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DEAR PARTNER,

The people in your company are your greatest assets. They bring talent, knowledge, technical diversity and enthusiasm to support your every endeavor. Providing employees with a vibrant workplace environment will enhance their work abilities.

This is why the workplace is considered the "MUSE" of business success.



**NOT JUST A WORKPLACE
A WORK OF ART**



IT'S TIME TO ACKNOWLEDGE

The place where you work has everything to do with how you work. This is why the workplace integrates itself into the culture of each company, becoming an effective tool in retaining gifted employees.

Many companies have made major investments in upgrading computer systems, adding new technologies, changing business processes and organizational structures to help their employees be more productive.

The workplace – which is one essential element in enhancing productivity, is often overlooked. The physical space of the workplace must reflect and support your corporate strategies in order to reach the desired results.



THE PROJECT

MUSE is a new - "A" Grade - office building, offering around 7,000 sqm of rentable office space along with 150 underground parking places distributed over three underground levels, a ground floor and six upper floors. Muse will be available for tenant fit-out in Q2 2022.

The architectural management of the plot takes into account the scale of the square: the building rises up to the maximum urbanistic approved height and is topped with a setback level allowing for ample terraces. It appears as a series of office floors organized in "strata". This horizontal decoupage allows the building to fade progressively into its surroundings whilst allowing for green areas and terraces on multiple levels. The building's envelope plays with different levels of transparency, lively mixing horizontal lines with the vertical brise-soleils.



THE PROJECT

"The building silhouette is perfectly proportioned in relation with the square it faces. It is able to enhance the latter's quality, by providing it with a suitable background and by entering a stylistic dialogue with the other buildings delimitating it, most of which hold remarkable architectural qualities. This part of MUSE is also a discrete urban presence, whose mass is attenuated by its transparency and by its fragmentation into several smaller protruding volumes. The general glazing of the ground floor also contributes to a general impression of lightness, despite the quite generous general dimensions of the building. The intricate play of the delicate vertical brise-soleils enhances the human scale of the construction by breaking the continuity of the curtain façade.

Finally, the smaller volume on Tipografilor Street completes the composition. Its public character enriches the functional profile of the ensemble by adding cultural activities to the already existing commercial ones. This unity in diversity is emphasized by the differences in architectural language between the two parts of the composition, one of which is exhibiting a general transparency, while the other is opaquer and more self-contained."

From the building's architects



To Henri Coandă
Airport

Băneasa
Airport

Băneasa
Train Station

Miorița
Fountain

Free Press
House

Herăstrău
Park

Free Press
Plaza

Triumph
Arch

Charles de Gaulle
Plaza

Victoriei
Plaza

BUSINESS AREA

BUSINESS AREA

BUSINESS AREA

BUSINESS AREA

BUSINESS AREA

LOCATION

MUSE is located in the thriving Northern part of Bucharest, in an area seeing continuous development over the past 15 years.

Situated on the corner of Tipografilor Street and Menuetului Street, just meters away from the main boulevard linking the center of Bucharest to the airports, the MUSE plot is adjacent to successful office schemes such as S-Park and BBP, home to some of the most prestigious corporations located in Bucharest.

In proximity to well-known museums and Bucharest's emblematic Herastrau Park, MUSE benefits of a quiet green area with little traffic although being located in the center of a business hub which is in constant development.



**CITY
GATE**

**UNICREDIT
TOWER**

ROMEXPO

**FREE
PRESS
PLAZA**

**FREE
PRESS
HOUSE**

BBP

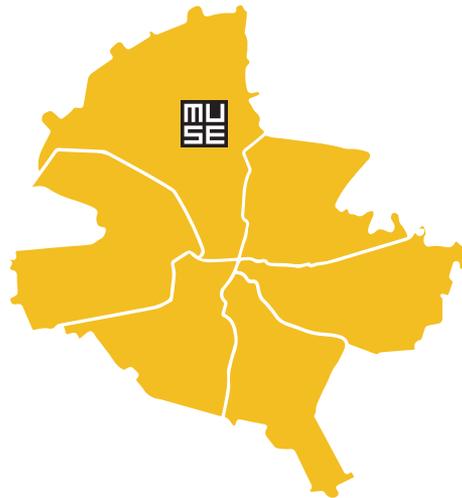
S-PARK



ACCESS AND PUBLIC TRANSPORTATION

Muse is located near one of the biggest transportation hubs in Bucharest, Free Press House Square, and benefits from the multi-modal transportation which is very easy to use. Large boulevards, proximity to public transportation and amazing parking ratio also add to the ease of access. Muse is also in the proximity to the Otopeni international airport reachable within 10 minutes by car or 20 minutes by bus.

As a hint of this area's constant development, in the near future this part of the city will also be accessible by subway.



POINTS OF INTEREST

Strategically located so that everything you need is “around the corner” – restaurants, Herăstrău park, airport, shopping malls, Victoriei Square, Băneasa Train Station. You have all the facilities you need nearby and easy travel to the city center.

**FREE
PRESS
PLAZA**

↓ DOWNTOWN



AIRPORT →

**HERĂSTRĂU
PARK**

**BĂNEASA
TRAIN
STATION**



**HERĂSTRĂU
PARK**

**MIORIȚA
FOUNTAIN**

FREE PRESS PLAZA

AIRPORT

DN 1 BUCHAREST - PLOIEȘTI

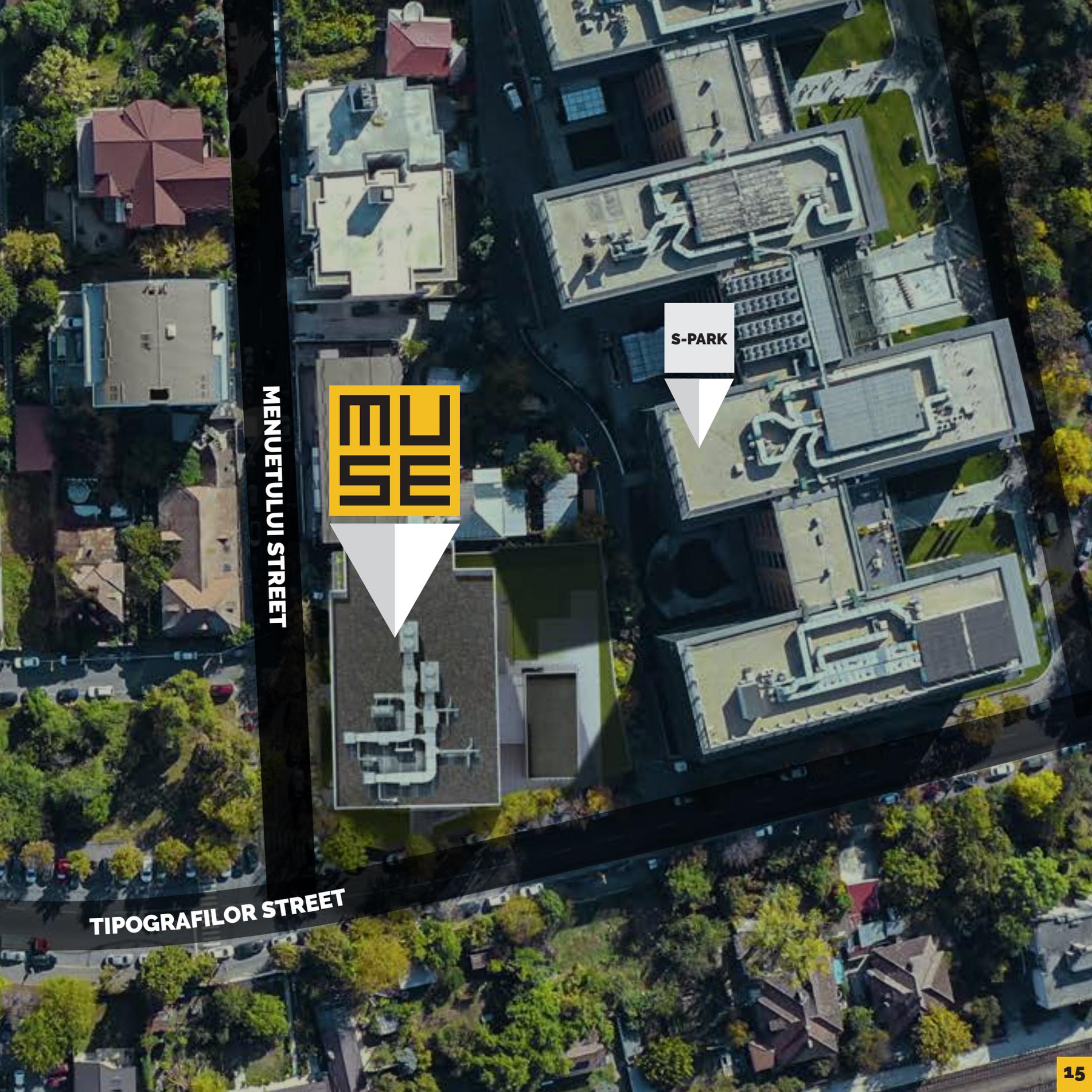
BUS STATION
131 205 261
304 335 780
783 784

MUSEUM

MUSEUM

**FUTURE
SUBWAY STATION**

**BĂNEASA
TRAIN
STATION**



MENUETULUI STREET

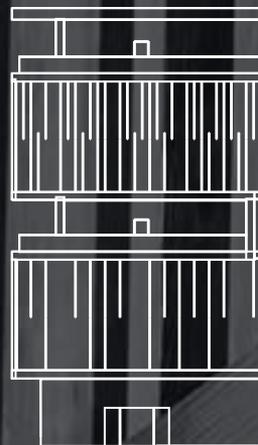
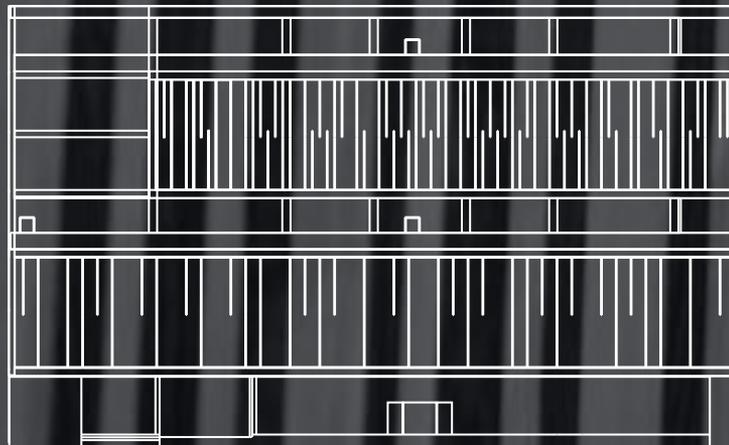
S-PARK

TIPOGRAFILOR STREET

DESIGN HIGHLIGHTS AND TECHNICAL FEATURES

With a contemporary and transparent design, MUSE is designed to class A standards, benefiting from modern facilities to accommodate the comfort of the building's future tenants. The interior design is fitted out to outline the main advantage of the building – the abundance of green spaces that surround this business center.

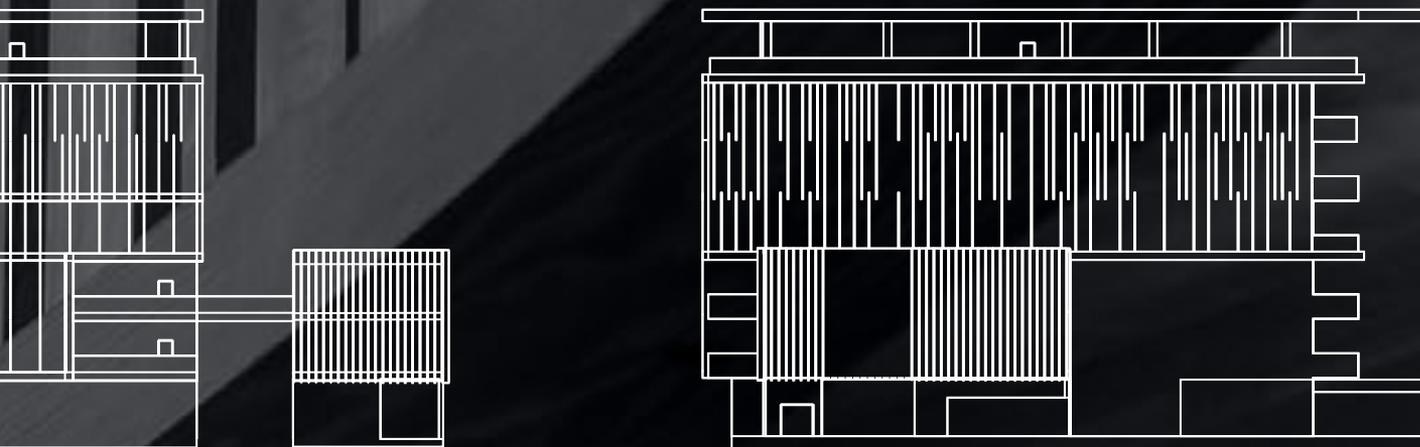
Humans are innately connected to nature, so it makes sense that employees perform better when working in spaces that feature views or even qualities of the outdoors.





The future occupiers of MUSE will benefit from top facilities, such as:

- 7,000 sqm rentable office area;
- 1,000 sqm floor plate;
- 150 parking places;
- clear level height of 2,80 m;
- 95% office space with direct natural light;
- modern HVAC system;
- efficient layout;
- raised floor provision;
- prestigious entrance hall.

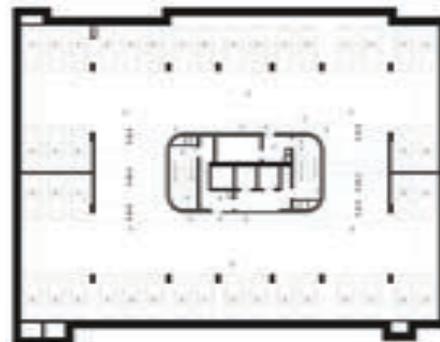




LAYOUT

To retain and attract the most talented employees in your company, you'll need to offer a few office amenities that your competitors may not have—beyond free cappuccino. The amenities that have the greatest impact on happiness include fully stocked cafes, comfortable lounges, and open areas with soft flooring where staff can stretch or exercise.

The amenities you choose should also reflect your company's ethos and core values. For example, to foster a culture of collaboration, you might design a lounge on every floor. Convenience and comfort will encourage more active teamwork. You'll also need to make sure that office operations run smoothly to increase productivity. After all, studies show that happy employees are more productive than their less happy peers.



BASEMENT -2

SPACE PLANNING



4TH FLOOR
CELLULAR

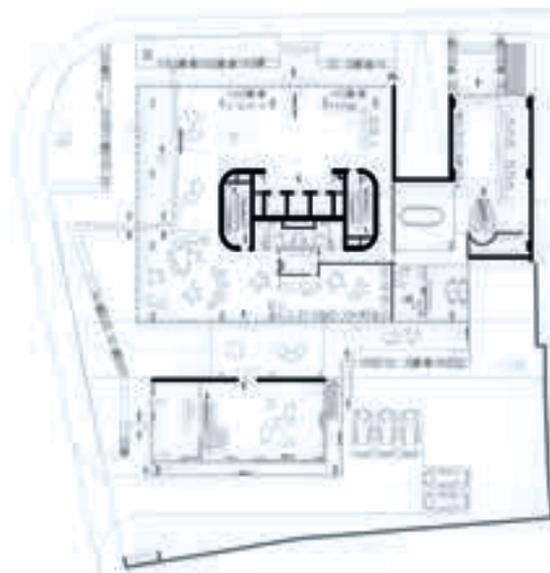
LEGEND

- RECEPTION
- MEETING ROOM
- DINNING AREA
- SINGULAR CELLULAR OFFICE
- MULTIPLE CELLULAR OFFICE
- LEISURE SPACE
- TECHNICAL SPACE



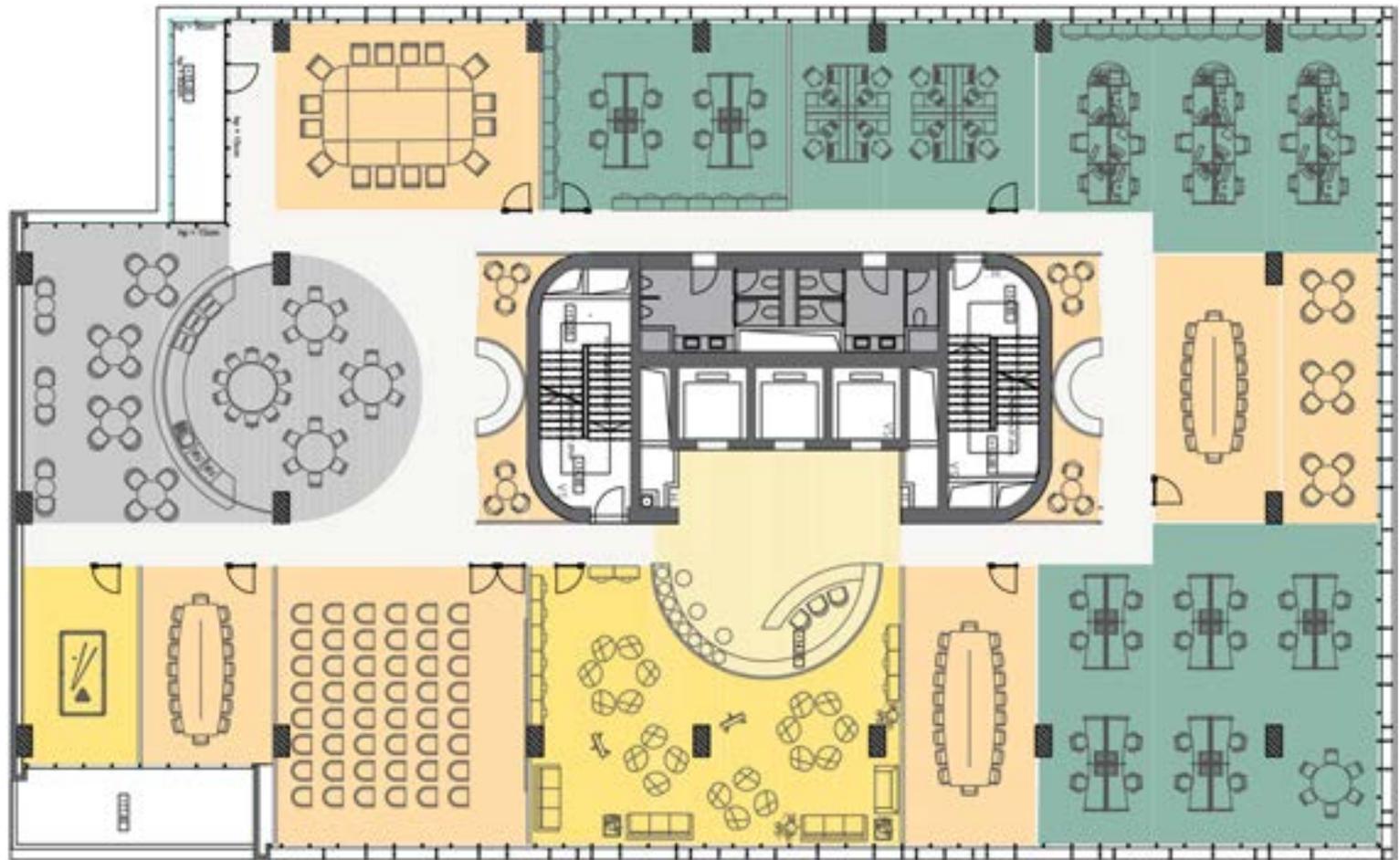
LAYOUT

Flexible workspace design encourages employee engagement on a daily basis. Allowing staff to spend time outside of their cubicles and in zones better suited to specific tasks can improve mood and productivity. For example, if a sales manager needs to phone clients, she can move to a soundproof phone booth away from the chatter of coworkers. Without noise distractions, she'll complete the task much faster. To build specialized, creative work zones, the interior architect would discover and implement what your staff needs to be more successful.



GROUND FLOOR

SPACE PLANNING



4TH FLOOR
RELAXATION

- LEGEND**
- RECEPTION
 - MEETING ROOM
 - DINNING AREA
 - MULTIPLE CELLULAR OFFICE
 - LEISURE SPACE



WHY MUSE

Often overlooked, the workspace is one of the most important elements that drive productivity. MUSE is set out to create this complete and complex space, inside-out, to attract and retain the best employees.

MUSE has been created combining high technical specifications, efficient floor layouts, second to none infrastructure and premium materials, all wrapped up into a highly charismatic artistic personality and set out in a strategic location within a popular business district, easily reachable from both the airport and Bucharest city centre.



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