

# PANDA

## AWARENESS PROJECT

CHENGDU

Sichuan — China — 2014

**T** **TITLE:** Photography Project Proposal

**Q** **SCOPE:** ❶ Raise awareness about panda conservation | ❷ Create high quality photos for merchandise that can drive revenues to conservation funds | ❸ World-wide collaboration with NGOs & Media.

**📅** **DATE:** Aug 10, 2014; Revision: Aug 15, 2014

**👤** **AUTHORS:** Razvan Ciuca & Andra Miloiu

**👥** **PARTNERS:** TBD (NGOs / Animal Conservation etc)

**👤** **SPONSORS:** TBD

**🔗** **REFERENCES:**

▶ Photographer's artwork:

- Website: <http://razvanciuca.com/>

- Panda photos: [http://razvanciuca.com/?mtheme\\_featured=pandas](http://razvanciuca.com/?mtheme_featured=pandas)

▶ Sponsor's Website: TBD

▶ Media Partners: TBD

# PROJECT PROPOSAL

## Idea

Help **boost awareness at world-wide level** about **panda conservation efforts**, as well as the valuable work done at the Breeding Center.



## Details

A **photography project** coupled with cross-collaboration between conservation entities, with the **end goal of reaching millions of people**.

## Context

The Panda Centers in China provide an **ideal ground for visually documenting the panda bears** and sharing results with the public.



## Details

**Razvan Ciuca** along with local and other expat photographers will participate and provide the artwork, English text, stories and facts about the bears.

## Implementation

**Initiate the handshake** with the main partners, **approach NGOs**, Media and Sponsors; as well as **focus on events & artwork preparation**.



## Details

**Spread the news** about the intention and add more team members; **contact photography schools** for a community approach; **reach out to animal conservation entities** and pique their interest.

## Results

**Desired outcome:** succeed in **creating buzz** and reaching a **sizable audience**, distribute the merchandise through exhibitions and events. Approach local companies to support the cause.



## Details

**Boost people awareness;** encourage donations to animal **conservation funds** - and panda adoption; package the artwork in different formats and deliver it through events and with media help.

**IN ESSENCE:** A PHOTOGRAPHER COMMUNITY DRIVEN PROJECT THAT TARGETS GLOBAL REACH AND WILL BENEFIT THE PANDAS.

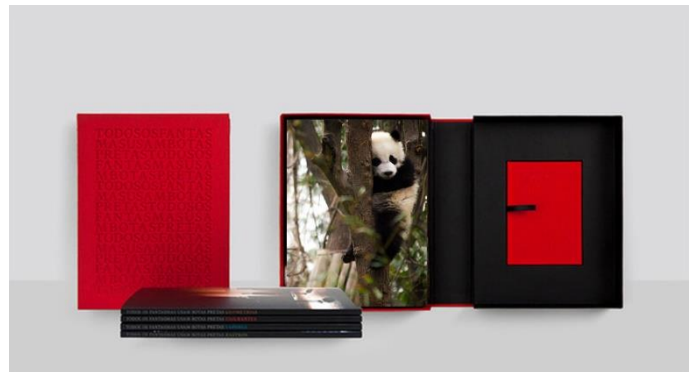
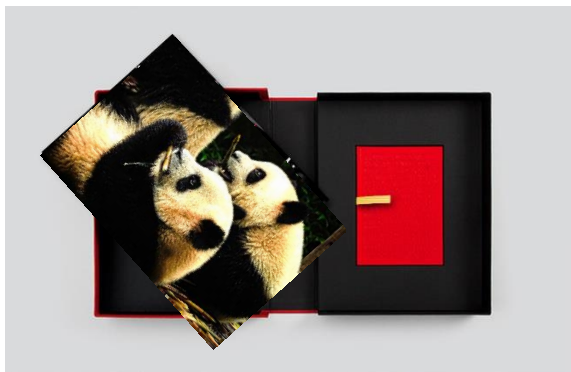
# PROJECT OBJECTIVES

## COLLABORATION GOALS:

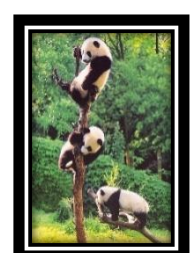
- 1 **Create high quality photographs** – visit the Panda Breeding Center to capture beautiful and interesting moments from pandas' daily life.
- 2 **Document the bears' life cycle** – photograph panda bears in different stages depending on age, from early birth to playful childhood and eventually the wise maturity.
- 3 **Write facts and stories about each bear** – each picture will be accompanied by a story portraying a particular moment or offering key facts about the pandas.
- 4 **Package the pictures in commercially usable formats** – edit the photos and text, then package them in albums and other preferred merchandise formats.
- 5 **Collaborate with NGOs and other entities** – by involving world-wide animal conservation organizations we can promote the work, deliver it to a wider audience and increase public awareness about panda conservation and the Panda Breeding Center. This can have further reach in promoting Chengdu as a touristic destination.

## COLLABORATION RESULTS:

- ▶ **ALBUMS:** they can be educational, informative for the younger audience; and we can also package the artwork in a more high-end format for top paying customers.



- ▶ **POSTERS, POSTCARDS, T-SHIRTS, DVDs, CALEDARS & OTHER MERCHENDISE:**



- ▶ **CORPORATE MERCHANDISE & DONATIONS** (CSR - corporate social responsibility), **EXHIBITIONS, EVENTS, MEDIA BRIEFS** (focus on funding and panda "adoption").

# THE TEAM



**Razvan Ciuca**  
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**Andra Miloiu**  
- PROJECT MANAGER -

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Hi,



We're two adventurers who love to travel and document the world through photography.

We enjoy initiating or getting involved in projects that bring value and make a difference.

Thus, we'd like to collaborate with you and together make this a successful project.

# PAST ACHIEVEMENTS



## EXHIBITIONS

**2012:** our artwork was displayed in two exhibitions in Sichuan.

**2013:** a selection of photos participated in an international exhibition circuit.

**2014:** Razvan had a solo exhibition. Also, Blue Roof Art Museum extended an invitation for a workshop and exhibition, both being a great success. The audience enjoyed a wide array of photos, as well as a workshop focused on sharing photography best practices.

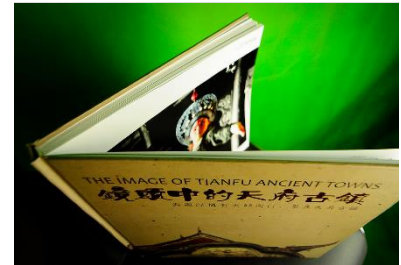


## WORKSHOPS

In an effort to give back to the community, we've organized free events and workshops targeting to teach enthusiasts and beginner photographers.

We've shared our knowledge through a workshop held at Blue Roof Art Museum. The event benefited from press and television coverage.

Also, we've associated with Aurora photography school in Chengdu to provide recurrent workshops and events.



## PROJECTS

We've contributed to "The Image of Tianfu Ancient Towns" album published by Chengdu Municipal Tourism Administration and Chengdu Culture & Tourism.

Another similar album included some of Razvan's work, this one targeting to capture the beauty of Pengzhou city and its surroundings.

Last year Razvan took part in an initiative focused on promoting the giant panda and the Panda Breeding Center.

**..and many others:** [Duzhe magazine cover](#), [FWA photo of the day](#), [Press & Online presence](#) etc.



# ABOUT US



## OUR PROFILE

A passionate team dedicated to providing high quality artwork, training material and value through strategic partnerships. We mainly focus on the followings:

- Capture the beauty of the world and share it via exhibitions.
- Organize workshops intended to share best practices and train aspiring photographers.
- Help build and strengthen branding image for photography businesses.

## WHAT WE DO

**Globetrotters:** travel the world and freeze in time beautiful moments.

**Give back** to the community by offering free events and workshops.

**Offer business owners opportunities** to increase exposure, sales and easily reach their audience. Here's how:

- Sponsorship and active presence during events helps build trust and boost exposure. It also provides a unique opportunity to interact with the target audience.
- Our [expat] photographer can endorse products offline and online (*present during the launch of a product; speaker at events; use his image to promote products; build reputation by association*).

Our story begins almost nine years ago with a first trip to Italy.

Greece, Egypt, Jordan, Syria and many others followed shortly after. We “vagabonded” through Europe and Middle East using the opportunity to document adventures, interesting experiences and the mundane alike.

Razvan, our photographer, leveraged his skills to capture extraordinary places and people. Thus, photography became for us a visual and emotional anchor to each of those places and situations we've been through.

Since then we've managed to see more than 20 countries spread over 3 continents, adding Asia to our portfolio.

At this moment we're exploring China, as well as Thailand, Cambodia, Malaysia, Philippines, Indonesia and many more countries from Southeast Asia. You could say we've fallen in love with them and we're busy capturing the beauty they have to offer.

It's easy to join us and enjoy the results: <http://razvanciuca.com>.

Beside all these, we've started giving back to the photographer community in Chengdu by organizing free events and exhibitions open to all photography enthusiasts. We're keen on sharing with other passionate people the lessons learned, the battles lost and everything in between.

Also, we're glad to collaborate with local business owners who specialize in photography. We've had successful exhibitions and events organized together with generous sponsors who earned good reputation among the community, showcased their product offer to a wide audience and made participants happy by offering prizes and purchase discounts.

Win-Win situations are our forte point and we've made it a mission to help other people achieve these scenarios.

THANK YOU!