

EVENTS

Evocation of Professor Dr. Iuliu Hațieganu in Dârja (3)

Evocarea Profesorului Dr. Iuliu Hațieganu la Dârja (3)

The purpose of the *Old Fair* in Dârja village - Panteceu, Cluj county is to give an impulse to the village life and to revive crafts, as well as to bring the young urban generations closer to the more experienced rural generations.

Recently, in an editorial entitled *Promoting regional brands in sports and sports medicine*, published in the *Palestrica of the Third Millennium - Civilization and Sport* journal, it was shown that in Cluj county and in the North-Western region of Romania, there are insufficient local or regional brands supporting the country brands from various fields of activity (Bocu, 2015). That editorial highlighted only 3 regional brands specific to Cluj county: *Gheorghe Moceanu*, *Iuliu Hațieganu* and *Ion Moina*.

A brand can be a name. A brand distinguishes itself through several types of positive significances conveyed: attributes, benefits, values, culture, personality, targeted consumer type (Armstrong & Kotler, 2006). Brands can be proposed as annual projects to be financed from European funds, by the County Council, in partnership with the County School Inspectorate, the County Authority for Sport and Youth and the County Public Health Authority. These projects must include several compulsory elements: an attractive title, the justification of the need to implement the project, the general and specific objectives of the project, activities to achieve the objectives, and the mention of the beneficiaries of the project.

The 3rd edition of the *Old Fair* in Dârja, organized on Saturday 18 August 2018, evoked the personality of Professor Iuliu Hațieganu.

Iuliu Hațieganu was born in Dârja village in 1885, in the family of a Greek-Catholic priest. He attended the Superior Gymnasium in Blaj, then the Faculty of Medicine of Cluj and Vienna Universities.

He advocated the creation of sports parks and recreation places, according to the principle of *a healthy mind in a healthy body*. In fact, when he was appointed a State Secretary Minister in the Ministry of Labor, Health and Social Protection in the Iorga government (29 April - 14 July 1931), he resigned after his proposal to create a Physical Education department was rejected (Dr. Ion Cantacuzino was minister during that period). He also wished, through the *Medical Society of Physical Education and Sport* created by him in 1930, to reorganize physical education based on medical principles and criteria (Marin, 1999; Bârsu, 2014). Iuliu Hațieganu supported mass sport practice by youth, an idea expressed in relation to the sports park built by him: *This is not a stadium where 22 people do sport and 22,000 watch them, but he wants to reverse these figures so that 22,000 people do sport and 22 watch them* (Morariu & Almășan, 1969).

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The monument built in the old square of Dârja village, dedicated to the union of Transylvania with Romania in 1918



The tombstone of the Hațieganu family in the cemetery behind the church

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The boys' folk dance group of the school in Panticu



The girls' folk dance group of the school in Panticu



A circle folk dance on the occasion of the same event



Playing a football match with teams formed on the spot



A moment of relaxation after the artistic program