Specialists in territorial development

agency for strategic development
CENTER

Moscow 2022
7 YEARS OF WORK

120 projects
61 clients

27 development concepts
- land
- facilities real estate

34 professional competitions
- architecture
- urban planning
- design

47 interdisciplinary studies

60 regions
79 cities

over 100 expert events

Clients regions projects
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
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.
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 CityCompas

- **Ignat Bushukhin**
  Journalist and Editor-in-chief of RBC Real Estate

- **Nailya Allakhverdieva**
  Public art specialist, Art Director at the PERMM Museum of Contemporary Art

- **Anja Sofia Ehrenfried**
  Architect, partner of EDDEA architecture bureau

- **Michael Geller**
  Architect, specialist in sustainable development, President of the Geller Group

- **Eduardo Gutierrez**
  Architect, founder of ON-A Arquitectura Studio
NIKOLAY POLISSKY
Land Art Artist, designer of land art projects at Nikola Lenivets

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

NIKITA TOLAREV
Architect, Director of MARSH School

ALEXANDER ZMEUL
Editor-in-chief of Archspace.info

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

MARINA KHRUSTALEVA
Specialist in cultural heritage, founder of the Heritage School

EVGENIYA MURINETS
Director of the Urban Policy Institute

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Architect, founder of Rozhdestvenka architecture bureau

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REGIONAL DEVELOPMENT CONCEPT AND FUNCTIONAL PLANNING

6 STEPS to project conceptualization

1 Vision
   Key ideology of the project
   Plan for best use of the territory
   Identification of points of growth

2 Stakeholder engagement
   Interaction with the local community, businesses and government authorities
   Development of project details, taking into account stakeholder needs and requests

3 Planning
   Concept for scheduling project events
   Marketing and information plan to promote the project

4 Architectural and urban planning solution
   Functional zoning
   Architectural appearance
   Transport infrastructure
   Landscape concept

5 Road map
   Timetable and project implementation stages

6 Performance evaluation
   Financial model of the project
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)
ANALYTICS AND RESEARCH

- Evaluation of investment attractiveness
- Economic, regulatory and legal analysis
- Social group and target audience research
- Comprehensive analysis of current state and development prospects
- Evaluation of urban planning potential
- Evaluation of development prerequisites
- Marketing research
TERRITORIAL BRANDING

Research

Territory
- Rational and emotional benefits
- Main characteristics
- Visual associations

Target audience
- Potential target audience
- Core target audience
- Main needs

Market
- Review
- Dynamics
- Trends

Competitors
- Competitive environment
- Main and potential competitors

Brand platform

Positioning

Values

Mission

Style and intonation

Brand metaphor

Visual and verbal identification
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
**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

- **Public sector**
  - Project implementation in accordance with the principles of public-private partnership and identifying sources of budget co-financing for the project
  - Developing the project’s image at all levels of government

- **Project**
  - Inclusion of the project in federal and regional programs with subsequent allocation of state co-financing
  - Preparation of the project in accordance with the investment requirements of state programs

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

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

Result
KEY CUSTOMERS AND PARTNERS

- Ministry of Construction, Housing and Utilities of the Russian Federation
- Ministry of Natural resources and Ecology of the Russian Federation
- Ministry of Economic Development of the Russian Federation
- Ministry of the Russian Federation for the Development of the Far East and the Arctic
- Federal Agency for Tourism

- Agency for Housing Mortgage Lending
- 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
- United Metallurgical Company
- United Energy Construction Corporation
- Basic Element Group
- Airport Development LLC
- PJSC TATNEFT named after V.D. Shashin

- RUSAL
- Mosinzhproekt
- ADG group
- Unistroiy Group
- Knight Frank
- Moscow Genplan Institute

- Gradplan Moscow
- Republican support fund
- SAYBM
- MARCH
- Landscape Architects Association
- Union of Architects of Russia
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
- Almetyevsk
- 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"

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"

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.

Watch the project video
Architectural and Urban development concept of a new city in Sakhalin Region

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.

sakhalinecopolis.ru

Watch the project video
Creation of tourist and recreational clusters and the development of ecotourism in Russia

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

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 Almetyevsk

Almetyevsk, Republic of Tatarstan, 2019–2020

Client: PJSC TATNEFT named after V.D. Shashin, the Administration of the city of Almetyevsk

Partners: Government of the Republic of Tatarstan, Almetyevsk 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 Almetyevsk reservoir.
- Development of a methodology and examination of projects in the competition framework.
- Consultation support for competition participants.

Watch the project video
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

Sanarena.life/en

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

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.

Watch the project video

planderbenta.ru/eng
derbentnext.ru
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

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, 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).

[Watch the project video](oymyakon.world/eng)
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

**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

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"

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)
III МЕЖДУНАРОДНЫЙ УРБАНИСТИЧЕСКИЙ ФОРУМ «ДАГЕСТАН: НОВЫЕ СЦЕНАРИИ РАЗВИТИЯ»
Festival of Urban Landscape Design “Moscow Summer. Flower Jam”

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.

2017.moscowflowerfest.ru/en

Watch the project video

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
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

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.

Watch the project video
Comfortable Urban Environment in Small Towns and Historic Settlements

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).

konkurs2018.gorodsreda.ru

Watch the project video
“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
ИССЛЕДОВАНИЕ
ИСТОРИЧЕСКИЕ ПОСЕЛЕНИЯ
И МАЛЫЕ ГОРОДА

Касимов, Рязанская область

Билярск, Республика Татарстан
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.
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

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

Customer: Mosinzhproekt

Types of work

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

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

Station “Klenoviy Bulvar 2”. Competition winner: Zaha Hadid Architects
Bolshaya Koltsevaya Line (Moscow Metro Large Circle Line) Stations Klenovy Bulvar and Nagatinsky Zaton

Types of work

- Analytical research.
- Expert strategic sessions.

Moscow, 2017–2018

Client: Mosinzhproekt

2018.design-metro.ru/en

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

Moscow, 2016–2017

Client: Mosinzhproekt

Types of work

- Analytical research.
- Expert strategic sessions.

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

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.

Watch the project video

moskvarekastrogino.com
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.

*petrovbereg.ru*
Competition winner. Consortium: MLA+ + INSIGHT (Russia, Voronezh) + OTSLab (Russia, Saint Petersburg) + Knight Frank (Russia, Saint Petersburg)
Volga River embankment and adjacent areas in Dubna

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.

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).
Embarkments on the Kaban Lake System in Kazan

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.

www.kazanlakes.com/en

Watch the project video
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.

Watch the project video

dmitrovkareconcept.ru

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

**Location:** 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

**Location:** 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. Gruppa*
INDUSTRIAL AREAS AND TECHNOPARKS
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
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.

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

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

Competition finalist. SVESMI. Varshava Cinema
Cultural centers in the Moscow Region

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.

www.dk-mo.ru
Gorky Central Park in Krasnoyarsk

[krasnoyarskpark.ru/en]

**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

*Location:* 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.
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

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.

brandsokolniki.com
conceptsokolniki.ru

Watch the project video

Watch the project video
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.

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

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).

Gold prize. Citizenstudio Architecture Group

Silver prize. Nadezhda Koreneva

Bronze prize. Oleg Manov

[architectbiennale.ru/en](architectbiennale.ru/en)
Special prize of the Government of the Republic of Tatarstan. 2 Portals

Special Mention of the Jury. Wall Architect Bureau
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
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


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
1. ГРАДОСТРОИТЕЛЬНЫЙ КОНТЕКСТ

1.1. Тенденции развития производственных зон в соответствии с Генеральным планом города Москвы до 2025 года

Уже в середине 1990-х годов, в связи с существенным экономическим спадом, правительство Москвы констатировало факт сокращения численности занятых в промышленности, не сопровождавшемся, однако, общим снижением производительности труда. Данный процесс сопровождался устойчивым ростом безработицы и нередко негативно влиял на благосостояние населения.

Фактически, в условиях деградации промышленности, формирования структуры экономики на основе инноваций и высоких технологий, возникла необходимость в проведении градостроительных преобразований, направленных на улучшение условий проживания и работы.

Градостроительные преобразования включают в себя разработку и реализацию стратегий развития территории, в том числе на основе использования существующих производственных зон. Это требует анализа текущего состояния и прогнозирования будущих тенденций развития.

Целью работы является анализ и обоснование направлений редевелопмента производственных зон в соответствии с Генеральным планом города Москвы до 2025 года.
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 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 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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ANALYTICS