

ROMANIA 

# Photography album 2021



N ✨

ROMANIA

2021

ROMANIA

supported by



# Foreword

I inhabit the Romanian language and I live in a Garden of Eden called Romania.

It was the destiny of the people of this Garden to survive the Roman legions, the Turkish scimitars, the Greek knives, the German boots and the Bolshevik crush underfoot, uniting a country that G.I. Brătianu, the great martyr, defined simply as an enigma and a miracle.

"Blessed be thou, beautiful country, country of joy and sorrow!" spoke Queen Mary, treading victoriously through the golden halo of reunification.

As rightful owners of Romania today, let us don the light of hope and believe in a miraculous Romania tomorrow, for, despite the wickedness of the world and the slow poison of time, it shall forever be our reason to be, our earth, blood and faith.

“HORAȚIU MĂLĂELE”

# INCEPTION

"A photograph is not just the result of an encounter between an event and a photographer: picture-taking is an event in itself, and one with ever more peremptory rights – to interfere with, to invade, or to ignore whatever is going on. Our very sense of situation is now articulated by the camera's interventions." (*Susan Sontag – On Photography*)

Photography, as we know it today, has its origins in France in the late 1830s. Many people believed that photography could not be art, because it was the product of a machine rather than of human creativity. But time and people have proven the opposite. Today, we learn to see ourselves photographically and photography is one of the principal means of experiencing something. Cameras have become omnipresent, which makes a convincing case for the idea that time consists of singular events worth photographing. This way, even after the event has ended, something else can be brought into the world: the photograph. It gives a sort of immortality and significance to the event. This is a nostalgic time we live in and photographs actively promote nostalgia, one of the most addictive feelings.

As an art form, photography is both emotionally provoking and visually stimulating. Every photographer invites its viewers to connect to their work as they tell a story to elicit a certain response.

## SENSES

The artist behind the camera searches for inspiration everywhere around: it could be the light falling on a scene, the look in someone's eyes, the time of day or the time of year. From small details, like the touch of a hand or the kiss between two strangers, to complex sequences, like a very vivid dialogue or an astonishing landscape. Whatever it is, it grants us the ability to share a vision with the world. Starting as artists of an urban sensibility, photographers claim some of their muses to be bold color, unique styles, the interplay of light and shadow, simplicity and novelty, unconventional designs, street life and human nature or the human form.

"Photography is the only language understood in all parts of the world and, bridging all nations and cultures, it links together the family of man. Independent of political influence – where people are free – it reflects truthfully life and events, allows us to share in the hopes and despair of others, and illuminates political and social conditions. We become the eye-witnesses of the humanity and inhumanity of mankind..." (*Helmut Gernsheim- Creative Photography*)

## LIGHT

Light is the source of all life on earth. If we go to the roots of the word we find that photography literally means *drawing with light*, which derives from the Greek *phos*, meaning *light*, and *graphis*, meaning *drawing*. A basic concept in photography is that everything is made up of

light and dark and other opposites. When talking about a photographic composition, it isn't just lines, shapes and forms, but also something deeper: the subject matter of a photograph and the elements that empower it, generating dynamic emotions. Photography is a way of staying in touch with our creative side. One of the most important elements of creativity in photography is the light. It is what allows the artist to convey information and emotion through an image. Once you understand light, you have the knowledge to create a wide variety of images.



# SHADOW

As there can be no yin without yang, photography also must embrace the duality of both light and shadow. Most of the time, photographers tend to see and seek the light. When it is impossible to see the effects of light, it might be easier to look at the shadows. There are so many things you may discover just by studying the shadows in a photograph like, for instance, the mood of an image. A dramatic photograph uses the light and shadow in the most creative ways. There are bad shadows and there are good shadows. It is the latter that add dynamic, direction, impact and even mood. They result from a strong directional light source from any side lighting.

# FEELINGS

The play of light and shadow, of lines and shapes, of people and nature.

Photography creates unique stories on different subjects. Looking for the best angle, the author finds millions of universes hidden behind one shot.

Every story has a beginning...

It begins as a vague feeling that grows with every second you spend watching a photo. Your entire life experience seeks meanings and recreate instances you have already lived yourself. Photographs bring back memories tinged with melancholy. Or become a projection of aspirations and dreams.

You, the onlooker, are responsible for continuing the story. Adding your

personal input to the image reveals a piece of humanity and confirms it as an art form. Accept the invitation to explore the astonishing Romania through the eyes of the photographer. Salvador Dalí once said: "A true artist is not one who is inspired, but one who inspires others." Let our artists introduce you to some of the iconic symbols of our country. Romania does not tell a single story. It tells millions. Millions of different takes, one for each person who really visited and saw it from a unique angle, that no one else thought of. These are the stories worth telling. Embark on your visual and emotional journey!

“The camera is a fluid way of encountering that other reality.”

(Jerry N. Uelsmann)

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## About us

# Nordis Group

## ALLOW US TO INTRODUCE OURSELVES.

We believe there is no limit to how much one can evolve. We are guided by these simple yet compelling words. Since 2008, when Nordis started out as a real estate agency focused on trading premium properties in Bucharest, we have been tirelessly working and striving to improve, to innovate, to overcome any limitations, to get better and to go further. In time, our results gave us a strong position on the market, as exclusive representatives for several real estate developers in the north of Bucharest. This only drove us to go further and encouraged us to grow. In 2016 we took a big step forward, a leap some might say, and developed the first high-end residential complex. No longer a real estate agency, Nordis became a full-fledged real estate developer. In 2018 we officially marked a

new milestone in the premium real-estate development sector in Romania, by launching one of a kind 5-star hotels & residential projects.

## THE NORDIS WAY

With every new development, we came closer to what we believe to be an absolute truth: Nordis represents a new standard of living.

Nordis has a clear mission: to reimagine premium standards of living and redefine the concept of luxury travel and lifestyle. That is why we believe that our actions will drive progress and resonate across multiple sectors such as tourism, premium services, regional economies and financial real-estate services. We are developing the most spectacular hotel & residences projects across the country: Nordis Mamaia, Nordis Sinaia, Nordis Brasov and Nordis View Bucharest. True landmarks for the most exclusive services that have ever been available in Romania.

Nordis shaped a new real-estate market model where comfort, elegance, 5-star facilities and long-term investments meet. This is where Nordis is today. Tomorrow we will be going even further.



# ROMANIA 2021

## AN EXTENSION OF NORDIS BELIEFS

Romania NOW supports and celebrates every idea that has the potential to advance Romania's national brand. With each initiative, we aim to cast positive light on Romania and to sustain a long-term strategy to continuously promote the country's beauty, performances and values

across borders. Romania has a rich history of contributing to the world's major breakthroughs. A contribution that goes further than most people might realize. Our country is home to four Nobel Prize winners: George Emil Palade (medicine), Elie Wiesel (peace), Herta Müller (literature) and Stefan Hell (chemistry). Alongside them many talented Romanians, as yet unknown, are changing the national narrative even as we speak. Entrepreneurs, athletes, scientists, artists and countless high achievers are all building a stronger brand for Romania, day after day. As HRH the Prince of Wales once remarked, "Maybe people do not see it, but Romania is a wonderful country. Remarkable people live here who will not give up." We made it our mission to help people see it. Romanians have made history in all fields from sports to literature and we have every reason to be

proud and to tell others about our history, present and future, because it is our certainty that they are the crucible of greatness.

### THE PERSPECTIVE OF 2021

This year is about beauty. What we wish to do is to show the authentic soul of Romania, the way it is found in its most hidden corners. With this initiative, we take a glance at Romania just as it is: beautiful, talented and hospitable. There is no shortage of examples.

**Danube Delta:** One of the largest and best-preserved deltas in all of Europe.

**The Sphinx:** Located in the Bucegi Mountains, it is a natural rock formation forming an amazing likeness of a Sphinx.

**Babele:** Just a few steps away from the Sphinx, Babele are some of the most wonderful and mysterious rock formations in Romania.

**Peleş Castle:** An exceptional example of Neo-Renaissance architecture with a rich and complex history.

**Palace of Culture:** A beautiful Neo-Gothic building that houses Romania's Palace of Culture.

**Transfăgărășan Road:** The world's best driving road, according to Top Gear host Jeremy Clarkson.

Romania's unparalleled nature and culture deserve to be valued and introduced to the world through using a unique point of view. That of its talented inhabitants. Through their camera lenses they managed to capture the country's extraordinary energy and inspire us to visit it more. We collected all of their extraordinary photographs and part of them make up the album you are holding in your hands right now.

# OUR JURY

A selection of local & international experts in artistic fields were responsible for choosing the most iconic images that reflect the beauty of Romania. From movie celebrities to professional photographers and representatives of international travel & leisure magazines, our jury selected the 26 winners of the Romania NOW photography contest.

ROMANIA The logo for Romania NOW, featuring the word "NOW" in a stylized, colorful font.

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# KARIN MUELLER

Senior Visuals Editor for the  
Condé Nast Traveller Global Network

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Originally from Germany but having made London her home 20 years ago, Karin has previously worked for publications such as Elle Magazine (Germany), The Financial Times, Penguin Random House, Hearst, and on projects for TATE Modern Art Gallery in London before landing in her dream job at Condé Nast Traveller 10 years ago.

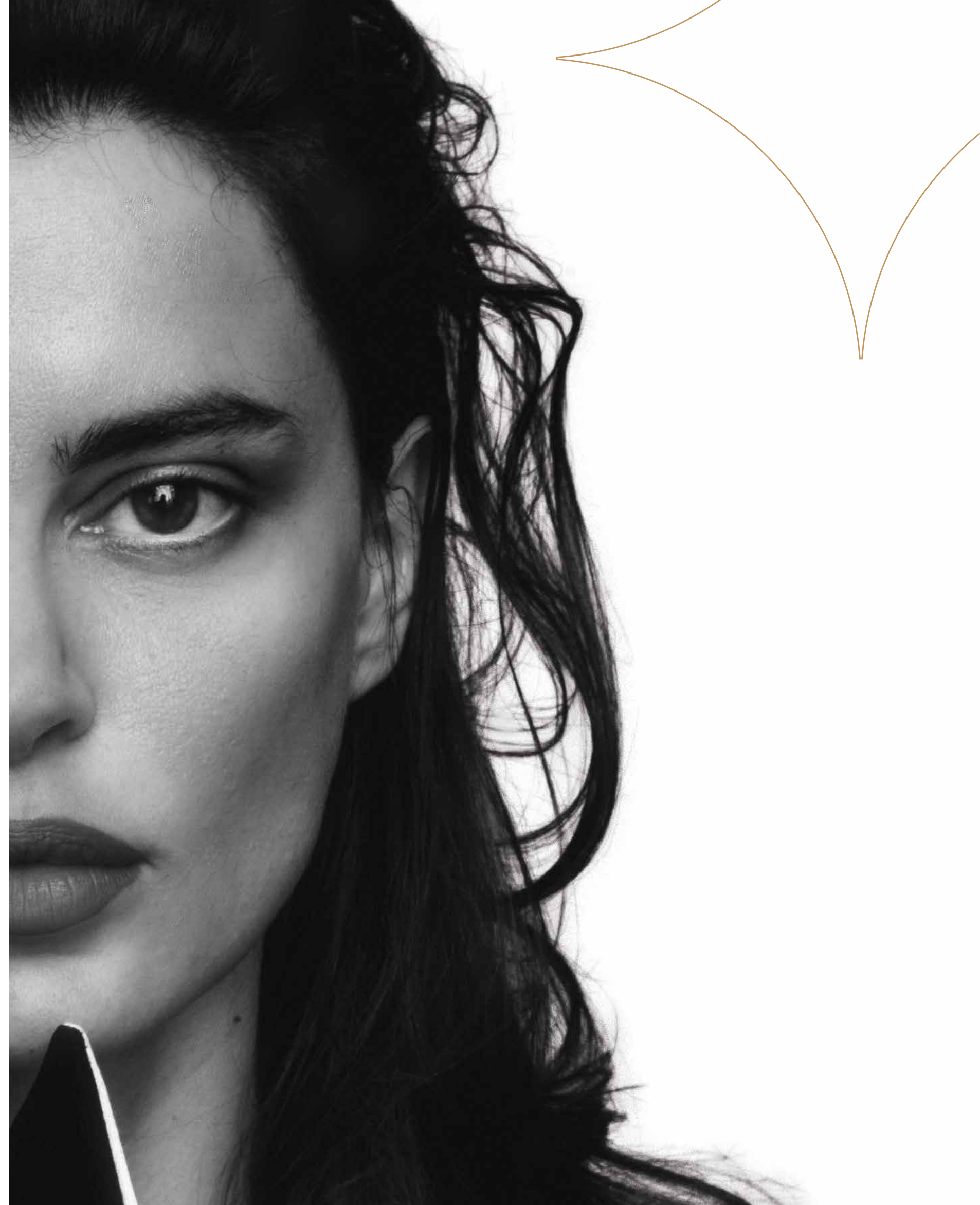




# ROMANIA CATRINEL MARLON

## International Model and Actress

Catrinel Marlon is an internationally acclaimed model and actress. Born in Iasi, Romania, she started her career as an athlete, before being discovered at the age of sixteen by a local agent during a school trip to Bucharest. Six months later she moved to the capital of Romania where she started her career as a model. Her Italian-Romanian origins captured the attention of many major Maisons including Giorgio Armani and Lise Charmel. Catrinel then began her acting career and was cast in various films, including "La città ideale" directed by Luigi Lo Cascio and "Tutti i rumori del mare" directed by Federico Brugia.



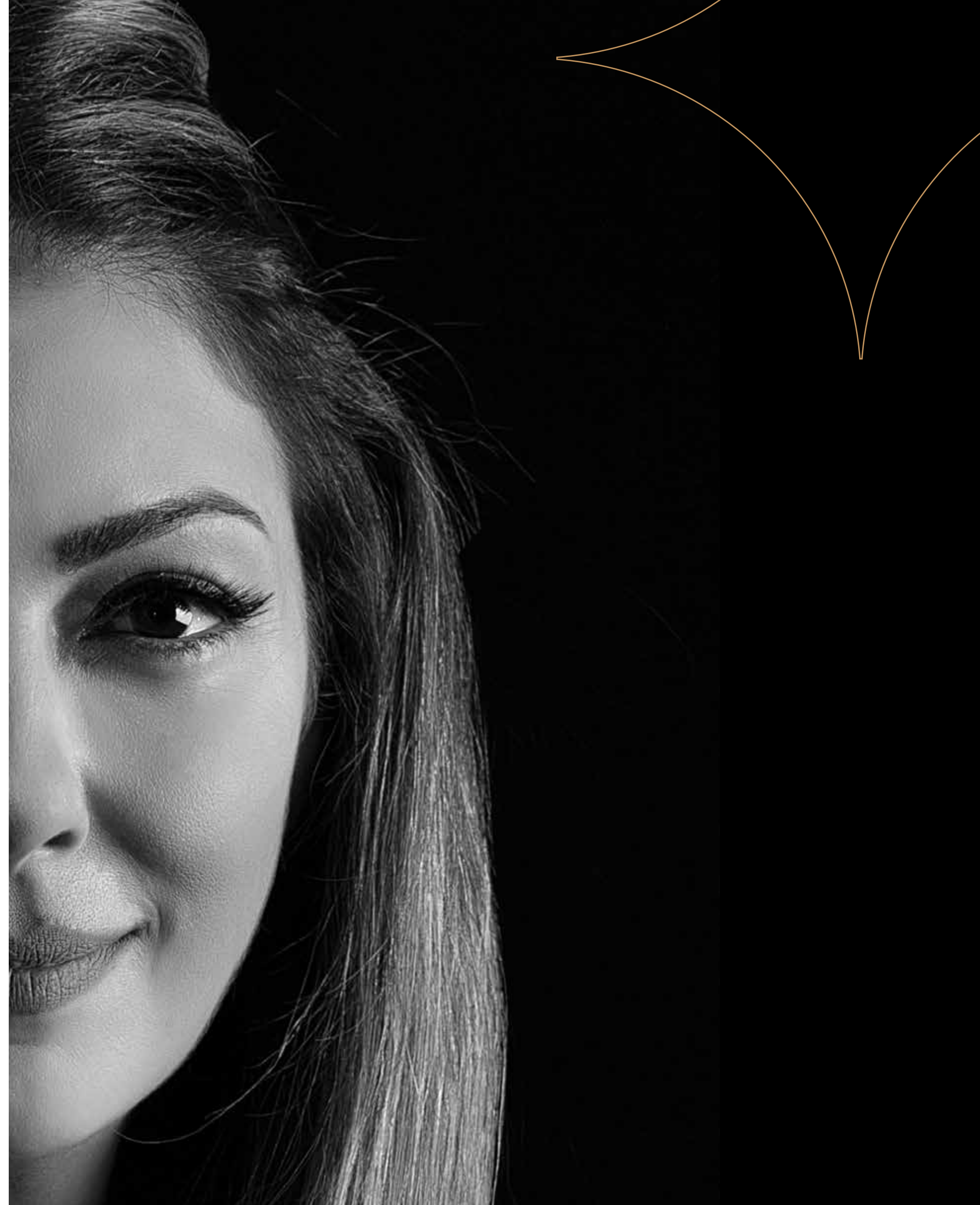
# ROMANIA



# F. DILEK UYAR

Award-winning Photographer, National  
Geographic Turkey contributor

F. Dilek Uyar is a Turkish award-winning photographer, lawyer and TEDx Speaker. With a special vision and a focus on travel, street and documentary photography, she tells stories about people, cultures and cities through every photo. Her biggest aim is to increase social awareness and recognition with her stories and to continue inspiring young women in her country. She joined many international and national exhibitions, winning over 200 awards. She is still a contributing photographer to National Geographic YS and National Geographic Turkey.





# ROMANIA



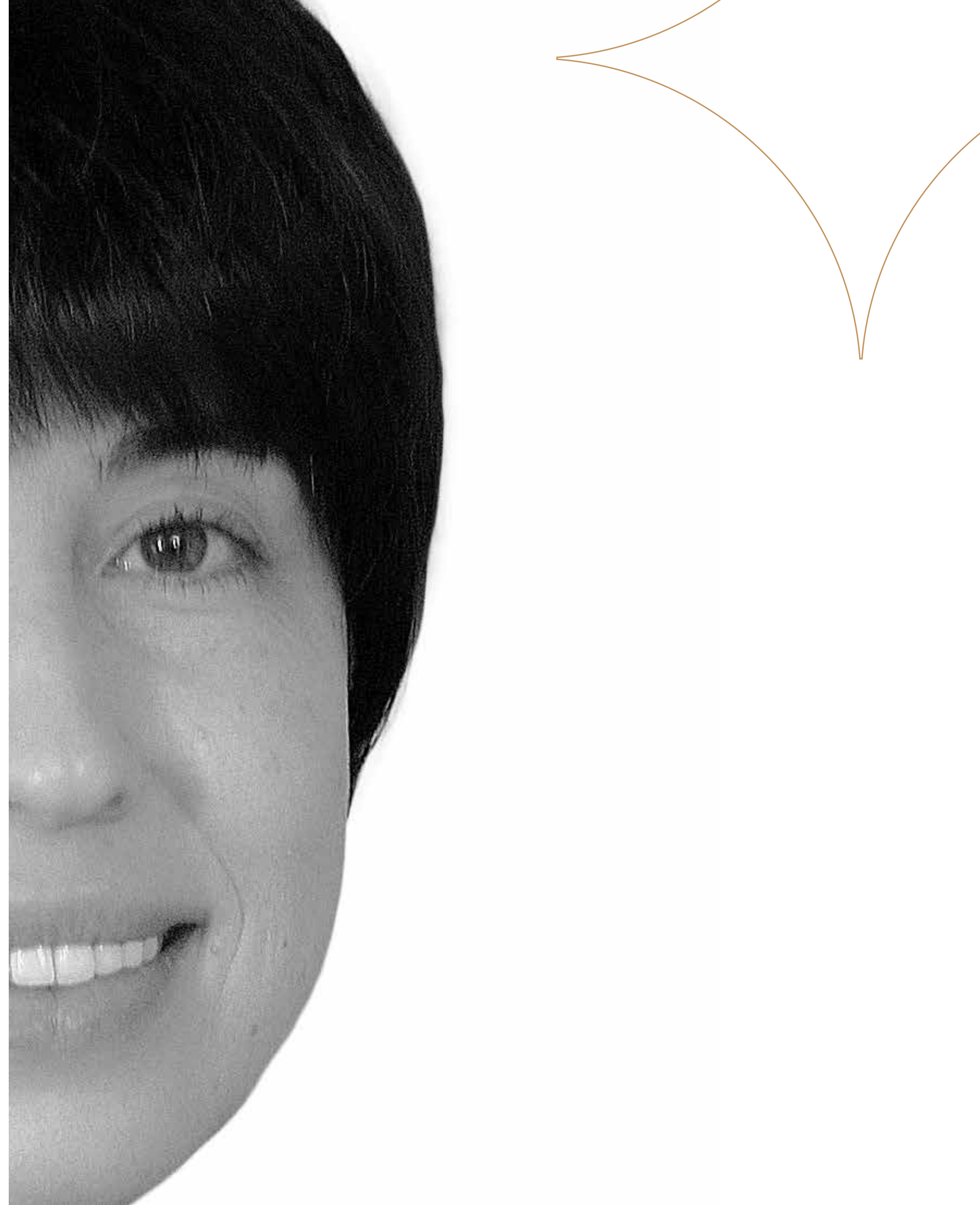
# RALUCA MICHAILOV

## Owner of BP Publishing Media

Raluca Michailov is the owner of BP Publishing Media, the publisher of Forbes Romania, Forbes Life Romania, Forbes Kids, Forbes Top 500 and Lifetime Magazine – Collectible Watch Stories.

The Forbes Romania magazines are leaders in the business, lifestyle and parenting media sector, while Lifetime Magazine is now also published in Germany, Austria and France where it successfully debuted last year.

Raluca Michailov began her media journey almost 23 years ago, whereas the entrepreneurial side started in 2012. She is a firm believer in ethical, objective, high-quality journalism and information.



# ROMANIA EMANUEL POȘTOACĂ

## Founder Nordis Group

Emanuel Poștoacă started his journey in the world of real estate in 2003, and dedication to this industry led him to build his own company.

In 2008 Emanuel founded Nordis Group, a real estate agency at the time, focused exclusively on the premium market in the north of Bucharest. That was the beginning of a new era. Step by step, the company kept growing, and in 2018 Nordis Group started to develop hotel and residential apartments with 5-star facilities.

Today, Nordis Group is a symbol of innovation on the real estate market, for its unique business model and the premium benefits available for every one of its developments in Mamaia, Sinaia, Brașov and Bucharest.





# ROMANIA CĂTĂLIN GRUIA

Editor in Chief for National Geographic  
Magazine & NG Traveler Romania

Cătălin Gruia is the editor-in-chief of the Romanian editions of National Geographic Magazine and NG Traveler. He is a veteran journalist who has written for Romanian magazines for over 20 years.



# BEST 2021

## PHOTOGRAPHY







PICTURE  
in motion

# ROADS ON FIRE



More than 150 kilometres in length, the Transfăgărășan Highway is Romania's most spectacular and best known road and, thanks to being featured on BBC Top Gear in 2009, now one of the country's most popular tourist attractions.



## AND A BURNING SUNSET





# DAN MIHAI BĂLĂNESCU

Romania touches me with every step and every photo I take. The colors of the seasons, the heavenly places, the sunrise over the Black Sea and the sundown over the majestic peaks of the Carpathians, the coolness of the valleys on hot summer days, the nights under the canopy of stars and the spectacular, history laden cityscapes I discover on my travels, all these and many others still give me inspiration every day. We have a wonderful country with beautiful people, with a culture and traditions that make us unique.

Yes, I am proud of my country, of my fairytale Romania.

*dm Bălănescu*



# OUR WINNERS



# THERE WAS LIFE HERE ONCE



Geamăna is an abandoned village in Romania. In 1978 the Communist regime forced all the residents to leave their homes in order to make way for the toxic waste from a nearby mining pit.



## PROTECTED BY nature



Ovidiu Lazăr



# GREEN VELVET



Sebastian Ionuț Vasîu



Large meadows filled with wild flowers – this is the scenery that surrounds you when you go hiking up the mountains towards Fundătura Ponorului. This green paradise will recharge your batteries, invite you to contemplate and to discover the most beautiful and hidden wonders.

COVERING  
THE TRANSYLVANIAN  
HILLS

PEACEFUL  
state of  
mind



# ALL THE ROADS LEAD



The Palace of Parliament is the world's second-largest administrative building after the famous Pentagon. Construction started in 1984 and the 330,000-sq-metre building has more than 3000 rooms. The Palace was erected at the orders of Nicolae Ceaușescu (1918–1989), the president of Romania, during a period in which the personality cult of political worship and adoration for him and his family was at its highest.



## TO THE PALACE OF PARLIAMENT

FACING  
history



Mihaela Popa



# THE MAGIC

ESCAPING  
REALITY



Eduard Ciucă



The Bulandra Theatre was founded in 1947 in Bucharest and its first director was Lucia Sturdza-Bulandra, one of the leading Romanian stage actresses of her generation. Since 1991 the Bulandra Theatre has been a member of the Union of European Theatres, an organization founded in March 1990.

OF  
(IM)POSSIBLE  
worlds



make the  
JOURNEY  
count

# SOMETIMES LIFE IS LIKE A TRAIN RIDE



Just a few kilometers away from the Ukrainian Border, the narrow-gauge steam train - Mocănița - invites you to discover its secrets. The train is in operation all year long and the tracks go almost 40 km into the forest, up in the Carpathians. The railway is in use daily, servicing the sawmills and wood industry in Vișeu de Sus village.



## MOCĂNIȚA



Octavian Pavel



# THE PLACE WHERE



Iulian Radu



Located on the road leading to the Ochiul Beiului Lake, the highlight of the Nerei - Beușnița Gorge National Park, La Văioaga Waterfall is the ideal place to stop and rest for a little, to take in the beauty of both the waterfall and the surroundings.

FEEDING  
your  
imagination

ALL THE  
FAIRIES

DRINK  
THEIR morning  
tea



FEAR  
and empathy

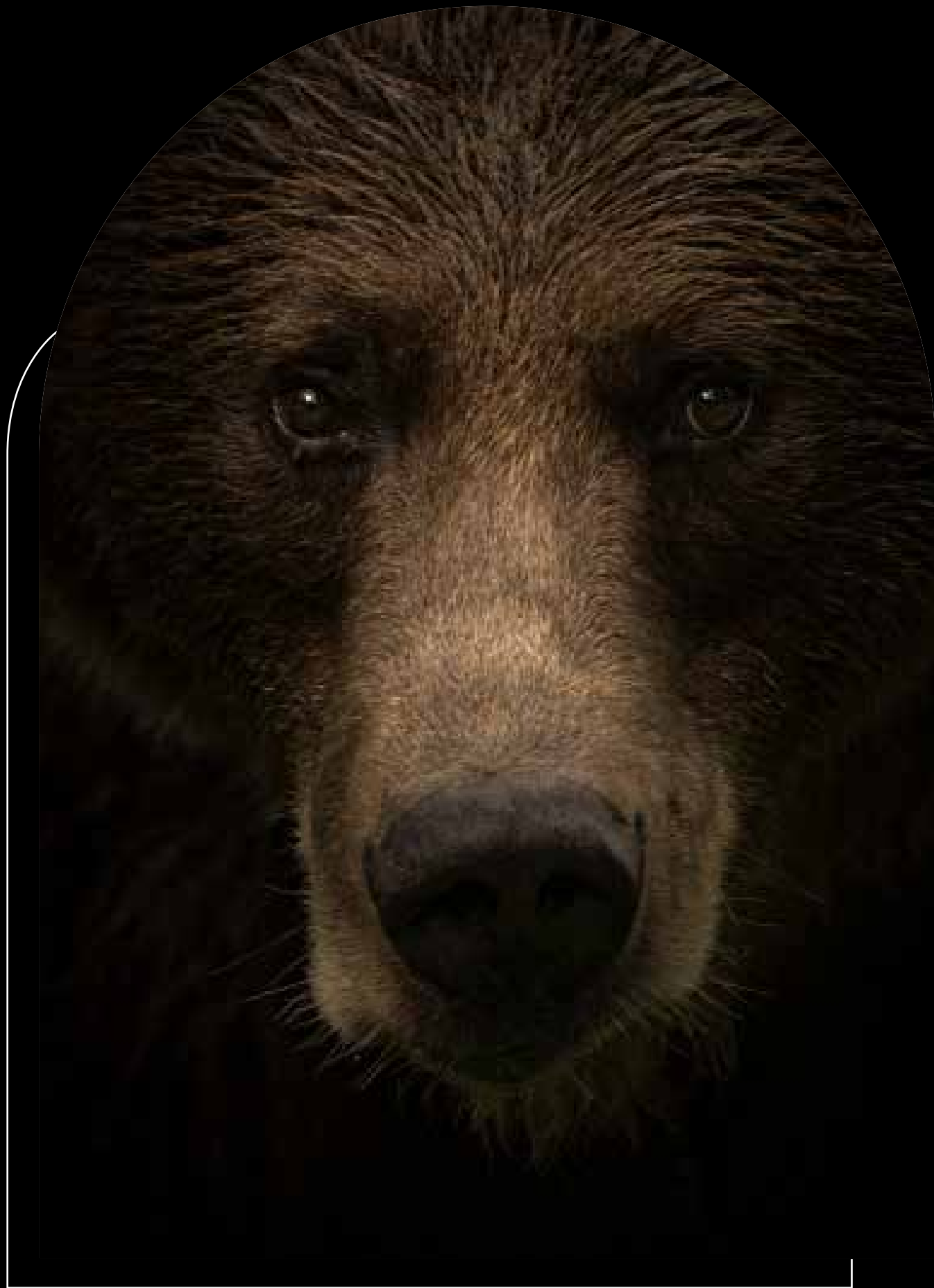
THERE IS ALWAYS HOPE,  
MERCY AND A  
SPECIAL SPARKLE



Romania is home to 60%  
of Europe's brown bears.  
There are just over 200,000  
brown bears in the world  
and 6,000 of them live in  
the Romanian forests.



IN  
THE EYES of a beast.



Rareș Besliu



# WINTER MEETS

PERFECTION  
in symmetry



Laurențiu Barbu



Romania's forests cover 28% of the country's land surface. Approximately 73.5% of the forests are deciduous, with beech and oak the most common species. Conifers cover the remaining 26.5% of the land area, with spruce species dominating.

SPRING  
AT THEborder



# FAIRYTALE ON THE HILL



The Corvin Castle, also known as Hunyadi Castle, is one of the largest castles in Europe and it is featured as one of the Seven Wonders of Romania. Over the years, the castle hosted lots of tourists but also Hollywood producers who felt inspired by the beauty of this amazing monument.



## THE GUARDIAN OF the Valley



Raul Dumitru



# THE SALT WATER IS ALWAYS A PART OF OUR LIVES

THE WILDERNESS  
of the shores



Cornelia Fotescu



The Black Sea is one of the natural borders of Romania and a major tourist attraction, being the most popular summer destination for Romanians.

EVEN IF IT IS IN  
OUR TEARS OR  
THE SEA.



BRAVERY  
comes from  
within

# THE SMILE



More than 2,800 Eurasian lynx live in the Carpathian Mountains, and over 2,000 of those have their home in Romania. In fact, the region is home to one of the few stable populations of a species that was almost hunted out of existence.



# OF A WILD heart



Cristina Bazar



# THE MIRROR

PLEA FOR  
the past



The Iași Palace of Culture is a masterpiece of early 20th century NeoGothic flamboyant architecture and an iconic building located in the city of Iași, Romania. The palace is one of the biggest buildings in the entire country, covering an area of 34.236 sqm.

It was built on the ruins of the 15th century medieval Royal Court of Moldavia from 1434 and it is the focal point of the city. In fact, the entire city was designed in such a way as to have the main streets leading back to the palace.

Cecilia Crudu

OF  
NOBLESSE



# LIGHT IS THE SIGN

The Biertan fortified church is located in Biertan, Sibiu County, in the Transylvania region of Romania. It was built by the ethnic German Transylvanian Saxon community at a time when the area belonged to the Kingdom of Hungary. Briefly Roman Catholic, it became Lutheran following the Reformation. Together with the surrounding village, the church forms part of the UNESCO World Heritage Site that comprises the Transylvanian villages boasting fortified churches.



Raul Jichici

FAITH AND  
confession



THAT  
SOMEWHERE,  
SOMEONE is still  
awake



# SERPENT WAYS



Cheia is a mountain resort, 60 kilometres north of Ploieşti in Prahova County, Romania. Situated in the Teleajen Valley, it is surrounded by the Ciucaş Mountains. Every year, tourists come here to visit the villages and to take in the most breathtaking views.



## CRISP AIR



Marius Florea



# THE INFINITE



Vlad Dumitrescu



Farming has always been an important part of the rural life in Romania and it is an ongoing occupation from early spring until late autumn. Milking cows, gathering eggs, taking the goats to pasture or picking medicinal plants are some of the most popular activities in the Romanian countryside.

JOURNEY  
towards wisdom



# FISHERMEN RITUALS

PEOPLE  
of the sea



Adrian Siea



Popasul Pescarilor is one of the most visited areas in summertime, especially by tourists wishing to enjoy some relaxing moments on the wild beach and a delicious dinner of fresh fish caught early in the morning by the local fishermen.

SALTY  
WAVES purify us



# THE EMERALD

The Capra Lake is a glacial lake on the southern wall of the Făgăraș mountain, at an altitude of 2,230 meters. It is located 45 minutes from the Bâlea Lake, the highest point on the Transfăgărășan highway.



Sorin C. Chineată

EYE OF  
of the Carpathians

TOP OF  
THE MOUNTAINS





# DIVERSITY IN UNITY



The traditional Romanian folk costumes are famous for their intricate embroideries in vivid colors and geometric or floral motifs, sometimes displaying hidden symbols. They also differ a lot depending on the region they come from. The folk costumes nowadays are only worn on special occasions, such as traditional celebrations, folk dances or weddings.



## FOLK culture



Felicia Simion



# THE SACRED LAND

GRATITUDE  
to the earth



Dan Mirica



Romania has an agricultural surface of approximately 14.7 million hectares, of which only 10 million are used as arable land. In 2018 Romania was the third biggest agricultural producer of the EU and produced the largest quantity of corn.

SOURCE  
OF life



# SHARING IS CARING

SEEK  
grace



The whiskered tern comes from the family of Laridae. This bird has several geographical races, differing mainly in size and minor plumage details. This species breeds in colonies on inland marshes, sometimes amongst black-headed gulls, which provide some protection.

Adrian Năsturică

WILD  
HEART<sup>beats</sup>



LIFE CYCLE  
and rebirth

# FIELDS OF GOD



Romania is home to the largest remnant stands of virgin forest in Europe outside of Scandinavia. It is also home to Europe's largest populations of bears, wolves and lynx.



## REFLECTIONS and shadows



Roxana Cociorva



# THE GATES

# PICTURESQUE landscape



# OF AUTUMNmadness



The Carpathian Mountains offer some of the most amazing views in fall, when nature changes its colors in a wonderful mix of auburn shades and hues.



Ionuț Dincă



# LOVER of the Sea

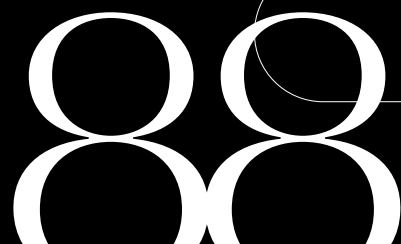
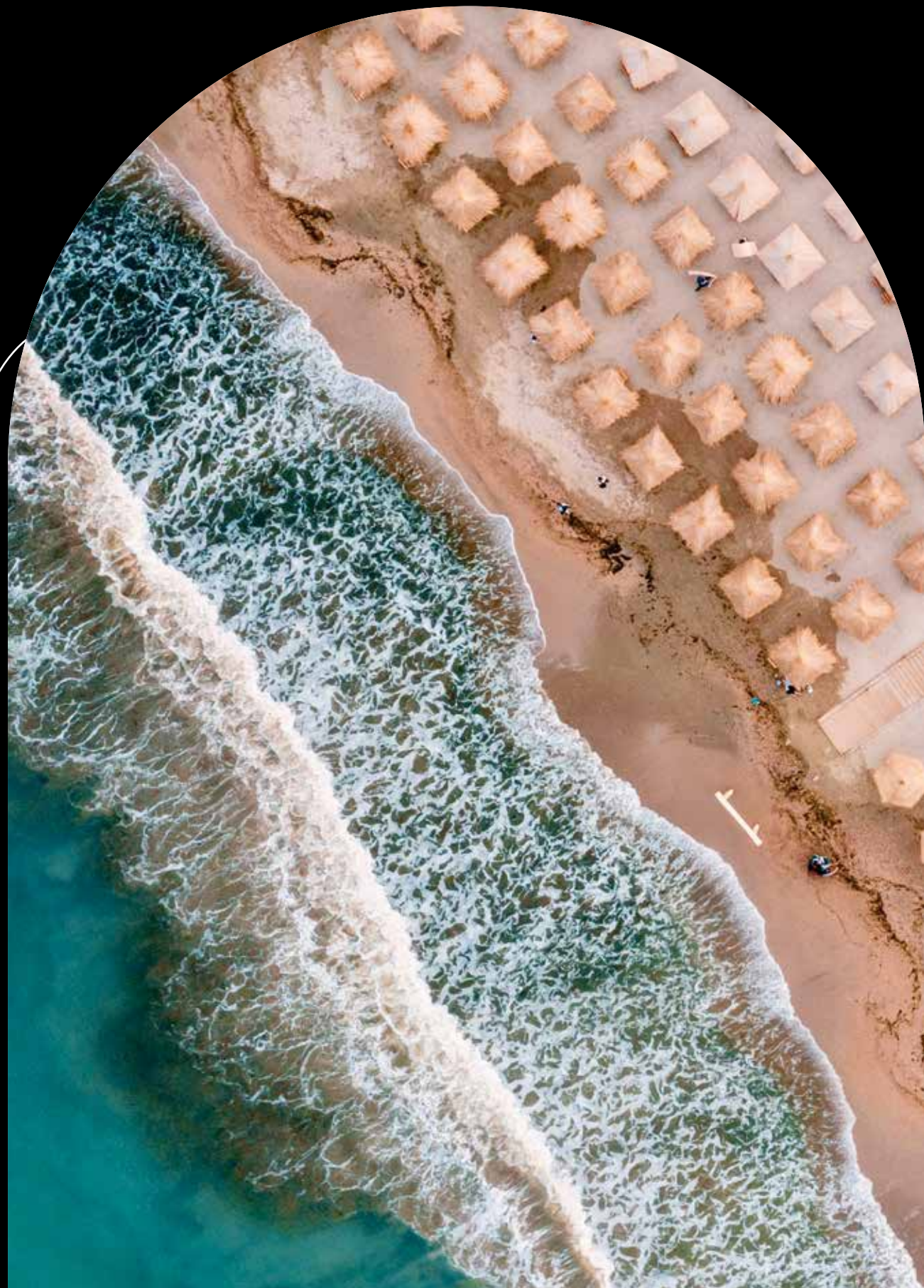
# LOVE STORY



The origin of the Black Sea's name is still veiled in mystery. Theories suggest that the Black Sea was known before as the "inhospitable Sea", mostly because of the presence of savage tribes on its shores.

## STARRING: THE FEARLESS SEA AND THE ROMANTIC SHORELINE

Răzvan Fotescu





# AUTUMN MUST

CUPID'S  
arrows



# HAVE BEEN A PAINTER in another life



The beauty of autumn starts to appear in Romania around mid-October when the battle between emerald tones and orange hues ends in an amazing painting with a stunning array of brown, orange, auburn, yellow and ochre leaves.



Răzvan Anghel





The black goat, also known as the chamois, is found in mountainous habitats across Europe. According to Romania's Environment Ministry, there are more than 8,000 black goats in the country. Known for their agility, the goats can jump up to 2 meters high and reach incredible speeds, even when negotiating steep cliffs.



## IN THE FROZEN KINGDOM



Podu' Stricat



# THE TRADITION

Celebrating Romania's National Day or promoting the country's values and beauty is part of our mission and has become a Nordis standard.

In December 2020 we wished Romanians a Happy National Day on billboards across New York, Tel Aviv and London. Beyond marking the holiday, we aimed for a powerful statement about Romania's true essence and face, inviting the world to see beyond the stereotypes.



In 2021 we are going further still and taking over more spectacular locations across Middle East, Europe, US and Australia.

Every year, we will take one more step in order to keep our goal alive and show the world the beauty and talents Romania has to offer.



# THE JOURNEY

Romania NOW began with a challenge to illustrate the spirit of Romania through an original photography contest and a big shout-out beyond the country's borders. In order to present the beauty of Romania as adequately as possible, a thorough and rigorous selection was conducted in each of the following categories: sport and adventure, history, art, architecture, nature, wildlife, urban lifestyle and rural lifestyle.

Keeping in mind the mission of Romania NOW, which is: encourage, reward, promote, we offered the winners the opportunity to have their photographs featured in this album, and the official campaign run by Nordis for Romania.

It has become by now a tradition for Nordis Group: this is the second consecutive year Nordis has promoted Romania's National Day in the largest, most famous cities around the world. This year, Romania NOW Initiative became a centerpiece of a major outdoor brand awareness campaign in New York, Tel Aviv, Milan, London, Dubai and Sydney.

Romania NOW Excellence Gala aims to celebrate, promote, and drive forward the initiative.

At its first edition, following the Romania NOW theme, the most outstanding photographs are brought together in the form of an art-like photo album. It will be the object of a fundraiser at the Gala and the proceeds will be used to support future actions under the Romania NOW umbrella.



A close-up, high-contrast photograph of a brown bear's face, looking directly at the camera. The bear's fur is dark brown and textured. Its eyes are visible, and its large, dark nose is prominent at the bottom. The background is black.

# ROMANIA<sup>2024</sup> IN THE FUTURE



# THE AFTERMATH

Romania NOW photography competition and photo album, the projection of the winning images on digital billboards in New York, Dubai, Milano, Tel Aviv, London and Sydney, as well as the Romania NOW Excellence Gala, constitute only the first chapter in the Romania NOW success story. It is the start of a beautiful journey around all the things, people, and places that make Romania wonderful.

In the following years we plan to promote the most remarkable achievements in various fields, including business, education and sports, all made in Romania. We truly believe in the extraordinary potential of our country and we are eager to put the spotlight on each aspect of it.



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ROMANIA 