



## What?

**EuroFabrique Cluj** is the second edition of the project initiated in Paris 2022 at the Grand Palais Ephemere by RMN-Grand Palais, École des Arts Décoratifs Paris and ANdÉA - the National Association of Art and Design Schools in France - within the framework of the French Presidency of the Council of the European Union.

**EuroFabrique Cluj is a space of cohesion and a laboratory of educational and artistic projects that encourages interdisciplinary and participatory cultural productions at MushuROI - Creative Hub in Cluj-Napoca within 5th and 9th of December 2023.**

The project establishes in Cluj-Napoca a space of interaction that brings together 170 students and teachers in different artistic fields from Romania, France, Germany, Italy, Latvia, Portugal, the Republic of Moldova and Ukraine, major personalities of the European cultural and artistic scene, representatives of the private sector and the general public.

**EuroFabrique Cluj brings together in multinational projects the innovative creative action of the actors involved in the project, by enhancing the diversity of socio-cultural experiences and the multiplicity of views on the future of Europe.**

## Why?

**The questioning of European identity brings into conversation new methods of maintaining and preserving the natural environment and our cultural heritage.**

The aim of **EuroFabrique Cluj** is to stimulate creativity in different collaborative contexts, to increase the quality of artistic action, research, interdisciplinary collaboration and the promotion of excellence in creation, with impact in the field of creative industries at local, national and international level. 19 higher education institutions have been invited to collaborate in 4 creative micro-projects with artistic, educational and social impact. The implementation of alternative pedagogical methods at the educational-artistic level, the organization of round tables, workshops, conferences around this **workshop for collaborative creativity** problematizes a broad spectrum of knowledge through interactive participation of the public.

The project aims to raise public awareness on the artistic phenomenon through the participation in the event of prominent personalities and intellectuals of international prestige. Moreover, it explores the revitalized urban space of the former famous shoe factory in Cluj-Napoca - Clujana- within its reconversion into the MushuROI - creative hub, thus envisaging new alternatives for what we imagine to be a cohesive art center.

Based on Cluj's international prestige as a pole for developing partnerships with institutions and companies in the cultural and creative industries, the project stimulates creativity in these collaborative contexts and creates new working processes with a strong interdisciplinary, participatory and innovative character.





# EuroFabrique

Cluj-Napoca



## How?

EuroFabrique Cluj is adapting the original EuroFabrique format and working method in Cluj-Napoca, with students and teachers from 5 art universities in Romania, in partnership with 6 universities from France and 8 universities from other European countries coming together in multinational teams to reflect on our European identity and imagine tomorrow's Europe in the intensive workshop at MushuROI - Creative Hub.

*The Abduction of Europa* is the topic envisaged by Prof. Ioan Sbarciu, initiator of EuroFabrique Cluj, that reiterates the European myth and equally calls into question the aims of our globalized society. Ongoing problems such as migration and climate change, as well as impending economic, health, social and political crises, have immediate repercussions and lead to successive states of insecurity. At the same time, they motivate us to **reconsider our values**, challenging prompt decisions and **taking actions** that set a viable course for the future of humanity.

Processes, methodology, experimentation, affirm the dose of creativity on which our future increasingly depends. Through **EuroFabrique Cluj** we imagine situations and facts, formulate predictions and address challenges in the sensitive environments in which we coexist. We are open to nature and life, supported by tradition and new technologies. The intention is to recover, metaphorically, the idea of cohesion of cultural identities and the constitution of a plurivalent language of the European community. The diversity of this language lies in the richness of the possibilities for imagining the many facets of a common, stable, European future.

Alongside the workshop, l'Institut français de Roumanie Cluj-Napoca - with the support of l'Institut français Paris - oversees a **public and professional program** dedicated to the participating students. Focussed on the mobility issues and on the European residencies that offer opportunities to young artists, these roundtable sessions will enable students to learn more about prospects in Europe. During the EuroFabrique professional day, the Institut français is giving carte blanche to the national association of contemporary art centres, D.C.A. On this occasion, this network of nearly 50 art centres will be organising a round table with a wide range of personalities focusing on environmental issues. More than 20 European curators, directors of art centers, and art critics are invited to engage with the students in mentoring sessions that highlight **collaborative project methodologies**.

EuroFabrique Cluj also hosts a first **EuroFabriqueCamp**, a cooperation project led by ANdEA in association with Cerveira Art Biennial Foundation (PT), Transylvania Creative Industries Cluster Cluj-Napoca (RO) and Le Signe, Centre National du Graphisme (FR), in collaboration with the Académie de Recherche et d'Enseignement Supérieur (BE), l'Ecole des Arts Décoratifs Paris (FR) and Réunion des Musées Nationaux – Grand Palais (FR) and with the support of the Creative Europe program of the European Union to help the transition of EuroFabrique's energy into a long term project, while continuing to activate the same collaborative approach and active engagement of the European creative youth. This first Camp aims to formalize the transformation of EuroFabrique into a label that can be adopted by any network of art schools in European countries.



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## Who?

### “Europe’s wall”

RO: National University of the Arts Bucharest  
 FR: Ecole supérieure d’Art & Design Le Havre / Rouen  
 LATV: Art Academy of Latvia, Riga  
 FR: École Supérieure d’Art et Design Valence-Grenoble

### “Looking for a name [unraveling the myth]”

RO: George Enescu National University of Arts Iasi  
 UK: Kyiv National University of Culture and Arts  
 MD: Academy of Music, Theatre and Fine Arts Chişinău  
 FR: Ecole Supérieure d’Art Annecy Alpes  
 GE: Koeln International School of Design  
 FR: Ecole nationale supérieure des arts de Bourges

### “The Myth of Orpheus and Eurydice in Fine and Performing Arts”

RO: Babeş- Bolyai University of Cluj-Napoca - Faculty of Theatre and Film  
 RO: I.L. Caragiale National University of Theatre and Cinema Bucharest  
 FR: École des arts décoratifs, Paris  
 IT: University of Florence

### “EuroTales - Less Waste Connecting Identities”

RO: University of West Timisoara - Faculty of Arts and Design  
 FR: Haute école des arts du Rhin Mulhouse - Strasbourg  
 FR: L' École des Beaux-Arts de Nantes  
 PT: University of Beira Interior - Covilhã  
 IT: Brera Academy of Fine Arts - Milan

## Main organizers:

### Transylvania Creative Industries Cluster (CIC)

CICT represents the creative industries in the North-West region of Romania, as an NGO whose aim is to contribute to connecting with other industries in the local, national and international ecosystem. CICT supports public-private sector initiatives and focuses on the internationalization potential of the region's creative, artistic and cultural environment. CICT therefore develops project ideas and applies for access to public, national or European funds to attract the necessary resources for the cluster. The aim of CICT is to increase the competitiveness of enterprises in the field of creative industries, based on the intensive use of knowledge, and to support and promote projects of common interest, including large-scale, cross-border projects, through the creation of effective collaboration mechanisms. Lead by Prof. PhD. Ioan Sbarciu, CICT has taken the initiative to create an important new hub for contemporary art by organizing the second edition of EuroFabrique.

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## L'Institut français de Roumanie, Cluj-Napoca

Under the Ministry of Foreign Affairs, the French Institute in Cluj is a language and cultural action center operating under the authority of the French Embassy in Romania. Inaugurated in 1991, it is part of a network of institutions with branches all over the country. Every year, the actions of the French Institute in Cluj reach about 30,000 people. Its main objectives are: promotion of the French language; organization of cultural events, artistic exchanges between the two cultures and debates on various topics; cooperation with the Romanian authorities, universities and schools in the region, civil society and other cultural centers in the country; courses, examinations, media library.

## MushuROI

MushuROI is conceived as a structure of complementary spaces and functions that enable and support the creative process of developing ideas into projects and products, with a sustainable and interdisciplinary approach. As a space for creative production, dedicated to promoting creativity as a continuous process of surpassing mediocrity, Mushuroi provides an experimental and interactive environment in which artists and creatives come together to discover expressions that motivate and inspire them.

## In collaboration with:

### ANDEA - French national association of higher schools of art and design

ANDEA is the network of the 45 French art and design schools under the aegis of the Ministry of Culture, spread over 60 campuses across France, including its overseas territories. Institutions of higher education and research, they train 12,000 students each year and award national diplomas, combining traditional and innovative know-how, fueling contemporary research and being at the heart of the professional art and design community in France, Europe and internationally. ANdÉA promotes and develops unique pedagogical and research models that nurture experimentation and critical thinking by contributing to the international debate on contemporary ideas, supporting the unique and emancipatory model of art schools as leaders in creation, but also in responsibility and transformation. ANdÉA is resolutely committed to an international, and above all European dynamic, which is expressed through a number of actions. ANDEA is one of the cofunder of EuroFabrique Paris and the initiator of the EuroFabrique Camps.

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