

Swiss Cultural Programme

cARTier



Country / region or city:

Romania / Iasi

Name of the Cooperation Project:

cARTier

Partner organization:

**VECTOR Cultural
Association (Iasi)**

Coaching-/Monitoring Partner:

**PRO WOMEN Foundation
(Iasi)**

Duration of the project:

July 2004 - June 2007

“cARTier” project aims to culturally rehabilitate Tatarasi district in Iasi, through the active participation of the inhabitants in cultural activities, which will lead to the improvement of the quality of life and to the development of a community consciousness.

The city of Iasi has a population of approximately 400,000 inhabitants, out of which more than 80% live in block districts that were built during the communist regime. At present, most of the blocks' front parts are deteriorated – their visual appearance influencing the inhabitants' quality of life. The population of these districts is at the same time deeply affected by the lack of cultural and social activities in the neighborhood.

The project aims to create a community cultural space in Tatarasi district in Iasi, as a place for rebuilding the social connections and for encouraging the active involvement of the inhabitants in the community's cultural life.

www.vector-cartier.ro

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(Swiss Agency for Development
and Cooperation SDC)

Activity lines of the project:

- Animating the inhabitants in order to take active part in the district's cultural life.
- Organizing social and cultural events together with the district's inhabitants.
- Improving the visual-esthetical appearance of Tatarasi Esplanade.
- Organizational development and reinforcement of the management capacities of Vector Cultural Association.
- Spreading cARTier project's model in order to be multiplied in other communities.

In September 2004, the first block façade was painted in Tatarasi district. Also, the first arts festival (cARTfest) was organized in open air on the esplanade of Tatarasi. The festival showed theatre and contemporary dance performances, music concerts, visual arts projects (one was located in the district's Post office), drawing contests for children, etc.

The three cultural animators of Vector's team have weekly meetings and regularly organize cultural evenings with the three initiative groups of inhabitants: children, youngsters and elderly people.

The web-site of the project www.vector-cartier.ro was launched with the original contribution of the youngsters' group.

The Swiss Cultural Programme is a joint initiative of the Arts Council of Switzerland PRO HELVETIA and of the Swiss Agency for Development and Cooperation SDC. The SCP encompasses Albania, Bosnia & Herzegovina, Bulgaria, Macedonia, Romania, Serbia, Kosovo and the Ukraine.

It supports local partners, which emphasize the variety, independence and performance of cultural life. The SCP cooperation projects focus on the capacity building and institutional development processes of cultural organizations. ■