

fatzaDa

is a socio-cultural and artistic project, initiated by "Depoul de Artă Urbană" (Urban Art Depot) and Brasov City Hall, to promote and preserve the architectural cultural heritage and its associated values, through public events.

It all started in 2008 by the interplay of a lot of enthusiastic people from various backgrounds - artists of different media, architects, teachers of various schools, manufacturers of building materials, historians, lawyers, owners of buildings in the old town, representatives of local institutions,..etc with the purpose to creating a core of people who really care about where they live, and about the inherited cultural values.

"Depoul de Artă Urbană" (Urban Art Depot), through the **fatzaDa** Project, brings art into the heart of communities and uses it as a friendly molding tool, for bringing people and institutions closer to each other. We generated a lot of cultural events during the entire year, making people aware, getting them involved, listening to their side of story and making them understand that our project is their project as well.

A good idea, remains but a good idea, if community is not involved in projects. People do not like when somebody else makes decisions without consulting them, they want to be part of the decision making process that will affect in a direct way, their day by day life.

The project was received with great interest by Brasovians - Art makes people sensitive to the need of beauty and harmony, but the spirit of the community will help to materialize the great ideas. The neighborhood we live in is a mirror of ourselves, people need to have the courage to express who they are, what they need and that they have the power to change things. The Urban Art Depot believes that art and need of beauty will take charge and fatzaDa will become a personal project for everyone, We promote the idea of **molding art** and believe that **people will understand that they need to be pro active and come up with proposals/solutions to improve the quality of living and be important partners in the project.**

What is the meaning of fatzaDa?

The face of the city, the faces of its inhabitants: bright, wrinkled, warm, sad, with or without personality, as they were molded by history and life. People's faces find a correspondence in the façades of the cities that they inhabit. The two reflect each other and influence each other. Façades that were cared for, and received the appropriate cosmetic treatment, will reflect in a subtle way in the bright faces of people happy to live in a beautiful city.

Walking the streets, we only need to open our eyes, and we will be surprised to learn that the beautiful buildings are there. However, we rarely notice them, and assimilate them to the generalized grey of the city, because of their advanced state of degradation. The problem is not the lack of beautiful architecture, but the indifference and irresponsibility of the past decades.

What we propose: “A change of attitude”

The initial goal is to reinstate the beauty of the historical center of the city of Braşov (to be followed up by other cities). The first step is to increase awareness among citizens. Through our activities, we aim to renew the interest of the people of Braşov in the esthetics of their city’s buildings. Our event aims to inform, educate, raise awareness, and thus rally the Braşov community around the restoration efforts. The experience acquired while restoring the Rope Street (Strada Sforii) allows us to hope that such an approach works, and that the number of restored buildings can increase constantly. Romanian and European artists, architects, actors, musicians, will join the local community of Braşov for this event, which will take place in City Hall Square

This event aims to inform, raise the awareness of the citizens, and determine them to participate in the restoration projects led by the Municipal Council.

Our target audience

is made up of the general public, but also of specific categories. The general public will find out about our project via the mass-media, regardless of their home-town. Our project is not limited to the inhabitants of Braşov. The change that we strive for is first of all a change of attitude and of the relationship that we have with our cities. Romanians have to re-learn that, even though the individual buildings may not be in their property, the city as a whole belongs to them, and that they share the ownership of the esthetic value of their city. The specific categories that we address include companies, house owners, and institutions of the city of Braşov that can contribute directly to the restoration efforts.

The restoration in itself is not an activity of our project, but it is the ultimate outcome of these efforts.

UAD promotes the idea of house adoption, a solution that was welcomed by Brasov City Hall - (working on the set of rules)

UAD promotes also the idea of City Hall taking the ownership of old buildings facades, in order to control the renovation process, quality of work, scheduled repairs,etc

Why Braşov?

Braşov is our city of choice since it fits best the city profile that our project targets.

Firstly, Braşov has an extraordinary esthetic potential, and secondly, it needs our immediate help to start the restoration process. Braşov and its historical center are well-known to Romanians and visitors: a multi-cultural city, European through its history and future.

We must take care of this cultural heritage, we must preserve the testimonies of our history.

Timeline of events

Throughout the year, several events (concerts, theatre, exhibitions, conferences etc.) will be organized.

The maximum density of events will be found during fatzaDa Festival



Depoul de Artă Urbană

www.depouldeartaurbana.ro

Brasov, Strada Postăvarului 52

Contact: e-mail-dan.oprea@depouldeartaurbana.ro

tel: (+4)0722285996

- creative workshops for children- a parallel between anatomy and architecture - architecture is a kind of anatomy for buildings
 - street theater and video projections of animated figures from old buildings facades - dialogs between the faces from a same building and between faces from neighboring buildings
 - conferences - floral artists, interior decorators, chefs, construction engineers, architects, will share the meaning of a house from each of them point of view
 - Window Exhibition will use the shop and restaurant windows as exhibition spaces. Photographs and works of art will thus be offered to the eyes of the passers-by in City Hall Square
 - concerts local and international jazz bands
 - exhibitions (artistic facelifts of the façades, graffiti-work in progress, a photographic synthesis of decrepit buildings of Braşov). All this will be doubled by pure fun in the Extreme Sports Zone, and by surprises on Strada Republicii - window theater -
- The festival will be followed throughout the year by several events in the context of fatzaDa Project. The communication with the public and the press is one of the tasks of the fatzaDa information center

Our partners:

Brasov City Hall

The Order of Romanian Architects

Transylvania University

Ithaka Foundation

The Romanian Historical Foundation "FIRO"

Librăriile Cărtureşti

ABMEE

Tess Brasov

Sika Romania

The Agency of Communication and Marketing

Creative Life Style- design and decorating

Jewish Cultural Center

artStation

Art Zone

Green Hours

Daedalus-Proiect - Architecture

Ispas Arhitecți și Asociați- Architecture

Selgros

Czech Cultural Center

Hungarian Cultural Center

KFC

Pizza Roma

Hotel Alpin



Asociația Depoul de Artă Urbană, Postavarului street, Nr. 52, Brasov, Romania

Contact: Dan Oprea, project coordinator, Tel: 0722 285 996,

dan.oprea@depouldeartaurbana.ro