

PRESS RELEASE

Transylvania Creative Industries Cluster, L'Institut français de Roumanie, Cluj-Napoca and Mushuroi Creative Hub in collaboration with ANdÉA - the National Association of Art and Design Schools in France are organising EuroFabrique Cluj from the 5th to the 10th of December 2023, as the second edition of the project initiated in 2022 at the Grand Palais Ephémère by RMN-Grand Palais, École des Arts Décoratifs Paris and ANdÉA within the framework of the French Presidency of the Council of the European Union.

EuroFabrique Cluj is a space for cohesion and a laboratory for educational and artistic projects that encourages interdisciplinary and participatory cultural productions. The project is setting up in Cluj-Napoca at **Mushuroi Creative Hub**, an interaction space that brings together 170 students and teachers from different artistic fields from Romania, France, Germany, Italy, Latvia, Portugal, Moldova and Ukraine, important personalities of the European cultural and artistic scene and representatives of the general public. The aim of EuroFabrique Cluj is to stimulate creativity in different collaborative contexts, to increase the quality of artistic action, research and interdisciplinary collaboration.

Thus, 19 higher education institutions with an artistic profile have been invited to collaborate in 4 creative micro-projects with cultural, educational and social impact. EuroFabrique Cluj adapts the original EuroFabrique format and working method, with students and professors from 5 art universities in Romania in partnership with 6 universities from France and 8 universities from other European countries. They are working together in multinational teams to reflect on our European identity and imagine tomorrow's Europe during the intensive workshop at Mushuroi Creative Hub. The implementation of alternative pedagogical methods at the educational-artistic level and the organisation of round tables, conferences, mentoring sessions in the framework of this collaborative creativity workshop problematises a broad spectrum of knowledge through the participation of internationally prestigious personalities and intellectuals.

The Rapture of Europe is the theme initiated by Prof. PhD. **Ioan Sbarciu**, coordinator of EuroFabrique Cluj, that both reiterates the European myth and also questions the objectives of our globalised society. Current issues 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, questioning prompt decisions and taking action that sets a viable course for the future of humanity.

Processes, methodology, experimentation, assert 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 of imagining the many facets of a common, stable European future.

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Alongside the workshop, l'Institut français de Roumanie Cluj-Napoca- with the support of l'Institut Français Paris - oversees a **professional program** dedicated to the participating students. Focusing on issues related to mobility and European residencies offering opportunities to young artists, a series of round tables will enable students to learn more about their professional perspectives in Europe. In the program of the event a series of lectures and round tables will also be held at the invitation of the Creative Industries Cluster Transylvania by a number of prominent personalities of the contemporary art scene in Romania who will share with the participants important details of its functioning mechanisms.

After a period of intensive closed-circuit work, the collaborative projects will be available for viewing on **Preview Day** by people specially invited to the event and on **Open Day** by the general public. Thus, on **December 8, 2023**, on **Preview Day**, more than 20 European curators, art centre directors and art critics are invited to engage in mentoring sessions with the participating students, and representatives of sponsors, media and special guests are expected to participate in the official opening of the event at 10.00 and in various guided tours. On the same day, the French Institute invites the National Association of Contemporary Art Centres in France, a network of nearly 50 contemporary art centres, to organise a round table focusing on ecological and environmental issues, with the participation of numerous personalities.

The general public is invited to attend the **EuroFabrique Open Day** on **December 9, 2023**, which will include guided tours of the art projects (12.00h - 18.00h) and the official closing of the event (16.00h - 18.00h).

EuroFabrique Cluj also hosts the first edition of **EuroFabrique ThinkCamp**, a cooperation project led by ANÉA in partnership with Cerveira Art Biennial Foundation (PT), Cluster of Creative Industries Transylvania (RO) and Le Signe, Centre National du Graphisme (FR), together with Académie de Recherche et d'Enseignement Supérieur (BE), l'Ecole des Arts Décoratifs Paris (FR) and Réunion des Musées Nationaux - Grand Palais and with the support of the European Union's Creative Europe programme to help transition EuroFabrique's energy into a long-term project, continuing the same collaborative approach and active involvement of young European creatives. This first Camp aims to formalise the transformation of EuroFabrique into a brand that can be adopted by any network of art schools in European countries.



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PRIMĂRIA ȘI CONSILIUL LOCAL
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Cluj-Napoca

EuroFabrique



Participating higher education institutions

"Europe's wall"

- RO: Universitatea Națională de Arte din București
- 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: Universitatea Națională de Arte George Enescu din Iași
- UKR: Kyiv National University of Culture and Arts
- MD: Academy of Music, Theatre and Fine Arts Chișinău
- 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: Universitatea Babeș-Bolyai din Cluj-Napoca - Facultatea de Teatru și Film
- RO: Universitatea Națională de Arte Teatrale și Cinematografice I.L. Caragiale București
- FR: École des arts décoratifs, Paris
- IT: Università di Firenze

"EuroTales - Less Waste Connecting Identities"

- RO: Universitatea de Vest din Timișoara - Facultatea de Arte e 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



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Cluj-Napoca

EuroFabrique



Organizers

Transylvania Creative Industries Cluster (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 internationalisation 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 knowledge-intensive creative industries enterprises and to support and promote projects of common interest, including large-scale cross-border projects, by creating effective collaboration mechanisms.

Organizing team: Ioan Sbarciu – CICT President, coordinator of EuroFabrique Cluj; Olimpia Bera & Anamaria Tomiuc - members

L'Institut français de Roumanie, Cluj-Napoca - Under the Ministry of Foreign Affairs, the French Institute in Cluj is a language and cultural action centre operating under the authority of the French Embassy in Romania. Inaugurated in 1991, it is part of a network of institutions with branches throughout the country. Every year, around 30,000 people benefit from the activities of the French Institute in Cluj. Its main objectives are: promotion of the French language, organisation 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 centres in the country, courses, examinations, media library.

Organizing team: Alexandra Serval, IF deputy director; Raluca Mateiu & Dora Zegrean -members

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 creative production space dedicated to promoting creativity as a continuous process of overcoming mediocrity, Mushuroi provides an experimental and interactive environment where artists and creatives come together to discover expressions that motivate and inspire them.

Organizing team: Alexandru Stranzky, Mushuroi co-founder

In collaboration with:

ANdEA - French National Association of Higher Schools of Art and Design - ANdEA is the network of 45 French art and design schools under the aegis of the Ministry of Culture, spread across 60 campuses in France, including its overseas territories. Higher education and research institutions, they train 12,000 students each year and award national diplomas, combining traditional and innovative know-how, feeding contemporary research and being at the heart of the international professional art and design community. ANdÉA promotes and develops unique pedagogical and research models that nurture experimentation and critical thinking, 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 especially European, dynamic. ANdÉA is one of the co-funders of EuroFabrique Paris and the initiator of EuroFabrique Camps.

Organizing team: Stephane Sauzedde, ANdÉA, VP International & Alice Brunot, ANdÉA, international development



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Cluj-Napoca

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Babeş-Bolyai University in Cluj-Napoca



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