

PRESS RELEASE



Carmen Sylva Cultural Center Sinaia

News release with regard to the project start debut, "Cultural Diversity across borders, in Sinaia"

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Carmen Sylva Cultural Center, headquartered at 80,M.Kogalniceanu St.,Sinaia, Postal Code 106 100, in partnership with UAT Sinaia, announces the start of the project "Cultural Diversity across borders, in Sinaia"

The key message of the project is: "Unity in Cultural Diversity".

- The duration of the project implementation: 3 months ,between July 1st-September 30th,2015
- The place of the project implementation: Romania,Prahova,Carmen Sylva Cultural Center-Sinaia
- The total amount of financing contract is 66. 020,00lei of which the eligible value of the contract is
- 66.020,00 lei, where 56.117,00 is a SEE Grant and 9.903,00 (15%) is co-finance from national budget.
- Project Operator –Ministry of Culture –Management Authority of Project
- The program from which the project is funded :PA 17/RO 13-Promotion of diversity in culture and art within European cultural heritage ,funded by Grants -SEE 2009-2014
- The project objective is promoting and strengthening cultural diversity and intercultural dialogue.
- The specific objectives of the project are :
- Enhancing access to the general public to culture and direct involvement in creative process ,stimulate the intercultural dialogue among artists ,promotion of traditional culture as vital element in the context of international relationship,promotion of education through art and culture among the target groups, strengthening cross-border mobility of artists beyond the countries of origin,increasing awareness of cultural diversity including Romani community culture,strengthening and promoting cultural traditions of communities represented in the project.
- The projects results will be:
- Increasing mobility of artists and their work at the international level
- Promotion of education through art and culture to larger audience
- A cultural event for the promotion of performing arts ,plastic and visual arts
- Increasing the image of Sinaia town by promoting the project



- Fostering intercultural dialogue: artists/craftsmen attendees at the cultural event
- Promotion of education through art: 500 students of Sinaia schools and 40 institutionalised children in placement will learn directly from artists the mysteries of each craft.
- Increase public access to culture: one outdoor interactive cultural event
- Promoting handicraft
- One permanent exhibition consisting of objects made in the 7 –day event
- Increasing the number of tourists during implementation project
- Strengthening and promotion of minority cultural history
- Name and contact details of the person who can provide more information about the project:
Madalina Rosu -responsible for information and publicity: telephone 0040 727 739 032 / email:
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