

## EVENTS

### Professor Dr. Iuliu Hațieganu celebrated in Dârja, a brand with great reputation (4)

The 4<sup>th</sup> edition of the *Old Fair* in Dârja, held on Saturday 31 august 2019, evoked Professor Iuliu Hațieganu's personality.

Iuliu Hațieganu was born to the family of a Greek-Catholic priest in Dârja village on 14 April 1885, and he died on 4 September 1959. Sixty years have passed since Professor Iuliu Hațieganu's death.

He attended the Superior Gymnasium in Blaj, and subsequently, the Faculty of Medicine of the Cluj and Vienna Universities.

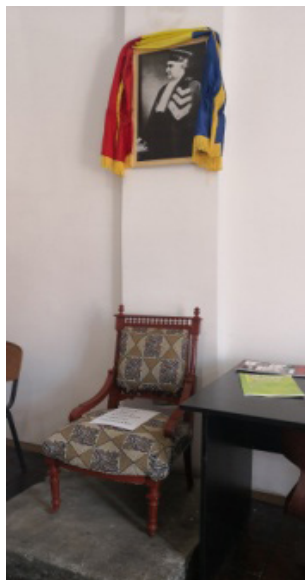
For this year's celebration, local authorities through the efforts of local councilor Ștefan Fluieras inaugurated a room dedicated to the Iuliu Hațieganu museum. The folk dance group of the Iuliu Hațieganu School in Panticeu participated in the event.

Iuliu Hațieganu represents a *brand* for Dârja village and

for Panticeu commune. A brand can be a name. This is *Iuliu Hațieganu*. Country brands cannot exist without local brands which support them and provide a guarantee. To survive, brands should be cultivated. One of the forms of cultivating the *Iuliu Hațieganu* brand is the annual organization of this Old Fair in Dârja. There are other forms of cultivating the Iuliu Hațieganu brand, which can be identified by the Local Council, and then transposed into projects financed from European funds or funds allocated to projects by the Cluj County Council, in partnership with the Cluj County School Inspectorate, the Youth and Sport Authority and the Public Health Authority of Cluj County. These projects should include several mandatory elements: an attractive title, the justification of the need to implement the project, the general and specific objectives of the project, the activities for meeting the objectives, and the beneficiaries of the project.



The newly created *Iuliu Hațieganu* museum room in the Dârja school building.



Armchair in the museum, belonging to Professor Iuliu Hațieganu.



Dance group belonging to the school in Panticeu.

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