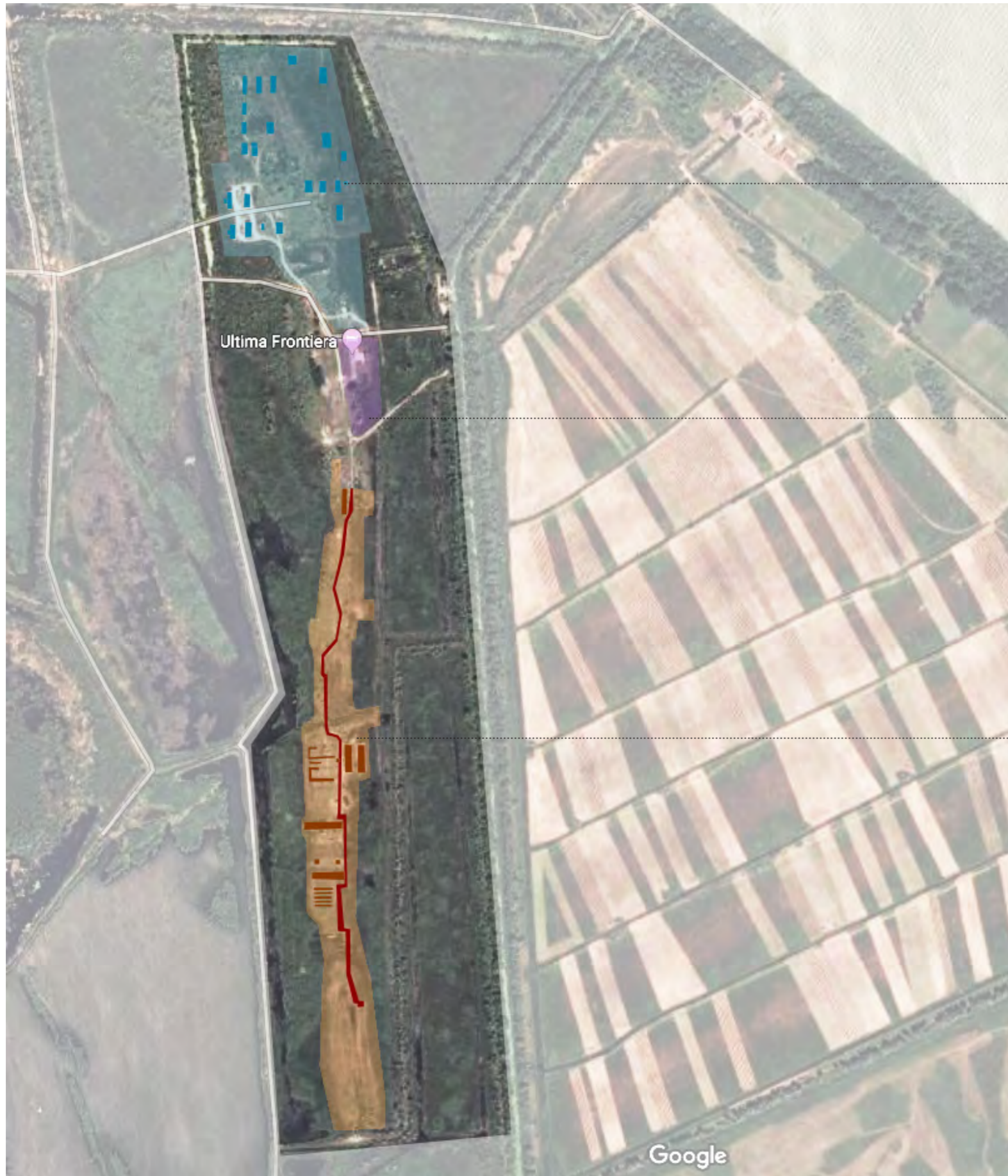




## FROM DEATH FACTORY TO CULTURAL RENAISSANCE





Security dwellings zone  
and potential for future  
investment

*Ultima Frontiera* hotel  
and an example of reused  
prisoners barn

The actual prisoners camp  
zone including the coope-  
rative period and it`s ad-  
ditions to the site, which  
will be used as the actual  
festival area

# Idea of investment logistics

## RECYCLING

The materials used in the region should be second hand reused materials. New ones are expensive and the budget should be preserved for the high transportation costs.

## PARTNERSHIP INVESTMENT

The idea of collaboration between more cultural societies, national and international level, could be also a solution and a way of showing reusage examples. The structures on the site can therefore be used throughout the season for multiple events.

## SPONSORSHIPS

This kind of financing is widely used in Romania, especially for cultural and sports organisations.

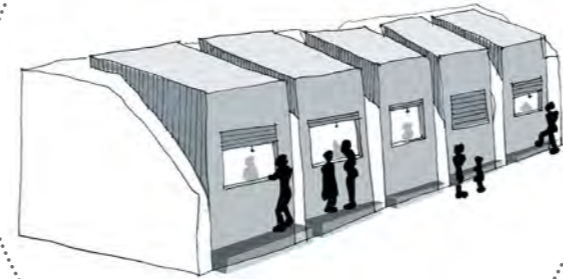
## LOCAL WORKERS

This is an opportunity to involve the locals in the scheme and gain them a seasonal income at least, if not throughout the year



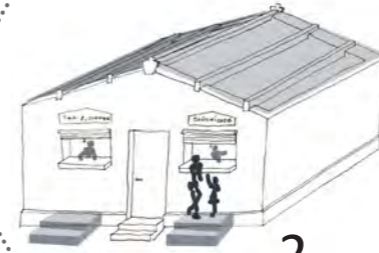
# FESTIVAL MAP

tickets & informations



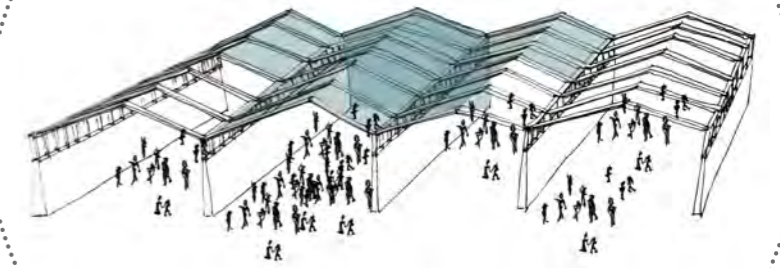
1.

food & beverages



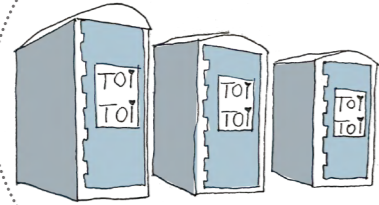
2.

concert\_exhibition hall



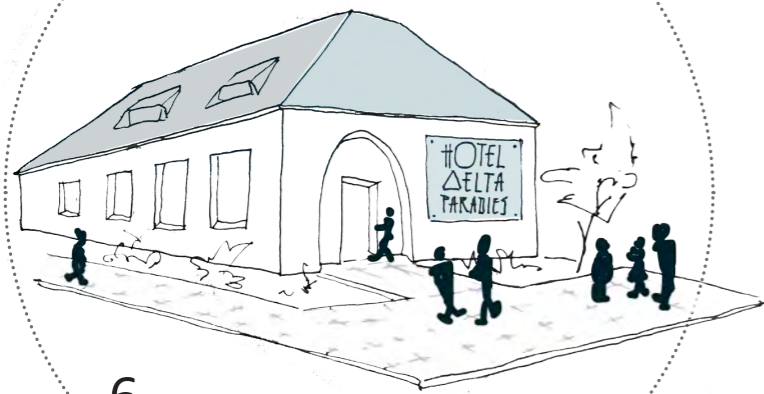
4.

WC



7.

future investment hotel



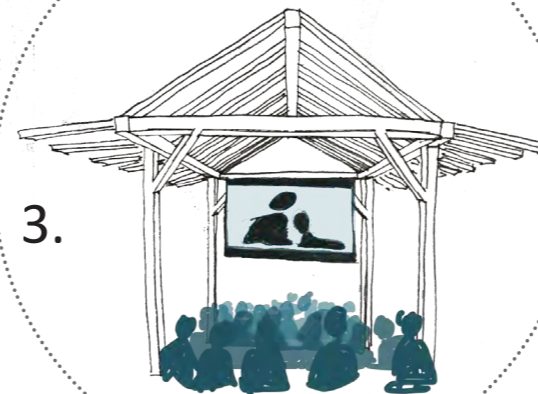
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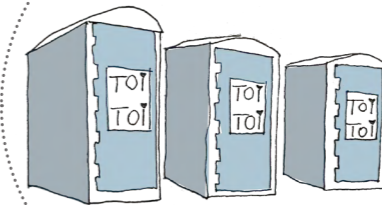
5.

camping area

cinema indoor

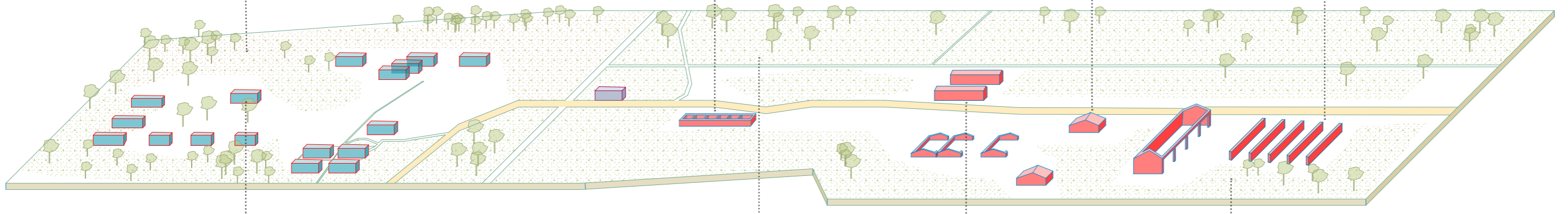


3.



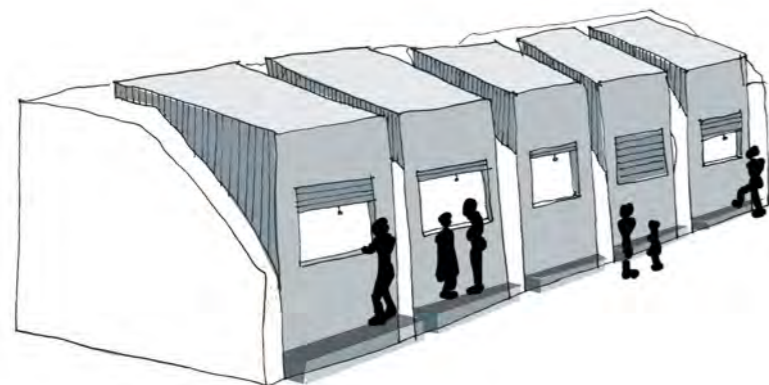
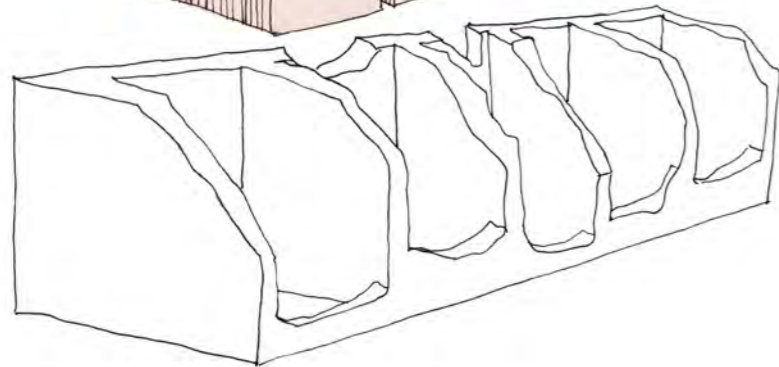
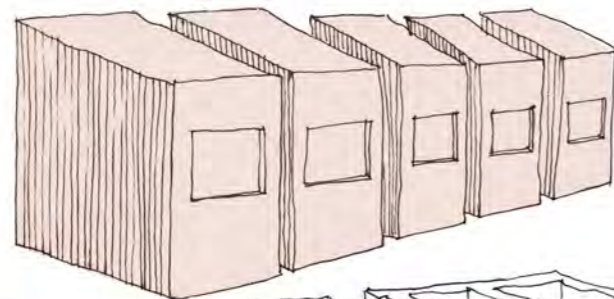
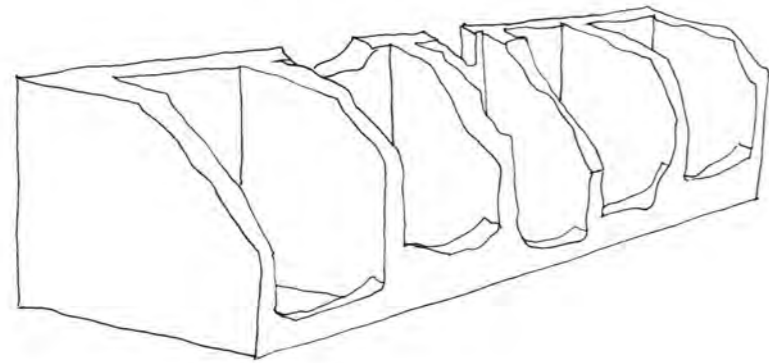
7.

WC



# Tickets & Informations

CONCEPT



The idea to reuse the ruined brickwalls is by placing ship containers which are out of use inside of them. These are functional in various purposes, just like tickets and info kiosks.

They can be *renovated*: one can cut out windows, furnish or isolate them if needed. This flexible metal structure stands out for its *ready made* character. It is easy to transport due to its light weight, it has an appealing price if bought second hand on the roumanian market ( TITAN Containers has a storage in Roumania with new and second hand products). Is is enviromentally friendly requiring no resources.

And in this case very important is the fact that it is not a permanent construction on our site. If the political, or financial circumsatances are to change and the odea of the festival would not be feasible anymore, there would be no damage done on the now existing constructions and the intervention would be easily removable. In some cases constructions made out of such containers do not even need building authorisation according to the law.

Containers on the second-hand roumanian market:

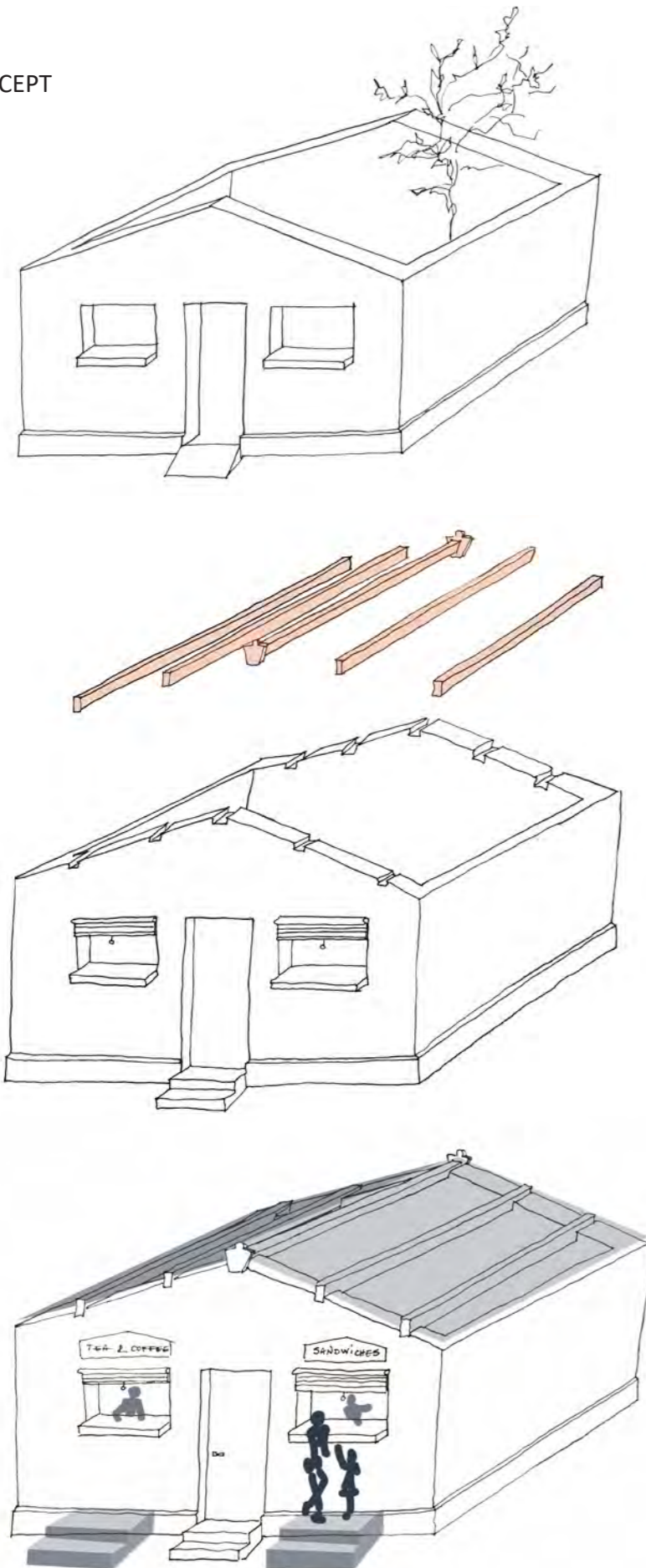
ca. 7.500 RON / container  
7 container = 52.500 RON  
= **10.986,49 EUR**

Renovating costs  
ca. **1.000 EUR**

**Total cost of materials:**  
ca. **12.000 EUR**

# Food & Beverages

CONCEPT



The simple small scale spaces can be reutilized by recovering them with permanent roofs. Because of their small scale the roofs could be made out of the natural material found in the area: reed. The process of building would be made by the local craftsman in the villages.

The constructions are well suited for instance for food and beverages service.

Roof materials:  
ca. 1.500 EUR/ unit  
2 units = **3.000 EUR**  
Renovation cost:  
ca. 2.000 EUR / unit  
2 units = **4.000 EUR**  
**Total material cost:**  
**7.000 EUR**



## Cinema indoor

The idea of a future indoor cinema is well supported by the 2 already existing barracks where supposedly the prisoners used to sleep. Although they are large, the renovation costs should not be so big because most of the structure is still intact. All it needs is a restauing of the wooden structure ( which is probably the most expensive operation of it all ) and the cleansing of the walls. Like in the rest of the buildingss, the cattle has been making it its shelter for the last decades. A floor will also be needed, but to avoid the concrete construction a rubber layer should be sufficient for the sesonal activity. When needed his one can also be removed silmilar to a carpet. Inbetween walls can be improvised out of truck tarp drapes which could divide the space. All in all, the capacity of these two halls is large, sustaining probably around 80 - 100 spectators at a time.

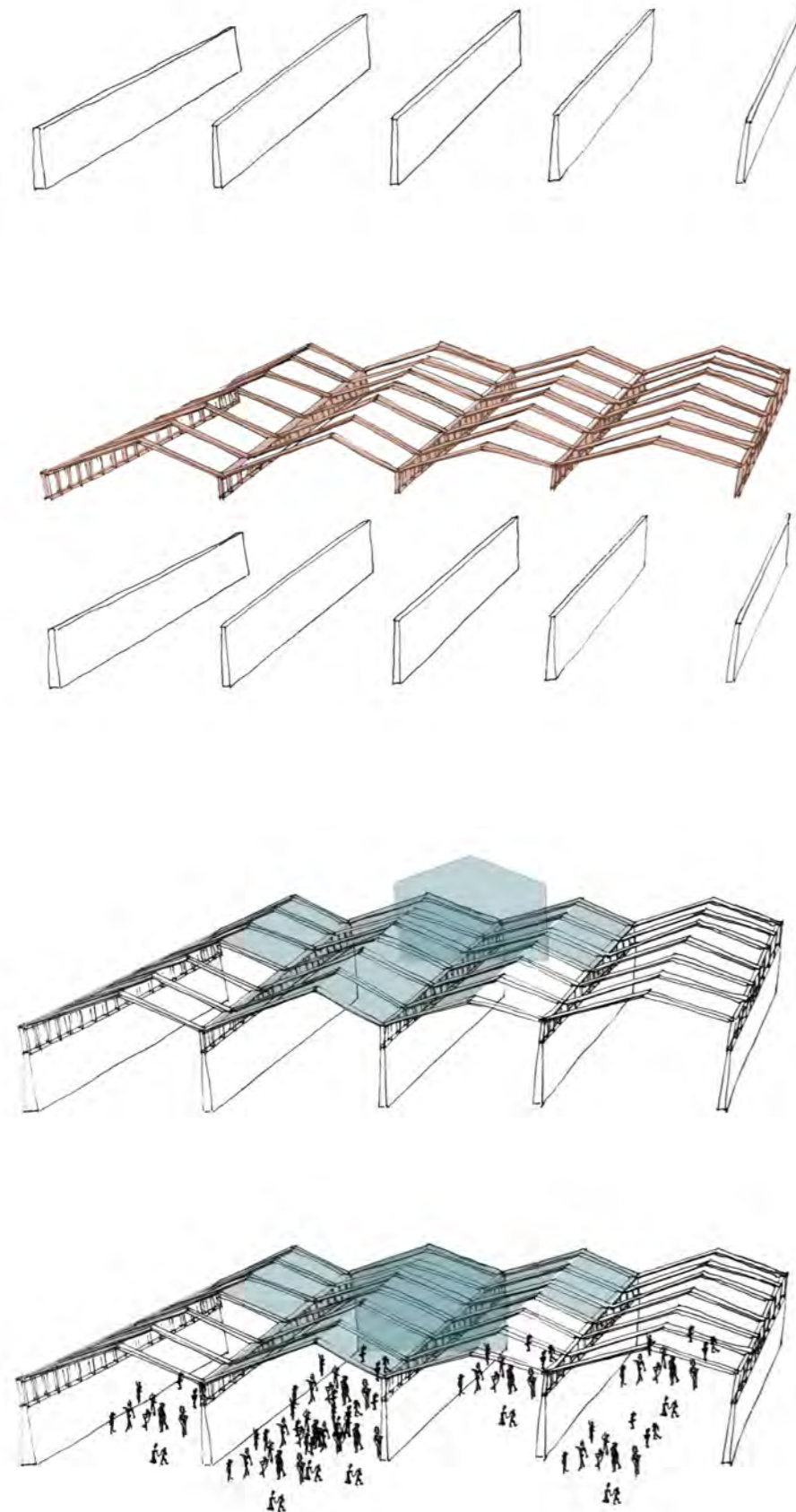
Material costs: 7.000 EUR for the renovation  
Rubber floor ca.1.000 EUR  
Total material costs: 8.000 EUR





# Stage/Exhibition Barns

CONCEPT



The 60's structures can be reused with a second hand wooden roof construction, which can then be covered with truck tarp. This would be a flexible, sustainable, cost effective and easily transportable solution. The materials themselves are not expensive and easy to procure, the workers cheaper if the locals will be involved, but this being the largest intervention on the site, the transportation costs will be significantly larger. If the offer is cheaper, the wooden structure can be replaced with a metal structure ( the compromise being that this is not an enviromentally friendly material such as wood is ).

In this manner 4 covered spaces would take place (dimension ca. 18 m x 7.5 m ), spaces which also have a large capacity and various use. They could serve as concert hall, exhibition place, workshop place, it cold host a small bazaar with local products sale or every other creative purpose during festivals.

Wooden beam costs:

dimensions 8cm x 10cm x 6m = 66 RON / beam

dimensions 10cm x 15cm x 5m = 66 RON / beam

dimensions 5cm x 10cm x 4m = 14 RON / beam

80 beams x 66 + 30 beams x 66 + 30 beams x 14 = 7.680 RON

= **1607.17 EUR**

Truck tarp costs:

dimensions 6 x 2 x 2m : 475 RON on OLX second hand

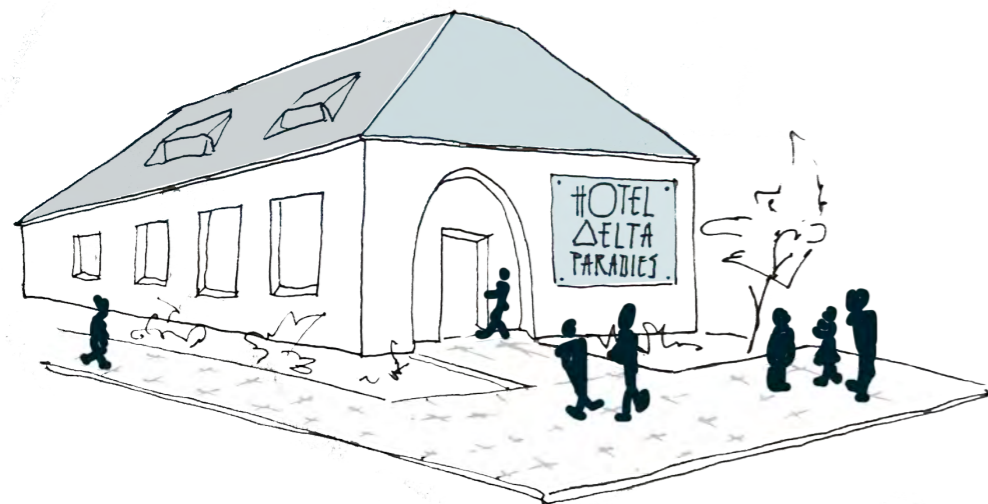
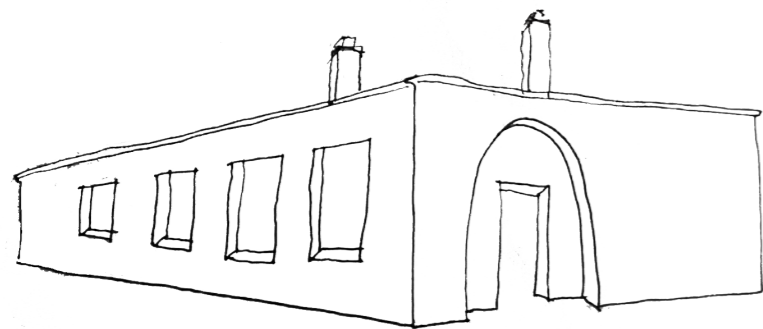
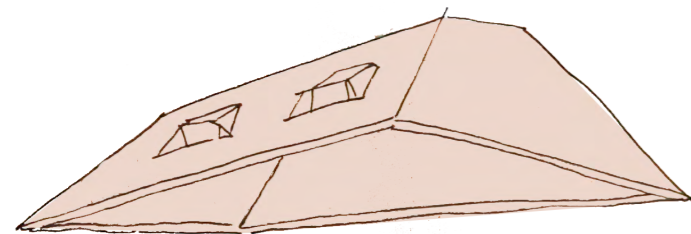
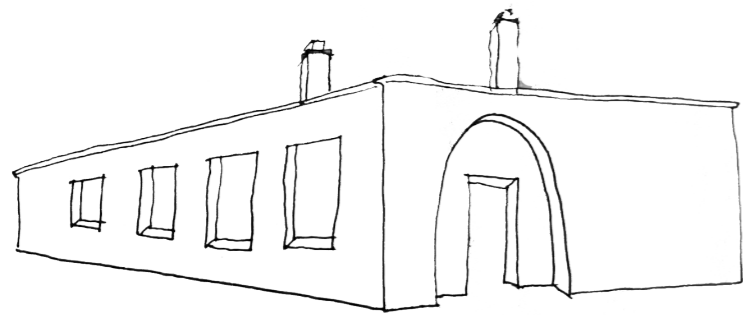
80 x 475 = 38.000 RON = **7. 952,13 EUR**

**Total material costs: 9.559, 26 EUR**



# Security dwelling renovated into hotel

CONCEPT



This is the scenario for a future investment that does not necessarily need to be made in the first phase of the project. Given the fact that through the example of *Ultima Frontiera*, which is a former security dwelling transformed into a hotel for ornitologists, we have learned that something like that is successful. The idea is that with the coming of a larger public in the area the investor would be confident enough to invest in a more permanent manner by also transforming other dwellings, but keeping the 50's character of the houses. One might say that the sad history would make the people stay away, but let us not forget that this used to function as a village also for the families of the guards. In time, not only tourists of the festival, but also nature lovers throughout the season would enjoy the stay there, so that the area could provide more working places for the locals also.

Estimated renovation costs/ house: **45.000 EUR**

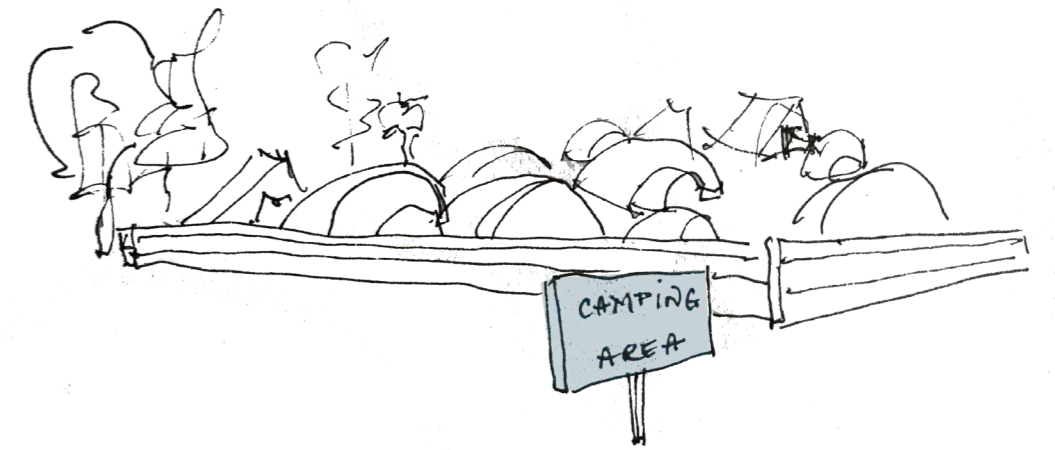


## Tent area

Until the investment reaches the point where it can provide accommodations for the public in permanently built constructions, like the above mentioned hotels, the cheaper version of it would be a camping site. The only needed costs for such an arrangement will be the fence ( so it can be protected from animals entering inside ), personell keeping it organised at some level ( 2 - 3 persons) and toilets.

There would be no need for parking lot because the transportation would only be done either by boat, bike, or the local transportation means. This would involve the local resources (drivers and cars). A well organised plan (shuttle-like) is going to be needed in order to cover the need of the public and using the capacity of the cars to the fullest.

Costs of a fence made out of wire: **1.500 EUR**



### Info and ticket area:

- mat. costs: 10.986,49 EUR
- renovation costs: 1.500 EUR
- transportation : 1.200 EUR
- labour costs: 800
- TOTAL: 14.486,49 EUR**

### Concert / Exhibition barns:

- mat. costs: 9.559,26 EUR
- transportation : 4.000 EUR
- labour costs: 2000 EUR
- TOTAL: 15.559,26 EUR**

### Food / Beverages area:

- mat. costs: 2.000 EUR
- transportation : 800 EUR
- labour costs: 2200 EUR
- TOTAL: 15.759,26 EUR**

### Indoor cinema:

- mat. costs: 3.000 EUR
- renovation costs: 7.000 EUR
- transportation : 1.000 EUR
- labour costs: 6.200 EUR
- TOTAL: 17.200 EUR**

### Indoor cinema:

- mat. costs: 1.350 EUR
- transportation : 1.000 EUR
- labour costs: 1.000 EUR
- TOTAL: 3.350 EUR**

**TOTAL COST FOR THE BASIC  
CONSTRUCTIONS :  
66.355,01 EUR**



### Project funding:

- this being an NGO project, the funding can rely on sponsorships according to the Romanian law of donating the 2 percent of the big firm`s profit to cultural or sports organisations.
- the initiative would involve the local workers, them earning more than the minimum wage of 12,43 RON/h, this being partly a seasonal occupation.
- each festival itself will be organised by its own volunteers, but everything that means the maintenance of the functioning of the basic structures plus the food and beverages will be covered by the local work force or other small firms.

### Project functioning:

- the capacity of the festival would be in the beginning no more than 1000 participants, but in the following years the potential of growing to 3-4.000 is there. This would also require the beginning of the hotel renovations in the former security dwellings, and the problem of the infrastructure would also need a longer term solution.
- the entry tickets would have a start of 80 RON/day, that being a number without the adding of the festival`s own price. With this price payed only for the location so to speak, in a matter of 3 days with an attendance of 850 participants the profit would be of 204.000 RON = 42.691,46 EUR, meaning approx. a third of the initial investment.

### Romanian standard:

- the price of the initial constructions in the ideal case would be only 2 thirds of the investment made by the mayor of Tirgu-Jiu regarding the Christmas decorations:

**TOTAL COST FOR THE ALUMI-  
NUM CHRISTMAS TREE :  
100.000 EUR**

# Partnerships

At the moment there are a lot of festival initiatives which would conceptually be very compatible with the project. Partnerships with already ongoing projects is a good start, because of the already existing public which knows what to expect from the organisers, thus being already convinced from previous events that it would be worth it to travel all the way to the Danube Delta. These are not the commercial kind of festivals where it is mainly about music and party, but more like a gathering of ideas and creative people exchanging perspectives through collective experiences.



TIFF

- has been the biggest film festival in Roumania for 18 years now
- 220 films in 1 edition
- 95.000 sold tickets
- 130.000 participants at all events included in 1 edition (screenings, exhibitions, concerts)
- 1000 directors, actors, distributors, sales agents, producers and festival programmers, participants
- 400 volunteers
- at least 20 locations
- organised by the *Association for the Roumanian Film Promotion* and the *Association for the Transilvanian Film Festival*, member *CENEAST - Alliance of Central Europe and Eastern Film Festivals* and supported by the media programme - Creative Europe. FIAPF assures its position amongst the 40 most important festivals of the world.



BUCHAREST INTERNATIONAL DANCE FILM FESTIVAL

-it creates a platform for development of the movie industry which pushes the barriers of artistic cinematography through the continuation of the ongoing support between directors and young choreographers from Roumania.- the *EXPAND Laboratory*



INTERNATIONAL POETRY FESTIVAL - NATIONAL MUSEUM OF ROMANIAN LITERATURE

- over 150 poets from over 30 countries
- over 10 locations
- public poetry places, round tables, debates, performances, jazz recitals, book openings, conferences
- + events created by the initiative towards scholars through the programme *FIPB = Poetry Fare to Face*

## THE BIRTH OF VIOLENCE

- included in the international festival *EUROPALIA*
- the festival combines live media like documentary film, live art, the representation of violence in the pop culture, elements of psychotherapy or informations from media archives about recent attempts in cultural institutions
- theater
- *EUROPALIA* : organised under the patronage of the Belgian Royal Family. The 27th edition is dedicated to Romania



Okay, that's not silk, it's pure polyester, it looks super cool in these club lights.

TOI TOI ARMY

