



***"Architecture responds to a place and
time and can create meaning"***

Chris Precht



Touristic Farming

Why would you visit Dealu Frumos?

Exploiting the virgin landscape and the traditional lifestyle to bring tourists to Transylvania

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Kleines Entwerfen Schönberg 2018S



Why would you visit Dealu Frumos

Exploiting the virgin landscape and the traditional lifestyle to bring tourists to Transylvania

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1. Preamble

The saxonic fortified churches from Transylvania are unique and could well be a touristic attraction. In conclusion they should be preserved. There are too many to be saved and because the saxons left Romania long time ago the churches were left unattended. At Dealu Frumos the church was repaired recently. We want to develop tourism in Dealu Frumos so that the church will also be visited and our idea was to transform an existing farm into a touristic farm. The village and the church will benefit from this and the business could be profitable by itself. Our main perspective was on keeping the costs as cheap as possible. Because of the bad positioning of Dealu Frumos (70km from the nearest city) we thought that a touristic farm could work. It brings external activities independent from the city and the program includes the visit of the churches in one of the days.

2. Design Goals

1. Development of the rural area
2. Bringing tourists to the fortified churches
3. Keeping the Romanian tradition alive
4. Developing the infrastructure
5. Making new income possibilities in the area

3. Peer Group Analysis

Being abroad for about four years we've noticed that in Austria the rural area has become industrial. Corporations own the farming lands and there are no more small farms. The farmers now work for the corporations not for their own small business. This happened for a long time and at the moment the average man doesn't know how it is to live on the countryside, more specifically to gather your own crops and to notice what it actually means to eat healthy. For example we've met two Austrians that want to move to Dealu Frumos after their retirement to live healthy. In Dealu Frumos they can grow their own crops, have a fresh air every morning and not be afraid of the contamination of the soil with chemical substances.

As said in our concept the famous DJ Steve Aoki, in his first visit to Romania, has spent his time on a farm with sheep. He was more curious of the traditional lifestyle than the other activities that could be had in the heart of Transylvania (Cluj). To be said is that Cluj won in 2015 the prize for Student Capital of the World. In Cluj there are a lot of festivals and activities to be had every weekend.

The foreign tourists didn't see a small scale traditional Romanian farm their entire lives, neither did their parents or their grandparents. It widely resembles the way agriculture was practiced three or four generations ago in some parts of Austria. We think they have a big curiosity about the way their forefathers lived. In Romania at our farm we want to give them the opportunity to live the way their ancestors did.

Romania has a very beautiful landscape and the tradition is being kept. In a lot of regions, mainly in Transylvania, the farmers still work the land in the traditional way. They do not use the new technology. The stereotype of the Romanian farmer learned how to work the land from his father and his father learned from his father before that so the tradition was kept in the purest way possible.

A touristic farm that would have sheep as a main attraction with activities like milking them and making cheese and wandering with them over the Romanian landscape is our idea of a prosperous business in Dealu Frumos. A modern building will be needed to house the tourists in their vacation because we want to offer the best conditions possible. Even if the buildings for the accommodation will be modern the farm will be a restored old traditional farm.



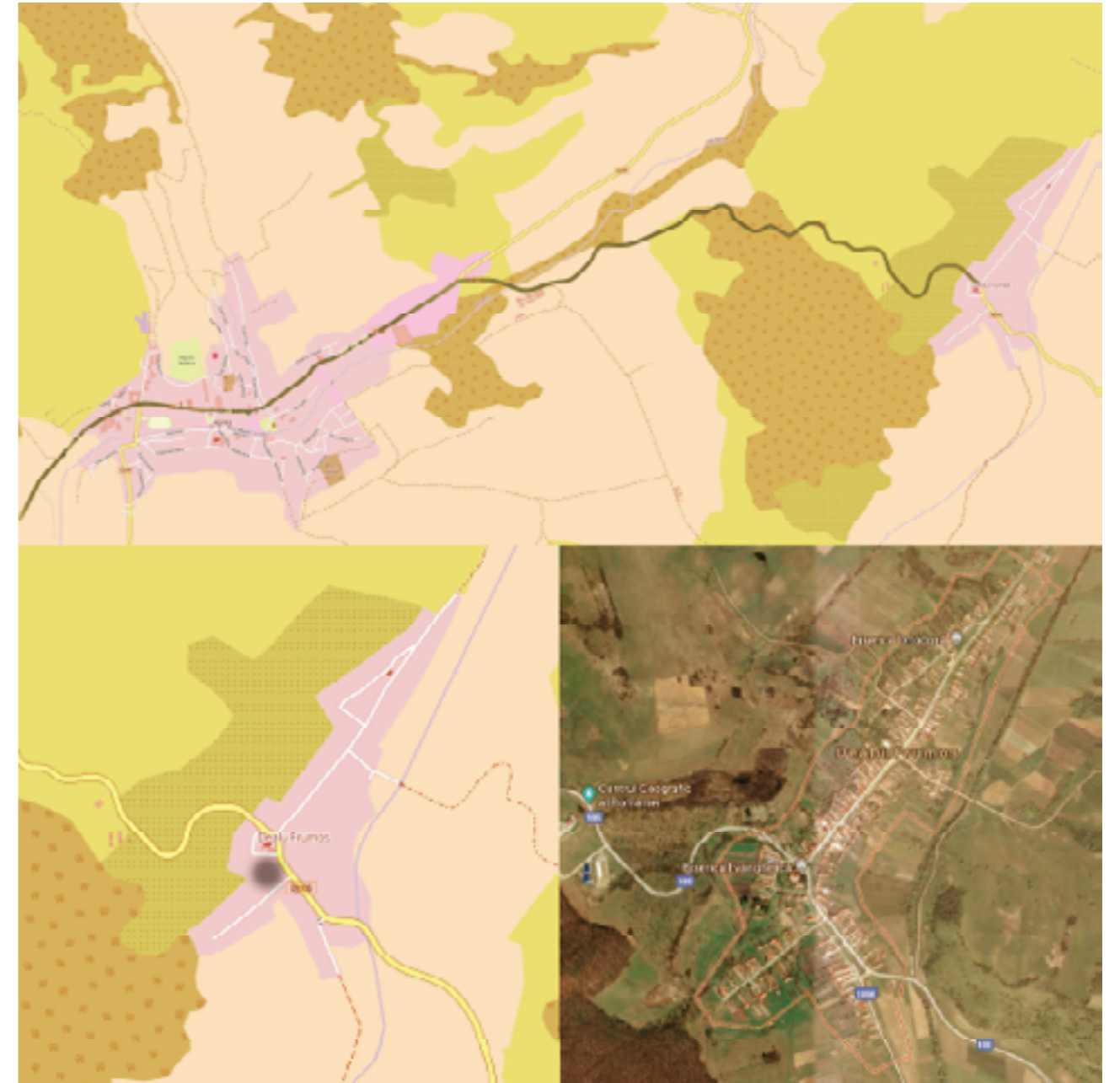
4. Research

Our concept was strongly influenced by the fortified churches mainly the one in Dealu Frumos, by the farm in Mosna and the artistic community in Nocrich.

The fortified churches in Transylvania were built by the saxon community right after they immigrated to Romania and they started to build their own civilisation. They have their own unique architectural elements. As an example they were made to withstand a siege in case of emergency. The entire community had place inside with all their wealth. The roofs of these churches were made from a wooden structure that we have found very fascinating. In Romania there is an association to preserve the churches but sadly because of their big number and the lack of a community to use them it is not possible to protect all of them from the damage of time. We want to help preserve the church from Dealu Frumos. One step at a time.

In Nocrich there is an artistic scouts community with the headquarters in the priest's house. They are students or mainly young people that spend their vacations in Nocrich to gather inspiration for their projects. They had different activities, some were doing pottery some were painting but they were a community and they were all hanging out together and it seemed to work very well for them. This made us think that we could also achieve building a community for our tourists in Dealu Frumos. A hotel doesn't gather a community and no building actually does, but a village does. A modular architecture type with different but similar housing elements could be arranged and changed for the needs of the society and could work well for us in the idea of bringing people together.

In Mosna there is a touristic farm that is functioning as a restaurant for tourists that want healthy food. It has become very popular in the last years because of the social media. He had farm animals in the same garden where we have eaten. So we could see with our own eyes where our food was coming from. It was an old saxon house and we had dinner in their garden. We decided that our farm should also be a part of the village and not only be keeping some elements of the traditional saxon architecture but by making it a part of the landscape. The "missing walls" of the cubes will all be oriented to the landscape so that our building will be a frame for the nature.



5. Tourism

As said in the last chapter we want to make a touristic program for our customers. It would be appropriate to have a full program even if the tourist don't want to use it. Because we've had a lot of feedback that said that the rural life in Romania would be boring and they wouldn't have enough activities.

A seven day program will be more than enough. We also thought on the Transportation from the nearby airports like Sibiu and Cluj to Dealu Frumos because of the lack on public transport. We found out the prices from the firm called "Atlasib" that is a Sibanian firm. Also for the rent of a bus for a trip through the fortified churches in the area and a visit to Sighisoara and a visit to Bran Castle and Rasnov Citadel.

The Farm should be bought from one of the existing three farms in the area. The accommodation will be done by us in a modern way that brings forth the values of the area. For example the traditional saxon architecture and the beautiful landscape. If need be we will also adapt the farm but that is a further step down the way. Our accommodation place will be a perfect match for the village and for the external multinational tourists in the same time.

The daily activities will start in the morning with the farm life. Gathering eggs, milking the cow, gathering the crops and going on the fields with the sheep. Our tourists will have breakfast, lunch and dinner at the farm with traditional full bio food. In the afternoon there will be excursions in the rural area to visit the fortified churches and the other nearby villages and at night there will be traditional dancing and music at the campfire.

In one day we thought that the activities for each family member could differ. We expect our clients to be small families. Perhaps parents with one child. Romania has activities that are interesting for one sex more than the other but we found activities for each of them.

We want to do an example of a distillery of our traditional drink (palinca) for the men. An example of preparing the sheep wool and a shop with traditional clothes for the women. The riding school for the children is enough to keep them distracted and happy.

ROMANIA

16.06 – 23.06.2019 – 7 NIGHTS



16.06 Flight Viena – Cluj Napoca (not included) Transfer Cluj–Napoca – Dealul Frumos. Dinner and overnight stay in Dealul Frumos.

16.06 – 23.06 Overnight stay and full board (Breakfast, Lunch, Dinner) Dealul Frumos.

Each day : Activities specific vor the Area + Surprise at eve

18.06 FIELD TRIP FORTIFIED CHURCHES (Included in Price)

20.06 FIELD TRIP SIGHISOARA (OPTIONAL)

22.06 FIELD TRIP BRAN – RASNOV (OPTIONAL)

23.06 Transfer Dealul Frumos – Cluj Napoca for the flight. Flight Cluj–Napoca – Viena (not included).

Price: 399 EUR/ Person – Minimalgroup 3 Persons

The Price includes:

- Overnight stay 7 Nights in Dealul Frumos with full board.
- Contribution to all traditional farm work.
- Evening Programs : Traditional Dance, Music etc.
- Field trip to the fortified churches.
- Transfer Airport – Dealul Frumos – Airport.

The Price doesn't include:

- Optional excursion Sighisoara: 30 EUR/ Person
- Optional excursion Bran – Rasnov : 30 EUR/ Person

Extension of the Program (optional):

23.06 -26.06

Price: 180 EUR/ Person – Minimalgroup 3 Persons

The Price includes:

- Overnight stay 7 Nights in Dealul Frumos with full board.
- Contribution to all traditional farm work.
- Evening Programs : Traditional Dance, Music etc.
- Excursion Brasov – 24.06
- Excursion Sibiu – 25.06

	PRO		CON	
	Activities Food Website + Social Media Farms Vineyard		Lack of Rural Area Lack of Tradition- al Life	
PRO	CON	Conclusion	PRO	CON
Accommodation Positioning Food	Lack of Farm Activities Lack of Ad- vertising	A touristic program with activities including the every- day peasant life would fulfil the expectations of our tourists!	Activities Food Website + Social Media Health Care	Bad Location Lack of Tradition Lack of Rural Area
	PRO	CON		
	Positioning Riding Activity Food Website + Social Media	Lack of accomo- dation Lack of Farm Activities		

6. Agronomy

As long as we buy an existing farm we already have the authorisation for selling the crops, the milk, the eggs and the wool from our farm animals. Even if it is a touristic farm I see no reason that the farm shouldn't work by itself.

The most important aspect of our farm is of course the tourism but the agronomy should also be functional so that our farm becomes authentic. We want our farm to be able to procure food for our tourists. At least the main dishes.

If our crops exceed the number that will be used by our tourists we will try to sell them to the nearest cities of Transylvania.

We will need to buy sheep, chickens, horses and cows. Just the sheep in a bigger number the rest will be just representative. We got some information about the prices of farm animals but nothing is quite accurate because the prices depend on the age and species of the animals. The crops will be planted by the tourists and gathered by the tourists so the costs in that domain should exceed the expectations.

The sheep will bring our business wool, flesh and milk. The chicken eggs and flesh and the cows milk. The horses will be needed for the riding school made for the children. In a small family the children won't be interested in farm activities even if the parents are so we thought to make the riding school the activity for the children. Smaller children will use ponies and older ones horses. That is already done on Transalpina and it works well.



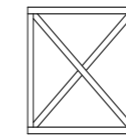
7. Architecture

In this time of rapid technological advancement and urbanization, there is still much to be learned from the traditional knowledge of vernacular construction. Vernacular architecture adheres to basic green architectural principles of energy efficiency and utilizing materials and resources in close proximity to the site. We do not want to build or to rebuild the place with it's existing architecture, but to refurbish if needed.

We will use an old farm which is still in good shape, if needed we will extend and also improve it so it can fit our expectations. We'll start by using local materials, mainly wood as it is an easy material to work with.

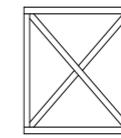
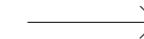
For accommodation we want to build some cottages which should have a private area for sleeping and a public area for the entire community. We want to achieve this kind of architecture by using a modular buildingtype. The beauty of modular architecture is that you can replace or add any one component (module) without affecting the rest of the system. So the sleeping areas will be all connected by a corridor which will lead to the community cottage where the guests can cook and connect with other visitors.

Usual construction system of a saxon roof

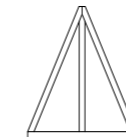
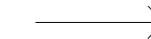


Plan

Simplify

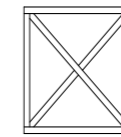


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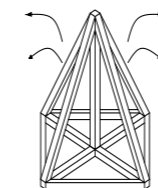


View

Simplify

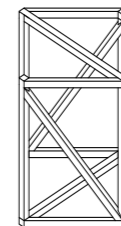
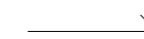


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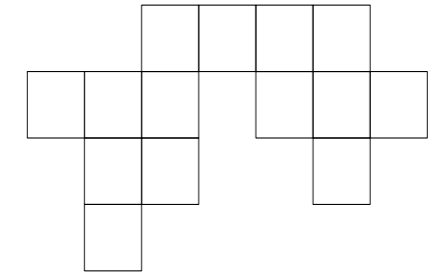
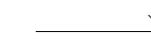


Axonometry

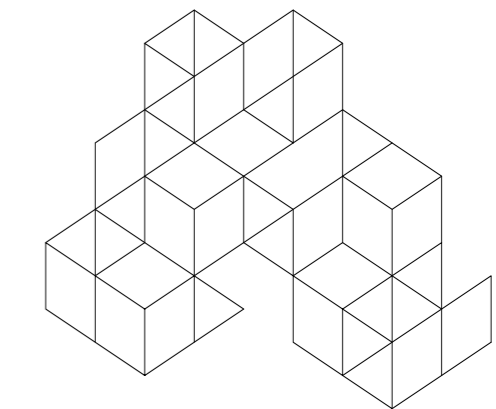
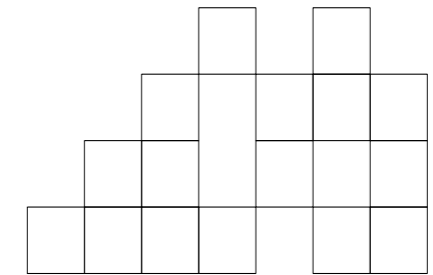
Simplify



Multiply



Modular Concept



8. Finances

We will start explaining the costs. The first category is the farm itself. It needs to be bought the prices for the land are not very high in that region but still a farm needs a lot of hectares. The building itself should also be cheap.

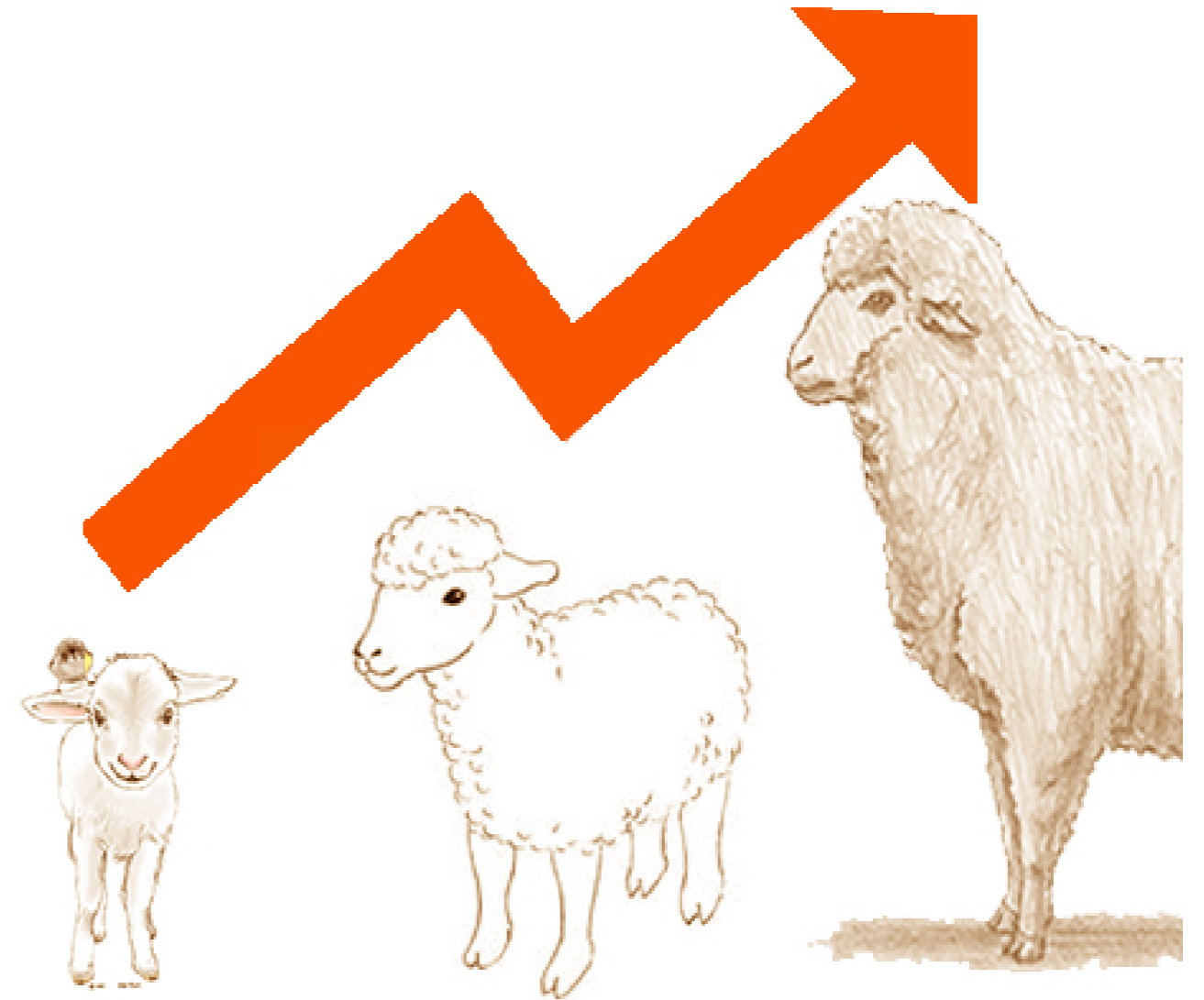
The farm animals cover the highest price. A sheep is somewhere in between 200 and 400 RON and a cow is about 1500RON. Horses are different because of the breed but we would rather take the "Lipitan" because it is specific to the area.

We also thought on a private investment. Because the starting funds are cheap for someone who would like an activity for his retirement. It is fun, special and a very nice activity to have.

The benefits of our farm are mentioned in the touristic chapter with the price of 399 per week with the extra week of 199 and the external activities of 30 euro each. The benefit of the owner will be about 100 euro per person per week.

There are some other problems not included in the costs like the water that has some problems in Dealu Frumos because the system was broken when we got there but my thought is that it will be repaired until the project should function.

Also the farm animals need a vet and someone to take care of the sheep on the hills and in the second phase someone to manage the accommodation place.



8. Conclusion

We think that our project is functional and efficient. It is a business more than anything else but it could be a prospere business that would develop the area and keep the romanian traditions alive.\

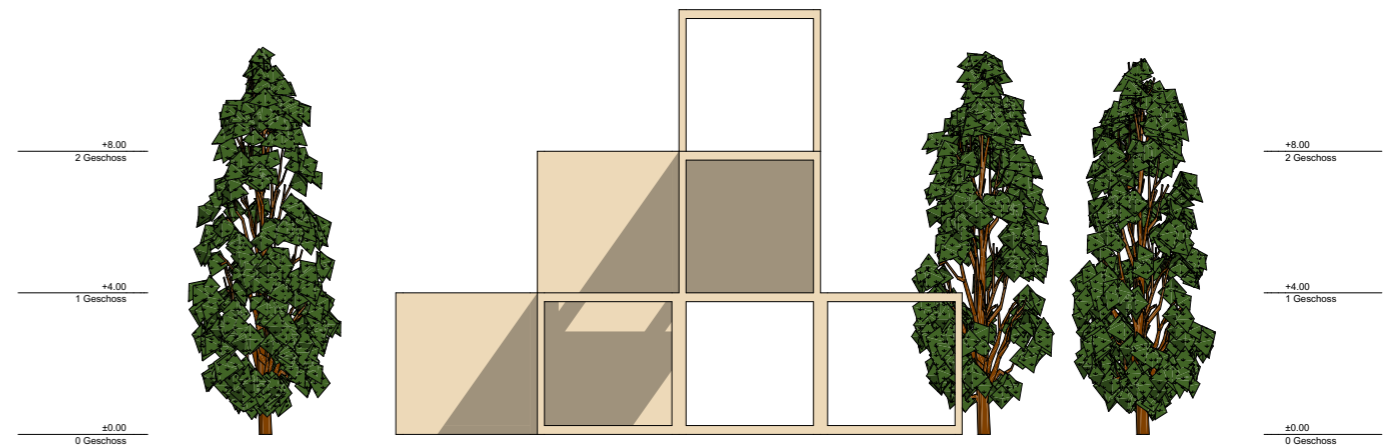
It is a compromise of corse but it is a compromise that needs to be done in order to bring tourists to Romania. Our land and Traditions are naturally exceptional but the bad advertisement and infrastrukture keep us back and those are problems that cannot be resolved in such a short time.

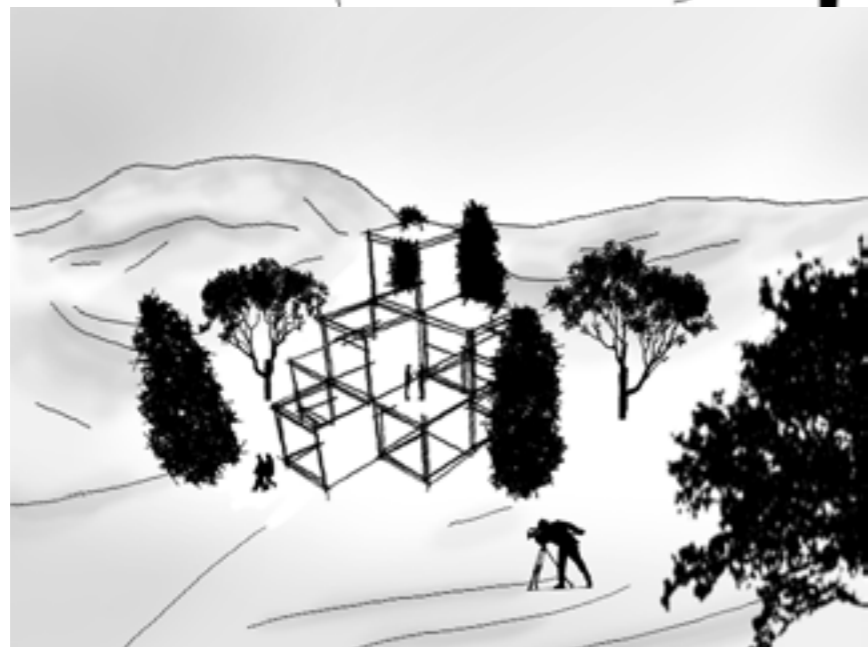
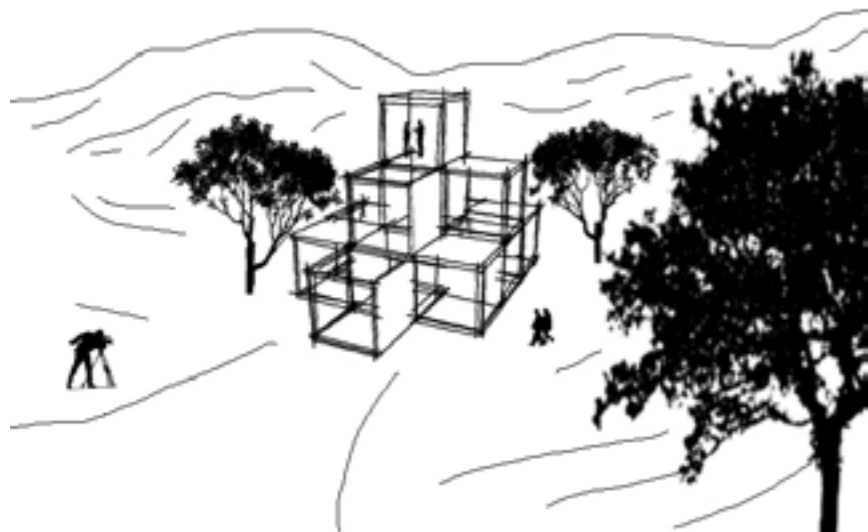
One step at a time is our motto and should be the motto of every person that wants to help our Country evolve. It is a small nice traditional motive. It celebrates a lot of romanian symbols like the love for the land and the involment in the nature itself. The walk with the sheep for one day on the hills represents the transhumance even if it is not that long.

The sheep has also become the curent logo of the romanian agriculture. It is a good advertisement and in our opinion it brings forth the romanian farm life. If we think of cows the cow from the Tyrol Alps is much more famouse.

The pitoresque landscape and the quite rural life brings forth our concept and it helped us develop it because of the way we felt on the excursion that followed right after a long semester. We had such a great time and we were so inspired that we have to share our experience with the rest of the world.

In the end we want to say that Romania is a great country and its potential is there but we need to keep an open mind on how we can exploit it.





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