COMPETITIVE PRACTICE
OF THE AGENCY FOR STRATEGIC DEVELOPMENT “CENTER”
SPECIALISTS IN TERRITORIAL DEVELOPMENT
Agency for Strategic Development CENTER

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

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

>120 projects
>61 clients

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

>27 development concepts
- land
- facilities real estate

>40 professional competitions
- architecture
- urban planning
- design

>50 interdisciplinary studies

>100 expert events

>60 regions
>79 cities
CUSTOMERS

- Property and land owners
- Investment companies
- Developer companies
- Government authorities
- Professional communities
- Local communities

COMPETITIVE OBJECTS

- Land plots
- Non-liquid real estate
- Inefficient industrial zones
- Planned and existing residential areas
- Retail and commercial real estate
- Public spaces
- Tourist and recreational clusters
- Advanced development territories
- Social and cultural facilities
<table>
<thead>
<tr>
<th>Competition Description</th>
<th>Location</th>
<th>Year</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open International Competition for Development of the Architectural and Artistic Concept of Moscow Metro Stations Ostrov mechty station and Zagorye station</td>
<td>Moscow</td>
<td>2022</td>
<td><a href="https://design-metro.ru/en">https://design-metro.ru/en</a></td>
</tr>
<tr>
<td>Open all-Russian competition to create a master plan Yakutsk, Republic of Sakha (Yakutia)</td>
<td>Yakutsk, Republic of Sakha (Yakutia)</td>
<td>2022</td>
<td><a href="https://masterplan-yakutsk.ru/">https://masterplan-yakutsk.ru/</a></td>
</tr>
<tr>
<td>Open all-Russian competition for the development of the concept for the development of the territory “Park Pobedy” in Murmansk</td>
<td>Murmansk, Marman region</td>
<td>2021-2022</td>
<td><a href="https://pobeda-park51.ru/">https://pobeda-park51.ru/</a></td>
</tr>
<tr>
<td>&quot;Discover your Russia«. All-Russian project for the design of conceptual tourist routes &quot;Discover your Russia&quot;</td>
<td>Moscow</td>
<td>2021</td>
<td><a href="https://zagorizont.me/">https://zagorizont.me/</a></td>
</tr>
<tr>
<td>Competition Description</td>
<td>Location</td>
<td>Year</td>
<td>Website</td>
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<tr>
<td>All-Russian competition for the development of public spaces and educational institutions concepts in Dagestan</td>
<td>Republic of Dagestan</td>
<td>2020</td>
<td><a href="https://dagestan.space">https://dagestan.space</a></td>
</tr>
<tr>
<td>Open international online architectural competition for developing the right bank of the River Moskva from Moscow Ring Road to Stroginskoe shosse</td>
<td>Moscow</td>
<td>2020</td>
<td><a href="https://moskvarekastrogino.com">https://moskvarekastrogino.com</a></td>
</tr>
<tr>
<td>All-Russian competition for the creation of tourist and recreational clusters and the development of ecotourism in Russia</td>
<td>Moscow</td>
<td>2020</td>
<td><a href="https://priroda.life">https://priroda.life</a></td>
</tr>
<tr>
<td>Open International Competition for the development of a master plan for the territory adjacent to the Samara Arena stadium</td>
<td>Samara, Samara Region</td>
<td>2020</td>
<td><a href="https://samarena.life/en">https://samarena.life/en</a></td>
</tr>
<tr>
<td>Open International Competition for the development of a master plan for the territory adjacent to the Almetyevsk reservoir on the Stepnoy Zay river</td>
<td>Almetyevsk, the Republic of Tatarstan</td>
<td>2019-2020</td>
<td><a href="https://almetyevsk.tatar/en">https://almetyevsk.tatar/en</a></td>
</tr>
<tr>
<td>Open All-Russian Competition for the development of Petrovskaya Embankment in Voronezh</td>
<td>Voronezh, Voronezh Region</td>
<td>2019</td>
<td><a href="https://petrovbereg.ru">https://petrovbereg.ru</a></td>
</tr>
<tr>
<td>Open international competition for the development of a master plan for the Derbent urban district, Republic of Dagestan</td>
<td>Derbent, Republic of Dagestan</td>
<td>2019</td>
<td><a href="https://planderbenta.ru/eng">https://planderbenta.ru/eng</a></td>
</tr>
<tr>
<td>Open All-Russian Competition with International Participation for a Concept of a Tourism Cluster in the Village of Oymyakon</td>
<td>Oymyakon Rd, the Republic of Sakha (Yakutia)</td>
<td>2019</td>
<td><a href="https://oymyakon.world/eng">https://oymyakon.world/eng</a></td>
</tr>
<tr>
<td>Open All-Russian Competition for a Concept of Lenin Square, Yakutsk</td>
<td>Yakutsk, Republic of Sakha (Yakutia)</td>
<td>2019</td>
<td><a href="https://sakhamain.space">https://sakhamain.space</a></td>
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<tr>
<td>Competition</td>
<td>Location</td>
<td>Year</td>
<td>Website</td>
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<tr>
<td>Open nationwide competition for architectural concept and plan development of the Park for Future Generations in Yakutsk</td>
<td>Yakutsk, Republic of Sakha (Yakutia)</td>
<td>2019</td>
<td><a href="https://sakhapark.ru">https://sakhapark.ru</a></td>
</tr>
<tr>
<td>Open international competition for the development an ecodistrict concept in the city of Kazan, Republic of Tatarstan</td>
<td>Kazan, the Republic of Tatarstan</td>
<td>2018</td>
<td><a href="https://www.contestkzn.ru/en">https://www.contestkzn.ru/en</a></td>
</tr>
<tr>
<td>All-Russian competition for the best projects for creating a comfortable urban environment in small towns and historical settlements</td>
<td>Moscow</td>
<td>2018</td>
<td><a href="https://konkurs.gorodsreda.ru">https://konkurs.gorodsreda.ru</a></td>
</tr>
<tr>
<td>Open International Competition for the development of the Admiral Serebryakov embankment part Novorossiysk</td>
<td>Novorossiysk, Krasnodar Region</td>
<td>2018</td>
<td><a href="https://www.novocluster.com">https://www.novocluster.com</a></td>
</tr>
<tr>
<td>The first Russian youth architectural biennale</td>
<td>Innopolis, the Republic of Tatarstan</td>
<td>2017</td>
<td><a href="https://www.architectbiennale.ru/en">https://www.architectbiennale.ru/en</a></td>
</tr>
<tr>
<td>Open All-Russian Competition for the redevelopment of the Dmitrovskoe highway</td>
<td>Moscow</td>
<td>2017</td>
<td><a href="https://www.dmitrovkareconcept.ru">https://www.dmitrovkareconcept.ru</a></td>
</tr>
<tr>
<td>Open competition for the project of the facade and interior design solutions Center for Urban Culture Pravda</td>
<td>Moscow</td>
<td>2017</td>
<td><a href="https://www.kerama-marazzi-competition.com">https://www.kerama-marazzi-competition.com</a></td>
</tr>
<tr>
<td>Open All-Russian Competition for the development of the brand of the Black Lake Park</td>
<td>Kazan, the Republic of Tatarstan</td>
<td>2017</td>
<td><a href="https://www.black-lake.tatar">https://www.black-lake.tatar</a></td>
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</tbody>
</table>
### COMPETITION PRACTICE OF THE AGENCY “CENTER” 2014–2016

<table>
<thead>
<tr>
<th>Competition Description</th>
<th>Location</th>
<th>Year</th>
<th>Link</th>
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<tbody>
<tr>
<td>Open competition for redevelopment concept of the Varshava and Voskhod cinemas</td>
<td>Moscow</td>
<td>2016</td>
<td><a href="https://www.cinemarenovation.com">https://www.cinemarenovation.com</a></td>
</tr>
<tr>
<td>Closed competition for concept development of a residential area Maley Kabany</td>
<td>Kazan, the Republic of Tatarstan</td>
<td>2016</td>
<td><a href="https://www.centeragency.org/en/projects/45">https://www.centeragency.org/en/projects/45</a></td>
</tr>
<tr>
<td>Open competition for the logo design and corporate style for KAZAN EXPO</td>
<td>Kazan, the Republic of Tatarstan</td>
<td>2016</td>
<td><a href="https://www.brandkazanexpo.ru">https://www.brandkazanexpo.ru</a></td>
</tr>
<tr>
<td>Open competition for concept development of corporate style at the Zoological and Botanical Garden in Kazan</td>
<td>Kazan, the Republic of Tatarstan</td>
<td>2016</td>
<td><a href="http://www.zoobotsadbrand.ru">http://www.zoobotsadbrand.ru</a></td>
</tr>
<tr>
<td>Open competition to create the design projects for premises in &quot;loft&quot; format at City-Crystal territory</td>
<td>Moscow</td>
<td>2015</td>
<td><a href="https://www.centeragency.org/en/projects/27">https://www.centeragency.org/en/projects/27</a></td>
</tr>
<tr>
<td>Open competition for development of the Kaban Lakes system embankment</td>
<td>Kazan, the Republic of Tatarstan</td>
<td>2015</td>
<td><a href="https://www.kazanlakes.com/en">https://www.kazanlakes.com/en</a></td>
</tr>
<tr>
<td>Open competition to create the development concept for public spaces for City-Crystal territory</td>
<td>Moscow</td>
<td>2015</td>
<td><a href="http://kristall.centeragency.org">http://kristall.centeragency.org</a></td>
</tr>
<tr>
<td>Open Competition for Development of Corporate Style and Key Elements of Identify for Sokolniki Park</td>
<td>Moscow</td>
<td>2015</td>
<td><a href="http://www.brandsokolniki.com">http://www.brandsokolniki.com</a></td>
</tr>
<tr>
<td>Open competition to create the development concept within Sokolniki Park</td>
<td>Moscow</td>
<td>2014</td>
<td><a href="https://www.conceptsokolniki.ru">https://www.conceptsokolniki.ru</a></td>
</tr>
<tr>
<td>Open competition to create the development concept within Mitino Landscape Park</td>
<td>Moscow</td>
<td>2014</td>
<td><a href="https://www.centeragency.org/en/projects/10">https://www.centeragency.org/en/projects/10</a></td>
</tr>
</tbody>
</table>
COMPETITIONS
FORMATION OF INTER-INDUSTRY CONSORTIA
A competition is a tool to create unique collaboration between teams, allowing them to solve the problem of comprehensive development of a territory.

COMPARING VARIOUS APPROACHES AND SELECTING INNOVATIVE SOLUTIONS
A competition is the most advanced way to select an optimum solution. It allows to choose the top-quality innovative product.

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

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

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

PR
An open competition is a public event which attracts attention of the media and the expert panel.
COMPETITION BENEFITS FOR THE PROJECT

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

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

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

All-level communication: a competition is a unique platform that simultaneously interacts with the authorities at different levels, local community, Russian and global expert community, as well as regional and federal media.
<table>
<thead>
<tr>
<th>Classifications</th>
<th>open</th>
<th>closed</th>
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</thead>
<tbody>
<tr>
<td>Stages</td>
<td>one-stage</td>
<td>two-stage</td>
</tr>
<tr>
<td>Coverage</td>
<td>regional</td>
<td>all-Russian</td>
</tr>
<tr>
<td>Participants</td>
<td>consortium</td>
<td>individual participants</td>
</tr>
<tr>
<td>Result</td>
<td>architectural and urban planning concept</td>
<td>masterplan</td>
</tr>
</tbody>
</table>
ORGANIZATION OF PROFESSIONAL ARCHITECTURE, URBAN PLANNING AND DESIGN COMPETITIONS

- Preliminary regional analysis
- Preparation of terms of reference
- Shortlisting of participants
- Interaction with jury and experts
- Marketing of the competition
- Creation and support of the competition website
- Government relations of the competition
- Expert review of the competition projects
THE CREATION OF TOURIST AND RECREATIONAL CLUSTERS AND THE DEVELOPMENT OF ECOTOURISM IN RUSSIA

Moscow 2020
Customer: Agency for strategic initiatives

priroda.life
project playlist

115 applications
68 territorial subjects of the Russia Federation
36 finalists
11 results
6 territories of perspective development
HISTORICAL SETTLEMENTS AND SMALL TOWNS

Moscow 2018

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

[konkurs.gorodsreda.ru](konkurs.gorodsreda.ru)

[project playlist](#)

455 applications 82 territorial subjects of the Russian Federation 80 results

5 BLN RUB. from the federal budget annually
MASTER PLAN FOR THE DERBENT AND CONCEPTS FOR THE DEVELOPMENT EMBANKMENT

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

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

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

3 416 HA
project area

MASTER PLAN FOR THE STEPNOY ZAY RIVER VALLEY IN ALMETYEVSK

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

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

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

1 700 HA
project area
MASTER PLAN FOR THE TERRITORY ADJACENT TO THE SAMARA ARENA STADIUM

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

Samara, Samara Region 2020
Customer: Корпорация развития Самарской области

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

360 HA
project area

natrex
14

CONCEPT OF A TOURISM CLUSTER IN THE VILLAGE OF OMYAKON

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

Yakutsk, the Republic of Sakha (Yakutia) 2019
Customers: LETO Resource Center for Urban Environment Issues of the Republic of Sakha (Yakutia), Trust Fund of Future Generations in the Republic of Sakha (Yakutia)

Winner
Consortium
ASADOV Architectural Bureau (Russia, Moscow), KNIGHT FRANK (Russia, Moscow; UK, London), LSTK-Project (Russia, Yakutsk), RussiaDiscovery (Russia, Moscow).
Relevant projects of Agency for Strategic Development CENTER

THE FIRST ECO-DISTRICT CONCEPT IN THE REPUBLIC OF TATARSTAN

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

Kazan, The Republic of Tatarstan 2018
Customer: Republic support fund (RSF)

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

REDEVELOPMENT OF THE LONG CONSTRUCTION IN MOSCOW

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

Moscow 2017
Customer: Atlant-M

Winner
Consortium
MAParchitects (Moscow), PROMKOD (Moscow)
THE KABAN LAKES SYSTEM EMBANKMENT

Open international competition for the development
Kazan, Republic of Tatarstan 2015–2019
Customer: Government of the Republic of the Tatarstan

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

EMBANKMENT NAMED AFTER ADMIRAL SEREBRYAKOV

Open international competition for the development
Novorossiysk, Krasnodar Region 2017–2021
Customers: CJSC Pjatnitsa, JSC “United Energy Construction Corporation”

Winner
Consortium
Turenscape (China), MAP (Russia)

kazanlakes.com/en
Project playlist

novocluster.com
Project playlist

186 HA
Lake system area

5 HA
Project area
**PARK FOR FUTURE GENERATIONS**

The open nationwide competition for architectural concept and plan development territory

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

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

**Winner**

**Consortium**
CCL “am Atrium” (Moscow), CCL “Vostok+” (Yakutia)

2,4 HA
project area

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**SOKOLNIKI PARK**

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

Moscow 2014–2015

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

**Winner**

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

Corporate style and key elements identity

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

515 HA
park territory
DESIGNING LIFESTYLE