

artkvartal

The place where Moscow becomes contemporary
Точка отсчета современной Москвы

A study for State Development

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

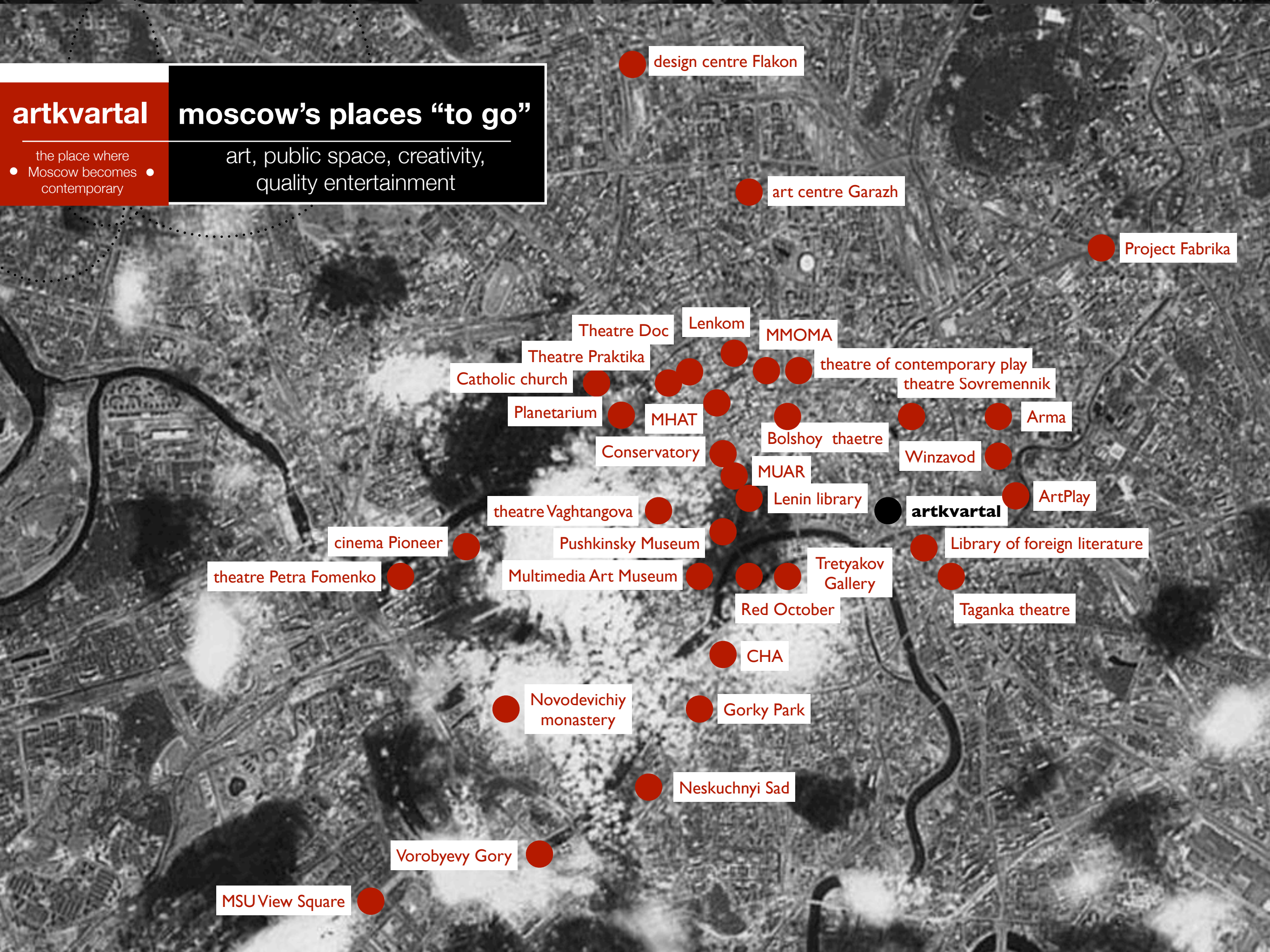
Moscow 2011/2012

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world creative hubs





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moscow's places "to go"

art, public space, creativity,
quality entertainment

design centre Flakon

art centre Garazh

Project Fabrika

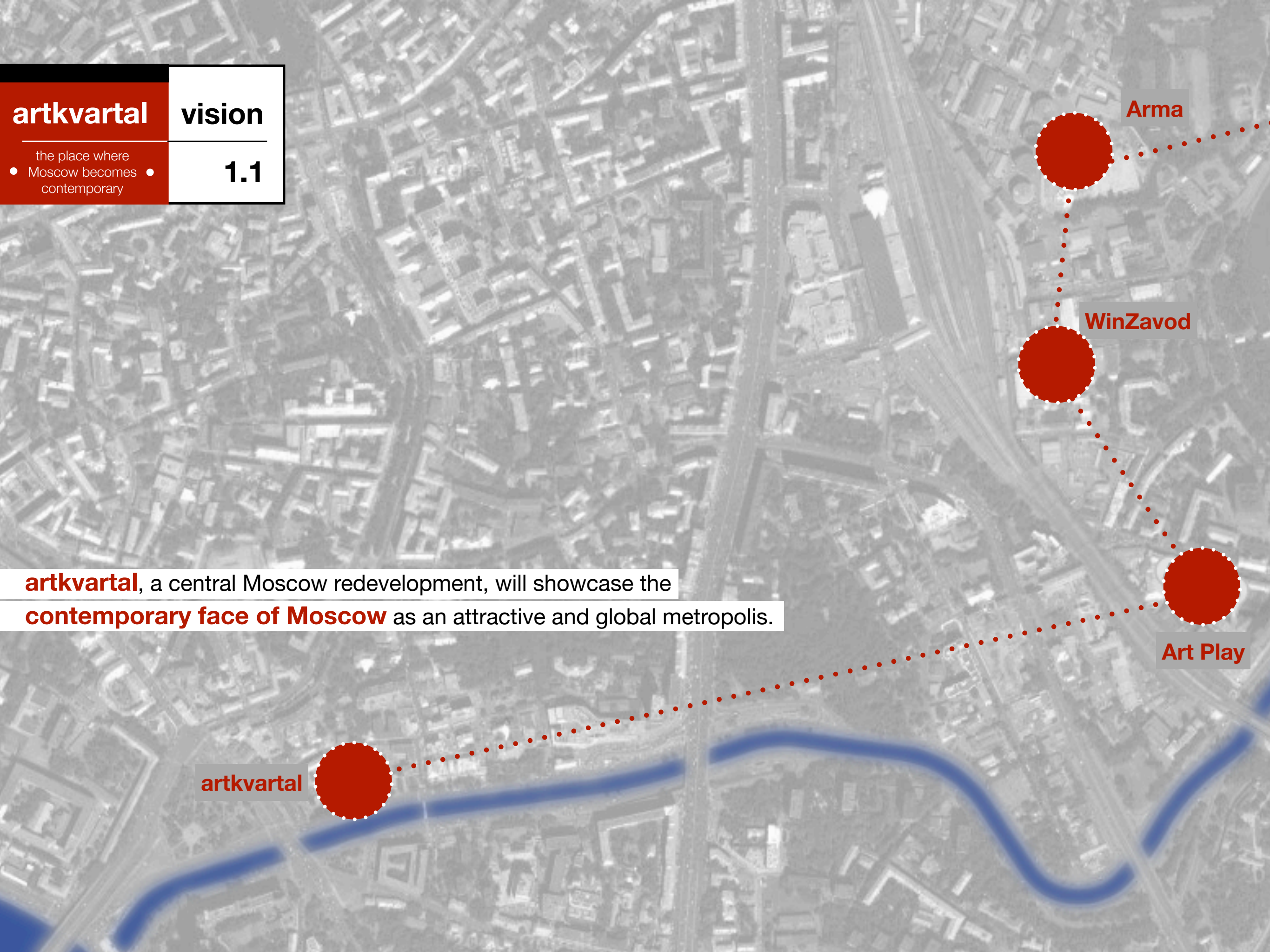
Theatre Doc
Theatre Praktika
Catholic church
Planetarium
MHAT
Conservatory
Bolshoy theatre
theatre of contemporary play
theatre Sovremennik

Arma
Winzavod
ArtPlay
artkvartal
Library of foreign literature
Taganka theatre
Red October
Tretyakov Gallery
Multimedia Art Museum
Pushkinsky Museum
theatre Vaghtangova
cinema Pioneer
theatre Petra Fomenko

Novodevichiy monastery
Gorky Park
Neskuchnyi Sad
Vorobyevy Gory
MSU View Square

1

: vision



artkvartal	vision
the place where • Moscow becomes contemporary •	1.1

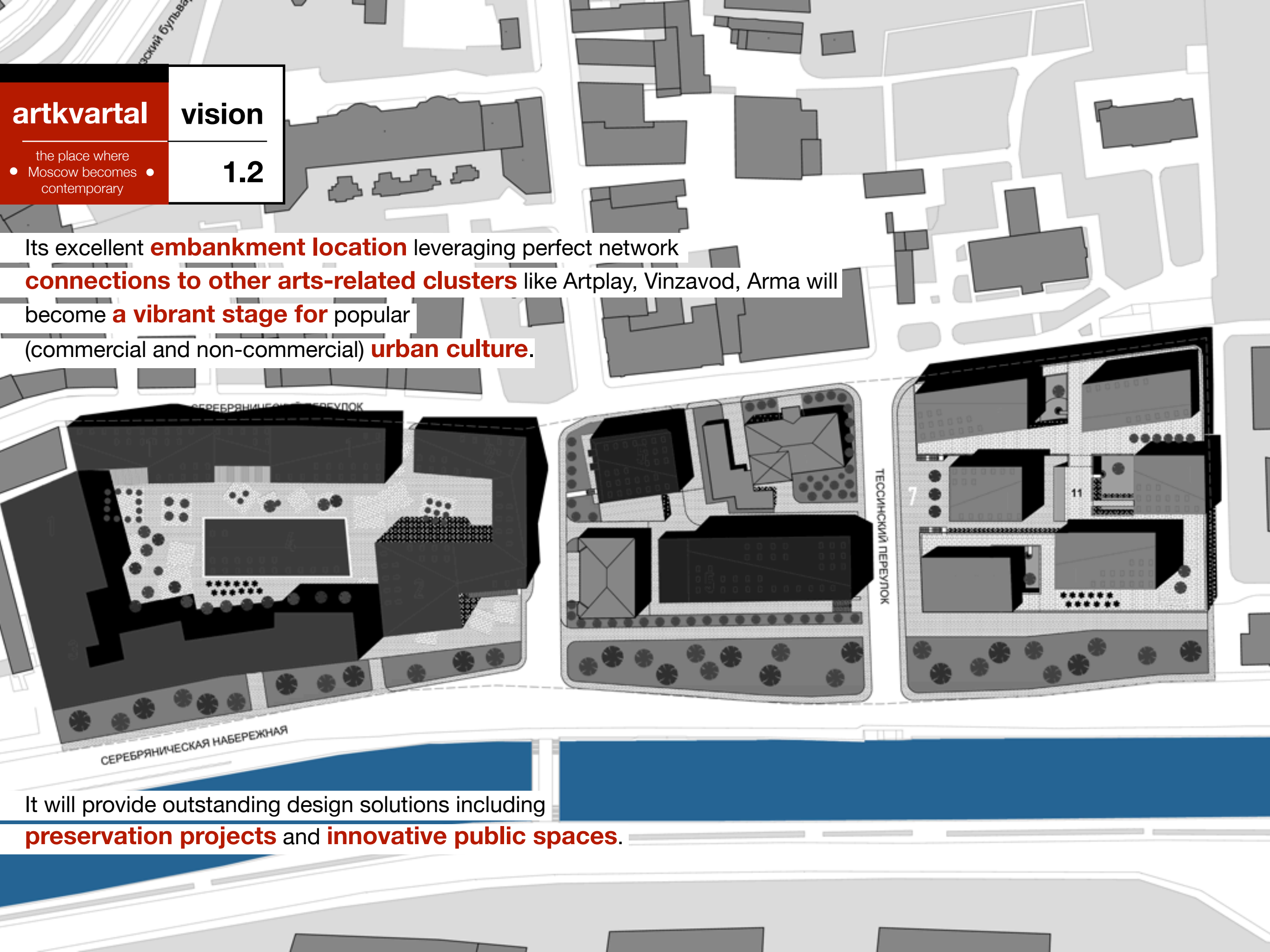
artkvartal, a central Moscow redevelopment, will showcase the **contemporary face of Moscow** as an attractive and global metropolis.

artkvartal

Arma

WinZavod

Art Play



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vision
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.**

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vision

1.3



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





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vision

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



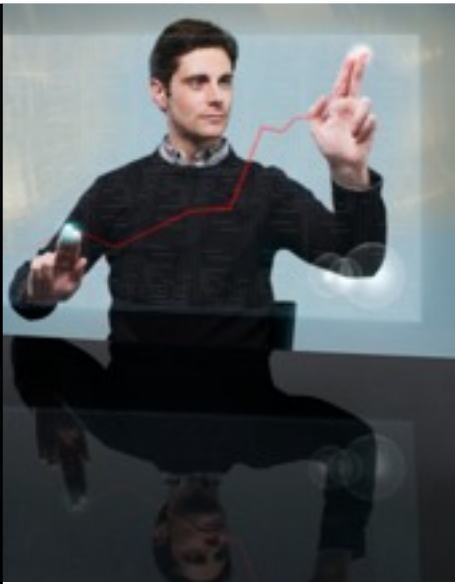
**space to
artists,
creative
companies,
theatre**

2

: audience



artists



high-tech
sector



scientists and
IT engineers



university
professors



cultural
figures



students
of the art school



**business
people**



**financial
sector**



lawyers



entrepreneurs



**high net-worth
individuals**



**Muscovite guests
enjoying art and
entertainment
program**



shoppers



**international and
Russian tourists**

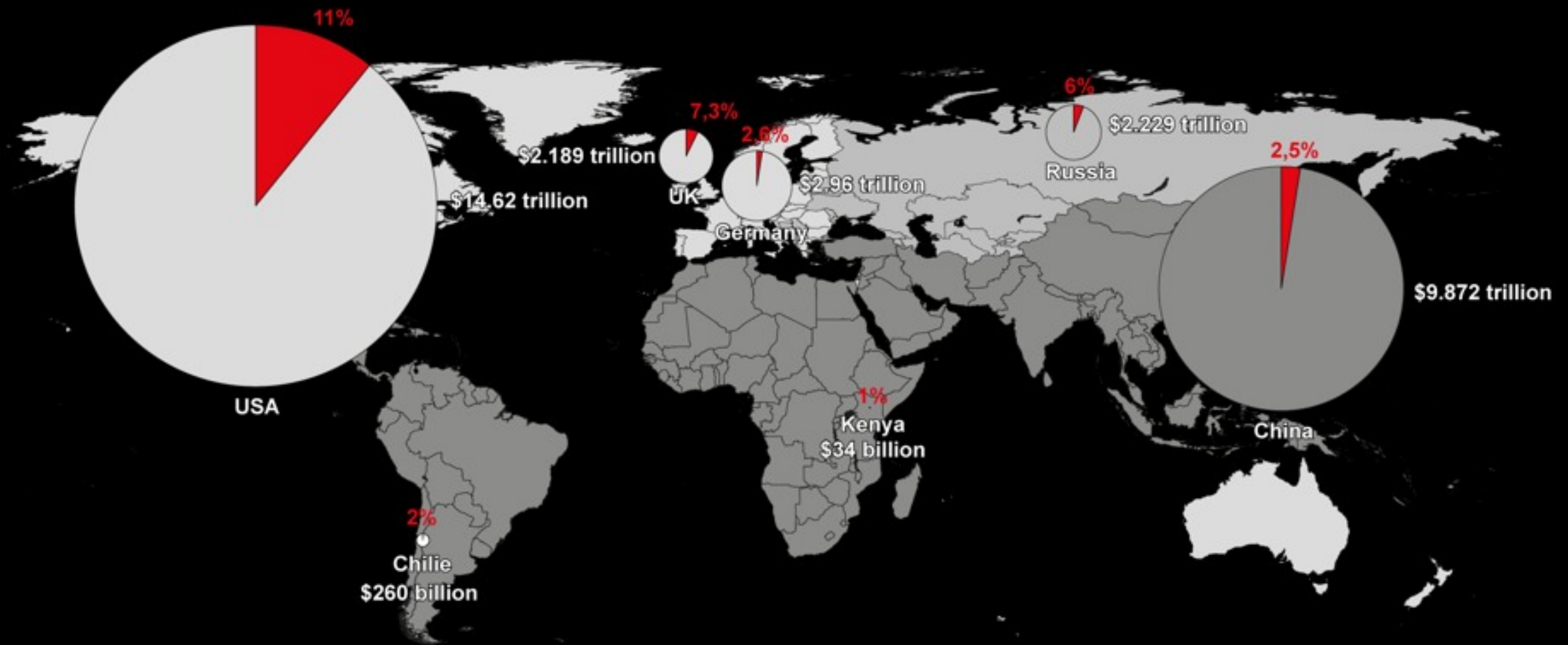


flaneurs

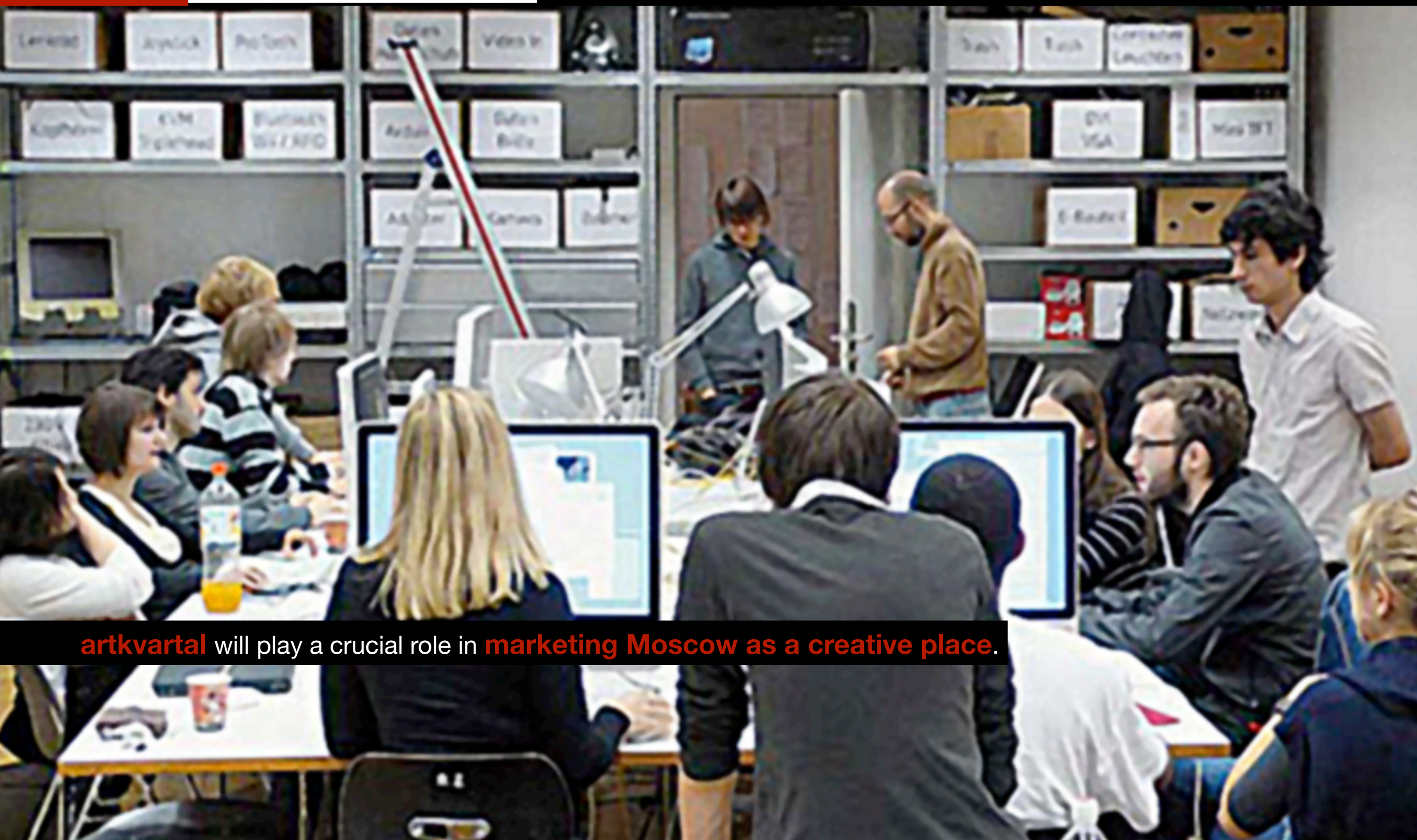
3

: international context

about creative industries



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
engineers software programmers **filmmakers**
scientists
entertainers **super creative core** opinion-makers
artists novelists designers **architects** analysts
poets university professors actors

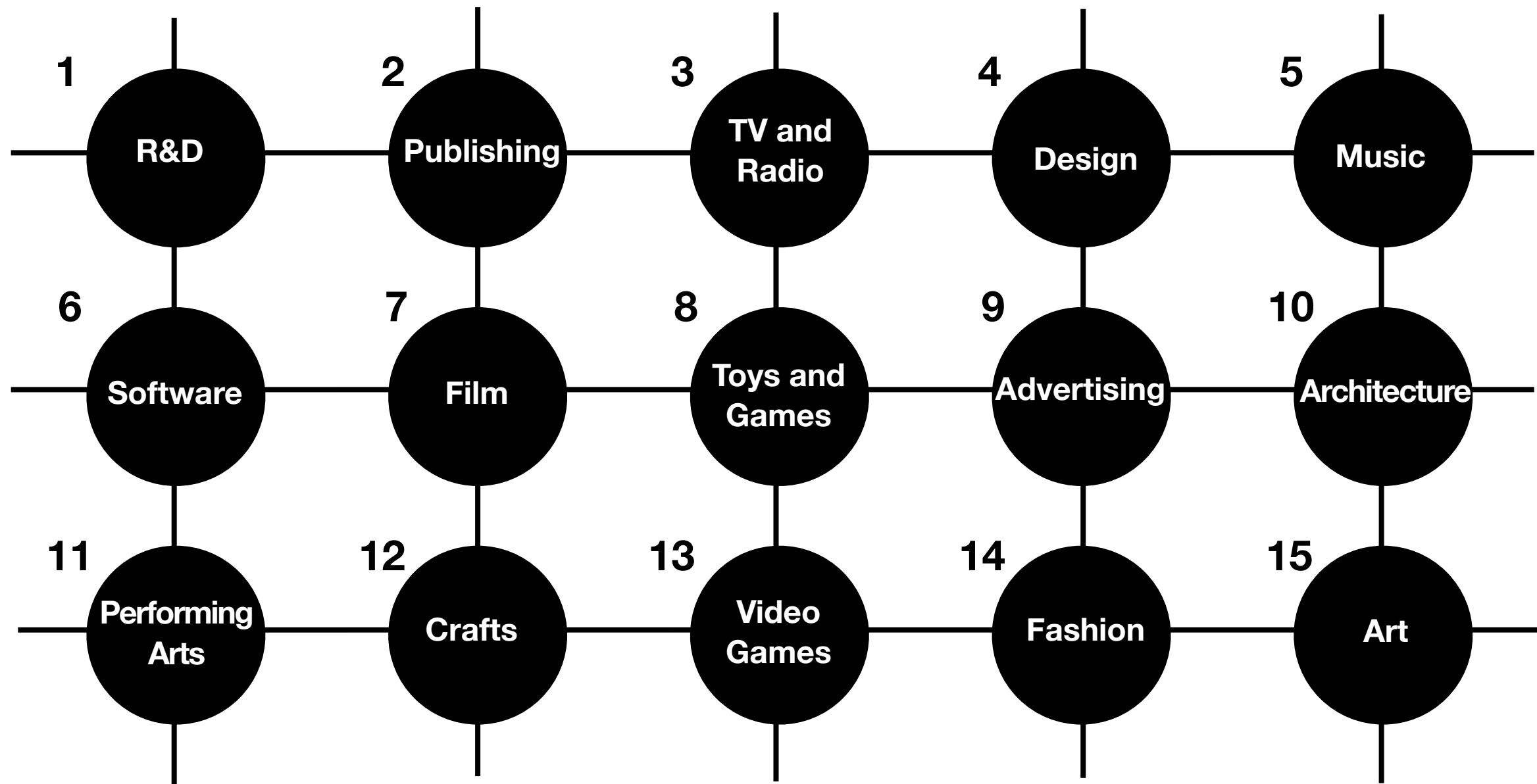
+

financial services high-tech sectors
knowledge-intensive technicians
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.





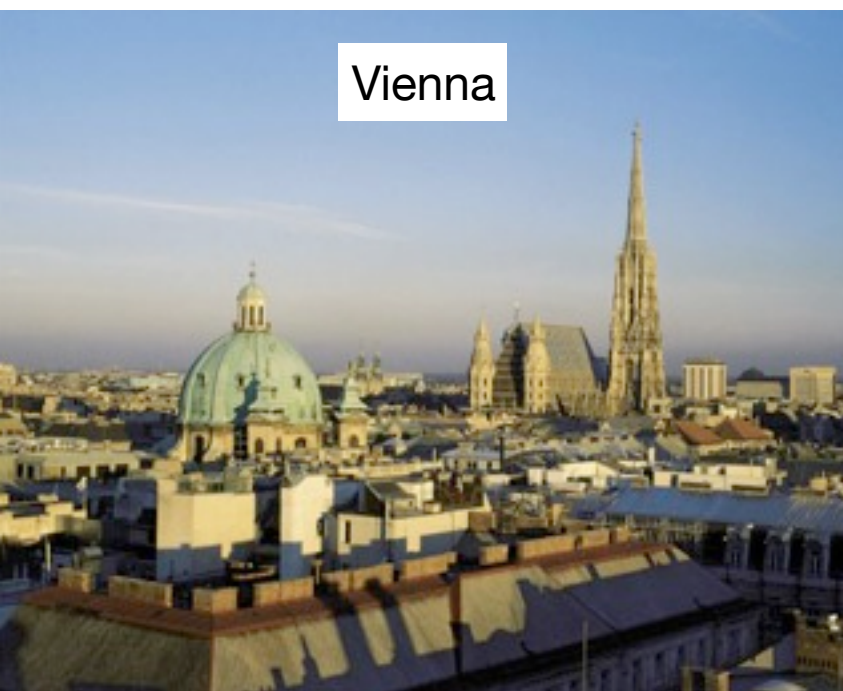
4

: 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**.



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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**.





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strategic goals

Vibrancy

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4.3



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

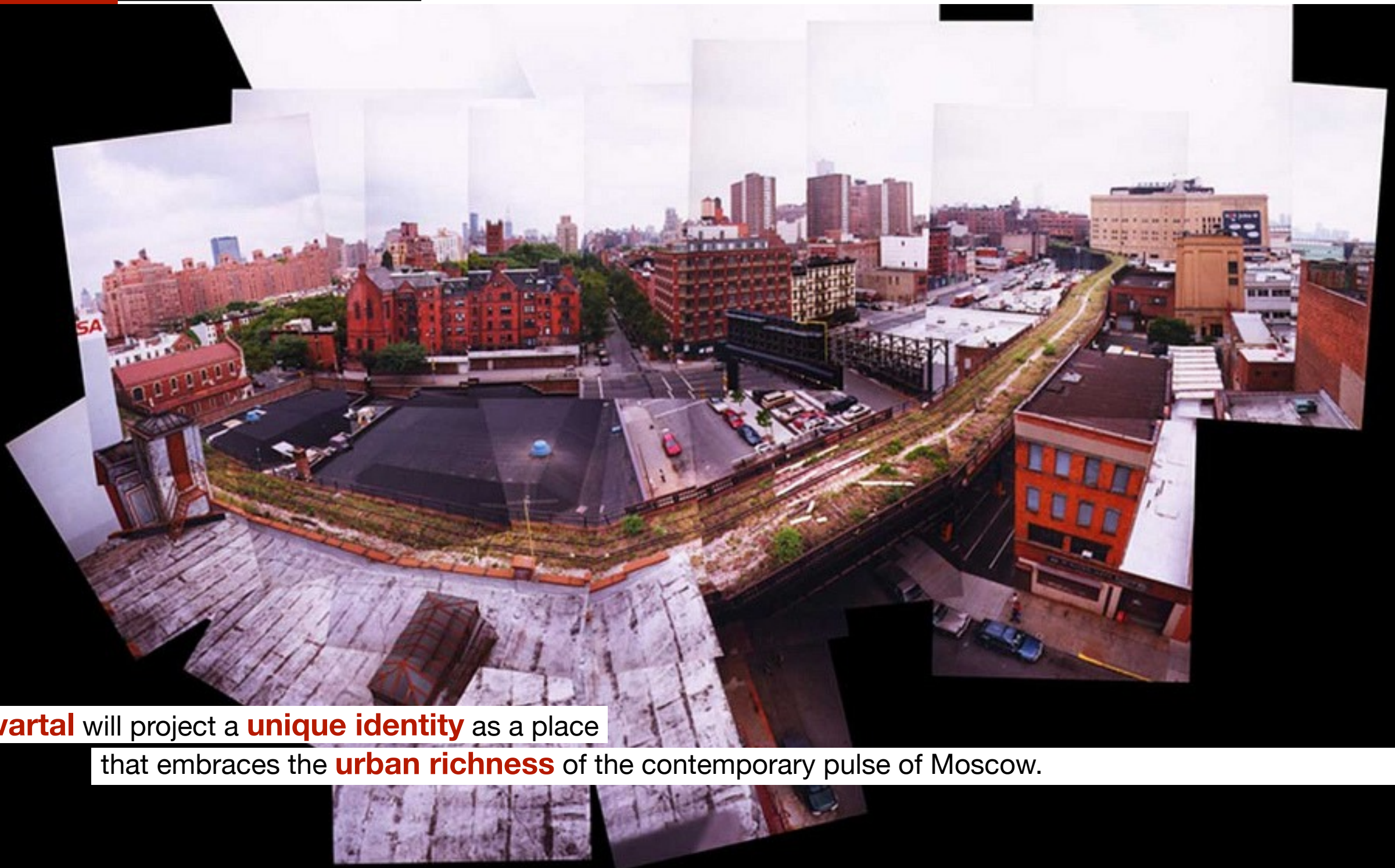
strategic goals

Uniqueness

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4.4



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

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strategic goals

4.5

Gentrification



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.



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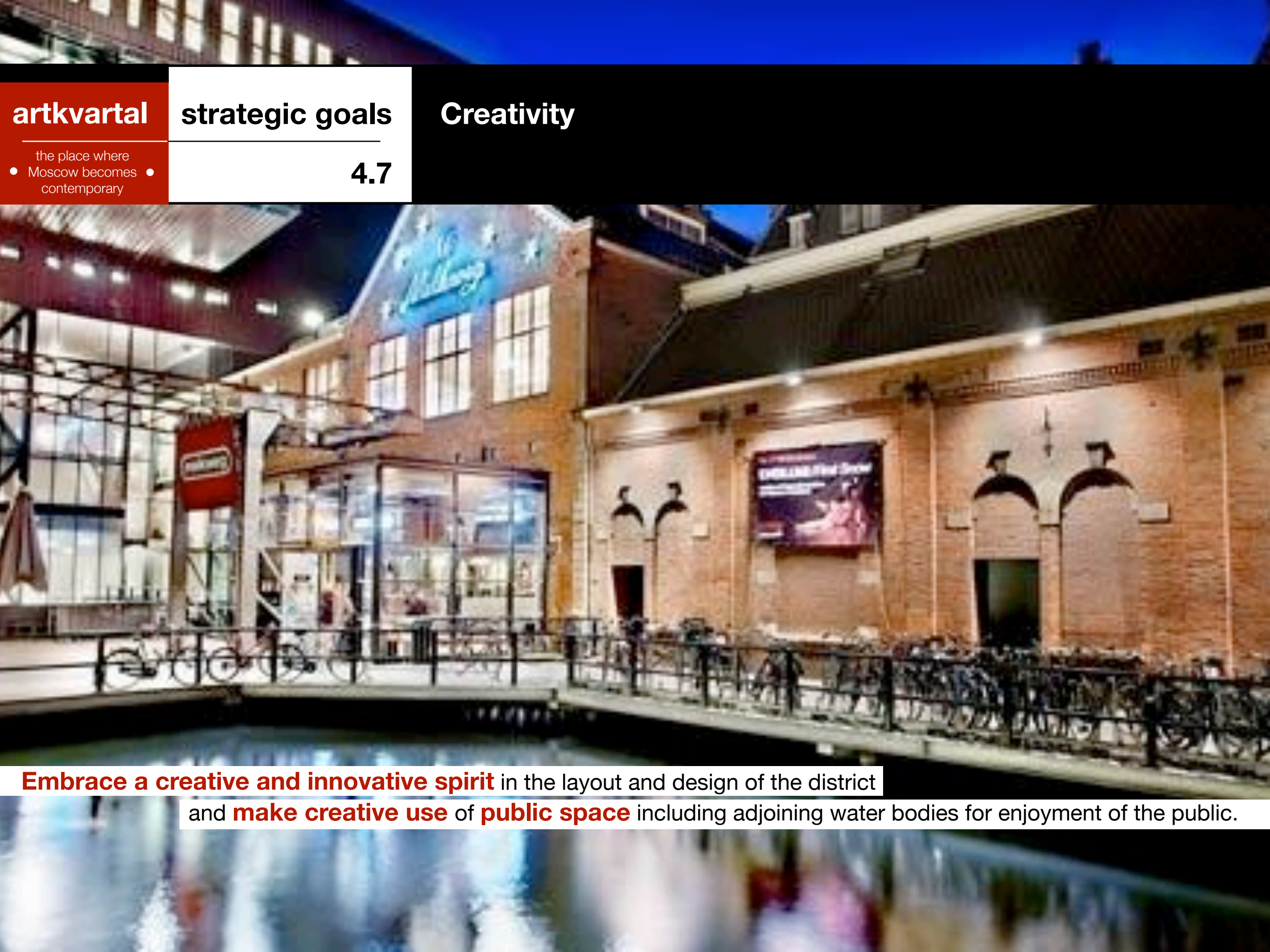
strategic goals

4.6

Attracting international people



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



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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.

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strategic goals

4.8

Accessibility/Connectivity



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.



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strategic goals

4.9

Integration

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:

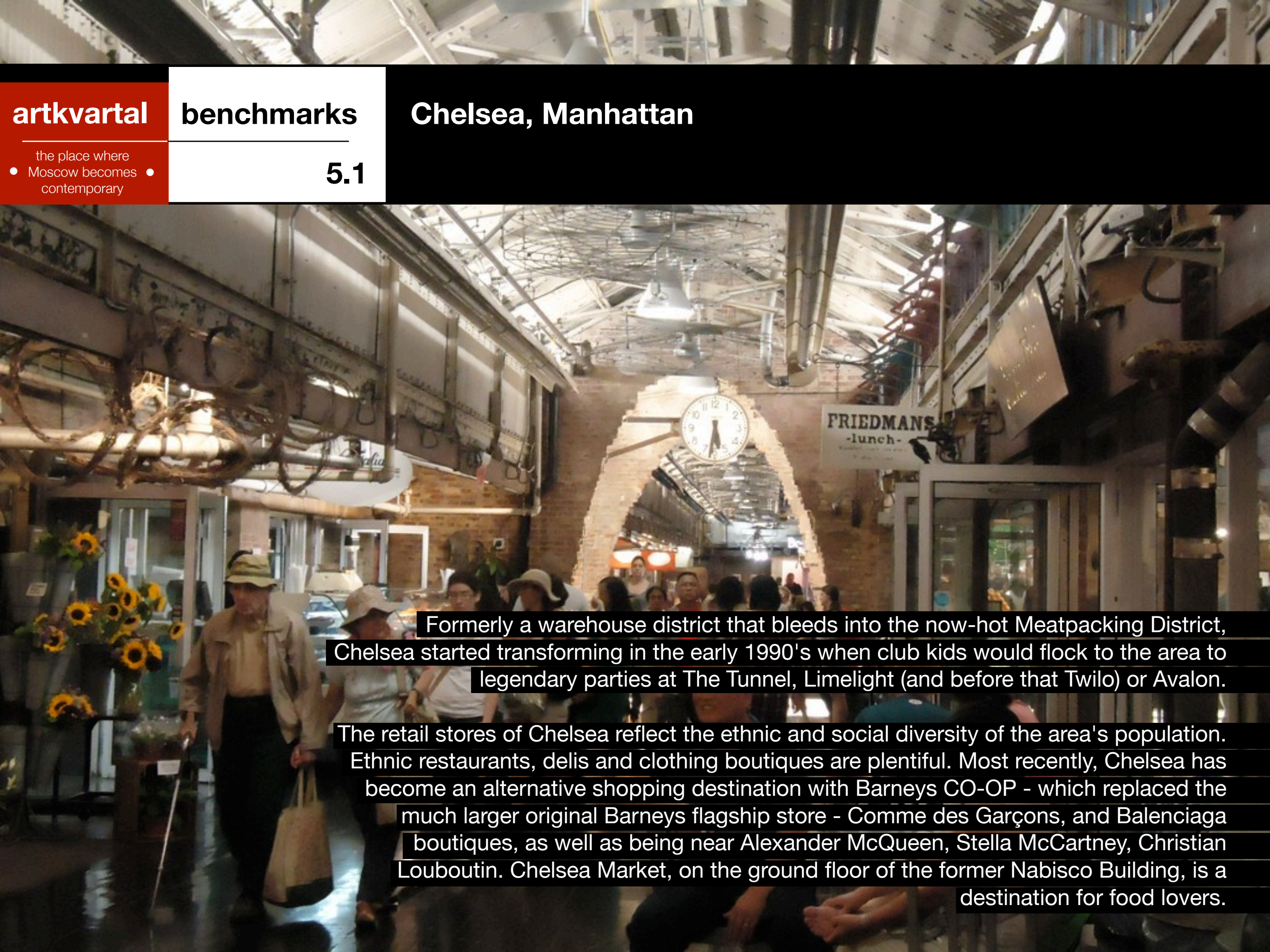
Chelsea stretches from 15th Street to 34th Street) between the Hudson River and Sixth Ave.

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+.



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.

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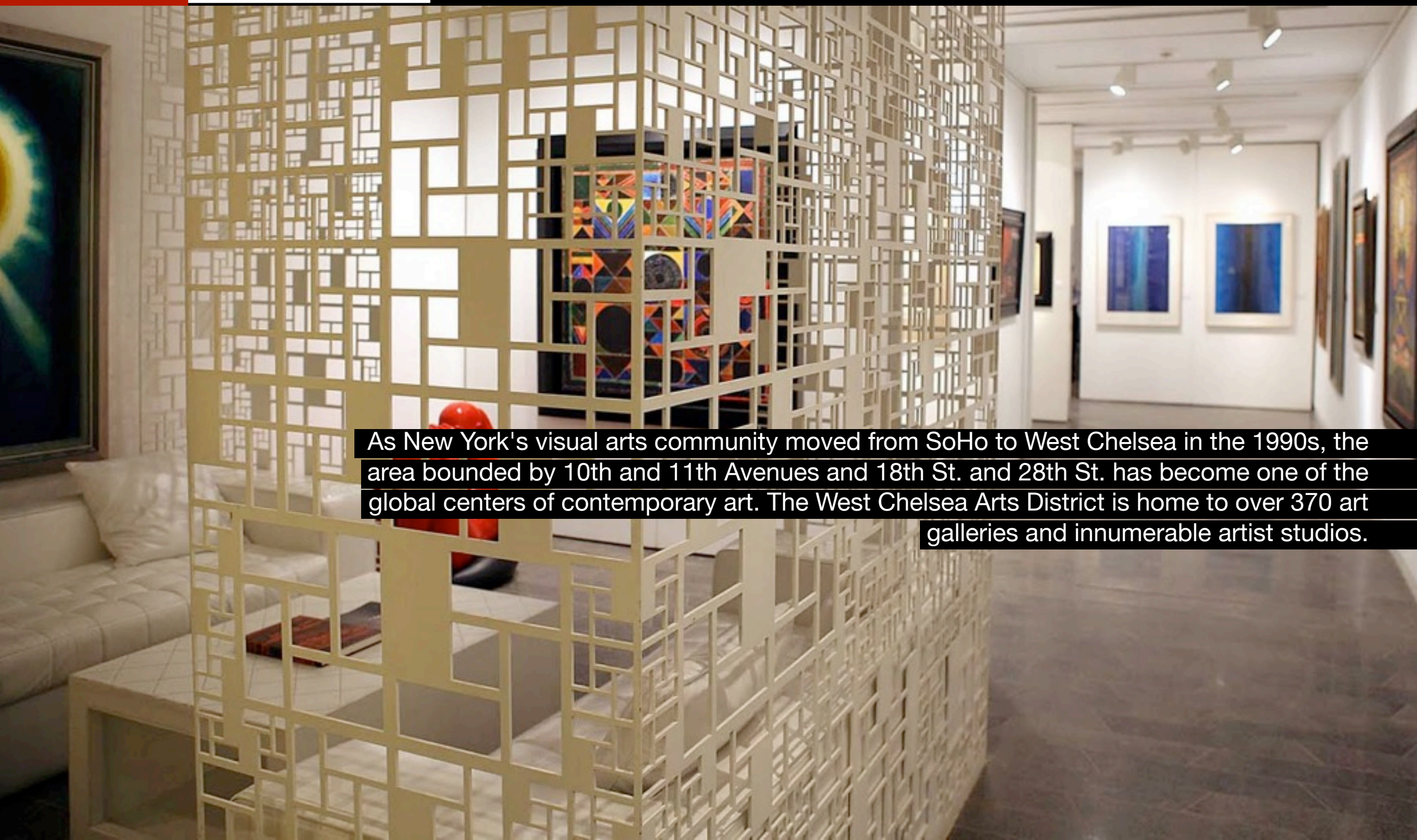
benchmarks

Chelsea, Manhattan

5.1

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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.



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

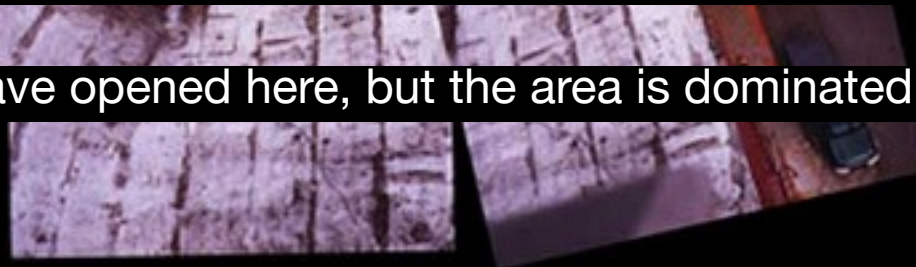
Meatpacking District, Manhattan



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.





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"**

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benchmarks

5.2

Meatpacking District, Manhattan

Vitra Gallery

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benchmarks

5.2

Meatpacking District, Manhattan

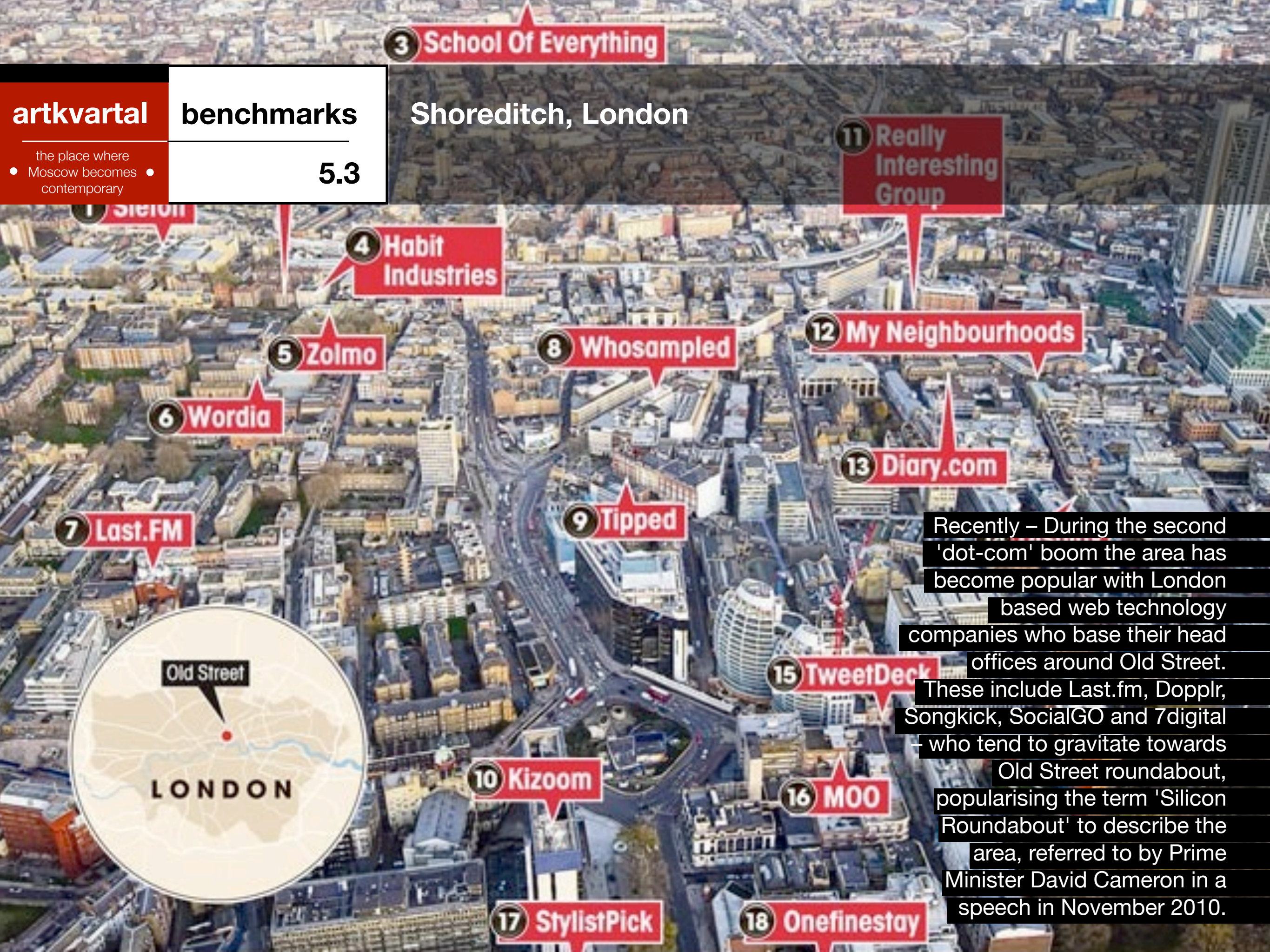




Shoreditch is an area of London within the London Borough of Hackney in England. It is a built-up part of the inner city immediately to the north of the City of London, located 2.5 miles (4.0 km) east-northeast of Charing Cross.

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.



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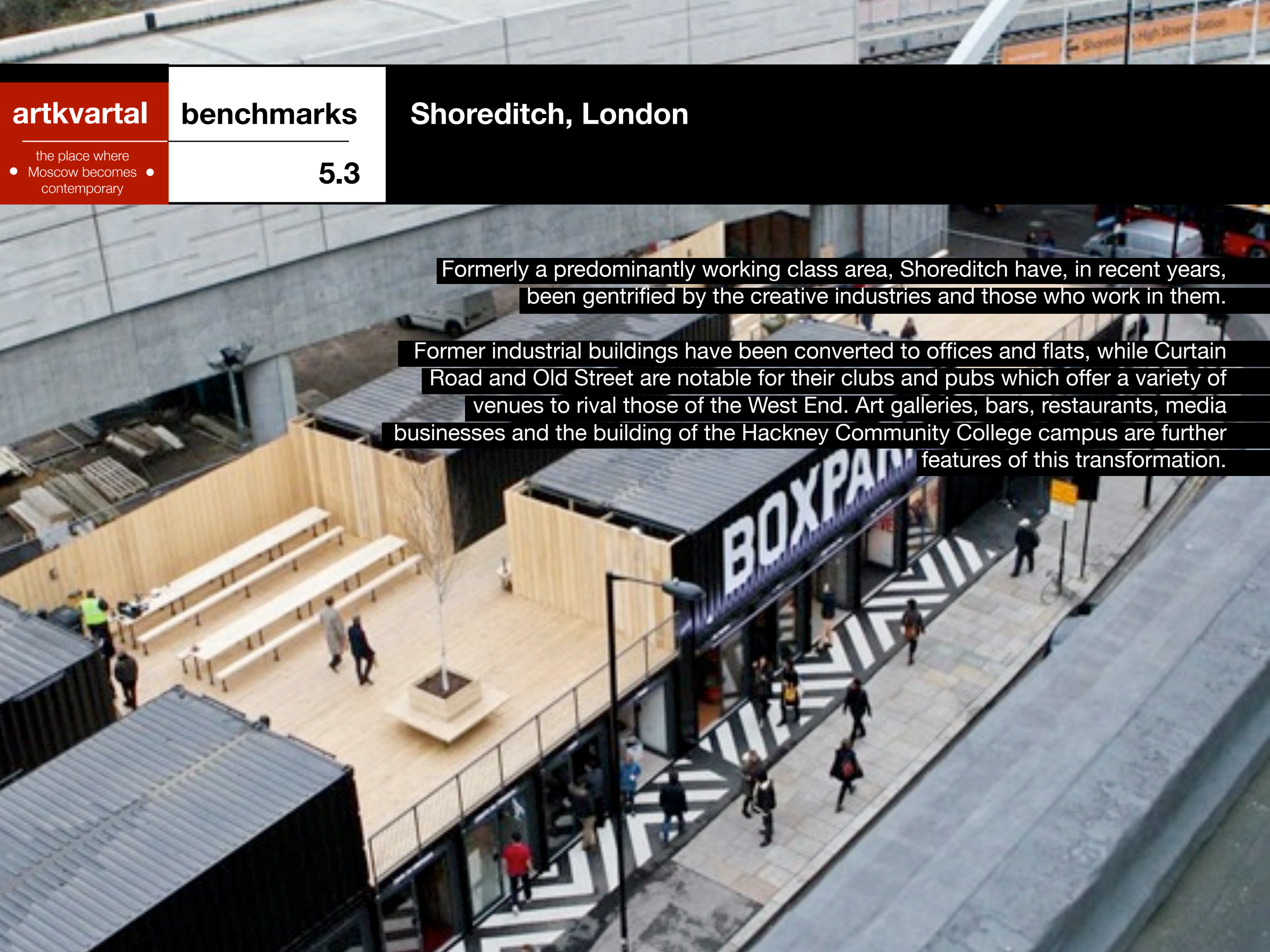
benchmarks

Shoreditch, London

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5.3

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.



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.