

# artkvar탈

The place where Moscow becomes contemporary  
Точка отсчета современной Москвы

**A study for State Development**

by **Michael Schindhelm**  
in collaboration with Anna Butenko

Moscow 2011/2012

**artkvartal**

**world creative hubs**

the place where  
• Moscow becomes •  
contemporary

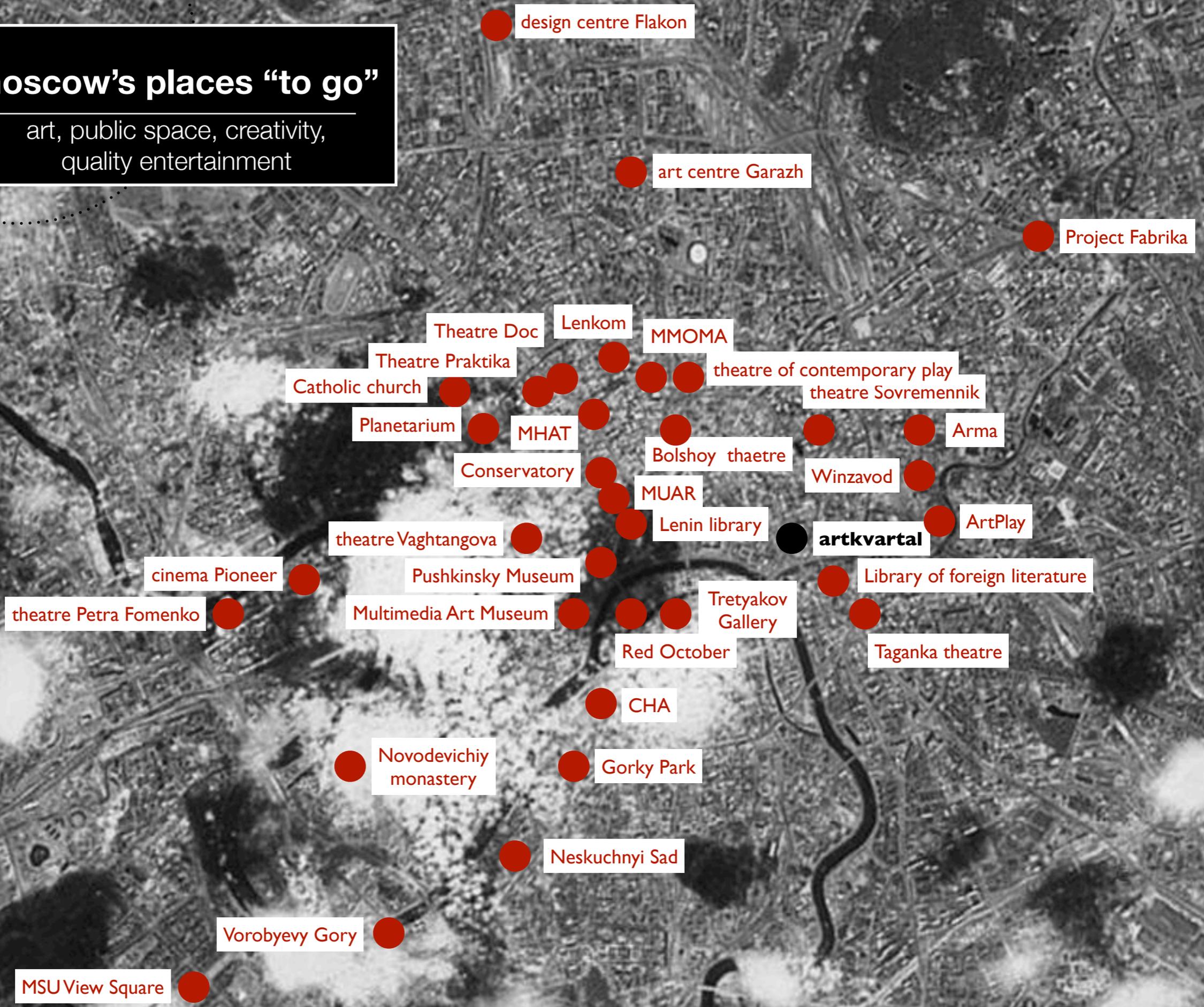


# artkvartal

# moscow's places "to go"

the place where  
• Moscow becomes  
contemporary •

art, public space, creativity,  
quality entertainment



**1**

**: vision**

**artkvartal**  
the place where  
Moscow becomes  
contemporary

**vision**  
**1.1**

**artkvartal**, a central Moscow redevelopment, will showcase the **contemporary face of Moscow** as an attractive and global metropolis.

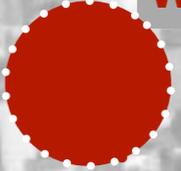
artkvartal



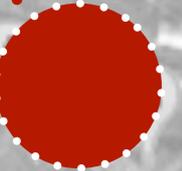
Arma



WinZavod



Art Play



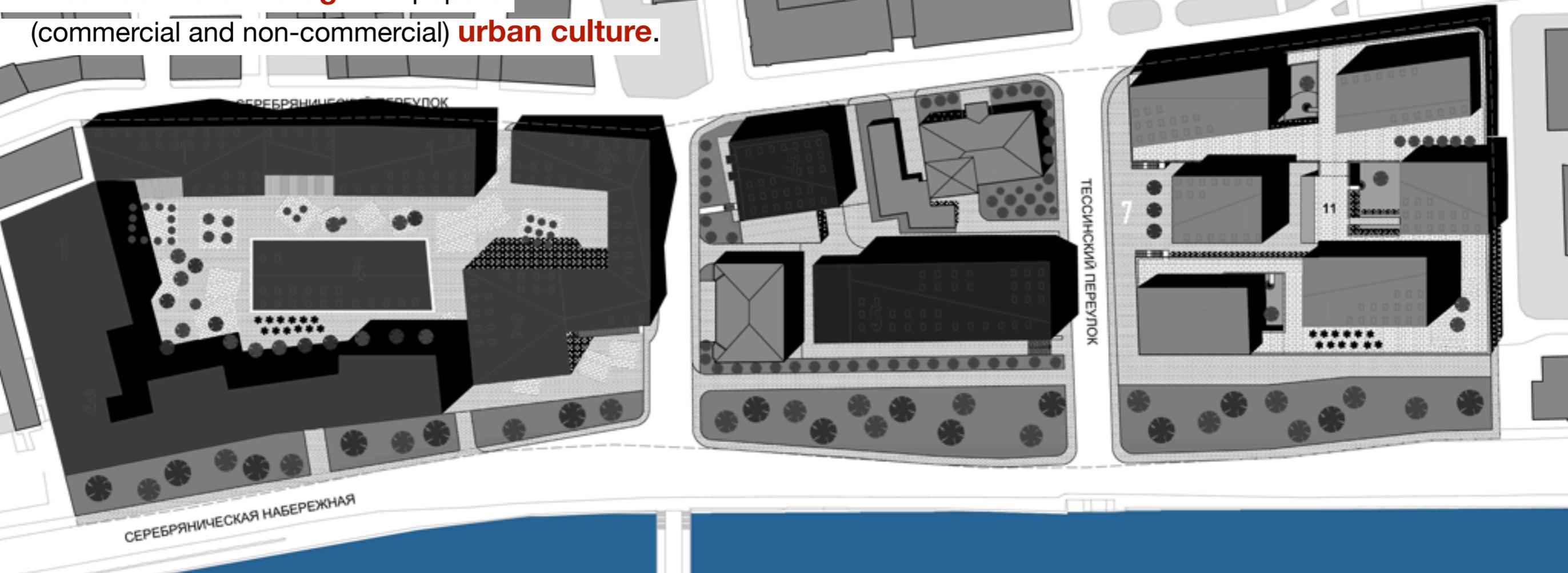
# artkvartal

## vision

- the place where Moscow becomes contemporary

1.2

Its excellent **embankment location** leveraging perfect network **connections to other arts-related clusters** like Artplay, Vinzavod, Arma will become **a vibrant stage for** popular (commercial and non-commercial) **urban culture.**



It will provide outstanding design solutions including **preservation projects** and **innovative public spaces.**

**artkvartal**

**vision**

the place where  
• Moscow becomes  
contemporary •

**1.3**



**artkvartal** will represent a new **prototype** for a **high quality of life** standard in **Russia** and **Moscow**.



**artkvartal**

**vision**

the place where  
• Moscow becomes  
contemporary •

**1.3**



artkvartal aims to become a **neighbourhood of organic gentrification** with a smart **mix of program** including an **upmarket residential area**, embodying exceptional offerings of **international and Russian urban culture**, hosting signature **event of visual and performing arts**, offering **production and commercial space to artists, creative companies, cutting-edge theatre.**



**upmarket residential area**

**offerings of urban culture**



**arts events**

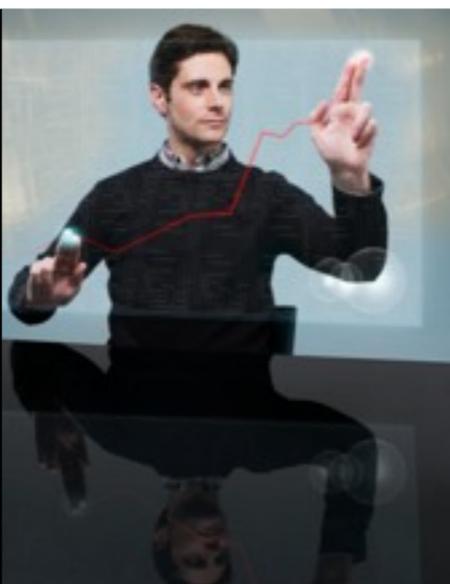
**space to artists, creative companies, theatre**

2

**: audience**



**artists**



**high-tech  
sector**



**scientists and  
IT engineers**



**university  
professors**



**cultural  
figures**



**students  
of the art school**

**artkvartal**

**audience**

**russian and international residents of up-market housing segment:**

**2.1**

the place where  
• Moscow becomes contemporary •



**business  
people**



**financial  
sector**



**lawyers**



**entrepreneurs**



**high net-worth  
individuals**

**artkvartal**

**audience**

**russian and international visitors:**

**2.3**

the place where  
• Moscow becomes contemporary •



**Muscovite guests  
enjoying art and  
entertainment  
program**



**shoppers**



**international and  
Russian tourists**



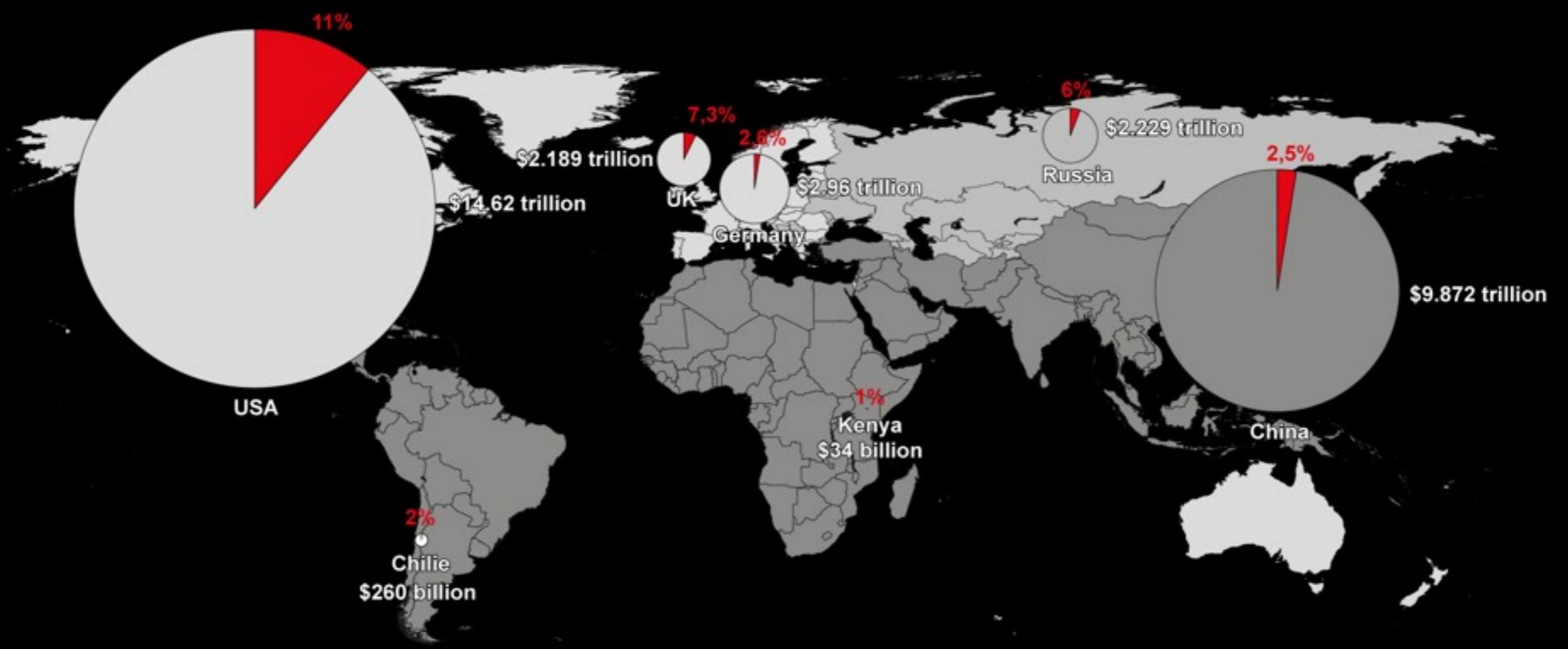
**flaneurs**

**3**

**: international  
context  
about creative industries**

the place where  
• Moscow becomes contemporary •

3.1



There is a strong and direct correlation between a **successful economic development** of a city and the **size and vibrancy of its cultural scene**. The ability to attract the **“creative class”** is the **driving force behind urban prosperity**. Governments and planners **use culture and high tech industry to market** their cities today.

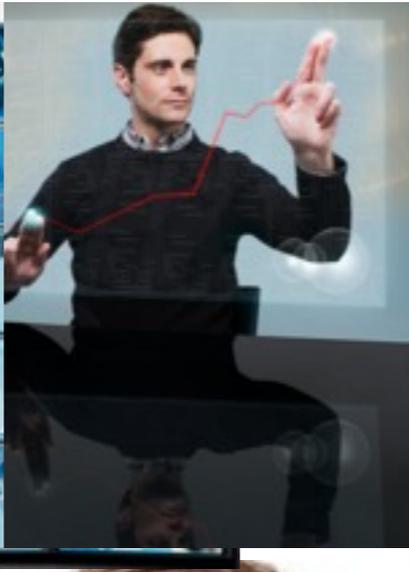


artkvartal will play a crucial role in marketing Moscow as a creative place.

nonfiction writers cultural figures **editors** think-tank researchers  
 scientists **engineers** software programmers **filmmakers**  
 entertainers **super creative core** opinion-makers  
 artists novelists designers **architects** analysts  
 poets university professors actors

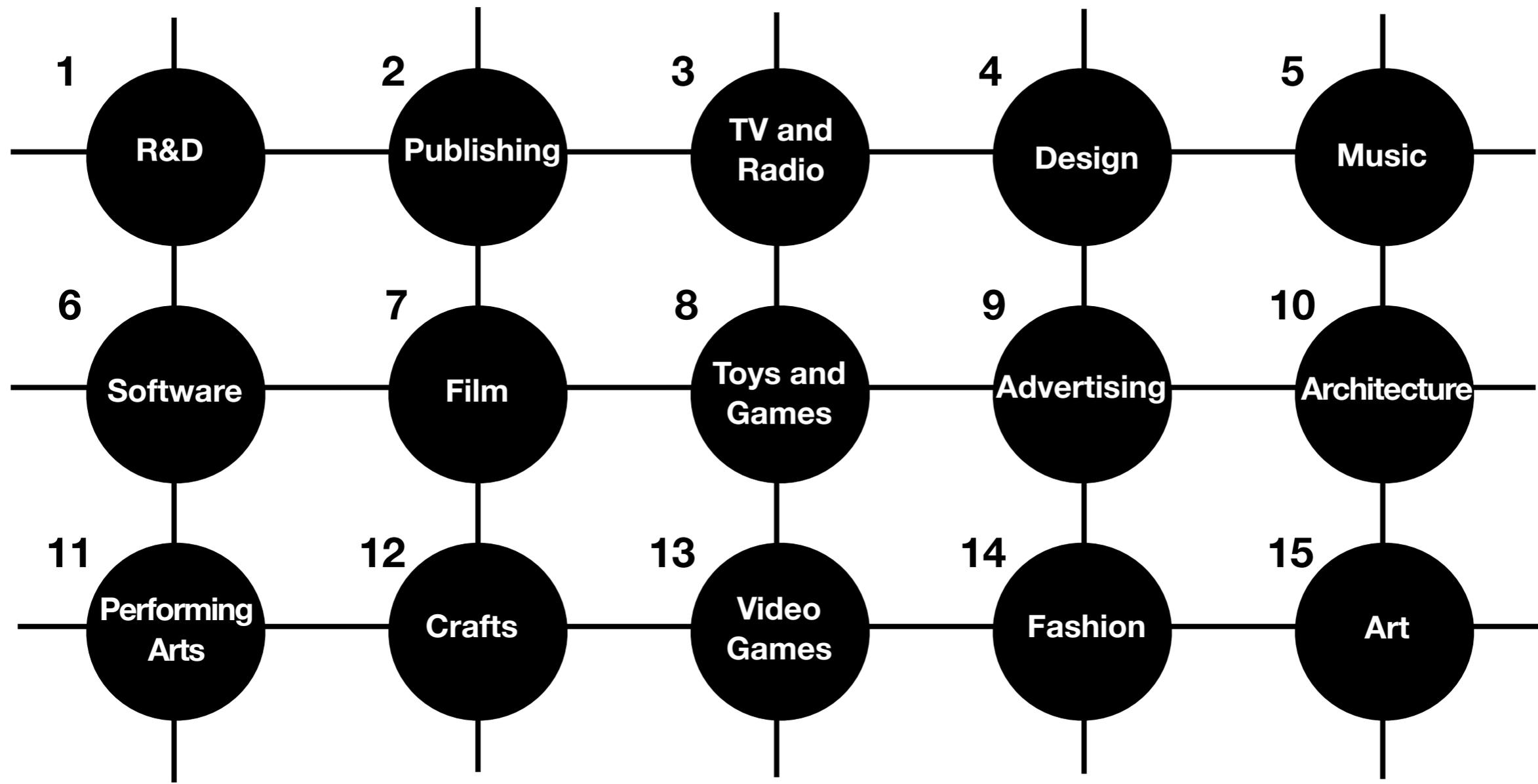
+

**financial services** high-tech sectors technicians  
**knowledge-intensive industries** business management  
 legal professions managers  
 lawyers **health care professions**  
 physicians



**artkvartal** will be a place to **work, live** or **socialize** for the creative class.





4

**: strategic goals**

QUALITY OF LIFE CRITERIA

POLITICAL and SOCIAL environment

ECONOMIC environment

SOCIO-CULTURAL environment

HEALTH and SANITATION

SCHOOLS and EDUCATION

PUBLIC SPACES and TRANSPORTATION

RECREATION

CONSUMER GOODS

HOUSING

NATURAL environment

Mercer Quality of Living Survey - Worldwide Rankings, 2011		
Rank	City	Country
1	Vienna	Austria
2	Zurich	Switzerland
3	Auckland	New Zealand
4	Munich	Germany
5	Düsseldorf	Germany
5	Vancouver	Canada
7	Frankfurt	Germany
8	Geneva	Switzerland
9	Bern	Switzerland
9	Copenhagen	Denmark
11	Sydney	Australia
12	Amsterdam	Netherlands
13	Wellington	New Zealand
14	Ottawa	Canada
15	Toronto	Canada
16	Hamburg	Germany
17	Berlin	Germany
18	Melbourne	Australia
19	Luxembourg	Luxembourg
20	Stockholm	Sweden



Vienna



Zurich



Munich

**High quality of life standards** are crucial for the success of **artkvartal**. Among the various annually conducted quality of life surveys **no Russian city ranks** among the first 60 best cities worldwide.

artkvartal can **learn best practice** from top ranked cities to provide **high standard in design, program and public space**.



**artkvartal**

the place where  
 • Moscow becomes contemporary •

**strategic goals**

**4.2**

**Safety**



**artkvartal** will be a place where **families stroll**, people of different social and national background **walk**, **socialize** and hang-out **day and night in safety**.





**artkvartal**

the place where  
 • Moscow becomes contemporary •

**strategic goals**

**4.3**

**Vibrancy**



**artkvartal** will provide for a **diversity of functions** which enable people from all walks of life to participate in activities, **to interact, to converse, to create, to work, to educate, to relax** etc.

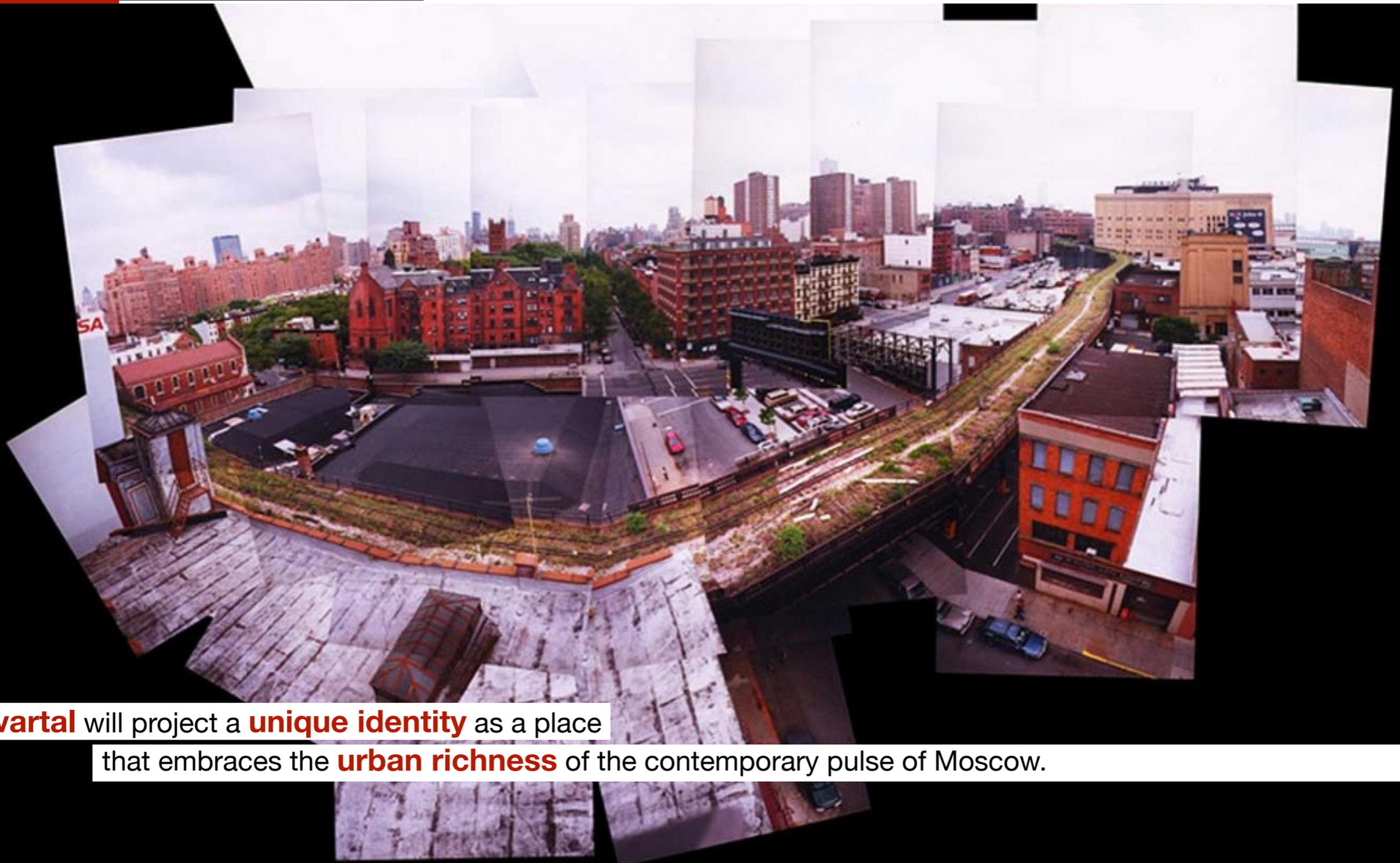
artkvartal

strategic goals

Uniqueness

the place where  
• Moscow becomes  
contemporary •

4.4



artkvartal will project a **unique identity** as a place that embraces the **urban richness** of the contemporary pulse of Moscow.

**artkvartal**

**strategic goals**

**Gentrification**

the place where  
• Moscow becomes  
contemporary •

4.5



True gentrification requires a balance of **consumption** and **production**. International experience has shown that gentrification is unsuccessful in long term without **space for local production** (art, education, creative work).

artkvartal will provide its residents and visitors with **great retail and dining outlets** but will host also **creative studios and offices** contributing to the new fertility of Moscow's upcoming creative class.



**artkvartal**

**strategic goals**

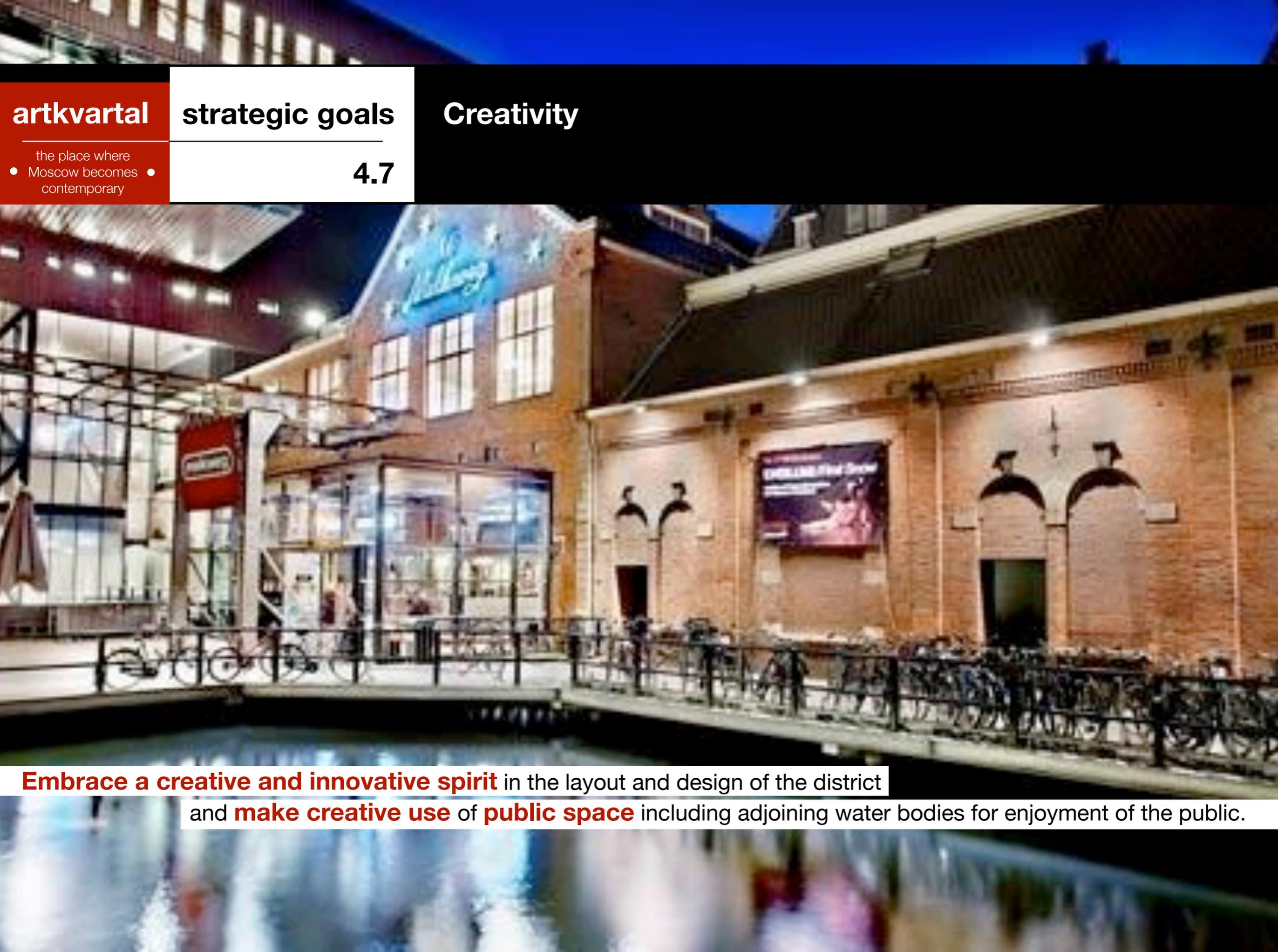
**Attracting international people**

the place where  
• Moscow becomes  
contemporary •

**4.6**



**artkvartal** will be an **attractive** residential **place for international people** relocating to Moscow and contributing to its economic and creative growth.



**artkvartal**  
the place where  
• Moscow becomes  
contemporary •

**strategic goals**  
**4.7**

**Creativity**

**Embrace a creative and innovative spirit** in the layout and design of the district and **make creative use of public space** including adjoining water bodies for enjoyment of the public.

artkvartal

strategic goals

Accessibility/Connectivity

4.8

place where

- Moscow becomes contemporary •



Provide for easy and convenient **access for all walks of life**, from different parts of the neighbouring Moscow **to and within** the artkvartal, optimize **access to river embankment** and complement to the neighbouring areas.

artkvartal

strategic goals

Integration

4.9

place where

- Moscow becomes contemporary •



Be an **integrated residential district** with intrinsic arts and cultural components in public space, in the inside and outside of **individual arts** and **cultural facilities**, in infrastructure as well as in greenery.

**5**

**: benchmarks**



**Chelsea By The Numbers:**

**Population:** 47,197

**Median Age:** 39

**Average Household Income:** \$111,949

**Chelsea Boundaries:**

Chelsea stretches from 15th Street to 34th Street) between the Hudson River and Sixth Ave.

**Chelsea Apartments and Real Estate:**

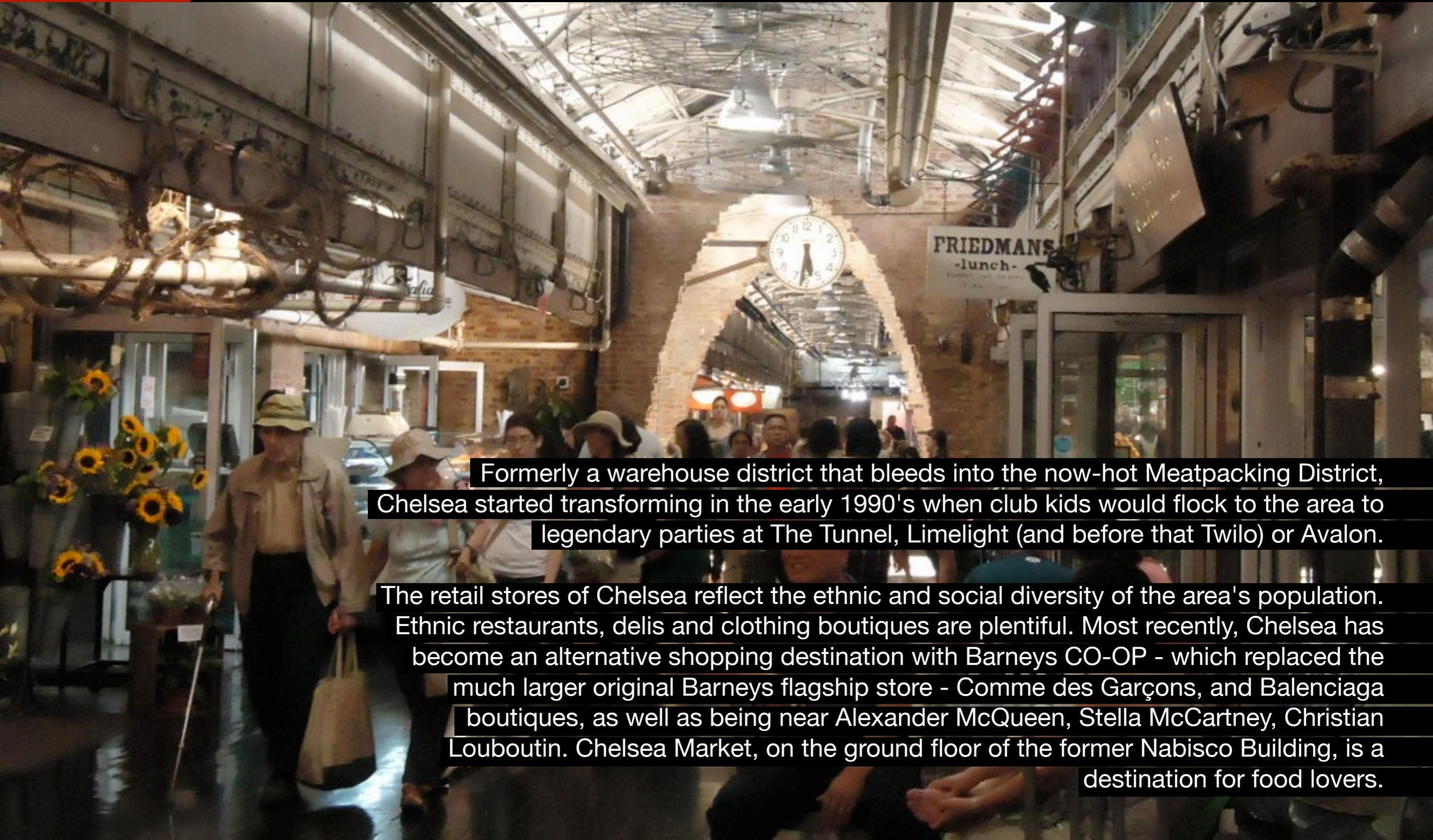
Chelsea offers a mix of townhouses, pre-war co-ops, and luxury doorman buildings.

**To Rent:** Studio/1-Bedroom, \$1,300-\$2,600+. 2-Bedroom, \$3,000-\$5,000+. Larger than 2-Bedroom, \$6,000-\$15,000+

**To Buy:** Studio/1-Bedroom, \$160K-\$850K. 2-Bedroom, \$700K-\$1.4M+. Larger than 2-Bedroom, \$1.5M-\$3.5M+.

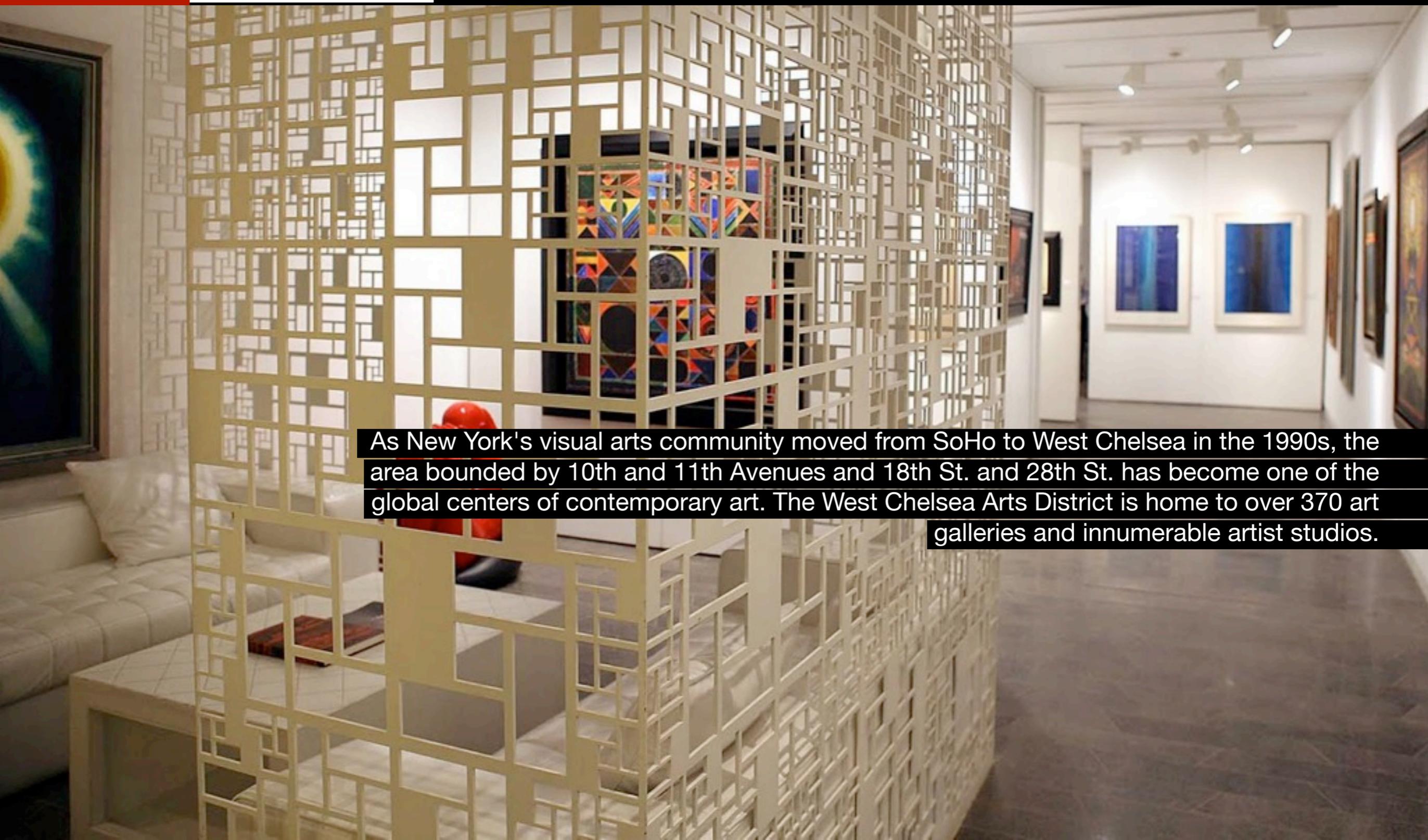
the place where

- Moscow becomes contemporary •



Formerly a warehouse district that bleeds into the now-hot Meatpacking District, Chelsea started transforming in the early 1990's when club kids would flock to the area to legendary parties at The Tunnel, Limelight (and before that Twilo) or Avalon.

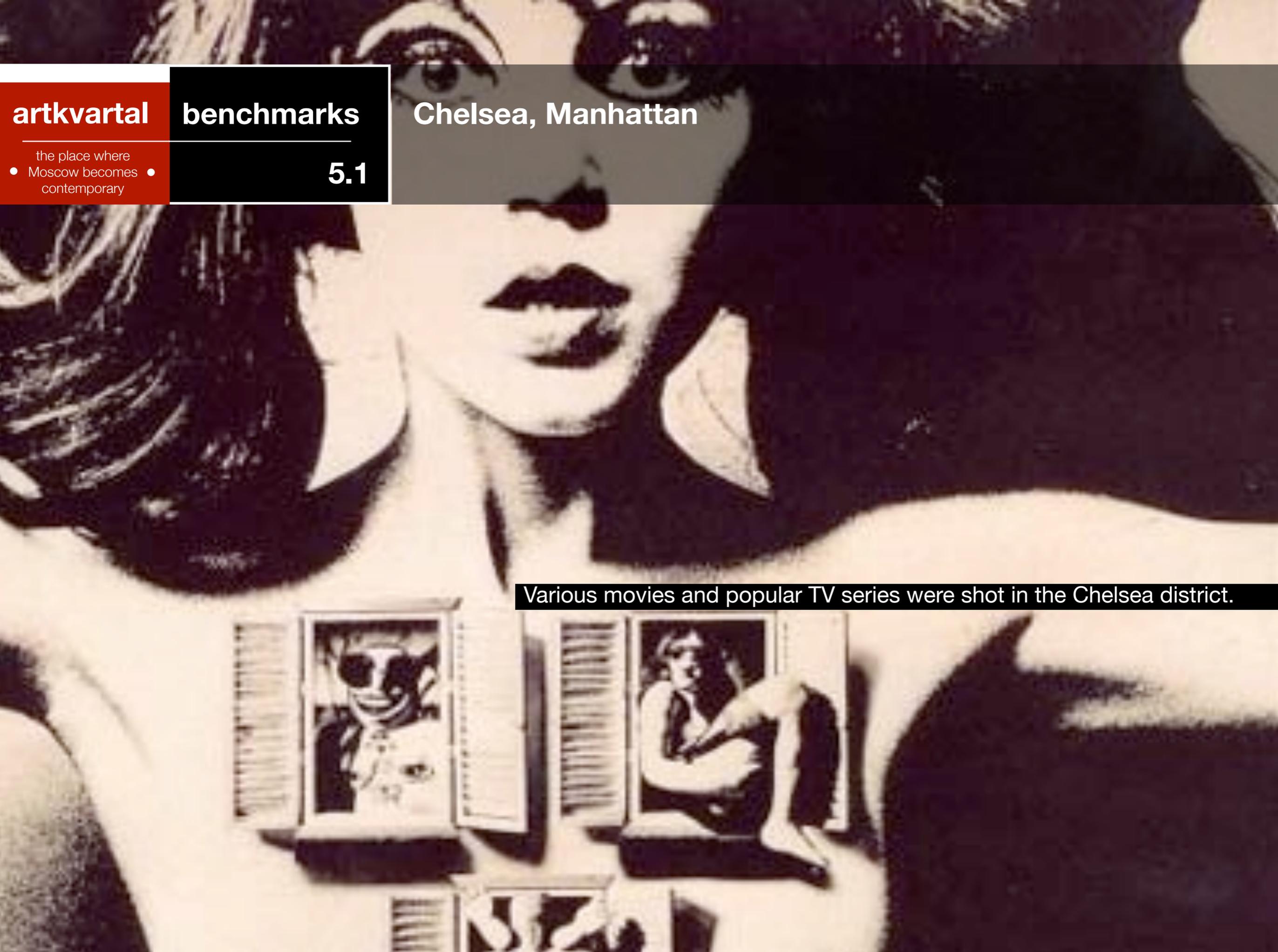
The retail stores of Chelsea reflect the ethnic and social diversity of the area's population. Ethnic restaurants, delis and clothing boutiques are plentiful. Most recently, Chelsea has become an alternative shopping destination with Barneys CO-OP - which replaced the much larger original Barneys flagship store - Comme des Garçons, and Balenciaga boutiques, as well as being near Alexander McQueen, Stella McCartney, Christian Louboutin. Chelsea Market, on the ground floor of the former Nabisco Building, is a destination for food lovers.



As New York's visual arts community moved from SoHo to West Chelsea in the 1990s, the area bounded by 10th and 11th Avenues and 18th St. and 28th St. has become one of the global centers of contemporary art. The West Chelsea Arts District is home to over 370 art galleries and innumerable artist studios.



Chelsea's spirit makes famous people to live, work and develop their businesses within the district.



**artkvartal**

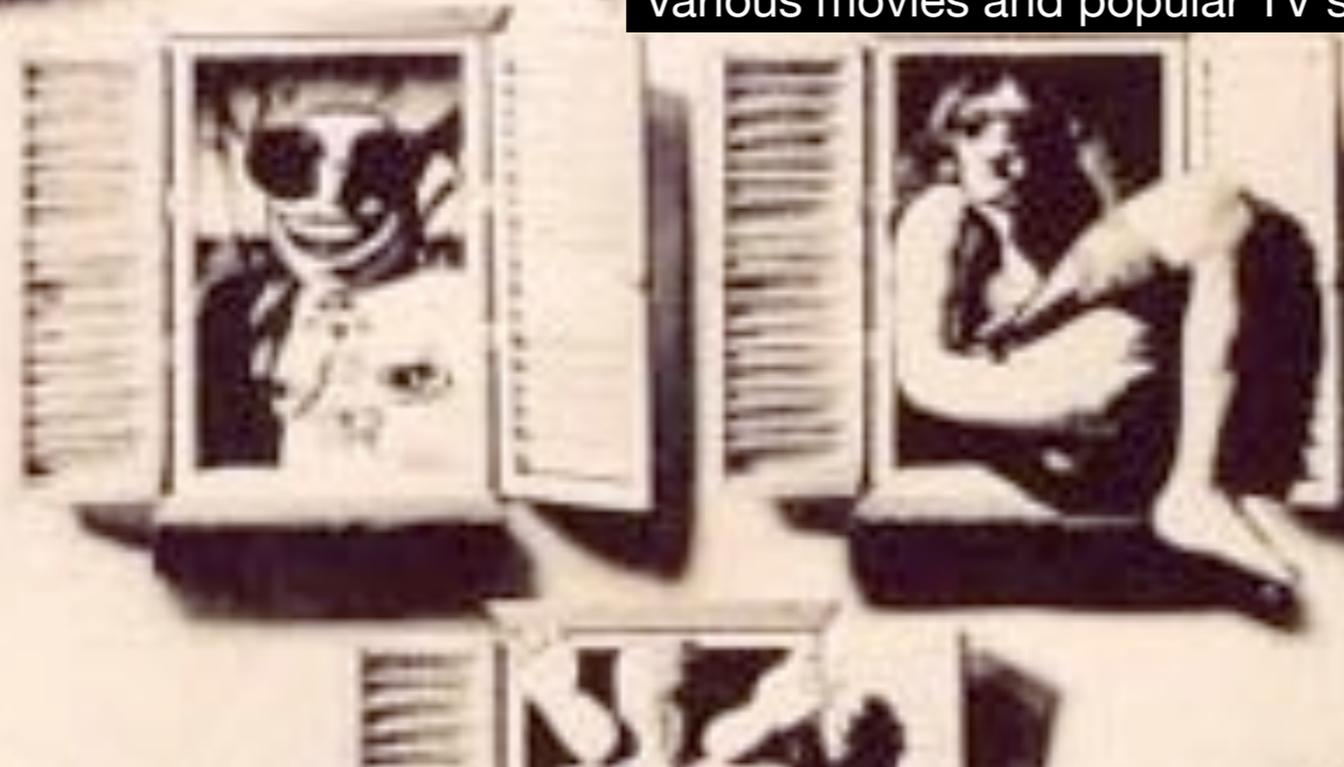
**benchmarks**

**Chelsea, Manhattan**

the place where  
• Moscow becomes  
contemporary •

**5.1**

Various movies and popular TV series were shot in the Chelsea district.



## Meatpacking District, Manhattan



The Meatpacking District is a neighborhood in the New York City borough of Manhattan which runs roughly from West 14th Street south to Gansevoort Street, and from the Hudson River east to Hudson Street

The Meatpacking District owes its name to the meat distribution companies that once dominated the area. While some meatpacking houses still exist, nowadays you are more likely to find meat of the celebrity variety, twirling around the Bermuda Triangle of SoHo House, Spice Market, Pastis, and the uber-swanky Hotel Gansevoort.

Some art galleries have opened here, but the area is dominated by late-night establishments, high-end furniture stores, and fabulously expensive hairdressers.

the place where

- Moscow becomes contemporary



Beginning in the late 1990s, the Meatpacking District went through a transformation. High-end boutiques catering to young professionals and hipsters opened, including Diane von Furstenberg, Christian Louboutin, Alexander McQueen, Stella McCartney, Theory, Ed Hardy, Puma, Moschino, ADAM by Adam Lippes, Jeffrey New York, the Apple Store; restaurants such as Pastis and Buddha Bar; and nightclubs such as Tenjune, One, G-Spa, Cielo, APT, Level V, and Kiss and Fly. In 2004, New York magazine called the Meatpacking District **"New York's most fashionable neighborhood"**

**artkvartal**

**benchmarks**

**Meatpacking District, Manhattan**

the place where  
• Moscow becomes  
contemporary •

**5.2**

Vitra Gallery



artkvartal

benchmarks

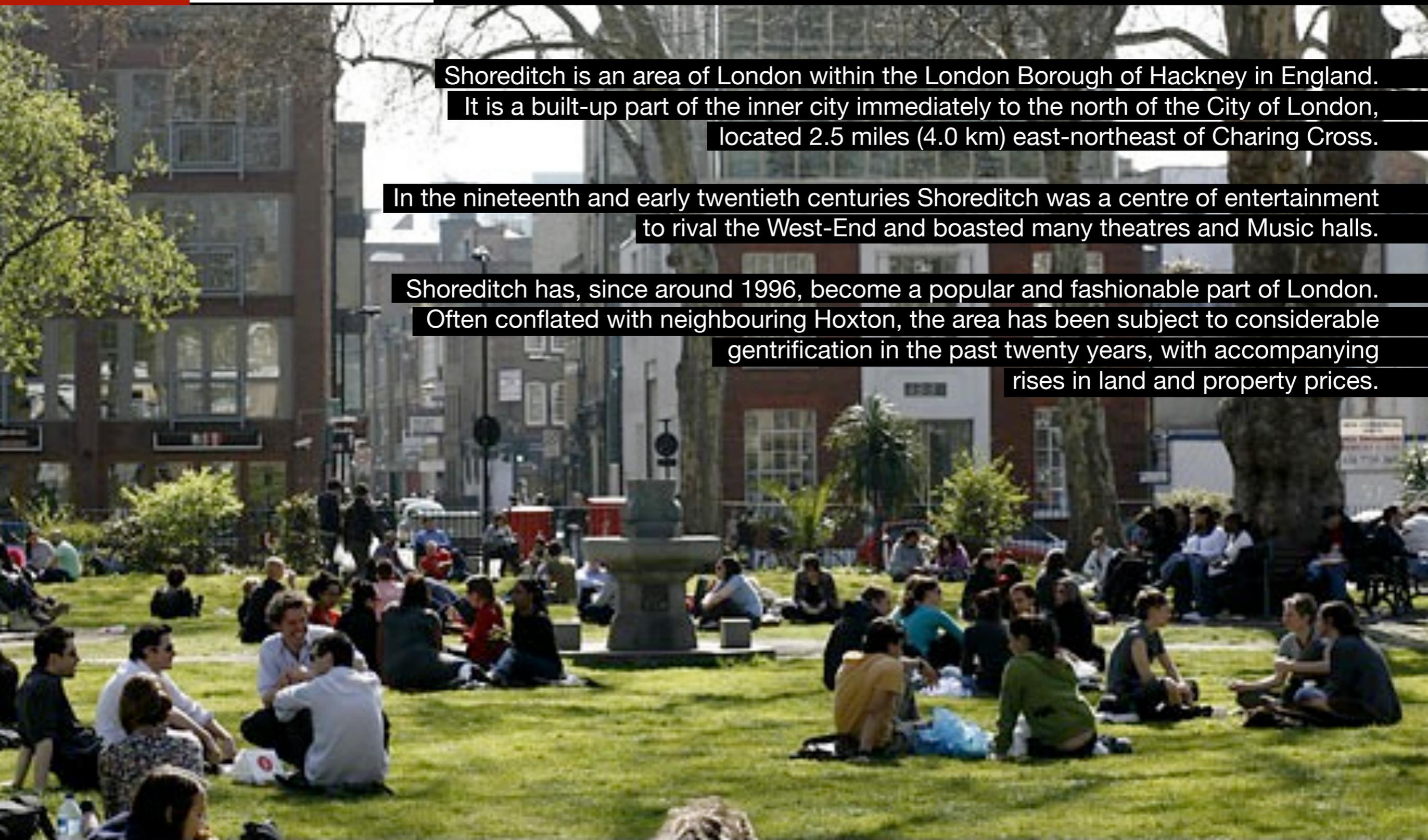
Meatpacking District, Manhattan

5.2

the place where

- Moscow becomes contemporary





Shoreditch is an area of London within the London Borough of Hackney in England. It is a built-up part of the inner city immediately to the north of the City of London, located 2.5 miles (4.0 km) east-northeast of Charing Cross.

In the nineteenth and early twentieth centuries Shoreditch was a centre of entertainment to rival the West-End and boasted many theatres and Music halls.

Shoreditch has, since around 1996, become a popular and fashionable part of London. Often conflated with neighbouring Hoxton, the area has been subject to considerable gentrification in the past twenty years, with accompanying rises in land and property prices.

5.3

the place where  
• Moscow becomes  
contemporary

3 School Of Everything

11 Really Interesting Group

4 Habit Industries

12 My Neighbourhoods

5 Zolmo

8 Whosampled

6 Wordia

13 Diary.com

7 Last.FM

9 Tipped

Recently – During the second 'dot-com' boom the area has become popular with London based web technology companies who base their head offices around Old Street. These include Last.fm, Dopplr, Songkick, SocialGO and 7digital – who tend to gravitate towards Old Street roundabout, popularising the term 'Silicon Roundabout' to describe the area, referred to by Prime Minister David Cameron in a speech in November 2010.

15 TweetDeck

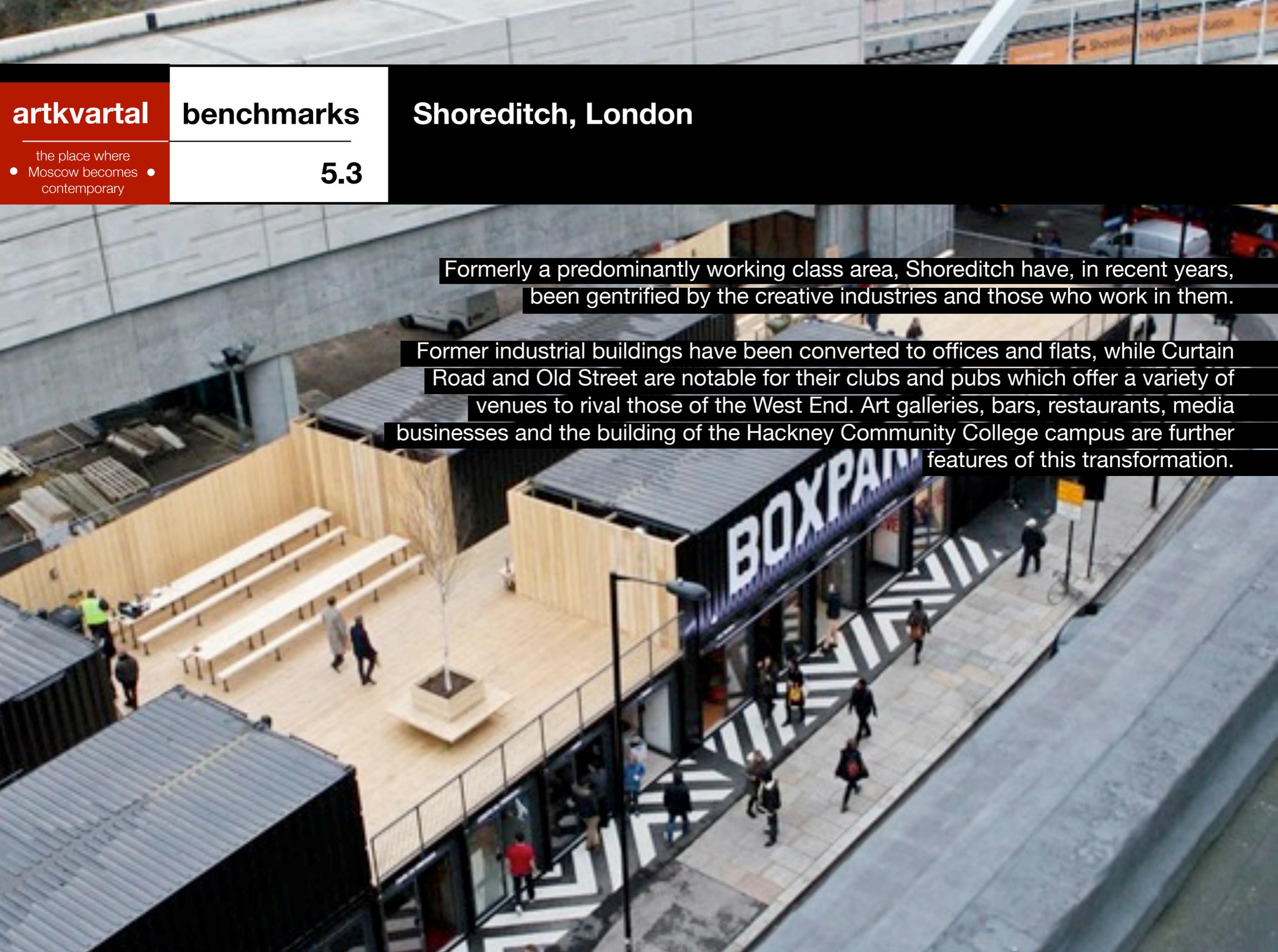


10 Kizoom

16 MOO

17 StylistPick

18 Onefinestay

An aerial photograph of a modern courtyard in Shoreditch, London. The courtyard features several long, light-colored wooden benches arranged in a row. A small tree is planted in a square wooden planter in the center. The courtyard is surrounded by modern buildings with dark facades. A prominent sign for 'BOXPAIN' is visible on one of the buildings. Pedestrians are walking on the paved walkways around the courtyard.

Formerly a predominantly working class area, Shoreditch have, in recent years, been gentrified by the creative industries and those who work in them.

Former industrial buildings have been converted to offices and flats, while Curtain Road and Old Street are notable for their clubs and pubs which offer a variety of venues to rival those of the West End. Art galleries, bars, restaurants, media businesses and the building of the Hackney Community College campus are further features of this transformation.