

CREATIVE DESTINATIONS AND HERITAGE INTERPRETATION SUMMER SCHOOL

TRANSILVANIA CREATIVE CAMP

2025

22-28 August

ERASMUS+ BLENDED INTENSIVE PROGRAM



PROGRAM FOR TRANSILVANIA CREATIVE CAMP 2025 (TCC 2025)		
Educational partners	Universitatea Transilvania din Braşov, University of Torino (Italy), University of Zaragoza (Spain), Polytechnic Institute of Guarda (Portugal), University of Dunaujvaros (Hungary), The Pontifical University John Paul II in Krakow (Poland), Polytechnic University of the Marche (Italy), Meisei University Tokyo (Japan), Penn State University (USA), Liceul Teoretic Petru Rareş din Târgu Lăpuş	
Cities		Period
Târgu Lăpuş and the villages of Băiuţ, Cupşeni, Groşii Țibleşului, Lăpuş, Suci de Sus and Vima Mică		22 - 28.08.2025
Timetable (Romanian time/ GMT + 3)	Activities/ Sessions	Lecturer, Place & Other observations
<b>Day 1: Friday, 22.08.2025 – Braşov-Sighişoara-Târgu Lăpuş</b>		
8.30 – 16.30	Travel to Târgu Lăpuş and a short visit to the fortress of Sighişoara	
17.00 - 17.30	Opening ceremony	Vlad HERMAN, Mayor of Târgu Lăpuş Mariana POP, Director of Petru Rareş Theoretical High School
17.30 - 18.00	TCC2025: Goals and Creative Deliverables	Dr. Florin NECHITA, Transilvania University of Braşov
18.00 - 18.30	Brief presentation of the Land of Lăpuş	Nicoleta BUD, Nicoleta POP, National Center for Tourism Promotion and Information Târgu Lăpuş
18.30 - 19.30	Before the start of fieldwork: TCC as an academic research project	dr. Krisztina SITKU, University of Dunaujvaros
19.30 – 20.30	Stages of a communication campaign	Sorin PSATTA, University of Bucharest
20:30 - 21:30	Dinner	Petru Rareş High School Canteen
<b>Day 2: Saturday, 23.08.2025 - Rogoz, Cupşeni and Ungureni</b>		
7.45 - 8.30	Breakfast	Petru Rareş High School Canteen
8.30 – 09.15	From roots to routes: storytelling as a branding driver	dr. Ana BIESCAS, University of Zaragoza
9.45 – 10.30	Copywriting strategies and ideas in tourism (online)	Cătălin IONAŞCU, Romanian Copywriter
10.30 - 14.30	Visit to the UNESCO heritage wooden church in Rogoz and the Rogoz House Museum	Priest Ioan HOJDA, Rogoz
11.30 - 13.30	How to protect and enhance intangible cultural heritage	Călina MÂRZAC, Rogoz House Museum
13.30 - 14.00	The meaning of images: using technology and techniques to create visual stories	Iosif TRIF, Transilvania University of Braşov

14.00 - 14.30	Storytelling in cultural heritage communication	dr. Piotr DRAG, dr. Katarzyna DRAG, The Pontifical University John Paul II Krakow
14.45 - 15.30	Wood carving workshop	Nicolae ȘERBAN, local artist, Rogoz
16.00 - 16.50	The Art and Principles of Image Capture: From Vision to Frame	Iosif TRIF, Transilvania University of Braşov, "Țara li Pinte" Pension Cupșeni and the wooden churches in Cupșeni

16.50 - 17.00	Welcome address speech	Nicolae BUDE, mayor of Cupșeni commune
17.00 - 18.30	Traditional wedding ceremony	Cupșeni and Ungureni
18.30 - 19.00	Welcoming the herd of buffaloes	Rogoz
19.15 - 20.30	Creating the online content of the day and preparing team presentations	Petru Rareș Theoretical High School
20:30 - 21:30	Dinner	Petru Rareș High School Canteen

***Day 3: Sunday, 24.08.2025 - Poiana Botizii, Băiuț and Lăpuș***

7.45 - 8.30	Breakfast	Petru Rareș High School Canteen
8.30 – 9.00	Travel to the Secular Forests natural area from Strâmbu Băiuț – UNESCO natural heritage site	
9.00 - 9.20	Visit to the wooden church in Poiana Botizii	Poiana Botizii
9.30 - 12.30	Guided tour in the natural area of the Secular Forests from Strâmbu Băiuț	Ing. Florin MÂRZAC, head of the UNESCO protected area Strâmbu-Băiuț
10.00 - 10.30	Introduction to forest therapy in the secular forest of Poiana Botizii	Walter ÜBELHART, biologist and certified shinrin-yoku therapist, Johannes Banfi Hunyades Multicultural Association
12.30 – 13.00	Travel to Băiuț commune	
13.00 - 13.10	Welcome address speech	Krisztiana BERTOTI, mayor of Băiuț commune
13.10 - 15.00	Miner's Day	Băiuț
15.00 - 16.00	Discovering multiculturalism in Băiuț with Walter ÜBELHART	Băiuț and Strâmbu Băiuț
16.00 – 16.45	Work on team presentations	Strâmbu Băiuț
16.45 - 17.00	Trip to Lăpuș commune	
17.00 - 17.10	Welcome address speech	Cristina BUDA, mayor of Lăpuș commune
17.10 - 19.30	Let's play in the sittings (songs, dances and local traditions)	Lăpuș
20.00 - 20.30	Young people as agents of change: building a sustainable future in rural communities (online)	Dr. Mark A. Brennan, Professor and Director of the UNESCO Chair for Global Citizenship Education for Sustainable Peace through Youth and Community Engagement, Penn State Global
20.30 - 21.00	Creating the online content of the day and preparing team presentations	Petru Rareș Theoretical High School

21:00 – 22:00	Dinner	Petru Rareș High School Canteen
<b>Day 4: Monday, 25.08.2025 - Groșii Țibleșului, Suciul de Sus and Dămăcușeni</b>		
7.45 - 8.30	Breakfast	Petru Rareș High School Canteen
8.30 - 9.15	<i>Aiming for the future:</i> creative initiatives that give results in rural areas	José Antonio Visiedo, University of Zaragoza
9.15 – 10.00	How to plan a presence at an international tourism fair (online)	Valentin Văcăruș, Managing Partner Godmother
10.00 - 10.30	Trip to Groșii Țibleșului	
10.30 - 10.40	Welcome address speech	Nicolaie BURZO, mayor of Groșii Țibleșului commune
10.40 – 11.30	Agricultural practices in Țara Lăpușului	Groșii Țibleșului
11.30 - 12.30	Making hay	Groșii Țibleșului

12.30 - 13.30	Regeneration of forest resources	Minghet, Groșii Țibleșului
14.30 - 16.00	The Custodians of the Intangible Cultural Heritage (meeting with Pălăguța COSMA, Nicolae and Aurelia POP)	Groșii Țibleșului
16.20 - 16.30	Welcome address speech	Ionel TODORAN, the mayor of Suciul de Sus commune
16.30 - 17.00	Visit to the wooden church in the village of Larga	Larga
17.00 - 17.30	Visit to the Jewish Cemetery in the village of Suciul de Sus	Robert Cotos, Maramureș Heritage Association
16.30 – 17.30	Creating the online content of the day and preparing team presentations	
18.00 – 20.30	Hungarian night	Dămăcușeni
20:30 - 21:30	Dinner	Petru Rareș High School Canteen

<b>Day 5: Tuesday, 26.08.2025 - Drăghia, Vima Mică, Peteritea and Răzoare</b>		
7.45 - 8.30	Breakfast	Petru Rareș High School Canteen
8.30 – 9.15	Running campaigns on Facebook, Instagram and TikTok (online)	Ovidiu Bălcăcian, The Pharmacy
9.15 – 9.45	Basic principles of heritage interpretation	Dr. Adina CANDREA, Transilvania University of Brașov
10.15 - 11.00	Visit to the wooden church in the village of Drăghia	Drăghia
11.15 - 12.00	Sheep herding: visit to a sheepfold in Vima Mare	Vima Mare
12.00 - 14.30	Anthropological field research in Vima Mică and Peteritea	Dr. Silviu COPOSESCU, Transilvania University of Brașov
14.30 - 14.40	Welcome address speech	Liviu BALINT, the mayor of Vima Mică commune
14.40 - 15.15	Visit to the Florian Museum	Radu FLORIAN, local artist

15.15 - 16.30	Forests, mushrooms, berries and local gastronomic heritage	Viorel COROIAN, ranger of the Lăpuşului Gorges Nature Reserve
16.30 - 17.30	Nature photography: birds and beavers in the Lăpuş Gorges Nature Reserve	Viorel COROIAN, ranger of the Lăpuşului Gorges Nature Reserve
17.30 - 18.30	Creating the online content of the day and preparing team presentations	Lăpuşului Gorges Nature Reserve
19.00 - 19.30	Legal aspects in the context of film production	dr. Nicolai SCHADEL, Stuttgart Media University
20:00 - 21:00	Dinner	Petru Rareş High School Canteen

***Day 6: Wednesday, 27.08.2025 - Târgu Lăpuş, Rohia, Rohiţa, Boiereni***

7.45 - 8.30	Breakfast	Petru Rareş High School Canteen
8.30 - 9.15	How to Be Creative in Destination Marketing Campaigns	Sorin PSATTA, University of Bucharest
9.15 – 9.45	Building an online community around the Jewish heritage of Maramureş	Robert Cotos, Maramureş Heritage Association
10.00 - 12.00	Lăpuşul multicultural	Visit to the Reformed Church, the Orthodox Church, the Roman Catholic Church, the Greek Catholic Church, the site of the former Synagogue of Târgu Lăpuş
12.15 - 12.45	Visit to the Monastery of the Holy Guardian Angels	Lighet, Târgu Lăpuş
13.00 - 13.45	Visit to Rohia Monastery	
14.00 - 15.30	Visit to Mănăstirea Rohiţa	

16.00 - 17.30	Anthropological field research in Boiereni	Dr. Silviu COPOSESCU, Transilvania University of Braşov
18:00 – 18.30	Creating the online content of the day	Petru Rareş Theoretical High School
20:30 - 21:30	Dinner	Petru Rareş High School Canteen
21.30 - ....	Preparing Group Presentations	Petru Rareş Theoretical High School

***Day 7: Thursday, 28.08.2025 - presentation of the projects and travel to Braşov***

7.45 - 8.30	Breakfast	Petru Rareş High School Canteen
8.30 - 11.00	Presentation of group projects	Petru Rareş Theoretical High School
11.00 – 12.30	Closing ceremony	Petru Rareş Theoretical High School
13.00 – 20.00	Travel Târgu Lăpuş - Braşov	

***Third online meeting - Saturday, 13.09.2025 – Zoom***

12.00 - 15.00	Preparation of the final variants of promotional materials for the Land of Lăpuş	
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