



BEAUTIFUL ROMANIA PROJECT

Developed in partnership with the Ministry of Culture, Religious Affairs and National Heritage, with the Ministry of Regional Development and Housing and with 12 local authorities, the Beautiful Romania Project seeks to initiate a process of revitalisation and rehabilitation of the urban and architectural heritage of the historical centres in Romania.

NEWSLETTER

No. 7, October 2009

"Beautiful Romania", a sustainable project

We thank you for the interest you show regarding the Beautiful Romania Project. Hoping that the newsletter for September accomplished its aim to inform you about the activities promoted by the Beautiful Romania team, we continue to present you our sustainable initiatives in the context of protection and capitalization of the cultural, architectural and historical heritage of the country. In addition to this, we point out the future collaboration lines that we will develop on an inter-disciplinary and inter-institutional level.

Finalized works in Târgoviște and Sighișoara

The works we had initiated in Târgoviște and Sighișoara have been successfully finalized. Thus, in Târgoviște, the park situated on the Radu de la Afumați Street has been inaugurated, so the residents will have from now on a pleasant recreation zone in a new part of the town. In Sighișoara, once the restoration of the park in the area around Zaharia Boiu Street has been completed, one of the public spaces of the town has regained its charm, offering to both children and adults the possibility to enjoy beautiful moments.



Work visits in Târgoviște, Sighișoara and Sulina

In order to check the conformity between the achieved results and the initial objectives of the restoration projects in Târgoviște and Sighișoara, visit works have been organized. One of the goals of these visits was to create signalization panels located at the entrances in the two rehabilitated parks. In the meantime, in Sulina, during the work visits performed in the second half of October, the rehabilitation project of the area around Street 1, set between Eminescu and Păcii Streets, has been monitored. The conclusion was that the works follow the initial development plans and are expected to be finalized towards the middle of December.

Cooperation directions in the frame of international programs

Being characterized by the desire to create a project based on the sustainable development of local communities, we are in a permanent search for new ways to expand our activities and for new partners. One example is the Cross Border Cooperation Program Bulgaria-Romania, which aims to promote the region close to the Romanian and Bulgarian Danube shore, situated outside the well-known tourist itineraries. The main purpose is the reinforcement of the regional cooperation between local communities in order to discover, keep and value the local traditions, customs and the local cultural heritage. As well as this, the Program for highlighting the value of the Danube Delta Region (coordination and collaboration with UNESCO France and the Romanian Commission for UNESCO) proposes a collaboration process meant to keep the identity of the living space and of traditional construction techniques in the Danube Delta.



Valter Mărăcineanu Square 1-3, Floor 4, Room 323, 010155 Bucharest, Romania
Phone/Fax: (+4021) 311 08 95
www.beautifulromania.ro

www.facebook.com/beautifulromania, <http://twitter.com/brproject>





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News about the volunteering center within "Beautiful Romania"

Three other interns joined us in October, our remote collaborators still continuing to get involved in the development of the projects' activities. Our team is growing, which proves the fact that "Beautiful Romania" has the capacity to always find people and institutions who share the same philosophy of initiating a sustainable promotion of the cultural heritage. One of the most recent initiative developed in our volunteering center is related to the possibility of revitalizing the system of military fortifications that exists around Bucharest. This important accomplishment of the Romanian military architecture from the end of the 19th century could be made worth through rehabilitation and conversion into cultural centers, exhibition spaces, amusement parks or commercial centers.

Inter-institutional collaboration

In October, the Beautiful Romania team initiated activities meant to bring new partners, but also to increase the level of the interaction between the people and the institutions interested in the process of sustainable development of the local communities. Thereby, we contacted the team that began the "Restoration" campaign, broadcast by The Romanian Television, getting the promise of a future collaboration. At the same time, we will support the radio station Guerrilla in a campaign meant to sensitize the citizens and the institutions, as we want to emphasize the necessity of taking action in order to raise awareness and to revitalize the public spaces. The Beautiful Romania team supports these kind of initiatives, because we believe in the power generated by the concerted efforts of different institutions working together towards a sustainable development of the local communities.

"Beautiful Romania" on-line

In order to facilitate your access to information, we updated the section dedicated to the project on the internet page of UNDP (www.undp.ro). You can document yourself on our objectives for the next year. Also, our Facebook page (www.facebook.com/beautifulromania) has a more and more powerful impact, due to the increasing number of visitors. By accessing this page you can get involved personally in the rehabilitation process of the historical monuments in your city.

Requests for collaboration

Following the visible results obtained through the process of rehabilitation and revitalization of the urban and architectural heritage, we received several requests for collaboration from the Local Authorities. We take into account the possible inclusion of new locations in the Beautiful Romania Project (Campulung Muscel, Medgidia, Odorheiul Secuiesc, Pitesti, Targu Mures, Targu Secuiesc), but also the continuity of the collaboration in the cities in which the project has been implemented. Thus, we will lay the foundation of several joint projects between local and central public authorities and the Beautiful Romania team for the 2010-2011 period.



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