

GOOD PRACTICE

PROJECT NAME: ZIDART

PROJECT IMPLEMENTER: INGENIOUS DRAMA ASSOCIATION

WEBSITE: <https://www.zidart.ro/>

PROJECT OBJECTIVES:

AN URBAN REGENERATION PROJECT THROUGH STREET ART, WHICH AIMS TO BREAK DOWN THE WALLS BETWEEN PEOPLE, COLORING THE ONES THAT SURROUND COMMUNITIES. EVERY YEAR ZIDART AIMS TO TACKLE TOPICS THAT ANIMATE PUBLIC DEBATES - FROM SOCIAL INCLUSION AND COMBATING DISCRIMINATION, TO THE ENVIRONMENT AND SUSTAINABILITY.

PROJECT RECIPIENTS:

DIRECTED TO ALL PEOPLE WHO ARE PASSIONATE ABOUT URBAN ART AND SEE THE BEAUTY IN LITTLE THINGS, EAGER TO TRANSFORM A GRAY AND SOBER CITY INTO AN ARTISTIC PARADISE. ALL AGE GROUPS.

PROJECT RESULTS:

THE CITY BACĂU TURNED INTO THE EPICENTER OF URBAN ART IN ROMANIA, THE ZIDART FESTIVAL BEING ORGANIZED EACH YEAR WHERE ARTISTS FROM ROMANIA AND OTHERS FROM ALL OVER THE WORLD HAS DRAWN DOZENS OF WALLS IN THE CITY, INCLUDING BLOCKS OF FLATS AND SCHOOLS, THUS TURNING BACAU INTO THE CITY WITH THE MOST SUCH DRAWINGS IN THE WORLD. THIS MADE THE CITY MORE ALIVE THAN EVER AND ATTRACTED TOURISTS TO VISIT IT AND ADMIRE THE MARVELOUS STREET PAINTINGS.

CALENDAR/ACTIVITIES

2019 THE SOULWALL (IN ROMANIAN: SUFLETUL PERETE) : ZIDART 2019 INVOLVED THE GROUPS BELONGING TO DISADVANTAGED CATEGORIES IN THE CULTURAL SPECTRUM OF THE CITY BY UNDERSTANDING THE CONCEPTS OF STREET ART. ZIDART ALSO SUCCEEDED IN REVITALIZING THE SPACE IN WHICH THEY LIVE, NAMELY THE URBAN AREA THROUGH ART AND TRANSFORMING IT INTO A LARGE OUTDOOR "MUSEUM".

2020 DOMINOW : DURING THE PANDEMIC, THE INGENIOUS DRAMA ASSOCIATION, TOGETHER WITH THE 24 ARTISTS, LOTS OF VOLUNTEERS AND THE TEAM OF GENEROUS PARTNERS, ADDED 32 MORE FAIRY TALES, SHORT STORIES, SNOAVES AND VISUAL FABLES TO THE GREAT BOOK OF BACĂU. 32 MURALS WITH SOUL, SPREAD OVER 12 WALLS AND 1536 SQ M, OF WHICH 1360 SQ M COVERED WITH AIRLITE AIR PURIFYING PAINT.

2021 PILLARS OF HUMANITY : IN COLLABORATION WITH THE MOST TALENTED ARTISTS, 10 MORE ARTWORKS HAVE BEEN ADDED TO DECORATE THE CITY OF BACĂU.

DETERMINE FACTORS

1. THE FIRST PAINTING IN ROMANIA ADDRESSED TO BLIND PEOPLE TRANSLATED INTO BRAILLE: OBIE PLATON'S INTUITION
2. THE AIR PURIFYING PAINT WITH WHICH THE PAINTINGS WERE MADE. THUS, ZIDART TURNED BACĂU INTO THE EUROPEAN CAPITAL OF BREATHING IN COLORS. OR, SIMPLY PUT, IN THE CITY WITH THE MOST AIR-PURIFYING PAINTINGS IN EUROPE.

IN ONE EDITION, ZIDART MANAGED TO CHANGE THE FRONT VIEW OF 10 BUILDINGS. 10 OF THE BEST URBAN ARTISTS IN ROMANIA COLORED 1100 SQUARE METERS OF GRAY WALLS. 1100 SQUARE METERS THAT NOW PURIFY THE AIR AND DELIGHT PASSERS-BY EVERY DAY.



BUSINESS MODELS

COLLABORATION WITH VARIOUS PROFESSIONAL AND EXPERIENCED ARTISTS AND PAINTERS FROM ROMANIA AS WELL AS FROM ABROAD, SUCH AS FRANCE, PORTUGAL, MEXICO.

COLLABORATION WITH BOTH LOCAL AND NATIONAL NGOS AND WITH THE MAYOR AND LOCAL COUNCIL.

ORGANIZATION OF LOCAL EVENTS EACH YEAR TO RAISE AWARENESS OF VARIOUS PROBLEMS MANIFESTED NATIONALLY AND GLOBALLY.

INVOLVEMENT OF THE ZIDART TEAM IN THE MISSION OF AN EDUCATING CITY.

BUSINESS PERSPECTIVE

THE PAINTINGS DRAW ATTENTION TO THE DISCRIMINATION TO WHICH CHILDREN FROM DIFFERENT CATEGORIES ARE SUBJECTED, SUCH AS THE BLIND, THOSE WITH HEARING IMPAIRMENTS OR THOSE WHO ARE PART OF MINORITY COMMUNITIES. THE GOAL IS TO RAISE AWARENESS TO THE ISSUE OF SOCIAL INCLUSION OF PEOPLE WITH DISABILITIES. IN 2019, BACĂU BECAME THE CITY IN EUROPE WITH THE MOST AIR-PURIFYING MURALS, BEING MORE AND MORE KNOWN AROUND THE WORLD FOR ITS EFFORTS AND SUCCESS.

SUSTAINABILITY PERSPECTIVE

A 250-SQM MURAL CREATED USING A SPECIAL ANTI-POLLUTION PAINT THAT PURIFIES THE AIR WAS INAUGURATED IN BACAU, CALLED INTUIȚIA (THE INTUITION), THIS IS THE FIRST SUCH MURAL IN ROMANIA. IT WAS CREATED AS PART OF THE ZIDART PROJECT, AN URBAN REGENERATION FESTIVAL INITIATED BY SEVERAL NON-GOVERNMENTAL ORGANIZATIONS THAT HAVE PROPOSED TO ADDRESS CITY RESIDENTS THROUGH ART. THE PAINT MADE BY OBIE PLATON TRANSFORMS AIRBORNE POLLUTANTS SUCH AS NITROGEN AND SULFUR OXIDES INTO HARMLESS NITRATES THAT ARE STORED ON THE PAINTED SURFACE UNTIL THEY ARE REMOVED BY RAINWATER OR MOISTURE FROM THE AIR. THE PAINT HAS THE PROPERTY OF REMOVING 38.5 GRAMS OF POLLUTANTS EVERY 12 HOURS, THE AMOUNT CORRESPONDING TO ABOUT 50 CARS ON EURO 6 GASOLINE. THE PAINT CREATES AN INVISIBLE PROTECTIVE FILM THAT PREVENTS DIRT AND DUST FROM THE AIR FROM SETTLING ON THE SURFACES.



CULTURAL VALUE

THE EFFORTS OF ZIDART – STREET ART FESTIVAL TO PROMOTE LOCAL ART AND CULTURE, AS WELL AS TO CULTIVATE RELATIONSHIPS AND FRIENDSHIPS IN THE ARTISTIC CIRCLES OUTSIDE THE COUNTRY HAS GIVEN INCREASINGLY CLEAR RESULTS. AFTER THREE INTERNATIONAL EDITIONS OF THE STREET ART FESTIVAL IN BACĂU THAT CAPTURED THE INTEREST OF URBAN ARTISTS FROM ALL OVER THE WORLD AND EXPANDED THE CITY'S MURAL ART GALLERY WITH 7 WORKS SIGNED BY ARTISTS FROM OUTSIDE THE BORDERS, THE ZIDART TEAM HAS ALSO BEEN INVITED TO SHARE ITS VISION WITH THE WHOLE WORLD, IN THE PORTUGUESE ARCHIPELAGO IN THE NORTH ATLANTIC, ON THE ISLAND OF MADEIRA, REPRESENTING ART AND BEAUTY OF ROMANIA. THE DEVELOPMENT OF PARTNERSHIPS AND THE CULTIVATION OF A DIALOGUE WITH INTERNATIONAL ARTISTIC ENVIRONMENTS ARE AMONG THE MOST RECENT OBJECTIVES ACQUIRED AT THE LEVEL OF THE ZIDART PROJECT. THESE EFFORTS FACILITATE EXCHANGES OF EXPERIENCE BETWEEN ARTISTS AND INITIATORS OF LOCAL CULTURAL PROJECTS AND THOSE OUTSIDE THE COUNTRY, PROMOTING ROMANIAN CULTURE AND ART ON AN INTERNATIONAL LEVEL AND AT THE SAME TIME ENCOURAGING THE SYNCHRONIZATION OF ROMANIAN ARTISTIC EFFORTS WITH INTERNATIONAL CURRENTS AND MOVEMENTS.