

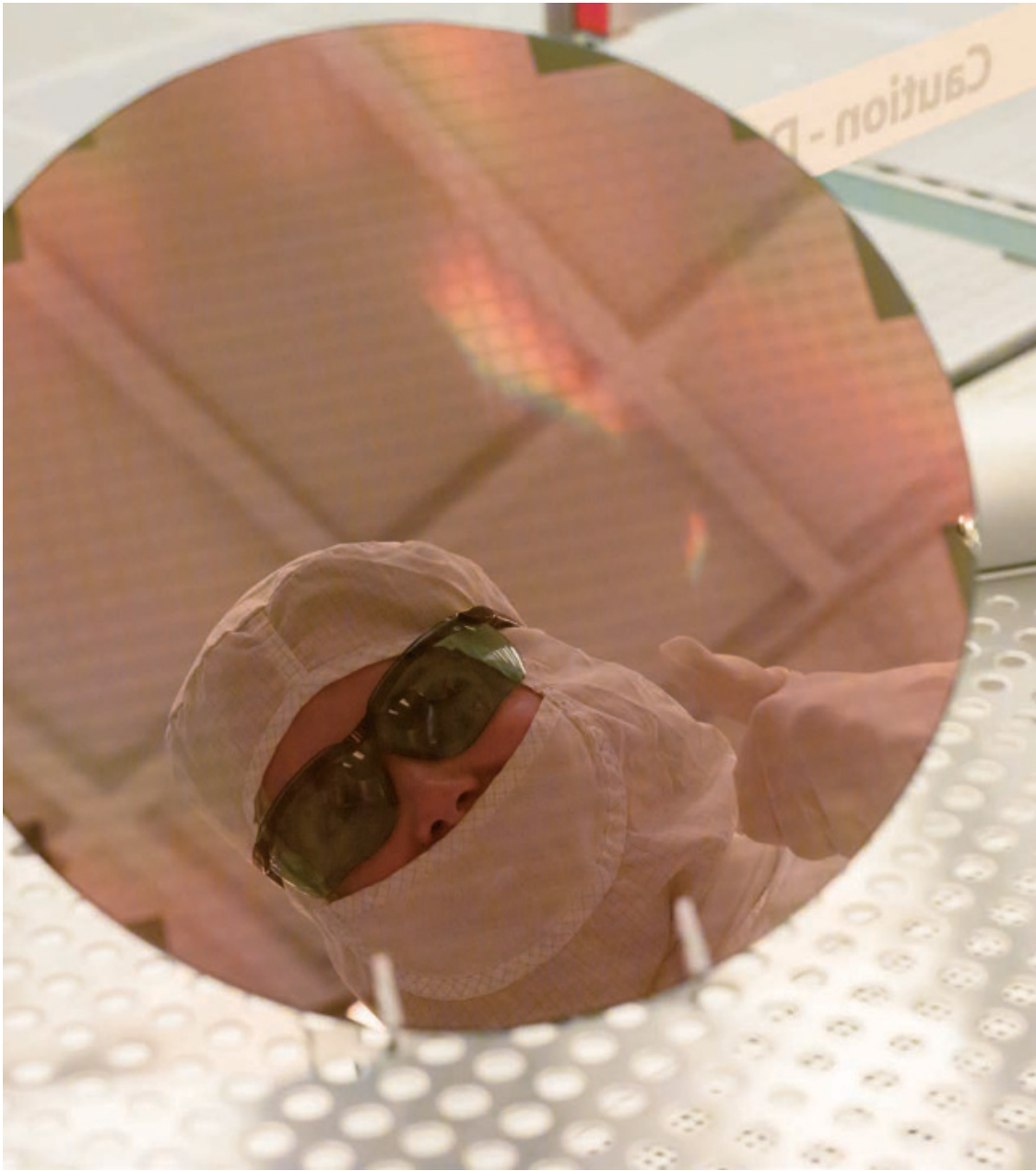
# Bloomberg Businessweek

May 6, 2024

## THE TECH ISSUE

War on TikTok. Biden's \$20 billion bet on Intel. GM versus Apple. Elon versus Sweden. How to navigate Silicon Valley's many reboots





◀ A new wafer at an Intel chip fab in Oregon

**THE TECH ISSUE**

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## ■ COVER TRAIL

How the cover gets made

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"It's our annual Tech Issue!"

"Exciting! What's the biggest story in tech right now?"

"AI."

"OK. What else?"

"Um. It's AI."

"Heard, but say you were in a courtroom with our AI overlords, and they forced you to pick something that wasn't AI. It would be..."

"That tech is now so powerful, its biggest companies find themselves in pitched battles with bedrock social institutions during a massive year in global elections."

"Wow. That's heady."

"Also, sometimes a country's therapy records get accidentally leaked by a hacker."

"This is making me feel like we've fallen down the proverbial rabbit hole."

"Sounds like you've found your cover image."

"Better than a shot of me hiding under my desk!"



Cover:  
Illustration by  
Somnath Bhatt

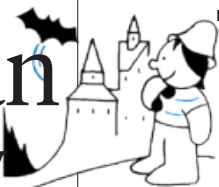
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# Plan a Romanian Holiday



The country has fascinated for centuries. Luxury travelers are finally finding out why  
*By Lebawit Lily Girma*

In March, 34 years after the fall of communism, Romania joined the Schengen Area, which means European Union citizens traveling there by air or sea won't need a passport. The reasons to visit extend beyond picturesque Saxon villages, beautiful mountains and the fabled home of Dracula. (Bran Castle has erroneously been linked to the fictional vampire.) Romania is now emerging as an offbeat luxury gem.

To see the highlights you'll need five to seven days, says Raluca Spiac, founder of bespoke travel agency Beyond Dracula and the country's unofficial tourism ambassador. Add a week if you want to get to the northeastern region of Maramureș, famous for its wooden churches, or Bucovina, home to painted 16th and 17th century monasteries.

The point, Spiac says, is to take your time: Romania is a place for those who understand luxury as being able to slow down. Here's an itinerary we collaborated on to jump-start your planning.

## ● Begin in Bucharest

Young Romanians used to yearn for Europe's other urban hubs, but many now want to live in Bucharest, a city that's benefiting from infrastructural investments. A tech community is likewise blossoming, with companies such as Oracle, Google and Romanian-founded Bitdefender planting flags here.

**Where to stay:** Set up in the heart of Centru Vechi, or Old Town, where Autograph Collection's Marmorosch Bucharest hotel fills a 19th century bank—the bar is in a former vault. Its 217 rooms (from €163, or \$174) include art deco-style suites with balconies. By September, the Corinthia Bucharest will arrive, with 30 palatial, gold-trimmed suites and an outpost of Monaco's swish nighttime spot Sass' Café.

wetland, it's home to more than 90 protected species of birds, including the whiskered tern, Eurasian coot and great crested grebe.

## ● Trek to Transylvania

Three hours north, red-roofed medieval towns contain Gothic churches, castles and views of the Carpathian Mountains.

**Where to stay:** In the village of Criș, Bethlen Estates (rooms from €350) is a collection of five restored, centuries-old villas served by a small restaurant—all owned by a local family.

**Don't miss:** From the hotel, it's a two-hour e-bike journey to Sighișoara, a Saxon village known for its Unesco-protected, pastel-colored buildings. The highly rated Casa Joseph Haydn there is open for breakfast, lunch or dinner. The town of Saschiz, an additional 45-minute ride from Sighișoara, has a celebrated woodworking and painting tradition and is surrounded

by wildflower fields where Buckingham Palace sources its honey. (Britain's King Charles III has a vacation home in the area.) Spiac can arrange tastings with the beekeepers in charge of production.



The medieval fortress town of Sighișoara in Transylvania

## ● Don't Bother With Dracula

A five-hour trip east sees western Transylvania's green valleys and forests shift to dramatic granite peaks.

**Where to stay:** Matca recently opened with 26 rooms and villas (from €445) on the outer edges

**Where to eat:** For the best introduction to Romanian fare, Spiac recommends Caru' cu bere. It draws as many tourists as locals for hearty roasted polenta, topped with matured cheese and smoked sausage.

**Don't miss:** The Museum of Recent Art (MARE) has a collection of postwar Romanian work that ranges from religious to satirical. The 462-acre Herastrau Park, where locals gather to picnic and go boating, is just a 10-minute walk away. Be sure to end up at Noua, which puts a creative spin on regional Romanian dishes; the seven-course tasting menu clocks in at around \$70.

**Take a hike:** Decamp with a guide on Day 2 to Văcărești Natural Reserve, three miles outside the capital. A thriving urban park and

of a rewilded forest. Take in the sprawling mountain views from the spa's heated pool before sitting down for lunch with Romanian rosé at Stup, the on-site restaurant.

**Don't miss:** Bike along the Bucegi Mountains, or join Romanian Orthodox monks to play the semantron—a percussion instrument used in the centuries-old “toaca” prayer call.

**Skip:** Bran Castle may be Romania's one and only tourist trap, so forgo the tour. Instead, break up the three-hour trip back to Bucharest with lunch in the Saxon city of Brașov, for panoramic views of surrounding villages from the 14th century fortress. Sure, the castle is touristy, but it does offer a beautiful parting glance of Romania.