



National Institute of
Heritage

Ministry of Culture



DEVELOPMENT OF THE ACTION PLAN FOR THE RÉSEAU ART NOUVEAU NETWORK (RANN) IN THE DANUBE REGION

**NATIONAL ROUNDTABLE – ROMANIA
28 SEPTEMBER 2022**

MEETING MINUTE



The Romanian National Roundtable "Development of the Action Plan for the Réseau Art Nouveau Network (RANN) in the Danube Region" took place on the 28th of September 2022, between 14:00 and 16:30. The meeting was initiated by The National Institute for Heritage Romania (INP/NIH) and was hosted online, on the Zoom platform, benefitting from the contribution of participants from both national relevant institutions and regional and local actors from areas with significant Art Nouveau heritage.

Amongst the main addressed topics which structured the Round Table were: the inheritance and value of the Art Nouveau heritage in the Danube Region and especially in Romania, the philosophy, objectives and relevance of the Cultural Routes Program of the Council of Europe; RANN's structure, including the network's current and future objectives and presence in Europe.

By bringing together representatives of relevant national, regional and local authorities and organizations involved in the protection and promotion of heritage in general and of Art Nouveau in particular, as well as potential future RANN members, the National Roundtable facilitated a series of productive discussions, aiming at the further improvement of RANN's position and that of the heritage this network protects and promotes.

AGENDA OF THE MEETING

Introduction – Irina Iamandescu (ARTNOUVEAU2 project coordinator on behalf of INP)

ARTNOUVEAU and ARTNOUVEAU2 projects – Lucia Leca (ARTNOUVEAU2 project assistant coordinator - INP)

The Art Nouveau European cultural route of the Council of Europe, Réseau Art Nouveau Network – Ana Irina Chiricuță (ARTNOUVEAU2 project member - INP)

Action Plan for the Réseau Art Nouveau Network (RANN) in the Danube Region – Florentina Murea-Matache (ARTNOUVEAU2 project member - INP)

Debate – Irina Dobriță (moderator - ARTNOUVEAU2 project member - INP)

PARTICIPANTS

A total number of 21 participants attended the Romanian National Roundtable, representing public institutions, professional organizations and NGOs, from national, regional and local level, as follows:

- Ministry of Culture - Cultural Heritage Direction
- National Institute of Heritage
- Agency for Regional Development – West Branch
- Timiș County Council - Office for the Development of tourism and events
- Mureș County Council - Directorate of Regional Development and Project Implementation
- Maramureș County Council
- Municipality of Timișoara - Office for the Rehabilitation of Historic Districts and Monuments

- Municipality of Arad
- Municipality of Oradea
- The Order of Architects from Romania (OAR) - National
- The Order of Architects from Romania (OAR) - Cluj, Sălaj, Bistrița Năsăud Branch
- The Order of Architects from Romania (OAR) – Bihor Branch
- Prin Banat Association
- Vernacular Cultural Association
- Peles National Museum
- Târgu Mureș Palace of Culture

PRESENTATIONS

The meeting started with a few welcoming words addressed by Irina Iamandescu, as the ARTNOUVEAU2 project coordinator on behalf of INP.

Lucia Leca began the series of presentations by introducing the ARTNOUVEAU and ARTNOUVEAU2 transnational cooperation projects, particularly highlighting the purpose and the objectives of the two projects: the research, protection, sustainable use and promotion of the Art Nouveau heritage of the Danube Region. The presentation highlighted the partners' close cooperation for the sustainable and harmonized protection, revitalization and promotion of the Art Nouveau heritage and, particularly, the series of interconnected cross-sectoral activities which the transnational partnership has designed and implemented – activities that were structured on three main pillars: scientific research, public policy and urban planning and promotion. 2021-2022 ARTNOUVEAU2 project activities and results were highlighted.

Ana-Irina Chricuță continued with a presentation about the Réseau Art Nouveau Network (RANN) Cultural Route of the Council of Europe. After an introduction to the background, respectively about the 45 Cultural Routes of the Council of Europe, the presentation highlighted the key objectives of the ambitious programme which the Réseau Art Nouveau Network has set: research, conservation, and proper exposure of the Art Nouveau heritage. What the association is about, where it is located, how it is managed, as well as how to become member were aspects referred to during the presentation.

Florentina Murea-Matache closed the series by presenting the Action Plan for the Réseau Art Nouveau Network (RANN) in the Danube Region. Key focus was on how this Strategic document and Guide with practical recommendations could help, develop and increase the efficiency and visibility of RANN's initiatives and activities in this region. After showcasing how the Action Plan has been elaborated - by desk-based research, interview sessions, a meeting of Cultural Routes of the Council of Europe operating in the Danube Region, case studies and finally the 6 national roundtables in 6 countries – the floor for the debate was set through the listing of the specific objectives and recommended actions developed by the AN2 partners through the proposed Action Plan.

DISCUSSIONS AND CONCLUSIONS

The meeting continued with a very productive debate, around the key points of local relevance proposed by the Action Plan, moderated by Irina Dobriță on behalf of INP. Both general and region-specific recommendations from the Action Plan were explored, as well as some new and interesting ideas regarding the future of RANN and its members - all in a lively debate with contributions by most of the participants.

The highlights of the debate, with the main points discussed as well as the most relevant conclusions are summarized below:

- The representative of the Municipality of Oradea had a very useful intervention, shortly describing the registration process that finalized in November 2011, as the benefits resulting from belonging to the RANN, such as a higher visibility of the city, a better promotion of the city's Art Nouveau heritage and the guidance received from specialists from national and European institutions on different projects implemented by the Municipality.
- Some of the participants, especially representing local or regional public institutions have expressed their interest in joining the network, understanding the benefits and visibility that this could produce, especially from the point of view of tourism promotion. The benefits regarding RANN are seen as mutual: a bigger number of members would benefit the network, as well as joining the network would surely benefit the potential members.
- An interesting suggestion made during the meeting was that RANN could be the one to take the first step towards different communities or cities to show what the network could offer for them, instead of the other way around. Done through conferences, fairs or other types of events, this approach could help develop the network and attract more members. In this way, RANN could increase its capacity of championing a rigorously scientific approach, to keep professionals informed and to make the general public aware of the European dimension of this heritage. For example, a higher visibility of RANN - to the general and specialized public, equally - was quoted as a way to increase the network's relevance and appeal outside of its role in promoting the World Art Nouveau Day.
- One of the main recommendations referred to the membership fee, which in most of the cases is too high for Romania's institutions (the only member of RANN from Romania is the Municipality of Oradea, branded as an Art Nouveau city) or would not allow the constant/annual payment of the fee, which would carry to a variation / instability of the member's community. Thus, RANN should consider the diversification of the membership fee according to the types of members.
- It will be beneficial to enlarge the types of members to join RANN (now, only institutions and individual members/researchers can join RANN), for example with non-governmental organizations which develop activities dedicated to the Art Nouveau artistic movement in a specific city or region with a rich Art Nouveau heritage. In certain cases, municipalities or museums sustain NGOs which are very active in researching, protecting and disseminating the



Art Nouveau heritage rather than managing their own projects in this field. Also, it could be a good idea to encourage associations/groups of different actors (institutions, private owners, NGOs) from a specific city or region to join the network.

- One of the main topics discussed referred to the quality of restoration, a subject of particular interest for Romania. Thus, through RANN, knowledge transfers can be developed between projects already consolidated or at the beginning of the road to highlight the positive results in the field of conservation and restoration of cultural heritage, as well as to formulate quality control principles, as a reaction, among others, to the numerous cases of interventions with unfortunate results found during different funding programs (European or other), many with significant substance losses.
- Directly related to the topic above, an interesting idea suggested was that RANN could implement the „Art Nouveau label”, in the form of recognition or a prize given to those beneficiaries activating mainly in the field of tourism, public enterprises (e.g. food industry) or other types of public spaces who carried out quality restorations of their spaces. This could lead to a cartography of specific elements (architecture programs, artistic components, arts, storytelling etc.), but especially will give locations receiving the award a competitive advantage in their field, while directly promoting contemporary quality principles in restoration.
- The roundtable also brought into attention the idea of finding RANN’s touristic voice. The subject was closely connected to the idea of implementing representatives in the form of focal points, at national level in order to connect, manage, promote and monitor RANN’s activities, such as conferences, World Art Nouveau Day or other types of events. The representative could be someone from a national institution with responsibilities in the field of tourism or cultural heritage, or even from one of the established members of the network.
- For improving the visibility of the Art Nouveau cultural route, it is necessary to correlate with other routes certified by the Council of Europe, as well as with those developed at the national level. This can be undertaken through direct contact with the institutions designated to manage the cultural routes in the respective country, undertaken either by RANN or by the focal point.



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ARTNOUVEAU2
Consolidarea identității culturale a regiunii Dunării pornind de la moștenirea comună a patrimoniului ART NOUVEAU



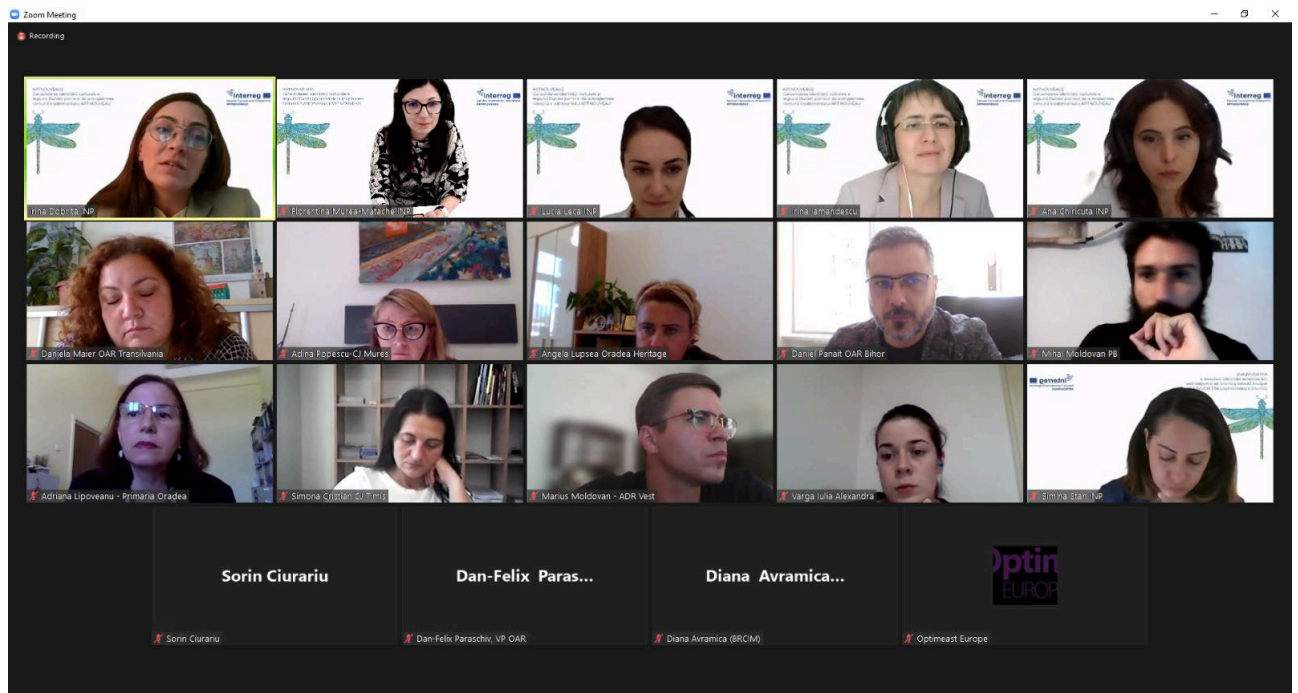
Introducere
Irina Iamandescu
coordonator proiect ArtNouveau2

Proiectele ARTNOUVEAU și ARTNOUVEAU2
Lucia Leca

**Ruta Culturală Europeană Art Nouveau a Consiliului Europei,
Réseau Art Nouveau Network**
Ana Irina Chiricuță

**Planul de acțiune din regiunea Dunării pentru Réseau Art
Nouveau Network (RANN)**
Florentina Murea Matache

Dezbatere
Irina Dobriță
moderator





Zoom Meeting

Recording

ART NOUVEAU • ART NOUVEAU NETWORK • COMMUNITY • CITIES • RESEARCH • ACTIVITIES • NEWS

CONFERENCES

WOMEN ON STAGE. DISCOVERING THE ARTISTIC FEMALE CONTRIBUTION TO THE ART NOUVEAU - 2022

Discovering the artistic female contribution to the Art Nouveau

THE INTERIORS OF ART NOUVEAU PERIOD : ANALYSE, RESTORE, MAKE ACCESSIBLE - 2019

HISTORICAL LAB 4 - RAW MATERIALS AND ART NOUVEAU - 2013

ART NOUVEAU & ECOLOGY

HERITAGE AT RISK - ART NOUVEAU IN UKRAINE. AN OVERVIEW OF THE CURRENT STATE - 2022

Art Nouveau in Ukraine. An overview of the current state

HISTORICAL LAB 5 - CONSISTENCY OF INNER AND OUTER SPACES IN EUROPEAN ART NOUVEAU ARCHITECTURE - 2014

ART NOUVEAU & ECOLOGY

HISTORICAL LAB 3 - NATURE, CREATIVITY AND PRODUCTION AT THE TIME OF ART NOUVEAU - 2011

ART NOUVEAU & ECOLOGY

ACTIONS EXCHANGES AND ROUND TABLES

One of the actions planned by the Réseau Art Nouveau Network is a number of multilateral exchanges, based on the specific needs of the participating partners. The exchanges provide the opportunity for those working in the cultural heritage, tourism and academic sector to exchange their knowledge and experience across Europe, addressing themes relevant to the contemporary promotion of Art Nouveau. Working and learning from colleagues in countries across Europe, professionals can develop close co-operational links and the pan-European nature of Art Nouveau makes it an ideal subject matter for such exchanges.

THE PRESERVATION OF ART NOUVEAU IN A CHANGING ENVIRONMENT, ALEXANDRIA 21/03/2014

EXCHANGES AND ROUND TABLES

Four multilateral exchanges are planned in the framework of the project 'Art Nouveau & Ecology'

Programme: French-English

LISTED BUILDINGS, PROTECTION POLICIES AND FINANCIAL SUPPORTS IN EUROPE II, HELSINKI 04/10/2013

EXCHANGES AND ROUND TABLES

Four multilateral exchanges are planned in the framework of the project 'Art Nouveau & Ecology'

Presentations

Programme: French-English

NEW TECHNOLOGIES AND SOCIAL NETWORKS IN THE DIFFUSION OF HERITAGE: CHALLENGES AND OPPORTUNITIES, BARCELONA 06/04/2011

EXCHANGES AND ROUND TABLES

Four multilateral exchanges are planned in the framework of the project 'Art Nouveau & Ecology'

Programme: Catalan-English-French

LISTED BUILDINGS, PROTECTION POLICIES AND FINANCIAL SUPPORTS IN EUROPE I, BRUSSELS 06/12/2010

EXCHANGES AND ROUND TABLES

Four multilateral exchanges are planned in the framework of the project 'Art Nouveau & Ecology'

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ACTIONS EXHIBITIONS

MALS ART NOUVEAU

10/06/2021 - 08/09/2021

EXHIBITIONS

The Réseau Art Nouveau Network celebrated World Art Nouveau Day 2021 with a photographic exhibition dedicated to the year's theme: The Animals of Art Nouveau. The exhibition took place in Malls Saint-Géry, Brussels, from 10 June to 8 September 2021.

READ MORE

THE NATURE OF ART NOUVEAU - TRAVELLING EXHIBITION

01/01/2013 - 01/01/2015

EXHIBITIONS

The goal of the exhibition is to draw visitors into an original discovery of Art Nouveau and its relation with nature, showing the evolution of artistic work from the idea to final products in Art Nouveau style, thanks to a richly documented iconography.

The exhibition gives the general public, and Art Nouveau lovers, the opportunity to understand the role of nature in art, especially during the Art Nouveau period. Children can enjoy the exhibition as well, thanks to an activity book.

Entrance to the exhibition is free.

READ MORE

ART NOUVEAU IN PROGRESS - TRAVELLING EXHIBITION

09/05/2003 - 29/11/2007

EXHIBITIONS

Travelling exhibition of the Réseau Art Nouveau Network - Art Nouveau in Progress - was totally different from, and complementary to, the great exhibitions which have so commendably celebrated Art Nouveau in recent years.

READ MORE

Réseau Art Nouveau Network

September 14 at 8:00 PM

Within the ARTNOUVEAU2 project, the Institutul Național al Patrimoniului brings to Timișoara a double exhibition dedicated to the Art Nouveau style in Romania and Serbia.

Read more

Institutul Național al Patrimoniului

Favorites September 9 at 7:00 PM

De mâine, 10 septembrie, timișorenii descoperă povestea Art Nouveau la Uzina de apă nr. 1 Urseni!

Institutul Național al Patrimoniului (INP) aduce la Timișoara... See more