Taralej stage / Veliko Tarnovo / Bulgaria

1. The Cast:
5 excited „hedgehogs“ (in Bulgarian taralej means hedgehog) who want to develop their club

A month before the start of EASA 2016 (where Transformeri were tutoring a workshop), they met the founders of Taralej club. The young artists from Taralej club had changed the cultural life of Veliko Tarnovo organizing a lot of cultural actions. Being a cultural hub that attracted the city’s creative people with its weekly schedules, it needed to expand to the outside in order to realize summer activities in the open air.

This meeting influenced the workshop proposal of Transformeri in a way that fitted their credo - to pursue a social effect in the development of architectural design.

4 ready-for-action „transformatori“ (with their super transforbus) who are tutoring a workshop at EASA 2016

7 young and enthusiastic EASA „rabbits“ who still don’t have any idea what is going to happen

The needs of Taralej club met Transformeri’s ideas and the opportunity to involve young people from EASA in not only architectural but also local cultural context.

The support of wonderful friends

2. The Ingredients:
30m2 decking
4m3 wood

A sponsorship proposal by Kahau came at the right moment - they donated the decking material for the stage. EASA was a very good platform to use material and human resources for a good cause.

the imagination of the rabbits, the hospitality of the hedgehogs, the guidance of transformeri and everybody’s hard work

3. The Environment:
Taralej Gallery outside
Taralej Gallery inside
Samovodska charshia in Veliko Tarnovo
Up, down & stairs

A month before the start of EASA, Transformeri met the founders of Taralej club. This meeting influenced the workshop proposal in a way that fitted Transformeri’s credo - to pursue a social effect in the development of architectural design. We believe that not only the final product is important but also the people involved. The young artists from Taralej club had changed the cultural life of Veliko Tarnovo organizing a lot of cultural actions. Being a cultural hub that attracted the city’s creative people with its weekly schedules, it needed to expand to the outside in order to realize summer activities in the open air.

Steep terrain of medieval Bulgarian capital inspired the topic proposal of Transformeri’s workshop. The stair-like outlook of the old town is best described by the local proverb which says that there are 3 main directions in Veliko Tarnovo - “up”, “down” and “stairs”. Samovodska charshia used to be the trade center of Veliko Tarnovo in the end of 19th century. The situation of Taralej Club at Samovodska charshia was driven by the idea to enrich its traditional atmosphere with a space for contemporary art and cultural innovations.