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## PRESS RELEASE

### George Enescu Philharmonic Launches Its New Website

#### **A modern and accessible platform, part of GE Phil's strategic transformation and international development process**

The **George Enescu Philharmonic (GEP)** has launched its new official website today - a modern, user-friendly platform that reflects its new strategic positioning. The website can be accessed at [www.filarmonicaenescu.ro](http://www.filarmonicaenescu.ro), with the previous address redirecting to the new platform for a transition period.

*"Our new website is an essential tool in the strategic transformation of both the George Enescu Philharmonic and the Romanian Athenaeum. On one hand, it serves as the digital business card of our redefined brand identity. On the other hand, it provides music lovers with quick access to our exceptional artistic programme. Moreover, the website marks the first step in a broader digitalization process through which we aim to become a model and source of inspiration for institutions in Romania. We extend our gratitude to our main sponsors, Garanti BBVA and Rompetrol, who supported this project, as well as to the BRINEL | iQanto and OMA Vision teams, who worked alongside the Philharmonic in its development and implementation,"* said Marin Cazacu, Director of the George Enescu Philharmonic.

The platform immerses users in the symbolic and emotional universe of the GEP brand identity, launched in 2024, and presents its new slogan - Music and Grace - for the first time. This slogan encapsulates the Philharmonic's mission and promise: to bring timeless music of universal value to life, through performances that unite artists and audiences in a shared state of grace.

#### **A User-Friendly and Modern Digital Experience**

The new website has been designed to enhance user experience, allowing quick and intuitive access to information on concerts, events, artists, and cultural activities. Its structure simplifies navigation and information retrieval:

- **Interactive and user-friendly calendar:** Visitors can easily select specific dates or periods. A search and filtering feature allows users to explore events based on keywords, ticket types, or event categories, helping them find concerts and activities of interest quickly.
- **Modern design,** aligned with the visual identity of the George Enescu Philharmonic and international best practices.



- **Comprehensive artist and event information:** the **News** and **Press** sections offer detailed descriptions of guest artists, programs, and special projects, allowing the public to fully grasp the significance of events held at the Romanian Athenaeum.
- **Enhanced accessibility:** Optimized for both mobile and desktop devices, the platform ensures seamless usability across different formats, maintaining an elegant design and full functionality.
- **Accessibility for individuals with special needs:** Key features have been adapted to accommodate users with disabilities.

## A Call to the Community

The website was developed exclusively through private financial contributions, thanks to the support of Garanti BBVA and Rompetrol. The development team BRINEL | iQanto was selected through a competitive process based on their deep understanding of the Philharmonic's specific needs.

This launch represents an open invitation to the community of music and culture lovers, the business sector, and the general public to support the transformation of the George Enescu Philharmonic and the Romanian Athenaeum, reinforcing their role as the cultural heart of Bucharest, which resonates both nationally and internationally.

For more information and to explore the new digital platform, visit the official website of the George Enescu Philharmonic at [www.filarmonicaenescu.ro](http://www.filarmonicaenescu.ro).

In the first few weeks following the launch, users may encounter minor technical issues. These can be reported to [office@omavision.ro](mailto:office@omavision.ro). Feedback will contribute to improving the user experience.

## Subscribe to Our Newsletter

The new website offers two types of newsletters:

- **Event Updates:** Stay informed about upcoming concerts, events, and featured artists at the George Enescu Philharmonic.
- **Romanian Athenaeum Newsletter:** Get updates on guided tours and other cultural events hosted at the Athenaeum.

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