

Student	Topic	MB comments
Zih-Cing Chang (Audrey)	Liquor Cooperative - Schnaps Genossenschaft	A nice idea to plan a "Schnaps Genossenschaft"! The concept is clear and you already found a location for this. Hopefully you get also comments from UAUIM on this idea as they are the "owners" who have to buy this idea. For the economic performance you might additionally need a business plan and specify the needs in machinery, their investment costs, the amount of processed fruits, the expected number of production alcohol and the likely sales or shares distributed between members.
		1. Preamble - Transsylvania was settlement for Saxons continuously for 700 years not only during medieval times. During 70ies and 80ies of 20th century most Transylvanian Saxons left to Germany that was ready to pay education compensation payment to Romania. Austria did not follow this praxis and few families emigrated to Austria. However, in former decades some families - like Czell family - emigrated to Austria.
		3. It is difficult to say that Transylvanian Saxons "migrate back" after 700 years. They migrated to many places in German speaking countries and very few to Saxonia where there ancestors lived as it was part of the DDR East Germany and also part of communist block. The ethnicities and religions they represent - German speaking protestant, Hungarian speaking catholic, Romanian speaking orthodox (divided into Romanians and Roma), did not mix for centuries. Local religions did not change but the mix of believers changed as the protestants emigrated.
		6. ...because it is illegal to <u>sell</u> it,.. - <u>Sometimes</u> there are large amounts of fruit harvest but there are too few machines to process them to liquor. [Consider short and clear English phrases]
		9...., have <u>an</u> extremely negative impression of <u>a</u> cooperative. <i>Last sentence is misleading:</i> a) ...obligatory quotas were <u>introduced</u> or/and b) ..individual plots were taken awaythey only need to bring their own <u>harvested</u> fruits to the liquor cooperative. <u>Here</u> spaces, machinery and equipment are provided in order....
		10 ...is part of Merghindeal municipality, Sibiu, Romania.
		11...meeting hall is also <u>an</u> important ...
		14. It seems that the Northern Front of Dealu Frumos fortified church just perfectly fits to your proposal.

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Barbu Rares Denis	Touristic Farming: why would you visit	The idea is very nice: to support small scale agriculture and tourism at the same time with target group of tourists that can effort in paying € 399.- per week either alone (or as a small, three person family). To bring in numbers is also a suitable idea to discuss value and feasibility of the project. Several good proposals that are ideally further elaborated in more projects.
Selisteian Claudio	Dealu Frumos? Tourist program for exploring virgin landscapes and traditional lifestyles	However, can an average peasant or local provide the skills (language, service culture, sophisticated touristic products or packages) needed to undertake such a venture? We have seen elevated rural tourism in Veseud, 7 km away from Dealu Frumos, where old farm structures were renovated in a high standard and rooms offered for € 35.- a day. However, no farmers, but specialized personnel was leading this touristic complex. Willy Schuster and his farm in Mosna can be a model but you have to analyze what he can offer and under what conditions others could also offer it!
		1. There are <u>too many to be considered as an ensemble and only few of them got recognition by UNESCO!</u> (UNESCO - and the responsible ICOMOS committee - evaluates local efforts to become a world heritage [=save], but they are not getting active by themselves. Consider also the English and use grammar and spelling check)
		3. <u>Being</u> abroad in Austria (or name countries considered instead of western lands) the rural area has become industrial (describe briefly what you mean by this). What is "full bio"? <u>healthy</u> . Why the two Austrians can find this in Dealu Frumos and not in Austria? He...lifestyle than the other activities that could be <u>found</u> in Transylvania (Cluj). (Can you describe "the other activities"?) <u>The foreign tourists did not see a small scale traditional Romanian farm. It widely ressembles the way agriculture was practiced three or four generations ago in some parts of Austria.</u> The concept of a touristic farm is not self explanatory. Agriculture is broad and manifold and covers many forms of animal husbandry, different ways of arable farming, orchards, wine, and more. The ethnic groups had also different farming practices. Each farming practice may require a separate touristic activity and you could indicate where to start, e.g. sheep breeding and i) select wandering with sheep, ii) cutting wool, iii) milking sheep, iv) producing sheep cheese. All this is preferably connected with storytelling and explanations.
		5. A strong point is the elaborated program for tourists. It orientates on the purchasing power of tourists but has to match with the service product offered by locals. An over average price for a service has to be justified. You can find similar packages at Austrian farms (www.farmholidays.com) and you have to convince potential customers why they should visit to Dealu Frumos for a similar price. Horse riding for children, elaborated lectures for parents, included in the package could be convincing arguments. Rather than starting with buying one of the three farms, you could try to involve all three farms into your concept. Learning sophisticated knowledge about sheep husbandry at one farm, horse breeding and riding lessons for children at the second farm, and the art to produce various alcoholic drinks from local fruits at the third farm is perhaps

		<p>more viable than investing into your own tourist farm. Building modular structures and a "tourist quarter" of the village can be a good - but yet to be tested - concept. Tourists do not have to stay with agriculture but can switch for days or certain periods to a contrasting program. A distinction to volunteer programs such as https://www.wwoof.ro/ is made by this way. Your role or the role of the outside person could be the management of such a modular tourist structure.</p>
		<p>7. Using principles of Saxon architecture and vernacular architecture is a good approach for modules.</p>
		<p>8. You have to develop several business plans, one for farm tourism activities including initial calculations, another one for setting up tourism shelters in modular structures, a third one for the profitability of local restaurants, a fourth one for particular tourism products, such as particular thematic tours.</p>
		<p>9. You bring a valuable holistic concept to the village Dealu Frumos. Many of your ideas need to be further elaborated to realize your vision.</p>

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Lukas Flandorfer	Village Network: More than Churches. An approach to develop strategies for the economical future of the villages of Transylvania	<p>The key concept to cluster common assets according to topics from nearby villages is a great idea. This creates a considerable higher regional value than just adding the single attractions. You recognize the need of "diversification of attractions" on one side and "packaging attractions" on the other side.</p> <p>You propose five routes or path: Transylvanian city path, UNESCO world heritage path, (endangered) handcraft path, food and delicatessen path, special landscape path. Each of the routes needs inventorying of what is available here and who should become the responsible agent to make the path a success.</p>
		1. Actually few villages have been entirely "Saxon villages". There were additional Romanian, Hungarian and Roma populations and quarters most of them today still living in the villages. Under what conditions would they want to be involved? Will it be necessary to attract new settlers to the villages to realize your concept?
		2. Do you know the budget of Kirchenburgen Stiftung? What is the assumed financial requirement to keep the status quo?
		3. It will be difficult to identify one village out of many due to a unique quality, asset, attraction or product. Usually this is created over time and if available also identifiable now. Alternatively, a new profile has to be shaped by interest groups and continuous efforts to realize the target.
		4. Some of <u>them</u>of the <u>Transylvanian</u> flora... Do you know the name of the village with the beekeeping centre? ...wool processing <u>was</u> nearly forgotten... Could the Austrian "Dorferneuerung" be a model for Transylvania? (e.g. http://www.noe.gv.at/noe/Raumordnung/Dorferneuerung.html)
		5. ...in the fortified churches <u>and</u> <u>buildings</u> "HOG <u>Schönberg</u> "
		6. Under <i>Research</i> maybe good to mention the available plans, publications and articles. (References of other student works of our course.) Under <i>Partnership</i> also critical voices can be found (https://erdely.atlatszo.hu/2015/11/18/saxon-fortified-churches-turned-into-disney-style-kitsch/) and business partnerships have to be evaluated to ensure the proper flow of limited resources.
		7. Idea of paths (or routes) is very nice. In a first phase basic inventories (both of what is available and what is required) are necessary. Each path is suited for one to several diploma works!
		8. Nicely written conclusion!

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Bianca Daniela Severin	Opportunities for niche tourism - Development of specialized architecture tours in Transylvania	The author wonders why Romania does not perform better in tourism and cannot capitalize more on this economic activity despite a rich cultural heritage and varied landscape. Branding, marketing, cooperation with other organizations is essential if locals of Transylvania aim to increase their tourist numbers. An architectural circuit is a special highlight for architects and tourists interested in architecture supplying assumingly a niche, but in fact architecture is already a main asset for Transylvanian tourism and a pull factor suited to create synergies with other sectors.
		1. Nicely written and putting forward the right question: why is this ensemble of outstanding Saxon fortresses, churches and buildings not better positioned. At one place you get a guided tour, pay an entrance fee, while at the second place there is perhaps a person to open without explaining and at the third place one could not enter at all. Other places in the world - like Ankor Wat in Cambodia with some 80 unique temples and many minor objects - have only one agency to do the marketing. There is one entrance fee for USD 37.- a day and tourists manage perhaps 5 to 8 temples. More interested people will buy a three day pass (USD 62.-) to explore some 15 temples. And particular tourists can even buy a week pass (USD 72.-) and see some 30 or more temples. In additions guides explaining architecture and history facts can be booked via internet. Could such a concept also work in Romania? Under what conditions?
		2. What is the share of Sibiu tourists in Romanian tourism?
		3. Do we need (some) Saxon people to return or can the current locals overtake appropriate management of the Saxon heritage?
		6. Architectural tourism can be "packaged"! The Saxon period lasted for appr. 700 years and average tourists cannot differ between sub-periods in between in particular between periods close by. Here a lot of facts and knowledge can be communicated that are not open for the novice and in particular interesting for specialists. Even food habits and agriculture changed along history. At the beginning of the Saxon period we do not find tomatoes, potatoes, maize main constituents of Romanian cuisine. The gardens of fortified churches were used differently often prioritizing plants like medical herbs.
		7. Most of current tourists will start with UNESCO cultural heritage churches and the "branding" was done by getting acceptance and fulfilling requirements from UNESCO/ICOMOS. If you want to go one step further you have to focus on the second or even third level objects to create new tourist products.
		8. Describes what is possible today and ready to be offered in architecture tourism.
		9. A lot of possible synergies will depend on the timing of the tours.

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Andrei Sassu	Rural Development - Establishing the ground between nature, development and cultural heritage	The work contains valuable analysis on the state and potentials of the physical environment/infrastructure of Dealu Frumos including mobility, building development, building use, green, free and agriculture space, social space. Conclusions are provided before a SWOT analysis, but SWOT analysis should be presented before conclusions. Can you combine your two parts of analysis to only one more comprehensive analysis?
		5.1. SWOT Analysis. I do not share your opinion in "W" that the <u>mountainous landscape</u> limits territorial, social and economic development. Tyrol with 88% mountainous landscape contributes with appr. 40% to the national tourism in Austria which more than 11 million in 2016, more than entire Romania with 10.9 million. The challenge is rather how to promote the mountainous landscape to an attraction.
		6. 1. The development proposes the establishment of a modern "Saxon Pavilion" which is a nice but also provocative idea. Nice because you bring in some contemporized aspects and indicate that Dealu Frumos is not only history. Provocative because there are many unused buildings in desperate shape that concur for limited funds. You would need some arguments, e.g. the Saxon Pavilion is cheaper, more functional than the repairing of an appropriate house. For this an initial cost benefit analysis is required!
		6. 2. With regard to health station you will find indicating numbers of what is within reach to finance. I would rather tend to a mobile doctor service visiting Dealu Frumos once in a week or a light version with a nurse doing some basic (part time) job and indicating when it is time to visit a specialist.
		7. You can develop <u>several</u> touristic packages centering Dealu Frumos and even our study tour could provide some reference here. Two days is just one alternative, but why not having packages of half days, four days, etc. ? Tourism is also storytelling and as you have some roots in Dealu Frumos you could provide some information on what stories could be interesting and contribute to the "collective memory".
		8. The comparative advantage to other villages in the region could be emphasized here. What concepts could work in any other village of Transylvania with Saxon heritage? What is only available in Dealu Frumos? The summer campus of UAUM is in particular valuable and regular summer schools, conferences and architectural programs will contribute to reach your aims.

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Fabian Wildner	AGORA Dealu Frumos ...the village comes together	The concept needs further elaboration, additional thoughts and references. Be careful with statements when you lack evidence!
		<u>Preamble</u> - Why do you think "that there is no other place where you can find such special buildings in such a density"? This statement needs underpinning!iy..? <u>if</u>so that people get a feeling of responsibility..... There are responsible, concerned people in the region. Formulate more carefully!
		4. Since the Saxons suffered from very bad conditions during the communist times.... [so Hungarians, Roma and Romanians did not suffer?]. The communist period started 1947 and ended in 1989! How do you know that the village community is very strong? Or the quality of village community excellent! Bring examples!
		5. I heard the same statement from Prof. Hanna Dehrer in her lecture. If you cite, include references at the end!
		6. <i>Holy prayers are holden very rarely...</i> [English! Consider reformulation f.e.: Protestant church services are now performed only once/twice a year]
		8. Isn't the church accessible already now? There is a lady in charge from UAUIM who can be contacted! Why you want to give the management away from UAUIM into the hand of the mayor?
		9. The church is in principle open to all ethnicities. It is additional the summer campus of UAUIM. But you have to interrogate why other ethnicities do not want to use it or under what conditions they would like to use it. How much is 70% surplus of agricultural production? Does this amount justify an own agricultural market place or is it better to support an established market place nearby? Eventually the HOG Schönberg would be ready to finance and organize transports with agricultural goods to its members in Germany and you could facilitate such an exchange!
		12. Since 2003, the fortified church is the summer campus for members of UAUIM and the Study Centre for Vernacular Architecture! http://csav.ro/index.php/csav-centre/ . The centre is cooperating with villagers.- the religion does not matter [Do you really mean this? Please observe or consult with locals how the religious barrier built for centuries could be overcome!]
		14. Who will promote the idea? Do you need a business plan for the establishment of AGORA?
		15. Why UAUIM should cooperate with AGORA ? - see under 8!
		16. Don't you think there have been similar idea-finding-workshops before and a lot to learn from the results of those workshops? Who is in charge of collecting ideas?

Students	Topic	MB comments
Toni Cherneva & Oana Rotariu	Cycling Through History - Towards Sustainable Explorational Tourism	Interesting and useful work to promote bicycle tourism and promoting three - quite different - ideas. The first idea is the creation of a bicycle pass between the fortified churches with particular concern for cycling tourists. The second idea is to establish a camping site in Dealu Frumos and to come up with a design sketch. The final idea is to create a security system and camp cards.
		1. If you would like to reach Dealu Frumos by bicycle, Sibiu is perhaps the only place with 61km distance. All other routes require more than a day and require some rest before enjoying the local holidays. Alternatively, Dealu Frumos can be reached by car and using the bicycle starts from there or it becomes just one stop along the trip by bicycle between two cities. The local train system is very valuable for senior tourists who only cycle short distances but never the less would like to enjoy the full variety of churches. What fortified churches are included and how many kilometers you have to cycle between the individual churches.
		2. The Fortified Church Route - An Opportunity - Can you name the places or regions which you want to connect in Europe. Would it be reasonable to cycle hundred(s of) kilometers if there is no fortified church in between?
		3.disturbed by tourists are very small [Some locals would like to have interference and business with tourists, such as bicycle repair or rental].
		3.1. ... <u>planned</u> to take.... <u>planned</u> for bikes. With regard to your sketch: what is the capacity of the camping place? Why not arranging the open air dining area next to the kitchen? How many tourists do you expect in a year?
		3.2. ...to our discussions ..[Could you also interrogate what is the water quality in the wells?] Is the kitchen meant to be used by tourists and cyclists or considered as a kind of cantina ?
		3.3...which combined can be combined....The locker concept seems to be in particular viable for scarcely populated places where you do not find people to provide services. Eventually in Dealu Frumos and surroundings there could be competition from people looking for a job.
		3.4. To <u>avoid hiring</u> lots of people who are responsible for the bikes or who have to stay <u>at</u> the info points.... What is the comparative advantage of keycards and why not using your smart phones instead of the keycard? Similar to airplane boarding passes you can receive entrance tickets to churches. Additionally you can retrieve information via your mobile phone. But these systems might be (too) expensive in relation to the amount of visitors. Climbing fortified church towers impairs risks of accidents. If it is an automated system you need an emergency plan.
		3.5. In Swedish Protestant churches, e.g. the cathedral in Lund, you can donate by smart phone and/or credit card. You could ask there how successful this system is. Another way to finance your projects is crowd funding. You can design

		several projects, e.g. i) introducing the automated systems to enter the church (either keycard or smart phone), ii) renovation of church, iii) renovation of the wall and garden, iv) etc.. This may require a cost-benefit analysis and a business plan.
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Andreea Harlesteanu	"Piatra si Foc" Revitalization Dealu Frumos	The idea to revitalize a forgotten manufacturing tradition in Dealu Frumos and to employ the resident Roma population is very good. The outcome of this process is lime that will be used for the renovation of older buildings like the fortified church in the village. A similar project of lime production exists in other parts of Romania. An annual festival - targeted to tourists and village people alike - will contribute to the social activities of the village. Give reference to all sources not created by yourself!
		2. Great that you can find nine historical names of Dealu Frumos! Can you also provide a reference to the original text?
		3. Can you provide sources to the illustrations?
		4. How many people can find occupation in lime production?was <u>buying</u> limestone...
		5. What quantities will be produced? What is the amount needed for the renovation of a church? Cite photos if they are not taken by yourself.
		6. Reference to photo!
		7. ...food is being <u>sold</u> and...
		8. Good idea to connect to the Sibiu winter festival and not to start with an independent festival.
		9. ... <u>welcoming</u> ...References are required!
		If you are interested, we can try to establish a Dealu Frumos website under Time Maps and invite Prof. Dragos Gheorgiu from UNArte Bucharest to the next year summer school. www.timemaps.net Another person suited to enlighten us is Prof. Johannes Weber from the University of Applied Arts in Vienna and we have another candidate for teaching in Dealu Frumos.

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Anna Dumitru	Designing a wooden tower to dry medical plants and establishing a viewpoint for tourists in Dealu Frumos	The concept foresees to use medical plants, dry them on a tower to be constructed and to gain herbs for tea and other uses as particular tourist products from Dealu Frumos. The core of the proposal is the design of the wooden tower - following Austrian models in Baden bei Wien or Tulln an der Donau. The project is not ready and has to be finalized!

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Petra lanu	Revitalization Project in Dealu Frumos - Hand Made Brique Production	The idea of a tile/brick factory is very nice and useful and form a greater value if implemented appropriately. During our study trip we have visited Apos/Abtsdorf factory sponsored by Prince Charles. Is your design proposal similar to this factory? [Also, your study tour report is still missing, do you plan a report from Apos factory?] If you target a publication in Academic Journal & Research Center for Vernacular Architecture (CSAV and csav.ro) you should follow the template of Vernacular Architecture Journal! The core of the concept is the design of the planned factory! Still the text needs spelling and grammar check.
		<u>Several ethnicities formed the architectural heritage of the village</u> [Instead of "The multitude....handled"].
		The Romanian and Roma are still populating the area while many young and skilled people left the region [Instead of "The Roumanian and Roma population....."].
		My personal <u>opinion</u> is that.... [Instead of "That is why, my..."]
		... <u>solution</u> ...
		... <u>willing</u> ...
		... <u>cylinder</u>
		The ovens can <u>produce</u> between 20,000 and 40,000 <u>bricks</u> in traditional ovens.
		...dried grass and coal. For one brick approx. 1 kg of wood or 0.4 kg of coal is used.
		There are two to three brick burning cycles a year. [What is the estimated annual brick production? What is the expected annual turnover of the brick factory? How many people will find occupation here?
	 <u>crished</u>[do you mean crushed?]
		Localization Plan 1:1000. Can you show additionally a map from Dealu Frumos to know the position of the site in the village?
		Ground Floor 1:200. Barn 1 - You intend mixing gluey with animal power in barn 1. However, is there enough space for the animals to pass and rotate the mixer inside the construction? In Apos the mixing was in open air. What is the advantage of mixing under the roof? What kind of materials will be used for the construction?
		... <u>physical interventions</u>former <u>Saxon</u> settlement,... The technologies (or methods) [instead of technoques].... ...we used new wood.
		Good information on the Hands-On Workshop in Daia village. Please provide some titles under your photos. Maybe better to give this part to the study tour report [A kind of analysis rather than a part of your project in Dealu Frumos]

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Michael Plankensteiner	Concept for conservation of the cultural landscape of Transylvania	Best, I like the idea of the TU Wien Summer Campus which comes at the end. This chapter should be extended while the first chapters 1,2,3 could be condensed to one chapter. Try to contact our university administration to test your idea. I am sure you will learn a lot from this exercise.
		1. ...Rhein and Moselle.. ...military benefits. The invaders often undertook surprising attacks. The defenders often lacked the time to flee to the fortresses. (Consider simple and clear sentences). ...belonging to Nazi Germany [instead of ...was integrated into the politics of the National Socialists] Between 1950 and 1999 most ethnic Germans emigrated from Romania to Germany. Nicolae Ceausescu and Helmut Schmidt started in 1978 with an agreement to resettle German citizens. [Try to write small and clear sentences in English!] Figure 1 - Include the source/link of the map!
		2. ...that they were built as community projects throughout the history [???] Figure 2 - Include the source/link of the map!
		3. It seems that you wanted write some introduction to tourism which is not done. Under 3.1. there should follow some sub-chapter"demographic development in Sigisoara" is not too relevant if you do not specialize in this city. ..."demographic development in Hosman" does not provide relevant information.
		4. ...is to start educational institutions. If this fact becomes clear....[You should propose ways on how to change this attitude. Otherwise it will remain the same] Couse (??)... ...the goal must be...[sounds normative and if you can phrase differently it is much better]
		5. Heading needed, perhaps "Revitalization & Renovation" 5.1. Some text needed! 5.2. Who shall pay for job creation programs? What kind of program foresees here possibilities? 5.3 Is it not clear that any of the measures indicated includes also discussions? 5.5 This is the strongest idea and also realized in some places like Dealu Frumos. From here you get the idea of your own concept in Pelisor.
		6. This is the main point of the concept and USP (=universal selling point) of your idea/concept. As you are TU Wien student you have access to our TU Wien Rector Sabine Seidler and other decision makers who could have an opinion on this, but also to the facility unit management who could explain you details on how the TU Wien buildings are managed. (https://www.gut.tuwien.ac.at/)

Student	Topic	MB comments
Calin Talaba	First ideas to Kleines Entwerfen Dealu Frumos	Concept is still in initial phase and requires considerable more input for finalization!

Student	Topic	MB comments
Lea Kavvasiadi		Lea contacted me that it is impossible to finish her concept just now!