactive multimedia installations or other curated works, which highlight the research and data collected
- An itinerant festival in historic Banat, creating a complex cultural route through Romania, Hungary and Serbia.

## EUROPEAN DIMENSION SO FAR

Through its methodology and activities *Moving Fireplaces* promotes the multicultural and interethnic character of Banat, documenting stories of the region's inhabitants and transforming them into contemporary creations, while encouraging intercultural dialogue and mutual understanding.

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#### PROGRAM PARTNERS SO FAR

**LOCAL:** Auăleu Cultural Association, Solidart Association

**REGIONAL (Banat):** Association for the Promotion and Development of Tourism, authorities from the following villages Margina, Zorani, Lenauheim, Comloșu Mare, Făget, as well as Silagiu, Dudeștii-Vechi, Deta, Sânmartinu Sârbesc (REMIX ID)

**INTERNATIONAL:** bi'bak (Germany), Festival der Regionen (Austria), New Culture Foundation (Bulgaria), Dansehallerne (Denmark), Espoo City Theater (Finland), La Manufacture Collectif Contemporain (France), Rijeka 2020 - European Capital of Culture (Croatia), Cultura Nova Festival (Netherlands), Walk & Talk (Azores, Portugal), Institut für Auslandsbeziehungen (ifa)

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#### IMPACT SO FAR

The program brought back into debate the past and present of migration in Banat, in order to overcome stereotypes and understand the importance and richness of a multicultural region.

So far, the cultural products of the project are: 6 publications, 3 comics, 4 theater performances, 4 performances, 5 art installations, 3 mural paintings, 2 documentaries, 6 specialized studies and over 80 stories collected from inhabitants of different ethnic communities.

## BAROQUE RELOADED. HOST THE NATIONAL MUSEUM OF ART TIMISOARA

Baroque Reloaded *aims to bring contemporary experimental artists into the Baroque architectural space of Banat, combining complementary works and aesthetics, in the field of music or visual arts. A strong point of this trail will be the staging of the opera Il Traiano in Dacia by Giuseppe Nicolini, a premiere in Romania for which the preparations started in 2020.*

### CURRENT STATUS

In phase of planning. The programme has difficulties in starting as per Bid Book. Though prospective visits of Jan Lauwers and Needcomany took place in 2019, the lack of multi-annual funding did not allow for firm commitment from TM2021. **Contur**, a project selected through *Searchlight* open call, together with **Baroque Watermusic**, could not take place because of cash flow and funding syncopes (in 2019), and coronavirus and late funding in 2020. Preparations for a Baroque opera production of *Il Traiano in Dacia* (by Giuseppe Nicolini), in collaboration with the National Opera of Timișoara, to be premiered in Romania during the title year, started timidly in 2019 and continued with a short documentary in 2020. Plans for **Contur** installation on the facade of the National Museum of Art Timisoara to be implemented when available funding (application for RO-CULTURA Norwegian SEE Grants considered). For 2021, continuation of Baroque opera production preparation in collaboration with Timișoara National Opera and preparation of art installations in Baroque sanctuaries when funding is available.

### PROGRESS 2017-2020

#### 2019 - 2020

Reconnaissance visit of Needcomany and Jan Lauwers representatives to plan site specific artistic intervention at the National Museum of Art Timișoara and presentation of *All the Good* performance by Needcomany at future MultipleXity (tram museum). Due to lack of multiannual funding and financial unpredictability, no firm agreement could be concluded. ***Il Traiano in Dacia*** (opera composed by Giuseppe Nicolini, librettist Michelangelo Prunetti, 1807) - large-scale premiere in Romania scheduled for February 2021 (as part of post-opening highlights). Artistic team considered: David Crescenzi (conductor), Silviu Purcărete (director), Dragoș Buhagiar (set designer), producer Romanian National Opera from Timișoara. Research and study of the opera conducted in 2019 and 2020. In December 2020, due to pandemic, the public recital of fragments from the opera was replaced by an online documentary illustrated with images from the book *Trajan's Column* by Pietro Santi Bartoli.

**Baroque Watermusic** (project selected through *Searchlight* open call), proposed by Baroque Festival Association, was not financed due to reduced budget. We intend to reactivate this component in the program from 2021-2023.

**Contur** - (project selected through *Searchlight* open call, produced by Anca Poterașu Gallery Bucharest) proposed an installation on the facade of the National Museum of Art Timisoara, made by artist Róbert Kőteles, rooted in the heritage of the local experimental Sigma group.

Due to delays in funding it was postponed to 2020, and in 2020, due to pandemic, postponed to 2021, by mutual agreement.

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#### PROGRAMMING 2021 – 2022

- Installation by artist Róbert Köteles, produced by Anca Poterașu Gallery Bucharest (implementation of *Contur* project);
- A musical strand, as per Bid Book, in collaboration with the Romanian National Opera as of 2021;
  - 2021, September: Plan 3-5 art installations to be created *in situ* either through curatorial decision or open call;
  - Choose the location and carry on the production of *Il Traiano in Dacia*;
  - Create an AR application to complement the works in the permanent collection of the National Museum of Art Timișoara

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#### PLANS FOR 2023

- Presentation of a large-scale production of *Il Traiano in Dacia*, for the first time in Romania
- Musical events, in collaboration with the Timișoara Opera and Philharmonic;
- Major exhibition of contemporary artists. Proposals: Need Company;
- Create an installation for the MX immersive space based on the paintings by Georg Fikl;
- Exhibitions, concerts and site specific exhibitions of international artists through open call in order to reinterpret the regional baroque heritage;
- A city-scale celebration of baroque with opera performances, concerts and possibly even equestrian theater, inviting the public to celebrate the common European identity.

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#### PARTNERS SO FAR

**LOCAL:** Romanian National Opera Timișoara

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#### IMPACT SO FAR

A trail yet to be developed in order to generate a real impact.

## ENCOUNTERS. HOSTS: ART ENCOUNTERS AND INTERART TRIADE FOUNDATIONS

*Encounters is an ample program that, under the umbrella of the Art Encounters Biennial of Contemporary Art, connects the visual artists and curators from Timisoara to the international scene of contemporary art. It also develops a large array of cultural mediation programs aimed mainly at young people. Art Encounters, in the years in between the Biennial, carries on international artistic residencies and two exhibition seasons, in spring and autumn.*

### CURRENT STATUS

In phase of implementation. While the 2017 edition of the Biennial was not organised with the support of TM2021, as of 2019 both the Biennial and the complementary exhibitions benefited from the support of TM2021. In 2019, an extension of international artists was financed by TM2021, together with the Magdalena Abakanowicz exhibition produced by interart Foundation and hosted by Timisoara Museum of Art. Collaboration continued in 2020 with two historical exhibitions of European and international seminal artists. In 2021, the 4th Biennial will take place between October 1 and November 14, with a large mediation programme across the region. Plans for two highlight exhibitions in 2022 and 2023: Victor Brauner, Romanian-born Surrealist, and Constantin Brancusi, both to be hosted by the National Museum of Art Timisoara.

### PROGRESS 2017-2020

#### 2017

The Art Encounters Biennial (2nd edition, curators Ami Barak and Diana Marincu), held under the High Patronage of the President of Romania, set out to search and inventory fragments of everyday reality, as they appear in current artistic and historical approaches. The Biennial had over 30,000 visitors, 150 renowned national and international artists, 5 artist talks (Irina Botea Bucan, Michelle Lacombe, Boris Mitić, Dan Perjovschi, Pusha Petrov), 6 film screenings and 22 collateral events that took place in several spaces across the city. **The Art Encounters Biennial 2017 was held without direct support of Timișoara 2021 ECOC.**

#### 2018

The permanent program of the Art Encounters Foundation, started in 2018, focused on supporting contemporary art in Romania. The exhibition program included solo exhibitions by artists Oana Paula Vainer, the artistic duo ANTICAMERA (Gloria Luca and Tudor Pătrașcu), as results of the residency programme, and a group exhibition that included internationally renowned artists such as Mircea Cantor, Geta Brătescu, Dan Perjovschi. **The permanent program of 2018 was organised without the direct support of Timișoara 2021 ECOC.**

#### 2019-2020

**3rd Art Encounters Biennial** (September 29-October 27, curators Maria Lind, Anca Rujoiu) developed the program focused on cultural mediation for young audiences with the support of Timișoara 2021 ECOC. Over 60 artists from across the world were presented, while 22 with original works created in relation to Timișoara. The Biennial exhibitions and events were attended by over 22.000 visitors. Interart Triade Foundation, in 2019 and 2020, on the one hand, and Art Encounters Foundation, in 2020, on the other, organised residencies and exhibitions, in line with the conceptual framework of both *Encounters* and *Players of change* actors.

In 2019, the Art Encounters Biennial was co-financed by the Ministry of Culture.

Interart Triade Foundation organised the exhibitions **Magdalena Abakanowicz: Presence, Essence, Identity** (2019) and **Resurrected Matter: Tadeusz Kantor, Shikiji Tajiri and Jaap Wagemaker** (2020). The first presented the impressive textile sculptures of the Polish artist, which highlight the fragility and human isolation. The second explored, in the context of the pandemic, works created in the post-war period, marked by the suffering and pain of war.

Art Encounters Foundation organised the exhibition **Harun Farocki - Reality Would Have to Begin**, presenting a selection of Harun Farocki's films, videos and installations created between 1980 and 2014, some of them in collaboration with artist and director Antje Ehmann, with whom he has worked since the early 2000s.

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#### PROGRAMMING 2021

**4th Art Encounters Biennial** (October 1 - November 14, 2021, curators Mihnea Mircan and Kasia Redzisz). Titled *Our Other Us*, will pay special attention to the forms of coexistence that we can design, also focusing on the transformations and drift that mark self-perception, individual or collective. In the year following the insecurity caused by the pandemic, the Biennial focuses on supporting the production of Romanian artists and the issue of this moment. Along with contemporary art exhibitions, the Biennale will include a program of screenings, art in public space and performances curated by Mihnea Mircan and Kasia Redzisz.

The exhibition “**The Secret Wing**” is one of the invited components of the Art Encounters Biennial 2021 and will be organised by the Interart TRIADE Foundation at the National Museum of Art Timisoara and curated by Maria Rus Bojan and Bogdan Ghiu and brings into discussion important names of contemporary art, but also an incursion into the poetic past of Mariana Marin (1956-2003; the volume *The Secret Wing*, 1986), exploring the infusion of the poetic in the area of creativity of the visual arts. The exhibition, organised by the Triade Foundation, is designed in relation to the Timisoara International Literature Festival.

The project **Festival of Contemporary Art Danube Dialogues**, in Serbia, will be continued in collaboration with the Novi Sad Foundation European Capital of Culture 2022.

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#### PLANS FOR 2022-2023

Supporting the Art Encounters Biennial, cultural mediation programs, as well as the production, together with the two foundations, of at least 3 European-wide exhibitions

starting in the fall of 2022 and continuing throughout 2023. Two of the exhibitions taken into consideration are two retrospectives **Victor Brauner** (winter 2022 - spring 2023) and **Constantin Brâncuși** in the second half of 2023. The exhibitions will be organised in partnership with Centre Pompidou (FR), the French Institute, National Museum of Art from Timișoara, the City Hall of Timișoara and the Timiș County Council. For spring 2023, a focus on **Giacometti** and his influence on Romanian XXth century artists will be organised by Triade Foundation. The autumn of 2023 will also mark the 5th Art Encounters Biennial of Contemporary Art.

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#### EUROPEAN DIMENSION SO FAR

Since the first edition of the Art Encounters Biennial, one of the main goals was to stir a dialogue between the local artistic community and the national and international one. The curators of the Art Encounters Biennial 2021 are internationally recognised and represent some of the most important institutions (Mihnea Mircan, PhD student at Monash University, Melbourne, former artistic director of Extra City Kunsthall, Antwerp) and Kasia Redzisz (art historian and curator at Tate Liverpool). During the Foundation's activity, several European sponsors and partners stood out by supporting and promoting the events: Neuer Berliner Kunstverein, Centre Pompidou, Harun Farocki Institut, Goethe-Institut, British Council, Oslo National Academy of Arts, etc.

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#### PROGRAM PARTNERS SO FAR

**LOCAL:** Timișoara City Hall, Timiș County Council, Timiș County Culture Directorate, Contrasens Cultural Association, Faculty of Arts and Design – West University Timișoara, Timișoara German Cultural Centre, Institut Français Timișoara, BETA Biennial of Architecture, Bookshop “Two Owls”,

**NATIONAL:** Cultural Centre of Cluj, Idea Publishing House

**CROSS-BORDER:** Danube Dialogues - Contemporary Art Festival (Novi Sad, Serbia), Novi Sad Foundation ECOC 2022

**INTERNATIONAL:** Plan B Gallery, Neuer Berliner Kunstverein, Pompidou Cultural Centre, Harun Farocki Institut, Goethe-Institut, British Council, Oslo National Academy of the Arts

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#### IMPACT SO FAR

An impact of contemporary visual art on a large scale, for a wide audience, but also a training of young people and their approach to visual artists, through specially designed mediation programs.

Art Encounters Biennial 2019: over 20,000 visitors, over 6,000 people employed in the mediation program

Art Encounters Biennial 2017: over 30,000 visitors, 5,100 people employed in the mediation program



## LIGHT SCAPES. HOST: TM2021 ASSOCIATION

*The main legacy of TM2023 ECOC will be the **Centre for Art, Technology and Experiment - MultipleXity (MX)**, which aims to create connections between artists, designers, IT specialists and local companies. MX will not only be a physical space, with multiple functions of production, exhibition, dissemination and training, but also a city-level laboratory that will educate and encourage policies for sustainable development, digital transition, a greener economy based on innovation and a more inclusive society. This programme is implemented in connection with **Bright City** station.*

### CURRENT STATUS

In phase of implementation. This station has been integrated into MultipleXity, as indicated in the May 2019 Monitoring Report. For details regarding MX, refer to Bright City station and to **Annex B.3. MX Report 2018-2020**. In particular in this station, the Digital Platform of TM2021/3 Cultural Data was developed in 2019 (initially included in the Reflections station and developed with University of Polytechnics Timisoara - UPT) as a Beta version and updated in 2020. Following the pandemic crisis in 2020, the Digital Platform acquires more relevance and it needs to be reassessed the way it can be part of the living legacy of TM2023 ECOC and serve the needs of MultipleXity and cultural operators beyond 2023, besides being an archive of the Cultural Programme. Therefore, a hackathon is planned to be organised in 2021 in order to collect ideas.

Also, during a hackathon in autumn 2021, an application for tourists that will include touristic information and cultural routes generated through the Cultural Programme in Timisoara and Banat will be generated. In line with MX as a city-level laboratory for sustainable ideas and solutions, Hay Festival will be hosted in 2023, to be implemented as arecurend festival of ideas (in spring).

### PROGRESS 2017-2020

#### 2019 - 2020

In the period 2019-2020, the following activities were carried out (correlated with the *Bright City station*):

- identification of the space that will host the Centre for Art, Technology and MX Experiment (MultipleXity) - Tram Museum and of the former STPT workshops;
- starting the design of the spaces from the former STPT workshops;
- collaboration with Ars Electronica for defining immersive spaces;
- creation of brand identity for MX;
- discussions with potential partners in Timisoara to create a sustainable ecosystem.

For a detailed report of MultipleXity, refer to **Annex B.3. MX Report 2018-2020**

In 2019, **Timișoara 2021 Digital Cultural Platform** was designed by University of Polytechnics and the Beta version tested (<http://data.timisoara2021.ro>, while public interface is: <https://digital.timisoara2021.ro>). In 2019, the user profile and the necessary technical specifications were elaborated, as well as the methodology of digitisation, indexing,

collection, archiving and distribution of cultural data. The development of Timisoara 2021 Digital Cultural Platform was financed in 2019 by the Ministry of Culture.

In 2020, in the context of the pandemic, it became clear that the platform must be more than an archive of the Cultural Programme connected to the *Europeana Collections*. It needs to become a tool for the whole community, to be taken over by MultipleXity, part of the legacy. Thus, in 2020, the database was updated (data.timisoara202.ro), and later, in 2021 or 2022, further discussions will take place in order to identify the needs of the cultural sector in the post-pandemic context and the best solution for further development of the platform.

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#### PROGRAMMING 2021

- Support 1-2 artistic residencies in companies from Timisoara, in collaboration with Ars Electronica;
- Develop with experienced local partners pilot projects for one of the the following three components of MultipleXity XLabs, XTrams, Exhibitions, and propose it for development in collaboration with EU-Japan Fest;
- Organise a *hackathon* (autumn). Hackathon themes:
  - (1) development, in synergy with the *Bright City* station, of an intelligent tourism application with the agenda of all the events of the Cultural Programme, that will allow for the purchase of tickets and will provide with other necessary information (transportation, accommodation, restaurants, organic producers, thematic routes through Timișoara generated by the Cultural Programme and the Banat region etc.);
  - (2) TM2023 digital data platform, development and adaptation in view of its post-2023 use of MX

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#### PLANS FOR 2022- 2023

- MultipleXity: inaugurate the immersive spaces, the co-working space, XLabs and the bistro at MX, (Take Ionescu 56-58).
- Organise *hackathon* events and international conferences.
- create a digital application for the National Museum of Art Timisoara - in connection with Baroque Reloaded.
- continue the development of the **Timișoara 2021 Digital Cultural Platform**
- **Hay Festival** in Timișoara as a festival focused on debating topics relevant to the future of humanity: climate change and the future of cities, the digital revolution, populism, etc. The festival would be hosted by MultipleXity in the spring and will take place both in the MX spaces and in other spaces, such as synagogues, churches, theaters, etc.

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#### EUROPEAN DIMENSION SO FAR

In conjunction with the *Bright City* station, MultipleXity and the associate programmes contribute to changing the city's long-term development paradigms in line with European directions, accentuated after the pandemic: the digital transition, a greener and more sustainable city.

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#### PROGRAM PARTNERS SO FAR

**LOCAL:** Banat IT, Faber Association, Polytechnic University of Timisoara; West University Timișoara; Code 4 Romania; Youth Foundation Timișoara; CRIES;

**REGIONAL (Banat):** ADR West; Order of Architects from Romania, Timiș branch;

**INTERNATIONAL:** Ars Electronica, Linz; Rumtiden Idea Lab, Stockholm, Sweden

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#### IMPACT SO FAR

MX has so far strengthened a partnership with Hella and the Polytechnic University and set up the bases for ecosystems with the academic, business and cultural environments.

## LIGHT SEARCH. HOST: BANAT PHILHARMONIC

Light search aims at celebrating the multiconfessional heritage of Banat through music and immersive multimedia installations. Concerts take place in sacred and profane places around Timișoara: churches, synagogues or prayer houses along with everyday squares or isolated places, caves or forests.

### CURRENT STATUS

To be implemented as of 2021. Two pilot projects took place in 2018 (screening of *Dybbuk* silent film accompanied by live music and interpretation of the Yiddish text by an Israeli group of actors) and 2019 (carols concert), yet the programme has not managed to have the expected regional dimension. In 2020, because of lack of funding from the County, the plans for outdoor concerts outside Timișoara had to be cancelled. None of the international partnerships could be activated due to lack of funding and as of 2020 of the pandemic. Existing plans for concerts in spiritual places in the region of Banat in 2021 pending for budget approval. Discussions under way for an international co-production of the *Gurre Lieder* cantata with the Gera Philharmonic, Timișoara National Opera to be premiered in Timișoara in 2023 as part of the George Enescu Festival.

### PROGRESS 2017-2020

#### 2018

DYBBUK (June 9-10) - screening of 1937 mute film (director Michael Waszynsky) accompanied by live interpretation of the Dybbuk text in Yiddish by Sala-Manca group of actors (IL) and live music by Banatul Philharmonic, conducted by Ido Shpitalnik.

#### 2019

Carol concert by the “Ion Românu” choir of the Banatul Philharmonic (December 19), conductor Iosif Todea, accompanied by soprano Alina Todea, bass-baritone Lucian Oniță and pianist Radu Zaharia at the Baroque Hall of the Timișoara Art Museum.

#### 2020

Plans for concerts in August at Ofșenița Church and in December in Timișoara were not approved by the County, therefore it had to be cancelled.

Discussions with the National Opera of Timisoara and the Gera Philharmonic (DE) for a large production of the cantata *Gurre Lieder* to be premiered in Timișoara, part of the “George Enescu” Festival 2023. Due to the pandemic and lack of financial predictability, the dialogue with the Gera Philharmonic has progressed very little.

### PROGRAMMING 2021

- Selection of sacred spaces in Banat and finalise concert proposals with different ethnic communities (classical and jazz music in sacred spaces, natural sites, heritage sites)
- Pilot events, in which music is combined with media arts in places of worship in Banat, as well as in natural sites
- Correlation with existing initiatives, such as the Eufonia (Euphony) Festival or the Romanian Chamber Orchestra tours.

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#### OBJECTIVE 2023

- *Gurre Lieder* - co-produced with Gera and the George Enescu Festival
- Music festival in sacred spaces and nature sites rolled out in the entire region of Banat

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#### EUROPEAN DIMENSION SO FAR

The program aims to contribute through music to the intercultural and, in particular, interfaith dialogue and mutual understanding, highlighting the common heritage. Due to funding syncopes and, subsequently, the pandemic in 2020, this programme has not been implemented yet.

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#### PROGRAM PARTNERS SO FAR

**LOCAL:** National Museum of Art Timișoara

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#### IMPACT SO FAR

The program has not been developed enough so far as to achieve a consistent impact.

## EUROPEAN ECHOES. HOST: TM2021 ASSOCIATION

*Over several years, but especially in 2023, the cultural outputs of Timișoara ECOC will be digitised, but will also travel physically across Europe and especially in other ECOCs, in order to connect the city and its artists with their European counterparts.*

## CURRENT STATUS

In phase of implementation. Already implemented: several initiatives with international projection, collaborations with local representations of foreign cultural centres and consulates, and one international project abroad. Plans for activities with Elevisis 2023 and Esch-sur-Alzette for activities in 2023 and the DKMT countries in 2022. Lack of financial predictability prevented a stronger development of the trail, and in 2020 an offline series of events at Balkan Trafik Festival had to be postponed to 2022. Discussions were carried with few cultural partners regarding the closing event (in connection with Bega! And the Art Encounters Biennale).

## PROGRESS 2017-2020

## 2018

**Retracing Bartók** (in partnership with Sound Updates)- originally included in *Reflections* - proposed through research, a multimedia exhibition and reinterpretation by jazz pianist Lucian Ban (Bucharest-New York), John Surman, Mat Maneri and other artists of his calibre in order to enhance the multicultural heritage of the Hungarian composer born in (nowadays) Sânnicolau Mare. Two concerts took place in 2018, including at the birthplace of Bartok.

## 2019

**Retracing Bartók** continued with lectures and music concerts (May 17), and Retracing Bartok : Ghostophonia (June 1), an electro acoustic experiment by Silent Strike (synths), Makounouchi Bento (electro) and Dan Basu (visuals) hosted by Ion Vidu Music College Timisoara.

**Consulart** - four exhibitions produced by Diplomatic Art Association (selected through Searchlight open call) and several and the Timișoara based Consulate of Serbia, Consulate of Northern Macedonia, Consulate of the Republic of Moldova and the German Cultural Centre. Local and European artists worked on site-specific projects, during one-week residency. The series of exhibitions was funded by the Ministry of Culture.

Xtension **CaféKultour** 2019, the 15th edition (April 15-21) - a week of performances with artists from Belgium, Poland, Austria, Germany, Romania, France and Spain.

## 2020

**Trans Europa Film Express** (director Florin Iepan), is a documentary on Europe today seen by people from all over the world, “a digital installation that proposes the deconstruction of documentary film and the reinvention of the genre from the perspective of new technologies and democratization of creation”. The project was produced by Documentor in 2019 (selected through Searchlight open call) and resumed in 2020 during the ROD Film Festival.

**Memories of the City - Three years of artistic interventions in Timișoara** (December 1 2020-March 31 2021) - outdoor exhibition at the Romanian Cultural Institute and Embassy

in Warsaw (5000 visitors). We aim for the exhibition to become itinerant across other cultural institutes of Romania.

**Balkan Trafik 360 Digital Festival** (April 23-26) Plans for a programme of music, artistic intervention of Timișoara-based artists in Brussels were cancelled because of the pandemic, and replaced with digital presentation on the dedicated website.

**Retracing Bartók:** In 2020 the *Transylvanian Folk Song* CD, recorded in 2018 in Timișoara by musicians US and Europe-based artists Lucian Ban, John Surman and Man Maneri, and published by Sunnyside Records in 2020 made it to the USA top of best jazz albums in 2020.

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#### PROGRAMMING 2021

- The [#newTogether program](#), initiated by the Austrian Cultural Forum, in collaboration with Scena9, aims at inviting Austrian artists to co-create with Romanian partners as part of collaboration with Timisoara 2023. In March 2021, 5 projects were already selected and will be implemented in Timișoara and all over Romania between September 2021-December 2023.
- Collaborations with foreign cultural centres in Timișoara (**Café Kultour**, September 2021, in collaboration with the French Institute in Timișoara and the German Cultural Centre, **La Nuit de la Philosophie**, with French Cultural Institute (labelling June 25), with the Diplomatic Art Association, but also with the Austrian Cultural Forum, Goethe-Institut and other cultural institutes in the EUNIC network Romania
- Exchanges of experience in the **ECOC network:** Novi Sad, Esch-sur-Alzette, Elefsina, Veszprém.
- Facilitate the promotion of the cultural output of TM2023 in the network of the Romanian Cultural Institute abroad
- Continue **Retracing Bartók** project in collaboration with the Sound Updates Association
- Develop with local partners and Japanese artists programme within the framework of **EU-Japan Fest** partnership

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#### OBJECTIVES 2023

- Organise photography and visual art exhibitions abroad, in collaboration with the Romanian Cultural Institute, the Austrian Forum and the EUNIC network
- Host the itinerant project *Art on Stream* in 2022 (June 5-30), as part of cultural cooperation between the Danube countries, as well as participate in the *Mysterious* DKMT project in collaboration with Novi Sad 2022, Veszprém 2023, Bad Ischl 2024.
- Continuation of the **Retracing Bartók** project in collaboration with the Sound Updates Association
- 5 tours with performances or concerts, created within the Cultural Programme.
- Closing event (October-November 2023), correlated with the *Bega!* and *Encounters*.

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#### EUROPEAN DIMENSION SO FAR

At the core of this route's objectives, the European dimension is essential, both through cultural exchange, through the capitalization of a common multicultural heritage (Retracing Bartok), and through the debates of European interest triggered by specific projects (eg Trans Europa Film Express).

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#### PROGRAM PARTNERS SO FAR

**LOCAL:** German Cultural Centre, Consulate of Northern Macedonia, German Consulate, Consulate of Serbia, Consulate of the Republic of Moldova, Ion Vidu National College, Documentor Association, Romanian Cultural Institute, Warsaw branch, Romanian Embassy in the Republic of Poland, Baden-Württemberg Land Government (DE), Baden-Württemberg Foundation (DE), Novi Sad 2021 Foundation  
**INTERNATIONAL:** Austrian Cultural Forum

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#### IMPACT SO FAR

Raise awareness at European and international level about intangible heritage of universal value. One of the first impactful results was the publication of the *Transylvanian Folk Songs* CD, recorded by Lucian Ban with John Surman and Mat Maneri in 2018, at the Baroque Hall of the Art Museum in Timisoara and which is also included in the year 2020 top of best jazz albums in the USA.



## XTENSIONS

Complementary to the Cultural Programme, a series of Xtensions, interventions and collaborations were initiated with the already established events in Timișoara through which renowned foreign artists such as Eugenio Barba, Marco Martinelli, Ermanna Montanari, etc. were invited to give consistency to the events, to underline the desire of the city to aspire to artistic excellence, to strengthen capacity of the cultural operators through international networks.

In addition to the Xtensions mentioned above, in 2019, foreign artists participated in the Euphonia Festival, the International Guitar Connections (Guitar Connections extension), Litvest (The Literature Festival) and Central Eastern European Film Festival.

Because of delayed and diminished funding, three out of 7 planned Xtensions could not be implemented.

In 2020, because of limited funding, dedicated to a part of the Cultural Programme, and because of the pandemic, the Xtensions could not be continued.

It is planned to resume collaborations in the title year only.

All other **Xtensions** were integrated into existing stations and trails..

### 2019

- (1) International Guitar Festival (March) - dedicated to the DKMT region artists;
- (2) Central European Film Festival (July 25) - TM2021 supported the screening of documentaries and debates in the context of celebrating 3 decades from the fall of communism.
- (3) EUFONIA (September) a project for young musicians in the region of Banat. TM2021 supported international guests, some of them also participated in the large-scale *Lumina Unirii* performance in the main city square.
- (4) Baroque Festival - concerts performed at the Roman Catholic Church in Elisabetin neighbourhood. Cancelled because of lack of funding.
- (5) Café Kultour (April) - a longstanding tradition in Timișoara initiated by the French Cultural Institute and the German Cultural Centre that bring to the city cafes international artists. In 2019, TM2021 could not contribute financially because of lack of funding.
- (6) LitVest (September) - literary Festival initiated by the “Sorin Titel” County Library. TM2021 supported a wider number of public readings.
- (7) Save the Heritage of Timișoara initiative could not be funded.

*SWOT Analysis of the Cultural Programme*

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>● A very clear main theme;</li>   <li>● A diversity of projects in a wide range of cultural fields, given by the multitude of hosts;</li>   <li>● An increased implementation capacity, also given by the existence of several hosts;</li>   <li>● A clear structure to occupy all areas of the city, from the downtown to the outskirts;</li>   <li>● A clear structuring to achieve a crescendo of programming throughout the year;</li>   <li>● An extremely well thought out audience development strategy;</li>   <li>● Identified European partners, with whom the collaboration already started or who are waiting to be activated;</li>   <li>● A convergence of all programs to MultipleXity, the Center for Art, Technology and Experiment by integrating a digital dimension.</li> </ul>	<ul style="list-style-type: none"> <li>● The difficulty to refer to the theme of <i>Light</i> or to integrate it in the communication of all projects;</li> <li>● Lack of clarity, among the partners, on the fact that the Cultural Programme is the sum of the programs proposed by them, on the role of the Association and on the correlations between the programs / partners;</li> <li>● A dependence in the organisation of the program on the choices and proposals of the hosts and partners;</li> <li>● A large amount of administrative documents to manage, without a direct control over all those involved in the development of programs;</li> <li>● Difficulty in convincing all partners to implement projects in neighborhoods outside the central area;</li> <li>● The difficulty of securing funding for the first part of the year (every year, the funds come in June, at the earliest) and a real multi-annual funding, in order to build a crescendo of programming;</li> <li>● Difficulty in getting some partners to create audience development and cultural mediation programs and not to reproduce current projects;</li> <li>● The difficulty of having a budget predictability, which would allow building European partnerships;</li>   <li>● The difficulty of starting projects within the Center for Art, Technology and Experiment in order to have a digital dimension of all programs;</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>● Using the theme of light in new and unexpected ways, with the development of new technologies;</li> </ul>	<ul style="list-style-type: none"> <li>● High costs for large-scale projects, involving light technologies, especially using laser, interactive installations, etc .;</li> <li>● Chaotic communication, when everything overlaps for external reasons;</li> </ul>

<ul style="list-style-type: none"><li>● The possibility to integrate new ideas in the generous and comprehensive concepts of the Cultural Programme in the Bid Book;</li><li>● The possibility, through public calls for ideas, to increase the number of partners and the implementation capacity;</li><li>● The priorities of the City Hall, city architects, as well as of EU funding coincide when it comes to rethinking public space together with citizens, of developing of neighborhoods and the creation of a more inclusive, greener and more sustainable city;</li><li>● The possibility to schedule the opening in accordance with the relevance of the moment of the Romanian Revolution for Timișoara, but also Romania (December 2022);</li><li>● The capacity and real interest of some partners to co-create with the public and to develop the civic commitment of the people of Timisoara and the possibility to think of hybrid events;</li><li>● The existence of European funding lines, which have already allowed the development of several partnerships;</li><li>● Collaboration with Ars Electronica and the opening of the EU and private funders to support in particular, through priority programs, digitization and digital education programs.</li></ul>	<ul style="list-style-type: none"><li>● Administrative disorganisation, if the multitude of hosts and programs cannot be coherently programmed and adequately funded;</li><li>● The habit of the audiences to attend cultural activities only in the city center;</li><li>● Lack of funding and the perspective of a future financial crisis due to the pandemic;</li><li>● Restrictions on live events and public access to events;</li><li>● Delaying a legislative framework and a multiannual budget for the period 2022-2023;</li><li>● Inability to build and adequately finance the designed center, MX.</li></ul>
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## SWOT ANALYSIS FOR TERRITORY PEOPLE

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>● everything is built starting from people's stories;</li> <li>● art takes to the streets through performative interventions, sound and mural installations;</li> <li>● empathy, communication and understanding towards others is stimulated;</li> <li>● people in the shadow, excluded or rejected, receive a voice in the community;</li> <li>● inequalities or social injustices are denounced through committed art, with the desire to stimulate civic participation;</li> <li>● micro-narratives gradually compose an interactive emotional map of Timisoara in the digital space;</li> <li>● art becomes a playful and engaging learning tool, even in the digital universe.</li> </ul>	<ul style="list-style-type: none"> <li>● Reduced capacity and know-how to collect stories from the citizens;</li> <li>● Reduced capacity to occupy relevant city spaces and to scale up events;</li> <li>● Lack of experience at city level in creating participatory events that stimulate communication and empathy between people;</li> <li>● Lack of experience at city level in bringing about changes in mentality and giving a voice to voiceless groups of people;</li> <li>● Lack of confidence in the TM ECOC project of well-known artists because of multiple public debates;</li> <li>● Reduced capacity to work on a large scale with tools for interactive emotional mapping;</li> <li>● Reduced experience and few professionals specialised in STEAM.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>● The existence of working groups that worked in Timișoara to collect stories, their possibility to transmit their know-how and a consistent database;</li> <li>● The possibility to collaborate with cities, festivals, NGOs and artists from abroad and from Romania who already developed interventions in the public space;</li> <li>● The opportunity to create mixed teams of artists and psychologists and to invite foreign artists with experience in stimulating empathy and public communication;</li> <li>● the possibility to collaborate with Romanian and European networks and associations concerned with giving a voice to the marginalized or excluded;</li> <li>● the possibility to invite renowned artists, active and engaged in social change;</li> <li>● the possibility to create a working group with GIS-TM - Ars Electronica to work on the digitally mapping of emotions;</li> <li>● the opportunity to learn from European experiences and projects.</li> </ul>	<ul style="list-style-type: none"> <li>● people's reluctance to reveal their stories;</li> <li>● people's reluctance to change;</li> <li>● people's reluctance to communicate and empathize with strangers;</li> <li>● the reluctance of the marginalized to step to the center;</li> <li>● the reluctance of the authorities to support engaged art and artists who have a critical voice;</li> <li>● high costs of implementing interactive digital tools;</li> <li>● high implementation costs and the complexity of some teams working on STEAM projects.</li> </ul>

## SWOT ANALYSIS for TERRITORY PLACES

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>● Activating the city in its entirety;</li> <li>● A diverse program which gains unity thanks to temporary scenes and the use of light installations as scenography;</li> <li>● Activating the civic spirit;</li> <li>● Engagement and co-creation with the people of Timisoara;</li> <li>● Creating a festive spirit in the neighborhoods;</li> <li>● Promoting a green, sustainable and digital city</li> </ul>	<ul style="list-style-type: none"> <li>● Lack of resources to scale it to so many spaces;</li> <li>● The habit of installing classic scenes, considered simpler and more efficient;</li> <li>● Lack of trust in the capacity of the city to activate the civic spirit;</li> <li>● Little available know-how to co- create with the audience;</li> <li>● Lack of human resources to mobilize people in neighborhoods;</li> <li>● Lack of adequate technology to bring about real change.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>● The participation of the Order of the Architects Romania (Timiș branch) to and, the existence of the Architecture Biennale in Timisoara;</li> <li>● Possible cooperation with European artists, especially French, with a rich experience in interventions in neighborhoods or large scale installations across the city, such as <i>Voyages à Nantes</i>;</li> <li>● Participation of the Youth Federation and of hundreds of volunteers in the transformation of thermal points that have become points of contact with neighborhoods and possible "light centers";</li> <li>● Partnerships such as the one concluded between the PLAI Cultural Center and Motion House to co-create performances with the local residents;</li> <li>● The opportunity to scale the existing city celebrations in neighborhoods, each with their own specificity: city anniversary, Baroque festival, the Christmas Fair;</li> <li>● European priorities included in the pandemic recovery plan that prioritize and fund measures to create a green and sustainable city.</li> </ul>	<ul style="list-style-type: none"> <li>● Authorities - until now – not interested in financially supporting interventions in neighborhoods;</li> <li>● The inability or lack of interest of the local authorities so far to dialogue with the inhabitants in order to look for feasible solutions for public spaces;</li> <li>● The absence of human resources in the neighborhood to manage the newly created youth centers in thermal points;</li> <li>● High costs of bringing foreign partners to co-create quality performances with the audience;</li> <li>● Restrictions regarding large audience gatherings;</li> <li>● Local inhabitants skeptical about real change.</li> </ul>



**SWOT ANALYSIS OF THE CULTURAL PROGRAMME –  
TERRITORY OF CONNEXIONS**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>● Existence of experienced and strong hosts, such as Art Encounters or PLAI Cultural Center;</li> <li>● The program establishes connections in the region and in Europe;</li> <li>● The program establishes connections between communities of different ethnicities;</li> <li>● The program establishes connections between art and spirituality;</li> <li>● The program establishes connections with the other European capitals of culture;</li> <li>● The program establishes connections with local industries;</li> </ul>	<ul style="list-style-type: none"> <li>● Lack of communication and harmonization between trails and between the cultural operators organizing these programs;</li> <li>● High costs;</li> <li>● Lack of continuous connections with communities;</li> <li>● Lack of partnerships with foreign institutions;</li> <li>● Lack of funds to ensure travel and exchange of experience;</li> <li>● Lack of people well enough trained in interdisciplinary practices, art and scientific research;</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>● existing partnerships created by the hosts;</li> <li>● European funding;</li> <li>● The interest of countries such as Germany, Israel, Hungary, Serbia to promote and support the ethnic communities in Banat and the creation of collaboration programs;</li> <li>● The presence of the Catholic Church and a network of institutions, from the Bernardin Cultural Center to the Vatican Museum, which can support projects through consultancy, exhibition exchanges, curatorial expertise or funding;</li> <li>● Existing interest and support from other European Capitals of Culture;</li> <li>● The interest of local companies to support projects from which they can benefit in the long run;</li> </ul>	<ul style="list-style-type: none"> <li>● Difficulty to communicate with cultural organisations from abroad and establish partnerships;</li> <li>● The lack of predictability and stability in local funding</li> <li>● The danger of misinterpretation, nationalism and xenophobia;</li> <li>● The danger of lack of ecumenical dialogue and interfaith suspicions;</li> <li>● The danger of companies not being interested in funding the projects, in the absence of immediate results</li> </ul>

## MultipleXity Report, 2018 - 2020

*MultipleXity (MX) is a place where people think for themselves, are curious, courageous, creActive and work as a team to generate collective progress. A central part of the Bid Book and a foundation for the title **Timisoara 2021 - European Capital of Culture**, which correlates directly with the **Cultural Strategy of the City of Timisoara**, is the development of a **new Center for Arts, Technology and Experiment**, which will be a physical space in the city complemented by everything necessary to build a future eco-system, to unleash our individual and collective potential.*

### 1. 2018

#### **1.1. Progress in the following areas:**

##### **Concept**

- Validation
- Stakeholders consultations

##### **Construction**

- Decision upon physical space of future MultipleXity (Corneliu Miklosi Museum of Transportation and Tram Workshops (Take Ionescu 56-58, Timișoara)

##### **Content**

- Data Portal Project
- Usage of Open Government Partnership Methodology
- Mobility API
- More than 10 events, workshops and meetings with MX partners

##### **Ecosystem**

- Structured Entrepreneurship Ecosystem Development
- Start a Business Angels Community

##### **Partners**

- ArsElectronica close support

##### **Community**

- 63 representatives from CCI supporting MX development

#### **1.2. Challenges faced in 2018**

1. Lack of financial support, disruptive cash flow
2. Lack of strong political support
3. Late payments to MX partners with bad impact on the partnership (Ars Electronica)

#### **1.3. Actions planned for 2019**

##### **Concept:**

- Continuation of Ars Electronica partnership
- Executing workshops planned for 2018
- Concept extensive validation through public consultation

##### **Community:**

- Mapping the artistic, scientific, educational and IT community
- Identifying specific needs for each community
- Periodic meetings between communities with different interests

##### **Content:**

- Mapping existing content
- Create a common calendar
- Integrate TM2021 specific content with community content



**Construction:**

- Rehabilitation of space provided by STPT
- Arranging a first part of the rehabilitated space to serve the events of 2020

**eCosystem**

- Formation of working groups for the ecosystems of art, science, IT, education
- Mapping ecosystems and measuring them
- Develop working processes and support tools / platforms

**2. 2019****2.1. Progress in the following areas:****Construction**

- 6 public consultations successfully organised on future center concept and infrastructure
- launching the architectural solutions competition

**Organisation**

- agreement between City Hall, TM2021 Association and Public Transport Agency for infrastructure management

**Content and calendar**

- Developing of a consistent calendar of events for 2020
- several events organised in the future space (reMIND Mapping Exhibition, Art Encounters Biennial, public presentations of MX and its concept)

**Community**

- community mapping started

**Ecosystem**

- understand and analyze other ECoCs legacy models
- get support from City Hall and other ECoCs on the legacy model development

**Communication**

- MultipleXity trademark was purchased
- website, FB page, Insta page and LinkedIn page were reserved

**Development**

- list of strategic objectives and associated budget for 2020

**Partners**

- informal support and partnership with the main academic stakeholders, NGOs and main local private companies

**2.2. Challenges faced in 2019**

1. Lack of budget predictability, budget available only in the second part of the year
2. Lack of strong political support
3. Lack of consistent legal support to clarify responsibilities and the process of using the infrastructure

**2.3. Actions planned for 2020****Construction**

- winning architectural solution
- architectural solution faze 2 (implementation details)
- offer support to architects team with tech specification

**Organisation**

- identify the legal way to manage the future center
- grow the core team and bridge with artistic unit from TM2023

**Content**

- strategic content developed by TM2023 team with TM2023 partners for MX
- content calendar mobile app for TM2023 partners

**Communication**

- develop visual identity
- analyze different data sources for the audience profile
- create a first draft related to communication strategy (audience profile and communication rules/principles)

**Community**

- identify leaders from each ecosystem of interest (art, tech innovation, education, entrepreneurship, mobility) and involve them in the ecosystem evaluation and development (later)

**Ecosystem**

- develop our own methodology to understand and develop urban ecosystems
- create an app to manage ecosystem evaluation and development
- start the process together with ecosystem leaders (facilitators)

**Legacy**

- create and validate a legacy model which will be further used by TM2023 program

**Partners**

- create an attractive offer for future partners
- identify the legal way to partner with them
- increase the number of strategic partners for MX

**Development**

- City Hall and TM2023 should decide on the right metrics, strategic objectives and budget for MX development

**3. 2020****3.1. Progress in the following areas****Construction**

- winning solution for architectural competition selected
- ArsElectronica support for xSpace specifications

**Organisation**

- Business Plan with organisation resources
- team of 4 members for MX team (4 times bigger than previous years)
- close collaboration with TM2023 Artistic Unit to define specifications of future MX, plan content for 2021-2023, organise two multimedia events: One night Gallery (August 15), in situ exhibition Progress. Paradigm Shifts (December 10-13)
- starting digitalisation of internal processes of TM2023 association

**Content**

- recalibration of the Cultural Programme for TM2023 with one of the three main directions around MX, digitalisation, sustainability and green development
- mobile app for TM2023 partners, program and calendar (<https://tm2023.glideapp.io>)
- 3 major city events organised in 2020: BETA Architecture Biennial (September 2 -October 25), One Night Gallery (August 15), Progress. Paradigm Shifts exhibition (December 10-13)
- Local Open Government Partnership title won by our city with support of MX team
- ICC title won by our city with support of MX team

**Community**

- TM2023 partners will consider MX as the main TM2023 legacy and will consider content creation for the new center

- leaders from all ecosystems were identified and invited in the ecosystem development process

#### **Ecosystem**

- evaluation and development methodology was created
- mobile app for ecosystem evaluation and development is in use by the first ecosystem (education)

#### **Communication**

- the visual identity was successfully completed
- experienced marketing researcher and communication strategist were involved pro bono
- the first version of the audience analysis

#### **Development**

- Business plan with strategic objectives, resources and budget developed
- ecosystem evaluation and development methodology created by MX team will be included as a good practice in the Integrated Development Strategy of the City methodology

#### **Partners**

- Close partnership with Hella, one of the biggest private companies from our city
- partner offer is ready to be communicated to our future partners

#### **Legacy**

- Legacy model for TM2023 was developed and validated through a public consultation
- The model will be considered by TM2023 team for the future projects monitoring criteria

#### **Plan**

- Business Plan for 2021 - 2024 developed

### **3.2. Challenges faced in 2020**

1. No visibility and trust in financial support of the main stakeholders
2. Very weak relationship with the newly elected administration (as of September 2020)
3. Lack of support and political commitment

### **3.3. Actions planned for 2021**

#### **Construction**

- Ensure financial and political support and commitment
- Allocate budget, express commitment and communicate the construction timeline

#### **Organisation**

- Ensure financial and political support and commitment
- Find the legal shape of the future organisation which will manage MX
- Increase the executive team size and capacity
- Identify the board members, experts and curating teams

#### **Content**

- Ensure financial and political support and commitment
- finalise the recalibration process for TM2023 Cultural Programme
- create valuable content for future center
- synch content with infrastructure timeline
- continue with the digitalisation process of the TM2023 internal processes (systems that will be part of the organisational legacy to be inherited by MX)

#### **Community**

- Ensure financial and political support and commitment
- TM2023 should decide on the mapping app and strategic objectives

#### **Ecosystem**

- Ensure financial and political support and commitment
- finalize the ecosystems evaluation

- choose the growth strategic objectives and KPIs
- identify the projects and support their implementation

**Communication**

- Ensure financial and political support and commitment
- Beta versions of website, FB, Instagram and LinkedIn pages
- Develop communication strategy, based on recalibrated TM2023 Cultural Programme
- Start to communicate on the right channels with MX audience

**Development**

- Decide strategic objectives and metrics, from City Hall point of view
- Ensure financial and political support and commitment
- Validate and improve the proposed Business plan

**Partners**

- Ensure financial and political support and commitment will increase trust of our potential partners
- Increase the number of formal partners

**Legacy**

- Validate the legacy model with the main stakeholders
- Identify criterias which all projects should monitor in order to deliver expected results

**Plan**

- Ensure financial and political support and commitment
- Create a detailed action plan for 2021 and the next years to come

**Conclusion**

**Ensuring financial and political support and commitment is the key for MX progress.**

Dan Bugariu  
April 30 2021

**Annex B.4. European and international artists in TM2023 Cultural Programme directly contracted  
by the delivery body in 2019**

Nr.	Territory/ Station/ Trail/ Program Name	The Artist's Name
1	PLACES/ DARE/ IMPULSE: SHAPES AND	KELSEY LOUISE MELINDA
2	POWER STATION: TM WORK (TM work 5 Art	MJ O SHAUGHNESSY
3	CONNECTIONS/ LIGHT OVER BORDERS/	ANA MARIA MILLAN STROHBACH (CO)
4	CONNECTIONS/ LIGHT OVER BORDERS/	POPESCU GHENADIE VASILE (MD)
5	CONNECTIONS/ LIGHT OVER BORDERS/	MALGORZATA MIRGA-TAS (PL)
6	CONNECTIONS/ LIGHT OVER BORDERS/	MATTS LEIDERSTAM (SE)
7	CONNECTIONS/ LIGHT OVER BORDERS/	BELLA RUNE (SE)
8	CONNECTIONS/ LIGHT OVER BORDERS/	BEHZAD KHOSRAVI NOORI (IR)
9	CONNECTIONS/ LIGHT OVER BORDERS/	KRAY CHEN KERUI (SG)
10	CONNECTIONS/ LIGHT OVER BORDERS/	GARY ROSS PASTRANA (PH)
11	CONNECTIONS/ LIGHT OVER BORDERS/	GRAFF ANE THOMMESSEN (NO)
12	CONNECTIONS/ LIGHT OVER BORDERS/	LAWRENCE AKRAM HAYEL (AE)
13	CONNECTIONS/ LIGHT OVER BORDERS/	JOAR NANGO (NO)
14	CONNECTIONS/ LIGHT OVER BORDERS/	GUNILLA GESCHWIND KLINGBERG (SW)
15	CONNECTIONS/ LIGHT OVER BORDERS/	AHMET OGUT (TR)
16	CONNECTIONS/ LIGHT OVER BORDERS/	CELINE CONDORELLI (UK)
17	CONNECTIONS/ LIGHT OVER BORDERS/	MADALINA ZAHARIA (RO)
18	CONNECTIONS/ LIGHT OVER BORDERS/	PHAN THI THAO CGUYEN (VN)
19	CONNECTIONS/ LIGHT OVER BORDERS/	BILBAO YARTO ANA EDURNE (MX - UK)
20	CONNECTIONS/ LIGHT OVER BORDERS/	PINAR OGRENCI (TR - DE)
21	CONNECTIONS/ LIGHT OVER BORDERS/	LANGDON-POLE ZACHARY JOHN (NZ - DE)
22	CONNECTIONS/ LIGHT OVER BORDERS/	ANDREA PHILLIPS (US)
23	CONNECTIONS/ LIGHT OVER BORDERS/	VUKOVIC STEVAN (RS)
24	CONNECTIONS/ LIGHT OVER BORDERS/	VANDY RATTANA (KH - TW)
25	CONNECTIONS/ LIGHT OVER BORDERS/	BUDEN BORIS (AT)
26	CONNECTIONS/ LIGHT OVER BORDERS/	TIMEA PIROSKA JUNGHAUS (HU)
27	CONNECTIONS/ LIGHT OVER BORDERS/	JOANNA JULIA WARSZA (PL - DE)
28	CONNECTIONS/ LIGHT OVER BORDERS/	NIGAR GULSUN KARAMUSTAFA (TR)
29	CONNECTIONS/ LIGHT OVER BORDERS/	MURAVSKAJA-LOGINOVA TANJANA (EE)
30	CONNECTIONS/ LIGHT OVER BORDERS/	DMITRIY VILENSKIY (RS)
31	CONNECTIONS/ LIGHT OVER BORDERS/	TAUS MAKHACHEVA (RS)
32	CONNECTIONS/ LIGHT OVER BORDERS/	ASLANBEK GAISUMOV (RS - CE)
33	CONNECTIONS/ LIGHT OVER BORDERS/	AGNIESZKA POLSKA (PL)
34	CONNECTIONS/ LIGHT OVER BORDERS/	ZELIMIR ZILNIK PETROVIC PR (RS)
35	CONNECTIONS/ LIGHT OVER BORDERS/	UDRUZENJE GRADJANA <a href="http://KUDA.ORG">KUDA.ORG</a> (RS)
36	CONNECTIONS/ LIGHT OVER BORDERS/	STEALTH.UNLIMITED (Ana Džokić și Marc Neelen) (RS-
37	CONNECTIONS/ LIGHT OVER BORDERS/	PAGLEN STUDIO GMBH/Trevor Paglen (DE)
38	CONNECTIONS/ LIGHT OVER BORDERS/	SPECTRE PRODUCTIONS (FR)
39	CONNECTIONS/ LIGHT OVER BORDERS/	DECOLONIZING ARCHITECTURE ART RESIDENCY
40	PEOPLE/ PLAYERS OF CHANGE/	MERSID RAMICEVIC (RS)
41	PEOPLE/ PLAYERS OF CHANGE/	ALESCHIJA SEIBT (DE)
42	PEOPLE/ PLAYERS OF CHANGE/	OANA PAULA RUSCHHAUPT (DE)
43	CONNECTIONS/ LIGHTSCAPES/ EUROPEAN	IGOR JOSIFOV (MK)
44	CONNECTIONS/ LIGHTSCAPES/ EUROPEAN	BRANISLAV NIKOLIC (RS)
45	CONNECTIONS/ LIGHTSCAPES/ EUROPEAN	SILVIA LORENZ (DE)
46	CONNECTIONS/ LIGHTSCAPES/ EUROPEAN	CONSTANTA DOHOTARU (MD)
47	CONNECTIONS/ LIGHTSCAPES/ EUROPEAN	CATALINA BUCOS (MD)
48	PLACES/ DARE/IMPULSE: FABRIC	SIHAM REFAIE (DE)
49	PLACES/ DARE/ IMPULSE: FABRIC	LORENA QUAST ANDRES (UK)
50	PLACES/ DARE/ IMPULSE: FABRIC	ACCORDS CROISES (FR)
51	PLACES/ BRIGHT CITY/ ENERGY	PEYROUX NICOLAS (FR)
52	PLACES/ BRIGHT CITY/ ENERGY	GROHS HANS-WOLFGANG (DE*)
53	PLACES/ BRIGHT CITY/ ENERGY	GULBABAMUSIC (BaBa Zula) (TR)
54	PEOPLE/ PLAYERS OF CHANGE/ FLUID	LAURA FRANCESCA BENSON (UK)
55	PEOPLE/ PLAYERS OF CHANGE/ FLUID	CHRISTIAN BAYERLEIN (DE)
56	PEOPLE/ PLAYERS OF CHANGE/ FLUID	GRIT UHLEMANN (DE)
57	PEOPLE/REFLECTIONS/ KNOWLEDGE	ALEXANDER MAY (UK)
58	PEOPLE/REFLECTIONS/ KNOWLEDGE	ANNA DUMITRIU (UK)
59	PEOPLE/REFLECTIONS/ KNOWLEDGE	KAZIMIERZ POGODA (PL)
60	PEOPLE/REFLECTIONS/ KNOWLEDGE	vvv DIEBL&GREGOR (GB)
61	PEOPLE/REFLECTIONS/ KNOWLEDGE	IOANA VREME-MOSER (RO)
62	SEARCHLIGHT: ANA PHOTOGRAPHY	GOTTFRIED BINDER (AU)
63	SEARCHLIGHT: IN VITRO VERITAS	VOJODIC DRAGAN (RS)
64	SEARCHLIGHT: IN VITRO VERITAS	NEMANJA LADIC (RS)
65	SEARCHLIGHT: IN VITRO VERITAS	BORSOS JANOS (HU)
66	SEARCHLIGHT: IN VITRO VERITAS	LILLA LORINC (HU)
67	SEARCHLIGHT: REMIX ID	JOSEPHA BLANCHET (FR)

68	SEARCHLIGHT: HOMO URBANIS	CHIAPPETA ANDREA (IT)	
69	SEARCHLIGHT: HOMO URBANIS	IZZO MELANIE (US)	
70	SEARCHLIGHT: THERMAL POINT	IGOR SMILJANIC (RS)	
71	SEARCHLIGHT: THERMAL POINT	DANIEL ALBERT PHILIPPE LIEFOOGHE	
72	SEARCHLIGHT: THERMAL POINT	PAPILLON MARC (FR)	
73	SEARCHLIGHT: THERMAL POINT	MARIE-LAURE DELPHINE CAROLINE GUISLAN (FR)	
74	SEARCHLIGHT: ION MONORAN	POZZANI CLAUDIO (IT)	
75	CONNECTIONS/ LIGHT OVER BORDERS/	STEFAN LUCUT (DE)	
76	CONNECTIONS/ LIGHT OVER BORDERS/	AMI BARAK SAS (FR)	
77	PLACES/ DARE/ DANTE 21	Ravenna Teatro (Ermanna Montanari and Marco Martinelli (IT))	
78	PLACES/ DARE/ DANTE 21		
79	CONNECTIONS/ LIGHT OVER BORDERS/	THOMAS DAMBO (DK)	
80	PLACES/ DARE/ IMPULSE SUMMER	LE GEORGES BISTAKI (BERGAL Florent,	
81	PLACES/ DARE/ IMPULSE SUMMER	BEAU GESTE (OLMETA Guillaume, PRIASSO Philippe,	
82	PLACES/ DARE/ IMPULSE SUMMER	FUNDACJA TEATRU OSMEGO DNIA (LOS Adam,	
83	CONNECTIONS/ LIGHT OVER BORDERS/	MOSHE HANUKA (Asphalt Theater: RIETHMUELLER	
84	CONNECTIONS/ LIGHT OVER BORDERS/	ASPHALT TANGO RECORDS GMBH (Fanfare Ciocârlia) (DE)	
85	PLACES/ BRIGHT CITY/ BREATHING	SCOTT BURNHAM	
86	PLACES/ BRIGHT CITY/ ENERGY	GULBABAMUSIC (BaBa Zula) (TR)	
87	PLACES/ DARE/ CITY VOICES	KORTARS TANCERT ES JELELO SZINHAZERT	
88	POWER STATION: KIDS21	KREATIVNI POGON (Circus Company Cirkoneo Novi Sad)	

**Annex B.4. European and international artists in TM2023 Cultural Programme directly contracted by the delivery body in 2020**

Nr.	NAME AND SURNAME	PROJECT
1	JEROME WILLIAMS JACQUES	MOST
2	STOKES MARTIN HENRY	MOST
3	KOSIR ROK	MOST
4	JONATHAN WALTON	MOST
5	ECKMAN CHRISTIAN EDUARD	MOST
6	DURAN CROMPTON LUCY	MOST
7	BROUGHTON SIMON LEE	MOST
8	ANDREEA-MELANIA NAGY	REBRANDING
9	Advisors fo MultipleXity immersive space - ARS ELECTRONICA LINZ GMBH&CO KG (Michael Mondria, Michael Kaiser, Patrick Müller, Michaela Fragner)	MULTIPLEXITY

**Annex B.5.**  
**Cultural Programme partner organisations and artistic collaborations (2016-2020)**

Nr. Crt	Culture and education institutions	Cultural organizations (non-institutional sector)	International	Other collaborators
1	Timiș County Library "Sorin Titel"	Alternative Association	Balkan Trafik Festival - 1001 Valises (BE)	"Traian Vuia" Airport Timisoara
2	Casa Artelor - Timiș County Directorate for Culture	Cultural Ambulance Association	Ars Electronica (AT)	Purvisdor Association
3	German Cultural Center Timisoara	Art Embrace Association	AVnode - International Network for Audio Visual Performing Arts (NL)	BETA - Biennial of Architecture TM
4	National College of Art "Ion Vidu"	Banat IT Association	Bartók Radio Budapesta (HU)	Croatian Cultural Center Rijeka, RIJEKA 2020 - European Capital of Culture (HR)
5	Storu International Theater Festival	Banatul Meu Association	Centre for Fine Arts BOZAR (BE)	CSV Padova (IT)
6	Banat State Philharmonic	Beli Bagrem Association	Centre for Cultural Contamination, Belgrade (SRB)	ECOC Esch 2022 (LU)
7	Goethe-Institut (RO)	Casa Plai Association (Embassy)	Hungarian Centre for Contemporary Architecture KÉK, Budapest (HU)	ECOC Wroclaw 2016/ Culture Zone Wroclaw (PL)
8	German Cultural Institute Timisoara	Dankwart Sports Club Association	Circus Cirkor (SE)	Eleusis 2021 (GR)
9	Romanian Cultural Institute	"Terpsichore" Cultural Association	Croatian Cultural Center Rijeka,	European Capital of Culture Aarhus 2017 (DK)
10	French Institute Timisoara	Contrasens Cultural Association	Culture Action Europe (BE)	Sibiu International Theatre Festival (RO)
11	Timisoara High School of Fine Arts	Embargo Cultural Association	Esch-sur-Alzette 2022 (LUX)	Galway 2020 (IE)
12	Viktoras Csoma Theoretical High School, Timisoara	Dan Ceplinschi Association	Etz Hayyim (GR)	Timiș County School Inspectorate
13	Timisoara Art Museum	Diogenes Association	European Capital of Culture Aarhus 2017 (DK)	Institution of the Prefect of Timiș County
14	Banat National Museum	Diplomatic Association Art	European University Institute (IT)	Matera-Basilicata 2019 Foundation (IT)
15	Banat Village Museum Timisoara	Gypsy Women Association for Our Children	Ravenna Festival (IT)	NetforPP (European Network for Psychodynamic Psychiatry) (IT)
16	Romanian National Opera	Timisoara Baroque Festival Association	Pablo Casals Foundation, Barcelona (ES)	Novi Sad Voluntary Service (SR)
17	Radio Romania	Fucina Italica F. Griselini Association (Sc.E Converso 2014.SRL)	EXIT Foundation (SRB)	OPENS - European Youth Capital 2019 (SR)
18	Theater for you	Ioana Association	Novi Sad Foundation 2021 (SRB)	Pafos 2017 ECOC (MT)
19	Auăleu Theater	La Figurat Association (Sabotage Festival)	Galway 2020 (IE)	Plovdiv 2019 Foundation (BG)
20	German State Theater Timisoara	Memory of Culture Association	Tartu 2024 Foundation (EE)	Tartu 2024 Foundation (EE)
21	Csiky Gegegy Hungarian Theater Timisoara	Revolution Memorial Association	Hangvető (HU)	Veszprém-Balaton 2023 Jsc (HU)
22	Victor Babeș National Theater Timisoara	Meta Space Association	Laminarie Dom la cupola del pilastro (IT)	Volunteer Bridge Project
23	Victor Ciobanu Childrens and Family Theater	Metacubo Association	Motion House (UK)	Timiș Emergency Situations Inspectorate
24	Portable Theater	We Re-Create Association	Odin Theatret (DK)	
25	Thespis Theater	Romanian Landscape Association	Piranha Records (DE)	
26	Transilvania University of Timisoara	Cultural Film Association	Plovdiv 2019 Foundation (BG)	
27	West University of Timisoara	Association for the Support of Agriculture	Primorje - Gorski Kotar (HR)	
28	Victor Babeș University of Medicine and Pharmacy in Timisoara	Plai Festival Association	Rimini Protokoll (DE)	
29		Timisoara Artistic Direction Association	Sala-Manca Collective (ISR)	
30		Romanian Association of Organizers of Concerts and Cultural Events (AROC)	Teatro delle Albe (IT)	
31		Romanian Association for the Promotion of Performing Arts (ARPAS)	The Human Platform (HU)	
32		Rugby Association # Timisoara	Trans Europa Halles -TEH (SE)	
33		Simultan Association	Neuer Berliner Kunstverein	
34		Sondart Association		
35		SPICC Association		
36		Timișoreni Druckeria Supporters Association		
37		FACT Association / Center for Contemporary Art and Theoretical Studies		
38		Timisoara Tango Association		
39		Timișart Association		
40		Timisoara Tango Association		
41		Timisoara Tango Association		
42		Timisoara Tango Association		
43		Timisoara Tango Association		
44		Timisoara Tango Association		
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53		Timisoara Tango Association		
54		Timisoara Tango Association		
55		Timisoara Tango Association		
56		Timisoara Tango Association		



57		Timisoara International Literature Festival		
58		Aquarium Foundation		
59		Art Encounters Foundation		
60		Calina Foundation		
61		Banar Jazz Cultural Foundation		
62		Interart Trade Foundation		
63		Timis County Youth Foundation (FIT)		
64		Foundation For You		
65		Timisoara Polytechnic Foundation		
66		Kuon Foundation		
67		Trade Foundation		
68		Anca Poterașu Gallery		
69		Cape Gallery		
70		Avanpost Group (visual arts)		
71		IncuBoxx		
72		Intercultural Institute of Timisoara		
73		Institute of the Present		
74		La două bufnițe Bookshop		
75		One Night Gallery Bucharest		
76		Order of Architects of Romania - Timiș territorial branch (OAR Timiș)		
77		Timisoara Circus School		
78		France-Romania Cultural Season		
79		SoundUpDate		
80		Timisoara Refugee Art Festival (TRAF)		
81		Association of the Arts Division through Emerging Technologies, Bucharest		

ACTION PLAN 2019  
IMPLEMENTED Annex B.6. 1/3

BID BOOK		PROGRAMME	STATUS	2019												COORDINATOR	FORM OF PRODUCTION**	BUDGET RON	IMPLEMENTATION PARTNER		
				Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec						
POWER STATION		Conference The Hospitality Industry in Banat.	Implemented			19										Amalia, Alina,	In-house		-		
		#WorkCafe21	Implemented			22-23											T.N.	In-house		West Univeristy of Timișoara	
		Participation in the Career Days of Geography,	Implemented			26											T.N. & L.C.N.	Coproduction			
		TMwork#5 (Art Production) Seminar	Implemented			28-29											T.N.	In-house			
		Participation in the Easter Fair organized by Kids 21 1st edition 25 events:	Implemented					5 April - 1 May							9-10, 17	6/9/10/12/13	M.M.	Coproduction	201,315.18	Circus School, Merlin Theater for	
		ECoC Presentation & Networking in Berlin with Study Visits	Implemented												12	K.D.	ECoC				
		TEH (Trans Europe Halles)	Implemented			7/9/202									16-20	B.C.	Coproduction	101,900.00	Plai Cultural Center		
		MOST																1,762.72	Creative Europe project;		
		TMwork#7 Technical capacity				25-31.3															
		TMwork#8 &9 Cultural Tourism capacity (two Engagement praxis (4 public spaces) and Lumina Cafe 21#11 (City&Kids), #12 (City&Re-Engagement trainings 6 (Audience by surprise)	Not implemented (no funds in 1st half of 2019)																		
<b>STATIONS AND TRAILS</b>																					
<b>TERRITO</b>	<b>STATION</b>	<b>TRAIL</b>	<b>PROGRAM</b>																		
		Station	reMIND MAPPING															22,841.12			
	REFLECTIO NS		Theater as Resistance (Heritage Contact Zones)	Implemented											15	O.M.	Coproduction	53,915.71	Auăleu Theater, ARPAS,		
			Retracing Bartok	Implemented				17	1							I.S.	Coproduction		Asociația Jazz Updates		
		Knowledge Fields	Co(Art)	Implemented										10-13		Outsourced	99,364.80	BANAT IT			
<b>P L A C E S</b>	PLAYERS OF CHANGE	Addictive Lights	Sound Narratives	Planned/Not										10-13				Simultan Association,			
			Simultan Festival 2019	Planned										8 - 10	O.M.	Labelled	0.00	Simultan Association,			
	Station	Artistic residences (2 writers BE, in collaboration Memories of The City, 2nd edition	Implemented										10-19	2-7	L.C.N.	Coproduction	6,377.33	Europalia, Romanian Cultural			
	Invisible/Visible	O4Roma	Implemented											14-20 - (20	15-22 (10	I.S.	In-house	973,559.29	All local universities		
	Fluid Views	Identity. Education Q. (LGBTQI+)	Implemented	18											outdoor exhibition,	B.C.	Co-production	37,433.00	Identity Education		
		Her City (Feminist strand)	Implemented										27		I.A.		10,053.54				
<b>P L A C E S</b>	DARE!		Dante 21	Implemented			3-7 (5				9-15			7 - book	7-9	M.M.	Coproduction	270,668.76	Several Theatres		
			Sport 21	Implemented									29 Aug. -1 Sept.		I.S.	In-house	235,712.58				
		Impulse	Impulse Festival, Timișoara Under Impulse Fabric	Implemented								10-14 ,			B.C.	In-house	264,663.86	Season Romania France and			
			Central Park	Implemented											1-6	B.C. & O.M.	Coproduction	106,199.98	French Institute Timisoara		
		City Voices	Identity workshop (Atelier Identitate)	Implemented											21-26	I.A.	Outsourced	202,629.05	Timisoara National Theater		
		Slowing down	Slowing Down Festival (1st ed.) and educational programme 18 events: gastronomy, education/responsible	Implemented											4-6	27 exhibition	I.S.	In-house	549,773.81	C.R.I.E.S.	
	BRIGHT CITY	Station	Multiplexity (ongoing planning, meetings with ecosystems, support to activities organised in MX) Multiplexity, how can we use it? Budget includes reMIND Mapping as well	Implemented											1 press confere nce+visi t future MX space	9/28-29/ meeting cultural & educ. orgs	16 (meeting the civil sector)	D.B.	Coproduction	466,765.14	OAR Timișoara, City
			Lumina series - The Light of the Union original city-scale multimedia performance, 3 consecutive nights in Piata Unirii	Implemented										27-29		B.C.	In-house	1,115,624.23	Various		
		Energy Incubators	Harababura Vintage Fair													6-8 FAIR		167,210.00	Launmomentdat (La Figurat)		
		Spotlight Heritage	Exhibition and digital platform	Implemented												8.11 - 31.01.2020	O.M.	Coproduction	181,728.14	Polytechnics University of Timisoara and the National Museum of Banat	
Breathing Spaces		Take a close look at the City - Reprogramming	Implemented											24-27		I.A.	Coproduction	177,821.62	Romanian Order of Architects		
<b>C O N N E X I O N S</b>	LIGHT OVER BORDERS	Station	Bega! The Lightning Project pop up in neighbourhoods: Student Complex, Freidorf, Bucovina, Cetate and Pta Libertatii	Implemented			18; 20; 21; 22										B.C.	Coproduction	444,891.59	Centrul Cultural PLAI	
			Moving Fireplaces Events 2nd edition	Implemented	29 book release									23-25, 26 events	21 events Margina		I.S.	In-house	588,308.92		
		Encounters	Art Encounters	Implemented										20.09. - 27.10.		I.A.	Coproduction	631,909.08	Art Encounters Foundation		
		Triade Encounters	Implemented										19.09-25.10		I.A.	Coproduction	131,332.84	Interart Triade Foundation			
	LIGHTSCAP ES	Station	TM2023 Digital Data Platform	Implemented												ongoing			424,050.00	Polytechnics University	
		Light Search	Medallion Joaquin Rodrigo	Implemented			18										B.C.	Coproduction	10,098.00	Banatul Philharmonics	
			Carols' Concert	Implemented												22	O.P.	Coproduction		Banat State Philharmonic & Timisoara Art Museum	
		European Echoes	Consulart ( Northern Macedonia, Serbia,	Implemented											4 exhibitions and artist talks		O.M. & L.C.N.	Coproduction	87,523.74	Asoc. Diplomatic Art,	
<b>SEARCHLIGHT PROJECTS</b>																					
		TRAF Refugee Art Festival	Implemented										15-19 (festival)			B.C.	N/A	21,000.00			

			<b>Remix ID</b> Villages: Silagiu, Dudeștii Vechi, Deta, Sânmartinu Sărbesc Activities: art exhib., documentary screening, electronic music workshops for children, laser & music show,	Implemented										8-11, 24-25			O.M.	Coproduction	41,000.00	Association Meta Spațiu	
			<b>CiviCultura</b>	Implemented										11-19; 29			O.M.	Coproduction	43,685.67	Diogene Cultural Association	
			<b>Cultural Bazar</b> 16 events	Implemented										11/13/2021		14-15, 14	I.S.	Coproduction	62,322.36	TribArt Association	
			<b>Inspire:</b> Together at Murani	Implemented										14-27			I.S.	Coproduction	45,000.00	The Serious Road Trip	
			<b>Homo Urbanis</b>	Implemented										19-20		13	M.M.	Coproduction	35,812.68	Solidart Association	
			<b>Thermal Points (Youth Neighbourhood)</b>	Implemented										31 Oct - 3 Nov.			M.M.	Coproduction	97,748.58	Unfold Motion Association &	
			<b>In Vitro Veritas</b>	Implemented										24 Oct-22 Nov.			O.M.	Coproduction	52,720.89	AVANTPOST artistic group	
			<b>in: v z b 1 Festival</b>	Implemented										18/25/28.09 -5/30/31.10-9.11/28-		1; 4-6	O.M.	Coproduction	246,379.40	Solidart Association	
			<b>Urban COOLture</b>	Implemented										21; 23-30		10-11	B.C.	Coproduction	156,700.00	FITT	
			<b>Red Days White Nights</b>	Implemented										16 Sept.-26 Oct.		21	8; 16	O.M.	Coproduction	35,999.99	Timisoara Portable Theater &
			<b>Trans Europa Film Express - Europe Starts</b>	Implemented												13	M.M. & I.A.	Coproduction	162,373.00	Documentor Association	
			<b>reMIND Mapping</b> From Revolution to Revolution 89 (budget included in MultipleXity) exhibition, video projections & discussions	Implemented												14-15/19-20	D.B.	Coproduction		GisTM & Department of Geography of the West University of Timisoara	
			<b>ANA - A vizual inventory of Banat</b> exhibition, video projections & discussions	Implemented												21 Nov.-12 Dec.	O.P.		46,897.27	German Cultural Centre TM	
			<b>Ion Monoran</b> Poetry Festival 1st ed. exhibition, video projections & discussions	Implemented												14-16	M.M.	Coproduction	58,746.65	Memory of Culture Association	
			<b>Forms and Shapes</b> Dance summer school	Implemented													B.C.		29,853.28	Asociația Noi-Recream	
			<b>Timkult</b>	Implemented															40,600.00		
			<b>Culto-Cort</b> (part of Embargo Festival)	Implemented									16-19				B.C.	Coproduction		Embargo Cultural Association	
<b>EXTENSIONS</b>																					
			<b>CEFF</b>	Implemented			20						19	25				I.S. & L.C.N.	Coproduction	43,905.55	CEFF - Central European Film
			<b>EUFONIA</b> Festival 2nd edition	Implemented														I.S.	Coproduction	46,599.00	TribArt
			The International Guitar Festival	Implemented												1-5		B.C.	Coproduction		
			Les Films de Cannes a Timisoara	Implemented															Communication	0.00	The West University of
			Timisoara Jazz Festival, 11th edition	Implemented														O.P.	Coproduction	34,000.00	Banat Jazz Cultural
			Christmas Concert (Engagement)	Implemented														O.P.	Collaboration	7,167.90	SC. E Converso & Millenium
			Litvest	Implemented																9,606.24	
<b>CONFERENCES</b>																					
			Conferences & workshops cultural events	Implemented														I.S.			
<b>MONITORING</b>																					
<b>COMMUNICATION</b>																					
<b>TOURISM</b>																					
<b>OPERATIONAL UNIT</b>																					
																			0.00		
																			0.00		
																			0.00		
																			1,626,466.50		

- \* In-house: (in-house) TM2021 concept, TM2021 is hosted in The Bid Book, TM2021 selects the implementation partner
- \* Coproduction: the partner mentioned in the Bid Book or has been awarded the production through curating, the
- \* Outsourced: the concept belongs to the partner or TM2021, the production is made entirely by
- \* Labeling: the concept harmonises with the TM2021 Cultural Programme, but is implemented independently of TM2021, without

Average exchange rate RON/EUR for 2019 is 4.7452 lei/euro	<b>10,711,466.58 lei</b>
	<b>2,257,326.68 euro</b>

\*\* Obligation to clarify cf. EU monitoring report

ACTION PLAN 2020  
PARTIALLY IMPLEMENTED Annex B.6. 2/3

BID BOOK	PROGRAMME	STATUS	2020												COORDINATOR	FORM OF PRODUCTION	BUDGET RON	IMPLEMENTATION PARTNER		
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec						
POWER STATION&ENGAGEMENT	Study Visits (paid from membership fees)	Cancelled COVID															M.V.	N/A		N/A
	Research and development partners' visits to TM	Cancelled COVID																		
	MOST International Management School	Implemented															O.M., M.T.	Coproduction	49,188.30	TM2021 (TM2021) and EU
	VolTM2021	Implemented															M.V.	In-house	13,180.00	FITT
	Kids 21 Sport 21	Cancelled COVID, no funds Cancelled COVID															M.M. I.S. M.T.	Coproduction In-house		
TransformArt (Engagement)			Implemented online					4-25								Artistic Unit, N.T.	In-house	0.00		
<b>STATIONS AND TRAILS</b>																				
P E O P L E	REFLECTION	Trail	reMIND Mapping	Cancelled COVID, no funds													O.M.	Coproduction		GisTM (searchlight partner)
		Addictive Lights	Cancelled, no funds, to be reorganised														I.S. M.T.	Outsourced		BANAT IT
		AnaLogic	In situ exhibition @MX: Progress.Paradigm Shifts	Implemented													O.M.	Outsourced	101,160.83	Simultan Association
		Station	Residences Programe Development	Cancelled COVID, no funds													I.S. M.T.	In-house	184,560.00	FITT, Cultural Ambulance
	PLAYERS OF CHANGE	Station	Rimini Protokoll - Cargo X	Cancelled COVID, postponed to 2023													O.P.	Coproduction		
			Teatro Laminarie Midollo	Cancelled													O.P.	Coproduction		Casa Artelor
			Theater As Resistance (HCZ)	Implemented													O.M.	In-house	88,243.40	Theater Auăleu, ARPAS
		Memories of The City, 3d edition	Implemented													I.S. M.T.	In-house	386,380.29	All local universities	
		Invisible/Visible	Feminism and the Roma Community	Cancelled COVID													O.M.	Coproduction		Intercultural Institute TM
		Chiaroscuro	in: v z b l Festival	Cancelled, no funds													O.M.	Outsourced		Solidart Association
	DARE!	Impulse	Festival of Performative Arts	Cancelled COVID, no funds													O.P.	Coproduction		German Theater
			Exodus. The Migration Project	Cancelled COVID, no funds													O.P.	Coproduction		Goethe-Institut Romania
		City Voices	Her City // LGBTQI+ programme	Implemented online												O.P.	Outsourced	50,000.00	We ke-Creare Association, FITT	
		Station	Thermal Points (Neighbourhood Youth Centers)	Cancelled COVID, no funds												O.P.	Outsourced	50,000.00	Identity Education Association	
P L A C E S	BRIGHT CIT	Station	CiviCultura (funds from other sources)	Implemented by partner											O.M.	Labelled	0.00	Diogene Association		
		Dante 21	Posponed to 2023, to be reorganised												O.P.	Coproduction		Timisoara theatres		
		Impulse	Impulse Festival, 2nd edition	Cancelled COVID												O.M.	In-house		French Institute, Circus	
		Station	Dance School Frames And Shapes	Implemented (funded directly by Municipality)												O.M.	Outsourced	50,000.00	We ke-Creare Association, FITT	
	DARE!	Station	Commission of original play by Radu Iacoban	Cancelled, implemented differently than planned												O.P.	Outsourced	100,000.00	Timisoara National Theater	
			Slowing down	Slowing Down Festival and educational programme, 2nd edition	Implemented, hybrid											I.S. M.T.	Coproduction	180,562.60	C.R.I.E.S., ECOSENS	
			Station	Light Up! - Light Festival pilot edition	Cancelled. No funding from Ministry												I.S.O.M.	In-house		Open call
		Spotlight Heritage	Energy Incubators	Cancelled. To be reorganised																
			Spotlight Heritage	Focus on Elisabetin neighbourhood: physical exhibition, online apps and platform	Implemented. November 13 2020-April 30 2021												O.P.	Coproduction	164,972.26	Polytechnics University of Timisoara, National Museum of Banat
			Breathing Spaces	Online competition, Outdoor urban intervention	Implemented (funded directly by Municipality)												O.M.	Outsourced	100,000.00	Order of Architects of Timisoara
C O N N E X I O N S	LIGHT OVER BORDERS	Station	Bega! Adapted. Borealis outdoor installation	Implemented (funded directly by Municipality)											O.M.	Outsourced	256,246.00	PLAI Cultural Center		
		Moving Fireplaces	Moving Fireplaces, 3rd edition	Implemented. Hybrid											I.S. M.T.	Coproduction	287,240.65	Association Through Banat, FITT		
		Baroque Reloaded	Moving Fireplaces Field research	Cancelled COVID, no funds												O.M.	Coproduction		Museum of Art Timisoara	
		Encounters	Il Traiano in Dacia	Implemented partially online												O.P.	Outsourced	40,784.22	National Opera Timisoara	
	LIGHTSCAPE	Station	Continuation of the facade of museum of Art, Expo. On...	Cancelled, no funds												O.P.	Outsourced	2,245.08	panca.roterias.ro	
			Encounters	Arts Encounters 2020 (memorandum, online exhibition: Resurrected Matter)	Implemented (funded directly by the Municipality)											O.P.	Outsourced	180,607.64	Art Encounters Foundation	
			Exhibition: Resurrected Matter	Implemented													O.P.	Outsourced	100,000.00	Interart Triade Foundation
		Light Search	Exhibition Gherasim Luca	Cancelled COVID												O.P.	Outsourced		Art Encounters Foundation	
			MultipleXity Activities: One Night Gallery	Cancelled COVID												D.B.	Labelled		BANAT IT	
			Digital Platform	MultipleXity Activities: One Night Gallery	Implemented												D.B., I.S.	Coproduction	0.00	One Night Gallery Bucharest
	European Echoes	Station	MultipleXity: communication strategy, ecosystem	Implemented												O.M.	In-house	157,034.00	Ars Electronica (AT)	
			Digital Platform	partially implemented, to be reorganised												O.M.	Coproduction	40,400.00	Polytechnic University of Timisoara	
	C O N F E R E N C E S	European Echoes	Light Search	Concerts in Places Of Worship	Cancelled COVID, no funds											O.P.	Coproduction		Banatul Philharmonic	
			Consular&Avanpost	Cancelled												O.P.	Coproduction		Consular Association, Diplomatic Art Association, French Institute, FITT	
CONFERENCES		Station	Café Kultour	Cancelled											O.P.	Outsourced		French Institute, FITT		
			Management Summer School Goethe Institute	Cancelled, Postponed to 2023												TBD	Outsourced		Goethe-Institut Romania	
MONITORING		Station	Hay Festival Timisoara, ed. 1	Posponed to 2023											O.M.	Coproduction		Hay Festival		
			COMMUNICATION - Shine your light! (Engagement) - Implemented online															0.00		
TOURISM		Station	OPERATIONAL UNIT														149,323.02			
			OPERATIONAL UNIT															40,000.00		
																		3,406,307.98 lei		
Average exchange rate RON/EUR for 2020 4.8371 lei/euro																			704,204.58 euro	

\* In-house: (in-house) TM2021 concept, TM2021 is hosted in Bid Book, TM2021 selects the implementation partner and makes the physical production with its own human resources  
 \* Co-production: the partner is in Bid Book or he has been entrusted with the co-production through curatorship, the implementation of the activities is done together TM2021 and partner  
 \* Outsourced: the concept belongs to the partner or TM2021, but the production is made entirely by the partner  
 \* Labeling: the concept harmonizes with the TM2021 Cultural Program, but is implemented independently of TM2021, without financial support. TM 2021 only promotes and includes in the Cultural Program

\*\* Obligation to clarify cf. EU monitoring report  
 Funded directly by the Municipality

**ACTION PLAN 2021 PROPOSED TO PUBLIC FUNDERS IN FEBRUARY 2021 (ESTIMATED BUDGET) Annex B.6. 3/3**

BID BOOK	PROGRAMMES	STATUS	2021												COORDINATOR	FORM OF PRODUCTION**	BUDGET RON	IMPLEMENTATION PARTNER					
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec									
POWERSTATION	Program development visits (Research EU Japan)	in development & funding														O.M.	In-house	143,000.00	EU-Japan Foundation for Creat (EU), Kingvelo (TM)				
	MOST International Management School, round II	planned/awaiting funding														O.M. & M.T.	Coproduction	50,000.00					
	VOLTM volunteer program	planned/awaiting funding														M.V.	In-house	100,000.00	FITT, Pro Vobis, schools, EU Japan Foundation, ECOCs				
	Cultural mediation programs, art education programs	planned/awaiting funding														O.P.	Partener/Outsourced	70,000.00	Interart, Interart, Comadabli				
	Cultural mediation programs, art education programs	planned/awaiting funding														A.B.B.	Partener/Outsourced	50,000.00	Interart, Interart, Comadabli				
	Scolari Summer School	planned/awaiting funding														O.P.	Partener/Outsourced	50,000.00	Association Colori cu suflet				
Animation workshops Look at the city	planned/awaiting funding															A.B.B.	In-house	50,000.00	The Faculty of Arts of				
Linked Culture 2021- cultural management and implementation, Romania	planned/awaiting funding															I.S.	Labelled	25,000.00	Blue Moon Agency				
INTERNATIONAL NETWORK CONFERENCE, Timisoara, Romania	planned/awaiting funding															O.M. & M.V.?	In-house	50,000.00	Teatroskop or ECOCs				
<b>STATIONS AND TRAILS</b>																							
P E O P L E	REFLECTIONS	Station	ReMind Mapping/Summer School	planned/awaiting funding													Aug-Sept online & hibrid		Dec.	A.B.B.	In-house	75,000.00	UVT - Dept of Geography, GIS Association, The Revolution Memorial
		Knowledge Fields	Intervention Revolution Memorial	planned/awaiting funding													TBD			A.B.B.	In-house	50,000.00	The Revolution Memorial
		Interactive and creative lesson base	planned/awaiting funding														Mar-Oct online			A.B.B.	In-house	100,000.00	BANAT IT (TBC), Simultan (proposal) local schools TM and Timis County
	PLAYERS OF CHANGE	Addictive Lights	Urban sound installations, residences, workshops	planned/awaiting funding													Sept-Oct training and exchange of experience for local artists			O.M.	Partener/Outsourced	250,000.00	Simultan Association & Festival, Austrian Cultural Forum partner (newTogether), Transculture/CitySonic, Abec Lee Tee
		AnaLogic	DIY workshops / analog photo-video workshops, residences, Analog festival	planned/awaiting funding													Jun-Nov DIY photo or film creation workshops with analog			TM3	Partener/Outsourced	200,000.00	FITT, Cultural Ambulance
		Station	Memories of the City: neighborhood mural art route, pop-up events	planned/awaiting funding													Sept-Oct mural art, street poetry, co-creation program with			I.S. & M.T.	In-house	450,000.00	Artistic Tribe (for the neighborhood concert component, Asalto EU-Japan collaboration)
			Workshop with guide, Ovidiu Bose Paștină	planned													Jul-Oct online			A.B.B.	In-house	25,000.00	TBD Documentor
			Research Theater as Resistance	planned/awaiting funding													Sept-Dec. research and dissemination, new recordings for documentary			O.M.	In-house	180,000.00	Theater Auăleu, ARPAS, theaters from Timișoara
			Red Days, White Nights (follow-up) and cultural mediation in schools	planned/awaiting funding													Jul-Dec follow-up education project			O.M.	Partener/Outsourced	50,000.00	Portable Theater
			Times Exposed - workshops / conference	planned/awaiting funding													Sept-Oct			A.B.B.	Partener/Outsourced	20,000.00	Institute of the Present
	Performing 89: residence Vera Mantero; reconstruction of the show Marginalii, workshop / conference Rimini Protokoll (spot)	planned/awaiting funding													Aug-Dec dance and research			A.B.B.	Partener/Outsourced	150,000.00	Institute of the Present		
	Reflection Cluster	planned/awaiting funding													Jun-Dec.			A.B.B.	Partener/Outsourced	10,000.00	Institute of the Present		
	Communities of practice	planned/awaiting funding													TBD			A.B.B.	Partener/Outsourced	20,000.00	Institute of the Present		
P L A C E S	DARE!	Station	Interventions in neighborhoods: Remix ID (80 000), Avanpost(70 000), music21	planned/awaiting funding												Jun-Oct interventions in neighborhoods				A.B.B. & O.M.	Co-production	400,000.00	Thespi Theater, Assoc. Diogenes, META Space
			Intervention in the neighborhoods: Civiculture and the Parallel City (performative routes), in connection with Spotlight Heritage	planned/awaiting funding												Aug - Sept Timisoara (Iosefin, historic districts)				A.B.B.	Co-production	250,000.00	Project leader: Diogene Association, PopUp Theatrics, Thespi Theater, Antagon, French Institute, UPT, Hungarian Theater
			Sport 21: Centenary of Poli Timișoara	planned/awaiting funding												Aug-Oct			I.S. & M.T.	In-house	300,000.00	AS Poli Timisoara, Druckeria	
			ROD	planned/awaiting funding												Aug-Sept			A.B.B.	Partener/Outsourced	150,000.00	DOCUMENTOR	
			Impulse Festival, ed. II (residency of Syhem Belkodia, in situ workshops, final performance), Frames and Shapes summer school	planned/awaiting funding												Aug-Sept routes and performative				O.M.	In-house	180,000.00	French Institute, Circus School, Unfold Motion, Noi Re Cream Association
			Nomad Dance	planned/awaiting funding												Sept-Oct			O.M.	Partener/Outsourced	70,000.00	Unfold Motion Association	
		City Voices	planned/awaiting funding												Sept			O.P.	Partener/Outsourced	100,000.00	Timisoara National Theater		
		Slowing down	La Pas Festival, ed. III (pop-up throughout the year, festival in September, interventions 5 fountains), educational program	planned/awaiting funding												Jul-Nov educational component, pop-up events, taste as heritage				I.S. & M.T.	Partener/Outsourced	450,000.00	C.R.I.E.S.
	BRIGHT CITY	Station	Interactive light installation pilot project	planned/awaiting funding												Sept		Nov		O.M.	In-house	450,000.00	Collaboration with Flight
		Energy Incubators	Sabotage by Day Sabotage by night, pop-up	planned/awaiting funding												Sept electronic music				O.M.	Partener/Outsourced	75,000.00	La Figurat Association, Sabotage Festival, Simultaneous Association
Spotlight Heritage		Exhibition Fabric and The Sense of Sight	planned/awaiting funding												TBD				O.P.	Partener/Outsourced	100,000.00	UPT, National Museum of Banat	
	Breathing Spaces	Look at the city	planned/awaiting funding												Aug-Oct interventions in two public spaces				O.P.	Partener/Outsourced	420,000.00	OAR Timisoara, Future Architects	
C O N N E X I O N S	LIGHT OVER BORDERS	Station	Bega! (by open call, local)	planned/awaiting funding											Oct along the Bega				O.M.	Partener/Outsourced	750,000.00	Centrul Cultural PLAI	
		Moving Fireplaces	Moving Fireplaces, ed. IV (Youth Without Ageing, residence, 2020 project itineraries)	planned/awaiting funding											Jul-Sept artist in residence, multimedia show on the theme Youth Without Ageing in Timisoara and localities in Banat				I.S. & M.T.	Partener/Outsourced	350,000.00	Through Banat Association, Banat Theater, Festival der regionen (AU) et al.	
		Baroque Reloaded	AR MART Application	planned/awaiting funding											Oct				O.P. & O.M.	In-house	100,000.00	MART, call or BANAT IT	
			Contur Exhibition (project postponed, to be re-discussed with MART)	planned/awaiting funding											project postponed, to be re-discussed with MART				O.P. & O.M.	Partener/Outsourced	150,000.00	Anca Poterasu Gallery,	
		Baroque opera	cancelled/plans for new collaboration												premiere La serva padrona				O.P.	Partener/Outsourced	100,000.00	Romanian National Opera Timisoara, Banatul Philharmonic	
		Il Traiano in Dacia	to be re-discussed																		50,000.00	Romanian National Opera	
		Encounters*	Art Encounters Biennial: Cultural Mediation	planned/awaiting funding											Jul-Nov				O.P.	Partener/Outsourced	200,000.00	Art Encounters Foundation	
			Historical exhibition How to Be Together	planned/awaiting funding											Oct exhibition				O.P.	Partener/Outsourced	177,762.00	Art Encounters Foundation	
			Danube dialogues	planned/awaiting funding															O.P.	Partener/Outsourced	100,000.00	Foundation Interarte Triade,	
			The Secret Wing Exhibition	planned/awaiting funding											Oct exhibition MART				O.P.	Partener/Outsourced	125,000.00	Foundation Interarte Triade	
LIGHTSCAPES	Station	MultipleXity: hackathon (TM2023 application / MultipleXity: art&tech, residences, One Night	planned/awaiting funding											May-Jun					O.M.	In-house	80,000.00	BANAT IT, UPT?	
		Light Search	Concerts in places of worship from Banat, preparation for Gurre Lieder cooperation with Althenburg Theater Gera	planned/awaiting funding										Aug-Sept concerts					O.P.	Partener/Outsourced	300,000.00	Banat Philharmonic, Catholic Church, Romanian National Opera Timisoara, Theater Althenburg Gera	
		European Echoes	Café Kultour, collaboration of foreign cultural representations in Romania, itineraries of TM ECOC projects in the ICR network, MAE	planned/awaiting funding															O.M.	In-house	150,000.00	French Institute, Goethe-Institut, German Cultural Center TM, EUNIC Romania network, Diplomatic Art	
<b>MONITORING</b>																							
		Finalization of monitoring application, study	planned/awaiting funding																L.C.N. & D.B.	In-house	75,000.00	City, West University,	
<b>COMMUNICATION</b>																							
		Engagement Communication Program - Enlighten	planned/awaiting funding																N.T. & A.N. &	In-house	1,000,000.00		
<b>TOURISM</b>																							
<b>OPERATIONAL UNIT</b>																							
<b>10,611,312.00 lei</b>																							

\* The total estimated budget for the 2021 edition of the Art Encounters Biennial exceeds 2,000,000 lei. The

- \* In-house: (in-house) TM2021 concept, TM2021 is hosted in Bid Book, TM2021 selects the implementation partner and makes the physical production with its own human resources
- \* Co-production: the partner is in Bid Book or he has been entrusted with the co-production through curatorship, the implementation of the activities is done together TM2021 and partner
- \* Outsourced: the concept belongs to the partner or TM2021, but the production is made entirely by the partner
- \* Labelled: the concept harmonizes with the TM2021 Cultural Program, but is implemented independently of TM2021, without financial support. TM 2021 only promotes and includes in the Cultural Program

\*\* Obligation to clarify cf. EU monitoring report

Average exchange rate RON/EUR for May 2021 is 4.9247 lei/euro

**10,611,312.00 lei**

**2,154,712.37 euro**

## Outreach and progress report

### on the implementation of the audience engagement strategy 2019-2020

2019-2020 - Process definition activities, focused on developing the capacity of operators cultural aspects in terms of training and expanding the public. Local public involved, participating in the preparation of the program

In 2019 and 2020, workshops, seminars, conferences with international participation, working visits of cultural operators abroad were held, as well as project management programs, which also focused on audience development, cultural mediation.

2020 - Process definition activities focused on participatory production and international participation

2019 was the first year of production, 2020 being a year in which not all objectives were reached because of the coronavirus pandemic, of the late allocation of funds, with an implementation period of only 75 days. The development process of this Program (2017-2020) aims to involve segments of the local population in the decision-making process and in the creation of cultural content.

The program of audience engagement and volunteering for 2020, like the entire cultural program Timișoara CEaC, has registered successive changes and is a proof of the ability to continuously adapt to the pulse of the community and respond to the crisis generated by the coronavirus pandemic. New ways of connecting and supporting the Timișoara community during times of crisis were identified, as well as expanding collaborations and diversifying activities at local, national and international levels.

In 2020, the objective of public engagement was achieved by carrying out the ECoC VolTM Project. The volunteer program is part of the Electro-culture Route (Power Station). This central route of the Timișoara CEaC Cultural Program represents a unique and multi-layered approach through which we aimed at:

- a) increasing the engagement and attachment of different segments of the public to the TM CEaC program,
- b) increasing the level of the civic engagement of citizens of all ages and backgrounds,
- c) increasing and consolidating the capacities of the cultural operators from Timișoara and from the Banat area.

The transversal volunteering program VolTM CEaC proposed a trans-generational, multicultural and social approach, with a goal of over 400 volunteers recruited, trained and co-opted in the Cultural Program. The activities within the voluntary sector are aimed at different segments of the public (young people, pensioners, employees), vulnerable groups, cultural operators, economic and social partners, public administration and the education sector, and their development and engagement in the Cultural Program.

D.1.1. In *Reflections*, *AnaLogic*, *City of Lights*, *Spotlight Heritage* and *Moving fireplaces* the public is invited to contribute with their own content, which will become part of professional artistic and cultural projects:

In *Reflections*, *Spotlight Heritage* and *Moving fireplaces*, the memories and testimonies of the citizens, collected by the curators of the programs and volunteers trained for this purpose refined the concept and were transposed by artists and curators in shows, exhibitions, new media installations, applications, but also publications.

In the *Reflections* station, in 2019 the program **reMIND MAPPING** was started: a group of young people trained through a summer school learned about the Revolution and interview techniques and then interviewed the witnesses of the 1989 Revolution, made short video documentaries.

In ***Moving fireplaces***, the team conducted interviews with survivors of various calamities in history, from several local and regional communities (Hungarian, German, Serbian, Romanian etc.), transposed them into publications, video documentaries, but also into works of art (in 2020 by open call).

The ***Spotlight Heritage*** programme started from the written testimonies of several inhabitants of the historic districts of Timișoara (Valeria dr. Pinteia, Pia Brînzeu) in the construction of physical exhibitions and a virtual route through Timișoara and invited citizens to tell their story through a platform and applications Digital.

In the *City of Lights* station, the great street performances (Lumina Libertății and Lumina Unirii) were inspired not only by the official history, but also by the micro-narratives and stories that gave cohesion to the local community.

The *AnaLogic* station started in 2020, following an open call organized by the Municipality, the artistic team of the association not being part of the curators. From 2021, the resumption of the route is planned.

Other projects that involved the community in creating cultural content were ***Remix ID***, **in: v z b I** festival (foreign artists worked in residencies with Romanian artists), ***Breathing Spaces***, through research on 5 public spaces in the city, ***CiviCultura*** (putting into play community issues, collected through interviews, grassroots debates)

In the following stages, in addition to the development of these programs, there are routes with performing arts in the city that will be inspired by the stories of today's inhabitants.

D.1.2 *Invisible/Visible*, *Fluid perspectives* and *Chiaroscurro* give the floor to vulnerable social groups such as Roma communities, sexual minorities, women and socially

marginalized people, to convey to the general public their messages and stories expressed in the form of artistic interventions;

Objectives achieved, in particular for *Invisible/Visible*, *Fluid perspectives*, details below.

*Chiaroscuro* has not developed enough, it will be resumed in 2021, details below.

D.1.3 In *Actors of change*, *Dare!*, *Impuls* and *Breathing Spaces*, works of art and cultural interventions are based on preliminary community outreach activities.

#### *Impuls Fabric*

- In 2019 it involved a long documentation and discussions with members of various communities in the neighborhood (associations of revolutionaries, nursing homes, Ceva de Spus association, school environment, Solidart Association) in order to involve as many marginalized categories in personalized workshops (elderly people, children from disadvantaged backgrounds, visually impaired people) and materialized through a show for several days in the Fabric neighborhood, realized together with the French Cultural Institute.
- In 2020, the festival was canceled due to the pandemic and lack of funding, but from 2021 there are community workshops, the collection of micro-narratives, performative routes with the involvement of locals in the Fabric neighborhood.

*Breathing Spaces* is the result of a research process in various neighborhoods of the city, which resulted in the anthropomorphization of 5 public spaces. The interventions in the city are made through consultations with specialists, debates, but also the involvement of the community.

Within the *Dare!* station, the *CiviCultura* project mapped the city's problems through interviews in non-central neighborhoods.

*Sport 21* and *KIDS 21* were the result of consultations and focus groups with citizens and cultural operators, developing programs which are not found in the application file, but which respond to the needs expressed by citizens, and also to the dimension of **the public engagement** - of the specific groups of sports lovers and children, respectively.

The *Actors of Change* station, especially through research in the archives of all Timisoara theater institutions, but also of the universities, interviews (*Theater ar Resistance*), results presented publicly through pop-up events (2018-2020) and to be presented through a documentary and exhibition in 2021.

An extensive documentation project in the eastern community, *Re: tracing Bartok*, initiated by Jazz Updates which, has resulted so far in a series of concerts that reinterpret Bartok's music in jazz, electro keys, and the *Transylvanian Folk Songs* album by jazzmen Lucian Ban, Mat Maneri, John Surman, recorded in Timisoara in 2018 and released in 2020 is in the top 10 of the best jazz albums of 2020.

*MultipleXity - the center of art, technology and experiment* - started the creation of an ecosystem around it, in the fields of activity, identifying leaders in each ecosystem to finalize the concept of long-term content development.



Programmes such as *Slowing Down*, *Remix ID*, are also based on research conducted in their fields in communities.

D.1.4 In *Horizons of Knowledge*, publicul participă la formarea naratiunilor pe care se bazează jocul de realitate alternativă:

The *Horizons of Knowledge* station will be resumed in 2021.

D.1.5 All other programs have pilot events followed by feedback from the public, which is to be integrated into their further development.

In 2019, the program entered the production stage, with a logic of gradual increase in the number of activities, their quality and size in the two years preceding the exercise of the title. Thus, in order to strengthen the capacity of the cultural operators to implement programs of increasing size and complexity, each year the programs were developed through co-curatorships and logistical and administrative support from ATCEC (for co-productions).

In 2020, only some of the programs listed in the Bid-book could be implemented because of the pandemic and the delayed and limited funding (funds were allocated in October, with a implementation and final payments (reimbursement) period of 75 days, from the municipality; regional financiers - Timiș County Council - and national - Ministry of Culture - not allocating any budget). Also, the projects selected through *Searchlight*, according to art. 3.3. from the Bid-book could not be implemented because the municipality decided that they should re-apply to the competition organized directly by the Municipality of Timisoara.

In 2021-2023, it is necessary to maintain the coherence of programming by re-including in programs the projects selected by open call, including some of those selected in 2020 by the municipality, and the related development of programs. It is also necessary to organize calls for projects at national and international level, with local partners to increase the quality and visibility of programming.

## **D.2. Progress report on the implementation of the audience engagement strategy**

Audience engagement on the segments identified in the Bid Book:

### **1. Children and youth**

To date, many programs have involved children as a target group, through non-formal education programs on art and sustainability, memory and civic involvement (summer schools, workshops, participatory projects), but also formal (see last point from the report, the involvement of schools), as well as the design of a new program to expand the scope of activities for children, KIDS 21:

- [reMIND MAPPING](#), - Summer school for young high school students: with the theme of reactivating the memory of the Revolution, working with witnesses at events, collecting data and building an interactive application.
- Programs from the **Actors of Change** station - especially through the program [Memories of the City](#), implemented by ATCEC, children from non-central

neighborhoods, including the Roma community, were activated. In 2019, students from five schools in the city were involved in workshops and theater performances with the theme of the Revolution, and in the same year, ten students of the Faculty of Arts and Design were involved in an atypical residency at the "Corner space", concluded with an exhibition on "Revolution"; involvement of young volunteers in the component of Street Poetry. Art graffiti workshops scheduled for 2021 in which young people will co-create with artists (in 2020 it was not possible due to the pandemic).

- **Puncte termice** and [COOLtura urbană](#) (2019) there were two programs that were addressed especially to children through dance workshops, light design, etc.)
- The **Impulse** program, with all its activities, addressed children through workshops (acrobatics, dance), children from disadvantaged backgrounds (Inspire at Murani).
- **Sport21** - almost 200 children were involved in the competitions and demonstrations of streetball, football and rugby held during the event in Freedom Square.
- **TimKult** - over 100 children from the localities: Timișoara, Fibiș and Tomnatic participated in introductory workshops in theater or in the theater camp organized in Bodo, together with the Theater for You Association. The result was four performances staged in the above-mentioned localities.
- [REMIX ID](#) - children from rural communities (Silagiu, Sânmartinu Sârbesc, Deta, Duestii-Vechi) were involved in choreographies and contemporary dance performances inspired by local traditions, electronic music workshops.
- [Slowing Down](#), a multi-annual educational program and interactive events that involves children in interactive events, with their families, on topics of sustainable consumption and environment.
- The **Living Spaces** programme (2020) is an urban intervention through which an abandoned space was transformed into a playground for children's performances supported by the Merlin Theater.
- Through the spectacular nature of interventions in neighborhoods, central markets, through multimedia installations (light, sound, shows, etc.), the **BEGA!** programme stimulated the children's participation and the creation of intergenerational ties by taking part in family activities.
- **Kids 21** a new programme designed as a four-season festival (Spring (March): children interact and co-create with other children; Summer (June): children and youth; Autumn (September) adult-child relationships, Winter (December) children and grandparents) . It was implemented only in 2019 (22 activities, with 1,115 children as participants) especially in theater workshops, acrobatics, mask making, karaoke, storytelling. In 2020, the program did not receive funding (from the CJT).
- **Horizons of Knowledge** - the program did not start due to funding and delays in payment (cash flow depended on the tranches allocated by funders), to be run from

2021, in collaboration with the Simultan Association, but also by launching a public appeal to other organizations active in STEAM.

## **2. Intergenerational dialogue**

### 2.1. Encourages young people to interact with adults to discover the history of the community, the family

**reMIND MAPPING, Reflections Station** - young high school students discover the past by conducting interviews with witnesses of the Romanian Revolution and actively participate in its reactivation through photo, video, digital techniques acquired during the Summer School;

**REMIX ID** - Searchlight project – explores the traditions and stories of the elderly from Banat, from various ethnic groups, after which it transposes them into a contemporary key involving children (students, young people) through dance, music, shows

**The continuation of Light of Freedom (2018), Light of Union (2019), station City of Lights** - large-scale events in which families participated, creating an impactful experience through which young people experienced emotionally past events, especially the December 1989 Revolution.

**Spotlight Heritage** - bringing up to date a lifestyle characteristic of Timișoara multiethnic, multicultural, arousing interest in knowing the past of the family, of the communities

**Moving Fireplaces** , **Memories of the City** - through contemporary forms of artistic expression (graffiti art, multimedia installations, concerts, etc.), the programs address young people and stimulate their interest in discovering the immediate past of families (deportations, revolutions, life under dictatorship, etc.) and the community.

### 2.2. Knowledge of the lifestyle of previous generations

**Implemented so far mainly through the following programs, according to the Bid-book:**

**Spotlight Heritage** – the discovery of the memory of the city, of the life of the previous generations, through the prism of some journals, personal stories of some authors, through the mediation of digital technology.

**Moving Fireplaces** - preserving the collective memory related to migration, its impact on the life of communities today and its presentation in the form of shows, multimedia installations, but also publications and a digital database

**REMIX ID** - Searchlight project (Homes on the move / Dare!) - young people come into contact, through the REMIX ID team, with the traditions, music, dances of ethnic groups in Banat, with the past and present of communities; they are actively involved, together with the whole community, in the co-creation of shows, dance choreographies, dj sets starting from the stories of parents and grandparents.

**reMIND MAPPING, Station Reflection** - The program is aimed at teenagers; through summer school, young people participate in conferences and interview witnesses about life in

communism, the moments of the Romanian Revolution, the transition. The results are accessible by application / geolocation. Reportage: <https://fb.watch/4hx-KYqeDy/>

**Addictive Lights** - the Progress exhibition. *Paradigm shifts*. The young people were able to get acquainted with production methods and lifestyles specific to the industrial period, with the personal stories of the employees of the former tram repair workshops of the Timișoara Public Transport Company.

**Analog** - the 2020 festival aimed at the familiarization with the analog techniques and equipment, and the pre-digital ways for cultural consumption.

**Theater as Resistance, Station Actors of Change** - highlighted the socio-cultural life of the generations from the communist period, the cultural movements that favored a type of resistance through culture (in literature, theater, cinema, music). The results were presented in the form of pop-up events (shows, performance exhibitions, fanzines, videos)

**Red Days, White Nights, Station Actors of Change** - the life of the Revolution generation

**Memories of the City** - the centenary of the Great Union (theme of the 2018 edition), was celebrated in the form of artistic installations (some of them participatory); the stories of the anti-communist Revolution started in Timișoara (theme of the 2019 edition) were transposed in the form of large murals, on buildings and a tram, on comics, in public transport stations, but also in a catalog that gathers testimonies of direct or indirect participants in the events of December 1989, sent by them or collected by journalists; the stories that reproduce the spirit of Timișoara (the theme of the 2020 edition) were told through images: over 2,000 square meters of mural painting, on 12 walls in the Student Complex in Timișoara.

**Fluid Perspectives** - debates on the life of LGBTQ communities during the communist period and the program *La feminin* - the evolution of the role and status of women in society

### **2.3. Highlights themes such as: the spirit of revolution, activism and civic involvement**

**Implemented so far mainly through the following programs:**

Programs in the station **Actors of Change** - the program **Theater as Resistance** by evoking the ways of resistance to censorship, through cultural activities (theater, literature, music), in everyday life, offering models for current generations, evoking personalities who have influenced the course of history through their actions (*Ion Monoran Festival*, project Searchlight), **Red Days, White Nights** - which debates the meaning of the Revolution and the duty of the current generation to get involved in changing society to turn into reality the ideals for which people died in December 1989 (through the everyday revolution)

**Memories of the City:** at 2019 and 2020 editions approaching the themes of '89 Revolution, collective memory, the program continues to touch the lives of some communities overlooked by the authorities when it comes to the artistic act by covering the historical and marginal neighbourhoods of Timisoara - Bucovina, Dacia, Blăcovici, Calea Martirilor etc.

**CiviCultura**, station Dare! - civic involvement of Timisoara residents creating the right context for overcoming the state of passivity, from beneficiaries to become volunteers or

initiators of changes in the community (workshops, debates, city talks, training shows in - events in neighborhoods or online (during the pandemics)) .

**Slowing Down** - a program which raises awareness of harmful modes of production and consumption and encourages, through playful activities for children and families (such as disco-soup) and educational programs, the change of consumption practices for sustainable agriculture and a greener city.

### **3. Making programs accessible to the elderly and people with disabilities**

**Impulse** – dance workshops for the disabled and the elderly with the band members *Un loup pour Homme* (FR) in October 2019. Means of transport have also been made available to facilitate access and remove physical barriers. Neighborhood interventions and workshops will be resumed when the epidemiological situation allows.

**Invisible / Visible, in: v z b l** festival (project selected through Searchlight) – people with disabilities (locomotor, vision) participated in activities and debates on social inclusion, including content creation. The general public has been made aware of this by programming a film followed by a debate on how people with motor disabilities can travel by public transport and the barriers they face. The Complet Alb show was another moment of awareness of life with visual impairment (spectators watched the show blindfolded).

**The Voices of the City - Central Park and Identity Workshop:** workshops for the hearing impaired held by choreographer Pál Frenák (FR / HU), together with NTT actors, which ended with a dance-theater show in which the workshop participants, the actors involved, a professional dancer and the choreographer performed.

**Memories of the City:** At the 2019 and 2020 editions, the collective memory programme continues to collaborate with the Association of Seniors from Timișoara and with the “Pentru Voi ”Foundation.

**VolTM Volunteering Programme** encourages the active participation of older people, young people with fewer opportunities (from care systems) and migrants. Collaboration relations were established with the Association of Seniors of the Municipality of Timișoara, the Council of Institutionalized Youth in Romania, respectively AidRom, for the involvement of their beneficiaries in volunteering activities. They are invited to training programs for volunteers and volunteer coordinators, and are supported during the volunteer activities. They have the opportunity to evaluate the support provided by the organization (ATCEC or the cultural partner responsible for implementation) at the end of each action. The process of continuously assessing the motivation and potential impact of the cultural program in the lives of volunteers is one of the tools we use to calibrate the volunteer program, supporting volunteers in achieving their personal goals (civic involvement, personal development, access to culture etc.). The program will be gradually opened to other categories exposed to the risk of marginalization or exclusion, through the involvement of cultural partners.

**In order to make the cultural content accessible and to adapt the cultural infrastructure, it is necessary to involve the municipality, respectively the authorities that have the spaces for investments in infrastructure, personal training etc.**

## 4. Marginalized and socially excluded people

### 4.1. Creating opportunities for marginalized communities, hard to reach, inclusion of those excluded on the grounds of religion, ethnicity

**City Voices:** workshops for people marginalized due to a (hearing-impaired) disability completed by a one show.

**Together at Murani, Impulse trail** - children and young people in foster care through circus workshops, actively involved in creating a performance.

*Chiaroscuro programme*, was not started, after the Start Up stage, due to lack of funding and lack of capacity of the host (German State Theater) until the end of 2020.

**Refugee Art Festival** aims to draw the community's attention to the status of refugees, addressing the general public, but also refugees, in order to restore their self-confidence and support their integration into the community.

### 4.2. Participation of the community excluded on grounds of sexual orientation

Implemented so far mainly through the trail **Fluid perspectives - Pride TM and LGBTQ History Month** - a series of events that address both the LGBTQI community+ (2019, 2020), as well as the community in general with a dual objective: to create a safe space for expression for the community and for society in general to be aware of stereotypes and their consequences. Events for the community (parties, storytelling, etc.), but also for the general public (dance performances, documentaries, exhibitions, guided tours).

### 4.3. Creating opportunities for the active participation of the Roma community in the periphery (Kuncz)

**Invisible/Visible** - in: v z b l Festival (Fabric neighborhood) addressed the Roma community through programming (Illo Romano fanfare), through interventions in the neighborhood (residences of guest artists).

There were difficulties in obtaining funding for programs in the Roma community. After the Ministry of Culture did not approve the project proposal in 2018, an application to the Creative Europe Program was submitted with partners from Serbia. No funding was obtained. In 2020, due to the pandemic and lack of funding from the Minister of Culture, the program focused on feminism and the Roma community could not be implemented. It was reintroduced in the programming for 2021. Another problem identified by the Intercultural Institute, the host of the trail, is the absence of mediators in the Roma community, so that for the period 2021-2023 were provided training programs for mediators.

**Impulse Fabric - Impulse Festival** emphasizes the integration of the Roma community through workshops for children of circus, dance. and so on It was decided that the festival would be based in Fabric, from where it would expand to adjacent neighborhoods, precisely to include young Roma community, people at social risk, and antennas throughout the city.

#### 4.4. Encouraging citizens from marginal areas of the city to participate in cultural activities

Free access programs, close to the community, outdoors:

[Bega!-The lightning Project](#) targeted communities in neighborhoods such as Freidorf, Bukovina and other non-central neighborhoods through pop-up events (audience by surprise). [Memories of the City](#) programme took place in non-central neighborhoods, in public spaces. In 2021, after the 2020 activities (Impulse, in: v z b l), the programs focus on the Fabric neighborhood.

**Cultural Bazaar** - the project started with the aim of stimulating the creation of communities and increasing their internal cohesion, but also to involve the public from different neighborhoods in attractive cultural activities, easy to understand and enjoy. The Cultural Bazaar had two editions, one outdoor in October 2019 and one indoor in December 2019. The first took place in Lidia Park, and the second, in the Youth Center in the Arad area.

#### 4.5. Involvement of older people living in heritage buildings as storytellers

[Spotlight Heritage](#) - the stories of people who lived or continue to live in neighborhoods with heritage buildings became the source of inspiration on which two exhibitions were built (starting from the stories of Valeria Dr. Pinteia and the Family Diary of Prof. Dr. Pia Brînzeu). In 2021, other stories, collected over time from the inhabitants of the Fabric neighborhood, will be illustrated in the exhibition dedicated to this neighborhood.

#### 4.6. Promoting sustainability, responsible consumption and social responsibility towards rural populations

**Slowing down Programme** : in 2018 was published the „[Guide to sustainable cultural events](#)”, which proposes a set of indicators that can be considered to assess and improve the impact on the environment by organizing cultural events. The guide aims to be a reference document for all cultural operators within the Cultural Program to gradually implement sustainable measures, raising awareness of the participating public and urging them to take responsibility.

During the pandemic, **Slowing down** also continued to involve the public digitally by organizing online product tastings (each participant picking up the products from the indicated address), which built a community (participants and their families) around the program, the public having the opportunity to interact more with moderators, but also with each other, spending two to three times more time together than during physical events.

Another way of engaging the public was the partnership with a well-known personality in the field (influencer) who was able to multiply the message of the program to thousands of people. **Slowing down** is a program that promotes accountability to rural populations, encouraging changes in food consumption so that local producers benefit.

The **Breathing Spaces** program promotes reflection on the sustainable development of the city. In 2019, through the exhibition and series of events Reprogramming the City, in 2021 through the first intervention in the public space, which will be followed by 4 other interventions in the coming years, in the markets identified by the project Look at the city.

## 5. People affected by discrimination and hate speech

Visible/Invisible and Fluid perspectives (details 4.2, 4.3).

**Fluid perspectives - Pride TM , LGBTQ History Month** - a series of events with a double goal: creating a safe space for expression for the community and for society in general to be aware of stereotypes and their consequences. Events for the community (parties, storytelling, etc.), but also for the general public (dance performances, documentaries, exhibitions, guided tours).

## 6. Emphasis on diversity

The programs focused on the ethnic diversity of Banat, especially **Moving fireplaces** (from 2017 to the present) through research (interviews were conducted with residents of all ethnic groups in Banat, knowing their perspective on certain moments in recent history, published in the form of studies) and their transposition into video documents, new media installations, shows, etc.

The **Remix ID** project aimed from the very beginning (2019, continued 2021) to highlight the diversity of traditions of the Swabian, Bulgarian, Serbian, Hungarian and Jewish communities by collecting memories of rural residents and involving children and young people in creating contemporary cultural products starting from the gathered testimonies of the community. The project will continue by expanding the coverage area, in collaboration with the Austrian Cultural Forum (project funded by the #newTogether project).

## 7. Volunteer opportunities

Organizations: The access of the Timisoara community to volunteer opportunities is closely linked to increasing the capacity of cultural operators to recruit, train, involve volunteers, through a management process of volunteers that meets quality standards and legislation, giving them a unique transforming volunteering experience. For 2023, the objective is to create an ecosystem of volunteering for cultural projects and civic involvement, in the city of Timisoara, consisting of: human resources (volunteers, volunteer coordinators, mentors / specialists, promoters), methodological resources / tools, resources materials (facilities, coordination center), organizations / institutions. With the common goal of achieving a quality cultural program, cultural program partners / institutions are invited to contribute to increasing the quality of the volunteer program, through cooperation and pooling of resources for TM2023 volunteers. ATCEC will offer trainings / trainings to the partners, but also resources, for carrying out the activities with the volunteers.

The volunteer activities materialized in the following actions in support of the cultural program:

- reception and information at shows and events
- safety measures for public events in the context of the coronavirus pandemic
- distribution of invitations and promotional materials
- logistic support (with production team)
- organization of training sessions for event support activities (logistics, safety, production, reception and information, communication and advertising)



- online: social media communication, campaigns, translations, organizing and coordinating events in the online environment

The main categories of citizens involved in volunteering activities so far: pupils, students, the elderly (pensioners), adults (teachers, employees, the unemployed), ethnic minorities, migrants.

Every year, over 100 new volunteers join the TM2021/3 program and this trend was observed in 2020, in the conditions of the pandemic. The ATCEC database counts 250 volunteers and active students active in the period 2019-2021.

## **8. Capacity Building**

The continuity of the implementation of the actions and the valorization of those from the Start Up stage (2017-2018) were disturbed by the factors that affected the entire Cultural Program, such as the discontinuity in securing funding from the main funders, reducing the amounts allocated, restricting implementation periods late financing of contracts, project-by-project funding requests from two funders (Ministry of Culture and Timiș County Council) and, last but not least, the lack of a functional multi-annual funding mechanism.

Projects with European funding (eg MOST) have a different situation, which benefit from more stability, but their development is also endangered by the degree of instability of ensuring the continuity of the association throughout the implementation period.

Therefore, for the period 2021-2023, many activities have been included in the Power Station, to accompany the development process of the Cultural Program with programs which create a community of resilient operators.

## **9. European dimension**

How each project approached the European dimension is explained in the 2019-2021 Progress Report, [available at this link](#).

## **10. School programmes - collaboration with schools and highschools**

The multi-annual programme **Slowing Down** offers pre-university students educational workshops on responsible consumption and environment protection, but also the possibility to get involved as volunteers in the Festival (77 volunteers in 2019, 700 students involved in 2019 and 2020).

**Spotlight Heritage** - discovery of heritage using digital tools (interactive tables, AR applications); high school students from the Impact club - W. Shakespeare high school, were trained to offer guided tours (155 participants, students in 2019), online workshops

**Red Days, White Nights** aims to co-interest young people on civic and memory issues (The Romanian Revolution, how young people can get involved in building society and translating into reality the unrealized goals of the Revolution) through reading performances and high school debates .

**KIDS 21 and the Memories of the City** especially involved schools through theater, workshops, and artistic activities. Due to the pandemic, Kids21 could not be organized in 2020, but will be resumed in 2021-2023.

**Impulse - Impulse Fabric 2019** involved pre-university students from Fabric neighborhood schools, from "Iris" Theoretical High-school (visually impaired) and W. Shakespeare Theoretical High School in movement and dance, theatre, circus, sport workshops. *Impulse* was cancelled in 2020 because of the pandemic.

The **Xtension "Revolutions through film"**, organized together with the Central European Film Festival, presented two productions to the students of Nikolaus Lenau High School: *After the Fall / Nach dem Fall* The two events had as guest Prof. Univ. Dr. Robert Reisz, who told the students about the two important events.

Future plans for involving schools: for the period 2021-2023, we envision the continuation of the above mentioned programs and the continuous development of school partnerships within the **Horizons of Knowledge, Slowing Down and Spotlight Heritage** programmes, as well as the involvement of schools in programs such as **Sport 21** and training activities in connection with **MultipleXity (XLabs)**.

## **11. Strategic approach of neighborhoods:**

Particular emphasis was placed on choosing venues that allow unrestricted public access (open spaces, free access to all ATCEC events, accessible), but also to reach communities in non-central neighborhoods, as in the case of the programs *Memories of the City, Bega !, Impulse, Invisible / Visible, Thermal points-Urban culture, Living spaces, Civic culture, Windows* etc.

Also, in the case of certain programs, it was opted to surprise the public (*Bega - The Lightning Project*), the venue being announced a few hours in advance (audience by surprise).

For some programs, such as *Captivating Lights*, the choice of the venue was crucial to the type of content created (in situ) and for responding to the public's primary interest to see the location of the future *MultipleXity center*.

## Engagement Strategy Timisoara ECoC

Strategic Approach - ACTION and LEGACY phases (2019-2024)

***Preamble:** this is an excerpt from the TM2021 Engagement Strategy, an ongoing and continuously developing process. It is important to define the strategy as an essential internal module, adapted and integrated within the TM2021 Programme in order to reach our main goals for audience development during the implementation and legacy phases of Timisoara 2021 Cultural Programme. For this to happen, we must acknowledge that the Engagement Strategy is an ongoing process which has to be progressively integrated within all the layers of TM2021's strategic approach, by working closely with strategic partners and several departments within the organization (Power Station, Artistic Unit Department, Production Department, Tourism Department, Communication Department);*

***Considerable deliverables and impacts during and after the ECoC year:** engagement policies (for different stakeholders comprising of cultural institutions, operators and public as potential heterogeneous audiences), participation and involvement action plans for flagship projects, digital community management platform, VOLTM2021- volunteer programme developed together with the Power Station and integrated within Territories Projects, development of a Volunteer Center with extended actions post ECoC year, strategic contribution to Audience Development Plans for the Legacy Phase.*

Strategic Approach

### What is Engagement for Tm2021?

An active implementation of the audience development strategy. The audience development strategy assumes a gradual growth of more involved audiences, a deep process reflecting a shift in attitudes, and a gradual change in the way of practicing citizenship through culture. Therefore, the management structure envisages special units created to inspire, deliver and strengthen key objectives of the strategy, namely the:

- 1. Power Station** (capacity building: flagship project-based trainings, workshops/seminars organized for partners, networking, resources / grants model and sustainable programme development for the Legacy Phase);
- 2. Engagement Unit within the Cultural Programme** (volunteers and interns recruitment, volunteers coordination, volunteers project-based contribution based on specific roles derived from implementation needs of Timisoara 2021 Cultural Programme projects);
- 3. Contribution to the long term strategy based on audience development driven package** - integrated and correlated engagement plans based on key monitoring objectives and indicators derived from the Timisoara Cultural Strategy 2014-2024 [listed in the table below, Audience Development-Driven-Package];

## Civic Engagement Strategy

### Integrative Formula

The entire framework of the audience development strategy of the Cultural Programme is based on three main stages:

- 1. Engagement:** we activate people that are already somewhat engaged in culture, and encourage them to become increasingly more involved.
- 2. Participation:** we incorporate people who have become actively engaged. They become co-creators, involved directly and actively in the production and implementation of cultural actions.
- 3. Outreach:** we expand by means of participating audiences inviting others to get involved, using their own social networks. The circle is complete: from passivity to pro-action.

The stages are embedded in the implementation of Cultural Programme and offer support for the audience approach of the complementary Timisoara 2021 strategies and processes:

- **Artistic Vision and Cultural Programme** - targets different segments of the audience by *engaging* potential partner organizations and individuals, encouraging co-development of programmes through *participation*, and finally expanding the *reach* for new audiences through legacy based programmes.
- **Capacity Building Strategy** - developing guides and tools, training modules and activities for cultural operators
- **European Dimensions** - reaching out international partners, networks or programmes
- **Locations** - mapping physical locations and developing online digital spaces having the objective to increase the level of accessibility, information and experiences
- **Marketing and Communication** - offering support for implementing pre, ongoing and post events campaigns
- **Education and Tourism** - establishing educational partnership with local schools and universities with the scope of enhancing students activities and specialized practices in the cultural field
- **Organizational Staff & Monitoring and Evaluation** - opportunities for internship, volunteering and international exchange in all phases of implementation

While having the above strategies being implemented, we are assessing even more ways and methods to integrate the ‘audience development strategy’

- creating a bridge between cultural operators and creative/tech businesses, together with the Power Station;
- approaching new international audiences, already engaged audiences of international artists;
- profiling/mapping and connecting with disadvantaged communities, tackling inaccessibility, public spaces, etc.;

- tailored messages, awareness and recruitment campaigns based on core and pilot projects which will take place during the year;
- enhancing the capacity of cultural operators to increase their cooperation with educational institutions and vice-versa;
- Forming volunteers audience engagement related units which function in line with the efforts and progress of monitoring and evaluation, through engagement, participation, broadening diversification of audience experience and through the gathering of quantitative and qualitative results and indicators.
- Diversifying audiences by developing new engagement activities and communication channels, through sustained online and offline campaigns

In addition, in correlation with the projects within the cultural programme, the audience development strategy uses a mix of direct communication and specific activities as key components for developing, widening and deepening new audiences. The main platforms for widening the audience are the *Stations*, main events focused on opening the cultural programme to a large range of citizens, having an integrative audience development component which targets the involvement and participation of different segments of the public, following the objective of fostering intergenerational connections. On another level of approach, the *Trails* of the cultural programme aim to deepen the cultural experience of participation, by targeting local and regional communities, offering an opportunity to get involved in specific activities developed around sensitive topics such as social marginalization, exclusion, and migration.

Throughout its implementation, and by its construction, the cultural programme (Territories, Stations & Trails) follows a process route that creates opportunities for engagement for a great variety of public categories. Adding to the extensive consultations and engagement of local and regional groups during the creation and implementation of the Cultural Programme, particular segments of the audience partake in activities tailored to contribute to a greater level of involvement and stronger social cohesion. The components of TM2021 Cultural Programme which are tailored to target these *various groups* are as follows:

- 1) Children and youth
- 2) Intergenerational dialogue
- 3) Accessibility for the elderly and the disabled
- 4) Socially marginalized and excluded people
- 5) People targeted by discrimination and hate speech
- 6) Highlight on diversity
- 7) Volunteering opportunities

## **Engagement Unit Structure & Dynamics**

Power Station component

## **A. Engagement Coordinators**

- a) putting in practice the audience development strategy, by widening, diversifying and deepening audiences cultural experiences with the TM2021 Cultural Programme based on:
  - i) audience targets of specific projects
  - ii) long term cultural strategy objectives and key indicators
- b) developing specific tools of audience engagement, participation and outreach, by integrating them in the education strategy (**Education Strategy to be prepared and implemented with the Power Station together with educational institutions and organizations**)
- c) Coordination and follow-up on hospitality and volunteering, engagement of different audience segments such as youth, minorities, elderly and disadvantaged groups (**implemented together with Power Station, Tourism department, Communication Department and key project partners**)

*\*The Engagement Coordinators work closely with the Engagement Officers, Power Station Manager, Territory Managers, and Communication Department.*

## **B. Engagement Officers**

- a) Specific project-based staff who coordinate volunteers for audience engagement activities in flagship projects (based on the nature of the cultural programme's projects, the officer will be responsible to assure the implementation of specific audience engagement actions, coordination of volunteer groups and distribution of roles);
- b) Will help recruiting and managing activities for volunteers for key actions of the flagship projects of Timisoara 2021 Cultural Programme (e.g.Stations and Trails)

*\*The Engagement Officers work closely with the Engagement Coordinators, Power Station Manager, Territory Managers, Monitoring Officers*

## **C. Engagement Center**

A headquarters for Engagement Unit which works as an open office and hub for engagement officers and volunteers. Initial plans of opening a headquarters target a central location, next to the Opera, on Alba Iulia Street.

The renovation progress and launching of the center has been postponed for the second semester of 2020 or until further financial resources or sponsors are found.

## Contribution to the Long-Term Strategy

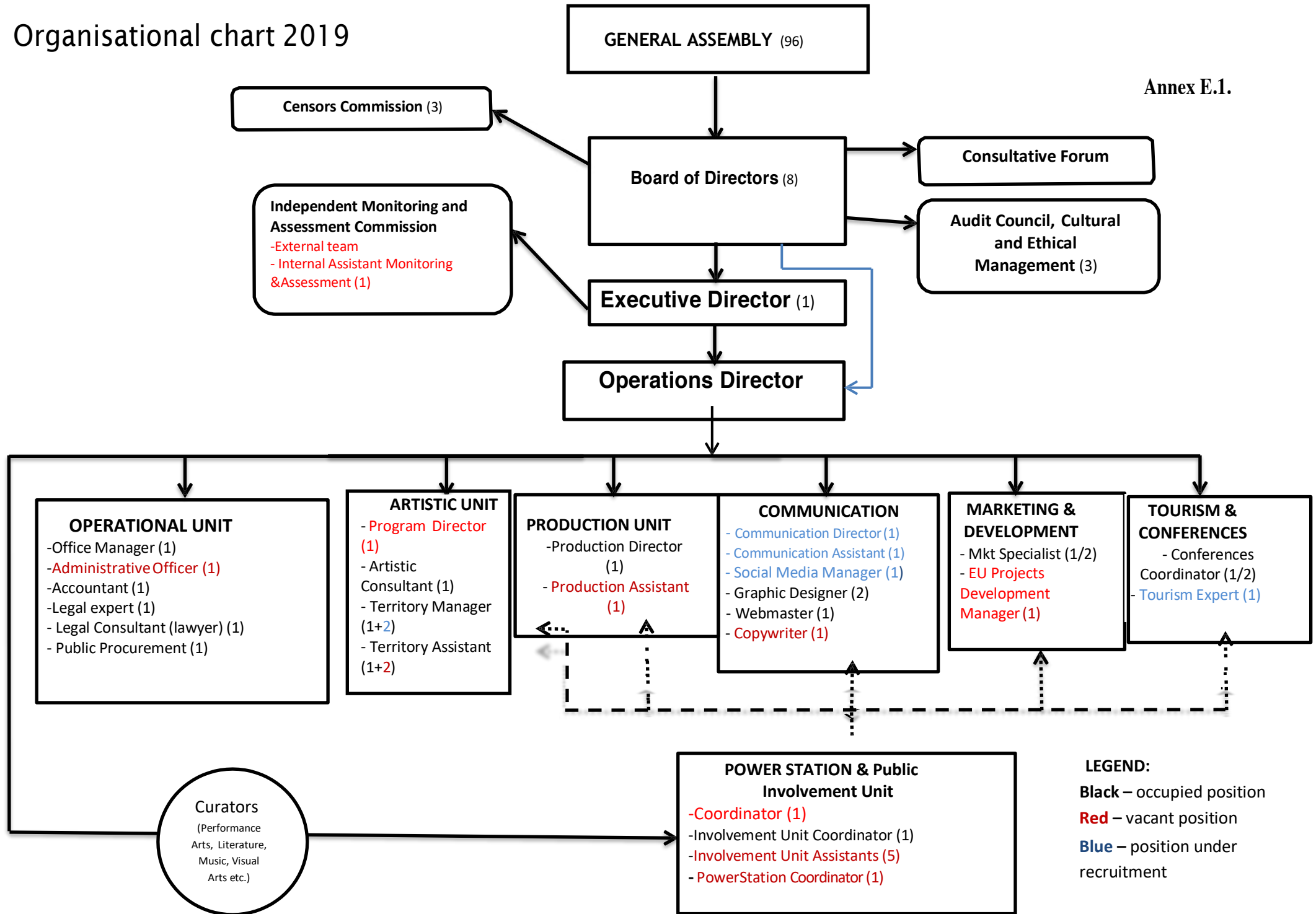
### An Audience Development Driven-Package

Description: key indicators that will help us to assess the general audience development TM2021 assumed objectives. (the indicators have a strong correlation with the Timisoara Cultural Strategy which overlays on all of the key indicators which monitor the TM2021 Programme).

<b>Audience-development driven package</b>	<b>Objectives and Indicators correlated with Timișoara Cultural Strategy</b>	<b>Planned monitoring and evaluation</b>
<p>/A5: Outreach /B1: deepening audiences /B2: involving audiences /B3: broadening and diversifying audiences</p>	<ul style="list-style-type: none"> <li>- % of people’s awareness of the European cultural diversity and its impact on the city’s international relations;</li> <li>- % of people’s awareness of European commonalities and the day-to-day benefits thereof;</li> <li>- Analysis of new audiences reached (by cultural segments and demographics), including hard-to-reach ones;</li> <li>- Audience satisfaction analysis (local, regional, national, international);</li> <li>- Analysis of new audiences reached (by cultural segments and demographics), including hard-to-reach ones;</li> <li>- Audience satisfaction analysis (local, regional, national, international);</li> <li>- <b>Analysis of the artistic interventions' relevance to the audience; ∞ Analysis of audiences' outreach, as advocates for culture;</b></li> <li>- Analysis of success rate on diversifying audiences (local, regional, national, international);</li> <li>- Report on engagement toolbox, by quantitative, qualitative and spillover achievements;</li> <li>- Report on participatory toolbox, by qualitative and spillover achievements;</li> </ul>	<p>2017–2018: every 12 months 2019–2020: every 6 months 2021: monthly 2022: results report 2023–2025: impact reports</p>

# Organisational chart 2019

Annex E.1.





**Staffing of the Artistic Unit (AU) 2019.** A process of consolidation of the AU started: 3 territory managers were selected and started work between June and October. By the end of 2019, AU consisted of a staff of 5. The Artistic Director (for the StartUp Phase - Christopher Torch) terminated the contract at the end of June 2019. The position was split between an International Artistic Consultant and Programme Director. The International Artistic Consultant (Martin Heller) was selected at the end of 2019 and collaborated until July 2020, when communication stopped.

The main responsibilities of the Programme Director are to implement and monitor the Cultural Programme, negotiate with partners and manage the budget of the Cultural Programme, in collaboration with the Artistic Consultant, coordinate partnerships for the cultural programme (local, national and international level). Anca Berlogea-Boariu, was selected as Programme Director, but was not contracted in this position. She collaborated with TM2021 until March 2020, and resumed in October 2020 as programming and communication consultant. Anca Berlogea is a theatre and documentary director and producer, with a double PhD in theatre and theology, and over 20 years of experience as producer, including on European projects. She organized in partnership with UNICEF Romania a Film Festival for Children Rights (2007-2008), and resumed with media education projects in Blaj (2017-2020), the transylvanian city visited by the Pope in 2019, an event she promoted online and on television. Her own theatre and film-productions focus on the resistance under the totalitarian regime, among which "Letters to my brother in exile" (UCIN award for best documentary 2009). Her professional career started at the promo department of MediaPro Group (ProTV, Acasa, Procinema), where she worked between 2005-2015.

The Audience Engagement, Volunteering and Capacity Building Unit, in close links with the AU, counted for a staff of 2, the coordinator, Maria Vulcan, was selected in November 2019, with the following main responsibilities: development and coordination of the audience engagement, in collaboration with artistic director, and volunteering programmes, and project writing. Maria Vulcan was communication counselor within the "Europe Direct" Network of the EC (2013-2021); programmes director of Student Plus Foundation between 2005-2019. She has 15 years of experience in developing and implementing social-educational EU and state budget funded projects for various groups. Educational background: BA in electrical engineering, post-graduate specializations in social work, management and entrepreneurship, and trainer of trainers. Though there were plans to select 5 more staff for Engagement and Volunteering, this did not happen because of unpredictable and scarce funding.

**Staffing of the Artistic Unit (AU) 2020-2021:** In January 2020, against a background of overlap of responsibilities between the Board and the Executive, the contract of one of the Territory Managers (Ioana Anghel) was terminated. In 2020, The Artistic Unit was contracted on July 22. As of this date, Ovidiu Dajbog-Miron took up the responsibilities of Programme Director *ad interim*.

He joined the team of TM2021 as Territory Manager in June 2019. He has 11+ years' experience as cultural manager in the field of international cultural relations. Between 2008 and 2012 he led the department in charge of monitoring and assessing the performance of the network of the Romanian Cultural Institutes Abroad. Between 2015 and 2019, he was project coordinator with the Romanian Cultural Institute in Madrid. In this capacity, he coordinated more than 30 cultural projects in Spain, Mexico and Argentina. Education: two MA degrees in arts management (City University, London, Bucharest University) and BA in Philology

(English and French). A Territory Manager Assistant was contracted (Melinda Terek). The MX Coordinator, Dan Bugariu, was contracted in September 2020 (he had previous contracts as of 2018 whenever funds were available). Anca Berlogea-Boariu was contracted as Communication and Programming Consultant (until March 2021, yet the collaboration continued until May 31).

The Cultural Programme in 2020 was implemented with an Artistic Team of 4 and one Coordinator for Audience Engagement and Volunteering, with no production team. As of May 1st 2021, another Territory Manager resigned (Ionuț Suciuc) amidst uncertainty related to the future of the project (he had joined TM2021 in October 2017). At present, the Artistic Unit is made up of: Program Director a.i. (Ovidiu Dajbog-Miron), Territory Manager (Odette Pârvulescu), Territory Manager Assistant (Melinda Terek) and the Engagement & Volunteering Unit team consists of 1 Coordinator (Maria Vulcan).

#### Staffing of the Communications Department

During the implementation of the Cultural Programme in 2019, 2 permanent staff were hired in the Communications Department (Daniel Kozak, director, and Nicoleta Trifan Communications Officer). The team was completed in 2019 by two graphic designers and one webmaster. The communications director resigned in February 2020 when a new position of Marketing, Communication and Public Relations Director was opened. Nicoleta Trifan took over, as communication director, in autumn 2020, but, due to uncertainties regarding the funding and the future implementation of the EU action, she resigned in March 2021. 10 different persons worked in the department during 2020. Currently, there is only one webmaster position. A rebranding strategy was drafted in 2020 in the context of the postponement of the ECOC year for 2023.

The human resources that would be needed are 6 full-time or part-time employees (1 communication director, 1 social media manager, 1 graphic designer, 2 communication managers, 1 website manager) + permanent collaborators (translators, photo- and videographer). For a full report on communication in 2020, see ***Annex E.5.1. Communication Department - Activity Report 2020.***

#### Production Department

The position of Production Director (until December 2019 Bogdan Cotîrță) was opened in February 2020. A new Director of production ([Călin Ionescu](#)) was recruited in February 2020 and resigned in June 2020.

#### Monitoring and Evaluation

Liliana Cîra-Niculescu is in charge of internal monitoring and evaluation (part-time) and conference organisation, events and hospitality (50%).

***Tourism Consultant:*** Simion Giurca with a broad experience in national and international tourism is contracted each year on consultancy based contracts, once funds are available.

#### ***Staffing of the Operations Unit***

The Operations Unit consists of 9 members.

Operations Manager. An open call was launched in 2019 and an Operations Manager was selected and joined the team in November 2019. He was fired by the President of the Board in December 2019 and replaced by another Operations Manager, Cosmin Pleșu, as of December 2019. He resigned on 1 February 2020. The President of the Board recommended to contract the former Legal Counselor, Ioana Băla Ghiran, as of 21 February 2020 for the Operations Manager position and who is currently filling the post.

Constatin Popescu was selected by the Board in the position of Economic Director. He is also in charge of HR. He coordinates the following staff: Astrid Bajcsi (Accountant, as of July 2019), Mariana Mitar (Economist in Management, she was initially contracted in 2013 as Assistant

Manager), Alin Ambruş (Economic Officer, as of November 2019), Mădălina Pleşu (Economist in General Economy as of February 2020), Vasile Puzderie (Procurement Officer, as of 2017). Legal Counsellor is Alexandru Suciş as of July 2020. Lawyer Office - Victor Bălăşoiu as of July 2020. Censors 3 persons.

**Fundraising** is ensured by ADV Communication contracted in September 2019 and was under the supervision of the President of the Board until 14 July 2020 and included in the management team afterwards.

***CEO/ Executive Director*** is currently Simona Neumann who was contracted in 2013 to lead the candidacy process and reconfirmed by the then Board for the implementation after winning the title.

**Curriculum Vitae****Dr. SIMONA NEUMANN****PERSONAL INFORMATION**

**Citizenship:** Romanian

**Email:** simonaneumann@hotmail.com

**STUDIES**

- Jan-March 2013 **Harvard University – Kennedy School of Government**  
On-line Executive Education: *Strategic Frameworks for Non-Profit and Non-Governmental Organizations*
- 2011 **Babeş-Bolyai University of Cluj-Napoca, Institute of International Relations**  
**Ph.D. in International Relations and European Studies** (Suma cum laude)  
Title of thesis: *Romania and its Public Diplomacy in the Process of NATO Integration*
- March-Sept 2008: **Ministry of Foreign Affairs – Romanian Diplomatic Institute**  
**Postgraduate specialization** studies in International Relations (Certificate)  
Title of theseis: *The Official Development Assistance of Romania*
- June 2005: **Centre for European Security and Diplomacy, University of Birmingham (UK)**  
**Research** attachment on European Security in the view of contributing to the collective volume: *Security Studies* (Ed. Stuart Croft), within a project financed by the British Council in Bucharest.
- Jan –Sept. 2001 **The Catholic University of America, Washington, D.C., Center for the Study of Cultures and Values (SUA)**  
Independent researcher
- 1996-1999: West University of Timișoara, School of High Comparative European Studies  
**Postgraduate Studies in European Affairs**
- 1990-1995: “Politehnica” University of Timișoara, Faculty of Electronics and Telecommunications  
**B.A. in Electronics Engineering**

**PROFESSIONAL EXPERIENCE**

January 2013 – to date

**ASSOCIATION TIMIȘOARA 2021 – EUROPEAN CAPITAL OF CULTURE**

- **CEO/ Executive Director**
  - responsible to lead the candidacy of Timisoara for the European Capital of Culture title (a competition among 14 Romanian cities) and after winning the title in 2016, leading the implementation of the Programme, liaison between the Timisoara 2021 Association and local, regional, national public authorities and European Commission and with the cultural sector, media, tourism, business and other stakeholders.

May 2009 – May 2012:

**EUROPEAN COMMISSION, DIRECTORATE GENERAL FOR ENLARGEMENT**

**Task Force Turkish Cypriot Community**

**(BRUXELLES and on long-term mission in NICOSIA/ CYPRUS))**

- **Task Manager** within the “Assistance to the Turkish Cypriot Community” programme of the European Union in the view of reunification of Cyprus.

The portfolios of programmes managed included: Strengthening the civil society, scholarships, the „People-to-People Contacts” project of public diplomacy; strengthening the Small and Medium Sizes Enterprises; and „Setting up an EU Information Point in the northern part of Cyprus”

Budget managed: 15 mil. EUR

November 2004 – May 2009

**UNITED NATIONS DEVELOPMENT PROGRAMME – BUCHAREST, ROMANIA**

- **Manager** (2006-2009) of the Programme: “Support to training of managers in the public sector through the Romanian Government Special Scholarships Programme”

Budget managed: 7,8 mil. EUR;

- **Academic Affairs Officer** (2004-2005) within the same programme.

September 2002 – October 2004

**UNITED STATES EDUCATION INFORMATION CENTRE - TIMIȘOARA**

(affiliated with the USA Department of State, The Romanian-American Fulbright Commission and the West University of Timișoara)

- **Coordinator of the Centre and Educational Adviser**

October 1999 – August 2000; September 2001 – October 2004:

**NATIONAL UNIT FOR THE COORDINATION OF THE “LEONARDO DA VINCI” EUROPEAN UNION PROGRAMME – TIMIȘOARA BRANCH**

- **Coordinator of the Branch for Western Romania** (comprising the Counties of Timis, Arada, Hunedoara and Caras-Severin)

May 2001 – August 2001:

**COUNCIL FOR INTERNATIONAL EXCHANGE OF SCHOLARS, WASHINGTON, DC (USA)**

- **Temporary assignment for the Fulbright Programme**

January-April 2001:

**THE CATHOLIC UNIVERSITY OF AMERICA, WASHINGTON, DC (USA)**

**Council for Research in Values and Philosophy**

- **Independent researcher**
  - Conducting research in international relations related to the Balkans

October 2000- December 2000:

**VEB-ACCADEMIA EUROPEA, FLORENCE (ITALY)**

- **Professional attachment** within the “Leonardo da Vinci” programme: “Advance Technologies and quality in SMES and public Administration”

- Conducting evaluation and monitoring of SMEs pilot projects funded through EU grant schemes

May 1998 – September 2000

**WEST UNIVERSITY OF TIMIȘOARA, DEPARTMENT OF INTERNATIONAL RELATIONS**

- **International Officer:** Developing projects in the view of the university internationalization; initiating and coordinating the first international evaluation of the university (with Salzburg Global Seminar); coordinating the first strategy of internationalization of the University.

July 1995- June 1996

**INTERCULTURAL INSTITUTE OF TIMIȘOARA (set-up by the Council of Europe)**

- **Programme Coordinator**

**LANGUAGES**

- Romanian (mother tongue);
- English (fluent)
- Hungarian (fluent)
- Italian (basic)

**AWARDS FOR PUBLIC SERVICE (selection)**

- *Excellency Award* offered by the Timis County Council for successfully leading the Timisoara 2021- European Capital of Culture candidacy and support to civil society (2016)
- *Excellency Award* offered by the West University of Timisoara, Politechnic University of Timisoara, Banat University of Agriculture and the University of Medicine of Timisoara for the contribution to the civil society development (2017) within the Gala of Banatian Excellence
- *UNITER – Special Prize of the President* offered for the advancement of culture through the Timisoara 2021 European Capital of Culture programme (2017).

**MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS**

- Member in the Executive Committee of **Culture Action Europe** (Brussels) (since December 2017)
- Alumni of Harvard Kennedy School of Government, Executive Education Programme (2013)
- Alumni of Aspen Institute in Bucharest, Leadership Programme (2016)
- Member of the Council for Strategy and Economic Strategy at the Timis County Council
- Member of the DisOrderly Women network cultural leaders in EU

**OTHER POSTGRADUATE PROGRAMMES AND TRAINING COURSES**In International Relations/ Diplomacy/ International Public Law/ EU law

- University of Birmingham, Centre for European Security and Diplomacy (United Kingdom) Academic attachment for documentation, sponsored by the British Council (March 2005)
- Courses on European Security organized and sponsored by the British Council in Bucharest. Lecturer: Stuart Croft of the Center for European Security and Diplomacy, University of Birmingham, UK (February 2003; July 2002 & March 2002).
- West University of Timisoara & Civic Education Project, Postgraduate studies: The Law of European Institutions and International Public Law, Certified by the Civic Education Project, affiliated to the Central European University, Budapest (1998-1999)
- University of Graz and University of Olomouc: Summer Course: Basic European Law, Certificate (1998)
- West University of Timisoara & Civic Education Project, Postgraduate studies: Human Rights and Civil Liberties Certified by the Civic Education Project, affiliated to the Central European University, Budapest (1997-1998)
- Cyprus Academy of Public Administration, Nicosia (Cyprus), Summer School: Training of Trainers. Certificate (September 1999).

In Management

- 3 Oct 2011 – Financial Management of EU projects (Expenditure Life Cycle), European Commission, Bruxelles
- 26-27 May 2010 – Procurement, European Commission, Bruxelles.
- 14-15 Oct 2009 – Grant Management, European Commission, Bruxelles.
- 23 March – 30 April 2006 – International Certificate in Project Management – PRINCE 2 Foundation – organized by the United Nations Programme for Development Romania. PRINCE 2 is a formal certification in project management granted by the Ministry of Trade in the UK and it is recognized by international organizations such as: UN, OSCE, NATO, European Commission.
- 17 February 2006 (Bucharest) – Results Management Retreat organized by the United Nations Development Programme Romania.
- 26 January 2006 (Bucharest) – Tips and Tricks for Becoming a Gender Mainstreamer – course, organized by UNDP Romania.

- 22-25 April 2002 (Zagreb, Croatia) – Regional workshop for academic advising: “Synthesizing Skills, Ethics, Resources, and Initiative for Successful Advising”, organized by the USA Department of State
- 4-5 March 2002 (Bucharest) – Academic workshop for Romanian educational advisers, organized by the Fulbright Centre for Educational Advising and the USA Department of State through the Programme for Southeastern European Development.
- 20-24 January 2002 (Budapest) – Training for European project management organized by the Foundation for Science and Technology in Budapest and Hyperion Ltd., Ireland.
- 6-7 June 2000 (Bucharest) – Intensive training for preparation for the 5th Framework Programme of the European Union, organized by "Corint-Suport" Project Scheme at the National Agency for Project Management, Scientific Research, Information and Technology, Bucharest.

#### SUMMARY OF MISSIONS ABROAD

2016-2019: Participation to conferences, and different missions to work with the cultural, civil society, artistic milieu in order to implement and/ or to promote the European Capital of Culture programme in Timisoara in the following countries: Hungary (Budapest, Pecs), Austria (Vienna), Croatia (Rijeka), Serbia (Novi-Sad), North Macedonia (Skopje), Germany (Chemnitz, Berlin), Italy (Ravenna, Napoli, Rome), France (Paris), Portugal (Lisabona), Spain (San Sebastian), Belgium (Bruxelles), Cyprus (Paphos), Ireland (Dublin), Turkey (Izmir), Argentina (Buenos Aires), Romania (Bucharest, Timisoara, Cluj, Arad, Oradea).

November 2018: **Buenos Aires (Argentina)**: Presentation of tourism opportunities boosted by the European Capital of Culture Year in Timisoara – Tourism operators in Argentina, at the Embassy of Romania in Buenos Aires

December 2018 – **Vienna (Austria)**: European Culture Forum, The European Year of Cultural Heritage Annual Forum, Panel speaker

October 2017 – **Rome (Italy)** - European Culture Forum

March 4-5, 2015: **Berlin (Germany)** – Steering group meeting for Priority Area on Culture, Tourism and People-to-People within the EU Danube Region Strategy.

October 2014, 2018: **Brussels (Belgium)**: Participation to the Open Days - European Week of Regions and Cities

May 2014: **Novi Sad (Serbia)**: Speaker at the European Capitals of Culture panel within the 2nd International Conference on Culture of the Danube Countries.

June 2013: **Marseille (France)**: Meeting of the Les Rencontres organization, participation to the board meeting and attending the sessions within the session organized around the topics: the European local and regional authorities, culture and the Mediterranean: How to strengthen cultural cooperation between the two shores of the Mediterranean?."

Mai 2013: **Marseille (France)**: mission in order to gain expertise regarding the setting up of the bid for the European Capital of Culture; sharing experience with Marseille-Provence 2013 Association.

2009- 2012

Long term mission in **Nicosia (Cyprus)** at the European Union Programme Support Office within the Task Force Turkish Cypriot community, European Commission, DG Enlargement;

2008: **London (UK)**: Mission within UNDP Romania to monitor the academic performances of the “Romanian Government Special Scholarships” project beneficiaries at the University College London, London School of Economics and Political Sciences, Westminster University, Queen Mary University, School of Slavonic and East European Studies;

2006: **London and Oxford (UK)**: Mission within UNDP Romania to monitor the academic performances of the "Romanian Government" Special Scholarships beneficiaries at the University College London, Oxford University and Royal Holloway University of London;

2005: **Birmingham (UK)**: academic attachment for documentation purposes at the Centre for European Security and Diplomacy of the University of Birmingham;

2004, 2003:

**Padua (Italy)**: Participation to the coordination meeting of the project "Progetto culturale Italia - Romania nord-occidentale" coordinated by the Padua University and developed in cooperation with the West University of Timisoara and the Babeş-Bolyai University of Cluj-Napoca.

2004: **Vienna (Austria)**: Monitoring of Erasmus students of the West University of Timisoara;

2003 : **Ioaninna (Greece)**: Initiation and setting up a collaboration agreement between the Ioaninna University and the West University of Timisoara;

2002: **Bangkok (Thailand)**: Promoting the West University of Timisoara and recruiting international students from Southeast Asia within the International Education Fair of Bangkok in line with the internationalization strategy of the university;

2001: **Washington, DC (USA)**: Council for International Exchange of Scholars, Washington, D.C. (affiliated with the Institute of International Education in New York), paid internship;

2000-2001:

**Washington, DC (SUA)**: research stage at the Center for the Study of Cultures and Values, The Catholic University of America.

2000: **Florence (Italy)**: practical stage at Veb – Academia Europea: SMEs projects monitoring;

1999: **Nicosia (Cyprus)**: Summer School: public administration;

1999: **Paris (France)**: Academic monitoring of the Erasmus students of the West University of Timisoara;

1998: **Olomouc (Czech Republic)**: Summer School: Basic European Law.



## Curriculum Vitae



Personal information	<a href="http://www.anaboariu.me">http://www.anaboariu.me</a>
First name(s) / Surname(s)	Anca Berlogea-Boariu (aka Ana Boariu)
Profession	Theatre and Film Director & Producer / TV Journalist
Address(es)	8, Republicii street, Blaj, Alba 515400 ROMANIA
Telephone(s)	Mobile: +40 722 828 911
E-mail and website	<a href="mailto:ana.boariu@gmail.com">ana.boariu@gmail.com</a>
Nationality	Romanian
Date of birth	27.12.1968
Languages spoken	English, French, German Languages (basic reading): Biblical Hebrew and Greek
	Freelancer as film and theatre director. Experience in TV and Cinema production. Public speaking and crisis communication strategies. Project Manager at Signis Romania Association (2003-2009; 2017-2019) Media consultant for the Archdiocese of Alba-Iulia and Făgăraș (2017-2019) Media consultant for the Archdiocese of Bucharest (1995-1999; 2009-2016)
COMPUTER SKILLS	Office, film editing on Finalcut, Adobe Premiere, Designing pages with Adobe Indesign. Managing own website with "wix". Promoting videos through ww.vimeo.com, youtube.com, facebook.

## COMMUNICATION & PR

2020, October – 2021, May 2020, January-March	Communication and programming consultant for <b>Timișoara 2021</b> , European Capital of Culture
2018	<b>Promotion</b> of the <a href="#">Performings Arts Market Sibiu</a> : <a href="#">daily short videos</a> on FB, <a href="#">Sibiu International Theatre Festival</a>
2017	<b>Directing</b> the <b>Awareness Campaign for Security Issues</b> - 12 short movies (1 min) produced for Raiffeisen Europe by <a href="#">Maxmedia Production</a> , Bucharest
2015	<b>Directing</b> the <b>Awareness Campaign against Fraud</b> - 12 short movies (1min) produced for Raiffeisen Europe by <a href="#">Maxmedia Production</a> , Bucharest
2010-2016	<b>Lectures</b> and <b>Trainings</b> focused on Communication in public or during crisis situations at <a href="#">BDR Associates</a> for DHL Romania, Bayer Romania, AMCHAM and others
2008	<b>Directing</b> audiovisual materials for "A chance for life, a chance for new memories", <b>P&amp;G</b> campaign at <a href="#">BDR Associates</a> . Contact <a href="mailto:catalina.rousseau@bdr.ro">catalina.rousseau@bdr.ro</a> , manager BDR.
1995-1999 & 2004-2005	<b>Artistic Producer</b> of the ProTV & ProCinema <b>Promo Department</b> promoting films, and especially the launch of <a href="#">ProTV</a> , ACASA and <a href="#">ProCinema</a> tv channels

## THEATRE & FILM

### As director and independent projects coordinator

Exploring personal histories and history through theatre. Documenting life-changing experiences.

2019	<b>SEVEN WITNESSES FOR LITTLE ROME</b> – documentary film (52 min) <b>director &amp; producer</b> ( <a href="https://vimeo.com/294672053">https://vimeo.com/294672053</a> French version) Seven bishops of the Romanian Catholic Church United to Rome present their seven predecessors, the seven bishops who died as martyrs during the persecution (1948-1970) produced by Signis Romania (TVR and Digi24, Romania and KTO, France)
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- 2017 **JOURNEY THROUGH THE GREAT WAR** – documentary theatre project with teenagers  
**director & producer**  
produced by Signis Romania (videonews [Eroiizilei](#) ) during *BlajTeam18 Festival*  
co-founded by AFCN – The Administration of the National Cultural Fund
- 2012 **WINTER OF OUR BOOKS** ([Radio Performance](#))  
**written and directed** by Ana Boariu, inspired by a real story of Blaj's last librarian  
Produced by Signis Romania Association & Radio Romania Cultural  
Cofounded by AFCN – The Administration of the National Cultural Fund
- 2011- 2012** **AUGUST STRINDBERG CENTENNIAL ANNIVERSARY**  
(conferences, performances, studies)
- 2012 **SELECTED READINGS from August Strindberg**  
presented at the [National Theatre Festival for Strindberg's Centennial](#)  
produced by UNITER – The Romanian Theatre Association  
cofounded by AFCN – The Administration of the National Cultural Fund
- 2011 **THE GREAT HIGHWAY by August Strindberg** ([happening](#))  
**director & project coordinator**  
produced by [UNITER – The Romanian Theatre Association](#),  
cofounded by AFCN – The Administration of the National Cultural Fund
- 2011 Boariu Ana, *Cuvânt înainte* (forward) in Berlogea Ileana, **August Strindberg, un precursor solitar al teatrului contemporan**, Ed. Academiei Române, București, 2011
- 2008-2009** **VLADIMIR GHICA, PRINCE, PRIEST AND MARTYR**  
(a performance, a film, a book)
- 2008 **LA FEMME ADULTÈRE** ([The adulterous woman](#)), theatre play by Vladimir Ghika  
**Director & producer** (as Anca Berlogea)  
with Camelia Maxim, Dan Badarau, [Francesco Agnello](#)  
performed in France and Belgium, produced by Signis Romania Association  
with the support of [ICR – Romanian Cultural Institute](#) through the Cantemir Program
- 2009 **TO MY BROTHER IN EXILE** (docu-drama, 52 minutes): **director & producer**  
aired on KTO, France; TSR, Switzerland; Polish Public Television; Digi24  
(online at <https://www.youtube.com/watch?v=G3sseAZHeww> )  
Produced by Signis Romania Association, Co-producer KTO, France;  
with the support of FAV – Fundatia Arte Vizuale & PHARE – PreMedia Support  
[UCIN Award for Best Documentary of 2009](#) (ex-aequo)
- 2008 **TO MY BROTHER IN EXILE**: letters written by Vladimir Ghika to his brother Dimitrie Ghika, exiled in Switzerland, between 1948-1952. **Coordinated by Boariu Ana**, Cosmovici Emanuel
- 2003-2005** **MÉMOIRE DES PASSEURS – a performance, a film, a book**  
([Memories of journeymen](#))
- 2003 **a theatre play** based on the Gospel of John and testimonies from the Stalinist period  
performed in 30 churches and public places on the way to Compostella, France and Spain  
**project coordinator and co-director** as Anca Berlogea. Co-directed by Dragoș Galgoțiu  
Produced by [UNITER – The Romanian Theatre Association](#), in collaboration with  
SIGNIS WORLD and ORION; with the support of the European Commission through the  
[Programme Culture 2000](#) (project 64). Contact Aura Corbeanu, [aura@uniter.ro](mailto:aura@uniter.ro)
- 2004 **The film: TOWARDS THE END OF THE EARTH** (52 minutes): **director & producer**  
a reportage of the journey with Memoire des passeurs on the way to Compostela  
aired on TVR2, Senso TV, Realitatea TV, Belgian Public Television  
Produced by Signis Romania Association/ UNITER – Romanian Theatre Association
- 2005 **The book:** Boariu Ana, [Amintiri. Călăuze](#), Editura Arhiepiscopiei Romano-catolice, București
- OTHER PRODUCTIONS**
- 2015 **CHESTNUTS&ACORNS** – short film (13 min): **director & producer**  
premiered at REPLIKA Cultural Centre, Bucharest  
produced by signis.ro/ fav /cutare film/ atlantic film

	(online on <a href="#">vimeo</a> ; password: castane2015)
2007	<b>Artistic Director</b> of the <a href="#">Closing Ceremony of EEA3</a> – 3rd European Ecumenical Assembly organized by the Evangelical Church Council, Sibiu aired live on TVR 1 and on Eurovision
2002	<b>TESTIMONIES OF FAITH</b> (two-part documentary, 70 min) & <b>JOURNEY TOWARDS CHRISTMAS</b> (documentary, 52 min): director & producer produced by SIGNIS ROMANIA Association
	<b>THEATRE PRODUCTIONS DURING STUDIES – student in directing</b>
1994	<b>MARIA 1714</b> by Ilie Paunescu Produced and performed at The National Cultural Center – Mogoșoaia
1992	<b>EQUUS</b> by Peter Shaffer produced by Cassandra Studio of the Academy of Theatre and Cinema, Bucharest
Awards	<a href="#">UNITER Award</a> for the Best production of the Theatre Schools (as Anca Berlogea) Awards of the National Theatre Festival I.L. Caragiale for the best direction & for best actor (Cristian Iacob) of the Theatre Schools
1990	<b>THE CONDEMNED MAN'S BYCICLE</b> by Fernando Arrabal – short play (2nd year of studies)
1990	<b>WHEN WE DEAD WILL LIVE AGAIN</b> by Henrik Ibsen – one act play (2nd year of studies)

## FESTIVALS AND CREATIVE LEARNING PROJECTS

Involving young people in media and arts.

Concept, fundraising and managing Showreel on <https://vimeo.com/282997282>

2020, February-Septembre	<b>VIA SCRIPTORUM</b> – five bike-trails and treasure hunt games inspired by the life and writings of writers born in the surroundings of Blaj. A game created by teenagers for teenagers. – concept & project manager for Signis Romania. Co-founded by AFCN - The Administration of National Cultural Fund. <a href="http://www.viascriptorum.com">www.viascriptorum.com</a> / <a href="http://www.facebook.com/viascriptorum">www.facebook.com/viascriptorum</a>
2017, August – September	<b>BLAJTEAM18 – Theatre and Film Festival</b> joined to <b>creative workshops for teenagers</b> (info at: <a href="https://web.facebook.com/blajteam18/">https://web.facebook.com/blajteam18/</a> ) produced by Signis Romania Association financed by <a href="#">AFCN – The Administration of National Cultural Fund</a> and Renovabis (Germany)
2016, September-October	<b>Blaj Creative Workshops: theatre, film and animation workshops for pupils</b> produced by Signis Romania and Greek-catholic Parish Blaj-Ciufud financed by Primavera Association, Blaj
2016, February – June	<b>Creative lessons in historical sites:</b> a project to teach German Developed at “St. Basil” Highschool, Blaj. Contact <a href="mailto:angela_mosneag@yahoo.com">angela_mosneag@yahoo.com</a>
2006 – 2007	<b>FACING CHILDREN – a Signis &amp; UNICEF ROMANIA Film Festival on Child Rights</b> including feature film screenings & debates & workshops for children <a href="http://www.signis.net/news/general-2/12-10-2006/signis-romania-facing-children-a-film-festival-for-child-rights">http://www.signis.net/news/general-2/12-10-2006/signis-romania-facing-children-a-film-festival-for-child-rights</a> . produced by SIGNIS ROMANIA Association. Main partner UNICEF ROMANIA (Contact Voica Pop, <a href="mailto:vpop@unicef.org">vpop@unicef.org</a> ) ; <a href="#">ECF – European Cultural Foundation</a> , Holland; <a href="#">RENOVABIS Foundation, Germany</a>
2006-2008	<b>UMA – OneMinute film workshops</b> for children and teenagers in need – <b>Project manager</b> produced by SIGNIS ROMANIA in collaboration with UNICEF Romania; partner of TOMjr. (2006- 2009) and of <a href="#">Stranger Festival</a> (2008), both <a href="#">ECF projects</a> produced in collaboration with Rodica Buzoianu (workshop coordinator)

## Educational field – Cinema and Acting classes

2016-2018	<b>Invited Lecturer:</b> Acting Classes for Cinema (second and third year of acting school) <a href="#">University "Lucian Blaga", Sibiu</a> – Department of Theatre.
2007-2008	<b>Invited Lecturer</b> as Project Manager of "Facing Children" Film Festival <a href="#">Faculty of Sociology and Social Care</a>
2007 – 2008	<b>Invited Lecturer</b> – "Cinema and the History of religions" (First Year, Film Faculty)
1997 – 1998	<b>Assistant Lecturer</b> – Acting classes for directors (First year, Theatre directing department) <a href="#">University of Theatre and Film "I.L. Caragiale"</a> (www.unatc.ro)

## EXPERIENCE IN PROFESSIONAL MEDIA *reporting, producing, promoting*

### TELEVISION PRODUCTION

2019 Jan/May	<b>Fixeur</b> for "By train through Transylvania", directed by Grit Merten For SWR/ARTE Contact <a href="mailto:ana.muntean@kolectiv.ro">ana.muntean@kolectiv.ro</a> , local production manager.
2015	<b>Script consultant</b> for "Cabbage, Potatoes and other Demons" written and directed by Serban Georgescu developed through Documentary Campus Masterschool, pitched in Leipzig Networking Days 2013 and produced by Elephant Film, <a href="#">Kolectiv</a> , Ma.Ja.De Filmproduktion for MDR / ARTE. Contact <a href="mailto:ana.muntean@kolectiv.ro">ana.muntean@kolectiv.ro</a> , production manager.
2015	<b>Local production coordination</b> for one episode of "Medecines d'ailleurs" ( <a href="#">Roumanie- Miracle des abeilles</a> ou <a href="http://www.mathieulelay.com/commissions/medecines-roumanie/">http://www.mathieulelay.com/commissions/medecines-roumanie/</a> ) produced by Bonne Pioche for ARTE
1999-2000	<b>Production Coordinator / Live broadcast director</b> at ProTV of the visit of Pope John Paul II in Romania and other events (New Year's Eve 2000)

### CINEMA PRODUCTION (info on [imdb](#))

2014	<b>location manager</b> for "Aferim!" by Radu Jude (filmed in 2014) Silver Bear for Best directing, Berlin 2015 produced by HIFILM, producer Ada Solomon. Contact <a href="mailto:ada.solomon@gmail.com">ada.solomon@gmail.com</a>
2013, December	<b>first assistant director</b> for "Can pass through the wall" by Radu Jude (short film) premiered in Cannes – Directors' Fortnight produced by microfilm, producer Ada Solomon
2012 – 2013	<b>executive producer</b> for "Exploratorul" (The Explorer) – feature documentary film (75 min) directed by Titus Muntean and Xantus Gabor filmed in Romania, France, Spain, Norway and Antarctica <a href="#">premiered at TIFF</a> - Transilvania International Film Festival (aired on TVR) produced by Fundația Arte Vizuale, producer Vivi Drăgan Vasile. Contact <a href="mailto:fav@fav.ro">fav@fav.ro</a>
2001, July-August	<b>director</b> of the documentary <a href="#">Making of "Callas Forever" by Franco Zeffirelli</a> aired by ProCinema on the 14.11.2005 produced by Media Pro Pictures (co-producer of the movie)
1991, July – October	<b>Second Assistant Director</b> "THE OAK", directed by Lucian PINTILIE (Official Selection – Un certain regard, Cannes, 1992 employed by Filmex Romania, co-producer of the movie

### TELEVISION JOURNALISM

2015	<b>Religious Correspondent</b> for Digi24 during the canonization of Pope John Paul II
2005-2006	<b>Religious Correspondent</b> for Realitatea TV in Koln – World Youth Day 2005

### ASSOCIATIVE ACTIVITIES

**President of Signis Romania Association (2003-2011) and manager of mentioned projects**  
**Juror of [Signis](#) and [Ecumenical Juries](#) in International Film Festivals**

2016	73 Venice Film festival - Mostra di Venezia - <a href="#">president of Signis Jury</a>
2010	International Film Festival in Hong Kong - <a href="#">president of Signis Jury</a>
2003	Prix Italia Television Festival – member of the Signis Jury
2002	Cannes International Film Festival - president of the Ecumenical Jury
1999	Montecarlo Television Festival – member of the Signis Jury
1998	Cannes International Film Festival – member of the Ecumenical Jury

## EDUCATION AND TRAINING

Title of qualification	<b>PHD</b> at University of Cluj – Theatre Faculty & Université de Lorraine – Ecole doctorale Fernand Braudel, France Title: <a href="#">A prophet in Tophet. Strindberg interprets Jeremiah</a> Doctoral thesis defended on the 29 <sup>th</sup> of September 2018 Coord. Prof. dr. Elena di Pede, Univ. Lorraine and prof. dr. Miruna Runcan, Univ. Cluj a research on theatre and prophecy in Strindberg’s last drama and the Book of Jeremiah
2017	Participations in International Conferences and publications during studies: Boariu Ana, “The Great Highway – the epilogue of Strindberg’s great theatrical adventure” at the 20 <sup>th</sup> International Strindberg Conference, Krakow: <i>Strindberg and the Western Canon</i> , abstract online at <a href="http://www.ifg.filg.uj.edu.pl/documents/4530294/8708651/STRINDBERG+AND+THE+WES+TERN+CANON++++Abstracts.pdf/7b3f4e9a-75f0-4558-a58c-99c5a9b471e0">http://www.ifg.filg.uj.edu.pl/documents/4530294/8708651/STRINDBERG+AND+THE+WES+TERN+CANON++++Abstracts.pdf/7b3f4e9a-75f0-4558-a58c-99c5a9b471e0</a>
2016	Boariu Ana, “The prophet’s grief” in “ <i>Spe salvi, credință și speranță</i> ”, Babeș Bolyai University – Faculty of Greek-catholic Theology, Oradea, 6-8 October 2016. 8 <sup>ème</sup> Colloque International du RRENAB, “ <i>Le Récit : thèmes bibliques et variations : Lectures et réécritures littéraires et artistiques</i> ”
1999- 2002	<b>Master degree in theology</b> (Licence canonique en théologie)
Principal subject of study	“Memories and of the testimonies in the Gospel of John – starting points for a theatrical performance”. Coord. Prof. Dr. Yves Marie Blanchard
Name and type of institution	Institut Catholique de Paris – Institut des Arts Sacrés
1992 – 1998	<b>Licence degree in theology</b>
Subject of licence paper	“The commandment of God’s love in Kieslowski’s first three episodes of the <i>Decalogue</i> ”
Name and type of Institution	Catholic Institute of Theology – University of Bucharest. Coord. Prof. dr. Ioan Robu
1997	<b>Certificate in social and religious communication</b> at Crec Avex, Lyon
1995	<b>Television Journalist</b> (filming, editing and presenting news)
School	BBC School of TV Journalism in Bucharest (3 months intensive training)
1988 – 1994	<b>Theatre directing</b> (master degree)
Name and type of institution	“I.L. Caragiale” Theatre and Film Academy, Bucharest
1975 – 1987	<b>Bachelor degree</b> at German Highschool, Bucharest


## PUBLICATIONS

2019	Boariu Ana, “ <b>The Mystery of a mystery play</b> ” in JAS 1/2019 (ULBS, Sibiu), pp. 73-82
2018	Boariu Ana, “In search of the theatrical unit of meaning: <b>Exploring Mnemonic by Simon McBurney</b> ”, in <i>Studia dramatica</i> (2/2017), pp. 221-239, online at <a href="http://studia.ubbcluj.ro/download/pdf/dramatica/2017_2/12.pdf">http://studia.ubbcluj.ro/download/pdf/dramatica/2017_2/12.pdf</a>
2016 – 2017	<b>Educational materials</b> written for <a href="#">OneWorld Romania at School</a> project. It includes 12 film presentations of human rights documentaries.
2010	Boariu Ana, <b><i>Biserici catolice din Dobrogea (Catholic Churches in Dobrogea)</i></b> , Editura Arhiepiscopiei Romano-catolice, București

# OVIDIU-IULIU DAJBOG-MIRON

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## PROFESSIONAL PROFILE




11+ years' experience as cultural manager in the field of international cultural relations. Between 2008 and 2012 he led the department in charge of monitoring and assessing the performance of the network of the Romanian Cultural Institutes Abroad. Between 2015 and 2019, he was project coordinator with the Romanian Cultural Institute in Madrid. In this capacity, he coordinated more than 30 cultural projects in Spain, Mexico and Argentina. Education: two MA degrees in arts management (City University, London, Bucharest University) and BA in Philology (English and French). Fluent in 5 languages.

## CAREER SUMMARY

 **Programme Director a. i. (Freelancer)** | Asociația Timișoara 2021- Capitală Europeană a Culturii 2021 | Timișoara, Romania, <http://www.timisoara2021.ro/> Jul 2020–May 2021


### RESPONSIBILITIES

- Coordinate the implementation of the cultural programmes and the delivery of the artistic concepts in collaboration with local, regional and international artists and organisations
- Maintain and develop the existing international partnerships of the Cultural Programme of Timișoara European Capital of Culture
- Coordinate the Artistic Unit and collaborate with other departments (Production, Operations, Engagement and Volunteering, Communication and Marketing) in order to deliver over 100 events until December 15 2020
- Draft budgets, annual action plans, and specific reports as required by the funding authorities and sponsors
- Manage the projects MOST and Heritage Contact Zone funded through the EU Programme Creative Europe

 **Programme Manager / Creative Producer (Freelancer)** | Asociația Timișoara 2021- Capitală Europeană a Culturii 2021 | Timișoara, Romania, <http://www.timisoara2021.ro/> Jun 2019 –Jun 2020

### RESPONSIBILITIES

- Contribute to the development of the Cultural Programme of Timișoara 2021 European Capital of Culture by curating the assigned territory and implementing a portfolio of 8 multiannual programmes
- Manage the projects funded through the EU Programme Creative Europe: MOST (2019-2023, project leader Hangvető Budapest, <https://mostmusic.eu>, and Heritage Contact Zone / Theatre as Resistance, 2018-2020, project leader H401 Amsterdam, <http://heritagecontactzone.com>)

 **Independent expert** | Administrația Fondului Cultural Național | Bucharest, Romania, [www.afcn.ro](http://www.afcn.ro) Apr&Oct 2019

### RESPONSIBILITIES

- Evaluate cultural projects received in response to call for proposals organised by the Administration of the National Cultural Fund

 **Cultural projects coordinator** | Romanian Ministry of Foreign Affairs / Romanian Cultural Institute in Madrid | Madrid, Spain, [www.icr.ro/madrid/](http://www.icr.ro/madrid/) Feb 2015 – Feb 2019

### RESPONSIBILITIES

- Managed around 50 cultural projects aimed at promoting the Romanian creative sector in Spain and Mexico according to the strategy of the institution
- Researched and proposed the appropriate artistic content of the events, negotiated with guest artists and local partners, managed the budget, managed the communication (drafted press notes, managed the social media), drafted ex-post evaluations, annual and ad hoc reports
- Collaboratively worked with around 200 different stakeholders yearly (artists, service providers, institutional partners, the media), using Spanish, Romanian, English and French as working languages


 **HR Administration Specialist with Italian/Internal Trainer** | Global e-Business Operations Sp. Z.o.o (Hewlett-Packard) | Łódź, Poland, <https://www.hpe.com/pl/en/home.html> Dec 2013 – Feb 2015

### RESPONSIBILITIES

- Managed daily hiring/re-hiring process for one of the largest Italian banks and delivered approximately five internal trainings monthly in Italian (HR) and English both for new employees and for future trainers
- Managed new employees' data in SAP 04 system and other specific programmes
- Actively worked in a Q&A Project aimed at improving the qualitative and quantitative performance of the team Hiring


**RESPONSIBILITIES**

- Delivered courses in Italian (for A1 level), French (for A1 level) and English (for B2 level) as well as Specialised Languages course including the Language of Logistics (in French, for C 1 level)

 **Trainer in 6 African Countries** | V&V Training SRL via Atos Formation for Groupe Bolloré | Oct 2012 – Oct 2013  
Africa, [www.bollore.com](http://www.bollore.com)

**RESPONSIBILITIES**


- Delivered customised pieces of training to over 500 Freight & Forwarding and Shipping staff of Bolloré Africa Logistics in Senegal (Dakar), Cameroon (Douala), Kenya (Mombasa, Kisumu), Uganda (Kampala), RD Congo (Lubumbashi) and Botswana (Gaborone)
- Effectively trained management and executive staff on internal procedures of Bolloré including clearing goods and customs formalities, quotation management, relationship with clients, management of vessel calls, service invoicing
- Delivered training in French and English and reported to the headquarters and the local management on compliance with Bolloré standard procedures, malfunctions and possible directions for improvement

 **Director – Department for the Assessment of the Programmes of the Romanian Cultural Institutes Abroad** | Romanian Cultural Institute | Bucharest, [www.icr.ro](http://www.icr.ro) Sep 2008 – Oct 2010

May 2011 – Sep 2012

**RESPONSIBILITIES**

- Drafted and implemented evaluation policies of the cultural programmes organised by the 17 antennas of the Romanian Cultural Institutes abroad (RCIa)
- Initiated and coordinated the development of a computer-based platform (Win-Win) aimed at monitoring and evaluating all the cultural projects; the platform halved the evaluation working time, replaced the slow email communication and made the decision-making process more transparent
- Elaborated ex-ante evaluation of around 600 cultural projects proposed by the RCIa every year and made recommendations to the Executive Board of the Institute
- Elaborated weekly reports for the Executive Board concerning the activities organised by the RCI antennas as well as annual evaluations and proposals for improving performance
- Supported the teams of the antennas abroad in attaining their objectives and identified the appropriate administrative procedures
- Coordinated large-scale projects organised by the RCI as well as the project "Childhood. Remains and Heritage" which benefited of EU funding through Culture Programme 2007-2013;
- Professionally coordinated the communication strategy of the impact of the activities organised by the RCI antennas (website/presentation film/annual brochure)

 **Voting Member (Executive Board)** | Romanian Cultural Institute | Bucharest, [www.icr.ro](http://www.icr.ro) Oct 2010 – Sep 2012

**RESPONSIBILITIES**

- Actively participated in the decision-making process for the entire activity of the Romanian Cultural Institute

 **Director-General of the Directorate-General for the Romanian Cultural Institutes Abroad** | Romanian Cultural Institute | Bucharest, [www.icr.ro](http://www.icr.ro) Oct 2010 – May 2011

**RESPONSIBILITIES**

- Managed the department in charge of implementing all the cultural projects through its antennas: organised the workflow, coordinated the daily activities of the team, supervised the correct implementation of the projects, revised procedures in order to reduce the administrative burden of the RCIa
- Coordinated a team of 18, organised staff selection competitions in collaboration with the HR department, and managed a budget of 4 million EUR a year
- Acted as a problem-solving hub for the directors and deputy directors of the RCIa
- Occasionally represented the RCI in relation to external partners (Ministry of Foreign Affairs, Ministry of Culture, cultural organisations)

 **Cultural projects coordinator** | Romanian Cultural Institute | Bucharest, [www.icr.ro](http://www.icr.ro) May 2008– Sep 2008


**RESPONSIBILITIES**


- Managed the administrative implementation of the projects organised by the Budapest antenna of the Romanian Cultural Institute: concluded contracts with the participating artists, dealt with the public procurement procedure for all the necessary services (flights, accommodation, hiring locations, equipment etc.), managed the relations with the Romanian artists, project evaluation


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## EDUCATION AND TRAINING

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 **Master of Arts in Arts Management in Practice and Cultural Policies** | City University | UK Sep 2006 – Nov 2007  
Art Management | Cultural Planning and Development through Culture | Cultural Policies  
Beneficiary of the Programme "Romanian Government Special Scholarship" aimed at improving the quality of the public-policy making in the Romanian administration; financed by the Romanian Government and the Romanian representation of the United Nations Development Programme

 **Master of Arts in the Management of the Resources of the Cultural Institutions** | Bucharest University | RO Oct 2005 – Feb 2008  
Management of the Cultural Institutions | Intellectual Property and specific legislation for the cultural sector | Urban regeneration

 **Bachelor of Arts in Philology (English/French)** | "Alexandru Ioan Cuza" University, Iași | Romania Oct 2001 – Jun 2005  
Translation studies | Linguistics | Anglophone and French literature

 **Erasmus Scholarship at the Centre for Translation Studies** | University of Copenhagen | Denmark Sep 2004 – Feb 2005  
Translation studies with a focus on subtitling | French literature | British political studies | Linguistics

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## PROFESSIONAL DEVELOPMENT

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- Diploma of Spanish as Foreign Language - C1 level (DELE), delivered by the Spanish Ministry of Education and Research via Cervantes Institute (2017)
- Diploma of Italian as Foreign Language - C1 level (CELI), delivered by University for Foreigners of Perugia (2010)
- Dec 2012 - Jun 2018: Polish language course (currently at B2 level), delivered by Polonus School, Łódź, Poland (on-site and online since 2015)
- Jul 2011: Italian language course, C2 level, Babilonia, Scuola di italiano, Taormina, Italy
- Jul - Aug 2010: Summer course: Italian Language and Culture, C1 level, Centro d'Ateneo per la Promozione della Lingua e Cultura Italiana "G. e C. Feltrinelli", University of Milan, Gargnano del Garda, Italy
- Jul 2009: Summer course: European Cultures and Identities, Utrecht University, Netherlands
- May-Jul 2008: Special training in public administration as part of the "Romanian Government Special Scholarship" Programme, National Institute of Administration, Bucharest
- Jul 2007: Summer course: Cultural Policy Making in Post-communist Countries, Central European University, Budapest, Hungary

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## LANGUAGE SKILLS

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- Spoken Languages: Romanian (Native) | English (C2) | French (C2) | Spanish (C1) | Italian (C1) | Polish (B2)
- Legal Translator of French/English-Romanian (authorisation no 23309 from 9/09/2008), delivered by the Romanian Ministry of Justice
- Collaboration on various translation projects in Romania and Poland (legal documents, interpreting), translator of four published books





## Curriculum vitae Europass



### Personal Information

Name / First name **VULCAN, Maria**  
Address Dumbrăvița, Str. Phoenix nr. 50 Ap 1, Jud. Timiș, România  
Telephone number Mobile: (+40) 725 513518  
Facebook / LinkedIn [maria.vulcan](#), [maria-vulcan-50126113](#)  
E-mail address [maria.vulcan2021@gmail.com](mailto:maria.vulcan2021@gmail.com)  
Nationality Romanian  
Birthdate 8 July 1968

### Position **Coordinator**

### Professional experience

Period	Nov 2019 – present
Job or position	Audience Involvement, Capacity Building and Volunteering Unit Coordinator
Activities and responsibilities	Coordination, adaptation / development / implementation of strategy for volunteering and community involvement, PR, project writing / implementation, design and implementation of training programs
Employer name and address	Timișoara 2021 - European Capital of Culture Association Theresia Bastion • Popa Șapcă Str., No. 4, Timișoara <a href="http://timisoara2021.ro">timisoara2021.ro</a>
Type of activity / sector	Arts and Culture, Community Development and Civic Engagement
Period	Jan 2013 – April 2021
Job or position	<b>Europe Direct counselor (information officer)</b>
Activities and responsibilities	Development and coordination of educational projects & information activities on European matters – EU policies and programmes, EU citizens' rights, EU grants; the public relations activity (writing press releases, newsletter, relations with beneficiaries, partners and media)
Employer name and address	Europe Direct Information Center Timisoara – West Region, EDIC Arad – coordinated by the European Commission's Representation in Romania & DG COMM of the EC Student Plus Foundation, B-dul Take Ionescu 40, Timisoara, DAS Arad Tel: (+40) 371 111201, <a href="http://www.europedirect-tm.ro">www.europedirect-tm.ro</a>
Type of activity / sector	Information on EU policies and programmes
Period	Mar 2007 – May 2020
Job or position	<b>Programmes director</b> <b>Human Resources department coordinator</b>

Activities and responsibilities | Development and coordination of social / educational / cultural / IT / democracy projects financed by local, state, EU budget; public relations activity (writing press releases, managing email DB, relations with beneficiaries, partners and media), Interviewing, evaluation, personnel selection & training, personnel strategy development, volunteer mentoring. Being also a founding member, my involvement as a volunteer in the Foundation's activities began in 1999.

Employer name and address | Student Plus Foundation, B-dul Take Ionescu 40, Timisoara  
Tel: (+40) 256 494390, (+40) 356 809991, [www.studentplus.ro](http://www.studentplus.ro)

Type of activity / sector | NGO – Education and information

Period | Mar 2005 – Feb 2007

Job or position | **Human Resources Department coordinator**

Activities and responsibilities | Interviewing, evaluation, personnel selection, personnel strategy

Employer name and address | SC Business Plus SRL, B-dul Take Ionescu 40, Timisoara  
Tel: (+40) 256 494390, (+40) 356 809991, [www.business-plus.ro](http://www.business-plus.ro)

Type of activity / sector | IT services, Adult education

Period | Aug 1994 – Mar 2005

Job or position | **Electrical engineer pr.**

Activities and responsibilities | Analysis and reports regarding the management & operation of the installations, test, implement and report, train end-users of the SAP-MM (material management) integrated management system

Employer name and address | Electrica Banat, Piata Romanilor 1-2, Timisoara, jud. Timis

Type of activity / sector | Electrical distribution company

Period | Nov 1992 – Jul 1994

Job or position | **Electrical engineer**

Activities and responsibilities | Analysis and reports regarding the management & operation of the high voltage installations

Employer name and address | Filiala de Retele Electrice Sibiu, Str. Uzinei 2, Sibiu, jud. Sibiu

Type of activity / sector | Transport and electrical distribution company

## Education and training

Period | Nov 2012

Qualification / diploma | **Trainer in adult education**

Main subjects studied / professional skills acquired | Planning, delivery, evaluation of training

Theoretical and practical knowledge in the field of adult education

Name and type of educational institution / training provider | Under the project "Reconstruction of Women's Status" – EU project

Al I Cuza University from Iasi

Period | Jan - July 2012

Qualification / diploma | **Manager and entrepreneur**

Main subjects studied / professional skills acquired | management, entrepreneurship, marketing, quality control, HR, communication etc.

Competencies in project and business management, entrepreneurial skills

Name and type of educational institution / training provider | Within „The National School for Manager Women” – EU project

Association for the Promotion of Women in Romania and Vertical Adventure

Period | 2001-2002

Qualification / Diploma | **Social worker, counselor**

Main subjects studied / professional skills acquired | Social work, psychology, ethics, children's rights and protection, social policies in Romania, legislation, sociology and psychology of religion, community psychiatry, transactional analysis

Social work - Socio-psychopedagogy

Name and type of educational institution / training provider | West University of Timisoara, Faculty of Sociology and Psychology

Level in national or international classification | Post-graduate specialization

Period 1986-1992  
 Qualification / Diploma **Electrical engineer**  
 Main subjects studied / professional skills acquired Electricity, electrical appliances, computer programming, business management electrical engineering  
 Name and type of educational institution / training provider Polytechnic Institute Traian Vuia, Timisoara, Faculty of Electrotechnics

Level in national or international classification Diplomat engineer

### Personal skills

Mother tongue **Romanian**

Foreign languages

Self-evaluation

EU level (\*)

**Language**

**Language**

Understanding				Speaking				Writing	
Listening		Reading		Conversation		Speaking		Writing	
C1	English	C1	English	C1	English	C1	English	C1	English
B1	French	B1	French	B1	French	B1	French	B1	French

(\*) Common European Framework of Reference for Languages

Social skills and competences

Ability to analyze and synthesize, decision-making capacity, ability to work in team and independently, leadership skills, clarity and coherence in expression, experienced public speaker, dedicated to building relationships and nurturing personal growth in others, innovative and curious, adaptable and proactive, thriving when working in diverse & intercultural teams, passion for serving the community.

Organisational skills and competences

20 years of experience in planning and coordinating the activities of Student Plus Foundation, coordinating HR, PR. Volunteer center

Computer skills and competences

Microsoft Office - Experienced user, experience in database management, organizational management software, evaluation tools and online survey tools, social networks, development and editing of web / wordpress platforms (html).

### Anexes

## Publications

Digital citizen's guide | Europe at your fingertips, 2018 (Mihai Lazar, Maria Ciorba)  
[http://www.academia.edu/38198026/Ghidul\\_cetateanului\\_digital\\_Europa\\_la\\_degetele\\_tale](http://www.academia.edu/38198026/Ghidul_cetateanului_digital_Europa_la_degetele_tale)

Education for sustainable development – 17 objectives to change the world, 2015 (Maria Ciorba, Dana Lazar)  
[http://www.academia.edu/23515040/Educatia\\_pentru\\_dezvoltare\\_durabila\\_RO\\_-\\_Education\\_for\\_sustainable\\_development](http://www.academia.edu/23515040/Educatia_pentru_dezvoltare_durabila_RO_-_Education_for_sustainable_development)

Welcome to Timisoara – Romania! Information guide for migrants, 2014 (Maria Ciorba, Dana Lazar)  
[http://www.academia.edu/10893705/Bun\\_venit\\_%C3%AEn\\_Timisoara\\_-\\_Romania\\_Ghid\\_de\\_informare\\_pentru\\_migran%C8%9Bi\\_2014](http://www.academia.edu/10893705/Bun_venit_%C3%AEn_Timisoara_-_Romania_Ghid_de_informare_pentru_migran%C8%9Bi_2014)

Europe Direct Timisoara Information Center | Introduction to active European citizenship – presentation brochure, 2013  
<https://www.europedirect-tm.ro/brosura2013/>

Note: Published under the EDIC project, all publications are in Romanian language and available on the Europe Direct Timisoara website <https://www.europedirect-tm.ro/resurse>.

### Annex E.3.1.

Average exchange rate RON/EUR for 2019 is 4.7452 lei/euro

Operating expenditure of TM2021 Association	Program		Promotion **		Administration		Others***		Total	
	in m. €	in % *	in m. €	in % *	in m. €	in % *	in m. €	in % *	in m. €	in % *
<b>2019</b>										
<b>Bidbook</b>	5.9970	75%	1.0910	14%	0.9070	11%	0	0%	7.9950	100%
<b>Actual expenditure</b>	1.9146	32%	0.0000	0%	0.3428	38%	0	0%	2.2573	28%

#### \* Actual expenditure vs. Bidbook

\*\* In 2019, the promotion activities were carried out on each project within the "Cultural Program" (with a percentage of approximately 10-15% of the total of each project). Thus, the expenses with the promotion of the program are included in the "Program", which in 2019 had a total value of 1,9146 million euros.

\*\*\* In 2019, tourism expenditures were included in the administration, which had a value of 0.3428 million euros.

Income to cover	Bidbook		Secured funding	
	in m. €	in %	in m. €	in % ****
<b>City</b>	3.0000	38%	2.1074	70%
<b>National Government</b>	2.5200	32%	0.3372	13%
<b>Region</b>	0.7500	9%	0.2487	33%
<b>EU (with exception of Melina Mercouri</b>	0.4500	6%	0.0075	2%
<b>Sponsors</b>	0.6750	8%	0.0253	4%
<b>Other (see note 2)</b>	0.6000	8%	0.2623	44%
<b>Total</b>	7.9950	100%	2.9883	37%

\*\*\*\* \* The percentage of the allocated amount against the committed amount

#### Notes 2:

- 1) These figures do not include the allocation by the City in 2019, and the County in 2019 directly to program partners for projects included in the Cultural Program. These additional funds are detailed in Annex B.6. Cultural Programme Action Plan 2019-2021;
- 2) These figures include the annual fees committed by the City and County to the Association for administration and management costs, as well as other membership fees;
- 3) The actual expenditure by the Association has been lower than the allocated funds due to the late contracting and funds allocation; the distinct and burdensome allocation and reporting procedures of the various funders; the capacity of the Association and partners; and not in the least to the pandemic.

### Annex E.3.2.

Average exchange rate RON/EUR for 2020 4.8371 lei/euro

Operating expenditure	Program		Promotion		Administration		Others		Total	
	in m. €	in %	in m. €	in %	in m. €	in %	in m. €	in %	in m. €	in %
<i>2020</i>										
<i>Bidbook</i>	9.0350	69%	1.9650	15%	1.3340	10%	0.7760	5.92%	13.1100	100%
<i>Actual expenditure</i>	0.5340	6%	0.0309	2%	0.1311	10%	0.0083	1.07%	0.7042	5%

Income to cover operating expenditures	Bidbook		Secured funding	
	in m. €	in %	in m. €	in % *
<i>City</i>	5.2000	40%	0.870	17%
<i>National Government</i>	3.6000	27%	0.000	0%
<i>Region</i>	1.3500	10%	0.000	0%
<i>EU (with exception of Melina Mercouri Prize)</i>	0.5700	4%	0.039	7%
<i>Sponsors</i>	1.3500	10%	0.021	2%
<i>Other (see note 2)</i>	1.0400	8%	0.522	50%
<i>Total</i>	13.1100	100%	1.452	11%

\* The percentage of the allocated amount against the committed amount

#### Notes 2:

- 1) These figures do not include the allocation by the City in 2020, and the County in 2020 directly to program partners for projects included in the Cultural Program. These additional funds are detailed in Annex B.6. Cultural Programme Action Plan 2019-2021;
- 2) These figures include the annual fees committed by the City and County to the Association for administration and management costs, as well as other membership fees;
- 3) The actual expenditure by the Association has been lower than the allocated funds due to the late contracting and funds allocation; the distinct and burdensome allocation and reporting procedures of the various funders; the capacity of the Association and partners; and not in the least to the pandemic.

### Annex E.3.3.

Average exchange rate RON/EUR for May 2021 is 4.9247 lei/euro

Operating expenditure	Program		Promotion		Administration		Others		Total *	
	in m. €	in %	in m. €	in %	in m. €	in %	in m. €	in %	in m. €	in %
<b>2021</b>										
<i>Bidbook</i>	12.0665	68%	2.5465	14%	1.9900	11%	1.0670	6.04%	17.6700	100%
<i>Current projection</i>	1.7089	14%	0.2031	8%	0.1971	10%	0.0457	4.28%	2.1547	12%

Income to cover operating expenditures	Bidbook		Current situation of secured funding **	
	in m. €	in %	in m. €	in %
<i>City *</i>	6.8000	38%	0.8122	12%
<i>National Government *</i>	5.0400	29%	0.0000	0%
<i>Region *</i>	1.6000	9%		
<i>EU (with exception of Melina Mercouri Prize)</i>	0.9000	5%	0.0100	1%
<i>Sponsors</i>	1.8900	11%	0.0000	0%
<i>Other (see note 2)</i>	1.4400	8%	0.4083	28%
<b>Total</b>	17.6700	100%	1.2306	7%

\* The amounts in the table were projected for the year of the title year (2021), but given the context of postponement, the forecast needs to be readjusted

\*\* Following the postponement of the capital's year until 2023, the association expects new financial commitments from the three public funders: City, County and the Ministry of Culture.

#### Notes 2:

1) These figures do not include the allocation by the City in 2021, and the County in 2021 directly to program partners for projects included in the Cultural Program. These additional funds are detailed in Annex B.6. Cultural Programme Action Plan 2019-2021;

2) These figures include the annual fees committed by the City and County to the Association for administration and management costs, as well as other membership fees;

3) The actual expenditure by the Association has been lower than the allocated funds due to the late contracting and funds allocation; the distinct and burdensome allocation and reporting procedures of the various funders; the capacity of the Association and partners; and not in the least to the pandemic.

## Annex E.3.4.

## CITY - PMT FINANCING CONTRACTS AND ANNUAL FEE 2012 - 2020 EURO

Crt. No.	Rate exchange	YEAR	FINANCING CONTRACTS/ ANNUAL FEE	THE AMOUNT CONTRACTED	THE AMOUNT PAID by PMT	THE AMOUNT SPENT	OBS.	The amount from the bidbook	Percentage the amount received/ bidbook
<b>CANDIDACY</b>									
1	4.4560	2012	Contract no. 257/18.04.2012 and contract no. 258/18.04.2012	9,201.08	9,097.43	9,097.43		is not the case	is not the case
			ANNUAL FEE 2012	22.44	22.44	22.44		is not the case	is not the case
2	4.4190	2013	Contract no. 464/21.05.2013	90,518.22	90,518.22	90,518.22		is not the case	is not the case
			Contract no. 733/17.06.2013	14,256.62	14,256.62	14,256.62		is not the case	is not the case
			Contract no. 734/17.06.2013	7,739.31	7,739.31	7,739.31		is not the case	is not the case
			ANNUAL FEE 2013	1,593.57	1,593.57	1,593.57		is not the case	is not the case
3	4.4446	2014	Contract no. 233/18.03.2014	112,496.06	62,997.80	62,603.38	The unspent amount of 394.41 euro was returned to PMT/Casa de Cultura	is not the case	is not the case
			ANNUAL FEE 2014	2,699.91	2,699.91	2,699.91		is not the case	is not the case
4	4.4450	2015	Contract no. 265/24.02.2015	157,480.31	157,480.31	157,480.31		is not the case	is not the case
			ANNUAL FEE 2015	94,488.19	2,699.66	2,699.66	PMT was blocked by the Court of Auditors	is not the case	is not the case
			TOTAL candidacy period	490,495.71	349,105.27	348,710.85			
<b>IMPLEMENTATION PERIOD</b>									
1	4.4908	2016		178,141.98	167,568.36	167,568.36	The spent amount is aproximative because PMT/Casa de Cultura paid directly the collaborators.		
			ANNUAL FEE 2016	222,677.47	222,677.47	222,677.47			
2	4.5681	2017	Contract no. 2874/18.07.2017	906,284.89	332,858.99	332,858.99		1,600,000.00	34.49%
			ANNUAL FEE 2017	218,909.39	218,909.39	218,909.39			
3	4.6535	2018	Contract no.1574/25.05.2018	1,504,244.12	782,206.94	780,627.48	The unspent amount of 1,579.46 euro was returned to PMT/Casa de Cultura	1,800,000.00	55.39%
			ANNUAL FEE 2018	214,892.02	214,892.02	214,892.02			
4	4.7452	2019	Contract CCMT 1700/03.06.2019	2,107,392.73	2,002,023.10	1,783,720.36	The unspent amount of 218,302.74 euro was returned to PMT/Casa de Cultura	3,000,000.00	73.76%
			ANNUAL FEE 2019	210,739.27	210,739.27	210,739.27			
5	4.8371	2020	Contract no. 1747/21.07.2020 and addendum from 11.09.2020	682,847.16	534,411.11	534,389.27	The unspent amount of 21.84 euro was returned to PMT/Casa de Cultura	5,200,000.00	14.25%
			ANNUAL FEE 2020	206,735.44	206,735.44	206,735.44			
6			TOTAL implementation period	6,452,864.47	4,893,022.09	4,673,118.05	In the case of the percentage of 44.47% = average for the period 2017-2020	11,600,000.00	44.47%

## EU projects: completed, ongoing, submitted applications

### A. Successfully completed projects

#### 1. Heritage Contact Zone

Project ref number: 595896-CREA-1-2018-1-NL-CULT-COOP3

Lead partner: STICHTING CASTRUM PEREGRINI H401 (THE NETHERLANDS)

Field: Culture/Cooperation

Programme: Creative Europe

Implementation Period: 2018-2020

Total budget: 327.200 EUR

Total budget TM2023: 44 340 EUR

Website: <https://heritagecontactzone.com>

SUMMARY: Heritage Contact Zone (HCZ) worked with contested heritage. The consortium of organizations from Germany, France, Greece, Hungary, Italy, The Netherlands, Belgium and Romania presented samples of the neglected or contested heritages that the project will focus on. The project ran from September 2018 to December 2020. Main activities: 5 local exhibitions showcasing co-curated, creative and experimental heritage representation, testing new approaches and narratives for the organizations involved. The exhibitions were accompanied by workshops in which artists involved citizens in participatory ‘memory-making’. Project partners also collected other examples of innovative and inclusive heritage representation that use heritage as a space for dialogue and artistic creation. Those are published, together with the findings from the exhibitions and workshops in a toolkit.

### B. Ongoing EU funded projects with TM2021 as Partner

#### 2. MOST - The Complex Strategy to develop the Balkan World Music Scene

Project ref number: 607584-CREA-1-2019-1-HU-CULT-COOP2

Lead partner: HANGVETŐ ZENEI TERJESZTO TARSULAS KORLATOLT FELELOSSEGU TARSASAG

Field: Culture/Cooperation

Programme: Creative Europe

Implementation Period: 2019-2023 (extension in course to 2024)

Total budget: 2.000.000 EUR

Total maximum grant value budget: 181 624 eur

To be covered by TM2023: 181 624 eur (50% over the total period, maximum sum)



SUMMARY: MOST is aimed at world music artists and professionals from 10 countries in the Western Balkans and Romania. The program aims to transform the world music scene in the Balkans into an internationally competitive one through a training program (summer school), mentoring (for one year), professional exchanges and networking for artists and professionals in the field. The components of the program are: (1) *Festival Exchange*, to connect programmers, agents and professionals from 10 festivals in the Balkans with counterparts from 10 world music festivals in European countries; (2) *Management Training*, is aimed at emerging professionals (agents, managers, selectors and programmers, facilitators); (3) *Balkan Music Export*, which aims to support artists, professionals and managers of music events to connect to the market (4) The *Urban Policies* program seeks to encourage cooperation between urban decision-makers and creative initiatives in order to create an enabling environment for music projects through city-level policies.

### **3. Young Volunteers in the Cultural Events – Lessons Learned from COVID-19 Crisis (Youngeteers)**

Project ref number: 2020-1-HR01-KA227-YOU-094777

Lead partner: Subjekt d.o.o. – Croatia

Field: Innovation in youth education

Programme: Erasmus+ KA2 - Cooperation for innovation and the exchange of good practices, KA227 - Partnerships for Creativity

Implementation Period: 2021- 2022

Budget: 126.896 EUR

SUMMARY: With a focus on cross-sectoral cooperation in the field of youth and emphasis on the pandemic context and its effects on cultural and creative sectors, the partners have joined their expertise in order to find innovative solutions that could help build the resilience of volunteer programmes in culture and use volunteering in culture as a means of empowering young people to become creators of cultural activities and successful innovators in their local environment. During 22 months, the partners from seven European countries will design and test innovative educational tools and methods based on the needs of young volunteers and youth workers, which will strengthen participating organizations and improve their capacity for working with the volunteers and training other youth workers for developing high-quality sustainable volunteer programmes resilient to crises. The main target groups are youth workers, volunteer staff and staff from cultural and creative sectors. The main results of the project are to create the new methodology for training youth workers to manage volunteers in culture in times of crisis and the manual for volunteer management in culture in times of crisis.

*The project was also submitted to the the Culture of Solidarity Fund ( July 2020 session)*

### **4. Make the Future of Europe Yours**

Call reference COMM/SUBV/2020/E

Consortium Leader: Culture Action Europe AISBL

Field: Engagement

Programme: Creative Europe

Implementation Period: 2019-2023

Total budget: 213.049 EUR

Total grant value TM2023: 9 500 EUR

#### EXPECTED RESULTS:

1. Visually appealing Make the Future of Europe Yours campaign material containing a modular toolkit which refers to the future of Europe conference together.eu
2. Raised awareness of wider CAE community of the Make the Future of Europe Yours campaign and thereby the future of Europe conference process and knowledge about the possibility to be part of the project and use a modular campaign toolkit
3. Translated Make the Future of Europe Yours campaign materials in at least 12 languages as well as -through CAE hub coordinators contact raised awareness campaign in 12 EU member states (Denmark, France, Greece, Hungary, Italy, Netherlands, Poland, Portugal, Romania, Slovenia, Spain, Sweden).
4. In 12 EU member states, a map of cultural project initiatives that reach out and work with minority communities and citizens who are less likely to already be involved in EU action.
5. At least 360 engaged project change agents and minority communities and citizens who are less likely to already be involved in EU action (30 \*12 member states) that commit to actively participate and make their voice heard in the Europe-wide innovative hackathon that will be organised on 9 May 2022
6. Successful hackathon organised on two levels: 1) through live meetings of 30 participants in the 12 member states involving the mapped minority / underrepresented communities and CAE members while at the same time these meetings are 2) connected online for working together towards a common proposal for the Future of Europe Process. Members of European Parliament and other EU decision makers are involved with engaged discussion on what the Future of Europe shall be. 7000 people watching the hackathon via online and social media channels
7. Results and outcomes of the hackathon are disseminated to more than 100 EU decision makers and fed into the Future of Europe conference process successfully, as well as to the 360 Hackathon participants and the wider audience
8. The participating Minority and underrepresented citizens are aware of the opportunities of how to be more engaged in EU processes, see that their voices are being heard and listened to and start to feel a sense of belonging to Europe. They are offered 1 year complimentary CAE membership

### **C. Ongoing EU funded projects with TM2021 as local (associate) partner**

#### **5. Centriphery**

Project number: 597492

Consortium Leader: Kulturverein Festival der Regionen (Austria)

Programme: Creative Europe, Larger scale cooperation projects

Implementation Period: 2018-2022

Total budget: 2,132,290.00 EUR

CO-FUNDING SUPPORT: 221.000 LEI (approx 40.000 EUR) urgently needed for implementation in July 2021

SUMMARY: Centriphery is a collaborative project between nine partner organisations based across Europe. As every periphery is its own centre, Centriphery will give the citizens of the so-called “periphery” a central voice in exploration and transformation of local myths and empower them to participate in the re-creation of local identities and European narratives.

Centriphery is a multi-layered interdisciplinary, inclusive and inter-generational creative European project that will engage professional international artists in an intensive dialogue with local artists and participating citizens in decentralised regions. Using the local myths and narratives as a bridge to the future, Centriphery will develop various performative and artistic creations incorporating an interdisciplinary and participatory community-driven approach.

## **6. Community Enabled Open Training on Creative & Cultural Entrepreneurship (TraCCE)**

Project ref number: 2020-1-RO01-KA203-079950

Programme: Erasmus+ KA2 - Strategic Partnerships for higher education

SUMMARY: TraCCE adopts a transnational & multi-stakeholder approach in order to build a think-tank in CCE through a cross-country blending of complementary expertise towards developing (through open innovation & quadruple/quintuple helix co-creation):

- a higher education CCE Curriculum and
- a CCE Train the Trainers Toolkit that will be offered to the CCE community (open access) through a virtual learning environment and piloted through four international workshops

Romanian Partners: Timișoara City Hall, West University of Timișoara, University ”Politehnica” Timișoara

## **7. L’intégration communautaire de proximité par les politiques culturelles : Capitales Européennes de la Culture et Cohésion Urbaine Transfrontalière” (CECCUT) - ongoing**

Project ref number: 599614-EPP-1-2018-1-LU-EPPJMO-NETWORK

Programme: Jean Monnet Network – Erasmus+

SUMMARY: The multidisciplinary network "CECCUT" aims to analyse the European Capital of Culture initiative as a tool for urban cohesion in cross-border areas of the European Union. The focus will be on three main themes proposed by the European Parliament and the Council of the European Union concerning the European Capitals of Culture for the period 2020-2033. The project consortium includes four research centres bringing together social science researchers with complementary interdisciplinary profiles (cultural and regional geography, spatial planning, political science, sociology, border studies, information and communication sciences).

## **D. Submitted applications pending for results with TM2021 as Partner**

### **8. Youth Workers and COVID-19: Resilience Built Through Volunteer Programmes in Culture - application May 2021**

Lead partner: Subjekt d.o.o. – Croatia

Field: Youth education

Programme: Erasmus+ KA1 - Mobilities of youth workers

Implementation Period: 2021- 2022

Budget: 33 160 EUR

SUMMARY: The project aims at further strengthening the networking among youth workers engaged in volunteer programmes in culture and specifically in ECoC programmes, by valorizing the intellectual outcomes of YOUNGETEERS project, by exchanging good practices, and developing their skills and knowledge to better respond to current and future pandemics and postpandemic circumstances. The activities of the project consist of a seminar which will be held in Croatia in early 2022. During the seminar, youth workers will have the opportunity to discuss and learn from each other how to use different approaches in managing active youngsters in the context of the pandemic. This mobility will also have a strong multiplying effect, as the outcomes can be easily transferable to different activities the participants are implementing at the local, regional, national and European level. Upon return to local communities, youth workers taking part in this mobility will share the results with other youth workers through peer education, which will multiply the results at the local level.

### **9. Digital Youth Training on Creative & Cultural Digital Entrepreneurship (DIYouth) - application May 2021 (resubmission)**

Lead partner: West University of Timișoara, Romania

Field: Innovation in Youth education

Programme: Erasmus+ KA2 - Cooperation for innovation and the exchange of good practices

Implementation period: 2021-2022

Total budget: 165 040 EUR

SUMMARY: DIYouth aims to develop a transnational non-formal education entrepreneurial youth and youth worker training programme containing: a youth training toolkit CCDE with YOUTHPASS, DigComp and EntreComp certification options (IO1); a train the trainers toolkit (based on the ETS, with EntreComp and DigCompEdu certification options) enabling youth workers to improve the quality and effectiveness of their digital & entrepreneurial training capability (IO2); a CCDE Digital Acceleration platform helping youth put their ideas into the market in collaboration with investors, policy makers, customers and other creative & cultural actors; and series of celebratory creative conferences (multipliers), two of them as teasers for Timisoara2023 and Elefsina2023 EU capitals of culture. The end-goal is to boost the digitalization of the cultural & creative sector while enabling digital job opportunities and employment.

## **E. TM2023 as main stakeholder**

### **10. ECoC-SME: Actions for inducing SME growth and innovation via the ECoC event and legacy**

Project ref number: PGI06047

Lead partner: University of Eastern Finland

Field: SME competitiveness

Programme: Interreg Europe , Call 4

Implementation Period: 01.08.2019- 31.07. 2022

Total project budget: 1.163.171 EUR

[www.interregeurope.eu/ecoc-sme/](http://www.interregeurope.eu/ecoc-sme/)

The ECoC-SME project recognizes the European Capital of Culture (ECoC) Program as a yet under-utilised resource and opportunity for cities and regions to develop existing and prospective local small and medium –sized enterprises (SMEs). The project focuses on the potential of the ECoC program to trigger, strengthen and diversify local entrepreneurship by encouraging their creative, innovative cross-sectoral cooperation, clustering and networking, as well as their internationalization. Along with Timișoara, the project involves former, current and future European Capital of Culture cities: Leeuwarden, ECoC 2018 (Netherlands), Matera, ECoC 2019 (Italy), Rijeka, ECoC 2020 (Croatia) and Kaunas, ECoC 2022 (Lithuania).

Through an interactive process of interregional and participatory learning and co-creation, partners explore and share approaches and practices to revitalize the SME sector at local and regional level, and to align it with the specific context of the mega event European Capital of Culture (ECoC). Action plans will be drafted to enrich policy instruments addressed and selected measures will be implemented in the participating cities and regions during the third year of the project.

Romanian partner: Municipality of Timișoara

Main stakeholders: Timișoara 2021 European Capital of Culture Association, West Regional Development Agency, Intercommunity Development Association Timișoara Growth Pole, Timiș Chamber of Commerce, Industry and Agriculture, etc.

## **F. Unsuccessful applications**

### **11. PACT - People's actions for climate impact with the agora 2.0 as a knowledge management tool for citizens' Green Deal deliberations (PACT)**

Lead partner: Synvo GMBH.

Partners: Technical University Berlin (DE), Sinus Institute (DE), Potsdam Institut für Klimafolgenforschung (DE), Missions Publiques SARL (FR), Experientia (IT), Trilateral Research (IE), Vetenskap&Allmänhet (SE), Kulturhauptstadt Bad Ischl-Salzkammergut 2024

(AT), Institute of Communication and Computer Systems (GR), Festival der Regionen (AT), The HUB Sicilia Cooperativa (IT), Municipality of Elefsina (GR)

Field: Research and Innovation LC-GD-10-1-200

Programme: Horizon 2020

Implementation Period: 2021-2024

Total budget: 4.219.606 EUR

SUMMARY: PACT will develop a EU-wide deliberative toolkit (named Agora 2.0) to curate innovative citizen deliberation and participation actions to support the Green Deal implementation. It will identify and articulate the most effective mechanisms and state-of-the-art methods to develop the toolkit and improve continuously based on tests and case studies of applications on the ground.

## **12. Training for the Contact Zone (TCZ)**

Erasmus call: Call Round 1 2020: KA2 -Cooperation for innovation and the exchange of good practices

Lead partner: Stichting Herengracht 401 (H401-The Netherlands)

Field: Partnerships for creativity KA227

Programme: Erasmus +

Implementation Period: 2021-2023

Total budget: 297.641 EUR

SUMMARY: Training for the Contact Zone is a follow-up of the Heritage Contact Zone project, supported through Creative Europe Programme, successfully completed in December 2020.

The overall objective of the “Training for the Contact Zone” is to enhance Europe-wide social inclusion through arts by sharing the Heritage Contact Zone Methodologies (developed in the frame of European Year of Cultural Heritage 2018). This will be done through Train-the-Trainer low residency modules for mid-career artists, heritage activists, curators and cultural mediators that will enable them to foster intercultural dialogue around contested and difficult heritage and use it in their future careers.

In particular, the specific objectives of the project are to:

- strengthen the capacity of mid-career artists, curators and adult-educators by offering train the trainer workshops on participatory co-creation methodologies to dealing with contested heritage;
- educate on participatory and innovative methodologies in working on contested/difficult heritage that use digital technologies, and thereby equip them better to respond to the COVID-19 situation and the societal challenges related to that;
- empower small and medium sized cultural organisations for using these methods they will develop their capacities to implement approaches in which artists facilitate a process for citizens to work through conflictual aspects of cultural heritage. They are empowered to create contact zones, in which conflictual aspects are not perceived as a threat but as a natural part of our common European space;

- enhance social inclusion through arts of marginalised and underrepresented groups and thereby reinforcing a sense of belonging to a common European space for all citizens

### **13. Digital Youth Training on Creative & Cultural Digital Entrepreneurship (DIYouth) - application October 2020**

Lead partner: Made Group Astiki Mi Kerdoskopiki Etaireia, Greece

Field: Innovation

Programme: Erasmus+ KA2 - Cooperation for innovation and the exchange of good practices, KA227 - Partnerships for Creativity

Implementation period: 2021-2022

Total budget: 185.690 EUR

SUMMARY: DIYouth aims to develop a transnational non-formal education entrepreneurial youth and youth worker training programme containing: a youth training toolkit CCDE with YOUTHPASS, DigComp and EntreComp certification options (IO1); a train the trainers toolkit (based on the ETS, with EntreComp and DigCompEdu certification options) enabling youth workers to improve the quality and effectiveness of their digital & entrepreneurial training capability (IO2); a CCDE Digital Acceleration platform helping youth put their ideas into the market in collaboration with investors, policy makers, customers and other creative & cultural actors; and series of celebratory creative conferences (multipliers), two of them as teasers for Timisoara2023 and Elefsina2023 EU capitals of culture. The end-goal is to boost the digitalization of the cultural & creative sector while enabling digital job opportunities and employment.

### **14. Crossing culture, breaking borders. ORom p'ò Drom (O4ROMA)**

Project ref number: REC-RDIS-DISC-AG-2018, Proposal 849087

Lead partner: Asociația Timișoara Capitală Europeană a Culturii

Field: Non discrimination and Roma integration

Programme: Horizon 2020

Implementation Period: 2019-2021

Total budget: 250.000 EUR

#### **OBJECTIVES:**

- Promote diversity management and adoption of diversity charters in the field of culture and particularly in programmes of the European Capitals of Culture (ECoC), with special attention to the Roma
- Pilot and promote innovative approaches for combating anti-gypsyism through cultural activities and through the ECoC programmes
- Contribute to the empowerment of Roma and non-Roma civil society to fight anti-gypsyism in the two ECoC: Novi Sad and Timisoara
- Mapping European good practices on diversity management in cultural institutions and development of indicators, methodologies and guidelines for using diversity charters in cultural institutions and for the ECoC, with special attention to the Roma

- Training for Roma and non-Roma young people to identify inspiring life stories in Roma communities
- Complex cultural events based on Roma life stories

### **15. Cylinder -A step into the digital era of the Western Balkans' music curriculum (CYLINDER)**

Project ref. Number: 623333-CREA-1-2020-1-HU-CULT-COOP-WB

Lead partner: Music Hungary Zenemukiado Kft

Field: Cultural Cooperation in Western Balkans

Programme: Creative Europe

Implementation Period: 2021 - 2024

Total budget: 485,080 EUR

SUMMARY: The CYLINDER project focuses on intangible cultural heritage: traditional music of the Western Balkans. The main resource of Cylinder comes from mainly archives (tangible culture), and besides digitising this heritage we will create new recordings on the archive resources. We will track audio-visually the recording, digitization and educational performances for educational and promotional purposes, which we will publish alongside the curated results of creative writing. Creative writing will also be used when creating the educational material. Graphic design will be visible on our digital platforms for educational and journalistic purposes. On the platform we will publish content in original languages translated to other Western Balkan languages and English.

### **16. (Un)Synchronised Paths. Connecting Western Balkans Through Art**

Project ref. Number: 23230-CREA-1-2020-1-RO-CULT-COOP-WB

Lead partner: Interart Triade Foundation

Field: Cultural Cooperation in Western Balkans

Programme: Creative Europe

Implementation Period: 2021 - 2023

Total budget: 105.160 EUR

SUMMARY: The project inscribes itself in the current concern of art historians, curators and scholars to understand and study less known micro-histories of Eastern European art from a comparative and transnational perspective which can illuminate further the reading(s) of national art histories. We can name here the publications and researches: Tomas Pospiszyl, An Associative Art History; Klara Kemp-Welch, Networking the Bloc; Piotr Piotrowski & Jerome Bazin, eds., Art beyond Borders.

### **17. Bridging Culture and European tech innovation ecosystems (CURIOSITY 21-22)**

Project ref. Number: CREA2020, call: EACEA-28-2019, Proposal number: 101008756

Topic: Bridging culture and audiovisual content through digital; CREA-INNOVLAB-2020

Lead partner: ARMINES (France) and C-Factor (France),



Programme: Creative Europe  
Implementation Period: 2021 - 2022  
Total budget: 625.086 EUR

SUMMARY: Following the main goals described in EACEA's call, Curiosity21-22 presents a sustainable programme to support cultural entrepreneurship through a competition of startups that will be selected for their commitment to use technology as an enabler to promote the diversity of cultural expressions. Through its first acceleration programme, its report and the first edition of its Forum taking place in a European Capital of Culture, it aims at creating a community of European cultural actors and institutions, entrepreneurs, investors and research universities around a shared impact-driven agenda. We fully share and support the values defended by this project.

### **18. Dante 2021**

Project ref number: 616894-CREA-1-2020-1-RO-CULT-COOP1  
Lead partner: Asociația Timișoara Capitală Europeană a Culturii  
Field: Cultural Cooperation  
Programme: Creative Europe  
Implementation Period: 2018-2021  
Total budget: 341.200 EUR

SUMMARY: Dante 21 is a cooperation project between four cultural operators located in Romania, Italy and Serbia that aims at developing co-creation engagement, using the non-scuola theater-educational experience and a large-scale theater production, the Divine Comedy, in 2021. The process of preparation of this production builds on intensive cooperation between four cultural operators (Timișoara 2021, The National Theatre of Serbia, Novi Sad 2021 and Fondazione Ravenna Manifestazione -FRM) and the creative and artistic sectors in the three countries.

### **19. Improving the Digital Competences and Social Inclusion of Adults in Creative Industries**

Project ref number: 2018-1-RO01-KA204-049368  
Lead partner: Universitatea Politehnica Timișoara  
Field: Adult Education  
Programme: Erasmus+  
Implementation Period: 2018-2021  
Total budget: 229.338 EUR

SUMMARY: The project aims to create a sustainable and efficient education program dedicated to adult learners with low digital skills and low-qualified adults involved in the creative industries sector from Romania, Italy, Austria, Denmark, Lithuania, UK and Ireland. The main outcomes include the Digital Skills and Social Inclusion for Creative Industries MOOC Courses available online and through blended learning, the Integrated Virtual Learning Hub including an

innovative mobile app aimed at low-skilled and at-risk adults, the Digital Skills e-assessment tool and Open Badges for Digital Skills. Together they will provide important new opportunities for low-skilled adults to access knowledge, gain new digital skills and intercultural competences and improve their chances of finding employment or performing better in their current employment.

*Timișoara 2021 dropped out of the project because of lack of specialised fully employed staff.*

Association Timișoara 2021- European Capital of Culture applied as a local partner in 6 other submissions that were not successful.

**Annex E.5**

**Promo video Timisoara 2023**

The video can be accessed at the following open link:

[https://drive.google.com/drive/folders/1NIII3kSe\\_QM9HsfPoq3diNoNQcW4xs1A?usp=sharing](https://drive.google.com/drive/folders/1NIII3kSe_QM9HsfPoq3diNoNQcW4xs1A?usp=sharing)

**Communication Department - Activity Report 2020**

**GENERAL DESCRIPTION**

The Communication Department was created in order to promote the cultural program of the Timișoara 2021 European Capital of Culture Association in Romania and Europe.

**1.1 PRIORITIES OF THE COMMUNICATION DEPARTMENT:**

- Revealing the role, functions and attributions of the Association;
- Providing clear information on the cultural programs of the Association and ensuring the dissemination of information at regional, national and European level;
- Opening the association to online media, social networks and the press;
- Collaboration with other communication departments in public institutions, private institutions and cultural NGOs;
- Increasing the credibility and notoriety aimed at improving the prestige and image of the Timișoara 2021 Association.

**1.2. MAIN OBJECTIVES OF THE COMMUNICATION DEPARTMENT:**

- Effective communication of the concept and the cultural program Timișoara - European Capital of Culture, at local, regional, national and European level, in order to attract a critical mass of employed public;
- Developing an audience in Europe and the entire Banat region;
- Highlighting the richness and diversity of European cultures in Timișoara and the region;
- Improving media relations;
- Ensuring easy and operational access to information of public interest;
- Permanent improvement and adaptation of communication channels: website, social media, written materials, media; brochures, leaflets;
- Increasing the notoriety and improving the image of the Association;
- Promoting culture and education through culture.

**2. CONTEXT**

Given the current context, that of the transition the organization is currently going through as a result of the COVID-19 pandemic, the postponement of the year of exercising the title of Timișoara European Capital of Culture, the drastic reduction of funding and the resignation of Board members, an important priority was strengthening the image and promoting the events of our partner, as well as those that are still carried out with the financial support of the Association Timișoara 2021 - European Capital of Culture.

**2.1. GENERAL SITUATION**

2020 was divided into several stages, due to factors independent of the Communication Department, namely (1) The pandemic caused by SARS COV2 virus infection and all the quarantine / isolation measures that were imposed especially in the first half of the year (2) lack of funding for cultural programs carried out by the Timișoara 2021 Association - European Capital of

Culture in the first 9 months of the year (3) staff turnover (4) governance crisis that generated an uncertain crisis situation both internally, as well as externally (5) the agglomeration of cultural events during October-December, generating an overload of the staff (6) Postponement of the title of the exercise of the European Capital of Culture for Timișoara from 2021 to 2023.

Thus, in the first months (January-March) of 2020, the communication plan for the period 2020-2021 was finalized, the media partnership was signed with TVR as the official broadcaster and the discussions with other media institutions were started. In the following months (March-June) there was a need to rethink the communication strategy, focusing mainly on online communication. In the context of the pandemic, campaigns were launched to support the medical sector, to promote the slogan *Light up the City* and to support partners in the context of the pandemic (TransFormArt), but also to organize the first public event on the first day after lifting the restrictions. June-September was a difficult period due to lack of funding, an extremely low number of staff on communication (one person), and uncertainty regarding the situation of the Association. Only at the end of September, after signing the contract with the Municipality, there was some certainty regarding the financing of cultural programs. Practically, the first 9 months of the year were focused on recalibrating the cultural program, which is unproductive in terms of communication, not having time and resources to organize a coherent and clear promotion of projects (See ANNEX 11. Communication Plan, 13. Jan. 2020).

Starting with the month of October, we have worked exclusively to promote cultural projects, and to ensure a correct visibility of events, project calls, as well as crisis management (See ANNEX 12. Communication Plan, sept. -Dec. 2020). Only in October, two people could be hired to manage social media activities and to support the rest of the communication activities for the projects of the Timișoara 2021 Association, but also for the partner projects.

## **2.2. STAFF**

In 2020, there was a big staff turnover within the Communication Department, thus generating internal problems of organization and relationships between team members. In total, 10 people worked for different periods and in different positions within the department. At the end of the year, no one was employed with on a permanent basis, there was a communication director (with a contract valid only until 15 December 2020), a webmaster (with a contract valid until 15 December 2020) and three people employed with a punctual contract within the project *Light up the City!* (graphics, communication officer, social media officer) - with contracts valid until 15 December 2020.

## **2.3. ACTIVITIES**

### **2.3.1. Relationship with mass-media**

#### **Elaboration of press releases. Organization of press conferences. Relationship with the media. Media partnerships**

The goal of the department is to ensure a permanent communication with the partners, the local community, the collaboration with the journalists, the drafting and transmission of press releases, the organization of press conferences, the editing of informative materials. The way of communicating with the media is an open one, focused on availability. Together with the artistic team, the Communication Department has established for each major event what information may be of interest to journalists that will be communicated as such.

Throughout the year, professional relations were maintained with journalists from the local and international press, answering questions and requests as soon as possible, by providing and

transmitting objective information in favor of the organization.

Press releases about the activity of the organization were drafted and sent, as well as press releases related to the ongoing projects, and sent and all the requests (written or verbal) from the media representatives were answered as soon as possible.

Press releases and information are sent via Mailchimp (the free version, which does not have many facilities).

At the beginning of 2020, the partnership with TVR was signed as the only broadcaster, so that the activities and programs of the Cultural Program were promoted in the national and regional media (for TVR - in its own programs / interventions in Timisoara).

In parallel, discussions took place to ensure media partnerships at the national level (according to the 2020 communication plan) - respectively Agrepress, Radio Romania - but these were not completed for objective reasons. These discussions will be resumed in the next period (more details in point 8 - Relationship with the community).

Number of press conferences 2020: 2

Number of press releases: 53

Monitored media appearances: 734 (of which 38% in the fourth quarter)

*(Attached is the 2020 media monitoring report - ANNEXES 13.a - d, Press monitoring, quarter I - IV.2020).*

*Note: The media monitoring report is done manually. There is no specialized service which would have generated additional costs. Thus, the monitoring is a general one, it does not include in detail all the appearances (written press, radio, TV) nor can their impact be evaluated.*

### **2.3.2. Law 544/2001**

At the same time, the person designated to apply the Law 544/2001, provides the journalists, upon request, information about the current activity of the institution; aims at the continuous improvement of the public image of the institution and the prompt and correct information.

In 2020 there was only one request based on law 544/2001.

### **2.3.3. Social media**

Due to the existing situation (explained in subchapter 2.1. General Situation), the social media activity focused in 2020 on (1) the general promotion of the programs of the Association Timișoara 2021 - European Capital of Culture (2) the creation of online events related to the cultural program (3) supporting partners (4) promoting important events for the cultural area.

It is important to note that most cultural programs have separate pages and traffic is often run on these pages (La Pas, Memories of the City, Moving Fireplaces, Bega! - these are just a few examples).

For the Timișoara 2021 facebook page, a posting schedule was made monthly, for better coordination.

**Facebook users: in 31.12.2020 – 37366 (rise of 2,43% compared to 31.12. 2019)**

**Total Facebook Posts: 328**

*The posts did not benefit from sponsorships on the Facebook page, due to lack of budget.*

*Facebook statistics can be found at the following link:*

<https://drive.google.com/drive/u/1/folders/1Bsen220jfsLKOMJnNyVY4evGIPTnLZ2y>

Instagram / Twitter accounts have also been kept, but they do not have an extremely high visibility.

#### **2.3.4. Site**

The current website [www.timisoara2021.ro](http://www.timisoara2021.ro) needs to be improved and adapted to the current needs of the program.

In 2020, due to lack of financial and personnel resources, only the maintenance of the site was done, namely new information related to events, press releases were uploaded, as well as documents related to transparency, etc. *Website statistics are attached (ANNEX 14) and Website Performance:*

[https://docs.google.com/spreadsheets/d/1KGU3TGHbPyn7yUiSz7XfPzpC\\_GTrK0Ar/edit#gid=1967748249](https://docs.google.com/spreadsheets/d/1KGU3TGHbPyn7yUiSz7XfPzpC_GTrK0Ar/edit#gid=1967748249)

#### **2.3.5. Rebranding Timișoara 2021 becomes 2023**

Part of the 2021 Cultural Program, the *Light up your city* project was originally conceived as a project to mobilize the local community, raise awareness of the cultural program and involve the public. Due to the context of 2020, it became clear that the year of the European Capital will become 2023, instead of 2021. The whole project was rethought as a rebranding project of Timișoara European Capital of Culture. Thus, within the project a new branding manual was made, the logo was modified, 4 videos were made to promote the Timisoara European Capital of Culture, so that people better understand the context of the capital and the guidelines of the cultural program. For these 4 promotional videos, the representative voice is that of the actor Pavel Bartoș, who agreed to be the voice of Timișoara 2023, offering the right to use the audio materials with his voice for a year.

The project *Light up your city!* was conceived within the Cultural Program because in the budget of the Association there is no separate budget allocated to communication activities.

#### **2.3.6. Promoting projects within the cultural program**

Starting with the first months of the year, the Communication Department has conceived various activities to promote recurring programs of Timisoara, European Capital of Culture. Permanently, there were discussions with colleagues from the Artistic Unit, as well as with other partners, in order to promote and ensure a good visibility of cultural projects, as well as of Timișoara 2021 Association itself (Scena dintre blocuri, One Night Gallery).

Starting with September, the promotion of the projects from the Cultural Program 2020 approved by HCL 382 / 08.09.2020 started. After signing the financing contract with the Cityhall, in October 2020, it was finally possible to implement events. The communication strategy for the ongoing cultural projects was discussed, but also how to support those who were not directly funded by the association, but were still part of the Cultural Programme.

Thus, starting with October - cultural projects were promoted both in the mass-media and online.

**LIST OF CULTURAL PROJECTS AND HOW IT WAS PROMOTED**

PROJECT	PRESS RELEASE	PRESS CONFERENCE	Web/social media
TransformArt	1		Yes
Theatre as Resistance	3		Yes
Scena dintre Blocuri	1		Yes
Privește orașul	1		Yes
One Night Gallery Timișoara “Love by Alina Bohoru”	2		Yes
VolTM2021	2		Yes
Encounters – “Harun Farocki - Reality Would Have to Begin”			Yes
Bega! - Borealis	2		Yes
Happy Wall			Yes
MOST	2		Yes
Triade – Resurrected Matter	1		Yes

5

La Pas Slowing Down ed. II	3		Yes
Memories of the City -ed III	7		Yes
Identity Education			Yes
Spotlight Heritage, ed II	1	1	Yes
City Voices - teatru	1		Yes
Moving Fireplaces, ed. III	5		Yes
Progres. Paradigm changes	4		Yes
“Traiano in Dacia”	1		Yes
Civicultura			Yes



EUFONIA - Masterclass			Yes
Eufonia - scena din cartier			Yes
La Feminin			Yes
Si muove/Zoom In			Yes
<b>TOTAL</b>	<b>37</b>	<b>1</b>	

### 2.3.9. Brand promotion projects and citizen involvement

<b>PROJECT NAME:</b>	
PERSON IN CHARGE: Communication department	
PERIOD	23.03 2020-15 .04.2020
PARTNER	Asociația Victor Babeș
DESCRIPTION: Making a video to mobilize the population to donate 2 Euros by texting to the number 8841 to support the Victor Babeș Hospital in Timișoara, which was in the front line in the fight against the coronavirus epidemic.	
<b>ACTIVITY:</b>	<b>The mobilization of the people of Timisoara to donate 2 euros to support the Victor Babeș hospital</b>
DATE	23 .03. 2020
LOCATION	Online
Involved artists	Teddy Necula, DIRECTOR
<b>NAME OF THE PROJECT: Shine your light</b>	
PERSON IN CHARGE: Communication department/Nicoleta Trifan	
PERIOD	8 .04. 2020
PARTNER	IPJ Timiș, Jandarmi Timiș, Pompieri Timiș, UVT, UPT

**DESCRIPTION:**

The action *Light up your city*, a title inspired by the slogan of "Timisoara 2021" aimed to offer Romanians hope and courage in a PERIOD in which everyone went through the hard trial of the quarantine and all restrictive measures aimed at limiting the spread of COVID-19. The people of Timișoara were urged to come with lanterns or lights at their windows or balconies, on Wednesday, April 8, for a quarter of an hour, starting with 21:00, in solidarity with those who were in the front line in the fight against the coronavirus pandemic, as well as a message of trust and courage for Romanians staying at home.

<b>ACTIVITY:</b>	<b>Event involving the people of Timisoara</b>
DATE	8.04. 2020 – 21.00
LOCATION	Timișoara, all the city
INVOLVED ARTISTS	It was not the case. Involved were the people of Timisoara, but also TVR, different public institutions - police, firefighters, gendarmerie - who went to Victor Babeș to pay tribute to those working in the front line against the spread of COVID-19, but also UVT, UPT who turned on the lights in the evening at their buildings. At the County Hospital, the employees came out with candles, forming a heart.
<b>NAME OF THE PROJECT: Interviews of TM2021</b>	
PERSON IN CHARGE: Communication department/Daniela Rațiu	
PERIOD	22.04 2020-24.06. 2020
PARTNER	
<b>DESCRIPTION:</b> The TM2021 series of interviews came as a complement for the online events and as an attempt to associate the cultural program with public figures, but also to gain the public's trust.	
<b>ACTIVITY:</b>	<b>Interviews with people from the cultural field</b>
DATE	22 04-24 .06
LOCATION	Online
ARTIȘTI IMPLICAȚI	Mircea Dragu (psychologist), Sorin Marian Radulescu (film critic), Cristina Modreanu, Mihai Mitrica (editor), Tudor Giurgiu (director and president of TIFF), Oana Dobosi and Raluca Selejan (At Two Owls), Marina Palii, ALLOVE Band
<b>NAME OF THE PROJECT: TransFormArt</b>	
PERSON IN CHARGE: Communication department/Artistic Unit	

PERIOD	4-25.05. 2020
PARTNER	Interart Triade Foundation, PLAI Cultural Center, Diogenes Cultural Association, Central European Film Festival, French Institute in Timisoara, Kunsthalle Bega, Identity.education, ArtEncounters Foundation, Noi ReCream
<p>DESCRIPTION:</p> <p>TransFormArt: how cultural events changed in the context of the pandemic. Managers of cultural organizations or initiatives in Timisoara shared with the public, through short filmed interventions, gathered under the title TransFormArt, their thoughts on the transformations that the cultural sector was going through, but also concrete solutions identified for the continuation of their programs.</p> <p>The initiative of the Timișoara 2021 Association aims to provide the context of a constructive analysis on the difficulties that the cultural sector is going through, but also to stimulate a common reflection that can serve the entire cultural sector in Timișoara, but also in Romania.</p>	
ACTIVITY:	<b>Conducting interviews / statements of the PARTNERS on how they will adapt in the context of the pandemic</b>
DATE	4-25.05. 2020
LOCATION	Online

7

ARTIȘTI IMPLICAȚI	Sorina Jecza, Andrei Jecza (4 of May), Andreea Iager-Tako (6 of May), Bogdan Racz (8 of May), Alex Mihaescu and Bogdan Movileanu (10 of May), Cyrille Fierobe (12 of May), Alina Cristescu and Bogdan Rata (17 of May), Deea Radulescu, (21 of May), Diana Marincu (23 of May), Ana-Maria Atomoaei and Simona Herczeg (25 of May)
<b>NAME OF THE PROJECT: The Light Manifesto</b>	
PERSON IN CHARGE: Communication department	
PERIOD	17.05. 2020
PARTNER	-
<p>DESCRIPTION:</p> <p>The <i>Light Manifesto</i>, a video promoting Timișoara 2021 was made in 26 different languages. The manifesto, launched online on the International Day of Light, highlights the metaphor of light in the association's slogan - "Light up the city". One of the valences of light, included in the slogan, refers to the energy and creative force of the city's inhabitants, of communities that can set things in motion if they work together, but also the hope that a society can be reborn through culture and humanity.</p>	

<b>ACTIVITY:</b>	<b>Launch of the Light Manifesto</b>
DATE	17.05. 2020
LOCATION	Online
INVOLVED ARTISTS	Teddy Necula
<b>NAME OF THE PROJECT: VoITM</b>	
PERSON IN CHARGE: Communication department/Nicoleta Trifan, Power Station	
PERIOD	12. 12. 2020 – 31 .12.2020
PARTNER	
DESCRIPTION: Volunteers from the Association Timișoara - European Capital of Culture generated the campaign "Tell your story from behind your mask", a series of interviews with people of culture who managed to adapt to this difficult year, and even become an example for the community. The campaign took place online on the Facebook page of the Timișoara 2021 Association, where weekly videos were uploaded with interviews of people from different fields, such as: culture, economy, education. The message sent by the young volunteers highlights the optimism and miraculous power of the word "together".	
<b>ACTIVITY:</b>	<b>Communication component - Tell your story from behind your mask</b>
DATE	12 .12. 2020
LOCATION	Online
INVOLVED ARTISTS	4 volunteers, in partnership with UVT

## 2.4. CRISIS MANAGEMENT

2020 was a year in which all organizations had to reorganize, rethink their own communication strategies, adapt to new conditions and restrictions, especially regarding the development of cultural events. Thus, the pandemic generated by the COVID 19 virus constantly put pressure on the communication team, because cultural events and all programming were permanently under the sign of uncertainty, with variable variables, which could change both the event and its communication to the general public.

Additionally, during the year, the Timișoara European Capital of Culture Association had to deal with several crisis situations, due to internal or external factors, and the management of these crisis situations was partially carried out by the Communication department.

### 2.4.1. Manifestul Luminii

The launch of the Light Manifesto in May generated a delicate situation regarding copyright. The clip used the poem *And People Were Staying in homes* - without mentioning the author. The author of the poem protested online, attacking this practice. The incident was echoed in the media, generating a negative image of the Timișoara 2021 Association - which should have protected, with priority, the copyright in the cultural field.

The compromise solution was to contact the author and reach an agreement with her, Kitty O'Meara offering the right to use the poem until the end of the year.

#### **2.4.2. Unpaid salaries**

The situation at the beginning of the year regarding employees was extremely difficult: employees with temporary contracts were not paid for several months, while employees with a permanent contract had their salaries cut in a discretionary manner. This fact came to the attention of the public with the publication of a letter from the employees to the Board of Directors. The situation was solved with the help of the Mayor of Timișoara, who - after two months (end of July) decided to grant a sum of money so that the Association could pay the arrears for the employees of the Artistic Unit.

This crisis situation was one that could not be managed internally, and it had repercussions on the image of the Association.

#### **2.4.3. Unauthorized publication of an interview with Florin Iepan**

On June 8, an interview with film director Florin Iepan should have been published. This interview was conducted by Daniela Rațiu and was not published following a decision of the Communication Department, which considered that the interview may damage the image of the Association. However, Florin Iepan also recorded the interview and posted it on his Facebook page. The interview did not have many views, but it generated a negative chain reaction of the public and of the representatives of the mayor's office.

#### **2.4.4. Creation of the Center for Cultural Projects and Heritage Management of the European Cultural Capital of Timișoara**

At the end of July, the City Hall and the Local Council took the decision to create a center that “implements, organizes and realizes the cultural projects undertaken through the TM2021 Bidbook; initiates, organizes and realizes cultural projects and programs for the implementation of the Cultural Strategy for the PERIOD 2014 - 2024; organizes and carries out, on its own initiative or in collaboration with other public institutions, authorities or NGOs, cultural actions, projects and programs; organizes annual selection sessions of cultural offers, calls for projects on cultural projects representing commitments from the TM2021 Bidbook; grants, by direct award, non-reimbursable funding intended to meet urgent cultural needs, in accordance with the legal provisions in force; supports initiatives for research and experimentation of new ways of artistic expression and designs, edits, and disseminates books and publications, promotional materials, on any type of support”. These objectives coincide with the purpose of the Association Timișoara 2021 - European Capital of Culture. Moreover, the City Hall organized a call for cultural projects, with specific themes from the Bid Book (call with a total value of projects of 3 million lei, through the Center for Culture and Art). Both approaches generated confusion among

the public, but also among the cultural PARTNERS. As these initiatives came prior to granting a funding for the Association, many of the cultural partners turned to the City Hall's call, obtaining funding directly from there.

In order to avoid conflicts with the representatives of the City Hall, no public attitude was taken as a result of these measures.

#### **2.4.5. Memories of the City**

Within the project Memories of the City, the artist Lucian Sandu Milea made the mural “Fortifications” in the Student Complex. The project was chosen following a public call for projects. The artist's decision was to paint the stylized Metropolitan Cathedral without the crosses on the towers (in the context of the large surface, they would not have been visible). Following a public post by the former deputy mayor of Timișoara, Mr. Adrian Orza, who associated Timișoara European Capital of Culture with neo-Marxist culture, the reactions came in chains and the public pressure on the artist was very high. As the role of the Association is not to intervene and influence artists, the communication was made strictly on the motivation of the artist and (subsequently) on his decision to intervene on the mural and add the crosses on the stylized towers.

From the point of view of communication, this situation called into question the role of the public in intervening on art, the limits within which we must respect or not the artist's decision.

### **2.5. RELATIONSHIP WITH THE MEMBERS OF THE ASSOCIATION**

Starting with 2019, the members of the Association Timișoara 2021 - European Capital of Culture have been included in a database through which they receive information by e-mail about the events organized by the Association. Throughout 2020, the Communication department sent members (via Mailchimp) invitations and information about all the events. Compared to the number of members, only a small part opens these invitations.

Additionally, in 2020 a special tour was organized for the members of the association within the exhibition *Resurrected Matter*, at the National Museum of Art. Only one person confirmed and came.

### **2.6. RELATIONSHIP WITH PARTNERS**

Starting with 2019, the cultural and institutional PARTNERS are informed by email about all the events of the association, together with the members. Throughout 2020, the cultural PARTNERS received this regular information.

In addition, the Communication department kept in constant contact with the PARTNERS-hosts or co-organizers in order to insure a coordination of the communication towards the media and the public, checked the placement of the logos on all materials (online, print) and corrected / drafted the press releases for the events, made a plan of posts in the online environment.

In addition, together with the Artistic Unit, during the month of November a meeting was organized with the PARTNERS to present the cultural program, the situation of the Association

and the steps that will follow.

## **2.7. RELATIONSHIP WITH INSTITUTIONS**

Communication department within the Timișoara 2021 Association - European Capital of Culture maintained institutional relations with the Communication department and with the Tourist Office within Timișoara City Hall, with the Tourism Center of the Timiș County Council, with the Association for Tourism Promotion and Development, but also with the departments of other institutions, responding to all written or verbal requests.

## **2.8. RELATIONSHIP WITH THE DEPARTMENTS WITHIN THE ASSOCIATION**

Relations were extremely close with all departments, on all hierarchical scales. The Communication Department tried to respond promptly to all requests from colleagues in the other departments.

## **2.9. STRATEGY AND MONITORING**

In January 2020, a communication strategy was developed for the PERIOD 2020-2021, when Timișoara was still planning to open the title year in 2021. (attached - see ANNEX 11. Communication plan, 13 January 2020). The strategy was quickly overcome by the pandemic situation, but also by the uncertainties within the organization.

A communication plan for the PERIOD September 2020-December 2020 was prepared during September (attached - see ANNEX 12. Communication plan, Sept.2020). The communication strategy came as a necessity for a period faced with several problems: (1) The lack of funding generated a delay of the events in the cultural program, the postponement of some and the cancellation of others. (2) The SARS COV 2 virus pandemic generated a crisis at the cultural level, by canceling / postponing cultural events. Thus, at the level of the European Commission, the decision was taken to postpone the European Cultural Capitals, including Timișoara, from 2021 to 2023 (3) The internal turmoil in the organization generated a lack of confidence in TM2021 (4) (with all the above issues)

Asfel, Thus, a rethinking of the entire communication system was imposed, by involving a larger audience in the decision-making process, but also by a rebranding of Timișoara 2021. The rebranding project, called Shine your light! - is part of the cultural program Timisoara 2021 for 2020.

Quarterly, for monitoring at the organization level, the Communication department monitors the media - the number of media appearances, the number of press releases and the number of press conferences organized.

In addition, at the request of the association's management, various reports / analyzes were performed.

## **3. CONCLUSIONS**

2020 was a difficult year in all respects, both within the association and overall, in the context of the pandemic and the local elections. However, the Communication department proved an extraordinary ability to adapt quickly to contexts, managed to honor all requests, to manage

communication for all cultural programs, and their visual identity. Moreover, it generated projects to mobilize the public and raise awareness of the role of Timisoara - European Capital of Culture.

With the announcement of 2023 as the year of the European Capital of Culture, the Communication department prepared, together with the Artistic Unit, ways to reconnect the community around this project, to rethink a strategy of public involvement, to make people want to associate with this project, starting with the members of the association, the Hosts and PARTNERS, but also the volunteers.

For 2021 and the following years, predictability is essential for the Communication department. Depending on the funding, the general direction of the Association Timișoara 2021 - European Capital of Culture, but also the agreed cultural program, the Communication department can adapt, plan and organize a coherent and more efficient communication plan, with measurable and achievable indicators to achieves the basic goal of the whole project: to involve and mobilize the community.

Drafted by  
Nicoleta Trifan



***TM ECoC Communication and Marketing Plan***

*Updated on: October 2019, January 2020, June 2020, December 2020, January 2021*

**Executive summary**

The communication plan takes into account the time, staff and budget constraints as they are anticipated in January 2020, provides considerations about the strategic approach and thinking of communication activities as projects to be implemented. In 2019, the plan provided details on three major immediate directions (1) event communication (2) online communication and (3) relationship with the press.

In 2020 and 2021, the plan proposes three main thematic directions to be promoted, namely (1) the European Capital of Culture / TM2021 in general, (2) the events in the cultural program (or adjacent), and (3) the partnerships that make up possible development of the program (with funders, sponsors, media, project partners, etc.).

What do we want from the promotion of Timișoara 2021 (with the three directions mentioned above)? The promotion must ensure quality visibility for "Timisoara as a cultural destination".

The slogan proposed in the application file is kept and is found as such in the communication activities: *Shine Your Light! Light Up Your City!* And it is completed and developed with:

*You are Timișoara 2021* - for the involvement of all categories of public and the concretization of civic participation, as it was described in the file. This sub-campaign also has a variant that is going to go viral: *I am Timișoara 2021*.

Timisoara 2021 is now sending the message that the cultural program is underway, 2020 being the second year of the production stage that will culminate in 2021, when the city holds the title of European Capital of Culture. This sub-campaign also emphasizes topicality and urgency for the coagulation of all the necessary energies and resources.

In 2019 the promotion campaign had a local focus, at the level of the city and the region, in 2020 it will move to the national level, and in 2021 the focus will be both national and international.

Thus, for example, if in 2019, 75-90% of the press mentions appeared in the Banat area, for 2020 the strategy proposes to reach the national and local public: 40% central press, 40% Banat, 20% local press from other cities and counties, and in 2021, the focus is planned to be international, national, local, more precisely 50% international, 50% in Romania.

The tone of the statements will continue to be informative, neutral or positive, in proportion of 95%.

The goals of communication are to reach a larger audience from year to year (quantitative), with positive stories (over 90%) and to preserve and develop the good reputation of the cultural program and the association, through de facto partnerships with partners, media, sponsors, etc. (qualitative).

Finally, promotion will combine mainly two types: the editorial one (E), focused on the subject which is interesting in itself and does not involve dissemination costs, possibly creative, and the advertorial one (A), which also involves creative costs and broadcasting costs. Thus:

- Relations with the press - E - Social media / online - E & A
- Events - E & A
- Partnership - E&A
- Marketing – A

Translations, protocol, monitoring will not be considered implicitly as activities under the responsibility of the communication department and will be budgeted separately and carried out in collaboration with the other departments within the association.

### **Goals**

(i.) General, specific to the ECoC, (ii.) contextual, particular to the current situation, in particular locally or "subjective" or immeasurable,

General:

- To mobilize the public
- To promote the (i.) Entrepreneurial, (ii.) Civic, (iii.) Pluriconfessional and intercultural values
- To raise the cultural profile of the city in the European context

In context:

- To restore the enthusiasm of the public opinion to levels similar to the one after the announcement of winning the title;
- To create visibility at national and international level;
- To make a realistic management of expectations

### **Communication Goals:**

- 8,000 new users to follow the Instagram account (2,400 in January 2020), 10,000 new likes by the end of 2020 and 20,000 in 2021 on the Facebook page (36,300 in January 2020)
- 90% of the press or online reports about Timișoara 2021 / ATCEC either neutral (informative) or positive
- Concluding at least five partnerships with national media (TV, FM radio, news agency, print, online)

## **Indicators**

- Audience participation and involvement in ECoC events
- % of residents participating in or involved in events, including young people, minorities or disadvantaged people
- analysis of the target audience, by cultural segments and employment categories
- Number of cultural organizations focused on audience development
- Number of active volunteers
- Number of schools and civic organizations (including specialized groups) that reach and / or participate in culture

## **Audience categories and positioning**

### **Audience categories by granulation**

- Restricted, specialized or special audience: opinion formers, personalities (especially cultural), critics, curators, collectors, artists, representatives of funding institutions, representatives of partner organizations, sponsors (art audience and / or partners)
- Mediators: journalists, bloggers, influencers (press or media)
- General public: residents and visitors of Timișoara, consumer public, potential and future consumer of culture, news and cultural information (general public)

### **Audience categories by geographical proximity**

- Local (Timișoara, Timiș County, Banat region)
- National (Romania)
- European, international (Member States and EU candidates, other countries relevant for cultural exchanges and tourism volumes)

### **Categories of public by field of activity**

- theater, opera, performing arts, visual arts, classical and contemporary music, film, dance, literature (including poetry), architecture, design, research, gastronomy, folk traditions, anthropology, innovation, science and technology.

## **Positioning**

Timișoara 2021 Association is a local cultural operator of national and international importance, which is responsible for implementing the cultural program of the same name together with its partners, organizations and institutions from Timișoara, Romania and Europe (and not only).

## **Messages**

- Timișoara 2021 is now - (the cultural program is in the production phase from July

2019)

- You are Timișoara 2021 - (the success of the cultural program depends on all those who participate or assist in any way in the development of the program)
- Timișoara 2021 is a diversity of quality projects and events, which contributes to the differentiation of the city as a tourist and cultural destination.

## **Communication activities**

### **Description**

The strategic approach consists in defining priorities and urgencies, and consequently timing the communication process as well as the effective implementation of the project itself, which dictates the content and form of the communication.

It is also important to understand the communication process, starting from the internal public (ATCEC employees, the Board of Directors) and quasi-internal (partners, ATCEC members) and reaching the general public who only makes contact with the final cultural product.

Communication on specific topics and events must be organized as a series of projects, defined by the three essential stages of any project:

- pre-event / preparation,
- event / unfolding,
- post-event / monitoring and evaluation.

The content and form, the message and the communication tools depend on the good organization and the content provided by the artistic department.

For the good organization of communication activities are necessary:

- adequate funding of communication activities and products (just as in the case of cultural activities and products to be communicated);
- confirmed data for events and contextual information provided well in advance so that the communication can be planned and implemented.

The status quo of July 2019 has been overcome, during 2019 a series of echoes and positive reactions appeared in the press and online:

### *Timisoara European Capital of Culture vs. Timisoara 2021*

- over 4400 - over 9400 appearances
- over 3100 - almost 3000 appearances in the press
- over 1300 - over 6500 social media appearances
- a daily average of 12 to 25 mentions.

The tone was neutral and positive in over 97% of the statements:

- positive 25-41.7%
- neutral 72-55.0%
- negative 3-3.3%

Several case studies can be given as examples of good practice (*Moving Fireplaces*, *Impulse Fabric* for the concept and implementation of communication, *Lumina Unirii* for the outdoor campaign, all cultural projects in 2019 for press relations). Partners will have the opportunity to introduce themselves and get to know each other better from the perspective of their projects in an event called the *Partners Forum*, which aims to encourage the adoption of positive examples and standardization of (communication and) project management practices (including contracting services, planning, scrolling, reporting, settlement, etc.).

Obvious conditions for the cultural program and for the communication of the ATCEC cultural program:

- BUDGET: Providing funding for the running of programs and for promotion and communication
- CONTENT: Finalization of the artistic concept and programming of events, for the realization of project sheets / project portfolio and communication calendar
- PROCESS & backing office: establishing simple, clear rules, the same for all partners (contracting, procurement, visual identity and requirements for visibility, development, evaluation and monitoring, settlement), contracting and procurement of functional communication services

### **Communication programmes**

The constant increase of the number of projects implemented together with the partners implicitly means the increase of the number of events at which the public is expected, the increase of the number of participants and the increase of the communication effort. The number of events in 2019 increased more than 100 times compared to 2016, more than 10 times compared to 2017 and 8.6 times compared to 2018.

If in 2020 a number of over 80 cultural projects is anticipated, the communication department aims to respond to this challenge with over 20 communication programs, some punctual, others very complex, integrated in the calendar and budget of the cultural program 2020-2021.

**Timișoara 2021 communicates in the network:** ECoCs, twin cities, RO festivals. & int., universities, consulates, RO & ICR ambassadors, Romania's Permanent Representation to the EU - presentation materials, POS, dedicated cultural events

(1) TM2021 (2) events (3) partnerships

**Ambassadors of Timișoara 2021** participate in events, dedicated marketing campaigns, testimonials, promote the capital in the cultural area they represent (FNT, cinema, etc.) and social media - The Communication Department will design the ambassador's kit in 2020, updated in 2021. (1 ) TM2021 (2) events

**Volunteer 2021 + Power Station** (Maria Vulcan) - possible example information campaign in schools and universities, dissemination of Spotlight Heritage materials

(do-it-yourself)

(1) TM2021 (2) events (3) partnerships

**Materials and artistic content for participation in international fairs and exhibitions** (1) TM2021 (2) events (3) partnerships

**Production of written, audio and video content** (own studio or through partners) (1) TM2021 (2) events (3) partnerships

**Social media publishing plan**

(1) TM2021 (2) events (3) partnerships

**Media visits or residencies for journalists, bloggers and opinion formers** - thinking and implementing a system of visits and / or media residencies for journalists, bloggers and opinion formers to generate content about the cultural capital and its context, with explicit criteria and requirements.

(1) TM2021 (2) events (3) partnerships

**Paid promotion online:** media sites, Facebook, Google AdSense (1) TM2021 (2) events (3) partnerships

**Outdoor campaigns in Timisoara** (including long-term rental, 10-12 months, of outdoor areas), Romania, airports abroad with flights to Timisoara - with amounts allocated annually for the generic promotion of Timisoara 2021.

(1) TM2021 (2) events (3) partnerships

**International campaign** to promote The Opening of Timișoara 2021.

(1) TM2021 (2) events

**International campaign** to promote the cultural program, in early 2021. (2) events

**FM radio campaigns** - lasting 2-3 weeks, on the best FM radios in Romania. (2) events

**Promotion tour** in Bucharest, Cluj, Iași, Constanța, Brașov, Sibiu, Craiova, in 2020 - with a public happening.

(1) TM2021 (2) events (3) partnerships

**Editorial plan with TVR**, focus on the opening

(1) TM2021 (2) events (3) partnerships

**Media plan for press** (2 press releases per week, 1 editorial per month, plan of 24

interviews with image vectors)

(1) TM2021 (2) events (3) partnerships

**Media partnerships** concluded in 2020 for 2020-2021 cover TV, FM, print quality niches, news agency, specialized portal, glossy magazine and culture publications, inflight magazines of the airlines that serve Timisoara

(1) TM2021 (2) events (3) partnerships

The media partnerships concluded or under negotiation in January 2020 are:

TVR	TV	Sole broadcaster
-----	----	------------------

Europa FM, ZU, Kiss FM	Radio FM, comercial, National coverage	
Radio România	Public Radio, National coverage	
Radio România Cultural	Public radio, National coverage	
Libertatea	Print	Cultural page
Adevărul	Print	
AGERPRES	News Agency	
DOR, Decât o revistă	Independent magazine, Narrative journalism	

7

ELLE	Glossy magazine for women	
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urban.ro	Online	news about theater, film (cinema), music, dance, musical, fine cuisine, places with-children-on-weekends or educational activities fun
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**Partnership (media) with the airports** of Timisoara, Otopeni, Cluj and or with the Ministry of Transport (1) TM2021 (2) events (3) partnerships

**Realization of promotional materials *Timișoara 2021*** (bags, pins, pens, stationery, with quality, author's products, limited series) - aims to promote and distribute products made within multi-annual projects (Moving Fireplaces, Memoirs of the Fortress, Impulse, Light, etc.). It will be established by contract with the project partner the supply to TM2021 of at least 20% of the promotional materials made through the projects. (1) TM2021 (3) partnerships

**Contests and give-aways** with the products made within the multi-annual projects (Moving Fireplaces, Memories of the fortress, Impulse, Light, etc.) (1) TM2021 (3) partnerships

**Publications of *Timișoara 2021*** - photo catalog, News 21, leaflet, activity report, etc. with electronic variants (Issuu) (1) TM2021 (2) events (3) partnerships

**Integration of TM2021 hashtags on physical media:** walls, showcases, stickers, stencils (1) TM2021

***Ceau, Timisoara!*** - Customization on the outside (and inside) of the spaces owned by Timișoara 2021, including LED display visible at street level on Alba Iulia Street no. 2, in the Bastion building, in MultipleXity, the creation of a physical display network in the city, the gluing of STPT means. (1) TM2021 (2) events (3) partnerships

**Page dedicated to the events of *Timișoara 2021*** in the *Monitorul de Timișoara*, the magazine of the City Hall, circulation 30,000 copies (1) TM2021 (2) events (3) partnerships

**Branding panels at the city gates** (1) TM2021

**Car branding** in the mobility partnership with Automobile Bavaria (1) TM2021 (3) partnerships



**Project launch / object creation** (mascot / urban sign / memorabilia) (1) TM2021 (3) partnerships

**"Forum" of partners** - 20.02.2020  
(1) TM2021 (2) events (3) partnerships

**Website** (multi-language) + associated portals (events, services, cultural programs) - (1) TM2021 (2) events (3) partnerships

**Website** www.timisoara2021.ro, including the hosting solution on the server and maintenance. The page was relaunched (silent launch) on October 15, 2019 in Romanian. The page will be published in real time and the English and German versions will be released by June 2020. User feedback will be collected and, if necessary, the user experience will be rethought.

***I support Timișoara 2021*** - (3) partnerships

It is an open program for entrepreneurs and companies or associations of any kind who want to associate with the current European Capital of Culture. Individuals, legal entities, projects or events can participate, based on registration and validation through an online platform (separate from timisoara2021.ro, but visibly linked to the web page). To be planned in 2020 and to be implemented in 2020 and 2021, it can be part of the Timișoara 2021 Heritage.

**The ATCEC identity manual** includes the elements of visual identity, logo, logo, logo scheme (partners, financiers, sponsors, media partners), color scheme, requirements for partners, integrates the requirements of the financiers, integrates the fundraising package. It will be explicitly mentioned in the contractual provisions of the partnership agreements and contracts with partners from 2020. It will be updated at the beginning and end of 2020, so as to include the requirements of funders, official partners, media partners and partners providing services or products.

**Communication calendar** for marking and managing the above communication programs and events as they are confirmed, including at least the name of the event, including the place, date and time, a short description, participants and the person in charge of the team.

**Professional human resources** for the production of photo, video and occasional content, text - professional photographer hired for events, release of copyrights for undetermined period of time, without territorial restriction, and professional videographer. In 2020, the communication team will expand with a webmaster, social media executive, marketing specialist and a content creator.

**Press conferences and special events** (launch of the cultural program, announcement of the Timișoara 2021 team, announcement of sponsors, creation of the TM2021 Gala for members / sponsors / volunteers).

**Event promotion** - creating a minimum communication package, customized according

to content and budget on each project or event. At this time the minimum package includes: customization according to the identity requirements of ATCEC, funders, partners, sponsors and media partners, event identity generation, graphic declination according to the list of deliverables, production and dissemination: press release, electronic invitation, event and Facebook publications, printed and outdoor materials, photo and video for online (post event). It is a standard process, which depends on the primary information provided by the art department, partners, delivery times offered by the production, etc. - it is planned and delivered according to these objective constraints.

**Online communication** includes the web page, Facebook page, Instagram account, MailChimp newsletter, social media interaction management and social media integration, in accordance with the visual identity of ATCEC, funders, partners, etc. (and with the tone of communication).

**The web page** involves a structure, a text and an image content, hyperlinks, a management platform (with username and password), text editing in Romanian, English (depending on the budget allocated to translations: French, German, Hungarian, Serbian, etc. and for programming and optimizing the interface for the visually impaired) editing and selecting photo and video images, (calendar of) publishing.

The page will be managed through a similar WordPress platform. 80% of the content is dynamic and depends on the time before which the final information for dissemination is available.

20% is static. For dynamic content, updates will be required on a weekly basis until 2021. The static content will be reviewed and updated once a month.

The static content consists of the narrative-descriptive presentation of the project, the application file, the artistic conception, the annual cultural program, the team, the partners / financiers / sponsors, contact information, social media channels. The dynamic content includes the calendar of events, press releases, reports and appearances in the press, photo-video gallery, social media wall, topic of the month, etc.

**The MailChimp newsletter** will be used in relation to the press for sending press releases, information and invitations, in relation to stakeholders for sending invitations and a monthly newsletter starting with 2020.

The format of the newsletter is 400-800 words, with 2-3 images and hyperlinks. Each submission can include one to 3 extremely succinct topics, which land on the event's web or Facebook page, to optimize traffic.

**The Facebook page** arrived at 36,000 likes. The content on the Facebook page will be shared, as much as possible, so 50% own content TM2021, 30% references about TM2021, 20% other topics, relevant links, related to the cultural field.

The events section on Facebook will contain recurring daily umbrella events, covering longer periods of time, such as festivals or projects, and one-off events, such as shows, openings, launches, round tables, etc.

The cover of the page will be a slide of 3-5 images or a video (or video slide). The cover of the Facebook page respects the visual identity of ATCEC and ATCEC projects.

Static content on Facebook includes an overview, contact information, social media accounts.

Dynamic content should have a maximum frequency of two posts per day, around noon and in the evening. At the moment, due to the dense schedule, 4-5 daily publications are reached, which distributes the relatively fixed number of users from the organic reach to the total number of daily publications - a budget of 20 euros per publication or event is needed. to get also a paid reach, and organic reach will increase based on the algorithm.

Propunerile pentru conținutul dinamic sunt: publicarea evenimentelor, publicări despre proiectele curente și recuperări în retrospectivă, portrete (voluntari, parteneri, public), live-uri de la evenimente (vernisaaj, proiecție, spectacol, turul expoziției, mese rotunde discursuri), impresiile vizitatorilor colectate de echipa de comunicare, departamentul artistic, parteneri și voluntari sau chiar furnizori de servicii (text, foto, video), publicarea albumelor foto, știri, mențiuni din presă și blogosferă, video interviuri cu artiști, critici, personalități, vizitatori, your story.

Proposals for dynamic content are: publishing events, publications about current projects and retrospectives, portraits (volunteers, partners, audience), live events (opening, screening, show, exhibition tour, round tables speeches), visitor impressions collected by the communication team, the art department, partners and volunteers or even service providers (text, photo, video), publishing photo albums, news, press and blogosphere mentions, video interviews with artists, critics, personalities, visitors, your story .

The frequency of publication may be halved during non-event periods, but one publication per week should be kept to a minimum.

In conjunction with the organic reach, a paid reach is recommended for the Romanian public at a value of approximately RON 80-90 per promoted publication. A separate estimate will be required for the international promotion of relevant events.

There will be an estimated 700 to 1,400 dynamic content posts per year on Facebook.

**The Instagram account** is associated with the Facebook page and will present a different content from the other online channels of the project. Being a channel with visual predominance, it has to tell a story in pictures. Also on Instagram will be visible three main periods, visually marked by the gradient in the background: StartUp (black, purple), Production (orange, yellow), Opening and Inheritance (white).

In 2019, the photo and video images available from the StartUp and Production period will be recovered and published and the photo-video archive will be organized. In 2020,

the focus will be on co-opting young audiences through platform-specific means, including dedicated photo and video production, which may involve purchasing mobile information processing and publishing applications, and content will be anticipated and planned for 2021.

Depending on the identification of suitable influencers and the finalization of the concept for the **Timișoara 2021 Ambassadors**, once or twice a month an Instagram take-over can be organized, in which to involve influencers, personalities or journalists, guests, partners, etc. On Instagram, posts should be daily during periods with events (before 8.00 am) and with at least three posts per week during periods without events.

An essential resource dedicated to the interaction on the platform (like, follow, comment, answers to comments) can consist of a special category of volunteers and regulated by contract with them.

The promoted hashtags are:

- of ATCEC # TM2021 # **Timisoara2021**
- opportunistic, contextual, up to a maximum of 25 per publication
- Identified in other posts relevant to ECoC and Romania:

#romania #contemporary #romanian #artist #culture #culture # cultura2021 #instagrid #instagrids etc.

The other social media accounts, with their own strategy, will be relaunched in 2020: Twitter, YouTube, LinkedIn, Issuu, Flickr

**Relations with the press** consist of drafting and disseminating press releases, information, announcements and press invitations announced for specific projects and events and one-on-one relations with media institutions and journalists targeted by Timisoara 2021, including the management of the program of visits and media residencies .

**The press releases** will be drafted differently for the national and local, respectively for the international press. In 2019 the focus is on the local and national press, generalist and niche (culture). In 2020, the focus will be expanded to include the international press, namely the niche press for tourism / travel / lifestyle, etc.

At national level, starting with 2019, relations with the press will be complemented by a series of opinion-editorials disseminated through its own website, an editorial platform to be identified but also depending on the requests of various media.

Internationally, press relations should be complemented by online and print campaigns in selected media, depending on list prices and publication audiences.

The network of project partners will also be used to disseminate the information, for which suggestions or packages (text, photo, video, link) will be prepared in due time.

**Annex E.5.4.1 and Annex E.5.4.2.**

## **Media coverage for 2019 and 2020**

The media coverage annexes for the year 2019 and 2020 can be accessed and viewed at the following open link:

[https://drive.google.com/drive/folders/1J4ScXXzXMS-61yvgt5QQpvG\\_NPjXJtmR?usp=sharing](https://drive.google.com/drive/folders/1J4ScXXzXMS-61yvgt5QQpvG_NPjXJtmR?usp=sharing)

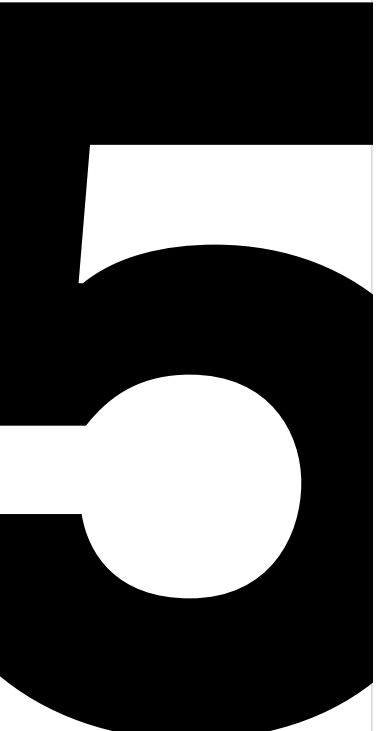
**Brand Guidelines**

Timișoara 2023 European  
Capital of Culture



**Timișoara 2023**  
European Capital of Culture

**Brand Guidelines**  
Timișoara 2023 European  
Capital of Culture



**Concept**

Concept

**Logo & Marque**

- Logo & Marque
- Main Logo
- Single Color Version
- Vertical Version
- Vertical logo variations
- Lock-ups
- Scaling Main Logo
- Scaling Vertical Logo

**Colour palette**

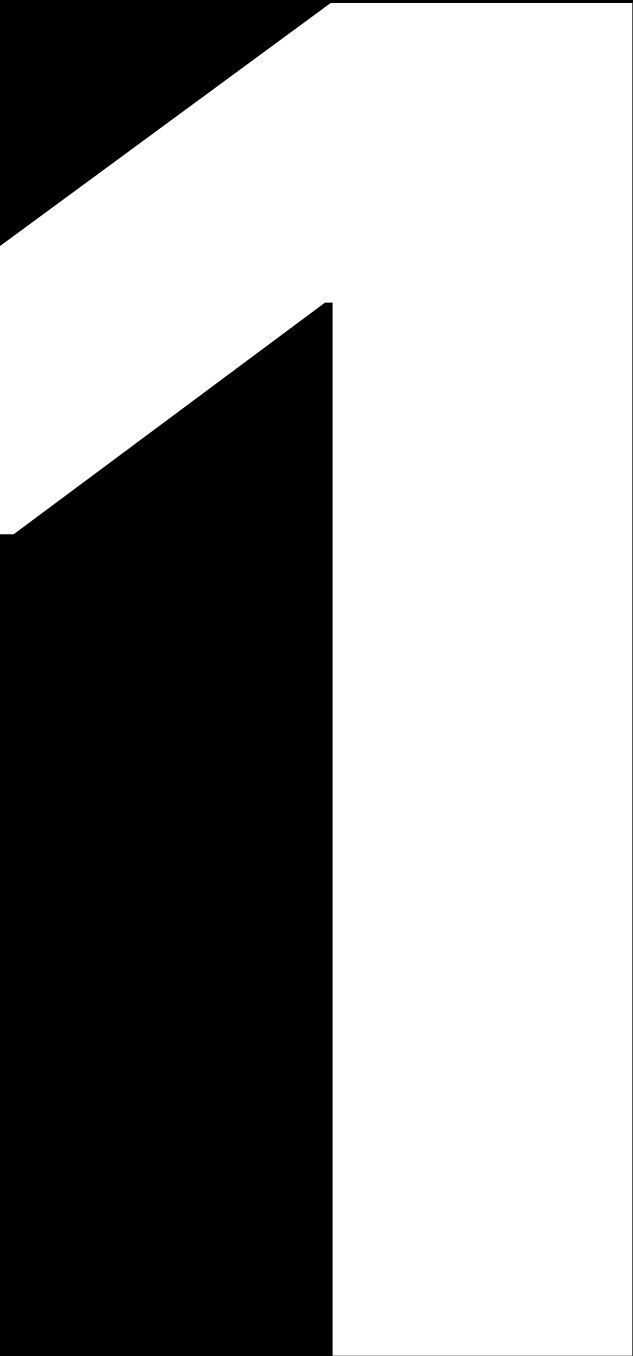
Color Palette

**Typograpy**

- Primary Typeface Family
- Character Set
- Styling

**Usage Examples**

- Examples of good usage
- What to avoid



# Concept

1.1 Concept

4



## **The sun.** Source of light.

Playing off the light theme, central to the TM2023 program, the main element of the logo is the sun, as the main source of light.



## **Motion.** Light streaks.

Nothing around us is still. Everything is moving, everything is transforming. The idea of movement can be captured in a still frame as light streaks.



**Fire.**  
**Warmth.**

Fire is another source of light.  
As with the sun, it brings warmth and comfort.



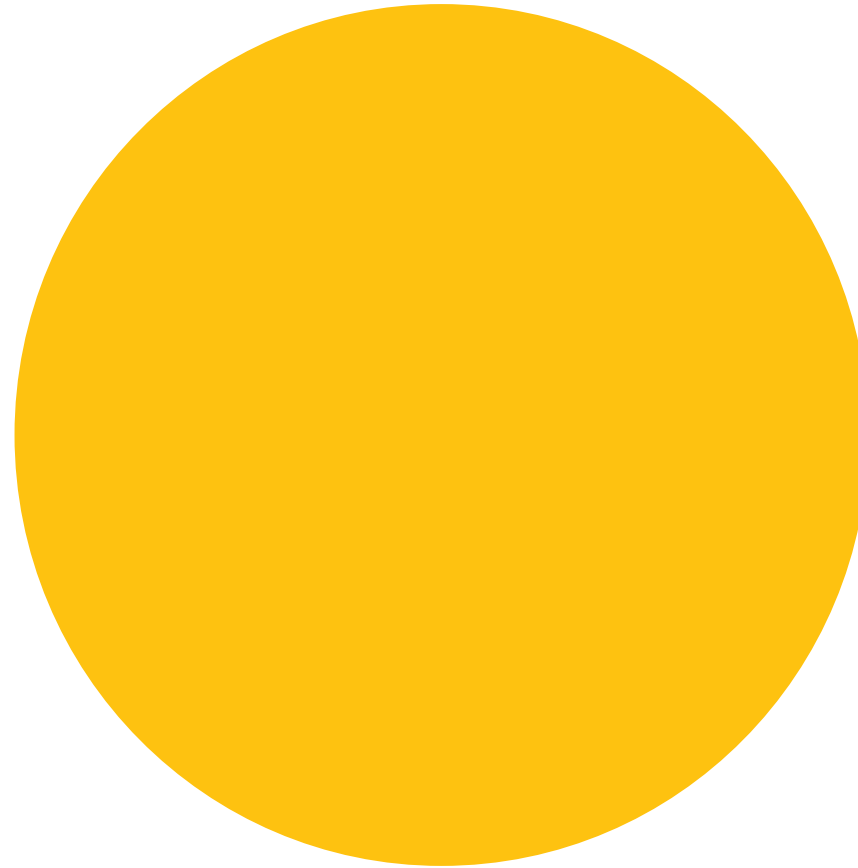
**Sparks.**  
Spontaneity,  
creativity.

But with fire we get sparks. They come in and out of existence, spontaneously and unpredictably. Sparks are a metaphor that we like to use for creativity.



## Symbols

From a graphic standpoint, the sun can be expressed as a yellow disc. Simple, memorable and to the point.



# Symbols

Movement and light streaks can be illustrated by using gradients, moving towards the idea of motion blur.



## The Language of Sparks

Continuing with the use of gradients, by connecting different segments together which change direction abruptly, we can illustrate the idea of sparks, capturing both motion and the chaotic nature of sparks.

We call this “the language of sparks” and this is central to the visual identity of TM2023.

A large set of symbols is provided but new symbols can be created as needed following these principles. The only requirement is that any new symbol that is created has to convey motion, so a regular shape like a square or circle is not adequate for the purpose.



## Sparks in use

There are two ways to use the sparks within the TM2023 visual materials.

Sparks can be used as they are, in the white-yellow gradient, scaled up, as visual elements.

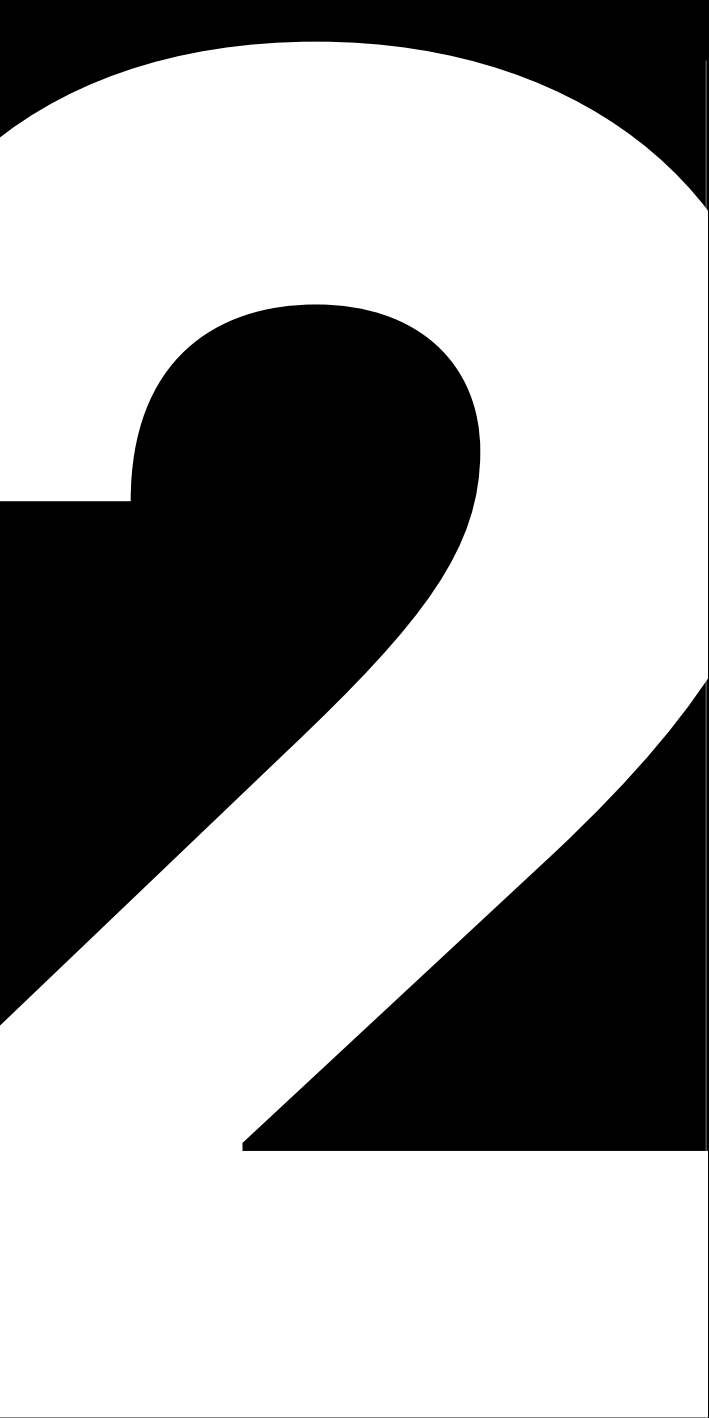




## Sparks in use

Alternatively, sparks can be used as masks for images, but in this case it's important to pay attention that the "movement" is still retained in the end graphic.





# Logo & Marque

The logo comprises of a circle representing a rising sun flanked by the numbers 2 and 23 to represent the year 2023.

## Subchapters

Logo & Marque	14
Main Logo	15
Single Color Version	16
Vertical Version	17
Vertical logo variations	18
Lock-ups	19
Scaling Main Logo	21
Scaling Vertical Logo	22

## Logo & Marque

The main logo is available in English and Romanian. It is available as a two color version as well as single color version.



*Use the logo in a way in which it's clear and legible. Always reproduce the logo from a master digital artwork. You must never modify it in any way, and never have additional elements added to it.*



## Main Logo

The main two color logo is to be used exclusively on three backgrounds as shown here (white, yellow–Pantone 123– and black). The colors of the text and symbol are dependend on the background used and are set to ensure maximum visibility. For any other backgrounds the use of the two color logo is forbidden and the single color logo will be used instead.



*For better visibility we recomend to use the logo version that has the highest contrast between the logo and the background it will be applied on.*

## Single Color Version

The single color logo will be used when having any other color of background than white, yellow–Pantone 123– or black or when use of a single color is required (like black and white printing).



**2023** **Timișoara 2023**  
European Capital of Culture



**2023** **Timișoara 2023**  
European Capital of Culture



**2023** **Timișoara 2023**  
European Capital of Culture



*For better visibility we recommend to use the logo version that has the highest contrast between the logo and the background it will be applied on.*

## Vertical Version

The vertical logo is an alternative to the main logo format and is to be used in cases where the space or proportions of the space where the logo has to be applied is not suitable for displaying the primary format of the logo. As a general rule, the vertical format is to be avoided.



*Same recommendations for the use of the main logo apply to the use of the vertical version.*

*Make sure you use the logo in a way that ensures maximum contrast and good legibility.*

## Vertical logo variations

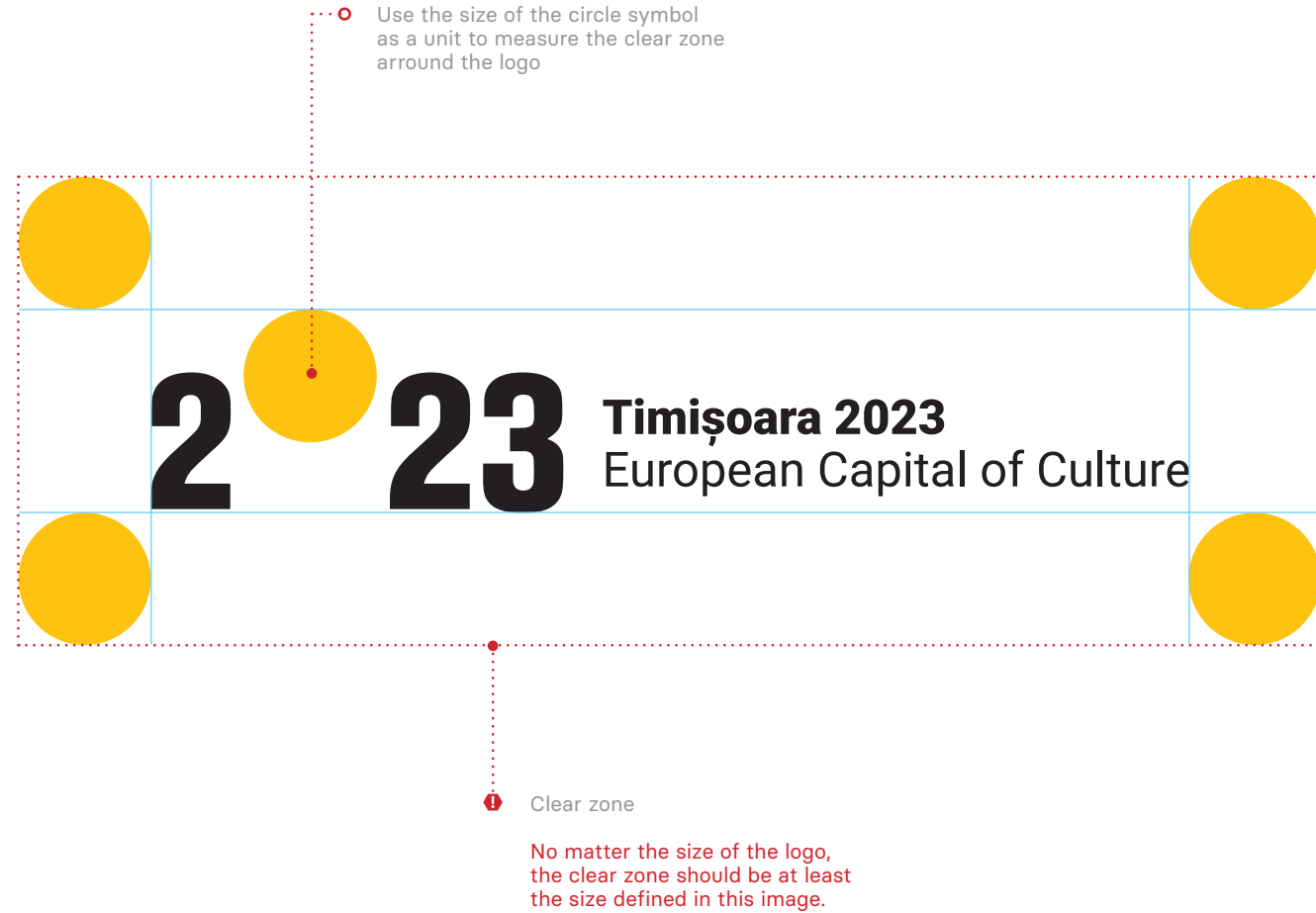
The vertical logo is also available in English and Romanian. It is available as a two color version as well as single color version.



*Use the logo in a way in which it's clear and legible. Always reproduce the logo from a master digital artwork. You must never modify it in any way, and never have additional elements added to it.*

# Lock-ups

In order to ensure the best possible visibility of the logo, an isolation area is to be enforced around the logo. No element other than the logo itself is permitted within this area. This area is proportional to the size of the logo as seen in this illustration. The minimum height of the main logo is 10mm. Any applications that require a logo below this height will require prior authorization from the TM2021 Association.



*For legibility, the logo will always have a clear zone around it which is defined by the size of the circle symbol.*



# Lock-ups

In order to ensure the best possible visibility of the logo, an isolation area is to be enforced around the logo. No element other than the logo itself is permitted within this area. This area is proportional to the size of the logo as seen in this illustration. The minimum height of the main logo is 10mm. Any applications that require a logo below this height will require prior authorization from the TM2021 Association.



*For legibility, the logo will always have a clear zone around it which is defined by the size of the circle symbol.*

## Scaling Main Logo

For legibility and a better visibility the logo should be sized and proportioned accordingly to the object you want to place it on.

**Minimum Height**  
10 mm

**2°23** Timișoara 2023  
European Capital of Culture

20 mm

**2°23** Timișoara 2023  
European Capital of Culture

40 mm

**2°23** Timișoara 2023  
European Capital of Culture

60 mm

**2°23** Timișoara 2023  
European Capital of Culture



*Minimum size - use only when necessary;  
eg. Print the logo on a pencil*

*Never use the logo with a height size  
under 10mm.*

## Scaling Vertical Logo

For legibility and a better visibility the logo should be sized and proportioned accordingly to the object you want to place it on.

**Minimum Height**  
20 mm



30 mm



40 mm

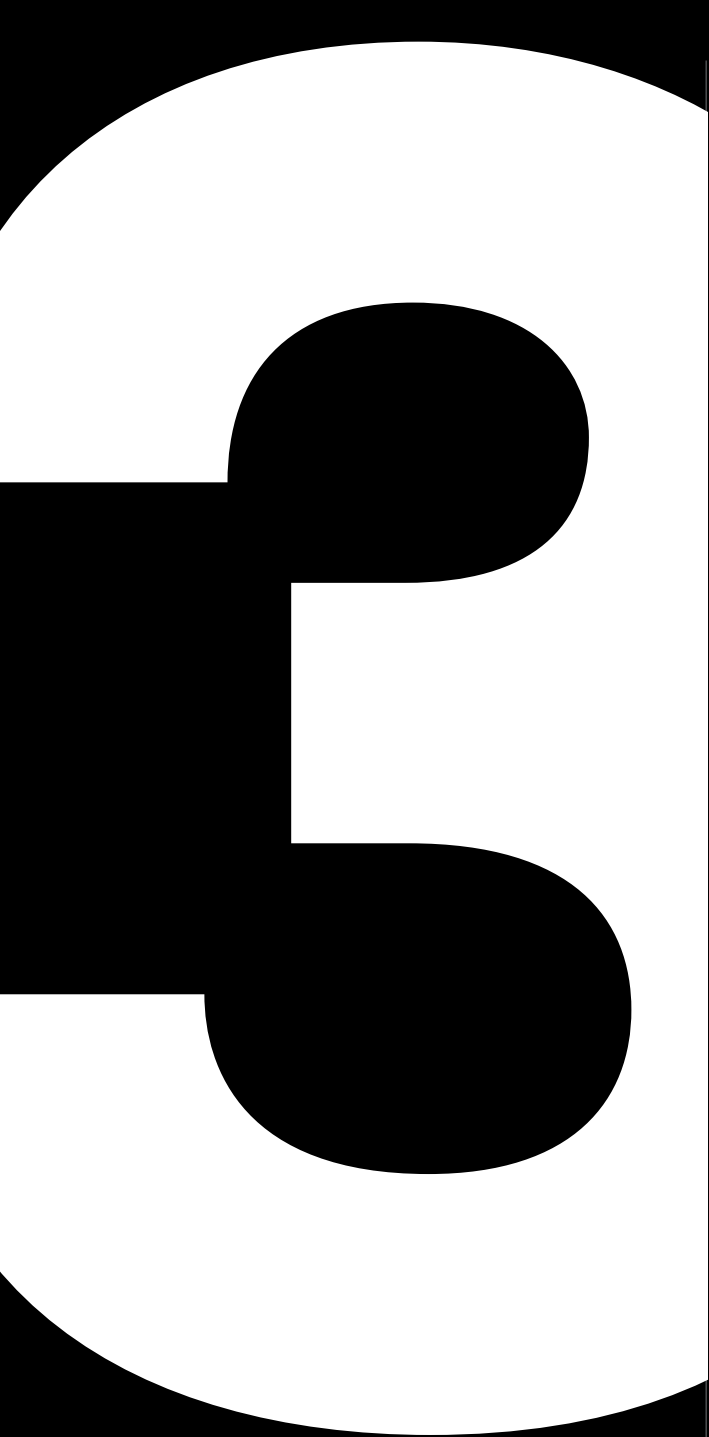


60 mm



*Minimum size - use only when necessary;  
eg. Print the logo on a pencil*

*Never use the logo with a height size  
under 20mm.*



## Colour palette

Color is a very important component of the visual identity of TM2023. The main visual concept of TM2023 revolves around the contrast between darkness and light. Hence the three colors chosen for TM2023 are black - representing darkness, white—representing light and yellow—representing the sun, the source of light.

Particular attention was given to the selection of the color yellow as besides representing the sun as the source of light it also represents optimism, joy and energy.

Subchapters

Color Palette

24

## Color Palette

Primary color palette comprises of Yellow (Pantone 123C), Black and White.



A large rectangular swatch of bright yellow color. The word "Yellow" is written in a bold, black, sans-serif font in the lower-left corner of the swatch.

# Yellow

Pantone: 123C  
CMYK: 0 / 25 / 100 / 0  
RGB: #FFC20E



A large rectangular swatch of white color. The word "White" is written in a bold, black, sans-serif font in the lower-left corner of the swatch.

# White

Pantone: 000C  
CMYK: 0 / 0 / 0 / 0  
RGB: #FFFFFF



A large rectangular swatch of black color. The word "Black" is written in a bold, white, sans-serif font in the lower-left corner of the swatch.

# Black

Pantone: BlackC  
CMYK: 0 / 0 / 0 / 100  
RGB: #000000



# Typography

The typography for TM2023 is based on the Basier font family. Modern, flexible and easy to read, the Basier font family was chosen as it is suited for a wide range of visual communications. Multiple levels of typographic hierarchy are defined both for impact and clarity of our communications.

## Subchapters

Primary Typeface Family	26
Character Set	27
Styling	28

## Primary Typeface Family

The primary typeface is Basier Circle and it is to be used for all communications, where possible. When use of Basier Circle is not possible, use the Helvetica font family. The weights shown for Basier Circle are approved for use. See Styling section for usage.

Basier Circle Regular

*Basier Circle Regular Italic*

Basier Circle Medium

*Basier Circle Medium Italic*

Basier Circle SemiBold

*Basier Circle SemiBold Italic*

Basier Circle Bold

*Basier Circle Bold Italic*

## Character Set

Basier Circle font family includes all diacritic signes used in the Romanian language. Proper spelling should be observed at all times.

<b>Aa</b> ĂÂăâ	<b>Bb</b>	<b>Cc</b>	<b>Dd</b>	<b>Ee</b>	<b>Ff</b>
<b>Gg</b>	<b>Hh</b>	<b>Ii</b> Îî	<b>Jj</b>	<b>Kk</b>	<b>Ll</b>
<b>Mm</b>	<b>Nn</b>	<b>Oo</b>	<b>Pp</b>	<b>Rr</b>	<b>Ss</b> Șș
<b>Tt</b> Țț	<b>Uu</b>	<b>Vv</b>	<b>Ww</b>	<b>Xx</b>	<b>Yy</b>
<b>Zz</b>	1234567890 ,./!?\';{}][@#\$\$%^&*()_+=-				



## Styling

There is a lot of freedom when it comes to text styling. The most important aspect is to promote legibility and have the choice of type faces support the idea that the text conveys.

# Misiunea23

Headline  
Basier Circle, mixed style

Luminează orașul prin tine! este o invitație de a porni alături de noi într-o Călătorie prin spații luminoase și întunecate, un proces lung și adesea dificil de schimbare și dezvoltare personală către o sensibilitate colectivă.

Story  
Basier Circle Regular

23  
JAN

Information as well  
as visual element  
Basier Circle,  
Mixed styles

*Sloganul este, de fapt, o invitație la o dublă mobilizare: pe de o parte (**Shine your light**) invitați cetățenii să îndrăznească să îi exprime valorile și atitudinile, descrise metaforic ca o "lumina interioară", iar pe de alta să folosească aceasta lumina pentru a îndepărta întunericul și pasivitatea din jurul lor printr-un proces civic alimentat de cultură.*

Quotation  
Basier Circle, Italic

**Lumina a jucat un rol important în istoria Timișoarei, atât din punct de vedere practic, cât și simbolic. Astfel, faptul ca programul nostru artistic este centrat în jurul luminii nu este surprinzător deloc. Luminează orașul prin tine! (*Shine your light – Light up your city!*) este sloganul ce reflectă călătoria de la individ la cetățean european conștient și implicat, în care sunt înrădăcinate valorile comunității și pasiunea.**

Aă

Story Highlights  
Basier Circle, Bold

## Styling

For a less creative application, the following styles can be used in order to have a consistent look across most materials:

Headlines

***Basier Circle Bold***

Story Highlights

***Basier Circle Medium***

Subtitles

***Basier Circle Bold***

Regular Text

***Basier Circle Regular***

Highlighted Text

***Basier Circle Medium***

***Basier Circle Medium Italic***

Side Story Headline

***Basier Circle Bold***

Side Story Subtitle

***Basier Circle Medium Italic***

Side Story Text

***Basier Circle Regular***

### Headlines in

# Basier Circle Bold

10pt. **Basier Circle Regular** for body text; Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta.

### Subtitles in 14pt. Basier Circle Bold

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta. Ipsam voluptatem quia voluptas sit aspernatur aut odit

aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem **10pt Basier Circle Medium** for text highlight accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos **10pt Basier Circle Medium Italic** for alternative text highlight qui ratione voluptatem sequi nesciunt. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi

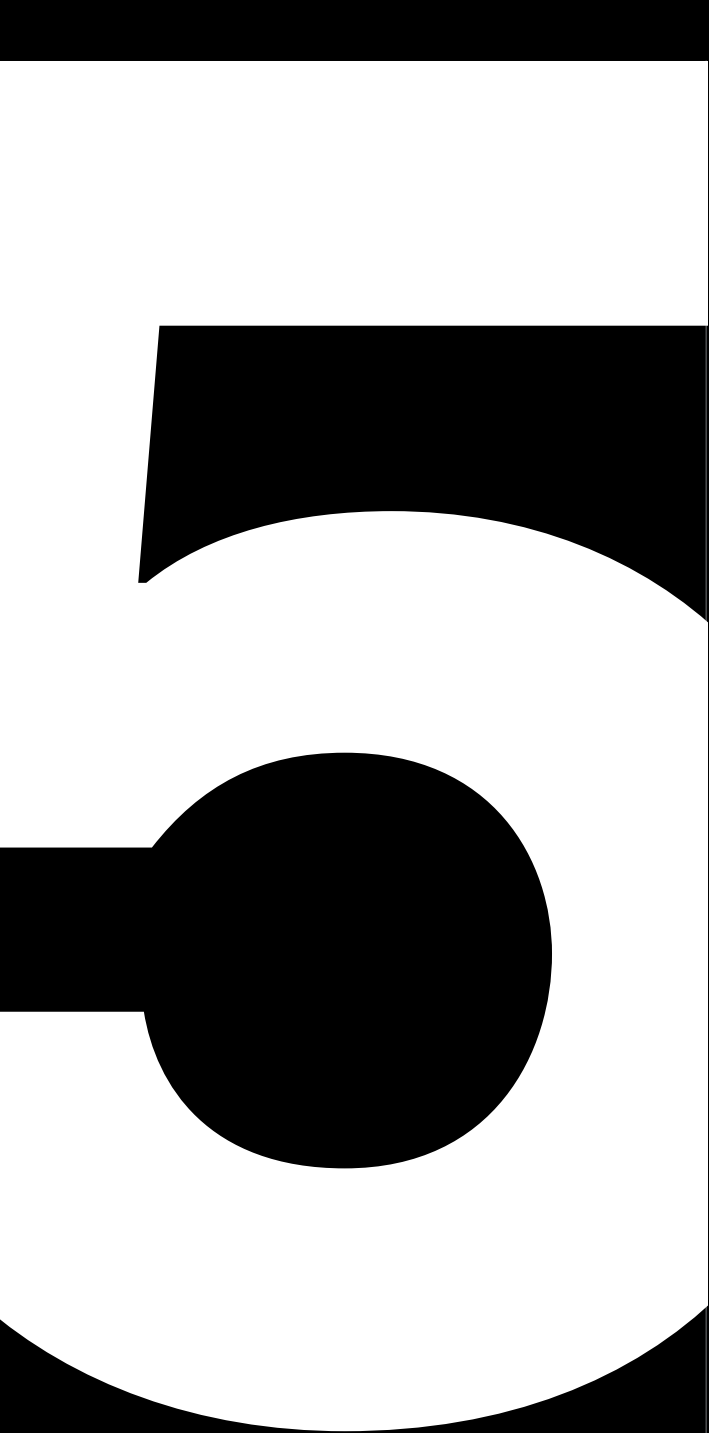
### Highlighted short story in Basier Circle Medium;

**Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.**

### SIDE STORY TITLE IN 9PT. BASIER CIRCLE BOLD.

**Subtitle in 9pt. Basier Circle Medium Italic.**

Text in 9pt. Basier Circle Regular, Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore



## Usage Examples

The good, the bad and the ugly.

Here are some examples of proper visuals for TM2023, as well as some examples of things to avoid.

### Subchapters

Examples of good usage

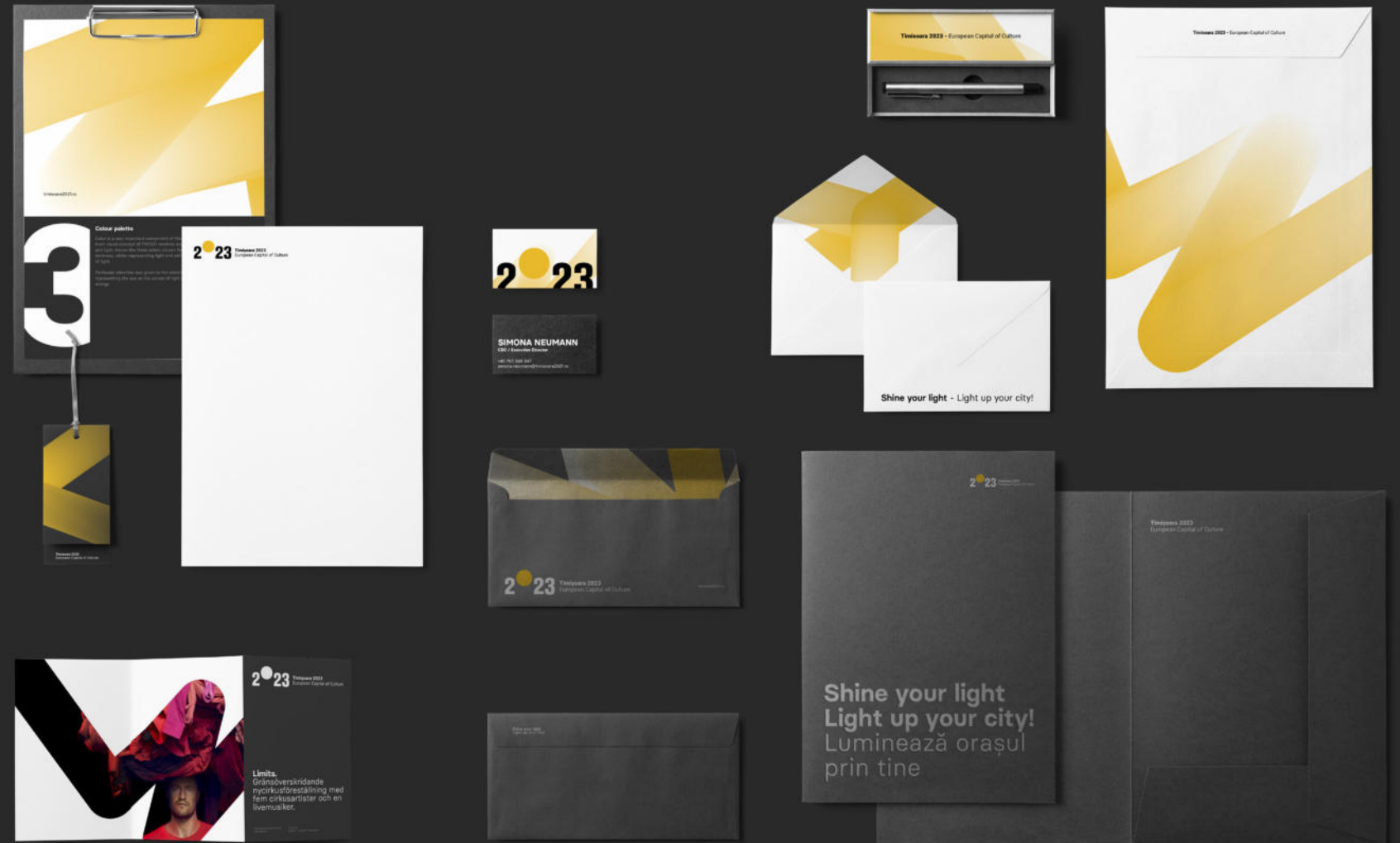
31

What to avoid

41

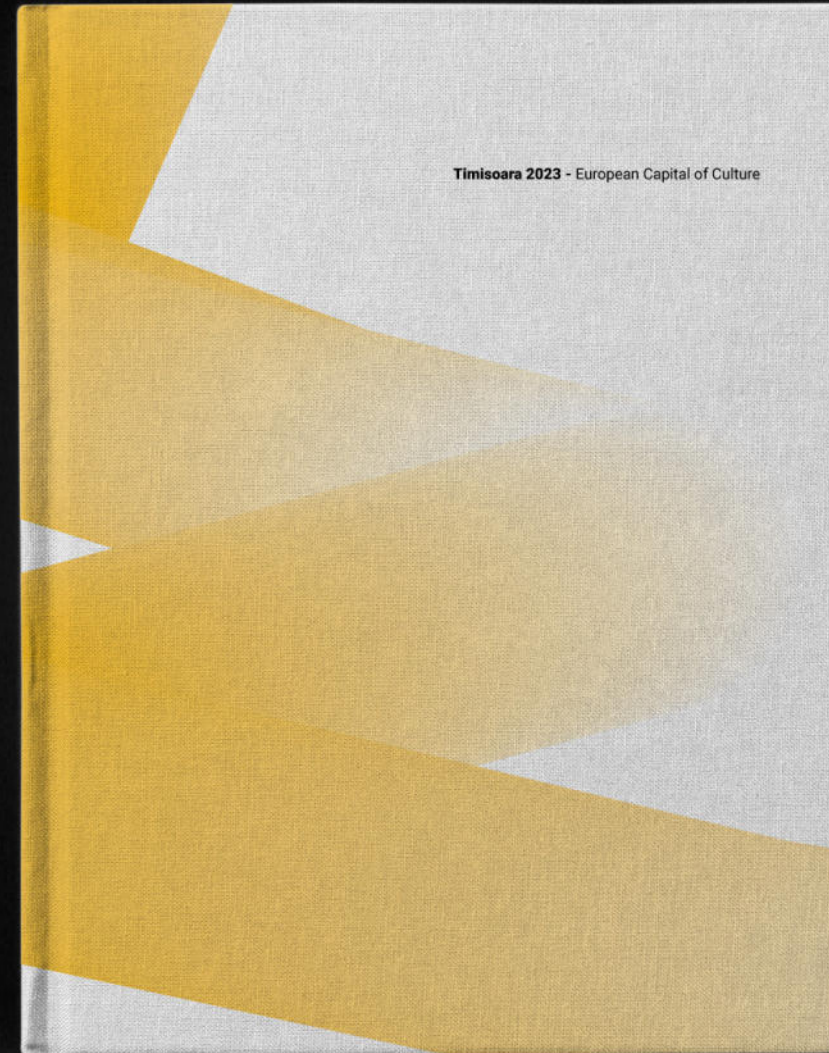
## Examples of good usage

The following TM2023 stationary package is to be used for all internal and external communication. Changes to stationary can be made only with prior approval. Stationery files and templates are provided in electronic format.



## Examples of good usage

see nothing. We may sink and settle on the waves. The sea will  
rum in my ears. The white petals will be darkened with sea water.  
hey will float for a moment and then sink. Rolling over the waves  
ill shoulder me under. Everything falls in a tremendous shower,  
dissolving me.



Examples of good usage



## Examples of good usage



**Timișoara 2023**  
European Capital of Culture

19 – 28 Mar

Gränsöverskridande nycirkusföreställning  
med fem cirkusartister och en livemusiker.

**Limits. 1**  
Gränsö  
nycirkus  
fem cirk  
livemusik

**Limits.**  
Gränsöverskridande  
nycirkusföreställning med  
fem cirkusartister och en  
livemusiker.

Conceived and directed by  
Tilde Björfors

Music by  
Samuel "Looptok" Andersson

2023

**2023** Timișoara 2023  
European Capital of Culture

timișoara2021.ro

timișoara2021.ro

Examples of good usage





## Examples of good usage



2023 Timișoara 2023  
European Capital of Culture

03/02

- 10:00–11:30  
Mănânc ce-mi place, da!,  
spectacol de teatru pentru  
copii, cu Ioana Dobra și Laura  
Brătioiu! - 25 de locuri
- 11:30–13:00  
Căsuța măr a viermișorului,  
atelier pentru copii, cu De-a  
arhitectura - 25 de locuri
- 16:00–17:30  
Lansare de carte Îndopați  
și Înfometăți, de Raj Patel,  
editura Seneca

## Examples of good usage



## Examples of good usage



Examples of good usage



## Examples of good usage



## What to avoid

Here are some examples of improper use of the TM2023 logos.

While the rules are not absolute, these examples are not approved for use under any circumstances. Prior authorization is required for any application that does not adhere the guidelines set within this document.

Don't use other colors than those mentioned in chapter 3 - Colors



Don't stretch the logo in any way.



Don't use stroke on the logo.



Don't rotate the logo any angle other than 90° or 180°



## What to avoid

Here are some examples of improper use of the TM2023 logos.

While the rules are not absolute, these examples are not approved for use under any circumstances. Prior authorization is required for any application that does not adhere the guidelines set within this document.

The isolation area around the logo has to be enforced at all times.



Do not use backgrounds that diminish the visibility of the logo



Do not use drop shadows or any other effects on the logo



Do not recreate or resize any elements from the logo



## What to avoid

Here are some examples of improper use of the TM2023 logos.

While the rules are not absolute, these examples are not approved for use under any circumstances. Prior authorization is required for any application that does not adhere the guidelines set within this document.

---

Don't reduce the width of the logo more than is mentioned in chapter 1.3  
Logo



---

Don't bring close to the logo any other shapes or colors.



---

Do not replace the symbol within the logo with any other symbol.





# Brand Guidelines

Timișoara 2023 European  
Capital of Culture

# Vision



A place where people are encouraged to think for themselves, to be curious, courageous, creActive and work as a team to generate collective progress.

# Mission



To navigate the future by creating those contexts that shine curiosity & creAction, grow capacity and serve society.

# Directions



Branding  
Branded Events  
Co-branded Events

# Branding



Repetition  
Fractals  
Playful

**MX** multiplexity

**MX** multiplexity

**MX** multiplexity

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**MX** multiplexity

**MX** multiplexity

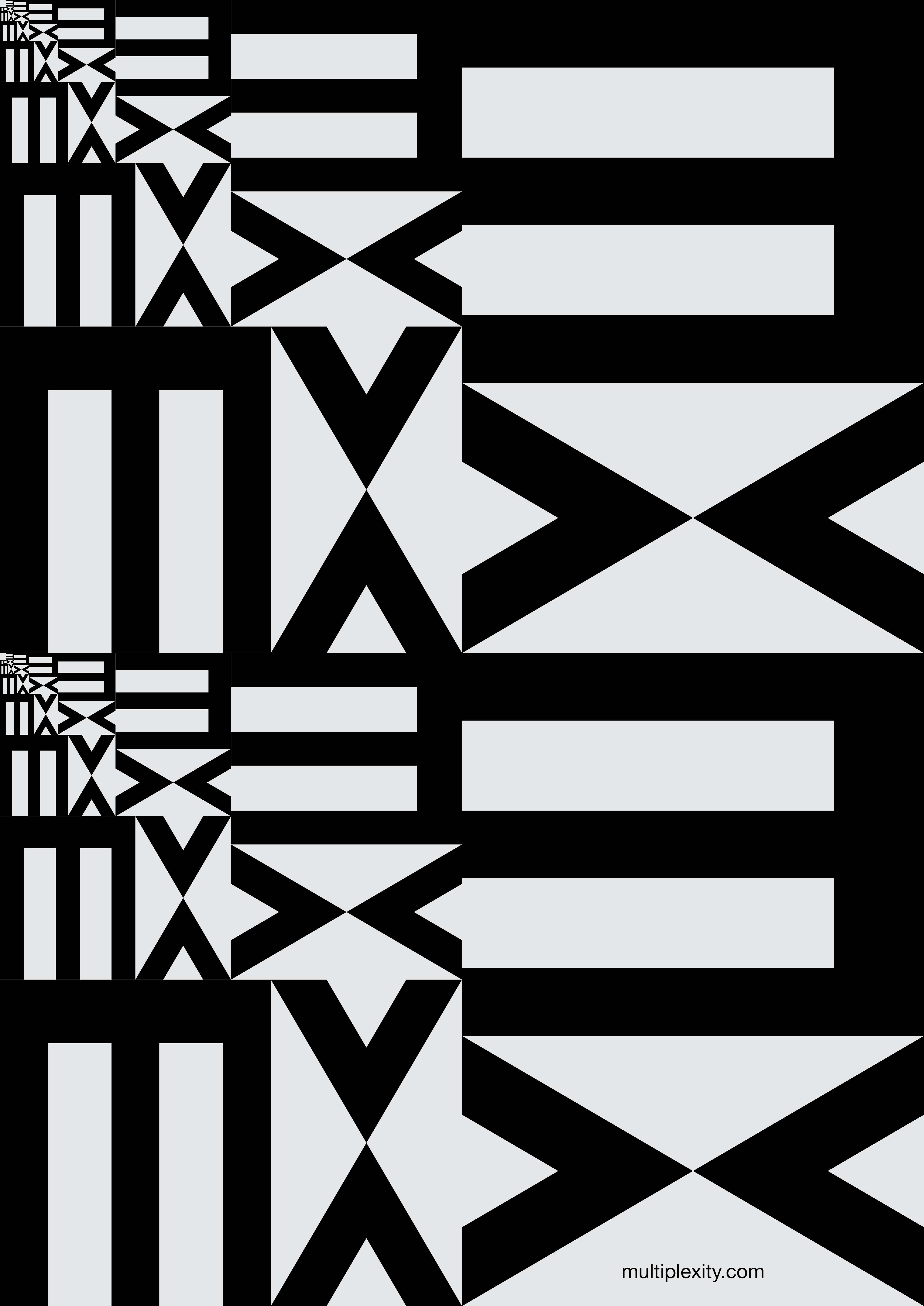
**MX** multiplexity

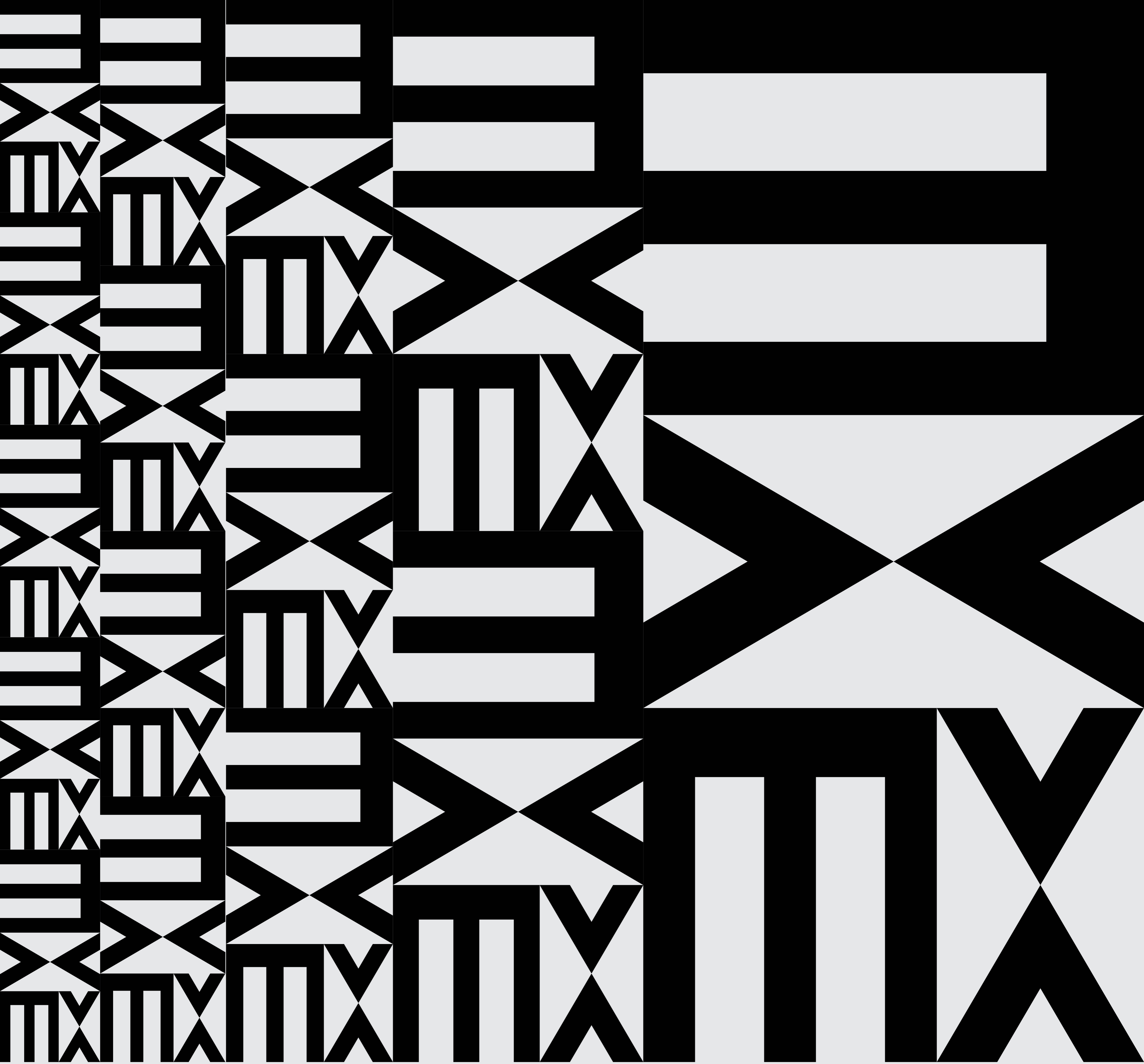
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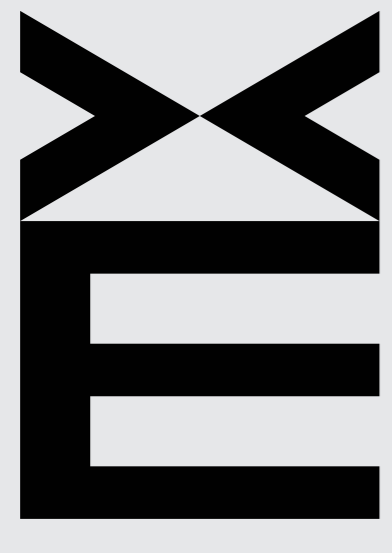


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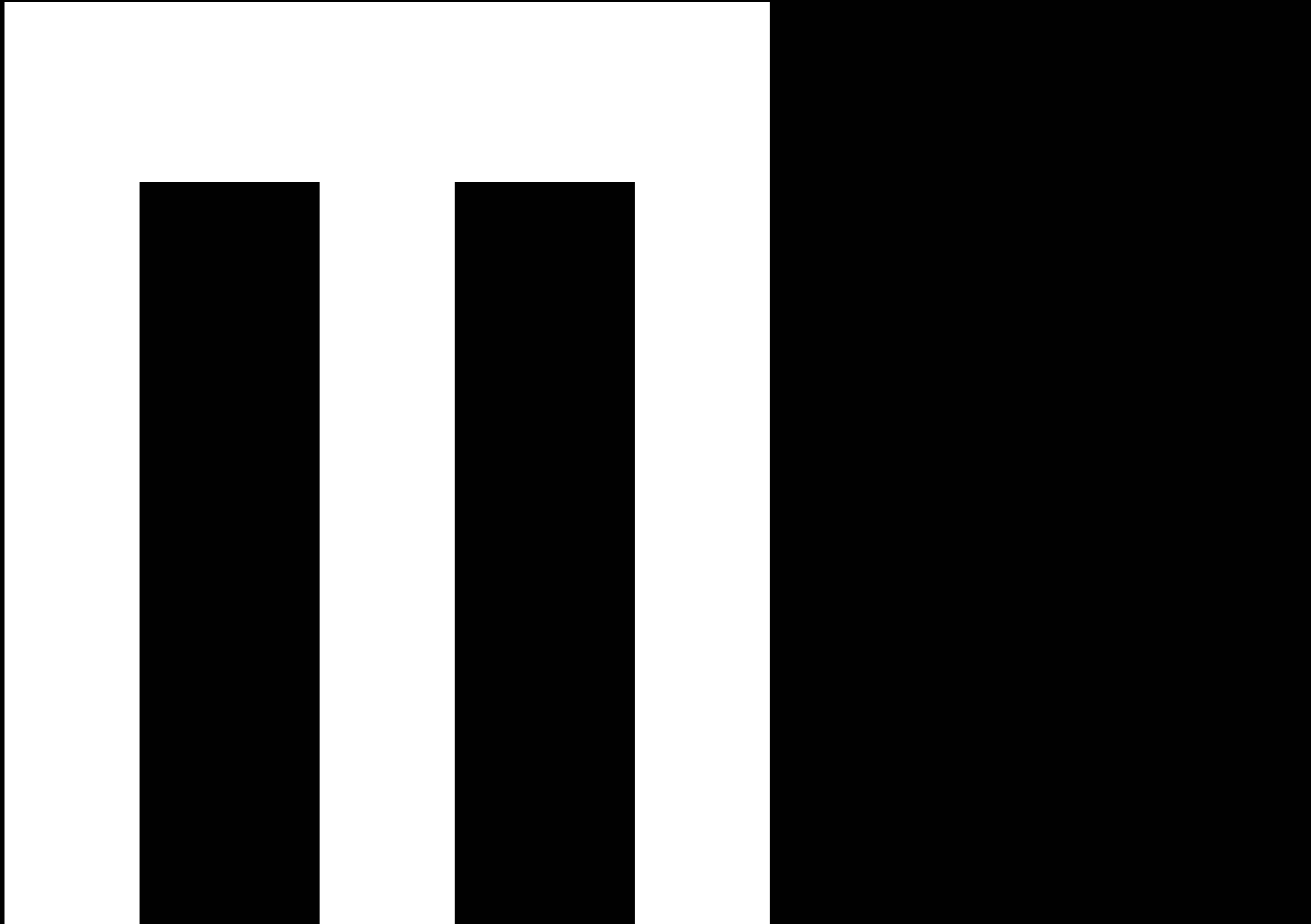
**multiplexity**

Learning laboratory that allows us to  
explore the future through art, technology &  
experiment.

X

Learning laboratory that allows us to  
explore the future through art, technology &  
experiment.

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# Branded Events



Repetition  
Bold  
Colorful



Gränsöverskridande  
nycirkusföreställning med  
fem cirkusartister och en  
livemusiker.

## **Limits.**

Gränsöverskridande  
nycirkusföreställning  
med fem cirkusartister  
och en livemusiker.



Gränsöverskridande  
nycirkusföreställning med  
fem cirkusartister och en  
livemusiker.

## **Limits.**

Gränsöverskridande  
nycirkusföreställning  
med fem cirkusartister  
och en livemusiker.



Gränsöverskridande  
nycirkusföreställning med  
fem cirkusartister och en  
livemusiker.

## **Limits.**

Gränsöverskridande  
nycirkusföreställning  
med fem cirkusartister  
och en livemusiker.



Gränsöverskridande nycirkus-  
föreställning med fem cirkusartister och  
en livemusiker.

## **Limits.**

Gränsöverskridande  
nycirkusföreställning  
med fem cirkusartister  
och en livemusiker.



Gränsöverskridande  
nycirkusföreställning med  
fem cirkusartister och en  
livemusiker.

## **Limits.**

Gränsöverskridande  
nycirkusföreställning  
med fem cirkusartister  
och en livemusiker.

# Branded Events



Hidden / Visible  
Discovery  
Playful

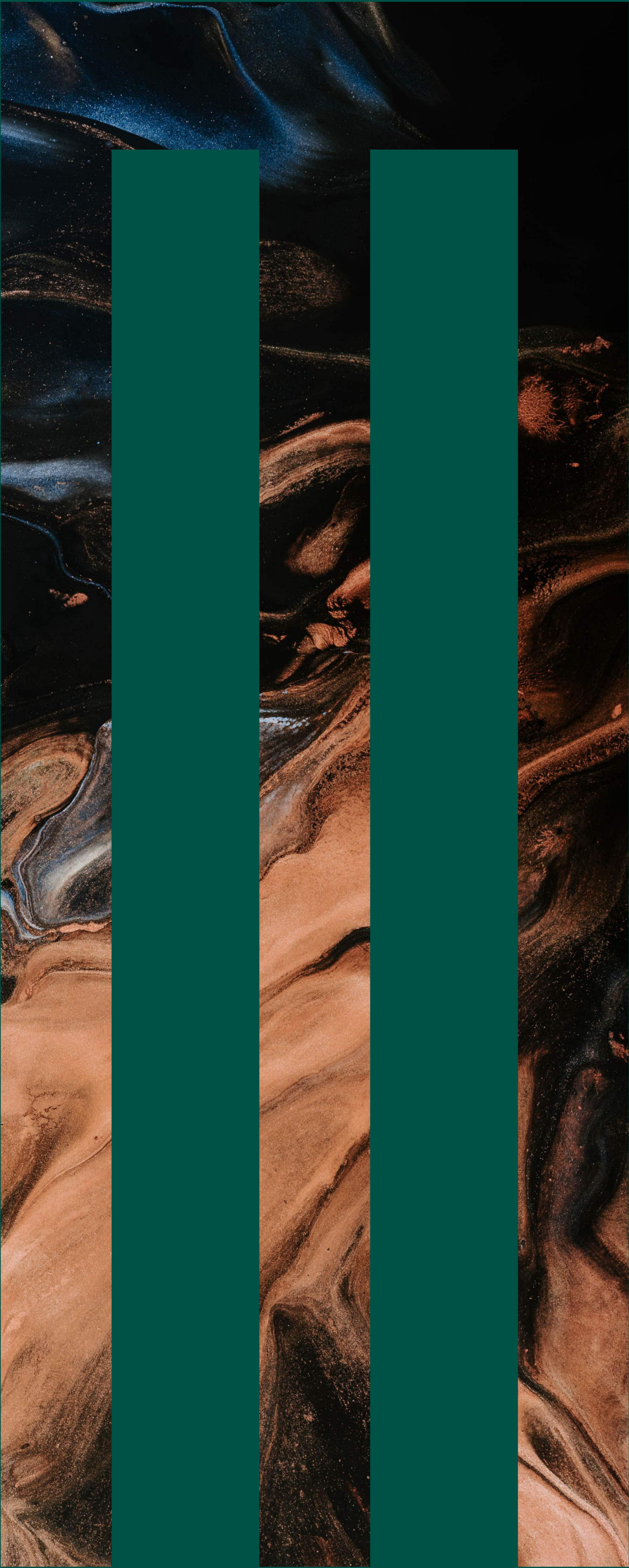




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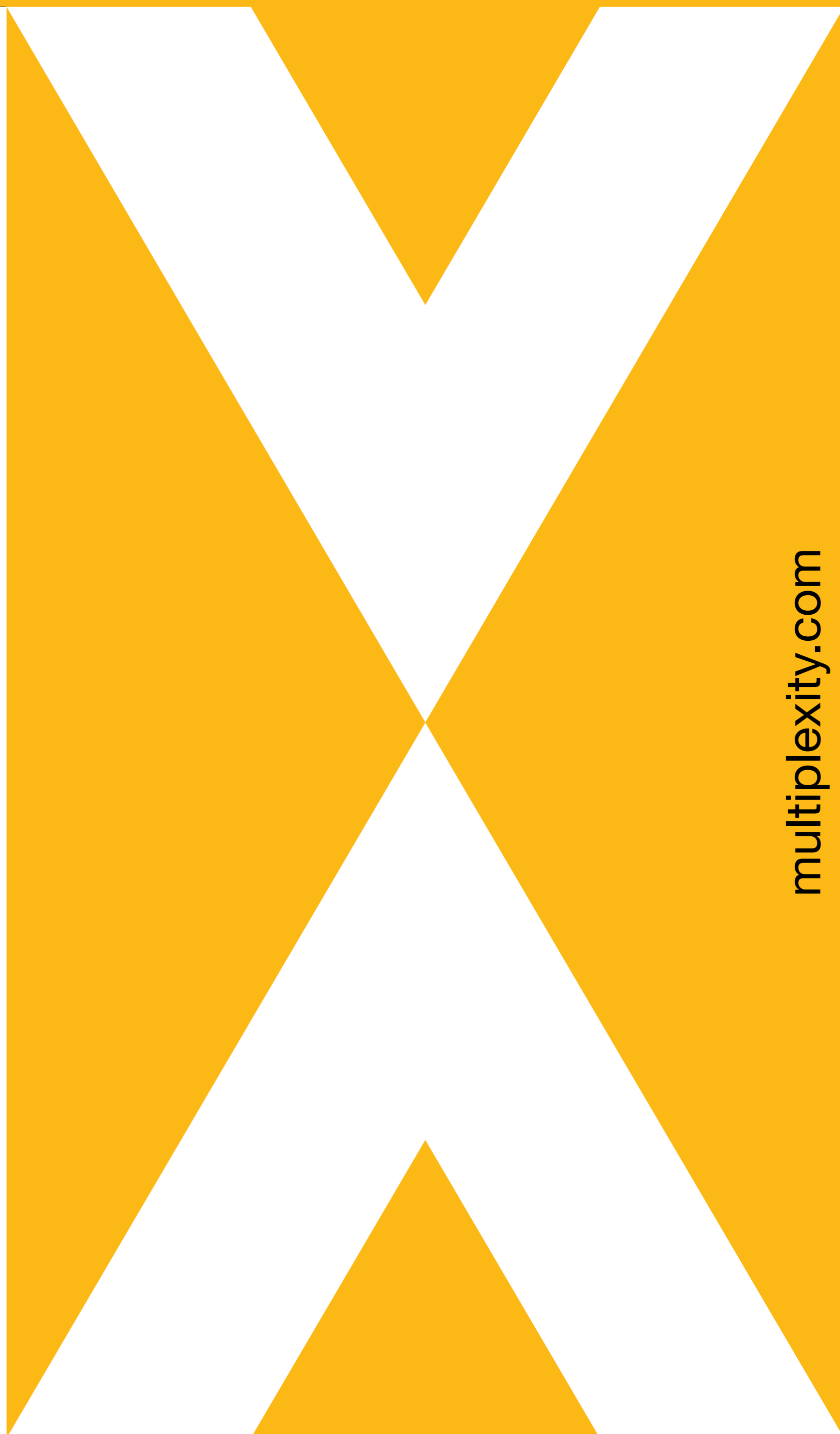
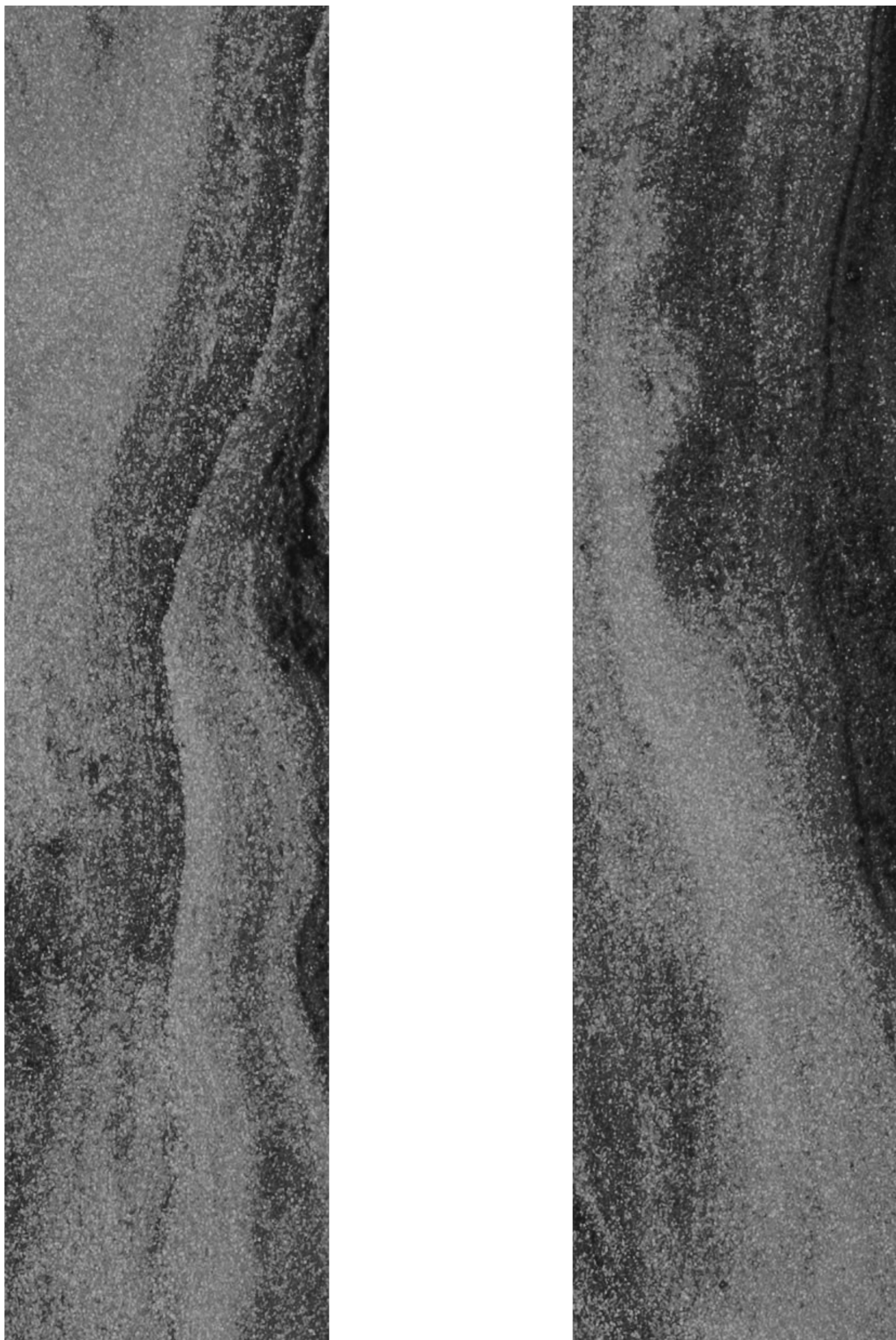
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Gränsöverskridande  
nycirkusföreställning med  
fem cirkusartister och en  
livemusiker.



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## Limits.

Gränsöverskridande nycirkusföreställning med fem cirkusartister och en livemusiker.

Gränsöverskridande nycirkusföreställning med fem cirkusartister och en livemusiker.



19-  
28  
mar

# Branded Events



Exponential growth  
Hidden / Visible





Conceived and directed by  
Tilde Björfors

Music by  
Samuel "Looptok" Andersson

Gränsöverskridande nycirkusföreställning  
med fem cirkusartister och en livemusiker.

19-28 Mar



## Limits.

Gränsöverskridande  
nycirkusföreställning  
med fem cirkusartister  
och en livemusiker.

Conceived and directed by  
Tilde Björfors

Music by  
Samuel "Looptok" Andersson

Gränsöverskridande nycirkusföreställning  
med fem cirkusartister och en livemusiker.

19-28 Mar

## Limits.

Gränsöverskridande  
nycirkusföreställning  
med fem cirkusartister  
och en livemusiker.

Conceived and directed by  
Tilde Bjölfors

Music by  
Samuel "Looptok" Andersson

Gränsöverskridande nycirkusföreställning  
med fem cirkusartister och en livemusiker.

19-28 Mar

## Limits.

Gränsöverskridande  
nycirkusföreställning  
med fem cirkusartister  
och en livemusiker.



Conceived and directed by  
**Tilde Björfors**

Music by  
**Samuel "Looptok" Andersson**

**Limits.**  
Gränsöverskridande  
nycirkusföreställning  
med fem cirkusartister  
och en livemusiker.



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# 28-29-30 May

Gränsöverskridande  
nycirkusföreställning med  
fem cirkusartister och en  
livemusiker.

Conceived and directed by  
**Tilde Björnfors**

Music by  
**Samuel "Looptok" Andersson**

# 19-28 - Man

## **Limits.**

Gränsöverskridande nycirkusföreställning med fem cirkusartister och en livemusiker.

Gränsöverskridande nycirkusföreställning med fem cirkusartister och en livemusiker.

Conceived and directed by  
**Tilde Björfors**

Music by  
**Samuel "Looptok" Andersson**

**Limits.**  
Gränsöverskridande  
nycirkusföreställning  
med fem cirkusartister  
och en livemusiker.



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# 2019 **Ma**

Gränsöverskridande  
nycirkusföreställning med  
fem cirkusartister och en  
livemusiker.



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**Tilde Björfors**

Music by  
**Samuel "Looptok" Andersson**

**Limits.**  
Gränsöverskridande  
nycirkusföreställning  
med fem cirkusartister  
och en livemusiker.



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# 2019- Limits

Gränsöverskridande  
nycirkusföreställning med  
fem cirkusartister och en  
livemusiker.





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Music by  
**Samuel "Looptok" Andersson**

**19-28 Mar**

**Limits.**  
Gränsöverskridande  
nycirkusföreställning med  
fem cirkusartister och en  
livemusiker.

Gränsöverskridande  
nycirkusföreställning med  
fem cirkusartister och en  
livemusiker.

**MX** multiplexity

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**Tilde Björfors**

Music by  
**Samuel "Looptok" Andersson**

Gränsöverskridande nycirkusföreställning  
med fem cirkusartister och en livemusiker.

**19-28 Mar**

**MX** multiplexity

**Limits.**  
Gränsöverskridande  
nycirkusföreställning med  
fem cirkusartister och en  
livemusiker.

# Sub brand



**MX** multiplexity

**MX** multiplexity

**MX** multiplexity

**X** lab

**X** space

**X** tram

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# lab



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Gränsöverskridande nycirkusföreställning med fem cirkusartister och en livemusiker. Gränsöverskridande nycirkusföreställning med fem cirkusartister och en livemusiker.



Gränsöverskridande nycirkusföreställning med fem cirkusartister och en livemusiker. Gränsöverskridande nycirkusföreställning med fem cirkusartister och en livemusiker.

**X** lab

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# space



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Gränsöverskridande nycirkusföreställning med fem cirkusartister och en livemusiker. Gränsöverskridande nycirkusföreställning med fem cirkusartister och en livemusiker.



Gränsöverskridande nycirkusföreställning med fem cirkusartister och en livemusiker. Gränsöverskridande nycirkusföreställning med fem cirkusartister och en livemusiker.

**X** space

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# tram



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Gränsöverskridande nycirkusföreställning med fem cirkusartister och en livemusiker. Gränsöverskridande nycirkusföreställning med fem cirkusartister och en livemusiker.



Gränsöverskridande nycirkusföreställning med fem cirkusartister och en livemusiker. Gränsöverskridande nycirkusföreställning med fem cirkusartister och en livemusiker.

**X** tram

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**MX** multiplexity

**MX** multiplexity

**MX** multiplexity



# space

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# Co-branded Events



Simplicity  
Visibility  
Swiss style

# Limits.

Gränsöverskridande  
nycirkusföreställning  
med fem cirkusartister  
och en livemusiker.

# 19- 28 mar

Gränsöverskridande  
nycirkusföreställning med  
fem cirkusartister och en  
livemusiker.

Conceived and directed by  
**Tilde Björfors**

Music by  
**Samuel "Looptok" Andersson**

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# MX

# multiplexity

## Limits.

Gränsöverskridande  
nycirkusföreställning  
med fem cirkusartister  
och en livemusiker.

# 19– 28 mar

Gränsöverskridande  
nycirkusföreställning med  
fem cirkusartister och en  
livemusiker.

Conceived and directed by  
**Tilde Bjölfors**

Music by  
**Samuel "Looptok" Andersson**

# MX

## multiplexity

## Limits.

Gränsöverskridande  
nycirkusföreställning  
med fem cirkusartister  
och en livemusiker.

# 19–28 mar

Gränsöverskridande nycirkus-  
föreställning med fem cirkus-  
artister och en livemusiker.

Conceived and directed by  
**Tilde Bjölfors**

Music by  
**Samuel "Looptok" Andersson**

# MX

## multiplexity

# Limits.

Gränsöverskridande  
nycirkusföreställning  
med fem cirkusartister  
och en livemusiker.

# 19- 28 mar

Gränsöverskridande  
nycirkusföreställning med  
fem cirkusartister och en  
livemusiker.

Conceived and directed by  
**Tilde Björfors**

Music by  
**Samuel "Looptok" Andersson**

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# MX

**multiplexity**

# Limits.

Gränsöverskridande  
nycirkusföreställning  
med fem cirkusartister  
och en livemusiker.

# 19- 28 mar

Gränsöverskridande  
nycirkusföreställning med  
fem cirkusartister och en  
livemusiker.

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**Samuel "Looptok" Andersson**

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# MX

# multiplexity



# Limits.

Gränsöverskridande  
nycirkusföreställning  
med fem cirkusartister  
och en livemusiker.

# 19- 28 mar

Gränsöverskridande  
nycirkusföreställning med  
fem cirkusartister och en  
livemusiker.

Conceived and directed by  
**Tilde Björfors**

Music by  
**Samuel "Looptok" Andersson**



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# MX

# multiplexity

# 19– 28 mar

Gränsöverskridande  
nycirkusföreställning med  
fem cirkusartister och en  
livemusiker.



## **Limits.**

Gränsöverskridande  
nycirkusföreställning  
med fem cirkusartister  
och en livemusiker.

Conceived and directed by

**Tilde Björfors**

Music by

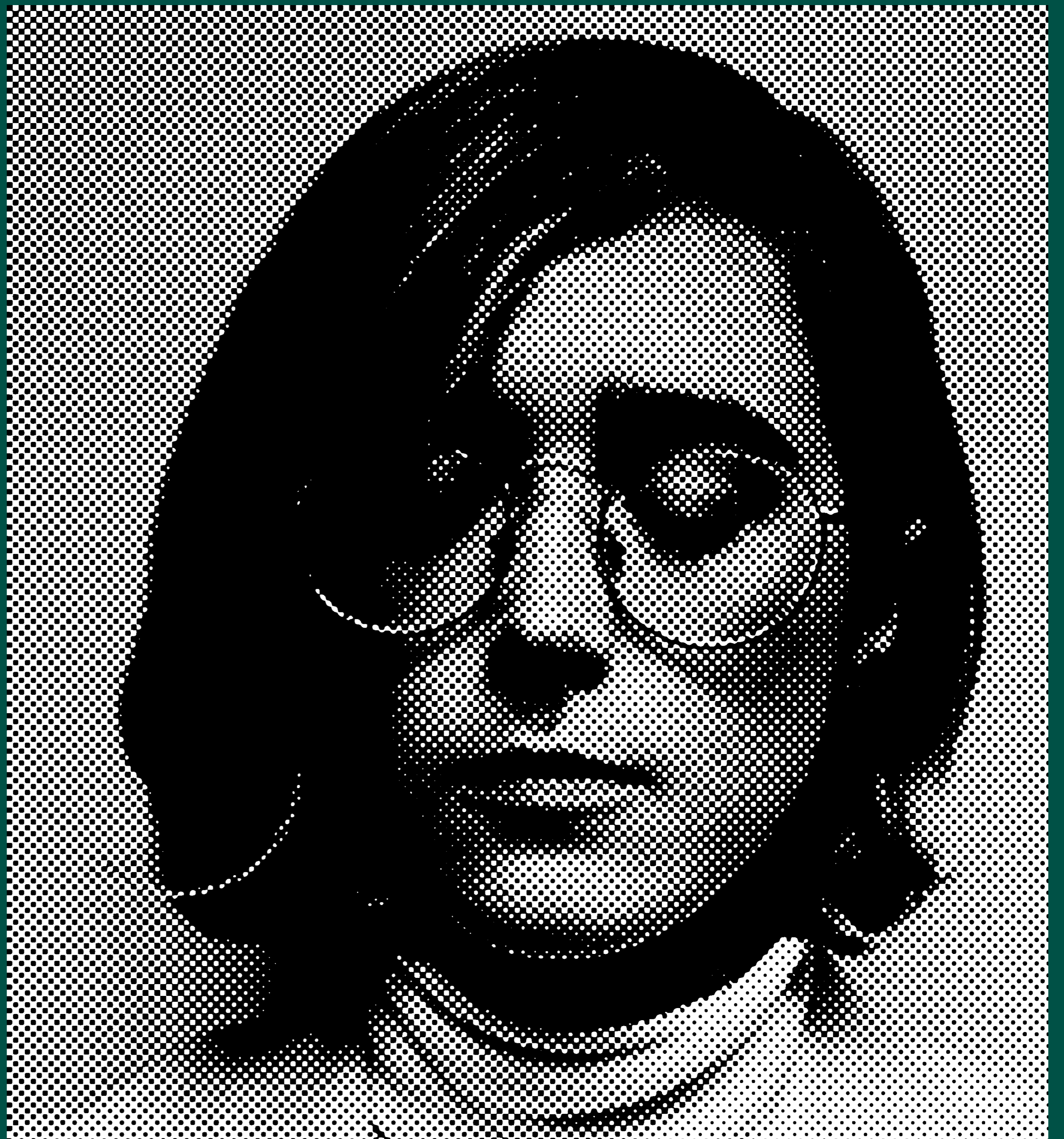
**Samuel "Looptok" Andersson**

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28  
mar

Gränsöverskridande  
nycirkusföreställning med  
fem cirkusartister och en  
livemusiker.

Conceived and directed by  
**Tilde Björfors**

Music by  
**Samuel "Looptok" Andersson**



## **Limits.**

Gränsöverskridande  
nycirkusföreställning  
med fem cirkusartister  
och en livemusiker.



Learning laboratory that allows us to explore the future through art, technology & experiment.

Digital art  
Technology  
Innovation  
Entrepreneurship  
Education  
Mobility



# Web



Simplicity  
Visibility  
Swiss style

A place where people are encouraged to think for themselves, to be curious, courageous, creActive and work as a team to generate collective progress. To navigate the future by creating those contexts that shine curiosity & creAction, grow capacity and serve society.

# 2020

April  
↘

A place where people are encouraged to think for themselves, to be curious, courageous, creActive and work as a team to generate collective progress. To navigate the future by creating those contexts that shine curiosity & creAction.

MacBook Pro

A place where people are encouraged to think for themselves, to be curious, courageous, creActive and work as a team to generate collective progress. To navigate the future by creating those contexts that shine curiosity & creAction, grow capacity and serve society.

# 2020

## April

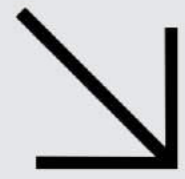


A place where people are encouraged to think for themselves, to be curious, courageous, creActive and work as a team to generate collective progress. To navigate the future by creating those contexts that shine curiosity & creAction.



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## May



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A place where people are encouraged to think for themselves, to be curious,





# Flags





19-  
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mar

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**MX** multiplexity

[multiplexity.com](http://multiplexity.com)

Music by  
**Samuel "Looptok" Andersson**

Conceived and directed by  
**Tilde Björfors**

**MX** multiplexity



# Colors



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# Typography

Telegraf UltraLight, 200pt

MultipleXity va fi un  
destinat experime  
și tehnologic prin n  
funcțiuni în care se

Telegraf Regular, 120pt

Rolul MultipleXity es  
și încurajeze prin ex  
inițiative și proiecte  
granița dintre tehno

Telegraf Bold, 60pt

**MultipleXity va oferi un spațiu deschis și liber, cu o infr  
pentru proiecte și experiențe inovatoare. Aici se vor pro  
artistice, tehnologice prin colaborare intensivă.**



**Activity in the sector of tourist development and promotion  
of the European Capital of Culture'2023  
in the period 2019-2020**

Considering the important contribution that tourism can and must bring to the popularization of the future European Capital of Culture, attracting an increased number of visitors from the country and abroad in 2023 and the following years, increasing the number of spectators at various cultural events in 2023 and ensuring quality services to benefit both permanent and temporary residents, at the proposal and through the involvement of the tourism expert, Timișoara 2021 Association - European Capital of Culture had carried out in 2019-2020 various types and forms of actions, which we will present, briefly, below.

In accordance with the agreement between the association, the Timișoara City Hall and the Timis County Council, particular attention was paid to coordinating the marketing and promotional activities of the two local tourism organizations (city and county) and conjugating joint promotional activities.

If a strategy for the tourism development and promotion of Timisoara - CEaC'2021 was outlined by the end of 2019, the beginning of the pandemic forced us to modify this strategy and adapt it to the new conditions. As soon as it was decided to postpone the title year and, carefully observing the evolution of the pandemic, as well as the appearance of the first elements regarding the new normality with the increase of predictability in the travel sector, we started developing a new Tourism Strategy of CEaC-Timisoara'2023. It was completed by the end of December 2020.

We mention that the city of Timisoara does not have its own tourism strategy, and that of the county is already outdated. This is the reason why the effort to develop a long-term strategy for the city, by the association, should be seen as a legacy offered to the municipality by the Association "Timișoara 2021 - European Capital of Culture".

We strive for a good positioning of the destination Timisoara - CEaC on the national and international market in order to increase the visibility and perception of the city as an important cultural tourist destination. Therefore, optimal participation and attractive activities in the various events in which we participate are very important in order to promote the cultural offerings of the city and to activate partnerships that should help to noticeably increase the number and quality of visitors increase .

The association "Timișoara 2021 - European Capital of Culture" participated as a guest, speaker or moderator at 14 Tourism Conferences and Events, in Bucharest, Iasi, Vienna and Novi Sad.

During these events, the cultural program and the tourist offer of the future capital were presented. During the discussions, the foundations of some partnerships were laid, which will contribute to attracting a large number of visitors. Among these events we would like to mention:

- TopHotel Tourism & Leisure Investment Conference in Bucharest;
- Conference of the National Federation of Tourist Guides in Romania, Bucharest;
- Gala of the Romanian Hoteliers Federation, Bucharest;
- Corps Touristique Gala, Vienna.

At the same time, the association organized 6 own conferences on marketing, cultural tourism and incoming, with the participation of local and national specialists and guides. Some examples:

- National Conference: "Timisoara in coming - Incoming in Romania" January 30, 2020;
- National Conference of Tourist Guides - with the participation of over 100 national guides.

Among the many meetings with tourism specialists and cooperation partners we mention the following:

- Tihana Putin, TO Novi Sad & Rade Delibasic, tourism consultant of the Novi Sad'2022;
- Robert Dornhelm, director, cultural ambassador of the Association „Timișoara 2021”;
- General Commissioner of the Pavilion of Romania for the 2020 World's Exhibition;
- Razvan Parjol, Secretary of State for Tourism within the Ministry of Economy;

Until the beginning of the pandemic, which led to the postponement of public events, the association participated in following tourism fairs:

- IMEX Frankfurt, 21-23 May 2019
- “EXIT” Tourism Fair - TO Novi Sad, Serbia, July 2-3, 2019
- Ferien Messe Viena, 16-19.01.2020
- Romania Tourism Fair, Bucharest, February 20-23, 2020,

Among the interviews and articles published in the domestic and international press or social media and dedicated to the future European capital of culture Timisoara'2023 we mention:

- interviews on online platforms „REPUBLICA.RO” and „AUZIMDEBINE.RO”, 2020;
- interview for Radio Novi Sad, Serbia, 2019;
- free broadcasting of a promotional spot on TV ORIZONT TV, Romania, 2020;
- article “Little Vienna of Romania”, Kronen Zeitung, Austria, 2020;
- article in Schwulissimo magazine, Germany, 2019;
- interview published in the printed and online editions of the magazine "Catavencii", 2020;
- a lot of articles on social media.

Among the documentation visits organized for specialists and media & social media we mention:

- 43 tourism bloggers & vloggers, form Europe, South Africa and Australia, July 12-15, 2019;
- Radio Group Frankfurt team, September 2019;
- journalist Ralph Blömer, Schwulissimo, Germany, August 25-28, 2019;
- 100 tourist guides (National Federation of Guide Associations in Romania),

31.10-02.11.2019;

- Florian Krenstetter, journalist, cultural editor of the Kronen Zeitung, Austria, 20-21.12.2019.

Unfortunately, due to the pandemic, we were forced to postpone the visits for the journalists from six German dailies, but also for other journalists from abroad.

The involvement and contribution brought by the association, as a founding member, to the establishment and preparation of the program of measures of the Alliance for Tourism (APT) in Romania should also be emphasized.

In order to intensify, streamline and build relationships with tourism partners and social and media representatives strictly specialized in tourism, both a newsletter and a new Facebook page, dedicated to them, were designed. Unfortunately, these environments, launched at the end of 2020, will become active only with the approval of the new budget, and will coagulate an important core of factors that can visibly contribute to improving the economic and social effects generated by tourism for Timisoara and surroundings.

## ANNEX RECOMMENDATIONS 8

In the autumn of 2019, the Association contracted the fundraising company ADV Communication, with experience in participating in the Sibiu 2007-European Capital of Culture program. The contract consists in *pro bono* fundraising, presentation for potential sponsors and negotiation services to the Association, a commission being paid to ADV Communication only when obtaining and transferring sponsorships to the Association. From the date of signing the contract with the Association, in 2019, until the date of declaring the state of emergency, caused by the pandemic of Covid-19 (March 2020), the communication and fundraising agency ADV Communication has established direct relations with hundreds of companies in most important in different sectors: banking, food and beverages, insurance, energy and gas, automotive, telephony, etc., managing to arise their interest in participating as sponsors for the Cultural Programme . All the activities of the ADV Communication agency were detailed in monthly activity reports sent to the Association. From the first month of the fundraising activity, ADV Communication managed to attract the interest of PROFI (food) as the main sponsor with the amount of 800.000 Euros. ADV Communication has reached an advanced stage in negotiating and preparing the sponsorship contract. At the last meeting with the PROFI representatives at the end of 2019, the then president of the Board of Directors of the Association (Mr. Horațiu Rada) took over the negotiations being present at discussions without ADV Communication. The outcome was that the sponsorship contract has not been signed with the Association.

In 2020, the Timișoara 2021 Association benefited from a sponsorship worth 20.000 euros, amount received according to contract no. 134752 / 25.09.2019, concluded with ENEL-DISTRIBUȚIE BANAT S.A. Considering the context of COVID-19, through which the Association had to cancel the *Lumina Victoriei* project, the sponsoring partner, with its consent, was promoted during the *Captivating Lights* project, which took place between 10-13 December 2020.

In the situation created by the pandemic with the new Coronavirus and by the postponement of ECOC year (from 2021 to 2023), the private companies reoriented their sponsorship strategy towards the sanitary field, and ADV Communication has proposed to re-discuss the contract with the representative on the Board of Directors of the business environment (and also the then President of the Board) who managed the relationship with ADV Communication. To these was added the fact that due to the lack of funding from public institutions for the projects for the year 2020 until the autumn of 2020, the projects could not be started, therefore they could not be presented to potential sponsors. Due to the lack of responses and the lack of action constantly requested by ADV Communication to the then President of the Board (BD) at the time, shortcomings in the ADV Communication report and subsequent letters, it was not possible to re-discuss the sponsorship strategy.

The connection with ADV Communication was resumed by the CEO/Executive Director, after the resignation of the BD then President in mid-July 2020. A new strategy has been intended to be drawn to raise funds for 2023 and to support and accompany the TM2023 project in the period 2021-2023 in order to present it to the new Board when it would become functional. The new strategy includes an innovative integrated fundraising platform - made available free of charge as a service by ADV Communication to the Association.

In February 2021, ADV Communication has asked for a meeting with the new mayor of Timisoara - Mr. Dominic Samuel Fritz - in order to present the new fundraising strategy however due to the intentions of the Municipality to revise the TM2023 ECOC implementation structure as described in the present report, this meeting has not been taken place so far.