



IES-GEN nr. 138 / 31.03.2024

Annual report 2024

The Center for Projects of the Municipality of Timișoara is a public cultural institution subordinated to the City Council and established in 2021. In 2024, with amounts from both the city budget and the state budget, The Center for Projects continued to fund projects, mainly in culture but also in other fields of interest, like education, youth, civic involvement and sports. Also, by the end of 2024, the Project Centre contributed to the implementation of the national cultural programme 'Timișoara – European Capital of Culture' and to the valorisation and consolidation of its legacy. In 2024, its fourth year of operation, the Center for Projects continued to manage spaces belonging to the Municipality of Timișoara, making them available to the local community."



2024 was mainly a year of consolidation and collaboration for the Center for Projects of the Municipality of Timișoara. We continued to provide non-reimbursable funding, manage Timișoara's three already renowned cinemas — Timiș, Victoria, and Studio — as well as other community spaces, while also capitalizing the legacy of the Timișoara 2023 Programme.

*Through the **10 funding programmes** implemented in 2024, with **24,460,000 RON** a total **allocated budget**, we supported over **300 projects, scholarships, and mobility grants**, directly benefiting more than **500,000 people**.*

*A key moment of connection between Timișoara's entire creative community, local residents, and visitors from across the country and abroad was **City Celebration** — the largest cultural event we organise annually, and a central legacy of the Timișoara 2023 Programme. In 2024, we succeeded in bringing together more than **55,000 participants** and **over 70 active organisations from Timișoara**. Beyond this flagship event, we organised **14 additional cultural initiatives within the Power Station programme**, each enriching community life and strengthening the ties that bind us.*

The results of 2024 are first and foremost due to your involvement — active citizens, funding beneficiaries, partners, and collaborators. Thanks to your trust and support, we were able to transform ideas into reality and take on the responsibility of contributing to a more prosperous future for all.

Looking ahead to 2025, we aim to continue our funding programmes, develop new cultural initiatives, and respond even more directly to the needs of the community. We will keep working with passion and dedication, firmly believing that only together can we build a vibrant, inclusive, and opportunity-rich city.

— Alexandra Rigler

Director, Center for Projects of the Municipality of Timișoara



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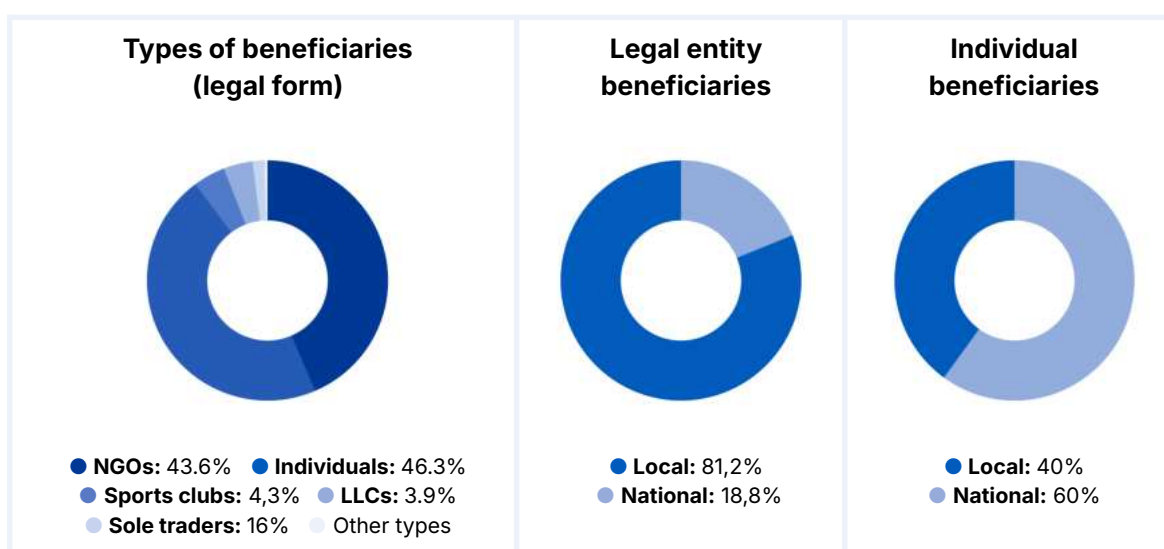


Funding programmes

Number of funding programmes carried out in 2024	10
Total allocated budget	24,460,000 RON
Total contracted budget	21,615,719.68 RON
Total executed budget (until 31 March 2025)	21,235,600.59 RON

Beneficiaries

Total submitted applications (project funding applications, grants and mobilities)	632
Total funded applications (projects, grants and mobilities)	304
Total beneficiaries - funded individuals and cultural operators (unique)	257
Total direct beneficiaries (participants in activities and events)	505,789 ¹
Public events / activities with beneficiaries	2,246 ²
Percentage of legal entities first funded in 2024	33,33%
Percentage of individuals first funded in 2024	94,96%



¹ Based on the estimates of cultural operators.

² Idem.



• Creative schools 2023-2024 | Power Station+

centruldeproiecte.ro/finantari/power-station-scoli-creative

Non-reimbursable funding programme for projects aimed at developing the capacity of education professionals to integrate art into schools and adapt school spaces to stimulate creativity

Creative Schools 2023-2024 | Power Station+ extends and strengthens the national cultural programme "Timișoara – European Capital of Culture 2023".

Allocated budget	2,000,000 RON
Contracted budget	2,000,000 RON
Executed budget	1,978,441.11 RON
Source	state budget, via the Ministry of Culture's budget
Implementation period	11 January 2024 - 11 November 2024
Submitted applications (grant applications)	36
Projects funded under the programme	28
Direct beneficiaries of the funded projects	22,000
Public events / activities with beneficiaries	226



The Stories of Timișoara – Podium Association, House of Culture Timișoara | Photo: Rafael Leucuța



• Legacy Timișoara 2023

centruldeproiecte.ro/finantari/legacy-tm2023

Funding programme dedicated to projects that build upon and amplify the results of the National Cultural Programme "Timișoara – European Capital of Culture 2023".

Allocated budget	7,060,000 RON
Contracted budget	7,049,998.93 RON
Executed budget	7,002,710.23 RON
Source	state budget, via the Ministry of Culture's budget
Implementation period	12 April 2024 - 11 November 2024
Submitted applications (grant applications)	95
Projects funded under the programme	55
Direct beneficiaries of the funded projects	286,714
Public events / activities with beneficiaries	782



HEI | House of European Institutes - The Romanian-German Cultural Society of Timișoara, at Bastion 1

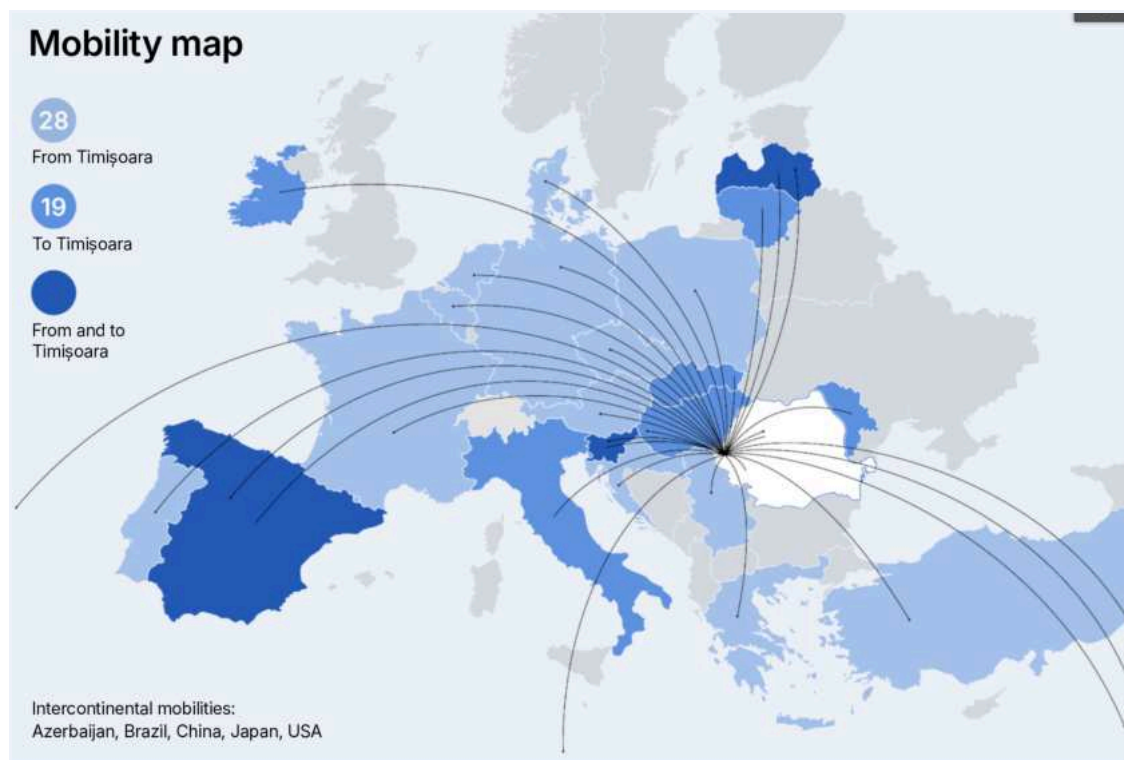


• Mobilities for Cultural Sector Professionals | Power Station++

centruldeproiecte.ro/finantari/power-station-mobilitati

The travel grants and training placements (combined under the funding programme titled Mobilities for Cultural Sector Professionals) play an important role in strengthening international collaboration and positioning Timișoara as a key hub for contemporary art and culture in Europe. In the long term, the mobility programme for the cultural sector aims to become an ongoing mechanism for encouraging international participation and circulation among cultural professionals, continuous learning and professional development, as well as collaboration and the consolidation of partnerships.

Allocated budget	1,000,000 RON
Contracted budget	556,749.75 RON
Executed budget	481,224.76 RON
Source	state budget, via the Ministry of Culture's budget
Implementation period	2 October 2023 - 5 November 2024
Submitted applications (grant applications)	92
Funded mobilities	47





• Energy! Creative Grants | Power Station

centruldeproiecte.ro/finantari/energie-burse-de-creatie-2024

The creative grants play an important role in enhancing the cultural vitality of the city and affirming culture as a driving force of local community development, by providing financial support to active creators who work in the fields of visual arts, literature, music and sound arts, theatre, dance and performance, digital arts and new media, as well as cultural journalism.

Allocated budget	1,600,000 RON
Contracted budget	1,599,000 RON
Executed budget	1,599,000 RON
Source	local budget of the Municipality of Timișoara
Implementation period	10 June - 25 November 2024
Submitted applications (grant applications)	216
Awarded grants	82
Direct beneficiaries of the funded projects	2,000
Public events / activities with beneficiaries	93



DJ Shuffle. A story from Banat – Ovidiu Zimcea, at Pixel | Photo: Sandra Andrei



• City in Motion

centruldeproiecte.ro/finantari/orasul-in-miscare-2024

This programme has supported projects aimed at showcasing local sports initiatives, increasing the levels of physical activity across various population groups in Timișoara, and supporting athletic performance at the local level.

Allocated budget	2,500,000 RON
Contracted budget	2,500,000 RON
Executed budget	2,398,745.20 RON
Source	local budget of the Municipality of Timișoara
Implementation period	20 May 2024 - 11 November 2024
Submitted applications (grant applications)	38
Projects funded under the programme	21
Direct beneficiaries of the funded projects	51,444
Public events / activities with beneficiaries	179



We move the community – Football for all – Atletico Timișoara Sports Club Association, at Voința Stadium



● Youth in Action

centruldeproiecte.ro/finantari/tineret-in-actiune-2024

The *Youth in Action* programme aimed to support the active participation of young people in the city's cultural, social, and educational life, through projects that ensure equal access to non-formal education, personal development, free expression, professional growth, and creative process.

Allocated budget	1,000,000 RON
Contracted budget	950,000 RON
Executed budget	921,548.94 RON
Source	local budget of the Municipality of Timișoara
Implementation period	31 May 2024 - 15 November 2024
Submitted applications (grant applications)	26
Projects funded under the programme	14
Beneficiari ai proiectelor finanțate	10,000
Public events / activities with beneficiaries	195



UniHack – The Students' League of the Faculty of Automation and Computers in Timișoara, at CRAFT
Featured: "Cinema Summer School" – Identity Education Association, at Cinema Victoria | Photo: Identity Education



● Impulse in the Community

centruldeproiecte.ro/finantari/impuls-in-comunitate-2024

The *Impulse in the Community* funding programme followed two thematic directions: *Community Involvement* and *Culture in the Community*, each with seven funded projects. The main objective of the programme was to increase the number of residents actively engaged in the city, in community-driven initiatives, for an improved quality of shared urban life, as well as to grow the number of participatory cultural interventions across the city, through creative actions tailored to city spaces and communities.

Allocated budget	1,000,000 RON
Contracted budget	1,000,000 RON
Executed budget	986,959.94 RON
Source	local budget of the Municipality of Timișoara
Implementation period	2 July 2024 - 15 November 2024
Submitted applications (grant applications)	25
Projects funded under the programme	14
Beneficiaries of the funded projects	14,000
Public events / activities with beneficiaries	183



Woven secrets- Neighbourhood workshop – FABER Association, at FABER



- **Culture now**

centruldeproiecte.ro/finantari/cultura-in-prezent-2024

Through the *Culture now* funding programme, we supported contemporary culture across production, distribution, and consumption, in line with current trends in the relevant fields. The programme funded film festivals, concerts, exhibitions, dance and theatre performances, as well as projects dedicated to children — all of which amplified the role of culture in the city's development and contributed to strengthening Timișoara's image as an environment conducive to freedom of creation and expression.

Allocated budget	2,000,000 RON
Contracted budget	2,000,000 RON
Executed budget	1,951,021.41 RON
Source	local budget of the Municipality of Timișoara
Implementation period	13 June 2024 - 25 November 2024
Submitted applications (grant applications)	48
Projects funded under the programme	24
Direct beneficiaries of the funded projects	24,000
Public events / activities with beneficiaries	318



Anca Benera & Arnold Estefan – Rehearsals for peace, Art Encounters Foundation, at ISHO House



● Cultural milestones 2024-2027

centruldeproiecte.ro/finantari/repere-in-cultura-2024

The priority multi-annual funding programme *Cultural milestones* supports cultural projects that are representative of the city and have the potential to increase the visibility and strengthen the image of Timișoara on the national and international cultural map.

Total allocated budget (2024-2027)	25,000,000 RON
Contracted budget în 2024	2,659,971 RON
Executed budget în 2025	2,634,231.16 RON
Source	local budget of the Municipality of Timișoara
Implementation period	28 August - 25 November 2024
Submitted applications (grant applications)	29
Projects funded under the programme	10
Direct beneficiaries of the funded projects	66,215
Public events / activities with beneficiaries	105



BETA - Timisoara Architecture Biennial – OAR Timișoara, at the Garrison Command



- **Emergency fund for cultural needs**

centruldeproiecte.ro/finantari/fondul-de-urgenta-2024

This programme funded projects that addressed cultural needs whose neglect could harm the immediate interests of communities, with the aim of protecting and supporting cultural life as a key force of resilient, adaptable, and cohesive communities.

Allocated budget	1,300,000 RON
Contracted budget	1,300,000 RON
Executed budget	1,281,717.84 RON
Source	local budget of the Municipality of Timișoara
Implementation period	10 April 2024 - 23 December 2024
Submitted applications (grant applications)	27
Projects funded under the programme	18
Direct beneficiaries of the funded projects	29,387
Public events / activities with beneficiaries	165



Schola Cantorum Timisiensis – "Timișoara Baroque Festival" Association, at the Faculty of Music and Theatre



Cinema halls

Film screenings/events in 2024	978
Total number of spectators in 2024	95,633

2024 marked another achievement for Timișoara's historic cinemas, which were rehabilitated by the Municipality of Timișoara and are now administered and programmed by the Centre for Projects. Cinema Victoria—reopened more than two years ago—**Cinema Timiș**, operating for one full year, and **Cinema Studio**, relaunched in December 2024, together drew 95,633 spectators to the 978 film screenings and cultural events held throughout the past year.

In less than two and a half years, Timișoara has gone from being the only major Romanian city without an art house cinema to a unique national best practice model, with three rehabilitated cinemas running continuous programmes. Each venue has developed its own identity and offers a distinct, yet complementary and affordable programme. The city's cultural offering has grown richer, and year after year, audience numbers continue to exceed expectations.

"We feel that the reopened cinemas enjoy strong support from Timișoara's residents, who appreciate the unique experience and the carefully curated, diverse programme that our team puts together every week in alignment with the identity of each venue. Tens of thousands of people of all ages are returning to the cinema—drawn by nostalgia or curiosity—eager to make new discoveries and memories since Victoria, Timiș and Studio came back to life. The most passionate among them return several times a week!" - Ioana Dragomirescu, Coordinator of the cinemas



● Cinema Victoria

cinemavictoria-tm.ro

Film screenings/events in 2024	601
Number of spectators in 2024	32,723

Cinema Victoria, the first renovated cinema in the city, with 193 seats, reopened in autumn 2022 and primarily dedicated to European cinema and community events, closed the year with a total of 32,723 spectators attending its 601 film screenings and cultural events.

Throughout the year, the venue hosted 11 film festivals, 14 thematic focuses, and 7 recurring special programmes — including retrospectives of Romanian cinema classics, screenings tailored for nature lovers, and sessions adapted for mothers accompanied by babies. 48 screenings were followed by Q&As with special guests ranging from directors and actors to psychologists and professional athletes. **Cinema Victoria** also welcomed a range of community events, enriching the film programme with theatre performances, musical or poetry recitals, as well as debates and conferences initiated by cultural actors from both Timișoara and the national stage.

Located in the Nicolae Bălcescu neighbourhood, the cinema has continued to draw in large numbers of young cinephiles, who came with parents or grandparents to the 93 family-friendly screenings, organised every Saturday and Sunday afternoon, or with teachers to one of the 42 school screenings, which brought in nearly 4,000 pupils and high school students. Children under 12 made up 19% of the total audience, while teenagers were also catered to through a dedicated programme: Victoria's Teen Cineclub, featuring monthly screenings and discussions.

The cinema has been part of the Europa Cinemas network since 2024.



Cinema Victoria | Photo: Adrian Anghel



● Cinema Timiș

cinematimis-tm.ro

Film screenings/events in 2024	349
Number of spectators in 2024	60,092

Cinema Timiș, the largest of the cinemas, with its 500 seats, has completed its first full calendar year since reopening. The programme for the general public included 349 film screenings and events, drawing 60,092 spectators.

It hosted previews of the most eagerly awaited American, European and Romanian auteur films, 26 of which were accompanied by discussions with guests such as Ilie Năstase, Horațiu Mălăele, Adrian Văncică, directors Stere Gulea, Tudor Giurgiu, Emanuel Pârvu and the famous Jacques Audiard. On the stage of Cinema Timiș, many conferences and debates important for the city took place, with high-caliber guests such as the President of the Republic of Moldova, Maia Sandu, the chess player Garry Kasparov or the historian Oliver Jens Schmitt.

Cinema Timiș' identity is also closely linked to music, which was reflected in the programme. Audiences enjoyed a series of 11 opera, ballet and concert performances broadcast on screen from London, Paris and Amsterdam, as well as live concerts, from rock bands to classical and traditional music. The stand-up comedy shows hosted at the Timiș Cinema were also a great success, as were the 6 film festivals, the biggest in the country - from TIFF to Les Films de Cannes and from Ceau Cinema to Izanagi, the festival for lovers of Japanese culture. In addition, 12 thematic series brought to the big screen masterpieces from the international cinematic heritage, documentaris about the lives and works of great painters and other exclusive titles.

Cinema Timiș has been member of the Europa Cinemas since 2024.



Cinema Timiș | Photo: Adrian Anghel



CINEMA VICTORIA Bilanț 2024



CINEMA TIMIȘ Bilanț 2024





● Cinema Studio

cinemastudio-tm.ro

The end of 2024 marked the reopening of the third cinema renovated by the Municipality of Timișoara. **Cinema Studio** underwent an almost complete reconstruction, transforming into an *arthouse* cinema and a hub for the audiovisual sector. Conceived together with local cultural actors – the French Institute, Pelicula Culturală, Marele Ecran, DocuMentor, Timishort – and with the support of Groupama Asigurări, Cinema Studio now features two screening rooms (with 184 and 66 seats, respectively), a coworking area and post-production facilities, a ground-floor café, and a rooftop terrace set to host open-air screenings during the summer.

Studio is set to become the city's leading arthouse cinema, with programming for the most passionate cinephiles, as well as numerous festivals and thematic focuses, many of them initiated by cultural partners and operators from the local community.

The renovated cinema was inaugurated with a gala screening on 4 December and reopened to the general public during the weekend of 6–8 December 2024, with a special programme of European and Romanian films: previews of titles from Cannes and Venice, three documentary screenings by Timișoara-based directors followed by discussions, a family animation, and a restored heritage film.

2,818 spectators crossed its threshold during the reopening weekend and the two weeks that followed, dedicated to the special programme *"35 Years of Freedom: Historical Sequences on the Big Screen"* – an opportunity to bring to the screen of the city's newest arthouse cinema a selection of 16 emblematic Romanian films about the Revolution and the post-communist transition.



Cinema Studio | Photo: Adrian Anghel



Spaces for the community

centruldeproiecte.ro/spatii

Spaces managed by the Center for Projects, apart from the 3 cinemas	8
Total number of events held in 2024	207
Total number of participants in 2024	35,223

In 2024, the Center for Projects of the Municipality of Timișoara facilitated access to the eight community spaces under its management and supported cultural operators and the wider community in organising 207 events, attended by over 35,000 people. The events hosted in these spaces spanned various fields—visual arts, theatre, music, education, social inclusion, and civic engagement—contributing to the diversification of the local cultural offer and expanding public access to events. Access to cultural, educational, youth, and civic events remains essential for community development, and the spaces managed by the Center for Projects provide an appropriate framework for such initiatives. The events held in these venues have strengthened the relationship between cultural operators and the public and have promoted active participation and cultural education.



Ștefania Palace | Photo: Adrian Anghel



- **Bastion 1**

centruldeproiecte.ro/spatii/bastion-1

Number of events held in 2024	67
Number of participants in 2024	3,963

Bastion 1 Gallery, with a surface area of approximately 300 m² and part of the Maria Theresia Bastion, is a carefully restored space, perfectly suited for hosting cultural events. In 2024, the gallery hosted 67 events, attended by approximately 3,963 participants.

- **Bastion 2**

centruldeproiecte.ro/spatii/bastion-2

Number of events held in 2024	11
Number of participants in 2024	2,138

Bastion 2 Gallery has a surface area of 400 m² and is located on the corner of the Maria Theresia Bastion, a surviving part of Timișoara's historic fortress. The space is suitable for hosting exhibitions, artistic installations, performances, and a variety of events. In 2024, Bastion 2 hosted 11 events, with a total of 2,138 participants.

- **Bastion 3**

centruldeproiecte.ro/spatii/bastion-3

Number of events held in 2024	58
Number of participants in 2024	3,741

Bastion 3 Gallery has a surface area of approximately 400 m² and is a carefully restored space, perfectly suited for hosting exhibitions, artistic installations, performances, and various other events. Last year, the gallery space hosted 58 cultural projects, attended by 3,741 people.



Indecis (Undecided), at Bastion 3

● Center for Projects

Number of events held in 2024	33
Number of participants in 2024	10,963

The ground floor of the building housing the Center for Projects of the Municipality of Timișoara, along with its adjoining courtyard, has become a key location on Timișoara's cultural map. Last year, the ground floor and courtyard of the Centre hosted 33 events, attended by 10,963 people.



Nature Art - Kinga Lovadi, at the Center for Projects – ground floor | Photo: Adrian Anghel



● **Galeria 5**

Number of events held in 2024	16
Number of participants in 2024	7,624

Galeria 5 is an unconventional space of 59 square metres that housed a barbershop for many years. Despite its modest size, the space became, over the past year, a meeting point between cultural operators and the public. In 2024, Galeria 5 hosted 16 events, drawing a total of 7,624 participants.



Heritage | Fragile - Prin Banat, la Galeria 5 | Photo: Simona Herczeg

● **Ștefania Palace**

Number of events held in 2024	13
Number of participants in 2024	2,389

Ștefania Palace — also known as the House with Monkeys or the Totisz House — was built in 1908 in the Secession style by entrepreneur Josef Kremmer Sr., following the designs of architect Székely László. The building offers an unconventional space of approximately 286 square metres, divided into several rooms, well suited for exhibitions, art installations, performances, film screenings, debates, and a variety of cultural events. In 2024, a total of 13 events were held at Ștefania Palace, drawing 2,389 participants.



Voyage en Roumanie by Mathieu Pernot, Stefania Palace| Source photo: The French Institute Timișoara

● **MX - Corneliu Miklosi Museum**

Number of events held in 2024	9
Number of participants in 2024	4,405

MX – Corneliu Miklosi Museum has a generous surface area of 2,148 square metres, suitable for hosting exhibitions, fairs, artistic installations, performances, and a variety of events. Last year, the space hosted nine events, attended by 4,405 people.



Power Station

Power Station is the legacy component of the “Timișoara 2023 - European Capital of Culture” National Cultural Programme, dedicated to strengthening the capacity of the cultural sector, and implemented by the Center for Projects of the Municipality of Timișoara. The objective of **Power Station** is to identify and meet the needs of the local cultural sector in terms of organisational sustainability (through the consolidation of sustainable practices), human resource development, and focused engagement with key sectoral themes — including access to local, national, and international funding opportunities, audience development, inclusion, and more.



Nedelcu Loredana, Power Station++ | Mobility for professionals in the cultural sector

Strategic directions for action 2024

- **Structuring and strengthening platforms for dialogue, reflection, and consultancy aimed at the outcomes of the Timișoara 2023 Programme and further developing the funding mechanisms launched by the Center for Projects.**

Examples of actions:



TM2023 Platform – Consultation on the Legacy Plan of the Timișoara 2023 Programme, the annual dialogue event of the Timișoara 2023 community focused on continuing the city's development through culture.

[More details](#)



TM2023 Platform, at MX – Corneliu Miklosi Museum | Photo: Adrian Anghel

- **Showcasing the work processes, collaborations, and projects carried out by the Center for Projects, in connection with the objectives of the Timișoara 2023 Programme and the representative events initiated in 2023.**

Examples of actions:

National rollout of the Zona& project, in collaboration with Salonul de Proiecte Bucharest, building on the impact the project had during the closing event of the Timișoara 2023 – European Capital of Culture Programme.

[More details](#)

Community accessibility guide and programme for the event *City Celebration 2024*, aimed at consolidating the experiences and good accessibility practices developed



during representative events.

[More details](#)

The international conference **The Impact and Legacy of the European Capitals of Culture Programme**", organised in collaboration with the University Network of the European Capitals of Culture and the The Alliance of Timișoara Universities. The event brought together researchers, cultural practitioners, and policy-makers for a dialogue focused on better understanding the effects of the ECoC programme and discussing the factors that contribute to impactful and sustainable cultural practices.

[More details](#)

Collaboration with the Municipality of Timișoara and the World Monument Fund for the organisation of the event **Watch Day – Fabric Synagogue: Perspectives of Change**. The event presented the conclusions and recommendations of the Vector TM: Culture as Urban Practice report, aiming to strengthen dialogue between local public authorities and agents of change on topics related to cultural governance at the local level, particularly in connection with creating new cultural spaces and infrastructure in the city.

[More details](#)

The **Exhibition De ce ? brie 1989 – A special event by Dan Perjovschi**, part of the series marking the 35th anniversary of the 1989 Revolution. The event sought to raise awareness among younger generations who did not live through communism and to provide them with meaningful reference points for developing an objective understanding of communism and the Revolution.

[More details](#)



The handover ceremony of the European Capital of Culture (ECoC) title to the three cities holding the title in 2024 (Athens, 11 January 2024), Photo: John Kouskoutis

- **Involvement in international forums and networks to promote Timișoara and its experience as a European Capital of Culture**

Examples of actions:

Participation in the **official handover ceremony of the new European Capitals of Culture 2024** to the titleholders: Bad Ischl Salzkammergut (Austria), Tartu (Estonia), and Bodø2024 (Norway).

[More details](#)

Participation in the **"LET'S GO! 2025: Sustainable and accessible European Capitals of Culture and Cultural Events"** workshop, held within the framework of the Trieste Film Festival.

[More details](#)

Participation in the **General Committee meeting of the EU-Japan Fest**, which brings together representatives of former, current, and future European Capitals of Culture, alongside the President of the General Committee, ambassadors from ECoC host countries, and sponsors of the EU-Japan Fest.

[More details](#)

Support for the performance **STAGED READING: the danube waves**, written by Thomas Perle and directed by Tristan Linder, as part of a collaborative partnership between Bad



Ischl Salzkammergut 2024, Timișoara (former ECoC), and the German State Theatre Timișoara. Thomas Perle, a young German playwright of Romanian origin, lived in Timișoara for five months during its ECoC year in 2023, documenting events as City Chronicler, through a fellowship offered by the German Cultural Forum for Eastern Europe.

Participation in the **ECoC family meeting hosted by Nova Gorica 2025** and Chemnitz 2025, held in Nova Gorica, with a focus on the future of the ECoC family network and its active role in shaping the programme's development at the European level.

Participation in the conference **Lessons of a season, the future of a region**, dedicated to the 2023 European Capital of Culture experience of the Veszprém-Balaton creative region. The conference included a panel focused on the role of monitoring and evaluation programmes for ECoC cities, featuring both Timișoara and Veszprém-Balaton, and a discussion on experiences and best practices to be shared across the ECoC network.

[More details](#)

Representation of Timișoara at the **13th conference of the Culture Next European network**, held in Cluj, which brought together representatives from 50 European cities and major cultural networks, alongside European Commission delegates, artists, and cultural organisations.

[More details](#)

Organisation, in collaboration with the European Network of Cultural Centres (ENCC), of the workshop titled **Democratising culture: practices and solutions to reduce under-representation in art and culture**, part of the *Closing the Gap* programme coordinated by ENCC. The workshop aimed to identify possible practices and solutions related to spaces, projects, and funding programmes that address the under-representation of certain audience groups in cultural production and participation.

[More details](#)

Evaluation of the Timișoara 2023 – European Capital of Culture Programme and Planning for the Consolidation of Its Positive Effects

In 2024, the Center for Projects continued to coordinate the monitoring and evaluation process of the Timișoara 2023 – European Capital of Culture Programme. This process involved providing support for the development of several studies, contracted at the end of 2023 and throughout 2024, and carried out by independent research institutions based on the Monitoring and Evaluation Plan of the Timișoara 2023 Programme, at the request of the



Center for Projects of the Municipality of Timișoara, for the City Hall. These studies aimed to understand the working process, the results, and the effects of the Timișoara 2023 Programme in terms of cultural consumption and audience engagement, the evolution of the local cultural scene, governance, tourism dynamics, and the profile of the cultural programme.

The list of studies, in alphabetical order, is as follows:

- Encore Research SRL (2024) *Guvernanța Programului cultural național «Timișoara – Capitală Europeană a Culturii în anul 2023» - gestionarea complexității într-un climat turbulent și rolul culturii pentru dezvoltarea locală [Governance of the National Cultural Programme “Timișoara – European Capital of Culture 2023” – Managing Complexity in a Turbulent Climate and the Role of Culture in Local Development]*
- Fierăscu, S. (2024) *Analiză calitativă pentru elaborarea Planului de Moștenire al Municipiului Timișoara pentru Programul Timișoara 2023 [Qualitative Analysis for the Development of the Timișoara Municipality's Legacy Plan for the Timișoara 2023 Programme]*
- Fierăscu, S. (2024) *Ecosistemul cultural Timișoara – Capitală Europeană a Culturii, 2017-2024. Perspectiva conectată. [The Cultural Ecosystem of Timișoara – European Capital of Culture, 2017–2024. The Connected Perspective]*
- Janosov, M. (2024) *Analiză de date pentru estimarea numărului de vizitatori în anul 2023 în Municipiul Timișoara contextul Programului cultural național „Timișoara – Capitală Europeană a Culturii în anul 2023, Geospatial Data Consulting K [Data Analysis for Estimating the Number of Visitors in Timișoara in 2023, in the Context of the National Cultural Programme “Timișoara – European Capital of Culture 2023”]*
- Institutul Român pentru Evaluare și Strategie (2024) *Evoluția scenei culturale a Timișoarei în contextul Programului cultural național „Timișoara – Capitală Europeană a Culturii în anul 2023” [The Evolution of Timișoara's Cultural Scene in the Context of the National Cultural Programme “Timișoara – European Capital of Culture 2023”]*
- Institutul Român pentru Evaluare și Strategie (2024) *Implicarea publicului în Programul cultural național «Timișoara – Capitală Europeană a Culturii în anul 2023. [Public Involvement in the National Cultural Programme “Timișoara – European Capital of Culture 2023”]*



- Nadolu, D. (coord); Nadolu, B. (2024) *Accesul și participarea culturală în Municipiul Timișoara în anul 2022 în contextul Programului Național Timișoara – Capitală Europeană a Culturii în anul 2023, Universitatea de Vest Timișoara. [Access to and Participation in Culture in the Municipality of Timișoara in 2022, in the Context of the National Programme “Timișoara – European Capital of Culture 2023”]* Beneficiary: The Center for Projects of the Municipality of Timișoara. Unpublished work.

The Center for Projects also coordinated, on behalf of the Municipality of Timișoara, the development of a *Legacy Plan for the Timișoara 2023 Programme*. The objective of this Plan was to formulate a medium- and long-term vision and goals regarding the role of the Programme's outcomes in the city's development, along with the measures needed to ensure the continuity of its positive effects on the city and its cultural life. Alongside a qualitative analysis and statistical data on the Programme's results, conducted by Dr Silvia Fierăscu, the Association for Urban Transition, represented by Dr Vera Marin, carried out several participatory planning activities and drafted a plan proposal to the Municipality of Timișoara at the end of August 2024.



The TM2023 Platform, at MX – Corneliu Miklosi Museum | Photo: Adrian Anghel



City celebration

celebrare-timisoara.ro

The second edition of **City Celebration**, part of the legacy of the Timișoara 2023 Programme, took place between 16–18 August 2024 in a location activated for the first time in Timișoara — a site of approximately 30,000 m², encompassing Civic Park, “I.C. Brătianu” Park, and I.C. Brătianu Boulevard. Across three days — from Friday, 16 August, to Sunday, 18 August — more than 55,000 participants, including both residents of Timișoara and visitors from across Romania and abroad, attended the 170+ events featured in the programme. The highlight of the event was the evening of Saturday, 17 August 2024, when concerts by Rita Ora, Passenger, and Zdob și Zdub drew an impressive audience of over 35,000 people.

Number of participants at City Celebration 2024	+55,000
Number of events in the 2024 programme	+170
Locations activated in Timișoara in 2024	+60

Conceived from its very first edition as a platform event that unites the city’s community of event creators and producers to showcase Timișoara’s unique strengths and its potential to host large-scale events, this year’s edition of City Celebration brought together 71 organisations active in the cultural, sports, and community sectors, along with seven of Timișoara’s best-known festivals.



Rita Ora, *City Celebration 2024* | Photo: Cornel Putan



The programme of this edition, which featured twice as many events as the 2023 edition, included over 170 events across 24 different categories:

- | | | |
|---------------------|-----------------------|------------------------|
| → sports activities | → community events | → Film screenings |
| → workshops | → exhibitions | → silent disco |
| → concerts | → festivals | → dance performances |
| → competitions | → installations | → theatre performances |
| → courses | → sound installations | → spoken word |
| → debates | → art interventions | → tours |
| → DJ set | → performances | → guided tours |
| → electronic live | → presentations | → artist talk |

Event accessibility

In partnership with Association Supereroi printre noi, Ceva de Spus, Fundația de Abilitare Speranța și Un Loc, the Center for Projects continued its efforts in 2024 to make the City Celebration event more accessible. People with various disabilities were able to enjoy the main stage concerts by Zdob și Zdub, Passenger, and Rita Ora. For individuals with mobility impairments, a raised viewing platform was installed at the main event site, ensuring wheelchair users had clear and comfortable visibility during the concerts. For people with hearing impairments, all three concerts were interpreted in Romanian sign language by interpreters Lavinia Chitu and Denis Blidaru.

A full list of the accessibility measures implemented for the event is available [[here](#)]. Further information about the 2024 edition of City Celebration can be found on the official event website.



City Celebration 2024 – Visibility platform, I.C. Brătianu Blvd. | Photo: Mihai Toth



City Celebration is an event funded by the **Municipality of Timișoara**, coordinated and organised by the **Center for Projects**.



City Celebration 2024, I.C. Brătianu Blvd. | Photo: Florin Gherasim

Partners of the 2024 edition:

- Banca Transilvania (main partner)
- Shopping City (communication partner)
- Cramele Recaş, PPC, Flex, Vivalia (partners)
- Signal Iduna (official event insurer)

The event was supported by the local authorities:

- Timiș County Gendarmerie Inspectorate "General Moise Groza"
- Timiș County Police Inspectorate
- Timișoara General Directorate of Local Police
- Organised Crime Combat Brigade
- Timiș Centre for Drug Prevention, Evaluation and Counselling
- Timiș County Emergency Situations Inspectorate "Banat"
- Timiș County Ambulance Service
- Timiș County Directorate for Veterinary and Food Safety



Communications, nominations and awards

In 2024, communication activities were aligned with the Center for Projects' three main areas of operation: awarding funding, managing community spaces, and organising cultural events. Information about the institution's work was disseminated through its own communication ecosystem (excluding the channels and tools specific to cinema operations, described previously), which included: the official website (250k views in 2024), the official Facebook page (12k followers), the official Instagram page (4k followers), the YouTube channel (159 subscribers), newsletter(520 subscribers).

The Center's two main social media channels recorded significant audience growth in 2024 compared to previous reporting years. The official Facebook page saw a 142% increase in followers compared to 2022, and a 17% increase compared to 2023. The institution's Instagram account registered a 217% increase in followers over 2022, and a 57% increase over 2023.

Another key communication tool for the institution, its newsletter, has an audience of over 500 subscribers — a community composed primarily of professionals from the cultural sector in Timișoara and across Romania, as well as media representatives. Distributed weekly (every Friday), each of the 45 editions sent out in 2024 covered a range of topics, with a focus on promoting events funded by the Municipality of Timișoara through the Center for Projects, the institution's own events (film screenings, concerts, conferences, etc.), as well as relevant community news and funding opportunities for cultural operators in Timișoara. The average open rate for the newsletter in 2023 was 69.57%, marking a 39% increase compared to the previous reporting year. The newsletter is archived and available online on the institution's website [[here](#)].

All information related to the institution's activities — including job postings, public tenders, general announcements, and funding calls — was published transparently on the website of the Center for Projects. Each funding call launched in 2024 had a dedicated page, offering clear details regarding its timeline, budget, and specific criteria.

A large-scale promotional campaign was carried out in 2024 for the legacy event of the Timișoara 2023 Programme, *City Celebration* – 2nd edition. The campaign combined online channels (Google, Facebook, Instagram, TikTok) with offline strategies (street poster campaigns, mesh banners, digital screens, and the distribution of more than 20,000 leaflets and flyers). The event was promoted for three weeks at local, regional, and national level through the Kiss FM radio network.

On Google, the campaign ads generated 53,000 clicks and were displayed 5.4 million times (impressions). The promoted videos on YouTube recorded 324,538 views.

On Facebook, we reached 2.6 million unique users. The ads were displayed 10.7 million



times, generating 46,000 clicks. Additionally, we recorded 5,625 event responses, 43,000 interactions with promoted posts, and 263,129 video views. On TikTok, the promoted videos were shown 995,000 times (impressions), reaching 517,000 unique users. The promoted video gathered 70,545 views.

Google	Clicks on campaign ads	53,000
	Ad impressions – City Celebration	5.4 milion
Youtube	Promoted video views	324,538
TikTok	Unique users reached by the campaign	517,000
	Promoted video views	70,545
Meta (Facebook and Instagram)	Unique users	2,6 million
	Ad views	10,7 million
	Clicks on ads	46,000
	Promoted video views	263,129

Nominations

The digital marketing campaigns carried out to promote the flagship events (Opening and Closing) organised by the Center for Projects within the Timișoara 2023 – European Capital of Culture Programme were nominated in 2024 in the “Best brand performance campaign” category at the WebStock Awards 2024, in recognition of their outstanding results in terms of clicks, reach, visibility, views, shares, likes, leads, and more.

During the Opening events, we generated over 18.8 million ad impressions of all the campaigns in just 12 days. We also redirected 250K clicks, resulting in an average click-through rate (CTR) of 1.33%, which exceeds the platform benchmark of 1%. These campaigns also delivered more than 2.3 million views and 32K engagements. Another landmark was the campaign dedicated to the Closing events of the Timișoara European Capital of Culture Programme. Promoting thee campaigns reached over 20 million ad impressions across all ad platforms and generated 161K+ clicks to the website. Additionally, the campaigns resulted in over 90K engagements on Meta platforms (Facebook and Instagram) and more than 980K video views on YouTube.



Awards

An important award — this time recognising public safety — was granted to the event “*Neverending Timișoara 2023*”, organised by the Center for Projects between 7–10 December 2023, marking the symbolic closing of the Timișoara 2023 – European Capital of Culture programme. The event received “The Event Safety Award” at the 2024 European Festival Awards, an international competition held annually in Groningen, the Netherlands.

The award, granted by **YES Group (Yourope Event Safety)**, positions the closing event of the Timișoara 2023 Programme, which drew a record number of participants to Union Square, among the safest and best-organised events in Europe. In the same category, *Timișoara 2023* was nominated alongside renowned festivals from Germany, the Netherlands, the Czech Republic, and Belgium.

This recognition highlights **the high safety and organisational standards** of “*Neverending Timișoara 2023*.”



European Festival Awards



Budget 2024

Budget 2024: consolidated data Source A + Source E 56,657,200 RON

Legal commitments	49,572,534 RON
Payments in 2024	49,491,953 RON

Budget 2024: consolidated data Source A 39,412,260 RON

Legal commitments	34,346,891 RON
Payments in 2024	34,266,310 RON

Budget 2024: consolidated data Source E 17,244,940 RON *

Legal commitments	15,225,643 RON
Payments in 2024	15,225,643 RON

Title I. Personnel costs – line 10

Allocated budget per Source A 4,280,000 RON

Legal commitments	3,924,966 RON
Payments in 2024	3,924,966 RON

Title II. Goods and services – line 20

Allocated budget per Source A + Source E 52,064,940 RON

Legal commitments	45,393,313 RON
Payments in 2024	45,312,732 RON
Outstanding payment in 2025	80,581 RON

Allocated budget per Source A 34,820,000 RON

Legal commitments	30,167,670 RON
Payments in 2024	30,087,089 RON
Outstanding payment in 2025	80,581 RON



Allocated budget per Source E	17,244,940 RON *
Legal commitments	15,225,643 RON
Payments in 2024	15,225,643 RON
<i>* of which 15,021,880 RON represent the 2023 surplus – transfers from the Ministry of Culture's budget for the implementation of non-reimbursable funding aimed at extending and consolidating the national cultural programme "Timișoara – European Capital of Culture 2023."</i>	

Title XII. Non-financial assets – line 71

Allocated budget pe Source A	312,260 RON
Legal commitments	254,255 RON
Payments in 2024	254,255 RON