



Project	Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region
Code	DTP2-084-2.2
Funds	ERDF, IPA
Document Title	Local portfolio of potential tourism products related to JCH
Nature	Deliverable 4.2.1
Available Languages	English
Date	31 August 2019
Number of Pages	50
Author	PP3 - Municipality of Timișoara

WP 4 – DEVELOPMENT, HARMONISATION AND INTEGRATION OF ATTRACTIONS

Act. 4.2 – Preparation of local and joint tourism product portfolios

D4.2.1 – Local portfolios of potential tourism products related to JCH, containing case studies and project idea profiles (identifying partners, development process, and potential connections to other local/partnership level initiatives)

1. Abstract about the Rediscover project and the content of the portfolio

The **main objective** of the **Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region project** (DTP2-084-2.2) is to **explore, revive and present the hidden intellectual heritage** along with locally available Jewish cultural heritage of project partner cities. That can create a jointly presented, synergistic tourism tool/service that is accessible to the wide audience as well. The involvement of locations with different historic economic background also enables the creation of solutions applicable for various other contexts, supporting transferability. Key outputs, like **Joint Visibility Strategy**, or **Community-sourced Jewish Cultural Heritage Valorisation Handbook** help to replicate the initiative in further cities of the Danube Region.

In the project, co-funded through the Danube Transnational Programme by European Union funds (ERDF, IPA), the following 18 institutions from the Danube Region of Europe are participating: Szeged (HU, as Lead Partner), Szeged and Surroundings Tourism Nonprofit Ltd. (HU), Municipality of Timișoara (RO), City of Banja Luka (BA), Municipality of Galati (RO), Kotor Municipality (ME), Institute for Culture, Tourism and Sport Murska Sobota (SI), City of Osijek (HR), World Heritage Management City of Regensburg (DE), and the Municipal Museum of Subotica (RS).

The partnership is based on cities of similar historical background with Jewish heritage and similar cultural and tourism missions. Thematic partners, associated with local governments, are also involved in the project: City of Subotica, City Municipality Murska Sobota, Jewish Community of Szeged, Jewish Community of Timișoara, part of the Federation of Jewish Communities of Romania, Jewish Community of Osijek, Jewish Community of Montenegro, Jewish Community of Banja Luka and Romanian Institute for Research on National Minorities.

In the following sections we describe the core local portfolio of potential tourism products related to the Jewish Cultural Heritage of Timișoara.

The first section presents the outputs of each of the three Product Development Workshops and the evaluation that was made based on the conclusions of each workshop. In the second section, we describe our city, Timișoara, focusing on the tourism and cultural trends, especially those that are relevant to the REDISCOVER project; there is also a paragraph about the Jewish Community. The fourth section is a description of the status of local Jewish Cultural Heritage products and services and includes both a case study and a list of what we have and what is missing in terms of JCH. The

potential connections to other local/partnership level initiatives and proposed cross-country thematic routes are also included in the fourth section. The fifth section is the main part of this portfolio, since it is a detailed description of the tourism products that we consider to be the most relevant at a local level in order to attain the project's main objective. We selected two main tourism products on the basis of the conclusions of the three Product Development Workshops, and through a close cooperation with our Associated Partner, the Jewish Community of Timișoara, and with our Local Stakeholders. Their contribution to this portfolio and to the development of ideas for activities that constitute potential tourist attraction has been crucial. We believe that the products we selected have a double potential, namely to be developed into tourist attractions, as they combine creatively elements of tangible and intangible heritage, and to be included into thematic routes or packages, both at a local/regional/national and international level. For both products we discuss the message they will give to the general public, the target groups, activities, and means by which these products will provide visibility to the local Jewish Cultural Heritage, attracting both local and foreign tourists. The final section of this document contains implementation ideas and ways of developing the selected potential tourism products into tourism attractions.

2. Outputs of each Workshop within the workshop series (Evaluation)

2.1 . Inventory Workshop

The tangible and intangible elements of Jewish cultural heritage with potential of becoming tourism products have been identified, evaluated and prioritised. The need of finalizing the rehabilitation of the Cetate Synagogue was highlighted, as well as the potential of the rehabilitated synagogue to house a museum of Jewish life in Timișoara and many other cultural activities. While not directly linked to the scope of the workshop, the representatives of the Jewish community talked about their efforts to bring back to Timișoara the Community's archive, which is currently in Bucharest; it contains extremely valuable documents and information about the history of the local Jewish population and would be very useful for our project.

The importance of intangible cultural heritage elements has also been highlighted, especially related to the oral histories of the people, both famous and ordinary, who lived in the palaces and houses built by Jewish architects. Similarly, elements of intangible cultural heritage were presented in detail by the Rabbi, related to the various religious currents of Judaism that existed in Timișoara.

The stakeholders active in the tourism field mentioned the need for greater visibility for the Jewish community and for raising awareness about its activities, since some tourists are not even aware that there still is a Jewish community in Timișoara.

2.2. Capacity-building Workshop

The main topics discussed were: general tourism trends, specific cultural tourism trends, public-private partnerships and networking. Although the stakeholders present belonged to two groups, i.e. representatives of local authorities (including public cultural institutions) and of tourism organizations, there were no significant differences in the topics they considered most relevant. In fact, everyone present was extremely interested in the above-mentioned topics, since any joint project, not only REDISCOVER, may involve public-private partnerships, cultural trends and networking. Also, in the local public administration, the Development Departments that are usually in charge with project implementation are involved in a variety of projects, ranging from

infrastructure and works to cultural and transnational cooperation projects, so the area of interest of the representatives of the above-mentioned public authorities is very large. During the discussion, we used the good practices and concrete examples of skill development methodologies shared by some of the participants: Mrs. Delia Barbu – manager of the Association for the Development and Promotion of Tourism in Timis County, who creates, develops and successfully promotes tourist destinations in Timis by capitalizing on the local heritage, and Dr. Luciana Friedmann, President of the Jewish Community of Timișoara, our ASP. Together, we identified the basic skills of a good manager: being creative, structured, intuitive, having a good knowledge of his field of activity, being responsible, courageous, persevering. The key to success is to find motivated people and make them work together, convince them that they have the potential to make a contribution to the success of a project. Developing a business plan as a team, elaborating on a project idea and writing a successful application form, being involved in large-scale joint projects, ensures the development of cooperation skills. The following main steps in developing a business plan for a festival as a tourism product were discussed:

1. OBJECTIVE - Why choose a festival: because it is all-encompassing, capitalizing on both tangible and intangible heritage, it is for everyone - tourists and locals of all ages -, it offers both entertainment and education, it is an obvious tourist attraction that would make the Jewish community of Timișoara visible and it fits perfectly into the multiethnic and multicultural spirit of the city.

2. DESCRIPTION OF THE ORGANIZATION. Those involved in the organization of an event must define their mission, vision and values. If the organization is newly established, the identity and value will be given by the history, experience and relevant features of people who are associated as a company or NGO for the festival.

3. THE TOURISM PRODUCT: FESTIVAL

The participants discussed in-depth and offered suggestions for the following: name of the festival, date frequency, venue, agenda. The participants proposed the following items to be included in the festival: seminars and conferences on religion, Kabbalah, Jewish culture, history, religion, linguistics; film screenings, exhibitions. In parallel, guided tours will take place in the three districts: Iosefin, Fabric and Cetate. Great personalities of the Jewish Communities of Romania will be invited to the festival.

4. MARKET AND INDUSTRY ANALYSIS. We analyzed the potential for growth, the target market, the needs answered by a Jewish festival, trends, festival tourism, the opportunity offered by Timișoara 2021. The participants drew the profile of the tourist: locals, children, tourists from Romania, tourists from abroad. The Marketing and Promotion Strategy will take into account the target market.

5. STRATEGY, IMPLEMENTATION AND MANAGEMENT

6. FINANCIAL PLANNING Potential funding sources were identified, as well as the organizations/associations most likely to offer donations and sponsorships.

2.3. Match-making Workshop

The main topics discussed were: identifying tourism initiatives and cooperation opportunities; exploring opportunities of integration of the tourism products; developing creative ways to make

visible and capitalize the local Jewish cultural heritage; case studies; a presentation by Mrs. Getta Neumann of her recently published book: „*On the traces of Jewish Timișoara. More than a guide*”. Mrs. Neumann is the daughter of the late Prime Rabbi of Timișoara Dr. Ernest Neumann. Although she has lived abroad for several decades, Mrs. Neumann has dedicated her life to preserving the history of the Jewish community of Timișoara.

The most relevant topics for all stakeholders were the two main tourism initiatives and cooperation opportunities identified during the workshop. The first is the „Shalom Timișoara” Jewish Festival that will take place on September 1st 2019 and that will be organized by Federation of Jewish Communities of Romania and its branch, the Jewish Community of Timișoara, with the support of Jewish organizations like JOINT and of other public and private institutions and organizations. This festival will serve as a sort of test for the attractions that will be included in the series of the cultural events organized within REDISCOVER by the Municipality of Timișoara and its Associated Partner, the Jewish Community of Timișoara. All the stakeholders present at the workshop agreed to cooperate with the Jewish Community and to offer their support in the organization of the festival, which is seen by everyone as the first of many possibilities and opportunities for cooperation, not only between local stakeholders but also at the partnership level and even beyond.

The second cooperation opportunity identified was a circuit of Jewish heritage that would include not only Timișoara but also other cities in the area (both in Romania and other countries of the DKMT region), as well as some project partner cities (if they agree). The workshop was dedicated mainly to discussing in-depth the above-mentioned cooperation and match-making opportunities identified by the participants.

3. City/region profile

In Romania, Timișoara is considered a gateway to the west, being at the heart of the Euroregion Danube-Kris-Mures-Tisa and the most developed economic centre of the region. Timișoara's multi-ethnic population is tolerant and open: over 20 minorities and ethnic groups and 18 different religious denominations live in harmony and goodwill, and the city has never experienced ethnic or religious conflicts. The Municipality of Timișoara has always been a staunch supporter and promoter of the city's many different ethnic groups, financing various events that highlight the specific cultural heritage of each minority. The REDISCOVER project is a welcome continuation of our previous endeavours.

Timișoara is a vibrant, multicultural and multiethnic city, with a rich history of good understanding between its communities. It is also a highly developed city, a business center of great importance, not only at a national level. The designation of Timișoara as European Capital of Culture in 2021 has generated great interest in this historical city, who is internationally known as the starting point of the Romanian Revolution of 1989, which has led to the fall of the communist regime in our country. The city has a rich cultural agenda, filled with music, theatre and film festivals, exhibitions, with numerous open-air and street events. The cultural landscape of Timișoara is also complemented by museums and art galleries. The general features of cultural tourism in our city include: foreign tourists interested in local history, especially the Romanian Revolution, who are discovering a city with a rich past, a city where interethnic tolerance, multiculturalism and good understanding have always been the norm; foreign tourists whose ancestors were natives of

Timișoara and who want to rediscover their family history; foreign and national tourists interested in the cultural traditions, tangible and intangible heritage of the city; locals interested in the history of the city. Timișoara has a wealth of tourism products and services, provided both by public and private institutions and organizations. The Municipality organizes every year festivals and cultural events, ranging from concerts, music and film festivals to flower shows. The County Council also offers tourism products on a regular basis. The two main museums of Timișoara – the Art Museum and the Banat Museum - offer exhibitions, lectures, concerts, etc. The above-mentioned museums are members of our Local Stakeholders Group. There are also numerous tourism organizations and tour guides who offer different circuits for the tourists that want to discover Timișoara and its region, or for the locals who want to learn more about their city. Timișoara is a city well-known for the importance of IT&C in its economy, it is a university center with a large number of students and young people who spend a lot of time online. In this sense, we are fortunate that most digital, online and multimedia tools in management and promotion of cultural tourism products and destination can be used in our city. A strong online presence, on social media and on the official pages of the local public authorities, as well as on the pages of the public and private organizations that are active in the tourism field, will be a great asset in the promotion of cultural tourism products.

Our city has been a home for Jewish people for centuries and their contribution to the economic and cultural development of Timișoara has been vital. In the past 70 years the Jewish population of Timișoara has diminished considerably, from 13.000 people between the two World Wars to only around 600 at present. The non-Jewish inhabitants of Timișoara are mostly unaware of the rich cultural history of the Jewish community and of its role in the flourishing of our city. Therefore, this project provides a great opportunity to raise awareness about the local Jewish heritage and Jewish culture, allowing us to rediscover a “lost” element of our city’s history. As a designated European Cultural Capital, Timișoara will attract a great number of visitors and we hope that through this project, many Jews who have ancestors in this region will come here in order to find out more about their history and will discover our beautiful city and all it has to offer, from a rich cultural life to a vibrant and stimulating environment for businesses and investors.

The Jewish Community of Timișoara is very active, providing a great variety of programs for its members of every age group; social assistance and keeping the remaining heritage intact are the main issues the JC faces. The community is very well integrated in the city’s social and cultural life, having common programs with other cultural centers, local institutions, schools, universities, etc. The oldest evidence of Jews in Timișoara dates back to the 17th century, but Jewish people probably were present in the area even before. The Jewish population of Timișoara has a very rich history and the community was diverse, including both Sephardic and Ashkenazi Jews. From a religious point of view, the Jewish population of Timișoara belonged to several denominations: Orthodox, Neolog, and for a short while, Status quo ante. The Jewish cultural heritage is still visible in the city’s architectural landmarks, the local industry, etc. There are three Synagogues still extant: the synagogue in Iosefin District is the only one currently in use; the Cetate synagogue, located in the city’s historical center, is undergoing rehabilitation. The plan of the Jewish Community is to host in this synagogue the first Jewish Museum of Timișoara. The third synagogue currently not in use and in urgent need for restoration is the Fabric Synagogue, designed by the famous architect Lipot Baumhorn in the Neo-Moorish style. Many of the palaces and houses from the historical city center(Cetate District) and from Iosefin and Fabric Districts were commissioned by local Jewish families, and/or designed by Jewish architects, but most of these buildings are no longer the property of the Jewish community. The Jewish Cemetery has over 14.000 graves, the

oldest dating from 1636. The monuments are uniquely beautiful and many personalities who contributed to the local history are buried there. Besides the above-mentioned tangible cultural heritage, the Jewish community has a very rich intangible heritage that includes religious traditions, literature, history, arts and crafts, music and dance, specific Jewish cuisine, etc. There is also the rich oral history of the community, containing the stories, memories and life experiences of its members. It is crucial to preserve the intangible Jewish Cultural Heritage, especially as some members of the community are of an advanced age and it is imperative to collect their personal histories and memories of Jewish life before it will be too late.

4.a. Status of Jewish Cultural Heritage products and services (case studies). What we have/missing

4.a.1. Case study – Tour of Jewish Timisoara

During the Capacity-building workshop, we used as a case study a practical example of tourism product, i.e. a tour of the Jewish heritage of Timișoara, especially since a similar tour was made during the Cross-county Walkshop in February 2019. We asked one of our stakeholders to share her experience: Ms. Alexandra Irimia, a tour guide who has successfully implemented this type of tour with Jewish and non-Jewish tourist and with locals. After her presentation, we made a SWOT analysis of the tour, identifying the following:

- Strengths: personal branding; inclusion in the existing tours of Timișoara; a full and complex guided tour; interesting and attractive stories;
- Weaknesses: the length of time involved in a complete tour;
- Opportunities: the designation of Timișoara as European Capital of Culture in 2021, the existence of a Jewish community, the interest for the Jewish culture and religion, for the community life, the geographical position of Timișoara;
- Threats: the decayed state of most of the architectural heritage, in great need of rehabilitation; the lack of rapid, comfortable and easily accessible means of transportation between the city districts where Jewish heritage is found.

We also identified the 7 steps Ms. Irimia has taken in developing this product, which are valid for any tourism product development: concept creation, development, testing, branding, positioning, promotion and capitalization.

4.a.2. Case study – *Shalom Ierusalim Timisoara Festival*

On September 1st 2019, the first festival of Jewish culture was organized in the city's Botanical Park. The event was a great success, attracting an estimated number of 15.000 people. The festival was organized by the Jewish Community of Timisoara, with its 70 volunteers, the Federation of the Jewish Communities in Romania and the American Jewish Joint Distribution Committee (JDC), with the support of the Timis County Council through the Association for the Promotion and Development of Tourism in Timis (ADPT); the Municipality of Timisoara, and other partners. The Jewish Community of Timisoara, as Associated Partner, was allowed to use the REDISCOVER project logo on the promotional materials and the Municipality of Timișoara covered from the project budget allotted for the PR campaign the filming of a short promotional clip about the festival. The Jewish Community invited the Lead Partner to the event, who graciously accepted the

invitation. The participants had the opportunity to see, listen, taste and dance in the way that the people of Jerusalem do, learn about Jewish culture, religion, history, tradition, arts and crafts, and to get to know the local Jewish Community and the activities they carry out. All day long, various local, national and Israeli artists entertained the public. There were also thematic conferences on various topics related to Jerusalem, Jewish people and Judaism. For those interested in discovering the Jewish heritage of Timisoara, there were tours with the architect Gabriel Szekely and professional tour guide Alexandra Irimia. There were also activities and workshops for children and a special playground arranged for them. The highlights of the evening were the recital of Jewish music by cantor Baruch Finkelstein from Russia and the performance of internationally acclaimed actress Maia Morgenstern and the orchestra of the Jewish State Theater.

The success of the festival is even more remarkable when we take into account the fact that it was the first event of this scale organized by Jewish Community, it was planned and implemented in a very short period of time, and it was held on the same day as 3 other major events open to the public. For the Municipality of Timisoara and its Associated Partner, the Jewish Community, the festival also served as a very useful test for the similar events that we plan in the following years. The locals' interest in Jewish culture, as seen from the great number of participants to the festival, is very encouraging. We can assume that the series of cultural events organized in Timisoara within the framework of the project will surely find an interested and numerous audience.

The current situation of Timișoara's Jewish Cultural Heritage

During the Inventory Workshop, the elements of Jewish heritage were identified and prioritized. The JCH elements were then evaluated from the perspective of their potential as tourist attractions. Thus, the repository of local JCH established what we have in Timișoara, the state of the heritage elements and how they can be capitalized on, as well as the extent to which these elements might be of interest to tourists. Most of the buildings that make up the Jewish heritage are in a state of degradation, needing renovation, but even in the current state they can be attractive from a tourist point of view if the visitors knew the story of those who lived in them, of those who designed / built them. It has also been established that both tourists and locals are interested in the intangible elements of JCH, like music, dances, oral history, anecdotes, kosher food, religion, customs and traditions, etc.

4.a.2 What we have

- tangible heritage elements of great architectural value, designed by famous Jewish architects, including landmark buildings designed by Lipot Baumhorn;
- a relatively small but very active Jewish population, with a rich cultural and social community life;
- a very rich intangible heritage that includes elements like: music, dance, non-fiction books containing oral histories, as well as historical works about the Jews of Timișoara and Banat, a guide of Jewish Timișoara published in 2019 whose author is Getta Neumann, daughter of the late Prime Rabbi of Timișoara, Dr. Ernest Neumann; the oral history also contains an element of potential tourist interest in the legend surrounding Rabbi Zvi Hirsch Oppenheimer, who died in the 19th century but who is considered a miracle worker and whose tomb is visited by Jews and non-Jews alike, who believe that the Rabbi will make their wishes come true;

- key public, cultural and educational institutions, tourism organizations/associations, tour guides, who are actively involved in our project. Representatives of the ASP, the Jewish Community of Timișoara, have a crucial role, since the project's objectives and activities can only be implemented with their cooperation and support and they are the ones with the greatest knowledge regarding their heritage. The local and regional public authorities are vital to the successful implementation of the project's activities, by offering us support in their official capacity, by including the project's outputs in the already existing tourism development strategies both at city and county level, in various national and international networks, etc. The cultural and educational institutions (universities and museums) help us highlight the most important aspects of our project, by involving students and pupils in the various activities planned, by hosting lectures and exhibitions about JCH. The tourism organizations and associations will provide support in the development of products and services that will be tested, in the creation of thematic tours, etc;
- alternative means of transport between locations that are a tourist attraction in themselves (vaporetos on the Bega river that can be used to transport tourists from one district with JCH to another; tourist tram that links two of the JCH districts).

4.a.3 What is missing

- Two of the 3 synagogues are not open to visitors; Cetate Synagogue is under rehabilitation and Fabric Synagogue is in a dilapidated state, although currently there are plans of rehabilitation for this architectural gem designed by Lipot Baumhorn;
- Most of the buildings that were designed by Jewish architects and/or owned by Jewish families, especially in Fabric and Iosefin districts, are in a dilapidated state and in need of rehabilitation; however, those buildings are no longer the property of the Jewish Community, most are privately owned. While the architectural design of the buildings is beautiful, the current state of these elements of tangible heritage might be a drawback;
- More visibility for the Jewish community and for the cultural and religious events that they organize on a regular basis. Not only tourists, but also locals are mostly unaware of the role the Jewish population has had in the economical and cultural development of our city, and of the fact that Timișoara still has an active and thriving Jewish community. More visibility would attract tourists, but there is a need for balancing this with ensuring a safe and secure environment for the Jewish population;
- The establishment of a Jewish Museum that will include all the elements of a classical museum, but that would also use modern methods, like digitization, virtual reality, in order to present the history of Timișoara's Jews and its way of life throughout the centuries, including for instance a permanent exhibition about the community's life during its most flourishing era - at the beginning of the 20th century. The creation of this museum is one of the goals of the Jewish Community. A virtual museum will also be created with the support of the Polytechnical University;
- Training local tour guides that will be well-learned in Timișoara's Jewish history, and at the same time will have the ability to combine their knowledge of the tangible heritage with intangible elements like oral histories, traditions, anecdotes, etc;
- Regular interaction with members of the local community in order to hear their stories and to learn about Jewish life; the possibility of dining at the kosher restaurant /canteen of the Jewish Community or even the establishment of a Jewish restaurant open to everyone;

- An agenda of monthly cultural events related to the valorization of the intangible heritage that will offer the general public the occasion of meeting Jewish personalities;
- The development of the management skills and abilities of the local stakeholders in order to create, implement and support cultural/tourism projects that involve the local Jewish heritage. From concept and elaboration, to capitalization and sustainability, any tourist product / service goes through the following stages: testing, branding, positioning and promotion. During the workshops, examples of good practices were presented, both from Timișoara but also from the other project partners and from the other regions of Romania (for example, the project implemented in the city of Iasi: iasimulticultural.ro);
- A digital and/or physical map of the Jewish cemetery, which would be very useful not only for those tourists that are looking for their ancestors who were buried there, but also for the guides and general tourists, since on the map the most remarkable tombs and the burial places of famous personalities will be marked.

4.b. Potential connections to other local/partnership level initiatives (cross-country thematic routes)

Regarding the establishment of regional and cross-border connections in order to create cross-country thematic routes, the proposals were made during the product development workshops, and were based on the wealth of the heritage of the project's partner cities, on the common history of Jews in Central and Eastern Europe and the Balkans.

Thus, tourists will have the opportunity to discover the culture, history and society of the region; it also offers the opportunity for cities to develop sustainable tourism programs, to attract tourists eager to discover new European destinations.

Thematic routes - proposals

1. The **REDISCOVER - RECONCILE Tour**¹ can start from any of the cities that are included in it: Timișoara - Szeged - Subotica - Osijek - Novi Sad - Belgrade - Vrsac. This tour connects four of the cities involved in the REDISCOVER project, but also three other cities with Jewish heritage, located in Serbia. The tourist experience, of two days (or two and a half days, with two nights accommodation) is an educational foray into the urban world located on the border between central Europe and the Balkans. The route crosses, with two exceptions (Osijek and Belgrade), the DKMT Euroregion. Within this framework of cooperation, thematic routes have been designed that promote the Art Nouveau architecture, as well as the diverse cultural heritage of the Euroregion (these can be found on the website www.thematicroutes.dkmt.eu.) The tour also has the role of creating, among the participants and the communities with which they interact, the mood needed to support the process of reconciliation between ethnic groups with divergent identities and interests, at certain times: Romanians, Hungarians, Croats, Serbs and many others, including Jews.
2. The **GREAT REDISCOVER Tour** can start either from Timișoara or from Regensburg: day 1 Timișoara (116 km) - Szeged (45 km) - day 2 Subotica (126 km) - Osijek (215 km) - day 3 Banja Luka (426km) - day 4 -5 Kotor (800 km) - day 6 Murska Sobota (500km) - day 7 - 8 Regensburg. The tour will have a duration of 8 days and it connects eight of the nine partner cities in the REDISCOVER project. Traveling in the footsteps of the Jews from

¹ Proposal submitted by a local stakeholder, Mr. Bogdan Șoflău, a representative of Timiș County Council

this region will lead us into central Europe and the Balkans. Visiting a city such as Regensburg or Kotor Bay in Montenegro can be a reward in itself for tourists interested in culture and history, who can enjoy spectacular scenery, relaxation and local cuisine. Located in the Gulf of Kotor, the southernmost fjord in Europe, the city of the same name in Montenegro is inscribed in the UNESCO World Heritage Site. But Kotor is just one example. In 8 days many other opportunities offered by the visited cities can be presented and exploited. Such routes are aimed at tourists interested in European culture and history, tourists from Israel, Jewish tourists from the USA, etc. They spend 2 to 3 weeks in the Balkans and Eastern Europe to rediscover their Eastern-European roots. They travel individually or in very small groups, they want flexible programs, in order to connect and socialize with members of Jewish communities. That is why we cannot speak of mass tourism, but of tailor-made tourism.

3. **The "REDISCOVER" Danube Cruise** can be an accessible and attractive tourism product. There are specialized cruise agencies on the Danube. Ports like Regensburg - Passau - Vienna - Esztergom - Budapest - are much better known than the Romanian ports, Brăila and Galați. Adapting a tourism product of the "Danube cruise" type, would require, in a simplified version, the inclusion of only 2 of the partner cities: Regensburg and Galați. The Danube cruise ship will be passing through the following cities: (1) REGENSBURG, Passau (Germany), Linz, Krems, Vienna (Austria), Bratislava (Slovakia), Esztergom, Budapest (Hungary), Vukovar (Croatia), Novi Sad, Belgrade (Serbia), Moldova Nouă, Orșova, Drobeta-Turnu Severin, Calafat (Romania), Vidin, Nikopol, Ruse (Bulgaria), Corabia, Turnu Măgurele, Zimnicea, Giurgiu, Oltenița, Călărași, Fetești, Cernavoda, Hârșova, Brăila, (2) GALAȚI, Tulcea, Sulina (Romania), Izmail (Ukraine). In an extended version, tourists can take day trips from the Danube ports to nearby cities, partners in the Rediscover project. (1) REGENSBURG, Passau (Germany), Vienna (Austria), Bratislava (Slovakia), Esztergom, Budapest (Hungary), Vukovar (Croatia) - from here, 1-day car trip to (2) OSIJEK and (3) BANJA LUKA (530 km) - Novi Sad (Serbia) from here, 1-day car trip to (4) SUBOTICA and (5) SZEGED (300 km) - Belgrade (Serbia) - from here, 1-day trip by car to (5) TIMIȘOARA (314 km) Moldova Nouă, Orșova, Drobeta-Turnu Severin, Calafat - Romania, Vidin, Nikopol, Ruse - Bulgaria, Corabia, Turnu Măgurele Zimnicea, Giurgiu, Oltenița, Călărași, Fetești, Cernavodă, Hârșova, Brăila, (6) GALAȚI, Tulcea, Sulina - Romania, Izmail (Ukraine). Thus, this tour combines naval (river) transport with car transport. The Jewish heritage, an integral part of the cities, can become an element of attraction for tourists, that would lead to local and regional tourism development.

5. Ideas and products with description of message, target groups and activities, visibility

During the 3 Product Development workshops, several products were identified, two of which have great potential as tourist attractions:

- A: The general guided tour - visiting the elements of the Jewish heritage in Timișoara
- B: guided tours in the 3 districts: Cetate, Iosefin, Fabric;
- C: a Jewish Festival - as a form of cultural tourism.

Timișoara has an important Jewish cultural heritage that can be used in order to create a general guided tour in the 3 districts (respectively Cetate, Fabric, Iosefin) and the Jewish Cemetery, as well as one tour in each district. A common element for all tours is the visit to Jewish heritage landmarks

like the synagogue, the cemetery and the Community's headquarters, where lunch will be served at the kosher canteen/restaurant.

All the activities that take place in the locations owned and/or managed by the Associated Partner, the Jewish Community of Timișoara (i.e. visit to the Jewish cemetery, the synagogues, the headquarters of the Community, tasting Jewish food) require the agreement of the Community President and must be adapted to the timeframe and period when these locations can be visited, as well as to the availability of the Community members. The Associated Partner will ensure the presence of the Community members who can provide relevant information to the visitors (the President, a religious representative, managers of the Day Center and of the Programme for Children, and other relevant members, for instance a specialist in the local Jewish architectural heritage, or members with interesting and captivating oral histories that they want to share, etc.).

The guided tours described below can be adapted according to the inventiveness and creativity of each guide, but also to the group to which it is addressed, an essential element being the inclusion of oral history, anecdotes, legends about Jewish personalities and families. Other buildings that are connected to the Jewish community that lived in the area can be included. The selected products described in this section should be also adapted to the needs and specific interests of the tourists.

General suggestions for the tours

- ✓ selecting the most important elements of the tangible Jewish cultural heritage from Cetate, Fabric and Iosefin Districts, and correlating them with the visit to the Jewish Cemetery, by highlighting the connection between certain personalities buried there and the buildings in which they lived;
- ✓ connecting the Jewish heritage's tangible and intangible elements: for instance, a visit at a synagogue will include not only a presentation of its architectural style, but it will highlight aspects of the religious life of the community; likewise, a tour of the buildings designed by Jewish architects or built for Jewish families will also provide opportunities to discuss the local personalities, community history, etc);
- ✓ providing visibility to the local Jewish community and to the fact that, although much reduced after the tragedies of the 20th century, it is still a viable and vibrant part of the city life;
- ✓ oral history is a vital part of the intangible cultural heritage and consequently the tour should include an opportunity for the members of the community to share their most poignant stories, their memories, traditions and customs;
- ✓ the Jewish inhabitants were of different origins (Ashkenazi or Sephardi), practiced various movements of Judaism and belonged to all social classes, therefore this diversity at the community level should be emphasized;
- ✓ the outstanding personalities from the past should be discussed when visiting the synagogues, cemetery and other tangible heritage sites;
- ✓ the visit to the Jewish Community's headquarters will give the participants the possibility to engage in a more in-depth learning experience and exchange, as the members of the community will be able to show them personal photographs, objects and various items that will bring the past to life; the community members will be also be able to showcase the various activities they undertake, whether artistic, social or cultural;

- ✓ as an element of intangible heritage, we should emphasize the local legend of Rabbi Oppenheimer, considered by some to be a miracle worker, and whose tomb has become a place of pilgrimage for both Jews and non-Jews who believe he fulfills their wishes;
- ✓ the visit to the Iosefin Synagogue, the only one still functional, will offer an opportunity for a broad presentation of the differences of rite between the Orthodox and the Neolog communities, about religious traditions such as the ritual bath - mikve - highlighting the fact that the life of the Orthodox community was organized around the synagogue (in the inner courtyard of the Iosefin Synagogue there was a kindergarten, a religious school, a ritual slaughterhouse, and a mikve; only the mikve is still used today).
- ✓ in each neighborhood, it would be very interesting if the members of the Community who lived there would share with the tourists elements of oral history (memories, stories, anecdotes or local legends, etc).
- ✓ including in the tour some lesser known elements of the history of the local Jewish community; for example, the small, Orthodox communities that existed in the 19th and early 20th centuries, the locations of their former houses of prayers/small synagogues, their specificity in regard to ritual, lifestyle, etc.

5.A. Tourism Product - General guided tour - THE JEWISH IDENTITY OF TIMIȘOARA

How often will the tour take place - according to demand

Location – Timișoara (Cetate District - Iosefin District - Fabric District - Jewish Cemetery)

Duration - minimum 6 hours (*the duration is approximative because it depends on the transport used, on traffic, on the interest for certain tourist attraction*)

Regarding **means of transport**, one can opt for:

- renting a minibus, in which case the duration of travel between districts could be considerably reduced;
- use of public transportation;
- rental of the tourist tram and/or the vaporetto

For lunch / dinner, 3 variants have been identified:

- Lunch at the Community headquarters, at the canteen / restaurant where they serve kosher style food (this is only possible with the approval of the Jewish Community)
- lunch / snack on the vaporetto
- dinner at the Beer Factory

Message: Jewish heritage is a vital part of Timișoara's history and culture

Target group: We recommend a group of at least 5 people, but that can be adapted according to the request. The tour is aimed at both locals and foreign tourists, and while it is mainly designed for those tourists who do not know much about the local Jewish cultural heritage and want to discover it, the tour can be adapted for other groups of tourists, i.e Jewish people looking for their roots and wanting to discover where their ancestors lived and worked, tourists interested in architecture, religious tourists, cultural tourists, etc.

Visibility: Through promotion by private and public tourism organizations and institutions and independent tour guides, this tour will make known the contribution of the Jewish population to the development of our city. Even most locals are unaware that some of the main architectural landmarks of Timișoara were designed and/or owned by Jews.

Activities:

Agenda

9:00 – Starting point – Cetate Synagogue – 6, Marasesti Street

9:00– 10:50 –Cetate District - The tour will include the presentation of the most important tangible elements of JCH, with a special focus on the architectural landmarks, but it will also bring to the fore elements of intangible heritage by highlighting the connection between certain personalities and the buildings in which they lived, as detailed below:



- **Cetate Synagogue – 6, Marasesti Street. Timeline:**

- 1863-1864 : the Neolog Judaism synagogue is built according to a project by Arh. KARL SCHUMANN; 1865 (September 19th): inauguration of the edifice. It was a functional synagogue approximately between 1924-1926 and between 1931-1936. The Cetate synagogue is one of the most distinctive and original buildings in the city. It has a rectangular plan with dome and arches, with a vestibule and two towers on the western side.



- **Palace of the Jewish Community of Timișoara, 5, Gheorghe Lazar Street**

Timeline of the building : 1760 Synagogue with two prayer rooms, probably located in the courtyard; 1805 Synagogue valued at 30,000 florins ; 1828 - Synagogue (probably located in the courtyard) ; 1858 - Jewish Community headquarters; 1905 (March 27th) The building permit is obtained for the building of the Jewish Community (on 4 plots) by Arch. Lipot Baumhorn. The building is designed in Art Nouveau (i.e. Secession) Style. The ground floor is designed as a pedestal with bossage. There are stylized and anthropomorphic vegetal geometric decorations.



- **Miksa (Max) Steiner Palace** – 1, Gheorghe Lazar Street. Timeline: 1752

- The owner was Wenzl Lechner (a master builder). 1908 (September 12) Building permit is obtained, on behalf of Miksa Steiner. 1909 (13 August) Completion of the construction works carried out according to the project realized by the architects Marcell Komor and Dezső Jakab, students of Ödön Lechner. The Discount Bank rented the ground floor. 1936 - „Regional Customs Inspectorate”. Style of 1900 (Secession). Valuable colored glazed ceramic decorations (inspired, it is claimed, from Hungarian folklore), partially extinct. The expressive decoration and the metallic strip of the tower are gone. The building represents one of the most significant achievements in the 1900s Secession style in Timișoara.



- **Brück House** – 9, Mercy Street – Timeline: 19th century -

The building housed the pharmacy “The Golden Cross” (Zum Goldenen Kreuz). Textile shop „The Silver Axe”. 1898 - the Pharmacy “The Golden Cross” is ceded to Ștefan Geml. 1907 - the Pharmacy “The Golden Cross” is ceded to Sandor Weisz; 1910 (April 16) Building permit obtained for Salamon Brück. The construction project was designed by Arch. Laszlo Szekely, while the construction site manager was Arch. Arnold Merbl. 1911 (June 18) Completion of construction work. Secession style. The ground floor and the first floor are a pedestal for the second and third floors. The first floor has closed balconies with curtained walls and stained-glass windows that are typical for Art Nouveau style, likewise the two level bow-window and the shape of the roof. The facade is decorated with square tiles of ornamental faience characteristic for the last phase of the Secession Style.



- **Timișoara Art Museum – 1, Union Square** Baroque style

The edifice is the most important civil baroque building in Timișoara. The ground floor is designed as a pedestal decorated with bosses. The first and second floors are marked by baroque pilasters, narrower at the bottom than at the top, with Corinthian capitals. The windows on the first floor are decorated with pediments molded in the baroque style. The baroque entrance gates and the aedicules of the roof area are remarkable, marking the bays of the two main entrances. The ground floor on Mercy Street has a window with baroque frames and pediment, with details announcing the Rococo style. "In the years 1885-1886, the building was renovated and redesigned in the German neo-Renaissance style according to the project realized by the German architect Jakab Jaques Klein."²

- Victoriei Square



- **Löffler Palace - 1-1B, Victoriei Square** - Jakab (Jakob) Löffler and Sons Palace – Timeline : 1912 (March 18th) Building permit obtained by Architect Lipot (Leopold) Löffler. 1913 (May 1st) Completion of works. Secession style

The ground floor of the building is designed as a pedestal. The facade has bow-windows on four levels. The facades of the building are marked by the dynamic shapes of the roof area.



- **Rectorate of Polytechnics - Victoriei Square no.2** – Timeline: 1910 - The building permit was obtained by Architect Lipot Bauhorn, the builder being Arnold Merbl. September 29, 1912 - The inauguration ceremony of the building takes place. 1931 -

² Pe urmele Timișoarei evreiești, mai mult decât un ghid –Getta Neumann

"Lloyd" Exchange of Effects and Commodities. It was the Agricultural Stock Exchange at the time of construction. Secession style. The ground floor is designed as an ornate pedestal of horizontal bosses. The first and second floors are marked by half columns and pillars on two levels with geometric capitals of ionic style. The volume of the building is marked by the dynamic plasticity of the roof shape.



- **Neuhausz Palace – 4, Victoriei Square. Timeline :** (1910) October 26th Building permit obtained by Arch. Laszlo Szekely. Neuhausz, the owner of the building, was Jewish. He was a scholar, who published a magazine about Secession Art. The architect of the building was László Székely, the chief architect of the city. Built between 1911-1912 in the Secession Style.



- **Merbl Palace - 2, Dr. Nicolae Paulescu Street – Timeline:** 1911 (March 8th)Building permit obtained by Architect and builder ARNOLD MERBL.

Secession style. The owner, Merbl , was a local architect and entrepreneur. On the side facing Victoriei Square, the facade is dominated by a two-level bay window on the second and third floors. The intersection between Victoriei Square and Dr. Nicolae Paulescu street is designed as a tower, marked at the level of the roof by an aedicule. The square ornamentation elements are significant, typical of the last phase of Secession architecture.

The tour could include a visit to the *Ștefan Popa Popa 'S Museum*, located in the Theresia Bastion near the city center. Popa'S is a famous cartoonist of partially Jewish origins.

10:50-12:00 Visit at the headquarters of the Jewish Community of Timișoara

12:00-13:00 Lunch at the canteen/restaurant of the Jewish Community – kosher menu

13:00-15:00 –travel to Iosefin District - The tour will include the presentation of the most important tangible elements of JCH, with a special focus on the architectural landmarks, but it will also bring to the fore elements of intangible heritage by highlighting the connection between certain personalities and the buildings in which they lived, as detailed below:



- **The Waters Palace - no. 2, 16 December 1989 Street**- The Waters Palace is a monumental building located at the entrance from the city center to the Iosefin district of Timișoara. It is part of the "Iosefin Old Quarter" urban site. Designed by the architect Lipót Baumhorn, the works began on August 13, 1900, under the direction of arch. Karl Hart, and the construction was finished on August 29, 1901. Initially the building had one floor, but between 1910-1911 the builder Arthur Tunner (1876-1976) added the second floor, keeping the overall design.



- **„Istvan Nemes Palace - no.6, 16 December 1989 Street** – the building was completed in 1902, and another floor was added in 1912. Based on striking stylistic similarities between the ornaments on the entrance facade and the staircase, and the ones on the Palace of Waters, the researcher Ileana Pintilie Teleaga came to the conclusion that this amazing architectural work bears the imprint of Lipot Baumhorn „³

³ Pe urmele Timișoarei evreiești, mai mult decât un ghid –Getta Neumann



- „ **Arpad Naschitz House – 2, Gheorghe Doja Street** – Six years before the erection of the monument dedicated to the Virgin Mary in 1906, Arpad Naschitz's dwelling house and company were built, with a single floor, in an eclectic style with neo-baroque elements. On the facade of the villa there is a bas-relief with angels swinging on a garland. „⁴



- „ **Katalin Panits Palace - 19, King Carol I Boulevard** “It was built on a single-storey edifice erected in 1898, following the plans of architect Henrik Telkes. Another floor was added to the building, giving it the current appearance of the late, geometric phase of the Secession style. „⁵



- **Miksa (Max) Bruck Palace – 40 Iuliu Maniu Boulevard** – „The area was in the past full of Jewish small shops and houses. There is a remarkable cluster of Secession-style palaces built between 1911-1913. Miksa (Max) Bruck, who was a kosher butcher, obtained on July 1, 1911, the building permit based on the plans of the architect Henrik Telkes. „⁶

⁴ Pe urmele Timișoarei evreiești, mai mult decât un ghid –Getta Neumann

⁵ Pe urmele Timișoarei evreiești, mai mult decât un ghid –Getta Neumann

⁶ Pe urmele Timișoarei evreiești, mai mult decât un ghid –Getta Neumann



- Csermak Twin Palaces - 36-38, Iuliu Maniu Boulevard.

(picture source : <https://renasterea.ro/se-intampla-la-Timișoara-o-istorie-tintuita-ferestre-de-plastic-galerie-foto/>)

„The order of the twin brothers Nandor and Tamas Csermak to erect twin buildings was brilliantly executed by the architect Henrik Telkes in 1911, in a Secession style of the last phase, purified, with abstract decorations, in accordance with modern taste. In spring 2013 the right tower of the Csermak house was restored and the entire building was renovated. „⁷



- Iosefin Synagogue, 55 Iuliu Maniu Boulevard - “The synagogue

was built in the eclectic historicist style with Moorish, Neo-romanticism and Neo-gothic elements, in the Iosefin district, where its name comes from. The architect was Karl Hart „⁸. The Iosefin Synagogue was the place of worship for the Orthodox Jews of Timișoara and it was inaugurated in 1895 by Mayor Károly Telbisz. The building’s dimensions are more modest than those of the other two main synagogues. The rabbis who served here at the beginning of the 20th century were a father and son, Bernát and Andrei Schück. The life of the Orthodox community was centered around the synagogue. Thus, in the synagogue's courtyard there was a mikve, a ritual slaughterhouse, a kindergarten and a primary school. Currently, it is the only functional synagogue in Timișoara used for religious worship. The mikve is also still in use. The Iosefin Synagogue has a massive, but lower ground floor, and a higher floor with windows of different shapes and sizes.

15:00 -15:20 – travel by Vaporetto on the Bega Canal from „Ștefan cel Mare” stop to „Corneliu Coposu” stop – During the trip, the tourists can taste Jewish snacks and hear traditional music.

⁷ Pe urmele Timișoarei evreiești, mai mult decât un ghid –Getta Neumann

⁸ Pe urmele Timișoarei evreiești, mai mult decât un ghid –Getta Neumann

15:30 – 16:30 – travel to Fabric District - The tour will include the presentation of the most important tangible elements of JCH, with a special focus on the architectural landmarks, but it will also bring to the fore elements of intangible heritage by highlighting the connection between certain personalities and the buildings in which they lived, as detailed below:



- **Neptun Palace – 1, Splaiul Nistrului Street** – “The exquisite building of Neptun Palace, named thus because it housed a large public bath and swimming pool, was erected between 1912-1914. The architect and first owner of the building was Laszlo Székely, Timișoara’s chief architect since 1903. Neptun Palace’s main façade is dominated by a large pediment with wavy shapes, enframed by a geometrically-shaped wreath decoration typical for the last phase of Secession style. The side façades, rhythmically adorned with Doric semi-columns on two levels (on the 1st and 2nd floors), are supported on consoles. Under the main façade’s great pediment, the windows are framed with Ionic pilasters with flat capitals.”⁹ For a certain period, “Neptun Palace was owned by the Nobel family. The lawyer, Dr. Alexandru Nobel, was elected municipal councillor. He was a local Zionist leader and he emigrated from Timișoara to Palestine in 1940, where he became one of the founders of the Israeli city Giv'at Shmuel.”¹⁰.



- **Miksa (Max) Steiner Palace - no. 9, 3 August 1919 Boulevard** – „The monumental building was erected by the owner of a lye wash, coal and chemical plant, Miksa Max Steiner, one of the wealthiest inhabitants of the city. There are many architectural details to admire - seductive women's heads, massive lion heads, floral motifs. Above the massive portico of the main entrance with undulating ironwork, under the roof, there is a sculpture of the

⁹ Information taken from the Municipality of Timișoara’s Tourism Information Center website(<http://www.Timișoara-info.ro/en/sightseeing/historical-quarters/fabric/tours/147-palatul-neptun.html>)

¹⁰ **Pe urmele Timișoarei evreiești, mai mult decât un ghid** – Getta Neumann

stern of a ship. This element is an allusion to the Morii Canal, an arm of the Bega river, which flowed in front of the building during its construction between 1901-1902.”¹¹.



-The Fabric Synagogue - no. 2, I.L Caragiale Street - The synagogue was built after a project of the Hungarian architect Lipót Baumhorn, who designed, among others, the Neolog synagogues of Szeged and Novi Sad. The Fabric Synagogue was built between 1897 to 1899 in the Eclectic style, with Neo-Moorish, Gothic and Italian Neo-Renaissance style elements. The synagogue was inaugurated on September 3, 1899, with a sermon by rabbi Dr. Jacob Singer, in the presence of the head of the community, Bernát Deutsch, and of the Mayor of Timișoara, Carol Telbisz. The organ was built by the famous local craftsman Leopold Wegenstein.

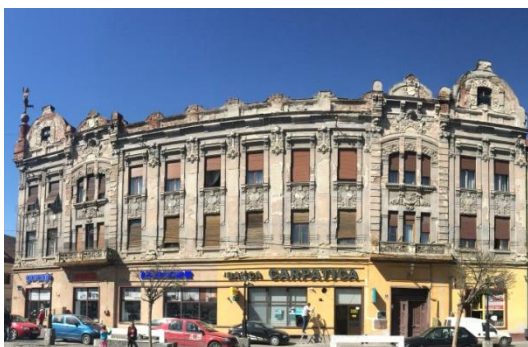
The Fabric Synagogue is one of the most distinctive and original buildings in the city. It has a square plan with a central dome, connected to the outer walls by deep semicircular arches. Its characteristic features are the numerous towers and domes. The facade is polychrome, alternating plaster with red brick. The central dome is high, raised on an octagonal drum, and made of a plastered and painted wooden structure, supported on four pillars. The synagogue has two entrances: one for men through a vestibule and a second for women straight from the street, where there are staircases leading upstairs. Upstairs there is also the organ. Through the vestibule one enters a rectangular room (heikhal) reserved for men, with wooden benches. Currently the Fabric Synagogue is in a dilapidated state and is closed to visitors, but it can be seen from the outside.

¹¹ Pe urmele Timișoarei evreiești, mai mult decât un ghid –Getta Neumann



- **Zala House - 8, Romana Square** – “The house was once an architectural jewel and belonged to the Zala family, a name Magyarized from Zeidner. The daughter of the Zala family married Lorand Bloch, who died in 1943, following an accident in the forced labour camp Paulis-Ghioroc. His name is engraved on a brass plate on the sidewalk in front of the house, a Stolperstein”¹²

The Stolperstein was placed on May 23, 2014 in the Fabric neighbourhood, at number 8, Piața Romanilor Street, by the German artist Gunter Demnig, being the first "Stolperstein" in Romania. It was placed at the initiative of the members of the project "Istoria Altfel", who researched the National Archives of Romania in Timis County, conducted interviews with Holocaust survivors and visited the Jewish community and synagogue. The Stolperstein in Timișoara is meant to keep alive the memory of the victims of the Holocaust.



- **Mercur Palace - 2, Traian Square** - “The palace, thus named after the statue that seems to take its flight from the corner of the attic, was built in the architectural style specific to the 1900s. The façade of the building is richly decorated with floral

¹² Pe urmele Timișoarei evreiești, mai mult decât un ghid – Getta Neumann

and geometrical motifs, similar to those on the façades of the Water Palace and the Palace of the Jewish community¹³



- **Kovacs Pharmacy - 10, Dacilor Street** - “The existence of the pharmacy is indicated by the two coiled snakes, the symbol of Asclepius, on the top of the corner tower, surrounded by three pediments, and on each side of the entrance door by two female figures in the bas-relief, who extend gracefully trays with pharmaceutical preparations. In 1917 the building and the pharmacy became the property of the pharmacist Dr. Aladat Kovacs and since then they are known as the Kovacs Pharmacy.”¹⁴



- **The Beer Factory - 28 Ștefan cel Mare Street** - This is the second brewery established on the present territory of Romania, in the Fabric district of Timișoara, in 1718. In 1717, the provincial military administration signed a six-year contract with the brothers Abraham, authorizing them to set up a brewery in the city of Timișoara. The brewery in Timișoara has gained prestige under the ownership of the industrialist Ignat Deutsch. In Timișoara, the glove, footwear and hat factories were owned or managed by Jews.

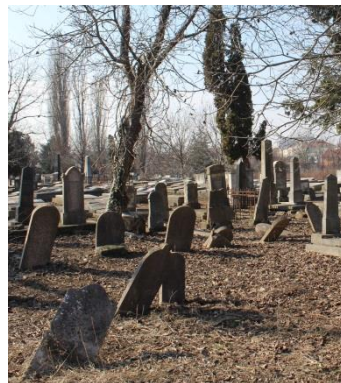
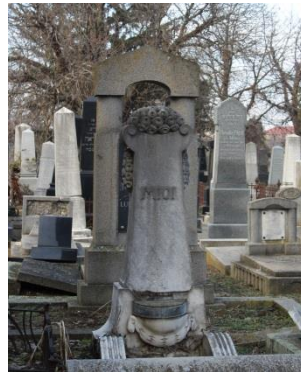
17:30 -17:40 – travel by Vaporetto on the Bega Canal from „Corneliu Coposu” stop to „Metropolitan Cathedral” stop– During the trip, the tourists can taste Jewish snacks and hear traditional music.

17:40- 18:00 – travel from the Cathedral to the Jewish Cemetery

18:00 - 19:00 – visit of the Jewish Cemetery on Calea Sever Bocu

¹³ Pe urmele Timișoarei evreiești, mai mult decât un ghid –Getta Neumann

¹⁴ Pe urmele Timișoarei evreiești, mai mult decât un ghid –Getta Neumann



The Jewish cemetery, with over 14.000 graves, represents an important part of the history of Timișoara, being the resting place of the numerous personalities who contributed to the economic and cultural development of the city; the styles of the funerary monuments are very different and reflect the variety that has always existed in the local Jewish community. Thus, in the oldest part of the cemetery, dating from the 17th century, there are simple standing tombstones. The graves from the 19th and 20th centuries, most of them belonging to the Neolog community, are very different: there are big marble columns or obelisks; family mausoleums and underground burial chambers;

tombstones with Art Nouveau motifs and even human images engraved, which are not allowed in Judaism. The current style of graves is flat and very simple. Here is also the oldest tomb in Timișoara, that of Assael Azriel, a Sephardic Jew originally from Thessaloniki. He was a rabbi and physician, the first buried in this cemetery, in 1636. Another remarkable tomb is that of Rabbi Zvi Oppenheimer, who lived in the middle of the 19th century. He was a scholar renowned for his oratory talent, and after his death he got the reputation of a miracle performer. His tomb has become a place of pilgrimage, both for Jews and Christians, who visit his grave and leave notes, hoping that the rabbi will fulfill their wishes. Although in Timișoara there were several Jewish communities (Orthodox, Neolog, Status Quo Ante), all Jews are buried in the same cemetery, a fact which highlights the good relations between them.

5.B.1. Tourism Product – Cetate District guided tour - THE JEWISH IDENTITY OF TIMIȘOARA

How often will the tour take place - according to demand

Location – Timișoara (Cetate District - Iosefin Synagogue - Jewish Cemetery)

Duration - minimum 6 hours (*the duration is approximative because it depends on the transport used, on traffic, on the interest for certain tourist attraction*)

Message: Jewish heritage is a vital part of Timișoara’s history and culture

Target group: We recommend a group of at least 5 people, but that can be adapted according to the request. The tour is aimed at both locals and foreign tourists, and while it is mainly designed for those tourists who do not know much about the local Jewish cultural heritage and want to discover it, the tour can be adapted for other groups of tourists, i.e Jewish people looking for their roots and wanting to discover where their ancestors lived and worked, tourists interested in architecture, religious tourists, cultural tourists, etc.

Visibility: Through promotion by private and public tourism organizations and institutions and independent tour guides, this tour will make known the contribution of the Jewish population to the development of our city. Even most locals are unaware that some of the main architectural landmarks of Timișoara were designed and/or owned by Jews.

Activities:

Agenda

10:00– Starting point – Cetate Synagogue – 6, Marasesti Street

10:00– 12:00 –Cetate District - The tour will include the presentation of the most important tangible elements of JCH, with a special focus on the architectural landmarks, but it will also bring to the fore elements of intangible heritage by highlighting the connection between certain personalities and the buildings in which they lived, as detailed below:



- **Cetate Synagogue** – 6, Marasesti Street. Timeline:

- 1863-1864 : the Neolog Judaism synagogue is built according to a project by Arh. KARL SCHUMANN; 1865 (September 19th): inauguration of the edifice. It was a functional synagogue approximately between 1924-1926 and between 1931-1936. The Cetate synagogue is one of the most distinctive and original buildings in the city. It has a rectangular plan with dome and arches, with a vestibule and two towers on the western side.



- **Palace of the Jewish Community of Timișoara**, 5, Gheorghe Lazar Street

Timeline of the building : 1760 Synagogue with two prayer rooms, probably located in the courtyard; 1805 Synagogue valued at 30,000 florins ; 1828 - Synagogue (probably located in the courtyard) ; 1858 - Jewish Community headquarters; 1905 (March 27th) The building permit is obtained for the building of the Jewish Community (on 4 plots) by Arch. Lipot Baumhorn. The building is designed in Art Nouveau (i.e. Secession) Style. The ground floor is designed as a pedestal with bossage. There are stylized and anthropomorphic vegetal geometric decorations.



- **Miksa (Max) Steiner Palace** – 1, Gheorghe Lazar Street. Timeline: 1752

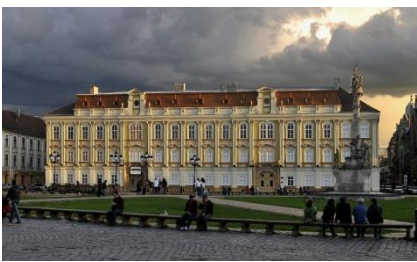
- The owner was Wenzl Lechner (a master builder). 1908 (September 12) Building permit is obtained, on behalf of Miksa Steiner. 1909 (13 August) Completion of the construction works carried out according to the project realized by the architects Marcell Komor and Dezső Jakab, students of Ödön Lechner. The Discount Bank rented the ground floor. 1936 - „Regional Customs Inspectorate”. Style of 1900 (Secession). Valuable colored glazed ceramic decorations (inspired, it

is claimed, from Hungarian folklore), partially extinct. The expressive decoration and the metallic strip of the tower are gone. The building represents one of the most significant achievements in the 1900s Secession style in Timișoara.



- **Brück House – 9, Mercy Street** – Timeline: 19th century - The

building housed the pharmacy “The Golden Cross” (Zum Goldenen Kreuz). Textile shop „The Silver Axe”. 1898 - the Pharmacy “The Golden Cross” is ceded to Ștefan Geml. 1907 - the Pharmacy “The Golden Cross” is ceded to Sandor Weisz; 1910 (April 16) Building permit obtained for Salamon Brück. The construction project was designed by Arch. Laszlo Szekely, while the construction site manager was Arch. Arnold Merbl. 1911 (June 18) Completion of construction work. Secession style. The ground floor and the first floor are a pedestal for the second and third floors. The first floor has closed balconies with curtained walls and stained-glass windows that are typical for Art Nouveau style, likewise the two level bow-window and the shape of the roof. The facade is decorated with square tiles of ornamental faience characteristic for the last phase of the Secession Style.



- **Timișoara Art Museum – 1, Union Square** Baroque style

The edifice is the most important civil baroque building in Timișoara. The ground floor is designed as a pedestal decorated with bosses. The first and second floors are marked by baroque pilasters, narrower at the bottom than at the top, with Corinthian capitals. The windows on the first floor are decorated with pediments molded in the baroque style. The baroque entrance gates and the aedicules of the roof area are remarkable, marking the bays of the two main entrances. The ground floor on Mercy Street has a window with baroque frames and pediment, with details announcing the Rococo style. "In the years 1885-1886, the building was renovated and redesigned in the German



neo-Renaissance style according to the project realized by the German architect Jakab Jaques Klein.”¹⁵

- Victoriei Square



- **Löffler Palace - 1-1B, Victoriei Square** - Jakab (Jakob) Löffler and Sons Palace – Timeline : 1912 (March 18th) Building permit obtained by Architect Lipot (Leopold) Löffler. 1913 (May 1st) Completion of works. Secession style

The ground floor of the building is designed as a pedestal. The facade has bow-windows on four levels. The facades of the building are marked by the dynamic shapes of the roof area.



- **Rectorate of Polytechnics - Victoriei Square no.2** – Timeline: 1910 - The building permit was obtained by Architect Lipot Bauhorn, the builder being Arnold Merbl. September 29, 1912 - The inauguration ceremony of the building takes place. 1931 - "Lloyd" Exchange of Effects and Commodities. It was the Agricultural Stock Exchange at the time of construction. Secession style. The ground floor is designed as an ornate pedestal of horizontal bosses. The first and second floors are marked by half columns and pillars on two levels with geometric capitals of ionic style. The volume of the building is marked by the dynamic plasticity of the roof shape.

¹⁵ Pe urmele Timișoarei evreiești, mai mult decât un ghid –Getta Neumann



- **Neuhausz Palace – 4, Victoriei Square. Timeline :** (1910) October 26th Building permit obtained by Arch. Laszlo Szekely. Neuhausz, the owner of the building, was Jewish. He was a scholar, who published a magazine about Secession Art. The architect of the building was László Székely, the chief architect of the city. Built between 1911-1912 in the Secession Style.



- **Merbl Palace - 2, Dr. Nicolae Paulescu Street – Timeline:** 1911 (March 8th)Building permit obtained by Architect and builder ARNOLD MERBL.

Secession style. The owner, Merbl , was a local architect and entrepreneur. On the side facing Victoriei Square, the facade is dominated by a two-level bay window on the second and third floors. The intersection between Victoriei Square and Dr. Nicolae Paulescu street is designed as a tower, marked at the level of the roof by an aedicule. The square ornamentation elements are significant, typical of the last phase of Secession architecture.

The tour could include a visit to the *Ștefan Popa Popa'S Museum*, located in the Theresia Bastion near the city center. Popa'S is a famous cartoonist of partially Jewish origins.

12:00-13:30 - Visit at the headquarters of the Jewish Community of Timișoara

13:30-14:30 - Lunch at the canteen/restaurant of the Jewish Community – kosher menu

14:30 -15:00 travel by Vaporetto on the Bega Canal from „Metropolitan Cathedral” stop to „Ștefan cel Mare” stop

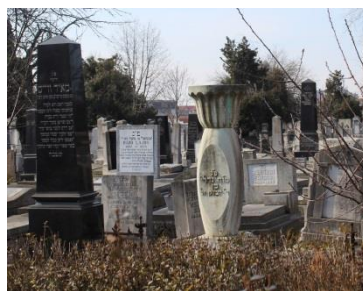
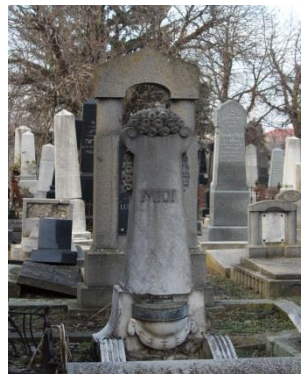
15:10-16:00 – travel to and visit Iosefin Synagogue, 55 Iuliu Maniu Boulevard - “The synagogue was built in the eclectic historicist style with Moorish, Neo-romanticism and Neo-gothic

elements, in the Iosefin district, where its name comes from. The architect was Karl Hart „¹⁶.The Iosefin Synagogue was the place of worship for the Orthodox Jews of Timișoara and it was inaugurated in 1895 by Mayor Károly Telbisz. The building’s dimensions are more modest than those of the other two main synagogues. The rabbis who served here at the beginning of the 20th century were a father and son, Bernát and Andrei Schück. The life of the Orthodox community was centered around the synagogue. Thus, in the synagogue’s courtyard there was a mikve, a ritual slaughterhouse, a kindergarten and a primary school. Currently, it is the only functional synagogue in Timișoara used for religious worship. The mikve is also still in use. The Iosefin Synagogue has a massive, but lower ground floor, and a higher floor with windows of different shapes and sizes.

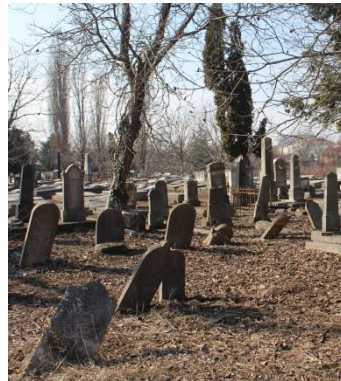
16:00-16:30 – travel by Vaporetto on the Bega Canal from „Ștefan cel Mare” stop to „Metropolitan Cathedral” stop

16:30- 17:00 - travel from the Cathedral to the Jewish Cemetery

17:00 - 19:00 - visit of the Jewish Cemetery on Calea Sever Bocu



¹⁶ Pe urmele Timișoarei evreiești, mai mult decât un ghid –Getta Neumann



The Jewish cemetery, with over 14.000 graves, represents an important part of the history of Timișoara, being the resting place of the numerous personalities who contributed to the economic and cultural development of the city; the styles of the funerary monuments are very different and reflect the variety that has always existed in the local Jewish community. Thus, in the oldest part of the cemetery, dating from the 17th century, there are simple standing tombstones. The graves from the 19th and 20th centuries, most of them belonging to the Neolog community, are very different: there are big marble columns or obelisks; family mausoleums and underground burial chambers; tombstones with Art Nouveau motifs and even human images engraved, which are not allowed in Judaism. The current style of graves is flat and very simple. Here is also the oldest tomb in Timișoara, that of Assael Azriel, a Sephardic Jew originally from Thessaloniki. He was a rabbi and physician, the first buried in this cemetery, in 1636. Another remarkable tomb is that of Rabbi Zvi Oppenheimer, who lived in the middle of the 19th century. He was a scholar renowned for his oratory talent, and after his death he got the reputation of a miracle performer. His tomb has become a place of pilgrimage, both for Jews and Christians, who visit his grave and leave notes, hoping that the rabbi will fulfill their wishes. Although in Timișoara there were several Jewish communities (Orthodox, Neolog, Status Quo Ante), all Jews are buried in the same cemetery, a fact which highlights the good relations between them.

5.B.2. Tourism Product – Iosefin District guided tour - THE JEWISH IDENTITY OF TIMIȘOARA

How often will the tour take place - according to demand

Location – Timișoara (Iosefin District – Cetate District - Jewish Cemetery)

Duration - minimum 6 hours (*the duration is approximative because it depends on the transport used, on traffic, on the interest for certain tourist attraction*)

Message: Jewish heritage is a vital part of Timișoara’s history and culture

Target group: We recommend a group of at least 5 people, but that can be adapted according to the request. The tour is aimed at both locals and foreign tourists, and while it is mainly designed for

those tourists who do not know much about the local Jewish cultural heritage and want to discover it, the tour can be adapted for other groups of tourists, i.e Jewish people looking for their roots and wanting to discover where their ancestors lived and worked, tourists interested in architecture, religious tourists, cultural tourists, etc.

Visibility: Through promotion by private and public tourism organizations and institutions and independent tour guides, this tour will make known the contribution of the Jewish population to the development of our city. Even most locals are unaware that some of the main architectural landmarks of Timișoara were designed and/or owned by Jews.

Activities:

Agenda

10:00 – Starting point - The Waters Palace - no. 2, 16 December 1889 Street



- The Waters Palace is a monumental building located at the entrance from the city center to the Iosefin district of Timișoara. It is part of the "Iosefin Old Quarter" urban site. Designed by the architect Lipót Baumhorn, the works began on August 13, 1900, under the direction of arch. Karl Hart, and the construction was finished on August 29, 1901. Initially the building had one floor, but between 1910-1911 the builder Arthur Tunner (1876-1976) added the second floor, keeping the overall design.



- „Istvan Nemes Palace - no.6, 16 December 1889 Street – the building was completed in 1902, and another floor was added in 1912. Based on striking stylistic similarities between the ornaments on the entrance facade and the staircase, and the ones on the

Palace of Waters, the researcher Ileana Pintilie Teleaga came to the conclusion that this amazing architectural work bears the imprint of Lipot Baumhorn „¹⁷



- „ **Arpad Naschitz House – 2, Gheorghe Doja Street** – Six years before the erection of the monument dedicated to the Virgin Mary in 1906, Arpad Naschitz's dwelling house and company were built, with a single floor, in an eclectic style with neo-baroque elements. On the facade of the villa there is a bas-relief with angels swinging on a garland. „¹⁸



- „ **Katalin Panits Palace - 19, King Carol I Boulevard** “It was built on a single-storey edifice erected in 1898, following the plans of architect Henrik Telkes. Another floor was added to the building, giving it the current appearance of the late, geometric phase of the Secession style. „¹⁹



- **Miksa (Max) Bruck Palace – 40 Iuliu Maniu Boulevard** – „The area was in the past full of Jewish small shops and houses. There is a remarkable cluster of Secession-style palaces built between 1911-1913. Miksa (Max) Bruck, who was a kosher butcher, obtained on July 1, 1911, the building permit based on the plans of the architect Henrik Telkes. „²⁰

¹⁷ Pe urmele Timișoarei evreiești, mai mult decât un ghid –Getta Neumann

¹⁸ Pe urmele Timișoarei evreiești, mai mult decât un ghid –Getta Neumann

¹⁹ Pe urmele Timișoarei evreiești, mai mult decât un ghid –Getta Neumann

²⁰ Pe urmele Timișoarei evreiești, mai mult decât un ghid –Getta Neumann



- Csermak Twin Palaces - 36-38, Iuliu Maniu Boulevard.

(picture source : <https://renasterea.ro/se-intampla-la-Timisoara-o-istorie-tintuita-ferestre-de-plastic-galerie-foto/>)

„The order of the twin brothers Nandor and Tamas Csermak to erect twin buildings was brilliantly executed by the architect Henrik Telkes in 1911, in a Secession style of the last phase, purified, with abstract decorations, in accordance with modern taste. In spring 2013 the right tower of the Csermak house was restored and the entire building was renovated. „²¹



- Iosefin Synagogue, 55 Iuliu Maniu Boulevard - “The synagogue

was built in the eclectic historicist style with Moorish, Neo-romanticism and Neo-gothic elements, in the Iosefin district, where its name comes from. The architect was Karl Hart „²². The Iosefin Synagogue was the place of worship for the Orthodox Jews of Timișoara and it was inaugurated in 1895 by Mayor Károly Telbisz. The building’s dimensions are more modest than those of the other two main synagogues. The rabbis who served here at the beginning of the 20th century were a father and son, Bernát and Andrei Schück. The life of the Orthodox community was centered around the synagogue. Thus, in the synagogue's courtyard there was a mikve, a ritual slaughterhouse, a kindergarten and a primary school. Currently, it is the only functional synagogue in Timișoara used for religious worship. The mikve is also still in use. The Iosefin Synagogue has a massive, but lower ground floor, and a higher floor with windows of different shapes and sizes.

12:30 -12:50 – travel by Vaporetto on the Bega Canal from „Ștefan cel Mare” stop to „Metropolitan Cathedral” stop – During the trip, the tourists can taste Jewish snacks and hear traditional music.

13:00-14:30 - Lunch at the canteen/restaurant of the Jewish Community – kosher menu

²¹ Pe urmele Timișoarei evreiești, mai mult decât un ghid –Getta Neumann

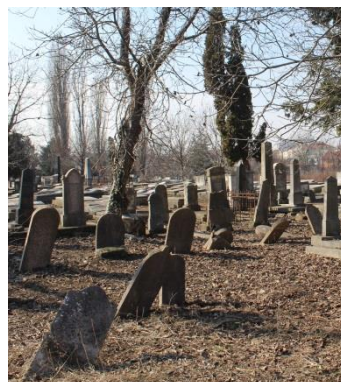
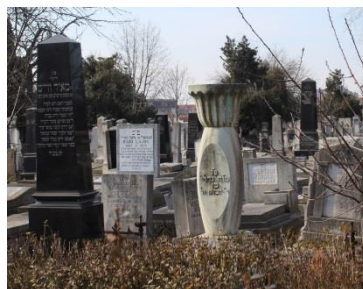
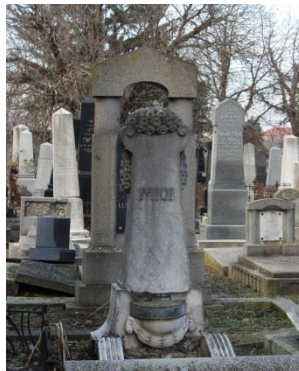
²² Pe urmele Timișoarei evreiești, mai mult decât un ghid –Getta Neumann

14:30-15:30 - Visit at the headquarters of the Jewish Community of Timișoara

The tour could include a visit to the *Ștefan Popa Popa'S Museum*, located in the Theresia Bastion near the city center. Popa'S is a famous cartoonist of partially Jewish origins.

15:30- 16:00 - travel from the Cathedral to the Jewish Cemetery

16:00 - 18:00 - visit of the Jewish Cemetery on Calea Sever Bocu



The Jewish cemetery, with over 14.000 graves, represents an important part of the history of Timișoara, being the resting place of the numerous personalities who contributed to the economic

and cultural development of the city; the styles of the funerary monuments are very different and reflect the variety that has always existed in the local Jewish community. Thus, in the oldest part of the cemetery, dating from the 17th century, there are simple standing tombstones. The graves from the 19th and 20th centuries, most of them belonging to the Neolog community, are very different: there are big marble columns or obelisks; family mausoleums and underground burial chambers; tombstones with Art Nouveau motifs and even human images engraved, which are not allowed in Judaism. The current style of graves is flat and very simple. Here is also the oldest tomb in Timișoara, that of Assael Azriel, a Sephardic Jew originally from Thessaloniki. He was a rabbi and physician, the first buried in this cemetery, in 1636. Another remarkable tomb is that of Rabbi Zvi Oppenheimer, who lived in the middle of the 19th century. He was a scholar renowned for his oratory talent, and after his death he got the reputation of a miracle performer. His tomb has become a place of pilgrimage, both for Jews and Christians, who visit his grave and leave notes, hoping that the rabbi will fulfill their wishes. Although in Timișoara there were several Jewish communities (Orthodox, Neolog, Status Quo Ante), all Jews are buried in the same cemetery, a fact which highlights the good relations between them.

5.B.3. Tourism Product – Fabric District guided tour - THE JEWISH IDENTITY OF TIMIȘOARA

How often will the tour take place - according to demand

Location – Timișoara (Fabric District – Cetate District – Iosefin District - Jewish Cemetery)

Duration - minimum 6 hours (*the duration is approximative because it depends on the transport used, on traffic, on the interest for certain tourist attraction*)

Message: Jewish heritage is a vital part of Timișoara's history and culture

Target group: We recommend a group of at least 5 people, but that can be adapted according to the request. The tour is aimed at both locals and foreign tourists, and while it is mainly designed for those tourists who do not know much about the local Jewish cultural heritage and want to discover it, the tour can be adapted for other groups of tourists, i.e Jewish people looking for their roots and wanting to discover where their ancestors lived and worked, tourists interested in architecture, religious tourists, cultural tourists, etc.

Visibility: Through promotion by private and public tourism organizations and institutions and independent tour guides, this tour will make known the contribution of the Jewish population to the development of our city. Even most locals are unaware that some of the main architectural landmarks of Timișoara were designed and/or owned by Jews.

Activities:

Agenda

10:00 – Starting point - Neptun Palace – 1, Splaiul Nistrului Street



— “The exquisite building of Neptun Palace, named thus because it housed a large public bath and swimming pool, was erected between 1912-1914. The architect and first owner of the building was Laszlo Székely, Timișoara’s chief architect since 1903. Neptun Palace’s main façade is dominated by a large pediment with wavy shapes, enframed by a geometrically-shaped wreath decoration typical for the last phase of Secession style. The side façades, rhythmically adorned with Doric semi-columns on two levels (on the 1st and 2nd floors), are supported on consoles. Under the main façade’s great pediment, the windows are framed with Ionic pilasters with flat capitals.”²³ For a certain period, “Neptun Palace was owned by the Nobel family. The lawyer, Dr. Alexandru Nobel, was elected municipal councillor. He was a local Zionist leader and he emigrated from Timișoara to Palestine in 1940, where he became one of the founders of the Israeli city Giv’at Shmuel.”²⁴



- Miksa (Max) Steiner Palace - no. 9, 3 August 1919 Boulevard – „The monumental building was erected by the owner of a lye wash, coal and chemical plant, Miksa Max Steiner, one of the wealthiest inhabitants of the city. There are many architectural details to admire - seductive women's heads, massive lion heads, floral motifs. Above the massive portico of the main entrance with undulating ironwork, under the roof, there is a sculpture of the stern of a ship. This element is an allusion to the Morii Canal, an arm of the Bega river, which flowed in front of the building during its construction between 1901-1902.”²⁵

²³ Information taken from the Municipality of Timișoara’s Tourism Information Center website(<http://www.Timișoara-info.ro/en/sightseeing/historical-quarters/fabric/tours/147-palatul-neptun.html>)

²⁴ **Pe urmele Timișoarei evreiești, mai mult decât un ghid** – Getta Neumann

²⁵ **Pe urmele Timișoarei evreiești, mai mult decât un ghid** –Getta Neumann



-The Fabric Synagogue - no. 2, I.L Caragiale Street - The synagogue was built after a project of the Hungarian architect Lipót Baumhorn, who designed, among others, the Neolog synagogues of Szeged and Novi Sad. The Fabric Synagogue was built between 1897 to 1899 in the Eclectic style, with Neo-Moorish, Gothic and Italian Neo-Renaissance style elements. The synagogue was inaugurated on September 3, 1899, with a sermon by rabbi Dr. Jacob Singer, in the presence of the head of the community, Bernát Deutsch, and of the Mayor of Timișoara, Carol Telbisz. The organ was built by the famous local craftsman Leopold Wegenstein.

The Fabric Synagogue is one of the most distinctive and original buildings in the city. It has a square plan with a central dome, connected to the outer walls by deep semicircular arches. Its characteristic features are the numerous towers and domes. The facade is polychrome, alternating plaster with red brick. The central dome is high, raised on an octagonal drum, and made of a plastered and painted wooden structure, supported on four pillars. The synagogue has two entrances: one for men through a vestibule and a second for women straight from the street, where there are staircases leading upstairs. Upstairs there is also the organ. Through the vestibule one enters a rectangular room (heikhal) reserved for men, with wooden benches. Currently the Fabric Synagogue is in a dilapidated state and is closed to visitors, but it can be seen from the outside.



- Zala House - 8, Romana Square – “The house was once an architectural jewel and belonged to the Zala family, a name Magyarized from Zeidner. The daughter of the Zala family married Lorand

Bloch, who died in 1943, following an accident in the forced labour camp Paulis-Ghioroc. His name is engraved on a brass plate on the sidewalk in front of the house, a Stolperstein”²⁶

The Stolperstein was placed on May 23, 2014 in the Fabric neighbourhood, at number 8, Piața Romanilor Street, by the German artist Gunter Demnig, being the first "Stolperstein" in Romania. It was placed at the initiative of the members of the project "Istoria Altfel", who researched the National Archives of Romania in Timis County, conducted interviews with Holocaust survivors and visited the Jewish community and synagogue. The Stolperstein in Timișoara is meant to keep alive the memory of the victims of the Holocaust.



- **Mercur Palace - 2, Traian Square** - “The palace, thus named after the statue that seems to take its flight from the corner of the attic, was built in the architectural style specific to the 1900s. The façade of the building is richly decorated with floral and geometrical motifs, similar to those on the façades of the Water Palace and the Palace of the Jewish community”²⁷



- **Kovacs Pharmacy - 10, Dacilor Street** - “The existence of the pharmacy is indicated by the two coiled snakes, the symbol of Asclepius, on the top of the corner tower, surrounded by three pediments, and on each side of the entrance door by two female figures in the bas-relief, who extend gracefully trays with pharmaceutical preparations. In 1917 the building and

²⁶ Pe urmele Timișoarei evreiești, mai mult decât un ghid – Getta Neumann

²⁷ Pe urmele Timișoarei evreiești, mai mult decât un ghid –Getta Neumann

the pharmacy became the property of the pharmacist Dr. Aladat Kovacs and since then they are known as the Kovacs Pharmacy. ²⁸



- **The Beer Factory - 28 Ștefan cel Mare Street** - This is the second brewery established on the present territory of Romania, in the Fabric district of Timișoara, in 1718. In 1717, the provincial military administration signed a six-year contract with the brothers Abraham, authorizing them to set up a brewery in the city of Timișoara. The brewery in Timișoara has gained prestige under the ownership of the industrialist Ignat Deutsch. In Timișoara, the glove, footwear and hat factories were owned or managed by Jews.

12:30-12:40 – travel by Vaporetto on the Bega Canal from „Corneliu Coposu” stop to „Metropolitan Cathedral” stop – During the trip, the tourists can taste Jewish snacks and hear traditional music.

12:50-13:50 - Lunch at the canteen/restaurant of the Jewish Community – kosher menu

13:50-14:30 - Visit at the headquarters of the Jewish Community of Timișoara

The tour could include a visit to the Ștefan Popa Popa’S Museum, located in the Theresia Bastion near the city center. Popa’S is a famous cartoonist of partially Jewish origins.

14:40 -15:10 travel by Vaporetto on the Bega Canal from „Metropolitan Cathedral” stop to „Ștefan cel Mare” stop

15:10-16:10 – travel to and visit Iosefin Synagogue, 55 Iuliu Maniu Boulevard



“The synagogue was built in the eclectic historicist style with Moorish, Neo-romanticism and Neo-gothic elements, in the Iosefin district, where its name comes from. The architect was Karl Hart ²⁹. The Iosefin Synagogue was the place of worship for the Orthodox Jews

²⁸ Pe urmele Timișoarei evreiești, mai mult decât un ghid – Getta Neumann

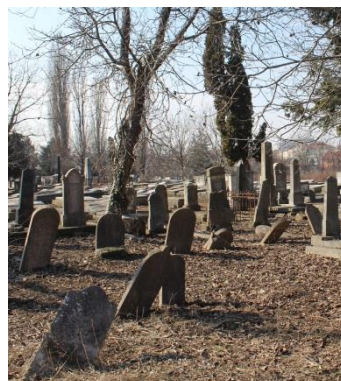
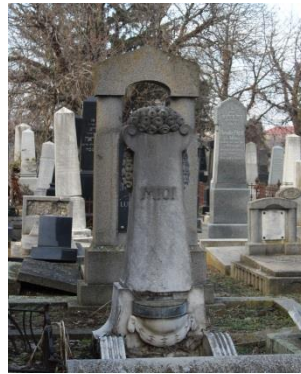
²⁹ Pe urmele Timișoarei evreiești, mai mult decât un ghid – Getta Neumann

of Timișoara and it was inaugurated in 1895 by Mayor Károly Telbisz. The building's dimensions are more modest than those of the other two main synagogues. The rabbis who served here at the beginning of the 20th century were a father and son, Bernát and Andrei Schück. The life of the Orthodox community was centered around the synagogue. Thus, in the synagogue's courtyard there was a mikve, a ritual slaughterhouse, a kindergarten and a primary school. Currently, it is the only functional synagogue in Timișoara used for religious worship. The mikve is also still in use. The Iosefin Synagogue has a massive, but lower ground floor, and a higher floor with windows of different shapes and sizes.

16:10-16:30 – travel by Vaporetto on the Bega Canal from „Ștefan cel Mare” stop to „Metropolitan Cathedral” stop

16:30- 17:10 - travel from the Cathedral to the Jewish Cemetery

17:10 - 19:00 - visit of the Jewish Cemetery on Calea Sever Bocu



The Jewish cemetery, with over 14.000 graves, represents an important part of the history of Timișoara, being the resting place of the numerous personalities who contributed to the economic and cultural development of the city; the styles of the funerary monuments are very different and reflect the variety that has always existed in the local Jewish community. Thus, in the oldest part of the cemetery, dating from the 17th century, there are simple standing tombstones. The graves from the 19th and 20th centuries, most of them belonging to the Neolog community, are very different: there are big marble columns or obelisks; family mausoleums and underground burial chambers; tombstones with Art Nouveau motifs and even human images engraved, which are not allowed in Judaism. The current style of graves is flat and very simple. Here is also the oldest tomb in Timișoara, that of Assael Azriel, a Sephardic Jew originally from Thessaloniki. He was a rabbi and physician, the first buried in this cemetery, in 1636. Another remarkable tomb is that of Rabbi Zvi Oppenheimer, who lived in the middle of the 19th century. He was a scholar renowned for his oratory talent, and after his death he got the reputation of a miracle performer. His tomb has become a place of pilgrimage, both for Jews and Christians, who visit his grave and leave notes, hoping that the rabbi will fulfill their wishes. Although in Timișoara there were several Jewish communities (Orthodox, Neolog, Status Quo Ante), all Jews are buried in the same cemetery, a fact which highlights the good relations between them.

5.C. Tourism Product – Festival *(the name of the festival should be evocative and meaningful, and it will be decided together with our ASP, the Jewish Community of Timișoara)*

Justification for choosing the festival as a tourism product with high potential

Timișoara is a multicultural city, with over 20 different ethnic groups, which contributes to the diversity of the festivals that are organized each year. The multicultural character of the society also offers the possibility of dialogue and closeness between different groups of citizens. "Festivalul inimilor", an international folklore festival, has reached its 30th edition, and several ethnic minorities have their own festivals, sharing their culture with the other inhabitants of the city. An important example in this regard is the Days of Hungarian Culture, a large cultural festival organized by the Hungarian ethnic minority. Timișoara is an academic city, there are tens of thousands of students, a fact which has a major impact on the development of the festival scene. The students offer their good vibe and dynamism, they not only represent a segment of the public that demands cultural events and activities for leisure, but can also become event organizers. The students also form the vast majority of volunteers recruited during the festivals. Finally, the university buildings in the city can also be used for various cultural events during festivals. There are companies in Timișoara that could be potential sponsors for festivals and have expressed their interest to get involved in different events. Through the municipal policy regarding events, the Municipality and the Local Council contribute directly and indirectly to the development of the festival scene. In the context of the European Capital of Culture, the Municipality supports many initiatives of event organizers and cultural institutes and invests in old and new public spaces, as well as in buildings that can be used for hosting events. For example, in the city center, the main squares have been renovated to accommodate some of the outdoor events. A final factor,

consequent to those already listed, is the city's vast and diverse cultural background, which contributes to the development of the festival scene in two ways. First, the city has many spaces and cultural locations that can be used for festivals, including two opera houses and two theaters, stadiums and other venues for sporting events, universities, museums. Timișoara is the city with one of the largest pedestrian areas in Romania; there are also other unconventional spaces used ingeniously by the organizers. Secondly, in Timișoara more and more cultural organizations operate, covering many sectors and target groups, which are responsible for the wide variety of events organized in the city. In short, Timișoara has many advantages that explain its development as a city of festivals and that can be used in major projects, such as the European Capital of Culture, but also in smaller projects.

How often will the event take place - yearly

Location – Timișoara's central area: one of the main squares/parks

Duration – 1 day (approximately from 09:00 to 22:00)

Message: „Immerse yourself in Jewish culture!”

Target group: The event is aimed at both locals and foreign tourists. While the greater part of the participants will probably be locals, through event promotion and the connections created at partnership level, as well as between national and international stakeholders active in the cultural, tourism and public administration fields, the festival could attract a number of foreign tourists, especially those from Hungary and Serbia, since our city is close to the borders of these countries.

Visibility: Promotion by local and regional public institutions, private and public tourism/cultural organizations and associations, tour guides, REDISCOVER project partners, etc. A successful festival will have a significant impact on tourism in the area, especially if it is repeated annually. Our goal is to make it a yearly event that will be organized even after the project's ending.

Agenda:

The theme of the festival will be selected by PP3 and ASP4 according to the time of the year chosen for the event and its signification in Jewish culture/tradition/religion

9:00 - Official opening of the festival (event presentation by representatives of PP3, ASP4, LP, the Federation of Jewish communities in Romania, Jewish organizations like JDC, elected officials, etc)

9:00 – 20:00 – Booths where the following activities/workshops will take place:

- "Holidays and food" booth: presentation of the main Jewish holidays and tastings of specific foods and drinks that are served on Shabbat, Rosh HaShana (Jewish New Year), Sukkot (Festival of Tabernacles) Hanukkah, Tu BiShvat (The New Year for Trees), Purim, Pesach (Passover), Shavuot (Feast of Weeks), etc.
- A bookstand with Jewish themed books, or with books written by Jewish personalities;
- Jewish cuisine, both from Israel and from the Diaspora (Sephardic and Askhenazi dishes)
- Booth of the Jewish Community of Timișoara: presentation of its activities, projects, members; meetings with Jewish personalities;
- REDISCOVER Project booth, with flyers and brochures about the project and the partners;
- Booth of American Jewish Joint Distribution Committee (JDC), highlighting the support offered to Romanian Jews by the JDC for more than a century;

- *Your name in Hebrew* – calligraphy booth;
- *The cycle of Jewish life* - the activities will include a presentation of Jewish traditions from birth to death and will offer the opportunity of interfaith dialogue with the public: religious representatives of the Jewish Community and representatives of Christian and / or other faiths cordially discussing the similarities and differences between the religions and answering questions from the participants;
- Jewish traditional objects and souvenirs related to Jewish culture (i.e. kippah, mezuzah, hamsa, etc.). The religious significance and / or the esoteric symbolism of traditional objects, souvenirs, can be presented during conferences dedicated to Judaism, mysticism, traditions, etc;
- Jewish arts and crafts handmade by members of the Community;
- Video booth where short clips/interviews with prominent personalities of the Jewish community will be shown throughout the festival;
- Photo competition on the theme of *Jewish Timișoara* (architecture, portraits, community life, etc). Photography has a great impact and circulation and many people are passionate about it. An exhibition with a selection of the best photos can be shown in this booth;
- The famous artist Ștefan Popa Popa'S and his students, Popa'S Academy, will draw caricatures of the participants and will offer a course in the art of caricature for both adults and children;
- Jewish-themed film screenings: Documentaries about various aspects of Jewish history, culture and society, not only in Timișoara. Even if the horror of the Holocaust must not be forgotten, nor the dangerous resurgence of anti-Semitism in Europe (the consequence of the electoral success of far-right parties), the documentaries presented should be anchored in the contemporary reality, show the resilience of the Jewish people and present the current life of Jewish communities, the way in which Central and Eastern European communities that were almost wiped out by the Nazis and their allies managed to rebuild their lives and thrive again. Other documentaries that could be of interest to the participants are those that present life in Israel from a Jewish perspective; these films would be particularly interesting since most locals are familiar with Israel only from pilgrimages organized by Christian denominations, therefore the Jewish Israeli point of view would bring a new approach.
- Playground for children with workshops/activities and Jewish games (for example the dreidel puppet with which children play during the Hannukah holiday, games for other holidays, such as Purim and Pesach). On this occasion the children would learn, through games, about the significance of certain Jewish holidays and / or customs;
- Music and dance, both traditional and modern;
- Any other activities specific to Jewish culture that might arouse public interest.

9:00 – 20:00 - Outdoor exhibition - depending on the specific theme of each year's festival, it could include:

- Photos, letters and other objects of the Jewish community members, accompanied by their description/story, in Romanian and English;
- Copies of some documents could be creatively transformed through coloring, annotations, collages;
- Consultation of experts (museographers, designers, art curators) could lead to spectacular results;

- Private collections, the archive of the community and the collections of cultural institutions can be used to set up the exhibition;
- Objects specific to Jewish religion, tradition and culture: in the absence of a Jewish museum, an exhibition containing religious/traditional objects can be set up. It could also contain photos of the owners, archive documents, maps, etc.

9:00 – 20:00 – A replica of the Kotel – Western Wall of Jerusalem, will be set up on the festival grounds: the participants will be able to place notes with their prayers and these notes will be taken afterwards to the real Western Wall and deposited there.

10:00 – 18:00 – Guided tours of Jewish Timișoara will be organized, the point of departure for each tour being the festival grounds. The tours' itineraries can be adapted and/or developed from the ones described in sections 5. A and 5.B of the present document, in order to suit the specific interest of the participants. Professional guides and/or specialists in Jewish architecture/history/culture will accompany each group.

9:00 - 20:00 – Carnival/parade of Biblical characters: volunteers dressed as Moses, Goliath, David, Samson, Delilah, Noah, Solomon and other characters common to the Judeo-Christian culture, will be seen and photographed on the festival grounds throughout the day.

13:00 - 18:00 - Conferences – the topics and the location will be chosen each year. To create and maintain the public's interest in Jewish culture, these conferences / lectures / debates should be held in an interactive format, with questions and answers sessions, be as attractive to the non-specialist audience, and the space in which they are held must allow the use of multimedia resources, photos, images with rare documents, objects of worship, fragments from interviews, with personalities such as Mr. Ioan Holender, the late Prime Rabbi Ernest Neumann, etc. In order to combine tangible and intangible heritage elements, we suggest that these conferences be held at the Rectorate of the Polytechnic, whose building was designed by the famous architect Lipot Baumhorn. The topics of the conferences could include the following:

- the differences between the Orthodox, Neolog and Status quo ante communities, visible through the specific style of the graves of each one, of the synagogues and of the neighborhoods, respectively of the buildings in which they lived, of the lifestyle (religious or secular, traditionally Jewish or modern);
- the story of Rabbi Oppenheimer, considered by some to be a miracle performer, whose tomb has become a place of pilgrimage for those who think he fulfills their wishes. For this rabbi, depending on the audience, there are two possibilities. For those who are passionate about esotericism, or who believe in miracles, the speaker will be able to broadly address aspects of Jewish mythology, stories about legendary creatures such as golem or dybbuk, unexplained events, etc. For realistic (or skeptical) audiences, it would be interesting to explain how the legend of the „miracle” rabbi appeared and was perpetuated, the reasons why Christians in particular believe in his powers and leave notes at the grave, etc. It would be interesting, too, to the extent that the Community has such information, to highlight the difference between Rabbi Oppenheimer's reputation during his lifetime (if he was then considered to have supernatural powers) and the legend created after his death;
- presentation of the local *Status quo ante* community, which is very little known. It would be interesting to explain why this community, much closer in dogma to the Orthodox rite, was assimilated into the Neolog community;

- *The History of the Jews of Timișoara and Banat* is a generous topic, covering all aspects about the contribution of the Jews to the cultural and economic development of our city; all the outstanding personalities of the Community can be mentioned;
- *Introduction to Judaism*, a lecture explaining the fundamental elements of the religion :the notion of kosher; the various branches of Judaism: Orthodox, Neolog, Conservative, Reform; the Jewish calendar, holidays and their religious significance, including holidays that do not necessarily have a religious connotation (such as the New Year of the Trees, the Feast of Purim) and which would also be of interest to the general public if the events organized by the Jewish Community on these occasions were open to all;
- A lecture about *Kabbalah* would attract the general audience interested in mysticism and esotericism; these topics are very popular in our country and consequently we believe there would be a significant number of people willing to attend;
- A conference on *Jewish Philosophy*, addressed primarily to students and to a scholarly audience (Timișoara is an academic city), which would present and discuss the works and ideas of famous Jewish philosophers such as Philon of Alexandria, Maimonides, Spinoza, Karl Marx, Ludwig Wittgenstein, etc.

STAGE SHOWS

A stage will be set up on the grounds of the festivals and there will be shows throughout the day.

11:00 – 13:00 – Children’s theatre

- Puppet shows with Old Testament stories adapted for children;
- Projection of cartoons / documentaries / films for children, on different topics related to Jewish culture, Israel, etc;

14:00 – 18:00 – Performing arts/theatre shows

- Jewish Community Choir and Dance group;
- Theatre shows: in addition to the Jewish State Theatre, which is likely to attend the festival, it would be interesting to invite to a theatre company from Israel and / or partner countries.

20:00-22:00 – Concert (the artists will be chosen annually)

- It should include as wide a variety of Jewish music as possible: traditional, klezmer, Sephardic / Ladino, religious, but also modern bands from Romania and/or from Israel.
- Should the festival have the desired success, the concerts could become an independent tourism product, which could be organized regularly;

The agenda and the structure of the festival is only a proposal, it can be adapted according to the inventiveness and creativity of the organizers, on the one hand, and to the public interest on the other, which has already been "tested" through the “Shalom Jerusalem Timișoara” Festival that was held in Timișoara on 01.09.2019. The cultural and religious events specific to each year organized by the Jewish Community, if open to the public, will also serve as a test for what is most interesting for locals in the Jewish culture. An indispensable element of the festival are the local / national /

international Jewish artists and the activities that present the Jewish specificity in the fields of arts, philosophy, religion, crafts, mysticism, culinary art, etc.

6. Implementation ideas (development)

6.1. Guided Tour of Jewish Timișoara

Most people are unaware of the rich Jewish heritage of our city. A vast majority of architectural landmarks of Timișoara were either designed or owned by Jews. The Jewish community was present in all the historical districts of the city and left behind a rich architectural heritage. While unfortunately most of the buildings are in a dilapidated state, their beauty and artistic value is still visible. There is also a vast intangible heritage which can be used to promote a tour of Jewish Timisoara. The Jewish Community, while small, is remarkably active and organizes many cultural and religious events that are not usually open to the public. A greater visibility would generate interest, but visibility must be balanced with the safety of the Community, although fortunately until now there have been no antisemitic incidents in our city.

A tour of Jewish Timisoara would surely generate interest not only among the Jews that are looking for their roots and returning to the native place of their ancestors, but also among locals interested in the history of their city and foreign tourists. In order to promote this type of tour to guides and tourism associations, the Municipality and the Jewish Community organized a tour for them. The reaction was a very positive one; even professional guides were unaware of many elements of Jewish heritage and very excited to discover Jewish culture and tradition. We asked for their feedback, which is reflected in the sections of the document dedicated to the guided tours. Some of the guides have already used the information gained and successfully implemented tours of Jewish Timișoara. We expect an increasing demand in such tours in the following years, as the project will gain more visibility. An important factor was the involvement of the Jewish Community, who provided information and access. Also, in 2019, a comprehensive guide dedicated to the Jewish heritage of Timisoara was published by Getta Neumann: *Pe urmele Timisoarei evreiesti, mai mult decat un ghid*. This is a very useful tool for the tour guides and tourism agencies that organize circuits of Jewish Timisoara. Since there are direct flights to/from Israel, the final product can also be offered to Israeli tour agents and promoted by them. The tour can be included in various national and international circuits and promoted by project partners, tour operators, cultural organizations and institutions, etc.

6.2. Festival

The Jewish festival has a specific purpose: capitalizing on tangible and intangible heritage elements, in order to invite the public - locals and tourists visiting Timisoara - to know the culture, history, religion, traditions, customs of the Jewish community. The number of tourists and visitors will be directly and indirectly influenced by two factors: the guest artists and performers, as a pull-in factor (for instance, Ioan Holender, Maia Morgenstern, Stefan Popa Popa'S, etc) and the period of the year when this event will be held.

The success and sustainability of such a cultural-tourist objective will be determined by elements such as: promotion, organization, logistics and involvement of the entire city, given that the Jewish heritage is ultimately an integral part of the heritage of Timisoara. For the success of the event, local collaborators and initiatives are required. Strategic partnerships with local stakeholders will be maintained, but other institutions and operators in the field of culture and tourism will be invited to join the LSG (for example, the Orthodox Church, the Catholic Church, Thespis Theater, etc).

All direct marketing tools and methods will be used creatively - influential personalities that will lobby and promote the festival on social media, also on the regular media and websites of the institutions involved. The promotion stage for the public - locals, visitors, tourists - starts from the moment the festival agenda and performers are finalized. The promotion campaign will take into account the target audience. Before promoting to the public there will be lobbying and promotion to local and national personalities/institutions. If possible, it would be helpful to receive donations through sponsors in order to increase the budget of the event.

The success of a festival is guaranteed by the following factors:

- Theme and agenda of the event: to whom it is addressed, special content, its message;
- Correct planning: detailed scheduling of activities, tasks, teams, deadlines, financial planning;
- Resources: people, logistics, funds, interest and involvement;
- Monitoring and evaluation of results, feedback, lessons learned, things to improve for the next event.

Sources of financing (each source will finance a different activity):

- budget allocated through the REDISCOVER project;
- potential sponsorship in the form of financial contributions from public and private institutions and organizations;
- non-financial contributions: starting with mineral water and balloons and ending with the sound installation or the fireworks, everything related to products and services that involves creating a festival can be donated by the companies specialized in these products and services.

Brief conclusions

We are confident that the potential tourism products selected can be successfully implemented in the following years and that they will be sustainable even after the project ends. There is an obvious interest in Jewish life and culture among the inhabitants of Timisoara, as demonstrated by the success of the guided tours of Jewish Timisoara already carried out by several guides. Another encouraging fact is that other guides that were invited by PP3 and ASP4 to a test tour were impressed, interested and ready to get involved. They gave valuable ideas and insights to the project team and they are interested in offering similar tours to their clients. Similarly, these circuits can also be proposed to Israeli tour operators, since weekly flights between Timisoara and Tel-Aviv make travel between countries very easy. Timisoara is not perhaps sufficiently known to Israeli agencies and through these circuits of its Jewish heritage, our city could become a destination for Jews searching for their roots, or simply interested in the history of Jewish communities worldwide.

Of course, the tours can be adapted to the specific groups and interest of the tourists. The most important aspect is the support and involvement of the local Jewish Community. A tour guide, no matter how well prepared, will never be as knowledgeable about a community as its own members; also, we believe it is very important that the Jews of Timisoara tell their own story. While visibility of the Jewish Community must go hand in hand with safety and security for its members, we hope and believe that anti-Semitic incidents are fortunately not a real threat at the moment and that security issues can be handled if the events are carefully planned.

The great success of the first Jewish festival, *Shalom Ierusalim Timisoara*, which we described in detail in a previous section, is a strong proof that similar events will be an attraction to a wide audience. With the support and cooperation of our ASP, we plan to organize smaller events, for instance conferences on Jewish topics, or perhaps events related to various holidays, in order to test further the interest of the public. We are confident that the festivals organized within the project will generate an interest as great as that of *Shalom Ierusalim Timisoara*. As 2021 European Capital of Culture, Timisoara will attract a great number of tourists and we want to capitalize on this in order to promote our city's Jewish cultural heritage.

BIBLIOGRAPHY AND SOURCES:

The portfolio was created by PP3's project implementation team (the two thematic experts and the project manager). For certain sections we used information from the following sources:

- oral information received from the Jewish Community of Timisoara through the President, Dr. Luciana Friedmann, Rabbi Zvika Kfir, and other members;
- written information from Arch. Dr. Gabriel Szekely, a member of the Jewish Community;
- proposals submitted in writing by local stakeholders Bogdan Soflau and Dan Mircea, both from Timis County Council;
- thematic consultancy from service provider SC Tourguide and Travel SRL Timișoara;
- feedback from meetings with LSG members, tour guides;
- discussions during the Product Development Workshops.

Published sources:

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4. *BIDBook – Dosar de candidatura Timișoara2021*