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CHERRY

Cultural Infrastructure as a Driver of Urban Growth: Braşov's Sala Patria

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- Situated in the **Central Region of Romania**, the cultural, spiritual, religious and economic **centre of Transylvania**.
- **2008** – signatory of the Covenant of Mayors.
- **2021** - committed to reduce the CO2 emission by 55% before 2030 and to reach climate neutrality by 2050 (<Fit for 55 >).
- **National Growth Pole in the Central Region** (Law 315/2004), Braşov has the **highest degree of urbanization in the region** (74.7%), occupying first place in terms of GDP/inhabitant and labour productivity.
- Inhabitants in the municipal area: **288.112**

- Plays a key role in regional cultural tourism as it hosts both the **Historic Cafés Route** and the **Via Transilvanica trail**—a 1,400 km path crossing Romania—contributing significantly to the sustainable development of the area.
- The iconic **Bastionul Postăvarilor** is part of the **Fortress Route**.
- Braşov also features prominently in the newly acknowledged “**Gates of Transylvania**” cultural-touristic route. Recently endorsed by Romania’s **Ministry of Economy, Energy, and Business Environment**, this route highlights three major cultural destinations: **Braşov**, **Sibiu**, and **Bistriţa**.



Revitalizing Patria Cinema A Hub for Culture and Community

Funding Program:

Regional Operational Programme 2007–2013

Priority Axis 1 – Sustainable Urban Development

Intervention Area 1.1 – Integrated Urban Development Plans

Subdomain: Growth Poles



**Brașov
Municipality**

Main Objective:

Promote Brașov's tourism and business appeal through cultural marketing

Key Details:

Total budget: **10.972.064 RON**

Non-reimbursable funding: **8.776.323 RON**

Results:

+0.25% annual tourist increase

17 jobs preserved

Cultural visibility significantly enhanced



Sala Patria: Cultural Infrastructure Driving Inclusive Urban Growth

Key Contributions:

Transformed a **dilapidated 800-seat cinema** into a modern socio-cultural center

Offers:

A 458-seat concert hall
53-seat projection/audition hall
Exhibition spaces and rehearsal rooms
Full accessibility for people with disabilities

Hosted by Braşov Philharmonic, a symbol of cultural excellence

Supports:

Free concerts for seniors and children
Local artist showcases, school partnerships, and NGO events
Employment: 19 new permanent jobs
Cultural inclusion & urban revitalization

Tourism diversification and longer visitor stays



Sala Patria: A Redefined Cultural Landmark

The New Patria Hall

Sala Patria (Patria Hall) is the home of the Braşov Philharmonic, a leading cultural institution known for its symphonic concerts, recitals, educational programs for children, and a wide array of artistic events. Over the years, this space has enabled the Philharmonic to grow into a significant and impactful cultural presence in the region.

In the context of the CHERRY project, which explores the role of cultural and creative industries in urban transformation, Sala Patria stands as a relevant example – a symbolic cultural venue currently undergoing rehabilitation, contributing to the renewal of the city through culture.



From Cinema to Concert Hall

Key Functional Spaces

Grand Hall – currently 336 seats

Chamber Music / Projection Hall – 72 seats

Two public foyers

Control room

Artists' chambers (dressing rooms)

Musical library

Office spaces

Storage space

Project Financial Overview

Total project value: 10,972,064 lei

Of which: 8,776,323 lei as non-reimbursable EU funds



From Cinema to Cultural Landmark

Stories from the Past

Before its renovation, the building functioned as a cinema. At that time, the Braşov Philharmonic had no dedicated space of its own, which made artistic activity difficult and limited the institution's ability to grow and flourish. The transformation of the space into a multifunctional cultural venue marked a turning point in the cultural landscape of the city.



The **Patria Hall** Today

Stories from the Present

The rehabilitation of Patria Hall marked a turning point for Braşov's cultural landscape.

By providing the Philharmonic with a dedicated and modern space, it enabled a significant expansion in the number and variety of cultural events hosted in the city. From symphonic concerts and chamber music to educational programs and international collaborations, Patria Hall has become a vibrant hub of artistic expression. More than a venue, it helped position Braşov as a true cultural ambassador, both nationally and across Europe.



The renovation of **Patria Hall** enabled a massive growth in cultural events for the city





Cultural and Social Relevance

As the home of the Braşov Philharmonic, Sala Patria serves as more than a concert venue, it is a vibrant cultural hub that fosters accessibility, inclusion, and artistic dialogue throughout the community. Its social relevance is reflected in a wide range of initiatives and collaborations that engage diverse audiences and support the local cultural fabric:

Highly **accessible ticketing policy**, with reduced fees for pensioners and students, and free access for people with disabilities

Full **handicap accessibility** to the two halls

World-class performances by **internationally acclaimed artists** such as Mischa Maisky, Gary Hoffman, Sarah Nemtanu, Rumon Gamba, David Molard Soriano, and guests from Japan, Italy, Bulgaria, and more

Art exhibitions in the foyer, showcasing painting, photography, and occasional installations

A **projection screen** in the chamber music hall, throwing back to the former purpose of the building, used for cultural events including Festival du Film Français and Très Courts

Select concerts are **broadcast online** via YouTube, an initiative that began during the pandemic and continues to expand our reach



Cultural and Social Relevance

Educational activities for children, including guided hall tours, instrument presentations, and drawing contests

Hosting of **high school orchestra concerts** and events organized in partnership with the Braşov Music College

Symphonic rock concerts that attract broader and younger audiences

Hosting of **community events**, including theater, charity galas, and special performances through active local partnerships

Twice awarded by public vote and special jury **Concert of the Year** and **Cultural Organization of the Year** in Braşov

Strong **media** presence and press coverage for the events

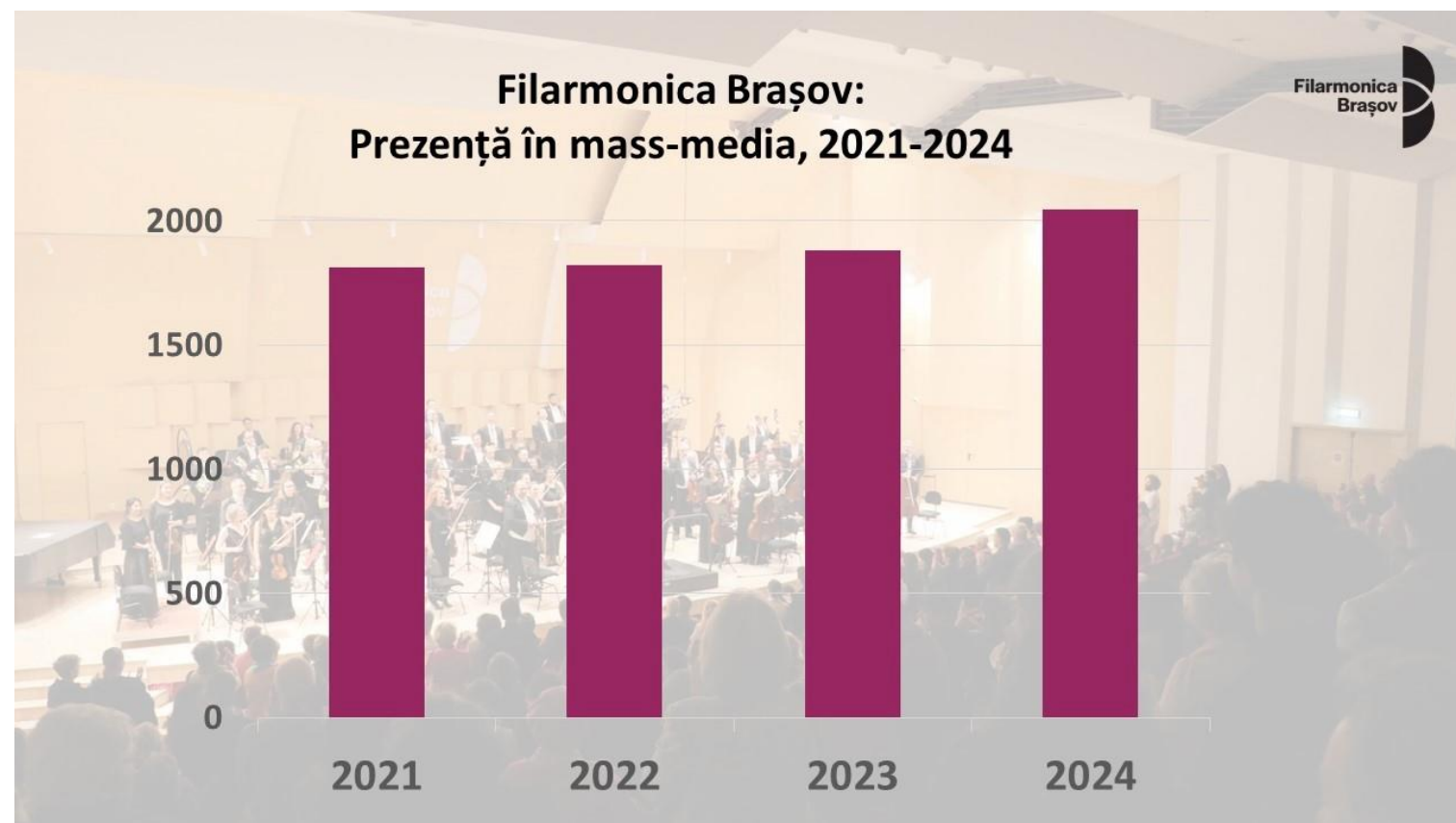
The concerts attract **international visitors** and cultural tourists

Sala Patria continues to be a cornerstone for inclusive cultural engagement and a dynamic platform for musical excellence in Braşov.

Media Growth

In the Press

Our events have benefited from strong and sustained media coverage at local, regional, and national levels. From features and interviews in print publications and appearances on television and radio, to extensive visibility in the online press and across social media platforms, the activities of the Braşov Philharmonic have reached a wide and diverse audience. This exposure has not only strengthened our public presence but has also helped bring classical music and cultural programming closer to the community, reinforcing the institution's role as a key contributor to the city's cultural life.



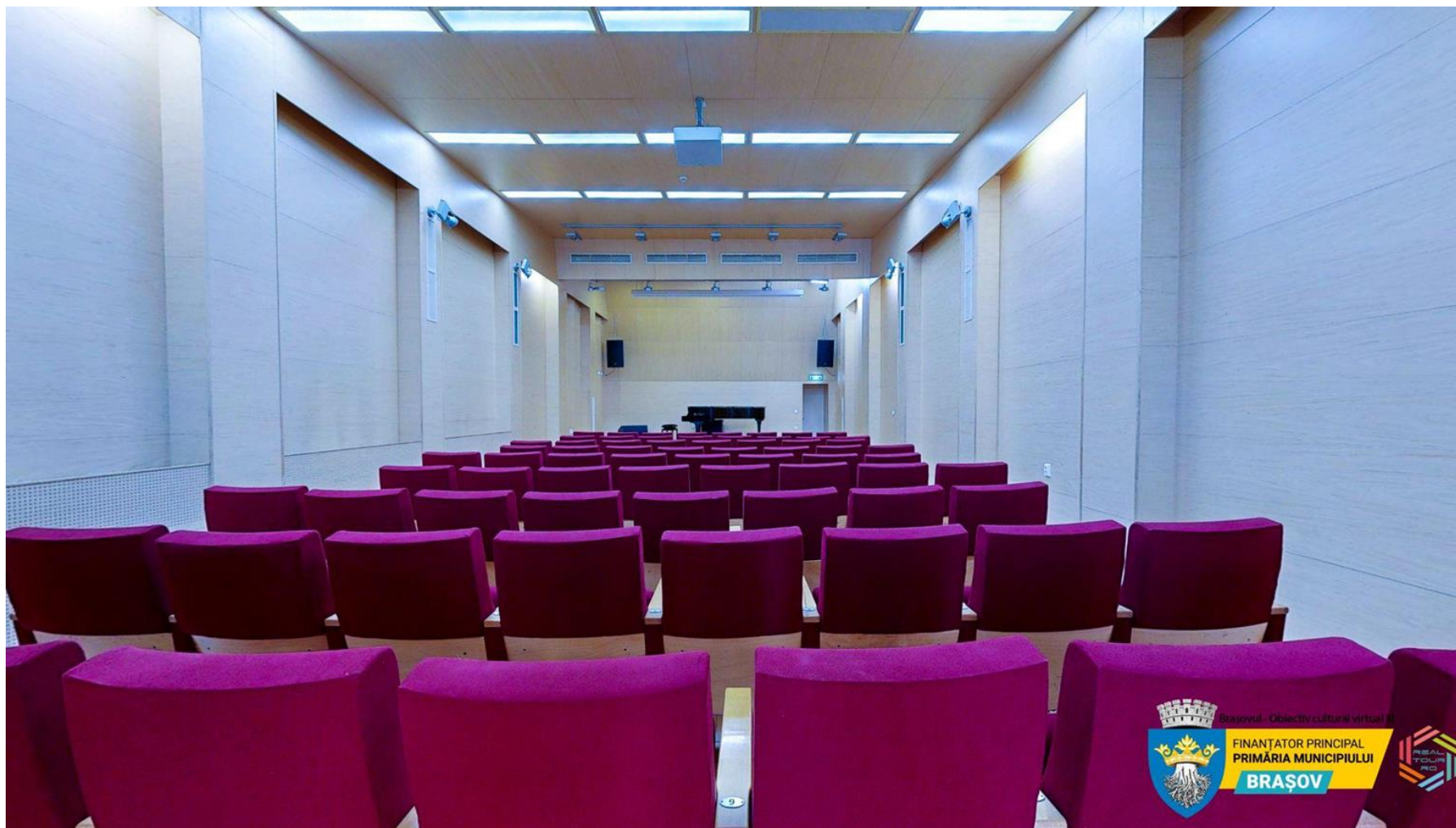
The Grand Hall



The Small Foyer



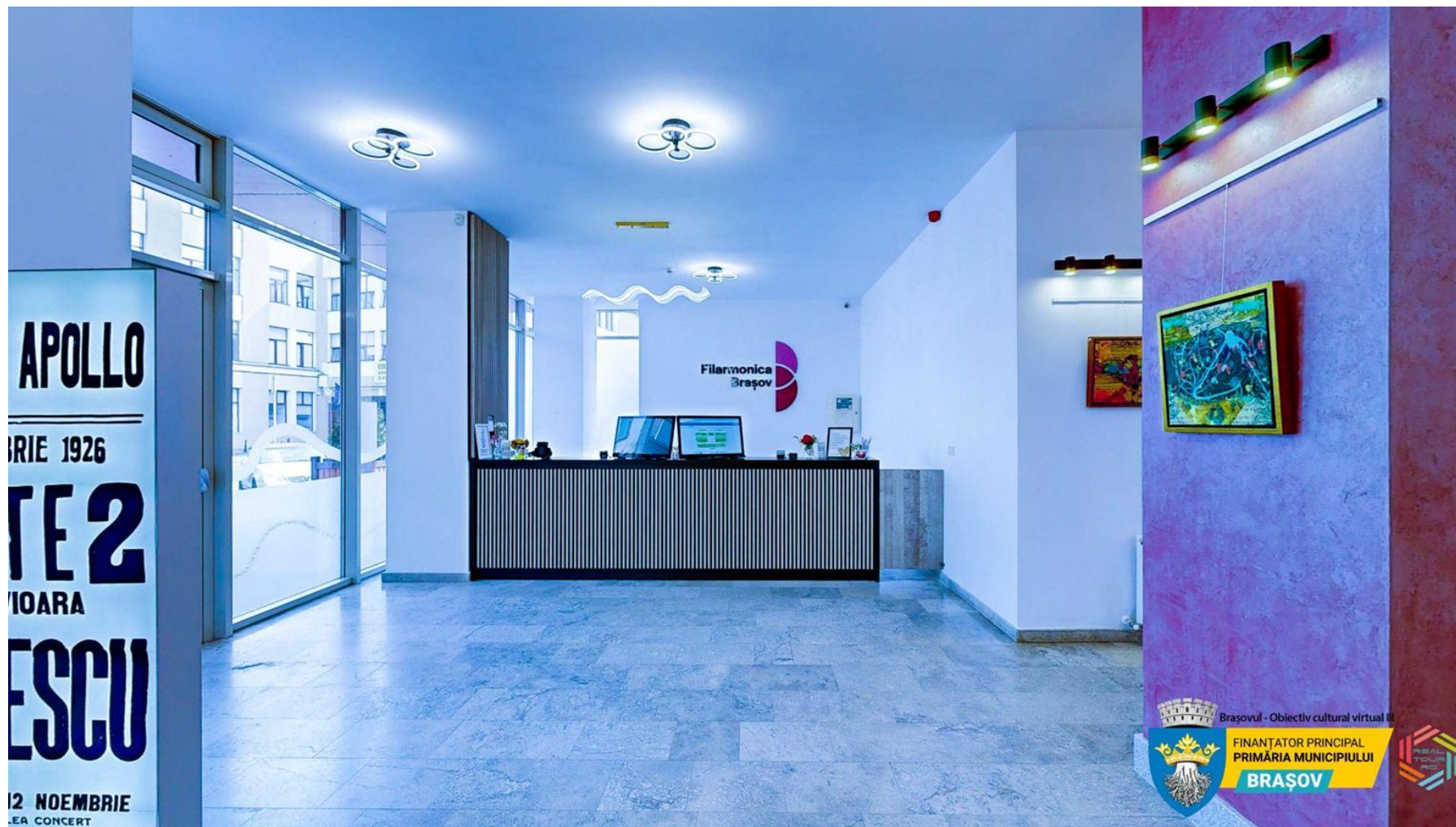
The Chamber Music Hall



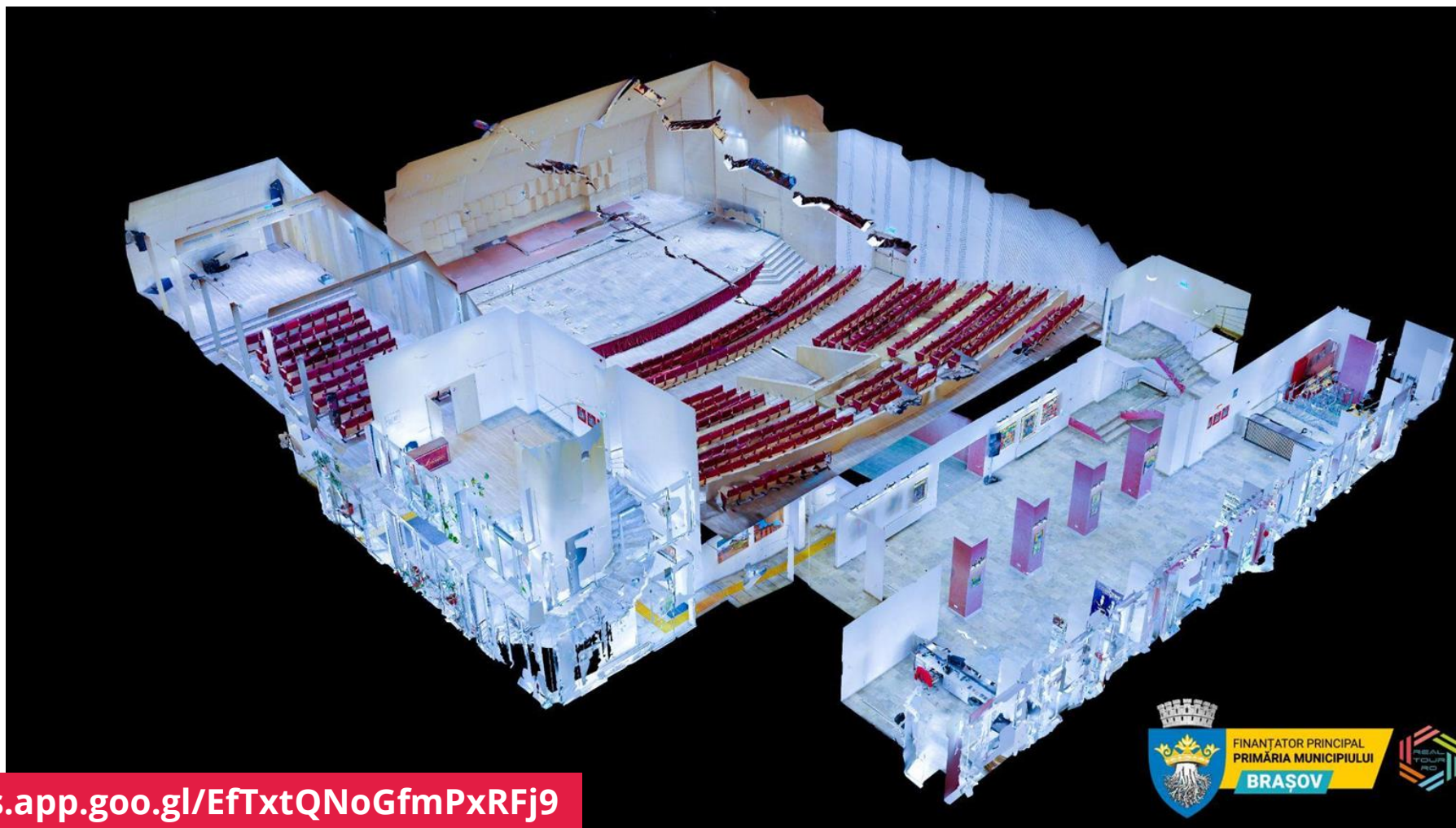
The Main Foyer



The Main Foyer



The 3D Tour



<https://maps.app.goo.gl/EfTxtQNoGfmPxRFj9>

Our main activity: **Symphonic Concerts**

Musical Journeys

A symphonic concert brings together the full power of an orchestra to perform some of the greatest masterpieces in classical music. Throughout a concert season, audiences experience a rich tapestry of sound—ranging from timeless symphonies to bold contemporary works, under the direction of esteemed guest conductors and alongside renowned soloists. Each program is carefully curated, drawing both big names and exceptional repertoire, offering listeners not just performances, but unforgettable musical journeys.



The Chamber Orchestra

Chamber Orchestra Concerts

A concert with the chamber orchestra features a smaller-format ensemble, with fewer musicians than the full symphonic orchestra. This setup allows for a more transparent sound and is often used for classical works written for reduced forces or for more intimate musical experiences.



Chamber **Recitals**

The Quartet

A recital is a concert featuring a small number of performers, often a soloist or a small group such as a duo, trio, or quartet. Unlike large orchestral concerts, recitals focus on chamber music or solo repertoire, allowing for close interaction between musicians and a more personal connection with the audience.



Going **All Out**

Outside Ventures

Our orchestra has performed outdoors in front of thousands of people during summer concerts, bringing symphonic music into public spaces and creating a vibrant, open-air atmosphere. These events allow a wide audience to experience live classical music beyond the concert hall, often in iconic locations across the city. It's a tradition that blends artistic excellence with accessibility, turning the city itself into a stage.



Concerts in the **Black Church**

Black Church Events

We have performed in the grandiose Black Church, one of Braşov's most iconic landmarks, creating a powerful connection with wider audiences. The acoustics, the history, and the sheer scale of the space allow the music to resonate deeply, turning each concert into a shared cultural experience that reaches far beyond the traditional concert setting.



Abroad **Tours**

Cultural Ambassadors

We have carried out tours beyond Romania's borders, bringing our music to international audiences and helping make Braşov known and respected on the cultural map of Europe. Each performance abroad strengthens the reputation of our city as a place of artistic excellence and vibrant musical life.



Representing **Braşov**

Playing in Berlin

These tours have also fostered meaningful connections with artists and ensembles from around the world. Performing together in concerts abroad has opened doors to creative exchange, cultural dialogue, and lasting collaborations, enriching not only our repertoire, but also the spirit of openness and shared artistry that defines our orchestra.



Evening Summer Concerts

Musical Nights

During the summer, we bring music into the open air, offering concerts in public squares, historic courtyards, and city parks. These events create a relaxed and vibrant atmosphere, allowing diverse audiences to connect with classical music in new and meaningful ways, under the evening sky.



A Diverse Musical Palette

Summer Jazz

Every summer, jazz takes over the public square, filling the heart of the city with rhythm, improvisation, and spontaneity. It's a moment when musicians and listeners meet in the open, sharing the energy of live performance in a truly urban celebration of sound.



Musical Synergies

Zoo Events

We even performed The Carnival of the Animals by Camille Saint-Saëns right in the Braşov Zoo, a playful encounter between music and nature that delighted children and adults alike.



Music for **Every Taste**

Pop Concerts

Our orchestra has also taken the stage alongside numerous bands in Braşov's main square, including Holograf, one of Romania's most enduring and iconic rock groups, blending symphonic sound with the energy of pop and rock.



Playing for **the Community**

Mărțișor Events

We performed in one of the city's main malls on Mărțișor, the traditional holiday that marks the arrival of spring, bringing classical music to a wider public in a festive, everyday setting.



Cinematic **Experiences**

Cine-concert

We've performed in one of the city's cinemas, with live orchestral music accompanying a film projected on the big screen, a meeting point between cinema and symphonic sound.



Meeting **Children**

Park Meetings

We've met with children in the park, presenting various instruments, explaining the orchestra's layout, and offering coloring pages and other fun activities, bringing music closer to young audiences in a playful and engaging way.



Final Words

Having Sala Patria as a dedicated venue for the Braşov Philharmonic has offered the city more than just a concert hall, it has created a true cultural anchor.

*This space has allowed for **artistic continuity**, for **bold programming**, and for a permanent **meeting point** between **musicians and audiences**. It has enabled the institution to grow beyond its walls, reaching parks, cinemas, churches, schools, and public squares, and to engage the community through **education, emotion, and shared experience**. As such, Sala Patria stands as a living example of how **cultural infrastructure** can shape **urban identity** and drive **meaningful growth**.*

Questions

A large, bold, red question mark is positioned to the right of the word "Questions".

Thank you!

filarmonicabrasov.ro