

Thursday, October 31st – Poiana Brașov (Hotel Acasă la Dracula)

9.30 - 10.30

Dracula and Its Translations: An Endless Series of Surprises

Dr. habil. Marius-Mircea Crișan, West University of Timișoara, Romania

10.30 - 11.00

Super-Woman and Super-Man Vampires in 21st Century Fiction

Patrycja Pichnicka-Trivedi, PhD Candidate, University of Warsaw, Poland

11.00 - 11.30

Dark Allure: The Vampire in Polish Literary Modernism

Olimpia Wasyk-Jastalska, PhD Candidate, University of Warsaw, Poland

11.30 - 11.45

Coffee Break

11.45 - 12.45

Digging for Treasure and ‘Unearthing the Vampire’: Exposing Stoker’s Use of the Mandrake in the Construction of Parts of His Book and Monster

Fernando Soto, Independent Researcher, Canada

12.45 - 13.15

Familiarity and Otherness in Dracula Films and TV Shows

Dr. Magdalena Grabias, Maria Curie-Skłodowska University, Poland

13.15 - 14.15

Lunch Break

14.15 - 16.00

Imaginary on Dracula’s Castle – Creative Writing Workshop

Dr. Robert Gabriel Elekes, Transilvania University of Brașov, Romania

16.00 - 16.30

Escaping Mythologies

Dr. Cristian Pralea, Transilvania University of Brașov, Romania

16.30 - 17.00

Stake or Spotlight? How Târgoviște Counts on Vlad’s Legacy for Destination Branding

Alexandra Năstase & Dr. Florin Nechita, Transilvania University of Brașov, Romania

17.00 - 18.00

Teamwork for Preparing Presentations

Tutors: Florin Nechita, Sorin Psatta, Adina Nicoleta Candrea, Giovanna Hendel, Laurence Roussillon-Constanty

Friday, November 1st – Poiana Brașov (Hotel Acasă la Dracula) and Brașov

9.30 - 10.30

Unearthing the Vrykolakas, or How to Study Folk Vampiric Beliefs

Dr. Nina Trzaska, Adam Mickiewicz University, Poznan, Poland

10.30 - 11.00

Political Dracula: A Possible Bram Stoker’s Veiled Stance concerning the Ottoman Empire

Dr. Sorin Ciutacu, West University of Timișoara, Romania

11.00 - 11.30

Ion Gorun’s Interwar Romanian Dracula: A Story of Rediscovery with Ongoing Scholarly Implications

Dr. Anca Simina Martin, Lucian Blaga University of Sibiu, Romania

11.30 - 11.45

Coffee Break

11.45 - 12.15

From Fangs to Freshness: Tapping into Dracula’s Legacy for Organic Energy Drinks Branding in Brașov

Bernhard Moestl, Austria

12.15 - 14.15

Teamwork for Preparing Presentations

Tutors: Florin Nechita, Sorin Psatta, Adina Nicoleta Candrea, Giovanna Hendel, Laurence Roussillon-Constanty

14.15 - 15.15

Lunch Break

15.15 - 17.00

Dracula as an Ingredient in Romanian Destination Branding – Team Presentations

17.00 - 17.30



Closing Remarks and Work Assignments for November 8th Online Session



Night Saver

DRAacula

BETWEEN POP CULTURE AND TOURISM

Tranylvania 
 Oct.28th - Nov. 1st 2024 
 Blended Intensive Programme

**Monday, October 28th – Olimpia –
The Museum of Sports and Mountain
Tourism**

9.00 - 9.30

Overview of the onsite Dracula BIP project and the outcomes of the two online phases
Dr. Florin Nechita, Transilvania University of Braşov, Romania

9.30 - 10.00

Dracula – the Travel Agent During Communist Romania Nicolae Pepene, Manager of the Braşov County Museum of History, Romania

10.00 - 10.30

Ghosts in Romanian Folklore
Dr. habil. Otilia Hedeşan, West University of Timișoara, Romania

10.30 - 10.45

Coffee Break

10.45 - 11.30

From Vlad Tepes to Dracula : focus on Bran Castle
Dr. Dénes Harai, Université de Pau et des Pays de l'Adour, France

11.30 - 12.15

“Estrange cruauté” : the emergence of Dracula’s myth through some Early Modern texts from the collections of the Bibliothèque nationale de France

Dr. Giovanna Hendel, University of Torino, Italy

12.15 - 14.30

Valorizing the Dracula Myth through Private Business Initiatives – Urban Trekking and Teamwork

14.30 - 15.30

Lunch Break

15.30 - 16.45

Embedding the Dracula Story in Guided Tours of Braşov
Dr. Adina Nicoleta Candrea, Transilvania University of Braşov, Romania

16.45 - 17.15

Valorizing the Dracula Myth in Whitby
Dr. Magdalena Grabias, Maria Curie-Skłodowska University, Poland

17:15 - 18:00

In Search of Dracula’s Castle (Documentary)
Corneliu Ţepeluş, Director and Producer

**Tuesday, October 29th – Rupea
Citadel, Viscri and Saschiz villages,
Sighișoara**

9.00

Bus Departure from Memo Campus

10.00 - 10.30

Visit to Rupea Citadel

10.30 - 11.00

The History of Saxons in Transylvania

Dr. Dénes Harai, Université de Pau et des Pays de l'Adour, France

11.30 - 13.00

Visit to Viscri Village

Anthropological Insights into the Rural Life
Dr. Silviu Coposescu, Transilvania University of Braşov, Romania

13.30 - 14.30

Reinventing Traditional Saxon Pottery

Marinel Gyorfi, local artisan from Saschiz village

15.00 - 16.00

Sustainable Tourism and Development Initiatives in Southern Transylvania

Michaela Türk, Development Director, Mihai Eminescu Trust

16.00 - 17.00

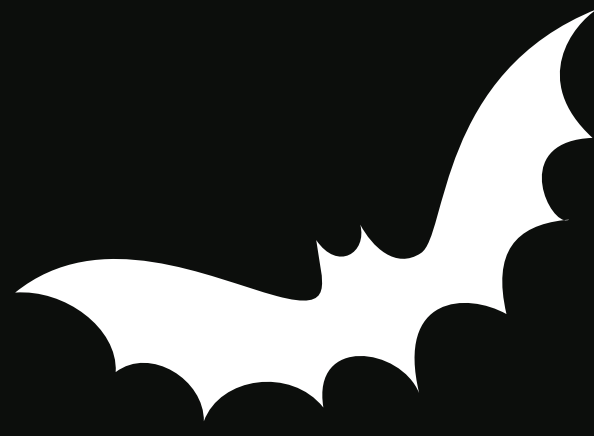
Lunch Break

17.00 - 18.30

Tracing Vlad the Impaler in Sighișoara – urban trekking activities

18.30 - 21.00

Travel Back to Braşov



**Wednesday, October 30th – Bran
Castle, Bran and Şimon villages**

9.00

Bus Departure from Memo Campus

9.45 - 11.00

Visit to Bran Castle

11.00 - 13.00

Constructing and Deconstructing Dracula Castle: Teamwork and Field Research

13.15 - 14.15

Lunch Break

14.15 - 15.00

Dracula in the Movies

Dr. Giaime Alonge, University of Torino, Italy

15.00 - 15.45

Dracula in Advertising

Sorin Psatta, University of Bucharest, Romania

15.45 - 16.00

Coffee Break

16.00 - 17.00

Knocking at Death’s door” - John Polidori’s

The Vampyre and the dualistic representation of women in the Pre-Raphaelite imagination

Dr. Laurence Roussillon-Constanty, Université de Pau et des Pays de l'Adour, France

