

FUTURE ON THE PAST



FROM EARLY 20TH CENTURY ARCHITECTURE PHOTOGRAPHY COLLECTION TO DATABASE:
DIGITAL HUMANITIES APPLIED TO INVESTIGATE LOCAL SEISMIC, FLOOD, FIRE CULTURE



OUTREACH REPORT

Start and end date: 02/06/2022 to 31/12/2024

Name: Dr. Maria BOSTENARU DAN

PCE *Future on the past* project

PURPOSE:

Outgoing point: Outgoing point are a series of events done by our university to increase attractivity of studies which results in participation to different events and fairs, as well as making research and education results known. The object of the outreach is the database in which the enriched collection was transformed and the way it responds to the research question posed by the project.

Method: Making the database and its application understandable to decision makers and the wide population in order to make it acceptable (and used), ex. through a life time perspective of archiving.

Instruments: Communication means (see results of this WP). Actions are divided over the whole project lifetime, one month after each completed phase.

DESCRIPTION OF WORK CARRIED OUT

As a Marie Curie alumna, communication and outreach are as important as scientific dissemination. For the Marie Curie Alumni Association conference in Milan, the PI was in the organizing committee member of the group in charge for communication. A conference in Milan was foreseen in that year in the contract. Public participation was also part of the project, as the main monograph, initially planned to be over architect Richard Bordenache, finally had as outgoing point his stay in Rome and, in connection with my similar stay in Rome as a postdoc (at Accademia di Romania a Roma) and that research, resulted in an interpretation of inclusivity. This was particularly welcome, since it was a topic in the context of the New European Bauhaus, which is the Future (from the acronym of the project *Future on the past*) related to the Bauhaus and contemporary currents the project is dealing with.

As a project dealing with photography, an important part of the outreach was participation to photo contests. The PI and postdoc Mara Popescu participated with photographs to the Reseau Art Nouveau Photo Contest in 2022 and 2023, and in 2024 photographs were done by the PI but not submitted in time because of the advancement in position competition. In 2022 however the PI obtained a special mention for the best Art Nouveau motto, with the Secession building in Vienna, which was revisited in 2024, during the European Geosciences Union conference participation, where in 2023 and 2024 sessions were organized. In 2023 the research of the group was highlighted for the media, another outreach possibility, and the PI was contacted by some media, but because the participation was virtual, this did not come to fruition. Participants and collaborators in the session however gave interviews. The PI was also nominated to the Plinius medal, but did not win it. Besides cooperation with the EGU, the results were also made known to the Hungarian Academy of Sciences and in the future will be also presented in this frame to a non-scientific audience. In fact, two applications abroad concern Domus scholarships, one was not awarded and one, which will continue the second ISI article by expanding the geographical scope, is in evaluation. Also for project continuation services through Horizon Results Booster were obtained in competition and the last stages were also about "access to nonEU funding". Dissemination and exploitation modules of the Horizon Results Booster also included the development of a joint video with a COST action on a related topic, that of Underground built heritage (between geo and architecture), action which was also presented at the European Parliament in September 2023. The PI participated also the imageo photo competition. The PI and postdoc Adrian Ibric participated to the architecture biennial photo competition: Adrian Ibric with a photo from the international mobility in the project and the PI with the illustration to the research questions of the project between vernacular and respectively the two styles in the project: Art Nouveau and Modernism.

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Online more inclusive initiatives regarded the website and webinars (the launch of the project in the frame of the Art Nouveau days in Romania) as well as the so-called online exhibition on the topic of the book, for which the multimedia capabilities of arcGIS story maps (story maps also being used in the developed mapping concepts) were used to embed text, photography, maps, video. The participation to exhibitions was also important for the architecture (not architecture research) milieu through the foreseen architecture annual and biennial exhibitions and the launch of the site at Research Networking Day (a new not foreseen initiative, with involvement of postdoc Adrian Ibric).

Research Nights are directed to another target group, the pupils. The PI participated to Sumo science, a competition presenting research to classes in frame of SHARPER, an example in this programme from Italy, involving her former Marie Curie host city. The PI also participated to the contest "Science is wonderful" run from Brussels, doing team with a teacher from Medieșu Aurit, and was subsequently invited to the week "School in different way", online, to talk about mapping Art Nouveau heritage in this region and disasters.

Thus competitions to gain public vote in either photography or research presentation were a main mean, and online content a way of inclusiveness. But also professional associations and media were approached. The milestones were all reached and the assumed results exceeded.

DESCRIPTION OF THE MAIN RESULTS OBTAINED

Assumed results

Wikipedia pages on related topics. Presentation in newsletters of professional associations. Participation to architecture annual/biennial events to present the monographs envisaged in dissemination and photography. Stands at exhibitions for the wider public (ex. Researcher Night, Art Nouveau day including participation to photo competition each year, if possible, cooperation with DOCOMOMO)

The detailed succession of results

- Information on university website
- Website
- Launch of website at Research Networking Day
- Launch of the special issue in the KAB newsletter (Hungarian Academy of Sciences in Romania) and presentation of the book on inclusivity in the newsletter of the Hungarian Academy of Sciences, and project applications for continuation with them
- European project application for continuation such as Domus scholarships and Horizon Results Booster, the later for access to nonEU funding but also video pil clustered with COST action Underground built heritage, which was also presented at the European Parliament
- Reseau Art Nouveau photo contest
- Imageo photo contest at the EGU
- Media highlight at the EGU
- Architecture annual/biennial contests (photos and books)
- Researcher night
- Communication task force at the Milan conference
- Online exhibition
- This report.
- The Wikipedia page on Virginia Andreescu-Haret, key subject of the research, cites two of the PI works.

MILESTONES

- M3 Presentation at Researcher Night
- M4 Photo competition participation to Art Nouveau day
- M5 Participation to architecture annual/biennial competitions
- M6 Launch of website
- M8 Joining a COST action