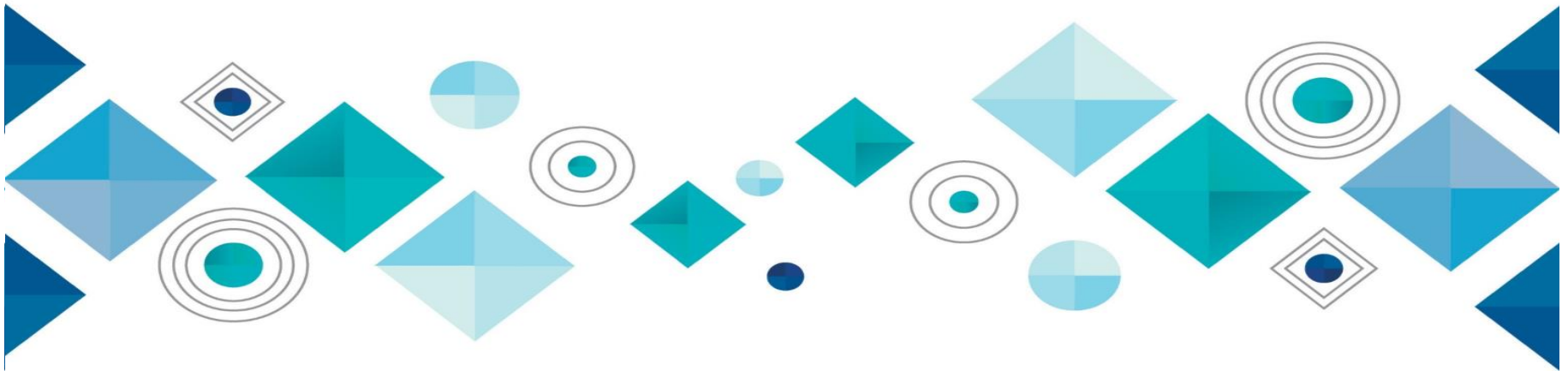




Transylvanian Clusters Conference Open Innovation

23-24 June 2016, Cluj-Napoca



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***CULTainment - ARTainment - EDUtainment using HighTech Culture;
Cluj-Napoca study case***



INTRODUCTION

The **clusters** offer an appropriate framework for people and companies involved in the style, standard and quality of life 's activities.

Cluj-Napoca have a bimillenary tradition in organizing creative activities in: guilds, cooperatives, associations, organizations, agencies, clusters, industrial parks, incubators, working groups, freelancer networks, etc.

In 1965 – 1989 Romania experienced supply chains of the **industrial centrals and integrated farms model**, based on centralized planned economy.

In 1990 they were dissolved and over 5,000 state companies have been privatized or abandoned, breaking down the supply and value chains . The consequences were dramatic.

In 1990-2016 Romania lost its important export markets , became an importing emergent country and faced the departure in the Western countries of over 4.5 million people, representing nearly half of its active and intelligent workforce.



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1990-2000: Cluj-Napoca tried to reduce the consequences of the disappearance of heavy and light industries, to save the energy and construction sector, cosmetics and pharmaceutical firms, to develop the SMEs based on local resources and advanced technology such as ICT, health care, education, services etc. We have stopped the decline and economic turmoil.

After 2000 we developed industrial parks, incubators and clusters. The advanced technologies sectors based on tradition and local resources , were preferred.

Now we prepare the local community for the post-IT period, envisaged in the 3rd decade of the XXI century.

Innovative projects related to **life quality and style, based on HighTech Culture**, will sustain the quality of life and style of living in Cluj-Napoca: *"The Heart of Transylvania"*.

For the study case we designed 10 projects of the **Transilvania Lifestyle Cluster** and 5 of the **Transylvanian Taste Cluster**.



The specific design of Cluj-Napoca projects

The projects contain original and specific elements of our community, generate added value and sustainability, are innovative / creative and integrate themselves into the tradition of our **bimillenary municipality**; these concepts are:

- Increase the life quality and style;
- Include IBI: *Innovation - Business - Internationalization*;
- Consider the multicultural, multisensory, multidisciplinary arts&industries;
- Implement the projects by Transylvanian Clusters;
- Involve our 20 cultural and international cooperation centers;
- Develop the cooperation with our 21 twin towns and more, for increasing EU dimension and internationalization;
 - Identify and use the cultural and artistic resources of the town, inside the country and abroad / diaspora, as well as from anyone interested to cooperate with Cluj-Napoca community and Transylvania region;
 - Organize cultural and artistic events in combination with scientific and business activities (ex. conferences, workshops, fairs, exhibitions, testing-validations, demonstrations, promotions) in the so-called "Days of ...", "Week of ..." "Month of ..." etc.; all these for a greater eco-cultural impact and to attract a larger audience, thus a sufficient commercial sponsorship for each event;



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- Use of ICT - digital and technological composition, **SCIENCE-to-CULTURE**, for:
 - Multicultural Smart City,
 - Multimedia and Multisensory Culture,
 - CULTural Virtualization for religions and faiths,
 - ROBOgastronomy, ROBOtailor and more robotics,
 - smart use of our 55 domains for virtual space and web development.
- Promote of our concepts regarding the quality of education and knowledge, relaxation and pleasure, comfort and art of living, required by people, entrepreneurs and consumers of culture and arts, which we call:

CULTainment, ARTainment, EDUtainment using ***HighTech Culture***

The projects were carried out together with specialists of high value from universities and companies, who are supporting us for winning the titles: Cluj-Napoca **European Capital of Innovation** and **European Capital of Culture 2021**

Our cooperation tasks' offers for EU projects ' consortiums are:
users requirements, testing-validation of ideas and prototypes, training and knowledge dissemination, market analysis and promotion etc.



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INVITATION

We invite to join us and to visit the projects of Transylvanian Clusters:

- 1 - www.TransylvaniaLifeStyle.ro *“Development-through-Culture”*
- 2 - www.Gusturi-Transilvane.ro *“Cluj Capital of Gastronomy Culture and Culinary Arts”*

and to contact us directly:

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Thank you