

Press Release

“How I Miss Bucharest Or The Journey Of A Dog’s Life” Wins CREATE YOUR BUCHAREST

225 creative visions for the capital of Romania were submitted to *Create Your Bucharest* idea competition, exceeding expectations.

On 16 March 2015, the jury chose Ovidiu Anton & Alexandru Bălăşescu as the winners of the first prize of the idea competition *Create Your Bucharest* with a € 10,000 cash award. Their project *How I miss Bucharest or The Journey of a Dog’s Life*, won over the jury members. Nine special prizes of € 3,000 each were also awarded. Ideas were submitted by Romanian artists from all over the world and included fine art, design, and architectural projects.

The jury offered the following statement on its decision:

“Exploring the history of contemporary Bucharest by tracing the contrasting lives of two of the city’s dogs is an unusually eloquent, incisive and original way of addressing critical, but often painful issues like mobility, exile, ownership, surveillance, urbanism and belonging. One dog was born in Bucharest, but was adopted as a stray and taken away to Vienna. The other arrived in Bucharest as a pet with its Viennese owners, only to end up on the streets. The fate of each dog acts as a metaphor for the vicissitudes and promise of daily life in the city.”

Create Your Bucharest was conducted by the MAK – Austrian Museum of Applied Arts / Contemporary Art with generous financial support from OMV and OMV Petrom as part of the VIENNA BIENNALE 2015: IDEAS FOR CHANGE (11 June to 4 October 2015) initiated by Christoph Thun-Hohenstein, director of the MAK. The winning projects from *Create Your Bucharest* will be presented in a dedicated section of the MAK exhibition *Mapping Bucharest: Art, Memory, and Revolution 1916–2016*, one of the central projects of the VIENNA BIENNALE 2015, curated by Peter Weibel, director, ZKM | Center for Art and Media in Karlsruhe; Full Professor, University of Applied Arts Vienna, and Bärbel Vischer, Curator of the MAK Contemporary Art Collection. As part of the exhibition, the results from *Create Your Bucharest* will contribute to the diversity of the contemporary scene in Bucharest and Romania against the background of past and current avant-garde movements.

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The international jury, whose members include Christoph Thun-Hohenstein (director, MAK, Vienna), Barbara Baum (consultant for art projects of OMV), Andreiana Mihail (art consultant, Bucharest), Alice Rawsthorn (design critic, International New York Times, London) and Bärbel Vischer (curator, MAK) evaluated the entries to *Create Your Bucharest* for their innovation, artistic and social relevance, sustainability, and feasibility in relation to the artistic practice of the entrants. Mariana Gheorghe, CEO of OMV Petrom: "We are a major player in the Romanian economy, and we also want to contribute to make a difference in other important areas of society. With this project we want to encourage contemporary art and promote our Romanian artists abroad."

The Jury reviewed 225 applications for the idea competition *Create Your Bucharest* and retained ten projects that cover an impressive range of creative ideas for the Romanian capital in art, architecture, and design. Alongside the big winning project, the jury rewarded 9 special prizes (each including a € 3,000 cash award) to the following projects:

A Pedestal of Thoughts by *Anca Benera & Arnold Estefan*

Poignant and enlightening, the Pedestal of Books promises to foster learning, knowledge and debate, while acknowledging the historical complexity of access to books in Bucharest, both in its monumental form and the division of its contents into four singular categories of censored, destroyed, unpublished and autonomous or self-published books.

Atelier 35 Cooperative by *Larisa Crunțeanu & Xandra Popescu*

Forging collaborations between artists and craft-makers would be an engaging and constructive way of revitalizing Bucharest's artisanal heritage by reviving the craft skills and culture of repair that have already been lost in other cities. As well as preserving precious historical resources, this project promises to foster new entrepreneurial opportunities.

Bucharest Veins. Resuscitation Intervention by *Carmen Secăreanu*

Foreign visitors to Bucharest often comment on the webs of overhead cables that course throughout the city, but are seldom noticed by its residents. Painting these cables, and combining them with electroluminescent wires, will focus attention on a neglected aspect of the city, while encouraging people to be more attentive to other overlooked elements.

Discover Bucharest, the Open Air Museum by *Rareș Tudor Pop*

Bucharest is filled with seemingly banal buildings from different eras, many of which have fascinating stories. Describing the hidden histories of dilapidated historic and Communist era buildings should prompt people to reconsider them and, hopefully, to avoid repeating the mistakes of other cities by destroying their vernacular architectural heritage.

Floreo: A Ruin Blossoms Downtown mapping memories of architectural heritage as public space by *Răzvan Delcea & Andrei Voica*

Encouraging local volunteers to transform the desolate ruins of derelict villas into beguiling spaces could bring life and beauty to neglected, often dispiriting areas of Bucharest with clear environmental benefits. Each

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project might also act as a catalyst by prompting other communities to revitalize neglected land in their own neighbourhoods.

Homeless Practices by Maria Daria Oancea & George Octavian Marinescu
Homelessness is a severe problem in Bucharest and many other cities that demands urgent solutions. Homeless Practices proposes an imaginative and constructive way of documenting the reality and extreme difficulties of daily life for homeless people in Bucharest, while gathering the necessary information to develop practical support for them.

Kilobase Bucharest A-Z by Dragoş Olea
Raising awareness of the nuances of Bucharest's historic and contemporary culture was a recurrent theme in the entries to *Create Your Bucharest*. Kilobase Bucharest is an unusually ingenious response. Sharing fragments of different aspects of the city's culture promises to present a feisty, eclectic, often surprising picture of Bucharest.

TableTalks by Andra Răcăşan & Elena Rucsandra Maior
Creating a forum where the people of Bucharest can meet over a meal to debate important issues is a lively and convivial way of encouraging communication, a sense of community and intellectual enquiry. While fostering a new culture of discussion in Bucharest, TableTalks could also spark new friendships, collaborations and ways of thinking.

Your Concrete Shadows by Gina Ster
The appearance of a trio of 'guiding angels' on Communist-era buildings would be an ambitious and evocative addition to Bucharest's thriving culture of street art. Striking and memorable, the three 'angels' of Heavy Freedom, Curiosity and Evolution are intended to provoke discussion and to encourage people to look afresh at the city and its modern architectural heritage.

By supporting the idea competition *Create Your Bucharest*, OMV and OMV Petrom once again seek to make a contribution to cultural dialogue in addition to their economic involvement. The integrated, international oil and gas company OMV, based in Vienna, focuses its cultural sponsorship efforts on cultural exchanges between its core markets of Austria, Romania, and Turkey in contemporary art. For ten years, OMV has been the majority shareholder of OMV Petrom, the largest oil and gas producer in southeast Europe, which is based in Bucharest.

Create Your Bucharest took place as an open competition. From 3 October 2014 to 15 January 2015, entrants were able to submit innovative concepts and site-specific works of art, design, and architecture for a dynamic transformation of the "Paris of the East," as Bucharest is often called due to its numerous achievements in art and architecture. Romanian citizens, Romanians living abroad, as well as international creative students and

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professionals living in Romania were invited to participate in *Create Your Bucharest*. The submission guidelines are available on the website www.createyourbucharest.org.

Attachments:
Descriptions of the winning projects
Biographies of the jury members

All the press materials on *Create Your Bucharest* are available for download at www.createyourbucharest.org.

Sponsors:



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