



Transilvania  
University  
of Brasov


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# NEWSLETTER

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No. 129 January 2023

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## THE NATIONAL DAY OF ROMANIA – 1 DECEMBER - CELEBRATED THROUGH INTERACTIVE WORKSHOPS IN THE REPUBLIC OF CUBA

In response to the invitation of the Embassy of Romania to Havana, a group of students from the Faculty of Psychology and Education Sciences– Mădălina Aldea, Florina Răpițeanu, Ana Manole and Ioana Nedelcu – coordinated by Assoc. Prof. dr. Elena-Simona Indreica held, on the occasion of 1 December, a series of interactive workshops themed on traditional Romanian art.

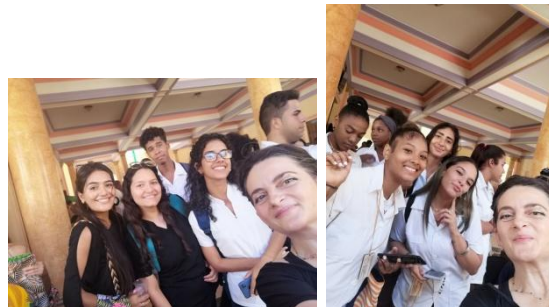


The workshops enjoyed a real interest, and the direct participants in manufacturing objects with Romanian specificity included ambassadors or delegates of the countries participating in the event.



Furthermore, at the invitation of the University of Medical Sciences of Havana, the group of students participated, together with students from other faculties of Transilvania University of Brașov, in the “Gala of Nations” organized by the Cuban

institution, attended by representatives from 29 other states.



At the Romanian stand, the visitors could listen to Romanian music and admire the moments prepared by performing artists of the dance.



The interactive creative workshops run by female students of our faculty attracted more than 650 participants, a gratifying feedback of the foreign students’ interest in the culture and traditions of our country.

The events were, equally, a good opportunity for the Romanian students to talk with foreign students and to exchange experiences.

Assoc. Prof. dr. Elena-Simona INDREICA  
Faculty of Psychology and Education Sciences

## TRANSILVANIA UNIVERSITY OF BRAȘOV IN PERU AND ECUADOR

Between 27.11 and 7.12.2022, a delegation of Transilvania University of Brașov, consisting of professors and students, travelled for cultural and educational purposes to Peru and Ecuador.



The delegation's programme included visits to educational institutions, such as Universidad Nacional Federico Villareal of Lima, which was organized by the diplomatic corps of the Embassy of Romania to the Republic of Peru, and was marked by the signing of the International Cooperation Agreement between Transilvania University of Brașov and the host institution.



The meeting between the two institutions ended with an artistic moment offered by the students and professors of the Faculty of Music, the recital enjoying the participants' unanimous appreciation. Another institution with which future possibilities for collaboration and academic exchange were discussed is Conservatorio Nacional de Musica of Quito, Ecuador.

The delegation of Transilvania University of Brașov attended the visit organized by the Embassy of Romania to the City Hall of Lima, where future possibilities for collaboration, cultural and academic exchanges were discussed. Romania's National Day was celebrated in Lima through a reception organized

by the Embassy of Romania to the Republic of Peru, where students and professors from the Faculty of Music offered an artistic moment appreciated by the participants. Romania's Day was also celebrated in Ecuador, where the Romanian Consulate organized a classical and traditional Romanian music concert at Sucre Theatre of Quito.



During this event, the musical ensemble consisting of students and professors from the Faculty of Music presented iconic music pieces from the classical creation and Romanian folklore, the performers enjoying the praise received from the audience.



The artistic moments presented by the students and professors of the Faculty of Music were appreciated for the high level of performance and expressiveness of the interpretations, while the possibilities of cooperation proposed by the delegation of Transilvania University in Brașov awakened the external partners' interest.

Assist. Prof. dr. Noémi KARÁCSONY,  
Faculty of Music  
Ioana-Alexandra RUCSANDA, student,  
Faculty of Medicine

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## THE FACULTY OF MUSIC AT THE EMBASSY OF ROMANIA TO SPAIN

Between 27.11 and 1.12.2022, a delegation of the Faculty of Music, Transilvania University of Braşov, travelled to the Kingdom of Spain in order to give a vocal-instrumental recital on the occasion of Romania's National Day.



The team was coordinated by Assoc. Prof. dr. Anca Preda-Uliţă, and the musical programme was prepared by the associated professor drd. Florin Bălan.

The delegation's programme included a visit to the Embassy of Romania to Spain (Madrid), where the group of students and professors from the Faculty of Music of Braşov was received by His Excellency, Mr. Ambassador George Gabriel Bologan.



The performance of the students from the Faculty of Music within the reception organized by the

Embassy of Romania, on 29 November, was appreciated by the participants.

The audience rated highly the students' talent and fondness for music, with the artistic programme making a good impression through the variety of musical genres covered. By approaching a diverse repertoire (Romanian folklore, ambient music, pop, café-concert), the musical programme aimed both at promoting folklore and at cultivating the European spirit.



The partnership between the Embassy of Romania to Spain and Transilvania University of Braşov aims both to increase the reputation of the University and Romania at the international level, and to strengthen the diplomatic relations between these two countries.

Andrei GHERMAN,  
2<sup>nd</sup>-year student, Faculty of Music

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## THE EVENING OF SAINT NICHOLAS

The Music Centre of Transilvania University prepared a beautiful surprise for the audience of Braşov on the occasion of the long-awaited evening of Saint Nicholas, which has already become a tradition not only passed down within the local cultural community, but also expected with genuine enthusiasm.



In late 2022, the stage of Aula Magna of "Sergiu T. Chiriacescu" Conference Centre entered the atmosphere of the winter holidays with the performance offered by Monica Opra, a graduate of Transilvania University in Braşov, with over 20 years of experience as a vocal soloist in various bands, playing leading roles in musicals such as *La belle musique française* or *Querer*, and having multiple collaborations with the members of the Braşov Philharmonic, as well as with theatres in the country; and, respectively, Adrian Nour, the well-known actor, musician and soloist of "Ion Dacian" Operetta and Musical Theatre of Bucharest.



They were accompanied by the instrumental ensemble which included Kertész János – piano, Kertész Huba – acoustic guitar, Eltes Aron – clarinet, saxophone, Vitályos Lehel – double bass.



The artists in the limelight on the stage of Aula Magna performed the proposed programme in an authentic, homogeneous and flexible manner at the same time, and emphasized with accuracy and professionalism the stylistic characteristics of each individual piece, making a real journey in Romanian interwar music, Portuguese, French and jazz music, even with impressive moments of step.

The 2022 evening of Saint Nicholas was a real musical gift offered to the audience of Braşov by the invited artists, who succeeded in preparing, with professionalism, a varied programme, aimed at creating an introduction to the festive colours of the long-awaited winter holidays.

Drd. Magdalena LAZĂR

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## THE INTERNATIONAL CONFERENCE *LITTÉRATURE ET POLITIQUE: SOMMES-NOUS ENCORE MODERNES?* LITERATURE AND POLITICS: ARE WE STILL MODERN?

On 19 and 20 December 2022, the Multicultural Centre of Transilvania University of Braşov hosted the international conference *Littérature et Politique: sommes-nous encore Modernes?* The event organized by the Faculty of Letters was attended by professors and doctoral students from Romania, the Republic of Moldova, France, and even the United States of America. Interesting discussions and debates took place on the proposed topic, and more.



The critic Alexandre Gefen's presentation "L'engagement après l'engagement. Littérature française et politique au XXI<sup>e</sup> siècle" was the central element of this colloquium, its author emphasizing the impossibility of separating literature and politics, bringing interesting perspectives on how literature becomes the voice of alterity, of the cast out, which is a space that allows the writer to be free or to hide behind a mask. Moreover, the relationship between literature and politics is a close one, as literature has been a means by which ideologies and opinions could be shared informally and effectively, a total separation of the two being illusory. Thus, even though contemporary literature involves less the political sphere, any book is written in a historical, social and political context, and the author will always find his/her inspiration in these three sources.



The participants' papers and the resulting dialogues offered diverse perspectives on how literature and politics are interconnected, but also how literature becomes the voice of the minority and of the cast out, for example. Other topics brought up were how literature is transposed into images, the image of women and their sexualization in literature, but also the direction literature could take in the 21<sup>st</sup> century.



The students in the BA and MA programmes had the opportunity to watch a series of very interesting presentations, real challenges to the way in which they understand literature and the impact it has on the society in which it arose, and more.

Gabriela-Manuela GLĂVAN, 1<sup>st</sup>-year MA student,  
French language and culture studies

## THE INTERNATIONAL CONFERENCE *SCIENCE OF MUSIC - EXCELLENCE IN PERFORMANCE* – IN ITS 12<sup>TH</sup> EDITION

Between 19 and 21 November 2022, one of the most important scientific events organized by the Faculty of Music within Transilvania University of Braşov, the International Conference on the Science of Music – Excellence in Performance took place.



Now in its twelfth edition, the event enjoys an ever-increasing international visibility, standing out again this year by the presence of prominent guests, who represented higher education institutions in the country and abroad: Sorbonne University of Paris, the University of Evora, Portugal, the Art University of Isfahan, Iran, "George Enescu" University of Arts - Iaşi, "Gheorghe Dima" Music Academy of Cluj-Napoca, West University of Timișoara.

The specialists in the field of music, gathered this year at the edition that took place with physical presence on the premises of Transilvania University in Braşov, had the opportunity to present their research, to exchange valuable ideas and research experience, but also to establish future scientific or institutional collaborations.

Scientific materials were presented on various topics, such as musicology, ethnomusicology and ethnology, sacred music, music education, or performing arts. A special aspect of this edition of the conference was the organization of special sessions, such as the one dedicated to research in the field of Music Therapy, or the one dedicated to students; through this approach the organizers wanted to encourage the training of future researchers and the development of an analytical perspective on the musical act among young musicians.



The participants in the International Conference on the Science of Music – Excellence in Performance had the opportunity to enjoy two exceptional musical events: the concert *Va! Speme infida!* given by the ensemble Le Baroque Nomade, coordinated by Prof. Jean-Christophe Frisch from the Sorbonne University of Paris, respectively the concert *Magic of the Movie* given by the orchestra, choir and soloists of the Faculty of Music, under the baton of maestro Traian Ichim.



This edition of the conference stood out for the quality of the research presented and the activities proposed. We hope that future editions will be in the same upward direction and will contribute to increasing the visibility and internationalization of the institution. The Faculty of Music and the organizers of the event thank the management of Transilvania University of Braşov for their support in organizing and conducting this scientific event.

Assist. Prof. dr. Noémi KARÁCSONY  
Faculty of Music

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## EXHIBITION OPENING *BRAȘOV. ATMOSPHERE, ARCHITECTURE AND URBAN SPACE* TEOFIL MIHĂILESCU – BRAȘOV ART MUSEUM

An exercise in urban anthropology, the exhibition *Brașov. Atmosphere, architecture and urban space* of Prof. dr. Arch. Teofil Mihăilescu (Faculty of Civil Engineering, Transilvania University of Brașov), which was hosted by Brașov Art Museum between 16 December 2022 and 2 April 2023, presented pairs of “twin” photos, emblematic of the city’s architectural-urban development.



The photos are part of the project *Brașov. Atmosphere, architecture and urban space*, the outcome of the research and photography work conducted by Teofil Mihăilescu beginning in 2009, and completed with the album *Brașov. Atmosphere, architecture and urban space* (2015).

The idea of the project was the symbolic closing of an arc over time starting from Brașov of the late 19<sup>th</sup> - early 20<sup>th</sup> century and arriving in Brașov of the late 20<sup>th</sup> - early 21<sup>st</sup> century, presenting photos taken today from the same places where the old photographers took their photos in the past.

The concept of the exhibition invites to the (re)discovery of Brașov, its architecture and atmosphere in a space-time continuum. The exhibition and the project of which it is a part are an extensive urban anthropological exploration in an attempt to demonstrate that the city is alive and that, even if, one by one, gates, bastions, fortifications, buildings, streets and urban spaces have been built, demolished, rebuilt, replaced and transformed (in the natural attempt to respond to the challenges of each present in the past and to the particularities of various changing ways of life), it

lives the paradox of constantly transforming and, at the same time, remaining the same, like a being.



The idea having generated the exhibition relates to the awareness of the fact that, beyond the transformations which the city, on the scale of its “life”, and people, on the scale of their life, live, without being able to oppose time; neither the city nor man are finite entities, but transformable, constantly in states of *mutatis mutandis*, the only thing that can remain through time and times being an immaterial one: the emotion of our connection, each of us, to his/her city.

The opening of the exhibition took place on Friday, 16 December 2022. Along with the author, the exhibition was introduced to university colleagues, students and guests present in large numbers at the event, but also to the hundreds of spectators present online at the live broadcast of the event, by the architect and philosopher Augustin Ioan (Professor at *Ion Mincu* University of Architecture and Urban Planning of Bucharest), architect Răzvan Dracea (President of the Romanian Order of Architects, Brașov-Covasna-Harghita Branch), Bianca-Maria Bălșan (Director of Brașov Art Museum) and art historian dr. Radu Popica (curator). The exhibition can be visited both at Brașov Art Museum and virtually, from 1 January 2023, at [www.teofilmihailescu.com](http://www.teofilmihailescu.com), under the Photography section, and on the [YouTube](https://www.youtube.com) channel.

Prof. dr. Arch. Teofil MIHĂILESCU  
Faculty of Civil Engineering

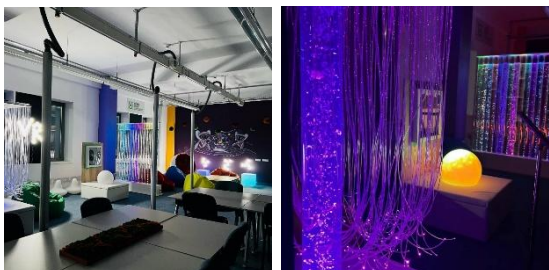
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## WORKSHOP DEMO – LAUNCH OF ACTIVITIES WITHIN NOESIS INNOVATION CENTRE

On 8 December 2022, in the L5 open space room of the Research and Development Institute within Transilvania University of Braşov (ICDT), a demonstration workshop was held regarding the launch of the activities within Noesis Innovation Centre.



Noesis Innovation Centre is a project within “Be Central!” competition, which aims to develop the research activity in the field of neuroscience, through an interactive exhibition and the development of neuromarketing experiments using artificial intelligence, virtual reality and augmented reality technologies. The workshop started with the congratulations received by the entire team that was at the heart of this project. Prof. Dr. Monica Răileanu-Szeles, Director of ICDT, emphasized that this centre is “friendly” for researchers, users and beneficiaries of the presented solutions, and wished a lot of patience and perseverance to those involved in the activities presented in the second part of the launch event.



Drd. Eliza Nichifor, project coordinator, from the Faculty of Economic Sciences and Business Administration, says that this is “a dream come true and a project about people”, therefore she presented the research possibilities offered by the

centre’s equipment, solutions and endowments, as well as how we can turn an idea into a real subject of study.

The first application *Eye Tracking Demo* was proof that each of us behaves differently in the online environment, especially when we browse a web page and our attention is drawn to different details, which are extremely important in defining a marketing strategy, for example. Thus, we could see that this solution might prove a good tool when conducting a study in the field of online shopping. By analysing user behaviours, we can anticipate a potential buyer’s actions.



The second and third applications were based on the individuals’ emotions and feelings, which are closely related to the decisions they make. *AI & Emotion Measurement* and *AI & Sentiment Analysis* are the two applications presented and explained by drd. Eliza Nichifor, by which we also understand other criteria underlying the buyers’ choices.

If you as well are curious, please access the link [bit.ly/3Pgcfqr](https://bit.ly/3Pgcfqr) to see how artificial intelligence works in measuring emotions, or [bit.ly/3Fc2Qvy](https://bit.ly/3Fc2Qvy) to analyse social media comments. However, if you want more extensive studies, you are welcome at Noesis Innovation Centre of the Research and Development Institute within Transilvania University of Braşov, in room L5.

Cătălina CHIRTOACĂ,  
1<sup>st</sup>-year student, GDRU

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## UNITBV'S PARTICIPATION IN THE STUDENT FESTIVAL OF LUXEMBOURG

In response to the invitation received from the Ministry of Higher Education and Research (MISC) of Luxembourg, Transilvania University of Braşov participated online in the 36<sup>th</sup> edition of the Student Festival (*Studentefoire*), organized together with the Students' Association of Luxembourg (ACEL).

### Romania



At the virtual stand prepared for the event, from 24 October to 28 December 2022, anyone interested could access relevant data and information about the academic institution of

Braşov, through video materials, interactive files and presentation brochures in digital format. Moreover, through the Live Chat option, the visitors to the virtual stand could ask questions related to the educational offer and the experience of being a student in Romania, at Transilvania University of Braşov.



The 2022 edition of the Student Festival was attended by more than 170 virtual and on-site exhibitors (at Belval campus within the University of Luxembourg) from 17 countries. This event allows registered participants to benefit from a wide range of information about academic studies, student life and professional opportunities, but also to interact with representatives of higher education institutions, as well as student associations and circles.

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

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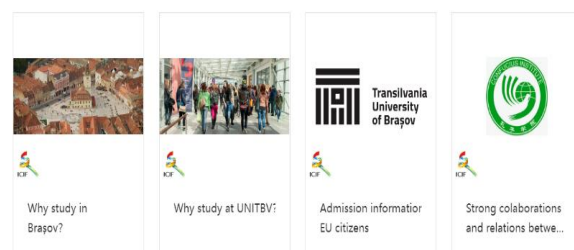
## UNITBV'S PARTICIPATION IN THE CULTURAL INDUSTRIES FAIR OF SHENZHEN, CHINA

Transilvania University of Braşov participated again this year in the largest fair of cultural industries in Shenzhen, China, being the only representative of Romania in this event. The 18<sup>th</sup> edition of this event- *The 18<sup>th</sup> China (Shenzhen) International Cultural Industries Fair (ICIF)* – was held in a hybrid system, online and offline, from 27 to 31 December 2022, at the Exhibition and Convention Centre of Bao'an District, in Shenzhen.



This new edition of the fair attracted, according to the organizers, visitors from 108 countries and regions, as well as 2,532 delegations from governments, cultural institutions and other organizations; and another 870 institutions participated online as exhibitors.

### All Exhibits



The main sections of this event were related to cultural industries, tourism and culture, intangible cultural heritage, arts and crafts, digital creativity and technologies.

UNITBV participated with a virtual stand (in *Cloud ICIF*) under the international section available on the official platform of the fair (<https://www.cnific.com/>), where, through a Live Chat function and the Wechat mini-programme, the visitors could interact and ask questions, wishing to learn more about our country, about Braşov, about the specifics of the academic institution in the city of Braşov, about its study programmes taught in foreign languages, about its personalized scholarship offers for international students and about the existing collaborations between China and UNITBV.

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

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## PA-MERAS COMPETITION “PRIZE OF THE YEAR. ERASMUS+ MOBILITY”, THE 6<sup>TH</sup> EDITION

On 9 December 2022, the Multicultural Centre of Transilvania University of Braşov hosted the awarding event of the participants in the PA-MERAS competition “Prize of the Year. Erasmus+ mobility”.



This was the 6<sup>th</sup> edition of the competition organized annually by our university with the aim of promoting the Erasmus+ mobility programme among the institution's students, of increasing the quality of the students' professional results during the mobility period, as well as of forming a group of Erasmus+ students to contribute to raising the quality of education in the university.

This year, the PA-MERAS competition enjoyed the participation of 17 students out of the approximately 175 Erasmus+ mobility beneficiaries during the 2021-2022 academic year. The candidates, coming from eight of the 18 faculties, as well as from the Interdisciplinary Doctoral School, represented the fields of both engineering and humanities.

Five of the 17 PA-MERAS candidates benefited from an Erasmus+ practical mobility at partner universities or organizations in the European Union. For the 12 PA-MERAS competitors who carried out study mobilities (10 in EU countries and 2 in partner countries), the Erasmus+ experience was the path to discovering new values of the professional field in which they prepare themselves.

Through the participation of the PA-MERAS competitors, the Erasmus+ coordinators for each faculty and the future Erasmus+ students, the meeting on 9 December 2022 was a warm and friendly framework for recognizing the achievements of the Erasmus+ students participating in the competition. Reliving the joy of the experience, they enthusiastically presented their mobility impressions to their colleagues.

The participation in the event of the future Erasmus+ students who are now in the stage of preparing themselves to leave for their destination countries created the opportunity for free, open discussions, in which they expressed their enthusiasm, sometimes mixed with apprehension. They received answers to their questions and were encouraged by the PA-MERAS competitors to dare to step into an experience that will surely bring them real benefits personally and professionally.



All the PA-MERAS competitors were congratulated for their achievements in the mobility by the Vice-Rector for internationalization and quality evaluation, Prof. dr. Eng. Simona Lache, who offered them diplomas of participation and prizes from the Erasmus+ Office. The most appreciated Erasmus+ mobility was rewarded with a prize worth 1,000 RON from the university and the PA-MERAS crystal trophy.

The winner of this PA-MERAS edition was Cătălin David Babeş, from the Faculty of Sociology and Communication, beneficiary of a study mobility at University of Madeira, Portugal, who shared his belief that the Erasmus+ experience “completely changed his perspective on studentship and life in general.”

The belief that the decision to participate in an Erasmus+ mobility has the potential to fundamentally improve the student experience was also confirmed by the other PA-MERAS competitors, who emphasized in their accounts the added value brought by the Erasmus+ mobility in terms of their personal and academic development.

Ec. Oana ȚONEA  
Officer for outgoing mobilities  
Assoc. Prof. dr. Corina Silvia MICU  
Coordinator of the International Relations Office

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## JUBILEE MEETING

This year, the graduates of the 1972 class of Transilvania University of Braşov, Faculty of Mechanical Engineering, specialization of Automobiles and Tractors, returned to their *Alma Mater*, for the jubilee meeting of half a century since the graduation of the faculty, in the amphitheatre that still keeps the spirit, youth and friendship between colleagues intact.



This is the generation that, 50 years ago, was starting to face the ups and downs of life in a confined society, but also had the chance to benefit from the strong international openness and collaboration of the last 30 years.

It is the generation trained "with the slide rule" and now adapted to modern means of communication and product development.



This is the generation whose six graduates fulfilled their professional destiny after graduating from the university, with involvement in the management and development of the education and scientific research processes within the Department of Motor Vehicles and Transport (Anghel Chiru – Head of Department 2000-2004, Gheorghe Ciolan – Head of Department 2004-2012), Faculty of Mechanical Engineering (Anghel Chiru – Dean 2004-2012), Transilvania University of Braşov (Ion Vişa – Rector 2004-2012).

We would like to thank our professors, without whom we would not have become what we are now, as well as the current management of Transilvania University of Braşov for the support given in the organization of the jubilee.

Prof. emeritus dr. Eng. DHC Ion VIŞA  
Valedictorian 1972, specialization of Road Vehicles

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## CHAMBER JAZZ WITH JEROME SABBAGH AND DANNY GRISSETT

On Wednesday, 21 December 2022, saxophonist Jerome Sabbagh and pianist Grissett performed at the Multicultural Centre the third concert of the 2022-2023 Chamber Jazz season. Settled in New York, the two have been singing together since 2012. A certain way of understanding and relating to tradition, as well as a penchant for lyricism, are just two of the things that brought them together.



A prolific composer, open to the new, as well as a musician with strong roots in the tradition of jazz, Jerome Sabbagh has led several bands in recent years. The quartet with which he played for 10 years (along with Ben Monder, Joe Martin and Ted Poor) released three critically acclaimed albums, among which "The Turn" (Sunnyside Records) was considered one of the best releases of 2014 by Boston Globe, L.A. Times and DownBeat. Jerome Sabbagh has performed with Victor Lewis, Bill Stewart, Greg Hutchinson, Billy Drummond, Eliot Zigmund, Andrew Cyrille, Damion Reid, and more.

Hailing from Los Angeles, California, the pianist and composer Danny Grissett is an important voice on the New York scene. After moving to New York in 2003, Grissett quickly became the first choice for many renowned artists such as Vincent Herring, Nicholas Payton, Vanessa Rubin, Louis Hayes or Steve Wilson.



In 2006, Grissett released the first album with his own trio, "Promise", on the Criss Cross Jazz label, a debut praised by Allmusic.com as by far one of the best of 2006.



The concert was followed by a free discussion, moderated by Adrian Lăcătuș, Director of the Multicultural Centre, about the music of the two and about jazz in general, a discussion in which the audience was invited to participate with questions and comments.

Anca PAPANA  
Multicultural Centre,  
Transilvania University of Braşov

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## THE TASTES OF CHILDHOOD, A COMPETITION ORGANIZED BY THE FACULTY OF FOOD AND TOURISM

On 14 December 2022, on the eve of the winter holidays, a group of students from the Faculty of Food and Tourism organized a unique competition, which took place in two sections: "Childhood Games" and "Gingerbread Competition".



As a result of the collaboration protocol concluded between our faculty and "Andrei Bârseanu" National Economic College and "Maria Baiulescu" Technical College, the pupils of these educational units were also invited to these competitions.

Students and teachers alike recalled the moments from the time when game was the natural form of communication and development; and together they gave a new dimension to the professional training in the food and tourism industry, namely the one of innovation and co-creation. The high school pupils of Braşov entered the exciting atmosphere of our faculty, they played "elastic", "hopscotch", "casemates/ forts", "jenga", and they discovered treasures in the centre of Brasov in an attempt to save Santa Claus, the game that thrilled the contestants.



12 teams participated in the gingerbread competition, the name of each reminding of the Christmas holidays (Santa's Workshop Spies, Santa's Helpers, Santa's Elves, Christmas Heroes, Winter Harbingers, Winter Fairies), or of the presented product (Skilful Manufacturers, Sweet House, Sweet Team, Levi's Team). After the presentation of the story and of the way of

preparing the gingerbread delis, they were evaluated in terms of appearance and taste by a jury chaired by lady chef Cornelia Ghişoi (a specialist with extensive experience in the culinary field).



For all the participants, the competition was a special opportunity to contribute with original and daring ideas to preparing and obtaining some "delis" that remind us of the joys and flavours of childhood, of the excitement of meeting Santa Claus. Delicious, interesting dishes, made with passion and care, were presented. In terms of appearance and taste, the house and the tree "equipped" with... lighting installations, the reindeer sleigh and the angels stood out; and the most emotional story belonged to Levi's Team. We dare say every participant was a winner because everyone invested work, ideas and hopes... therefore interesting, inviting, delicious results were obtained. That is why we look forward to organizing such events in the coming years.



We congratulate all the student participants in the "Tastes of Childhood" competition and we wish both them and their colleagues success in organizing future events!

Lect. dr. Simona ŞOICA,  
Assoc. Prof. dr. Eng. Carmen Liliana BĂDĂRĂU,  
Bianca Maria STAN, student  
Faculty of Food and Tourism

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## THE CHRISTMAS FAIR AT THE FACULTY OF SOCIOLOGY AND COMMUNICATION

On 15 December 2022, the T building of Transilvania University of Braşov hosted the 7<sup>th</sup> edition of the Christmas Fair, an event in which the teaching personnel and students of the Faculty of Sociology and Communication have always participated with great joy.



It has already become a tradition for us, late in the year, on the eve of the winter holidays, to lovingly and carefully prepare handmade Christmas decorations and little ecological Christmas trees, gingerbread and muffins. The atmosphere created in the corridors of the faculty during the Christmas Fair is a special one, with the sound of carols, the smell of oranges and hot tea, which inspires you to kindness, tolerance and compassion.

We know that our small gestures can mean a lot to the less fortunate and can bring smile and joy on their faces.



That is precisely why, this year, the funds collected during the event organized by the Faculty of Sociology and Communication were offered to Agapedia Foundation of Braşov.



This organization provides assistance and support for children and families in need, contributing at the same time to the development of the child protection system and to the creation of effective social and medical services.

Lect. dr. Marinela ŞIMON  
Faculty of Sociology and Communication

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## "ON THE HOLY CHRISTMAS NIGHT" – CAROL CONCERT OF *MERRY CAMERATA* CHILDREN'S CHOIR

It is well-known that, in the second half of December, "Sergiu T. Chiriacescu" Conference Centre becomes the host of many events that celebrate, in advance, the Holy Christmas Day. A long-awaited moment was the Concert of Carols on 19 December 2022, organized annually by *Merry Camerata* Children's Choir of Transilvania University of Braşov.



Together with one of Santa's elves, Marius Stroe, the children set out to offer special musical moments to the audience both physically gathered in the Hall and watching from home - because, this time too, the Concert was broadcast online.

The concert itself is about being with your loved ones, it's about love, joy and beauty. It's an intimate, pure moment, where grown-ups forget for a few moments what it's like to be a grown-up and lose themselves in the crystal voices of children, in their angelic smiles, and live the pure moment.

Of course, the event had been prepared with a lot of enthusiasm since October, at which point a new generation of choristers joined, so to speak – we created a new group, with members aged between (almost) four and seven. The veterans of the choir were joined by new colleagues who share the same passion for music.



And, because it's about being together and the magic of Holy Christmas Night, we also gathered other friends with us. We were joined by Albert Bodi, Sonia Narie, Antonia Nicolau and, of course,

the students at the Faculty of Psychology and Education Sciences, in the study programme Pedagogy of Primary and Preschool Education. In addition, two members of the choir, Oana Enescu and Teodora Mîzgaciu, performed a beautiful duet.



The repertoire was universal – the solo moments included pieces such as *Let it snow*, *Jingle Bell Rock*, *Altfel de Colind [Another Kind of Carol]* and *Iarna (Milioane) [Winter (Millions)]*, while those offered by the choral ensemble included the pieces *Chiara e la notte*, *Prince of Peace*, *Mary Did You Know*, *When we're together*, *Merry Christmas Everyone* and *Din ceruri ninge alb [White Snow from the Sky]*.



Special moments were offered by the youngest members of the choir, who told the Christmas Story. In fact, they sang *Moş Crăciun [Santa Claus]* and *Să vină Moş Crăciun [Let Santa Claus come]*, with the hope that they will be heard and maybe even the Elderly One would turn up. This time he did not come, but he sent elves with gifts, to reward the beautiful song that he was fond to receive.

The end of the concert, which was attended by students and members of the Children's Choir alike, was marked by *Corindița sfântă [Sacred Carol]* and was accompanied by the following wish: *May you have bright Holidays, rich meals, the house full of your loved ones. Merry Christmas!*

Associated prof. drd. Iuliana ISAC  
Faculty of Music

## THE CHRISTMAS CONCERT

The magical holiday season eventually came, reminding people of their childhood winters. In order to lead the audience into the Christmas atmosphere, the students at the Faculty of Music within Transilvania University of Braşov prepared a programme of carols, songs hummed by people of all ages, with a view to delighting the souls of all those attending the event. This concert was held on 20 December 2022 at Patria Concert Hall. The musical programme included well-known pieces, performed both vocally and instrumentally by the orchestra and choir of the Faculty of Music; a few of them were *Feliz Navidad*, *Rejoice! Christ is born!*, *This Holy Christmas Night*, *White Christmas*, and more.



The two ensembles had the opportunity to accompany the young performer Diana Logofătu, a 1<sup>st</sup>-year student in the master's degree programme Style and Interpretation in Instrumental and Vocal Performance, under the guidance of Prof. dr. Cristina Soreanu and Assist. Prof. dr. Noémi Karácsony.



The last performance of the choir and the orchestra was a medley of Romanian carols, which showed the audience that although time passes and we are in a constant change, we still return to our origins whenever we have the opportunity, because here we feel at home. This potpourri of carols anticipated the coming on stage of the Folkloric Ensemble of the Faculty of Music, coordinated by Ionuţ Coşarcă and George Muraru, an ensemble that keeps alive the Romanian tradition of carolling.

The audience appreciated and congratulated the performance of the talented students who every time delight the listeners' ears with the outcome of their hard work, dedication and perseverance over a whole semester. All these events organized by the faculty are an opportunity to bring the students together and to give them more stage experience, since they all share the love for music.

Cătălina NEACŞU, 2<sup>nd</sup>-year student,  
Andrei GHERMAN, 2<sup>nd</sup>-year student,  
Faculty of Music

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## THE CONCERT "MAGIC OF THE MOVIE"

The International Conference on the Science of Music - Excellence in Performance, a scientific event organized by the Faculty of Music within Transilvania University of Braşov was held between 19 and 21 November 2022. The purpose of this conference was to bring together music experts from various regions of Europe, and for each of them to present the results of their research. At the same time, the participants had the opportunity to exchange opinions and ideas, but also to establish future inter-institutional collaborations and partnerships.



At the end of each day, after a series of presentations from various fields of music (the aim and astonishing results of music therapy; topics of classical music, folklore, film music, etc.), the participants and art enthusiasts could enjoy the artistic programmes dedicated to this conference.

Thus, on 20 November 2022, the concert "Magic of the Movie" was held, having Lect. dr. Traian Ichim at the orchestra lectern. He had under his baton the choir and the orchestra of the Faculty of Music within UNITBV, but also the soloists Cătălina-Alexandra Neacşu, Andreea Hristea, Ioana Mîrţi and Andrei Stancu, under the guidance of associated professors drd. Anda Pop and dr. Valentin Muntean.



Some of the most famous soundtracks in film history were heard on the stage of the Patria Hall, which included *Game of Thrones*, *Beauty and the Beast*, *Schindler's List*, *The Godfather*, *My heart will go on*, *Cinema Paradiso*, *The Muppets*, and much more.

The time of preparation for this concert was extremely short and undoubtedly confirmed the professionalism and seriousness of the students involved, who are always dedicated, prompt and meticulous in what they do.

It was an exceptional evening in the light of the fact that this kind of music is not so much addressed in vocal-symphonic concerts, and it was a unique opportunity to listen to musical pieces of consequential and famous international film productions in a classical manner. This event could not have taken place without the academic teaching personnel's support and passion for music, nor without the involvement of the management of the faculty and Transilvania University of Braşov.

Andrei GHERMAN,  
2<sup>nd</sup>-year student, Faculty of Music

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## THE CONCERT "CHRISTMAS SONGS"

The magic of Christmas arrived in Braşov again, and because the celebration is not complete without the songs that bear its unmistakable mark, the students of the Faculty of Music within Transilvania University of Braşov brought the most beautiful holiday songs as a gift on 13 December 2022 at "Sergiu T. Chiriacescu" Conference Centre. The students of the pop-jazz classes joined forces in the concert "Christmas Songs" performed by the "Academic Music Factory", the band of the Faculty of Music coordinated by associated prof. drd. Florin Bălan, along with the soloists guided by associated professors drd. Anda Pop, drd. Luiza Zan and dr. Valentin Muntean.



The chosen repertoire was an international one, bringing together both traditional Romanian carols and international Christmas songs: *Ziua-i mare, seara-i sfântă* [The day is great, the evening is holy], *Rockin' around the Christmas tree, Everyday is Christmas, Colindă sfântă* [Sacred Carol], *White Christmas, O holy night, Santa baby* are just a few of the well-known titles. The music pieces were performed in an authentic way, thereby imprinting

the candour and innocence of childhood. The show also featured an exceptional moment: drd. Luiza Zan, one of the most famous jazz performers in Romania, delighted the audience with a musical surprise performed in her own way, being accompanied on the piano by drd. Florin Bălan.



The atmosphere created was warm, welcoming, the audience listened attentively, applauded, and was pleasantly surprised by the performance of the students who practiced daily for the concert which proved to be a real success. In this way, the grateful students thank the management of the Faculty of Music and Transilvania University of Braşov for the opportunities offered to demonstrate their efforts and work, but also for their confidence in them.

Andrei GHERMAN,  
2<sup>nd</sup>-year student, Faculty of Music

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## CHRISTMAS CELEBRATION OF THE FACULTY OF PSYCHOLOGY AND EDUCATION SCIENCES

The evening of 20 December 2022 marked the long-awaited resumption of a beautiful tradition of the Faculty of Psychology and Education Sciences, namely the Christmas celebration. On the stage of "Sergiu T. Chiriacescu" Conference Centre, the students of all ages in the bachelor's degree programme Pedagogy of Primary and Preschool Education, carolled in the choir conducted by drd. Iulia Isac, a member in the teaching personnel of the Faculty of Music within UNITBV, delighted us with invigorating solos, and brought good cheer through traditional folk dancing. The celebration was concluded by the wonderful artists of *Poienița* folk ensemble under Reduta

Cultural Centre, who presented us with a masterful suite of folk dances.

Our students' creative involvement, the dedication to preserving the tradition, as well as the constant presence and inspiring interventions of the special guest - Grinch, the one who stole Christmas, brought smiles to those present and made the event a pleasant experience of the meeting of the old with the new, of the past with the present and the future, on a special December evening.

Mariela PAVALACHE, Dean  
Faculty of Psychology and Education Sciences

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## TOGETHER FOR WOMEN'S SAFETY

What is the latest read book? We get asked a lot. But what about a "living book", have you wondered? And have you recently dropped by the Library?



After the March "Together for women's safety", with local and national echo, organized on 23 October 2022, which was attended, for the first time in Braşov, by almost 1,000 people along the route "Sergiu T. Chiriacescu" Conference Centre – Rectorate – Republicii Str. – Council Square, among whom numerous students at Transilvania University of Braşov, the members and volunteers of *Pas Alternativ* Association initiated a series of events also for the months of November-December 2022. They were aimed at raising the Braşov citizens' awareness of the causes and effects of domestic violence, considering that such cases have lately been increasingly present in media reports, but also in the statistics of the institutions responsible for intervention and support.

Within the "The international campaign of the 16 days of activism for combatting violence against women" (25 November - 10 December), the Network of Winners and that of Professionals in Preventing and Combatting Domestic Violence of Braşov, together with volunteer students from the faculties of Psychology and Education Sciences and Sociology and Communication, organized two events simultaneously, namely "Living Library" and "Exhibition of Silent Witnesses".

On 10 December 2022, at "Sergiu T. Chiriacescu" Conference Centre of Transilvania University, for eight hours, 17 "living books" were borrowed, which were read and browsed by more than 50 readers interested in the phenomenon of domestic violence, for 30 minutes each. Probably for the first time in Braşov, occasional readers learned from the winners (the living

books) or from the professionals everything that they otherwise could not have known. The professional's role is to intervene or provide counselling services in cases of abuse and violence.

While waiting for their turn to talk with the book, anyone interested could visit the "Exhibition of Silent Witnesses", purple silhouettes that occupied the hallway of the Conference Centre with the 20 stories about how life with and without violence, sometimes even death, is seen by the victims of violence.

The initiator of actions to prevent and raise awareness of the causes and consequences of domestic violence, for over 20 years, is *Pas Alternativ* Association - member organization in the national network Violence against Women (VIF), the Romanian Women Lobby and the Professionals Network of Braşov, which manages the support group for domestic violence winners, "I will succeed as well". The association has long been collaborating with the two aforementioned faculties, the students of which become, graduation after graduation, volunteers of the organization and, implicitly, of the relevant local networks.



The women who were victims of violence and now have become faces and voices for those who still do not have the courage to speak, together with the students of Transilvania University in Braşov, joined forces to be *together for women's safety*. On the one hand, they celebrated the success of the victors, thus honouring life without violence, on the other hand, they participated in the commemorative moment of the victims who died in pain and in silence.

Lect. dr. Iolanda BELDIANU  
President of *Pas Alternativ* Association

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## STUDENT ADVERTISING DAY

For students passionate about advertising, the end of 2022 brought two important events held a month apart: *Creativity4Better* and *Student Advertising Day*. Both events were organised by *International Advertising Agencies* (IAA Romania), but it is worth mentioning that the Romanian Union of Advertising Agencies (UAPR) was the main organizer for *Student Advertising Day*.



*Student Advertising Day* was announced from the beginning as an experience only for those determined to make an extra effort to go deep into the secrets of this industry. *Apollo 111 hall* of Bucharest only has 111 seats, and the announcement was launched two weeks before not only to the students at the Faculty of Sociology and Communication, but also to the students in marketing and communication at four other universities of Bucharest.



The one who opened the series of presentations was Adrian Diac, Creative Director at *Ogilvy România*, who explained in a very suggestive way the reasons why advertising now means more impact than image. Because they are at the beginning of their careers, the presentation of Mălina Nicolae and Mihaela Ene (*Initiative Media*)

was full of practical advice for the students who want to walk this path. Most important: *Be yourself, be authentic, people appreciate that and are open to teach you.*

Cristina Iancu, Ioana Trăistaru and Irina Botezatu (*Graffiti +*) spoke about the educational projects of the advertising industry and their role in reducing the gap between theory and practice. Dana Nae Popa, manager and co-founder of Pastel agency and President of UAPR, spoke both about the entrepreneurship that she had started ever since her student years, and about the challenges of communicating with the generation Z. Camelia Necula, Senior Marketing specialist at ING Romania emphasized how a bank can be relevant on all digital platforms, including TikTok. Beatrice Iftimi and Bogdan Costin discussed global campaigns, and Lulia Cuciurean - the communication of the Romanian Football Federation.



The distance to Bucharest and the effort to leave at 6:00 in the morning were no obstacles for the students from Brașov, because they occupied 57 of the 111 seats in the Apollo 111 hall. And because the organizers were impressed by the large attendance from Brașov, 2023 will be the year in which Brasov will host an event made in partnership with IAA and UAPR.

Assoc. Prof. dr. Florin NECHITA  
Faculty of Sociology and Communication

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