

# MEDIANE

## Media in Europe for Diversity Inclusiveness

### EUROPEAN EXCHANGES OF MEDIA PRACTICES

EEMPS

OUTPUT  
SUMMARY

Pair: COE 95

#### REVERSING HISTORY

*Romanians in Italy, Italians in Romania in the search of a better life*

#### 1. Exchange Partners

	Partner 1	Partner 2
Name and Surname	<b>Alina FLOROI</b>	<b>Andrea LATTANZI</b>
Job title	<i>Editor</i>	<i>Reporter</i>
Organisation / Media	<b>Ombilik.com</b> Romania	<a href="http://www.riotvan.net">www.riotvan.net</a> Italy

#### 2. Summary

Partner 1 - Alina Floroi - The reverse invasion. How a Iulia can become a Giulia. Romanians are part of a people that was born after the Romans conquered Dacia. In the last 20 years, another invasion happened. Romanians went to work to Italy and took the lowest jobs. What unites them all is the hope for a better life for their offs prings, even at the cost of losing their national identity. But there will always be something that reminds them of home, such as the taste of a good tchorba, even though carbonara is part of their normal meals now.

Partner 2 - Andrea Lattanzi - Italians in Braşov. The end of "Little Italies" abroad. Braşov is a charming town of Transylvania with about 300,000 residents. Italian immigration, here, is in some ways unique and reflects what we might call "the mirror of times". With the economic crisis and the end of the wave of industrial relocation that affected Romania since the early Nineties, in Braşov there are no rich Italian managers or captains of industry, but free professionals, shopkeepers and traders. Unlike Timisoara, where the Italians have founded a small community years ago, in Braşov individuals are dissolved in the local social texture. Tying very little among them is their strength: only by accepting the rules of Romania and living among Romanians they can take the true road for a real integration. Will they feel lonely at the end?

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### **3. Dissemination of the Output**

Andrea Lattanzi - The output I produced has been published on the website [www.riotvan.net](http://www.riotvan.net), which is the online version of the printed magazine Riot Van, active on the florentine area. Riot Van has got a page and a profile on Facebook.com. The first one has 2.300 followers and the second 4.500 friends. Link:

[http://riotvan.net/articoli/678-](http://riotvan.net/articoli/678-italians-in-bravov-the-end-of-little-italies-abroad)

[italians in bravov the end of little italies abroad](http://riotvan.net/articoli/678-italians-in-bravov-the-end-of-little-italies-abroad)

[http://notizie.tiscali.it/regioni/toscana/feeds/14/09/24/t\\_74\\_20140923\\_1726\\_news\\_immigrazione-rumena-in-italia.html?toscana](http://notizie.tiscali.it/regioni/toscana/feeds/14/09/24/t_74_20140923_1726_news_immigrazione-rumena-in-italia.html?toscana)

Alina Floroi - The output I produced was first published on the website Ombilik.com under the link:

<http://www.ombilik.com/2014/11/01/italy-the-reverse-invasion-how-a-iulia-can-become-a-giulia/>

Ombilik has a readership comprised by people working in the creative fields, students and intellectuals. It has 260 followers on Facebook.

The article was also published on TOTB.ro <http://totb.ro/cum-iulia-devine-giulia/>

Think Outside the Box has 100,000 unique visitors/month and 180,000 Fb fans.

### **4. Biographies of the authors**

**Alina Floroi** is a media professional with a background in Journalism and Communications. She studied Journalism at the University of Bucharest and worked in television for National TV. She published articles for print and online media for On Magazine, Max and The Institute Magazine. She worked in advertising for agencies and as a freelancer. Her interest in social research and journalism made her found Ombilik.com, a magazine about social realities in Romania and the region.

**Andrea Lattanzi**, born in Carrara (Tuscany, Italy) on May 29, 1987. After the high school diploma in Computer Science he started to study Journalism at the Political Science Faculty of the University of Florence. During the bachelor degree, with some colleagues, he founded the magazine Riot Van, which became during the year also a cultural association. After the graduation he began to work in the journalistic and publishing field, becoming a press officer for the regional Council of Tuscany (stage) and then reporter for a local television (Italia 7) and others news media. In 2011 he came back to study Political Communication (graduation 2014) and nowadays he works for a news agency from Milan (Fps Media) and for the website of La Repubblica, well known Italian newspaper.