



la Biennale di Venezia

14. Mostra Internazionale di Architettura

Partecipazioni nazionali

**funda  
men  
tals**

**biennale  
architettura 2014  
7.06-23.11**

**ARCHITECTURE BIENNALE VENICE  
ROMANIAN PAVILION,  
SITE  
UNDER  
CONSTRUCTION**





Photography by i-city

## 14<sup>th</sup> Architecture Exhibition - Venice Biennale

The Venice Architecture Biennale is arguably the most important event on the international contemporary architecture calendar, but surely the most visited. Thousands of the world's most influential architects, designers, urban planners and critics visit the Biennale, with considerable discussion and commentary in the architectural press and general media as a direct result. At the beginning it was incorporated in the Art Biennial, the Architectural International Exhibition grew each year in importance, complexity and notoriety becoming a kind of Worldwide Architecture Olympiad.

The location where the events will be held are: Arsenale (next to the main city promenade pier) and Giardini Pubblici di Castello (where all the national Pavilions are showcasing their exhibits for this year).

Each edition grants the awards 'GoldenLion' for the most interesting exhibition and the best national participation.



arch. Rem Koolhaas

## Director of the 14<sup>th</sup> Architecture Exhibition - Venice Biennale

Rem Koolhaas (Dutch architect at OMA) has been selected as the overall curator of the International exhibition, announcing his overarching theme of Fundamentals. Rem Koolhaas has stated: "Fundamentals will be a Biennale about architecture, not architects. After several Biennales dedicated to the celebration of the contemporary, Fundamentals will focus on histories - on the inevitable elements of all architecture used by any architect, anywhere, anytime (the door, the floor, the ceiling etc.) and on the evolution of national architectures in the last 100 years. In three complementary manifestations - taking place in the Central Pavilion, the Arsenale, and the National Pavilions - this retrospective will generate a fresh understanding of the richness of architecture's fundamental repertoire, apparently so exhausted today."



Photography by Mindful

### About Biennale and its international importance:

The Biennale has increasingly more visitors, exceeding its professional targets (in 2012 it was visited by approx. 200K visitors ).

It has shaped an identity, through its diverse curatorial themes and cultural projects.

This year, the Architecture Biennale is increasing its schedule from 3 to 6 months. And so Venice becomes the world-wide focus point for related professions. For this years edition over 300.000 visitors from over 50 countries are expected. The Biennale opens on 7th June 2014 and officially ends on the 23rd November 2014.





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# la Biennale



Photography by Latitudes

## Target Demographic:

The market provided by the Institute participation in the Biennale are twofold. First, the attendees at the Biennale are senior executives and lead designers from international top architecture firms. They include decision makers from leading corporate networks, highest profile design offices and emerging talents. The prestige of the event means that it attracts the leaders from the profession. Second, the audience for the Biennale is the cream of international professionals who visit the exhibition

## Event Promotion:

Press has a privileged statue at this event, being favored during the exhibitions previsualization\*. All the newspapers and publications specialized on architecture, interior design, art and also televisions, radios etc. This event has a vast mass-media coverage, through its website and as well through the catalog realized by the organizers . All the international magazines like New York Times or The Guardian are invited. Furthermore press articles will be posted Online on architecture websites and specialized blogs. The event is intensely promoted thought the city, on the commonly known urban red signs, attracting visitors outside of the architecture range, also tourists that are visiting Venice during this 6 months of exhibitions.

The Romanian Pavilion organizes in parallel its own promotion, locally and internationally, through project presentations, workshops as well as through its own website, facebook page and twitter. The Romanian exhibition website is part of the promotional campaign and has a section dedicated to the partnerships and sponsors. The exhibition will also promote itself through its own catalog, brochures, flyers and other promoting materials. The Romanian Pavilion will also be promoted in local and international architectural magazines, dedicated TV shows and radio interviews.



Photography by Vlad Eftenie, Bienala 2012

## Romanian Pavilion

Romania is one of the privileged countries that has a permanent pavilion in Giardini di Castello Park, among 29 other countries. The 30 pavilions started being constructed in 1895 by famous architects as Josef Hoffmann, Gerrit Thomas Rietveld sau Alvar Aalto.

## National Selection

The national contest, held for nominating the team that represents Romania at the Venice Biennale, was organized by the Cultural Minister, the Foreign Office, the Romanian Cultural Institute and the Union of Architects of Romania. During 18 to 20th of November 2013, 46 projects were competing for representing Romania at the Venice Biennale. The jury that decided the winner was composed by:

1. Arh. Vlad GAIVORONSKI
2. Prof. Univ. Dr. Arh. Ana Maria Zahariade, U.A.U.I.M.
3. Arh. Brian A. SPENCER, Statele Unite
4. Prof. Arh. Juhani KATAINEN, Finlanda
5. Monica MORARIU, Ministerul Culturii, comisar
6. Alexandru DAMIAN, Institutul Român pentru Cultură și Cercetare Umanistică din Veneția, vicecomisar
7. Arh. Bogdan TOFAN, Uniunea Arhitecților din România, vicecomisar.

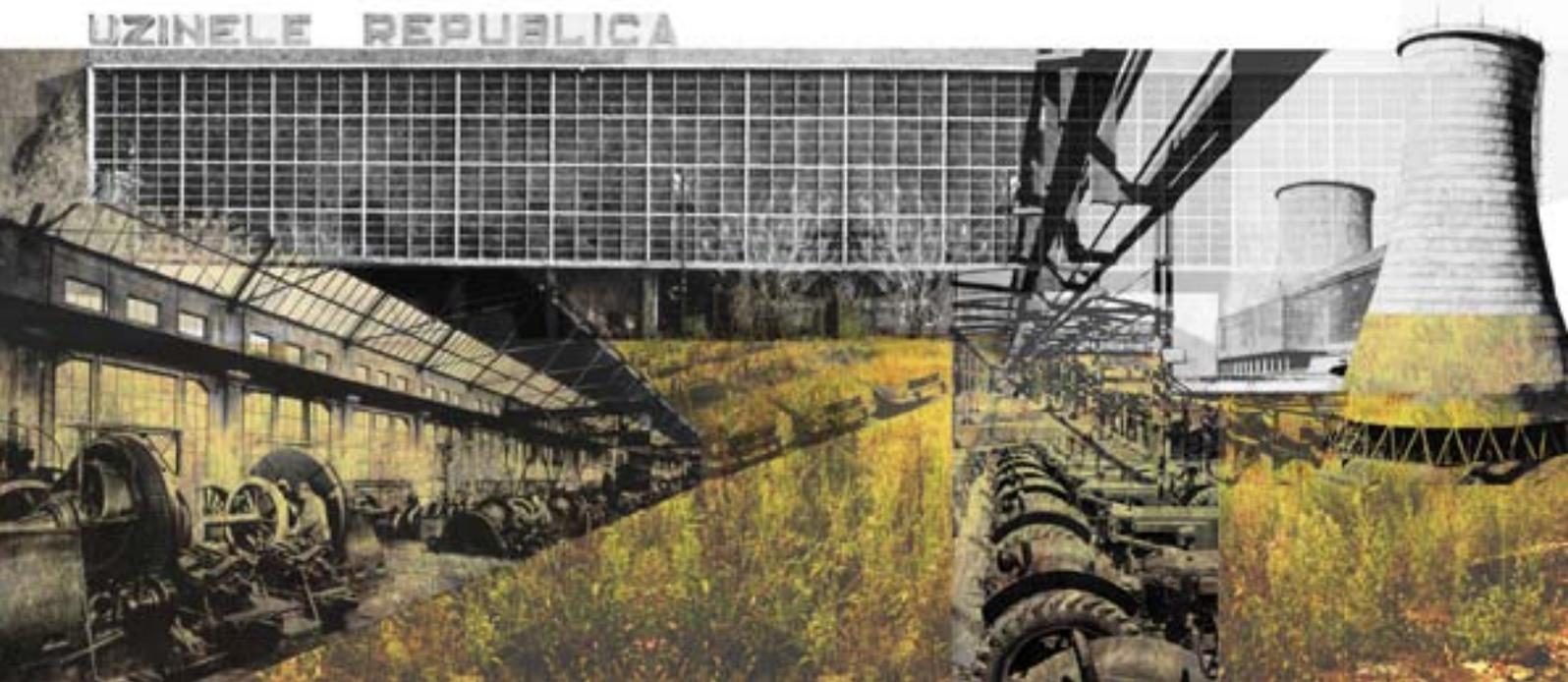
The project "Site Under Construction" won with a score of 85,36 points (out of 100). The project was selected for its plastic and spatial expressivity . The jury has appreciated especially the potential development of the project and the strong rapport between darkness and light and the dynamic spatial organization



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UZINELE REPUBLICA



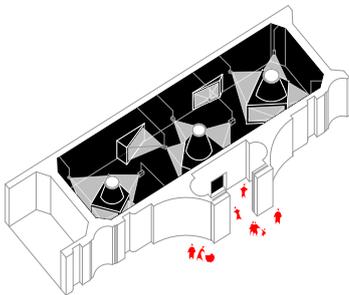
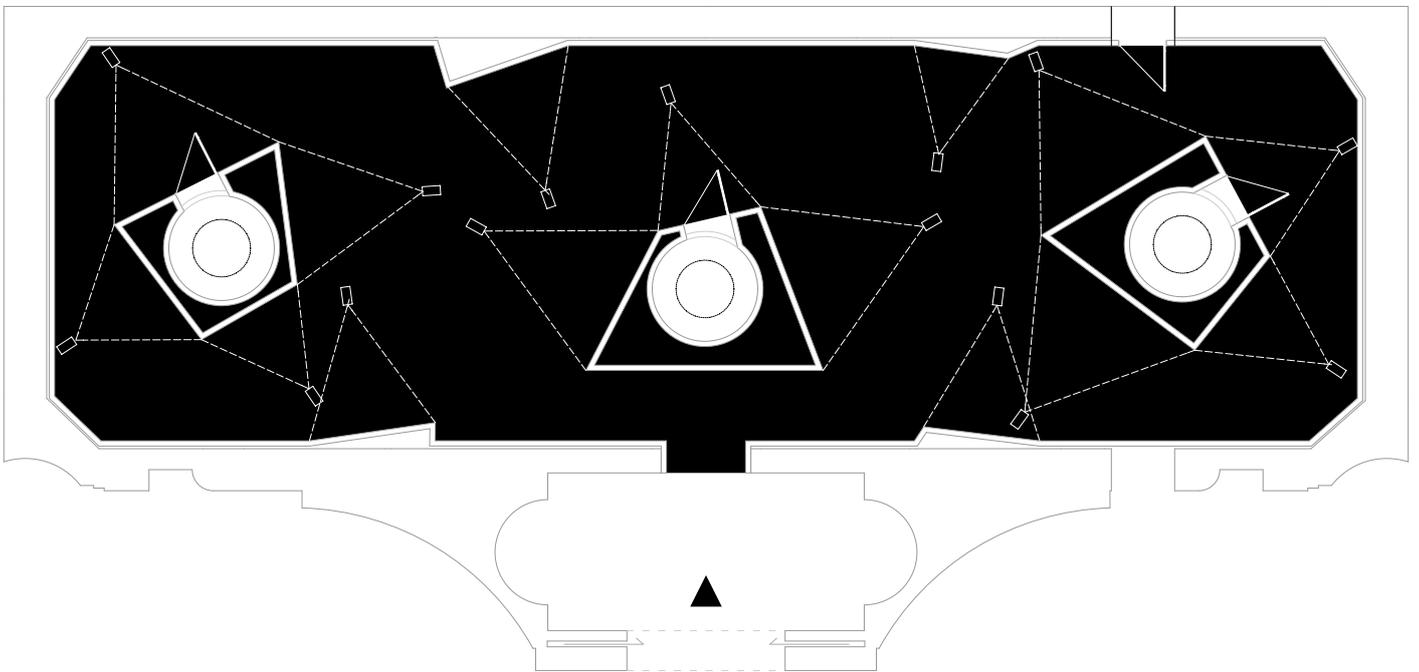
Romanian PAVilion - Venice Biennale 2014  
Exhibition title: 'Site Under Construction'  
Curator: arh. ing. Mihai Sima

#### Curatorial Statement:

In Eastern Europe the assimilation of modernism proved a rather divergent process, correlated with tumultuous and contradictory socio-political events. The urban space suffered successive destructuring, caused by massive industrial insertions with direct impact at urban and demographic level.

Thus the Romanian Pavilion brings industrial architecture as generator of modernity into discussion. It suggests creating an initiatory journey from inter-war and socialist industrialization to post-industrial urban voids. Glory and void, past and present are mirrored and laid out to be contemplated, to raise awareness and be re-approached. Once industrial sites were closed down, the remaining locations became modern urban ruins, devoid of content, bare of utility, leaving behind an outer landscape, shattering and desolate.

The entire space of the pavilion reflects the mega-space of the contemporary city, seen as an imperceptible black box without definite outlines. The city web consists of three urban isles, animated by video projections showing cinematographic sequences of the industrial past. These isles, reminding of Tarkovskian zones, reveal an atypical universe. Inside the isles you enter a different type of space, the void of post-industrial present, represented by a light tower, an industrial analogy, aiming at the figure of the cooling towers, stretching towards eternity. Towers are places of reverie, personal experience, pure, lacking conditioning or outer stimuli. The proposed exhibition space is flexible, with a double inner signification, a conflicting and sensuous mix brought about by the opposing proportion between darkness and light, sound and silence.

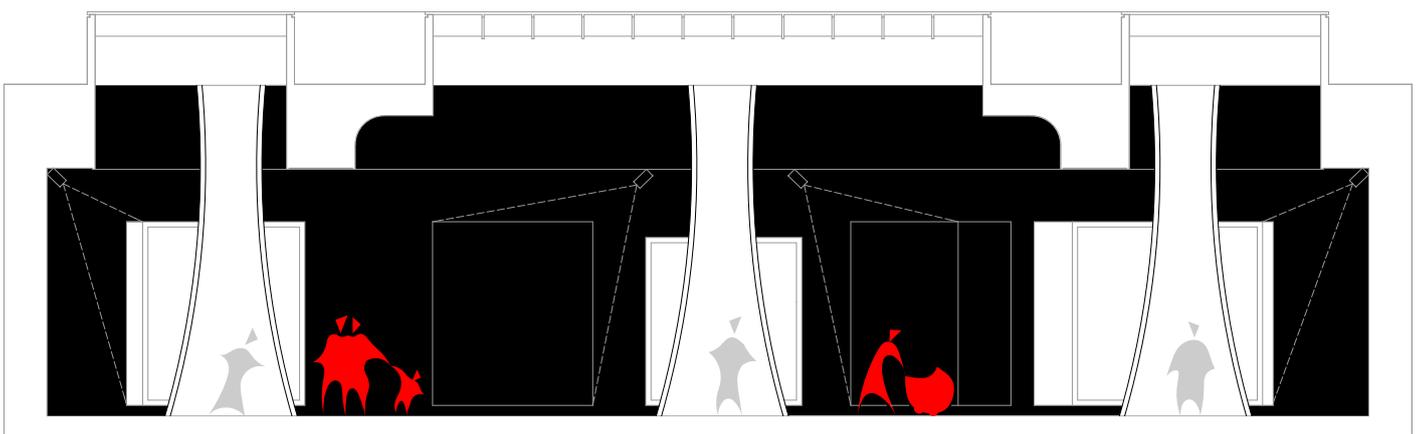


**ENTRANCE** - The walls and ceiling here will be dressed in a panoramic image, printed on a banner, exhibiting photographs and informations about the actual state of the Romanian industry.

**INTERIOR** - The existing walls of the pavilion will be finished in black fabric. The floor will be covered with a high traffic carpet, black as well. The upper windows will be covered with black thick fabric, to obdurate the light.

**ISLANDS** - Inside the pavilion, rectangular volumes will be placed, having white faces, that would serve as background for projections. These volumes would be constructed with plaster on a wooden structure. They would also be dressed in white special projection fabric. Their interiors would have the form of a hyperboloid, that will be sound proofed. They will also have an aperture at the top part for the natural light, covered with a diffuser which will also hide the ceiling window frame. Each of the 3 spaces will be equipped with a touch screen placed on a cylindrical desk.

**PROJECTIONS** - For quality projections will use a suitable media system which will imply a HD media server with 12 ports to feed each video projector. This media server generates and synchronizes a series of video images and a separated sound system, for each 12 screens of projections. Video projectors and speakers will be hanged from the ceiling on a wooden structure that also holds the fabric that obstructs the windows. This video mix will be created and synchronized as all 12 projectors need to render films at the same time.



## Membrii echipei 'Site Under Construction'



Mihai Sima Mihai Sima is from Sibiu, Romania and he was born in 1981. He studied architecture at the Faculty of Architecture and Urban Planning and civil engineering at the Faculty of Civil Engineering in Cluj-Napoca, Romania. He worked at several architectural offices in Bucharest. He currently lives in Sibiu, Romania and coordinates the activity of MHS Studio.



Anca Trestian is from Cluj-Napoca, Romania and she was born in 1984. She studied Interior Design at Ion Mincu University of Architecture in Bucharest, Romania and continued her Master's Degree at London Metropolitan University in London, UK. She worked for several architecture studios in London - ASD Projects and Bucharest - DSBA Architecture Studio and MB Studio. In 2012 she won a creative residency at the Romanian Cultural Institute in Paris. She lives in Paris, France and is currently



Raluca Mirela Sabău is from Huedin, Romania and she was born in 1985. She studied architecture at the Faculty of Architecture and Urban Planning in Cluj-Napoca, Romania and at ENSACF in France. She has collaborated with several architectural studios in Cluj-Napoca. In 2012 she won a creative residency at the Romanian Cultural Institute in Paris. She currently lives in Sibiu, Romania and works at MHS Studio.



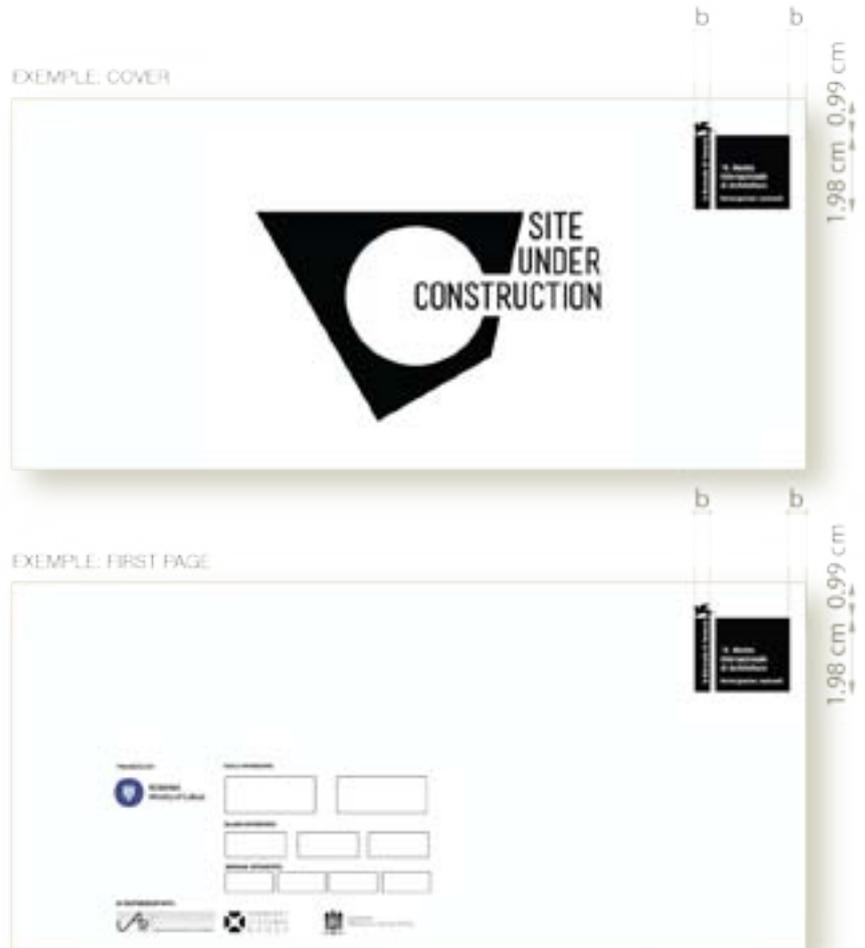
Stejara Corina Timiș is from Borșa, Romania and she was born in 1987. She studied architecture at the Faculty of Architecture and Urban Planning in Cluj-Napoca, Romania, Ecole Nationale Supérieure d'Architecture de Paris-Belleville and Ecole nationale supérieure d'architecture de Paris la Villette. She worked for Studio AKS, RAUM Architecture in Cluj-Napoca. She lives in Paris, France and is currently working at Alain Manoilescu Architecte.



Andreea Iancu is from Brașov, Romania and she was born in 1987. She studied architecture at the Faculty of Architecture and Urban Planning in Cluj-Napoca, Romania and also at Windesheim University Zwolle, in the Netherlands. She lives in Brașov, Romania and is currently working at B.ARCHA Architecture Office.



## SPONSORSHIP BENEFITS



### GOLD 12.250 Euro (2 sponsors maximum)

#### ***Sponsor promotion :***

- Sponsor's company presentation from our PR in all interviews & media appearances;
- Sponsor presentation as MAIN sponsor of Romanian Pavilion during the exhibition, next to the main financier, Ministry of Culture and our partners: The Union of Architects, The Romanian Cultural Institute and The Ministry of Foreign Affairs, on the main information panel next to the entry of the Pavilion.
- Sponsor presentation in the social media (Twitter, Facebook) three times (first after the signing of the contract, the second time during the opening of the exhibition and the third time at the end of the exhibition)
- Sponsor presentation as MAIN sponsor 'Site under construction' website, the company logo and an external link to the website of the sponsor;
- considerable promotion in the Catalog 'Site Under Construction' of the Romanian Pavilion, the logo will be placed next to the main financier, Ministry of Culture and our partners: The Union of Architects, The Romanian Cultural Institute and The Ministry of Foreign Affairs;
- opportunity to insert promotional material approved by the team 'Site under construction' in the international press folders and the opportunity to provide promotional materials during the exhibition; this will have to be approved by the team and the organizers of the Venice Biennale;
- Opportunity the sponsor logo on the t-shirts and bags offered from the Romanian Pavilion to its visitors, this will have to be approved by the team and the organizers of the Venice Biennale;

#### ***Tickets and invitations:***

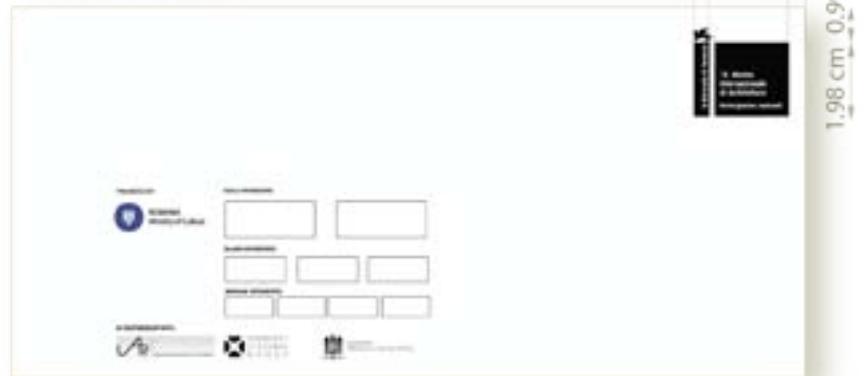
- 4 access passes to the Architecture Biennale in Venice 2014 (two for each sponsor);
- 4 Invitations to the events during the previzualization\*; the Romanian Pavilion opening and to the important events, concerts, conferences, parties (two for each sponsor);
- invitations to all the events organized in the Romanian Pavilion during the Venice Biennale 2014



EXAMPLE: COVER



EXAMPLE: FIRST PAGE



## SILVER 5.700 Euro (maximum 3 sponsors)

### *Sponsor promotion :*

- Sponsor presentation as SILVER sponsor of Romanian Pavilion during the exhibition, next to the main financier and our partners, under GOLD sponsor, on the information panel next to the entry of the Pavilion;
- Sponsor presentation in the social media (Twitter, Facebook) only one time (after the signing of the contract or during the opening of the exhibition in June or at the end of the exhibition in November)
- Sponsor presentation as SILVER sponsor 'Site under construction' website, the company logo and an external link to the website of the sponsor; (the logo will be placed under the MAIN Sponsor and smaller)
- promotion in the Catalog 'Site Under Construction' of the Romanian Pavilion, the logo will be placed under the main financier, Ministry of Culture and our main partners (the logo will be placed under the MAIN Sponsor and smaller)

### *Tickets and invitations:*

- 3 access passes to the Architecture Biennale in Venice 2014 (one for each sponsor);
- 3 invitation to the events during the previzualization\*; the Romanian Pavilion opening and to the important events, concerts, conferences, parties (one for each sponsor);
- invitations to all the events organized in the Romanian Pavilion during the Venice Biennale 2014

## BRONZE 2.000 Euro (unlimited)

### *Sponsor promotion :*

- Sponsor presentation as BRONZE sponsor of Romanian Pavilion during the exhibition, next to the main financier and our partners, under GOLD and SILVER sponsor, on the information panel next to the entry of the Pavilion and smaller;
- Sponsor presentation as BRONZE sponsor 'Site under construction' website, the company logo and an external link to the website of the sponsor; (the logo will be placed under the GOLD and SILVER Sponsor)
- promotion in the Catalog 'Site Under Construction' of the Romanian Pavilion, the logo will be placed under the main financier, Ministry of Culture and our main partners (the logo will be placed under the GOLD and SILVER Sponsor and smaller)

### *Tickets and invitations:*

- 1 access pass to the Architecture Biennale in Venice 2014 (one for each sponsor);
- invitations to all the events organized in the Romanian Pavilion during the Venice Biennale 2014



## SPONSORSHIP BENEFITS

Sponsor Benefit		GOLD*	SILVER	BRONZE
		12.250 € (euro)	5.700 € (euro)	2.000 € (euro)
Sponsor's company presentation from our PR in all interviews & media appearances;		presentation as MAIN sponsor		
Company presentation as sponsor of Romanian Pavilion during the exhibition;		presentation as MAIN sponsor	presentation as SILVER sponsor	presentation as BRONZE sponsor
Company presentation as sponsor in the social media	Twitter	presentation as MAIN sponsor	presentation as SILVER sponsor	
	Facebook	presentation as MAIN sponsor	presentation as SILVER sponsor	
Company presentation as sponsor 'Site under construction' website;		presentation as MAIN sponsor	presentation as SILVER sponsor	presentation as BRONZE sponsor
Considerable promotion in the catalog 'Site Under Construction' of the Romanian Pavilion;		presentation as MAIN sponsor	presentation as SILVER sponsor	presentation as BRONZE sponsor
Opportunity to insert promotional material approved by the team 'Site under construction' in the international press folders and to provide promotional materials during the exhibition;		presentation as MAIN sponsor		
Opportunity to offer promotional materials during the opening;		presentation as MAIN sponsor		
Opportunity to insert sponsors logo	on the T-shirts offered to the visitors	presentation as MAIN sponsor		
	on the bags offered to the visitors	presentation as MAIN sponsor		
<b>Tickets and invitations:</b>				
Access passes to the Architecture Biennale in Venice 2014;		4 passes**	3 passes	1 pass
Invitations to the events during the openings previzualization*** of the Romanian Pavilion and to the important events, concerts, conferences, parties		4 invitations**	3 invitations	1 invitation
Invitations to all the events organized in the Romanian Pavilion during the Venice Biennale 2014		invitations will be valid for each event	invitations will be valid for each event	invitations will be valid for each event

\* GOLD 2 sponsors maximum / SILVER 3 sponsors maximum / BRONZE unlimited

\*\* Two invitations for each GOLD Sponsor / One invitation for each SILVER Sponsor

\*\*\*Previsualization - Is the Venice Biennale official opening and will take place on the 5<sup>th</sup> and 6<sup>th</sup> of June 2014. On this occasion the access will be limited, and will possible only through invitations. (Invitations cannot be purchased, they are allocated to the organizers of the participant countries)



To confirm your contribution or if you would like to discuss other ways you can support 'Site Under Construction' participation in the 2014 Venice Architecture Biennale, please contact the exhibition curator arh. ing. Mihai Sima.  
Thank you, Team 'Site Under Construction'.

Contact:

+ 40 740 297 202

contact@siteunderconstruction.ro

mihai.sima@gmail.com

For further information about the project 'Site Under Construction' please visit:

<https://www.facebook.com/siteunderconstruction>

<http://siteunderconstruction.ro/>

<http://site-under-construction.tumblr.com/>

<https://twitter.com/RomaniaAtVenice>

For further information about Architecture Biennale in Venice please visit:

<http://www.labiennale.org/en/architecture/index.html>