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| **Related call: Targeted Call for Operations of Strategic Importance (OSI)** |
| **Project** **acronym & ID** | **ROHU00636 CulturRO-HUb** |
| **Project title** | **Strengthening intercultural relations through the development of cultural institutions in Satu Mare County and Szabolcs-Szatmár-Bereg County** |
| **Priority** | P2 - Cooperation for a more social and cohesive PA between Romania and Hungary |
| **Specific objective** | RS04.6 - Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation |
| **Project duration** | 36 months (23.12.2024 - 22.12.2027) |
| **Objective** | The overall objective of the project is expanding cross-border cultural offerings of the region through close cultural collaboration between the cities of Nyíregyháza and Satu Mare. Through collaboration, the cultural offerings of the two cities can complement each other, filling gaps in each other's cultural life and present culture and arts as a tourism experience in the two cities and connect them across borders. |
| **Partnership** | **Lead Partner:** Municipality of Nyiregyhaza with County Rights (HU) |
| **Project Partner(s):** PP2: Municipality of Satu Mare (RO)PP3: Self-government of Szabolcs-Szatmár-Bereg County (HU)PP4: Satu Mare County Administrative-territorial Unit (RO) |
| **Total project budget** | 8.893.180,04 EUR out of which ERDF 7.114.544,02 EUR |
| **Summary** | Project **CulturRO-HUb** is innovative in connecting various art forms through cross-border programs and professional collaboration. Both Nyíregyháza and Satu Mare will undergo infrastructural developments resulting in the establishment of cultural service centres equipped with the latest smart solutions to host tourism-oriented events and programs. These cities complement each other's cultural offerings, resulting in complex outcomes rather than isolated outputs.The following activities and investments are foreseen:* Professional workshops in cultural field (in total 3 professional workshops, one workshop per year of implementation, hosted by the city of Satu Mare)
* Multicultural festival in Satu Mare reuniting performances in various fields such as music and dance, theatre and film, language and literature talks, etc.
* Organisation of events in Szabolcs-Szatmár-Bereg County: "Pro-Culture Day" event (classical music concert involving border orchestras), "Folklore Day" and "Culture Week"
* Endowment of the Dinu Lipatti Philharmony in Satu Mare with modern equipment
* Elaboration of two joint cultural touristic marketing strategies
* Developing a cultural centre in Nyíregyháza in an existing building, which shall be open for artists from all artistic disciplines and shall host concerts, choirs, dance groups and exhibitions, using modern facilities to promote the involvement of young people in the city's artistic life
* Developing multifunctional centre in Satu Mare through the rehabilitation and transformation of an existing building, which shall integrate socio-cultural, educational and recreational functions, with a special focus on vulnerable groups
* Rehabilitation of the philharmonic façade in Satu Mare
* Installation of air conditioning system in the Northern Theatre in Satu Mare
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| **Main outputs and results** | * **4 cooperating organisations**
* **4 cultural and tourism sites supported** (1 cultural centre in Nyíregyháza and 3 sites in Satu Mare: multifunctional centre, philharmonic and theatre)
* **172 participants in joint actions** (professional workshops, multicultural festival, cultural events)
* **2 jointly developed strategies/action plans** (the cultural strategy will outline the cultural vision of Szabolcs-Szatmár-Bereg County and Satu-Mare County and define its guidelines, while the joint cultural tourism strategy will combine at the same time the main cultural tourism development vision patterns and contents of the two counties)
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