

MODEL DE INSPIRATIE PENTRU DEZVOLTARE IN SPORT

JOHAN CRUYFF

Despre mine
**ANDREEA
OGĂRARU**

- **EXECUTIVE ACCOUNT @ JOHAN CRUYFF ARENA**
 - **CONSULTANTA INTERNATIONALA INFRASTRUCTURA SPORTIVA**
- **GENERAL MANAGER @ ASOCIATIA GEORGE OGĂRARU PENTRU CULTURĂ ȘI SPORT**
 - **B2B PARTNER JOHAN CRUYFF INSTITUTE**
 - **PROGRAME EDUCATIONALE SPORTIVE PENTRU ROMÂNIA**
 - **EVENIMENTE CULTURALE SI SPORTIVE PENTRU MEDII SI PERSOANE DEFAVORIZARE (INCLUSIV DIZABILITĂȚI)**
 - **PARTENERI DE PROIECTE CU FUNDAȚIA AJAX AMSTERDAM, FUNDAȚIA JOHAN CRUYFF, FUNDAȚIA MIHAI NEȘU**

DESPRE GENIUL
CRUYFF:
UN SINGUR OM
POATE INSPIRA
GENERATII SI
DOMENII

- **JOHAN CRUYFF, SIMBOL IN SPANIA SI OLANDA SI RECUNOScut MONDIAL PENTRU:**
 - **FILOSOFIE A UNUI FOTBAL TOTAL**
 - **CREAREA UNUI INSTITUT CU PROGRAME EDUCATIONALE NECESARE IN INDUSTRIA SPORTULUI, PENTRU TOATE NIVELURILE DE PREGATIRE, IN ENGLEZA, SPANIOLA SI OLANDEZA**
 - **ANTREPRENORIAT SOCIAL PRIN FUNDATIA JOHAN CRUYFF CARE APLICA PROGRAME SUSTENABILE PE TOT GLOBUL**
 - **BRAND AL AMSTERDAM ARENA, "JOHAN CRUYFF ARENA"-CEL MAI INOVATIV SI SUSTENABIL STADION DIN LUME, OMAGIU PENTRU MARELE VIZIONAR**

CE PUTEM
INVATA DE LA
MODELUL
CRUYFF ?

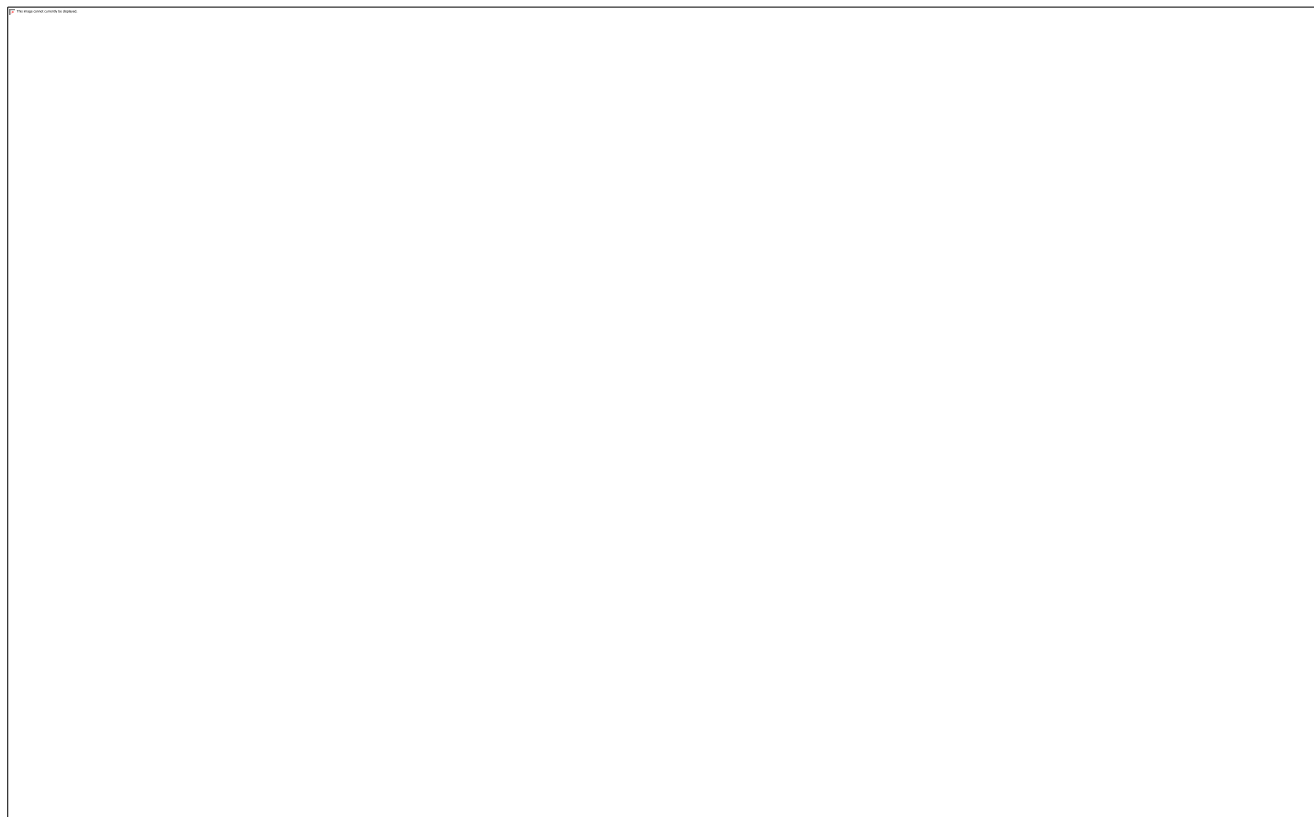
- **CA INCEPEM PRIN A DEFINI :**

- **MISIUNEA-PENTRU CINE FACEM, CARE ESTE MOTIVATIA?**
- **VIZIUNEA-CE ASPIRAM SA INDEPLINIM, CARE SUNT SPERANTELE SI AMBITIILE?**
- **VALORILE-PENTRU CE PRINCIPII LUPTAM?**

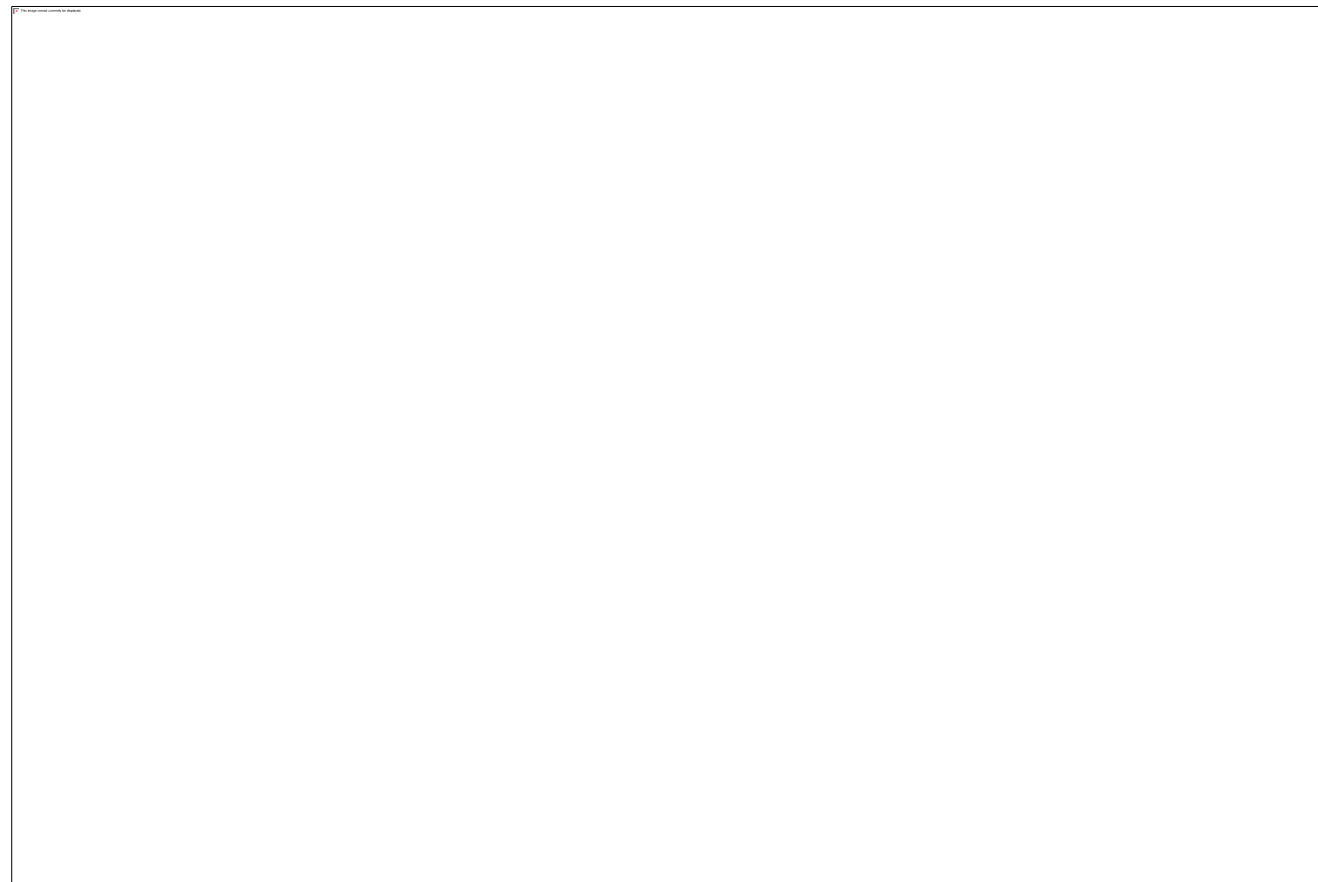
**AVEM TOATE
PIESELE DE LA
PUZZLE?**

- **AVEM INFRASTRUCTURA NECESARA?**
 - **AVEM SPECIALISTII NECESARI?**
 - **AM FACUT O CERCETARE CORECTA SI AM MASURAT REZULTATELE OBTINUTE?**
 - **STIM CE MODEL NI SE POTRIVESTE? AVEM CAPACITATEA DE A CREA UN MODEL AL NOSTRU?**
 - **AM PRIORITIZAT CORECT NEVOILE?**
- DACA RASPUNSURILE SUNT NEGATIVE..NO WORRIES!
SUNTEM AICI PENTRU A AJUTA!**

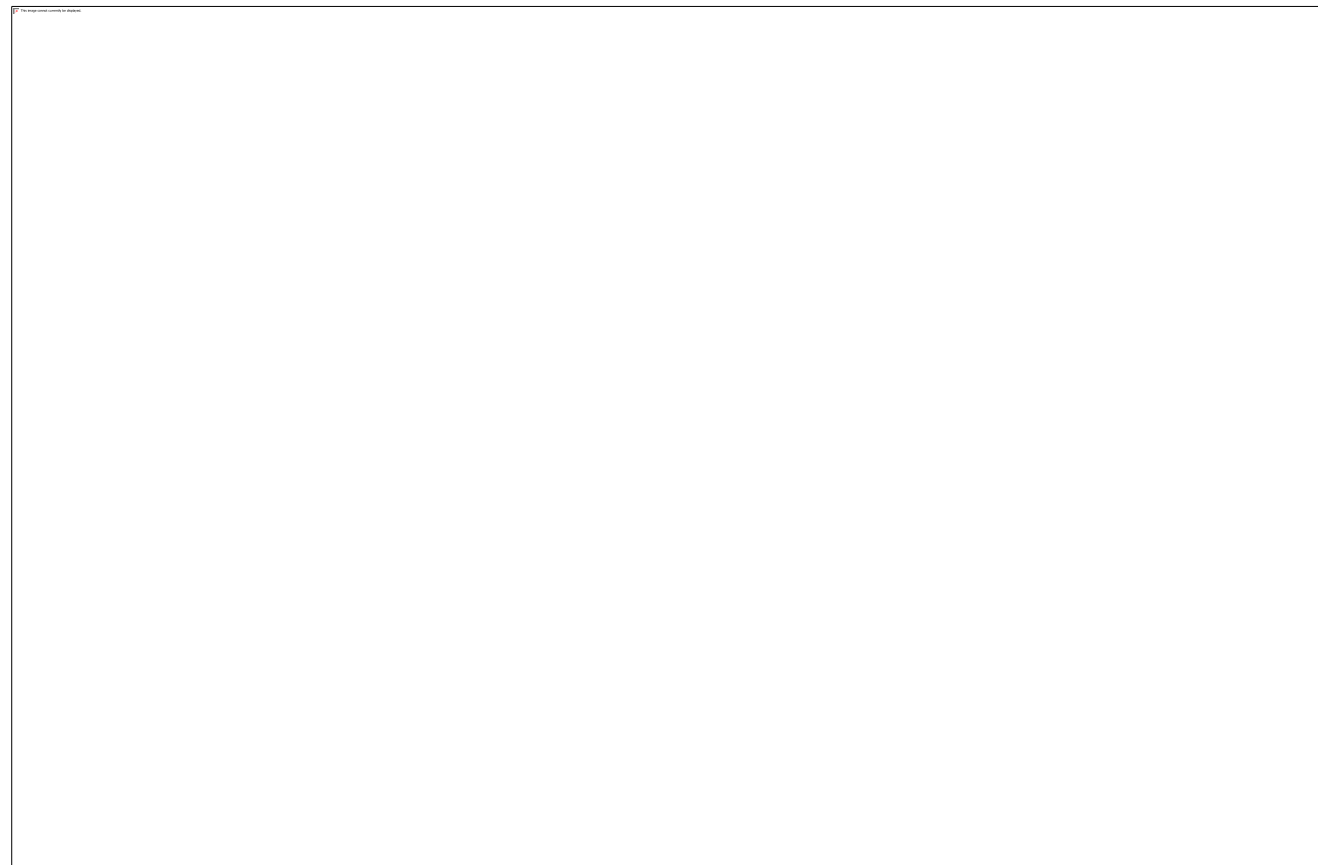
EXEMPLU DE
REFERINTA IN
DEZVOLTAREA
INFRASTRUCTURII
SPORTIVE: JOHAN
CRUYFF ARENA



SINGURUL STADION
DIN LUME CARE OFERA
CONSULTANTA.
CUM FACEM?



PAS CU PAS...
KNOW-HOW-UL NU
(MAI) E TOTUL!!
CUM IL
IMPLEMENTAM, CAT,
UNDE SI CU CINE?



A red speech bubble graphic with a white outline, containing the word 'EXPERTIZA' in white capital letters. The bubble has a tail pointing downwards and to the left.

EXPERTIZA



EXPERTIZA...

VTB ARENA

RUSSIA



Capacity: 45.000, including a 10.000 seats indoor arena.

Period: 2010

Services: Consultancy

The challenge

Redevelopment of the Dynamo Moscow stadium complex consisting of a football stadium with 45.000 seats, an Arena Hall with a capacity of 10.000 seats (Basketball and Ice Hockey) a retail and entertainment complex, restaurants, parking, other facilities and a surrounding park.

Design review

VTB Arena is a planned multi-purpose stadium in Moscow, Russia. The old Dynamo Stadium was closed for demolition in 2008 and the construction is scheduled to be finished in 2016. The total investment is estimated to be US\$1,5 billion.

Positive Outcomes

- The price winning stadium design for the new Dynamo Moscow Stadium was designed by Erick van Egeraat and strongly supported by Amsterdam ArenaA.
- Design review of the new Dynamo Moscow stadium. The review focused on logistics and future operations. The following aspects were investigated: logistics, functionality, maintenance & technical issues, UEFA requirements, safety and security and future maintenance.
- The internal interaction and synergy between the hall and the stadium was reviewed as well as multifunctional use of the Arena Hall.



"We fully recommend the highly qualitative services from the Amsterdam ArenaA"


Erick van Egeraat, Director

EXPERTIZA..



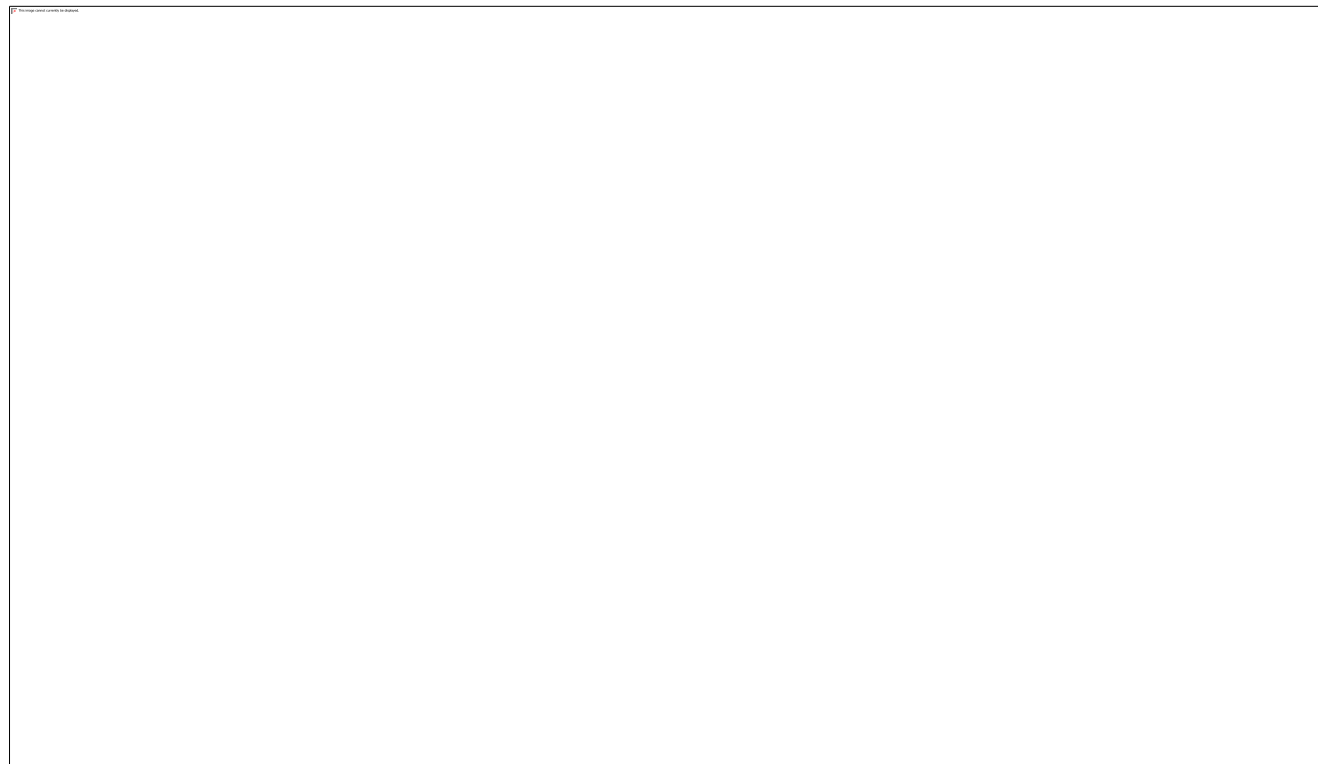
CE FACI CU O
BUNA FACILITATE
SPORTIVA IN
COMUNITATE?
UN ECO-SISTEM...



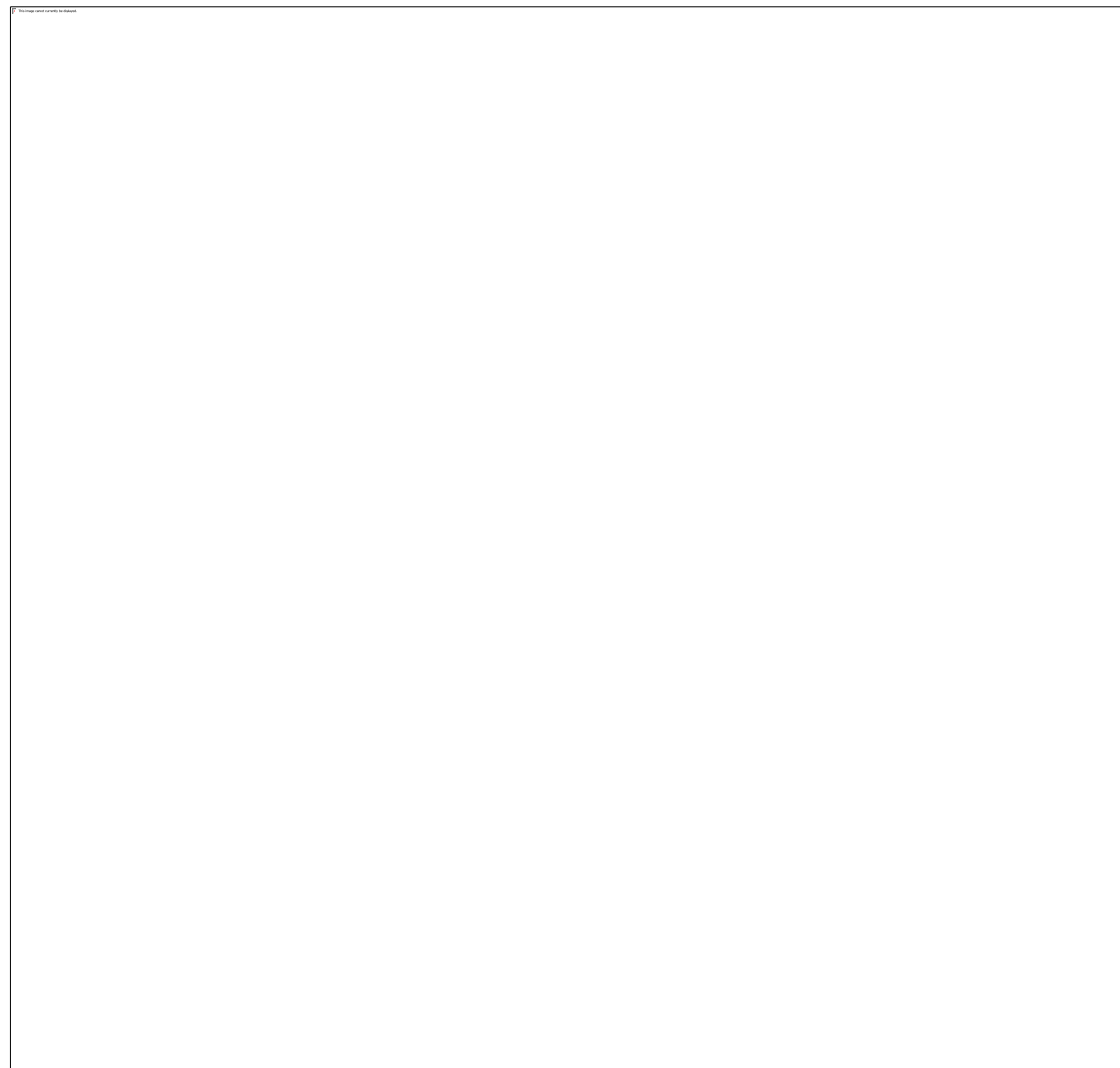
The background features several sets of concentric, curved lines in shades of gray, some solid and some dashed, creating a sense of motion or a circular path. A prominent red speech bubble is positioned on the left side, containing the main title. To the right of the speech bubble is a large, empty white rectangular box with a thin black border, likely intended for an image or additional text.

UN MODEL DE "SMART CITY"

CE MAI OBTII CU UN
MANAGEMENT
STRATEGIC?
“ENGAGEMENT”
...IMPREUNA CU
CLIENTII TAI...



SI DIN CAND IN
CAND, CEL PUTIN
LA DOI ANI,
CULEGI PREMII...



VA
MULTUMESC!!

- <https://www.youtube.com/watch?v=fsAQQBDc40w>