

ETNOVEMBER 2019

Ars vincere tenebras – Art conquers darkness (motto of the festival)

Culture makes all men gentle (Menander, Greek poet, c.342-290 bC)

The Etnovember Festival is a cultural project of the Faculty of Wood Engineering, financed by the City of Braşov and Transilvania University.

Etnovember is a multicultural festival, organized by a team of students and a few teachers, dedicated to the Braşov community. Since 22 years Etnovember highlights the cultural diversity of Braşov and at the same time enhances the strong local identity feeling generated by the general atmosphere of the old streets, of the historic landmarks, the towers, the terraces, the flavours of good food, the places where you can listen to good music. The effect that certain urban spaces have on the feelings and behavior of people is surprising. But it is the people who weave the fibers of the city and enhance the magic that is created in and around Etnovember: friends, guests, participants, kids, parents, grandparents, tourists.

This year the team of students was truly visible among the guests and the participants: the students were proud to wear their neon yellow scarves – the privilege and the responsibility of being an organizer. Etnovember is present in the cultural agenda of Braşov. The **Bradt Travel Guide for Transylvania** (UK) writes



that “Etnovember is a cluster of cultural events, a feast of shared joy and friendship, music, arts and crafts, taking place in Braşov annually on the third weekend of November. It is known as a medieval festival, but it is in fact much more, with dancing, concerts, craft markets and colorful processions.”

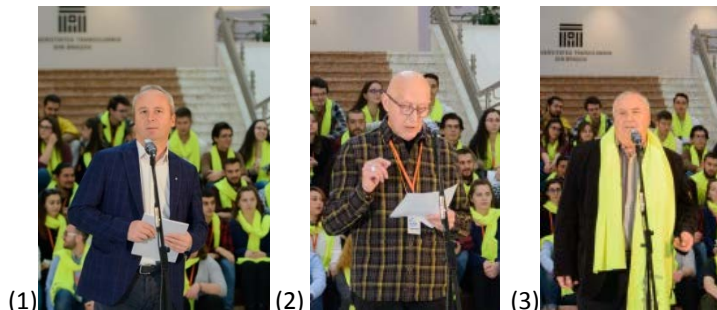
The festival had this year 14 partners (cultural institutions and ethnic communities), 65 events, out of which 35 exhibitions, 4 workshops, 3 musical intermezzos, 2 splendid concerts, a Gospel Concert, offered by the intensely beloved Belgian musician Norbert Detaeye, and an Old Romanian Music Concert with the wonderful Trei Parale band.

PAINTING AND GRAPHICS

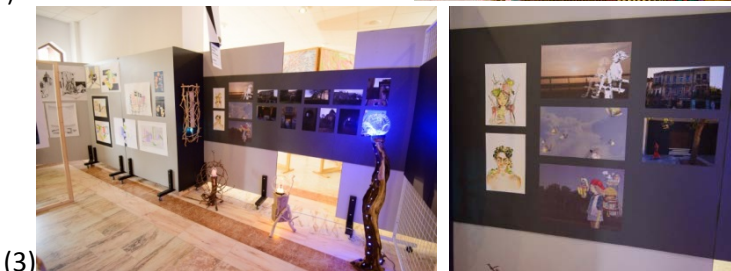
The Grass Calligrams (1), a painting exhibition of **Valentin Iuliano** (USA) and **Olimpiu Bandalac** (Bucharest), suggests overwhelming or disturbing visions of cut, green, red, fresh or dead grass lines.

The art of **Árpád Bartha**, a well-known graphic artist of Braşov, seems playful and colorful, but reveals delicate bridges build towards the onlooker. The exhibition is called **The Line** (2).

Stories from the Town of Memories is a graphics and photography exhibition (3) presented by Ana Roşca, a young artist who is also a master student at the Faculty of Wood Engineering.



On Saturday, 16 November, the festive welcome speeches were held by prof. **Ioan Vasile Abrudan**, Rector of the University (1), **Norbert Detaeye** (Belgium), co-founder of the festival (2), prof. **Mircea Țierean**, President of the Senate of the University (3), prof. **Mihai Ispas**, Dean of the Faculty of Wood Engineering (4), Assist. Prof. **Alin M. Olărescu**, director of the festival (5) and Assist. Prof. **Ioan Muscu**, designer of the exhibitions at the Aula of the University (6).



Andreea Pitiș called her three revealing exhibits (painting and mixed technique), **Myself** (4). The artist is also a master student of our faculty. Her artwork does not reveal much of herself, on the contrary, it deepens the mystery...

(4)



The **Angels** painted by **Beatrice Iordan** from Bucharest have charmed the onlookers, both young and old. They are guardian angels and they possess a special kind of aura... they seem to sing or perhaps hum soft children songs, reassuring and appeasing.

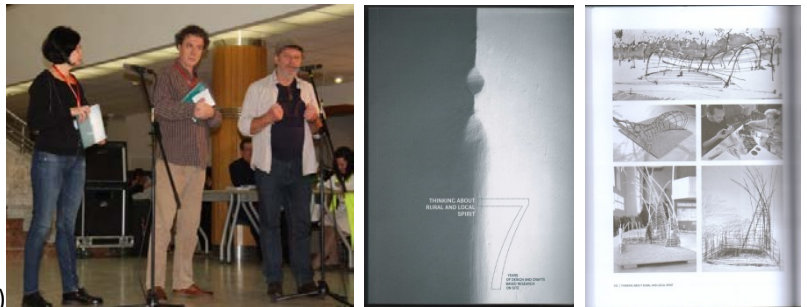
(5)



DESIGN

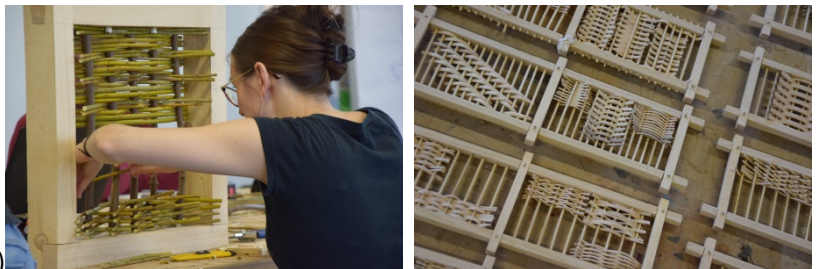
The presentation of a special book, called **Thinking about rural and local spirit - 7 years of design and crafts based research on site**, by prof. **Thomas Gronegger**, one of its authors, and **Cristina Sabău** and **Alexandru Șchiopu**, members of the Creative Team Factum Design, was focused on the role of editorial design (1).

(1)



The display of the working atmosphere and the power of handcrafted and well-designed ideas belonged to the project (2) called **Experimental Design-Natural Materials, Low-tech Materials and Techniques for Configuring the Habitat**, coordinated by **Alin M. Olărescu** and **Thomas Gronegger** (Austria)

(2)



Arch. **Alexandra Mihailciuc** from Pro Patrimonio Foundation, Bucharest, an expert of traditional crafts, put on display this year the exquisitely beautiful goblets she had designed and made at the **Crafts Center of Țibănești** (3).

(3)



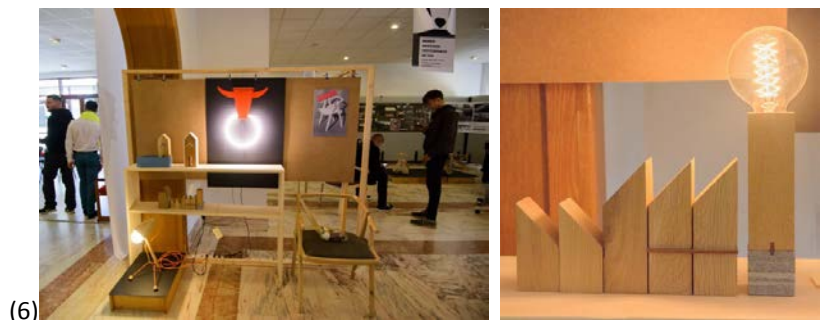
The following four sets of photos illustrate highlights of **Top Romanian Design**. The first designer is **Dragoș Motică** (4) and we called his contribution **Style and Simplicity**. In his opinion Romanian product design is still fragmented, lacking diversity, although sometimes original. Dragoș Motică is known for the UBIKUBI Design brand.

Architect, interior designer, stage designer, DJ - **Corvin Cristian**(5) is all of that. His own studio CCS is a multi-awarded architecture company, designing innovative restaurants, offices and shops. We called his contribution **Design, Crafts and Technology**.

The Normal World is the exhibition presented by **Constantin Alupoaei** (6), another top designer of the young generation. He thinks that a product designer in contemporary Romania needs 3 qualities to be successful: obstinacy, versatility and patience for awaiting the public results of his or her projects.

Robert Niculescu (7) is a very young designer from Brașov . He opened his studio recently and works also as an interior designer. Ever since he was our student, in 2014, until now, he won 12 national awards for his furniture designs.

A highly appreciated partner of our faculty and implicitly of Etnovember, is the **Product Design Department of the University of Chișinău, Republic of Moldavia**. Moldavian design is famous all over Europe and beyond, for its innovative trending, for the young creators who already as students are awarded design prizes for train, car, toys and furniture design (8).



EVENT

The faculty of **Interior Architecture**, University of Architecture and Town Planning Ion Mincu Bucharest (UAUIM) presents **diploma projects** of furniture and interior design (9), in an open and useful competition with the projects of the graduates of our faculty. The name chosen for their exhibition actually is **Working (with) Wood!**

The **Furniture Design Department** of the Faculty of Wood Engineering presents also **furniture, interior and landscape design in diploma projects**. Obviously here the graduates like to explore various materials besides wood. Some prototypes (10) show innovative approaches to contemporary ornament.

Presenting his exotic-organic lighting designs, Adrian Roșca, father of Ana Roșca, positioned his lamps (11) in connection with his daughter's photo&graphic s exhibition. His strangely walking lamps, emanating an eerie light, created a lovely atmosphere (8).

PHOTOGRAPHY

Johan de Grande, a special guest from Belgium , holder of a visual mission to reveal the most insightful details of New Orleans, human, musical or aerchitectural, called his exhibition **New Orleans...it's Paradise on Earth**.

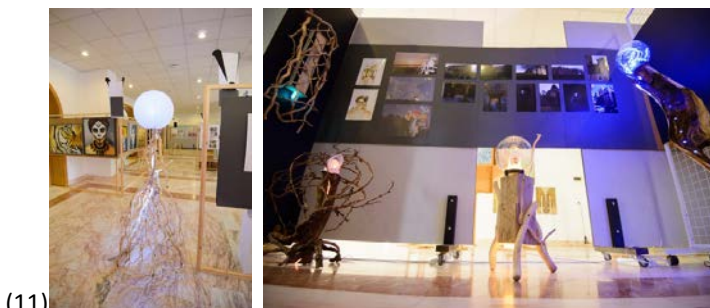
Prof.arch. **Beatrice Jöger**, Dean of the Faculty of Interior Design, Bucharest, and a great traveler, after last year's Mexican visual adventure, decided to show us **New York** in the frozen month of January 2019. Skylines, skies and the ocean competed to complete a trustworthy image of the Big Apple.



(9)



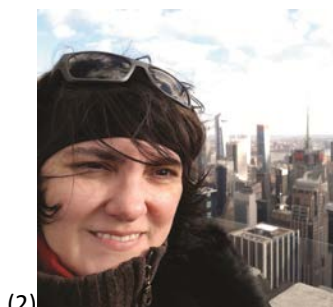
(10)



(11)



(1)



(2)



Shepherds of Transylvania are skilfully and truthfully presented by **Telmo Rocha**, the Portuguese from Evora. His keen eyes and and reflective mind see beyond appearances and fake romanticism of the shepherd's job. He searches for humanity and finds its faces (3).



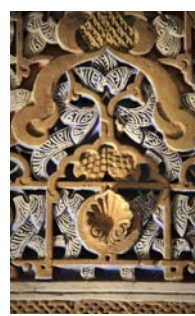
Wanyamapori, a Swahili word for The Wild World, is the name of the exhibition of **Robert Laczkó Vass**, actor, opera singer and travel photographer. His images are stunning and immensely attractive (4). His pleasure in observing the animals free in their habitat is obvious.



Anna Katharina Blocher, from Austria, who lived for a longer while in **Iceland**, took pictures of the Icelandic quietness (5). The photos suggests sounds of water and wind, but certainly Anna thinks about the quiet and peaceful nature, the quiet skies by day and by night and the mighty silence of the aurora borealis...



Jacky Wielandts, a longtime visitor from Belgium, traveled for musical purposes in Spain this year, in and around the beautiful city of **Sevilla** (6). The warm and enveloping colors of his photos are suggesting the arab and medieval face of the Sevillian environment, especially churches and gardens.



Prof. Mircea Drăgoi shares with us the atmosphere of Prague, takes us to the famous Zlatna Ulica and points to the Charles bridge. The Mala Strana environment seems modest but feels so familiar and its human scale streets and houses brings joy and delight.



Crete, that rocky island baked by the almost African sun is a land of olive trees

and aromatic herbs (8), a land of Minoan treasures and deserted villages. It was presented by 2 traveling friends from Braşov, G. S. and M.C.

RESTORATION

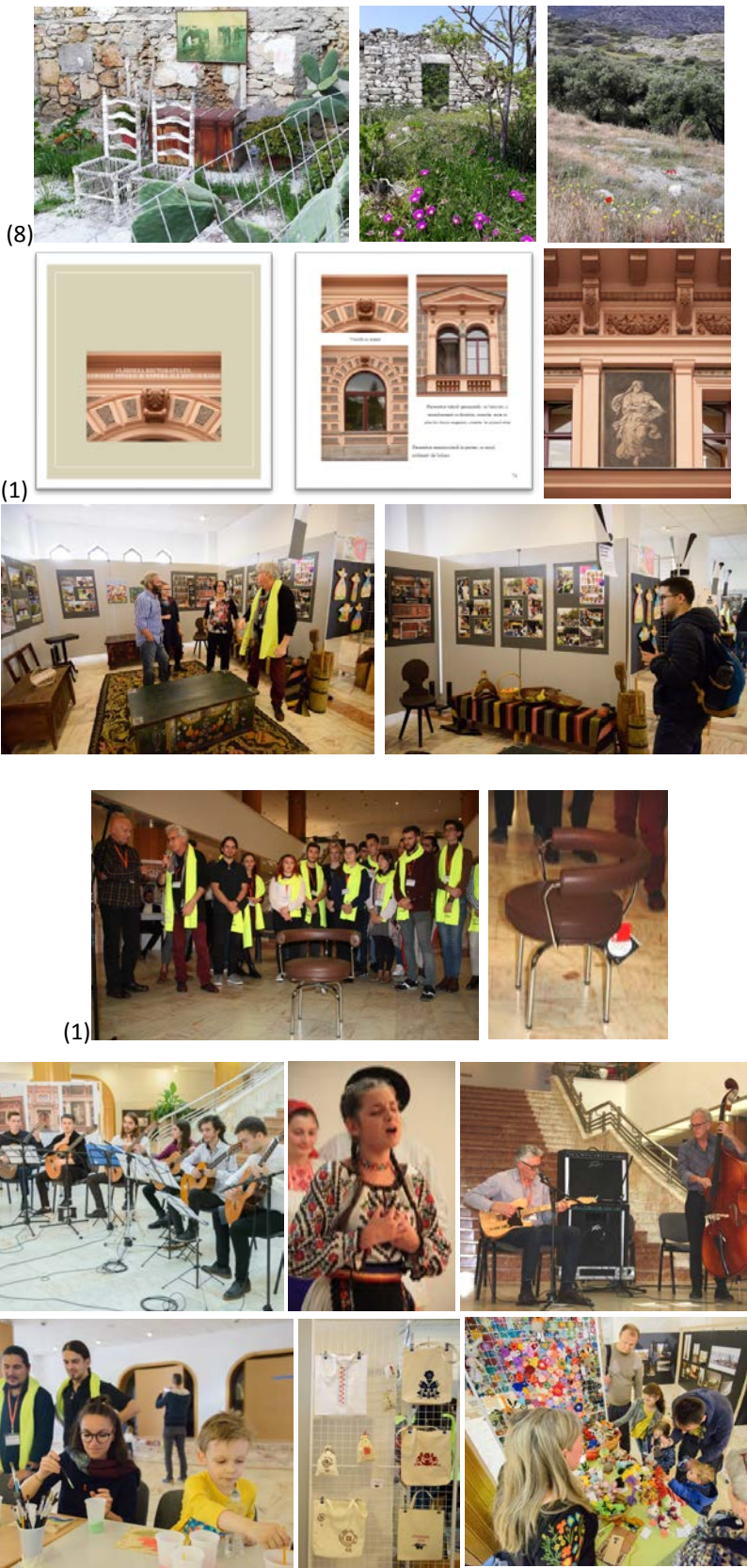
One of the events of Etnovember 2019 was meant to highlight the restoration of the splendid facade of the Rectorate building. A poster exhibition with details of the neoclassical facade showed splendid photos of Telmo Rocha (Portugal). A book written by the head of the restoration project, arch. E.G. Olsefszky was released (1).

Another attractive **Restoration Story** was presented by students of our faculty who were part of an intensive workshop for the restoration of traditional furniture and other wooden objects at the ASTRA Museum of Traditional Civilization of Sibiu (2).

VARIOUS EVENTS

A little festivity was organized around the **New Chair that joined the Modern Classics Collection** of the faculty of Wood Engineering. There are 37 chairs in the collection, and nr. 37, the **Siège pivotant of Charlotte Perriand**, designed in 1927, and manufactured by Cassina, was of course given by Norbert Detaeye and his Belgian team (1). **Musical intermezzos** were welcome during the events: **A guitar ensemble, archaic songs from Maramures, a blues concert (guitar and bass)** (2).

The **three workshops** that unfolded during the first afternoon of the festival were dedicated to all participants, from young to old: **drawing and painting, embroidery and weaving/crocheting**. They attracted people with simple and more complex tasks, from drawing Gruia



the badger, mascot of the festival, to crocheting flowers and toys.

Another enjoyable event was handing of the **Best Design and Best Organizer Diplomas** to the students. **The Best Design Awards went to Georgiana Purcaru and Adi-Marian Brumă**, now master students of our faculty.

CONCERTS

One of the most expected events of Etnovember 2019 was the **Gospel Concert of Norbert Detaeye**, at the Catholic Church SS. Apostles Peter and Paul. Norbert Detaeye is a friend of the city of Braşov since 30 years. He became Citizen of Honor of our city in 2006, due to his music and his social-educational and cultural activities dedicated to our city, as well as due to the Mediateca N. Detaeye, a cultural center of the Transilvania University. The concert was attended by all music lovers of the city and the gospel music, in the festively illuminated church, sounded beautifully, announcing Christmas (1), (2).

On the last day of the festival, another beautiful concert took place at the University Aula, a **Concert of Old Romanian Music**, played on various traditional instruments, by the famous band called **Trei Parale**. It was an interactive event, the musicians explained the sources and styles of their music.

THE MEDIEVAL MARKET

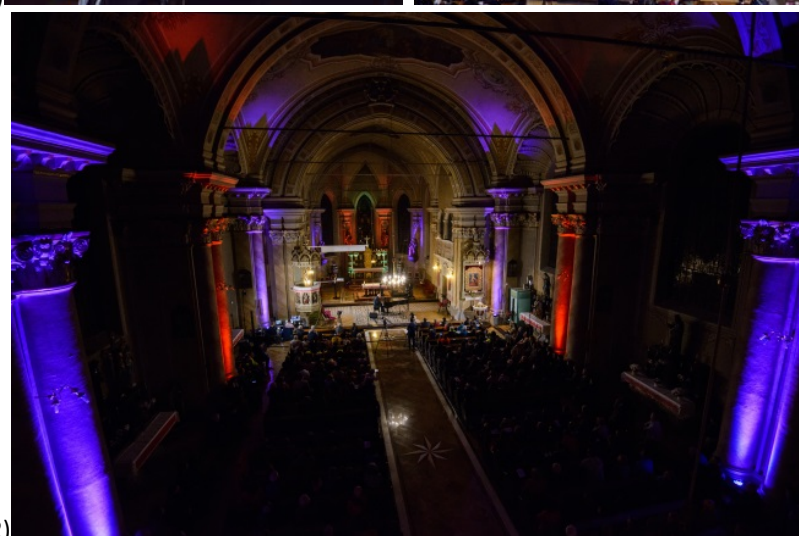
Probably the most popular and expected event of the Festival was the Medieval Market, at the Weavers' Bastion, the most remarkable component of the ancient city fortifications. The program



(4)



(1)



(2)



(3)



(1)



EVENT

went on for hours, without any break. Songs, dances, various events, workshops, tasteful eating and drinking, everything was fine according to the numerous fans of the festival. The **Heralds** sounded the opening of the Market (1), the knights' and princesses' procession entered the Bastion. The feast started with the **Korona Brassband**, playing trombone, then **Louloudakia**, the dance ensemble of the children of the Greek Community delighted the public(2), followed by the **German Dances** of the **Korona Cultural Association** (2). Meanwhile the **Drawing Contest for children** had started. A very interesting moment of this afternoon was the **Kendo demonstration (The Way of the Sword)**, performed by members of the **Japanese Cultural Center** of Brasov (3). Before the popular moment of **The Old American Trio** (from Belgium!) (4), the winners of the drawing contest were announced (and certainly, **everybody won a wooden sword!**)(4). And then the feast went on, animated by the students and by all participants: the **Hora Israeli Dancers of the Jewish Community of Bucharest** (5), the **Horitorii singers and dancers from Târgu Lăpuș** (Maramureș) (5), the **Dionysos** (6) and **Yahad Vocal Ensembles of the Greek and Jewish communities of Brașov, Bokréta, a Hungarian Students Ensemble of Traditional Dances**. And, last but not least, the enormously popular **Greek Dance Ensemble Efthymos** (8), that attracted lots of people around and involved all participants in their merriment and dances.

In the generously organized spaces of the Weavers' Bastion, **artisans, craftspeople** had the opportunity to display their products. The Japanese-Romanian artisans were teaching



origami and calligraphy to the participants. A student offered nicely feathered dream-catchers, and the yellow scarfs were gently moving through the old premises of the Bastion.

We don't forget that students designed and made the decorations for the Bastion, the flags, the shields, the wooden swords for the children.

Previously, for the exhibitions, the same students had designed and built the display systems of the exhibitions at the University Aula, arranged the exhibits and designed and made the identification signals for all the 35 exhibitions.

At five in the evening, when it was dark, a **Medieval Procession** with torches left the Bastion, through the old narrow streets of the city (9), ending in the Central Square, near the Old City Hall.

The Hypnosis Ensemble started then their Fire Ball Show (10), a spectacular fire dance called **Adrenalize**.

It was the festive ending of the day, with lots of spectators, hundreds who were already waiting for this yearly spectacular show.

Other events followed, a theater play in German language, and a Marathon of Poetry at the Faculty of Filology – 7 hours of poems, many poets and a special guest, the poet **Michael Astner**.

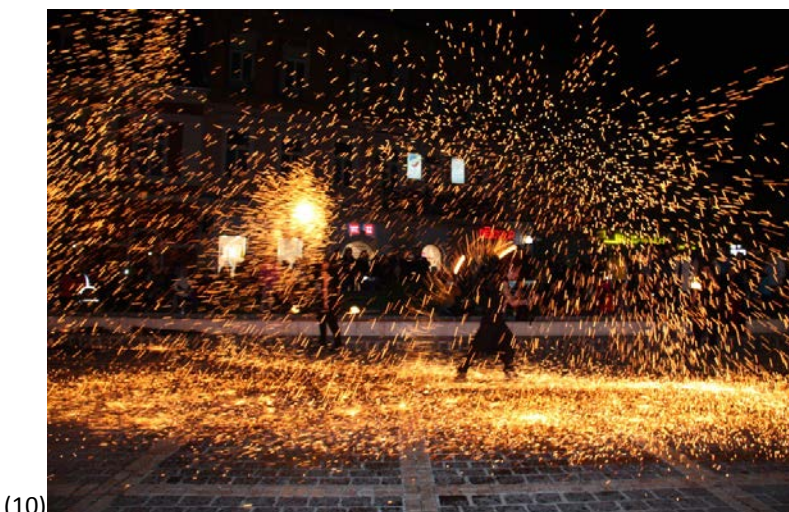
Lots of fields of human creativity were present during these three November days, many people shared experiences and news, many people made new friends and learned new things. These are the reasons why Etnovember still exists after 22 years and is still important for our city and University, for our friends from here and abroad.



(8)



(9)



(10)

Prof.dr. Marina CIONCA