REDEVELOPMENT of VDNH TERRITORY

ISOCARP Young Planning Professionals National School
Moscow | Russia | 8th – 13th December 2014
The team

24 participants
11 international from 11 countries
13 Russians: 7 from Moscow, 6 from other Russian cities
The tutors

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GOALS
PROCESS & METHODS
URBAN ANALYSIS
SWOT ANALYSIS
VISIONS
The Task

2014 YEAR OF CHANGE
FOR VDNH ....
A BRIGHT NEW FUTURE?
The Task

What CAN be the future of VDNH?
How can WE help to MAKE IT HAPPEN?

• Understand the site – How does it WORK? What is its’ STRUCTURE? What is heritage? Who USES it? Who OWNS it?
• Explore alternative futures of VDNH – What VDNH can be in 5, 10, 50 YEARS?
• Choose the best scenarios – build a MASTERPLAN
• Propose realistic ways of achieving the best scenario - Who will DO this? What NEEDS to be done? Who PAYS?
How we looked at VDNH?

• Multiple scale levels
  • VDNH in Moscow and Russia
  • VDNH area and neighbourhood
  • VDNH pavilions
• Users’ perspectives
• Different time perspectives
• Future scenarios
How we did it?

1 – Excursion
2 – Lectures
3 – Urban analysis
4 – Stakeholder analysis
5 – SWOT analysis
6 – Visions generation
7 – Scenario selection
8 – Projects development
Excursion
<table>
<thead>
<tr>
<th>Topic</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>HISTORY AND HERITAGE</td>
<td>Pavel Nefedov</td>
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<td></td>
<td>Anna Bronovitskaya, MARHI</td>
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<tr>
<td>PLANNING AND HERITAGE POLICY</td>
<td>Igor Dmitriev, NIIPi Genplana</td>
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<td></td>
<td>Elena Solovieva, NIIPi Genplana</td>
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<td>CURRENT PLANS</td>
<td>Ilya Zentzipper &amp; team</td>
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<td>CYCLING INFRASTRUCTURE</td>
<td>Alexey Sidorov, Yauza Bike Club</td>
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Four groups - Four topics

• Culture and symbolic Soviet heritage
• Spatial structure, public and open spaces
• Environment, water and health
• Economy and infrastructure
Urban analysis

Culture and symbolical Soviet heritage
Urban analysis

Spatial structure, and public and open spaces
Urban analysis

Environment, water and health

Organisations concerning environmental topics

Green-blue network connecting VDNH

Sport facilities
Urban analysis

Economy and infrastructure

Economic spots
Stakeholder analysis

MANAGERS

STATE (FEDERAL)
MOSCOW GOV.
STATE ENTERPRISES
LARGE COMPANIES
SMALL/MEDIUM ENTERPRISES
NGOs
ACTIVISTS
RESIDENTS
TOURISTS

USERS

END USERS

TEAMS
GOALS
PROCESS & METHODS
URBAN ANALYSIS
SWOT ANALYSIS
VISIONS
SWOT analysis
SWOT - Strengths

- Natural features, ecological connections
- Green open space
- Historical (architectural/monumental) and non-material heritage
- Open communication / planning / cooperation
- General agreement on change
- Unique in the world
- Large amount of visitors / users
- Strategic location, close to public transport
- Large territory
- Difference activities, expo experience
- 100% ownership of Gov. of Moscow
SWOT - Weaknesses

- Link with the surroundings (visible, physical, and functional)
- Connectivity and accessibility of different modes of transport
- Inner transportation system
- Large territory with a non/human scale
- Rigidity of spatial structure
- Condition and monumentality of heritage
- Identity / reputation
- Costs of redevelopment
- Seasonality (summer vs. winter uses)
- Legal framework for rent / sale
- Lack of participation
- No clear strategy / aspiration
SWOT - Opportunities

• Unique, new park for Moscow and Russia
• Use of the history of VDNH for enhancement
• Platform for participation
• Showcase of economic development
• Natural connections – Yauza River “green-blue” network
• Space for recreation
• (Historical) transport routes
• Place for flexibility, innovation, creativity, and experiment
• Potential for multi-national projects
SWOT - Threats

- Loss of heritage, losing natural characteristics
- Lack of interest to invest in VDNH
- Too strong investment focus on commercial and mono-functional uses - conflicting interests
- Lack of capacity in transportation
- Too ambitious and too many ideas
- Unrecognized and unknown for the broader public
- “Being stuck in the past”
- Citizens not involved in the process
- Ghost buildings – further abandonment
SWOT analysis

**STRENGTHS**
- Natural features, ecological connections
- Green open space
- Historical (architectural/monumental)
- Mental heritage
- Unique in the world
- Large amount of visitors/users
- Location, close to public transport
- Difference activities, expo experience

**OPPORTUNITIES**
- Unique, new park for Moscow and Russia
- Use of the history for enhancement
- Platform for participation
- Economic development
- Natural connections, recreation
- Place for innovation, creativity, and experiment
- Multi-national projects

**WEAKNESSES**
- Link with surroundings (visible, physical, and functional)
- Connectivity and accessibility of different modes of transport
- Large territory with a non-human scale
- Rigidity of spatial structure
- Condition of heritage
- Seasonality
- Legal framework for rent/sale
- Lack of participation
- No clear strategy/aspiration

**THREATS**
- Loss of heritage, natural characteristics
- Lack of investment interest
- Investment focus commercial and mono-functional
- Lack of capacity in transportation
- Too ambitious and too many ideas
- Conflicting interest
- Being stuck in the past
- Citizens not involved
ANALYSIS IS GOOD FOR UNDERSTANDING
BUT IT IS NOT A VISION

Vision depends on your ambitions.
Define your goals for the future,
and look for spatial strategies that serve your goals.
We work hard
Scenario selection

- Historical conservation
- New development / construction
- Smart technologies/ innovation
- Layering the past-present-future
- Self-sufficiency
- Playground (Urban, Social)
- Autonomy
- Recreation, entertainment, sports
- Showcase and “propaganda”
- “Mirror of today”
- Ecology / green engineering
- “High” culture
- Empty space for ideas
- Time travel – the New Utopia
Scenario selection

Voting

- Heritage and more
- Fun place (Recreation)
- Technology
- Autonomy (Tranquillity)
- Trial & error (Laboratory)
- Back to nature
HERITAGE PRESERVATION

Open-ended storytelling

Amira Ahmad, Dmitry Boiko, Chi Hsiao, Anastasiia Klyputenko, Peter Njue, Mohamad Abdallah Ramadan, Oxana Veselkova, Morteza Yaghoubkhani, Maria Zakharova
What is VDNKh heritage?

**Exhibition**
- 1925
- 1933
- 1986
- 2010

**Architecture**
- 1925
- 1933
- 1967
- 1986
- 2010

**Technology**
- 1920
- 1946
- 1954
- 1961
- 2010
Strategy

SEED FUNDING

RENOVATIONS

EDUCATION HUB

ADAPTIVE RE-USE

MIXED-USE DEVELOPMENT

NEW BUILDINGS

RESEARCH AND DEVELOPMENT
Main Pavilion

- VDNH in Context
- Strategy
- Masterplan

- Worldwide Heritage Research
- Open Heritage Lab
- Informational Center
LIVING LABORATORY

VDNKH an urban interface for innovation

Sarah Brennan, Gizem Caner, Marina Dubova, Noel Sampson-Ortega, Yelena Tyo, Nataliya Volkova, Andrey Yelbayev
Context

Inspiration
Experiment
Testing

Universities
Ideas

Exhibiting

Knowledge Network

VDNH IN CONTEXT

VISION

STRATEGY

PAVILIONS
Strategy: Management Model

New Management Model = More Creative Implementation
Strategy: Finance Model

- **Seed capital**
  - Public/Private Partnership
  - 10%

- **Investments**
  - Start-ups
  - R&D

- **Returns**
  - Profitable activities
  - Entrepreneurs
  - Experimentation
  - Arts

- **Shares**
Pavilions
Room for experimentation
...TRANQUILITY IN MOSCOW ...

Escaping the busy city & uncovering by discovering

Evgeniya Belashova, Timur Kadyrov, Zofia Krzykawska, Farid Latroch, Maria Luchnikova, Kseniia Mezenina, Anna Nagornaya, Wouter Pocornie
Vision (atmosphere | principles)

VISION

MASTERPLAN

VDNH IN CONTEXT

STRATEGY

PAVILIONS

ESCAPE FROM THE BUSY CITY

[NO] TIME...

Moscowites are exhorted in VDNH

16 May 2001

Moscowites are exhorted in VDNH. There is something to remember and through interactive educational programmes they can learn about Moscow's major achievements, such as space exploration.

UNCOVERING=
DISCOVERING

MAGIC!? >50%

LANDSCAPE

28,000,000 VISITORS/year

source: www.vnexpo.ru

OTHER WAYS OF LIVING

TEMPO...
Masterplan (zoning)
Masterplan

VDNH IN CONTEXT
VISION
MASTERPLAN
PAVILIONS
STRATEGY
Strategy

**PHASE: PROTOTYPE**
- 2 years (2014-2016)
- Short
- Main goal: VISIBILITY

![Prototype phase](image)

**PHASE: DEVELOPING**
- 10 years (2016-2026)
- Mid
- Main goal: PROFITABILITY

![Developing phase](image)

**PHASE: LONGEVITY**
- 20+ years (2016-2026)
- Long
- Main goal: WELFARE

![Longevity phase](image)

**VISION**

- Moscow Urban Forum

**MASTERPLAN**

- Source: Gephi software

**PAVILIONS**

- Companies and organizations

**STRATEGY**

- VDNH in context

- Innovation technologies

- Eco-life / Eco-tourism

- Transportation

![Strategy sections](image)
WE DO BELIEVE THAT IMPLEMENTING ALL THE ELEMENTS OF OUR STRATEGY WILL ADD VALUE TO THE FUTURE OF VDNH / MOSCOW

Thank you for your attention, hospitality, your sharing, this opportunity, and the overall experience.