



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. 8, November 2009

"Smile to your city!", a successful online campaign

In November, the Beautiful Romania team launched the "Smile to your city!" Campaign. Taking the form of an event organized on the Facebook page of our project, the campaign aims to create a communication frame that will help us all acknowledge the city we live in as being a part of our identity. Behind the advice "Smile to your city!" lies the wish of the Beautiful Romania team to bring back the harmony, the joy of living and the common sense in each city. Because most of the public spaces and buildings we pass by hide incredible details and stories, all our fans can find out each day an interesting information about one Romanian city, presented most of the times as a question posted on our Facebook page.



A greater visibility of the Beautiful Romania Project



Looking at the evolution registered by the Facebook page of our project, the Beautiful Romania team has noted with enthusiasm an increasing involvement from your part. This fact materialized itself both in the enhancement of the daily interactions and in a greater number of fans that have subscribed to our page (see left photo). In addition to this, the most important number of interactions has been registered in the second half of November, with the launching of the "Smile to your city!" campaign.

We thank you thus for your participation, as well as for the permanent interest you show in the initiatives developed by the Beautiful Romania team.

Consolidation of the Library in Sulina

In order to start the consolidation works related to the Library in Sulina (see right photo), the Beautiful Romania team has invited registered qualified contractors to submit quotations. The consolidation of this representative building of Sulina, situated in the protected area of Street 1, is essential for the local community, as the library is part of a group of historical buildings dating to the end of the 19th century. Moreover, the library is at present in the process of being declared a historical monument of local interest (B category).

Following the restoration procedures, the monument will serve as a modern headquarters for the Library of Sulina, but will also represent a center for tourist information. In addition to this, because the building had been a household belonging to the Greek families Apesos and Paleologos, its consolidation marks a first step towards the restoration of one of the symbols of the Greek community of Sulina, which will improve local cultural dynamics.



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Tripartite Project Review Meeting

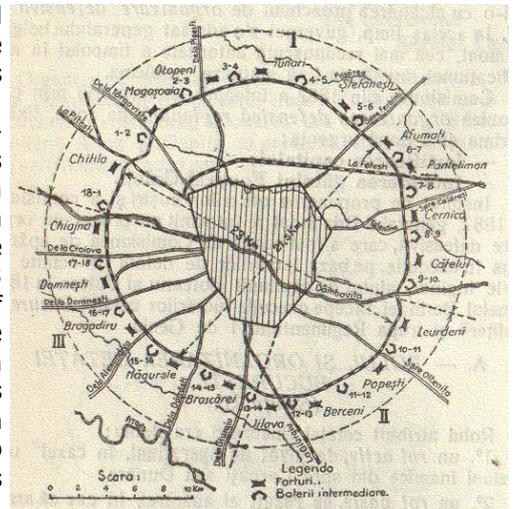
In November, the group of delegates of the Beautiful Romania team/ UNDP Romania organized the Tripartite Project Review Meeting with representatives from the Ministry of Regional Development and Housing and from the Ministry of Culture, Religious Affairs and National Heritage, our strategic partners in implementing the project. The aim was both to present the annual activity of the project and the financial balance, but also to establish future directions for cooperation within the frame of the Beautiful Romania project. The requests for collaboration that we received from the Local Authorities have also been

SOS for revitalizing the military forts around Bucharest



As we have already announced in our previous Newsletter, one of the activities initiated by the members of our volunteering center is related to the identification of the means of reviving the system of military fortifications that exists around Bucharest.

Having established this aim, we have organized visit fields, during which we have identified the following aspects related to the potential of this symbol of the Romanian military architecture: the system of fortifications was initially composed of 18 forts and 18 military batteries disposed around Bucharest, in the form of a circle whose diameter was between 21.5 km and 23 km (see right photo). Today, from the total of 36 initial constructions, 17 forts and 13 batteries still exist (see left photos), most of them being in a process of deterioration. The Beautiful Romania Project attracts the attention towards the opportunity of revitalizing this important accomplishment of the Romanian military architecture, through its conversion into cultural centers, innovative exhibition spaces and museums or amusement parks.



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