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# Report

## The opening of Timișoara 2023 – European Capital of Culture

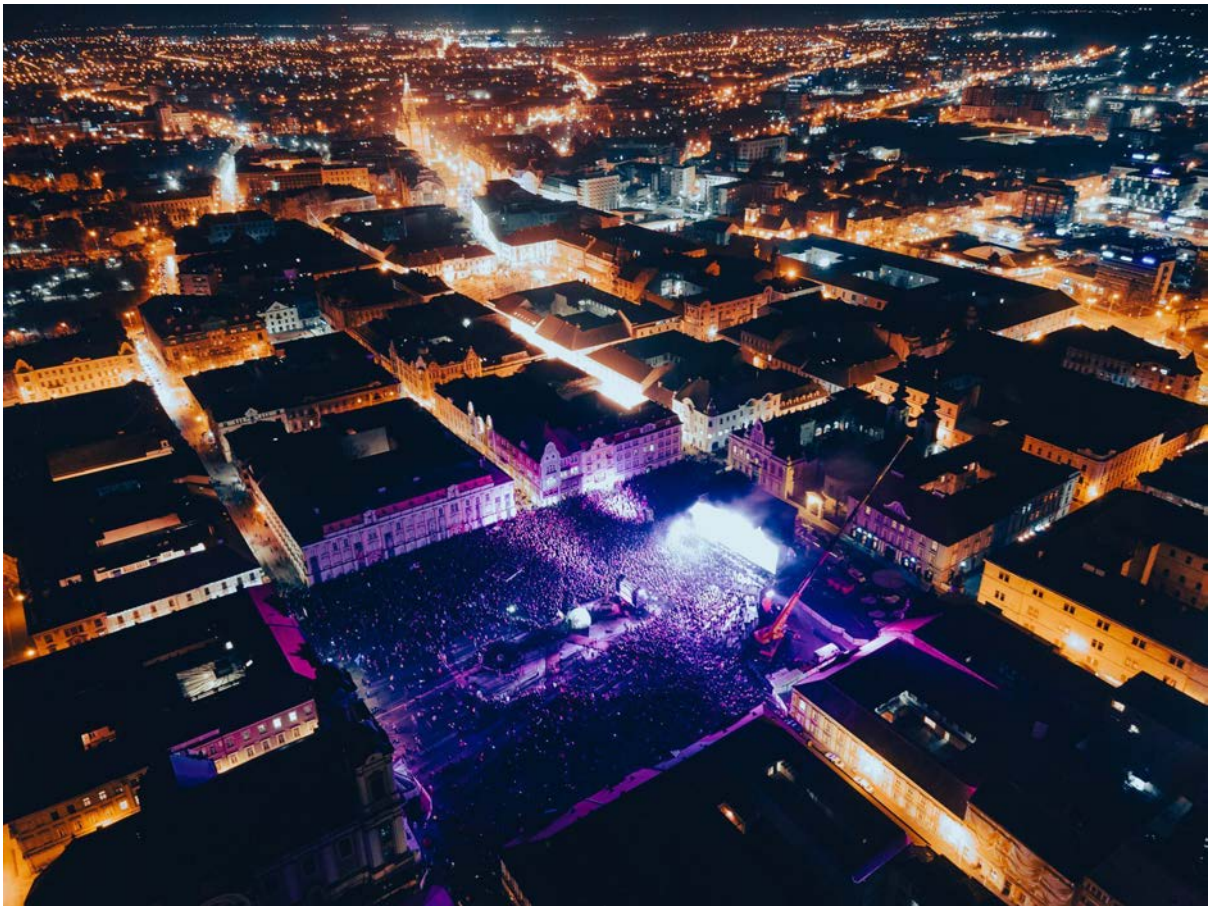
The Opening of Timișoara 2023 is a programme financed by the Municipality of Timișoara, coordinated and organised by the Center for Projects. The Opening of Timișoara 2023 is a programme composed of events produced by cultural actors and the community.

The national cultural programme “Timișoara - European Capital of Culture in 2023” is financed by the Municipality of Timișoara, the Ministry of Culture and the Timis County Council.

The national cultural programme “Timișoara - European Capital of Culture in 2023” is developed under the High Patronage of the President of Romania.



*„Dear Timisoarians, congratulations on your designation as European Capital of Culture 2023. You have embarked on an amazing journey of transformation for your city and region. You can be very proud of yourselves for all the work achieved to get to this point of the Opening of your special year. Well done!”* — Else Christensen-Redzepovic, Panel Member at European Commission



*We celebrate the Opening!  
Union Square | Photo: Florin Gherasim*



## Context

The “European Capital of Culture” programme highlights Europe's cultural richness and diversity, celebrates the common cultural elements of European citizens, contributes to increasing the sense of belonging of European citizens to a common cultural space, and promotes the contribution of culture to the development of cities. The programme has proven over time that it plays an important role in regenerating the cities, expanding their international profile, increasing the sense of confidence and pride of their inhabitants about the values that underlie its development, revitalising the cultural sector, and stimulating tourism.

For the cities holding the title, the opening event is an opportunity to demonstrate artistic excellence, the European dimension, and public participation in the events proposed in the cultural programme. It is also an excellent opportunity to present events from the cultural programme designed for the whole year, which will showcase its diversity, outline some strategic thematic areas on which it is built, and foreshadow its legacy.

In the case of Opening Timișoara 2023, the organisational role of the Center for Projects was outlined around the following strategic directions:

- creating, aside from the “traditional” calendar of events, reasons to come (unmissable moments) essential for profiling the city as a destination at regional, national, European, and international levels;
- programming elaborately produced events with a large audience in the public space, intended to send positive signals to the Romanian event industry and the international area, confirming the presence of Timișoara in the artist's booking circuit, the inauguration of new spaces for cultural and artistic projects, and the strengthening of strategic partnerships;
- challenging both the inhabitants of Timișoara and its visitors to live and imagine new ways, rhythms, and times to experience the city.

In the context of this strategic approach and through collaborations and meetings between international and Romanian artists, we managed to convey from Timișoara to Europe and the whole world that solidarity, courage, and an open society offer relevant answers in times of hopelessness, social division, and ecological challenges.



## Programme

Under the approach *Opening Timișoara 2023: one weekend for a year!*, the programme brought together **over 130 events distributed throughout the city**. The Opening of Timișoara 2023 meant memorable performances, brave art, ideas that open the world, visitors from all over Europe and open communities.

From the first day of the Opening, the public could enjoy a **string of exhibitions that were open for several months**, some even until the end of the year:

- **Central collective exhibition *Chronic Desire - Sete Cronică*** (17 February – 23 April);
- ***Mircea Nicolae - Small Things, Precious Things*** (17 February – 23 April);
- ***You Are Another Me – A Cathedral of the Body*** (17 February – 30 April);
- ***Victor Brauner: Inventions and Magic*** (17 February – 28 May);
- ***New Times: Xenogenesis of SF*** (17 February – 2 April);
- ***Ritzi Jacobi & Peter Jacobi. Textures of Memory. Works from five decades*** (17 February – 5 May);
- ***Made up histories have long lives*** (17 February – 16 April);
- ***Bright Cityscapes: Mirroring the ecosystem*** (17 February – 2 April);
- ***Minitremu 10+*** (17 February – 4 December);
- Installation ***The Nursery. 1306 Plants for Timișoara*** (18 February – December).



*Insert Dan Perjovschi, iChronic Desire – Sete Cronică central collective exhibition, public space | Photo: Seba Tătaru*





One should note that the exhibitions inaugurated during the Opening continued to attract large audiences in the following weeks, proving to be focal points for various audiences. The central collective exhibition *Chronic Desire – Sete Cronică* and the exhibition *Mircea Nicolae - Small Things, Precious Things* have attracted **16,836 visitors** to date, while *You Are Another Me – A Cathedral of the Body* has been visited by around **2,000 guests**. After receiving **more than 6,000 guests** during the Opening weekend, the exhibition *Victor Brauner: Inventions and Magic* continues to attract hundreds of visitors week after week, also receiving encouraging feedback in the international press. The estimated audience figures for other exhibitions are: **2,833** (*Minitremu 10+*), **1,115** (*Bright Cityscapes: Mirroring the Ecosystem*), **3,700** (*Made up Histories Have Long Lives*) and **2,728** (*New Times: Xenogenesis of Sci-Fi*). *The Nursery. 1306 Plants for Timișoara* has been visited by **23,569 people** so far and has already hosted several events.



*Perpetual Harvest, Anca Benera and Arnold Estefan, in Chronic Desire – Sete Cronică, central collective exhibition, Timișoara Garrison Command | Photo: Petru Cojocaru*

Friday evening culminated with the festive moment **We Celebrate the Opening!** in Union Square, during which Timișoara was awarded the **Melina Mercouri award** from the European Commission. The award is a recognition of the effort made by the city on its way to this title, equally celebrating the artistic independence and cultural diversity that characterise the national cultural programme "Timișoara - European Capital of Culture 2023". According to the official estimates of the "General Moise Groza" Timis County Gendarmerie Inspectorate, **the number of spectators in Union Square reached the threshold of 17,000 people.**



*We Celebrate the Opening!*  
*Union Square | Photo: Flavius Neamciuc*

The Opening of Timișoara 2023 was a celebration of the entire city. Through the **Opening+** programme, run by the Center for Projects, from amounts allocated from the state budget through the Ministry of Culture, **25 new cultural projects** proposed by the local community joined the programme of this intense weekend. They were full of the fresh energy of the city, reflecting its entire diversity, and took the celebration to the neighbourhoods, from Iosefin to Soarelui and from Fabric to the Campus or Plopi.

This weekend was just the beginning of an unrepeatable year that will highlight the best that Timișoara has to offer through the values that contributed to its construction: innovation, multiculturalism, and diversity.

The complete programme of cultural events within the Opening of Timișoara 2023 is available on the website [opening.Timișoara2023.eu](https://opening.Timișoara2023.eu).



## Structure

Based on the vision developed by the members of the curatorial team, who ensured not only the content direction but also the production supervision for a festive exploration route of the Timișoara 2023 Cultural Programme, the Opening was built from **3 types of events and projects**:

- those developed especially for this event by the curatorial team and organised directly by the Center for Projects of the Municipality of Timișoara;
- components of the Cultural Programme from the application file, organised by operators and “host” cultural institutions of the Timișoara 2023 Cultural Programme;
- projects selected as a result of the Opening+ financing programme, run by the Center for Projects of the Municipality of Timișoara with funds from the state budget, through the Ministry of Culture.

In the preparation for the opening event, special attention was paid to cultural production, and the first step in this direction was to identify the appropriate spaces and destinations for each type of event programmed. In the process of choosing the public space for the celebration in Union Square, collaborators who offered consultancy in crowd management were co-opted; their recommendations grounded the decision to remove a string of elements from the square and the adjacent streets, which could have represented a danger, especially in case of an emergency evacuation during the event. This decision proved extremely valuable in ensuring the comfort and safety of the public in the square and avoiding any incidents.

Establishing a command centre and group at the level of local and national authorities facilitated the taking of appropriate and essential decisions for the successful organisation of the event, both at the level of the protocol imposed by the presence of high dignitaries and at the level of public safety. The command group will remain active throughout the year and will be notified monthly of the list of events taking place, marking those that require increased attention from local and national authorities.

The success of the opening is due to the teamwork and commitment of the volunteers, the collaboration between the Center for Projects, the TM2023 Association, the cultural operators, and the local and national public authorities who contributed to its organisation.

Following this genuine effort of coordination and cooperation, a series of conclusions and recommendations were formulated to optimise the approval system, public and inter-institutional communication, coordination with the HORECA and business sectors, and the processes of handing over and taking over the sites in the protected area.





*Volunteers at the Opening of Timișoara 2023  
Union Square | Photo: Flavius Neamciuc*

## Communication

The Opening of Timișoara 2023 benefited from a dedicated bilingual subsite (*landing page*) ([deschiderea.Timișoara2023.eu](https://deschiderea.Timișoara2023.eu) / [opening.Timișoara2023.eu](https://opening.Timișoara2023.eu)), developed, populated and managed by the team of the Center for Projects and hosted on the Timișoara2023.eu domain, managed by Association Timișoara 2023 – European Capital of Culture. For increased efficiency, the strategy and communication tactics corresponding to the Opening were implemented in coordination and synchronization with the association team.

This visual and verbal identity, derived from the general identity of the Timișoara 2023 programme, has been translated into a string of promotional materials intended for the digital environment and digital supports (graphics, presentation films, animations), as well as promotional materials or signage elements (posters, leaflets dedicated to the programme of events, leaflets for exhibitions, postcards, stickers, banners, meshes, badges, bags and other materials).

The press centre, operated in coordination with the team of the Timișoara 2023– European Capital of Culture Association, operated for four days and accredited 180 journalists from the local, national, and international press. According to media monitoring by MediaTrust, in the





period close to the Opening 1-28 February 2023, there were 8,223 mentions of the Timișoara 2023 – European Capital of Culture programme in the national media and social media, with a cumulative audience of **101,000,000 people**, distributed locally (21.5%), and respectively nationally (78.6%). **The advertising equivalent of these appearances (AVE) is 4,260,000 lei (869,387 euros)**, distributed as follows: press - 287 thousand RON, radio - 63.2 thousand RON, TV - 2,310 thousand RON, social media - 624 thousand RON, informative portals – 984 thousand RON).

In terms of promotional campaigns, we chose the following channels with high exposure: *Google Ads Search, Google Ads Display, Youtube Ads, and Meta Ads* (both on *Facebook* and *Instagram*). Second, we focused on alternative platforms, where we identified our target audience: *Tik Tok, Pinterest, Reddit, and Huawei Ads*. Last but not least, *programmatic ads* were used to diversify ad formats and gain exposure on a list of premium content platforms.

70% of the entire digital communication budget of the Opening was directed to the *Google* and *Meta* platforms to accommodate the reach of large audiences. The rest of the budget was mostly allocated to *Tik Tok*, which is now the third social media platform in Romania in terms of number of users, after *YouTube* and *Facebook*. About 10% of the budget was directed to *programmatic media* to ensure a priority visibility, and the rest of the budget went to alternative platforms that helped a lot in terms of interaction and providing additional meeting points with the target audience.

According to the report of the specialised company *Mavericks*, which handled the implementation of digital campaigns, we obtained a total of **18,800,000 impressions** of all campaigns carried out in a period of about two weeks. We also redirected 250 thousand clicks from the campaigns, thus obtaining an **average click rate of 1.33%**, above the reference average of 1% on some platforms. We obtained a number of over **2,300,000 views** and **32,000 engagements** also from the campaigns.

The page dedicated to the Opening programme had **72,600 visitors**, while the homepage that summarized the information had **153,100 visitors**.

The most visited other pages on the dedicated website, [deschiderea.Timișoara2023.eu](https://deschiderea.Timișoara2023.eu), were:

- The page dedicated to the important moments of the Timișoara 2023 programme (18,600 visitors);
- The page dedicated to *Chronic desire – Sete Cronică* central exhibition (4,900 visitors);
- The page dedicated to the Muare Experience performance (4,900 visitors);
- The page dedicated to the *The Nursery. 1306 plants for Timișoara* installation (4,400 visitors);
- The page dedicated to the Taraf de Caliu concert (4,300 visitors);
- The page dedicated to the *Victor Brauner: Inventions and Magic* exhibition (4,200 visitors);
- The page dedicated to the Implant pentru Refuz concert (3,200 visitors).

**The most popular topics** related to the Opening **in social media**, on the Timișoara 2023 Facebook (FB) and Instagram (IG) pages were:



Post	Reach Facebook	Reactions Facebook	Reach Instagram	Reactions Instagram
Gala Ceremony	24,625	817	4,714	534
Festive moment Union Square	73,111	1,927	6,242	1,273
Performance Muare Experience	45,936	1,552	4,764	861
Concert Taraf de Caliu and guests	47,769	1,591	6,051	1,152
Video montage summary Day 1	107,616	2,823	13,932	16,464
Concert Jay Jay Johanson	24,857	393	3,329	309
Video montage summary Day 2	11,907	376	6,072	7,159
Programme announcement	40,595	988	4,399	704
Video montage summary Day 3	15,282	370	6,840	7,527
Volunteers announcement	54,710	2,110	5,278	963

According to the traffic statistics provided by the Fathom Analytics platform, the dedicated bilingual site was visited in the close period January 15 – February 22, 2023, by more than **244,000 unique visitors**, totalling more than **488,400 visits**. Apart from Romania, the countries most interested in the site content were Germany, Austria, France and the United States of America.

In the extended period January 1, 2023 – March 1, 2023, in which communication was centred on the Opening, the impact on Timișoara 2023 Facebook and Instagram pages was **1,913,938 people** and **113,311 people**, respectively. The audience for the Facebook communication channel was represented by 83% Romanians, 37% being from Timișoara. Demographically, the audience was 60% female and 40% male, with the 25-54 group making up around 80%. For Instagram, 75% of the audience was from Romania, 38% from Timișoara, 66% women, 34% men, and the 25-54 group represented around 85%.



## Budget

<b>Expenses</b>	<b>RON</b>	<b>EURO</b>	<b>%</b>
<b>Artists</b>	<b>3,676,389</b>	<b>742,705</b>	<b>47%</b>
Exhibition artists: central collective exhibition <i>Chronic Desire – Sete Cronică, Mircea Nicolae – Small Things, Precious Things, You Are Another Me – A Cathedral of the Body</i> . 33 local, national and international artists – in 5 spaces, as well as in the public space	2,489,058	502,840	
Performance and concert artists	1,187,331	239,865	
<b>General production</b>	<b>2,665,044</b>	<b>538,393</b>	<b>34%</b>
Exhibition production	542,837	109,664	
Performance production	1,512,396	305,535	
Other production costs (space rental, crowd control services)	197,650	39,929	
Other costs (UCMR, mediation programmes, insurance)	412,160	83,265	
<b>Communication and promotion</b>	<b>875,722</b>	<b>176,913</b>	<b>11%</b>
<b>Receptions (official, openings, shows, concerts)</b>	<b>318,418</b>	<b>64,327</b>	<b>4%</b>
<b>Accommodation, meals and transport (artists, other CEaC guests)</b>	<b>323,325</b>	<b>65,318</b>	<b>4%</b>
<b>Total</b>	<b>7,858,898</b>	<b>1,587,656</b>	<b>100%</b>

## Inclusion and accessibility

The Opening of Timișoara 2023 – European Capital of Culture (17-19 February) was an inclusive event, a celebration for the entire community. In this spirit, multiple measures have been taken to increase the degree of accessibility of the spaces and events in the programme.



*Platform with ramp for disabled people installed for the concert in Union Square  
| Photo: The Center for Projects*

A metal podium was installed in front of the stage, equipped with support bars and a ramp that facilitates the visibility of the stage for people using wheelchairs; a safe space for people with other types of disabilities was also ensured.

For the first time in Timișoara, the hearing-impaired people in the audience benefited from the artistic interpretation of the concerts in Union Square. Thus, on Friday, 17 February, between 19:25 and 22:00, Lavinia Chițu, one of the few concert interpreters in Romanian sign language, was on stage alongside the artists, and translated the lyrics and played the rhythm of the music so that hearing impaired people to be able to enjoy a memorable show.

The central collective exhibition of the Opening of Timișoara 2023, *Chronic desire – Sete Cronică*, is hosted in a space accessible to people with disabilities at the "Maria Theresia" Bastion (the building towards the Faculty of Medicine). Facilities include barrier-free routes from the Cardinal Points and Continental Hotel, a barrier-free entrance, and an adapted toilet. Also, visitors with disabilities to the multimedia exhibition *You Are Another Me – A Cathedral of the Body* by Adina Pintilie at Kunsthalle Bega can use the access elevator to the 1st floor of the building.





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*Doru Mihăescu, member of the Locomotor Handicapped Association, visiting Kunsthalle Bega | Photo: The Center for Projects*

In front of **Cinema Victoria** (2 Ciprian Porumbescu St.), where exceptional European films and animations for children were screened during the Opening weekend, parking spaces are reserved for people with disabilities, the entrance to the cinema is barrier-free, it has a ramp, and there is also an adapted toilet.

**Faber Cultural Center** (4-5 Peneș Curcanul Splai), where the exhibition *Bright Cityscapes: Mirroring the Ecosystem* was inaugurated during the Opening weekend, is a space with barrier-free access, also equipped with an adapted toilet.

**The Water Museum / Water Treatment Station** (Calea Urseni) awaited its participants on January 18 and 19, with workshops for children and young people and guided tours. Two of the industrial heritage buildings have entrances and barrier-free sightseeing routes, and the newly built pavilion is equipped with an adapted toilet.

Facilities at the **Basca Theatre**, where the performance “Zambara Kabarett” took place on Sunday, February 19, include a mobile ramp and support to access the performance hall.

**The New Millennium Reformed Church**, where the chamber concert by Kosztándi Quartet from Hungary took place on February 19, at 18:00, has a barrier-free entrance.



## Echoes and testimonials

In this section, we present selections from specialised and general public reactions to some of the key moments of the programme and the reverberation of the opening event throughout the community.

As can be seen from the numerous articles published in the national and international media, Timișoara has reconfirmed its vocation as an art host in a moment of synchronisation with biennales and important museums from around the world.

The collective exhibition *Chronic desire – Sete Cronică* proposes, in multiple spaces in the city ("Maria Theresia" Bastion, Timișoara Garrison Command, "Corneliu Miklosi" Museum of Public Transport, Ștefania Palace), new ways of reading and feeling the critical political and ecological moment that we are crossing together.

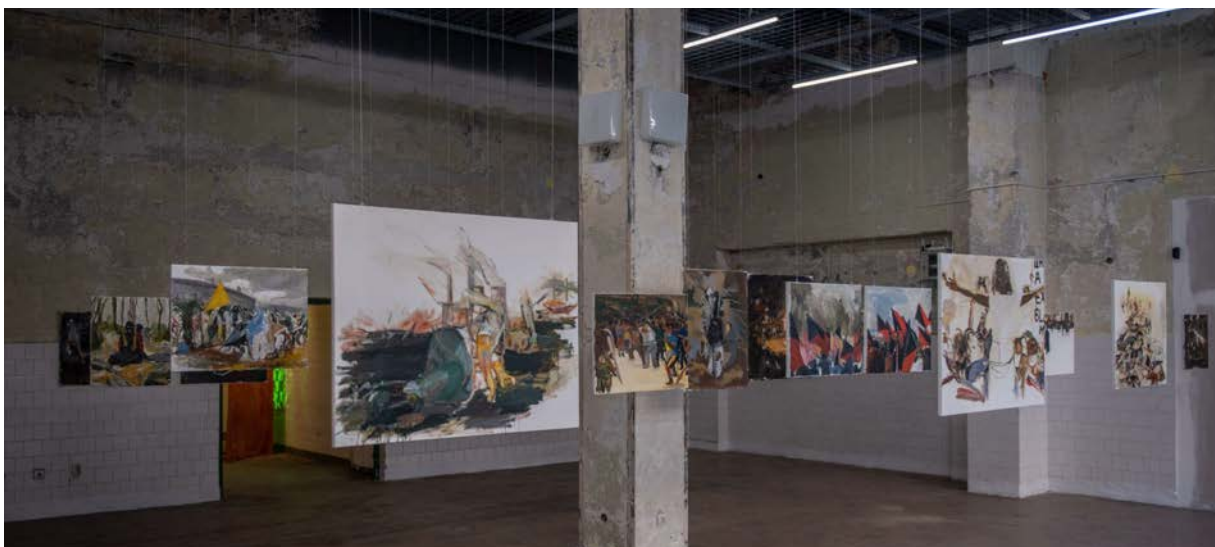
We present below some extracts from both the curators' reports and the education and mediation events coordinated by the "Contrasens" Cultural Association for the *Chronic desire – Sete Cronică* exhibition spaces, accompanied by press feedback.

### Ștefania Palace

*"Most visitors are people from the neighbourhood or neighbours from the surroundings.*

*They all come out of curiosity; some approve, some disapprove, but they are excited that something is happening nearby."*

*"A few students who pass by Ștefania every day took courage and entered."*



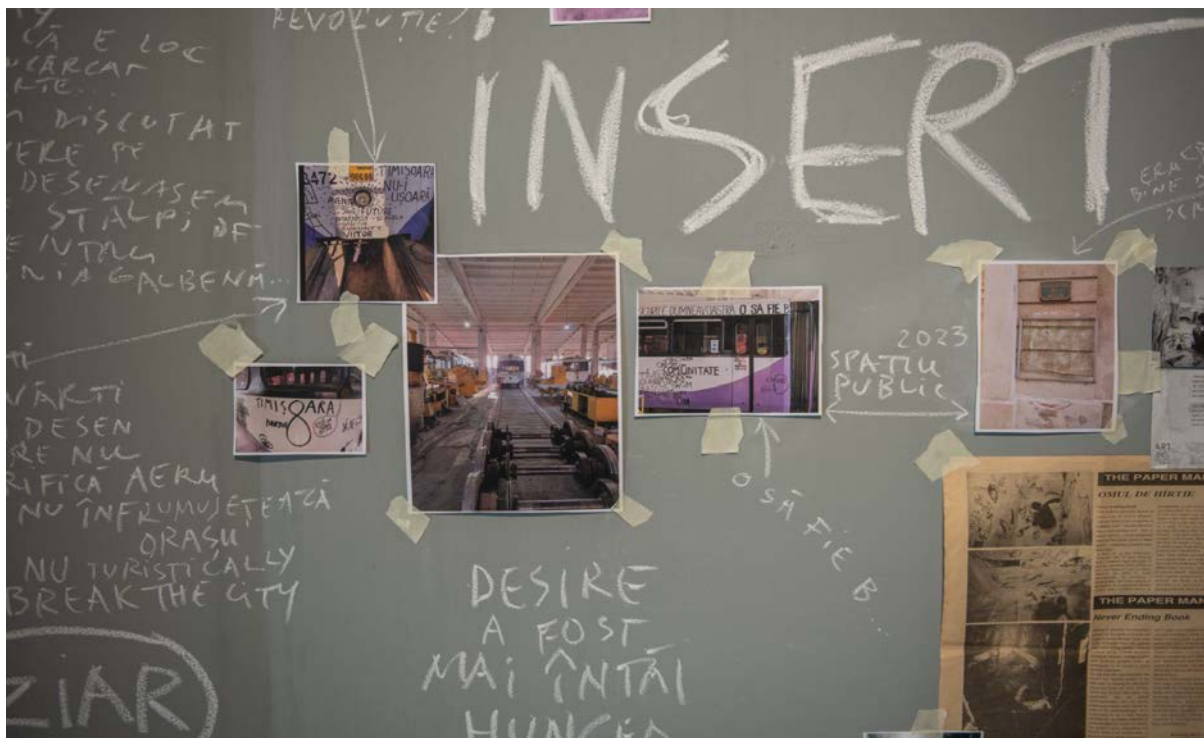
*Meeting History 2007-2022, Mona Vătămanu, in Chronic Desire – Sete Cronică, central collective exhibition, Ștefania Palace | Photo: Cătălin Batrînu*



### Timișoara Garrison Command

*"Visitors came even in rainy weather. Although we thought that rain would keep people indoors."*

*"The kids scheduled for Sunday came, and not only did they come, but they were really interested and very attentive."*



*Insert Dan Perjovschi, in Chronic Desire – Sete Cronică, central collective exhibition, Garrison Command | Photo: Cătălin Bătrînu*



*"I experienced a magical moment when, behind a black curtain, I entered a room where dozens of pastel-coloured plaster houses seemed to be floating in the air. The multimedia installation *Small house, Home sweet home* by artist Sead Kazaxhiu is a reference to the complicated housing situation of the vulnerable Romani, who lack the financial means to buy a house or live in fear of eviction; the suspended houses are a symbol of all homes without stability."* — Scena 9, Nicoleta Moise, Oana Filip



*Small house, Home sweet home, Sead Kazaxhiu, multimedia installation, in *Chronic Desire – Sete Cronică*, central collective exhibition, Garrison Command | Photo: Petru Cojocaru*





"Corneliu Miklosi" Museum of Public Transport



*Mother Tongues and Father Throats, Slavs and Tatars, in Chronic Desire – Sete Cronică, central collective exhibition, "Corneliu Miklosi" Museum of Public Transport | Photo: Petru Cojocaru*

*„High-school students generally come to take pictures at Slavs and Tatars”.*

*"More and more people who are not used to going to exhibitions and are interested in understanding start to come over."*



After successfully representing Romania at the Venice Biennale (2022), the project *You Are Another Me – A Cathedral of the Body* of the artist and director Adina Pintilie is presented for the first time in Romania, at Kunsthalle Bega.



*You Are Another Me – A Cathedral of the Body*, Adina Pintilie, multimedia installation, Kunsthalle Bega  
| Photo: Seba Tătaru

*"...for me, the most interesting part is that from all the conversations I have had so far with visitors, I have not yet found any negative opinions related to the project, although I expected (before starting the mediation activity) to be able to determine a percentage of visitors who do not appreciate the exhibition. That didn't happen. On the other hand, many things happened that I did not expect.*

*One of them is how many families with children come to this exhibition. I've had incredibly various experiences with every family that's come here, but there hasn't been one child who hasn't been excited about what's going on around him, in a very curious and healthy way."*

*"Most people who visit us come in groups of two or more persons, and the part of great interest for most of them is room 3, the VR room."*



The exhibition *Mircea Nicolae – Small things, precious things* (Garrison Command Timișoara) brought back to public attention a prominent figure of contemporary art in Romania. Under the pseudonym Mircea Nicolae, artist Ionuț Cioană (1980–2020) had a diverse and extensive trajectory; he imagined curatorial formats that tested institutional limits and was one of the most talented art critics of his generation.



*Small things, precious things, Mircea Nicolae, Project Hall, Garrison Command |  
Photo: Seba Tătaru*

*“A girl is crying in the video room. I cried too, yesterday and the day before.”*

*“I am from Greece, I feel very connected to the Kiosk idea. We have them too.”*





*The Nursery. 1306 plants for Timișoara*, an intervention in the urban space of Timișoara by MAIO Architects (Spain), is a project that proposes to look at Victory Square from a new perspective, from the height of a temporary metal installation full of vegetation.



*The Nursery. 1306 Plants for Timișoara*, MAIO Architects, OAR Timiș, Peisaj Studio, Nomadic Studio  
| Photo: OAR / Timiș branch

*"I was glad it was criticized. If there isn't criticism in a city, it means it's dead. We don't really have the culture of urban installations, neither of art nor of architecture, and the fact that this installation was made and that it started a debate in society means that it is awakening the community to life".* — Landscape architect Alexandru Ciobotă in an interview for news.ro

Between February 18 and March 17, the installation was visited by **23,569 people**.

Apart from being an exhibition in itself and a space to contemplate the biodiversity of the urban space, the Nursery is also an alternative location for city events. Thus, OAR Timiș launched a call inviting cultural operators to propose events in various formats (shows, thematic workshops, micro-exhibitions, debates, launches) that can be hosted in the Nursery.





Timișoara's vocation as the capital of contemporary art was also confirmed by the exhibition *Victor Brauner: inventions and Magic*, financed by the Timiș County Council and co-organised by the National Museum of Art Timișoara, the Pompidou Centre in Paris, the Art Encounters Foundation and the French Institute in Romania, with works from both the National Art Museum of Romania and the French museums of Saint-Étienne and Cantini and Marseille, but also from the museums of Tulcea and Galați.



Exhibition *Victor Brauner: Inventions and Magic*, Timișoara National Museum of Art | Photo: Seba Tătaru

*„The exhibition Victor Brauner: Inventions and Magic is remarkable in every way because it manages to serve exemplarily, as only at the great international exhibitions (the so-called, more or less maliciously, blockbusters) do I have the opportunity to see, an epochal "content", that of the polymorphous, permanently exploratory and incessantly self-metamorphosing work of Victor Brauner, draftsman, painter and creator of objects who has become a fetish, and a cult name for the history of contemporary art.” — Bogdan Ghiu, Observator Cultural*



The central theme of opening the city to other cultures and forms of expression, as well as the celebration of its rebellious and revolutionary spirit, was supported by the selection of rock, hip-hop, Balkan/ethno, and electro music artists for the festive moment *We Celebrate the Opening!* The way in which these shows were interspersed in the programme of the opening event and translated the curatorial concept for the stage in Union Square is another step towards a series of events through which Timișoara can attract new categories of national and international audiences.



*Dan Byron, Concert IPR in Union Square | Photo: Petru Cojocaru*

*"I was impressed by the large crowd gathered in the square at the concert of a band that is not mainstream. I have never seen Timișoara so effervescent."* — Dan Byron (guest of Implant Pentru Refuz), in an interview for [pressalert.ro](http://pressalert.ro)



*Concert Tarek Atoui, Cetate Synagogue | Photo: Călin Abrudean*

*"I am sure that every sound generates different emotions, reactions, thoughts in people. That's what I like most about my work; it opens doors to intimate places." — Tarek Atoui, in an interview for IQads.ro*





## Echoes in the community

In line with the application file concept of activating the city inhabitants through culture, a particular part of the opening programme events were initiatives from the community and for the community, helping to extend the programme as deeply as possible into the neighbourhoods.



*Show with giant puppets, Dacia neighbourhood | Photo: Flavius Neamciuc*

*„You breathe in unison with the actors of the "Csiky Gergely" Hungarian State Theatre, you see their every move in HD, you follow them (by bus/vaporetto and then through the city), you explore their space (which limits the props to a minimum and uses the objects already existing in one of the most modern and original churches in Romania), and you are actually part of their journey.” — Raluca Cîrciumaru, Happ.ro*

*„We had an audience on both days of the event that we have never met before at our events.” — “Lumea Voluntarilor” Association / “World of Volunteers” Association*





*„ I was surprised by the large number of foreign tourists at the event we organised.”*  
—“Diaspora” Foundation

*„I was immensely glad when I saw how people gathered at the event. At “Sfânta Maria” Secondary School Number 7, I knew there would be a crowd because I was sure that the students would come with their parents, but I didn't know how they would gather at the other locations (Dacia and Clăbucet). That is precisely why on the Opening night (Friday), together with the whole team from Theatre on Wheels, we distributed several thousand flyers, hoping that our event would reach people's thoughts. And the proof... waves of people came in the following days, waves... which was a joy.”* — Theatre on Wheels



*Cultural branching at The Water Power Plant, Aquatim Foundation | Photo: Florin Gherasim*

*„The photographs in the exhibition illustrate insights into inaccessible spaces, where areas of factories, workers, machinery, and infrastructure are in operation behind closed doors. I was deeply impressed by the image of the AZUR production line, neighbouring FABER.”* — Bright Cityscapes: Mirroring the ecosystem @FABER



*„I was surprised by people's genuine desire to discover cultural events. We had a very diverse and large audience. On Sunday, even at 5 minutes to 22:00, 2 participants arrived, curious to explore the exhibition and apologising for arriving so late.” — artouching*

*„We were very happy with the participation in such a large number of an extremely diverse audience. Many families with children and many people who do not usually participate in the events organised by us. During the 3 days, but especially on Saturday and Sunday, we felt a generalised festive energy and atmosphere, even if we didn't manage to get out of the Traian area, it was noticeable in the people who passed by us.” — Citizen of Traian Association*



*Harap-Alb, Culture House of the Municipality of Timișoara | Photo: Alin Zelenco*

*“The joy of playing for children is a reward that you only get by playing.” — Storyteller, Emperor, Gerilă, Albină/ Ionuț Marian Pîrvulescu*



*TakeOver, Students' League of the Faculty of Automation and Computers | Photo: Cătălin Anghel*

*„The city felt very effervescent to me, to the point where it would have been a different city altogether. The atmosphere in Timișoara from Wednesday to Thursday and definitely later, from Friday to Sunday, was something I had never felt in the city before. It was something comparable to the centre of a capital further west of us, Vienna or Budapest, where everyone feels good, everyone participates in something, wants to watch something, wants to have fun, wants to consume some form or another of culture.” — Alexandru Luca, in an interview with Anitta Pelin, Spații Noi / New Spaces*

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One weekend for a year. The opening gave both the people of Timișoara and the guests the opportunity to (re)discover their city as they remember it, live it or imagine it: brave, connected to Europe, diverse and open to new ideas and people.

If there is a thread of reference that ties together the events that appear in the Timișoara 2023 opening programme, it is the desire to overcome the boundaries of creativity in the field of contemporary art and to discover the city, with the eye, ear or heart, in an authentic dialogue between countries and generations, genres and cultures, traditions and technologies.