

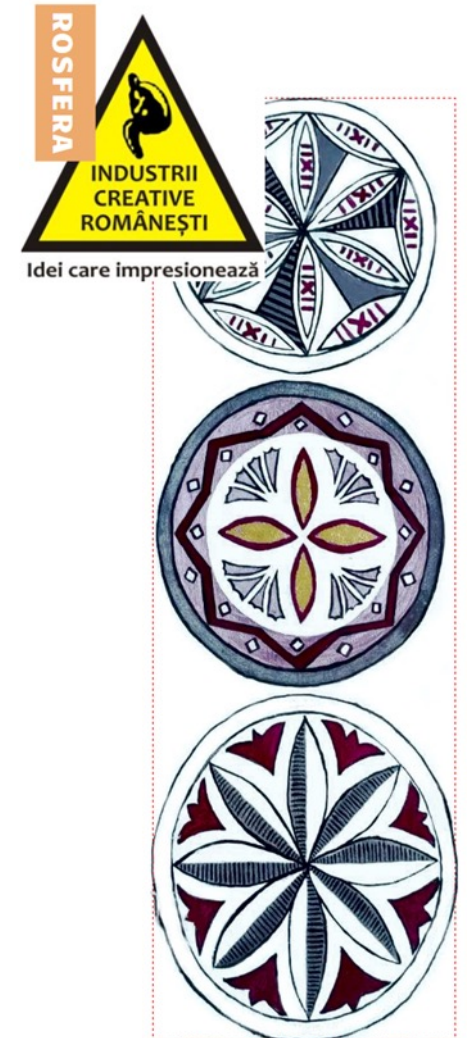
CREATIVE INDUSTRIES IN MARAMURES



CREATIVE INDUSTRIES IN MARAMURES

ROSFERA is a Romanian inspired space, intended for connections between representatives of the creative industries, meant to create communication channels and realize interdisciplinary projects.

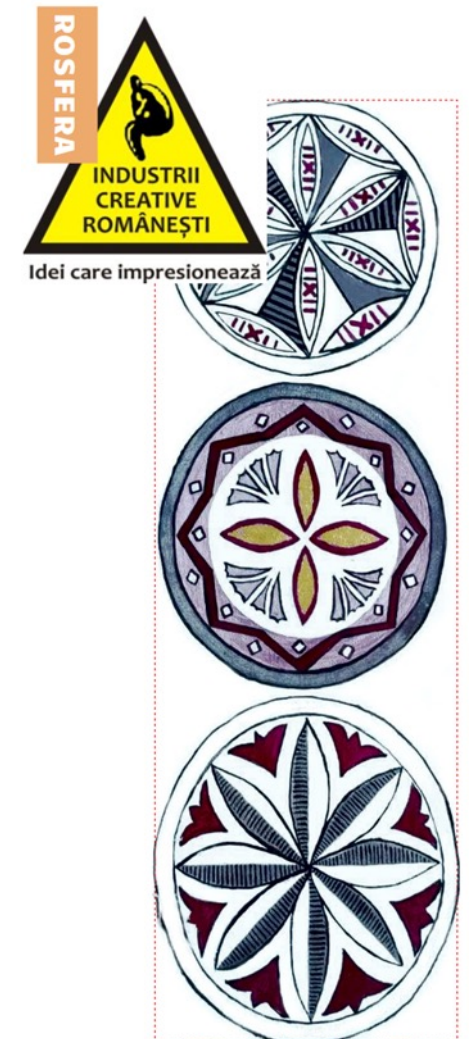
The initiative appeared with the aim of gathering Romanian products and services for GALERIA ROSFERA, because a sustainable development also depends on mutual support, and thus we faced the need to find ideas that would first impress us, in order to recommend them to customers.



CREATIVE INDUSTRIES IN MARAMURES

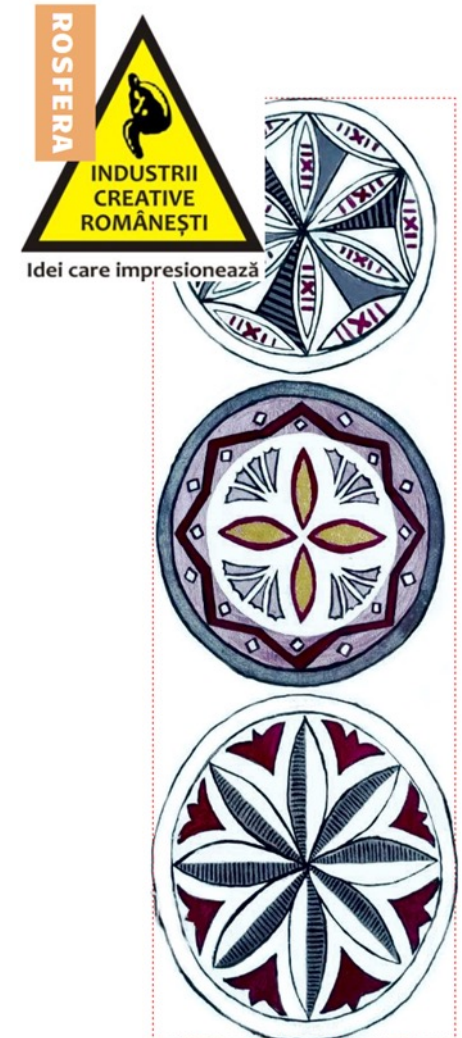
A NETWORK OF CREATIVES has begun to take shape, in which to unite ideas, projects, activities and, above all, to create connections between those active in the field of the creative industries:

- ❖ advertising and marketing;
- ❖ architecture;
- ❖ crafts;
- ❖ design: product design, graphic design and fashion design;
- ❖ film, TV, video, radio and photography;
- ❖ IT, computer software and services;
- ❖ editorial activities;
- ❖ museums, galleries and libraries;
- ❖ music, performing arts and visual arts.

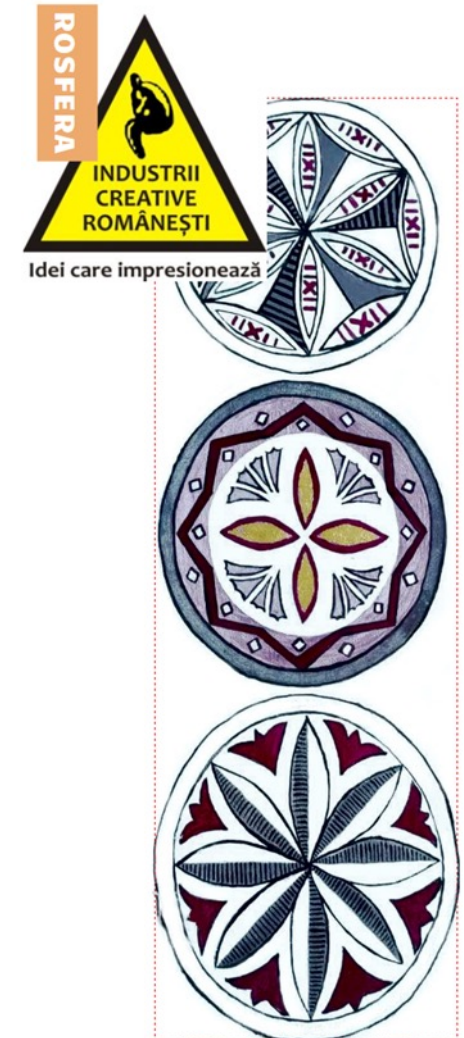


RESIDENCE FOR CREATIVES, FIRST EDITION, 2020

Lavița or laița means "bench" in Maramures, but here, the bench represents a wonderful world. It is a world framed by symbols placed on amazing gates whose shapes and notches tell true stories, and in front of these gates - universes recreated by people - the stories of those who sit on the bars are gathered



RESIDENCE FOR CREATIVES, FIRST EDITION, 2020

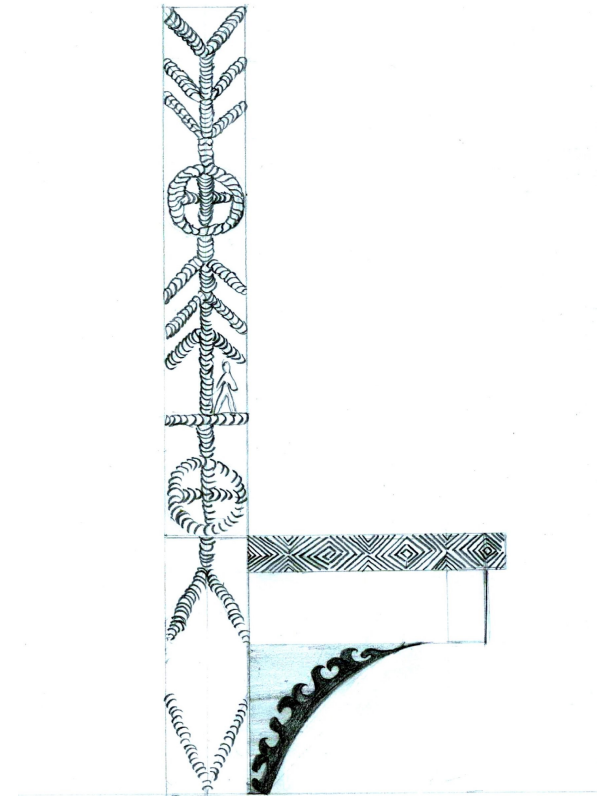
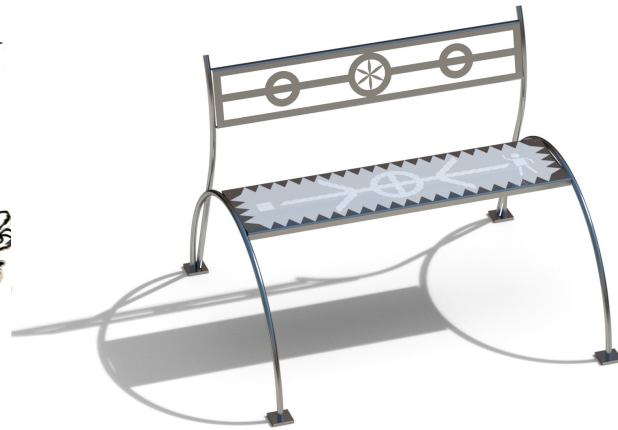
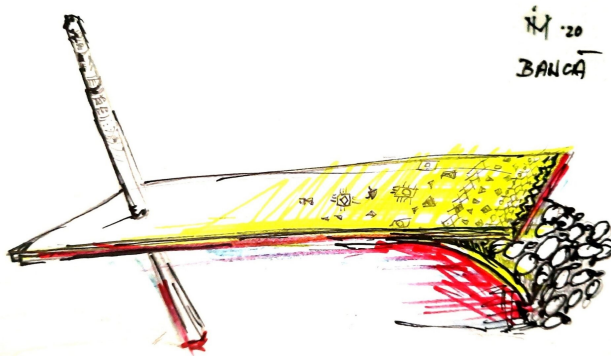


Through the LAVIȚA project - the ambassador bench of Maramureș -, representatives of the creative industries gather ideas for benches inspired by Maramureș, which capture the specifics of this region and reproduce the atmosphere here.

The website dedicated to Lavița accompanies the ambassador bench of Maramureș, but in addition to producing design projects, the site gathers other creative forms of expression on this theme (visual arts, writings, music, etc.) to encompass the rich atmosphere of the region .

The Lavița project strategy of bringing together mentors and disciples was successful and was used to expand the CREATIVES NETWORK

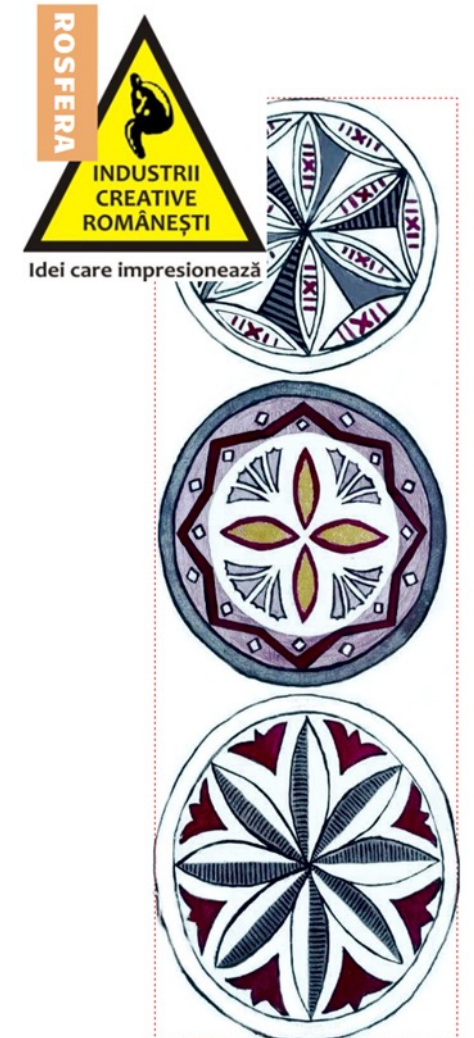
PRODUCT DESIGN IDEAS FOR THE LAVIȚA THEME



RESIDENCE FOR CREATIVES, SECOND EDITION, 2021

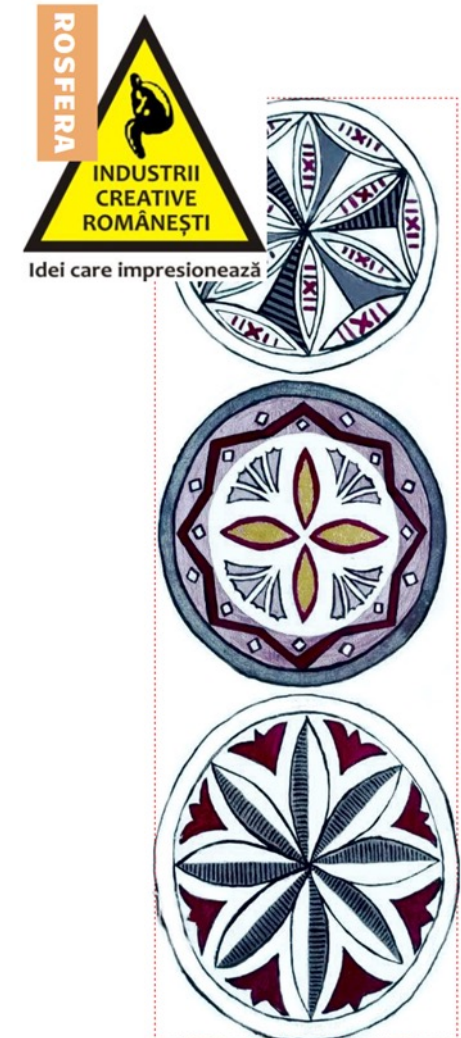
Girueta - The vane has had, over time - probably since the time of Mesopotamia the role to indicate the direction and strength of the wind.

This symbol received a religious significance in the 9th century AD, when Pope Nicholas forced Catholic churches to wear the shape of a rooster on the roof as a symbol of Jesus' prophecy that one of the prophets would renounce to his faith even before the rooster crowed 3 times.



RESIDENCE FOR CREATIVES, SECOND EDITION, 2021

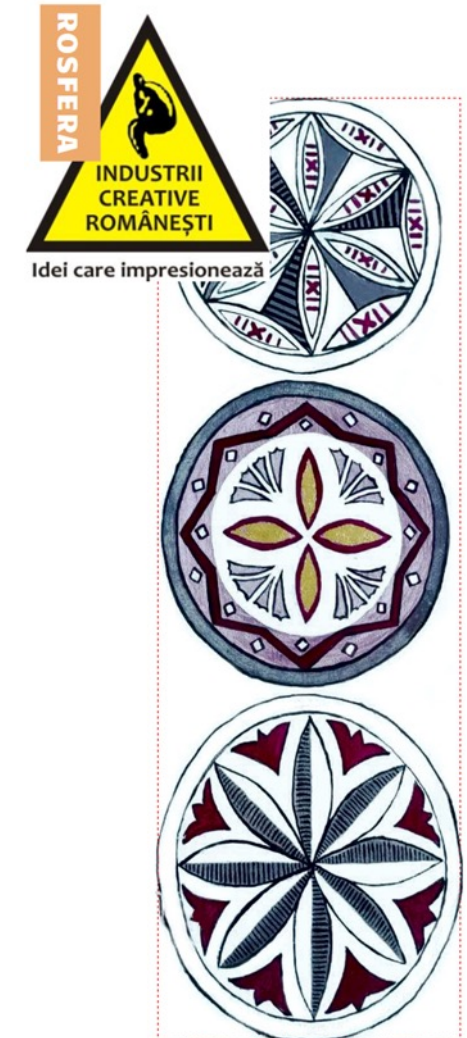
The spread of wind vanes included the architecture of residential buildings, it gave them value, but above all it gave an identity to those who owned them.



RESIDENCE FOR CREATIVES, SECOND EDITION, 2021

The investigation of the product design process (from concept to prototype and even realization) was resumed, inviting several creatives who realized the proposed ideas together.

This created the opportunity for mentors (masters) to share their knowledge and experience with disciples or those interested in receiving guidance in creative arts or trades.



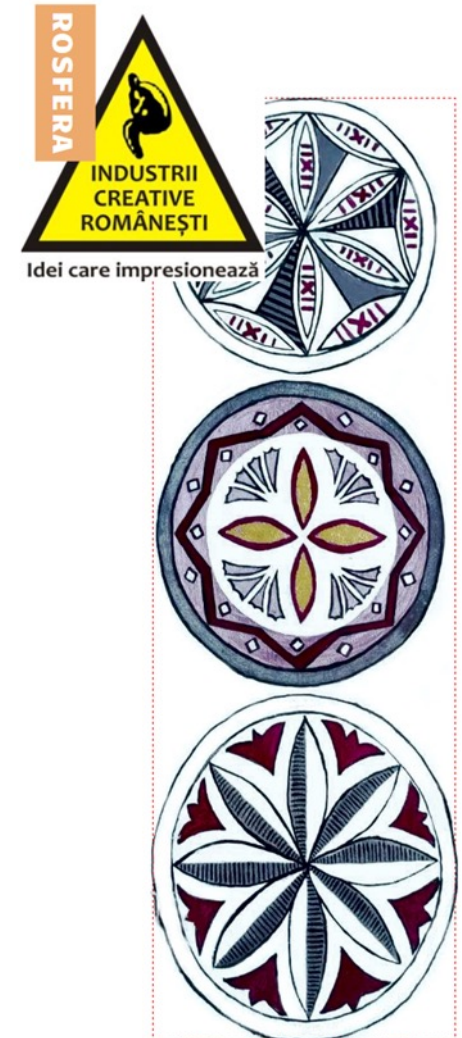
RESIDENCE FOR CREATIVES (THIRD EDITION, SEPTEMBER 5-11, 2022)

NOMADS PAST, PRESENT AND FUTURE

Is a project dedicated to refugees from conflicts (from Ukraine or other countries)

On the occasion of this edition of the "Residency for creatives", information, definitions, studies, needs and solutions will be gathered, thus outlining theoretical benchmarks around the theme, with three directions:

- ❖ Past - the traces of the Tatars through Maramures
- ❖ Present - refugees due to conflicts
- ❖ Future - digital refugees

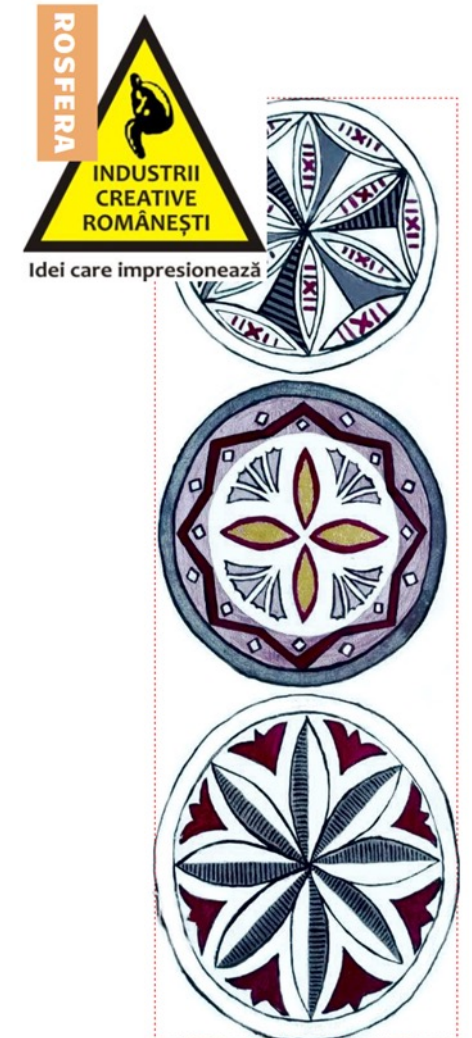


RESIDENCE FOR CREATIVES (THIRD EDITION, SEPTEMBER 5-11, 2022)

PRODUCT DESIGN IDEAS

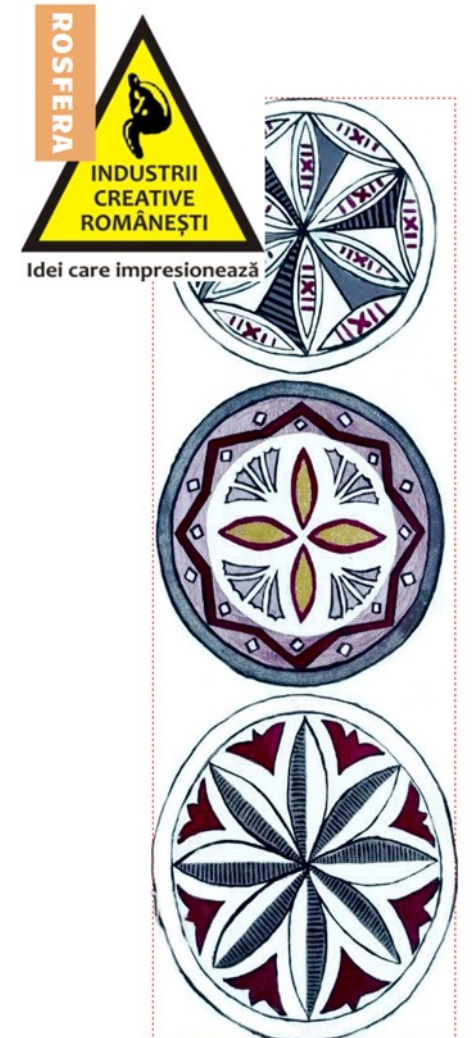
Solutions will be proposed for those who have a nomadic life or activity: homes on wheels, caravans for trade or artistic activities, cars for vacations, folding furniture, etc.

According to the model previously used in the "Residency for creatives", following the call for ideas and other creative expressions, two participants will be selected, who will be DISCIPLES of MENTORS - professionals with experience in the fields of the creative industries in which the proposed projects fall.



RESIDENCE FOR CREATIVES (THIRD EDITION, SEPTEMBER 5-11, 2022)

During the residency, the participants in the activities will be familiar with the cultural environment and creative industries of Baia Mare, a city that is an important point of the Romanian art, but also the center of Maramureș, a representative region for folk art, with ancient traditions and customs, very well preserved. The activities of the Residence include meetings with local creatives, creative workshops, visits to galleries, creative workshops, museums and other objectives necessary for the activities.





Thank You !