

Care as a decision.

Care a statement.

Andreea Iager Tako Centrul Cultural PLAI | Timișoara, Romania



Who We Are

Centrul Cultural PLAI is a cultural organization working at the intersection of **art, education, community development, and urban transformation**. Since 2006, we have designed and delivered long-term cultural programs that use artistic practice as a **tool for social impact**, civic engagement, and inclusive urban development.

We work with artists, educators, communities, public institutions, universities, and private partners to turn culture into **shared infrastructure** for cities and people. Our programs reach across neighborhoods, generations, and social backgrounds, creating meaningful connections through creative practice.

Based in Timișoara, Romania, we operate as a catalyst for cultural innovation, designing interventions that transform public spaces into platforms for learning, dialogue, and collective imagination.



We are community engineers

We don't produce events. We design experiences for people to find each other through music.

PLAI = Centrul Cultural Plai, Timișoara. Since 2006. **Music at the core, care as the method.**



2006. Built from the ground — literally.

PLAI: Care as Courage to dare & start

A festival grown from **volunteering**, from **hands in the soil**, from the belief that culture is something you **build together**, not consume alone. From the beginning, the festival was an **act of care**: for the city, for the community, for each other. Infrastructure isn't just physical. It's **relational**.



A place that stays.

AMBASADA: Care as Permanence

Between festivals, the work continued. AMBASADA became a constant — a space where musicians were invited to **rehearse in public**, **experiment with format**, **join monster jam sessions**, and **mix sounds and genres** in ways they hadn't before. **Care as safe space**. A home for artistic risk.



Free. By design.

JAZZx: Care as Access

JAZZx is a free jazz festival — not as a populist gesture, but as a structural commitment to removing barriers. It holds space for education, for new and emerging voices, for the experimental. World-renowned artists are programmed not for spectacle, but because everyone deserves that quality of experience regardless of their income.

Strada Fără Nume — the stage for the less visible. For improvisation, for spoken word meeting sound, for artists who just met and discover something together in front of an audience. Care for artists who are still finding their place.



How you invite people matters.

Curating with Care

Curation is an act of hospitality. Each stage, each format, each programming choice is a way of saying: **this is for you**. Reaching different people — **across generations, backgrounds, musical languages** — **without diluting the values**. The same thread of **care** runs through the **experimental late-night jam** and the **main stage headliner**. People feel it, even when they can't name it.



Strada
Fără
Nume

Made with GAMMA

let's continue to care first.



In times of social fragmentation and rapid change, art remains a powerful tool to **connect people, translate complexity, and imagine shared futures**. Our work positions culture as a **driver of inclusion, learning, and urban resilience**.

Art creates spaces where difficult conversations can happen, where diverse communities can find common ground, and where abstract challenges like climate change or social inequality become tangible and emotionally resonant. It offers languages beyond words for expressing identity, processing change, and envisioning possibility.

Culture is not a luxury—it's the foundation for how we live together, **learn to care** for each other, so we can imagine our collective future."

For the love of...



 YouTube



Strada Fără Nume | Aiysha Humphreys

Aiysha Humphreys | Piața Traian For the Love of Girls Philip Goron – tobe Mihai Moldoveanu – bass Radu Valcu – chitară ----- Strada Fără Nume este un proiect produs de Centrul...

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THANK YOU for listening

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