



**il** imagine  
timisoara  
festival

**3<sup>rd</sup> Edition**

Timișoara  
September 5 - 9  
2021

*Focus  
to  
inspire*



# • *Concept*

**Image Timisoara Festival, now reaching its 3rd edition, is already a landmark for the community of photographers and videographers in Romania. The event brings together numerous leading names in what we call the image industry and business. ITF is also a launching pad for young artists in the stage of shaping their own brand. In 2021, ITF is set to demonstrate that photography and videography have not died with the pandemic, but they evolved and adapted.**

**Imagine Timisoara Festival** is the first European level photography event in Western Romania. The festival brings emerging artists together with their mentors and the audience. Event photography, street, product, fine art, fashion, all these genres have a place within ITF. It is a multifaceted festival which encompasses **3 conferences, 21 workshops, 4 photography competitions, 5 exhibitions, 1 livestream show, 1 documentary movie premiere** and a **specialty trade show** with photography and videography equipment.

Today's exhibitions have left the museums, galleries and even the virtual space of the Internet. They continue breaking the barriers of conventional media, oftentimes even crossing geographical borders. During Imagine Timisoara Festival, we create living exhibitions in unexpected places where photography can stand unmediated in front of the audience. Through this, we aim to open up an auspicious environment where artists can express themselves and a way through which the photography industry can gain value, at the intersection between creativity and good practices.

The project is developed by the Imagine Timisoara Association, which was started by a group of photographers passionate about cultural and educational events. Imagine Timisoara Festival will be added to The European Photography Platform, through our partner, Photo Romania Festival, and it will be part of the Futures Photography network, organizations which reunite 18 of the most important photography festival organizers in Europe.





# • *Mission*

**Imagine Festival Timisoara** includes a series of events through which it aims:

- **To promote photography and the most talented emerging artists**  
through photography competitions with various themes, the winners being exhibited during the event.
- **To bring photography to the general public**  
by organizing exhibitions in classic locations but also different, alternative spaces: public transportation means, malls, exhibition centers, commercial centers, art galleries, spaces with high visibility and a varied audience.
- **The development of cultural education programs for professional and amateur photographers and also for the general public**  
by organizing conferences and themed workshops, dedicated to each style of photography (artistic/fine art, street photography, event photography, landscape photography, fashion/beauty photography, commercial photography and others).
- **To promote national and European cultural values**  
through the development of relations between the cultural operators and photographers from Romania and Europe by associating the event with The European Photography Platform through Photo Romania Festival (founding member of the platform and Imagine Timisoara Festival partner), and through airing of the WedTrotter documentary.
- **To involve the public by connecting people and communities with the experience, joy and values of the arts**  
by conducting exhibitions, conferences, workshops, documentary film viewings and the direct involvement of the public in the project's activities by participating in judging the photography competitions organized by Imagine Timisoara Festival.
- **To increase the mobility of both the artists and their photographic work**  
through the festival's European reach and through exhibitions organized in other locations in Romania (Cluj, Turda salt mine etc.)



# • *Numbers*

**3** conferences for

**300** photographers  
and videographers

**23** speakers

**&** trainers

**21** workshops for

**210** participants

**4** competitions

**5** exhibitions

**1** trade show

**&** hands on

**1** livestream show

**&** documentary  
movie premiere

## *Target audience*

- Professional event photographers and videographers
- Professional photographers and videographers (non-event)
- The general public – photography lovers
- School and University students attending Photography and related specialties



# • *Activities*

- Imagine Timisoara **Event Photography Conference** featuring **11 speakers** from Romania and abroad
- **Videography Conference** with **7 speakers** from Romania and abroad
- Imagine Timisoara **Non-event Photography Conference** featuring **6 Romanian speakers**
  - **Press Photography** Exhibition - C. Duma, Aristotelis Sarrikostas
  - **Street Photography** Exhibition
  - **Street Photography** Contest
- Concept Photography Contest - **TM2023**
- Concept Photography Exhibition - **TM2023**
- **9 Event Photography Workshops**
  - **Wedding fine art Photography** Contest & Exhibition
- **5 Videography Workshops**
- **6 Non-event Photography Workshops**
  - **Portrait Photography** Contest
  - **Portrait Photography** Exhibition
- **WedTrotter premiere** - educational documentary
- Photo-video and hands-on **equipment trade show**
- **Livestream show** with conference speakers

# Conferences

Imagine Timisoara National Conferences of Photography and Videography will take place between **September 5-9, 2021**. The presentations will be given by Romanian and foreign representatives in the field of photography and videography, or in complementary fields.

We will provide **at least 300 seats**, of which approximately 20% will be allocated to pupils, students and members of educational institutions whose object of teaching is photographic art or videography: Faculty of Arts Timisoara, High School of Arts Timisoara, Center for Culture and Art Timișoara etc.

# Exhibitions

There will be **5 exhibitions** held in collaboration with some of the logistics partners of our project. The exhibitions will be divided in two categories:

- **exhibitions that take place during the event**
- **exhibitions open at other times**

1. Street photography exhibition
2. Concept photography exhibition - TM2023
3. Portrait photography exhibition
4. Press photography exhibition (Aristotelis Sarrikostas, C. Duma)
5. Wedding fine art photography exhibition

# Contests

**4 photography contests** will be organized. Winners of these competitions will receive conference and workshop tickets, as well as equipment / products from sponsors.

Between **May and August 2021**, we will run the four photography contests.

1. Street photography contest
2. Concept photography contest - TM2023
3. Portrait photography contest
4. Wedding fine art photography contest

# *Trade show*

The Imagine Timisoara equipment trade show will take place between **September 7-8, 2021**, throughout the Imagine Timisoara national conferences. The trade show aims to promote and make available to conference participants some state-of-the-art photographic and video production apparatus and equipment. The main objective of the trade show is to acquaint

the participants with the technology of the moment on the market in a hands-on way: testing and active participation in the presentation of the equipment and / or technologies present in each stand. (cameras, lenses, storage systems, graphics stations, monitors, printers, photo materials / albums, etc.).

# *Livestream show*

Between **September 7-8, 2021**, during the events, we will conduct live interviews with conference speakers.

Location of live interviews: **Faber / Congress Hall**.

The aim of these interviews is to promote the events of the conference to those who cannot be present at the date of its conference. The interviews will be broadcast live on the social pages of the event.

# *WedTrotter premiere*

During the Imagine Timisoara national photography and videography conferences, there will be a public viewing of a first episode of the WedTrotter series: the one that presents the photographer Marius Bărbulescu.

The documentary presents the work of some of the most appreciated and awarded event photographers in the world. Countries where the documentary is filmed are: Romania (Marius Bărbulescu), the Netherlands (Isabelle Hattink), Italy (Cristiano Ostinelli), Spain (Victor Lax), Turkey (Ufuk Sarisen), Nigeria (Segun Olotu), South Africa (Christelle Rall), Mexico (Citlalli Rico), Canada (Cafa Liu), USA (Ken Pak), China (Vinci Vang), India / France (William Lambellet).





# • *Locations*

## ***Faber / Congress Hall - Iulius Town***

- Photography / videography conferences
- Event photography exhibition
- The premiere of the WedTrotter documentary
- Equipment trade show
- Photography and videography workshops

## ***Anghel Brothers Studio***

- Photography workshops
- Videography workshops

## ***Exhibitions\****

- Street photography - public transport STPT
- Concept photography TM2023 - public square
- Press photo C. Duma / Revolution - Mall / Public square
- Portrait Photography - Exhibition space / Art gallery

## ***Contests***

- Online

\*The **Concept photography exhibition TM2023** and the **Press photography exhibition** will be mobile. The artworks will be exhibited in Cluj and at Salina Turda through our partner PhotoRomania. We are in discussions with other partners too in order to be able to exhibit in several other cities in Romania.



# • *Speakers & Trainers*

## *Photography*

### *Event:*



**Victor Lax**

1 day workshop



**Cafa Liu**

1 day workshop



**Elena Haralabaki**

1 day workshop



**Marian Sterea**

Masterclass



**Ana & Daniel Dumbrava**

Masterclass



**Ovidiu Lesan**

Masterclass



**Julius Paul**

Masterclass



**Norbert Gubincsik**

Masterclass



**Alexandru Lupascu**

Masterclass



**Vlad Lodoaba**



**Florin Stefan**

Masterclass



# • *Speakers & Trainers*

## *Photography*

### *Non-event:*



**Daniela Sterea**

*Newborn*

Masterclass



**Hajdu Tamas**

*Street*

Photo tour



**Sorin Onisor**

*Landscape*

Masterclass



**Catalin Muntean**

*Glam/Fashion*

1 day workshop



**Vlad Eftenie**

*Mobile*

Photo tour



**Ioan Braghesiu**

*Product*

Masterclass



# • *Speakers & Trainers*

## *Videography*



**Riccardo Fasoli**

2 day workshop



**Evgeny Hollywood**

1 day workshop



**Raluca Rotund**

Masterclass



**Roman Burlaca**

1 day workshop



**Dima Vutcariov**

Masterclass



**Eduard Carp**

Masterclass

# Contact

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