

Sustainable development of historic city center

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What we have?

A residential area with:

- 1 hotel
- 2 baths/spas
- A university building
- 2 hospitals
- 3 monuments
- 2 parks/green areas
- An uncompleted building on the top

What we desire?

- Economic and social interaction
- Integration of the area to the centre
- Transformation in the function and perception
- An eco-friendly cultural marketing strategy

How are we going to do that?

- Surveys with the residents
- Collaboration between the decision-makers, professionals and the residents
- Tax deduction for opening small/boutique businesses in the area
- Promotion of the established marketable elements







Coworking Space

Study Space

Coffee Shop / Restaurant

Book Shop

Events / Gallery / Conferences

Gymnasium & Fitness Room



Coworking





24h study
place

Library





Coffee shop

Restaurants





Bookshop



Gymnasium







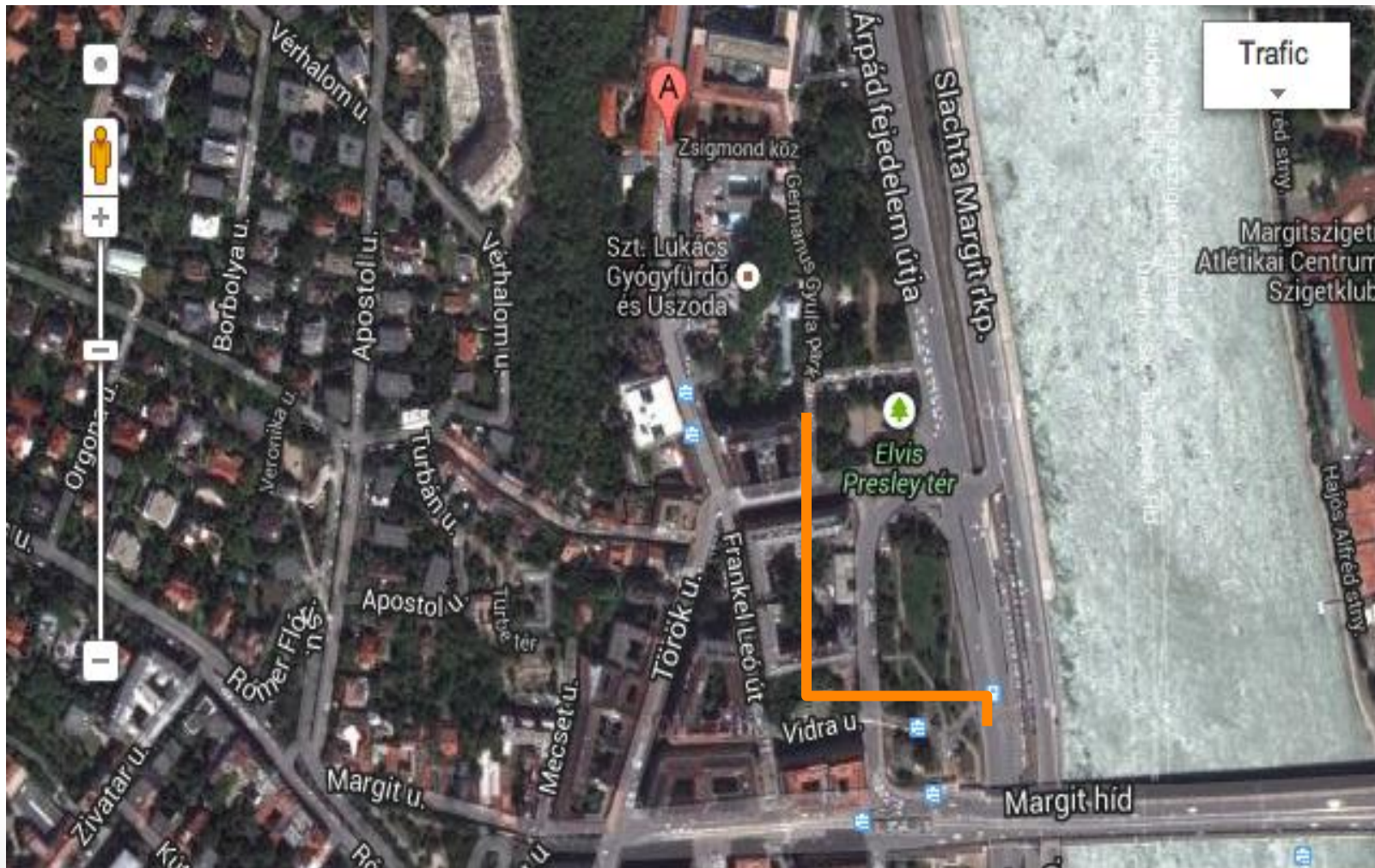


Renovation of the embankment





Tramway upgrade



Funicular / Cable Railway



Any questions ?



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