



SAWH Online Exhibition 2026: **'Translations'**

translations as conversions

translations as filtrations

translations as migrations

Online exhibition launch end of June 2026

UPT - SCSS launch 11 June 2026

UPT's exhibition coordinators

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SAWH schools (in alphabetical order):

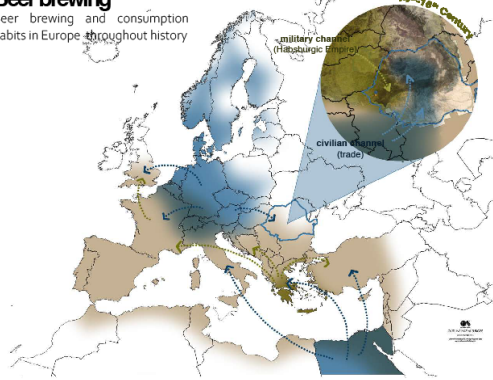
~~ensaRx~~ (Bordeaux, FR), ~~UoE~~ (Edinburgh, GB), ~~ensa~~ (Nancy, FR), EDNA (Nantes, FR), ~~UniNa~~ (Naples, IT), Carleton (Ottawa, CA), ~~ansaRLX~~ (Paris, FR), Archip (Prague, CZ), ~~ensa~~ (Strasbourg, FR), ETSA (Seville, ES), UPT (Timișoara, RO), IUAV (Venice, IT)

The students of the HERITAGE RESTORATION AND REGENERATION master's degree, from 1st year, and those of the URBAN PLANNING AND TERRITORIAL DEVELOPMENT master's degree, from 2nd year, present their own research and the results of the reflections accumulated during the theoretical courses on historical documentation and critical analysis, respectively on the rehabilitation of historical areas.

'Timișoreana' Beer Factory

Beer brewing

Beer brewing and consumption habits in Europe throughout history



The earliest varieties of beer are believed to date back to around 3000 BC, although it remains uncertain whether the discovery of the fermentation process occurred locally or was based on knowledge originating from the Near East.

In the 5th century BC, the status of beer varied. It was present both in Ancient Greece and in the Roman Empire, but suffered a major decline in favor of wine. This perspective on beer spread throughout the Empire however, due to differences in climate and customs, Celtic and Germanic tribes, as well as the peripheral and northern regions of the Roman Empire, did not adopt this view on a large scale, keeping to the production and consumption of beer independent of social status.

In the 5th century AD, a 'great revival of beer' occurred as Germanic tribes took control over large parts of the Western Roman Empire.

In the 9th-10th centuries, the expansion of Carolingian authority encouraged an increase in beer production, with monasteries required to meet demand for this beverage for internal consumption, the poor, pilgrims, visitors, and the nobility, with quality varying according to the target audience. During this period, monastic production approached a commercial scale.

During the 12th-13th centuries, beer brewing became firmly established as a commercial activity, with hops redefining the brewing method.

The 18th century was marked by experiments in the brewing process. With the success of this new fermentation process, beer industries in continental Europe embarked on the path of industrialization.

In the 19th century, renewed appreciation for and production of "specialty beers" and traditional styles led to the development of the microbrewery movement.

Beer production in Romania can be traced back to the 14th century in Transylvania and Moldavia, under the influence of the Saxons, a Germanic people who settled in these regions in the 13th century, for whom beer is regarded as a national beverage. In the 16th century, documentary evidence also attests to its presence in Wallachia, while in the Banat region which houses Timișoara, such references appear later. These records indicate the civilian channel through which beer entered the territory of present-day Romania.

Thus, the first mentions in Banat emerge during the pre-industrial period (18th century), coinciding with the establishment of the earliest breweries near major Austrian garrisons following the occupation of Banat, representing the military channel through which beer production was introduced in the region.

Beer types and origins

A reflection of translation in beer brewing, case study 'Timișoreana'

Beer brewing is a process heavily reliant on translation of knowledge, mainly done by a brewmaster taught in accordance to different brewing schools, established in the 18th century in particular, caused by the introduction of bottom fermentation in German countries. The large cellars necessary have created the need to experiment with lager beer to get the investment amortized. As these lost their importance one can see a resurgence of variety.

LAGER
Doppelkorn-Bier - Austria-Germany
Märzen - Bavaria (Germany)
Heller-Bier - Germany
Doppelmärzen - Bavaria (Germany)
Münchener - Munich, Bavaria (Germany)
Eck-Bier - Erbeck, Bavaria (Germany)

LAGER
Casno-Bier - Pilsen (Bohemia, Czech lands)
Corvin-Bier - Munich, Bavaria (Germany)
Reccord-Bier - Austro-Germany

ALE
English Porter - London (England)

LAGER
Clucasi, Ursus - Central Europe
Timișoreana - Austria - Bavaria (Germany)
Steig - Kapa - Austro-German
Czeck Lager - Bohemia

ALE
IPA - England
Porter / Black - England
Red Ale - British Isles

BEER MIX
Cooler (Radler) - Germany



History

(Names, variations, and ownership of the complex)

- 1718 Founded by order of Claude Florimund de Mercy (military administration of the Habsburg Empire), subcontracted to the Köpisch brothers, later to Menzcer and Schlesinger, all of Jewish origin
- 1727 Brewery south of the cavalry barracks / *Kays Bray Haus* - successive leasing of the complex
- 1740 *Das alte Bräuhaus* (popular name) - demolition of the imperial brewery complex
- 1744 *Temesvarer Cammerl - Bräuhaus / Temesvariens Braxatoria Domus Cameralis* - reconstruction of the complex at its present location in the Fabric district, operated under lease
- 1824 *Caal Bräuhaus* - administration of the Aulic Chamber
- 1836 *Königliche Kammeral Bräuhaus*
- 1858-1883 *Aktien-Fabrikshof* / „*Részvény Gyárudivar*” / (*Curtea Beării S.A.*)
- 1883-1911 *Temesvarer „Fabrikshof” Bierbrauerei A.G. / Temesvári „Gyártelep” Söröző R.T. (Fabrica de bere Timișoreană „Curtea Fabricii” S.A.)* - Ignaz Deutsch and Son Ltd.
- 1911-1920 *Temesvárer Bürgerliche Bierbrauerei Actiengesellschaft / Temesvári Polgári Söröződe Részvénytársaság / Fabrica de Bere Civilă Timișoreană S.A.* - Hungarian Bank and Commercial Co. Ltd.
- 1920-1948 *Fabrica de Bere Timișoreană S.A. / Temesvárer Bierbrauerei Actiengesellschaft / Temesvári Söröződe Részvénytársaság*
- 1948-1990 *Fabrica de bere „Timișoreana” / Întreprinderea de bere „Timișoreana”* - nationalization
- 1990-2001 *S.C. „Bere Timișoreana” S.A.* - transition from state ownership to privatization through the MEBO method
- 2001-2017 *S.C. Bere Timișoreana S.A.* - SABMiller plc / Compania de Bere România S.A. / Ursus Breweries
- 2017-present *S.C. Bere Timișoreana S.A.* - Asahi Group Holdings Ltd.



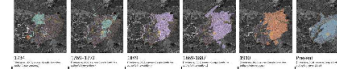
A history of translations of goods and customs

Context

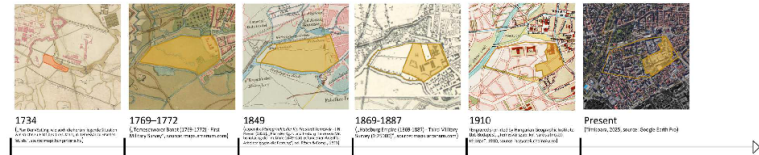
Urban Evolution of Timișoara (18th Century–Present)



Urban Evolution of Fabric District (18th Century–Present)



Urban Evolution of the Beer Factory plot (18th Century–Present)



Once settled in its final location, one can observe a correlation between the plot and the importance of the factory in daily life.

As the beverage brewed here was a lifeline for many people, the plot assigned matched this status in size. Concomitant, social life was no stranger to the plot, the so called "brewing meadow" and the brewing parlor being a connection between industrial and civilian sectors.

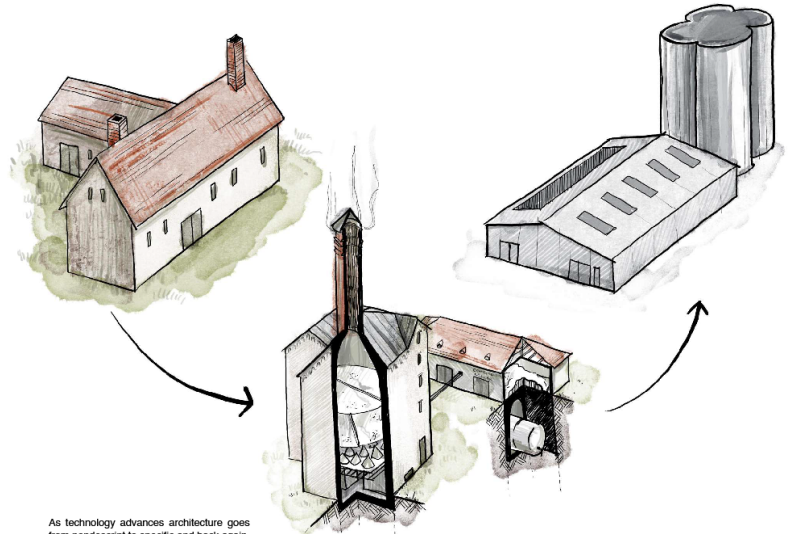
The brewery complex, listed under code TM-a-A-06167, is located at 28 Stefan cel Mare Street, Timișoara. It consists of several buildings dating from approx. 1749 to the present day. The development of the complex was shaped by the customs of the communities that settled in the area, who initially relied on the product as a means of ensuring a safer and healthier livelihood. Over time, the significance of beer shifted from necessity to one primarily associated with recreation and leisure.

The successive names of the brewery bear witness to the ethnic evolution of the city. A gradual translation of the main designation can be observed, eventually resulting in a Romanian-language translation of the original German name, no longer accompanied by additional titles. The frequency of these names in written sources reflects not only the proportion of speakers of each language within the population, but also their social status as the Romanian-language designation became dominant following the abandonment of the former privileges granted to German and Hungarian communities, in the context of the 1910 union.

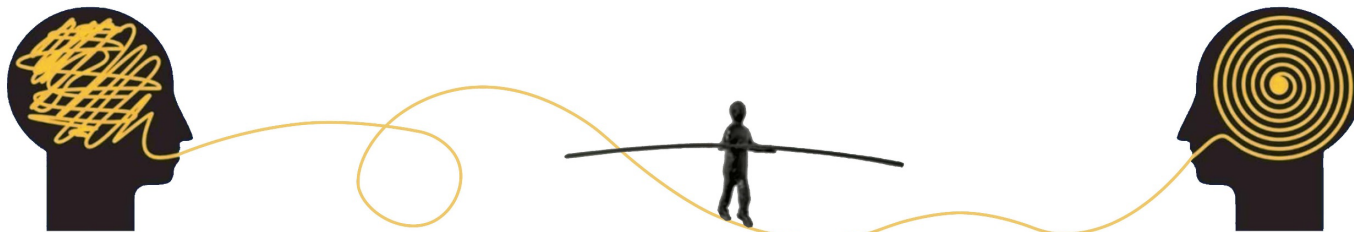
Although production has been steadily increased, habits translated towards western trends and beer had lost its importance towards the 20th century. This is all the more obvious while looking at the steady decrease and occupation of the factory's initial land by non-related buildings despite its increase in size.

Brewery

A translation of paradigm reflected in industrial architecture



As technology advances architecture goes from nondescript to specific and back again. And as these changes happen most features get repurposed or eliminated to make space for the new as seen looking at this complex.



Traduceri în Arhitectură

De la idee la formă construită

Acest panou propune o interpretare a arhitecturii ca proces de traducere, în concordanță cu tema expoziției virtuale „Traduceri”, care analizează transformarea sensurilor între limbaje, valori și contexte materiale. Structura panoului urmează trei etape – Source, Transformation și Result – ce reflectă parcursul unei idei arhitecturale de la concepția abstractă până la forma construită și recunoscută public, având ca studiu de caz Opera din Sydney.

În etapa Source, traducerea începe în plan conceptual. Ideea arhitectului se formează ca un gând abstract, influențat de contextul cultural, natural și material al sitului. Acest moment poate fi înțeles ca o conversie de limbaj, în care intențiile și percepțiile inițiale sunt transformate dintr-un limbaj mental sau artistic într-un limbaj arhitectural. Astfel, arhitectura funcționează ca o traducere între discipline – de la idee și concept la spațiu și formă construită.

Etapa Transformation reprezintă procesul activ al traducerii. Ideea inițială este transpusă în schițe, desene tehnice, studii și etape de execuție, trecând printr-un proces de selecție și rafinare. Această fază reflectă traducerea ca filtrare de valoare și semnificație: nu toate intențiile inițiale sunt păstrate, ci sunt reinterpretate pentru a răspunde cerințelor structurale, funcționale și culturale. În acest context, arhitectura contribuie la definirea valorii unei clădiri, care, în cazul Operei din Sydney, a dus la recunoașterea sa ca sit al Patrimoniului Mondial și la atribuirea unei Valori Universale Remarcabile.

În același timp, etapa de transformare evidențiază și dimensiunea traducerii ca migrație de oameni și materie. Materialele, tehnologiile, cunoștințele și forța de muncă circulă și se adaptează, reflectând atât migrații tangibile, cât și transferuri intangibile de know-how și semnificație.

În etapa Result, traducerea ajunge la forma sa finală și vizibilă. Clădirea realizată devine un obiect arhitectural lizibil, accesibil și interpretabil de către public. Ideea inițială, născută în mintea arhitectului, este astfel tradusă într-o realitate construită, care depășește contextul local și capătă o semnificație culturală globală. Opera din Sydney ilustrează această traducere completă, de la gând abstract la reper arhitectural recunoscut internațional.

Prin această succesiune, panoul demonstrează că arhitectura este un proces continuu de traducere, care conectează ideea, valoarea și materia, transformând gândirea individuală într-o experiență colectivă și durabilă.

SAWH oX26 - SAWH Online Exhibition 2026
'TRANSLATION'

"Traducerea": între trecut și prezent
Mănăstirea Cârța

Conceptul de „traducere”, aplicat patrimoniului construit, este abordat ca un instrument de transmitere a memoriei și sensului monumentelor istorice către societatea contemporană. În restaurarea clasică, traducerea nu implică reinterpretare creativă, ci mediere între epoci, prin cercetare, conservare și punere în valoare.

Mănăstirea Cârța, monument medieval de origine cisterciană, oferă un cadru relevant pentru această analiză. Ajunsă în stare de ruină și lipsită de funcțiunea sa inițială, existența actuală a sitului depinde de procese de documentare, conservare și explicare, care permit înțelegerea valorii sale istorice și simbolice.

Traducerea se manifestă aici prin selecția și transmiterea informațiilor despre arhitectură, funcțiune și sacralitate, fără alterarea autenticității materiale. Astfel, restaurarea devine un act de responsabilitate culturală, orientat spre continuitatea memoriei și nu spre transformarea sensului monumentului.

Conceptul de “translation,” when applied to the built heritage, is understood as a tool for transmitting the memory and meaning of historical monuments to contemporary society. In classical restoration, translation does not imply creative reinterpretation but rather mediation between different eras through research, conservation, and valorization.

The Cârța Monastery, a medieval monument of Cistercian origin, provides a relevant framework for this analysis. Having fallen into ruin and lost its original function, the site’s current existence depends on processes of documentation, conservation, and interpretation, which make it possible to understand its historical and symbolic value.

Translation is expressed here through the selection and communication of information about architecture, function, and sacredness, without altering the material authenticity. In this way, restoration becomes an act of cultural responsibility, oriented toward the continuity of memory rather than the transformation of the monument’s meaning.



SAWH is an international network of architecture schools, focusing pedagogy and research on the theme of dynamic UNESCO World Heritage sites.

SAWH promotes knowledge-sharing between the worlds of conservation expertise and cutting-edge architectural intervention, providing fertile ground for constructive debate and architectural production on themes of theory and best-practice.