



EEMPS

**OUTPUT
SUMMARY**

MEDIANE

Media in Europe for Diversity Inclusiveness

EUROPEAN EXCHANGES OF MEDIA PRACTICES

Pair: **COE 79**

CRAFTSMANSHIP IN ITALY AND ROMANIA

1. Exchange Partners

	Partner 1	Partner 2
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Job title	<i>Editor in Chief</i>	<i>Freelance Journalist</i>
Organisation / Media	www.cariereonline.ro Romania	www.michelazucca.net Italy

2. Summary

The purpose of our article based on a research conducted between the end of July and the beginning of August was to get in touch with the old customs, traditions and specific crafts of the two countries.

The idea started with the need to learn how the knowledge of certain crafts was passed on through generations and how it evolved till present times.

In Romania, we made the research on craftsmen and craftsmanship aroundtowns such as Brașov, Sibiu, Horezu, Brașov/Sighisoara, while in Italy the project focused mostly on the traditional way to produce foods and wines in the North of Italy.

We wanted to call out for the need to preserve these crafts, since they are part of our immaterial cultural heritage. Providing an environment in which they can still exist will help craftsmen and small artisans to continue their existence without moving to towns. Once the article is published, we hope that the authorities will rethink the way they can encourage the perpetuation of these traditions.

The article which came out after the research presents:

- craftsmen and craft shops for small production series items;
- shows the way they continue to work in the traditional way;
- manufacturers of small production foods and wines

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Through face to face interviews we managed to gather a few thoughts about the way these small craftsmen still can survive. Some of the knowledge remains within one family's reach, since no one else is interested to learn it. Most often family members don't want to learn the specific crafts and manufacturing ways and this poses a serious threat to the continuing of these traditions.

<http://www.cariereonline.ro/articol/some-crafts-are-getting-lost-some-keep-tradition>

3. Dissemination of the Output

The article was published in English on www.cariereonline.ro in the English Section, and later on, will be published in small feature series in Romanian. www.cariereonline.ro is designed specifically to serve the growing entrepreneur, the young manager and the home-based and small-business markets. Our purpose is not only inspirational but also instructional in taking a balanced approach to success in profession, by offering guidance and insight into improving one's entire life. At www.cariereonline.ro, our targeted audience believes that true personal success is not solely financial accumulation. Creating financial freedom and abundance for your family is an aspect of success, but not the whole story. Unlike any other time in human history, our readers need to continually keep up with the expanding knowledge and to perpetually develop new skills to stay relevant and sustain their lifestyles. www.cariereonline.ro has a Google PageRank of 6/10, 3.176 unique visitors and 12.700 daily page views. In Italy, the article will be published on www.michelazucca.net, the one that Stefano works as a freelancer. This website works and tells about undiscovered stories of the Italian Alps and The Appennines.

4. Biographies of the authors

Daniela Oancea was an editor for various business to business publications in Romania and also worked as a Media Expert in three EU/Phare/SAPARD projects – where she was part of an European team of experts, where English was the binding language. She is now working as an Editor-in-chief for Carrere magazine, a business magazine for the Romanian managers and entrepreneurs. I hold a Bachelor of Arts in Journalism from University Of Bucharest, Faculty Of Journalism and Communication Sciences (dates 1990-1994). The principal subjects/occupational skills covered in faculty are Journalism for Press, Radio and TV Stations.

Stefano Bisi holds a bachelor's degree in Philosophy with a focus on Social Anthropology. He has done researches in Central and South America mostly to the Maya archeological sites and disappearing ethnic groups in Bolivia and Brasil. Stefano also did collaborations with independent radios and websites in Italy. He totally believes in the value of independency for journalists. Moreover, Stefano also took other humble jobs in the past, such as gardener, waiter, driver, private teacher and others.