

ASOCIAȚIA CULTURALĂ METROPOLIS - BUCHAREST, ROMANIA

Key words: building capacity | by habit | by choice | by surprise | community rooted | place | organisational change

Synthetic data sheet

Full name	Asociația Culturală Metropolis
Address	Str. Constantin F. Robescu, nr. 1 bis, sect. 3, Bucharest, ROMANIA
Legal status	NGO
Year of establishment	2011
Website	Asociatia Culturala Metropolis: http://www.asociatia.metropolisfilm.ro/ Metropolis film: http://www.metropolisfilm.ro/ Balkanik Festival: http://www.balkanikfestival.ro/ KINODissea International Film Festival for Children: http://www.kinodiseea.ro/en/ CARAVANA Metropolis: http://2016.caravana.metropolisfilm.ro/
Social Media	Facebook, Twitter, Youtube
Area of activities	Cinema
Type of activities	FESTIVALS - film, media literacy, cultural heritage – music, craftsmanship, visual arts; FILM DISTRIBUTION
Total amount of budget	469.000 € (2.110.637 LEI) from non-economic activities, 38.500 € (173.342 LEI) from economic activities

Data refer to 2015

Background information

Asociația Culturală Metropolis is an NGO association founded by Daniel Mitulescu in 2011 in Bucharest. The cultural profile coupled to Asociația Culturală Metropolis is quality audio-visual and film productions presenting high quality national and international (European) films; world music from the middle east and Balkan.

Asociația Culturală Metropolis is involved in a large range of activities in the field of the festivals - cinema, media literacy, cultural heritage -, music, craftsmanship, and visual art and film distribution. These activities are in accordance with the main aims of the Association in terms of Audience Development.

Asociația Culturală Metropolis' main activities are related to the production of 3 main events:

KINOdiseea is an international festival (foreign films, guests, partnerships) addressed to local audiences, focused on film projections and media literacy activities for youngsters; during the festival there is a big variety of multidisciplinary workshops (focusing on directing, acting, photography, sound, storytelling etc.). The program includes various types of films (produced in various countries, with different techniques, both feature films and shorts). The main focus of the festival is on European cinema, with attention on promoting debutants.

Caravana Metropolis - or outdoor cinema - brings film projections, best quality productions from various countries (focus on European films) in green spaces, stadiums, parks and other unconventional spaces, offering the audiences the opportunity to watch films in a warm atmosphere in an open space. The project covers several locations in Romania.

Balkanik Festival is a socio-cultural project, aiming at creating a bridge of understanding between the country's minorities and encouraging cultural diversity and intercultural dialogue. It is an international multicultural and multidisciplinary festival (artists from other countries, media partners with international coverage, partnerships with similar festivals from all Europe, collaboration with embassies and foreign cultural institutes) addressed to national and international audiences. The festival gives spaces to several ethnic groups from the Balkans, but also artist groups from countries like France, Belgium, Germany, Syria, Iran, India, Canada etc. The festival has a multidisciplinary program schedule that includes music, arts crafts fair, dance, painting, sculpture, photography, circus shows, culinary art etc.

Finally, the panorama of the Metropolis' activity is completed with **Metropolis Film**, an independent film distribution house, whose activities are distribution of film, music concerts and film and music festivals.

Asociația Culturală Metropolis' staff consists of 3 permanent employees and 2 part time employees during the 3 main events. Moreover, annually, around 50 volunteers are engaged with the organization of Asociația Culturală Metropolis' activities, so volunteers enter the domain of cultural management and have the opportunity to work with an experienced team of professionals: volunteers became advocates for the organisation.

Asociația Culturală Metropolis aims at promoting quality film and film culture in a broad sense, fulfilling a cultural policy and film culture promoting mission; bringing quality film to the Romanian audience, bringing the audience to the cinema, as well as bringing quality films to the public, nurturing a film culture demand and knowledge, and developing and accomplishing educational measures especially for youth and children, matching quality supply with quality/qualified demand. In Bucharest, Asociația Culturală Metropolis held a function as local, national and international film culture hub.

What do they want? Goals and achievements

Since the association was born, audience development (AD) has played a pivotal role. Asociația Culturală Metropolis has explored new strategies for AD and it can be seen as an audience-centric organization: indeed AD vision and projects are part of the general

strategic plan. Asociația Culturală Metropolis' AD approach emerged from the first artistic project and was conceived with the perspective of building long lasting relationships with diversified audiences.

Asociația Culturală Metropolis' approach to AD is not project based, but more process oriented and holistic. The organic model means that AD is integrated to the overall work organization and activities. Daniel Mitulesco, the director, Ligia Kesisian-Mitulescu, the artistic director, and the PR responsible, develops the Ad strategy.

In accordance with the sectorial strategy in the field of culture and national heritage for 2014–2020¹, in developing its strategy, Asociația Culturală Metropolis gives particular attention to increase youth access and participation in cultural life and promoting better access of youth to quality cultural activities, increasing the levels of social inclusion, promoting cultural and social diversity.

Each project responds to specific needs and goals and it's addressed to specific target audiences.

KINOdiseea is addressed to young audiences (3-18 year-olds), including Roma children and children from social care centres, their parents, grandparents and teachers (Audience by choice; audience by surprise).

KINOdiseea's audience goals are addressed to **enlarging and increasing the audience** of youngster in cinema activities; **deepening the relationship** involving them directly in the selection process of the best film in program; providing them skills and competences to better understand a film and its making off, thanks to involvement of youngsters in workshops with key figures of the cinema industry; giving them skills in term of personal growth (working together is a way to understand how to put questions, how to dialogue with other mats and with the adult world); **widening the audiences**, involving teachers, schools, parents of youngsters.

This inclusive and collaborative approach allows also in facilitating the process of socialization and social inclusion, helping kids learning and relating to artistic expressions from other countries.

Balkanik Festival is addressed to a more general public and attracts all age groups providing activities for them. However, a large number of its spectators are young (25-40), with high levels of education and moderate to high income, living in urban areas, coming from Romania or abroad (mostly Western Europe).

AD goals aims at:

- **Deepening the relationship with the audience** (audience by choice), using Internet and social media channels actively; organizing competitions for winning

¹ The major institution responsible for the development of the cultural strategies or policies adopted by Romania, the Ministry of Culture and National Patrimony integrated in its documents a series of objectives and actions that follow and respond to the national objectives: safeguarding the national cultural patrimony and the maintenance of the cultural heritage and diversity, the increase in the number of participants to culture and cultural events, the modernization and internationalization of the cultural infrastructure and the professionalization of the human resources within, support for contemporary art and creative industries, as well as for research in cultural policies, promoting the national values on international level, promoting multiculturalism and minorities' cultures (Ministry of Culture and National Patrimony, 2009; Government of Romania, 2009).

invitations to the festival, teaser events before the festival, workshops for different age groups within the fair; working with volunteers.

- **Enlarging the audience** through activities addressed to specific target audiences:
 - Focus on children: organizing playgrounds and workshops within the arts and crafts fair;
 - Focus on elder people: inviting unknown artists from rural areas in Romania, which are preferred by them; promoting the arts and crafts fair;
 - Focus on minority groups: the arts and crafts fair and the concerts are inspired by their culture; organizations representing minorities receive invitations to the festival;

Caravana Metropolis has a general audience, and mostly young people (15-35).

AD goals aims at:

Enlarging the audiences by:

- Intense promotional campaigns on local and national levels, on various communication channels, including in partnership with local authorities;
- Organizing the project in several towns in Romania;
- International partnerships and affiliations: member of Europa Cinemas²;
- Ensuring free access to all film projections;
- Realizing projections in public spaces, in the centre of towns.

Deepening the relationship with the audience by:

- Internet and social media activities;
- Returning to locations with greater affluence of spectators;
- Working with volunteers;
- Organizing workshops throughout the day organized by local partners (cultural institutions, cultural NGOs, local artists etc.)

Diversifying the audiences by:

² www.europa-cinemas.org

- Projecting a diversity of films – various genres, subject, and cultural contexts, destined to different age groups.

How do they do it? Making it happen

Asociația Culturală Metropolis' activity stems from the fact that Romania has the lowest rate of people going to the cinema and there is a lack of interest in good quality cinema; furthermore, this low rate of consumption is connected to the limited choice or poor quality of cinema. "The Cultural and Creative Strategy for Bucharest 2015-2030" also put in evidence that AD is in a critical state for children and teenagers, and sustained efforts are necessary in order to educate and develop a young audience who should become interested in good quality cinema, which is the purpose of **KINOdyssey**. The festival responds also to the need of increasing media literacy levels, in accordance with a long-term strategy started 8 years ago with the first edition of the festival.

Asociația Culturală Metropolis aims also at having an impact on mentalities in Romanian society, promoting European values such as tolerance, non-discrimination, celebration of diversity and multiculturalism, respect and appreciation for minorities.

Asociația Culturală Metropolis is raising sensitivity for film, in a close dialogue with audiences, due to an integrated programming and mediation, a supply-balancing put of a cultural policy and film culture.

In terms of impact **Balkanik festival** aims at increasing the general public's knowledge of the cultural traditions of the Balkans and of minorities in Romania; increasing the levels of tolerance and social inclusion (especially of the Roma community); ensuring and increasing the access to diverse and good quality contemporary art by inviting around 150 artists each year and displaying diverse forms of artistic expression.

Caravana Metropolis aims at increasing the levels of film literacy among the general public in Romania, thanks to an international selection appreciated contemporary cinema oeuvres, accessible to various types of public.

Interview: Daniel Mitulesco - Director

Interviewer: Luisella Carnelli – Fondazione Fitzcarraldo (Italy)