



Transilvania
University
of Brasov

NEWSLETTER

No. 114 October 2021

- RESEARCHERS' NIGHT AT THE RESEARCH AND DEVELOPMENT INSTITUTE OF TRANSILVANIA UNIVERSITY OF BRAȘOV
- PARTICIPATION OF TRANSILVANIA UNIVERSITY OF BRAȘOV AT THE CULTURAL INDUSTRIES FAIR IN SHENZHEN, CHINA
- A GOLDEN MEETING
- VIBRATE! FESTIVAL – SEVENTH EDITION
- AMURAL – POETRY OF THE CITY (SEVENTH EDITION)
- LITERARY EVENING WITH INGO SCHULZE
- “HAVING A TALK WITH...” AT RADIO CAMPUS TRANSILVANIA
- ACTIVITIES CONDUCTED AT THE CENTRE FOR COMMUNICATION, RESEARCH AND SOCIAL INNOVATION

RESEARCHERS' NIGHT AT THE RESEARCH INSTITUTE OF TRANSILVANIA UNIVERSITY OF BRAȘOV

On Friday, 24 September 2021, starting at 16:30, the Research and Development Institute opened the doors of research for the community of Brașov. The event was addressed mainly to the UNITBV students Brașov, but also to the local community. We set out to bring the research closer to the community, to explain and show the participants that science can be fun.



Visitors actively participated in scientific experiments, demonstrations or workshops, but also in conferences and debates. Moreover, during the event, several impact tests for cars, as well as various tests with racing cars made by the UNITBV students were presented; whereas inside the Institute, a few stands with products, as research results, were set up, where the specialists, together with the visitors, could perform unique scientific experiments.

Everything was presented in an interactive and attractive way to the general public, so that the research became accessible to everyone.



Furthermore, the visitors went to see some of the research centres of the Institute, and could test the flight simulator of "Henri Coandă" Air Force Academy.



Along with us, the event was attended by several economic partners of Transilvania University of Brașov, but also local associations and NGOs. They have all shown, through unique applications, that science and research are the basic pillars of any economic activity.

Another surprise prepared for the visitors came from the Inspectorate for Emergency Situations, from the County Inspectorate of Gendarmes, and from the County Inspectorate of Police, who displayed their work technique and equipment.

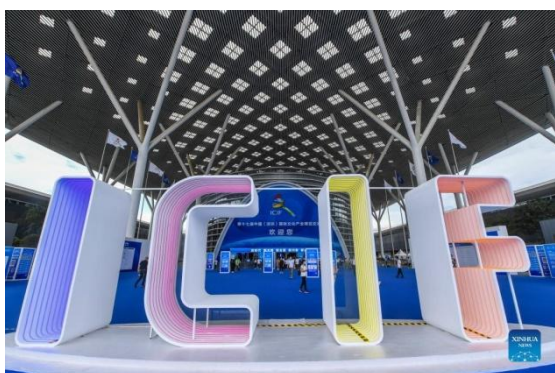


Prof. Dr. Monica RĂILEANU-SZELES
Assoc. Prof. Dr. Eng. Radu MUNTEAN
Mirela CORNEA
Camelia UNGUREANU
Codruț ABDI

■ CONTENTS

PARTICIPATION OF TRANSILVANIA UNIVERSITY OF BRAȘOV AT THE CULTURAL INDUSTRIES FAIR IN SHENZHEN, CHINA

Transilvania University of Brașov participated, this year as well, in the largest fair of cultural industries in Shenzhen, China, being the only representative of our country at this event. The 17th edition of this event – *The 17th China (Shenzhen) International Cultural Industries Fair (ICIF)* –took place, for the first time, in hybrid system, online and offline, between 23 and 27 September 2021, and attracted, according to the organizers, 2,050,400 visitors at its location.

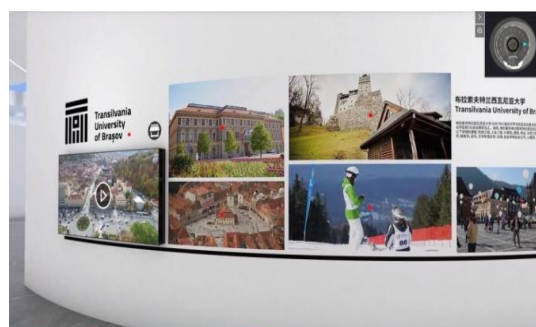


Due to the specific conditions caused by the COVID-19 pandemic, this event took place online for most exhibitors beyond the borders of China, under a unique concept in terms of graphics, virtual reality and a possible interaction between exhibitors and visitors; and it succeeded in attracting more than 868 organizations. Overall, more than 100,000 cultural products were presented at this edition of the fair.



The organizers managed to recreate the entire content of the fair in the virtual environment (<https://prod.cnific.com>), with spaces dedicated to all exhibitors, either in the form of dedicated web pages or in the form of virtual stands. UNITBV had at its disposal two virtual stands within the

international section “Silk Road”, which brought together several sectors, such as cultural tourism, cultural services and products, educational, as well as others dedicated to the creative industries, from over 30 countries and regions.



By means of the integrated “Live Chat” function, the visitors could interact and ask questions to the UNITBV representatives during the five days of the exhibition, as they were eager to know as much as possible about Romania, about Brașov, about the specifics of our academic institution, its study programmes taught in foreign languages, its personalized scholarship offers for international students, as well as about the existing collaborations between China and UNITBV.

The Rector of Transilvania University of Brașov, Prof. Dr. Eng. Ioan Vasile Abrudan sent a video message, congratulating the ICIF organizers for their efforts in maintaining the continuity of the event during this difficult period and he wished the participants much success, while also expressing his hope for constructive participation in the coming years as well.

Assoc. Prof. Dr. Victor BRICIU,
Office of Marketing and Image

Dr. Daniel VOINEA

Ovidiu IMBUZAN,

3rd-year student, Communication and Public
relations

Photo credit: <https://prod.cnific.com>

■ CONTENTS

A GOLDEN MEETING

On 8 September, the Faculty of Furniture Design and Wood Engineering hosted the anniversary meeting of the 1971 class of the Faculty of Wood Engineering, 50 years after their graduation.



The graduates' meeting was held in the exhibition hall of the faculty, where a moment of silence was kept in front of the paintings of those who were our professors during academic studies. It was all fraught with emotional moments when we shared memories from our study years and reminisced our professors.



Unfortunately, we only met our former colleague Prof. Dr. Eng. Mihai Bularca (Lard), whom we sadly lost too soon, in a picture.

On this occasion, we unveiled an anniversary panel, which we hope will find its rightful place on the faculty premises, both for the remembrance of our passage through these places, and as an example for young students and older graduates.

The climax and thrill of the meeting was our re-entering the Faculty Hall, on the Gaudeamus anthem. We were students again, after half a century; and the Dean, Assoc. Prof. Dr. Eng. Alin Olărescu, organized a festive course for us, in which he presented the current situation of the faculty we graduated from and which is even today the only Romanian faculty with this major. He presented us the faculty structure, its

study programme, material base, and total number of students and graduates.



At the opening of the course, after the roll call and a moment of silence in memory of our lost colleagues, the event organizer spoke on the graduates' behalf and, among other things, he said: "Let us remember with love and appreciation the courses given by the brilliant professors who guided our steps in the profession, the study subjects that benefited us in our career. Thank you for guiding us to what we have accomplished in our profession and in our lives. We are proud that the faculty we graduated from is still a faculty of tradition within Romanian higher education. And when I'm saying that, I am thinking of the fact that some of my colleagues advised their children towards the same faculty that they themselves graduated from, and – why not, that even many grandchildren of ours will attend it, as a third generation of graduates. We were a class of eminent students, we became outstanding professionals, most of us were leaders, chief engineers, department heads. After the Revolution, many of us successfully developed our own businesses. We are proud that even today, after half a century, we have remained the same, lifelong friends." The programme closed with a highly interesting visit to the main faculty labs.

We parted with the regret that this course was too short, but we are proud to have graduated from this faculty and to have worked in an industry that has always made a significant contribution to the development of our country.

Eng. Aurel ZARNOVEANU
A graduate of the 1971 class

VIBRATE! FESTIVAL – SEVENTH EDITION

The seventh edition of Vibrate festival, bearing the title "Perseverance", began on Friday, 17 September 2021. This year as well, the festival was held in collaboration with Transilvania University of Braşov, which hosted the first two musical events.



On 17 September, the Multicultural Centre hosted the concert given by the pianist Ramona Horvath and the French double bassist Nicolas Rageau - the second in the national tour "Impressions de voyage en jazz: Enescu, Ellington, Ravel". Inspired by Enescu's suite "Impressions from Childhood", the artists set out on a musical journey in the form of concerts and conversations in which they present in the mirror the influences of classical music on jazz, but also the impact of jazz music on the classical composers' world.



On 25 September, "Sergiu T. Chiriacescu" Aula of Transilvania University of Braşov hosted the second

concert of the Vibrate festival: Transymphony, "Echoes". TranSymphony (Andrei Stanciu - violin, Liliana Lazăr - violin, Emma Rotomeza - viola, Simona Gurău - viola, Florin Craiu - cello, Cătălin Boancas - cello, Iulian Hăşfăleanu - double bass, Vlad Maistorovici - conductor and violin) is a flexible ensemble dedicated to contemporary music.



The ensemble's name indicates both its geographical origin and its transformative mission, to interpret new and modern scores along with transcripts, creative arrangements and recompositions.

The audience could listen to: V. Maistorovici – "Winter Septet", J. Cole – "A Passing Moment", for viola and cello, Ş. Niculescu – "Echos III", transcription for violin and string ensemble by Vlad Maistorovici, M. Marbe – "Trommelbass", for string trio, D. Constantinescu – "String Sextet op. 36".

Anca PAPANA
Multicultural Centre of Transilvania University

■ CONTENTS

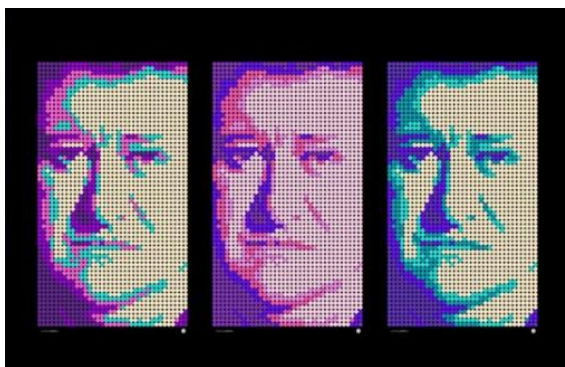
AMURAL – POETRY OF THE CITY (SEVENTH EDITION)

The seventh edition of *Amural* Festival, entitled "Poetry of the City", took place between 26 and 29 August 2021.

The Multicultural Centre of Transilvania University in Braşov was a partner this year as well, hosting an exhibition and an interactive installation.



The project "Patterns of Poetry [Andrei Bodiu]" made of 13m10j (Marius Jurca), is an interactive digital tribute to the Romanian poet Andrei Bodiu (1965–2014), editor-in-chief of *Interval* magazine, Professor and Dean of the Faculty of Letters within Transilvania University of Braşov.



Through the interactive installation, the visitors were able to sequentially discover five poems by

Andrei Bodiu, read by the author himself: "Yellow Light", "Biography", "Tribute to Apollinaire", "Medium Railway Station" and „Liebe" (*The White Thread*, 2014).

The exhibition *Metabildung* (26 August – 12 October) brings together three projects belonging to Ovidiu Hrin, multidisciplinary designer and calligraphy artist: *Mur-Mur*, *Crazy A.I.* and *Vortex*.

Mur-Mur approaches the relationship between typography and content, how typography, while unable to replace content, can either help or sabotage it. *Crazy A.I.* is an experiment of nonconformous knowledge, reading and perception, which puts the viewer deprived of the sight of the work in the position of contenting him/herself with what is being told to him/her. S/he is challenged to imagine his/her work, to perceive graphics without seeing it, to "read" a poster or logo without having them in front of him/her, to "look" at them through language. *Vortex* presents a selection of images from the artist's portfolio, which capture the result and the path covered from challenge, experiment and emotion, to discipline, precision and formal purity; from expressiveness, expression, to functionality, functional context; from paper, writing, to screen and construction.

Anca PAPANA

Multicultural Centre of Transilvania University

■ CONTENTS

LITERARY EVENING WITH INGO SCHULZE

On 20 September 2021, an evening of reading dedicated to the German writer Ingo Schulze took place at the Multicultural Centre.



The event, organized by the German Cultural Centre in partnership with the Multicultural Centre of Transilvania University of Braşov, was moderated by Prof. Dr. Caius Dobrescu.

Ingo Schulze read a few excerpts from his novel "Peter Holtz. His Happy Life Told by Himself", which received the Rheingau Prize for Literature and was nominated for the German Book Prize. The novel has been translated into several languages, and in 2020 the Romanian version appeared at Europress Publishing House, translated by Victor Scoradeţ.

Ingo Schulze, born in 1962, in Dresden, studied Classical Philology in Jena, after which he worked as a playwright and journalist. His first book, "33 Augenblicke des Glücks" ("33 Moments of Happiness") - 1995, enjoyed a warm reception from both critics and readership. Three years later, his early success was surpassed by the 1998 volume "Simple Stories" - 1998, which became a must-read in German schools. He also published the extensive novel "Neues Leben" ("New Life") - 2005, the

collections of stories "Handy" ("Cellular") - 2010 and "Orange und Engel" ("Oranges and Angels") - 2010, as well as the novels "Adam und Evelyn" ("Adam and Evelyn") - 2008 and "Peter Holtz. Sein glückliches Leben erzählt von ihm selbst" ("Peter Holtz. His Happy Life Told by Himself")- 2017.



The moment of reading was followed by a dialogue with Caius Dobrescu about the custom of literary evenings in Germany, but also about the way Romanian writers relate to the recent past. In the end, Ingo Schulze answered questions from the audience, questions related to the structure of the novel and its protagonist.

Anca PAPANA
Multicultural Centre of Transilvania University

■ CONTENTS

"HAVING A TALK WITH..." AT RADIO CAMPUS TRANSILVANIA

Through the project *Radio Campus Transilvania* we always succeed in highlighting the most beautiful and interesting topics that target and attract students and not only them. One of the most broadcast shows is, without a doubt, "Having a talk with...", a radio show format through which we want to invite the officials of Transilvania University of Braşov and other personalities from different fields of activity who have special achievements.



We have chosen to invite representatives of the University of Braşov, because many students are curious to find out as much detail as possible about the activities performed during this period.

That is why, in this context, on 30 September 2021 the guest of the show "Having a Talk with..." was Prof. Dr. Eng. Daniel Munteanu, Vice-Rector for Students and Liaison with the Economic and Socio-cultural Environment.

The topic of discussion focused on the issues related to the beginning of the new academic year. A first event that was to take place the next day, 1 October, 2021, was Student LogIn, an event that opens the academic year at #UNITBV and is addressed to first-year students, but also to more ...

experienced students. The purpose of the event is to challenge students to interact, get to know each other, get in touch with student life and get to know the entire university campus.

During the discussions, we have found out that the university offers an occasional scholarship worth 250 lei for vaccinated people, entitled "Civil Liability Scholarship", precisely to encourage students to take a step forward in the face of the pandemic. Good news for those accommodated in the university dormitories! All they have to do is to submit a vaccination certificate and will accordingly receive a month's free dormitory stay. All this is achieved with a view to having a safe campus.

We had extensive discussions related to the awarding of scholarships, to their regulations, as well as to the selection criteria, but also a session of questions addressed by the students to Vice-Rector Munteanu. Other discussions of interest to the students touched on topics such as having the meals in the canteen, investments in classrooms and, of course, finding optimal solutions to problems encountered along the way.

At the end of the show, Prof. Dr. Eng. Daniel Munteanu wished all students a happy new academic year with lots of achievements, good health and energy!

#UNITBV#STUDENTUNITBV#VAFIBINE

Arina-Codrina TACU,
Radio Campus Transilvania
3rd-year student, Communication and Public
Relations

■ CONTENTS

ACTIVITIES CONDUCTED AT THE CENTRE FOR COMMUNICATION, RESEARCH AND SOCIAL INNOVATION

Those who participated in the 2021 edition of the event "Researchers' Night", hosted by the Research and Development Institute of Transilvania University of Braşov, had the opportunity to step from the tumult of stands assaulted by technique enthusiasts, into the quiet and vibrant universe of sociology and communication. *CarPaTO*, *Living Book* and *Public Speaking with Andreea* were the three activities proposed to the audience by the *Communication and Social Innovation* Research Centre.

The *CarPaTO* project team presented to the audience a series of testimonies resulting from mapping the intangible cultural heritage of Făgăraş County. The project, funded by Transilvania University of Braşov through the competition *Grants for Interdisciplinary Teams*, identified the heritage resources (oral traditions and expressions, social practices, rituals, gastronomy, craft techniques, etc.), highlighted the directions for its safeguarding and capitalization (summer schools, museum exhibitions, workshops, festivals, themed excursions), proposing the configuration of a network of thematic cultural routes across Făgăraş County.



Living Book was the wording under which Doru Dima, a graduate of the bachelor's and master's degree programmes of the Faculty of Sociology and Communication, came to talk to the audience about his experiences on the topic of the day: discrimination against the Roma. He himself

originating in the Roma community of Ormeniş – Braşov, Doru Dima, the first member of his community to have an academic degree, is a living example that he, as a teacher, instils in the children he educates. His sessions of *storytelling* had the gift of creating, each time, a strong impression on the audience. Upon each reading of the book, Doru Dima painted, in a new dimension, a suggestive mental image of the stories of the past, necessary to understand the discriminatory contexts towards the Roma. It was a welcome bridge between past and present, a much-needed step towards a better future.



Another graduate of the Faculty of Sociology and Communication, Andreea Tudor, was a trainer during the session *Public Speaking with Andreea*. In a lively and interactive atmosphere, maintained both by the moderator and by the enthusiasm of the youngest participants, a series of diction exercises, adapted to each age category, were performed. Held in a relaxed and accessible register, the public speaking session also provided a series of essential information on the management of emotions, body posture or the anatomy and physiology of language.

Ovidiu IMBUZAN,
3rd-year student, Communication and Public
Relations

■ CONTENTS