Urban square monuments management programs are not effective by themselves; they must respond to the citizens' needs, it must be consistent with their needs in order to gain some profit from them.

In the same time, their management plays a vital role in competitiveness of a public square, in terms of consolidating it, in the market and achieving successful marketing strategy.

For a well organized and well functioning public square, there are some key factors that should be taken very seriously, like a market study based on questionnaire made on various categories of citizens.

In my paperwork I focused on Bihor county example, the public square monuments management efficiency, the correlation between society and artwork.

The case study is based on a questionnaire made on people regarding the art area, economic area and other areas. This kind of survey through the questionnaire is relative on finding a scale of interest which people have over the monuments incased in public squares and the sum of money they would consider relevant for maintaining and rehabilitation of public squares or monuments.

The composition of public monuments in urban areas have a demonstration of a complex architectural organization without the intervention of traditional composition rules, hierarchy and order... it would induce an attack on cause-effect relationship between form and function, structure and economy, form and schedule, replacing the opposition by contiguity and overlapping concepts.

The research aims at highlighting the social-economic problematic image of Oradea’s urban regarding public monuments in urban areas focusing on the situation and bring to the contemporary requirements of public monuments of urban space aimed at social life of high quality, intervening beneficial to the types of public spaces and the contemporary functions they require.

As main objective, public space must be based on certain Principle of intervention - focused to integrate functions necessary to modern requirements, but also to provide safety, to have the possibility of necessary extending which can sketch a contemporary urban space realised to answer the current needs of citizens and gaining profits to local budget economy.

After the survey I could extract the percentage of interest which the people have in different parts of the public squares and how much amount of money would they consider relevant for rehabilitation of public squares or monuments and which parts of the public squares they consider most important.

This kind of survey has the purpose on what is relevant to focus on, when having an architectural intervention in a public square, meaning rehabilitation or simply creating a new urban square place, making this as a new management strategy for increasing peoples needs and also focusing on complementary functions which could provide profits, or just to return the investment.
Keywords: art management strategy, public square management, market study