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Cuvinte cheie: patrimoniu cultural, conservare, promovare, tururi virtuale, biserici de lemn, Țara Lăpușului.

Patrimoniul cultural în mediul virtual

Rezumat

Proiectul cultural „Biserici de lemn din Țara Lăpușului. Tururi virtuale” inițiat de către Centrul Județean pentru Conservarea și Promovarea Culturii Tradiționale Maramureș în colaborare cu Direcția Județeană pentru Cultură Maramureș, Facultatea de Litere din Baia Mare (Universitatea Tehnică din Cluj-Napoca, Centrul Universitar Nord din Baia Mare), Muzeul Județean de Istorie și Arheologie Maramureș și SC Aedilis Proiect SRL, a urmărit cercetarea și promovarea a 30 de monumente istorice – biserici de lemn prin realizarea de tururi virtuale și întocmirea de fișe ale obiectivelor, precum și publicarea informațiilor în mediul on-line, în cadrul portalului web: <https://www.culturamm.ro>. Proiectul s-a desfășurat în perioada iunie – noiembrie 2018, în 24 de localități din Țara Lăpușului. Prin utilizarea unor mijloace de informare virtuale-interactive, cu un impact puternic asupra utilizatorilor de internet și adoptarea unor metode moderne de punere în valoare a patrimoniului cultural, demersul instituțiilor de cultură maramureșene a urmărit să încurajeze cât mai multe persoane să descopere și să aprecieze monumentele istorice din zonă. Prin prezentarea stării de fapt și a imaginii concrete a acestor obiective prin tururile virtuale realizate, sunt puse în lumină exemplele de bună practică în privința conservării monumentelor istorice, precum și cele privitoare la abaterile de la normele de conservare și protecție a acestor bunuri culturale. Prezentate astfel, tururile virtuale ajung să fie o imagine completă, un „stop-cadru” al stării de conservare a acestor monumente pentru anul 2018.

¹ Centrul Județean pentru Conservarea și Promovarea Culturii Tradiționale Maramureș.

Keywords: cultural heritage, preservation, promotion, virtual tours, wooden churches, the Land of Lăpuș.

The Cultural Heritage in the Virtual Media

Summary

The cultural project entitled “Wooden Churches in the Land of Lăpuș” has been initiated by the Maramureș County Center for the Preservation and Promotion of Traditional Culture in collaboration with the Maramureș County Directorate for Culture, The Faculty of Letters (Technical University of Cluj-Napoca, North University Center Baia Mare), the Maramureș History and Archaeology County Museum and S.C. Aedilis Project PCL. Its aim has been the research and promotion of 30 historical monuments – i.e. wooden churches – by organizing virtual tours and the preparation of data sheets of the objectives, as well as the online publication of information on the web portal: <https://www.culturamm.ro>. The project had been carried out during the period June-November 2018, in 24 locations from the Land of Lăpuș. Using virtual interactive means of information, with a powerful impact on the internet users and the adoption of modern methods to highlight the value of the cultural heritage, the cultural institutions of Maramureș, intending to encourage more and more persons to discover and appreciate the historical monuments of the zone. The presentation of the setting and the concrete image of these objectives through the achieved virtual tours have shown examples of good practice as concerns the preservation of historical monuments as well as deviations from the norms of preservation and protection of these cultural objectives. Thus presented, the virtual tours give a complete image, a “freeze frame” of the status of these monuments for the year 2018.

The Cultural Heritage in the Virtual Media

The protection of the cultural heritage is one of the important items of the international conventions, as well as a concern of the European and national strategies. According to the Romanian legislation in the field of the immovable cultural patrimony, “protection means an assembly of measures with a scientific, juridical, administrative, financial, fiscal and technical character, meant to assure the identification, study, inventory, classification, recording, preservation, also including the protection, maintenance, restoration and highlighting of historical monuments and their social-economic and cultural integration in the life of local communities.”².

In a coherent approach to these measures meant to protect the cultural heritage, an efficient partnership among the responsible institutions as well as the public and private sectors (profit and non-profit) is necessary. As it was underlined in *Strategies for culture and National Heritage 2016-2022* – a document elaborated by the Ministry of Culture – it would be a form of commonly assuming the importance of the cultural heritage for national identity and social cohesion. In the absence of the engagement in such partnerships, the risk that appears is that the objectives of our cultural heritage be perceived only as resources for tourism or used only as elements included in applications for funding in European Union financing programs, in order to obtain a higher scores through them.

Bearing in mind these aspects, in the second half of 2018, the Maramureș County Center for the Preservation and Promotion of Traditional Culture implemented a research and promotion project of the historical monuments from the southern part of the Maramureș county by including more local and county officials as well as government representatives from the territory.

In order to promote this project, 30 wooden churches from the Land of Lăpuș (monuments included in the List of Historical Monuments of Romania, 2015), representative for the region, had been selected. From among these, 14 churches are included in Group A (historical monuments with a national and universal value) while 16 are in Group B (historical monuments representative for the local culture). One of the churches selected, i.e. The wooden church “Sfinții Arhangheli Mihail și Gavril” from Rogoz, dated 1661, was included in the UNESCO List of World Heritage, in 1999.

The project “Wooden Churches in the Land of Lăpuș. Virtual Tours”³ initiated by the Maramureș County Center for the Preservation and Promotion of Traditional Culture in collaboration with the Maramureș County Directory for Culture, The Faculty of Letters

² 422, July 18, 2001 (republished) concerning the protection of historical monuments, art. 1, paragr. (3).

³ The project „Wooden Churches in the Land of Lăpuș. Virtual Tours” was co-financed by the Administration of the National Cultural Fund (AFCN), in financing session II / 2018, thematic area - Material national patrimony.

(Technical University of Cluj-Napoca, North University Center Baia Mare), the History and Archaeology County Museum and S.C. Aedilis Project PCL had as its aim the research and promotion of these historical monuments by organizing virtual tours and the preparation of data sheets of the objectives, as well as the online publication of the information on the web portal: <https://www.culturamm.ro>.

The project was implemented during the period June-November 2018 in 24 localities, having in view the following objectives: the wooden church “Sf. Împărați” from Aspra; the wooden church “Sfinții Arhangheli Mihail și Gavril” from Boiereni; the wooden church “Sf. Nicolae” from Boiereni; the wooden church “Sf. Nicolae” from Costeni; the wooden church “Sf. Apostoli Petru și Pavel” from Costeni; the apse of the wooden church “Sfinții Arhangheli Mihail și Gavril” from Cufoaia; wooden church “Sf. Ilie Proorocul” from Cupșeni; the wooden church “Sfinții Arhangheli Mihail și Gavril” from Cupșeni; the wooden church “Intrarea în Biserică” from Dobricu Lăpușului; the wooden church “Sfinții Arhangheli Mihail și Gavril” from Dobricu Lăpușului; the wooden church “Sfinții Arhangheli Mihail și Gavril” from Drăghia; the wooden church “Sfinții Arhangheli Mihail și Gavril” from Dumbrava; the wooden church “Sf. Maria” from Fântânele; the wooden church “Sf. Apostoli” from Groape; the wooden church “Sfinții Arhangheli Mihail și Gavril” from Inău; the wooden church “Sf. Ioan Evanghelistul” from Izvoarele; the wooden church “Cuvioasa Paraschiva” from Izvoarele; the wooden church “Sfinții Arhangheli Mihail și Gavril” from Jugăstreni; the wooden church “Sf. Dumitru” from Larga; the wooden church „Adormirea Maicii Domnului” from Lăpuș; the wooden church “Sfinții Arhangheli Mihail și Gavril” from Libotin; the wooden church “Sfinții Arhangheli Mihail și Gavril” from Peteritea; the wooden church “Sf. Apostoli” from Poiana Botizii; the wooden church “Sf. Dumitru” from Răzoare; the wooden church “Sfinții Arhangheli Mihail și Gavril” from Răzoare; the wooden church “Cuvioasa Paraschiva” from Rogoz; the wooden church “Sfinții Arhangheli Mihail și Gavril” from Rogoz; the wooden church “Sfinții Arhangheli Mihail și Gavril” from Stoiceni; the wooden church “Sfinții Arhangheli” from Ungureni; the wooden church “Sfinții Arhangheli” from Vima Mică.

We have to mention the fact that in the last three years some books and studies in the field have been published⁴, four of them referring to these objectives and they were a real help in the achievement of our project. The most recent belongs to researchers Pamfil Bilțiu and Maria Bilțiu who have succeeded in well-documented descriptions and generous photographs to attract the attention of the informed public upon the wooden monuments of Lăpuș. In the same time they succeeded to correct some errors from works published before.

As regards this aspect, our project comes as a continuation of the researches in the field, offering supplementary visual information through the tours achieved and is addressed to a larger number of persons in the online medium. Moreover, for each objective archive

⁴ Pamfil Bilțiu, Maria Bilțiu, *Biserici de lemn din Țara Lăpușului, Baia Mare*, Editura Eurotip, 2017; Episcopia Ortodoxă a Maramureșului și Sătmarului. *Protopopiatul Lăpuș. Monografie-Album*, the album was printed with the blessing of his Highness Archbishop Justinian Chira and the guidance of his Holiness Dr. Iustin Sigheteanul, Editura Episcopiei Ortodoxe Române a Maramureșului și Sătmarului, Baia Mare, 2015;

images from previous researches from the years 2008, 1980 and 1964-1965 have been included.

Through the use of interactive virtual means of information, with a strong impact on the internet users and the adoption of modern means of setting into value, the project aimed at encouraging more persons to discover and appreciate the cultural heritage of the zone. Thus, for each historical monument virtual tours, with various “station points” - 360 degree turning points - have been realized. Having thus at least four station points for each monument, we could offer the visitors aspects from the exterior as well as from the interior (nartex, nave, altar), by means of 145 panoramas. A virtual tour is a complete system of view (360 degree) of a space, with which a user can interact. Through a virtual tour the users feel as if being present in the space, controlling their movement in the interior of the zone, *zoom in* and *out* offering them the possibility of concentrating on their fields of interest. The user can also “move” among the different station points of a monument, having the possibility of visualizing exterior and interior details by the interface achieved.

Although it intends the identification and activation of new audiences, the project extends its objectives beyond the use for “tourism” : in the context of “The European Year of Cultural Heritage” (2018) it is necessary to attract attention upon the importance of highlighting local particularities, the specificity of the national cultural patrimony – as part of the European cultural diversity – and of the digitalization of the cultural patrimony.⁵

In a local context, many of the historical monuments (especially wooden churches) are not anymore destined for permanent religious services and the local communities’ interest is diminished as concerns the conservation and the setting into value of these objectives. Most often, the old church loses thus its role of *axis mundi* for the local community (in favor of the church where the religious service is held) and assuming thus “the status of historical monument”, a status that implies also the intervention of local, county and national authorities. At times this redistribution of roles results in the loss of the identity mark of the monument, an erosion of the feeling of belonging to goods the community inherited from past generations and their ancestors.

Besides this change in the functional and affective register, another aspect is the insufficient knowledge of the local patrimony’s value, but also the lack of interest of the local administration as regards the conservation of these goods. A unitary project of setting into value of the local cultural heritage must have in view the raising of awareness of the local community and especially that of the representatives of the local public administration regarding the values of the heritage they own / administrate and that of the preservation status of these objectives.

It has to be mentioned that during our researches we have identified objectives needing urgent rehabilitation (ex. the “Sfântul Nicolae” wooden church from Costeni, whose helmet was damaged by the storm in September 2017; as an immediate measure, it was covered by a tin sheet in order to stop the rainfall enter the church. The monument needs urgent interventions for conservation.) or the inclusion in the List of Historical Monuments

⁵ Ministerul Culturii, *Strategia pentru cultură și patrimoniu național 2016-2022*, p. 27;

and the establishing of specific measures of protection (the wooden church “Sfântul Nicolae” from Boiereni that does not appear in LMI 2015).

Through the presentation of the situation and of the concrete image of these monuments, the realized virtual tours set into light the examples of best practice in the conservation of historical monuments, as well as those of disregard for the conservation and protection of these cultural goods. The publication of the results of the research will be a warning regarding the the disregard of certain norms of protection of historical monuments. Thus presented, the virtual tours bring a complete image, a “freeze frame” of the conservation status of these monuments for the year 2018. During the following three years, the institutions from Maramureș wish to extend the area of research to the other zones of Maramureș (the Land of Chioar, the Land of Forest, and the Land of Maramureș) in order to be able to offer the interested public an as ample image as possible of the cultural heritage extant in north-western Romania.



The wooden church “Sfinții Arhangheli Mihail și Gavril” from Drăghia; foto: Florin Pop