

DIRECȚIA GENERALĂ  
RELAȚII INTERNAȚIONALE  
ȘI EUROPENE



MINISTERUL  
EDUCAȚIEI  
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Către: Tania IRIMIA, director general

Direcția Generală Educație și Învățare pe Tot Parcursul Vieții

De la: Paraschiva DOBRE, director general

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Ref: Concursul de lucrări literare contemporane de scurte dimensiuni „Flash Europa 28”

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Urmare informațiilor primite prin intermediul Ministerului Afacerilor Externe și al Ambasadei României la Beijing, vă aducem la cunoștință următoarele:

Statele Membre (SM) ale Uniunii Europene au fost invitate, în cadrul reuniunii lunare a consilierilor culturali de la Beijing din aprilie a.c., să lanseze, prin canalele interne (Ministerul Afacerilor Externe, Ministerul Educației Naționale, sistemul școlar și universitar, asociații literare), un concurs de lucrări literare contemporane de scurte dimensiuni (flash fiction, maximum 500 de cuvinte), urmat de selecționarea a 5 lucrări câștigătoare.

Logo-ul acestui proiect este 28-28-28 (28 de state membre UE participă cu lucrări ale prozatorilor tineri, sub 28 de ani, pentru o prezentare a creațiilor lor pe durata a 28 de săptămâni în China).

Lucrările vor fi prezentate on-line în cadrul mai multor platforme populare în China, timp de o săptămână (de luni până vineri). Totodată, toți autorii vor primi o copie a lucrării colective, conținând 140 de povestiri.

Pentru identificarea în fața publicului cititor chinez, prozele scurte trebuie să conțină referințe clare ale țării de unde provin. Este benefic ca subiectul acțiunii să se desfășoare în spațiul geografic al SM.

Str. General Berthelot nr. 28-30,  
Sector 1, 010168, București  
Tel: +40 (0)21 405 62 12  
Fax: +40 (0)21 312 66 14  
www.edu.ro

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Concursul este deschis începând cu 15 iunie a.c. și se va încheia la data de 15 august 2014.

Programul de lansare a celor 28 de săptămâni va începe în octombrie, a.c.

Proiectul se desfășoară cu sprijinul librăriei Bookworm din Beijing ([www.chinabookworm.com](http://www.chinabookworm.com))

În acest context, vă solicităm sprijinul în vederea diseminării informațiilor privind acest concurs instituțiilor de învățământ preuniversitar / persoanelor care ar putea fi interesate de participare.

**Termenul limită de depunere a lucrărilor, în limbile română și chineză, este 1 august 2014.**

Anexă: Materialul de prezentare al proiectului lucrărilor literare contemporane flash fiction (4 pag)

# Flash Europa 28

(Project Draft Outline)



The Bookworm  
老書蟲

- Stories must be clearly set in the author's native country
- Stories must be 500 words or less.
- Entrants should include a biography of 50 words or less and a headshot.

## Timeline

- Two weeks of pre-competition publicity at EU and national levels through respective embassy channels.
- Deadline is eight weeks after first call for submissions.
- National centres will have two weeks to decide on selected list of flash fiction stories.
- A period of two weeks will be allotted for translations.
- Distribution over 28 weeks.

TOTAL: 42 weeks.

- Flash Fiction from 28 EU Member States
- Young European Writers of 28 years and under
- Stories of 500 words or less, with works clearly set in 28 different nations
- Five Selected Pieces from 28 Countries Translated into Chinese
- 28 weeks of Distribution of 140 stories across Chinese Social Media Platforms

## Proposed Distribution Methods for Flash Europa 28

Below are some of the key ways the project's writing will be made available and promoted in China.

- Establish main project website:

TBC: [www.flash-europa-28.org](http://www.flash-europa-28.org)

The official project website. Visitors to the site can sign up to the newsletter that will send out the 140 stories over the 28 weeks.

- Utilise European Delegation's website and mailing lists:

[http://eeas.europa.eu/delegations/china/index\\_en.htm](http://eeas.europa.eu/delegations/china/index_en.htm)

- Each EU embassy can utilize their own websites and mailing lists to promote the project.

"The era we're in is an age of short stories"

Award-winning Chinese author Yan Lianke, speaking at the Bookworm Literary Festival, March 2014

Flash Europa 28 proposes to showcase European flash fiction and offer free, original, creative and quality content to the Chinese online reader. It will distribute European flash fiction written by young authors from each of the 28 member states of the European Union. Through national competitions five submissions will be selected from each state, translated into Chinese and distributed free of charge, over a period of 28 weeks to Chinese audiences via multiple social media platforms.

Very short fiction is not a new genre, it has its roots in multiple literary traditions across the world. The art of brevity in storytelling and use of words has existed for centuries, perhaps nowhere more

strongly than East Asia—China's everyday chengyu 成语 and Japan's renowned haiku poems, for example. What is changing, however, is that technology is facilitating a renaissance and popularisation—even democratisation—of very short fiction.

There are eager audiences too. In the face of changing technology and the rapid pace of modern life, flash fiction is gaining new popularity. The highly mobile, multi-tasking and ever-connected reader is looking for and touched by minimal and spare reads, reads which capture the essence of life in our fast-paced and rapidly changing world through the digital prism.

Over the course of this project, Chinese readers will be transported via their mobile devices to each of the 28 member states of the EU, one country each week, seeing the nations through the fresh, short storytelling of their cutting-edge flash fiction writers.

*"Flash allows literature to be a part of our everyday life, even if we are strange multitasking creatures adlibed by a world that demands more, more, more"*

American flash fiction writer Grant Faulkner

#### Project Outline

- Each national competition shall be organised by the embassies, working with their respective domestic literary partner agencies and channels.
- Submissions shall be sent to a national centre in each of the 28 participating states.
- The national centres shall select a shortlist of five stories to represent their countries.
- Coordinated by the respective embassies, each nation's five selected stories will be translated into Chinese.
- Stories will be distributed across China by The Bookworm over a period of 28 weeks at a rate of five stories a week, one country per week, one story per week day.

#### Submission Criteria

- All authors must be EU citizens.
- Authors must be aged 28 or under at time of submission.
- Stories must be submitted in an official language of the author's native country.

- Utilise the Bookworm's websites and mailing lists in Beijing, Chengdu and Suzhou:

[www.chinabookworm.com](http://www.chinabookworm.com)

[www.beijingbookworm.com](http://www.beijingbookworm.com)

[www.suzhoubookworm.com](http://www.suzhoubookworm.com)

[www.chengdubookworm.com](http://www.chengdubookworm.com)

- Weixin/WeChat platform 微信 / 公众平台

- Douban 豆瓣

A site that focuses on books/music/movies, with a social RSS service that the audience can subscribe to.

- Weibo / 微博

Sina Weibo and Ten Cent Weibo

These have a 140-word limit, so can be used as teasers/promo to get people to link to full story/sites.

- Shi Tao Storytelling 石涛讲故事

◦ Total of 25,000 followers across China that focuses on the arts.

- China Youthology

◦ Weibo site with 27,000 young, well-educated followers.

The Bookworm's team will focus on cultivating more partnerships, website optimisation and maximising the number of content readers for this free, fresh content.