



*The Architecture Days 2009*

*May 13-16, 2009*

**Partnership Opportunities**

Dear Sir or Madam,

We are pleased to inform you that Romania Green Building Council (RoGBC) is organizing a series of events to educate the construction industry on the benefits and opportunities of building green. The RoGBC is the first non-governmental organization in Romania dedicated to promoting energy efficient and environmentally-responsible buildings and will facilitate market transformation towards a greener construction industry.

One of our upcoming events, held on May 13-16, is the Architecture Days 2009, a comprehensive event that has the mission to involve architecture students and the entire academic environment, specialists and the general public in activities meant to discuss and the past of the architectural environment in Romania and to explain the role of the ecological architecture in its present and future.

The information below will provide you with details on the organization and the Architecture Days see if these are initiatives in which your company might consider joining. We look forward to answering your questions and finding ways to make this event a mutual success.

Kind regards,



Steven Borncamp, CEO  
Romania Green Building Council

## Media Partners of the Event:

**arhitectura**  
REVISTA FONDATA IN 1990

**arhitext**  
ARHITECTURA DESIGN ARTE

 **igloomedia**  
INFORMAȚIE ȘI COMUNICĂȚI

**IDEAL DECOR**

## What is the Romania Green Building Council?

The Romania Green Building Council is a non-profit, non-political association encouraging the market, educational, and legislative conditions necessary to promote high performance construction that is both sustainable and profitable. The RoGBC is accredited as an "Emerging Council" with the World Green Building Council.

The organization is modeled after the successful Green Building Councils that achieved significant results in facilitating the implementation of green construction in other countries such as the U.S. ([www.usgbc.org](http://www.usgbc.org)), Canada ([www.cagbc.org](http://www.cagbc.org)), Germany ([www.dgnb.de](http://www.dgnb.de)), and the U.K. ([www.ukgbc.org](http://www.ukgbc.org)).

The RoGBC is an inclusive organization recognizing the importance of the involvement of a wide array of companies including: Real Estate Developers, Investors, Facilities Managers, Construction Manufacturers, Expertise, and Technology providers, Professional Firms (Architects, Engineers, Consultants, Lawyers, Etc.), Financial Services, Academia, NGOs. The RoGBC now has over 55 members.

### Benefits of Becoming a Member:

- Positioning of your organization as leader for creating the next generation of high performance green buildings
- Association with the premier organization in Romania to promote green building through private sector methods
- Access to latest training and information in green building area
- Opportunity to network with representatives of leading companies that deliver green building services, technologies and projects
- Connection with important international green building experts through RoGBC's contacts with the other GBC's
- Joint efforts with RoGBC to encourage a favorable legislative environment and possibility to become an advisory body in this area for public authorities

## RoGBC Founding Members:



ALUKÖNIGSTAHL

Anghel·Lizac & associates  
*attorneys at law*

Aquarius Grup



Chapman Taylor



CUNDALL



# Architecture Days 2009

The Romania Green Building Council is pleased to announce the partnership with the Architect Students' Association – A.St.A. Cluj, the Romanian Architects' Order - Transylvania branch and the Faculty of Architecture and Urban Planning Cluj-Napoca, to organize the Architecture Days 2009. It is a students' event at its 5th edition, targeting not only students, but the entire academic environment, architects, engineers, constructors, investors and the general public.

## Organizers:



**A.St.A.** The Architect Students' Association is a non-profit and a-political organization that unites students from the Faculty of Architecture and Urban Planning Cluj-Napoca. It was founded from the need to create and express the identity of the architecture students and to create an organized environment for the students' involvement in the city life. The main event organized by our association – The Architecture Days – is a cultural manifestation meant to consolidate the relationships between architecture schools in Romania and abroad, to promote the Cluj faculty's image and to encourage collaboration among FAU's students and others from connected fields of interest.



**O.A.R.T.** The Romanian Architects' Order, Transylvania branch, was founded according to the provisions of the Law no. 184/2001 as a professional organization, with a juridical personality of private law, a-political, of public interest, with its own patrimony and budget, autonomous and independent, meant to represent and protect the interests of the architects at a national and international level. The Romanian Architects' Order has its headquarter in Bucharest and is organized with territorial branches.



**F.A.U.** The Faculty of Architecture and Urban Planning belongs to the Technical University Cluj-Napoca for 38 years. Its main goal is to research and to value the multicultural identity of the region. It was accredited several times and it's the second institution in Romania with this status after UAUIM – Bucharest.

## Structure of the event:

The event is structured in 6 sections:

### 1. Conferences

2009's 20 years anniversary of the December 1989 events is used as a reference point for the [Architecture Days 2009 Conferences](#), as we'll try to make an assessment of this period's accomplishments and to find conclusions for the future. The conferences aim to create a global image of the contemporary architectural phenomenon in Romania, which will be approached in relation to the cultural, social, political and economical context in the country and abroad. The presentations of ideas and projects will critically outline the evolution of the Romanian architecture and cities up to present and will conclude with reflections upon the future evolution.



During the 4 days we'll discuss subjects of major importance for Romania's present and future: "Green Building", "Romanian School of Architecture", "ArhitectuRO" (about Romania's architectural environment in the last 20 years) and "Multi pli city" (about urban planning in Romania).

The RoGBC team organizing the "Green Building" session and promoting the entire event has significant experience in producing successful conferences in Romania. The team members organized the workshop on ["Sustainable Construction Materials"](#), ["Greening our Hotels"](#), ["Green Architectural Design and the Enabling Technologies"](#), the RoGBC Launch Event and conference ["Build Green Romania: Construieste Verde"](#), ["Build Green CEE"](#), and multiple ["Green Cafes"](#) .

## 2. Workshops

Following last editions' success, the workshops best capture the students. The participants have the chance to interact with other students from similar/different fields of interest (architecture, construction, landscape design, urban planning, sculpture, etc.) and with specialists that coordinate them throughout the workshop.



This year we've prepared 3 workshops: **EXYZT workshop**, lead by EXYZT team (responsible for the French pavilion at the Architecture Biennale in 2006), is an installation workshop addressed to students interested in architecture and art in general.

The Romania Green Building Council will support 2 workshops at Architecture Days 2009:

a. **The Garden Bookshop workshop** has the mission to extend the conference foyer (Victoria cinema) to the exterior, on the Baba Novac Street, on a dedicated segment closed to circulation for the Architecture Days. This space will serve as place for conference breaks, for relaxation in the middle of the city; it will also host a bookshop with architecture and landscape design books, will have seating places and it will be open to the public, as well.

The workshop will have more than 60 participants for the first phase, bringing together students from the faculties of architecture, landscape and sculpture, from Cluj, Timisoara, Bucuresti and Oradea.

The Garden Bookshop will be structured in 3 phases: the first 2 are the conception phases (one full day for sketching ideas, at the end of which 20 participants will be selected for the next phases; one day in which the selected participants will decide the final project to be realized for the Architecture Days 2009) and a construction phase (taking place 5 days before the start of the Architecture Days 2009), where the participants will realize the proposed design, under the coordination of 3 specialists in urban landscape design.

We'll use wood, vegetation, gravel, water, but we are also looking for unconventional techniques and materials. We'll also concentrate on the reuse and recycling of materials and search for sustainable materials.

**b. Urban Planning workshop**, coordinated by the Planwerk team from Cluj, rewarded on several occasions for their activity in the field of urban planning, will discuss the process of creating a General Urban Plan (PUG) and will insist on ecological approaches. The Planwerk team is now designing the new PUG for Cluj-Napoca. Romania Green Building will facilitate the collaboration with a specialist in sustainable growth.

The topic of workshop is of utmost importance, because at the moment every city in Romania is preparing their General Urban Plan, and a correct, ecological approach will guarantee a beautiful and sustainable future.





### 3. Exhibitions

Through the exhibitions – these visual testimonies and analysis, we want to show what the Romanian style means, what happened in architecture since 1989. We don't want to be incisive, but we want to decipher how architecture is made in Romania, what dreams we are trying to build.



We are planning on sketching two major conclusions: where we stand today and to where we are heading. The locations of the exhibition will be spread all over the historical center of Cluj, in several key points, in order to “invade” both the general, and the specialized public.

The scheduled expositions are: Architects' sketches, Models 2 (scale models from different architecture offices in Cluj), OAR Awards (exhibition realized by OAR in collaboration with A.St.A.), The Victoria Palace extension (international contest with Romanian participation), Romanian architects brought from far away (projects made by Romanian architects from Paris; exhibition organized with the help of the Romanian Cultural Center from Paris, in collaboration with the French Cultural Center from Cluj), Extramedium (workshop organized by arch. Daniel Kiss, in collaboration

with A.St.A., using normality as an analytic tool), Expo-Workshop Bold (realized by the Prodid architecture office), Launch of the Fireman's Tower – Urban Watcher project (virtual map of Cluj based on open source data), NU (Romanians vs. public space – photography). The Romania Green Building Council will organize the “Green Building” exhibition with examples of sustainable architecture.



#### 4. Street

This section is the interface with the public; the urban space will become space that attracts and raises curiosity. Some of the workshops will take place in the street, so that the pedestrians will be invaded by original objects. The urban character will be exaggerated through street theatre, direct implication of the pedestrians in various activities, etc.



#### 5. MuZA

MuZA is responsible for the event's student parties. Each of the 4 nights will have a different theme: Jazz, Funk, Indie Rock and Flipside. Among the 8 bands, we can mention: The Others, The Mood, Les Elephantes Bizarres, Gojira, Melting Carousel.

The 3-rd night is dedicated to a cocktail party, free entrance for everybody; and at the end of the event, the organizers will prepare a cocktail event in a special location, this time invitation based, for the speakers, organizers and sponsors.

## 6. AD2009 Film

Architecture Days 2009: 'architectorO' proposes a project for everybody to attend. Our target is to discover the unseen face of the Cluj architecture. We start from the premise that in Cluj there is good architecture, however, undiscovered. We scan the city, select and share the discoveries through an exhibition with beautiful houses and a film in which the inhabitants explain their relation with the architecture and the architect.



The project has 3 phases: the city scanning (23rd of February – 20th of March), the selection of the buildings (22nd of March), the photographing and filming of the buildings (22nd of March – 13th of May).

a. **The City Scanning** – A contest with awards in books of architecture will be organized under the form of a city crossing, in the search of examples of post-communism architecture that could be considered “good quality”. Only the proposals will be taken into account, and not to the quality of the photos.

2. **The Selection of the Buildings** – a group of students and architects will select the buildings that will be exhibited and filmed in the movie. The winners who discovered the buildings will be awarded the architecture books at the exhibition’s varnishing.

3. **The Photographing and Filming of the Buildings** – the Architecture Days Film team will realize the film and exhibition that will be presented for the first time at the Architecture Days 2009 (13<sup>th</sup> – 16<sup>th</sup> of May, Victoria Cinema).

## Target Audience:

The series of events addresses a wide variety of target groups: architects, architecture students, engineers, constructors, architecture magazines and specialists in scientific activities in the fields; students in art, design, architecture, music, theatre, cinema, etc. for involvement in the cultural activities, and the Cluj public as a beneficiary.

## Promotion / Media:

The event will be promoted through an integrated marketing campaign that will effectively reach the target audience across the country through multiple channels:

- general and specialized print and online publications
- online banners
- emailing through yahoo groups
- architecture and landscaping faculty's contact networks
- event listings etc.

The post-event publication will contain pictures and information from all the phases of the workshop. Last edition's publication was selected at the Bucharest Architecture Biennale.

## What Benefits can be expected from partnering with our event?

- Positioning your organization clearly on the vanguard of environmental responsibility, by supporting the education of the students, of the specialist and general public on environmental issues.
- Very good visibility for your company, before the event (pre-event actions and advertising), during the event (direct contact with the general public and specialists in various fields), but also long after the event (through press articles, website promotion, and post-event publication)
- Be a spark that ignites the green building revolution in Romania!



## Partnership Opportunities:

Our sponsorship packages are specially created so that you can benefit from maximum exposure for your brand and create new business opportunities.

Event supporters can choose one of the following financing categories:

### Partner of the event – 5450 EUR

- partner's logo on all printed materials for the event
- the right to place banners at the event's locations
- company / products presentation offered during this event

### Main sponsor of the event – 2450 EUR

- main sponsor's logo on all printed materials for the event
- the right to place banners at the event's locations

### Sponsor of the event – 950 EUR

- sponsor's logo on all printed materials for the event

The supporter's logo will appear on all printed materials starting from the day when the contract is signed.

## Contact Us

For more details on becoming a partner of the Architecture Days 2009, on the Romania Green Building Council activities and membership benefits, please contact:

**Adrian Pop** at +40-744-119-337 or [Adrian.Pop@RoGBC.org](mailto:Adrian.Pop@RoGBC.org)

– regarding the Architecture Days 2009

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– regarding the RoGBC membership benefits

We look forward to discussing this further and sincerely hope you will consider partnering with us on this exciting event.

*The RoGBC Team*