VIBRATING JIU VALLEY

22-29 AUGUST 2022

Event made for and by the local community with the aim to revitalise and reinvent forgotten public spaces.

THE REGION THAT REINVENTS ITSELF

The driven force to cause change in this case was STREET ART.

By taking advantage of arts' transformational power, the community successfully managed to gain back open spaces that were forgotten and transform them into hubs where creativity, innovation and interaction thrive.

1. Rebranding - *a strong message was sent both into the community and outside that Jiu Valley is reinventing itself.*

2. Regeneration of urban spaces - three areas become strong examples of how to revitalise and reuse spaces that were "forgotten" by urban dynamics.

3. Gathering spots - people's hope was restored by showing them that beautiful things can also happen here and it is a place for growth.

MADE BY THE COMMUNITY

More than 30 local entities, NGOs, public authorities and local companies, were involved directly into the organisation of the Jiu Valley's first street art festival.

The event was centered on the local community and was made possible by two essential factors:

- *the involvement of a strong local coalition - the "Engaged Jiu Valley"*
- *the presence of three of the most valued street artists in Romania - Obie Platon, ATOMA, and Cristian Scutaru, together with their commitment to beautify three key public space.*

THE PAINTED MURALS

PETROSANI -"I don't see sun, I don't see stars, only the ray of my lamp"

ATOMA

OBIE PLATON

PETRILA MINE - "Twilight of the Gods"

ANINOASA MINE - "Toni - one of the last coal miners in Aninoasa"

CRISTIAN SCUTARU

THE ARTISTS AND THE PILOT OPEN SPACES

Petroșani - Student Dormitory

ATOMA

CRISTIAN SCUTARU

Aninoasa - on the premises of the former Aninoasa Mine

Petrila - on the premises of the Petrila Cultural Exploitation, the former Petrila Mine

OBIE PLATON

WHAT HAPPENED?

Three days of various activities were organised in Petrosani, Petrila and Aninoasa around the freshly painted murals.

Locals of all ages and also citizens from outside the region responded positively to the invitation of the Engaged Jiu Valley coalition and participated in various outdoor games, theatre workshops, guided tours of the coal mines, competitions, and at the Robotics Valley event.

One of the most impressive activity was the Electromina party organised at the Petrila mine, with video-mapping of the freshly painted mural.

THE ACTIVITIES

26-28 AUGUST 2022

ANINOASA

Cultural opportunities for an isolated community

Children and people from Aninoasa enjoyed a day full of activities from painting and hiking to bonfire and traditional food. All these activities took place while the city celebrated its first mural, a tribute to the city's past, but also a symbol of hope for a better future. The revitalised space is in the heart of the former mine, which is surrounded by nature.

PETRILA

New local economy and new skills that build a vibrant future

The Robotics Valley event, painting activities, the Electromina party, etc. brought together people of all ages to interact with this forgotten space that once was full of miners. The event marked the intersection between the region's future and past, promising a positive transition from shovel to robots. Hence, the mural and all the organised activities had as main purpose to activate locals' creativity and tell them that the future is theirs and it will only be reinvented together.

PETROȘANI

Streets for people and the promise of a green future

All the activities happened on a central street, daily transited by cars, where people rarely stop and enjoy the surroundings even though it crosses the University Campus. As such, children took over the street and draw with chalks, had their faces painted by local artists, learned how to offer first aid, etc. All these activities transformed the street for one day into a human space.

On the same street, the freshly painted mural was sending a strong message regarding the relationship of the region's past with its future - even though we need to move from coal, the past will not be forgotten, on it we are building the future with the help of technology.

REINVENTING JIU VALLEY

Improve residents'interaction with public spaces

Make open spaces vibrant again for people by implementing regeneration programmes and offering the needed environment to organise various events over the year.

Support local ideas that could turn into businesses and help the local economy

Embrace ideas coming from the community. The power to rebuild and reinvent a city is in their strength to implement projects and to continue to innovate.

Increase the quality of life and boost innovation

People want a place that attracts and supports creativity and innovation, while enables happiness and a better life quality. Jiu Valley is the largest urban area in Romania surrounded entirely by protected natural areas, a strong advantage, it only needs to retain and attract people and their ideas to make the region vibrant for all.

THANK YOU!

Vibrant Jiu Valley

by Valea Jiului Implicată