

AVRAM IANCU 17

Smart Urban Regeneration · Creative & Technical Innovation HUB



READY TO BUILD · OFFICE · CIVIC AND COMMUNITY · COMMERCIAL AND PRODUCTION

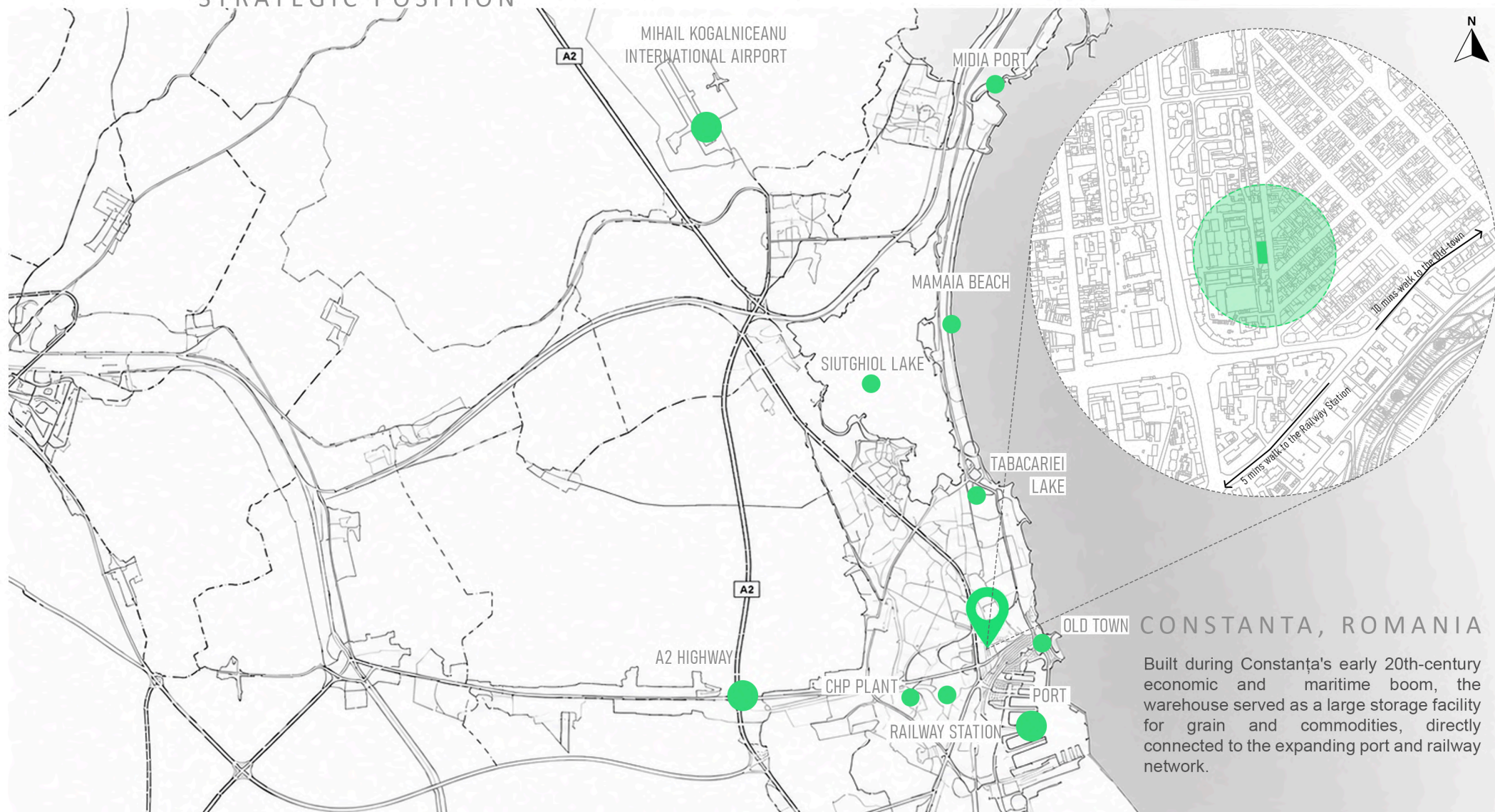
From Agricultural Depot to Creative Hub

"Where grain once stood, culture now grows." A 1906 warehouse in Constanța, regenerated into a mixed-use hub for the creative and technical industries.



STRATEGIC SITE & CONNECTIONS

STRATEGIC POSITION





BUILDING TRANSFORMATION PUBLIC SPACES



Following political shifts, the building was nationalized and integrated into state enterprise portfolios, serving intermittently as a logistics warehouse while gradually losing its primary maritime connection as the port expanded southward

Communist Era & Nationalization



The official start of construction marked the physical revival of the warehouse. Initial works prioritized site clearing, structural consolidation of the historic brick shell, and delicate reinforcement of the original timber roof, setting the stage for contemporary studio insertions.

Acquisition & Rehabilitation Begins



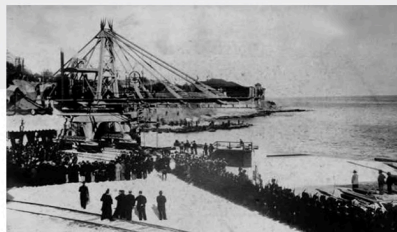
Complete transformation into a vibrant ecosystem for creativity and technical innovation, seamlessly blending public community spaces with collaborative workspaces while celebrating the building's historical identity.

(Scheduled Completion): Architectural Transformation & Reactivation

1906

The Grain Warehouse & Industrial Beginnings

Built amid Constanța's early 20th-century economic and maritime boom, the warehouse served as a massive storage facility for grain and commodities, directly connected to the expanding port infrastructure and railway network.



1948

2005

Decline & Abandonment

With the deactivation of old industrial platforms and the shift to a market economy, the building entered a phase of gradual decline and abandonment, eventually trapped as a quiet industrial island amid post-war high-density housing developments



2022

2023

Structural Rehabilitation Completed

Structural completion and envelope weatherproofing achieved through a new roof, modern joinery, skylight integration, and essential utility networks, successfully preparing the historic shell for spatial partitioning while carefully preserving original building elements such as the exterior and interior walls and the historic roof structure.



2026

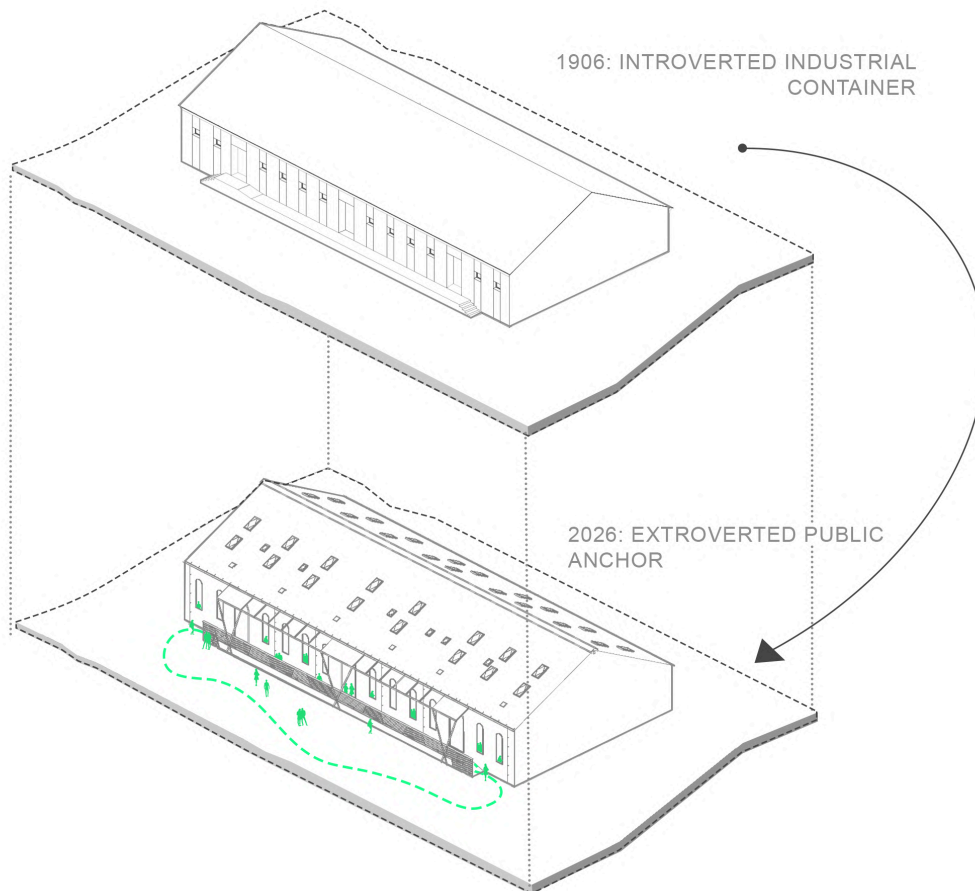


CONTEXT

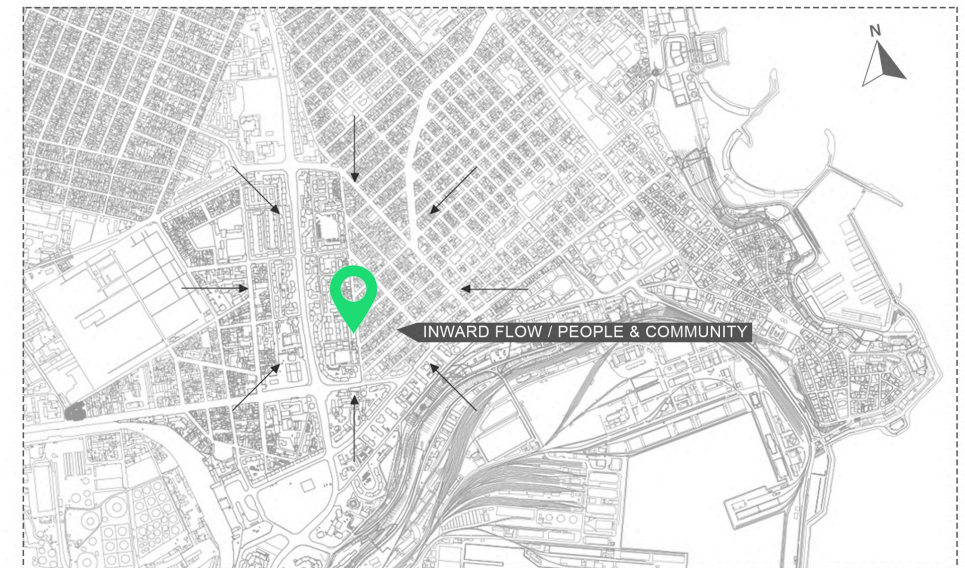
FROM URBAN EDGE TO CREATIVE CORE

Built in 1906 at the outskirts of Constanța, the depot originally served a peripheral purpose—a passive storage shell oriented outward, handling grain and commodities for export.

Over a century of urban growth, the city expanded and absorbed the site. What was once the rural threshold is now integrated into a valuable urban perimeter. A new spatial context demands a new functional condition: transforming a closed boundary building into an open, community-driven engine for the city inside.



1906: EDGE CONDITION



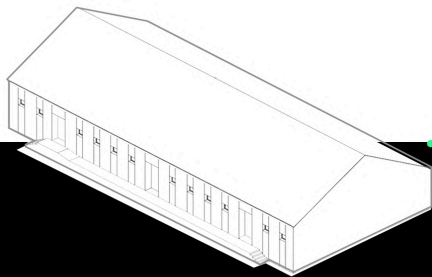
2026: URBAN CORE



VOLUMETRIC TRANSFORMATION

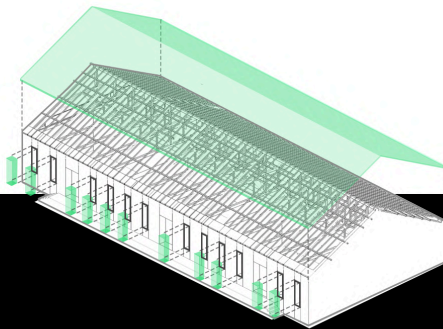
FOUR STEPS OF ADAPTATION

THE HISTORIC SHELL



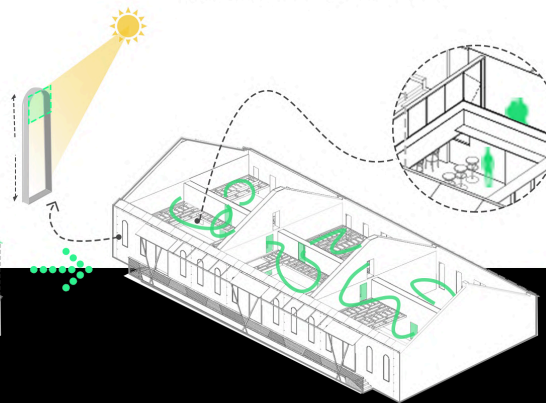
The original 1906 industrial depot, defined by its massive, introverted, and largely opaque masonry volume.

PRESERVATION & RENEWAL



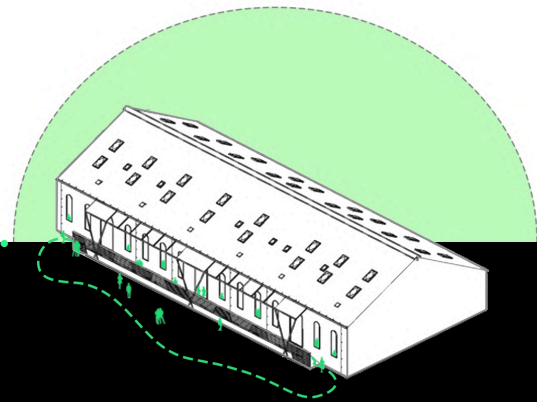
Preserving the historic structure and revealing the original façade. The deteriorated roof is replaced to ensure optimal building performance and long-term sustainability.

LIGHT & POROSITY



Extending the historic windows downwards to maximize natural daylight, while new internal voids create visual connections and spatial continuity.

THE PRODUCERS' HUB

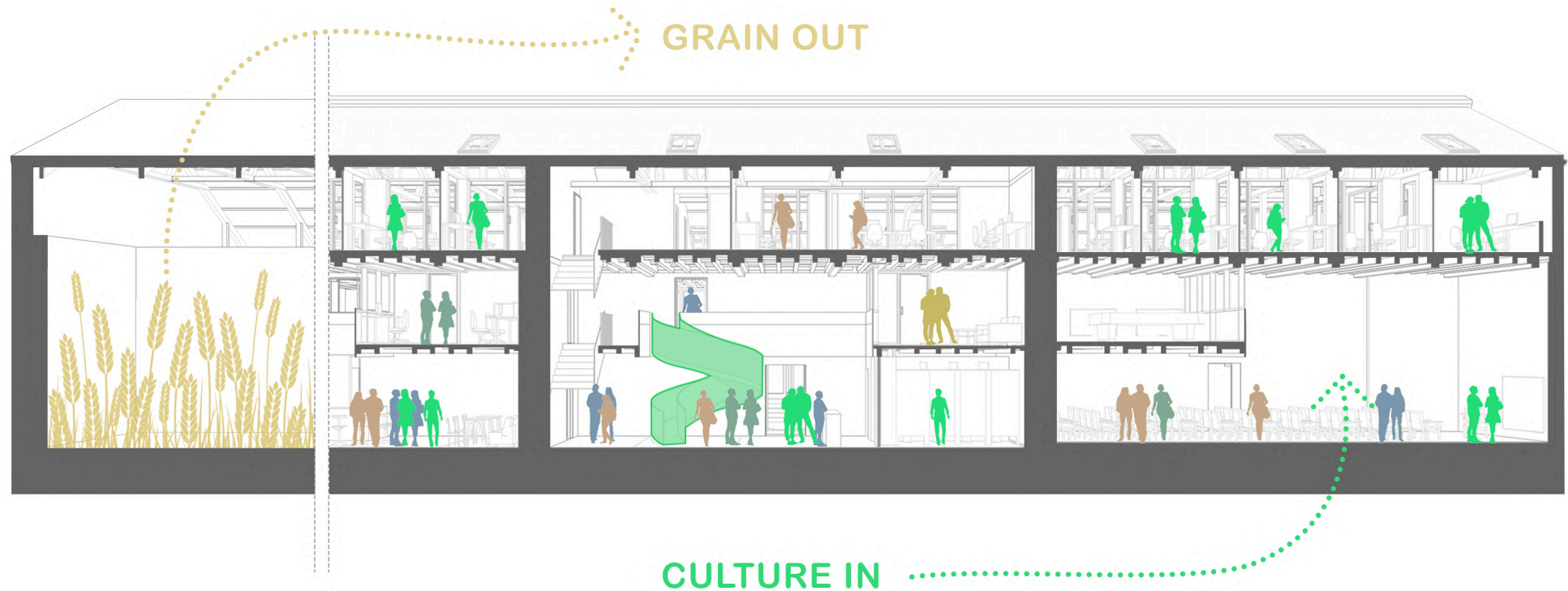


The HUB redefines the relationship between designers and material manufacturers by creating a direct, frictionless pipeline for technical knowledge and product specification.



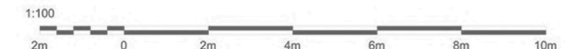
CONCEPT

FROM AGRICULTURAL WAREHOUSE
TO THE CITY'S CREATIVE HUB.



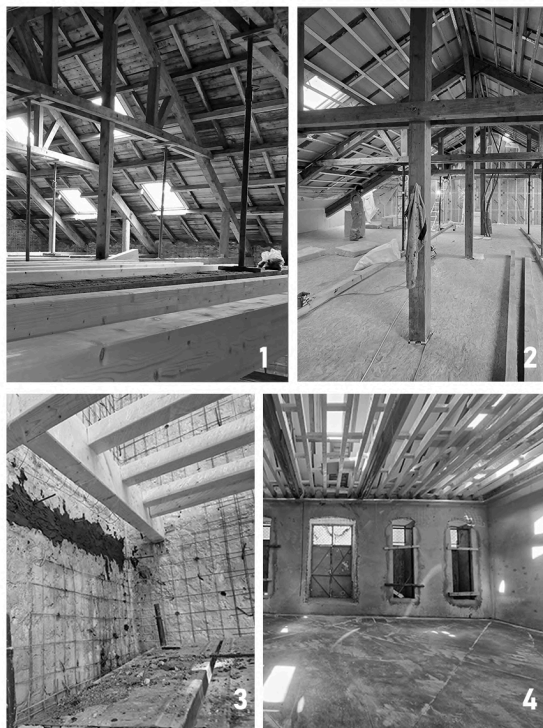
The concept of the Avram Iancu 17 HUB goes beyond the traditional model of shared office space. It creates a collaborative ecosystem where design, material innovation and technical expertise converge under one historic roof.

- **Real-Time Technical Integration:** Producers maintain a physical and active presence within the HUB, providing continuous technical support, detailed execution presentations, and direct assistance with specification documents.
- **A Collaborative Design Network:** By aggregating talent without the overhead of a massive corporate payroll, the HUB creates a flexible and multidisciplinary platform for architectural collaboration.
- **Standardized Excellence:** To ensure seamless collaboration on mega-projects, the HUB provides comprehensive funding and training for a unified technological infrastructure, including state-of-the-art BIM software, centralized CRM/ERP platform and integrated legal/marketing support.





INTERVENTION STRATEGY RETAINING THE HISTORIC INDUSTRIAL SHELL



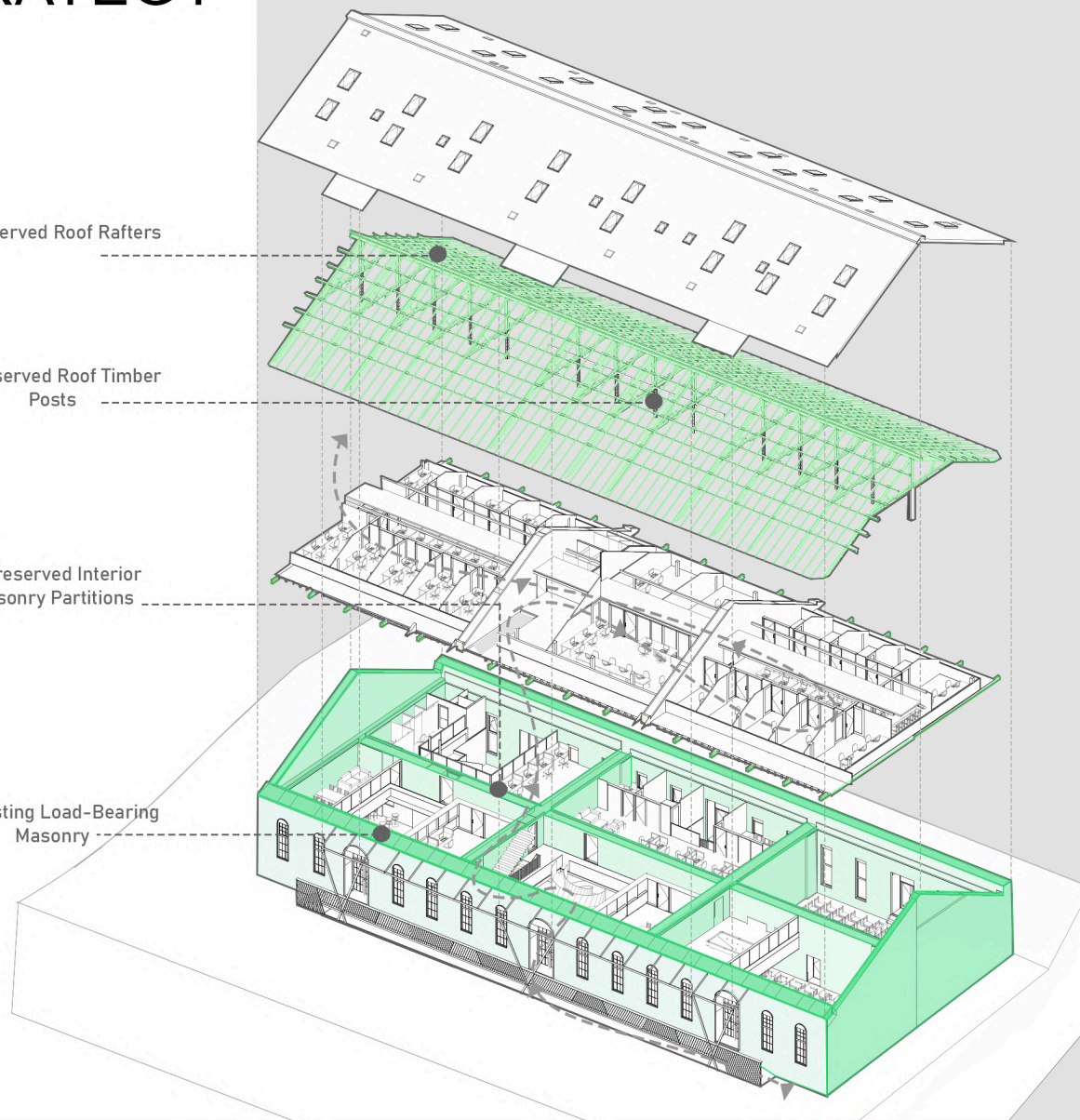
The project proposes the transformation of a historic agricultural warehouse in the center of Constanța into a dynamic cultural, educational, and creative hub. Grounded in a powerful vision of urban regeneration — transitioning from storing commodities to cultivating ideas—the historic space is reimagined as an integrated creative ecosystem.

1. Preserved Roof Rafters

2. Preserved Roof Timber Posts

3. Preserved Interior
Masonry Partitions

4. Existing Load-Bearing
Masonry





INTERVENTION STRATEGY

RECLAIMING PURPOSE FOR
THE 21ST CENTURY

Structural Consolidation



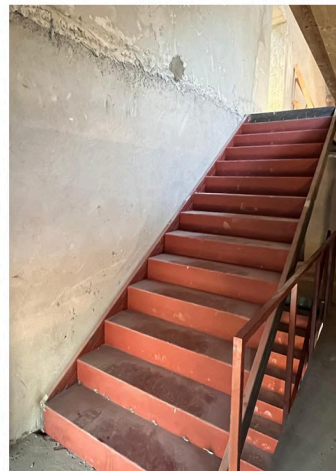
Masonry jacketing, replacement of deteriorated elements and the addition of metal tie-rods — an integrated strategy for consolidation and structural reinforcement, preserving the historic fabric.

Envelope & Energy Efficiency



Thermal insulation system and interior protective finishes — thermal retrofitting and integration of high-performance windows to improve energy efficiency while ensuring contemporary comfort standards.

Vertical Circulation & Accessibility



Implementation of new vertical circulation cores — insertion of metal staircases with a minimalist design to ensure fluid connections and optimized accessibility across the hub's levels.

Interior Architecture & Partitioning



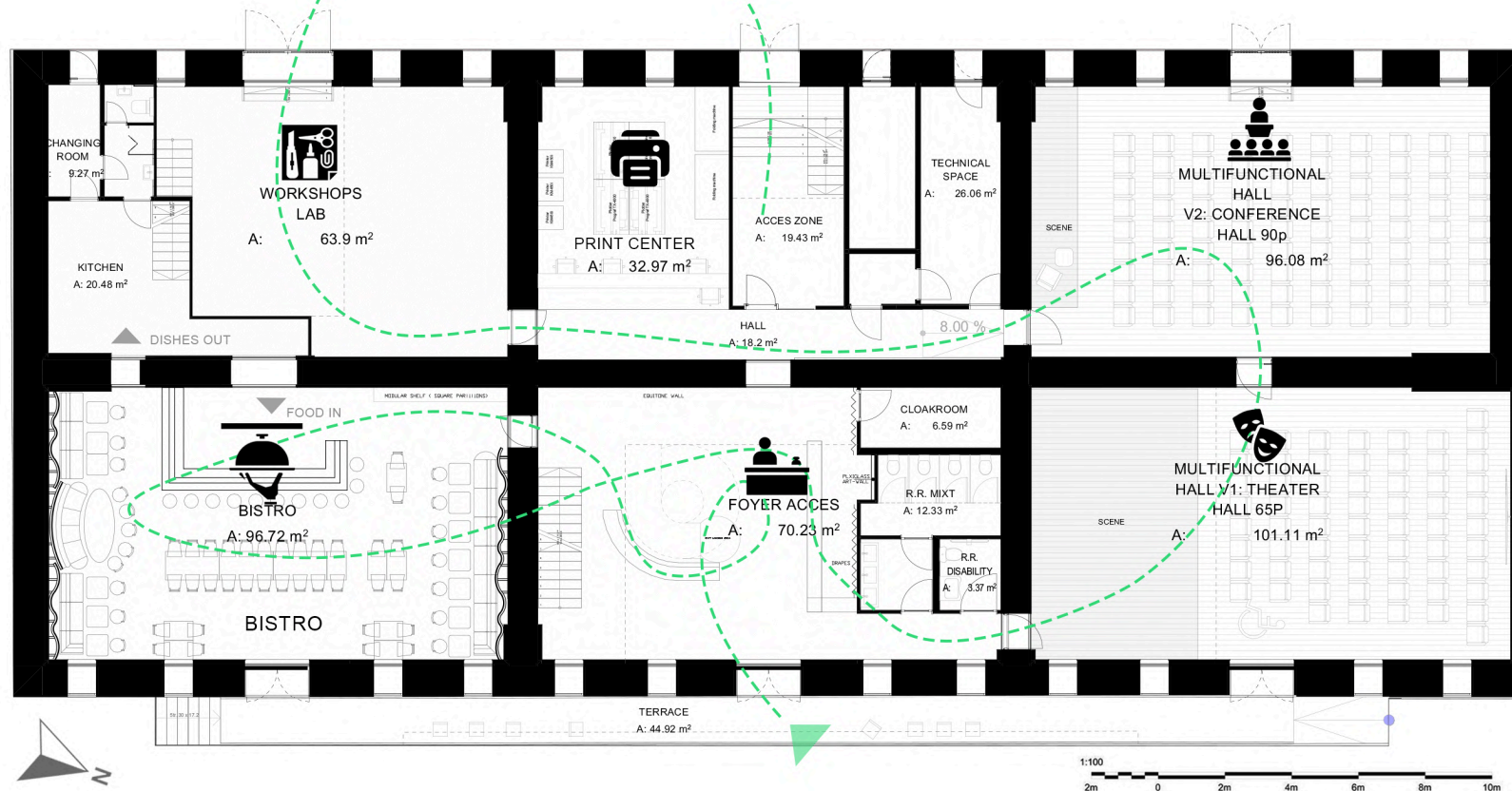
Lightweight glass partitions with slim steel profiles — defining interior workspaces while maintaining visual continuity and natural daylight.

VELUX & Zenithal Lighting



Roof-level intervention through natural zenithal lighting systems integrated into the attic, reducing electrical consumption by 40% compared to standard solutions.

GROUND FLOOR PUBLIC SPACES



The ground floor is designed as a permeable urban threshold that merges **civic activities** with **architectural production**. Independent street entrances activate the building's exterior, providing direct, unhindered access to the public bistro and the flexible black-box theatre hall. Internally, a fluid circulation spine links these public spaces to the central reception core and specialized technical zones—such as the high-capacity print and plotting workshop. By placing **active public functions and heavy production on ground-floor**, the project creates an **inviting level** while preserving the quiet, focused working atmosphere for the studio levels above.



UPPER ZONING & LAYOUT

COLLABORATIVE & INDIVIDUAL WORKSPACES



OPEN-SPACE OFFICES
88 m²

Individual desk in an open space, located in an attic. A connected workspace designed to encourage interaction and collaboration.



OPEN-SPACE OFFICES
57 m²

Individual desk in an open space, located in an attic. A connected workspace designed to encourage interaction and collaboration.



INDIVIDUAL OFFICE
8 m²

Enclosed 1-person office featuring an independent layout, tailored as a private workspace.



MEETING ROOM
24 m²

A shared meeting space designed for presentations and team collaboration, open to everyone working in the building



RECREATIONAL GAMES AREA
39 m²

A dedicated games zone for quick recharge breaks, open to everyone across the workspace.



2-PERSON OFFICE
10 m²

Enclosed 2-person office featuring an independent layout, tailored as a private workspace for small teams.



3-PERSON OFFICE
13 m²

Closed private office with its own identity and a 3-person capacity, designed as a dedicated workspace for small teams.



OFFICES
25 m²

Spacious private office for 8 people, featuring a dedicated meeting room, enhanced privacy and an independent layout.



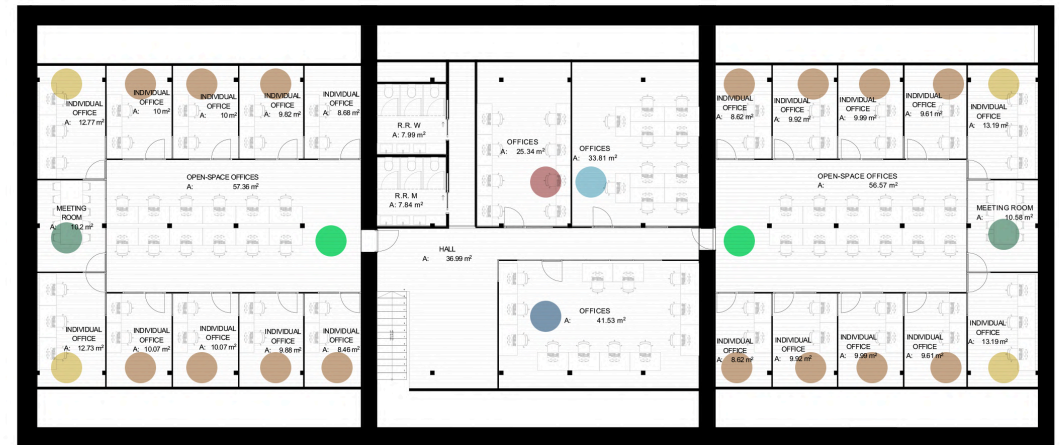
OFFICES
34 m²

Spacious private office designed for 10 people, ensuring total discretion and a self-contained environment.



OFFICES
41 m²

A private office for 12 people, offering complete privacy and an independent setup.



ATTIC PLAN



FIRST FLOOR PLAN

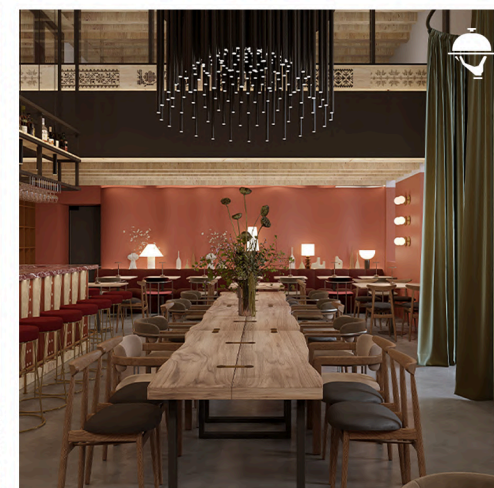
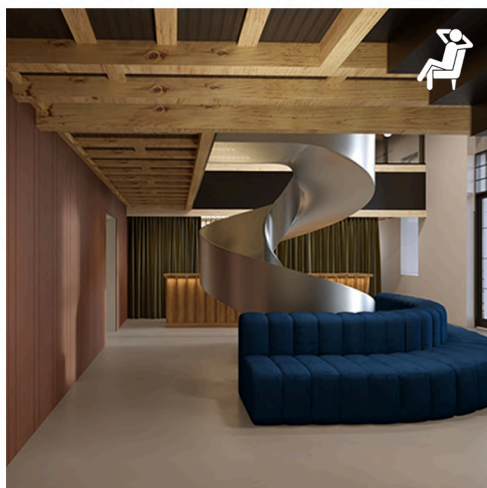
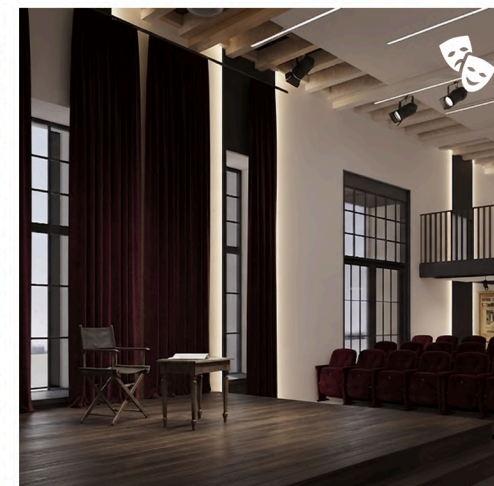


BEYOND CO-WORKING A TECH-ENABLED MARKETPLACE



The Collaborative Engine:
130 Specialists,
One Unified Network

The incubator gathers an creative community of **130 independent specialists**: architects, structural engineers, geotech experts and project verifiers — into a **shared ecosystem of expertise**. While each firm operates autonomously, retaining its individual client base and employee structure, they form a **highly integrated network** capable of executing massive, multi-disciplinary projects both in Romania and internationally. To foster active urban integration, public program anchors such as the theatre stage and restaurant are positioned with direct, independent exterior access.





INTERVENTION OVERVIEW

AN ADAPTIVE REUSE STRATEGY
FOR CREATIVE INNOVATION



1906

Year Built

1.500 mp

Total Net Area

3

Functional Levels

100+

Incubated Specialists

1.2M+ EUR

Total investment

2026

Year of Reactivation

5

Space Types

1st

Hub of this Type in Region

Meritocratic Curation: The HUB brings together a carefully selected community, based on the quality of work, collaborative spirit and commitment to shared standards of excellence.

1906 → 2026

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*Building together
the future of the creative industry.*



Thank you!

*The best time to plant a tree was 1906. The second best time is now.
A city is not made of stone. It's made of the people who dare to reimagine it.*