



Promotion of **DIVERSITY**  
**IN CULTURE AND ARTS**  
within European Cultural Heritage



**Carmen Sylva**  
Centrul Cultural Sinaia

**Press release with regard to the Project Completion "Sinaia 365"**

**Publishing Date: September, 28th, 2015**

**„Sinaia –snapshots -365 days a year”**

**”Carmen Sylva” Sinaia Cultural Center –in partnership with Sinaia Town Hall created, by the project ,Sinaia 365 days a year’, a photo album which, coupled with a website, is intended to promote the cultural identity of Sinaia town.**

**The key message of the project is „Sinaia in 365 snapshots”. The album will be released on Wednesday, the 30th of September, starting 5 pm at ”Carmen Sylva” Cultural Center.**

The album Sinaia 365 is a current and modern product, complex and with advertising awareness, promoting local heritage and culture.

Through best quality photos, the album is trying to accomplish a daily pleasure trip into the cultural and historical life of Sinaia town.

The original, unique element of the project is represented by the four seasons, under the lens of the photographer who examined Sinaia.

Events with a strong temporal effect (Easter, Christmas), heritage buildings, natural monuments, all of these are captured in four different stages and all of them complete a cyclic perspective, unique and comprehensive, between the covers of the album, ”Sinaia 365”.

The album emphasizes the idea that, beyond the intangible heritage of the area, Sinaia is an outdoor museum of architecture, of XIX –XX century.

The 1500 albums will be distributed to local and regional cultural institutions, twin cities, official delegations who will be visiting the town as well as to the authors and contributors involved in the making of this album.

Starting with the 30th of September, release date of the project, the album can be visualized on its own website [www.sinaia365.ro](http://www.sinaia365.ro)

Through the making of the album and the portal, all those interested in the cultural richness, diversity and uniqueness of this area will have available an appropriate instrument to get to know this area in depth.

**The duration of project implementation: 4 months 1.06.2015-30.09.2015**

**The place of implementation: Romania, Prahova, ”Carmen Sylva ”Cultural Center, Sinaia.**

**The total amount of financing contract is 65.104,50 lei, of which the eligible project value is 65.104,50 lei where 55.338,83(85%) is Grant SEE, and the amount of 9.765,67(15%) co-financing from the state budget.**

**Operator Programme: Ministry of Culture –Management Unit of the Project**

**The Programme which financed the project: PA17/RO 13 ,Promoting diversity in culture and art within European Cultural Heritage, funded through Financial Mechanism SEE 2009-2014.**

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