



agency
for strategic
development

CENTER

Moscow 2022

**Specialists in territorial
development**



7 YEARS OF WORK



27 development concepts

- land
- facilities real estate



47 interdisciplinary studies



34 professional competitions

- architecture
- urban planning
- design



over 100 expert events



120
projects

61
clients

60
regions

79
cities





[] DESIGNING LIFESTYLE

Agency for Strategic Development CENTER is a leading analytical and consulting company in the field of urban consulting, development, urban planning and urban studies. We have been in the market for 7 years and justifiably considered to be one of a few Russian analytical centers that successfully works in the field of the integrated development of territories and real estate. We generate ideas for cities and regions, and contribute to the formation of a new model of territorial development and improvement in the quality of the urban environment.

In 7 years of work, CENTER has implemented 120 cross-regional projects in 79 cities and towns in 60 Russian regions, and is one of the top 3 leading organizers of architectural and urban planning competitions. Our projects include interdisciplinary analytical studies, territorial development concepts, professional urban planning and design contests.

We have already accomplished a lot, but we have even greater plans for the future. We are ready to use the expertise, knowledge and skills that we have accumulated to carry out CENTER's mission of enabling every community to unleash its full potential through the creation of cultural, economic, and social hubs there.



SERGEI GEORGIEVSKII
Managing Partner

KETEVAN KHELAYA
Partner

ABOUT THE COMPANY

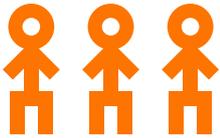
2017年12月31日





WE WORK

For



Property and
land owners



Investment
companies



Developer
companies



Government
authorities



Professional
communities



Local
communities

With



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





WHAT WE DO



Raise value
of land and immovable
assets



Establish territorial
branding



Organize projects based
on public-private partnerships



Host expert events
and educational programs



Transform urban
environment



Find the best solutions
with architectural and urban
planning competitions



Create local communities
and engage residents
in land development projects



Form land development
strategies



“Package” investment
projects



TEAM

An interdisciplinary team of professionals working in the field of regional development and quality urban environment design. The team's skills and experience are in step with current trends in urban development and meet the high standards of the sector. Each member of our team is an expert in his or her field, with a portfolio of large-scale projects and successful management experience.



MANAGEMENT



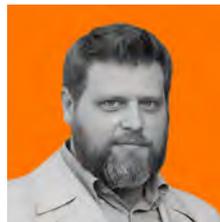
**SERGEI
GEORGIEVSKII**

Managing Partner



**KETEVAN
KHELAYA**

Partner



**NIKOLAY
TIMCHENKO**

CEO



**OLGA
GRITSAN**

Head of the Analytical
Department Analytics



**IRINA
GORBOVSKAYA**

Head of the Legal
Department



**DENIS
STOLYAROV**

Head of the Project
Department



**IRMA
KVANTALIANI**

Acting director of the Marketing
& PR Department,
press secretary



EXPERT COMMITTEE

Our Expert Committee brings together leading Russian and foreign experts in the fields of urban planning, architecture and urban design, the creative industries and the media for mutual consultation, cooperation and development of joint initiatives focused on integrated regional development and improving the quality of the urban environment.



■ **KSENIA ACQUAVIVA
(MOKRUSHINA)**

■ Expert in Rice University Kinder Institute for Urban Research, founder of CityCompass



■ **ANJA SOFIA
EHRENFRIED**

■ Architect, partner of EDDEA architecture bureau



■ **NAILYA
ALLAKHVERDIEVA**

■ Public art specialist, Art Director at the PERMM Museum of Contemporary Art



■ **MICHAEL
GELLER**

■ Architect, specialist in sustainable development, President of the Geller Group



■ **IGNAT
BUSHUKHIN**

■ Journalist and Editor-in-chief of RBC Real Estate



■ **EDUARDO
GUTIERREZ**

■ Architect, founder of ON-A Arquitectura Studio



■ **IRINA
IRBITSKAYA**

Architect, expert on urban investment and development of territories, organizer of the project “Doctor of Cities”



■ **NIKOLAY
POLISSKY**

Land Art Artist, designer of land art projects at Nikola Lenivets



■ **NARINE
TYUTCHEVA**

Architect, founder of Rozhdestvenka architecture bureau



■ **MARINA
KHRUSTALEVA**

Specialist in cultural heritage, founder of the Heritage School



■ **DENIS
ROMODIN**

Historian, specialist in Soviet architecture, founder of SovArch.ru



■ **KONGJIAN YU**

Landscape Architect, founder of Turenscape landscape bureau



■ **EVGENIYA
MURINETS**

Director of the Urban Policy Institute



■ **NIKITA
TOKAREV**

Architect, Director of MARSH School



■ **ALEXANDER
ZMEUL**

Editor-in-chief of Archspace.info

SERVICES



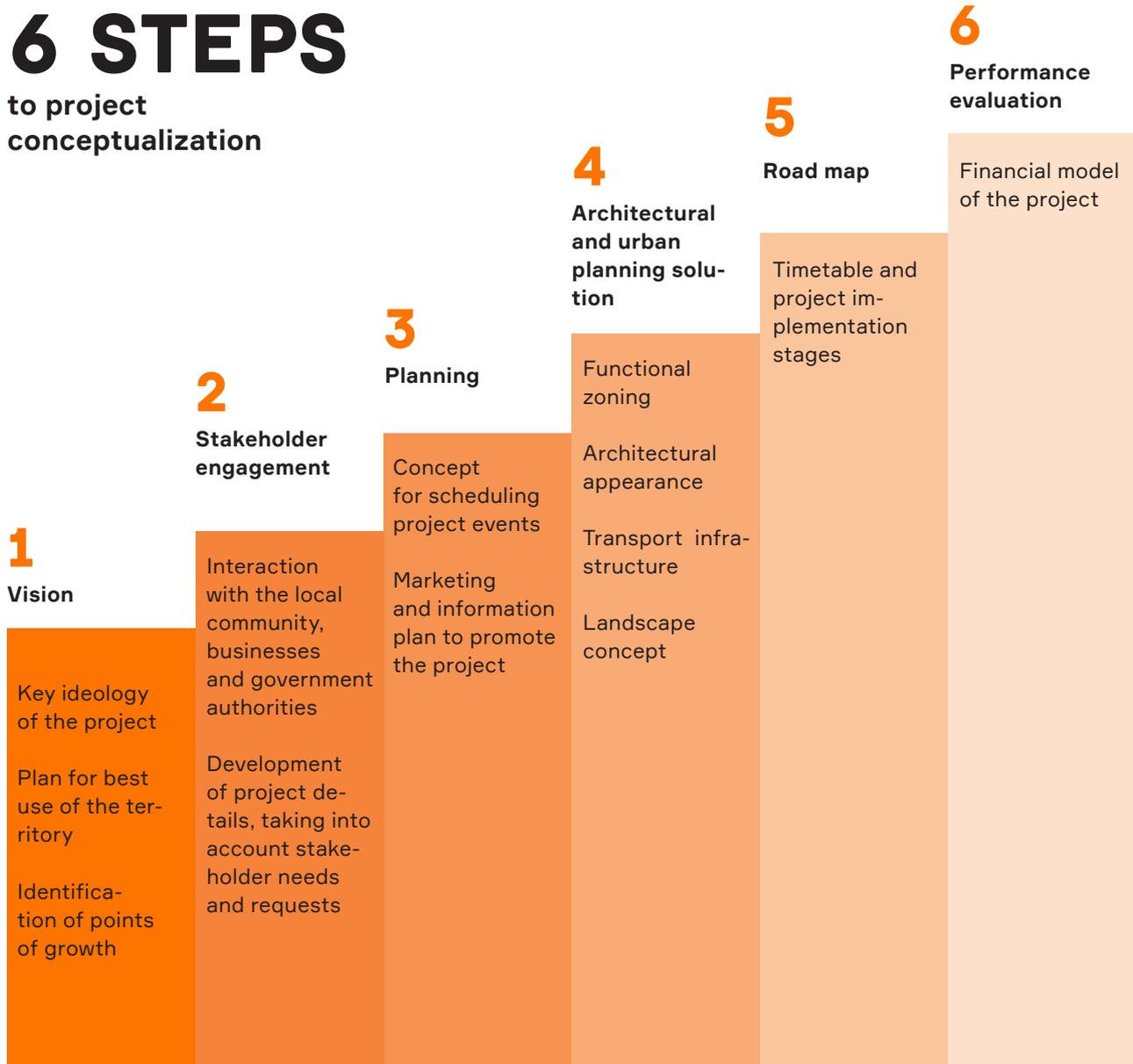




REGIONAL DEVELOPMENT CONCEPT AND FUNCTIONAL PLANNING

6 STEPS

to project
conceptualization



At the development stage

- Comprehensive evaluation of development prerequisites
- Functional planning for the site and facilities
- Development of a master plan
- Creation of a comprehensive development model
- Elaboration of a marketing strategy

At the implementation support stage

- Establishment of a database of active participants and partners, as well as a model setting out the economic relationships between stakeholders
- Evaluation of the quality of human resources in the region
- Support for work during the pre-project and project stages of implementation
- Organization of competitions to develop architectural and urban planning solutions and the regional development strategy
- Pre-brokerage, brokerage, organization of sales
- Project marketing and PR, organization of events to promote the project and the region
- Government relations (establishing a positive attitude on the part of government authorities at different levels)



Project launch



Promotion strategy



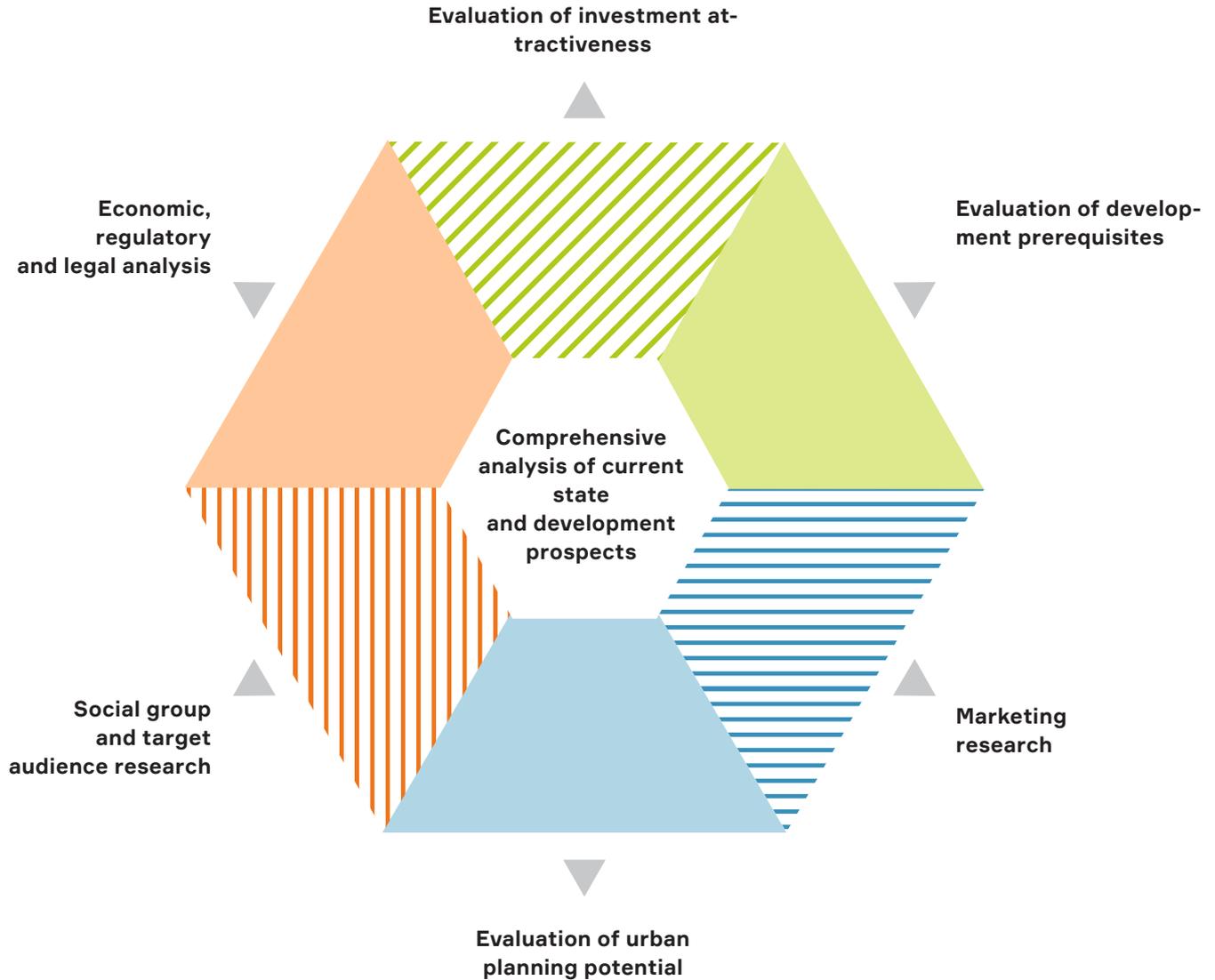
Concept, Master plan



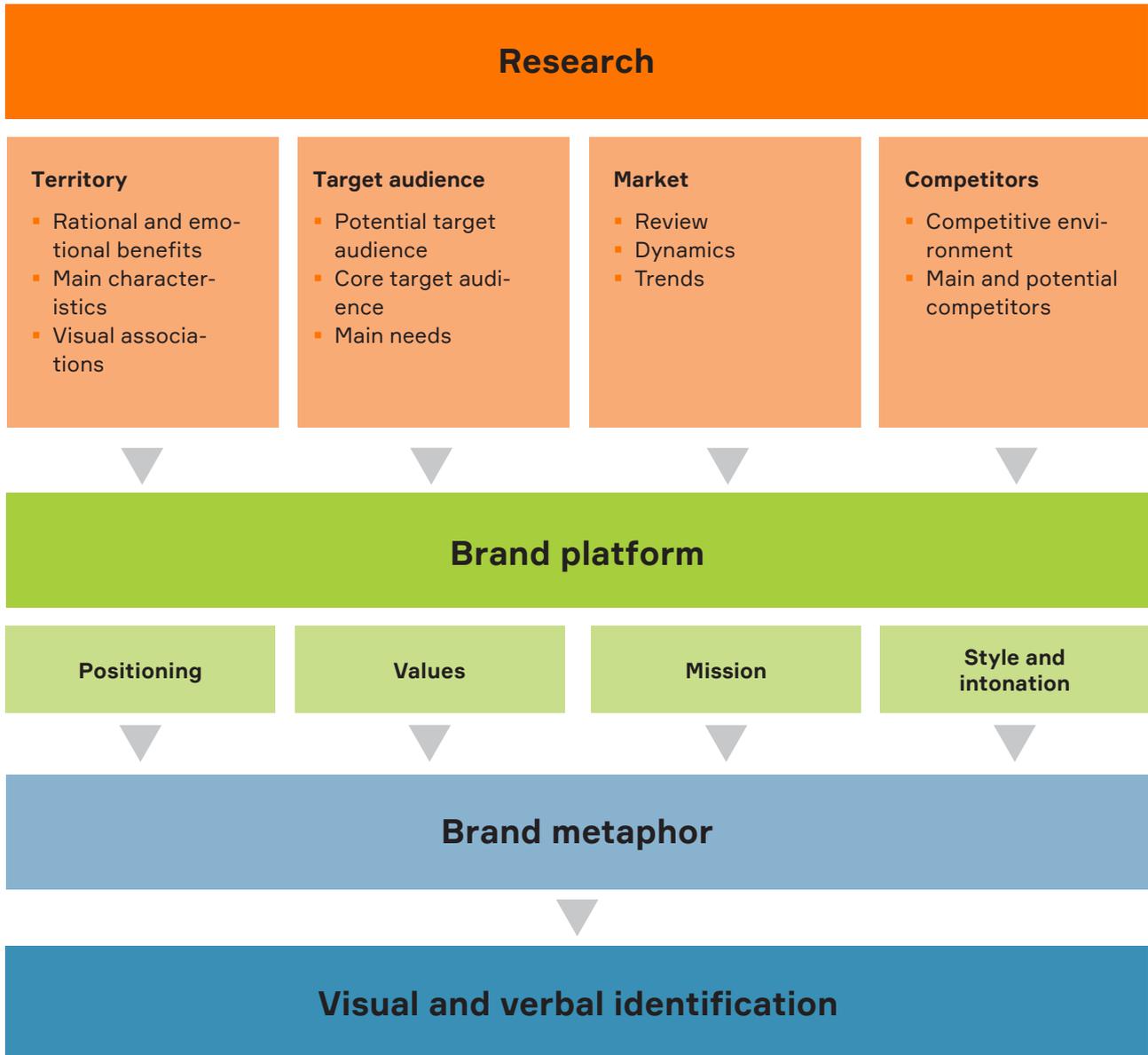
Initial analysis



ANALYTICS AND RESEARCH



TERRITORIAL BRANDING





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 rela-
tions
of the competition



Expert review
of the competition
projects

DESIGN



Development of a master plan for the territory

Analysis of the prerequisites for the development of the territory, including analysis of its current state, the social and economic situation, plans for the development of social, engineering and transport infrastructure; identification of development limitations of the territory; creation of a concept for the development of the territory, including options for design concepts, transport and infrastructure schemes, calculation of the social and economic impact of the project and the development of a plan for its implementation.



Design of the urban environment

Development of projects for the improvement of public spaces of various types.



Design stages



Concept



Draft



Project



Design specifications and estimates



Detailed design

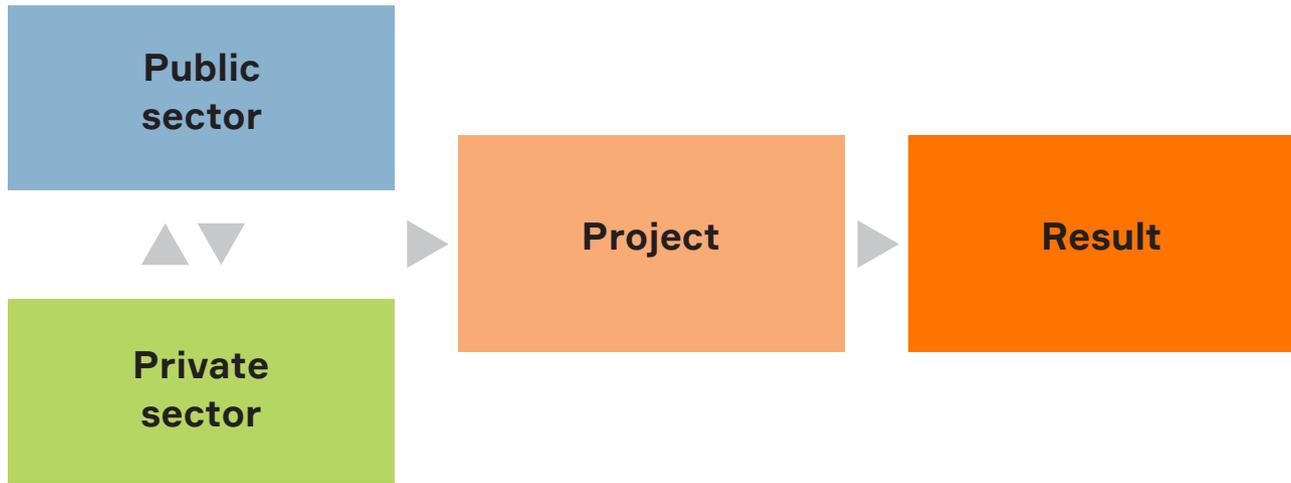


Designer supervision



GOVERNMENT RELATIONS AND PUBLIC-PRIVATE PARTNERSHIPS

Development of efficient public-private partnership models



Project implementation in accordance with the principles of public-private partnership and identifying sources of budget co-financing for the project



Inclusion of the project in federal and regional programs with subsequent allocation of state co-financing



Operational plan, implementation sequence and calculation of project profitability and tax revenues to the budget



Developing the project's image at all levels of government



Preparation of the project in accordance with the investment requirements of state programs

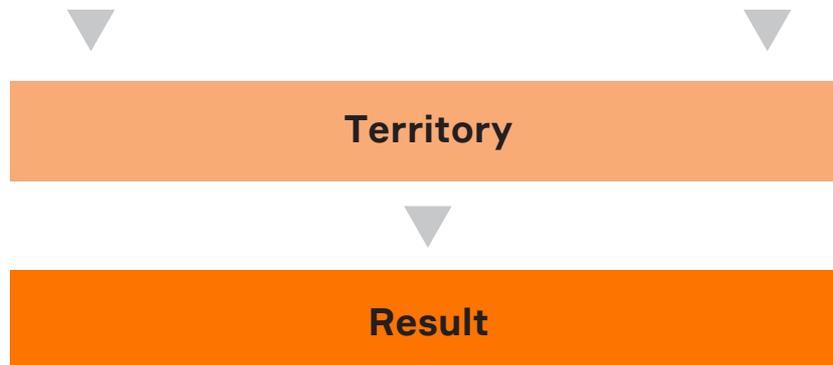
EDUCATIONAL PROGRAMS, EXPERT EVENTS, STRATEGIC SESSIONS

Educational programs on the principles of project training

- Managing regional development
- Regional branding
- Social design

Expert events

- Interdisciplinary forums
- Strategic sessions and project seminars
- Roundtables and discussions



- Comprehensive analysis and expert review
- Formation of a collective client
- New ideas and projects





KEY CUSTOMERS AND PARTNERS



Ministry of Construction,
Housing and Utilities
of the Russian Federation



Ministry of Natural re-
sources and Ecology of the
Russian Federation



Ministry of Economic
Development of the Russian
Federation



Ministry of the Russian
Federation for the Develop-
ment of the Far East
and the Arctic



Federal Agency
for Tourism



Agency for Housing
Mortgage Lending



AGENCY
FOR STRATEGIC
INITIATIVES
Agency for strategic
initiatives



Government
of the city of
Moscow



Government
of Moscow Region



Republic
of Tatarstan



Republic of Sakha
(Yakutia)



Government
of the Republic
of Dagestan



Government
of Samara
Region



Government
of Krasnoyarsk
Region



Government
of Voronezh
Region



Government
of Krasnodar
Region



Government
of Astrakhan
Region



Government
Sakhalin
of Region



ALROSA



OMK
United
Metallurgical
Company



UEC
United Energy
Construction
Corporation



BASIC
ELEMENT
Basic
Element
Group



Airport
Development
LLC



PJSC TATNEFT
named after
V.D. Shashin



RUSAL



Mosinzhproekt



ADG group



Unistroy Group



Knight Frank



Moscow Genplan
Institute



Gradplan Moscow



Republican
support fund



SAYBM



MARCH



Landscape Architects
Association



Union
of Architects
of Russia

KEY PROJECTS





GEOGRAPHICAL SCOPE

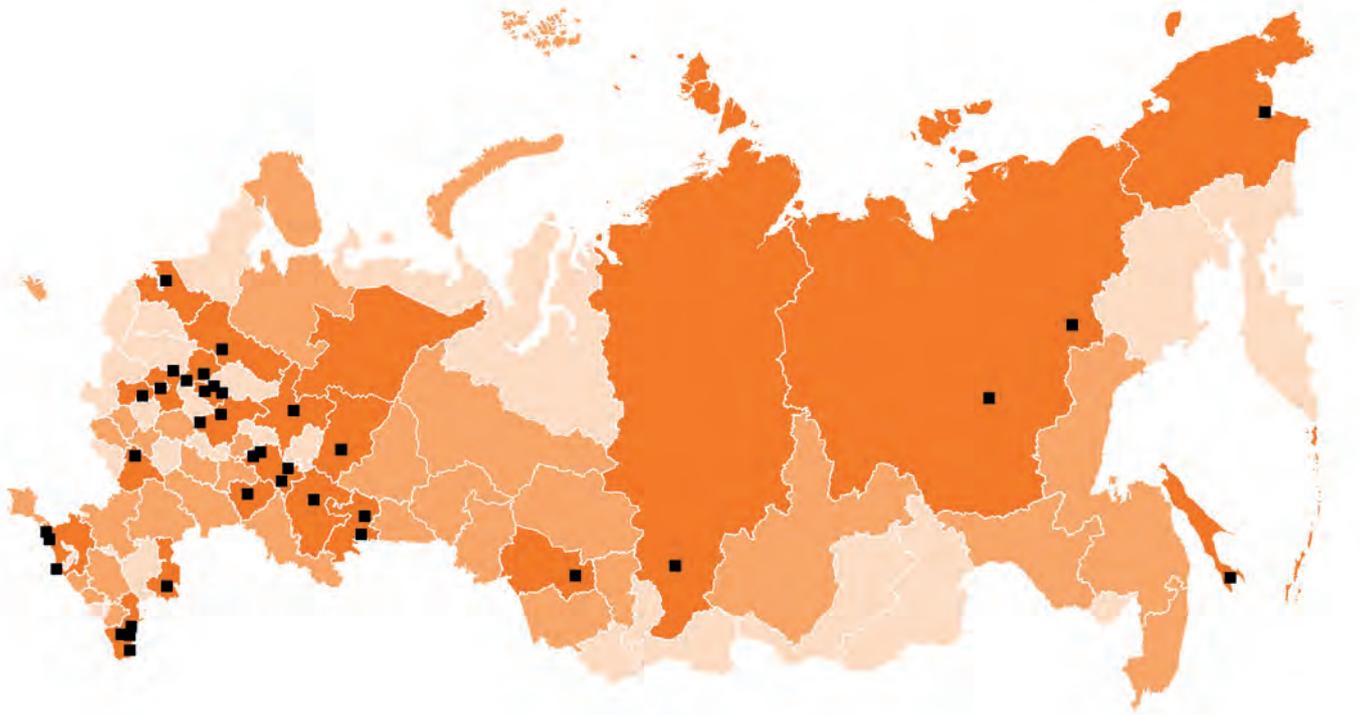
Key regions:

- Moscow
- Republic of Bashkortostan
- Republic of Dagestan
- Komi Republic
- Republic of Sakha (Yakutia)
- Republic of Tatarstan
- Krasnodar Region
- Krasnoyarsk Region
- Perm Region
- Astrakhan Region
- Vologda Region
- Voronezh Region
- Ivanovo Region
- Kaluga Region
- Kirov Region
- Moscow Region
- Nizhny Novgorod Region
- Novosibirsk Region
- Samara Region
- Saint-Petersburg
- Chelyabinsk Region
- Yaroslavl Region
- Sakhalin Region
- Chukotka Autonomous Region

Key cities:

- Moscow
- Almetьевsk
- Anadyr
- Anapa
- Astrakhan
- Buynaksk
- Vologda
- Voronezh
- Vyksa
- Derbent
- Dubna
- Innopolis
- Kazan
- Kaluga
- Kaspiysk
- Kineshma
- Kirovo-Chepetsk
- Korsakov
- Krasnoyarsk
- Makhachkala
- Naberezhnye Chelny
- Nizhniy Novgorod
- Novorossiysk
- Novosibirsk
- Oymyakon
- Pereslavl-Zalessky
- Perm
- Ples
- Samara
- Saint-Petersburg
- Sochi
- Troitsk
- Ufa
- Chelyabinsk
- Yurievets
- Yakutsk
- Yaroslavl

Regional distribution of the CENTER agency activities

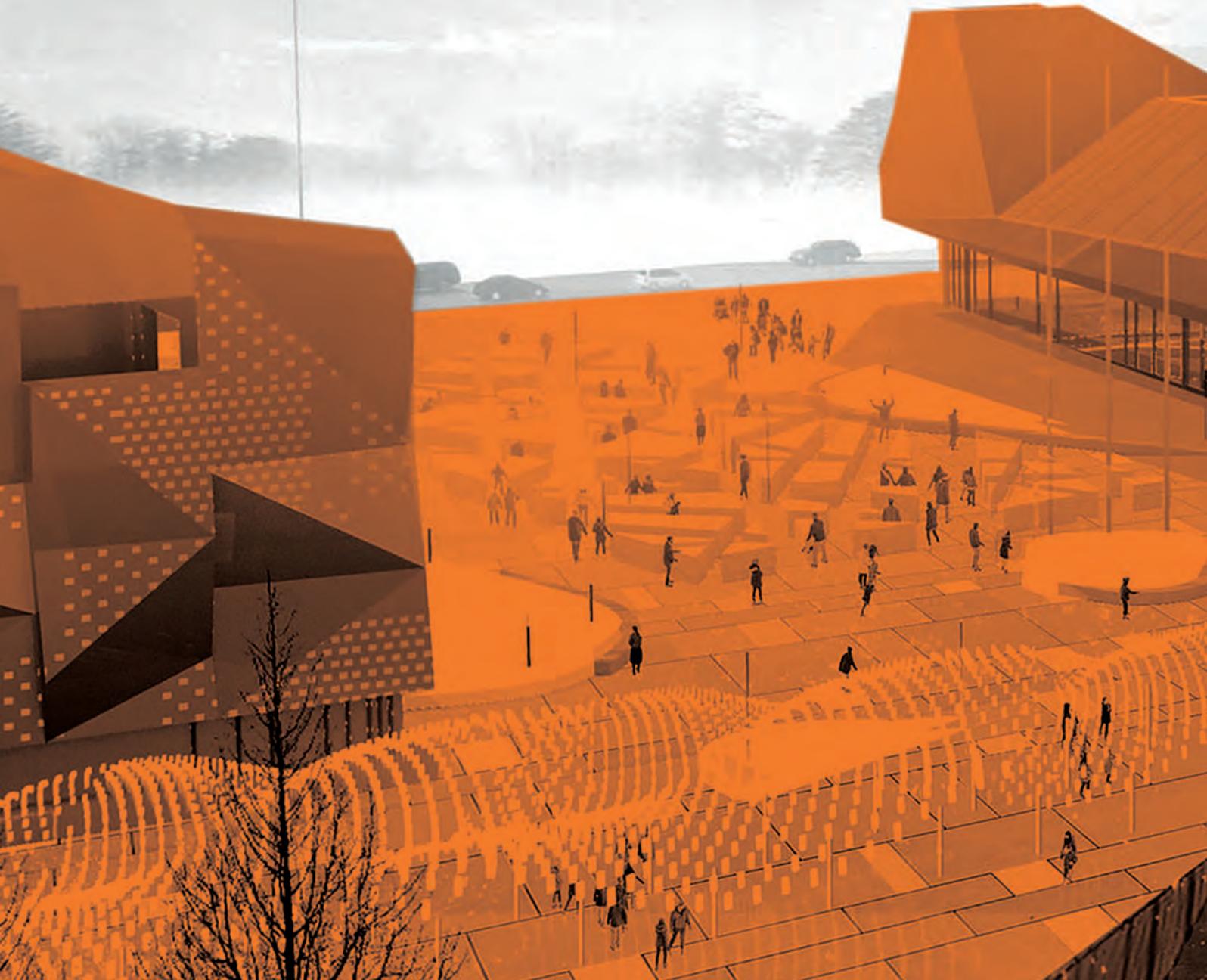


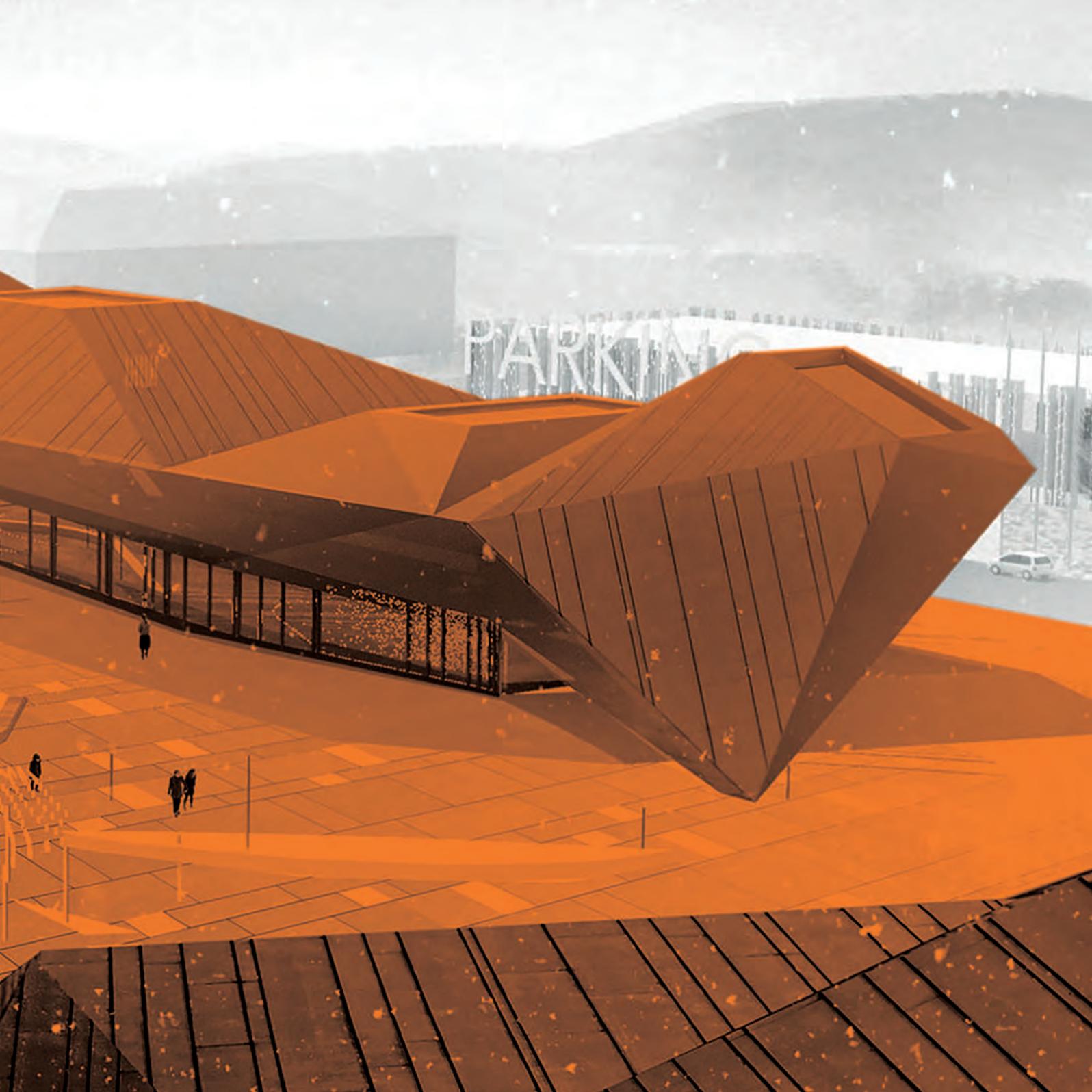
 Research and design

 Research

 Regions with prospective development

STRATEGIC DEVELOPMENT OF TERRITORIES







Analytical study "Comprehensive assessment of the Makhachkala agglomeration development potential"



centeragency.org/ru/projects/131



Makhachkala, Republic of Dagestan, 2021

Client: "I love Derbent" charity fund

Partner: The committee for Architecture and Urban Planning of the Republic of Dagestan



Types of work

- Analysis of the socio-economic development of the municipalities that are part of the agglomeration, as well as of the preconditions for the development of the Makhachkala agglomeration.
- Elaboration of the key areas of development for the Makhachkala agglomeration and expansion of the agglomeration model.
- Creation of a development scenario for the Makhachkala agglomeration based on the previously identified potential and promising areas for integration.
- Creation of a mechanism for executing the optimal development scenario for the Makhachkala Agglomeration.
- Assessment of and suggestions for the boundaries of the communities that form Makhachkala.





Analytical study "Comprehensive assessment for the development potential of the Astrakhan agglomeration"



Watch the project
video



Astrakhan, Astrakhan Region, 2021

Client: Joint Stock Company
"Airport Astrakhan"

Partners: Government of the Astrakhan
Region, Municipal Formation "City of Astrakhan"



Types of work

- Analysis of the social and economic situation and main development trends of Astrakhan City municipality.
- Analysis of the socio-economic development of the municipalities that are part of the agglomeration, as well as of the preconditions for the development of the Astrakhan agglomeration.
- Elaboration of the key areas of development for the Astrakhan agglomeration and expansion of the agglomeration model.
- Creation of development scenarios for the Astrakhan agglomeration based on the previously identified potential and promising areas for integration.
- Organization and staging of the open international competition for creation of a master plan of the Astrakhan agglomeration



Architectural and Urban development concept of a new city in Sakhalin Region



sakhalinecopolis.ru

Watch the project video



Korsakov, Sakhalin Region, 2021

Client: Sakhalin Region Development Corporation

Partners: Government of the Sakhalin Region, Genplan Institute of Moscow



Types of work

- Research on development of architectural and urban planning concepts (master plans) for a new town in the Korsakovsky Urban District of the Sakhalin Region with detailed elaboration of the functional planning and architectural and spatial decisions for the key objects and territories.
- Selection of the best concept by means of an open international competitive procedure.







Creation of tourist and recreational clusters and the development of ecotourism in Russia



priroda.life

Watch the project video



Moscow 2020

Customer: Agency for Strategic Initiatives

Partners: Ministry of Natural Resources and Environment of the Russia, Ministry of Economic Development of the Russia, Ministry for the Development of the Russian Far East and Arctic, Federal Agency for Tourism



Types of work

- Organization and staging of a nationwide competition to design tourist and recreational clusters and develop ecotourism in Russia
- Expert evaluation of the competition.
- Application submission processing, including consultations for the project participants.
- Development of a methodology and examination of projects in the competition framework.
- Consultation support for competition participants.





Acceleration program for the development of eco-tourism in terms of creating tourist and recreational clusters



priroda.life

Watch the project video



Moscow 2020

Customer: Agency for Strategic Initiatives

Партнёры: Ministry of Natural Resources and Environment of the Russia, Ministry of Economic Development of the Russia, Ministry for the Development of the Russian Far East and Arctic, Federal Agency for Tourism



Types of work

- Organization and staging of the Acceleration program for the development of eco-tourism in terms of creating tourist and recreational clusters.
- Development of 4 training modules of the Acceleration Program and its expert support.







Master Plan for 1700 ha of territory in Almet'yevsk



almetyevsk.tatar/en

Watch the project
video



Almet'yevsk, Republic of Tatarstan, 2019–2020

Client: PJSC TATNEFT named after V.D. Shashin, the Administration of the city of Almet'yevsk

Partners: Government of the Republic of Tatarstan, Almet'yevsk City Administration



Types of work

- Organization and staging of an open international architectural and urban planning competition for development of a master plan for the territory adjacent to the Almet'yevsk reservoir.
- Development of a methodology and examination of projects in the competition framework.
- Consultation support for competition participants.





Winner. Consortium: OBERMEYER Consult (Munich, Germany) + Cushman & Wakefield (Moscow, Russia) + OBERMEYER Planen und Beraten GmbH (Munich, Germany) + GC Goroda (Moscow, Russia)





2018 FIFA World Cup Legacy. Master-plan of the territory adjacent to “Samara Arena” stadium



samarena.life/en

Watch the project
video



Samara, Samara Region 2020

Customer: Samara Region Development Corporation

Partners: Government of the Samara region, Samara city Administration



Types of work

- Comprehensive Analytical Study of the Area around the Samara Arena Stadium.
- Organization and holding of Open International Competition for the development of a master plan for the territory adjacent to the Samara Arena stadium.





Winner. Consortium: KPMG (Moscow, Russia) + LAND Srl (Milan, Italy) + Asadov Architectural Bureau LLC (Moscow, Russia) + Samara State Technical University (Samara, Russia)





Master plan for the Derbent Urban District



planderbenta.ru/eng
derbentnext.ru

Watch the project
video



Derbent, Republic of Dagestan, 2019

Clients: “I love Derbent” charity fund,
the Administration of the city of Derbent



Types of work

- Comprehensive research including an analysis of the social and economic situation and primary trends in the development of the city of Derbent urban district.
- Development of main scenarios and principles for the development of the urban district, subject to the provision of resources.
- Evaluation of the effectiveness of spatial/territorial development.
- Organization and holding of the Open International Competition for the Development of a Master Plan for the city of Derbent Urban District.





Competition winner. Consortium: Novaya Zemlya (Russia) + Groupe Huit (France) + Mae Architects (United Kingdom) + West 8 (Netherlands) + Higher School of Economics (Russia)





The Kangalassy 2.0 territory

Watch the project video



Yakutsk, Republic of Sakha (Yakutia), 2018

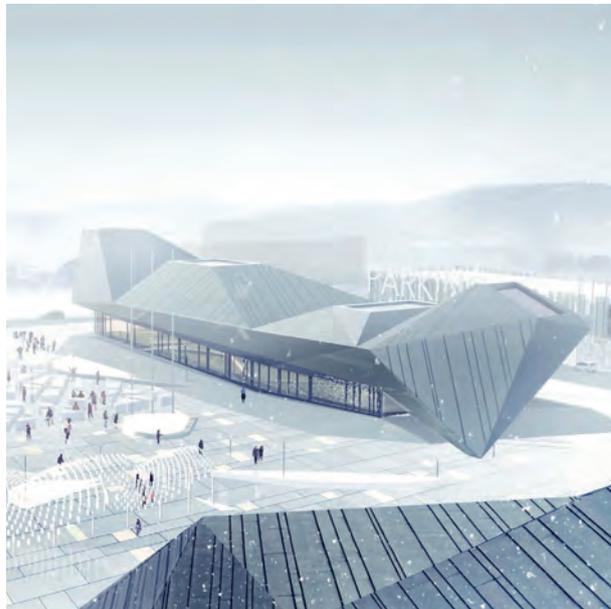
Client: SAYBM

Partners: Knight Frank,
JSB ALMAZERGIENBANK



Types of work

- Full analysis of Kangalassy 2.0: economic-geographical analysis and physical-geographical characteristics of the territory.
- Analysis of global and domestic trends in the development of cities located in special climatic and socio-economic conditions.
- Evaluation of the possibility of creating various cluster types in the project area, including clusters of creative industries and tourism.
- Identification of branches/industries that have high development potential.
- Recommendations for the concept of the cluster being created: definition of cluster configuration, description of potential residents, accompanying infrastructure, and the main technical and economic parameters of the cluster.
- Development of a road map of the main stages of integrated development of the area, including the concept of its functional programming.
- “Packaging” of the project for presentation at the Eastern Economic Forum 2018.





Tourism cluster in Oymyakon



oymyakon.world/eng

Watch the project
video



Oymyakon, *Republic of Sakha (Yakutia)*, 2019

Clients: LETO Resource Center for Urban Environment Issues of the Republic of Sakha (Yakutia), the Special Purpose Fund for Future Generations of the Republic of Sakha (Yakutia)



Types of work

- Organization and conducting of the Open Nationwide Competition with International Participation for a Concept of a Tourism Cluster in the Village of Oymyakon, Republic of Sakha (Yakutia).





Competition winner. Consortium: ASADOV Architectural Bureau (Russia, Moscow) + Knight Frank (Russia, Moscow; UK, London) + LSTK-Project (Russia, Yakutsk) + Russia Discovery (Russia, Moscow)

COMFORTABLE URBAN ENVIRONMENT







Public spaces created under the program “Moy Rayon” (“My District”)



www.centeragency.org/en/projects/123



Moscow 2020

Client: ANO “Moy Rayon” (“My District”)



Types of work

- Comprehensive analytical study of the effectiveness of public spaces created under the program “Moy Rayon” (“My District”).





Public spaces and educational institutions concepts in Dagestan



dagestan.space

Watch the project video



The Republic of Dagestan 2020

Client: Committee for Architecture and Urban Planning of the Republic of Dagestan



Types of work

- Organization and conducting of The All-Russian competition for the development of public spaces and educational institutions concepts in Dagestan.



The Moscow River embankments on the island of Balchug



<https://www.centeragency.org/ru/projects/100>



Moscow 2020

Client: Gradplan Moscow



Types of work

- Comprehensive Analytical Study of the territory of improvement of the embankments of the Moscow River on the island of Balchug.





The II International Urban Forum “Designing the Future” in Makhachkala



urbandagestan.ru

Watch the project video



Makhachkala, Republic of Dagestan, 2019

Client: The committee for Architecture and Urban Planning of the Republic of Dagestan



Types of work

- Organization and holding of the II International urban forum “Designing the Future” (November 20-21, 2019).







The 3rd International Urban Forum "Dagestan: New Development Scenarios"



urbandagestan.ru

Watch the project
video



Makhachkala, Republic of Dagestan, 2021

Clients: The committee for Architecture and Urban Planning of the Republic of Dagestan

Types of work



- Organization and holding of the III International urban forum "Dagestan: New Development Scenarios" (October 28-29, 2021)







Festival of Urban Landscape Design “Moscow Summer. Flower Jam”



2017.moscowflowerfest.ru/en

Watch the project video



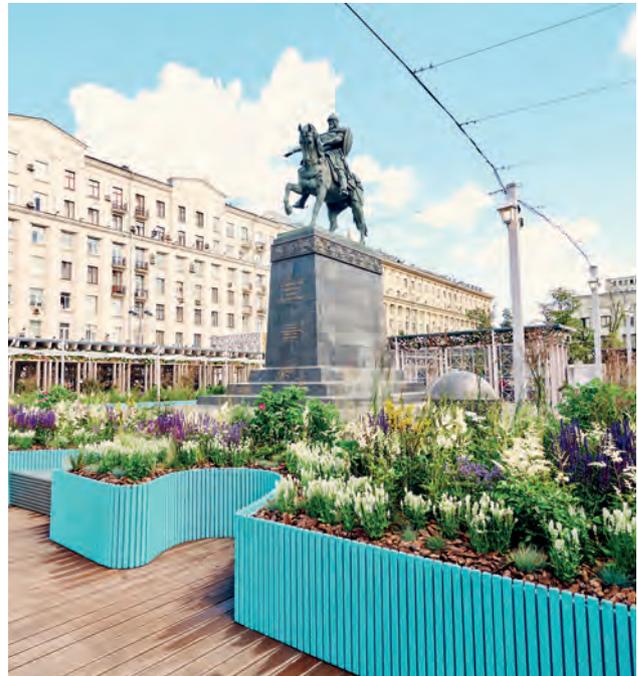
Moscow, 2017

Client: Government of Moscow



Types of work

- Organization and staging of the Open International Urban Landscaping and Design Competition.
- Organization and staging of the International Landscape Forum.



Tverskaya Square. “Grass Time”, 8 LINES project group



Klimentovskiy Lane. "Golden Steppe", Aleksandr Kormushin



Museum-Reserve "Tsaritsyno". "Plant Library", Manipulazione Internazionale



Special project "Candied Summer" on the steps of the Russian State Library, Matthew Childs



Park for Future Generations in Yakutsk



sakhapark.ru

Watch the project video



Yakutsk, Republic of Sakha (Yakutia), 2019

Client: Special Purpose Fund for Future Generations of the Republic of Sakha (Yakutia)



Types of work

- Comprehensive marketing research and analysis of international experience.
- Organization and holding of the Open Nationwide Competition for the Development of an Architectural Concept and General Plan of the Park for Future Generations Public Space in Yakutsk, Republic of Sakha (Yakutia).



Competition winner. Consortium: OOO am Atrium (Moscow) + OOO Vostok+ (Yakutsk)



Concept of the architectural and artistic appearance and improvement of the central part of Troitsk

Watch the project video



Troitsk, Chelyabinsk Region, 2019

Client: Investment Promotion Agency of the city of Troitsk, Chelyabinsk Region (independent non-profit organization)



Types of work

- Comprehensive assessment of the current state of the urban environment of the central part of the urban district of Troitsk.
- Elaboration of a concept of interconnected development of the system of public spaces and significant tourist and recreational areas of the city and its surroundings on the basis of the revealed identity and architectural, spatial, and functional-planning factors that give the city center its unique urban appearance and social and cultural originality.
- Development of proposals for the implementation of measures to create a comfortable urban environment, preserve cultural heritage and integrate the unique characteristics of Troitsk into a new architectural and spatial environment.
- Proposals for the improvement of Tomin Culture and Recreation Park located in the historical center of the city.





System of public spaces in the central part of Kirovo-Chepetsk

Watch the project video



Kirovo-Chepetsk, Kirov Region, 2019

Client: Municipal Culture and Leisure Center of the city of Kirovo-Chepetsk



Types of work

- Comprehensive assessment of the current state of the urban environment of the central part of Kirovo-Chepetsk.
- Development of a concept of interconnected development of the urban environment of the central part of the city of Kirovo-Chepetsk through the development of public spaces.
- Work concept development of the municipal cultural institution with open public spaces using the example of a municipal embankment (Vyatsk).
- Development of an architectural and artistic concept for the territory with special architectural and artistic requirements, including proposals for landscaping.
- Project for the improvement of the square on Pervomayskaya Street.







Comfortable Urban Environment in Small Towns and Historic Settlements



konkurs2018.gorodsreda.ru

Watch the project video



*Moscow, 2018
Vyksa, Nizhny Novgorod Region, 2018*

Clients: Ministry of Construction, Housing and Utilities of the Russian Federation, United Metallurgical Company



Types of work

- Strategic partnership, organization and holding of the Nationwide Competition of the Best Projects for Creating a Comfortable Urban Environment in Small Towns and Historic Settlements.
- Creation of methodological developments and expertise within the framework of the competition.
- Work with competitive bidding, including consulting support for project participants.
- Organization and holding of the business program of the conference (October 5–7, 2018).





“Historical Settlements and Small Towns” Comprehensive Study

A study prepared based on the results of the Nationwide Competition of the Best Projects for Creating a Comfortable Urban Environment in Small Towns and Historic Settlements in 2018.

- 455 entries
- 82 regions of the Russian Federation

Sections of the study:

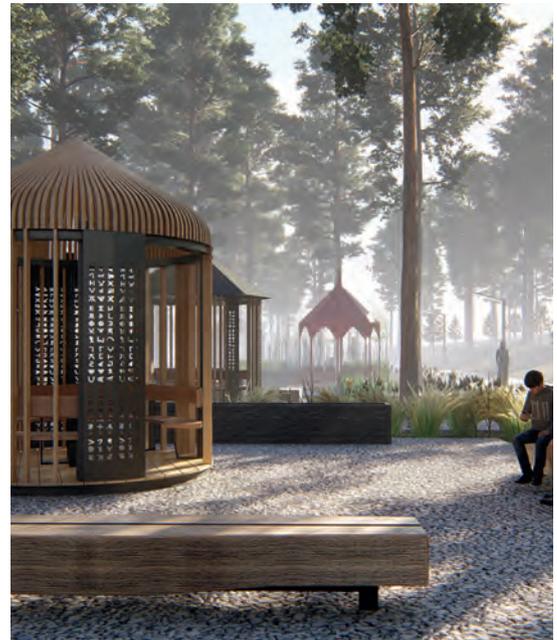
- Overview of the competition results, including features of holding the nationwide competition, experts' assessment of the competition results, an overview of typical examples taken from different application categories and subgroups, as well as peculiar features of creating a comfortable environment in small towns and historical settlements.
- Analysis of the level of comfort in the urban environments of small towns and historical settlements in the context of development of local economies.
- Typology of small towns and historical settlements made by the cluster method.



Kyshtym, Chelyabinsk Region



Kasimov, Ryazan Region



Bilyarsk, Republic of Tatarstan



Conceptual architectural planning and architectural solutions for the improvement of urban territories in Chelyabinsk



Chelyabinsk, Chelyabinsk Region, 2018

Client: Union of Architects of Russia



Types of work

- Social and cultural analysis of a part of the territory of the city of Chelyabinsk aimed at development of architectural and planning solutions for the improvement of urban environment, prepared for the Meeting of the Heads of SCO and BRICS Member States 2020:
 - Specification of the historical and cultural background;
 - Development of the public space typology;
 - Development of various scenarios of public space use, considering the dependency between the urban environment and the people's experience of interaction with the transport infrastructure elements;
 - Elaborating recommendations to improve the system of public spaces in the city of Chelyabinsk.







Public space development concepts for the towns of Kineshma, Plyos, and Yurievets



Kineshma, Plyos, Yurievets, Ivanovo Region, 2018

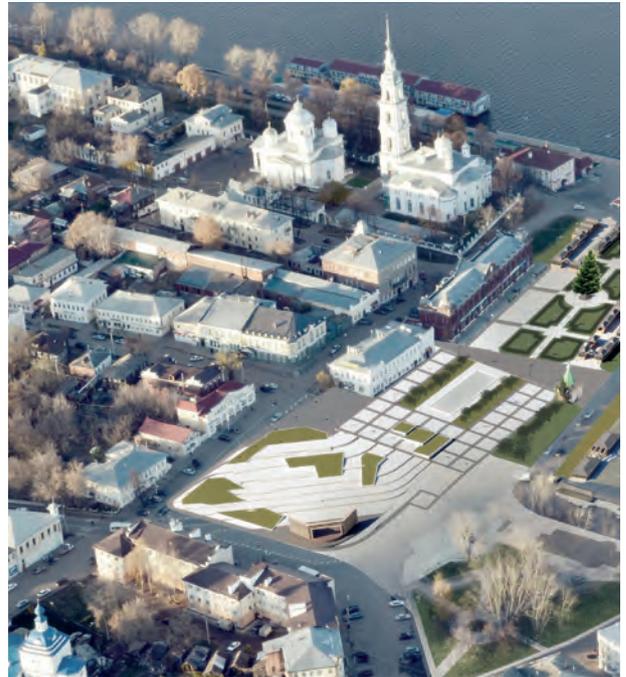
Clients: The Government of the Ivanovo Region, the Administrations of the Urban Districts of Kineshma, Plyos and Yurievets



Types of work

- Comprehensive study of development prerequisites.
- Functional programming of the territory.
- Development of architectural and planning solutions for public spaces.







Lenin Square in Yakutsk



sakhain.space

Watch the project
video



Yakutsk, Republic of Sakha (Yakutia), 2019

Clients: LETO Resource Center for Urban Environment Issues of the Republic of Sakha (Yakutia), the Special Purpose Fund for Future Generations of the Republic of Sakha (Yakutia)



Types of work

- Organization and conducting of an Open Nationwide Competition for a Concept for Lenin Square, Yakutsk, Republic of Sakha (Yakutia).





Competition winner. Consortium: TUYMAADA led by CU "Reserve" (Russia, Moscow) + Yakutproekt (Russia, Yakutsk) + LSTK-Project (Russia, Yakutsk)



Public spaces of Kaluga



Kaluga, Kaluga Region, 2019

Client: City Government of Kaluga



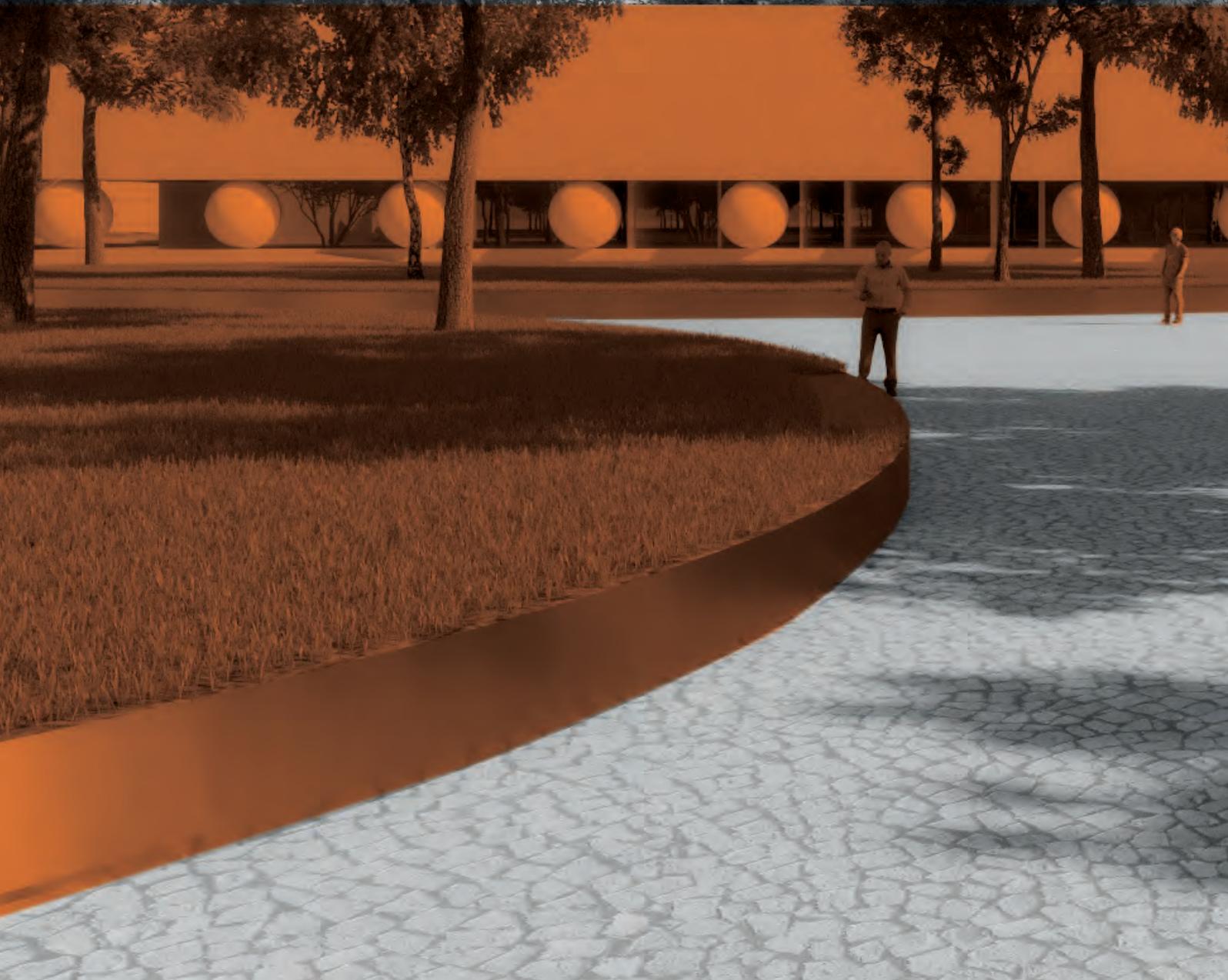
Types of work

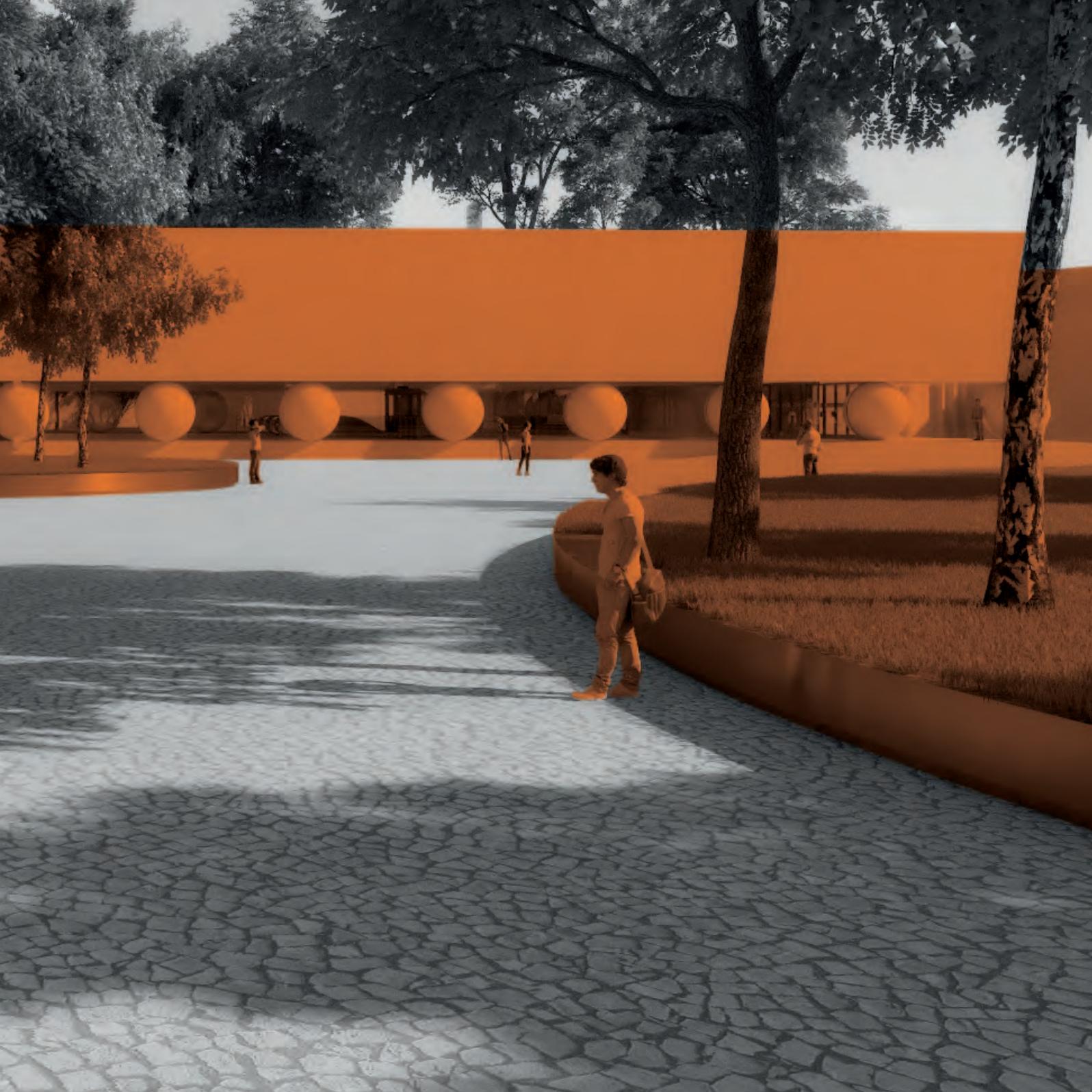
- Conducting of Strategic sessions for the urban development of Kaluga, dedicated to producing a Road Map for the development of a system of public spaces for Kaluga.
- Conducting of the “Methodical Approaches to the Development of Public Spaces: Best Cases. The Role of a Master Plan as a Long-Term Urban Development Tool” Educational Seminar.





TRANSPORT INFRASTRUCTURE. MOSCOW METRO







“Prospekt Marshala Zhukova” station “Klenoviy bulvar 2” station



design-metro.ru/en

Watch the project
video



Station “Prospekt Marshala Zhukova”. Competition winner: Architectural bureau “ASADOV”



Moscow 2020

Customer: Mosinzhprouekt

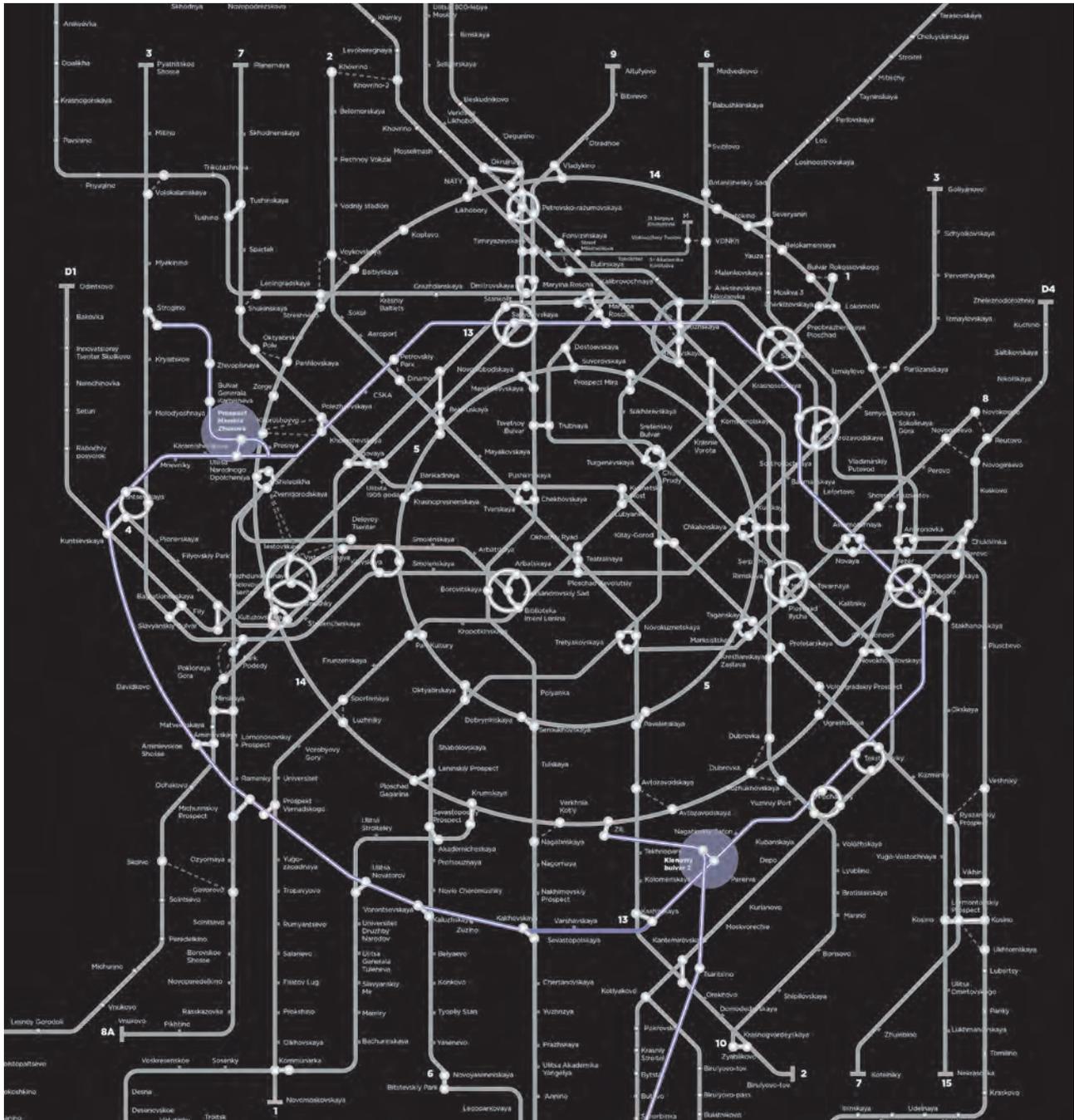


Types of work

- Organizing and holding of International Competition for the Architectural Concept of Moscow Metro Stations “Prospekt Marshala Zhukova”, “Klenoviy bulvar 2”.



Station “Klenoviy Bulvar 2”. Competition winner: Zaha Hadid Architects





Bolshaya Koltsevaya Line (Moscow Metro Large Circle Line) Stations Klenovy Bulvar and Nagatinsky Zaton



2018.design-metro.ru/en



Moscow, 2017–2018

Client: Mosinzhproekt



Types of work

- Analytical research.
- Expert strategic sessions.
- Organization and holding of the International Competition for the Development of the Architectural Appearance of the Klenovy Bulvar and Nagatinsky Zaton Metro Stations.



Klenovy Bulvar station. Competition winner: ARCHSLON



Nagatinsky Zaton station. Competition winner: Za bor



Klenovy Bulvar station. Competition winner: ARCHSLON



Bolshaya Koltsevaya Line (Moscow Metro Large Circle Line) Stations Sheremetyevskaya, Rzhevskaya, and Stromynka



2017.design-metro.ru/en

Посмотреть
видео проекта



Moscow, 2016–2017

Client: Mosinzhproekt



Types of work

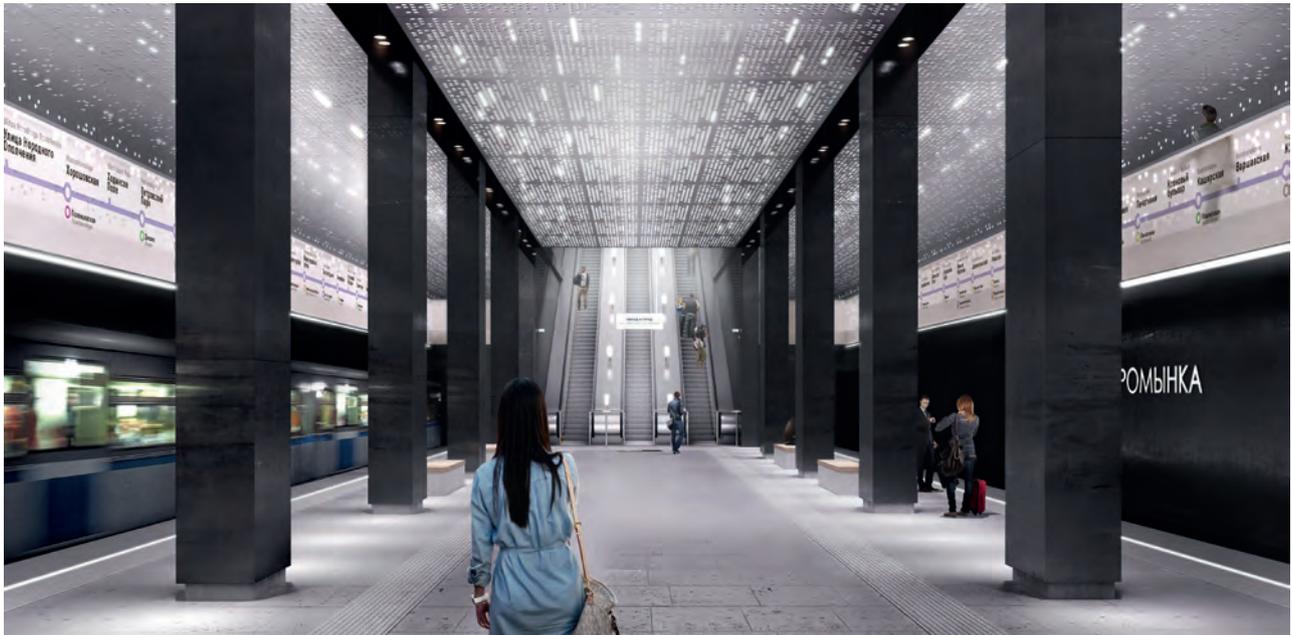
- Analytical research.
- Expert strategic sessions.
- Organization and holding of the International Competition for the Development of the Architectural Appearance of the Sheremetyevskaya, Rzhevskaya, and Stromynka Metro Stations.



Sheremetyevskaya station. Competition winner: AI Architects



Rzhevskaya station. Competition winner: Blank architects



Competition winner: Stromynka station. Competition winner: MAP Architects

COASTAL AND RECREATIONAL AREAS







The right bank of the River Moskva from Moscow Ring Road to Stroginskoe shosse



moskvarekastrogino.com
www.centeragency.org/en/projects/99

Watch the project
video



Moscow 2020

Clients: Gradplan Moscow, Agency
“Pravila obshcheniya”



Types of work

- Open international online architectural competition for developing the right bank of the River Moskva from Moscow Ring Road to Stroginskoe shosse.
- Comprehensive Analytical Study of the territory of improvement of the embankment of the right bank of the Moscow River from the Moscow Ring Road to the Stroginsky highway.







Petrovskaya Embankment in Voronezh



petrovbereg.ru

Watch the project
video



Voronezh, Voronezh Region, 2019

Client: Department of architecture and urban planning of the Voronezh oblast (region)



Types of work

- Organization and holding of the Open All-Russian Competition for the development of Petrovskaya Embankment in Voronezh.





Competition winner. Consortium: MLA+ + INSIGHT (Russia, Voronezh) + OTSLab (Russia, Saint Petersburg) + Knight Frank (Russia, Saint Petersburg)





Volga River embankment and adjacent areas in Dubna

Watch the project
video



Dubna, Moscow Region, 2018–2019

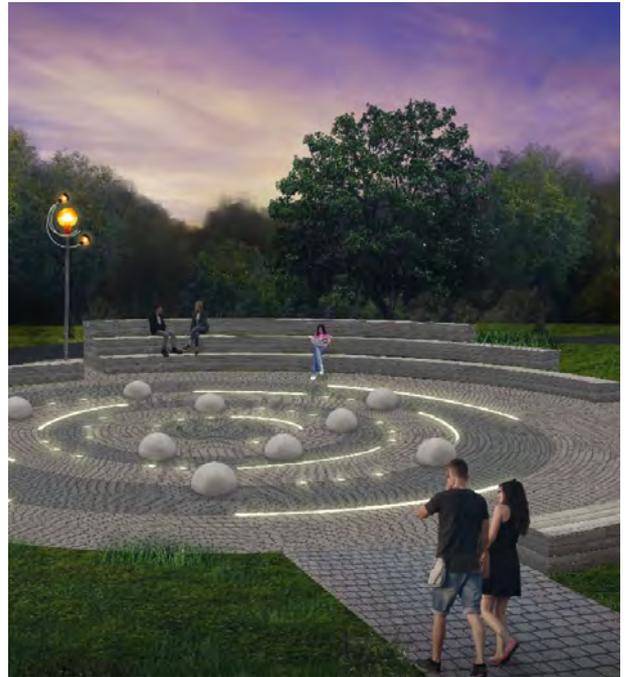
Client: Administration of the city of Dubna



Types of work

- Development of design specifications and estimates for the improvement of the Mendeleev Embankment and adjacent Central Park, located near the JINR Physical Culture House to Leningradskaya Street in the city of Dubna.
- Development of the architectural and planning concept of the Right Bank Embankment from the automobile bridge next to Vernova Street to the territory of the JINR Physical Culture House (Komsomolskaya Embankment and International Friendship Park).
- Development of the architectural and planning concept of the Right Bank Embankment from the lock gate area to Ratmino.







Admiral Serebryakov Embankment in Novorossiysk



www.novocluster.com

Watch the project
video



Novorossiysk, Krasnodar Region, 2017–2021

Client: Pyatnitsa, United Energy Construction Corporation



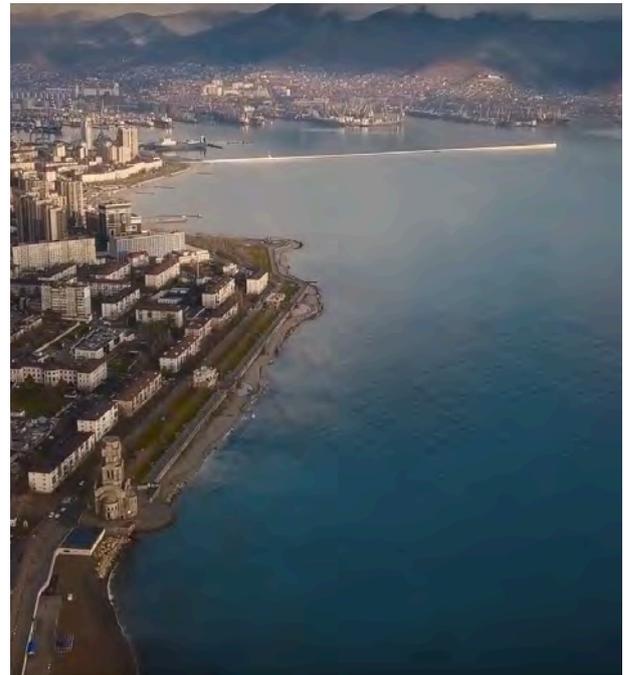
Types of work

- Comprehensive marketing research and analysis of international experience.
- Development of a concept for a tourism and recreation cluster and a financial model.
- Organization and staging of the Open International Competition for the development of the Admiral Serebryakov embankment part
- Pre-brokerage.
- Attraction of state co-financing.
- Comprehensive project support.





Competition winner. Consortium: Zaha Hadid Architects (United Kingdom) + Pride (Russia) + Rider Levett Bucknall (United Kingdom) + Habidatum (Russia) + Landscape company Arteza (Russia) + “Anotherarchitect” (Germany) + Lawrence Barth, Architectural Association School of Architecture (United Kingdom) + PwC (Russia).





Embankments on the Kaban Lake System in Kazan



www.kazanlakes.com/en

Watch the project
video



Kazan, Republic of Tatarstan, 2015–2019

Client: Government of the Republic of Tatarstan



Types of work

- Comprehensive analytical research.
- Lectures and project seminars with experts and residents.
- Organization and staging of the Open Competition to Design a Development Concept for the Kaban Lakes System Embankment.
- Project implementation support.





Competition winner. Consortium: Turenscape (China) + MAP (Russia)





Olympic Embankment at the Imeretinskiy Resort in Sochi



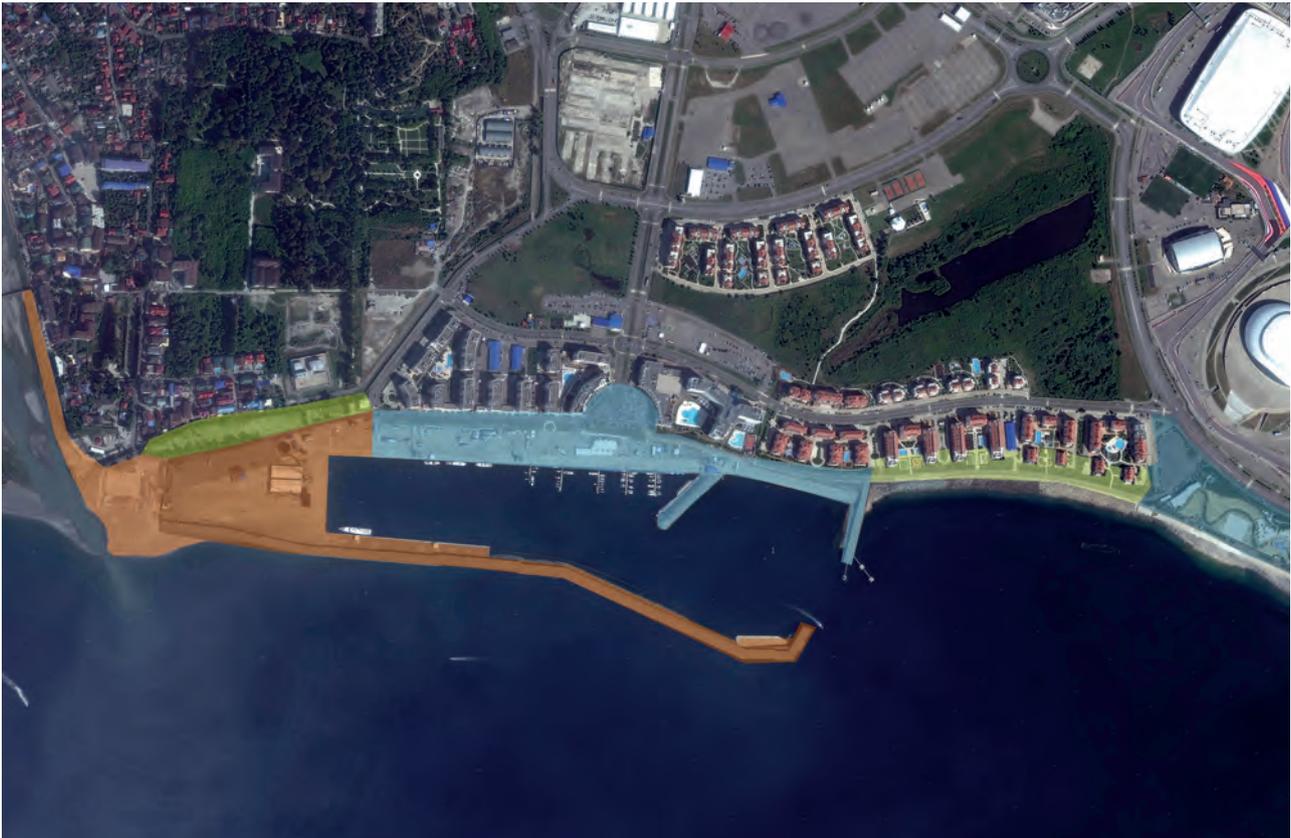
Sochi, Krasnodar Region, 2016

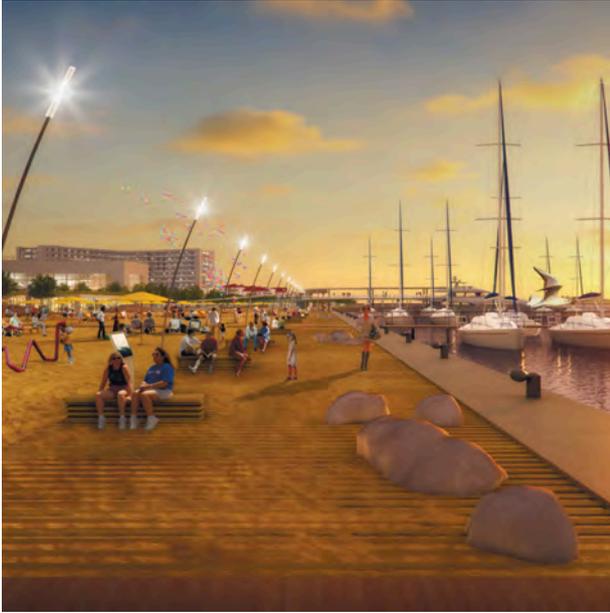
Client: Imeretinskiy Resort



Types of work

- Comprehensive marketing research.
- Design of a redevelopment concept and development of the embankment.
- New front-line retail model for the resort area.





COMMERCIAL REAL ESTATE







Redevelopment of the facility under construction on Pskovskaya Street in Moscow



Moscow, 2017

Client: Atlant-M



Types of work

- Comprehensive marketing research.
- Organization and holding of the Open Nationwide Competition for the Redevelopment Concept of the Facility on Dmitrovskoe Shosse.



dmitrovkareconcept.ru

*Watch the project
video*



Competition winner. Consortium: MAParchitect + PROMKOD



Competition finalist. NOVAYA ZEMLYA



Competition finalist. Consortium: DNKag + KEY CAPITAL + Center for Applied Urbanism



Competition finalist. Consortium: Drees & Sommer + ATR



Competition finalist. Consortium: Art facade and Co



Novoarbatsky and Valday Shopping Centers in Moscow



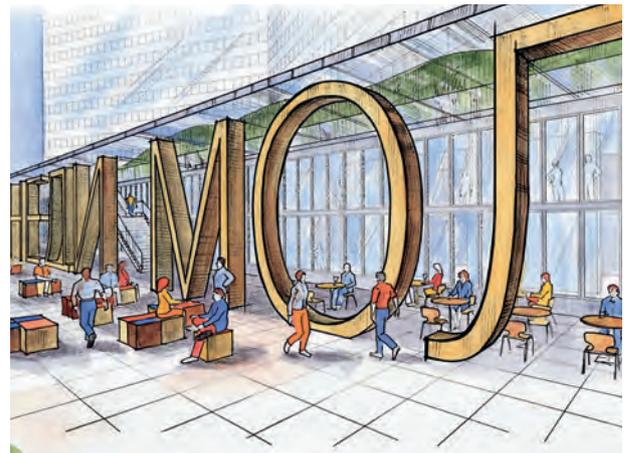
Moscow, 2015

Client: Open Alliance



Types of work

- Comprehensive marketing research.
- Design of a redevelopment concept and new retail model.
- Development of a financial model.
- Preparation of concept visualizations.



International Exhibition Center KAZAN EXPO in Kazan



Kazan, Republic of Tatarstan, 2016

Client: International Exhibition
Center KAZAN EXPO



Types of work

- Organization and holding of the Open Nationwide Competition for the Development of the Logo and Corporate Style of KAZAN EXPO.



Competition winner. Gruppya



INDUSTRIAL AREAS AND TECHNOPARKS





RAMBA ZAMBA

KULTURBRAUE
BREMEN

KULTURBRAUE



Pravda Center for Urban Culture in Moscow



Moscow, 2016–2017

Client: KERAMA MARAZZI



Types of work

- Organization and holding of the Open Nationwide Competition for the Design of the Facade Solution and Interior Design of the Premises of the Pravda Center of Urban Culture.



Competition winner. Pole-Design



Architectural and Construction Technopark, Bakuninskaya Street in Moscow



Moscow, 2016

Client: ICS Group



Types of work

- Comprehensive marketing research.
- Development of a financial model and options for populating the technopark.
- Development of a concept for an architectural and construction technopark:
 - Laboratories for prototyping architectural and construction solutions;
 - Exhibition and sales areas;
 - Site reprofiling, incorporation into the city context;
 - Functional zoning of the site.





“Moscow RE: industrial. Types of Industrial Facilities and Best Practices for Redevelopment” research study



Moscow, 2017–2018

A comprehensive interdisciplinary research study that combines 4 analytical approaches:

- urban planning;
- architectural;
- historical and cultural;
- economic.

Aim of the research:

To identify optimal methods for redeveloping industrial areas in Moscow.

Types of work

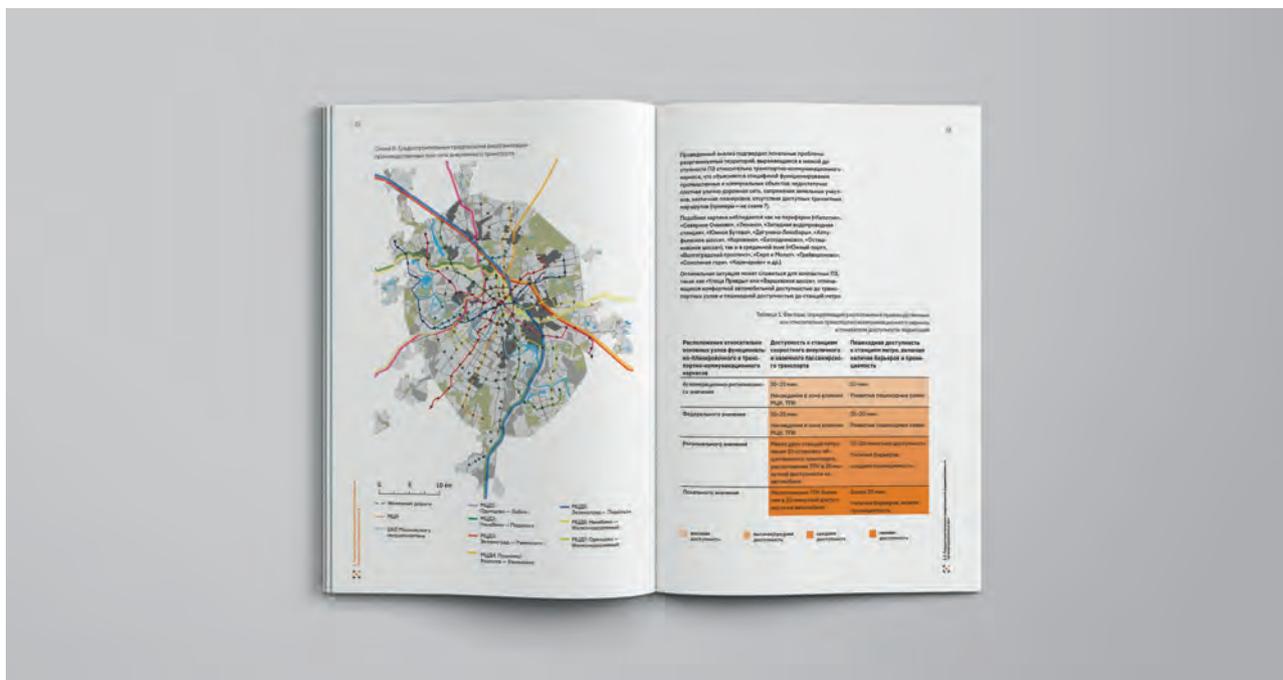
- Comprehensive Analytical Study of “Moscow RE: industrial. Types of Industrial Facilities and Best Practices for Redevelopment”.



reprom.centeragency.org



Danilov manufactory



Kristall Town (former Kristall Plant) in Moscow



Moscow, 2014–2015

Client: KRAYS Development



Types of work

- Organization and staging of the Open International Competition to Design a Development Concept for Public Spaces.
- Organization and staging of the International Competition to Develop Design Projects for Loft-Style Premises.
- Design of a concept for the development of public spaces and residential areas.
- Launch of a cultural and festival program in the future creative cluster.



kristall.centeragency.org



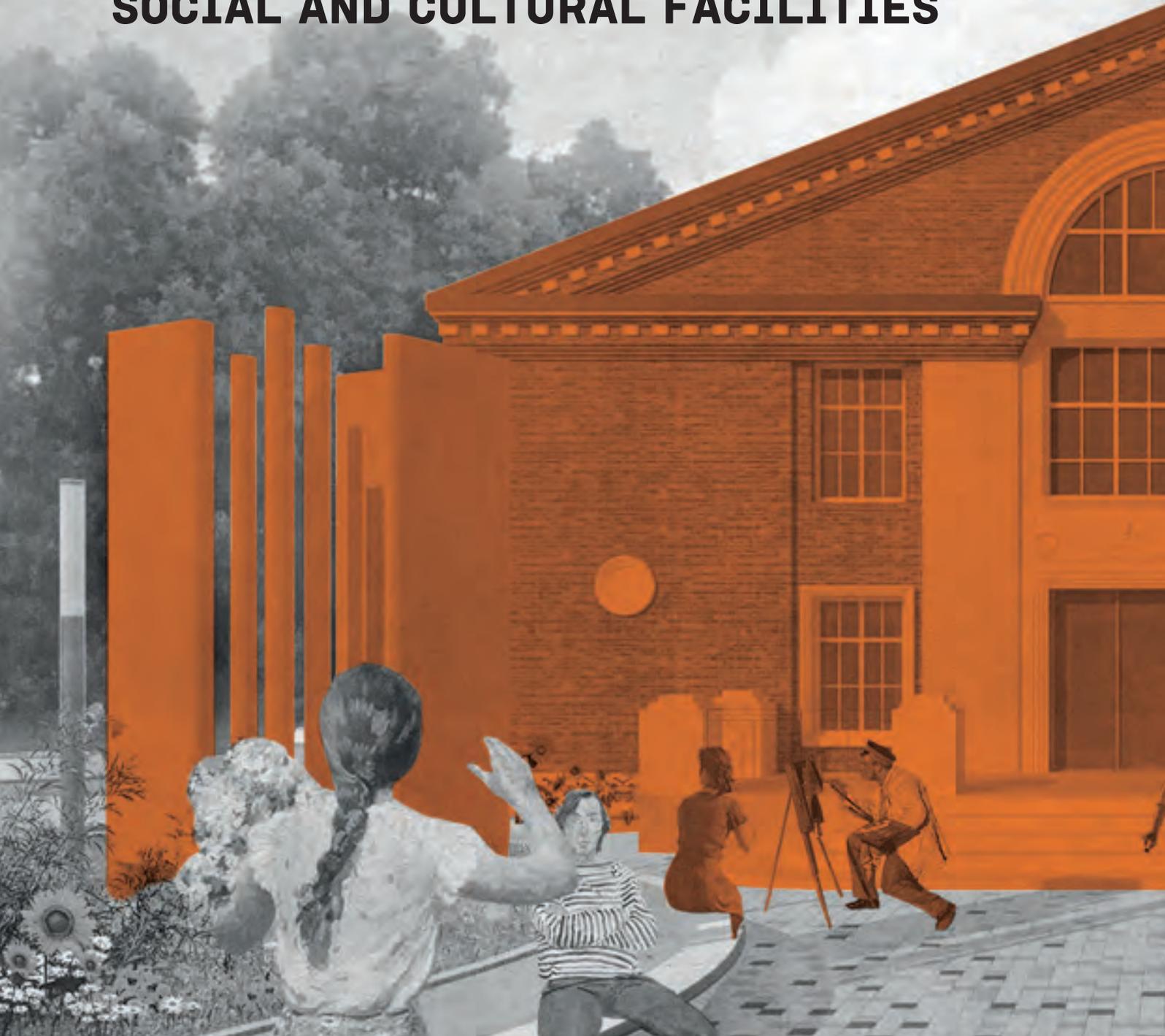
Competition winner. Consortium: Nowadays (Russia)
+ Arenas Basabe Palacios arquitectos (Spain)



Competition winner. Consortium: Nowadays (Russia)
+ Arenas Basabe Palacios arquitectos (Spain)



SOCIAL AND CULTURAL FACILITIES





ANGAR Youth Center in Anadyr



*Anadyr, Chukotka Autonomous
Region, 2019*

Client: Youth Support Fund
(non-profit organization)

Partner: MAP Architects



Types of work

- “Justification for the creation of a youth center” research study.
- Defining prerequisites for the creation of a youth center and analysis of relevant practice.
- Development of the concept for the creation of a youth center.







Varshava and Voskhod cinemas in Moscow



cinemarenovation.com

Watch the project
video



Competition finalist. SVESMI. Varshava Cinema



Moscow, 2015–2016

Client: ADG group



Types of work

- Marketing research.
- Organization and staging of the Open Nationwide Competition to Design a Redevelopment Concept for Cinemas.
- Organization and staging of public expert events.



Competition finalist. SVESMI. Varshava Cinema

Cultural centers in the Moscow Region

 www.dk-mo.ru



Moscow Region, 2018

Partners: Planet 9 and ABCdesign

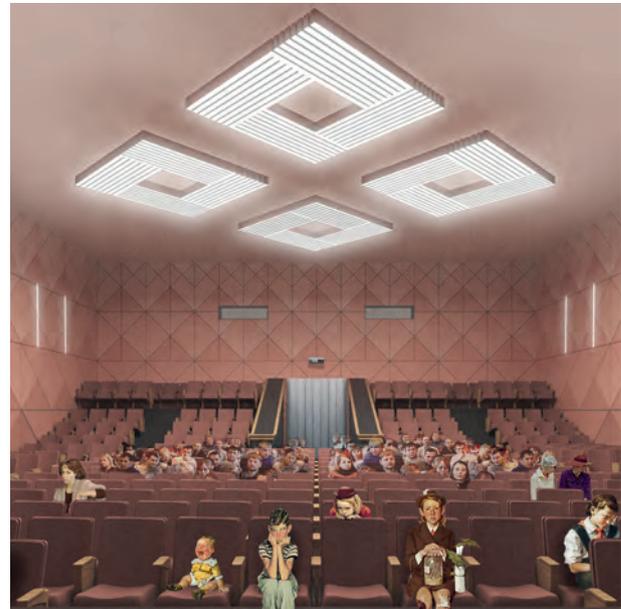


Types of work

- Concept for the modernization of cultural centers, including proposals for corporate identity and draft design projects using the examples of three pilot institutions, namely Oktyabr Cultural Center in Elektrostal, Pravdinsky Culture Center in Pushkino district and Na Ploshchadi Pushkina Culture Center in Orekhovo-Zuevo.



The project won the Competition for the Development of Design Projects for Spaces in Cultural and Recreational Institutions in the Moscow Region.



PARKS







Gorky Central Park in Krasnoyarsk



krasnoyarskpark.ru/en

Watch the project
video



Krasnoyarsk 2020

Client: RUSAL



Types of work

- Organization and holding of Open International Competition for development concept of Gorky Central Park, Krasnoyarsk.







Landscape park Mitino in Moscow



Moscow, 2014

Client: Babushkinsky Culture and Leisure Park



Types of work

- Organization and holding of the Open Competition for the Elaboration of the Territory Development Concept of the Mitino Landscape Park.



mitino.bapark.ru



Park in the village of Grafskiye Prudy in the Kaluga Region



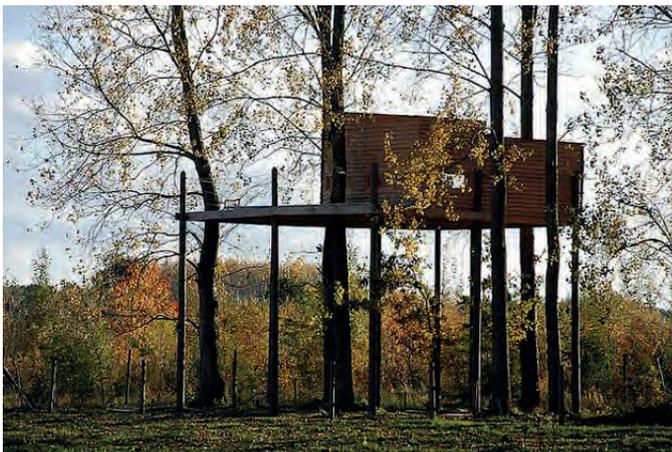
Kondrovo, Kaluga Region, 2014

Client: ALLTEK Group



Types of work

- Development of the concept for the improvement of the park, including:
 - development of walking paths through the forest and sports tracks;
 - creation of small architectural forms that shape public spaces;
 - creation of a concept for sports infrastructure and a playground project.





Sokolniki Park in Moscow



brandsokolniki.com
conceptsokolniki.ru

*Watch the project
video*



Moscow, 2014–2016

Clients: Sokolniki Culture
and Leisure Park, Mosgorpark



Types of work

- Interdisciplinary research.
- Organization and staging of the Open International Competition to Design a Development Concept for Sokolniki Park.
- Organization and staging of the Open International Competition to Develop a Brand and Key Identity Elements for Sokolniki Park.





Competition winner. Consortium: SmartHeart Branding Agency + White Russian Studio



Competition winner. Consortium: SmartHeart Branding Agency + White Russian Studio



Chernoe Ozero Park in Kazan



Kazan, Republic of Tatarstan, 2017

Client: Government of the Republic of Tatarstan



Types of work

- Study of international experience.
- Organization and staging of the Open Nationwide Competition to Develop a Park Brand.
- Project implementation support.



black-lake.tatar



Competition winner. SUPERMARKET



Competition winner. SUPERMARKET



Competition winner. SUPERMARKET



AdWorm and Partners agency. Contract for developing the brand for the “Development of the Public Spaces of the Republic of Tatarstan” presidential program



Theory. Special prize of the investor of Black Lake Park is the implementation of the corporate look of the park cafe Competition winner. SUPERMARKET

TOURISM AND RECREATIONAL CLUSTERS





Okhotino tourism and recreation cluster in the Yaroslavl Region



Okhotino, Yaroslavl Region, 2015

Client: Ermak Group



Types of work

- Development of a concept for the improvement of the natural area next to the estates of F. Chaliapin and K. Korovin:
 - development of an architectural concept;
 - development of the service model of the cultural and educational center;
 - development of the concept for the program and event content of the project and the marketing promotion plan;
 - marketing research: global experience, analysis of the target audience, analysis of the competitive environment.



Karavan active recreation park in the Kaluga Region



Zhukov, Kaluga Region, 2015

Client: TsKO Karavan



Types of work

- Development of the concept for the active recreation park:
 - development of users' scenarios;
 - development of the service model of the park;
 - functional zoning and landscape design;
 - program and event content taking into account the characteristics of the territory.



Nikola-Lenivets Art Park in the Kaluga Region



*Nikola-Lenivets, Kaluga Region,
2012–2014*

Client: Svyaznoy Group



Types of work

- Interdisciplinary research.
- Elaboration of development concept.
- Attraction of state investment on PPP principles up to 1 billion rubles.
- Management of the development of the recreation and tourism cluster.



en.nikola-lenivets.ru



Anapa Art Park in the Krasnodar Region



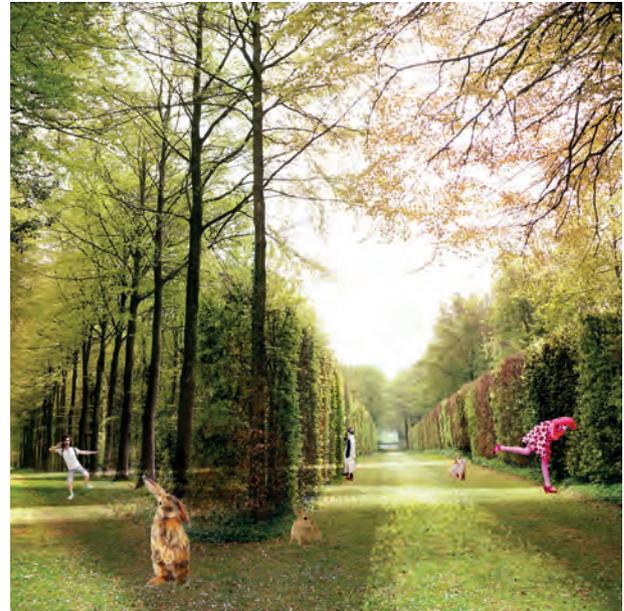
*Anapa, Krasnodar Region,
2014–2015*

Client: Airport Development



Types of work

- Comprehensive interdisciplinary research.
- Development of the landscape and architectural concept.
- Development of a service model.
- Financial modeling of the project.
- Concept for drawing up a program of events for the Art Park.



RESIDENTIAL REAL ESTATE







First eco-district in the Republic of Tatarstan



contestkzn.ru/en
researchkzn.ru/en

Watch the project
video



Kazan, Republic of Tatarstan, 2018

Client: Republican support fund



Types of work

- Comprehensive analytical study of the prospects for the development of a site with an area of 759.9 ha in the Kirovsky district of the city of Kazan.
- Development of a concept for the territory's transformation.
- Organization and staging of the Open International Competition for the Development of the Concept and Master Plan for the Eco-District in the City of Kazan, Republic of Tatarstan.



Competition winner. Consortium: Knight Frank (Russia, United Kingdom) + XTU Architects (France) + OXO Architects (France) + John Thompson & Partners (United Kingdom) + JTP, Architectural Landing Force (Russia, Republic of Tatarstan) + TERRA SCAPE (Belgium)





“The Makhaon's Valley” residential area in Kazan



Kazan, Republic of Tatarstan, 2016

Client: Unistroy Group



Types of work

- Comprehensive marketing research.
- Closed international competition to develop a residential area concept and create a draft master plan and sketches of the main buildings in the residential area.
- Project support.







First Russian Youth Architectural Biennale



Innopolis, Republic of Tatarstan, 2017

Clients: Ministry of Construction, Housing and Utilities of the Russian Federation, Government of the Republic of Tatarstan



Types of work:

- Organization and staging of a competition for young architects to develop plans for a multi-functional district.
- Organization and staging of the international business program (October 13–14, 2017).

Watch the project video



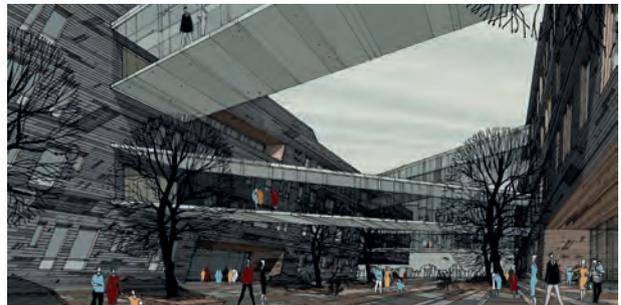
architectbiennale.ru/en



Gold prize. Citizenstudio Architecture Group



Silver prize. Nadezhda Koreneva



Bronze prize. Oleg Manov



Special prize of the Government of the Republic of Tatarstan. 2 Portals



Special Mention of the Jury. Wall Architect Bureau



Environment for Living: New Standards International Forum



Innopolis, Republic of Tatarstan 2016

Clients: Ministry of Construction, Housing and Utilities of the Russian Federation, Agency for Housing Mortgage Lending, Government of the Republic of Tatarstan



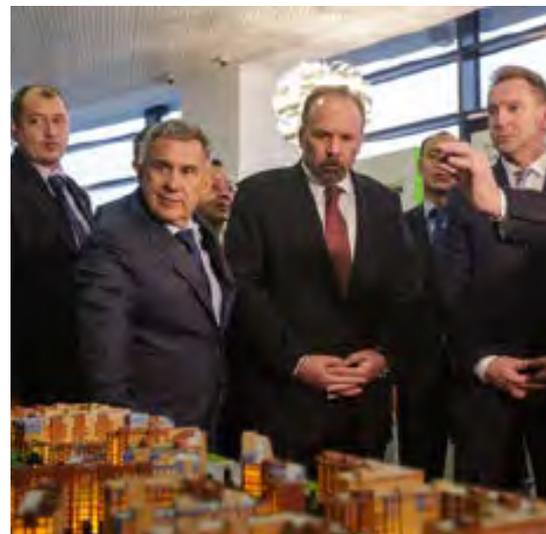
Types of work

- Organization of the forum business program, staging of the forum (October 20-21, 2016).
- Interdisciplinary analytical research:
 - 10 best practices in residential construction in Russian regions;
 - Global practices in standard and social housing;
 - International experience of small-sized apartments.

Watch the project video



средадляжизни.рф/en



Berezovaya Alleya residential development* in Moscow



Moscow, 2016

Client: D-Invest



Types of work

- Comprehensive marketing research.
- Development of a communications strategy for the residential development.

* “Legendary quarter on Berezovaya Alleya”





10 Best Practices in Residential Construction in Russian Regions: Comfortable Environment



Moscow, 2017–2018



Types of work

- Comprehensive Analytical Study of 10 Best Practices in Residential Construction in Russian Regions: Comfortable Environment.



10practices.centeragency.org

Independent research of the CENTER Agency for Strategic Development

Purpose of the research: identification of best practices in Russian housing construction in the regions of the Russian Federation based on the identification of residential complexes that create the most comfortable living environment.

- 8 federal districts
- 53 cities
- 1,069 residential complexes



1st place. Microdistrict "European", Tyumen



ANALYTICS

1. ГРАДОСТРОИТЕЛЬНЫЙ КОНТЕКСТ ОБОСНОВАНИЯ НАПРАВЛЕНИЙ РЕДЕВЕЛОПМЕНТА

1.1. Тенденции развития производ- ственных зон в соответствии с Генеральным планом города Москвы до 2025 года⁵

Уже в середине 1990-х годов, в связи с существенным эко-
номическим спадом, Правительство Москвы констатировало
факт обращения численности занятых в промышленном
производстве и уменьшение его объемов. Данный процесс
не сопровождался высвобождением производственных пло-
щадей и территорий для нужд городского хозяйства или для
формирования в границах городского округа новых производственных
зон, по-прежнему имеет значительную часть производственных
территорий, неоптимальную планировочную структуру,
участков, нередко являясь историческим устаревшим
районами. Тем не менее тенденции использования
стремления к более активному использованию
в структуре города.

В целях сохранения
да планируются
территории

СТРУКТУРА
РАЗВИТИЯ

KEY STUDIES

2021

- Analytical study "Comprehensive assessment of the Makhachkala agglomeration development potential"
- Analytical study "Comprehensive assessment for the development potential of the Astrakhan agglomeration"
- Architectural and Urban development concept of a new city in Sakhalin Region

2020

- Comprehensive analytical study of the effectiveness of public spaces created under the program "Moy Rayon" ("My District")
- Comprehensive Analytical Study of the territory of improvement of the embankments of the Moscow River on the island of Balchug
- Comprehensive Analytical Study of the territory of improvement of the embankment of the right bank of the Moscow River from the Moscow Ring Road to the Stroginsky highway
- Comprehensive Analytical Study of the Area around the Samara Arena Stadium

2019

- Small Towns and Historical Settlements. Analytical Research
- Defining Prerequisites for the Creation of a Youth Center in the City of Anadyr, Chukotka Autonomous Region and the Analysis of Relevant Practices
- Comprehensive Assessment of the Current State of the Urban Environment of the Central Part of Troitsk Urban District, Chelyabinsk Region
- Comprehensive Assessment of the Current State of the Urban Environment of the Central Part of the City of Kirovo-Chepetsk, Kirov Region
- Comprehensive Evaluation of the Potential for Development of Derbent Urban District, Republic of Dagestan
- Best Practices of Residential Construction in Russian Regions: Comfortable Environment Far Eastern Federal District
- Best Practices of Residential Construction in Russian Regions: Comfortable Environment Volga Federal District



- Best Practices of Residential Construction in Russian Regions: Comfortable Environment Northwestern Federal District
- Best Practices of Residential Construction in Russian Regions: Comfortable Environment North Caucasian Federal District
- Best Practices of Residential Construction in Russian Regions: Comfortable Environment Siberian Federal District
- Best Practices of Residential Construction in Russian Regions: Comfortable Environment Ural Federal District
- Best Practices of Residential Construction in Russian Regions: Comfortable Environment Central Federal District
- Best Practices of Residential Construction in Russian Regions: Comfortable Environment Southern Federal District

2017

- Marketing Research of the Tourism and Recreational Services Market of the City of Novorossiysk, Krasnodar Region
- Concept of Tourism and Recreation Cluster in the City of Novorossiysk (Krasnodar Region)
- Defining Possible Sources of Budget Co-financing and State Support Instruments for the Development of a Part of the Territory of the Admiral Serebryakov Embankment (Novorossiysk), Including Using Public and Private Partnership Mechanisms

2016

- Technoparks: History, Typology, Features of Technoparks in Different Countries
- Long-term Constructions in Moscow: a New Approach to Solving the Issue
- Comprehensive Research to Develop a Concept for the Improvement of the Territory Adjacent to the Airport (Anapa, Krasnodar Region)
- Economics and System of Management of Urban Parks in Russia and the World
- Housing Construction in the Republic of Tatarstan
- Co-working: How This Form of Work Organization in Russia and the World Works
- Housing Construction in Ufa (Republic of Bashkortostan)
- World Practices of Standard and Social Housing*
- 10 Best Practices of Residential Construction in Russian Regions in 2016*
- World Experience in Arranging Small Apartments*



* Studies in the framework of the “Environment for Living” forum in 2016

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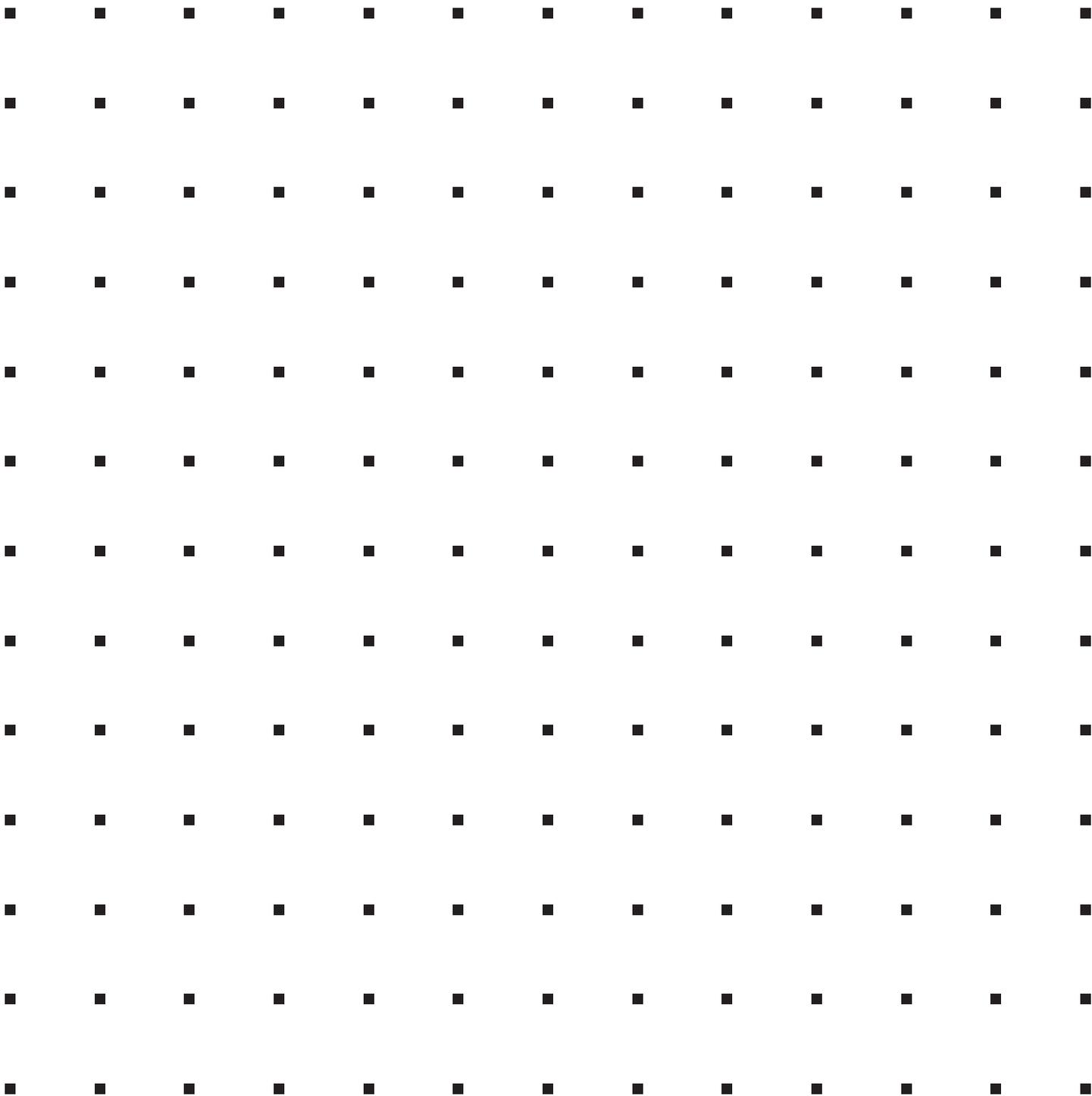
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агентство-стратегического-развития-«центр»



агентство стратегического развития центр

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#centeragency