

CASE STUDY

PROJECT NAME: FABER

PROJECT IMPLEMENTER: FABER

WEBSITE: <https://faber.ro/>

PROJECT OBJECTIVES:

FABER IS A PRIVATELY DEVELOPED ENDEAVOUR DESIGNED TO INSPIRE SOCIAL AND CULTURAL WELLBEING - ONE WHICH CONNECTS LOCAL, REGIONAL AND INTERNATIONAL STAKEHOLDERS AND ACTIONS, AND THAT IS FOCUSED ON THE POWER OF CREATIVITY, INNOVATION AND THE SUSTAINABLE DEVELOPMENT OF LOCAL COMMUNITIES. FABER OFFERS MEETING AND EVENT SPACES, CONTEMPORARY WORKSPACES, A PROTOTYPING&SMALL PRODUCTION WORKSHOP, AND A BISTRO - ALL IN A REFURBISHED BUILDING THAT IS PART OF THE LOCAL INDUSTRIAL LEGACY OF TIMIȘOARA.

PROJECT RECIPIENTS:

COMMUNITY IN GENERAL,
ARTISTS, CREATIVE
ENTREPRENEURS

PROJECT RESULTS:

FABER WAS INITIATED WITH THE CLEAR GOAL TO REINVENT AND REFURBISH AN EXISTING BUILDING AND SITE THAT USED TO BE RELEVANT FOR THE CITY. THE NAME OF THE PROJECT IS INSPIRED BY THE FAMILY WHO HAS BUILT AND RUN THIS SITE FOR ALMOST 200 YEARS (THE FARBER FAMILY) AND BY THE PHILOSOPHICAL PHRASE "HOMO FABER" (A PERSON OR GROUP WHO MAKES/PRODUCES OBJECTS/RESULTS) - THUS CONNECTING THIS PLACE WITH ITS HISTORY AND FUTURE. AS A GROUP OF CREATIVES AND ENTREPRENEURS WITH A MAJORITY OF ARCHITECTS, REFURBISHING THIS PLACE WAS SET TO BE A STATEMENT - ABOUT HOW A GENERIC BUILDING CAN BECOME INSPIRING, ABOUT THE IMPORTANCE OF WORKING WITH THE EXISTING BUILT ENVIRONMENT, ABOUT HOW CULTURAL INFRASTRUCTURE CAN BE GENERATED PROFESSIONALLY BY A BOTTOM-UP INITIATIVE.

CALENDAR/ACTIVITIES

SINCE 2020, SINCE THE INAUGURATION OF THE BUILDING, THE FABER TEAM HAS ALSO BECOME A CREATOR OF SOCIO-CULTURAL, VISUAL, EXPERIMENTAL, ARTISTIC AND MUSICAL CONTENTS. THE MAIN FABER PROGRAM LINES - DESIGN AND MUSIC ARE CURATED BY MARTINA MUZI, DESIGNER AND DESIGN TEACHER, AND FLORIN UNGURAŞ, CO-FOUNDER OF THE TMBASE FESTIVAL.

IN 2023, THE YEAR OF TIMIŞOARA - EUROPEAN CAPITAL OF CULTURE, FABER IS A REFERENCE SPACE FOR A SERIES OF EVENTS WITHIN THE CULTURAL AGENDA. IN PARTNERSHIP WITH THE POLYTECHNIC UNIVERSITY OF TIMIŞOARA, FABER SIGNS THE BRIGHT CITYSCAPES PROGRAM, OF VARIOUS EVENTS, EXHIBITIONS, PARTIES THAT WILL TAKE PLACE IN THE FABER SPACE, THROUGHOUT THE WHOLE YEAR.



DETERMINE FACTORS

THE INITIATIVE IS TAKING THE RIGHT STEPS TOWARDS A MORE SUSTAINABLE WAY OF LIFE AND CO-CREATION WITH A STRONG FOCUS ON COMMUNITY ENGAGEMENT. THE SUCCESS CAN BE DETERMINED BY THE REACTIONS OF THE COMMUNITY, PEOPLE JOINING ACTIVITIES AS WELL AS THE NEW CREATIVE INITIATIVES THAT ARE GENERATED.

BUSINESS MODELS

WHEN THE PROJECT'S TEAM WAS INVITED AS THEIR FIRST JOINT PROJECT TO BE THE STRATEGY FOR A DIFFERENT KIND OF ARCHITECTURE WORKSHOP, THE FIRST THOUGHT WAS ABOUT THE QUALITIES AND COMPETENCIES OF EACH ONE, HOW EACH MEMBER COULD COMPLEMENT EACH OTHER. THE OBJECTIVE WAS AND STILL IS TO BUILD THE TEAM VERY WELL, AS ONE OF THE CLEAR LESSONS THAT GOOD THINGS ARE DONE IN GOOD TEAMS. THE PROJECT STARTED TOGETHER WAS ALSO ABOUT TEAMS: WE WANTED TO ARCHITECT AN ECOSYSTEM FOR CREATIVE PROFESSIONALS, ONE IN WHICH THEY COULD WORK HARD, PROTOTYPE, LEARN AND COLLABORATE, THUS BUILDING IDEAS AND PROJECTS THAT ALONE WOULD HAVE BEEN HARDER. THE ROLE OF ARCHITECTURE IN THE PROJECT WAS ON THE ONE HAND TO CREATE THE FRAMEWORK IN WHICH THESE THINGS EVOLVE AND THEN TO ALLOW ITSELF TO BE CONTAMINATED, AS PART OF THE ECOSYSTEM, BY THE CREATIVE AND FINANCIAL BENEFITS OF THIS CONSTRUCT.

BUSINESS PERSPECTIVE

AT FABER, THE ARCHITECTS ARE ALSO PART OF THE INVESTOR TEAM, AND THIS SITUATION GREATLY INFLUENCED THE DESIGN PROCESS, AS EACH ELEMENT OF IT WAS CONSTANTLY ANALYSED FROM THE DIFFERENT ROLES THEY TOOK OVER TIME. FABER IS A COMMUNITY FORMED BY PEOPLE WHO FOR SOME TIME HAVE INVESTED WITH CONFIDENCE AND ENERGY IN THE POSITIVE EVOLUTION OF TIMISOARA, A PLACE WHOSE STORY IS CENTRED ON THE IDEA OF STRATEGIC CONSERVATION, WHERE THE PROCESS, THE PEOPLE AND THE SHAPING OF WORKING STRATEGIES ARE MORE IMPORTANT THAN THE PRODUCT.

SUSTAINABILITY PERSPECTIVE

STARTING FROM A FORMER INDUSTRIAL WAREHOUSE, IT WAS REORGANISED INTO A CREATIVE COMMUNITY CENTRE; REUSING THE AVAILABLE SETTING WITH A NEW PURPOSE.

CULTURAL VALUE

BY CREATING THE CREATIVA COMMUNITY, IT BROUGHT TOGETHER HUNDREDS OF CREATIVE ENTREPRENEURS AND FREELANCERS IN A DIGITAL MARKETPLACE. THIS BRINGS A GREAT VALUE FOR THE COMMUNITY, BY CREATIVE SYNERGIES BETWEEN ARTISTS AND CREATIVE ENTREPRENEURS AS WELL AS INCREASING THEIR VISIBILITY.