

CASE STUDY 5 // URBAN-ACUPUNCTURE PROJECTS IN DANUBIAN CITIES IN BULGARIA

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Urban Acupuncture is an interconnected architectural influence of the collective intellect of the city, in which citizens are encouraged to join the process of creative planning (Casagrande, 2019). Basically, it refers to the urban changes that revitalise the inactive built environment by “needling” urban interventions (ParCitypatory, 2021). It is believed that even small urban change can “cure” entire neighbourhoods or even a city. Such interventions are: reconstruction of abandoned riverbeds, the restoration of community centres and cinemas, the creation of thematic cafes or light, music or colour decoration.

There have been many of the urban-acupuncture projects in Danubian Cities in Bulgaria. “Selfie Alley” Intervention was created in the Danube Park in Silistra (Fig. 46.51). It was formed as the echo of the “Umbrella Sky” Project, which aimed to promote certain places bathed in colours that fill residents and guests with positive emotions (Georgieva, 2021). Similar project has been implemented in Vidin for several years in a row; one hundred colourful umbrellas have created a mood in Rova Park in the city centre, making a positive impression on local people (Pavlova, 2018). Then, “Dragon Alley” becomes a magnet every year in the “Night of the Harry Potter Books”, organized by the Regional Library “Mihalaki Georgiev” in Vidin (RV, 2021). In addition to the transformation of the street space, this event also prepares programme with entertaining games

for participants. In Ruse, “Poeziomat”, the so-called jukebox for poetry (Fig. 46.52), an art installation designed by Ondrej Kobza, “recites” poems by European authors and creates a unique touch to fiction in the urban environment (24Ruse.com, 2018).



Fig. 46_51 / Selfie Alley in Silistra, Bulgaria (source: Municipality of Silistra).



Fig. 46_52 / Poeziomat in Ruse, Bulgaria (source: 24ruse.com).

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