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Advertising and Heritage Interpretation: Brasov Leo AdCamp Experience

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Advertising and Heritage Interpretation

Brasov Leo Adcamp Experience



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We would also like to thank *Braşov County Council* for the financial support which made it possible to realize the *Braşov Leo AdCamp* project – the first edition of the *Advertising and Heritage Interpretation Summer School*. Furthermore, we would like to show our appreciation to the companies and institutions which have brought their contribution and financial support: Bergenbier România - part of the MolsonCoors, Azuga Waters, Transbus Codreanu, Nordic Motors, DarkRoom Studio, Bricks Pizza&Pub, The Association for Tourism Promotion and Development Braşov, Tourist Information Center Drăguş, Tourist Information Center Feldioara. We are also grateful for the coverage provided by the local and national media outlets.

Last but not least, we would like to mention the people whose contribution was truly inspirational in different stages of the project: prof. Hiromasa Tanaka (Meisei University Tokyo), prof. Monica de Angelis (Universita Politecnica di Marche), prof. Rosita Pretaroli (Universita di Macerata), prof. Bozena Krce-Miocic and prof. Gabrijela Vidic (University of Zadar), prof. Monica Constandin (Asociatia ETC Mandra), Alina Zara and Ioana Zară (Museum of Canvases and Stories), Ferdinand Stemmer (Schweizerische Stiftung für Orgeln in Rumänein), Alina Mandai and Ligia Fulga (Ethnographic Museum), prof. Vasile Olteanu (First Romanian School Museum), Valer Rus and Bianca Micu (Casa Muresenilor Museum), Nicolae Pepene, Alina Posea, Cătălina Dumitrescu and Lucica Savu (Brasov History Museum), Bartha Arpad (Art Museum), Adrian Ticuşan (Consilprest).

Personally, Florin wishes to thank Andreea Vrînceanu for her involvement in every stage of the organisation and coordination of the event logistics.

F.N.
C.Ş.
A.C.
D.Ț.





” You don't need many things to be happy. A few friends in the sunset might be enough...
(text from an embroidery made by Alina and Ioana Zară from Museum of Canvases and Stories)

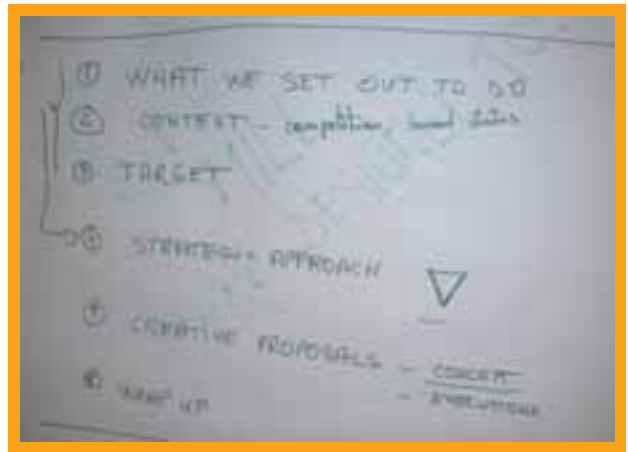




Project Description



The first edition of the **Advertising and Heritage Interpretation Summer School** took place in Brasov, Romania, between 18th to 29th of August, 2014. It has brought together students, young graduates and professors from five faculties of Transilvania University of Brasov, other four Romanian universities and five foreign universities: Meisei University Tokyo, Universita Politecnica di Marche, Universita di Macerata, University of Zadar and Salzburg University of Applied Science.



Together with the advertising professionals of the Leo Burnett Bucharest and Mark van der Heijden (the young Dutch advertiser and The Backpacker Intern), they experienced two weeks of amazing Romanian values and places.

Brasov Leo AdCamp – a 5 senses experience





The project involved 30 students, graduates and specialists, among which ten students from Italy, Japan and Austria, four students from other Romanian universities, but also members of our University's staff, teachers and researchers from Japan, Croatia and Austria and a Dutch advertising specialist.



The practical part of this project consisted in the public presentation of different proposals designed to promote tourist attractions and destinations in Braşov County: the First Romanian School Museum, the fortified churches in Țara Bârsei (Burzenland), Piatra Craiului National Park, traditions and customs in Țara Făgăraşului, and certain museums from the city of Braşov.





In addition to the lectures and seminars held by the Leo Burnett advertising specialists and Romanian and international teachers, the participants in Braşov Leo AdCamp were presented with the opportunity to appreciate the tangible assets and spiritual values of the county's culture. The AdCamp's objectives included:

- Teaching students about advertising and applying their knowledge in communication projects related to local and regional tourist attractions.
- Evaluating the needs for promotion of the cultural and natural tourist attractions from Braşov County.
- Creating a proposal package of solutions which could help the tourist attractions in question in their marketing activities.
- Creating a multidisciplinary team of research composed of teachers and students from five faculties from the Transylvania University.
- Identifying research themes from these attractions in order to attract EU research funding which could improve the valorisation of local and regional tourist attractions.

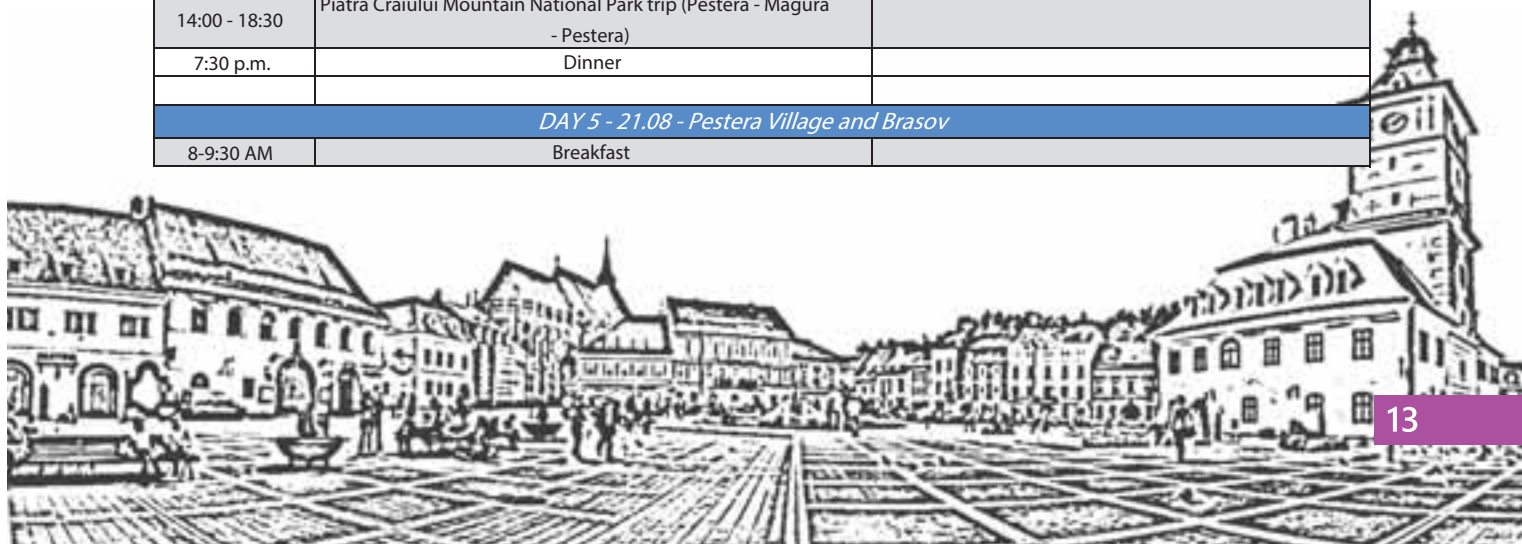




Overall, the project has increased the international visibility of our University, has created new possibilities for research through international collaboration, and promoted representative tourist landmarks from Braşov County.



ACTIVITY PROGRAMME FOR BRASOV LEO ADCAMP							
Participating organisations	University Transilvania of Brasov, Leo Burnett & Target Bucharest, University Meisei Tokyo, Universita Politecnica di Ancona, Universita di Macerata, University of Zadar, University of Applied Sciences Salzburg						
Venue				Duration			
City			Country	Start date	End date	Activity duration	Travel days
Brasov			Romania	17.08.2014	29.08.2014	12 days	17,29,30.08.2014
Activity Programme							
Timetable	Activities/ Sessions						
<i>DAY 1 - 17.08 - Brasov</i>							
until 24:00 PM	Arriving of participants			Colina Universitatii student Camp, Colina street			
<i>DAY 2 18.08 - Brasov</i>							
9:30 - 10:15	Introductory session - get to know each other			Brasov, T II 9 room, corp T			
10:15-10:30	Coffee break						
10:30 - 11:15	Museum of Ethnography visit						
11:45 AM-1:PM	First Romanian School Museum visit						
1:00-13:50	Stefan Baciu Museum visit						
14:00 - 14:45	Bastionul Tesatorilor visit						
15:00 - 15:45	Lunch						
16:00-16:45	History Museum visit						
16:45 - 18.15	Little less conversation, a little more action please! Experience design in tourism.			Paul Bulencea, Researcher Innovation in Tourism - University of Applied Sciences Salzburg			
<i>DAY 3 - 19.08 - near Brasov</i>							
8:30 a.m.	Departure to Fortified Churches visit			Aula University			
9:15- 9:45	Prejmer						
10:00-11:00	Harman						
11:15 a.m.	Sanpetru						
11:45	Bod						
12:30	Feldioara						
13:30	Rotbav						
14:00	Lunch						
15:15	Halchiu						
16:00	Codlea						
16:45	Cristian						
<i>DAY 4 - 20.08 - Pestera village - Piatra Craiului Mountains National Park</i>							
9:00 a.m.	Departure to Piatra Craiului Mountains			Aula University			
10:00 - 10:30	Accommodation						
10:30 - 11:00	Piatra Craiului Mountain National Park presentation						
11:00 - 11:45	Forest Management and Practice in Romania			associate prof. Stelian Borz, University Transilvania, Faculty of Forestry			
12:00 - 13:00	Heritage Interpretation			lecturer Adina Candrea - Faculty of Economic Science and Business Administration			
13:00 - 14:00	Lunch						
14:00 - 18:30	Piatra Craiului Mountain National Park trip (Pestera - Magura - Pestera)						
7:30 p.m.	Dinner						
<i>DAY 5 - 21.08 - Pestera Village and Brasov</i>							
8-9:30 AM	Breakfast						



9:30-11 AM	Promotion of Dalmatian fortification systems and creation of new tourist products through the television series "Game of Thrones"	prof. Vlado Susac, Ivana Lozo - associate lecturer, University of Zadar
11-12:00	Presentation of interpretative proposals	Student teams presentation
12.30 - 13:00	Departure to Bran - Brasov	
13:00 - 14:00	Free time in Bran	
14:15 - 15:15	Lunch	Rasnov/Brasov
16:00 - 18:00	Client Brief: Managing and exceeding client expectations in PR and social media – Camelia Eremia si Ilinca Munteanu (THE PRACTICE - Leo Burnett PR agency)	Brasov, T II 8 room
<i>DAY 6 - 22.08 - Brasov</i>		
9:30-10:30	Mid term evaluation	Brasov, T II 8 room
10:30-10:45	Coffee break	
10:45 - 12:15	Designing a gamified experience	Paul Bulencea, Researcher Innovation in Tourism - University of Applied Sciences Salzburg
12:15-14:00	The Art Museum & The Urban Museum of Civilization visit	
14:00 - 15:00	Lunch	
15:00 - 16:30	The Backpacker intern presentation	Brasov, T II 8 room
17:00-18:30	Creative Brief –Irina Becher (Creative Director Leo Burnett)	T II 8/P I 3 - VIDEOCONFERENCE
<i>DAY 7 - 23.08</i>		
	Free time	
	Free time	
	Free time	
<i>DAY 8 - 24.08 - Dragus village</i>		
9:00	Departure to Dragus	Aula Universitatii
11:00 - 12:30	Ortodox church mass & choral music	Dragus village
12:30 - 13:30	Gamified experience	Paul Bulencea, Researcher Innovation in Tourism - University of Applied Sciences Salzburg
13:30 - 14:00	Departure to Sambata	
14:00 - 15:15	Lunch	
15:30 - 17:30	Client Service and strategy role in the creative process – Alexandra Popescu & Irina Carbunescu (Strategic Planners Leo Burnett)	
17:30 - 19:30	Guerilla Marketing	lecturer Florin Nechita, Transilvania University, Faculty of Sociology and Communication
19:30 - 23:00	Barbecue Dinner	
<i>DAY 9 - 25.08 - Dragus & Mandra village</i>		
8:00-9:15	Breakfast	
9:30-11:00	Traditions in Dragus - associate prof. Codrina Sandru	The Village of Dragus Museum
11:00-11:30	Romanian Rural Sociology Documentary	The Village of Dragus Museum
11:30AM-1:PM	Strategy with Stefan Stroe (Incandesscent Marketing Agency)	
1:00-1:30 PM	Snack Lunch	
14:00-15:00	Fagaras Museum visit	
15:45 - 16:30	Museum of Canvases and Stories	Mandra village
16:30 - 18:30	Mandra workshops	Asociatia ETC Mandra - Educatie, Traditie, Cultura. Co-ordinator: Prof. Monica Constandin
18:30 -20:00	Dinner	Mandra village



<i>DAY 10 - 26.08 - Brasov</i>		
10:00-11:30	Mid term evaluation	T II 8 room
11:30-11:45 AM	Coffee break	
11:45 - 13:00	Integrating versatile mobile technologies into successful cultural marketing campaigns	lecturer Razvan Bocu, Transilvania University of Brasov, Faculty of Mathematics and Computer Science
13:00- 14:00	Lunch	
14:00 - 16:00	Event - Codrina Ciubotaru (Brand Communication Director Leo Burnett)	T II 8 room
<i>DAY 11- 27.08</i>		
9:30-10:45	Creative writing	lecturer Dan Taranu, Transilvania University of Brasov, Faculty of Letters
10:45-11:00	Coffee break	
11:00 - 13:00	TEAM WORK for Projects	
13:00- 14:00	Lunch	
14:00 - 16:00	Digital Communication - Costin Radu (The Geeks - Leo Burnett Group)	T II 8, room
<i>DAY 12- 28.08</i>		
9:30 - 14:00	Working on final presentation	
14:00 - 15:00	Lunch	
15:00 - 16:30	Presentation - first draft	
	Working on final presentation	
<i>DAY 13- 29.08</i>		
10:00 - 10:30	Team 1 - presentation	
10:30 - 11:00	Team 2 - presentation	
11:00 - 11:30	Team 3 - presentation	
12:00 - 12:30	Team 4 - presentation	
13:00 - 13:30	Team 5 - presentation	



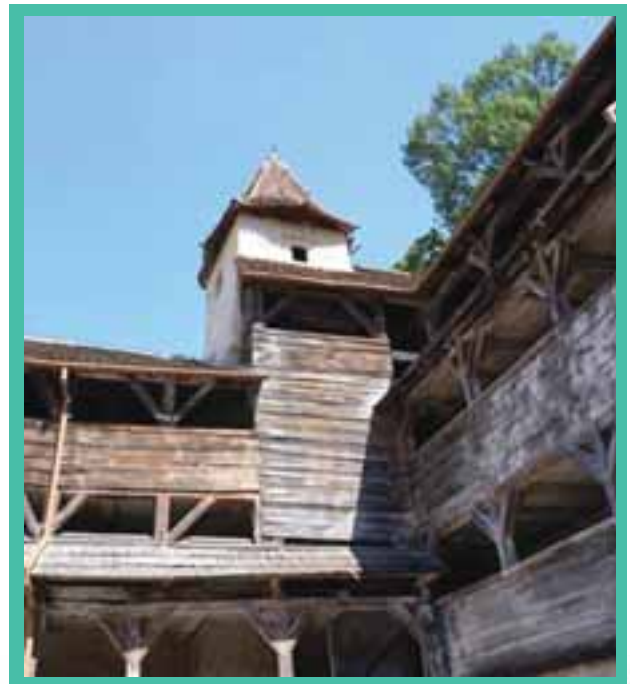
A group of men in historical attire, possibly a reenactment of a military unit, standing in a line on a cobblestone street. They are wearing dark green tunics with white collars and striped breeches. Some are holding long wooden poles or spears. The background shows a building with a decorative facade and a street with a manhole cover.

*Heritage
interpretation:
A conceptual
framework*



*„I hear and I forget.
I see and I remember.
I do and I understand.”
Confucius*

A heritage site is a place that has been deemed to be of historical or cultural importance by a section or sections of society. Heritage interpretation is the communication of the meaning or meanings of a place through a variety of media. According to the international charter that guides interpretation this 'can include print and electronic publications, public lectures, on-site and directly related off-site installations, educational programmes, community activities, and ongoing research, training, and evaluation of the process itself' (ICOMOS, 2007).





The European Expert Network on Culture (EENC) has prepared a document in 2013 at the request of Directorate-General for Education and Culture of the European Commission (DG EAC), which provides advice and support in the analysis of cultural policies and their implications at national, regional and European levels. In this document, suggestions were made for the development of a EU strategy for promoting the European dimension of heritage and the re-consideration of European narratives through heritage (EENC, 2013), i.e. supporting cultural heritage of European significance, recognising heritage assets which embody values related to European and community cohesion, promoting heritage interpretation and education linked to European values, etc. More generally, the need for innovation in heritage interpretation techniques, enabling citizens to make sense of contemporary lives through classic and recent heritage, was also highlighted (EENC, 2013).





Authenticity in heritage is very important to visitors who are looking for a genuine and distinctive experience. They particularly value aspects of a culture and heritage that are supported by the local population. Accessing 'real' experiences, which are enjoyed by the locals and connect to the local area, is important in their overall satisfaction levels with their holiday (Fáilte Ireland, 2014). Well-planned interpretation creates the active, engaged and authentic interaction with heritage sites that these consumers want and expect. Interpreting heritage sites well will enhance visitor satisfaction levels and build memorable experiences of your site that they will want to talk about. Good interpretation translates into positive word of mouth referrals to other potential visitors, an invaluable asset to a tourist destination (Fáilte Ireland, 2014).





Done well, interpretation can enhance the visitor experience and it may also strengthen the relationship between the site and those who live around it. Furthermore, by improving the attractiveness of a site, interpretation can lead to economic benefits for the wider area (Irish Walled Towns Network, 2014).





Interpretation at heritage sites does not solely serve as a tool to reconstruct the history but also to create socio-cultural values, enhanced understanding and experience of a place. Indeed, interpretation should go beyond dictionary description or book, triggering curiosity and awareness about the world and its irreplaceable cultural resources (Ballantyne and Uzzell 1998).





One of the interpretation issues which Howard (2003) emphasises is the challenge to realize that individuals understand heritage sites in accordance to their own perception and as a result different people attribute different meaning to the same object. Another problem is that interpretation constructed by managers of a particular site may differ from what people have already gained from being exposed to various sources prior to their visit (Young, 1999) or it may be one dimensional showing only one narrative (Smith, 1999). The problem is that interpretation at heritage sites is strongly attached to the past and tends to ignore current circumstances and the future (Uzzell, 1989). Indeed, what management do not take into account is that visitors themselves construct their own interpretation of their experience (Bakiewicz, 2012).





High-quality interpretation can (Heritage Lottery Fund, 2013):

- help people to learn about heritage. Interpretation can support formal education and help visitors to learn new skills. Through developing interpretation, heritage sites staff and volunteers will also learn more about the heritage assets in their care;
- enhance visitors' enjoyment and the meaning of their visit, better connecting them with the natural and cultural qualities of the heritage asset;
- enable local people to become involved in presenting a heritage site to the public, fostering a sense of community ownership and stewardship;
- encourage visitors to behave in a more responsible way, for example by not dropping litter or not climbing on a ruin;
- provide the satisfying interpretive experience that paying visitors expect. Indeed, some interpretation may now be expected at sites with free entrance. However, interpretation can generate an income in return through related merchandising, marketing and events;
- encourage return visits and word-of-mouth promotion.





Interpretation is part of a range of heritage-related communication work that includes marketing, visitor information and orientation. These forms of communication often use the same media as interpretation, such as panels and leaflets, but there are crucial differences between them. Marketing materials aim to sell a heritage product, whilst visitor information tells people what there is to do and see, and orientation helps people find their way around (Heritage Lottery Fund, 2013).





Collaborations between multiple local organizations help to define larger geographic areas as cultural regions. Rather than competing with each other, local organizations can collaborate to interpret their shared canal or watershed history, thereby forging a statewide or regional identity (McHale et al., 2011). The interpretation of smaller, more defined cultural or heritage sites may have a multiplier effect which strengthens the overall interpretation of the larger cultural region. Each discrete site can really only tell a part of the story but a defined heritage corridor can have an aggregating effect. This is an important consideration when one is operating concerned with a canal or waterway which has a large geographical reach (McHale et al., 2011).



A narrow street in Braşov, Romania, with people walking and buildings on either side. The street is paved with cobblestones and has a few people walking away from the camera. The buildings are multi-story and have a mix of colors, including beige and brown. There are some signs and decorations on the buildings. The sky is overcast.

*A short
presentation of
Braşov County
from a tourism
perspective*

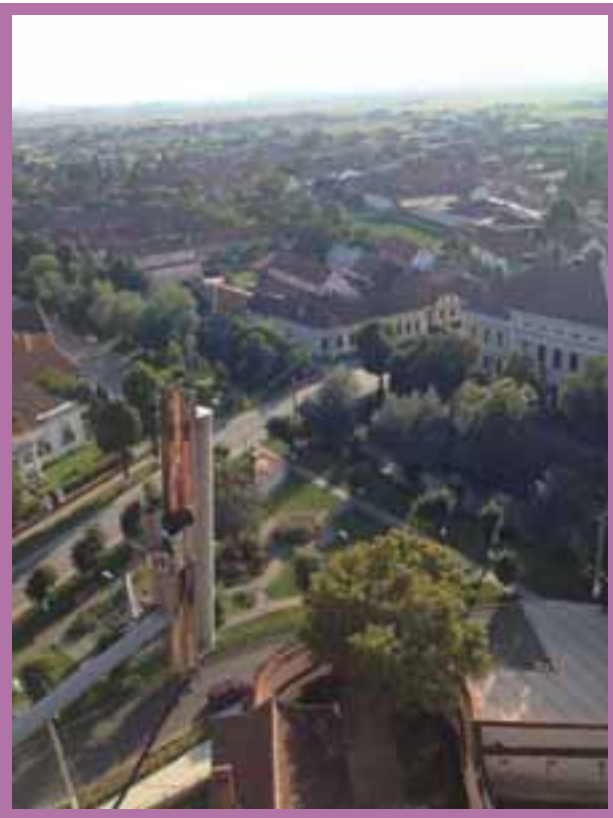


Braşov County is uniquely located in Transylvania and future tourism development should build upon this prime location. The County attracts visitors because it is at the heart of one of Romania's most important tourism assets, the Carpathian Mountains and the rolling hills of Northern Transylvania.



The County's tourism resource base is exceptionally diverse (MacGregor, 2005). It offers both extreme variations in topography, a fascinating historic past based on multiple cultures and a window into Romanian life that bridges the modern with the traditional agrarian lifestyles. The main City of Braşov is more or less centrally located and offers many nature (it is surrounded on three sides by mountains), and historic (one of Romania's best preserved medieval sites) tourism development opportunities. Its culture and heritage architecture, which come from the mixture of Romanian and Saxon traditions, provide a wealth of interpretive and sightseeing experiences (MacGregor, 2005).





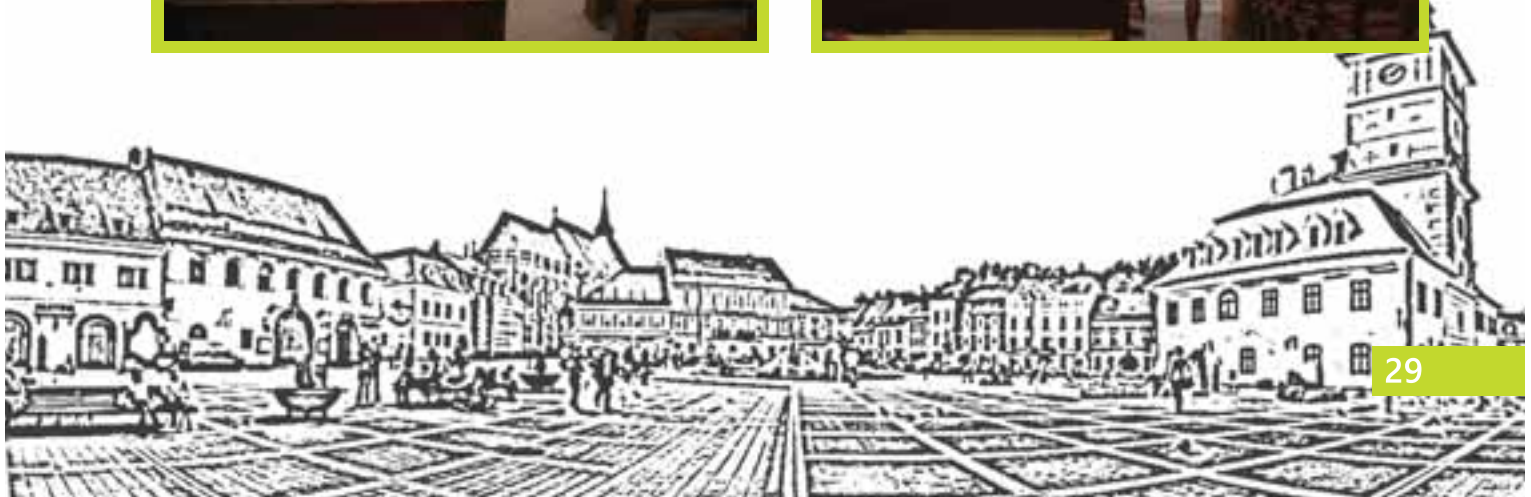
Due to its vast array of straits and passes, Braşov county, located in the South-Eastern region of Transylvania, at the crossroads of numerous access ways were driven across the Carpathian bend long ago, has been widely circulated and it has acted as the site of intense cultural exchanges. This is why the population of this county is characterized by a high ethnic and cultural diversity, which is also visible in the appearance and variety of the cultural and historical monuments having been preserved. These monuments enhance the county's potential to attract tourists, by adding value to its well-known natural tourist magnetism (Dinu and Cioaca, 2008).





However, despite being one of Romania's most popular destinations, the County is faced with many issues that are typically encountered by established tourism regions worldwide. Some of these include (MacGregor, 2005):

- maintaining visitor growth and revenues through the penetration of new market segments;
- improving the visitor experience with an emphasis on new product development, information and reception services and trained professional staff;
- arresting current high levels of environmental destruction and establishing strict guidelines to ensure protection and enhancement in order to maintain and grow market share;
- investing adequate funds in marketing activities and new technologies in order to successfully compete in the national and international marketplace.



The region is blessed with an exceptional inventory of heritage buildings, including castles and citadels, fortresses, monasteries, fortified churches and other facilities, many dating back to the 13th century (MacGregor, 2005). In fact those that have been restored tend to be the central attractions for the Braşov County tourism industry. Bran Castle and the Braşov Town Centre are visited by most first time visitors to the County. The Rasnov Citadel is also gaining importance as a heritage destination feature within the County. These restored facilities clearly demonstrate the power of heritage resources in developing a tourism sector. Consequently they provide a rationale for ongoing restoration of other strategically located structures such as in Rupea (citadel) and Fagaras (fortress) (MacGregor, 2005).



The Government of Romania has recognized the importance of protecting the mountain resources and have, over the years, established 2 protected areas within the County (Piatra Craiului National Park and the Bucegi Natural Reserve). Both protected areas offer immense appeal to the high growth ecotourism and soft adventure markets (MacGregor, 2005). Yet they face increased pressure from a variety of sources including unplanned vacation home construction, illegal logging and inadequate waste management and sewage treatment. These and other forces are contributing to the ongoing degradation of some of Romania's most important environmental and tourism resources (MacGregor, 2005).



LEO ADCAMP

PESTERA

GRASSROOM

The lecturers



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Creative Director &
Business Development
P&G, Leo Burnett Group



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Transilvania University,
Faculty of Mathematics
and Informatics



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Transilvania University,
Faculty of Silviculture and
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Transilvania University,
Faculty of Letters



Xiao Rui Zhang

Meisei University Tokyo





The projects

Brasov Museums

*Intangible Heritage
from Făgăraș Land*

The image shows the interior of a Saxon fortified church. The walls and ceiling are covered in faded frescoes, likely depicting religious scenes. A large, dark wooden chest with its lid open sits on the floor in the foreground. To the right, there is a long wooden table with a metal railing, possibly a display case for artifacts. The floor is made of large, dark stone tiles. The lighting is warm, highlighting the textures of the frescoes and the wood.

*Saxon Fortified
Churches*

*The First Romanian
School*

*Piatra Craiului
National Park*



*Braşov
Museums*



In the first day of the project, the students and teachers participating in the Leo AdCamp took a tour of some of the museums from Brasov City. The tour started with a visit at The Museum of Ethnography. This museum is dedicated to the regional ethnography from south-eastern Transylvania. The permanent exhibition is dedicated to the fabric heritage. In the central space it is represented a fair from Transylvania, reconstructing the stall mills where the weavers and drapers sold their goods.



In the permanent exhibition of the Museum of Art, the "National Gallery" brings together a selection of representative works of Romanian modern fine art (painting and sculpture). The exhibition includes pieces that illustrate the evolution of Transylvanian painting from the 18th century and the Romanian art during the first half of the 19th century and the post-war period.



"Stefan Baciú" Memorial House was the place where the participants found out many things about the poet, but also about the collections from "The Mureşenilor House" Museum. The later was founded almost half a century ago as a result of donations made by Mureşianu family descendants. "The Mureşenilor House" Museum hosts one of the richest family archives in Romania, with a very valuable collection of furniture, paintings, sculptures and especially an archive of inestimable cultural value, over 25,000 documents including documents related to the history of our national anthem.



The participants' tour also included the Weavers's Bastion, which was built in two stages, between 1421-1436 and 1570 -1573 and was defended by the weavers' guild. They discovered the permanent exhibition of „Brasov fortress and fortifications of Burzenland”.





The other towers and bastions that were part of the old defending system from medieval times and can be visited during an extensive walking tour of the city are:

- Drapers' Bastion. The first news regarding some building works at this bastion date back to 1521 and 1522, it was initially defended by the goldsmiths' guild, and after 1646 by the drapers' guild. Today, here it can be found a Digital Gallery into a space dedicated to history and sights of Brasov.
- Carpenters' Tower;
- Hunters' Tower;
- Rope-makers' Bastion;
- Arts Tower;
- Black Tower;
- White Tower;
- Graft Bastion.



At the First Romanian School Museum, participants were fascinated by the positive energy of prof. Vasile Olteanu, during his delivery of Romanian history lessons. The next tourist attraction included in the tour was the Museum of History, which is situated in the old Council House. In 1420, the District Assembly of Burzenland organized a room above the sales vault of furiers' guild for „granting justice” and for city council meetings. The exhibition includes more than 3000 pieces that represent the history and culture of Brasov and its surrounding area from pre-history to the present.





Participants to Brasov LeoAdcamp had the opportunity to visit the most representative building of Brasov, The Black Church, which was built from 1383 to 1477 and it is the largest Gothic church at the east of Vienna. The name of black was received after the great fire of 1689. The Black Church has one of the largest collections of Oriental carpets in the world, the biggest mobile bell (6 tons) of Romania and the biggest organ in Transylvania.





The last museum visited was also the place chosen for the presentation of the team projects on the 29th of August. The Urban Civilization Museum has many thematic rooms, such as spice shop, photography workshop, patrician salon, cellar and child's room. The medieval house still preserves murals with vegetal motifs that decorated the representation rooms of patrician houses in the Transylvanian Renaissance (second part of sixteenth century) and late nineteenth century.



A group of five people (three men and two women) are posing in a grassy field. They are all smiling and looking towards the camera. The background shows a lush green valley with a small village and a forested hillside under a clear sky. The text "Museums Team" is overlaid in a white, cursive font across the middle of the image.

Museums Team



Andreea Vrinceanu

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MVS

Museums of Brasov

Here is your experience



www.yourexperience.com

1) Urban Civilization Museum

QR Codes

- A story for each room
- Description of each object

Photography Studio

- Polaroid (from the museum, with extra charge)
- The chance of taking your own picture

Pharmacy Room

- Drink tea (smell and taste involved)
- The last room you visit
- Here you will get the souvenir + the map

...and what about a souvenir?



2) Ethnography Museum

Guides

- Welcome Bread & Salt
- Wearing traditional clothes

Background Music

English Info

Wearer Machine

Make your own souvenir

You have completed the puzzle!
Now what?

Scan the QR code



or just visit the website
www.youdidit.com



Whole picture

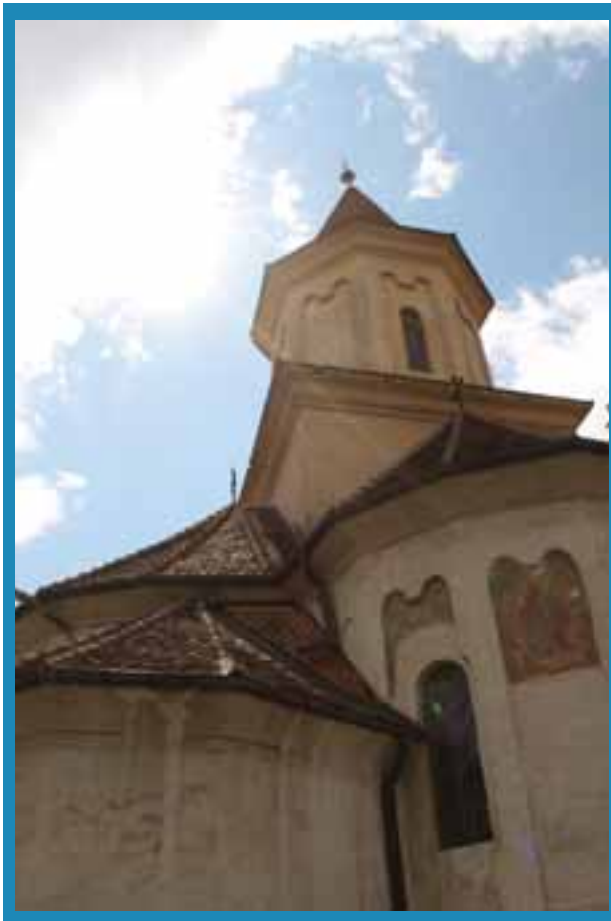




*The First
Romanian
School*



The First Romanian School is a touristic attraction unique in Romania, a heritage treasure and a valuable entity with a tremendous touristic potential. Flowering under the shield of the 16th-century church of Saint Nicholas, the school served for hundreds of years as a center of education for youth and adults. Over time, a total of 1730 students attended the school, however the most at one time was 110.





The museum has an impressive library that contains more than six thousand books which were used in the school. Some of the old books are unique, such as: the first Russian Bible (1581), the History of Mineral Waters (1837), Martin Luther's Bible (1699), some of the first complete Romanian Bibles, including the first one (1688) which was owned by Stefan Cantacuzino, the Prince of Wallachia between the years 1714-1716.





Second 'First Day of School' is a project that aims to attract more visitors to the First Romanian School through a series of communication and marketing strategies. The target group for the project is represented by the local inhabitants of Braşov – especially young people that come to visit the museum for the first time. They will be introduced to a whole experience that centers on a very personal moment in their lives, their first day of school.

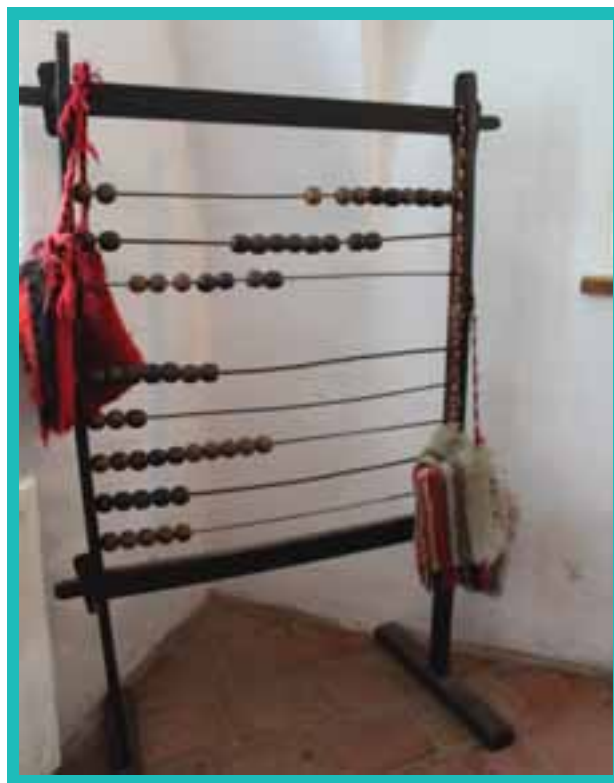


The campaign starts with teaser outdoor banners that are meant to disrupt the public's attention in an intriguing way: by citing the course written on one of the old books of the First Romanian School's library. In addition, the museum distributes flyers with the 'first iPad', an old blackboard used by the pupils during the classes.





The project also includes an entire experience for the visitors, meant to remind them of their first day of school. Every weekend the First Romanian School teaches people different 'classes', a series of workshops that involve visitors in: hand lettering, painting, wood carving, leather decoration etc. Moreover, the participants are encouraged to tell the stories of their first day of school and are invited to explore the museum's classrooms, printing press and library. The rooms are filled with 'talking paintings', different tablets disguised as pictures of famous historical characters that move and tell their stories in an interactive way.







*The First
Romanian School
Team*



Sonia Duta

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University of Economic
Studies

PR Coordinator at ASER



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Founder & Head of Design
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Elena Veteleanu

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University of Braşov

Corporate Development
Member at AIESEC Braşov



Victoria Arthofer

Graduate of
Fachhochschule Salzburg



Greta Abruzzese

Student at Marche
Polytechnic University

Vice-President
Responsabile Marketing
at AIESEC Ancona



Mihaela Beleaua

Student at Transilvania
University of Braşov





"If somebody should tear the book, destroy or steal it, he should be cursed, his left eye should fall out, his right hand should fall off, his feet should fall from his toes."

You will be with thought when seeing it at the First Romanian School.



A low-angle photograph of a tall, light-colored church tower. The tower features a clock face near the top, a red-tiled roof, and several arched windows. The sky is clear and blue. The text "Saxon Churches" is overlaid in a white, cursive font across the middle of the image.

Saxon Churches



On 19th of August, the participants at Leo AdCamp had the opportunity to know one of the most amazing attractions from Brasov County: The Fortified Churches from Burzenland. This churches was built by the followers of the German colonists that settled in Transylvania many centuries ago. According to the archaeological evidence, the German colonization of the region started at the middle of the 12th century during the reign of King Geza II of Hungary and Terra Bozza had German settlers (Theutonici) according to the 1192 documents. In 1211 the region was given to the Teutonic Knights by King Andrew II of Hungary in return for guarding the southeastern border of his kingdom. The German colonization continued after the chasing of the Teutonic Knights until the end of the 13th century. Even if the colonists came from the west part of the Holy Roman Empire, they were known as Saxons.



The tour started with a visit at an UNESCO World Heritage Site: Prejmer (Tartlau – the German name) fortified church. The Teutonic Knights constructed the fortress Tartlau in 1212–1213 as part of their colonization of the Burzenland region. It is one of the best preserved fortified church in Eastern Europe. The church is modeled after churches of Jerusalem, and the style of Late Gothic churches from the Rhineland. In the 15th century, it was surrounded by a 12m wall. The granaries and rooms that accommodated the villagers are arranged on four levels above the cellars.



In that full day that started with our departure at 8 a.m., the next stop (for a well deserved coffee break) was at Onuț family residence. Prof. Gheorghe Onuț is one of the emblematic figure of Faculty of Sociology and Communication, Transilvania University of Braşov, and his wife, Stela, the artist that was behind the restauration of their 17th century house, also on the UNESCO Heritage list.





At Harman (Honigsberg), the group had the opportunity to see another fortified church built around great Mongolian invasion in 1241. The Peasant Fortress was built by Saxon villagers in the 15th and 16th century and resemble the Prejmer fortress. The visiting experience was strongly audio-enhanced for those that visited the bell's tower at mid-day. Some of them took probably the first Italian-Dutch-Romanian „bellfie“ ever (selfie under the bell).



The meeting with the Ferninand Stemmer, a Swiss with a very big heart was a full revelation even for the press that came to see second day of Leo AdCamp adventure. The participants was fascinated by the stories of Swiss-Romanian Foundation that reconstruct organs from Transylvania or even build new sacred instruments. After a brief stop at Sânpetru (Petersberg), the group visited another Saxon church from Bod (Brenndorf), not exploited from touristic point of view.





The visit at fortified church from Rotbav (Rothbach) offered an experience sweet and bitter. The sweet part was the given by the moments offered through live performance at organ given by the one of Italian participants, Elisa. The group felt also the bitter taste when seeing a multicentury old monument, located near a main national road, that visibly loose his battle with the time. Maybe, ideas from future projects will came with solutions for raising funds in order to bring new life to this monument.





In the category of „why is not more visited?“ is the fortified church from Feldioara (Marienburg) that was built in 1280. The first church built by German colonists in Marienburg was destroyed during the first invasion of the Tatars in Țara Bârsei (Burzenland), at 1241. The most important insight about Heritage Interpretation that we received here was people and their stories are more important than stones and monuments. Here at Teutonic Marienburg, an old lady was the Hero: Mrs. Janeesch Katerina kept audience’s imagination with the stories about the times when this church was full of life. After a short visit at Orthodox church (built in 1788), the group goes to Hălchiu (Helsdorf) and Cristian (Neustadt).





Jesus Christus gestern und heute - und derselbe auch in Ewigkeit.

Saxon Churches Team



Oana Ticusan

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HR Coordinator at PRIME
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Andreea Zahn

Graduate of Transilvania
University of Braşov

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Bike School & Rental / Ski
Rental - Alpin Resort



Roxana Tarziu

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Honami Kimura

Student at Meisei
University





Home Behind the Walls is a project which seeks to advertise three of Burzenland's most beautiful fortified Saxon churches. The event was conceived as a one day interactive and fun guided trip for the entire family, to the fortified churches of Prejmer, Harman and Cristian. Anybody can join the tour; locals as well as foreigners can find out more about the history and architecture of each of the three target destinations. The information will be provided in English, Romanian and German and reservations can be easily made online.



Twice a week, a bus departs from the city of Brasov's center, stopping at each of the three churches; here, a guide will present key facts about the sites and participants will be able to wander the old hallways and marvel at the visually and culturally intriguing details, which make the fortified churches of Burzenland places to remember.

Why home?

In the past, the fortified Saxon churches were a place of togetherness. The walls surrounding the churches used to house entire families, not only in moments of peril; the churches' grounds constituted a safe haven for adults and children alike, a place quivering with life. Families cooperated in their routines, so as to manage to accomplish their daily tasks.



Through Home Behind the Walls, we set out to offer participants the chance to relive this binding experience. After having found out more about the churches' past, parents will have to work together with their children in order to complete a puzzle; children's imagination will be stimulated through an escorted treasure hunt throughout the churches grounds, while adults will have a guide and numerous interpreters at their disposal, in an informative tour. At the close of the day, adults will complete a quiz so as to aid their children in the quest for treasure. The trip's end consists in a warm meal back in Brasov and an award ceremony devised in honor of the day's successful teamwork.

A scenic landscape of a mountain valley. In the foreground, a wooden fence made of vertical posts and horizontal rails runs across a lush green field. To the right, a large haystack sits on the grass. The middle ground features rolling green hills covered in dense evergreen forests. In the distance, a small cluster of white buildings with dark roofs is visible on a hillside. The background consists of majestic, hazy blue mountains under a bright blue sky with scattered white and pinkish clouds.

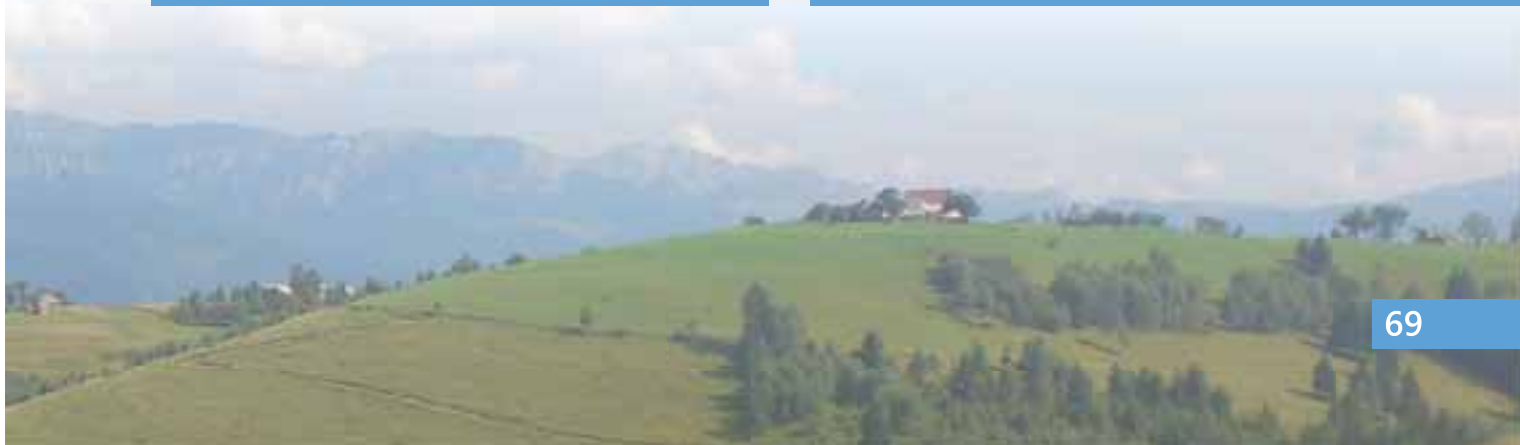
Piatra Craiului National Park



On August 20th and 21st, 2014, the students and teachers participating in the AdCamp Summer School attended the courses of Leo Adcamp summer school in the rural tourist destination, Pestera village, which is situated in Piatra Craiului National Park.



Participants were accommodated in rural guesthouses, which are run by local residents, who still preserve a traditional way of living. Upon arrival in the local accommodation, participating students attended a series of courses and workshops. First, a presentation about Piatra Craiului National Park was held by a ranger from the Park's Administration, who is also a student at the Forestry Faculty from Transilvania University in Brasov, followed by some insights on Forest Management and Practice in Romania, outlined by associated professor, Stelian Borz. Further on, lecturer Adina Nicoleta Candrea, from the Faculty of Economics Science and Business Administration, held a presentation referring to heritage interpretation, with a special focus on natural heritage.



In order for students to reflect on the presented themes and to get a chance to apply the newly learned concepts, they were guided through the rural area of Pestera and Magura villages by the park ranger. The tour took 4 hours and students were grouped in 10 teams which had specific tasks regarding the interpretation of the area's natural heritage. They had to identify key tourism assets and interpretation themes, as well as a specific plan which may be used by the Park's administration for future interpretation initiatives. Each team was also given the task of taking photos of the studied area, selecting the most representative ones, associating them with certain interpretative themes and advertising perspectives.

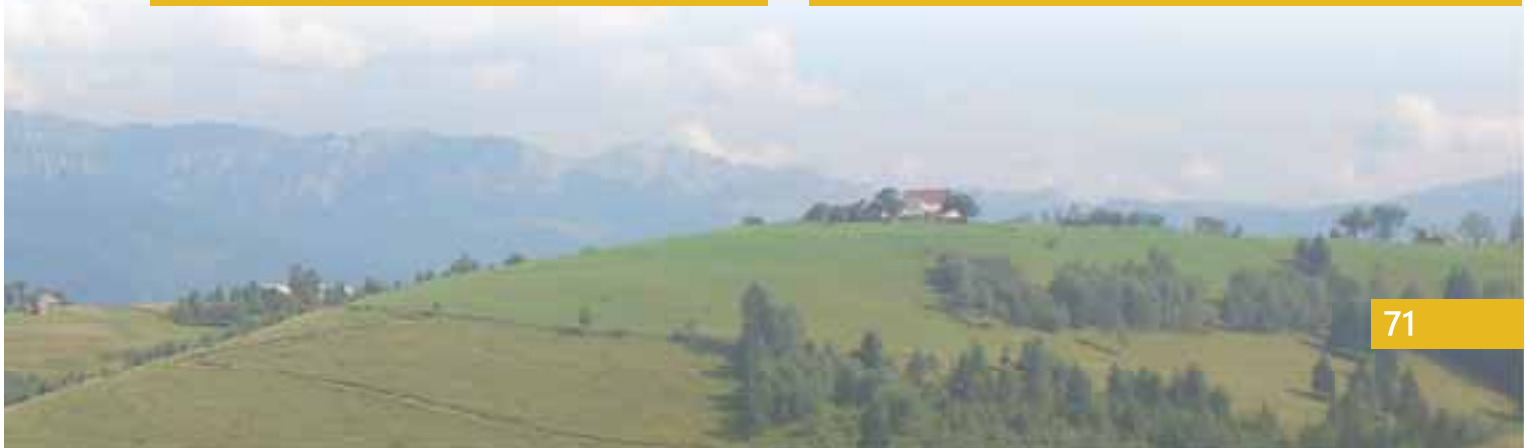




The next day started with the presentations provided by our guests from the University of Zadar. Professor Vlado Susac held a presentation regarding conceptual mappings in tourism advertising – a semiotic approach. Afterwards, Ivana Lozo outlined Croatian best practices regarding tourism in national parks and presented a Croatian case study about the Promotion of Dalmatian fortification systems and creation of new tourist products through the television series Game of Thrones.



Further on, a special presentation framework was set up in the meadows nearby, called the "Grassroom". In this unconventional setting, each student team presented an interpretative proposal for Piatra Craiului National Park, as a tourist destination. After going back to the guesthouse, each student team presented the 9 selected photos as well as the associated interpretative themes and justified their choice.



Due to the choice of local accommodation, participants had the opportunity to immerse themselves in traditional rural activities, such as hay making and animal breeding and had a chance to taste local food and drinks. This allowed them to include the gastronomic theme in their interpretation proposals and provided them with a real 5 senses experience.





*Piatra Craiului
National Park
Team*



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Ion Negoias

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Sven.ART



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An aerial photograph of a town in Făgăraș, Romania. The town is characterized by numerous buildings with red-tiled roofs and light-colored walls. The town is nestled in a valley, with green hills and mountains in the background under a clear blue sky with some light clouds. The text "Intangible Heritage from Făgăraș, Land" is overlaid in a white, cursive font with a black outline.

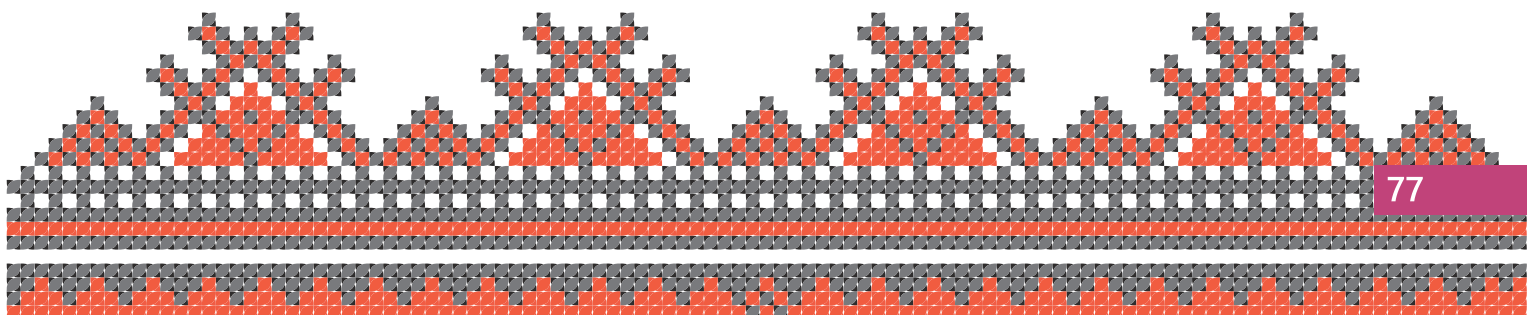
*Intangible
Heritage from
Făgăraș, Land*



On August 24th and 25th, 2014, the students and teachers participating in the AdCamp Summer School visited Tara Fagarasului. As organizers, we decided to show them the cultural resources of two communities: Dragus and Mandra. It was an inspired idea because the participants enjoyed the hospitality and the great variety of activities especially prepared for them by us in collaboration with local formal and informal leaders.



First, we arrived at Dragus on August 24th, just when the villagers were coming out from the church. The first intangible heritage resource that we discovered in this community was the church choir. It consists of a group of women (and sometimes a few men) who carry on the tradition of singing at religious services and folk festivals. Self-managed, without the help of a conductor or music coordinator, they manage to portray vivid emotions when singing sacred music, carols or old love songs from the local folk repertoire. These women, dressed in their beautiful costumes, were the ones who welcomed the guests, and then held a brief performance of sacred and secular songs in the courtyard of the Orthodox Church.

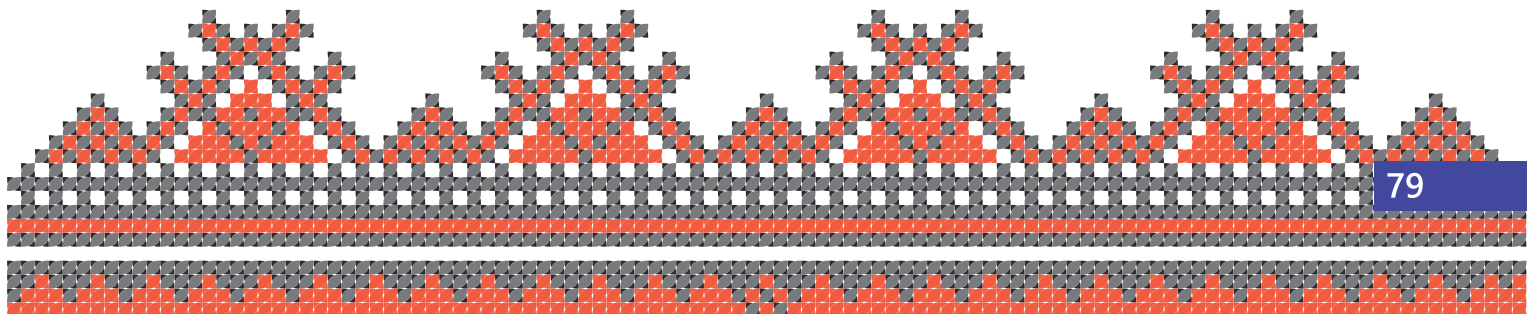




Meanwhile, a surprise was waiting for us outside the church: a horse cart which the foreign students were invited to take... and they did it happily and with confidence! As Romanians who have experienced this rustic means of transport many times before, we preferred to follow our colleagues by bus to Dragusel - a valley where our guests enjoyed the landscapes and the splendid panorama of the Fagaras Mountains. They also participated in a treasure hunt through the Corn Maze – a new tourist attraction designed by the Dragus Town Hall Hall for children and youths. After finding the right path through the maze by answering questions about their recent experience in our summer school, the winners were given a trophy: a corn cob!



We then visited the Stoia family and met Mrs. Doina, who weaves folk costume pieces. Girls in particular were very interested in this craft and our host showed them how much painstaking patience is needed to create these traditional art pieces. In the final part of our visit, this hospitable family offered us homemade donuts and wine. The intangible experience suddenly became more delicious! And that was after we had just been invited to lunch at a requiem in the Cultural Center of Dragus...





Next, we visited the famous furrier family Sofonea, who has been dealing with this craft for three generations. A few years ago, Mr. Dumitru Sofonea was awarded the title of "living human treasure" by the Romanian Ministry of Culture. Together with his wife and elder girl, Mr. Sofonea creates beautiful vests and coats, and sells them mainly to foreign tourists. The visit took longer than expected because all participants wanted to try on a breastplate and take photos dressed like this.





This first day in Tara Fagarasului ended in a scientific atmosphere with a presentation by sociologist Codrina Sandru (born in Dragus) about the cultural life of this village, which contained some elements of local history and described the special relationship between sociology and Dragus based on research activities coordinated by Dimitrie Gusti in the interwar period.



The next day, after a short visit to the Sambata Monastery and Fagaras Castle, we went to Mandra village where we got acquainted with the members of two cultural foundations. We were welcomed by the staff of these two small cultural organizations at the Canvases and Stories Museum – an old, small, blue house restored so as to convey an ancient and impressive message to new generations. Professor Monica Constandin invited us to eat bread and salt and then outlined the children’s workshops, which they organize during the summer vacation.



We discovered and enjoyed local traditional activities such as glass painting (we could even make our own small paintings), clay modeling, traditional weaving techniques, cooking “sarmale”, and we were taught traditional dances and songs. The children were adorable and “sarmalele” came out very good (the best at preparing this traditional food were the Italian students!)



Afterward, we went to the Orthodox Church – an historical monument – and paid a visit to the Zara family. Together with her mother and sister, Alina Zara has started up a business – they embed old textile motifs and inspiring old folk sayings on shirts. Soon, it was evening and after dinner the group was invited to admire the “ciurda” – a special moment in each Transylvanian village – when the cows and buffalos return home. Our foreign guests enjoyed this final moment of their new cultural experience in Tara Fagarasului very much, even if it was not just intangible heritage!



N-ai nevoie de foarte multe
Ca să fii fericit
E de ajuns
o mână de prieteni
în asfințit...





*Făgăraș Land
Team*



Melania Strambeanu

Graduate of Transilvania
University of Braşov

President at PRIME Braşov



Silvana Ilie

Student at Transilvania
University of Braşov

PR & Communication
Assistant at Herbagetica



Alexandra Vioreanu

Graduate of Transilvania
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Barbara Kulaga

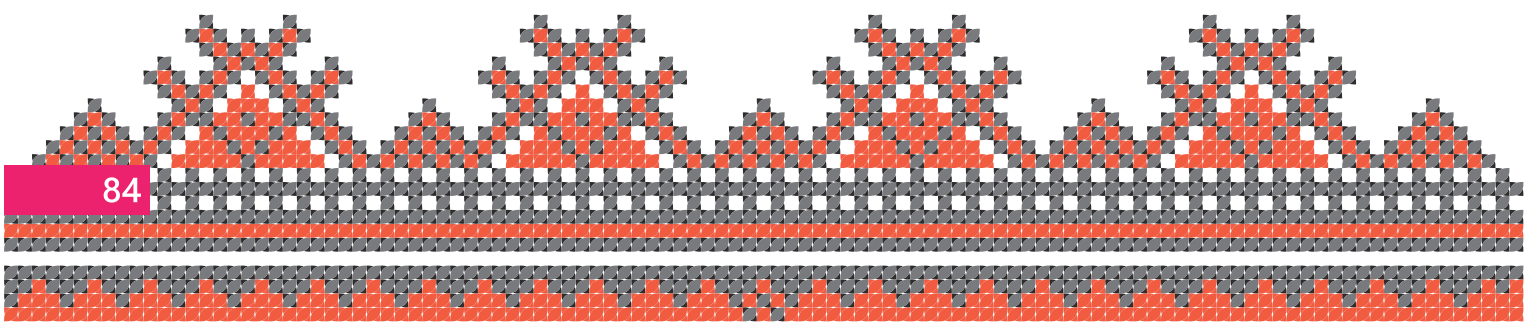
Graduate of Marche
Polytechnic University

ITW Tutor at Marche
Polytechnic University



Mei Mori

Student at Meisei
University



TARA FAGARASULUI EU

Immaterial Heritage and Traditions from Fagaras Land (IHTF)

S.W.O.T. Analysis

Strengths +



- the only manual factory of sheepskin in country
- historical places
- medieval fortress
- natural framework
- Museum of Canvas and Stories-Mandra Chic-unique creation studio, authentic romanian
- the local food&traditions: dances, songs, handicrafts
- the fortress of Fagaras kitchen: a mix between romanian+hungarian+saxon food

TARA FAGARASULUI EU
Immaterial Heritage and Traditions from Fagaras Land (IHTF)

Communication idea

"Let the kids know what we were before what we will be."



TARA FAGARASULUI EU
Immaterial Heritage and Traditions from Fagaras Land (IHTF)



PRIMA EDIȚIE A ȘCOLII DE VARĂ „BRAȘOV LEO ADCAMP” LA BRAȘOV

Publicat în 21 aug. 2014 ora 3:29 pe site radiomures.ro

Până pe 29 august, 27 de studenți dintre care 10 străini, 13 din Universitatea Transilvania și 4 de la alte universități din țară, participă la Prima ediție a Școlii de vară pe teme de publicitate și interpretarea patrimoniului Brașov Leo AdCamp. Studenții participanți vor promova atracțiile turistice și culturale ale Brașovului.

Evenimentul este organizat de Facultatea de Sociologie și Comunicare a Universității Transilvania și a partenerilor externi, spune lector univ. dr.Florin Nechita.

Studenții participanți vor avea ocazia să descopere patrimoniul cultural și natural al județului Brașov iar ca aplicație practică vor realiza proiecte de promovare pentru Muzeul Prima Școală Românească.

http://www.radiomures.ro/stiri/prima_editie_a_colii_de_vara_bra_ov_leo_adcamp_la_brasov.html

Studentii de la Brasov Leo AdCamp vor promova atractiile turistice si culturale ale Brasovului

Prima editie a Scolii de vara pe teme de publicitate si interpretarea patrimoniului Brasov Leo AdCamp a inceput ieri si va avea loc pana pe 29 august. Evenimentul este organizat de Facultatea de Sociologie si Comunicare a Universitatii Transilvania si a partenerilor externi - Meisei University mai mult

Marti, 19 August 2014, ora 04:06

Alte articole despre: studenti Brasov Leo AdCamp, atractii turistice culturale Brasov

<http://www.ziare.com/brasov/articole/studenti+brasov+leo+adcamp>

<http://cronica-gaestiului.ro/archives/30120>





GENERAL

Studentii de la Braşov Leo AdCamp vor promova atracțiile turistice și culturale ale Braşovului

by Ovidiu Vranceanu - on August 19, 2014 at 1:31 AM - 0 comments

Prima ediție a Școlii de vară pe teme de publicitate și interpretarea patrimoniului Braşov Leo AdCamp a început ieri și va avea loc până pe 29 august. Evenimentul este organizat de Facultatea de Sociologie și Comunicare a Universității Transilvania și a partenerilor externi – Meisei University Tokyo, Universita Politecnica di [...]

<http://www.bizbrasov.ro/tag/brasov-leo-adcamp>

Studentii de la Braşov Leo AdCamp vor promova atracțiile turistice și culturale ale Braşovului

Autor: Ovidiu VRÂNCEANU

Publicat la 19 august 2014

Prima ediție a Școlii de vară pe teme de publicitate și interpretarea patrimoniului Braşov Leo AdCamp a început ieri și va avea loc până pe 29 august. Evenimentul este organizat de Facultatea de Sociologie și Comunicare a Universității Transilvania și a partenerilor externi - Meisei University Tokyo, Universita Politecnica di Marche, Universita di Macerata, University of Zadar și Salzburg University of Applied Science.

Cei 27 de studenți participanți (10 străini, 13 din Universitatea Transilvania și 4 de la alte universități din țară) vor avea ocazia să descopere o frântură din patrimoniul cultural și natural al județului Braşov. Ca aplicație practică la ceea ce vor învăța în aceste 11 zile, participanții, împărțiți în cinci echipe, vor prezenta în 29 august proiecte de promovare pentru Muzeul Prima Școală Românească, Bisericiile Fortificate din Țara Bârsei, Parcul Național Piatra Craiului, Tradiții și Obiceiuri din Țara Făgărașului și Muzeele din municipiul Braşov. Acest proiect va contribui la creșterea vizibilității internaționale a Universității Transilvania din Braşov, la deschiderea unor noi posibilități de cercetare prin colaborări internaționale și la promovarea unor obiective reprezentative ale județului Braşov.

<http://www.bzb.ro/stire/studentii-de-la-brasov-leo-adcamp-vor-promova-atractiile-turistice-si-culturale-ale-brasovului-a76828>



Event in Corp

Submit an event

Universitatea Transilvania Corp T

Monday 18 August 2014, 09:00 till Friday 29 August 2014, 22:00

Organized by : Școala de Comunicare Brașov

Activities Corp / Description

Prima ediție a școlii de vară Brașov Leo AdCamp se va desfășura între 18 și 29 august în organizarea Facultății de Sociologie și Comunicare, în colaborare cu alte patru facultăți din Universitatea Transilvania: Facultatea de Științe Economice și Administrarea Afacerilor, Facultatea de Litere, Facultatea de Matematică și Informatică și Facultatea de Silvicultură și Exploatarea Forestiere.

<http://www.wherevent.com/detail/Scoala-de-Comunicare-Brasov-Leo-AdCamp>

http://spocri.unimc.it/it/site-news/avvisi-com/summer-school-in-comunicazione-2014leo-adcamp2014-facolta-di-sociologia-e-comunicazione-di-brasov-romania-e-agenzia-di-comunicazione-2014leo-burnett2014/image/image_view_fullscreen



Local TV news: RTT & Mix TV, 19.08.2014





Digi24 interviews The Backpacker Intern at Leo Burnett Bucharest

<https://www.youtube.com/watch?v=i3R0tBchAEo> – Digi 24, Bon Ton (TV show)

Pe urmele unui vis. De vorba cu The Backpacker Intern - tanarul care calatoreste prin lume pentru a fi intern in agentii, in schimbul mancarii si a unui loc unde sa doarma

Postat de [Digi](#) in [La zi pe Metropotam](#) | 12 Septembrie 2014 | 0 comentarii | [Facebook](#) 31

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In ultimele 8 luni, [Mark van der Heijden](#) a calatorit prin toata lumea, a cunoscut o groaza de oameni interesanti, si-a schimbat modul de a gandi si a trait experiente pe care nu le va uita niciodata.

Pe scurt, Mark van der Heijden duce o viata de invidiat pentru tinerii cu ambitii mari - este omul care a vizitat la ceva si a pus in practica toate cele necesare pentru a-si urma scopul.

A avut curajul sa faca fie ceea ce si-a dorit!

Mark van der Heijden este cunoscut drept **The Backpacker Intern** - tanarul care calatoreste prin toate tarile pentru a fi intern in agentii de publicitate. Nu cere bani ci, in schimbul creativitatii sale si muncii pe care o depune, mananca si un loc in care sa doarma.

Initiativa sa a fost un succes in industrie si la scurt timp dupa promovarea acestuia, olandezul a primit o groaza de oferte de la diferite agentii din jurul lumii.

<http://metropotam.ro/La-zi/pe-urmele-unui-vis-de-vorba-cu-the-backpacker-intern-tanarul-care-calatoreste-prin-lume-pentru-a-fi--art9122266054/>



Studentii straini si proiectele pentru promovarea Romaniei. Actiunea originala a unui olandez desfasurata in Trasilvania



Romania este o tara foarte usor de promovat, pentru ca aici exista multe lucruri frumoase si interesante de aratat - este concluzia la care au ajuns 30 de studenti specializati in comunicare, veniti din toata lumea la Brasov.

<http://stirileprotv.ro/stiri/social/studentii-straini-si-proiectele-pentru-promovarea-romaniei-actiunea-originala-a-unui-olandez-desfasurata-in-trasilvania.html>



Foto and Video Coverage



Razvan Bocu

University Transilvania,
Faculty of Mathematics
and Informatics



Barbara Kulaga

Graduate of Marche
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ITW Tutor at Marche
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Mei Mori

Student at Meisei
University



Andrei Pascale

Graduate of National
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Student at University
Transilvania of Braşov



Corina Ştirbu

Head of Communication at
Iceberg Consulting





Testimonials

” It was one of my greatest experiences so far, I've had the chance to meet and spend two weeks in the company of some pretty awesome people. I've had lots of fun, learned many interesting and new things, and I've rediscovered the beauties of Brasov County. Thank you for an amazing summer!

– Roxana Beleaua

” The Leo Ad camp was a great experience made possible by dedicated people that presented the authentic local culture of Tara Bârsei. The best was the socio-cultural exchange made between the participants and the creative result of their different points of view on the topic.

– Paul Bulencea

” By far the most complex, 360° experience I had this year. It covered absolutely everything, from knowledge in the advertising field gained from renowned specialists, to traveling, fun and international friendships. Digging into history was never as interesting and challenging as during Leo AdCamp. I can wholeheartedly say that it was a life-changing experience.

– Sonia Duță

” Leo AdCamp was a great opportunity for me to experience intercultural communication, to better know and understand the county where I live and it was maybe an unique chance for me to get in touch with extremely interesting and useful lectures and also make new friends from all over the world.

– Anca Florescu-Bratei

” Leo Burnett AdCamp: a wonderful experience ... the place where you find knowledge, great friends, fun, creative ideas...an unforgettable tale.

– Ana-Maria German

” This experience taught me how to work in a team with foreign people and still realize a nice, successful project. Although, beside new things I've learned about Advertising - my passion, the connections we made and the memories we have are THE BEST thing of this experience. I would join the AdCamp again if I had the chance, without a doubt. Congratulations, Mr. Florin Nechita&the team for this idea and for the way you managed it! I hope to see you all again in Leo AdCamp 2015!

– Silvana Ilie





” I can't describe the experience in few lines, it'll be not real, I always have with me some photos, and all can I say to others is "talk less about it but live it", there is nothing more true than "live your own experience". After being in Bucharest I can definitely say we were in a little region of Roumanian heaven, really far away from the big city life! I learned during this experience to look people in their eyes and look their hands. I'm trying to do the same also once being home.

– Barbara Kulaga

” My experience at AdCamp can be summed up thus: the unique way to discover the country was to explore it with a group of friendly foreign people. Leo AdCamp gave me this privilege, an ambitious and productive project that Romania needs.

– Mara-Georgia Lixandru

” Great people, great days, great work. I find Leo AdCamp as one of the best opportunities for those who aspire in the advertising industry to really understand how it works in practical terms.

– Ion Negoiaş

” A friendly and healthy breathtaking experience that I am glad I could be part of.

– Alex-Dorin Scurtu

” AdCamp Leo was a beautiful experience like the Nature itself, because every day was different as it happens in nature. I visited many places and I saw different landscapes, so I associate this experience with summer living nature. I met wonderful people, I learned many things related to Advertising and things that enrich our general culture.

– Oana Ticusan

” Every experience it's about making new friends.

– Alexandra Vioreanu

” The AdCamp was the most impressive experience for me in 2014, hope you have another one in the near future.

– Xiao Rui-Zhang





2 Weeks at #LeoAdcamp Romania

Mark van der Heijden, September 1, 2014

<http://thebackpackerintern.com/2-weeks-leoadcamp-romania/>

About 6 months ago I received an email from Brasov, Romania. The subject was 'Internship proposition with Vampires in Transylvania'. I didn't care what it was; this subject was enough to make me go to Romania. As a copywriter I can appreciate smart and intriguing copy.



The internship proposition came from the University of Transylvania. Together with Leo Burnett they organised the first edition of #LeoAdcamp; a summer camp for students. Two weeks to dive into an ocean of advertising skills. The organisation asked me to join the lecture team and help them out. It was an experience to remember forever. We were with a great group of people from Japan, Italy, Romania, Croatia, Austria and one Dutch guy. As Lorenzo – one of the Italians – would say: "It was very cool-ah!"



The goal of the camp was to create a campaign to promote tourism in Romania. To make the best out of this we visited the most beautiful sights and got inspired with lectures from professors, entrepreneurs and the best people from Leo Burnett. My favourite speech was the one from Codrina Ciubotaru. A savvy power woman that gave us big lessons in life and work. Thanks a lot for that!



The University of Transylvania also asked me to give a lecture. My presentation 'Find your Passion' was aimed to inspire the students to find their own passion. It became an interesting workshop where everybody shared the passion of his or her neighbour. In this way we got to know each other better and it inspired all of us to see and find new connections and collaborations.

Our camp didn't pass by unnoticed, since the National Romanian television did a short reportage about it.



In the weekend we had some free time and we decided to visit Bran Castle. Also known as 'Dracula's Castle'. At the highest point we could see the surroundings of the castle. We heard some electronic sounds trying to grab our attention. It sounded pretty good. The music came from some kind of festival next to the castle. We still had a few hours to kill (Dracula) so we followed the beats and made our way to the festival. It was an electronic festival with 36 hours of music and lots of djs. We came in and claimed the dance floor. The organisation liked us so much that they gave us 3 rounds of free Palinka! I still hear the MC shouting: "Dracula where are you?!". We danced our asses off and met up with some cool kids from the block.

At the end of the camp it was time for the grande finale. The teams had to present their ideas for the media, judges and the rest of the group. I remember that some groups had a lot of struggles the day before. I helped out where I could and cheered them up. I told them it's a cool thing that we are doing here and the best way to keep going is by staying positive and working together. Some of them worked until 5 o'clock in the morning. But all of them managed to give a kick-ass presentation. Great job guys!



I'm very proud of how the whole group transformed during these weeks. We all gained more knowledge, created international friendships, had loads of fun and worked our asses off. We also had a lot of Kürtőskalács; probably the most delicious thing you can eat in Romania. It's fresh bread, baked in front of your nose. The smell is irresistible and you can choose to add different flavours like coconut and chocolate but my recommendation is cinnamon.

Professor Florin and the rest of the crew; you guys did an amazing job with this first edition of #LeoAdcamp. I will write down my thoughts and feedback about the camp so that the next edition will be even better. Congratulations with your diplomas, all the best to all of you and see you next year!

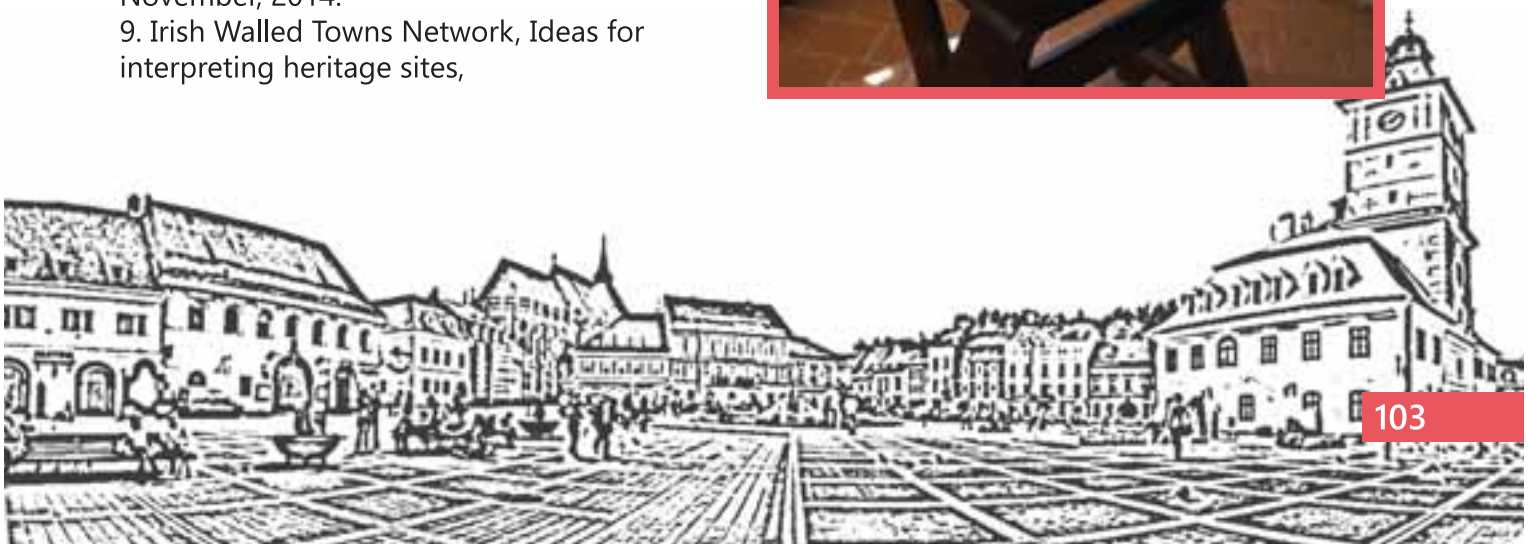


Diploma



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*- Mark Van der Heijden -
the Backpacker Intern*



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