

TÂRGU MUREȘ

INNOVATION CENTRE

A NEW URBAN DESTINATION
IN THE HEART OF THE CITY



INNOVATION • CULTURE • MOBILITY • COMMUNITY

TÂRGU MUREŞ

Connected. Growing. Ready.

A dynamic regional city in the heart of Transylvania, with a strong academic and medical ecosystem, a growing economy and a vibrant cultural life.



~150,000
inhabitants



1 km
to A3 motorway



1.5 km
to city centre



Universities
& research centres



1 km
& medical hub



International
business community

INNOVATION CENTRE

A catalyst for a vibrant urban future.

The Innovation Centre brings together culture, education, business and community in a contemporary urban space, designed to inspire people and ideas.

**INNOVATION**

A modern hub for ideas, research and entrepreneurship.

**COMMUNITY**

Open, inclusive spaces for people and collaboration.

**CULTURE**

A vibrant destination for arts, heritage and creative expression.

**SUSTAINABILITY**

Green infrastructure and responsible urban development.

**CONNECTIVITY**

Seamless access and integration with the city's mobility network.

**OPPORTUNITY**

A place for companies, talent and investment to grow.



THE OPPORTUNITY

The Opportunity

A unique opportunity to transform a central urban area into a dynamic hub for innovation, business, culture and community, creating long-term value for investors, the city and its people.



REGENERATE A CENTRAL AREA

Unlock the potential of an underused urban site and reconnect it with the city's cultural, educational and business life.



A MULTIFUNCTIONAL DESTINATION

A vibrant mix of innovation spaces, offices, events, culture, retail, hospitality and green public areas.



SUSTAINABLE URBAN DEVELOPMENT

Energy-efficient buildings, green infrastructure and a people-centred design that enhances the urban environment.



LONG-TERM VALUE

Attract investment, create jobs, strengthen the local economy and build a lasting positive impact for the city and future generations.



ECONOMIC GROWTH

New businesses, jobs and investment in the city centre.



STRONGER COMMUNITY

A meeting place for residents, students, professionals and visitors.



GREENER CITY

Clean energy, green spaces and a healthier urban environment.



A MORE ATTRACTIVE TÂRGU MUREŞ

A contemporary landmark that positions the city as a centre of innovation, culture and opportunity.



THE VISION

Innovation Business Culture Community

A multifunctional urban destination that connects people, ideas and opportunities, integrating innovation, business, culture and community in the heart of Târgu Mureș.



INNOVATION

Spaces for ideas, research, startups and collaboration.



BUSINESS

Modern offices, flexible spaces and investment opportunities.



CULTURE

A direct connection to the Theatre, Small Theatre and the city's cultural life.



COMMUNITY

Public spaces, events, green areas and a vibrant urban experience.

- Green areas and gardens
- Pedestrian connection
- Spatial canopy / covered area

Cultural – Innovation Centre
Rooftop space for events, culture and innovation.

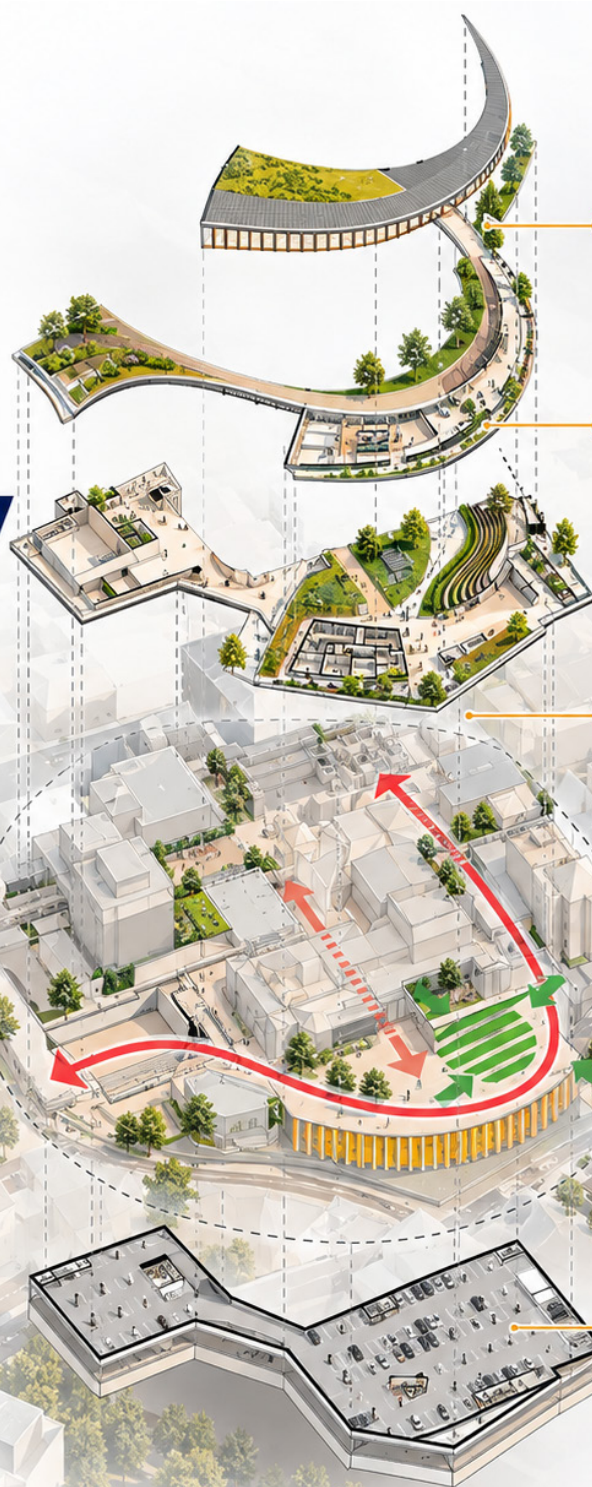
Elevated pedestrian promenade

Connection above the ground, with green areas and panoramic views.

Inner garden, meeting area, hospitality

Green courtyards, public spaces and guest facilities.

Underground parking
>400 parking spaces
P1 – P3, central access and EV charging stations.



PROJECT AT A Glance

A multifunctional urban destination bringing together innovation, business, culture and community, with green spaces, excellent connectivity and modern infrastructure.

~10,000 m²

Innovation centre
and office spaces

~2,000 m²

Retail, café
and services

2 theatres

Direct connection
to the Theatre
and the Small Theatre

~5,000 m²

Green areas, rooftop
garden and public spaces

>400

Underground
parking spaces
(P1 – P3)



A New Urban Landmark

A contemporary architectural concept that integrates into the historic urban fabric and creates a vibrant, people-centred destination for Târgu Mureş.

The project connects key cultural institutions, activates the city centre and offers a welcoming environment for residents, visitors, businesses and the creative community.



A New Pedestrian Experience

An elevated pedestrian promenade connects the cultural, business and public spaces, creating a green, vibrant and welcoming environment for everyone.



PEDESTRIAN PROMENADE

A continuous, elevated route connecting key destinations.



GREEN SPACES

Landscaped terraces, gardens and shaded areas for relaxation and events.



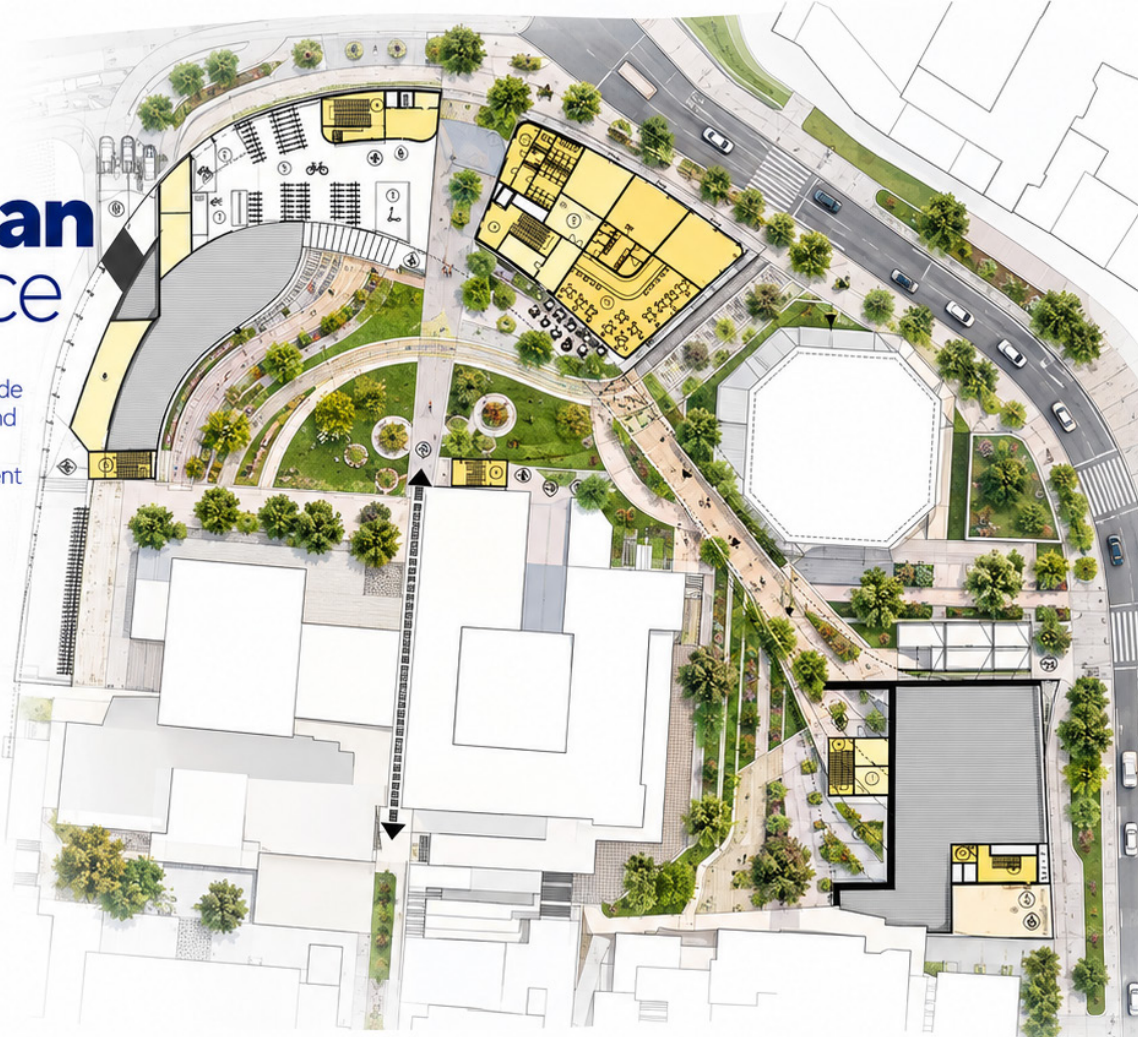
MEETING PLACES

Urban plaza, seating areas and social spaces.



CITY CONNECTIONS

Direct and barrier-free links to the Theatre, hotel and surrounding streets.



ELEVATED PROMENADE

A pleasant pedestrian route with terraces, gardens and cafés, offering unique views to the historic city centre.



SOCIAL SPACES

Stairs, green terraces and open areas create places to meet, relax and enjoy cultural and community events.



GREEN CONNECTIONS

Landscaped paths link the Theatre, the hotel and the surrounding city streets in a seamless and accessible way.

Green Urban Living Room

A generous green urban space in the heart of the city, designed as a living room for the community – a place to meet, relax and enjoy culture, surrounded by nature, architecture and urban life.



FACADE TOWARDS THE STREET 1/300



LONGITUDINAL SECTION – UNDERGROUND PARKING 1/300



SECTION B – STREET 1/300



GREEN PUBLIC SPACE

Landscaped terraces, lawns and trees create a vibrant urban oasis.



A PLACE FOR EVERYONE

Open and welcoming spaces for residents, visitors and the creative community.



CULTURE & EVENTS

Close connection to the Theatre, with outdoor areas for cultural and community events.



RELAX & SOCIALISE

Cafés, terraces and seating areas activate the public space throughout the day.



Underground Parking

A modern underground parking solution integrated into the urban fabric, providing convenient access for visitors, residents and event audiences.

The underground parking is directly connected to the pedestrian promenade and the Theatre, ensuring easy and barrier-free access to all key destinations within the project and the city centre.



>400
parking spaces
(P1 – P3)



Direct access
to the pedestrian
promenade, Theatre
and city centre



**EV charging
stations**
for sustainable
mobility



**Barrier-free
access**
for all users



Safe & modern
lighting, ventilation
and security systems



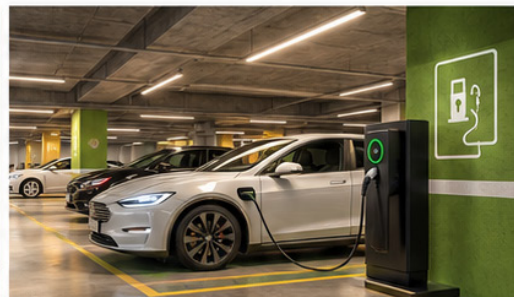
SPACIOUS AND FUNCTIONAL

Generous parking spaces and wide circulation lanes for a comfortable and safe experience.



DIRECT CONNECTIONS

Fast and easy access to the pedestrian promenade, the Theatre and the surrounding urban spaces.



SUSTAINABLE MOBILITY

Equipped with EV charging stations to support a greener and more sustainable city.

Indicative Investment Case

A strategic and realistic investment that combines innovation, culture, mobility and public space, generating long-term value for Târgu Mureș and its community.



~5,000 m²

Innovation Centre
(offices, co-working, labs, event spaces)



~2,000 m²

Retail, café and supporting services



> 400

Underground parking spaces (~12,000 m²)



~5,000 m²

Green and public spaces

ESTIMATED INVESTMENT COSTS

Based on the general estimate (SF / DALI)

Chapter	Description	Estimated value (€)
Cap. 1	Land and site organisation	550,000
Cap. 2	Utilities and connections	380,000
Cap. 3	Design and technical assistance	1,020,000
Cap. 4	Construction works (Innovation Centre + underground parking)	12,500,000
Cap. 5	Other costs (permits, studies, etc.)	180,000
Cap. 6	Contingencies (10%)	1,460,000
TOTAL INVESTMENT (estimated)		≈ 16,100,000 €

Note: The estimate is indicative and does not include VAT, specialised IT equipment or furniture. Costs are based on 2024–2025 average market prices in Romania.

KEY INVESTMENT RATIONALE



Integrated development

Combines innovation, culture, mobility and public space in a single, coherent project.



High socio-economic value

Generates jobs, attracts investment and strengthens the local economy.



Sustainable and liveable city

Reduces car traffic, adds ~5,000 m² of green space and improves urban connectivity.



Catalyst for urban regeneration

Reactivates the city centre and connects key destinations (Theatre, Piața Trandafirilor, historic centre).

EXPECTED IMPACT



ECONOMIC DEVELOPMENT

- Attraction of innovative companies and investment
- New jobs in the knowledge-based economy
- Increased activity for local businesses (retail, horeca, services)



SOCIAL BENEFITS

- Modern spaces for education, research and collaboration
- More opportunities for youth and entrepreneurs
- A vibrant cultural and public space connected to the Theatre



URBAN & ENVIRONMENTAL IMPACT

- Reduction of car traffic in the city core
- ~5,000 m² of new green and public spaces
- Integration with sustainable transport solutions



GREATER CONNECTIVITY

- Direct and barrier-free links between key urban destinations
- Improved pedestrian experience and public spaces
- Integration with public transport and cycling infrastructure



LONG-TERM VALUE

- Modernisation of a key urban area
- Strengthening the city's image and competitiveness
- Sustainable use of land and infrastructure





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Why Mureș

