



Beta Awards 2024

Jury report Text Category

Jury members: Aleksandar Bede, Francesco Degl'Innocenti, Ana Maria Zahariade.

Total number of submitted works for Text Category: **21**

Number of works from Romania: **20**

Number of works from Serbia: **1**

Number of works from Hungary: **0**

Number of evaluated works for Text Category: **21**

Phase 1 - selection of the exhibited projects

During the first phase of the evaluation process, the Jury members individually studied each of the 21 works remaining in the competition after the preliminary analysis, based on a set of personal criteria.

After the individual study of the abstracts, the jury gave points from 1 to 10 to each project, all of the points given by the individual members were centralized, It was a pleasure for the jury reading them and observing the large horizon of approaches opened by the curatorial theme. Yet, the variety and quality of these texts made the jury's selection very difficult.

Finally, the Jury selected 8 abstracts, thus trying to cover different perspectives to the theme:

Belenyi Alexandru *Precariously symbolic or Learning From Vama Veche*

Alexandru Beșliu *The Baluster and the Villa. A Journey from the Aegean Sea to Lago Maggiore*

Rodica Dina *Unnoticeable Architectures*

Loredana Gaiță *Cover it roughly, BETA 2022*

Octavian George Gugu *Neocover*

Călin-Munteanu Maximilian *From Cetate with love: revisiting the townscape method*

Larisa Georgiana Popa *Alive dynamic covers*

Miljena Vučković *stand in, cover, shoot*

Phase 2 - selection of the winners

Only 7 papers were delivered for the final selection, and after reading and re-reading them, **the jury of the TEXT category** unanimously decided to award a prize and a special mention.

The Special Mention goes to **Miljena Vučković**, with the text *stand in, cover, shoot*

First, the topic the author approached is highly interesting. It uncovers a particular ongoing phenomenon, namely the commodification of certain urban or natural places by the foreign movie industry and their transformation into film locations, in Hungary, Croatia, Serbia, or Romania.

The author thus dealt with the dilemmatic encounter of camera framing and tax incentives, making us reflect on our experience of authenticity on-screen and off-screen. This type of text would benefit from more extended argumentative illustrations.

The Prize of the Text category goes to **Loredana Gaiță** with the article *Cover it roughly, BETA 2022*

The paper is critical, with interesting arguments, and courageous, too.

The author discusses the superficiality of delocalizing/placing various urban interventions in random/foreign contexts as if they were “artworks” only with aesthetic meanings.

In our opinion, this text is the best selection for the prize of this Beta edition because it can be seen as a self-criticism of Beta itself. This is an unusual stance, but it demonstrates that Beta is mature enough and has the inner force to uncover retrospectively and revisit its own gestures/decisions that lack the significance they were expected to have.