

CODRUȚA VULCU

Festival Director / Head of Booking / Creative Content & Programming



📍 Bucharest, Romania

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SUMMARY

2021 "The Cultural Merit" Medal received from the President of Romania, His Excellency Klaus Werner Iohannis, during an official ceremony organized on 15th of January 2021, at the Cotroceni Palace, on the Romanian National Culture Day

2020 "Award for Excellence & Passion" @ The European Festival Awards

2019 Project Director for organising the Sunday Mass for Pope Francis visit, on the Liberty Field in Blaj, Romania

2019 European Festival Awards winner for "ARTmania Festival - Best Small Festival of 2018"

2018 nominee at the European Festival Awards for "Promoter of the Year" and "Award for Excellence & Passion"

Over 19 years experience in developing the creative concepts for music festivals & large scale events and in managing festivals, small to large scale events, conferences, showcase festivals, cultural and corporate events

Vast knowledge of festival & event creative programming and management, legislation, finances, production, logistics, security etc

Senior creative programmer, talent buyer and artist booker

Chaired panels or guest speaker at major industry conferences including ILMC, IFF, Eurosonic, Reeperbahn, MaMA etc

OVERVIEW

Coordinator for Large Scale Events - Timisoara 2023 - European Capital of Culture, RO

Founder, Creative Content & Festival Director @ ARTmania Festival - Sibiu, RO

Producer & Manager @ Alternosfera band

Founder, Creative Content & Festival Director @ Blaj aLive Festival - Blaj, RO

Founder, Programming & Conference Director @ East European Music Conference - Sibiu, RO

President of AROC (Romanian Association of Concerts and Cultural Events Organisers), RO

WORK EXPERIENCE

2022 - 2024 Coordinator for Large-Scale Events (Opening, City Celebration, Closing) - Timisoara 2023 - European Capital of Culture

Center for Cultural Projects, Timișoara

Opening Event - Timisoara 2023 - European Capital of Culture

February 17-19, 2023

<https://opening.timisoara2023.eu/en/>

2005 - today CEO

ARTmania Group

www.artmania.ro

Established in 2005 out of passion for music and arts, ARTmania is committed to promoting the cultural values of contemporary music and arts and in creating a broad variety of events.

ARTmania produces:

Music festivals: ARTmania Festival, Blaj aLive Festival

Conferences & showcase events: East European Music Conference & Showcase Festival, Romanian Music Export, Rockwatch Music Conference & Showcase Festival

Outdoor and indoor, small and large-scale events under the brands:

ARTmania Bucharest Blast: Jethro Tull, Nightwish, John Lord & Ruse Philharmonic Orchestra, Yann Tiersen, Agent Fresco, Mutiny On the Bounty, Arch Enemy, Amorphis, Dark Tranquility, Paul Gilbert etc

ARTmania Classics: Eitetsu Hayashi & George Enescu Philharmonic Orchestra, Deine Lakaïen, Hauschka etc

aLive: Aaron, Vonda Shepard, Make The Girl Dance, Brain Damage, Tito & Tarantula etc

Public events: Music section of the Sibiu International Theatre Festival, Closing event of Sibiu - European Capital of Culture 2007 (Europe, Reamonn) etc

ARTmania, with Codruta Vulcu as Project Director, was in charge of organising the Sunday Mass for Pope Francis visit, on the Liberty Field in Blaj, on June 2, 2019.

ARTmania is present in Bucharest, Sibiu, Cluj, Timisoara and other important cities of Transylvania with a large variety of events for public and private audiences, thus supporting its partner brands to meet their targets and develop a complex, multi-cultural landscape.

Established music business figure in the European music industry

SKILLS

Leadership, Public speaking

Developing creative concepts, programming & site design for cultural events

Coordinating large & diverse teams

English, German, Romanian

Photoshop, Illustrator, Word, Excel, Powerpoint

Art Photography, Painting, Drawing

PROFILE

Date of Birth: -----

Address: -----

2006 - today Festival Director & Head of Creative Content & Programming

ARTmania festival

www.artmaniafestival.ro

ARTmania Festival is a platform dedicated to the promotion of all means of artistic expression, and is particularly inspired by rock culture. It has become the main regional promoter of contemporary musical rock projects. ARTmania doesn't mean just concerts held by big local and international bands. Though music represents the core business and is the reason why the project came to life, today it stands for only a part of the experience that has grown to include other forms of art and to offer authentic cultural experiences, both Romanian and international.

As the longest-running rock festival in Romania (7.500 capacity) and a major player within the regional cultural scene, ARTmania has created its own identity with a daring concept and within the unique environment of the Large Square, located in Sibiu/ Hermannstadt, one of the most beautiful medieval towns in Eastern Europe.

Promoted shows: Die Toten Hosen, Helloween, Nightwish, Serj Tankian, Dream Theater, Within Temptation, Beyond The Black, Apocalyptica, Devin Townsend Project, Opeth, HIM, You Me At Six, Lacuna Coil, Tarja, Riverside, Steven Wilson, Mogwai, Katatonia, Ishan, Pain Of Salvation, Solstafir, The Sisters of Mercy, Anathema, Saturnus, Enemy of Reality, Clan Of Xymox, Therion, Rage, Eluveitie, Peter Dinklage, 65daysofstatic, Tides of Nebula, Lacrimosa, Haggard, My Dying Bride, Epica, Gamma Ray, Steven Wilson, Mogwai etc

2013 - today Festival Director & Head of Creative Content & Programming

Blaj aLive Festival

www.blajalive.ro

Blaj aLive is a 15.000 capacity festival with a focus on alternative & electronic music, hosted in the historic Field of Liberty, in the city of Blaj, Romania.

Promoted shows: Sunrise Avenue, Matisyahu, Amy McDonald, Manu Chao La Ventura, Awolnation, Seether, Walking on Cars, Alternosfera, Lola Marsh, Sinoptik, Dub Inc, Kadebostany, Kiril Djaikovski, Douglas Greed, Camea, Michael Mayer, Unkle Sounds, Dubioza Kolektiv, Kenny Larkin, Matias Aguayo Alma, Alternosfera, Suie Paparude, Big Mafia, Vama etc

2016 - today President

AROC (Romanian Association of Concerts and Cultural Events Organisers)

www.aroc.ro

The association aims to create and develop the organizational framework necessary to promote the professional, legislative and economic interests of the organizers of concerts and cultural events in Romania and to develop institutionalized relationships with civil society and public authorities at national level and with other similar organizations in the country. and from abroad, for carrying out activities and initiatives that promote freedom of expression, professional deontology, excellence and the values of these professions.

2017 - today Programming & Conference Director

East European Music Conference & Showcase Festival

www.eemusic.ro

The East European Music Conference (EEMC) was launched with the aim to start a healthy debate between the Romanian music private sector, international experts and the state authorities, in the context of a market that witnessed an extremely fast growth in recent years.

With an outdated legislation, no specifically defined guidelines for the concert & festival industry, local promoters found support in international specialists & the know-how of the European market. However, without specific changes of the existing country rules and regulations, that can only be undertaken by

initiating a constructive debate with state authorities, it would be impossible to foster fast, healthy changes, capable to hold up the rapid pace of the European Concert & Festival Industry.

EEMC gathers all major national concert & festival promoters, international experts, and public authorities involved in regulating the event legislation, students attending the cultural management departments, lovers of festivals and event industry, and is hosted in one of the most charming medieval cities of Transylvania, Sibiu.

2002 - 2005 Correspondent & photographer
for various Romanian publications at:
Sziget Festival, Budapest
Metalfest, Vienna
Summer Breeze Festival, Abgtsmuend
Highfield Festival, Erfurt
Mera Luna Festival, Hildesheim
Peninsula Festival, Targu Mures

SPEAKER & MODERATOR / MUSIC CONFERENCES

As speaker and/or moderator, I have participated in the following music conferences:

Eurosonic Noorderslag, January 2023, Groningen (Speaker)

"Cultural Cities & City Development" Panel; Chairperson: Olaf Furniss (Wide Days, Scotland); Other speakers: Lucia Dubačová (Director of the Creative Institute Trenčín and the project Trenčín 2026 - European Capital of Culture), Márton Naray (Director of SoundCzech / Czech Music office);

"Reality Check Central Eastern Europe" Panel; Chairperson: Fruzsina Szep (Superbloom,DE); Other speakers: Michal Kascak (Director Pohoda Festival, SK), Guna Zucika ("Every Little Thing", Latvia);

Tallinn–Narva Music Week , May 2022 (Speaker)

"UNESCO Cities of Music presents: Music and Culture for The Refugee Crisis and Integration" Panel; Chairperson: Balazs Weyer, Director of Programming at Hangvető; Other speakers: Helen Sildna, (Founder of Tallinn Music Week, EE), Lennart Sundja (Head of Culture Unit of Tallinn Culture and Sports Department), Sandra Wall (Creative industries development coordinator at Norrköpings kommun UNESCO City of Music, SE), Martyna van Nieuwland (Head of Programming of Katowice City of Gardens, PL);

International Live Music Conference, April 2022 (Speaker)

"Ukraine : Conflict in Europe" Panel; Chairperson: Nick Hobbs (Charmenko, TR); Other speakers: Helen Sildna (Tallinn Music Week, EE), Mikolaj Ziótkowski (Alter Art, PL), Sergii Maletskyi (H2D, UA), Semyon Galperin (Tele-Club Group, RU);

SHAPR Music Conference, Bratislava, April 2022 (Chairperson)

"When the guns roar, should muses be silent?" Panel; Speakers: Anastasiya Vaganova (Caribbean Club, UA), Tetyana Filevska (Ukrainian Institute, UA), Vlad Yaremchuk (Atlas Festival, UA);

Eurosonic Noorderslag, January 2022, Groningen (Speaker)

"Festival season 2022" Panel; Chairperson: Greg Parmley (ILMC and IQ Magazine, UK); Other speakers: Christof Huber (Yourope, CH), Marta Pallares (Primavera Sound, ES), Stephan Thanscheidt (FPK Scorpio, DE), Paul Reed (AIF, UK);

MaMA Festival & Convention, October 2021, Paris (Speaker)

"Festival Survival Tales" Panel; Chairperson: Gordon Masson (IQ Magazine, UK); Other speakers: Paul Reed - Chief Executive (Association of Independent Festivals, UK), Marie Sabot - Chief Executive (We Love Art, FR), Michal Kascak - Chief Executive (Pohoda Festival, SK);

Reeperbahn Festival & Conference, September 2021, Hamburg (Speaker)

"Festival Season 2022 - When 'Business As Usual' won't any longer be the same" Panel; Chairperson: Amy Zayed (Journalist, DE); Other speakers: Stephan Thanscheidt - CEO (FKP Scorpio Group, DE), Anders Wahren - Head of Booking (Roskilde festival, DE);

Westway Lab, October 2020, Online (Speaker)

"Straight Outta Brussels" Panel; Chairperson: Benjamin Feyen (Head of MEP Office & Cultural Policy Advisor for Niklas Nienass at the European Parliament, DE);

International Festival Forum, July 2020, Online (Speaker)

"The Next Stage" Panel; Chairperson: Gordon Masson (IQ Magazine, UK); Other speakers: Cindy Castillo (Mad Cool Festival, ES), John Giddings (Isle of Wight Festival / Solo Agency, UK), Stefan Lehmkuhl (Managing Partner, Goodlive, DE);

International Live Music Conference, March 2019, London (Co-Chairman) with Dany Hassenstein (Head of Booking, Paléo Festival Nyon, CH)

"Festival Forum: Fan First?" Panel; Speakers: Ari Bernstein (ICM Partners, US), Jim King (AEG Presents EVP, UK), Sophie Lobl (C3 Presents, US), Nara Pinto (Mad Cool Festival, ES);

Eurosonic Noorderslag, January 2019, Groningen (Speaker)

"Beer Crate Sessions" - The 'movers and shakers' of the music industry tell their story and respond openly and frankly to questions that you've always wanted to ask.

Reeperbahn Festival & Conference, September 2018, Hamburg (Speaker)

"Vote For Europe" Panel

Eurosonic Noorderslag, January 2018, Groningen (Speaker)

"The Boutique Festival" Panel; Chairperson: Gordon Masson (IQ Magazine, UK); Other speakers: Jenny Wren (Body & Soul Festival, IE), Stefan Reichmann (Haldern Pop Festival, DE), Christoph Storbeck (Ypsig Rock, IT);

Swiss Live Talent, November 2017, Bern (Speaker)

"International Networking" Panel; Chairperson: Greg Parmley & Chris Prosser (IQ Magazine - ILMC - IFF, UK); Other speakers: Jenny Wren (Body & Soul Festival, IE), Albert Juncosa (Mad Cool and Download Festival, ES), Bartek Stolarek (Wosp Org, PL), Mathias Kurt (c/o POP, DE), Claudio Trotta (Barley Arts, IT);

MaMA Festival & Convention, October 2017, Paris (Speaker)

"Added Values" Panel; Chairperson: Holger Jan Schmidt (Go Group, DE); Other speakers: Marie Sabot (We Love Green / FR), Mikolaj Ziolkowski (Alter Art / POL), Ahmed Ulug (Pozitif / TUR), Mikkel Sander (Roskilde / DK);

Reeperbahn Festival & Conference, September 2017, Hamburg (Speaker)

"Festival Panel"; Chairperson: Greg Parmley (ILMC/IFF, UK); Other speakers: Stephan Thanscheidt (FKP Scorpio, DE), Signe Lopdrup (Roskilde Festival, DK), Melvin Benn (Festival Republic, UK);

"Music Moves Europe" Panel; Chairperson: Jake Beaumont Nesbitt (President - Managers Association, UK); Other speakers: Peter Schmidt (Eurosonic Noorderslag, NL), Barbara Gessler (DE), Volker May (DE);

Tune in Tel Aviv, November 2016, Tel Aviv (Chairperson)

Globetrotters Guide To New Markets (Focusing On The North, The East, And The Far Far East; de Peter Åstedt, Ekaterina Bazhanova, Kong Dalse Yoon-Young

Wide Days - Scotland's Music Convention, April 2016, Edinburgh (Speaker)

"The Rise of the city festivals" Panel; Chairperson: Olaf Furniss (Wide Days, Scotland); Other speakers: Martin Elbourne (The Great Escape / Music Cities, UK), Paul Cardow (PCL Presents / Stag & Dagger festival, UK);

REHESACO, March 2016, Timisoara (Chairperson)

"New Romanian legislation - reasons and consequences" Panel; Speakers: Dr. Raed Arafat (Head of Department for Emergency Situations, RO), Lucian Mihoc (head of Emergency Department Banat, RO), Guido Janssens (owner, Emagic, RO), Radu Calacianu (Cluj Arena, RO);

International Live Music Conference, March 2016, London (Co-Chairperson) with Anders Wahren (Head of Booking, Roskilde Festival, DK)

"Festival Forum: Open Space Invaders" Panel; Speakers: Charles Attal (C3 Presents, US), Natasha Bent (United Talent Agency, UK), Andras Berta (Sziget Festival, HU), Stuart Galbraith (Kilimanjaro Live, UK), Jim King (AEG Live, UK), Russell Warby (WME, UK);

"The Emerging Markets Place: Changing Games" Panel; Chairperson: Michal Kascak - Pohoda Festival, SK); Other speakers: Jules de Lattre (United Talent Agency, UK), Thomas Oveson (117 Live, AE), Semyon Galperin (Ural Production Center, RU), Dennis Argencia (Live Nation, HK);

International Festival Forum, September 2015, London (Speaker)

"Great Expectations: Loyalty versus Profit" Panel; Chairperson: Stephan Thanscheidt (FKP Scorpio, DE); Other speakers: Geoff Meall (United Talent Agency, UK), Stefan Juhlin (Pitch & Smith, SE), Sebastien Vuignier (Takk Productions, CH);

International Live Music Conference, March 2015, London (Speaker)

"Festival Forum: The Indestructibles?" Panel; Chairperson: Stephan Thanscheidt (FKP Scorpio, DE); Other speakers: Eric Van Eerdenburg (Mojo Concerts/Lowlands Festival, NL), Dany Hassenstein (Paleo Festival, CH), Geoff Elis (DF Concerts, UK);

MENT Conference, February 2015, Ljubljana (Speaker)

"Listening Sessions" Panel; Chairperson: John Robb (LouderThanWar, UK); Other speakers: Jizah DaFunk (Beton/ Warner, SI), Dijana Lakuš (Music Glue, HR), Hadas Vanunu (IMSF/Menashe Forest Festival, IL);

EDUCATION

2009 - 2009 **Event Organiser Licence**

Ministry of National Education, Bucharest, Romania

www.edu.ro

2003 - 2005 **Undergraduate Master Courses**

National University of Arts, Bucharest, Romania

www.unarte.org

Faculty of Fine Arts

Department for Postgraduate Studies / Visual and Decorative Arts

1999 - 2003 **Bachelor's Degree in Arts**

National University of Arts, Bucharest, Romania

www.unarte.org

Faculty of Fine Arts

Photo-Video Department

PERSONAL PHOTOGRAPHY EXHIBITIONS

"Unseen Wolds"

April, 2004 - Romanian Cultural Institute, Vienna

March, 2004 - Kiasma - National Museum of Contemporary Art, Helsinki

July, 2003 - ARTEXPO, National Theatre, Bucharest

July, 2003 - "Remenyik Sandor" Gallery, Cluj Napoca

June, 2003 - "The Gallery", Bucharest

"Sufferings of the Light"

February, 2003 - Exhibition Hall Athenee Palace, Bucharest

December, 2002 - Ferula Gallery, Sibiu

November, 2002 - National Museum of Contemporary Art, Bucharest

June, 2002 - "The Gallery", Bucharest

"Vertical"

July, 2004 - Blue Exhibition Hall, Bucharest

February, 2004 - "The Gallery", Bucharest