



**3 D GO**  
**IMAGE PROMOTION PROGRAMME**

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## I. GENERAL CONCEPT.

GO is the supreme for of harmony - said Go Seigen.

The human mind was never more creative then at the time when invented **GO - the Game**. Even in the XXI century, Homo Ludens must been kept alive. And GO is the right solution. GO give us every thing we need: mindbuilding, emotion, beauty, fair play, friendship.

Simple and discreet, GO game needs all the support of the image **promotion & public relations specialists and journalists**, in the condition of the European civilization, in order to increase his notoriety, visibility and number of players, especially children.

This 3D image promotion is a 3 years programme; it started in 2006 and it will finish in 2008. Some of the projects are all ready finished, some are unrolled, and others are in stand by.

The whole strategic Image Promotion & Public Relation "**GO 3 D**" programme includes:

### **MEDIA GO projects:**

- GANDUL (THE THOUGHT) - GO daily column;
- RADIO3NET GO lessons;
- GOMANIA GO TV show.

### **GO EVENTS projects:**

- GO at GAUDEAMUS Book National fair;
- LOOKING FOR GO TEACHERS;
- 20 YEARS LATER - anniversary of 20 years from first Romanian National Championship

### **GO ART projects:**

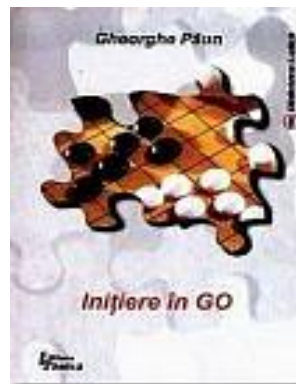
- PROFESSIONAL ARTISTS;
- ROMANIAN HANDICRAFT ARTISTS;
- CHILDREN ART.

The project who will participate to the competition "European GO Centre Award" is presented in Chapter III. MEDIA GO - 3.1. GÂNDUL (THE THOUGHT) GO Daily Column.



## II. 3 PERSONAL REASONS.

My first contact with *GO* game was in the spring of 1999. At the time, I met Mr. Gheorghe Paun, member of the Romanian Academy and founder President of Romanian *GO* Federation.



Gheorghe Paun and his 2 "favourite children": the book and *GO* set - made in Romania

He gave me a lot of "mathematical" arguments about the benefits of playing *GO*. But, as all women, I needed more. I needed to feel *GO*, in order to involve myself in the Romanian *GO* community. I needed some personal subjective reasons.

Here there are the 3 major personal reasons that made me become Press Officer and PR Manager of Romanian GO Federation (in 2005) and GO journalist (in Romanian mass media since October 2006 and as AGA GO E-Journal European correspondent, since January 2007):

- because of my meeting with sensei Catalin Taranu in April 2004;
- because I love children;
- because my mother develop the Alzheimer malady.



2 of my personal reasons



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**III. MEDIA GO.** Mass media represents the most efficient channel of communication to different targets of potential GO players.

**III.1. GÂNDUL (THE THOUGHT)** - GO daily column (from Monday to Saturday).

GÂNDUL is a national newspaper with a 35,000 readers/day ([www.gandul.info](http://www.gandul.info)).

The slogan of the paper is "Nobody thinks for you" and the logo is the Neolithic statue of Hamangia's thinker.

The target of this newspaper are young business people (25 - 40 years old), high education, married with children.

The GO daily column started in 30 October 2007 and, until today, I wrote 150 items about GO (lessons, news from competitions, portraits of Romanian Go players, etc). For the lessons part I was assisted by sensei Mirel Florescu.

Soon, the daily GO column will be supported by an interactive web site ([www.gandul.info/GO](http://www.gandul.info/GO)).

In Appendix 1 a, b, c, d, e, there are some of the articles I published and one first page of the newspaper. In The Appendix 2 there are all the titles of the 150 items. In Appendix 3 the draft for the GO website.

### III.2. RADIO3NET GO LESSONS.

RADIO3NET is the public broadcasting programme on internet, launched 2 years ago (see [www.radio3net.ro](http://www.radio3net.ro))

Before this date, the radio station RADIO ROMANIA TINERET was on FM and was addressed to the children and young people from Romania. I worked for this station from 1997 to 2004 and I was the editor and producer of radio show junior.ro

At this moment, I have the accord of the General Manager of the radio - Mr. Florian Pittis - to produce a new radio show **MINDBUILDING**, who will include the GO, chess, bridge and scrabble lessons.

Together with the technical team we are working now to a soft in order to have the on line images and sounds for the teachers.

The project will start at the beginning of the summer holyday (15 June 2007).

The target is children and teenagers. The daily number of visitors of the site is 28.000 people.

### III. GOMANIA TV SHOW.

GOMANIA is a TV show based on an original idea inspired by the meeting I had with Naoko Owaki a volunteer from Japan International Cooperation Agency. She and some others 40 colleagues came and stayed for about 2 years in Romania and worked in the Children's Palaces, all over the country, in order to present the best of Japanese cultural heritage. Naoko becomes a fan of Romanian old traditions and folklore and she started to play Go in Gura Humorului (the birth place of sensei Catalin).

The idea of the TV show is based on the cultural exchanges between the to people - Japanese and Romanian - during the GO lessons. The 3 main characters of the TV show will be two Romanian children: a boy - GOguță and a girl - GOguleana from the small mountain village and a Japanese volunteer. The target of the show is the children from 5 - 12 years old.



*GOgutza and GOguleana.*

In the Romanian old traditional games of childhood there is a similar game with *GO*; its name is *moara* (the mill) or *tzintar* (see. <http://math.ubbcluj.ro/~sberinde/moara/index.html>).

This is more difficult project from the "**GO 3 D**" programme to be accomplished, in order to find a sponsor.





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### IV. GO EVENTS.

There are 2 kinds of events I organized: specialized and "grand public" ones.

Here are, in a short presentation, 3 of them.

#### IV.1. GO at GAUDEAMUS.

GAUDEAMUS is the most important national book fair, organized by SRR - Romanian Radio Society.

GO at GAUDEAMUS is a "grand public" event.

Thanks to my good personal relations with the organizers, Romanian GO Federation received, free for charge, a small stand (booth) in the fair. In these area Romanian Go players offers to the visitor's free GO sets (9x9) and books of initiation, made demonstration and free lessons, distributed some flyers with information about the GO clubs in towns.

The caravan GAUDEAMUS go in the biggest towns of Romania. We participated at:

- Bucharest edition - November 2006;
- Craiova edition - March 2007;
- Cluj Napoca edition - April 2007;

And we will be present in:

- Timisoara edition - May 2007;
- Bucharest edition -November 2007.

We estimate more then 10.000 visitors who stopped to our stands and who were informed about the possibilities to learn and play *GO* in their towns.

#### IV.2. LOOKING FOR *GO* TEACHERS.

This was a specialized event I organized in Gura Humorului, during 21 to 23 August 2006. Thanks to the special help coming from Mr. Teodor Virtic from Bistrita Children Palace, 30 teachers from Bucovina and 20 children learned *GO*.

We have the support to the local authorities, some generous sponsors and local media.

See Appendix 4, 5, 6.

#### IV.3. 20 YEARS LATER

In 1987 it was organized first Romanian National Championship.

After 20 years, like in the novel of Alexandre Duma, the young and enthusiast pioneers of the Romanian *GO* will be again together.

The event will be included in the programme of the European Team Championship, who will take place in Romania at the end of October 2007.

An "old boys" tournament will be organized on this occasion.



## V. GO ART.

GO ART is very special ways to attract the people who are not very strong in mathematics to play GO. It is addressed to the "right brain" players.

One project, 3 different categories of artists realized some GO art masterpieces.

### V.1. PROFESSIONAL ARTISTS.

This GO project was presented on the occasion of ING MEMORIAL 2006 Sinaia Romania. I asked 3 of my good friends to realize some GO art items that were exhibited in the GO master's room. See Appendix 7.

Cristian Chesut is the head of Design department of Visual Art University from Cluj Napoca. His life conviction it is express in one simple sentence: "LUDEO, ERGO SUM!" Appendix 8 (send by post).

Diana Dorundel is a professional plastic artist specialized in different techniques. (See [www.dianaborundel.go.ro/](http://www.dianaborundel.go.ro/)).

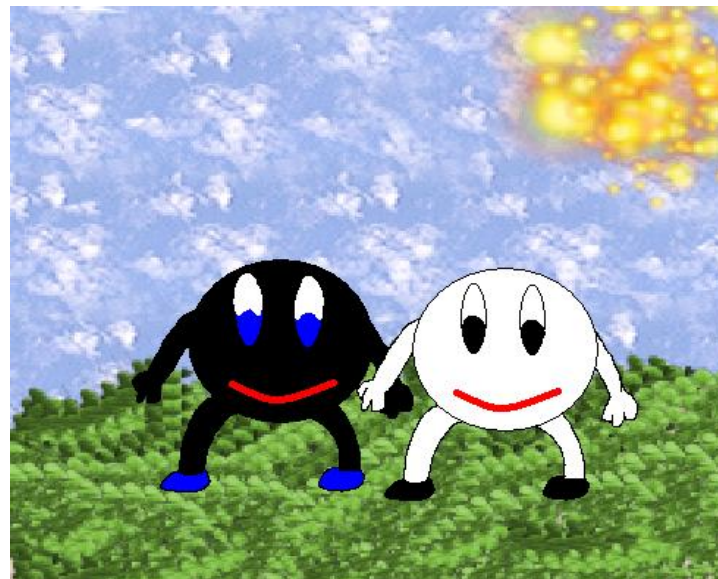
Bogdan Petry is one of the most famous caricature Romanian artists. He made the caricatures of Fan Hui, Catalin Taranu, Alexandru Dinerstein and Svetlana Shikshina. Appendix 9 (send by post).

## V.2. ROMANIAN HANDICRAFT ARTISTS.

3 Romanian handicrafts artists: Mariuca Parvu, Letitia Orsivschi and Cucu Ureche will present the *GO* art items, with traditional Romanian folklore influences, on the occasion of European Team Championship - October 2007.

## V.3. CHILDREN *GO* ART.

Diana Ardelean 12 year's old and 3 kyu *GO* players are also a very talented painter. She made a lot of drawings inspired by *GO* game, offering her first one to Saijo sensei on the occasion of his visit in Bucharest. For 2008, I will to produce, for Romanian *GO* Federation, a calendar with all Diana drawings.



Let's be friend – one of Diana drawing



## VI. BUDGET & TEAM.

There was no budget for all those projects. Only on volunteering.

Every thing I was able to do in order to make a new image and strong image to the GO game in Romania it was possible with unconditional help of my good colleagues and friends:

- Gheorghe Paun;
- Sensei Mirel Florescu;
- Teodor Virtic;
- Sensei Catalin Taranu;
- Mihai Opris;
- Florian Pittis;
- Cristian Chesut;
- Diana Bodundel;
- Bogdan Petry;
- Diana Ardelean;
- Mariuca Parvu;
- Marius Vasiliu;
- Cucu Ureche;
- Nicu Lazar.



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### VII. CONCLUSIONS.

I am just a mirror trying to reflect, as clearly as possible, the *GO* activity in my country.

In the same time, I am a catalyser to stimulate more and more people to start to play *GO*.

In the web site of sensei Catalin, he wrote: "A game of *GO* is like a human life: starts with great plans, continues with even greater fights to make them possible, and ends with small calculations. ....Like life, *GO* is beautiful, simple but at the time extremely complicated.

I am still in the great plans stage.