

2021 STREET ART & URBAN REGENERATION

Thursday 1 July to Friday 2 July 2021

organizing: lect.univ.dr. Corina Nani, moderator: Petronela Solovastru & conf.univ.dr. Liliana Harding



On-Line Conference Final Report

Timișoara 05.07.2021

Street Art and Urban Regeneration

International On-Line Conference 01-02 of July 2021

Project Background

Timisoara is a strong regional center, where creativity supports the experiment and where the dynamics of cultural life is connected to the international phenomenon.

In the context of a Cultural Strategy for the city of Timișoara, the Faculty of Arts and Design within the West University of Timișoara aims to join independently the desire for this city to become the European Capital of Culture in 2023.

The **FISART Group** formed by the Faculty of Arts and Design (FAD) of UVT, EnduRoMania Foundation, X-TEC SRL and the international community of artists initiated and developed the International Street Art Festival (FISART) between 2011 and 2020, within the calendar of events of the Timișoara City Hall (PMT). A presentation of FISART and the results 2011 - 2020 [may be seen here](#).

The members of the **FISART Group** had the opportunity to participate in several professional and academic conferences and for the practical realization of Street Art works, which took place in various cities in Europe. It was concluded that such an international conference should be organized also in Timișoara, which this year we proposed to be held under the name of "**International On-Line Conference for Street Art and Urban Regeneration**".

Due to the pandemic, the "[Virtual FISART - Making Street Art from Home](#)" tool was conceived in March 2020 to give mural artists, architects, urban planners and traditional visual artists the possibility of virtual creation.

After the positive evolution of the "Virtual FISART - Making Street Art from Home" on line platform, we came to the conclusion to present it in the framework of the "**International On line Conference for Street Art and Urban Regeneration**".

Organizers:

- **West University of Timișoara (UVT)**
- **Faculty of Arts and Design (FAD): Prof.univ.dr. Camil Mihaescu, Dean**
Lect. univ. dr. Corina Nani, Associate Professor
- **EnduRoMania Foundation: Dr.-Ing. Sergio Morariu, President**

Project Partners:

- **Embassy of Peru in Romania**
- **The German Consulate in Timisoara**
- **University of Architecture and Urbanism Ion Mincu - Bucharest**
- **University of Kassel**
- **University of Torino**
- **University of Saragossa**
- **University La Salle Mexico**
- **Freiraumgalerie Halle**
- **Institut supérieur des arts de Toulouse**
- **East Anglia University, Norwich**
- **Escuela Nacional Superior Autónoma de Bellas Artes del Perú**
- **Technical University of Timișoara (RUR)**
- **The international community of artists involved in the FISART project**
- **Sponsors and Partners actively involved in the FISART project**

Objectives of the ON-Line Conference:

- To make a contribution to the development of the city through culture.
- To contribute to the formulation of a cultural identity of Timișoara.
- Updating the ethical-social commitment of street art.
- Analyzing street art from an ethical perspective.
- Promoting the social commitment of the artistic happening in public space.
- Promoting aesthetic values in public space.
- Contribution to the aesthetic education of the community.
- Cooperation through culture.
- Promotion of the Virtual FISART System - multi-purposed Web based Tool for MAKING STREET ART FROM HOME

Program and Speakers of the on-line conference

First Day - 01.07.2021

10:00 – 10:40

Welcome & Conference Opening:

- Conf. univ.dr. habil. Cristina Chevereșan - Prorector West University Timisoara
- Prof.univ. dr. habil Camil Mihaescu - Dean Faculty of Art and Design
- María Eugenia Echeverría - Peruvian Ambassador
- Siegfried Geilhausen - German Consulate

10:40 – 11:00

Street Art & Society: pure manifesto or transformation factor?

Petronela Solovastru, Strategy and innovation consultant, expert in branding and digital marketing, writer, a transformation artist in short. President of EIT Environmental Innovative Technologies, NGO / Romania

11:00 – 11:20

ha:neo - A Concept for Public Art in Halle-Neustadt

Danilo Halle, Board executive Wall & Space Halle (Saale/Germany) & Freiraumgalerie

11:20 – 11:40

Evolution of Neo-Muralism

Hendryk von Busse, Board Executive, Wall & Space e.V (Saale/Germany)

11:40 – 12:00

Tagging & Street Art to Tattooing and back to Real & Virtual Street Art

Flaviu Roua - Mural Artist contributor to FISART since 2011

12:00 – 12:20 Different Shades of Public Spaces

Prof.Dr. Liliana Harding (School of Economics, UEA, Norwich, UK) and **Dr. Corina Nani** (Faculty of Arts and Design - UVT RO)

12:20 – 12:40 Q&A

12:40 - 13:00 Discussions

First Day - 01.07.2021

15:00 – 15:20 **Welcome – Prof. Dr. Lili Harding – School of Economics, UEA, Norwich, UK**

15:20 – 15:40 **Street art to challenge a community unprepared for transition. Petrila / Jiu Valley**

Arch. Mihai Danciu - Technical University of Timisoara / Romania

15:40 – 16:00 **Consideration of the diverse connections and participatory results of art and urban development**

Christiane Lütgert - Team leader, Urban renewal, Department of Urban Development and Building Regulations, City of Halle (Saale)

16:00 – 16:20 **A journey into the world of KSELEQOQYNQYSHY**

Lucian Niță - (Casele cu Ochi Închiși), Visual Artist, Bucharest / Romania

16:20 – 16:40 **Q&A**

16:40 – 17:00 **Shared City Image - street art as sight enhancer**

Prof. Francoise PAMFIL - Ion Mincu University of Architecture and City Planning Bucharest

17:00 – 17:20 **Mural Art in the Peruvian Public Space**

María Eugenia Echeverría, Ambassador, Embassy of Peru in Romania

17:20 – 17:40 **The advances of urban art in Peru and the recovery of public spaces**

Jhoel Mamani Espinoza - Bachelor in visual arts, Master in Art History, educator and cultural manager, dedicated to the recovery of public spaces through urban art - National School of Fine Arts of Peru

17:40 – 18:00 **Q&A**

Second Day - 02.07.2021

10:00 – 10:20 **Welcome**

Petronela Solovastru – President of EIT Environmental Innovative Technologies, NGO Romania / Romania

10:20 - 10:40 **Street Art in Timișoara - a city planners view**

Prof. Radu Radoslav - President of the Territorial Register of City Planners

10:40 – 11:00 **Why virtual art? The economics behind field**

Dr. Bianca Turner - International Economic Relations - Los Angeles CA / USA

11:00 – 11:20 **Street Art and Museums: Museums of Street Art?**

J. Pedro Lorente - Professor of Art History, University of Saragossa (Spain)

11:20 – 11:40 **How to approach the conservation of urban art? The response of CAPuS project**

Prof.ssa Dominique Scalarone - Department of Chemistry, University of Turin, Italy

11:40 – 12:00 **From street art to murals: what have we lost?**

Javier Abarca - Independent researcher, Spain

12:00 – 12:20 Street Art in the Industrial Environment
Cosmin Grapini - Lawyer and President of PASMATEX

12:20 – 12:40 Q&A

12:40 - 13:00 Discussions

Second Day - 02.07.2021

15:00 – 15:20 Welcome

Prof. Dr. Lili Harding – School of Economics, UEA, Norwich, UK

15:20 – 15:40 Graffiti and socio-culture using the example of the street art scene in Kassel

Gerrit Retterath - University of Kassel “Hier im Quartier (Kulturzentrum Schlachthof Kassel)”

15:40 – 16:00 VukovART - the art harbour Project

Kresimir Herceg - Vukovar, Croatia, Organizer of the VUKOVART EVENT

16:00 – 16:20 The evolution and actual role of Street Art in the Republic of Moldavia

Inna Beregoi (Izzy-Izvne) - Economist, Chisinau, Republic Moldavia

16:40 – 17:00 Neo-Muralism in Timișoara & Banat / Romania - from a local idea to an international Virtual Street Art Platform

Dr.-Ing. Sergio Morariu - Co-organizer of the FISART event 2011 - 2020

17:00 – 17:20 ARTE URBANO Y REGENERACIÓN URBANA - Lima Metropolitana

architect Eusebio Mariano-Cabrera Echegaray - Lima / Peru

17:20 - 17:30 Messages of Prof. H. Roberto Medina-Luna Anaya - Vicerrector de Bienestar y Formación de la Universidad La Salle - Mexico

17:30 – 17:50 The actual Latin American Neo Muralism presented by Paola Delfin - a young Mexican artist listed among "The 50 most influential Street Artists Today" and Mateus Bailon from Santa Catarina Brazil.

17:50 – 18:00 Q&A, Discussions & Closing of the Event

- **Conference duration: two days.**
- **Daily program: from 10:00 to 18:00 Romanian time.**
- **Conference type: moderated interactive on line.**
- **Virtual Meeting Platform: Zoom.**
- **The language of the on line conference: English.**
- **The Documentation of this event inclusive the full presentations may be seen here.**

Conference Take Aways and Next Steps

- 1. We are building a global transversal network of specialists around Street Art & Urban Regeneration in order to scale contemporary art to urban growth factor, all stakeholders involved so far are interested.**
- 2. Global cross sector brainstormings are a golden mine to find ideal solutions for urban regeneration all around the globe by broadening our perspectives and applying the best in class solutions and/or available success stories.**
- 3. A global social media platform based on the Virtual FISART - Making Street Art from Home" idea may unite our efforts and would increase our individual and collective impact at the same time.**
- 4. Private and public involvement are necessary in order to ensure the longevity of our Street HeART cause.**
- 5. A Street heART Contemporary Art museum in Timisoara would be a major cultural beacon for art and culture in general, seen in the European Capital of Culture 2023 context.**
- 6. A STREET HeART United Alliance // FISART Global Network (similar to UNITA in the academic world) would be an excellent global Modus Operandi/ formula to move forward.**

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Dr.-Ing. Sergio Morariu, President EnduRoMania Foundation

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