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George Enescu Philharmonic Announces RCI Holding as New Main Sponsor

George Enescu Philharmonic announces a new strategic partnership with RCI Holding, which becomes, starting with the 2025–2026 Season, one of the institution's main sponsors.

The support provided by **RCI Holding**, alongside other partners and sponsors, contributes to the fulfillment of the transformation and development program of the Philharmonic and the Romanian Athenaeum. This program aims to align both institutions with the international standards of the 21st century.

The program is structured around four pillars and will unfold over several years, given its complexity and the financial needs required for implementation:

- Increasing the **artistic performance** and **international visibility** of the George Enescu Philharmonic
- Transforming the Romanian Athenaeum into a vibrant cultural center through the creation of diverse cultural content and technological upgrades
- Developing **educational programs** and attracting **a younger audience**
- Reinventing the institution's **brand identity** and **communication**

The artistic programs of the past two Seasons, as well as the upcoming 2025-2026 Season, set to be announced by the end of July, are all part of this strategic reconstruction effort. Their goal is to create an international-level artistic experience on the Athenaeum stage, both by inviting world-renowned artists and by enhancing the artistic performance of the Philharmonic's ensembles.

"We are delighted and honored by the partnership with RCI Holding, the new main sponsor of the George Enescu Philharmonic. It is encouraging to see that the sponsors and partners supporting our strategic development project for the George Enescu Philharmonic and the Romanian Athenaeum, launched in 2023, are classical music lovers who recognize the value the Philharmonic has gained over the last two Seasons, and who wish to support our efforts to build a prestigious international artistic profile. The support offered by RCI Holding is not just an investment in high-quality artistic performance, but also a commitment to the cultural values that define our identity. Through this collaboration, we are opening a new chapter in our mission to continuously improve our artistic performance and the quality of our concert seasons, as well as to bring classical music closer to an ever-broader audience," said **Marin Cazacu, General Director of the George Enescu Philharmonic.**



"We express our deep honor to be partners of the George Enescu Philharmonic, an emblematic institution that embodies excellence and artistic integrity — fundamental values of our Group. This collaboration reflects our sincere respect for Romanian musical tradition and our desire to actively contribute to the support and promotion of authentic culture. We are committed to supporting educational initiatives, concerts, and special events aimed at opening the doors of classical music to as many people as possible. Through our connection with the George Enescu Philharmonic, we want to offer our team members, partners, and their families the opportunity to come closer to the world of art and classical music. Music, in its purest form, transcends boundaries and brings people together, cultivating sensitivity, dialogue, and creativity within our community," said **Dan Stratan, CEO of RCI Holding.**

With the oldest symphony orchestra in Romania, the **George Enescu Philharmonic** has been pioneering new paths and promoting classical music since 1868. Today, the George Enescu Philharmonic brings together the finest musicians in Romania and collaborates with internationally renowned conductors and soloists, offering concerts where artists and audiences share in a state of grace. The orchestra performs a diverse repertoire, ranging from Bach to contemporary composers, from monumental and well-established works to premieres by young talents in classical music. The Philharmonic's mission is to bring high-quality classical music and the wealth of emotions this can generate to broad audiences. This is why its slogan is "Music and Grace."

RCI Holding is a conglomerate of 17 companies founded in 2000 and based in Bucharest, Romania. We are a major player in the Engineering, Technology, Financial Solutions, Energy markets, and Management Consulting, active in diverse projects across 18 countries. Following financial consolidation in 2024, the Group reports an annual revenue of €75 million, of which €48 million comes from professional services, managing a CAPEX value of over €25 billion.