



COMPETITIVE PRACTICE  
OF THE AGENCY FOR STRATEGIC DEVELOPMENT “CENTER”  
**SPECIALISTS**  
**IN TERRITORIAL DEVELOPMENT**



## Agency for Strategic Development CENTER

The agency is an analytical and consulting organization in development and urban planning, as well as a leading operator of various architecture, urban planning, and design competitions.

We focus on strategic regional development and the quality of the urban environment, generating ideas for cities and regions and forming a new model of territorial development in Russia.



**>27 development concepts**

- land
- facilities real estate



**>50 interdisciplinary studies**



**>40 professional competitions**

- architecture
- urban planning
- design



**>100 expert events**

**>120**  
projects

**>61**  
clients



**>20 000**  
unique contacts of architects  
from all over the world



**60**  
regions

**79**  
cities



## CUSTOMERS



Property and  
land owners



Investment  
companies



Developer  
companies



Government  
authorities



Professional  
communities



Local  
communities

## COMPETITIVE OBJECTS



Land plots



Non-liquid  
real estate



Inefficient  
industrial  
zones



Planned  
and existing  
residential areas



Retail  
and commercial  
real estate



Public spaces



Tourist  
and recreational  
clusters



Advanced  
development  
territories



Social and cultural  
facilities



## COMPETITION PRACTICE OF THE AGENCY "CENTER" 2021–2022

Open International Competition for Development of the Architectural and Artistic Concept of Moscow Metro Stations Ostrov mechty station and Zagorye station	<i>Moscow</i>	2022	<a href="https://design-metro.ru/en">https://design-metro.ru/en</a>
Open all-Russian competition to create a master plan Yakutsk, Republic of Sakha (Yakutia)	<i>Yakutsk, Republic of Sakha (Yakutia)</i>	2022	<a href="https://masterplan-yakutsk.ru/">https://masterplan-yakutsk.ru/</a>
Open International Competition for Architectural and Urban Development Solutions for Gorskaya Territory	<i>Saint Petersburg</i>	2021-2022	<a href="en.gorskaya-spb.ru">en.gorskaya-spb.ru</a>
Open all-Russian competition for the development of the concept for the development of the territory "Park Pobedy" in Murmansk	<i>Murmansk, Marman region</i>	2021-2022	<a href="https://pobeda-park51.ru/">https://pobeda-park51.ru/</a>
"Discover your Russia«. All-Russian project for the design of conceptual tourist routes "Discover your Russia"	<i>Moscow</i>	2021	<a href="https://zagorizont.me/">https://zagorizont.me/</a>
Open International Competition for master plan development for Astrakhan Agglomeration	<i>Astrakhan, Astrakhan region</i>	2021	<a href="https://astraplan.ru/en">https://astraplan.ru/en</a>
Open International Competition for Architectural and Urban development concept of a new city in Sakhalin region	<i>Korsakov, Sakhalin region</i>	2021	<a href="https://en.sakhalinecopolis.ru">https://en.sakhalinecopolis.ru</a>



## COMPETITION PRACTICE OF THE AGENCY "CENTER" 2019–2020

All-Russian competition for the development of public spaces and educational institutions concepts in Dagestan	<i>Republic of Dagestan</i>	2020	<a href="https://dagestan.space">https://dagestan.space</a>
Open International Competition for development concept of Gorky Central Park in Krasnoyarsk	<i>Krasnoyarsk, Krasnoyarsk Krai</i>	2020	<a href="https://krasnoyarskpark.ru/en">https://krasnoyarskpark.ru/en</a>
Open international online architectural competition for developing the right bank of the River Moskva from Moscow Ring Road to Stroginskoe shosse	<i>Moscow</i>	2020	<a href="https://moskvarekastrogino.com">https://moskvarekastrogino.com</a>
All-Russian competition for the creation of tourist and recreational clusters and the development of ecotourism in Russia	<i>Moscow</i>	2020	<a href="https://priroda.life">https://priroda.life</a>
International Competition for the Architectural Concept of Moscow Metro Stations Prospekt Marshala Zhukova, Klenoviy bulvar 2	<i>Moscow</i>	2020	<a href="https://design-metro.ru/en">https://design-metro.ru/en</a>
Open International Competition for the development of a master plan for the territory adjacent to the Samara Arena stadium	<i>Samara, Samara Region</i>	2020	<a href="https://samarena.life/en">https://samarena.life/en</a>
Open International Competition for the development of a master plan for the territory adjacent to the Almetyevsk reservoir on the Stepnoy Zay river	<i>Almetyevsk, the Republic of Tatarstan</i>	2019-2020	<a href="https://almetyevsk.tatar/en">https://almetyevsk.tatar/en</a>
Open All-Russian Competition for the development of Petrovskaya Embankment in Voronezh	<i>Voronezh, Voronezh Region</i>	2019	<a href="https://petrovbereg.ru">https://petrovbereg.ru</a>
Open international competition for the development of a master plan for the Derbent urban district, Republic of Dagestan	<i>Derbent, Republic of Dagestan</i>	2019	<a href="https://planderbenta.ru/eng">https://planderbenta.ru/eng</a>
Open All-Russian Competition with International Participation for a Concept of a Tourism Cluster in the Village of Oymyakon	<i>Oymyakon Rd, the Republic of Sakha (Yakutia)</i>	2019	<a href="https://oymyakon.world/eng">https://oymyakon.world/eng</a>
Open All-Russian Competition for a Concept of Lenin Square, Yakutsk	<i>Yakutsk, Republic of Sakha (Yakutia)</i>	2019	<a href="https://sakhain.space">https://sakhain.space</a>



## COMPETITION PRACTICE OF THE AGENCY “CENTER” 2017–2019

Open nationwide competition for architectural concept and plan development of the Park for Future Generations in Yakutsk	<i>Yakutsk, Republic of Sakha (Yakutia)</i>	2019	<a href="https://sakhapark.ru">https://sakhapark.ru</a>
Open international competition for the development an ecodistrict concept in the city of Kazan, Republic of Tatarstan	<i>Kazan, the Republic of Tatarstan</i>	2018	<a href="https://www.contestkzn.ru/en">https://www.contestkzn.ru/en</a>
All-Russian competition for the best projects for creating a comfortable urban environment in small towns and historical settlements	<i>Moscow</i>	2018	<a href="https://konkurs.gorodsreda.ru">https://konkurs.gorodsreda.ru</a>
Open International Competition for the development of the Admiral Serebryakov embankment part Novorossiysk	<i>Novorossiysk, Krasnodar Region</i>	2018	<a href="https://www.novocluster.com">https://www.novocluster.com</a>
Open International Competition for Development of the Architectural and Artistic Concept of Moscow Metro Stations “Nagatinsky Zaton” and “Klenoviy bulvar”	<i>Moscow</i>	2018	<a href="https://2018.design-metro.ru/en">https://2018.design-metro.ru/en</a>
International competition for Development of the Architectural and Artistic Concept of Moscow Metro Stations: “Sheremetyevskaya”, “Rzhevskaya”, “Stromynka”	<i>Moscow</i>	2017	<a href="https://2017.design-metro.ru/en">https://2017.design-metro.ru/en</a>
The first Russian youth architectural biennale	<i>Innopolis, the Republic of Tatarstan</i>	2017	<a href="https://www.architectbiennale.ru/en">https://www.architectbiennale.ru/en</a>
Open International Competition of Urban Landscaping and Design	<i>Moscow</i>	2017	<a href="http://2017.moscowflowerfest.ru/en">http://2017.moscowflowerfest.ru/en</a>
Open All-Russian Competition for the redevelopment of the Dmitrovskoe highway	<i>Moscow</i>	2017	<a href="https://www.dmitrovkareconcept.ru">https://www.dmitrovkareconcept.ru</a>
Open competition for the project of the facade and interior design solutions Center for Urban Culture Pravda	<i>Moscow</i>	2017	<a href="https://www.kerama-marazzi-competition.com">https://www.kerama-marazzi-competition.com</a>
Open All-Russian Competition for the development of the brand of the Black Lake Park	<i>Kazan, the Republic of Tatarstan</i>	2017	<a href="https://www.black-lake.tatar">https://www.black-lake.tatar</a>



## COMPETITION PRACTICE OF THE AGENCY "CENTER" 2014–2016

Open competition for redevelopment concept of the Varshava and Voskhod cinemas	<i>Moscow</i>	2016	<a href="https://www.cinemarenovation.com">https://www.cinemarenovation.com</a>
Closed competition for concept development of a residential area Malye Kabany	<i>Kazan, the Republic of Tatarstan</i>	2016	<a href="https://www.centeragency.org/en/projects/45">https://www.centeragency.org/en/projects/45</a>
Open competition for the logo design and corporate style for KAZAN EXPO	<i>Kazan, the Republic of Tatarstan</i>	2016	<a href="https://www.brandkazanexpo.ru">https://www.brandkazanexpo.ru</a>
Open competition for concept development of corporate style at the Zoological and Botanical Garden in Kazan	<i>Kazan, the Republic of Tatarstan</i>	2016	<a href="http://www.zoobotsadbrand.ru">http://www.zoobotsadbrand.ru</a>
Open competition to create the design projects for premises in "loft" format at City-Crystal territory	<i>Moscow</i>	2015	<a href="https://www.centeragency.org/en/projects/27">https://www.centeragency.org/en/projects/27</a>
Open competition for development of the Kaban Lakes system embankment	<i>Kazan, the Republic of Tatarstan</i>	2015	<a href="https://www.kazanlakes.com/en">https://www.kazanlakes.com/en</a>
Open competition to create the development concept for public spaces for City-Crystal territory	<i>Moscow</i>	2015	<a href="http://kristall.centeragency.org">http://kristall.centeragency.org</a>
Open Competition for Development of Corporate Style and Key Elements of Identify for Sokolniki Park	<i>Moscow</i>	2015	<a href="http://www.brandsokolniki.com">http://www.brandsokolniki.com</a>
Open competition to create the development concept within Sokolniki Park	<i>Moscow</i>	2014	<a href="https://www.conceptsokolniki.ru">https://www.conceptsokolniki.ru</a>
Open competition to create the development concept within Mitino Landscape Park	<i>Moscow</i>	2014	<a href="https://www.centeragency.org/en/projects/10">https://www.centeragency.org/en/projects/10</a>

A decorative background consisting of a grid of small black squares. The grid is mostly complete, but there are several missing squares: one at the top left, one at the top right, one in the middle left, one in the middle right, and one at the bottom left.

# COMPETITIONS

A solid orange horizontal bar that spans the width of the page, positioned to the right of the word 'COMPETITIONS'.

## COMPETITION TASKS FOR THE PROJECT



### COMPARING VARIOUS APPROACHES AND SELECTING INNOVATIVE SOLUTIONS

A competition is the most advanced way to select an optimum solution. It allows to choose the top-quality innovative product.



### TERRITORIAL STUDIES

Preparing the Terms of Reference for a competition is a research process based on collecting and processing large amounts of information.



### FORMATION OF INTER-INDUSTRY CONSORTIA

A competition is a tool to create unique collaboration between teams, allowing them to solve the problem of comprehensive development of a territory.



### FORMATION OF A COLLECTIVE CUSTOMER

A competition helps solve the problem of mediation between different parties claiming for the respective space.



### GR

A competition contributes to formation of the project image with government authorities at all levels.



### PR

An open competition is a public event which attracts attention of the media and the expert panel.



## COMPETITION BENEFITS FOR THE PROJECT

---

**Multi-option:** a competition ensures the concurrent availability of several concepts developed by a priori strong teams, which makes it possible for the customer to select the optimum solution.

**PR+GR+HR:** engagement of reputable international and Russian experts as the Jury members, as well as in the expert examination and, possibly, for further cooperation.

**Professional synergy:** an opportunity to access original ideas and to involve the best teams worldwide in conjunction with the local experts.

**All-level communication:** a competition is a unique platform that simultaneously interacts with the authorities at different levels, local community, Russian and global expert community, as well as regional and federal media.



## CLASSIFICATION OF COMPETITIONS

<b>Openness</b>	<b>open</b>		<b>closed</b>	
<b>Stages</b>	<b>one-stage</b>	<b>two-stage</b>	<b>three-stage</b>	
<b>Coverage</b>	<b>regional</b>	<b>all-russian</b>	<b>international</b>	
<b>Participants</b>	<b>consortium</b>		<b>individual participants</b>	
<b>Result</b>	<b>architectural and urban planning concept</b>	<b>masterplan</b>	<b>interior and facade solutions</b>	<b>brand</b>



## ORGANIZATION OF PROFESSIONAL ARCHITECTURE, URBAN PLANNING AND DESIGN COMPETITIONS

---



Preliminary regional analysis



Preparation of terms of reference



Shortlisting of participants



Interaction with jury and experts



Marketing of the competition



Creation and support of the competition website



Government relations of the competition



Expert review of the competition projects

# THE CREATION OF TOURIST AND RECREATIONAL CLUSTERS AND THE DEVELOPMENT OF ECOTOURISM IN RUSSIA

Moscow 2020

Customer: Agency for strategic initiatives

 [priroda.life](https://priroda.life)

 [project playlist](#)

**115**  
applications

**68**  
territorial subjects  
of the Russia Federation

**36**  
finalists

**11**  
results

**6**  
territories of perspective  
development



## HISTORICAL SETTLEMENTS AND SMALL TOWNS

Moscow 2018

**Customer:** the Ministry of Construction of Russian Federation

 [konkurs.gorodsreda.ru](https://konkurs.gorodsreda.ru)

 [project playlist](#)

**455**  
applications

**82**  
territorial  
subjects  
of the Russian  
Federation

**80**  
results

**5 BLN RUB.**  
from the federal budget annually





## MASTER PLAN FOR THE DERBENT AND CONCEPTS FOR THE DEVELOPMENT EMBANKMENT

Open international competition for the development of a master plan for the urban district

Derbent, Republic of Dagestan 2019  
**Customer:** Charity fund “I love Derbent”

 [planderbenta.ru/en](http://planderbenta.ru/en)  
 [project playlist](#)

**3 416 HA**  
project area

### Winner

#### Consortium

“Novaya Zemlya” (Russia), Groupe Huit (France), Mae Architects (United Kingdom), West 8 (Holland), HSE University (Russia).



## MASTER PLAN FOR THE STEPNOY ZAY RIVER VALLEY IN ALMETYEVSK

Open International Competition for the development of a master plan for the territory adjacent to the Almetьевsk reservoir

Almetьевsk, the Republic of Tatarstan 2019-2020  
**Customer:** PJSC TATNEFT

 [almetьевsk.tatar/en](http://almetьевsk.tatar/en)  
 [project playlist](#)

**1 700 HA**  
project area

### Winner

#### Consortium

LLC “OBERMAYER Consult” (Moscow, Russia), LLC “Kushman & Wakefield” (Moscow, Russia), OBERMEYER Planen und Beraten (Munich, Germany), “ICES” (Moscow, Russia), LLC “GC Goroda” (Moscow, Russia).



## MASTER PLAN FOR THE TERRITORY ADJACENT TO THE SAMARA ARENA STADIUM

Open International Competition for the development of a master plan 2018 World Cup heritage territories

Samara, Samara Region 2020

**Customer:** Корпорация развития Самарской области

 [samarena.life/en](http://samarena.life/en)  
 [project playlist](#)

**360 HA**  
project area

### Winner

#### Consortium

“KPMG” Joint Stock Company (Moscow, Russia), LAND Srl (Milan, Italy), LLC “Architectural Bureau Asadova” (Moscow, Russia), FSBEI of HE “Samara State Technical University” (Samara Russia).



## CONCEPT OF A TOURISM CLUSTER IN THE VILLAGE OF OYMYAKON

Open All-Russian Competition with International Participation for a Concept of a Tourism Cluster

Yakutsk, the Republic of Sakha (Yakutia) 2019

**Customers:** LETO Resource Center for Urban Environment Issues of the Republic of Sakha (Yakutia), Trust Fund of Future Generations in the Republic of Sakha (Yakutia)

 [oymyakon.world/eng](http://oymyakon.world/eng)  
 [project playlist](#)

**NORTH POLE OF COLD**

### Winner

#### Consortium

ASADOV Architectural Bureau (Russia. Moscow), KNIGHT FRANK (Russia, Moscow; UK, London), LSTK-Project (Russia, Yakutsk), RussiaDiscovery (Russia, Moscow).



## THE FIRST ECO-DISTRICT CONCEPT IN THE REPUBLIC OF TATARSTAN

Open international competition for the development of a concept  
and master plan for the eco-district

*Kazan, The Republic of Tatarstan 2018*

**Customer:** Republic support fund (RSF)

 [contestkzn.ru/en](https://contestkzn.ru/en)

 [project playlist](#)

**759 HA**  
project area

### Winner

#### Consortium

Knight Frank (Russia, United Kingdom), XTU Architects (France), OXO Architects (France), John Thompson & Partners/JTP (United Kingdom), Arkhitekturny Desant (Russia, the Republic of Tatarstan), Terra Scape (Belgium)



## REDEVELOPMENT OF THE LONG CONSTRUCTION IN MOSCOW

Open All-Russian Competition for the redevelopment  
of the Dmitrovskoe highway

*Moscow 2017*

**Customer:** Atlant-M

 [dmitrovkareconcept.ru](https://dmitrovkareconcept.ru)

 [project video](#)

**50 000 M<sup>2</sup>**  
project area

### Winner

#### Consortium

MAParchitects (Moscow), PROMKOD (Moscow)



## THE KABAN LAKES SYSTEM EMBANKMENT

Open international competition for the development

*Kazan, Republic of Tatarstan 2015–2019*

**Customer:** Government of the Republic of the Tatarstan

 [kazanlakes.com/en](http://kazanlakes.com/en)  
 [project playlist](#)

**186 HA**  
lake system area

**Winner**

**Consortium**

Turenscape (China), MAP (Russia)



## EMBANKMENT NAMED AFTER ADMIRAL SEREBRYAKOV

Open international competition for the development

*Novorossiysk, Krasnodar Region 2017–2021*

**Customers:** CJSC Pjatnitsa, JSC “United Energy Construction Corporation”

 [novocluster.com](http://novocluster.com)  
 [project playlist](#)

**5 HA**  
project area

**Winner**

**Consortium**

Zaha Hadid Architects (United Kingdom), “Pride” (Russia), Arteza (Russia), “Habidatum” (Russia), Rider Levett Bucknall (United Kingdom), Another Architect (Germany), Lawrence Barth (United Kingdom), “Architectural Association “School of Architecture” (United Kingdom), PwC (Russia)



## PARK FOR FUTURE GENERATIONS

The open nationwide competition for architectural concept and plan development territory

*Yakutsk, the Republic of Sakha (Yakutia) 2018-2019*

**Customer:** Trust Fund of Future Generations in the Republic of Sakha (Yakutia)

 [sahapark.ru](http://sahapark.ru)

 [project playlist](#)

**2,4 HA**

project area

**Winner**

**Consortium**

CCL "am Atrium" (Moscow), CCL "Vostok+" (Yakutia)



## SOKOLNIKI PARK

Open competition to create the development territory and Open international competition for the development of corporate style and key elements identity

*Moscow 2014–2015*

**Customers:** SAIC «Sokolniki Park», «Mosgorpark»

 [conceptsokolniki.ru/en](http://conceptsokolniki.ru/en)

 [project video](#)

**515 HA**

park territory

**Winner**

**The concept for the development territory**

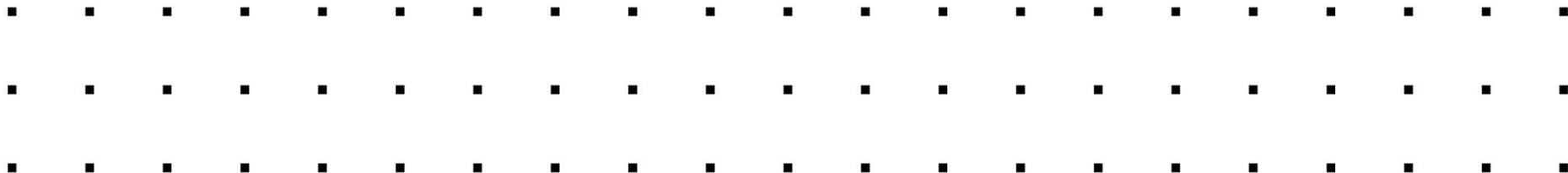
**Consortium:** Groundland (United Kingdom), Wowhaus (Russia), Urbanika (Russia)

**Corporate style and key elements identity**

**Consortium:** SmartHeart Branding Agency (Russia) + White Russian Studio (Russia)



# DESIGNING LIFESTYLE



Agency for Strategic  
Development "CENTER"

Bolshaya Molchanovka, 21, office 13,  
Moscow, 121069

[centeragency.org/en](http://centeragency.org/en)  
[info@centeragency.org](mailto:info@centeragency.org)  
+7 495 123 45 53



agency\_center



centeragency



centeragency



centeragency



агентство стратегического развития центр