

Communicating Romanian Arts Worldwide during the Times of Pandemic

Mirel TALOȘ*

How can you show the best of your culture to the world, without actually showing it? This was the most difficult question everybody asked when in March, last year, all the offline cultural world had been closed behind the announcement “SARS-Covid 19”. But the immediate reaction was to go back into what a country already had as patrimony, an already made culture, and to take it back into the light. And the only way to the light came from the online road, a place where many institutions and organizations started to promote their projects on theatre, history, architecture, literature or visual arts.

A quick and flexible communication strategy was accepted by the Romanian Cultural Institute (RCI) top management at the very beginning of the pandemic. A short plan to be followed by 18 RCI teams, mainly composed by sharing one or more packages of promotional information on Romanian cultural values. “100 Romanian Innovators” was such a package, a book edited and printed by the Romanian Cultural Institute some years ago. Surprisingly, this was very appreciated by the users who follow RCI’s official pages on social media like Facebook, You Tube, Instagram and Twitter. This large public showed interest for subjects like Romanian personalities who invented unknown scientific, medical or cinematographic methods. Especially the old images impressed with their authenticity.

Well, this was the very first lesson the RCI team took and developed in the following months.

After summer, when artists could move offline for a while, a new communication strategy was needed. The public on social media seemed to enjoy more summary projects on arts, so the Romanian Cultural Institute intensified its capacity of rearranging the promotional act on Romanian cultural values. This involved more technical implications, especially from specialists

* Interim President of the Romanian Cultural Institute, Bucharest

on editing and montage, to serve more videos about Romanian creativity worldwide. This new strategy came on new restrictions in most of the countries where the Romanian Cultural Institute has offices, but it came to surface that videos brought more feelings in this promotion work. People could feel the artistic act more, comparing to an informative text and image/photo, they could hear, see and implicitly they could imagine more.

This is how communication on restrictive times came to impress foreign people, persons who may never be interested in Romanian culture and arts in “normal times”. Followers doubled or tripled their number on RCI’s Facebook and Instagram pages, feedbacks and continuous interactions kept us in touch with the main objectives of this institute: promoting more, projecting less.

The year 2021 contains new challenges: how to survive with a reduced budget, a continued offline cultural life and an imbued online public. We believe the resolution is partnerships! We need to connect with all the organizations and institutes involved in our domain in order to restrain this dissipated communication and to unite our resources for a better promotion. For example, on our great Romanian sculptor Constantin Brancusi’ commemoration day, we should rather agree on sharing fewer promotional materials worldwide, instead of each cultural or media institutions exposing series of boring chronological data again.