



**ISOCARP**  
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# Redeveloping the Moscow Exhibition Center (VDNH)



**Finding strategies to combine  
heritage and development in  
Moscow context**

**ISOCARP YPP's National Workshop  
Moscow | Russia | 2014**



Marjo van Lierop and  
Lukasz Pancewicz (Eds.)

March 2015



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# Summary

The following report brings together the results of the ISOCARP YPP National Workshop 2014 in Moscow. This year's workshop focused on the redevelopment of the VDNH area, the former all-Russian industrial exhibition site. Recent transfer of the ownership to the Moscow municipality offered a good chance to reconsider future scenarios for the site.

The workshop focused on two major aspects. The first aspect referred to reusing the large expo site, and finding strategies to embed the site into the larger development plans of the Moscow metropolitan area. The future plans of improving Moscow's public spaces and quality of life were considered as a context for the site's design. The second aspect concerned reusing and preserving the Soviet heritage. VDNH holds a unique collection of architectural artefacts of various periods of USSR history in a large masterplanned setting. The challenge was to devise methods to protect the heritage of the former State and its culture as it forms an important part of modern Russia's history.

The YPP National Workshop brought a unique opportunity for the participants to engage in an interdisciplinary assignment on an unparalleled real life planning problem. Within an intense four day workshop, participants came up with solutions in cooperation with fellow young planning professionals from all over the world. This year 24 participants from 13 countries, including 13 young Russian partners took part in this challenge. The key idea of the YPP workshop, is to provide an opportunity for young planners to work and exchange experience and perspectives with each other.

The participants started working in groups analysing and assessing the site on different thematic topics. The first introduction to VDNH was done through an organized site visit. A series of lectures on key topics, by Mr. I. Dimitriev and Ms. E. Solovieva from NIPI Gensplana, professor A. Bronovitskaya of Moscow School of Architecture (MArchI), Pavel Nefedov, and Ilya Zentzipper with his team. This allowed participants to quickly gather understanding of the site, its history, heritage, and context. Participants prepared a comprehensive analysis that explored various aspects of the site: the Soviet cultural heritage, the structure of the site and its uses, environmental and health issues, and the economic aspects of the site. An additional assessment explored users and different stakeholders, their perspectives, and possible development strategies. The teams then summarised the findings in a SWOT analysis before moving into concept development.

One of the most important elements of the exercise was to formulate visions for the site. The participants developed a series of visions which were 'out of the box' ideas to stimulate creative thinking, and comprehended main ideas, principles, spatial measures, and users and beneficiaries. These visions defined the leading strategic goals, which later evolved into three following major scenarios for the site.

**Heritage Preservation** – a strategy that capitalizes on the current heritage of VDNH. The main concept is to preserve the continuity of VDNH heritage, and turn it into one of the key assets. The strategy explores various strategies of preserving the unique history of the site through a number of potential solutions such as adaptive re-use, seed funding, a bid to receive the recognition of UNESCO, or research on Soviet/Modernist architecture or seed funding. Universities and research institutes are invited to use the site as a dynamic hub of architectural preservation.

**Living Laboratory** – in this scenario VDNH stays true to its original purpose as an urban test-bed for new technologies, and an exhibition site for innovation. The special character of the site, the 'urban enclave' allows it to become a safe space for urban prototyping and experiment. For Muscovites, the whole site can become an urban playground. The urban proposal includes a funding scheme aimed to support the growth of new innovative activities.

**Tranquillity in Moscow** – VDNH builds a name by offering a place of rest and relaxation from the stressful and busy life of Moscow. The former expo is rebranded into an area that allows various forms of taking a break from city life. It offers Muscovites an opportunity to slow down, and to enjoy time for oneself. The strategy utilizes the assets of VDNH, its landscapes and unique environment. The pavilions become places for discovering historical aspects of the site as well as new ideas on alternative and sustainable living.



# Краткий отчет

Данный отчет представляет результаты Национальной школы молодых планировщиков ISOCARP 2014 в Москве. Школа была посвящена переосмыслению территории ВДНХ, бывшей Всероссийской выставки достижений народного хозяйства. Недавняя передача прав собственности правительству Москвы стала хорошей возможностью пересмотреть сценарии использования этой территории.

Внимание школы было сосредоточено на двух главных аспектах. Первый относился к поиску стратегии включения обширных выставочных территорий в глобальные планы развития Московской агломерации. Территориальные проекты рассматривались в контексте перспективных планов по улучшению общественных пространств и качества жизни в Москве. Второй аспект коснулся сохранения и современного использования советского наследия. На территории ВДНХ находится обширная коллекция архитектурных артефактов, созданных в различные эпохи советской истории, в рамках впечатляющего по размаху генерального плана. Проблема состояла в том, чтобы разработать методы охраны культурного наследия этого бывшего «государства», поскольку оно является важной частью истории современной России.

Национальная школа молодых планировщиков дала уникальную возможность для поиска решения междисциплинарной задачи в условиях столкновения с проблемами реальной жизни. Ключевая идея школы - предоставить возможность молодым планировщикам работать и обмениваться опытом и идеями

друг с другом. В рамках интенсивного четырехдневного семинара были выработаны предложения, ставшие результатом сотрудничества молодых профессионалов в сфере городского планирования со всего мира. В поисках идей для развития ВДНХ в этом году приняли участие 24 человека из 13 стран, включая 13 молодых специалистов из России.

Школа стартовала групповой работой участников над анализом и оценкой территории проекта по различным критериям. Первое знакомство с ВДНХ прошло в форме организованной экскурсии. Серия лекций по ключевым темам, проведенная специалистами НИиПИ Генплана Москвы И. Дмитриевым и Е. Соловьевой, доцентом Московского архитектурного института (МАрХИ) А. Бронувицкой, автором путеводителя по ВДНХ Павлом Нефедовым и авторами концепции развития ВДНХ Ильей Ценциппером и Юрием Сапрыкиным, позволила участникам понять специфику истории, культурного наследия и контекста данного места. Участники подготовили всесторонний анализ, который включал изучение различных аспектов: советского культурного наследия, структуры территории и особенностей ее использования, проблем состояния окружающей среды и субъектов современной экономики ВДНХ. Дополнительно была проведена оценка потенциальных пользователей и различных заинтересованных сторон, перспективы и возможные стратегии развития. Прежде чем приступить к разработке концепций, команды суммировали результаты в SWOT-анализе территории.

Одним из самых важных элементов проекта была необходимость сформулировать видение места - всестороннюю концепцию, демонстрирующую, чем ВДНХ может стать в краткой и долгосрочной перспективе и каким образом это место может позиционировать себя в городском пространстве как по отношению к непосредственному окружению, так и в общей структуре Москвы и Московской агломерации. Во время творческой сессии участники разработали серию идей, которые выявили основные стратегические цели. Эти цели позже развились в три главных сценария места.

Три сценария включали:

**Наследие, открытая история** – это стратегия, которая опирается на преимущества существующего культурного наследия ВДНХ. Главная идея состоит в сохранении целостности наследия и превращении его в один из ключевых активов. Стратегия позволяет исследовать различные пути сохранения уникальной истории места при помощи множества потенциальных решений, таких как адаптивное повторное использование, финансирование проектов на раннем этапе, попытка получить признание ЮНЕСКО или исследовательская деятельность в области архитектуры Советского модернизма. Университеты и научно-исследовательские институты приглашаются к использованию территории в качестве открытой лаборатории по сохранению архитектурного наследия.

**Живая лаборатория** – в этом сценарии ВДНХ остается верной своему первоначальному назначению – городского испытательного полигона для новых технологий и места демонстрации инноваций. Особенный характер места, «городской анклав», позволяет ему стать безопасным пространством для городских экспериментов и тестирования прототипов. Вся территория может стать городской экспериментальной площадкой для москвичей. Предложение для города, включая схему финансирования ранней стадии проектов, ставит своей целью поддержать рост активности в сфере инноваций.

**Спокойствие в Москве** – согласно этому сценарию, ВДНХ позиционирует себя, предлагая место отдыха и релаксации от напряженной и полной стрессов жизни в Москве. Прежняя выставочная территория запускает себя под новым брендом, открывая различные способы «сделать перерыв» в городской жизни. Стратегия предлагает москвичам возможность замедлиться и найти время для себя, используя активы ВДНХ, его пейзажи и уникальную окружающую среду. Павильоны становятся местами для изучения исторических аспектов территории, а также новых идей об альтернативной и экологически-устойчивой жизни.

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# 1

# ISOCARP and YPP's Workshops





# ISOCARP and YPP's Workshops

## ISOCARP

The International Society of City and Regional Planners (ISOCARP) is a global association of experienced professional planners. It was founded in 1965 in a bid to bring together recognised and highly-qualified planners in an international network.

The ISOCARP network brings together individual and institutional members from more than 80 countries worldwide. Members are planners and other stakeholders involved in the development and maintenance of the built environment. Although ISOCARP members work in many different fields, they share a common interest in the spatial and environmental dimensions of urbanisation. They advise key decision-makers, and propose and support projects for intervention in a spatial context through general or specific actions.

The objectives of ISOCARP include the improvement of planning practice through the creation of a global and active network of practitioners. ISOCARP encourages the exchange of professional knowledge between planners, promotes the planning profession in all its forms, stimulates and improves planning research, training and education, and enhances public awareness and understanding of major planning issues at a global level. The main tools of ISOCARP are the yearly congresses, symposia, workshops, and publications.

## YPP workshop as a part of ISOCARP activities

The Young Planning Professionals Program (YPP) was initiated in 1991 in order to provide unique opportunities to YPPs to share their knowledge, skills, and experiences in an attempt to resolve complex and multi-dimensional planning issues. Since then, the YPP Program has become a crucial component of the ISOCARP's dedication to promotion and enhancement of the planning profession. The objective is to provide emerging professionals with an opportunity to work in a multicultural setting and share their experiences.

The first Young Planning Professionals' workshop took place at the 26th ISOCARP congress in Guadalajara, Mexico (1991). Since then, senior members of ISOCARP have happily - and at times perhaps a little enviously - observed the competition for admission to the workshop, the creative spirit of the workshop itself, and the enthusiastic response of the participants. The YPP workshop has become a source of meaningful debate, new ideas, and rejuvenation for the society. It is now not only a unique opportunity for young planning professionals and post-graduate students from around the world to meet and exchange technical and scientific knowledge, but also a basis for making life-long friends.

## Nature of the YPP workshop

The Young Planning Professional workshop has its own specific theme related to a specific area and/or project. Our young colleagues work on real-life planning problems in the host city in a YPP workshops bringing together young planners from all parts of the world. The workshops are brief, but very intense, and resemble what is commonly known as 'charrettes'. They contain brainstorming, planning, and design exercises on areas defined by the local authority or university departments. The host local authority or planning agency usually welcomes the fresh ideas that arise from the workshops. Sometimes these ideas and inputs have even been used as inputs in their own strategies for the study area.

The workshop seeks to establish solid working relationships between young planning professionals by working together to seek final findings and results in a very short period of time. These types of workshops aim to strengthen professional abilities of young planners. Over a concentrated period of three or four days, the YPPs work in closely-knit international teams, exchange ideas and learn from each other. The workshop, thus, provides, a synergetic platform where new ideas and creative solutions to complex and multifaceted urban issues are produced. The tangible results are then presented, and published in a workshop report. The intangible ones, however, stay in the hearts and minds of the participating YPPs.

## National YPP workshops

In 2011, ISOCARP decided to expand the Young Planning Professionals program and look for opportunities to partner with various organizations and entities around the world in order to develop new types of activities within the program. These include the National (meaning – focused on YPPs coming from one country) and Regional (meaning – focused on YPPs coming from the particular region of the world) formats which can be co-organized by various local partners, constituting the Local Organizing Committee (referred to as LOC). The partners may include: national or regional planning associations, universities, municipalities and other types of state, regional and local authorities. The first programs of this type were organized for Russian YPPs and the following ones were developed for Chinese colleagues. Also, the special project-related workshop was organized within the framework of EU-financed SUSREG project.

Participants are in general young planners with a similar cultural or educational background. The workshops are intended for countries and regions where planning systems, education and practice are less developed, undergo major changes, or require development of new approaches. Nevertheless, this concept also provides opportunities in highly developed countries, where young planners are in need of broadening their professional scope, and are willing to gain new experiences coming from working with foreign tutors. Additionally, the workshop gives young planners a chance to develop a mutual understanding and to join in solving one of the planning problems associated with the given topic agreed with the host partner.

The specific topic of the workshop is defined and agreed by the Local Organizing Committee and ISOCARP in order to fulfil in the best possible ways the aims of the program. On the other hand, the workshop results should serve the host organization in defining possible solutions of the given planning problem or issue on which the workshop theme is based. The topics for the National or Regional YPP workshops tend to be more specific, and focus on particular settings. Therefore, the workshops have a more practical approach, and often comprehend design oriented approaches, especially urban design. The workshop is organized as a charrette by two to three international supervisors with extensive experience. This set-up enables fresh ideas which can be beneficial in 'traditional' planning communities. Modern planning skills and knowledge can be promoted in underprivileged regions or countries, while the workshop also provides a 'safe' environment for discussing non-traditional approaches to old planning problems.

The YPP National and Regional workshops concluded in a public presentation, and a report of the outcomes. The results become integrated in the annual ISOCARP congress, and made available (in a form of stage presentation, exhibition, website and CD ROM publication) both to congress delegates and in general to all interested members of the society.



# 2

## ISOCARP YPP's National Workshop Moscow 2014





# ISOCARP YPP's National Workshop Moscow 2014

In 2014, VDNH changed management. Does this mean room for a bright future?

This year's Young Planning Professional National Workshop focused on one of the major open spaces in Moscow: VDNH (rus. ВДНХ - Выставка Достижений Народного Хозяйства) - the underutilized 237.5 ha site of the State industrial exhibition. Today, this former expo ground faces the next turning point in its history. After years of neglect that followed the privatisation of the nineties, the President of the

Russian Federation transferred the majority of the ownership rights to the Moscow Government, and assigned funding for the task. The Mayor of Moscow is entrusted with the task to improve the site's condition. At present the main role of the area is to provide open space in a busy metropolis. VDNH acts as a regional park, serving almost a quarter of Moscow's area. With Moscow's growing ambitions to be a global city, it aims to increase the quality of living. To improve the living conditions for residents and the image of Moscow, authorities see radical improvements to the public spaces, including urban parks, as a solution.



VDNH is not just another park. Since its inception, VDNH acted as a giant expo, a Russian Futurama, a large 'city in a city', a communist dreamland showcasing the social and economic advances of the USSR to its citizens and to the World. Major leaps forward of the State were marked by the subsequent changes in the area ground: the collectivization of farming by the sovhoz and kolkhoz system, the Soviet entry into 1937 Paris World Fair, the post-War rebuilding and industrialisation, the Cold War challenge to the West and the Space Race, and the 1967 Montreal Expo. In a way, it has always been a place of chasing the future, embodying the living utopia. VDNH also played an important role in binding the Soviet States by creating pavilions of the republics and regions – presenting the cultures assimilated under the banner of the USSR. Regardless of its ideological meaning, the pavilions memorise the periods of history of architecture spanning from early vernacular, Stalinist Socialist Realism to high Modernism. With the collapse of the Soviet Union, the site's symbolism, histories, iconography and architecture lost their meaning becoming a relic of the former epoch, slowly drifting into irrelevance or left to be forgotten. The challenge of preserving the uniqueness of VDNH lies not merely in finding the concept for the preservation of the site's history but also finding ways to finance the functioning of such a large park.



The change of ownership, and opening the debate on the future of VDNH offered an excellent chance to discuss two important and actual urban topics:

1. What are the strategies of reusing the underused sites given that VDNH has lost its primary function as a State exhibition and world expo site? Still, the site has significant symbolic value and forms a part of the nation's modern history. Despite the negative odds and periods of mismanagement, VDNH managed to attract new uses and transformed into an actively used urban open space. Yet, the question remains what the long term future of the site, and its urban form and functionality will look like.

2. The second topic is, how to successfully engage in a delicate dialogue on VDNH's contentious urban heritage? VDNH holds unique historical and architectural values as it is a masterplanned area filled with artefacts of various architectural styles. VDNH is also one of the few places that give a glimpse of the former Soviet grandeur. The area acts as a museum of cultural and historical memory. Yet, this modern heritage of social realism or modernism rarely manages to attract widespread interest. The history of the site is also not neutral as it displays the forced Stalinist modernisation. This was a period of rapid economic development paved with the suffering of many former USSR citizens. Therefore, the challenge was two-fold: how to preserve and give new functionality to historic structures and secondly how to engage with the complex symbolic history of the site.

# Aim

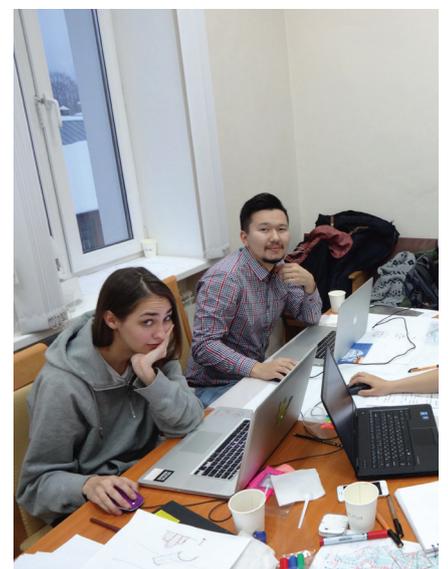
The aim of the workshop was to put the participants in a position of decision makers and give them the chance to build a realistic strategy for the development of VDNH for the long term future. During the workshop participants were invited to use various tested planning methods which would help them to move from analysis to preliminary visions and ideas into final proposals with realistic steps to achieve them. The participants moved from learning about the context through analysing strengths and weaknesses, to setting up aims, building and evaluating alternative scenarios, to selecting the final options.

The participants were asked to include the following questions from the very beginning of the design process:

- How to balance the needs for heritage protection and the demand for economic development of the area?
- Which role can VDNH fulfil for Moscow? Does Moscow need a new park, a recreational area, or an expo site and how can VDNH fit in?
- Who are the current and future users of VDNH? Will the area be supported by residents of the surrounding areas, Muscovites, or will it have a wider outreach? Will VDNH be run by a public or private organisation? Are there any businesses that can support VDNH without compromising its unique character and heritage?
- Who will pay for the development and management of VDNH, and how? How can future development and heritage conservation be financed? And what are the options beyond public funding to raise money for the upkeep of VDNH?

Even though the workshop format, due to limited time and character, did not allow for detailed elaboration of all these questions, the main idea was to challenge the participants to think about VDNH in terms of its larger and interconnected system of spatial and economic relationships. These relationships of VDNH were considered in connection with the roles of different actors and available resources. The participants were also asked to think in various scales – from the metropolitan to the actual site.

The workshop created an opportunity to take part in actual and ongoing discussions on the future of the VDNH site. Successful redevelopment of the area can play an important role in the development of Moscow – by providing an unique heritage park and much needed open space.



# Cooperation

The ISOCARP YPP's 2014 National Workshop was part of the fourth annual Moscow Urban Forum. The Moscow Urban Forum is organized annually by the City Government and is one of the major events concerning planning related issues in Russia's capital. The results of the workshop were presented as part of the Moscow Urban Forum Festival on the 13th of May 2014 in Manege Hall.

The workshop was jointly prepared by the International Society of the City and Regional Planners (ISOCARP), the organizers of the Moscow Urban Forum (MUF) and Russian Urban Planners Association / Объединение разработчиков градостроительной документации (RUPA). The event was prepared in close collaboration and with help and support from the VDNH management company (ОАО "ВДНХ").

We wish to thank Maria Semeenko and Alena Masterova from Moscow Urban Forum, Elizaveta Narumova from VDNH Company, Matej Niksic of the Urban Planning Institute of the Republic of Slovenia for their extensive help.



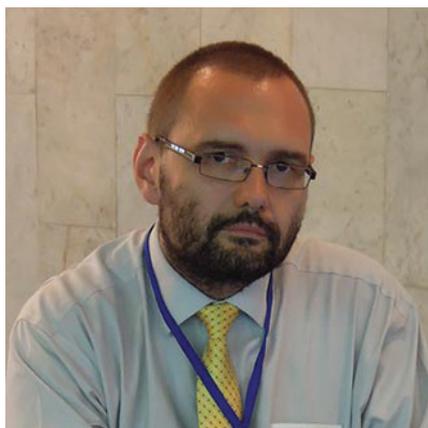
# The team



This was the team of the ISOCARP YPP's National Workshop Moscow 2014. In total 24 participants of which thirteen were based in Russia. Seven participants are living in the Moscow region, and six come from other cities across Russia. Eleven participants from eleven other countries gave this year's National Workshop its' international character.

The team was supported by four tutors from three different countries. The tutors coordinated the workshop, through organisation of the venue, work schedule, process and methodology, and assisted the participants with their work.

# The tutors



**Piotr Lorens**

ISOCARP Young Planning Professionals Vice-President

Piotr Lorens - PhD, DSc., and urban planner. Since 2007, Piotr has been Head of the Department of Urban Design and Regional Planning at the Faculty of Architecture, Gdansk University of Technology. He coordinates research and EU Social Fund projects, and lectures on urban design and development at numerous universities, including two Russian universities. As a professional, he focuses on planning and management of urban regeneration projects in Poland. Piotr is, as Vice President of the Young Planning Professionals program, actively engaged in the activities of ISOCARP. Additionally, he is Vice President and Board Member of the Society of Polish Town Planners.

**Alexander Antonov**

Local Workshop Coordinator

Alexander Antonov is an urban planner at the Moscow Regional Urban Planning Scientific and Research Institute since 2000. As chief architect, he worked on masterplans and zoning rules for cities all over Russia and more than 20 municipalities in the Moscow region. He is an expert in urban planning recognised by the Russian Union of Architects. Alexander is a co-founder of the Russian GIS association. In 2010, he co-founded the Russian Urban Planners Association (RUPA). Alexander's professional interests are participatory planning, GIS and remote sensing data in urban and regional planning, and urban spatial development strategies.



**Marjo van Lierop**

Workshop coordinator

Marjo van Lierop MSc is a landscape architect and researcher. She currently works freelance while carrying out her PhD research on ecosystem services in landscape architecture. Previously, she worked at the Chair Group of Landscape Architecture in Wageningen University conducting research and teaching. There, she also obtained her Master degree in Landscape Architecture and Planning while working as a professional at SAB, a Dutch multidisciplinary planning office. Marjo is a member of ISOCARP, and participated in YPP workshops in Nairobi and Perm. Her professional interests are ecological, sustainable and participatory design and planning.

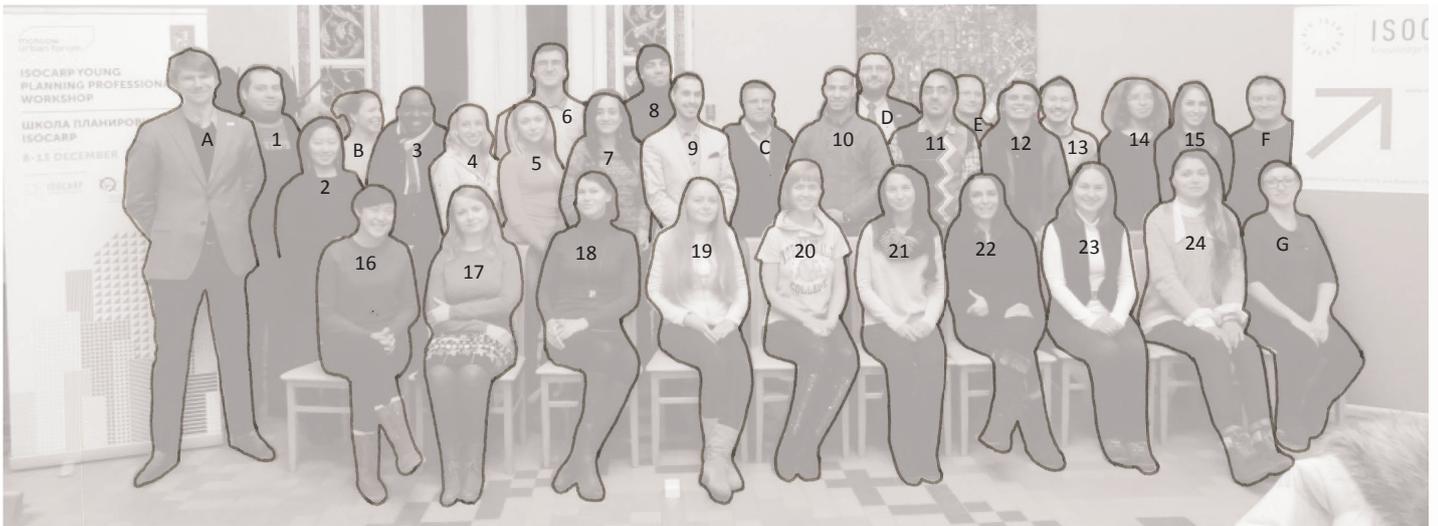
**Lukasz Pancewicz**

Workshop coordinator

Lukasz Pancewicz is a member of Society of Polish Town Planners (TUP), a graduate of the Gdansk University of Technology (Msc and PhD), and since 2013 a chief urban planner at the Municipal Planning Bureau of Lodz, where he prepares Lodz Structure Plan 2030. Currently, he is Assistant Professor at the Faculty of Architecture, GUT, and prior taught at the Faculty of Geography and Oceanography, University of Gdansk. Lukasz worked as a town planner in Poland (PPR DOM sp. z o.o.), Ireland (RPS Planning and Environment Dublin), and as intern for Boston Metropolitan Area Planning Council (MAPC). In 2011-2012, he took part in SPURS at the Department of Urban Studies and Planning, Massachusetts Institute of Technology (MIT).



# The participants



1	Mohamad Abdallah Ramadan	Lebanon	architect / urban planner
2	Yelena Tyo	Kazakhstan	architect
3	Peter Njeru Njue	Kenya	architect
4	Sarah Brennan	Australia	urban and regional planner
5	Evgeniya (Jane) Belashova	Russia, Krasnoznamensk	governance planner
6	Dmitrii Boiko	Russia, Volgograd	economic planner
7	Amira Ahmad	Russia / Egypt	urban planner
8	Wouter Pocornie	The Netherlands	urban planner
9	Timur Kadyrov	Russia, Kazan	architect / urban planner
10	Farid Latroch	Algeria	architect
11	Morteza Yaghoubkhani	Iran	planner
12	Noel Alcides Sampson Ortega	Nicaragua	researcher in PR management
13	Andrey Yelbayev	Russia, Moscow	architect
14	Nataliya Volkova	Russia, Moscow	architect / urban planner
15	Marina Dubova	Russia, Moscow	urban planner
16	Chi (Angel) Hsiao	China	architect
17	Zofia Krzykawska	Poland	landscape design
18	Anastasya Klyputenko	Russia, Moscow	architect
19	Maria Zakharova	Russia, St.-Petersburg	urban planner
20	Maria Luchnikova	Russia, Ekaterinburg	architect
21	Kseniia Mezenina	Russia, Perm	urban designer
22	Gizem Caner	Cypres / Turkey	urban planner /consultant / academic researcher
23	Anna Nagornaya	Russia, Moscow	landscape designer
24	Oxana Veselkova	Russia, Moscow	urban planner
A	Lukasz Pancewicz,	Poland	coordinator
B	Alona	Russia,	organiser
C	Pavel Nefedov	Russia, Moscow	lecturer
D	Piotr Lorens	Poland	coordinator
E	Matej Niksic	Slovenia	urban planning researcher
F	Alexander Antonov	Russia, Moscow	coordinator
G	Marjo van Lierop	The Netherlands / Germany	coordinator

# Schedule

Date	Tuesday 9 Dec.	Wednesday	Thursday 11 Dec.	Friday 12 Dec.	Saturday 13 Dec.
Time					
	Walk to the venue				
09.00	Introduction lecture by Piotr Lorens and coordinators	Lecture by Igor Dmitriev	Lecture by Elena Solovieva	Studio work on scenarios	Preparing for final presentation
10.00	Site tour by foot and bus	Analysis of users' and stakeholders' perspectives	Discussion on and voting for scenarios	Studio work on scenarios and individual consult per group	
11.00			Studio work on scenarios		
12.00			Lecture by Ilya Zentzipper and team		
13.00	Lunch	Lunch	Lunch	Lunch	
14.00	Lecture by Pavel Nefedov	Presentations users' and stakeholders' perspectives analysis	Studio work on scenarios	Studio work on scenarios	
15.00	Topic based analysis of VDNH area				
16.00		SWOT analysis	Lecture by Anna Bronovitskaya		
17.00		Visions brainstorm	Presentations of the first ideas on scenarios	Presentations on scenarios	
18.00	Dinner	Dinner			
19.00	Topic based analysis of VDNH area	Lecture by Alexey Sidorov	Dinner at Moscow Urban Forum	Finalising material for presentation	
20.00		Presentations on visions		Dinner	
21.00	Presentations topic based analysis			Finalising material for presentation	
22.00					

- lecture
- plenary sessions
- lunch or dinner
- final presentation

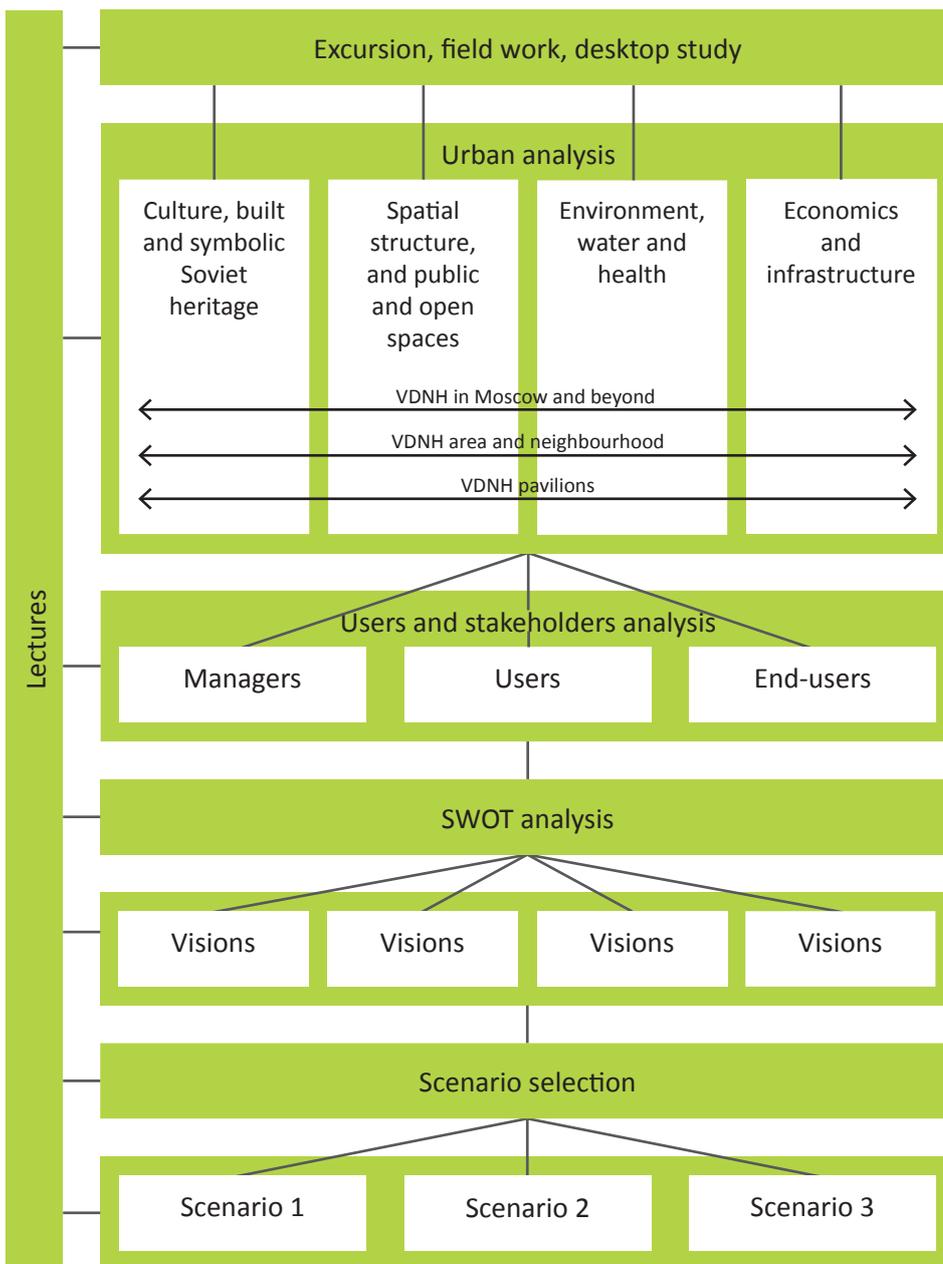
# 3

## Process and methodology





# Process and methodology



The workshop follows a classical set-up of analysis, synthesis, and designing. This set-up allows first to get a grip on the complexity of the VDNH site, and especially for the international participants to gain an understanding of the Russian context.

The input for the urban analysis came from the excursion, further field work, and desktop studies. Additional input was provided through lectures in the first three days of the workshop. The analysis was divided into four topics to gain information on different aspects. For each topic, the participants had to look at three scale levels. We understood that next to a master-plan, VDNH was in need of a development strategy. Therefore, a users and stakeholders analysis was conducted. The results from the urban analysis, and the users and stakeholders analysis formed input for a plenary SWOT analysis. With the SWOT analysis fresh in mind, the participants were then asked to brainstorm in four groups about visions for the future of VDNH. General themes were extracted from the visions, from which three scenarios were selected to be elaborated.

The workshop was alternately divided into individual group work and plenary sessions. Through the plenary sessions, the participants provided each other with information which could be used in the next step of the process. The group compositions were changed each time to mix insights from the analyses and the visions. Although a general scheme for the workshop was set-up, the workshop was deliberately kept more open and flexible to the end. The emerging work and results of the participants directed the process and the final outcomes.

# Excursion



The excursion started at the Meat pavilion, our venue during the workshop.

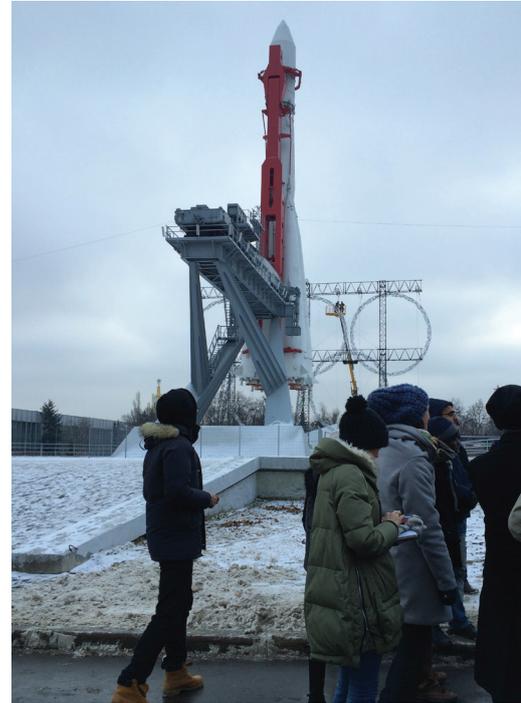
It was quite cold as you can see.



By foot, we went along the pavilions to the Square of Mechanics ...



...where some of us got impressed by the rocket.





Some of the pavilions were renovated with modernistic covers with the old façades still present.



We were either taking photo's or...

...carefully listening.



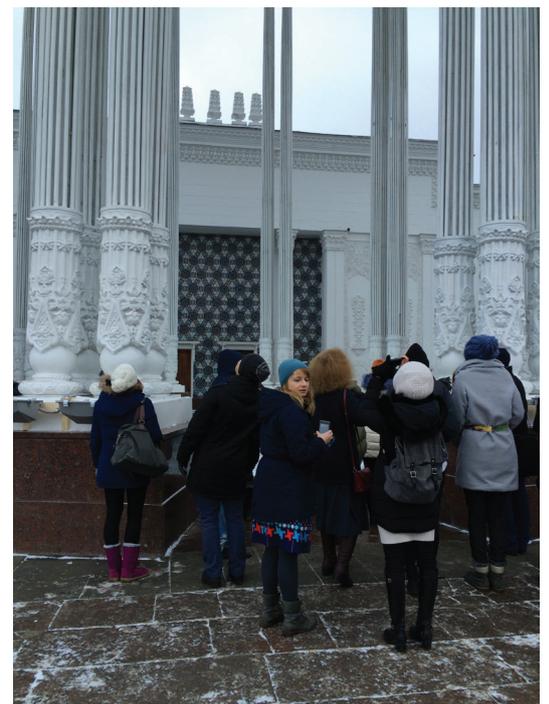
The guide told about the architect Vyacheslav Oltarzhevsky who made the master plan for VDNH but never saw the result.



The beauty of the Uzbekistan pavilion amazed us all.



Standing in front of the Cosmos pavilion, the history of VDNH was explained to us.

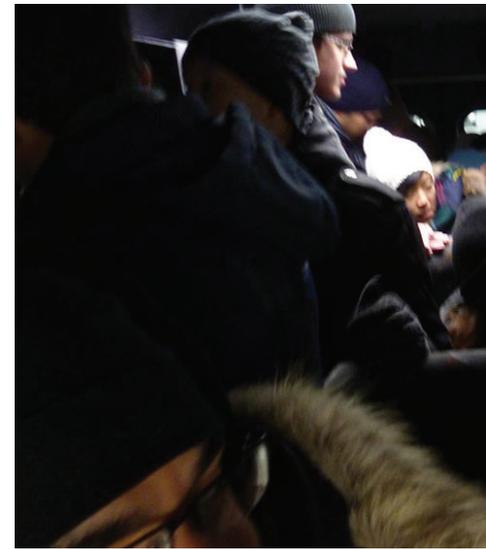


The ice skating ring at one of the squares of VDNH is very popular among Muscovites.



The renovated Pavilion of Armenia gave the possibility to warm up a bit.

Of course, at the Main Pavilion we made a group picture.



In the minivan it was very cosy and ...

And the Main Pavilion's function and myths were described.



At the main gate a minivan was waiting to show us more of the VDNH area





The northern area originally housed a restaurant and pavilions of luxury goods ...

...such as the former Pavilion of Tobacco.



...we really got a group feeling.



After a small talk and walk, back to the bus to ride around the rest of the VDNH outskirts...

...and back to our venue...



...where a nice warm lunch was waiting for us.

# Lectures



## Pavel Nefedov

*Historical context of VDNH*

Mr. Pavel Nefedov is corporate communications manager, photographer, author of the book 'Guide to VDNH' and the website [www.bcx1939.com](http://www.bcx1939.com), and creator of the Anniversary exhibition "The main exhibition of the country" located at VDNH's Pavilion №1.

He lectured to the participants about the history of the site including the genesis of the VDNH project, its initial history as an agricultural expo, the post-War redevelopment, and the redevelopment of the site under Khrushchev. The lecture gave insight into the site's urban heritage, but also into the rise of the Soviet union which forms the historical context of VDNH.

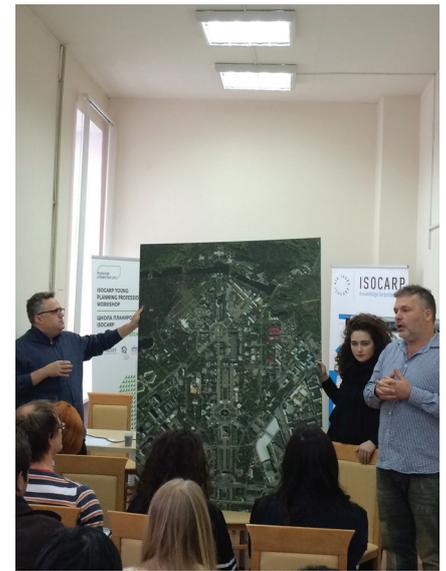


## Igor Dmitriev

*VDNH within Moscow context*

Igor Dmitriev is an architect and urban planner. He has been working at NIIPI Genplana of Moscow since 1999. In 2014, he was appointed as chief architect of the workshop No10. He is a member of the Moscow Union of Architects. His work is marked by diplomas of the Moscomarchitecture, Department of Urban Development of Moscow, and the International Festival "Architecture 2010".

Mr. Igor Dimitriev told in his lecture in more detail about the development of the urban structure, and the planning history of VDNH. Special attention was paid to the location of VDNH within Moscow, and its connectivity with other parts of Moscow. This also brought up a discussion about the relation between VDNH and the ecological corridor Yauza river. Other issues which Mr. Dmitriev mentioned concerned past and current land uses, and the current planning policy for the site.



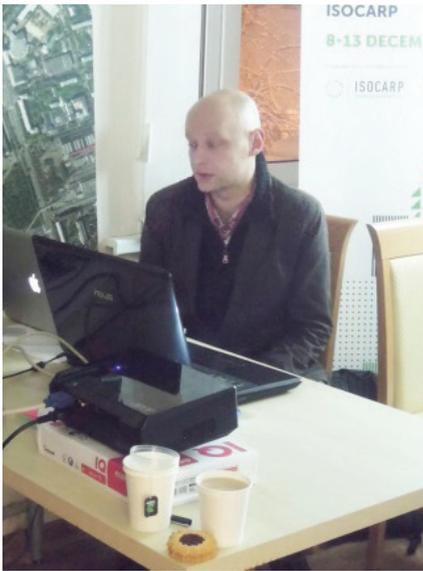
## Ilya Oskolkov-Zentzipper, Yuri Saprykin, and team

*Future plans for VDNH*

Ilya Oskolkov-Zentzipper is founder of the consulting agency "Zentzipper", media manager, founder of the Institute for Media, Architecture and Design "Strelka", and one of the authors for the concept of Gorky Park.

Yuri Saprykin is journalist and media manager. He is former editor in chief of Afisha company, and the magazine "Afisha".

Both worked on the VDNH development concept which they summarised for the participants. The team presented their work methodology which was inspired by product prototyping and development processes in the IT industry and detailed market research. One of the key points of the strategy was to make a framework based on an open ended approach towards uses of VDNH – turning the area into a space of urban experiment – an urban laboratory.



### Aleksei Sidorov

*Alternative mobility and transportation, and civil society actions in Moscow*

Alexei Sidorov is CEO of “Yauza-Sport” projects: cycling festival “Yauza”, internet portal @veloinform. One of his ideas is to create the longest Moscow bicycle lane development along river Yauza.

He gave a lecture on the activities of the Yauza Bike Club. The lecture detailed the group’s advocacy actions to create bike paths in the city. Mr. Sidorov advised to implement bike friendly design in VDNH, and to improve bike access within the area, and to create safe connections with the surroundings.



### Elena Solovieva

*Restrictions and regulations concerning VDNH heritage and development*

Elena Solovieva is an architect. She has been working at NIPI Genplana of Moscow since 2001 as head of the department “Regulation of urban development on historical areas and protection zones for cultural heritage”. Elena is member of the Moscow Union of Architects, and member of the Scientific and Methodological Council for Cultural Heritage of the Ministry of Culture of the Russian Federation. She also wrote books about the architectural heritage of Moscow.

The lecture by Ms. Elena Solovieva concerned planning policies, in particular on heritage protection rules in relation to the whole VDNH area as well as the current limitations on the re-use of the pavilions. She gave insight into the functions within the pavilions and the transformations within VDNH. Furthermore, she gave detailed information about the different types of public spaces, squares, and gardens.



### Anna Bronovitskaya

*Conservation and Modern re-use of VDNH pavilions*

Prof. Anna Bronovitskaya Ph.D. is an architectural historian, associate professor at Moscow Institute of Architecture, and Director of Research at the newly founded Institute of Modernism (Moscow). From 2004 to 2012, she was editor at Project Russia and Project International magazines, and served in 2011 as Secretary General of DOCOMOMO Russia. She wrote numerous publications on 20th-century architecture, and curated several exhibitions, including *Unknown VDNKH* at the 2012 Moscow Biennale of Architecture.

Prof. Bronovitskaya presented the rich architectural heritage of the site. She detailed the various architectural styles that were present in the VDNH area. The lecture presented the examples of the early wooden architecture from the first phase of development inspired by the Arts and Crafts movement, the Stalinist Empire style, and examples of Late Modernist pavilions.

# Topic based analysis



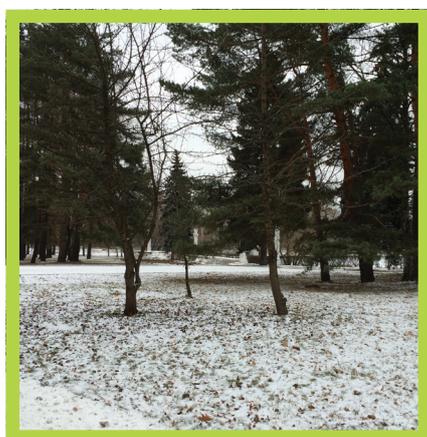
## Culture and symbolic Soviet heritage

The participants were asked to give insight into the history of VDNH, to identify the key elements of tangible and intangible Soviet heritage, and which symbols of Soviet heritage are still present. Specifically, they were asked to look into the perceptions on VDNH and its USSR heritage, to explore how it is understood by various stakeholder groups such as experts, common users, and tourists. In addition, they were asked to map cultural events and services.



## Spatial structure, public and open spaces

This analysis explored the more traditional urban issues – the physical structure of the site, the location itself and within Moscow, its size and scale, functions of open spaces, and their scripted and non-scripted uses. Participants were asked to look at the number and type of visitors, and the current uses of the pavilions. The analysis also explored the issues of physical accessibility to the site (barriers and access points), and its connection with its surroundings.



## Environment, water and health

The environmental analysis was designed to identify the key natural assets within the area. Participants looked into the role of VDNH within a larger system of green open spaces, and ecological corridors such as the Yauza river, and the network of Moscow's parks. The internal assets of the area and a former agricultural exhibition were also identified. The participants were encouraged to think in terms of ecological services (i.e. the potential of "services" that could be performed by existing natural resources such as provision of clean air, rain water harvesting, recreation, food production etc.). Furthermore, they were asked to explore environmental issues in Moscow such as air and water quality.



## Economy and infrastructure

This part of the analysis was concerned with questions such as which economic functions and activities take place in VDNH? Who are the users? And which existing uses and activities generate revenues for VDNH as an area, and for individual pavilions? The revenue generating activities were characterised depending on their temporal or fixed character like renting of space. The current situation - the dependence on State/public funding - was also explored. In addition, the participants considered the seasonality of uses, and its winter and summer cycles. The analysis was a first step towards assessment of the feasibility of proposed strategies. The internal and external infrastructure by public and private transportation means was also explored.

# Users and stakeholders perspectives

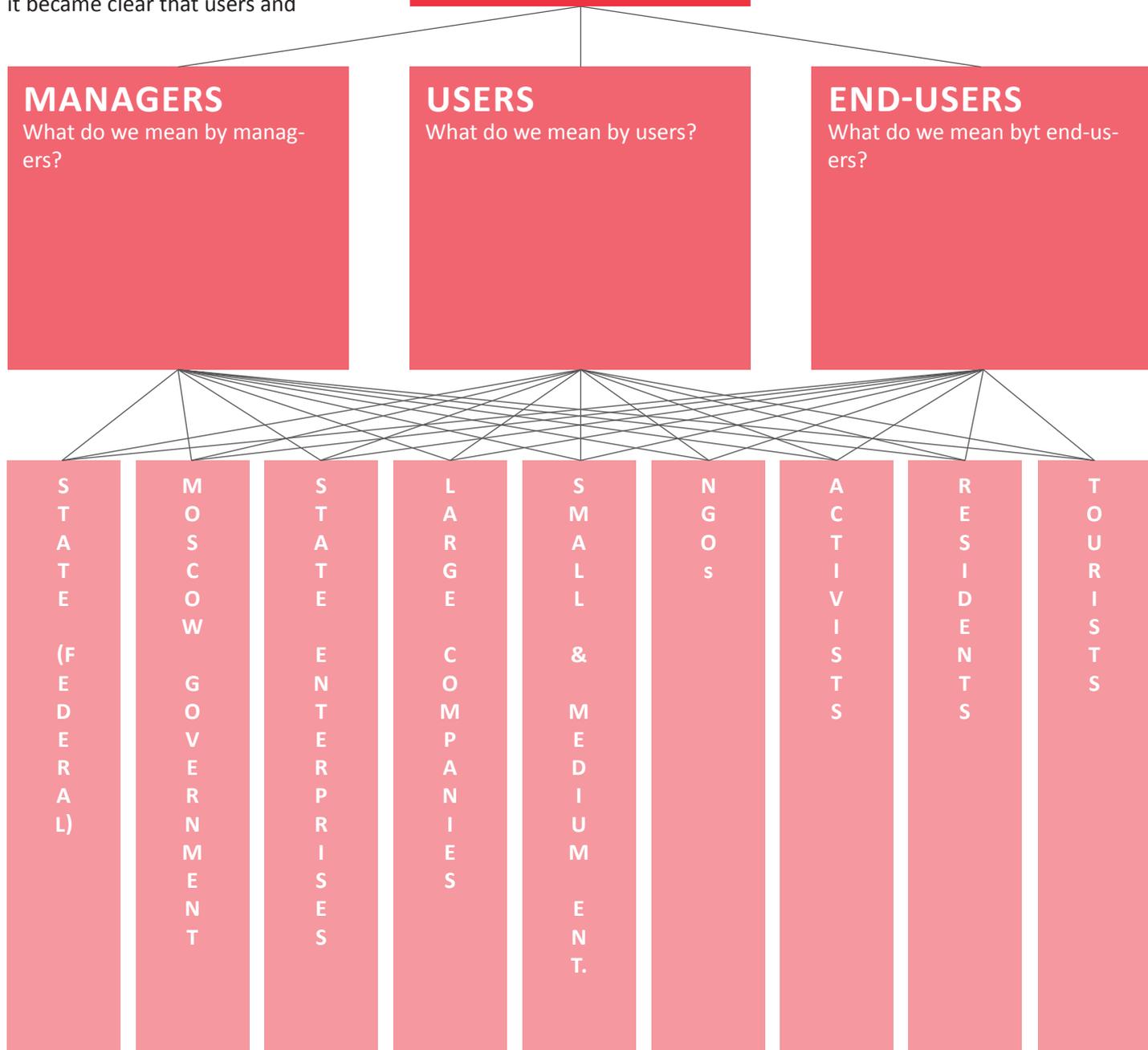
The VDNH not only needs a masterplan, but also an accompanying development strategy. To provide insights for the participants to be able to develop a strategy, we conducted an analysis on users and stakeholders perspectives.

First, Alexander Antonov gave a short introduction on planning in the context of Moscow and its players. Afterwards, we brainstormed in a plenary session which users and stakeholders could be defined for VDNH. During the brainstorm, it became clear that users and

stakeholders could be defined in three groups: managers, users, and end-users. Managers are owners or directing bodies. Users are people

or bodies which use VDNH but also have clients themselves, such as restaurant owners, or exhibition organisations. End-users are people at the end of the line, without further clients.

Yet, certain users or stakeholders could be either manager, user and end-user at the same time. Based on this idea, three groups of participants explored which managers, users, or end-users could contribute to the development of VDNH, and how.



# SWOT analysis

A SWOT analysis describes the strengths, weaknesses, opportunities, and threats for a given project or situation. The participants were asked to describe these aspects for VDNH on the second day, after the user and stakeholder perspectives analysis and the topic based analysis of the first day. An 'affinity diagramming' (Martin and Hanington, 2012) method was used to collect the insights of the participants.

Each aspect of the SWOT analysis was considered in separate rounds. The participants were given around 3 minutes to write down their main insights on either strengths, weaknesses, opportunities, or threats on a memo. After this, each participant was asked to stick the memo to a leaflet and say out loud to the group which insights they wrote down. This resulted in four leaflets from which the main strengths, weaknesses, opportunities, and threats could be deduced by grouping the memos.

The photos illustrate the process and a general overview of the SWOT analysis. The outcomes of the SWOT analysis are further used to describe the VDNH area.





# S W O T

A N A L Y S I S

## 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 the Government of Moscow

## 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 multinational projects

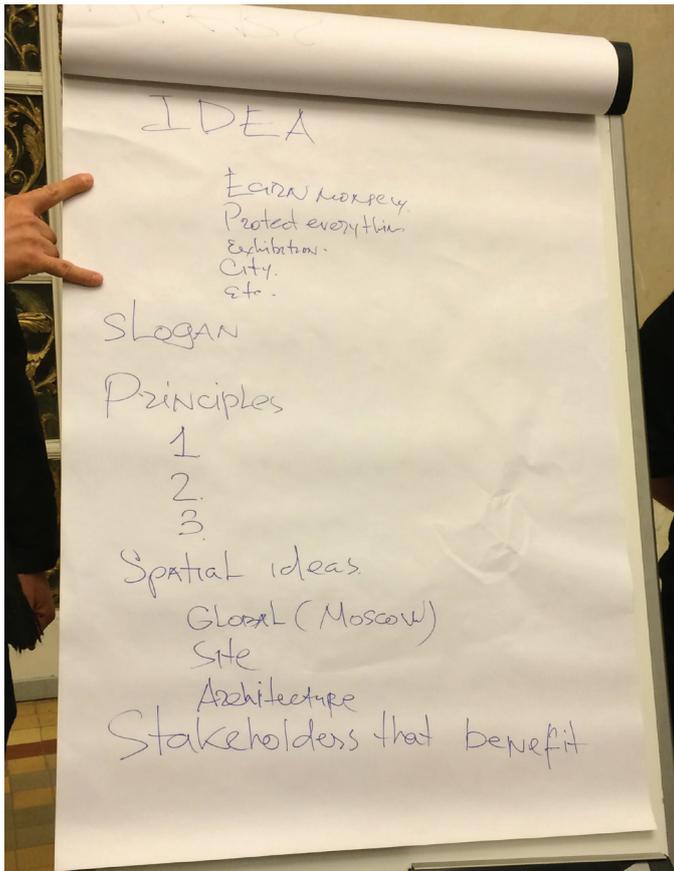
## WEAKNESSES

- No link with surroundings (visible, physical, and functional)
- Weak connectivity and accessibility by 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

## THREATS

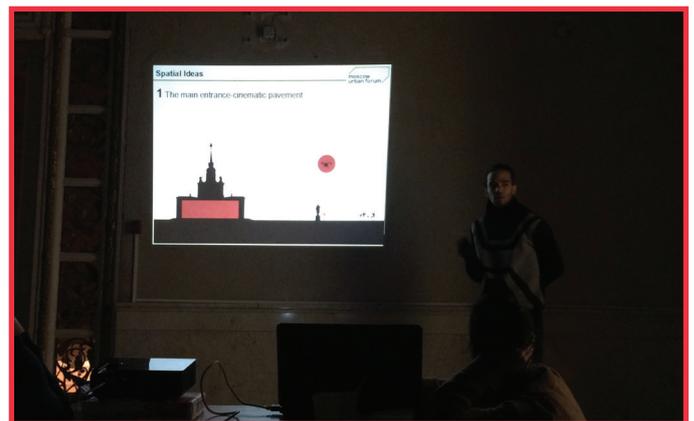
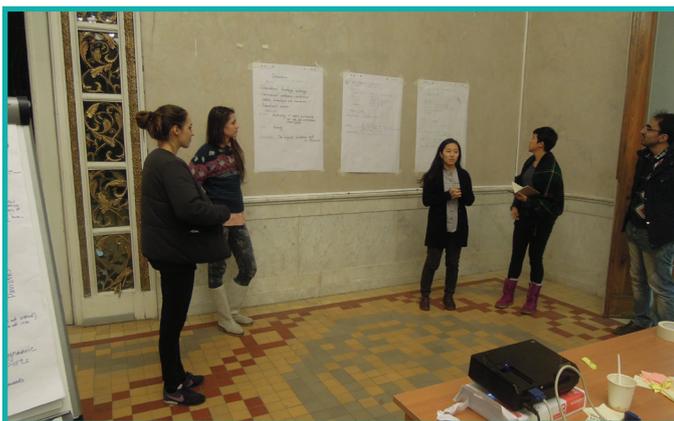
- Loss of heritage, losing natural characteristics
- Lack of interest to invest in VDNH
- Too strong investment focus on commercial and mono-functional uses - conflicting interests
- Lack of capacity in transportation
- Too ambitious and too many ideas
- Unrecognised by and unknown to the broader public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

# Visions and scenarios



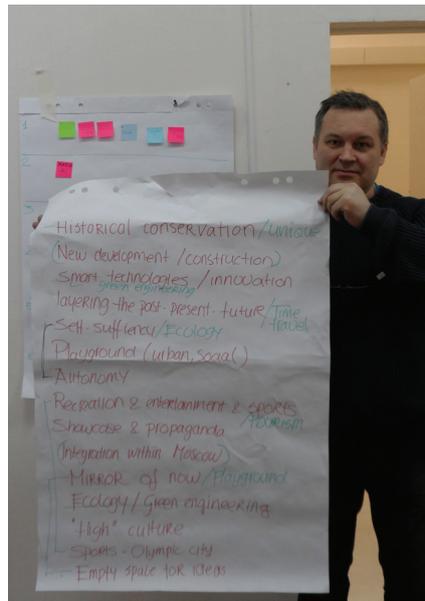
After the different analyses, the participants were asked to brainstorm about visions for VDNH in groups. The information gathered from the analyses formed input for the visions. The participants got two hours to come up with three ideas, which they had to present later in the day.

Per idea, the participants had to give a short description of the idea, a catchy slogan, and around three principles. The ideas and principles had to be translated to spatial ideas on three scale levels: the global or Moscow scale, the scale of the site, and the scale of the architecture. In addition, they had to think about which stakeholders could benefit or contribute to the idea.

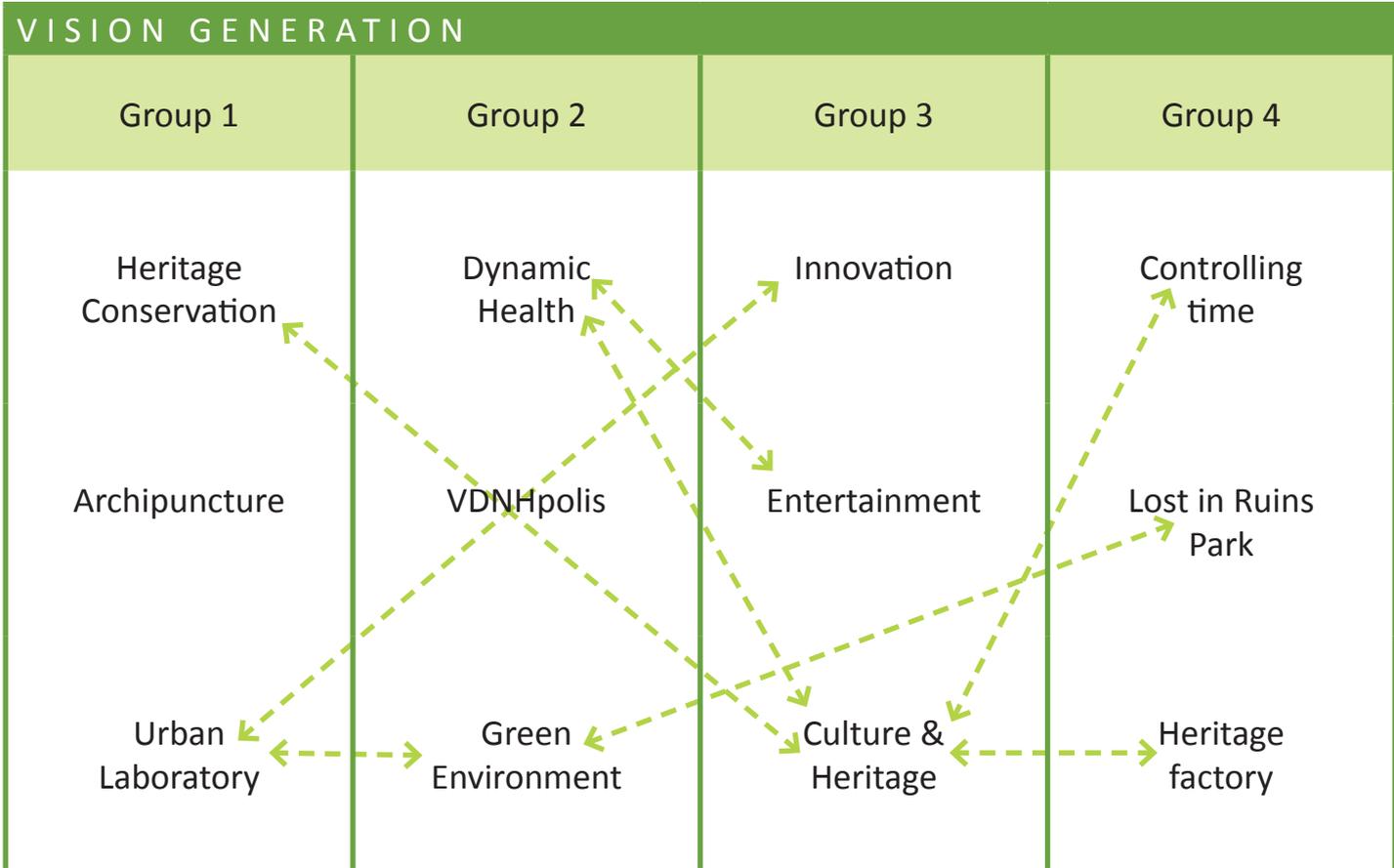


The purpose of the brainstorm was to come up with out-of-the-box ideas that would trigger discussion or new perspectives on VDNH. In addition, the visions would form input for selection of the final scenarios.

From the visions emerged some general ideas, which became clear by linking visions within a diagram. Based on the visions and the diagram, we plenary discussed the emerged ideas. This resulted in a list of general ideas from which six themes for scenarios were selected. With memos, the participants could then vote for the scenario of their choice. Three of these scenarios would then be elaborated for the final presentation.



- 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



## VOTING

Heritage and more

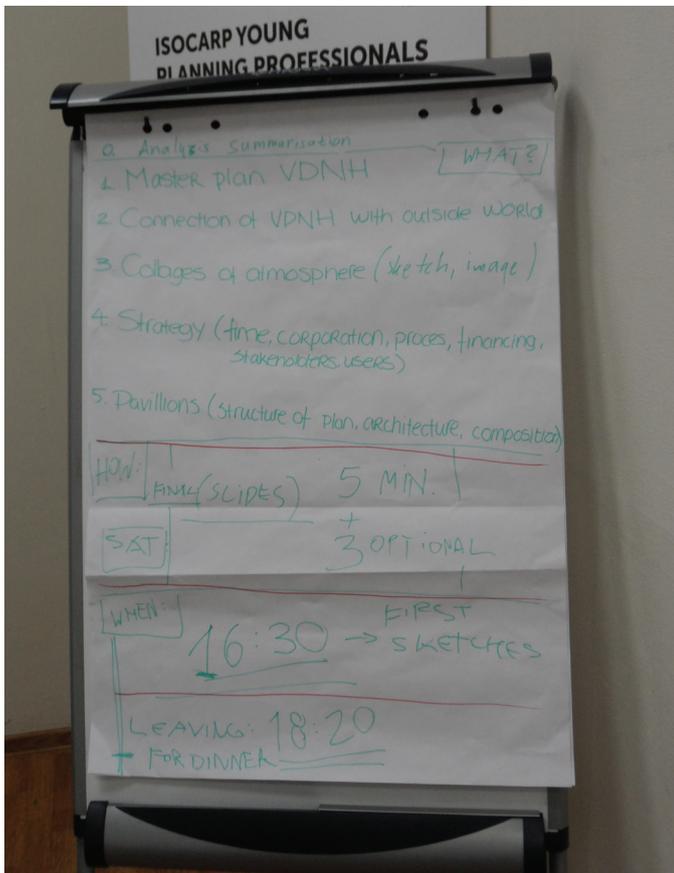
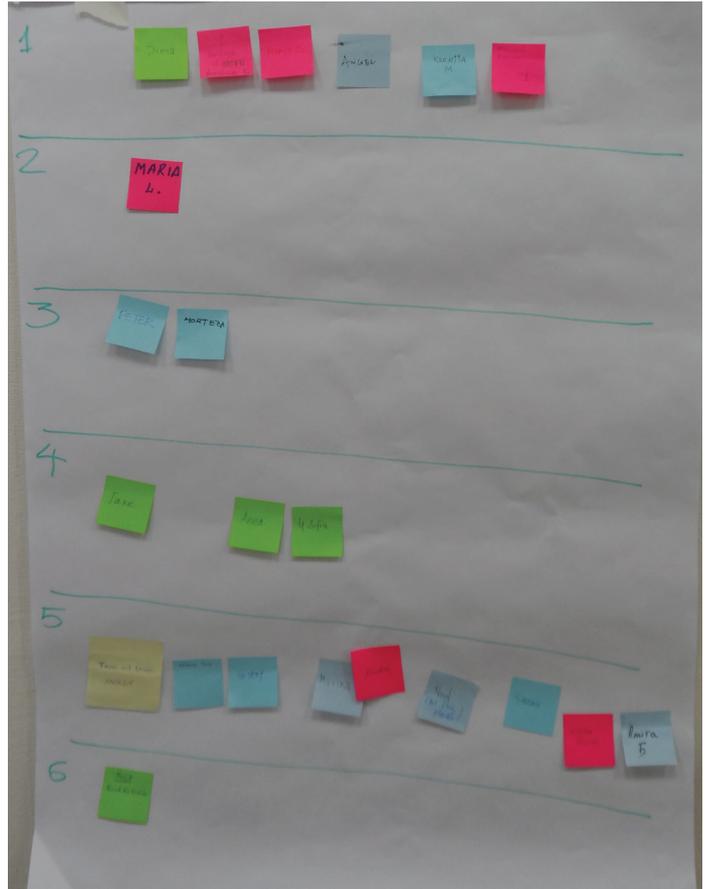
Fun place (recreation)

Technology

Autonomy

Trial and error (experiment)

Back to nature



The participants were then divided in three groups of which each had to work out one scenario. For each scenario the following was at least requested:

- a master plan for VDNH
- connections between VDNH and the outside world (neighbourhood, Moscow, or global world)
- collages of atmosphere
- strategy (concerning finance, process, phasing, corporation, stakeholders and users)
- detailed elaboration of main pavilion and other pavilions
- Optional: an analysis or vision to explain the scenario

Per scenario, the participants had five to eight slides in the final presentation. Each group had to present their elaboration on the scenarios twice plenary, and once for the coordinators.

During the studio work, themes changed. The group of 'Autonomy' focused more on leisure, and recreation; which turned the theme into 'Tranquillity'. The 'Trial and Error' group incorporated elements of technology into their theme; and became a 'Living Laboratory'.

# 4 VDNH in the past





# VDNH in the past

## VDNH

### 1935 - 1948

The foundation for VDNH was laid by the Collective Farmers Union in 1935. They requested to organise in Moscow the All-Union Exhibition of Agriculture (VSKhV) (Russian: Всесоюзная Сельско-Хозяйственная Выставка Vsesoyuznaya Selsko-Khozyaystvennaya Vystavka). The request was granted by the Communist Party in the same year, and the Ostankino estate just outside the city borders was designated for the exhibition. Previously, this was the summer residence and private opera theatre of the Sheremetev family which got nationalised under Soviet government. The large estate with parks and natural grounds comprised the current site of Ostankino Park, the Botanical Garden as well as VDNH.

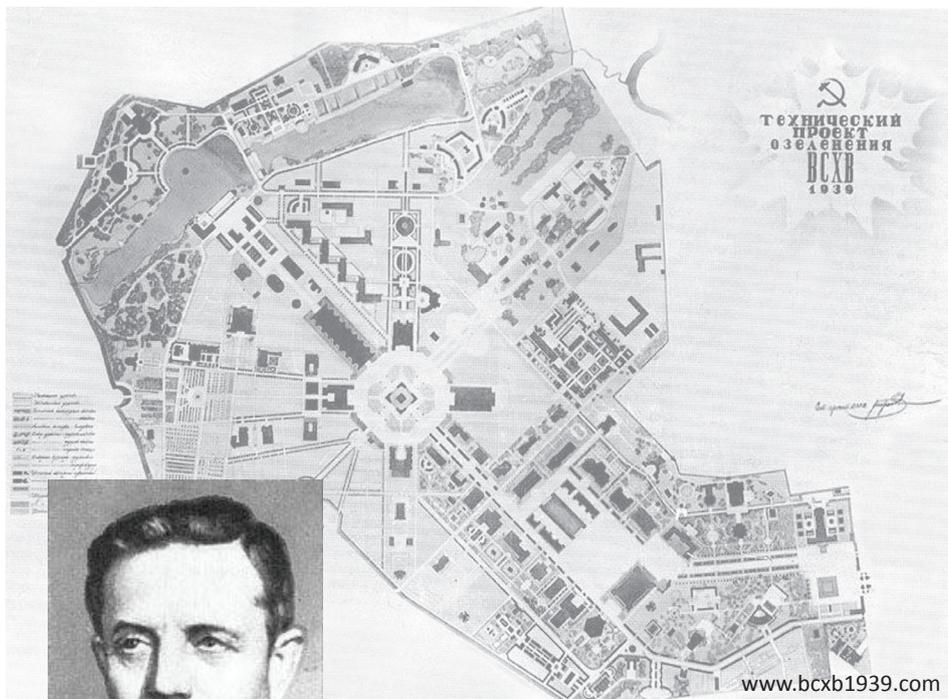


Painting and photo of the meeting of the Collective Farmers Union



Impression of the exhibition area from 1939

As chief architect of the exhibition, the architect Vyacheslav Oltarzhevsky was appointed. His masterplan got approved in April 1936, and the first show season was planned to open in July 1937. Three weeks before the deadline, the opening of the exhibition was postponed for a year by Joseph Stalin himself as construction works were not complete. Yet, the renewed deadline was also not met. The construction was still ongoing, partly due to the replacement of some structures with more appropriate ones. In the original plan of Oltarzhevsky, the pavilions were to be mainly constructed from wood as was common for exhibitions in those days. A government commission, however, had deemed the original plan too modest and too temporary. The masterplan was no longer in line with the ideological orientation. The exhibition had to be adjusted to glorify the ideology of communism and socialism in congruence with Stal-



Map of the exhibition area from 1939



Chief architect Vyacheslav Oltarzhevsky

in's vision. The All-Union Exhibition of Agriculture (VSKhV) was finally opened on the first of August 1939 by a grand ceremony attended by the Communist Party and the Soviet state leadership.

At the exhibition, the latest developments in the field of agriculture were presented in 250 different types of constructions and in open air. The 136 ha large site was green, and included gardens, parks, and ponds. Visitors would enter the exhibition through a building in the tradition of Roman triumphal arches. From here, an avenue would lead them to the Central Pavilion. This was a monumental white pavilion, its façade decorated with the emblems of the Soviet Union and its republics. On a tower adjacent to the pavilion, a grand sculpture was placed representing a kolkhoz (common farm) woman and a tractor-driver holding a golden wheat shaft high above their heads. At this point, the visitor would have a view on one of the most beautiful squares, the Farmstead Square. Along the square and the adjacent streets, pavilions of the different republics, territories, and regions of the Soviet union were accommodated. Each of the pavilions had its own distinct style underlying authentic architecture and national motives. In these pavilions, visitors could get a look into the different territories of the USSR, from the Arctic to the evergreen subtropical south, from Kamchatka to Karelia.



The former entrance gates of the exhibition of 1939



The sculpture of the kolkhoz woman and tractor driver was previously standing on a pillar close to the former Central Pavilion. Nowadays it is on top of the Main Entrance Gate

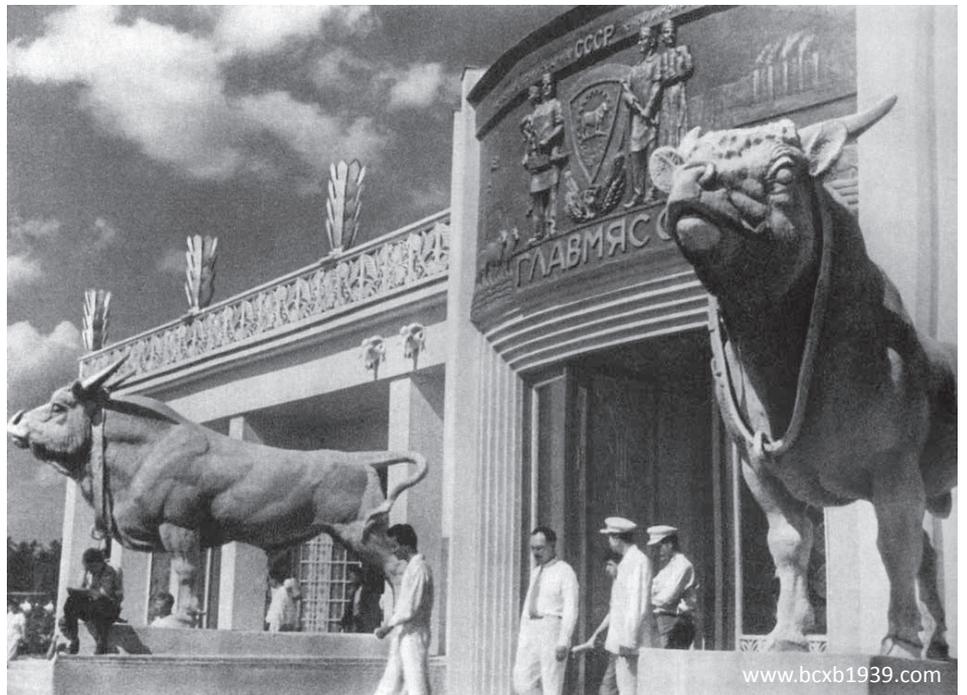


The Farmstead Square with the former Central Pavilion



Impression of the Mechanization Square

From the Farmstead Square, an avenue led to the eight sided Mechanisation Square. A large statue of Stalin was placed in the middle of the square, and behind it was the dome of the pavilion of Agricultural Machinery. From the square, smaller streets led into themed sections: Recreation, New Village, Planting, and Livestock. The Recreation section in the north included the pavilions of Tobacco, Liquor and Vodka, and a restaurant. The New Village Section showcased prototype buildings like a school, a kindergarten, and a municipal house for new Soviet villages. On the 20 ha of the Planting section in the east, the visitor could see the plants used in Soviet agriculture. Around 600 various horticultural crops were displayed, among a rich collection of Michurin's crops. Visitors could get acquainted in this section with plants of warmer regions such as cotton, rice, beetroot, flax, hemp, tobacco, kenaf, rubber trees, and hops. In total, this garden showed over three thousand plant species. In the Livestock section, all animal breeds within the USSR were shown; from horses, cows, pigs, chickens, to animals for fur.

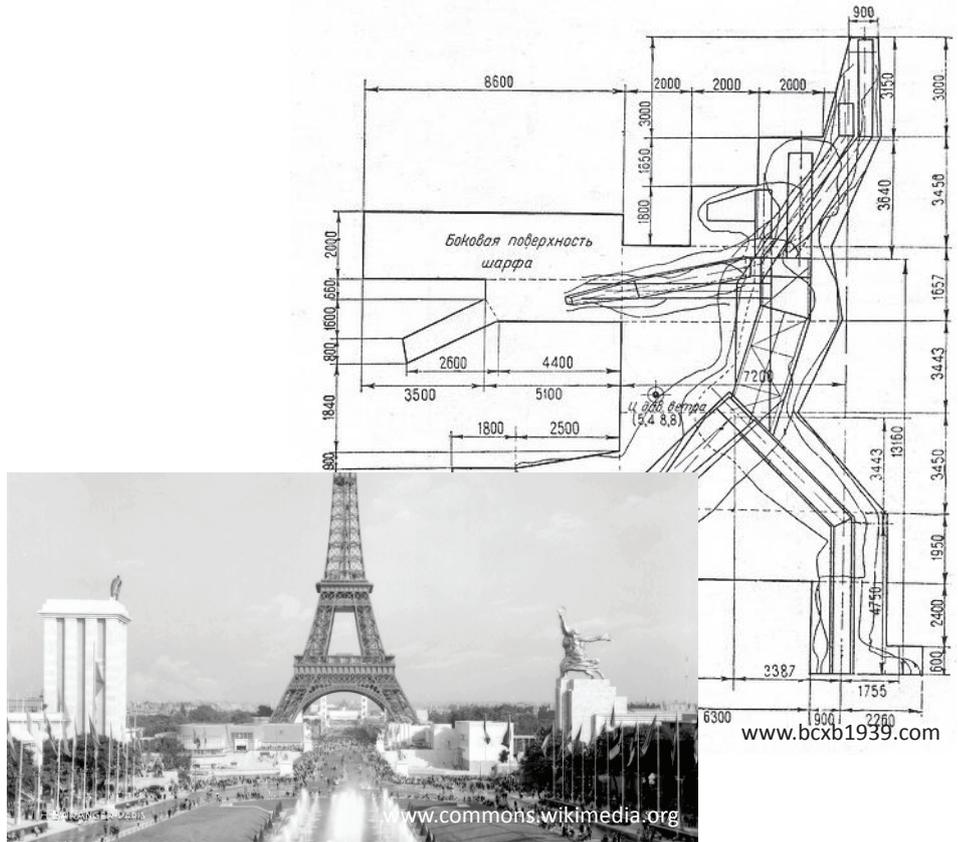


The Pavilion of Meat Production

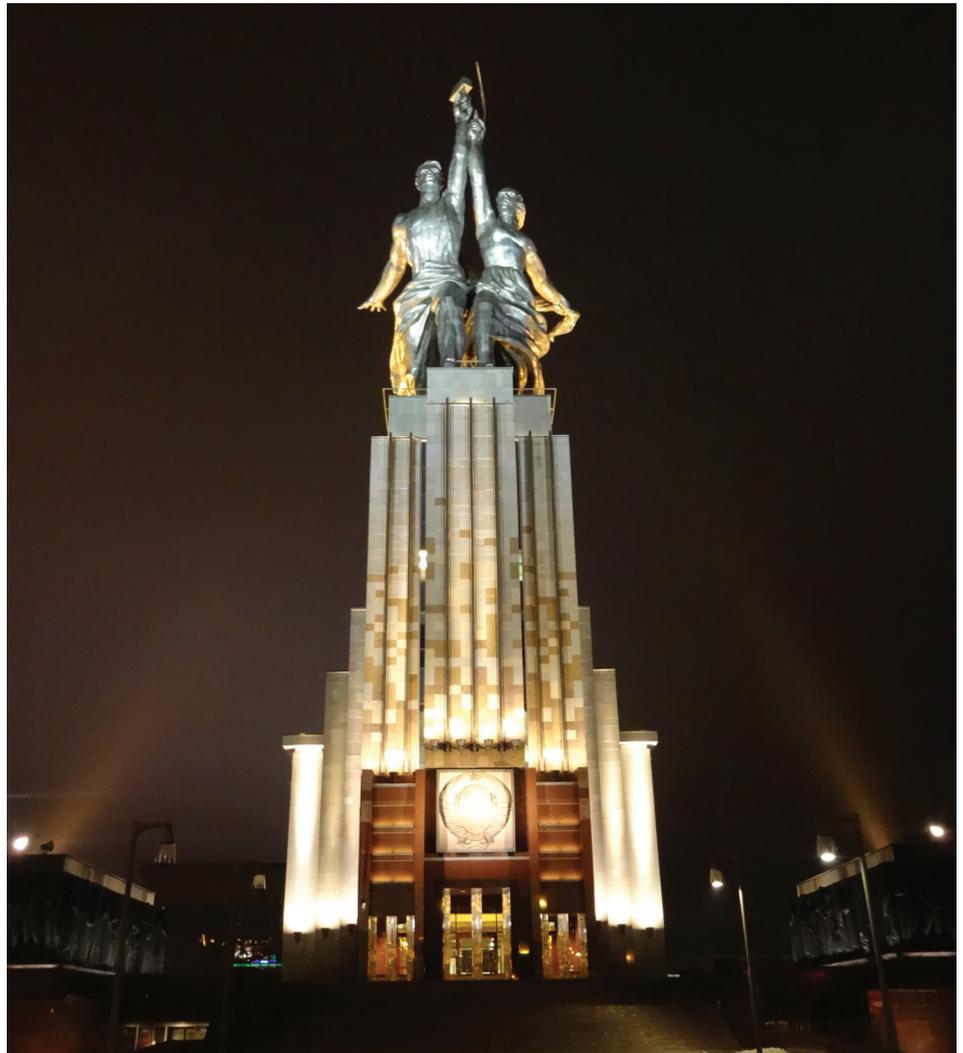
The All-Union Exhibition of Agriculture (VSKhV) was a great success. In the first couple of months after the opening, there were 40,000 visitors a day. Although the exhibition was planned as a one time event, the government leadership decided to keep it open. The next year, it was open for five months, and visited by 4.5 million people in that time. The exhibition area became immensely popular, and a favourite resting place for Muscovites and guests of the capital. On the site were all types of entertainment like a green theatre, a concert stage, a circus, and two cinema theatres. In 1941, the exhibition had to be closed due to the encroachment of German troops on Moscow in the second World War.

## Worker and Kolkhoz woman

One of the most prominent features of the VDNH exhibition is the sculpture of Rabochiy I Kolkhoznitsa, Worker and Kolkhoz Woman. This sculpture represents two figures, a man and a woman who raise the Soviet symbols: the hammer and the sickle. Creator of the sculpture was Vera Mukhina, who originally made the dynamic stainless steel sculpture for the World's Fair in Paris, 1937. Here the 24.5 meters high sculpture was standing on top of the 35 meters high Soviet Pavilion, and positioned facing the Nazi Pavilion. After the fair, the sculpture was placed as a landmark near the 1939 entrance. In 2003, the sculpture was removed for restoration. During restoration, a large constructivist pavilion, a replica of the original Soviet pavilion at the 1937 World's Fair, was constructed. This pavilion gave the sculpture a new pedestal when it returned renovated in 2009.



The Rabochiy I Kolkhoznitsa sculpture at the World Fair in Paris, 1937



# VDNH 1948

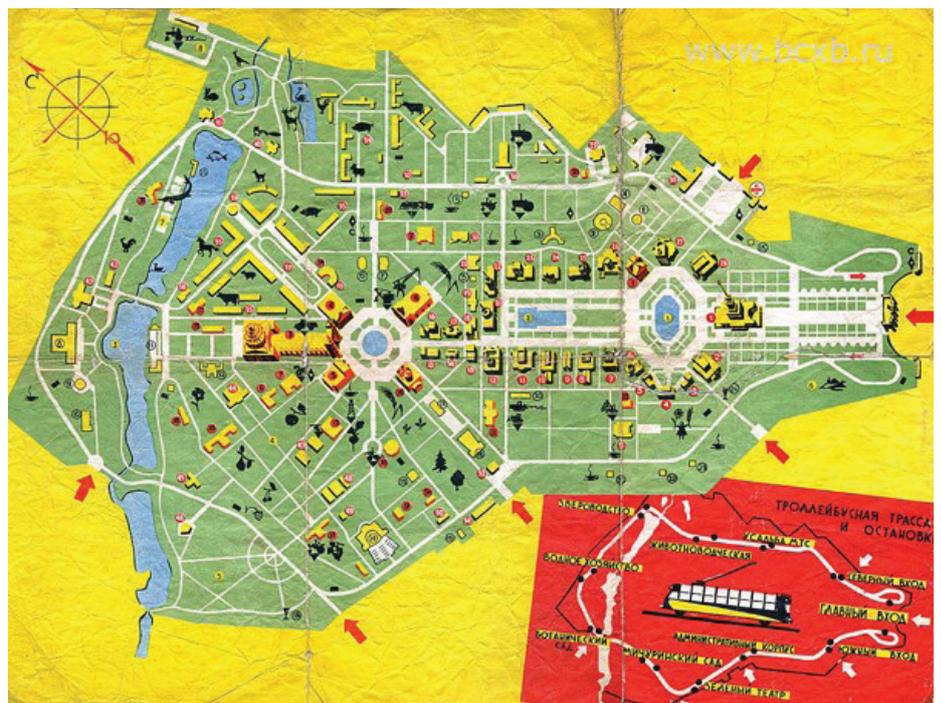
## - 1956

After the Second World War, the All-Union Exhibition of Agriculture (VSKhV) was not immediately re-opened. Instead, renewal of the exhibition was ordered by the state in 1948. Only in 1954, were the gates opened again for the public. When reopened, VSKhV not only showed the achievements in agriculture and the experiences of kolkhoz and sovkhoz workers, but it also served as a means of propaganda.

With the renewal of the exhibition, the territory was enlarged to 207 ha, and the architectural image was radically changed. Many pavilions from 1939 were replaced with newer ones, often in the wedding cake style of Stalinist architecture. A style that at that time became popular throughout the USSR. Yet, also the lay-out was altered as to how we know it today. The exhibition entrance moved from the east to the south east, prompting the building of the Main Entrance Gate. This construction has a massive arch which is separated by columns into a central and two side passages. These quadrangular columns depict people's labour in bas-reliefs. On top of the Main Entrance Gate, the sculpture of farmer woman and a tractor driver, which previously stood close the central pavilion, was placed. Behind the entrance, were two loops of the tram line end stations. This tram line brought visitors across the site.



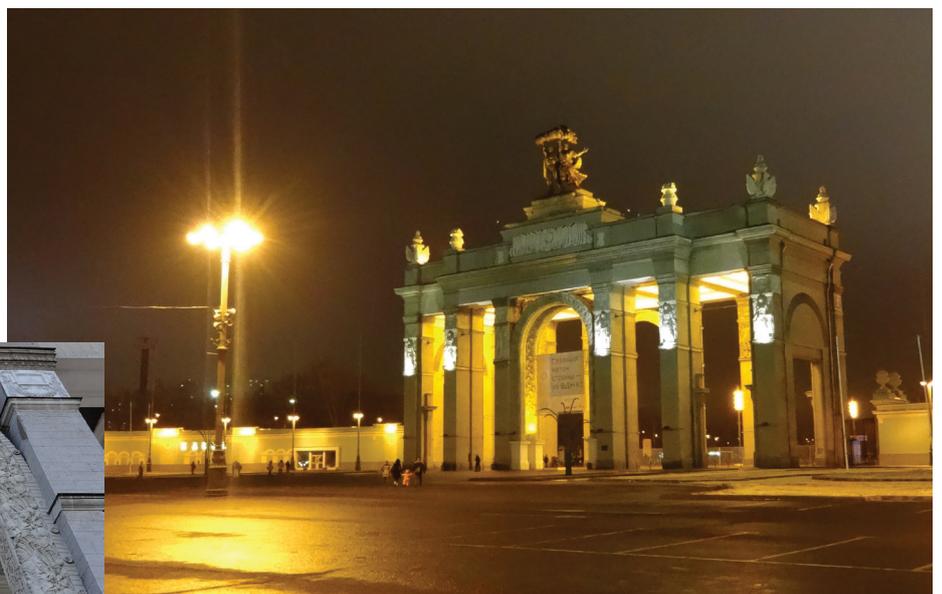
Propaganda became the second aim of VSKhV



Map of exhibition area in 1950s with small map of the tramline and the stops



www.commonswikiimedia.org



Main Entrance Gate



Main Pavilion



Main Pavilion

Entering the VSKhV by foot, a green avenue led visitors to the Main Pavilion for which in front a monument of Lenin was placed. This pavilion replaced the Central Pavilion from 1939 which was demolished to make more room for the former Farmstead Square. Fountains were placed on both sides of the square. In front of the Main Pavilion, came the fountain 'Friendship of People'. This fountain glorified the people of the Soviet Union. It consists of sixteen women figures in national costumes representing the former sixteen USSR republics. The figures are bronze with a thin golden layer which surround wheat shafts of copper and vermeil. From this giant bundle of wheat, every second water would jet up to a height of an eight storey building.

The fountain facing the pavilion of Ukraine is called the 'Stone Flower'. The fountain is a large pool framed by red polished granite in which a stone flower made of multi coloured alloys is placed. The fairy tales of Bazhov formed the inspiration for its decoration. Bronze fishes and birds decorate the inside of the fountain, while outside it shows decorative hills of fruit and vegetables. Another fountain was placed at the end of the axis in the middle of a pond; the Golden Spike Fountain is shaped as a golden wheat shaft.



View on Stone Flower fountain



Fountain 'Friendship of People'



Golden Spike Fountain



The former Café and Icecream Pavilion



The former Kazakhstan Pavilion

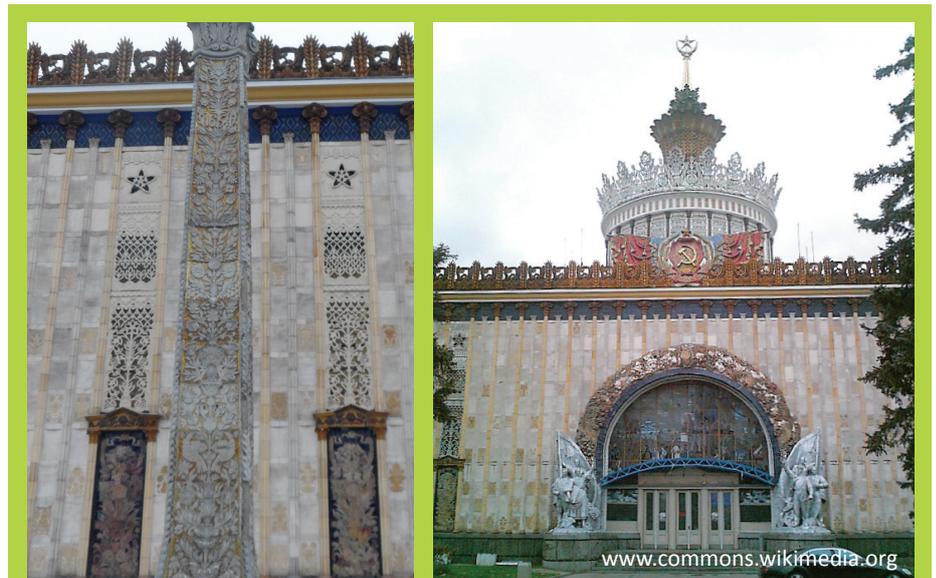


The Belarusian Pavilion

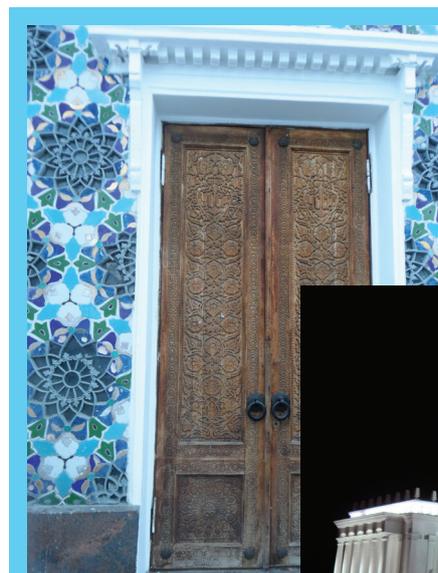


The former Armenian Pavilion

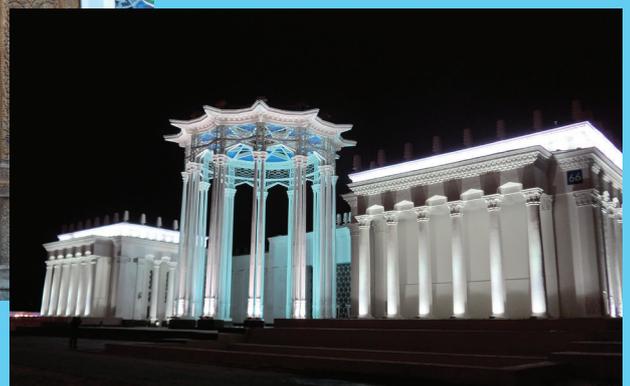
As in 1939, the exhibition housed pavilions of different territories within the Soviet Union. However, many pavilions were renewed and this time there were 29 pavilions including the ones for the Baltic States. Each of these pavilions displayed the economic achievements of the corresponding territory. Additionally, each pavilion had a glass house to exhibit local plants. More plants could be found in the Plant section which was enriched by a rose garden with nearly 50 thousand varieties. Plants from all parts of the Soviet Union territory were to be found at VSKhV. The exhibition had 40 thousand decorative trees, 450 thousand shrubs, and around 5.5 million annual and perennial flowers. Though the most popular part of the exhibition had to be the Livestock section. People would stand in line to see the display of animals. Each day, animals were washed, cleaned, and then dressed in costumes and demonstrated to the jury and visitors. In 1954, the section housed 32 breeds of cattle, 53 breeds of sheep, 30 breeds of pigs, and 3000 chickens.



The façade of Ukrainian Pavilion is decorated with the Ukrainian majolica tiles and golden spikes. The entrance arch is framed in a decorative ceramic garland.



The Uzbekistan Pavilion is one of the most beautiful at the exhibition. The entrance is decorated with an open rotunda with a fountain underneath that underlines the grace of the columns. The decoration on the pavilion depicts cotton bushes and bolls, and is made by Uzbek masters.

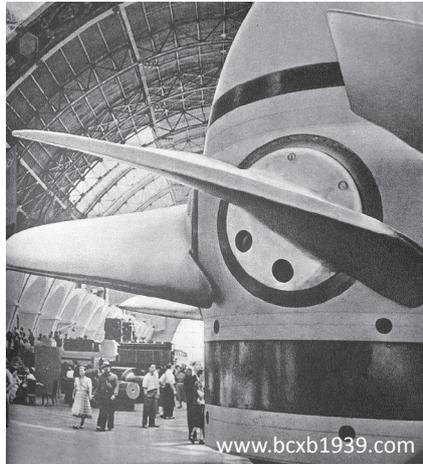


# VDNH 1956 - 1992

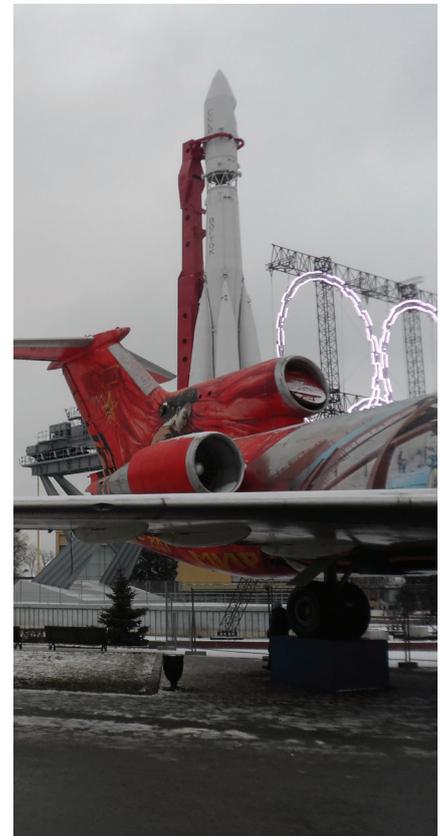
From 1956 the exhibition's aim was extended to include not only the successes of agriculture, but also those of industry. This led to more restructuring and rebuilding to give room to an industrial section situated around the Mechanisation Square. First Stalin's statue got removed. Then the Engineering and the Atomic Energy pavilion were added in 1954. In 1958, the Volga pavilion was rebuilt into the Radio-electronics Pavilion. To reflect the new aim, the exhibition opened in 1959, as the Exhibition of Achievements of the National Economy (Russian: Выставка Достижений Народного Хозяйства Vystavka Dostizheniy Narodnovo Khozyaystva) or ВДНХ/VDNH.



Demonstration in 1956



Exhibition in 1956



Rockets and airplanes at display



The Gas Industry Pavilion remarkably resembles Corbusier's style



The modernistic Pavilion of Floriculture and Landscaping

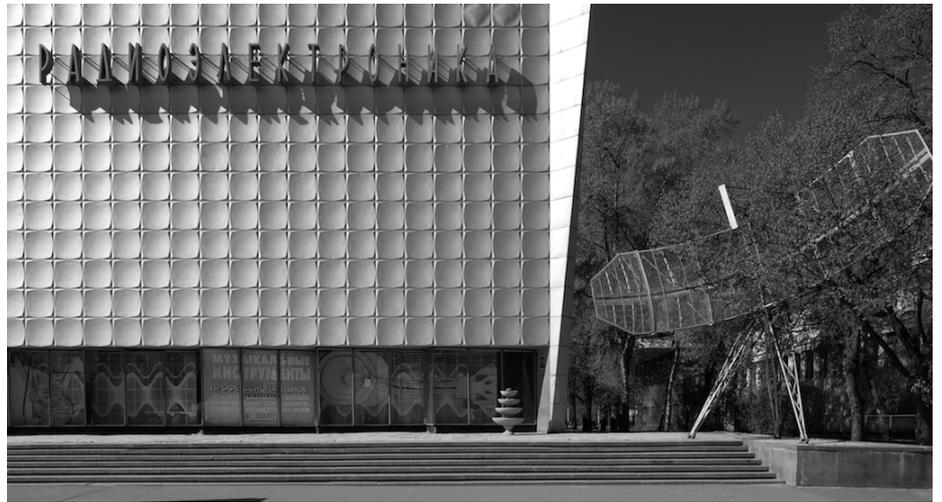


Kinopanorama

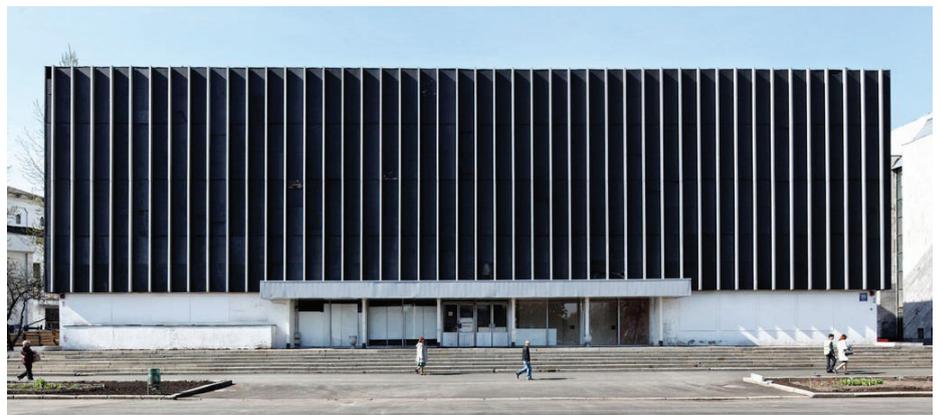


Pavilion No57 restructured the Square of Mechanisation

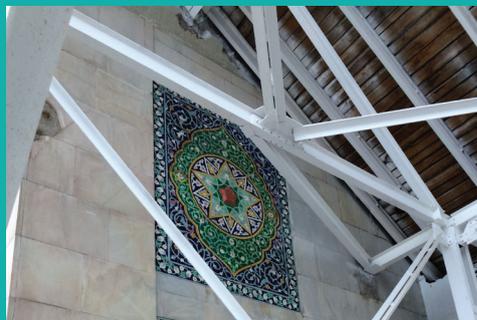
To celebrate the 50th anniversary of the Great October Revolution the exhibition needed further modernization. The focus became less on the individual achievements of each republic, and more on the innovations and achievements of different industrial sectors of the Soviet economy in general. Also great events such as Yuri Gagarin's first flight into space and the construction of the Baikal-Amur rail road were shown here to the public. This change in focus led to the conversion of regional and national pavilions into pavilions for specific branches of industry. For instance, the Pavilion of Azerbaijan was in 1964 transformed into the Pavilion of Computer Engineering by covering the existing façade with a modern one. This pavilion displayed the first electronic computer machines. These were working prototypes of the most advanced computers of that time, which were time-shared by research institutes on the premises. The Pavilion of Agricultural Machinery was reconstructed in 1966, and turned into the Cosmos Pavilion. Along the Mechanization Square two new large glass pavilions, No20 and No57, were erected. This reconstruction altered the form and size of the square, giving space to display different aircrafts and rockets over time such as the first Soviet passenger jet-airliner, the Tupolev Tu-154. In 1967, the Soviet Pavilion of the Expo 67 was rebuilt at VDNH close to the old entrance, and became the Moscow Pavilion. During the Soviet times, many more buildings were transformed, demolished, and new structures were added such as the administrative building, and the high raised structure of the mon-rail.



The Pavilion of Radio-electronics, previously the Pavilion of the Volga region



The Pavilion of Metallurgy, previously the Pavilion of Kazakhstan



In 1964 the Azerbaijan Pavilion was transformed into the Pavilion of Computer Engineering by putting a new facade in front of the building. Nowadays only the scaffolding of the 1964 façade is still standing.



# VDNH 1992 – 2013

After the fall of the Soviet Union in 1992, VDNH became a state joint-stock company and was renamed into VVC. Due to loss of state funding, new sources of financial support had to be found to maintain the area. Now capitalism had its way. The decision was made to sell and rent out the pavilions and other spaces. Many of the pavilions turned into shops and warehouses, often selling the goods and products relating to the specific pavilion. Others inhabited live shark shows, cat shows, and other activities. The profitable exploitation of the buildings and lack of regulation made the exhibition site a scene of shady businesses. Illegal constructions came up like a private mansion at the lake between the pavilions of Fishery and Rabbit-rearing. The park itself was used to spend leisure time at the theme park and to have open barbecues.

From 2000, under Putin's rule, the situation at VDNH slowly improved. In 2004, as part of the celebrations of the 850th anniversary of Moscow, an amusement park was built near the main entrance containing the Moscow Ferris Wheel. In the meantime, exhibitions were starting to be on display again at VDNH, and some former Soviet countries opened up pavilions to promote products and goods. In addition, between the Expo 67 and the Entrance Gate built in 1939, a large exhibition hall was built which would meet the modern requirements to house different national and international events.

The inappropriate use and neglect since 1992, did not only give VDNH a bad reputation, the preservation of many buildings also failed, leaving them in a dilapidated state. Some buildings were lost in fires, other buildings were beyond restoration. Other buildings were added, some legal, others illegal. These changes together with some structural changes within the Soviet period, unfortunately, often impaired the architectural ensemble of VDNH.



Flower stands in the Pavilion of Floriculture and Landscaping



Shops in the Pavilion of Radio-electronics



Some pavilions are neglected and rundown, like the restaurant in the northern part



Product market in the Belarusian Pavilion



Amusement park



Moscow Ferris Wheel

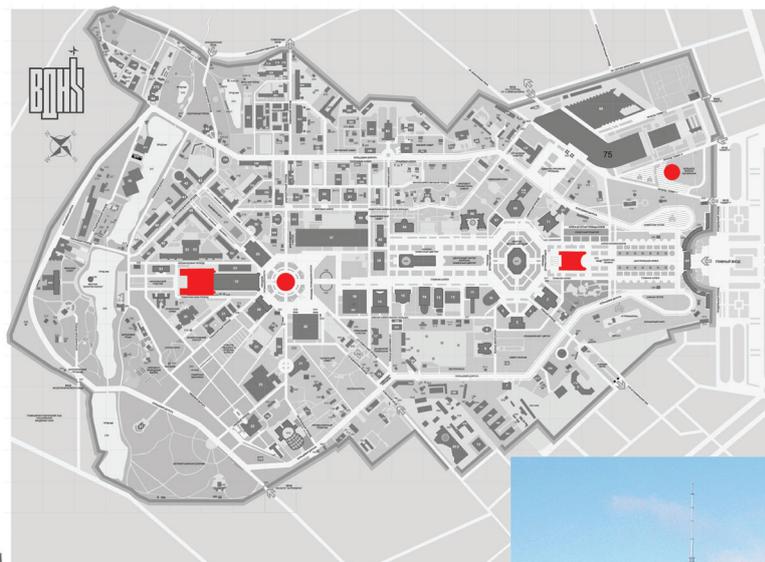
# 5 VDNH in its present day





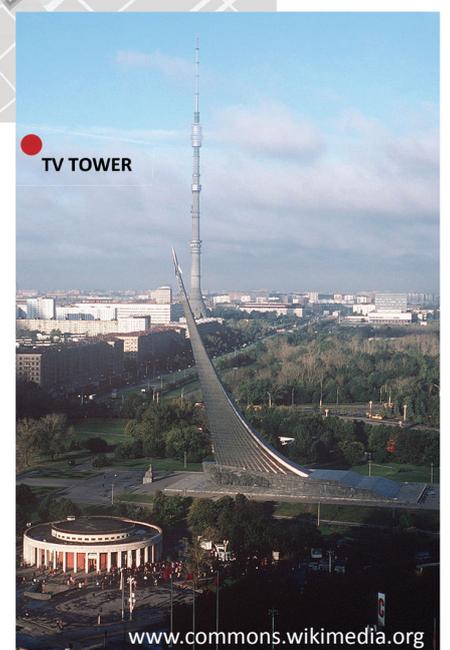
# VDNH in its present day

VDNH and its emblematic Soviet heritage form a unique place within Moscow, Russia, and the world. The non-human scale of the exhibition makes it clear that this area was built to impress. Amidst the monumental pavilions, statues of former Soviet Union leaders and other prominent people show a glimpse of their former glory. The Cosmos Pavilion, the rocket, the Main Pavilion, and the Wheel are identifying features. Outside VDNH, attention is drawn to the sculpture Rabochiy I Kolkhoznitsa, the Space Monument, and Ostankino Tower. Originally, the exhibition was set up with a rigid spatial structure in the centre. Yet, due to loss of buildings, and the addition of new buildings without considering the masterplan, the composition of the exhibition is hampered, and the buildings become more scattered towards the borders. Additionally, several of the historic buildings are in bad condition due to inappropriate use and neglect.



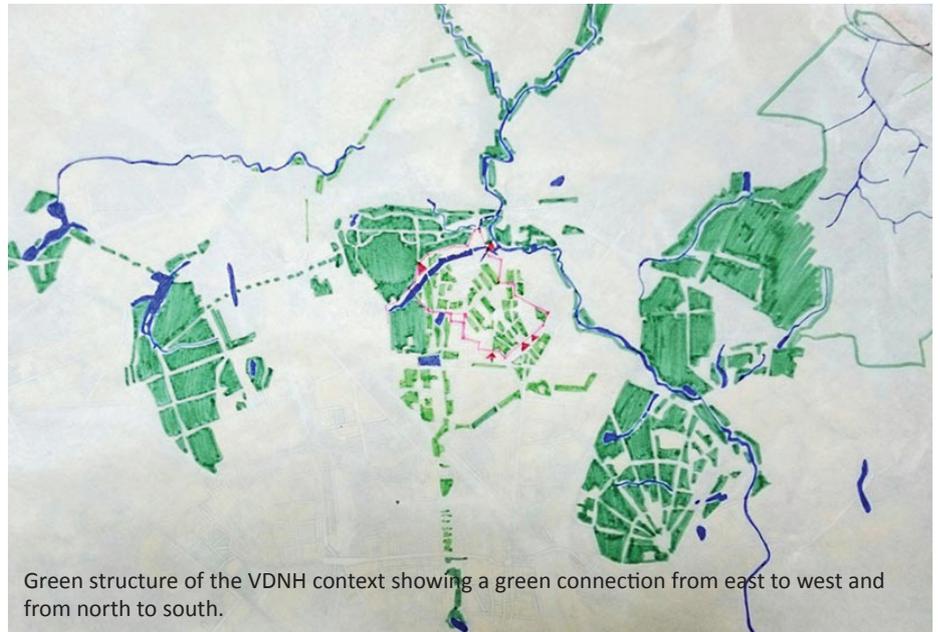
Landmarks

SPACE MONUMENT



The Space Monument and the TV tower

What is tantalising about VDNH is that along the monumental bustle the place offers quietness and solitude. Cultural areas such as Michurin’s garden and around the agricultural pavilions give relaxation. The northern part has a park like atmosphere with natural features such as ponds and forest patches which flows into the Botanical Garden of the Russian Academy of Sciences now that the fences have been removed. Together these two areas are part of a larger green-blue ecological network within Moscow, in which the ponds form a natural connection with the Yauza river. The large green space of VDNH gives room for sport and leisure activities for many Muscovites.



Green structure of the VDNH context showing a green connection from east to west and from north to south.



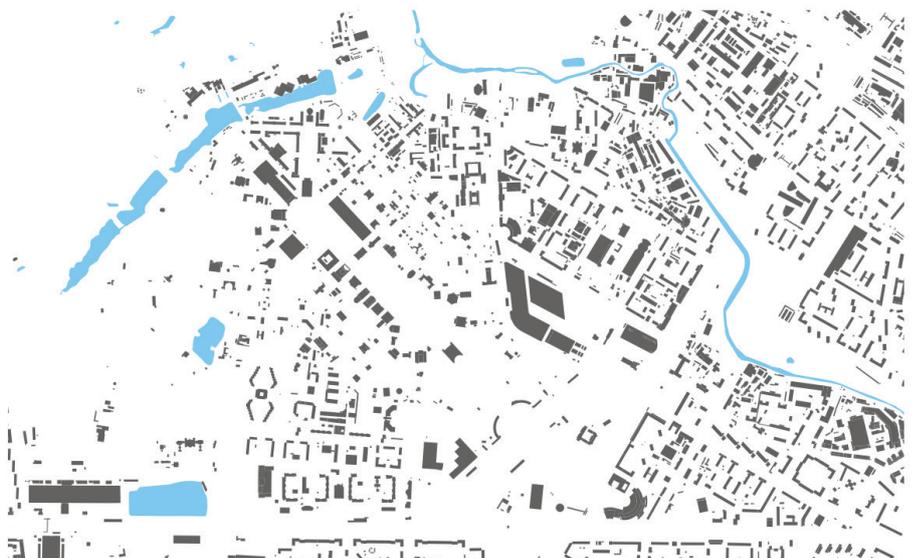
VDNH within the green structures of the Moscow city region



The green park zone in the north of the VDNH area



Statue of Michurin

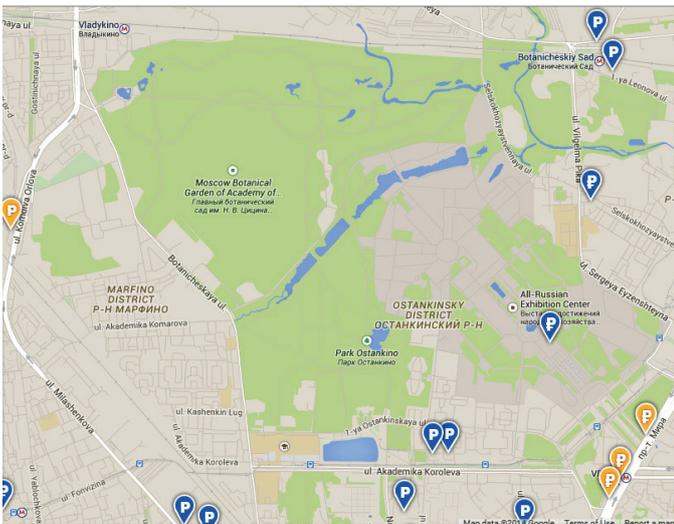


Urban fabric of VDNH and environment

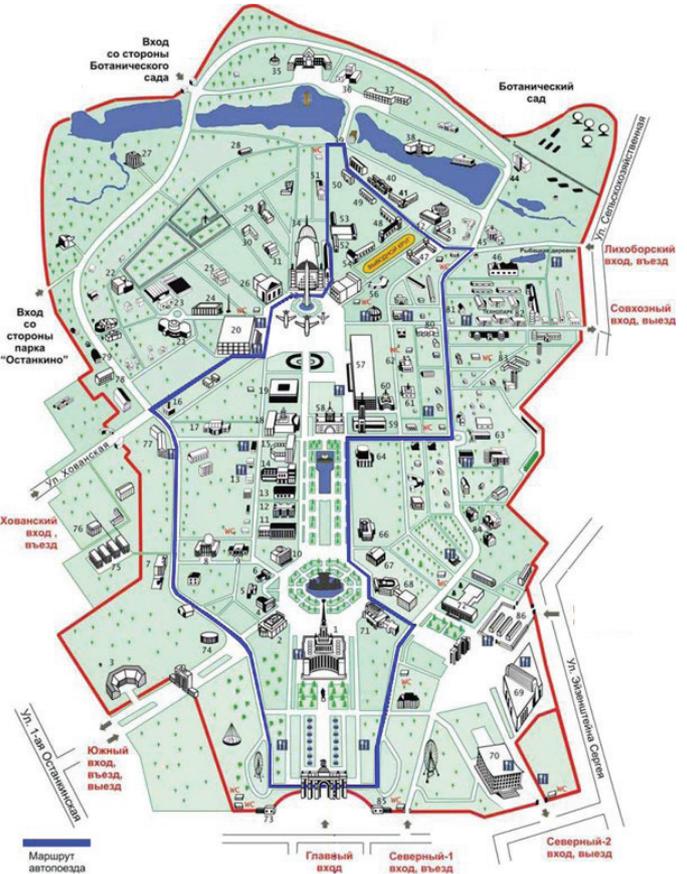
Compared with the ecological connectivity, the physical, visible, and functional connection of VDNH with its surroundings is weak. The surroundings inhabit a mixture of functions like factories, universities, and shops of which most have little to no relation with VDNH. Backs are often facing each other, and the appearance of these mix use places and VDNH are dissimilar.

VDNH can be entered from six entrances of which two are open 24 hours. The other gates close after eight o'clock in the evening, and can be hard to find. Views on entrances are at times partly blocked by other structures. Parts of the

area are also closed off for public, and access by mobilised traffic is limited. A minibus, or marshrutka, drives from the northern part to the main entrance, and back. Additional cars and bicycles can be rented to travel on site.



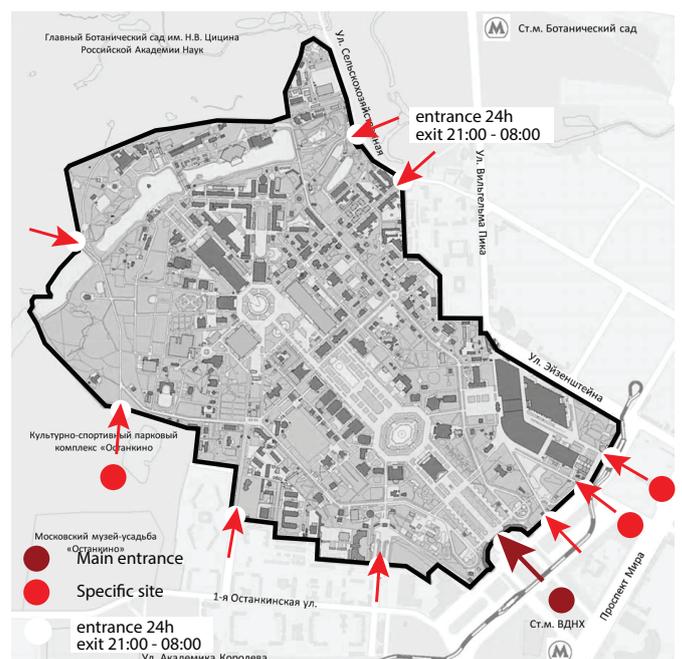
Green context of VDNH and adjacent parking lots



Route of the minivan or marshrutka



Functions in the vicinity of VDNH



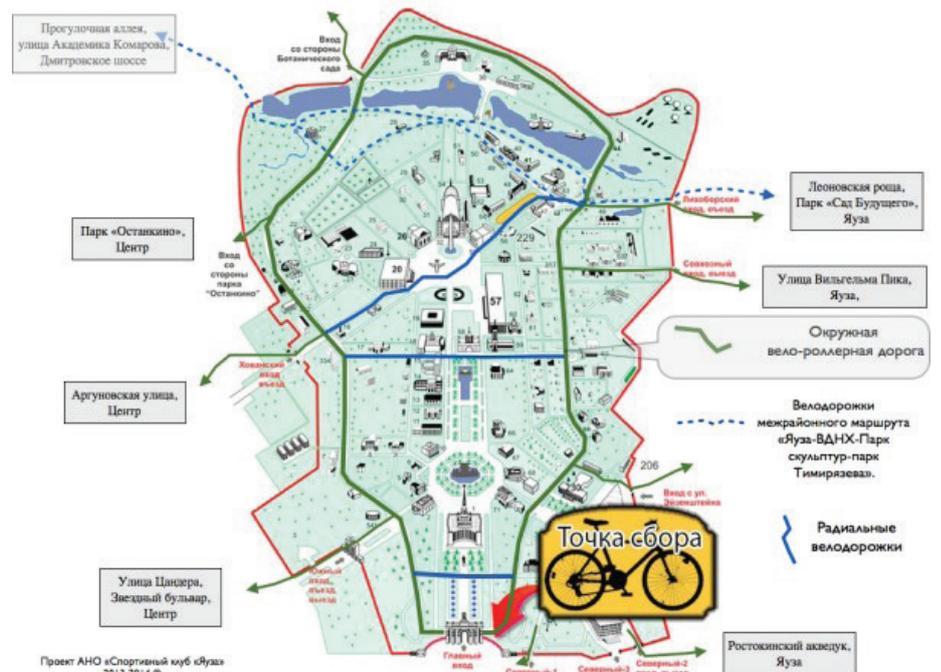
Entrances to VDNH

At first sight, VDNH seems to be strategically located to different modes of public transport. In front of the Main Entrance are bus stops for the regular bus and marshrutka. Additionally, there is a tram line, and the monorail which goes from VDNH to metro station Timiryazevskaya. The VDNH metro station is the closest station to the Main Entrance Gate. In the north east the metro station Botanicheskiy Sad is situated. Yet, due to the sheer scale, from the Mechanization Square to those two metro stations takes about 25 – 30 minutes by foot. The three metro stations in the west, behind Ostankino Park and the Botanical Garden take even more time. Any train stations in the vicinity are about an hour walk.



Transit routes: black: train, red: metro, orange: tram, blue: monorail

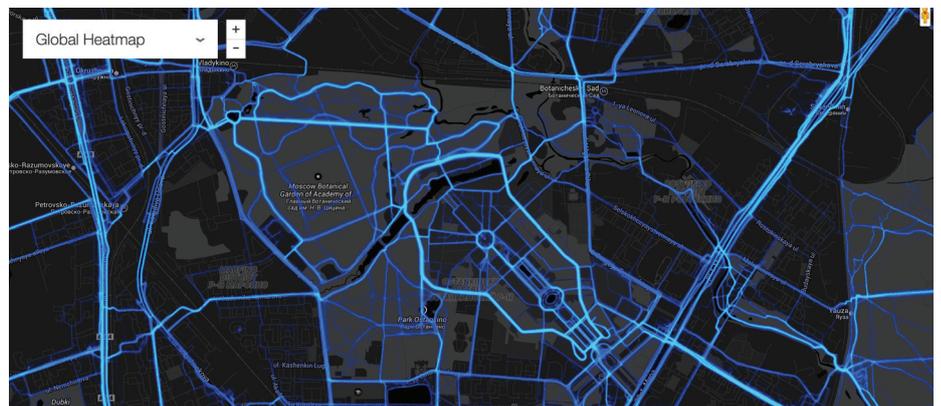
Since 2014, the Government of Moscow has 100% ownership of VDNH. Together with the VDNH management, they face the challenge of redeveloping the area while preserving the heritage. The costs of redevelopment and the reconstruction of dilapidated buildings are high. At this moment there is no clear strategy for the future of VDNH. Additionally, certain legal frameworks, such as those for rent and sale of property and land, make it even more challenging to come up with feasible strategies. Possible strategies involving grass roots initiatives are limited due to a lack of participation with NGOs and the general public.



Bicycle routes



Re-opened entrance for cyclists



Strava map for most used routes for bicycle activities (more info at [www.strava.com](http://www.strava.com))

# Functions within VDNH

First and foremost, VDNH is an exhibition area, with over 100 exhibitions a year. At the time of the workshop, an unusual exhibition was displayed in the Cosmos Pavilion. It represents an orbital station in full size, that informs visitors on matters concerning the universe. A list of additional exhibitions on display during the YPP National Workshop can be found in the text box.

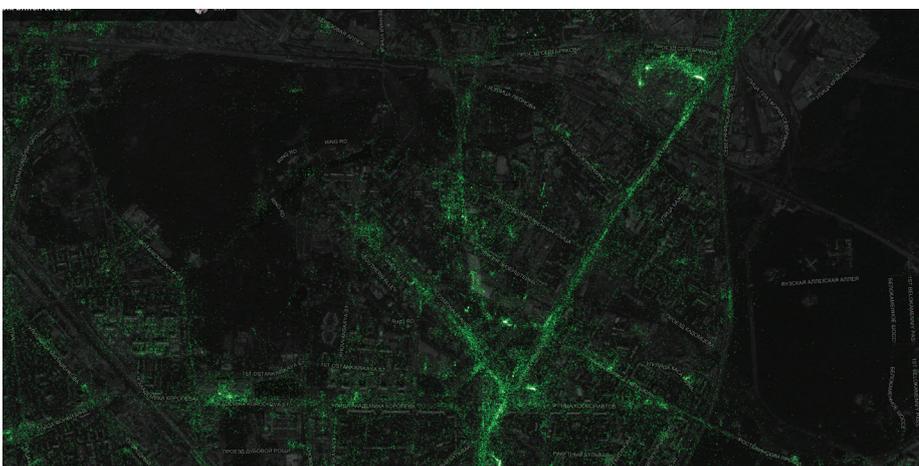
Each year, VDNH attracts around 19 million visitors. For comparison, the Louvre in Paris attracts 9.2 million, and the Statue of Liberty in New York attracts 3.2 million visitors. Part of this success lies in the various activities at the site. VDNH has something to offer to everyone. Tourists come here to wonder about the Soviet heritage, and for many Muscovites it is a place for recreation. The summer is the most attractive season, and some pavilions are only open then. This is the time for open air leisure activities. People make a stroll, ride bikes, and roller blade. This is the season for the open amphitheatre and the amusement park, for open air games, water activities, summer reading rooms, and cafés. Also special events such as the Olympics 'Mechanics of Miracle', and festivals as the Moscow International Festival and Park Live take place at VDNH.

## Exhibitions on display:

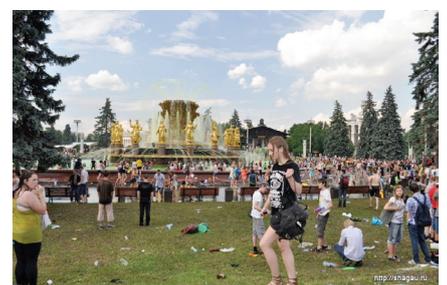
- exhibition dedicated to the 75th anniversary of VDNH
- painting exhibition
- 'From plankton to sharks', exhibition on coral reefs and fishes
- animation museum
- science exhibition
- 'Information City'
- Orthodox exhibition
- 'Occupational Health' exhibition



Exhibition at VDNH



Twitter map: indicates that most twitter messages are sent in the central axis of VDNH





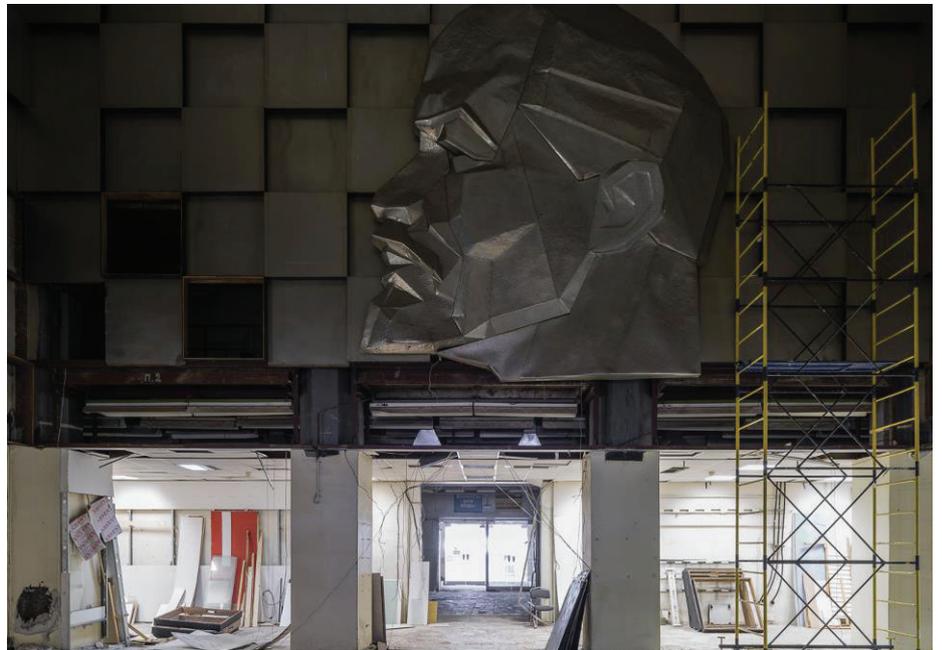
# Perceptions on VDNH

VDNH is seen as a park that belongs to all, a place for all people. Someone even called it the 'normal citizens celebration area'. Yet, many people know only the central area where most activities take place. Tourists tend to think that people from Moscow or Russia do not know the place, or are just not interested in it because of its Soviet past. This past makes it, however, interesting for tourists when visiting Moscow. Yet, for many people in Russia, and even in former Soviet states, it is seen as a gigantic exhibition that you should see at least once in your lifetime. VDNH is still in the memory of many people who experienced the USSR, and is often linked with Soviet nostalgia. The younger generation often sees ugly architecture, but both generations consider it as 'luggage without handle'.

The image of VDNH is weak, and the recent past in the 1990s did not contribute to a positive image. It is generally agreed that something needs to change. The recent developments by the new administration have not gone unnoticed. People see the area improving. There is more life on VDNH. The question remains how to deal with this luggage of mental and physical heritage. Will it become a museum city with park infrastructure? The opinion of professionals differ. Some think that nothing should be changed; the area is a dream for any USSR archaeologist. Opposites say the site is dead, and does not show any taste. While others see it as an area with its own character; Soviet empire's pride and glory mixed with wild capitalism. Important for many, though, is that VDNH keeps its identity, and will not become a second Gorky Park.



VDNH is a park



Restoration of Soviet heritage



www.vimeo.com, photo by Kirill Klochkov

New activities, such as the light festival, contribute to an improved image of VDNH

# Users and stakeholders

The identification of stakeholders is important for understanding the possibilities for revenues for the area. Stakeholders can be institutions or persons that hold particular interest in VDNH. They can be landowners or tenants, the persons who manage the resources for the development or upkeep of the area. As described at page 29, the stakeholders are divided into three groups: managers, users, and end-users.

## Managers

Managers can be the owners of the site, the people or institutions who are responsible for its maintenance, the day to day management, or its future development. Also institutions who finance or regulate the area of VDNH can be managers.

Currently, the exhibition site is 100% owned by the Government of Moscow and its subsidiary the joint stock company "VDNH" (OAO "ВДНХ"). The company assets include the land, the buildings, the infrastructure as well as the site's maintenance services. Additionally, they received a subsidised start capital of 3 bln Ruble (43 mlj

Euro or 53 mlj US Dollar, average exchange rate of December 2014) to cover the costs of renovating the site. "VDNH" company is also the responsible body for the implementation of future strategies. Its aim is therefore to look for possible strategies to develop VDNH and to create revenues to secure future maintenance of the site.

Indirectly, the State or Federal government and the Government of Moscow city are also involved and may provide additional subsidies for the redevelopment of VDNH. These authorities also have a saying in managing the planning and restrictions for the site, and are responsible for development of neighbouring plots and of external infrastructure such as public transportation. The local authorities may have additional interests like how VDNH can contribute to better living conditions for Muscovites. Furthermore, they might be interested in economic development of the site to create more job places and to boost the local economy. One way to do this is to attract more tourists. Another way is to attract investment from large companies like Gazprom, Lukoil. These companies could then get a share of the joint stock company, and also become managers.





## Users

Users are entities who rent or lease parts of the VDNH for either long or short term. This may be commercial entities such as event organizers, restaurant and shop owners, and businesses, but also non-commercial entities like NGOs and interest groups who actively use pavilions and open spaces. The users play an important part in the overall strategy as they may provide necessary revenues via rents, corporate sponsorship, or corporate social responsibility schemes. Furthermore, they provide additional activities on the site.

Potential users can include major corporate sponsors, for example larger state-owned companies such as RZD Russian Railway, Gazprom, Rosstelekom, and Sberbank Rossii. For these companies, VDNH can be interesting as a business centre, as a long term investment, or for promotion to show the companies' values, and to gain status. They can become potential sponsors of pavilions, exhibitions, or events within VDNH. They may also be interested in having more permanent presence at the site as supporters. That may potentially

include other corporate sponsors, that may be interested in participating in improving the VDNH experience, especially through technology related exhibitions. This may relate to Western companies that invest in Russia (such as Siemens or Phillips). Given the history of the site since 1992 with issues with privatisation and loss of control over overall quality of VDNH spaces and pavilions, the process must be carefully managed.

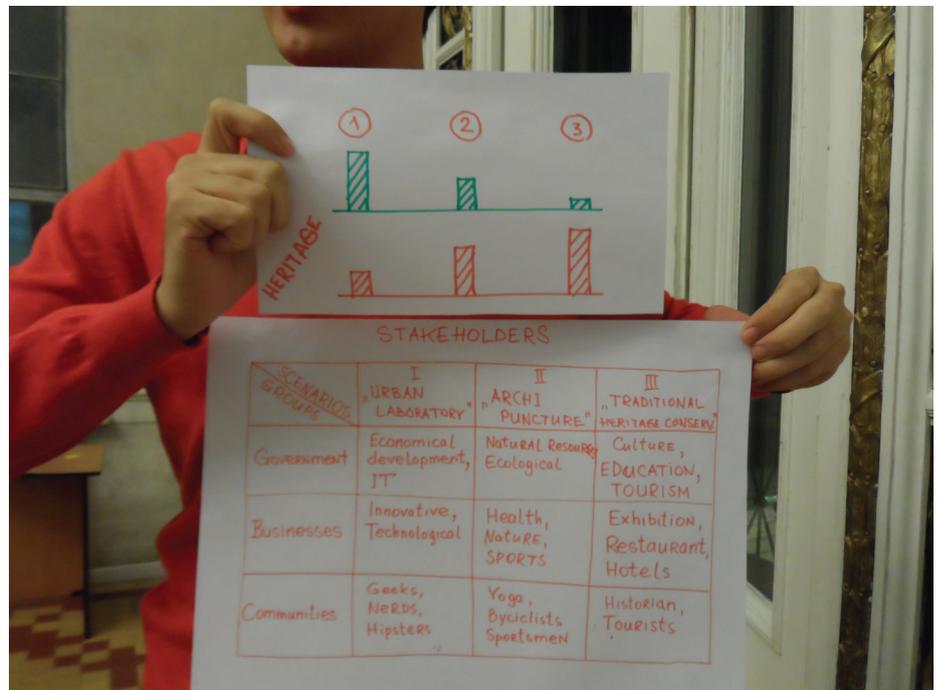
Also smaller companies and startups can help revitalise VDNH, and attract more visitors, business, and other investors. These commercial companies can invest in the maintenance and conservation of the buildings, and help to create awareness for the architectural heritage and VDNH's history. On the other hand, by paying for utilities these companies create revenues for the VDNH management. Conversely, companies want clear and secure rent conditions, defined buildings and plots, and good infrastructure: roads, internet, electricity, and water supply. Yet, VDNH also offers a unique and well visited place with low rent for long periods.

Other users may include NGOs, foundations, research centres, and environmental and cultural groups. VDNH can give these groups attractive spaces for offices, exhibition spaces, and conference venues which additionally show engagement and give status. Vice versa, these groups can give engagement, knowledge, dialogue with under-represented stakeholders, and can contribute to the liveliness of VDNH.

A specific group of users who are already on site include pavilion users, often national governments from the former Soviet Republics or countries that hold close economic relations with Russia. The recently renovated pavilion of Armenia is one of the examples of such strategy. An own pavilion at VDNH can promote the country, its culture and products, and attract new investment possibilities. For VDNH this type of user not only brings income, but brings back one of the initial purposes of VDNH.

## End-users

End-users are the final clients, and in the case of VDNH often visitors. Annually, VDNH was visited by almost 19 million people. After the initial renovation in 2014, on average almost 500,000 people visited VDNH each weekend. On the holiday of 1-3 of August, the exhibition site attracted around 3 million visitors. The group of visitors are diverse, from children to elderly, yet most are Moscow citizens and tourists. Many Muscovites use VDNH as a park: to walk, to cycle, to skate, or to jog. Some Muscovites come here to work, to study, or to shop. Tourists often come here to admire the Soviet heritage. Other visitors come for specific events, such as business exhibitions, conferences, theatre plays, or festivals. People come to VDNH for different reasons: for relaxation, for sports, for fun, for nostalgia, for romance, and more. All these different people need to be considered, and their interests balanced. Children want a playground, young adults want amusement and perhaps a skate park, and the elderly and disabled want to have easy access to the area. But most of them want a safe, beautiful, and clean site, and a place to eat. Food places also need to vary to meet the needs of the different visitors; from food vendors, to small bistros, and high end restaurants. Revenues from the end-users are in general going to users, and less to managers. However, through grass-roots initiatives, end-users can also contribute financially to VDNH for instance by donating for a specific project.



# 6

## Visions on VDNH





# Visions on VDNH

The purpose of the brainstorm was to come up with 'out of the box' visions that would trigger discussion or new perspectives on VDNH. The visions may therefore sometimes be extreme, not realistic, or not within the wishes of stakeholders or users. Yet, these visions can help generate ideas and solutions that otherwise would not occur. As the participants came up with some interesting and surprising ideas, we would like to share them. Perhaps it may even help others to generate ideas, or redirect their way of thinking. Therefore below you will find short descriptions of the visions, with the slogan as title.



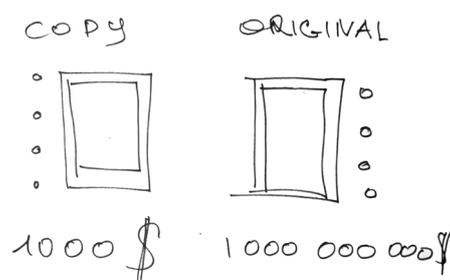
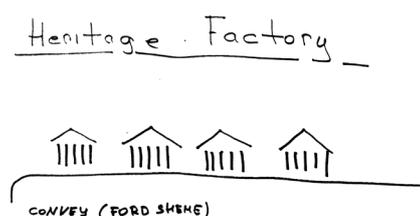
## Frozen in time

VDNH becomes an open air museum which tells the story of VDNH, and the rise and fall of the Soviet Union. On the site Soviet life is re-enacted by volunteers. Stories of individual people are shared through guides, exhibitions, lectures, and digital video installations which contribute to the collective memory on VDNH and Soviet life. To make the time line of VDNH more visible, the original structure from 1939 is strengthened. So will the former entrance become more prominent within the lay-out of the exhibition site. Themed routes will lead visitors through the site, and pavilions on the route will tell part of the themed story. All types of visitors and from different generations will come to VDNH. Citizens from Moscow, tourists from in- and outside Russia, and people with a special interest in architecture and history will be attracted to the place. School buses with Russian scholars will visit VDNH for education about the history of their country. The economic focus therefore lies primarily on tourism, education, and culture. VDNH will keep its function as exhibition space. Yet, also tourism related functions, such as restaurants and hotels, are allowed as long as they fit within the concept. Stakeholders who can be engaged are tourism authorities and heritage related organizations.

## Heritage factory

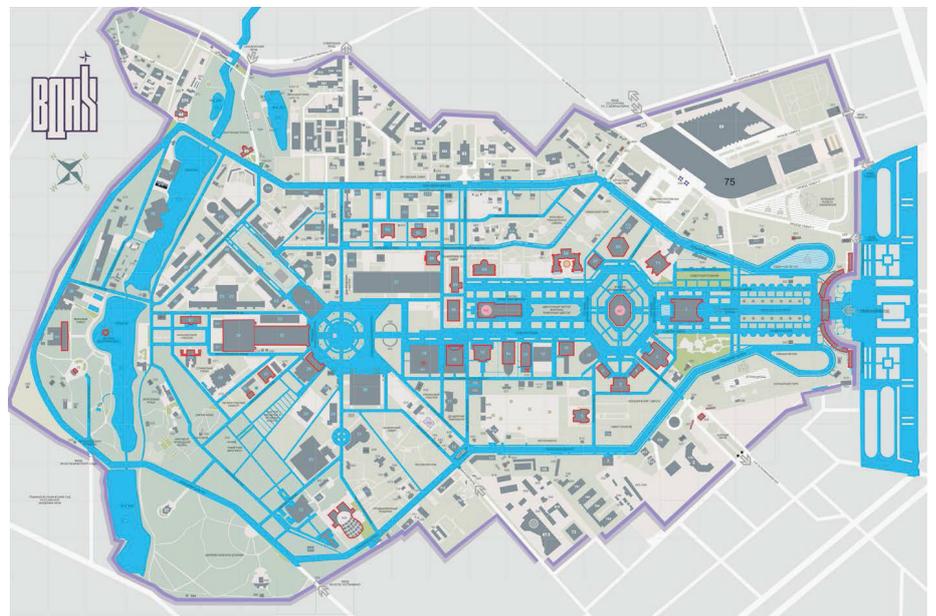
VDNH is a significant heritage site. Yet, what should be saved and protected? The spatial structure? Yes, but mainly in the central part. Building ensembles? Some of them. Architecture? The architecture is a combination of copied motifs and styles. From the beginning in the 1930s, VDNH has been a place where the new official architectural styles have been produced. The area has been changing, and producing heritage, and copies of VDNH buildings can be found in other parts of the former Soviet Union.

People are interested in history, and want to be close to it. On the other hand, culture has become a mass product. The idea is to turn VDNH once again into a heritage factory. Once again, VDNH will be copied and replicated. This time by using modern technology. Copies of its monuments, can be scanned and remade by 3D printers in different sizes, from miniature to real size productions. These copies can fill the empty spots in the architectural structure of VDNH. Moreover, they could be sold as souvenirs, but also fairs can be organised to sell copies of ready-made pavilions. In this way, you can buy your own pavilion for instance the Ukraine, Armenia or Cosmos pavilion. Pavilions of VDNH will once again spread all over the world.



## Lost in ruins park

This vision is inspired by the paintings of Thomas Cole, 'The Course of the Empire' and 'The Destruction of the Empire'. As the paintings of Cole, VDNH shows the past grandeur of the Soviet Union empire which is now in decline. It is this decline that becomes the site's attraction. VDNH will be the biggest and most ambitious ruin in the world of the biggest and most ambitious country that no longer exists. A monument celebrating the past. VDNH will continue to age and decline, however in a controlled way. Nature will run its course, and room will be given for it to retake the site. Based on initial plans for a new channels system for Moscow from 1935, the water system is extended to connect the VDNH ponds with the Yauza river. But the water system will extend even further to renaturalize the roads and paths, making water channels the transport routes within VDNH. By boat, the different islands with monuments in ruin can be visited. This creates an atmosphere of estrangement and decadence.



## Entertainment

Life is a game, enjoy it! That is the slogan for this vision. VDNH is about entertainment. Development of the site can be done by several investors or one. The amusement parks in the south of the area will be renovated, extended, and updated with the latest attractions. For children, large playgrounds will be added in the more northern part. In the central axis, events such as festivals, fairs, and concerts will be held. The pavilions will be turned into museums, theatres, shops, restaurants, and hotels. More people than ever before will be attracted to VDNH; citizens from Moscow, Russia, and tourists from all over the globe. However, this requires facilities to accommodate the increase of visitors. The Main Entrance is easy accessible by public transport, but in the future more entrances need to be well connected. Additional parking facilities will be added. Within the park, recreational transport will bring people across the site. Also bicycles, and segways will be available for hire.



## Urban laboratory

History is over. The direction for VDNH is the future. The main directions for the future will set out after that VDNH can develop freely. For example, new functions could be housed in existing pavilions. The initial directions, however, need to be flexible, adaptable, and allow multiple interventions. VDNH becomes a test zone for beta versions of city development. There is room for pilot projects and experimentation with new functions. The area becomes a free economic zone to attract entrepreneurs, in particular innovative start-ups. The focus of these businesses lie in IT and new technologies. Mainly geeks, nerds, and hipsters; knowledge and creative workers will be attracted to this place. Yet, new developments are not only determined by businesses, but also through open source urban development to which everybody can contribute. A new connection from the city centre by lightrail will allow people to reach VDNH in no time. By removing the borders and opening the site to the city, new connections can be established with surrounding functions.

## VDNHpolis

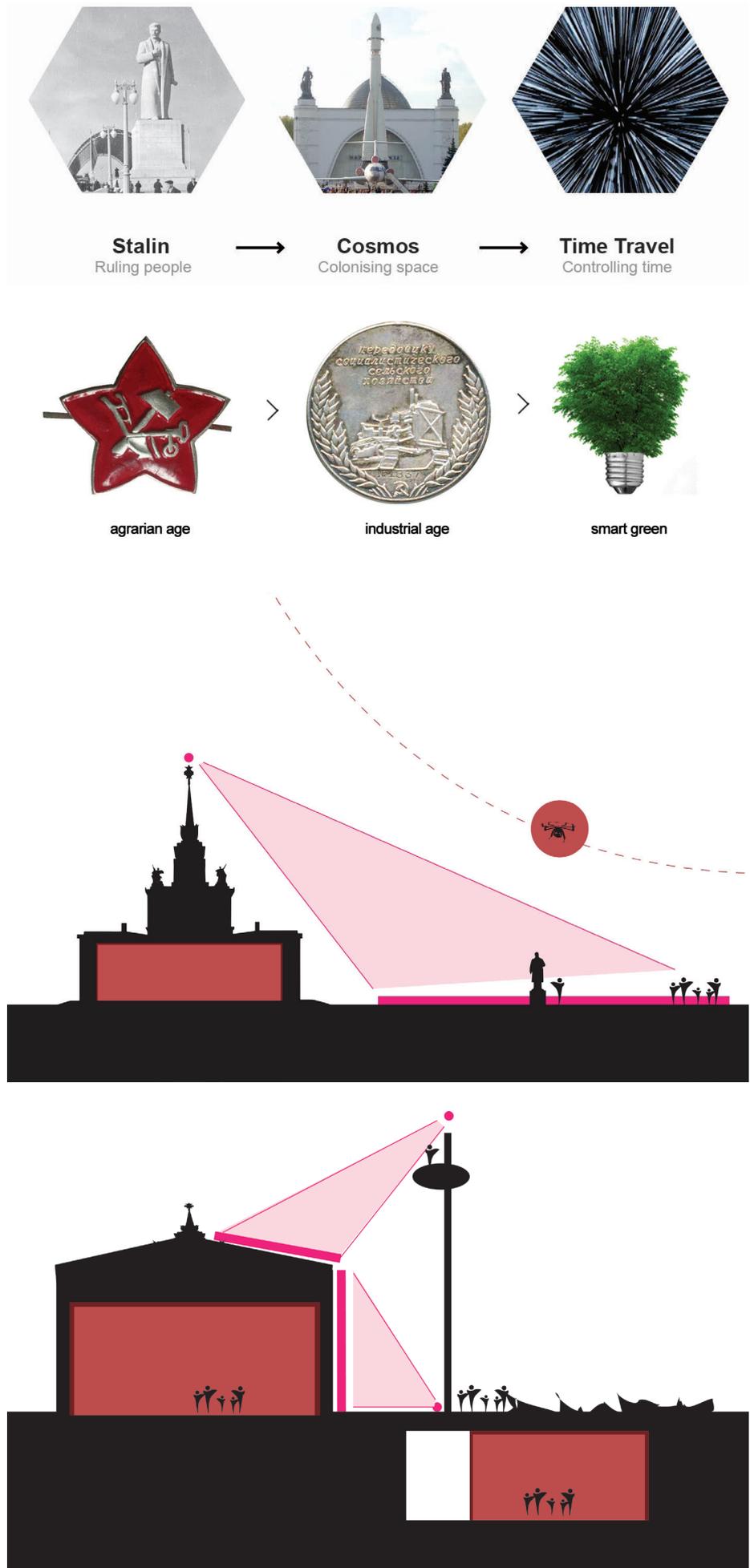
VDNH becomes a city within a city. A city with its own government, rules, and currency. A city that makes the step to become a 'Transition Town'. VDNH goes back to its agrarian roots and transforms into an autarky where an eco-economic model is practised and no non-renewable resources are used. However, this does not mean going back to the way of living of our grandparents. Energy is produced within VDNH with resources such as sun, wind, water, and waste. These resources provide energy for transportation, electric appliances, and food production. For food production, new technologies and old approaches are combined to make VDNH self-sufficient. To make a city within a city, VDNH will have many functions as in a normal town. This means also inhabitants, and creating living spaces in existing and new buildings. However, rules and requirements are needed to balance housing and other functions, and to make sure that prices are not sky-rocketing. For instance, within each family at least one member needs to work within VDNH.

Outdoor spaces will be used for growing vegetables and fruits. Plants are not just planted for ornamentation, they serve a purpose as food, herb, medicine, or to attract bees. The garden of Michurin will once again be used for fruit production. In the ponds, fish can be caught. At the Livestock Section, cattle will be kept for milk and milk products, meat, wool, leather and fur. Many pavilions can be transformed back to their initial topic, for instance the Pavilion for Rabbit-rearing or the Bee-keeping Pavilion. Other pavilions need a slight transformation, while others need more change. The Pavilion of Gas, for instance, becomes the Pavilion of Biogas including a biogas-installation. Pavilions No20 and No57 at the Square of Mechanisation provide after some reconstruction ideal spaces for new vegetable production technologies. The surplus on produce will be sold on farmers markets where citizens from Moscow can buy fresh products. With the income from the markets, products can be bought that are not available within the VDNH city. Additional income can be generated by giving exhibitions, lectures, and workshops on urban farming and permaculture. An educational centre provides courses for inhabitants and workers at VDNH and from outside. Visitors are free to enter during the day. Yet, to keep VDNH also physically a city within a city, a clear border with entry points is established.



## Time travel

Through time, VDNH displayed power and control. In the times of Stalin, it was about ruling people, then about colonising space. And now? Now it is about controlling time. VDNH is about time traveling. The main principles are to experience time, to experience new ideas, and to share information. Time can be experienced throughout the VDNH site. The agrarian age is exhibited in the northern part which transforms into the technological era around the Square of Mechanisation, and to the virtual city at the Main Entrance Gate. Between the Main Entrance Gate and the Main Pavilion, a cinematic pavement is laid out on which projections are shown. The projector is placed on top of the Main Pavilion. In the meanwhile within the Main Pavilion real-time images of VDNH are displayed. These images are taken by a drone which is hovering over VDNH taking images and videos. This technique of projection adds a dynamic additional layer to a building. Projections will also be made within pavilions, and on the walls and roofs. Vertical viewpoints allow visitors to see the projections and their impact on VDNH. The projections can be made by designers, and other people from the creative sector. Yet, also researchers can tell their story, and investors can show their advertisements.





## Archipuncture

In this vision architecture meets acupuncture. Small interventions are made to improve VDNH, balancing preservation of historic elements and introducing new ones. In this way, VDNH grows organically from an urban place to a natural one. Nature takes it over from the industrial focus, and room is given to functions concerning ecology and health. Relating to these themes come new innovative pavilions of which the main one is placed in the northern part overlooking the water ponds. This pavilion becomes the second focal point of the exhibition area. An additional element which is visible from far away is placed to attract more people. It will create a better connection between the central axis and the northern part. The new pavilions offer room for ecology concerned communities, and businesses concerning health and sports. The outdoor space will be arranged to provide possibilities for outdoor sports from yoga to cycling as well as urban farming.



## Green environment

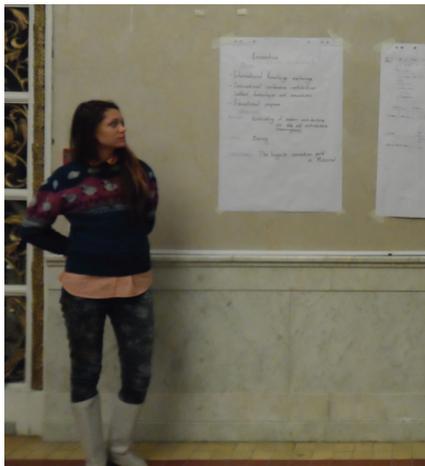
For many Muscovites, VDNH is a park to have a rest, a stroll, and leisure time. For Moscow, it is a large green area which provides health benefits such as clean air and recreation space. Moscow needs such areas to improve its living conditions, and to cope with its environmental issues. This vision proposes to turn VDNH into a natural park where ecology and biodiversity are given priority. The first step is to improve the connection of VDNH with other green areas. These connections can then also be used as recreational routes. Any barriers for either animals or recreating people need to be taken away. Streets need to be easy and safe to cross.

For the whole VDNH area, a landscape design is made to create more green spaces and add more trees. In the south, around the Main Pavilion, the design is more urban, yet ecological. The year round plantings here have a natural appearance with several indigenous species and grasses. More to the north, the green spaces become more natural, and the gardens are often themed. Gardens around some pavilions are designed within the pavilion's topic. The plants around the Pavilion for Bee-keeping attract bees. Around the Pavilion of Ukraine species are planted which are typical for Ukraine, and Michurin's garden is an arboretum of fruit trees, especially apples.

The northern part becomes more like a forest with indigenous species. The management of the forest aims to create a natural setting by leaving dead trees, and making rims of dead material for animals such as hedgehogs, martys, and snakes, to shelter and migrate. The banks along the ponds become broader with more room for natural vegetation and for water retention. To prevent flooding, other parts of VDNH have shallow water retention ponds close to large paved areas. Birdhouses are placed across the area, and every year there is a competition for the most creative birdhouse. One pavilion is dedicated to providing a winter shelter for bats. However, most pavilions are restored in which different organisations for environmental protection, museums, or restaurants, are settled. Alongside flora and fauna, there is room for recreation. People can have a walk and cycle here, children can play in one of the many natural playgrounds, and also other sport activities such as tennis and yoga are offered. VDNH becomes a relaxed place for people and animals.

## Very Dynamic New Hub

VDNH becomes the centre of gravity for Modern Arts, culture and sports. It remains an exhibition space, but the displays concern alternative and dynamic life styles, entertainment, and sports. Several festivals will be held: festivals for jazz, alternative, and electronic dance music; literature festivals; and an open air cinema festival for which the Old Entrance arches can be used as a screen. Big events can take place here such as the International Circus Festival, fairs for architecture and modern design, tattoo art competitions. The landscape gives room for photo and sculpture exhibitions across the site. For example, sand sculptures in summer, and ice sculptures in winter. Also smaller events will take place such as graffiti competitions, martial arts demonstrations, and hip-hop and break dance battles. The old open air theatre is re-opened with weekly new plays and performances. Room is also given for sport activities such as jibbing, skate boarding, BMX and MTB races, gimbar, roller derby, and biathlon competitions. These alternative functions can be housed among heritage and in the pavilions. In smaller pavilions, arts and crafts artists can display their works. Holding these different events will help restore and transform the pavilions. Additional income can come from budgets from specialised departments, sponsors, and companies related to art, urban culture, or sports and sports equipment. Along with new alternative events, alternative energy sources from sun, wind, and water will be used to generate electricity. This generated electricity can then be used for electric transport, and support a free WIFI connection covering the whole area.



## Innovation park

The biggest innovation park in Moscow will be located in VDNH. The latest technologies will be developed here. Innovative businesses can settle here. It will be an important international knowledge exchange. VDNH will therefore keep functioning as an international conference and exhibition centre. Additional, educational programs are integrated within the innovation park, and cooperation between education and business are stimulated. Zoning will regulate the preservation of heritage, and the construction of new buildings. A balance between old architecture and modern architecture is sought.

# 7

# Heritage Preservation





# Heritage Preservation



Amira Ahmad  
 Dmitry Boiko  
 Chi Hsiao  
 Anastasiia Klyputenko  
 Peter Njue  
 Mohamad Abdallah Ramadan  
 Oxana Veselkova  
 Morteza Yaghoukhani  
 Maria Zakharova

## Vision

What is heritage? And especially what is heritage at VDNH? We discovered three main topics concerning heritage: exhibition, architecture and technology.

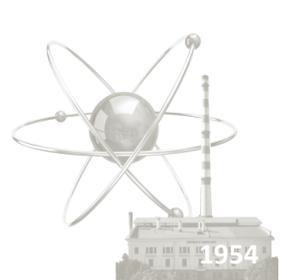
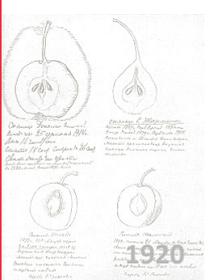
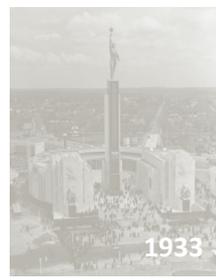
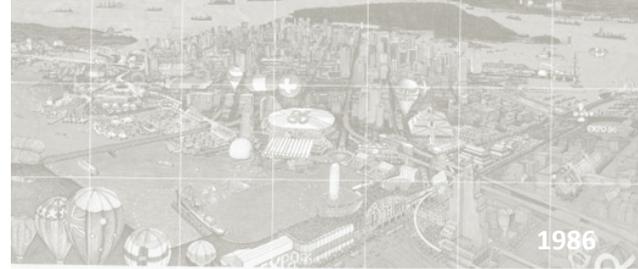
VDNH is a spatial manifestation of how trends in exhibition spaces evolved: from expositions at a global scale reflecting competition among nations, to exhibition centres at a regional scale reflecting national accomplishments.

These national accomplishments were mainly related to technology. VDNH witnessed the shift in development from agricultural technology, to industrial technology, to space invasion, and applied sciences. From an architectural viewpoint, VDNH is practically an open-air museum of architectural styles, reflecting vernacular, Stalinist, post-Stalinist, Modernist and contemporary styles.

Exhibition

Architecture

Technology

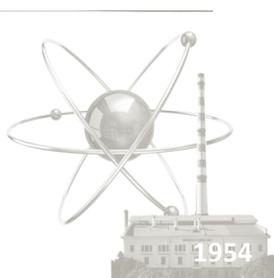


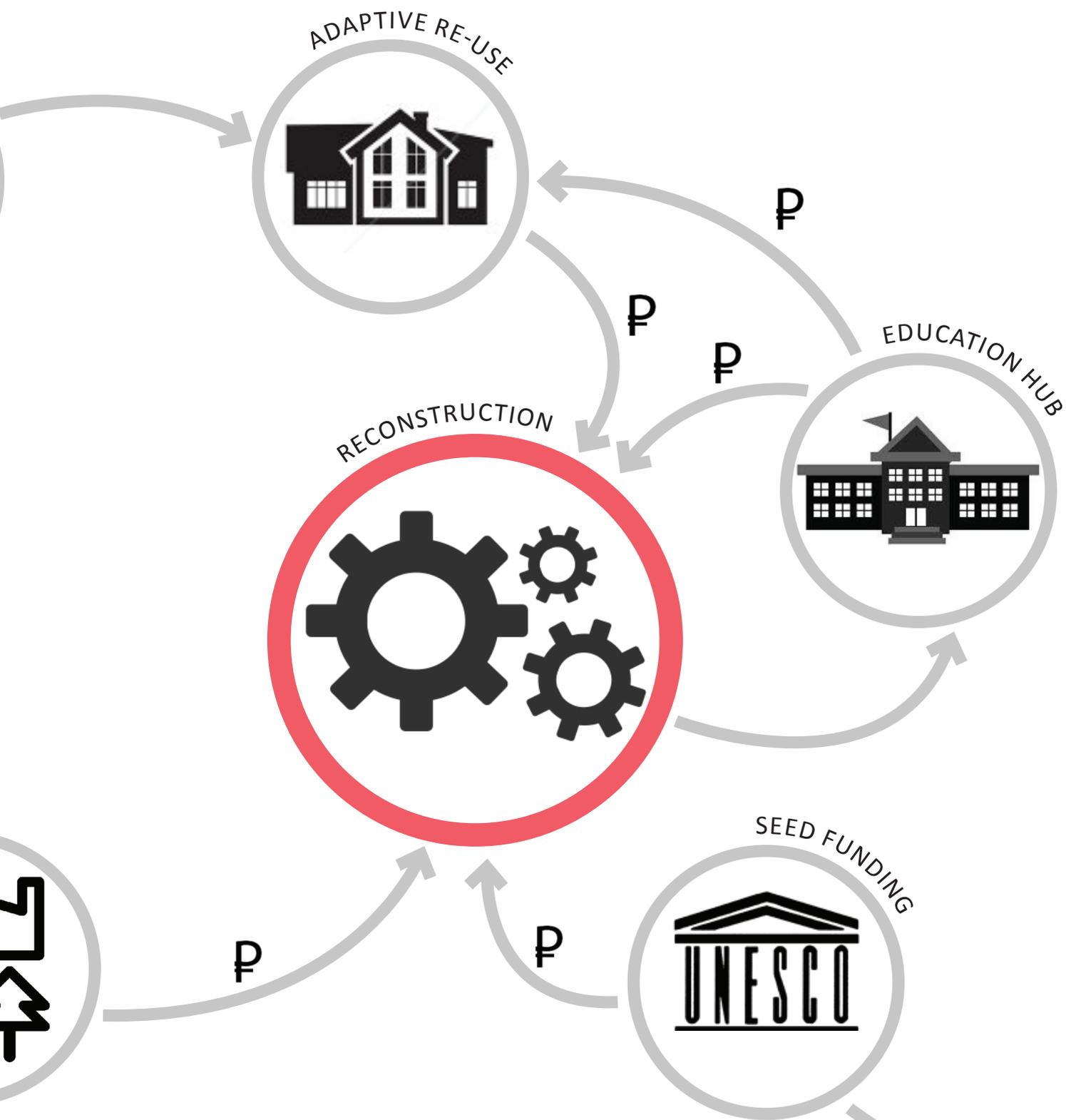
# 'The past is just a second away'

With all the different time layers, VDNH cannot be regarded as merely an exhibition space. VDNH is an ongoing narrative of Russian modern history. Wandering through VDNH, an observer walks down a time line showing important milestones in the making of Russian identity. It also shows that VDNH continuously adapted through time to the needs and wishes of its users, and will continue to do so. VDNH tells a story, but a story with an open end. History is not something static, but evolving and dynamic. What is new today, is history tomorrow.

VDNH offers place for the past, the old past and the new past. The place once again becomes the symbol of Russian national pride. It is a place that shows the history, allows to learn from history, to teach history, and to respect history. Through renovation, maintenance and education light is shed on the heritage characteristics of VDNH. The physical changes will be minimal. Functionally, VDNH's flexible space gives room to new spatial and architectural interventions, innovative sustainable approaches and methods on heritage conservation, and new educational and cultural activities; boosting the open-ended nature of VDNH.

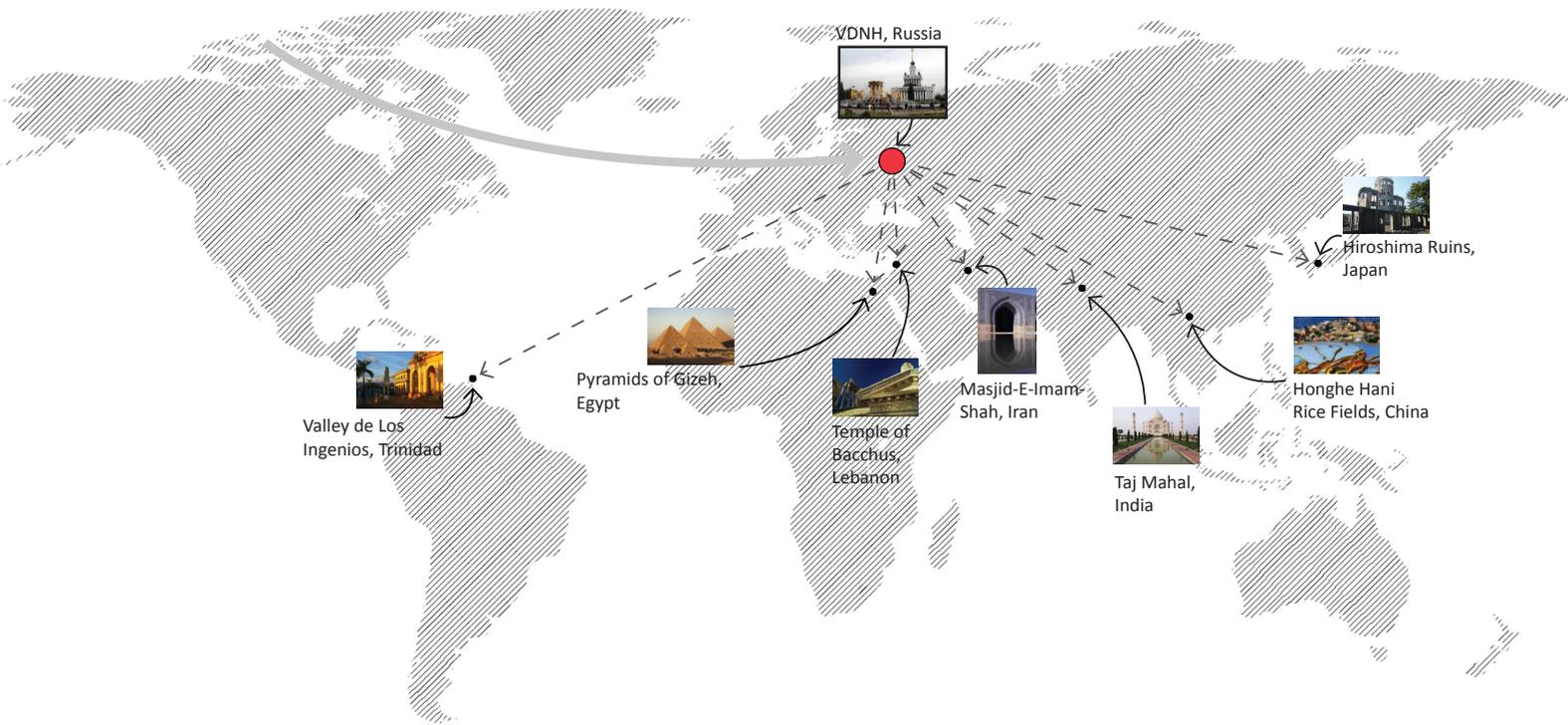
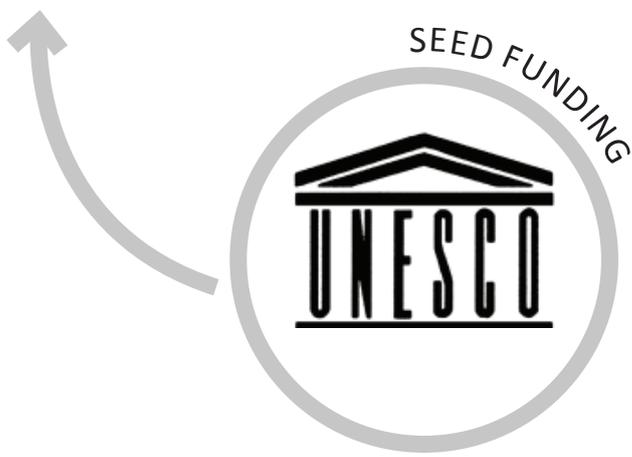
## VDNH is about open ended storytelling



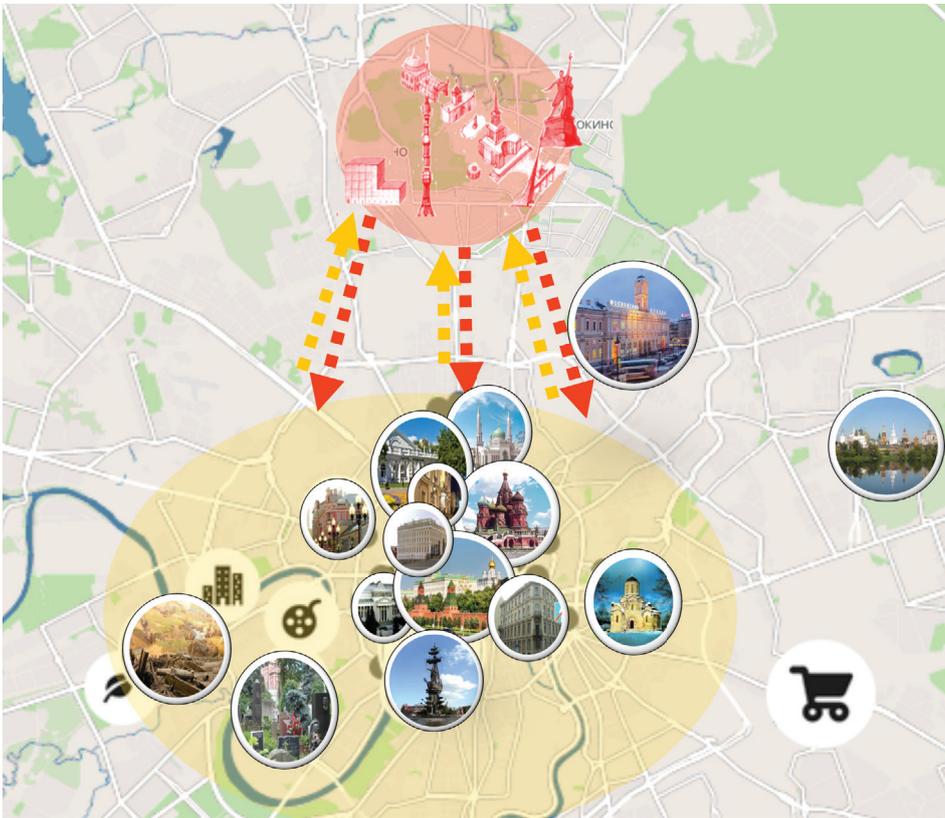


### Strategy

One of the largest problems of VDNH is the preservation of heritage. Several pavilions and other structures need reconstruction after a long time of little maintenance and neglect. When VDNH becomes a global class for heritage, history, culture and literature; this problem is turned into a chance. Reconstruction of the pavilions provides a real time laboratory to test new approaches and methods on conservation of heritage. In the meanwhile, the education hub needs facilities. These facilities can be placed in buildings within VDNH through adaptive re-use. In this way, the education hub contributes to the reconstruction. Along with universities in the education hub, research and development centres will be attracted to the site. Which in turn, attracts other functions such as cafés, shops, and services. For this mixed use development, space is required. The first step in this is to look for careful restoration, or otherwise adaptive re-use. Yet, when no suitable buildings can be found, new buildings can be developed. However, new development needs to be limited, and needs to connect with future purposes of the VDNH area. Furthermore, profit on these redevelopments needs partially be reinvested in VDNH. In this way, VDNH will be able to restore its monuments.



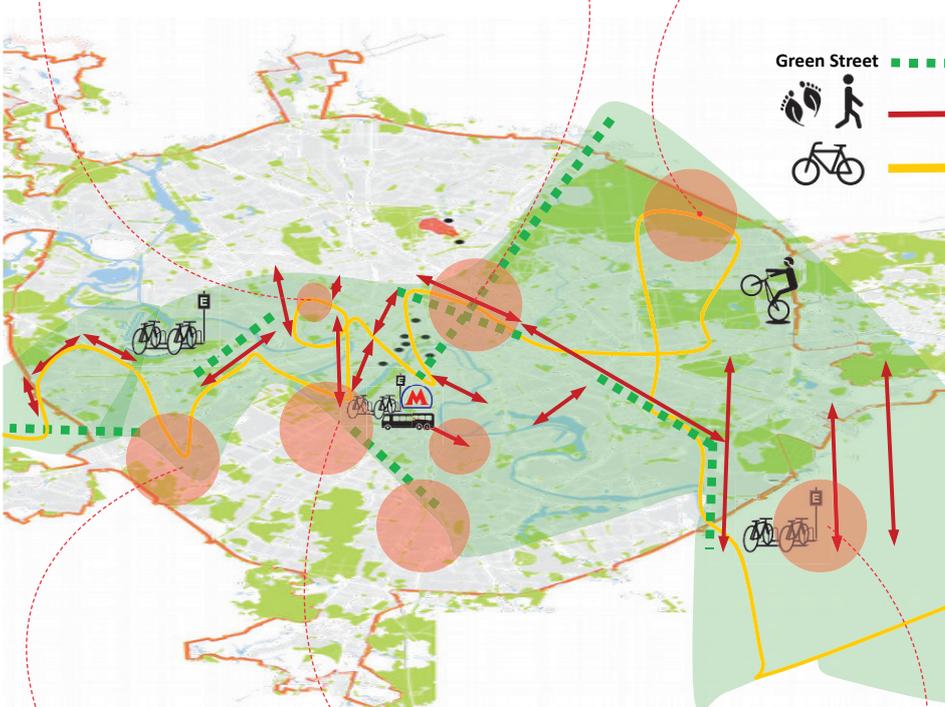
Another strategy is to inscribe the VDNH site on the UNESCO World Heritage List. This would give VDNH global attention. It also creates revenues through subsidies, and an increase in visitors, which allows reconstruction of the VDNH heritage. In addition, VDNH may receive financial assistance and expert advice from the World Heritage Committee to support activities for the preservation of the site. Assignment as a World Heritage site would help to raise the awareness on heritage preservation among citizens and governments. This strategy is, therefore, a great opportunity to redevelop the site, to attract more people, to add new functions (education, research, and innovation), and to modify space with respect to the uniqueness of VDNH. However, it also requires that the managers of VDNH and local authorities continuously work on managing, monitoring, and preserving the World Heritage properties.



### VDNH in context

VDNH is located on a fair distance from the historical city centre. As most (tourist) attractions are in the centre, VDNH has few neighbouring attractions which draw people to this part of the city. So, one of the aims of VDNH is to attract more people from the centre and other parts of Moscow. Therefore, routes between VDNH and other main attractions in the city are proposed which include all main landmarks and show Moscow's urban attractions. Additionally, the transportation within VDNH will be improved.

Situated within the northern green belt of Moscow, VDNH offers a great possibility to improve the connections between parts of the green belt and to add a new qualitative green space for leisure. New activities are added to VDNH to attract visitors who can easily visit the site by bicycle or on foot due to new routes. These new routes link the different green areas recreationally. Yet, the green areas are also linked together through new green lanes by planting trees along streets and recreational routes.



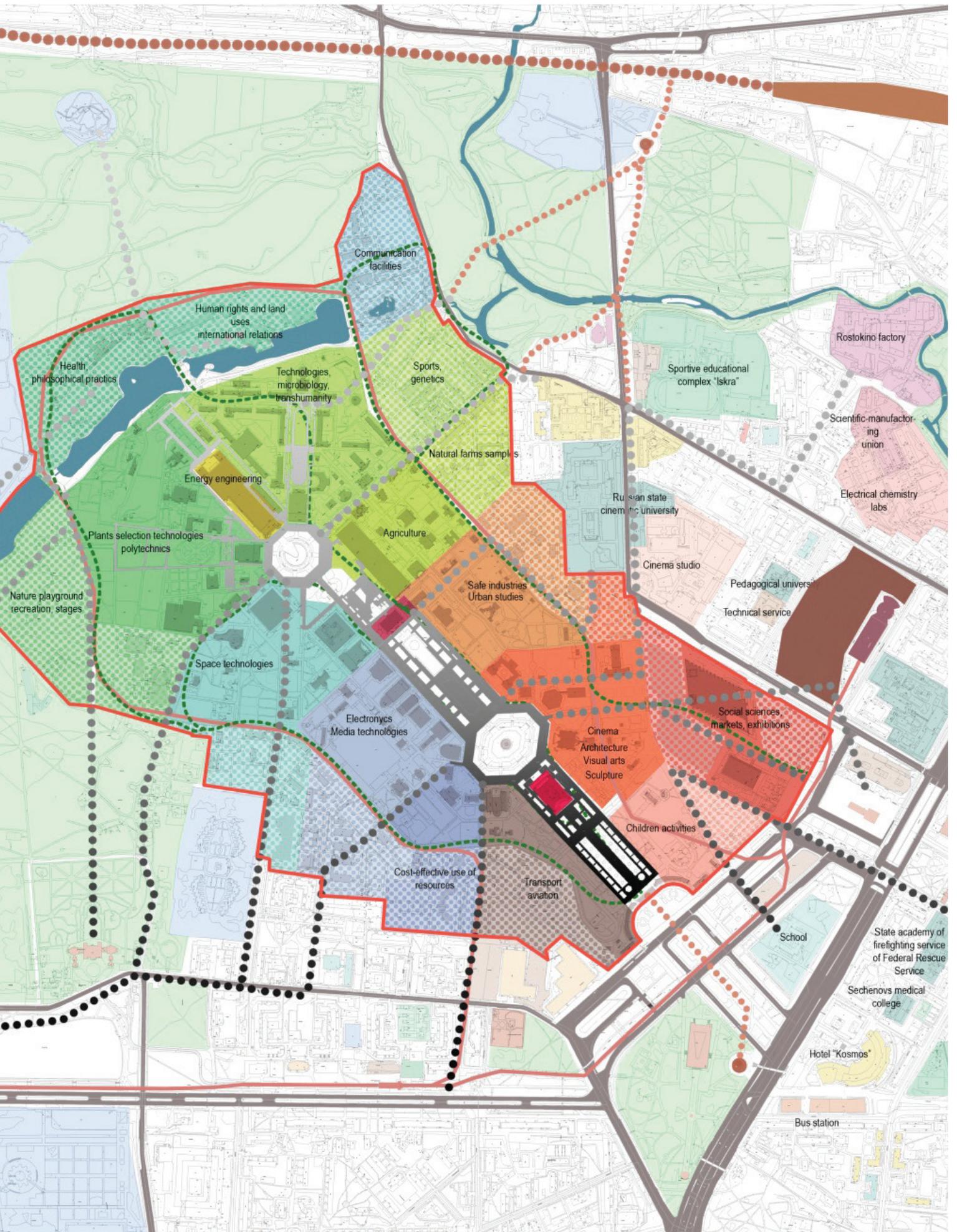


## Masterplan

The masterplan is divided into different sections which each represent different economic sectors. This division in sections is based on the historical lay-out of the exhibition site. The area, which was previously the Livestock section, will once again give room for education, research and development in agriculture, organic farming practices as well as biotechnology and microbiology.

Another layer of the masterplan is the central axis which represents the time line of VDNH. The start of VDNH will be represented from the Main Entrance Gate to the Main Pavilion. From the Main Pavilion, the time line goes from the recent past into present time until the Cosmos Pavilion which acts as the point of 'Now'. From the Cosmos Pavilion, the main axis splits into three routes representing possible futures. Along this time line, the story of VDNH, and scientific, industrial, or technological achievements are displayed in accordance with their point in the time line. The Cosmos Pavilion shows the current achievements of the Russian Federation. As time passes, the present and past constantly change, and with it the display of the VDNH time line. The pavilions along the axis, however, will be restored to show their different layers of history.

In the proximity of VDNH, there are many functions to be found: cultural institutions, schools, health centres, laboratories, and factories. VDNH can be better embedded within its surroundings by giving space for these functions to expand and represent themselves. This will increase the movement of people and goods between VDNH and its surroundings. Additional entrances to the area are made and current connections improved. In addition, new visitor routes are set out to show different eras and themes.



## Main pavilion

The hallmark of VDNH is the Main Pavilion. After careful restoration and redevelopment, the pavilion will house a research centre devoted to heritage. The research centre is concerned with questions such as: What is heritage? What is its value? When is something heritage? And how can it be preserved? The centre is called the “Heritage Forecast” and aims to be a world leader on the topic of heritage conservation and its practice, and to forecast what will be the legacy of the future. The centre investigates different approaches of heritage interpretation, and heritage preservation methods, and connects approaches and methods from all over the world.

The Main Pavilion forms the heart of the open research laboratory in VDNH. The territory of VDNH, its monuments, and multi layers of history and meaning make this area the best platform for an open heritage laboratory. New and old approaches and methods, studied and developed in the research centre, can be tested directly in practice in the VDNH area. This provides insight into the progress made in understanding and conservation of heritage. In addition, the Main Pavilion is used for conferences, project seminars, and other events related to heritage and its conservation.

Within the Main Pavilion there is also an information centre. This centre invites visitors to think about heritage, and give feedback on research. Open lectures, workshops, and other activities are held to open academic and professional conduct on heritage to the public. With interactive technologies, thematic routes through the area are indicated which teach visitors about the history of the VDNH area, the ongoing restoration works, and current events in the area. In this way, the Main Pavilion contributes to put heritage on the academic, and the public agendas.



INFORMATION  
WORLDW  
OPEN H





AL CENTER



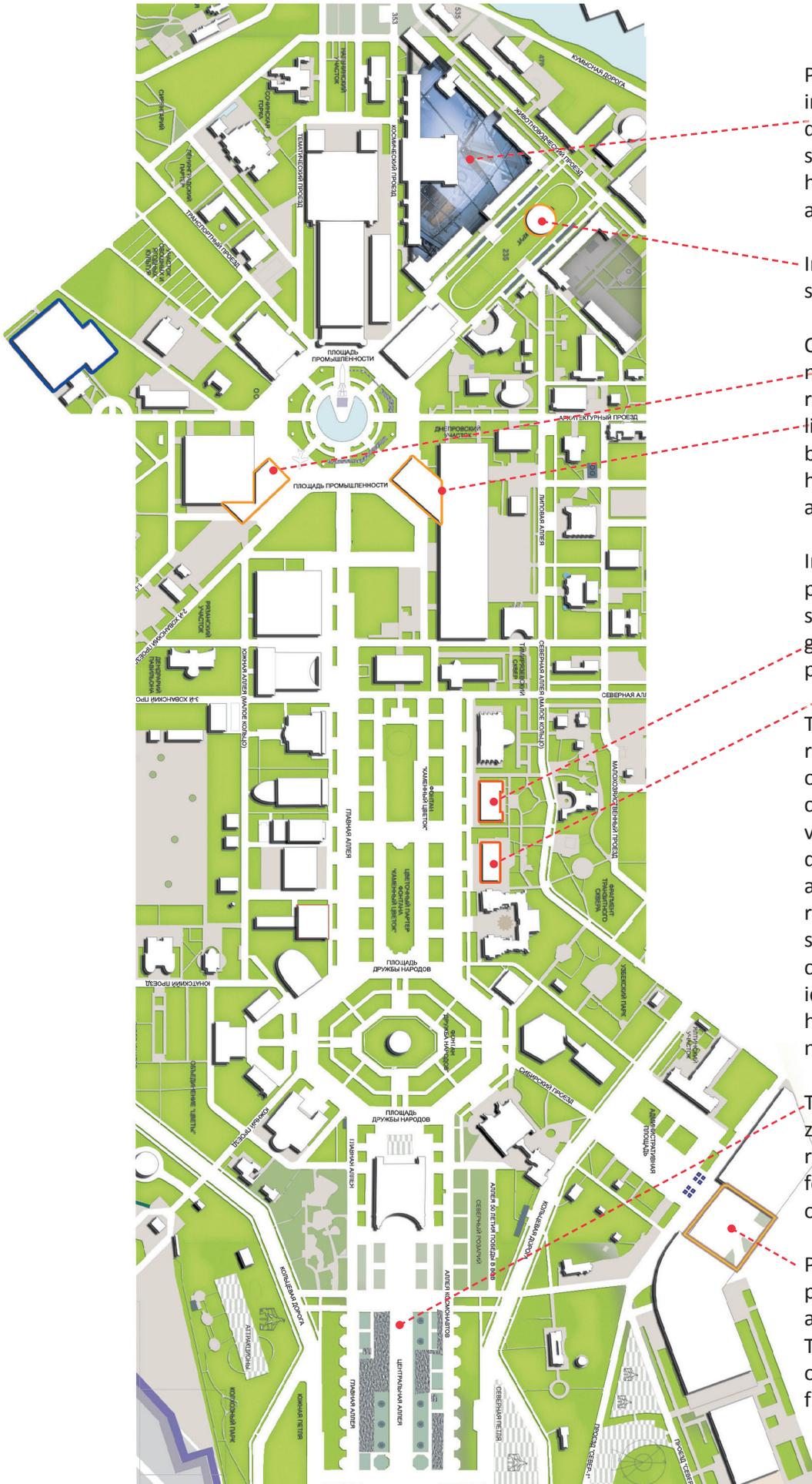
WIDE HERITAGE RESEARCH



HERITAGE LAB



## Detailed plan



Pavilions 48, 49, 50, 52, and 54 are integrated under a uniform glass dome. This creates an internal space filled with light which can house a university, a library or an art museum.

In some places, we restore green spaces of the park.

Originally, the Square of Mechanisation had a six-sided form. We restore the original form by adding light constructions to the existing buildings. These will designate the historical borders of the square and recreate the original space.

In time VDNH lost some of the pavilions, leaving gaps in the structure of the central axis. These gaps will be filled by temporary pavilions.

The new additional pavilions reflect the architectural styles of VDNH in variety, yet present contemporary styles. There are pavilions for instance in organic and deconstructivist style. The pavilions are light structures built with materials as metal, glass, and wood. The structures are temporary to allow constant experimenting with new ideas, concepts, and styles. The height of the new structures does not exceed two floors.

The design of the main entrance zone has to be flexible allowing room for variety, seasonal transformation and use of temporary objects.

Part of the current exhibition complex is to be removed to open an alternative entrance to the park. This would also do justice to the original Arch of the Main Entrance from 1939.

## Pavilions



Covering space between buildings with light temporary structure allows for more uses and activities in winter.



Covered outdoor space at Pavilion No20 for exhibitions, structure in wood and glass.



Temporary exhibition room in Pavilion No57 in a structure of glass and metal.



Pavilion of the Institute of Architecture and Design, in wood and glass.

Pavilion of the Institute of Fine Arts and Advertisement, in wood and glass.



# Connecting to heritage all over the world, secures the future of the VDNH heritage



# 8 Living laboratory





# Living laboratory



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

## Vision

VDNH has always been about showcasing innovations and achievements. Within the Soviet Union, VDNH was used to showcase the progress of the union; from agricultural developments, to technological breakthroughs, and rocket science. In addition, it was a laboratory for experimenting with Soviet imagery, building techniques, and culture which was to be replicated elsewhere within the Union. Our vision for VDNH builds upon this tradition of experiment, yet goes a step further in response to the present day and future challenges. Innovation needs to be a constant factor within a changing city; mingling with issues and priorities as they arise; and open and connected to the people of the city itself. In our vision this sense

of innovation is integrated with the living and breathing pulse of the city; its people, ideas, knowledge, systems, and environments. We propose a living laboratory that provides a unique space for experimenting. A place that constantly changes, that draws upon the qualities of Muscovites, and benefits the people of Moscow and further afield.

## ‘VDNH as an urban interface for innovation’



VDNH



INNOVATION



LIVING LABORATORY

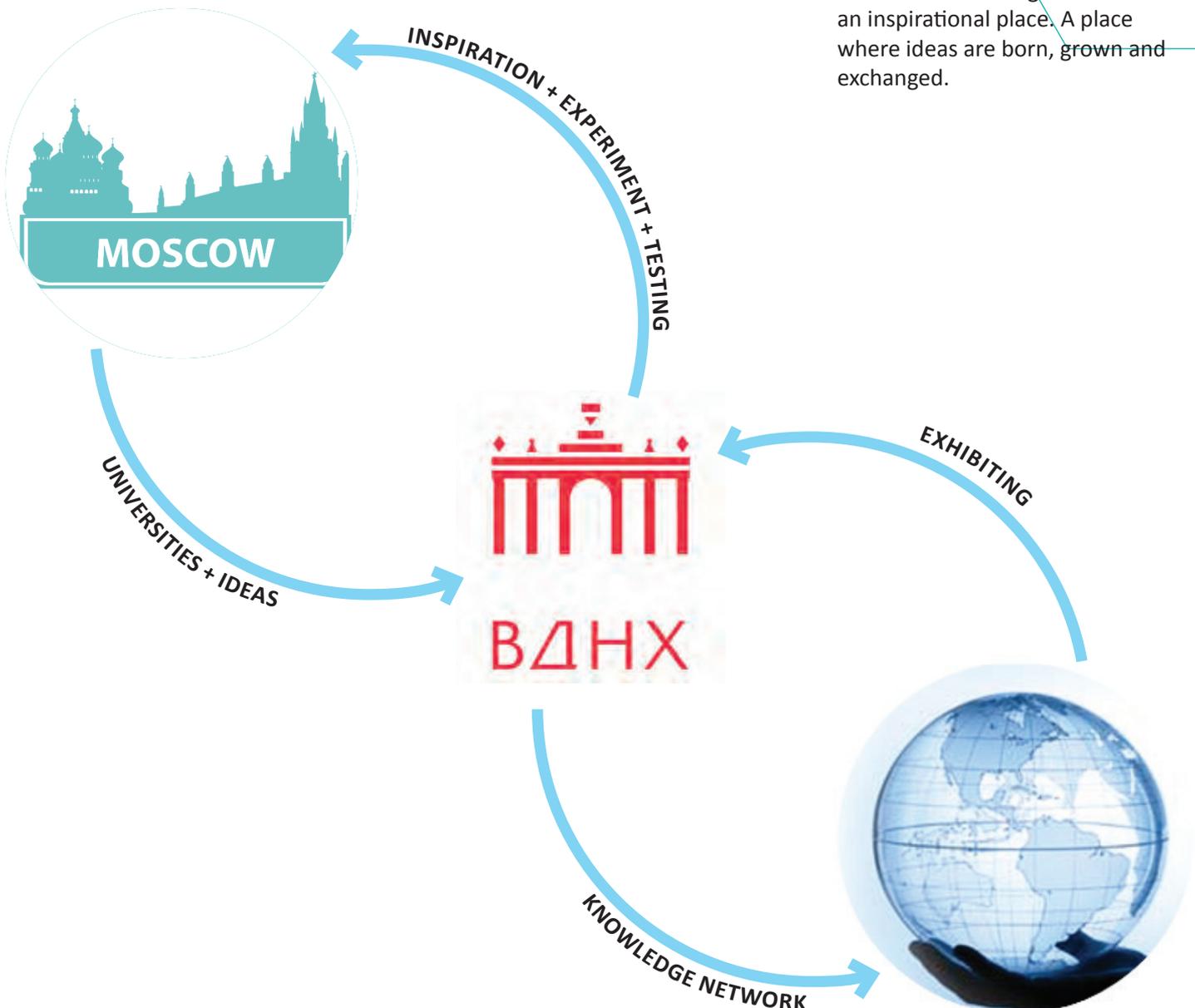


## Vision in context

Since its foundation, the VDNH exhibition was known for its display of technology development from all countries of the USSR and beyond. In our present day globalised world, VDNH is exhibiting the latest technologies from all over the world. VDNH is a portal for the exchange of ideas and knowledge between the world and Russia. A hub within the worldwide knowledge network. VDNH is more than a showcase of new technologies. Here there is room to test, experiment, adapt, and introduce new technologies to Moscow and

the rest of Russia, and vice versa to the rest of the world. The VDNH laboratory is open for companies, but also universities and research centres as well as NGOs and public organisations. Each new job in VDNH will create an additional five jobs within its surroundings, boosting the economy. Moscow universities will have departments in VDNH to be able to stay close to the newest development, and to work together with research centres and companies.

VDNH is well connected with other parts of the green-blue network of Moscow. New entrances and bike lanes make the area more accessible by public transport and by foot or bicycle. The large green areas and the water make VDNH a place where people not only come to work, but also to relax. Furthermore, VDNH is well connected with the cultural attributes of Moscow, and forms a place where people from different backgrounds can meet. This is also reflected in the different pavilions that have architectural influences from different cultures and eras. The monumental set up of the space and the architectural heritage make VDNH an inspirational place. A place where ideas are born, grown and exchanged.



### Room for experiment

The living laboratory provides room for experimentation. To adapt to new and changing demands, flexibility in the use of buildings and plots is a necessity. VDNH will evolve as an incubator with room to test cutting-edge technologies and innovative ideas, while profiting from and blending into the daily life of the area.

### Supporting concepts

The living laboratory is supported by four main concepts.

### Exchange of ideas

The living laboratory is a platform for the exchange of ideas and knowledge through formal and informal talks and debates. From local to global scale, VDNH should provide the necessary grounds to act as an interface for knowledge and information exchange and provide inspiration. The proposed settlement of universities will act as the foundation for such activities.

## ROOM FOR EXPERIMENT

## EXCHANGE OF IDEAS

# LIVING LABORATORY

## ACCESSIBILITY

## ENABLE PEOPLE & BUSINESS

### Accessibility

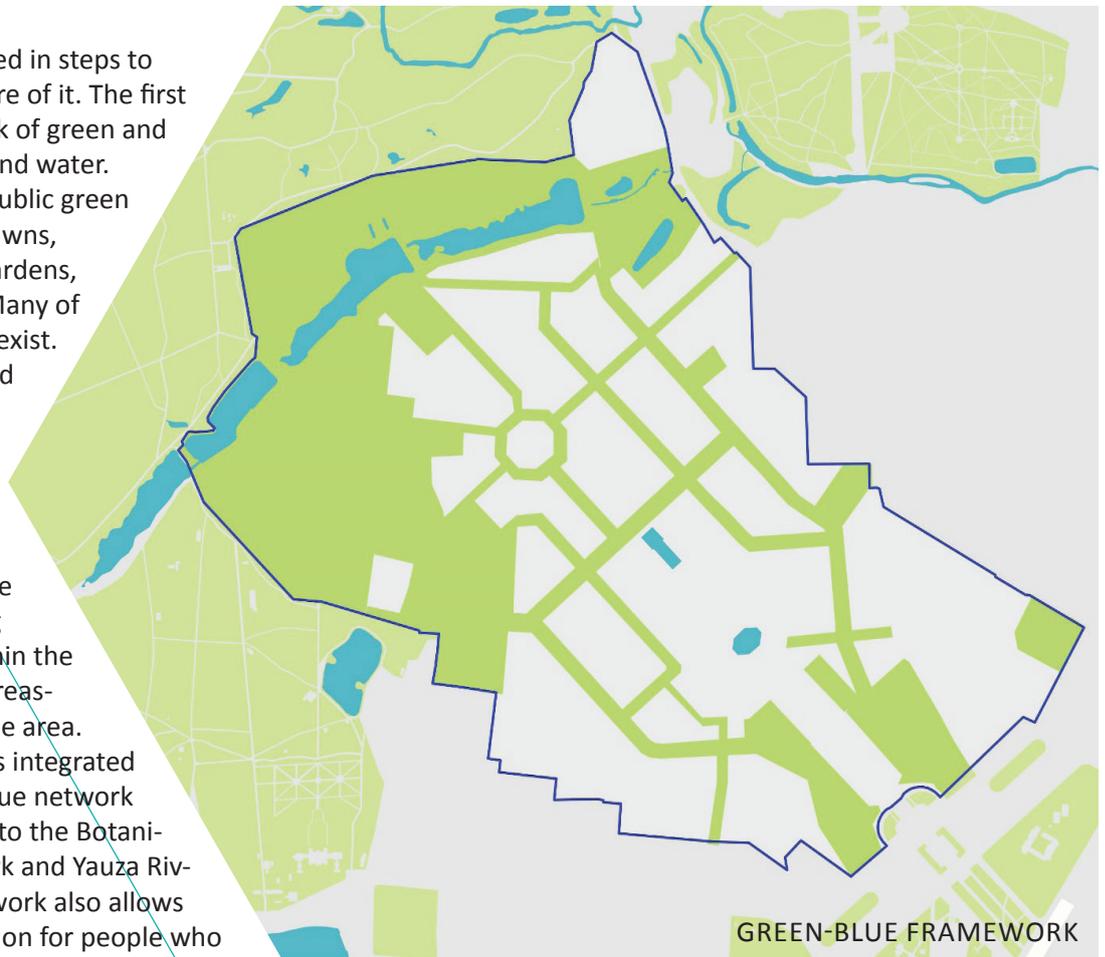
The living laboratory is well connected with its surroundings and efficiently accessible by all. Physical connections within will be integrated with innovative experiments, like electric cars. Virtually the site is connected globally through high quality Wi-Fi and an optical fiber network.

### Enable people and business

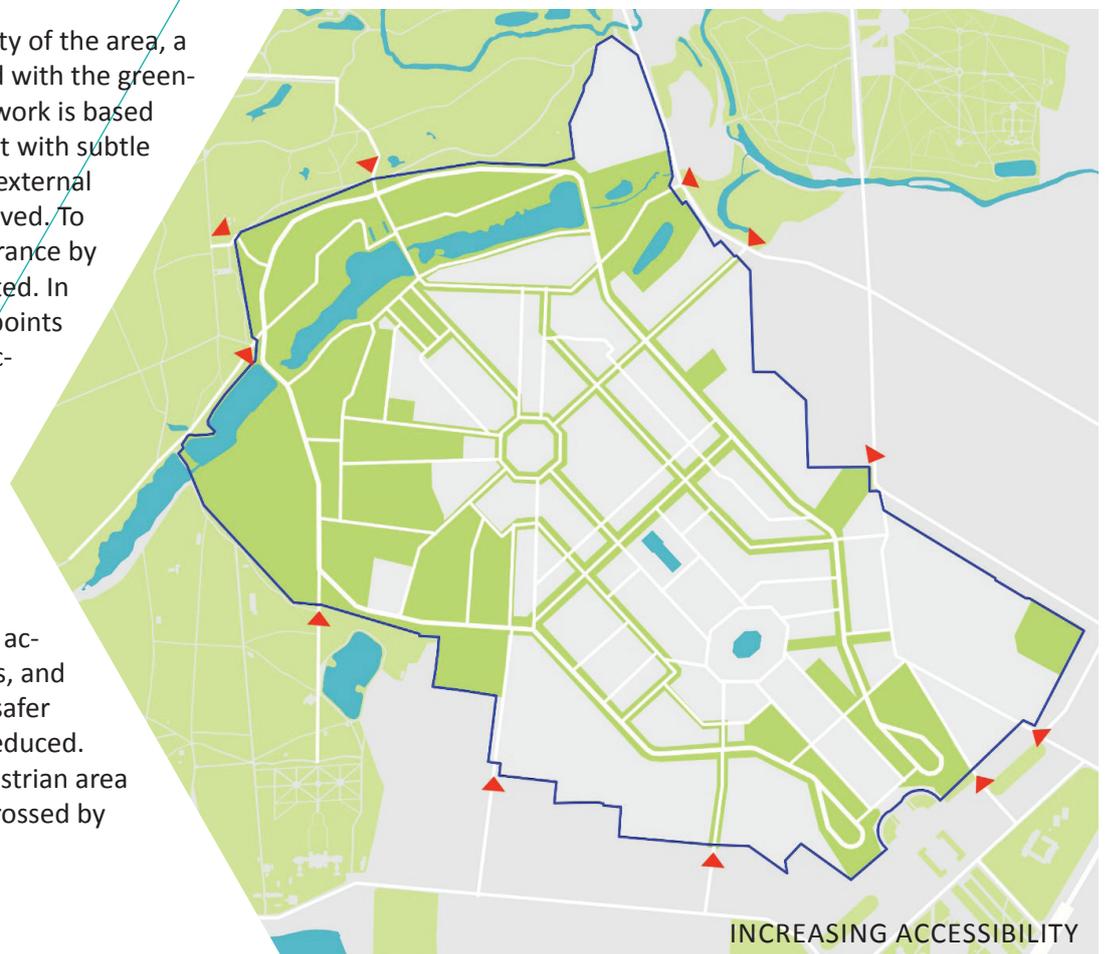
The living laboratory attracts and facilitates interactions between businesses, entrepreneurs and people. VDNH is adapted to the rhythm of urban everyday life and presents a variety of options for diverse users. Strategies have to favourably benefit VDNH, businesses, and people.

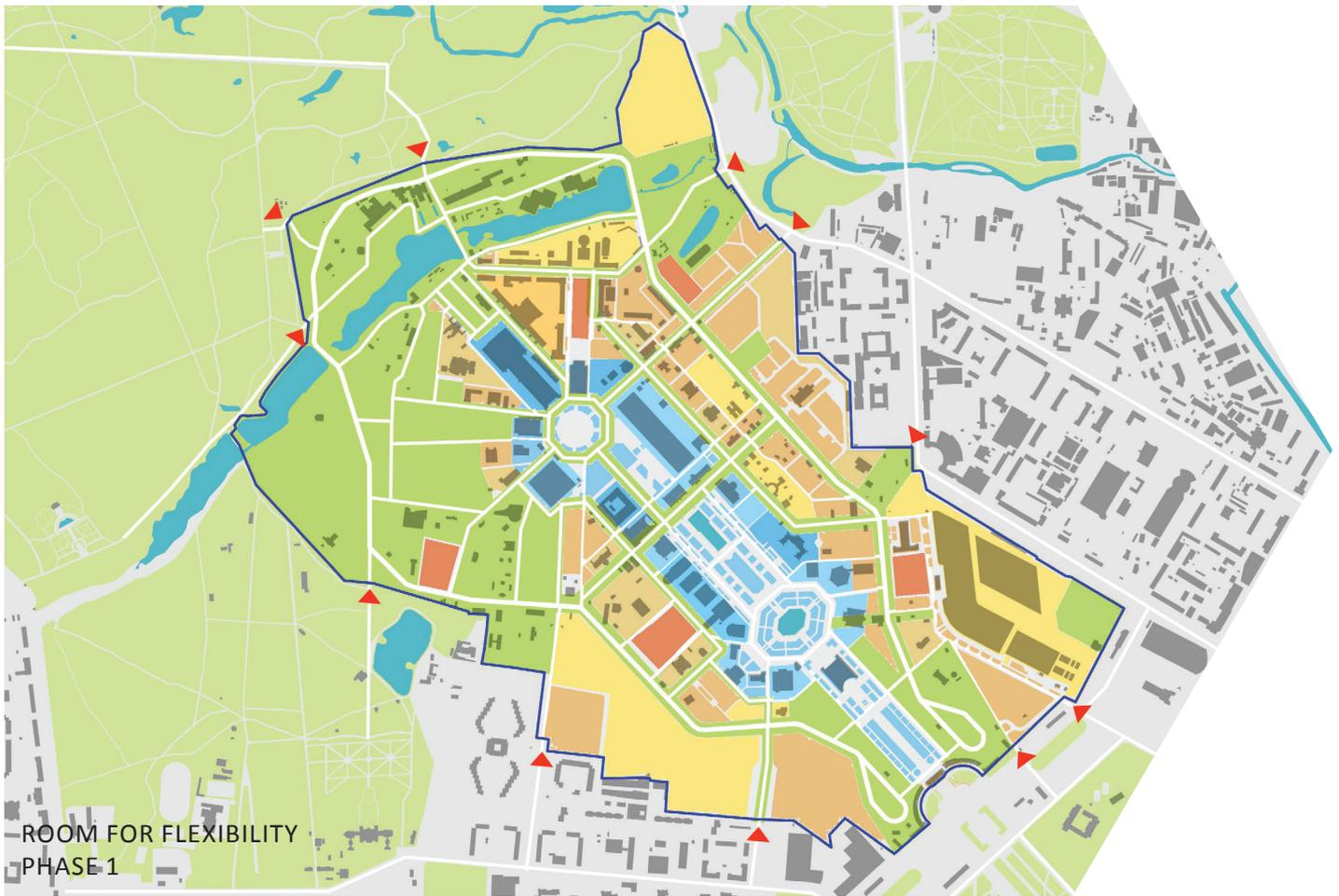
## Masterplan

The masterplan is displayed in steps to better explain the structure of it. The first step is to create a network of green and blue utilising vegetation and water. The network consists of public green spaces such as gardens, lawns, green alleys, tree rows, gardens, forest plots, and ponds. Many of the green spaces already exist. Therefore, these only need to be strengthened and connected. The green-blue network creates a frame in which there is room for experiment. The frame gives coherence to the area while allowing change and flexibility within the fields. The framework increases the attractiveness of the area. Furthermore, this frame is integrated within the larger green-blue network of Moscow, connecting it to the Botanical Garden, Ostankino Park and Yauza River. The green-blue framework also allows for recreation and relaxation for people who work here and for people who visit VDNH.

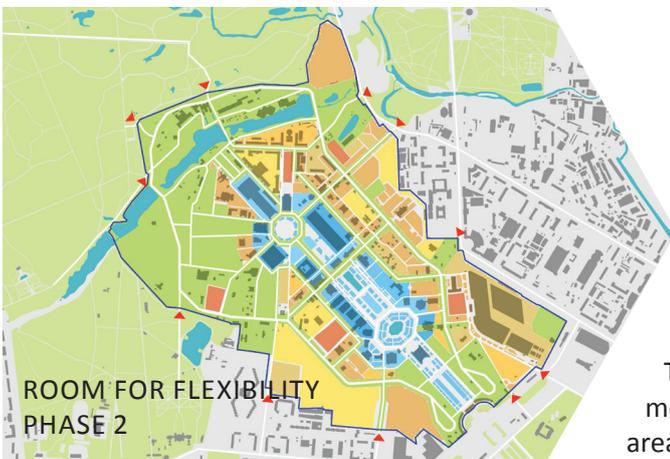


To increase the accessibility of the area, a road network is combined with the green-blue framework. This network is based on the historical plans, but with subtle changes the internal and external connectivity will be improved. To reduce car traffic, the entrance by motorised vehicles is limited. In addition, more entrance points are made, and the connection with public transport nodes is improved. The VDNH area will have its own transfer system by electronic vehicles. This system allows people and goods to move across the area. The roads are freely accessible for cyclists, rollers, and pedestrians. To allow for safer traffic the speed limit is reduced. The central alley is a pedestrian area which at some places is crossed by bike lanes.





ROOM FOR FLEXIBILITY  
PHASE 1



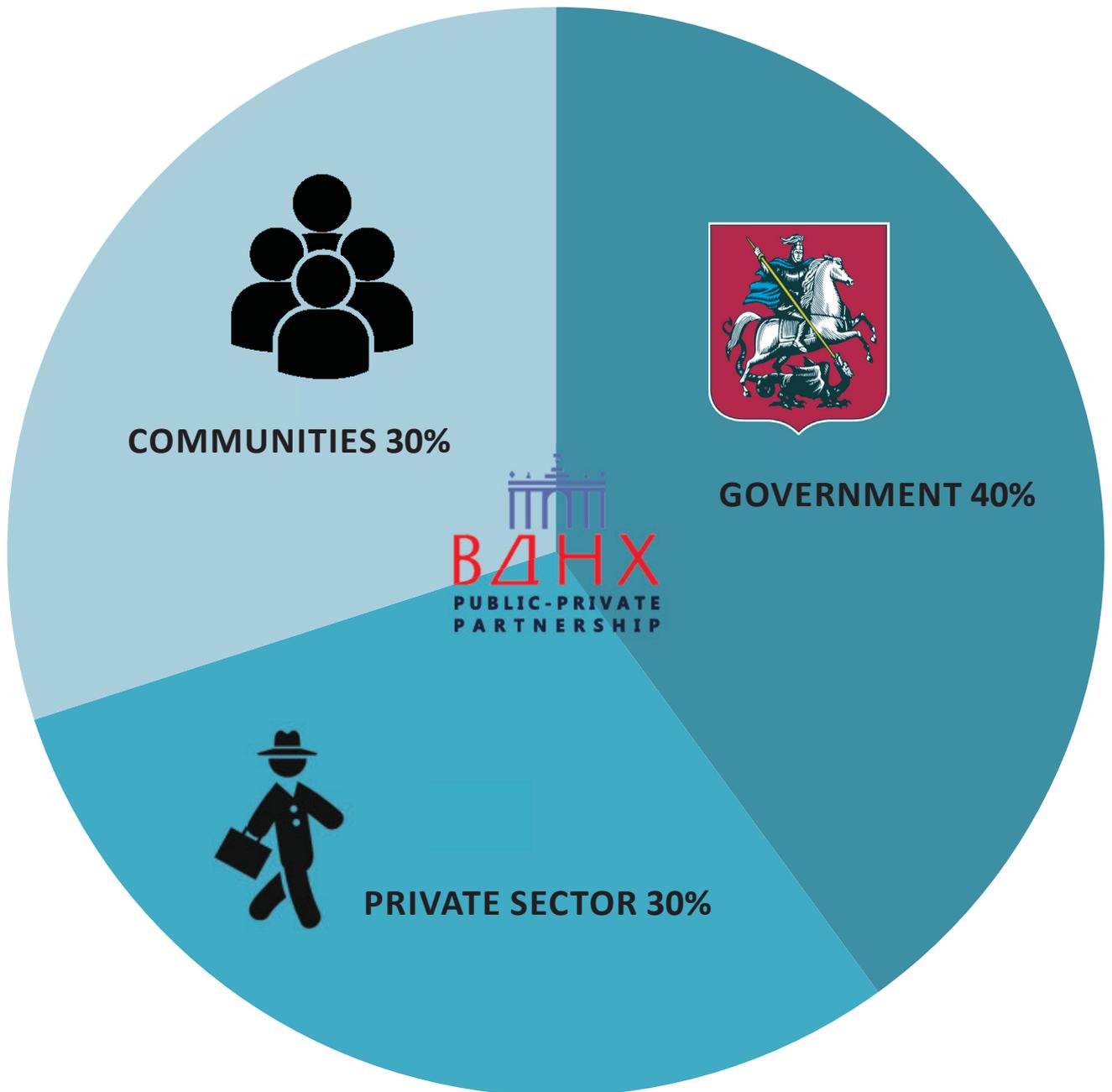
ROOM FOR FLEXIBILITY  
PHASE 2



ROOM FOR FLEXIBILITY  
PHASE 3

Flexibility to experiment is defined in zones. Each zone has another level of restrictions. The central zone, indicated in blue, is the most restricted area. The static design of the central axis and the monumental buildings are heritage. New functions need to respect and preserve the interior and exterior of the pavilions. This also means that not all functions are possible in this zone. The pavilions along the ring route have less restrictions and more functions are allowed. The peripheral zone of the VDNH area really gives room for experiment. Here the restrictions on the pavilions are limited, and many different functions are possible. The idea here is that new experimental centres will emerge that can revive the territory, and decentralise activities away from the central axis.

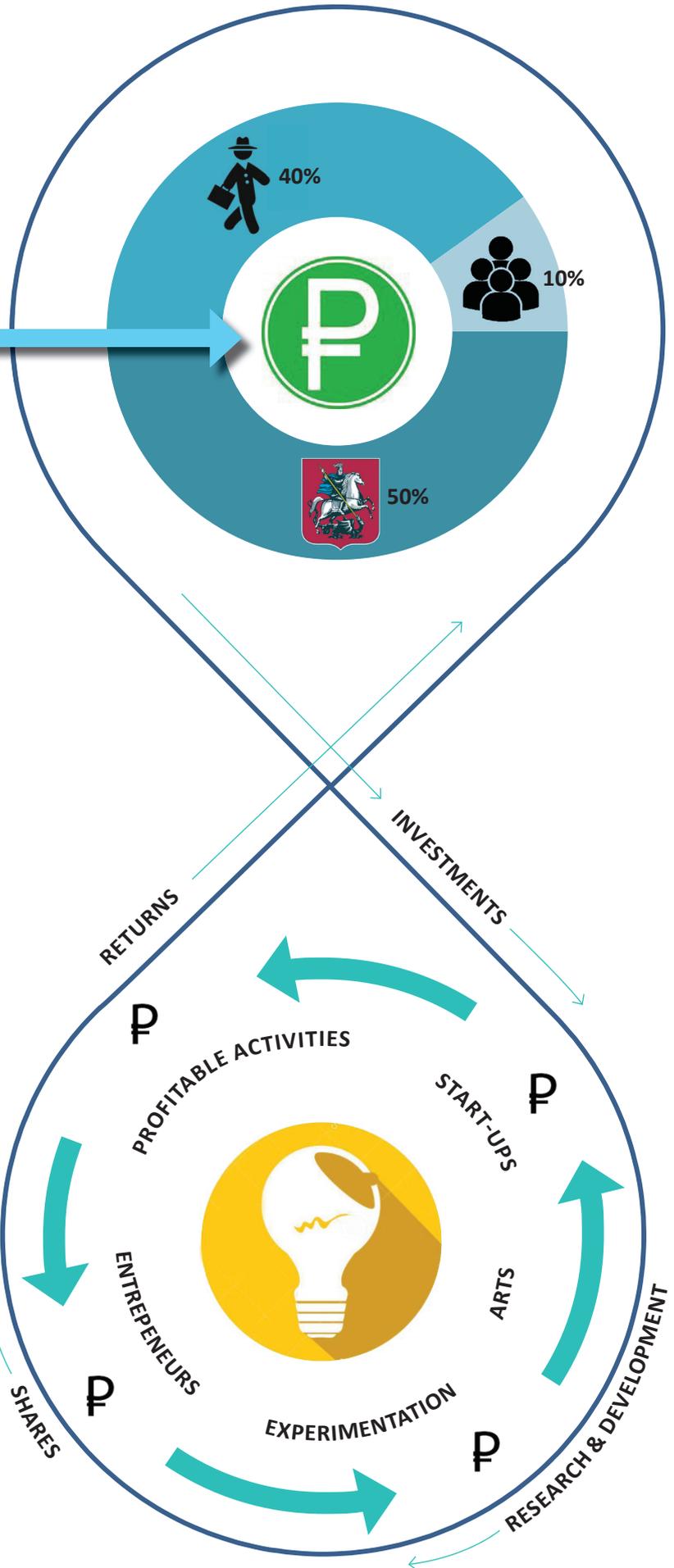
## Flexibility in rules and regulations to allow room for experiment



**New  
Management Model  
=  
More Creative  
Implementation**

### Strategy

Innovation does not stop with allowing new functions and room for experiment. It is carried through into the management and financing of VDNH. To implement the 'Living Laboratory' plan, a new management structure is created in the model of a Public Private Partnership. This Public Private Partnership consists of government, community, and the private sector. All actors carry responsibility for decision-making on the management of the park as well as for financial administration. This would open management and financing to more actors; enabling more creative implementation and improving financial autonomy and solvency.



### Funding

A joint-financing strategy is pursued where funding is sourced from different sectors. For example, the government could provide 51 percent of the funding, the private sector 40 percent, and 9 percent could come from other sources such as crowd sourcing. This would allow for more flexibility for project proposals. As the adjacent investment cycle shows, a range of ventures could be supported: from start-ups, research and development, market ready ideas, to more mature businesses proposals. This financing model allows for investing in start-ups and research and development as it absorbs the associated risks. To illustrate, investment in start-ups from the pool of funds would acquire a percentage of shares. If, and when, these businesses start to make profit, this profit would then be reinvested into the Public Private Partnership to cover additional expenses such as maintenance.

# Pavilions



## Pavilion Kinopanorama

The historic function of the Kinopanorama remains; now pushing the boundaries of today's experimental digital technologies. The screen visualises data collected on Moscow's urbanity such as traffic congestion, waste and resource use. Interactive parameters allow citizens to experiment with for example how changing the transport mode split would impact on CO2 emissions. This interaction can create a deeper engagement and understanding of the urban complexity of Moscow. This could contribute to stimulating greater citizen understanding and involvement in urban initiatives, decision-making as well as behaviour change.





### The Main Pavilion

The Main Pavilion is the place to be for information on VDNH, whether you are visitor or stakeholder. On the first floor there is an information centre on the history of, and the current activities in the area. Additionally, you will have an update on the latests weather forecasts brought to you on large interactive screens. On the second and third floor are the offices for the management and administration of the Public Private Partnership. Any new organisation or business that want to be located in the VDNH area is helped here to look for the right location and to deal with administration and regulation. Furthermore, the Public Private Partnership organises events here where different stakeholders within the VDNH area can meet. This is to stimulate innovation through co-operation.



### Entrance Gates

While the old entrance gates have been preserved, they have lost their function of being a gateway to VDNH. Yet, this time the gates will connect VDNH with other locations around the world. The gates will be upgraded with new digital technology allowing real time interactions between people on both ends. In addition, they can be used for screening, lecturing, or as a stage backdrop during one of the various events regularly organised in the area.



VDNH: a living laboratory that gives Moscow a place to experiment with new ideas, new technologies, new ways of living, and new forms of architecture.



# 9

## Tranquillity in Moscow





# Tranquillity in Moscow



Evgeniya Belashova  
 Timur Kadyrov  
 Zofia Krzykawska  
 Farid Latroch  
 Maria Luchnikova  
 Kseniia Mezenina  
 Anna Nagornaya  
 Wouter Pocornie



## Context

Moscow is crowded. It is the biggest city of Russia with more than 12 million people. The build area has a high density, and there is not enough green open space to actively spend time outdoors.

Moscow is busy. Like many contemporary city citizens Muscovites are busy around the clock. They are too busy. Muscovites are dying from stress! Time goes by very quickly with little occasion to have a rest. Most of the day, people spend at work, and using public or private transport to go to work. Yet, Moscow is chaotic. Muscovites spend on average an additional 127 hours per year in traffic on top of a 30 minutes commuting time. Making Moscow the number one congested city of Europe which as a result as has the high rate of air pollution.



CHAOTIC



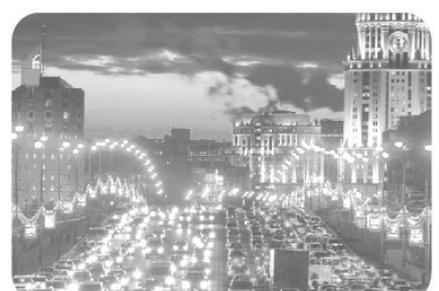
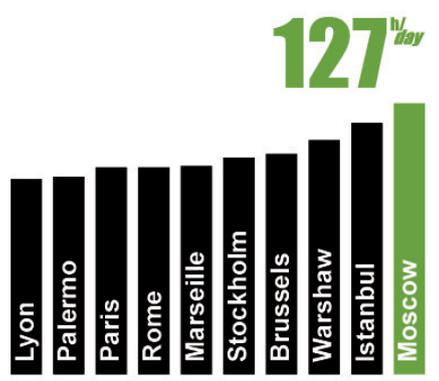
## MUSCOVITES ARE DYING FROM STRESS

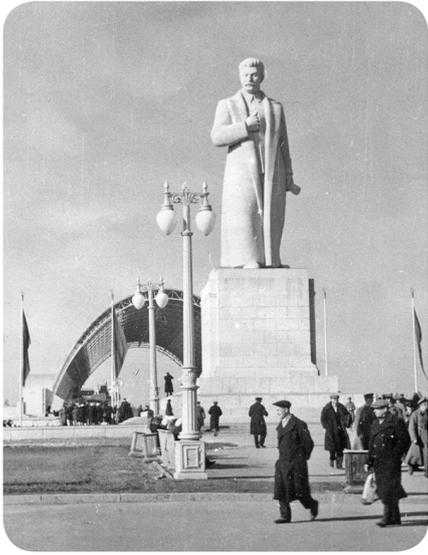
28 August 2013, 21:35 Material provided Finmarket Original article  
 Residents of the capital are dying not from vodka or drunken driving, not obese, not smoking and not even on drugs. They die due to stress, researchers found that people who live "on the nerves," much more likely to have cardiovascular disease



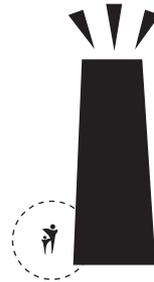
BUSY.

STRESS!!!  
 TRAFFIC...

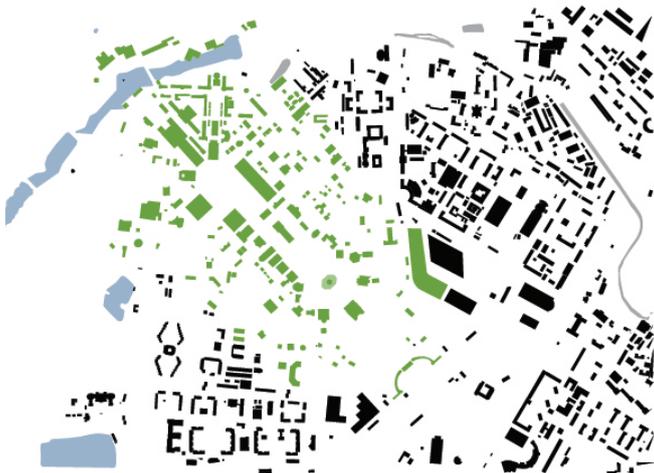
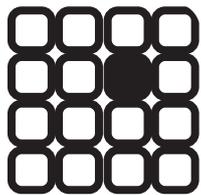




GIGANTOMANIA!!!



UNIQUE



>50%





## Context

VDNH is a unique place on the planet, in fact, it is an exhibition city with a park infrastructure, which has a unique master plan. Most world exhibitions are demolished afterwards, but VDNH constantly evolved and adapted to its new challenges. It is a dynamic place that reflects the times of the Soviet Union with its gigantomaniac statues and later the Russian Federation through three main architectural styles: Stalin's empire, constructivism, and modernism. VDNH exhibits the richness of Russian history, national achievements, and diverse cultural ways of living.

The VDNH territory is an attraction for rare fans of the Soviet legacy. At the moment, however, the site has not many other points of attraction for visitors. In addition, parts of the territory are not publicly accessible, it is too big for pedestrians, and it lacks a good transport system. Yet, VDNH also attracts visitors who rarely pay attention to the architectural heritage; often young and active people who come for the wide track skating and biking possibilities. Surprisingly, VDNH attracts 19 million visitors per year.

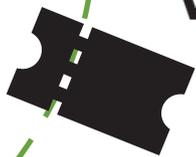
Perhaps this is because VDNH is a green exhibition complex. About half of the territory is occupied by green spaces which is one of its charms for Muscovites. It is a green oasis in a buzzing city. Michurinsky garden, the oak grove, the rose garden are protected objects of landscape architecture, and there is a large number of rare trees and shrubs on VDNH. The green open spaces make VDNH attractive in both summer and winter, and in some cases even magical.

## MAGIC!?



**19.000.000**  
**VISITORS** /year

source: [www.uefexpo.ru](http://www.uefexpo.ru)



## LANDSCAPE >



## Vision

Muscovites need an escape from the city, within the city. VDNH is such an escape which slows down the tempo and increases the enjoyment of living in Moscow. Can the magic of VDNH help to create an oasis of tranquillity in Moscow? A place where people can escape from the chaotic city and their busy life.

Our vision is based on the idea of uncovering by discovering. Visitors will be given the chance to discover the area in their own way, and by doing so learn about other ways of living. After going through the Main Entrance Gate, the perception of time changes. There is no time frame. Time can go faster or can go in a slower pace.

# Escaping the busy city & uncovering by discovering

The VDNH area is transformed in an eclectic park with room for relaxation, edutainment, and entertainment. Whatever you will do in VDNH, it will change your mindset. You learn, slow down, or look at life from another angle. Creating such a unique place on the mental map of Muscovites is not only inspiring, but even magical.



MAGIC!?



ESCAPE FROM THE BUSY CITY





## MUSCOVITES ARE EDUTAINED IN VDNH

12 May 2020

Residents of Moscow are unwinding in the newly developed NDVH. There is something for everyone and through interactive education the young Muscovites are learning about Russia's major achievements, such as space exploration



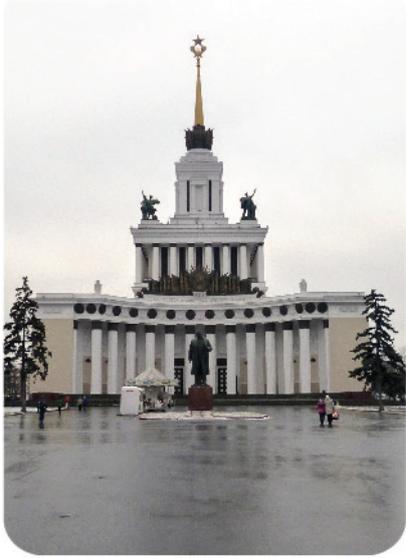
## UNCOVERING = DISCOVERING



[NO] TIME...



SETTING:

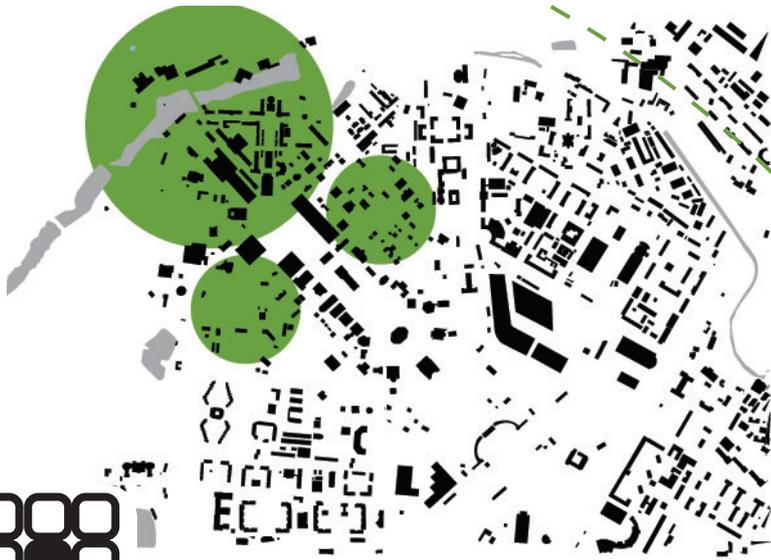


LANDSCAPE >



>50%





## OTHER WAYS OF LIVING

**28.000.000**  
**VISITORS** /year

source: [www.uefexpo.ru](http://www.uefexpo.ru)



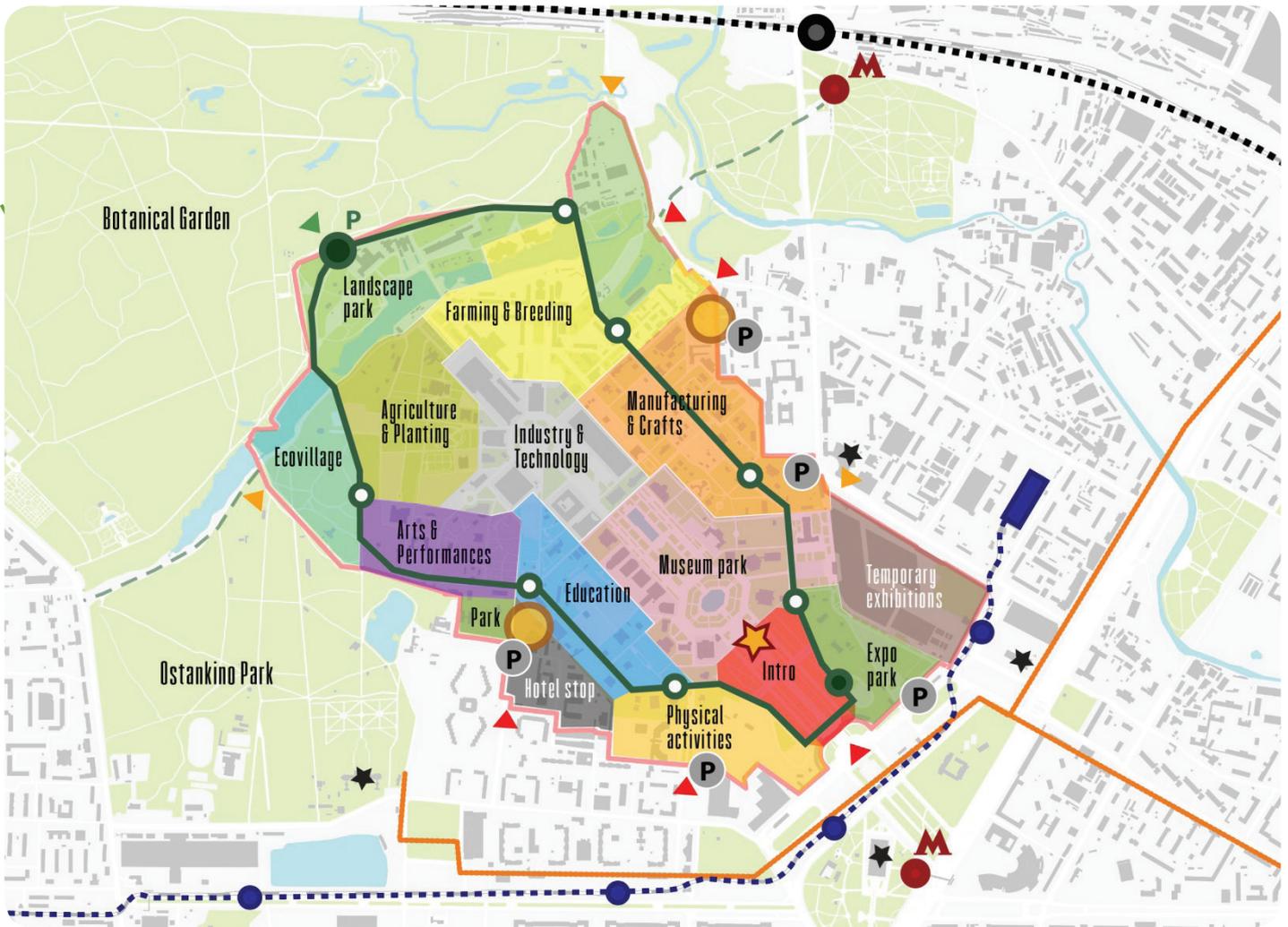
TEMPO...

## Vision in context

The large amount of green space is an important asset to turn VDNH into an oasis of calm on the map of Moscow. The area is open to nature and visitors, and closed from the chaos of the city. Especially the northern part, with its connection to the botanical garden forms a place of tranquillity. A place for people to stop for a moment and reflect. Here the crowded city is far away. This northern zone offers relaxation and the feeling of being close to nature by visiting, or even living, in the ecovillage.

To the south, the mix of monuments and architectural styles form a unique setting to learn more about other lifestyles, sports, and culture. Here one can learn about Russia's major achievements such as space exploration through the newest interactive technologies. The place is global-oriented while staying locally rooted. At the main avenue cultural festivities and concerts will be held offering people a good time out.

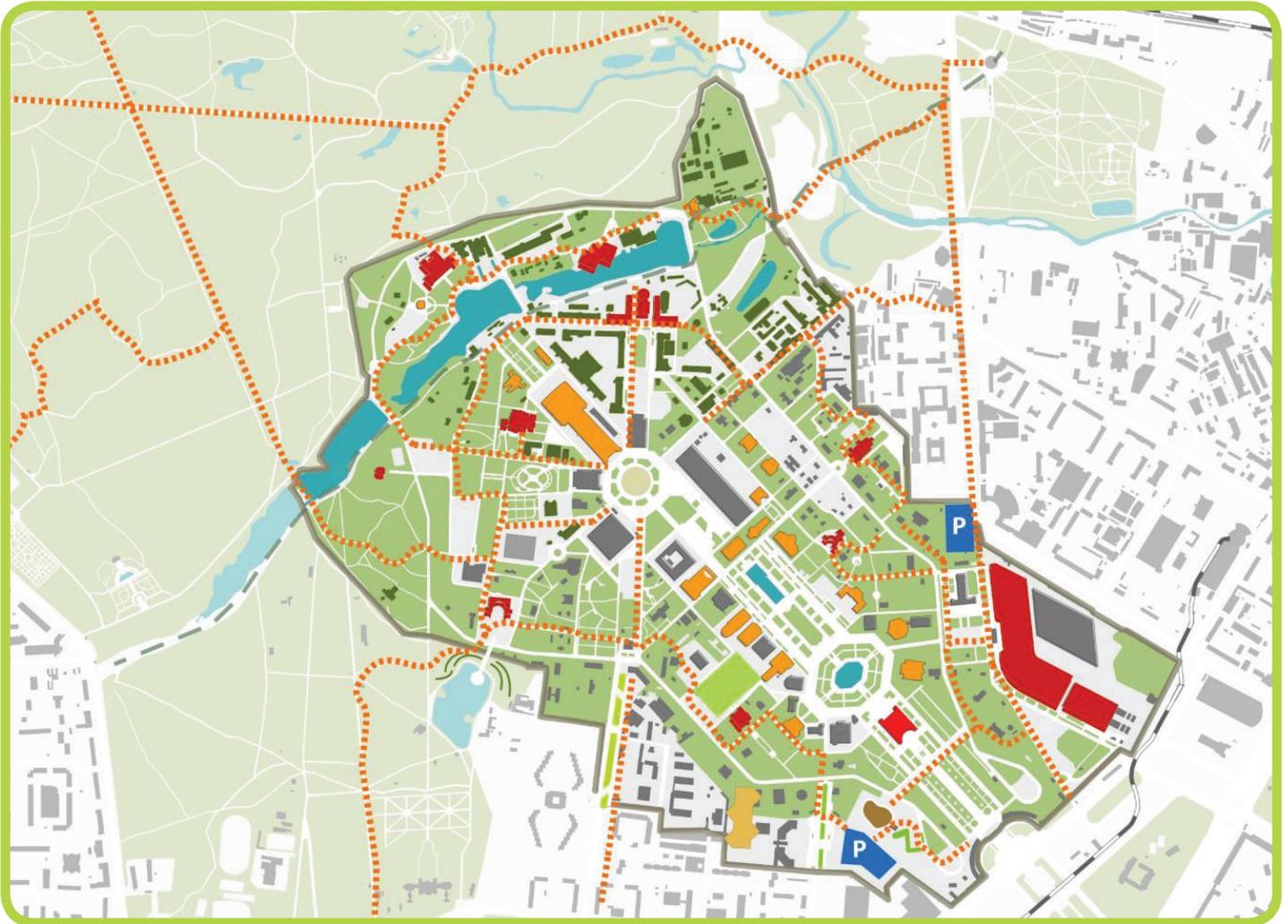
Finally, VDNH will attract even more visitors. From 19 million to 28 million a year; twice more people than are currently living in Moscow. Through zoning and a good infrastructure VDNH will stay a place to relax. Within the area slow traffic is giving priority, and through an internal transport system the area is made accessible.



## Zoning plan

The zoning of the VDNH area is based on the historical functions but transformed to fit modern times. From north to south the intensity of functions increases. The most northern part forms a tranquil landscape park with alongside, in the zones 'Agriculture and Planting' and 'Farming and Breeding', room for ecovillages, urban agriculture, and orchards. The zone 'Art & Performances', located around the existing Green Theatre, and the zone 'Manufacturing and Crafts' allows for artists and creative people to show their skills and products. Along the 'Square of Mechanisation' modern achievements of industry and technology are exposed. From here you can go to 'Museum Park' where interior and exterior are of outstanding quality, or you can study in the zone 'Education'. More entertainment can be found around the Main Entrance Gate with room for festivities and concerts. An internal transport system on the ring road will connect the different zones with the entrances and parking.





## Masterplan

The masterplan is structured to preserve as many historic elements as possible. Only in zones located on the periphery of the area like 'Ecovillages', 'Hotel Stop' and 'Physical Activities' new constructions to serve the area are allowed when they are integrated within their surroundings. However preference goes to re-use of the existing pavilions. Within each zone, pavilions are appointed to serve as a point for information, promotion, administration, and management of the zones. These pavilions are marked by red colour in the masterplan. The pavilions highlighted by a yellow colour have the highest historic and architectural value. This built heritage is used for thematic exhibitions or tell their own original historic stories interactively. To improve the access to the north, a new entrance is made which includes an electric charging station for slow vehicles. As the emphasis is on slow traffic, the connectivity by bicycle routes, within the area and with the surrounding, are upgraded.



## Detail masterplan

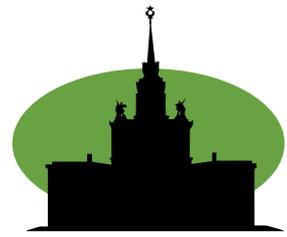
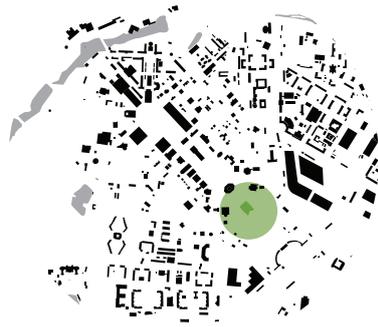
The northern part of the new VDNH is the principal element to execute the strategy of Tranquillity. Here, new developments are used to anchor the essential programs for ecological living and sustaining a natural and quiet way of living. On site, there are existing amenities to structure this detail of the masterplan, such as water, pedestrian road networks, and overall green areas. On the east side of VDNH, the existing structure provides the opportunity to transform the pavilions and open spaces to showcase contemporary ways of living with nature, and traditional skills and products. It aims to attract visitors interested in discovering and becoming familiar with ecological life styles and urban agricultural practices.

The pavilion marked in orange represents the northern focal point of the VDNH area. It becomes one of the important entrances, and serves as a northern connection. The building becomes connected with a green technology amenity such as an electric charging station. The areas marked in yellow represent collective gardens. These are located next to the future temporary guest areas: the Ecovillage on the south-western part, and the Crafts village in the north-eastern part of the Tranquillity zone. The blue and green pavilions respectively represent centres for water, and planting and gardening activities.

*Art is not a handicraft,  
it is the transmission  
of feeling the artist has  
experienced*

Leo Tolstoy





## VISIBLE U.S.S.R. EXPERIENCE



### Main pavilion

The Main Pavilion attracts curious visitors, reveals the story of VDNH, and serves as the guide to the internal space of VDNH. The pavilion is redeveloped and designed to perform three different functions. First function is as an interactive museum on the history of the Soviet Union. Through modern technologies, you can see major events within Russian history, and feel the atmosphere of the Soviet era. As a second function, the Main Pavilion will act as a guide to the world of Tranquillity in VDNH. Visitors can discover here which activities are taking place. The third function is to provide space for large scale projects, international congresses, conferences on cultural heritage, thematic lectures, and exhibitions. The Main Pavilion represents the VDNH area and promotes it to the outside world, and discloses details of internal processes.



Next to the Main Pavilion, there are two other typologies developed to transform existing pavilions.

### Ecological pavilion

The Ecological Pavilions represent tranquillity, and host alternative ways of living, in harmony with nature. They anchor the principles of Tranquillity and promote sustainability, health, and longevity. These pavilions are situated in the north of the VDNH area. The pavilions close to the main route are showcases to attract visitors and are publicly accessible. The more secluded pavilions have more private programs such as wellness or rooms for courses. Interested stakeholders can potentially develop new pavilions when existing pavilions are not suitable for the function. These new pavilions fit well in their natural surroundings and show an ecological way of building and living.



### Museum piece pavilion

The third typology is the Museum Piece Pavilions. Each of these pavilions have a story to tell which developed through random, particular, strange, or irrational decision-making. An example is the Pavilion of Radiotechnology which illustrates the race in development between the capitalistic United States and socialistic Soviet Union. Next to the variety of architectural styles these pavilions display, it is the stories behind the pavilions that are worthwhile preserving. Parts of the story can be seen in the different layers of the façades. Yet, also the non-visible stories need to be told: who made the pavilion, when, where does it come from or refers to, how was it made, etc. Within each pavilion, a structure will be placed which tells the stories behind the Museum Piece Pavilions. To make these structures recognisable for visitors, they are all designed in a similar way.





VS



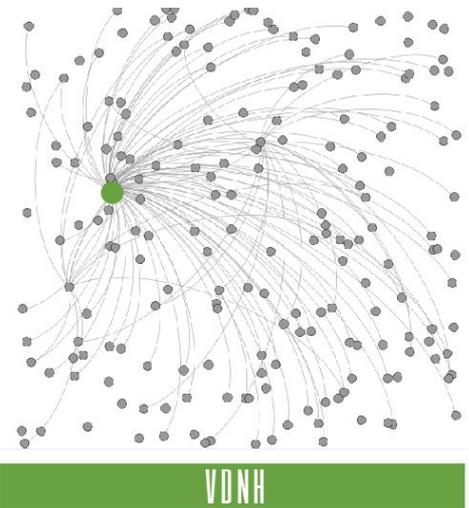
## Strategy

One of the main ideas is to develop the VDNH area by making it more attractive for different stakeholders, users, and investors. Yet, investment is needed to make the area more attractive, and so to attract more investors. Therefore, the strategy is divided in three phases: Prototype, Developing, and Longevity. Each phase plays a different role in the development of the VDNH area, has a place within the zoning plan, and has its own actors. These three phases are not necessarily implemented one after another. It is more likely that the phases go parallel or overlap which would help to achieve better and more successful results. Furthermore, it could be that when the 'Prototype' actors reached their investment goals and their revenues, that they will leave VDNH, and actors from the 'Developing' and 'Longevity' phases will take over.

To forecast who could help with the development of the Tranquillity plan for the VDNH area, a so-called "actors" analysis is made. With this analysis, actors that are already interested or could be interested in the process (even indirectly) were identified. For the analysis, a combination of software is used; Navicrawler, a program integrated in Firefox Mozilla Web Browser; and Gephi which helped to define actors and then links between them. First, the internet was searched with Navicrawler by using the key words VDNH, technology, and park activity. This allowed us to find related websites with which we, after selecting and 'cleaning', could determine "actors" or possible connection nodes. Importing this data into Gephi software, helped to systematise and graphically represent the importance of "actors", the relations between them, and their interconnection with the main concepts. Based on the outcome of the actor analyses, actors for each phase of the strategy were identified.

**2 YEARS 2014 - 2016 SHORT****main goal: VISIBILITY**

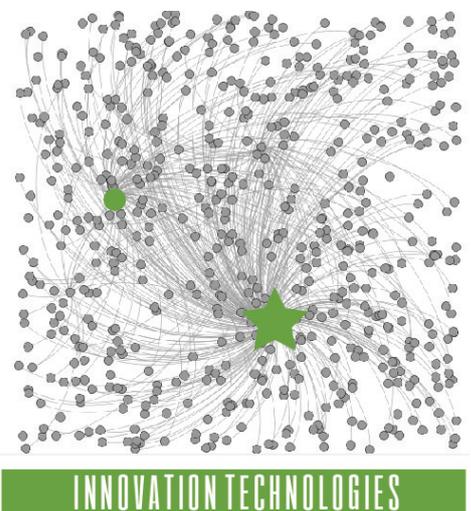
The first phase can be realised by attracting big “anchors”, such as state corporations and companies. Important for these actors can be their visibility and corporate image. By taking part in the implementation process of the tranquillity strategy, these actors can improve their corporate image by taking part in a socially profitable project. Such big companies could be Rosnano (Роснано), Rostechologies (Ростехнологии) and others. These actors are given room in the zones near the main entrance for investment and promotion. This development can attract other, less strong and state-protected actors, to come and start their activity in VDNH.



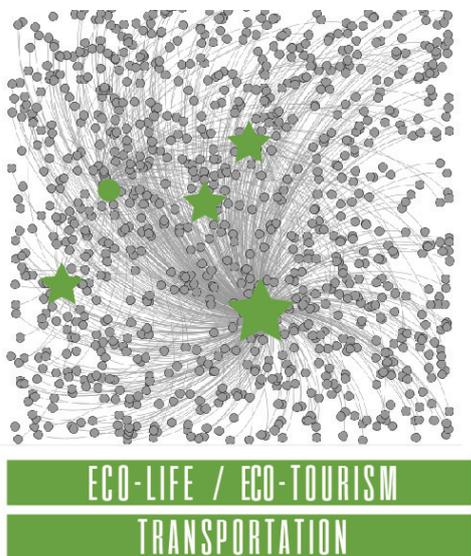
source: Gephi software

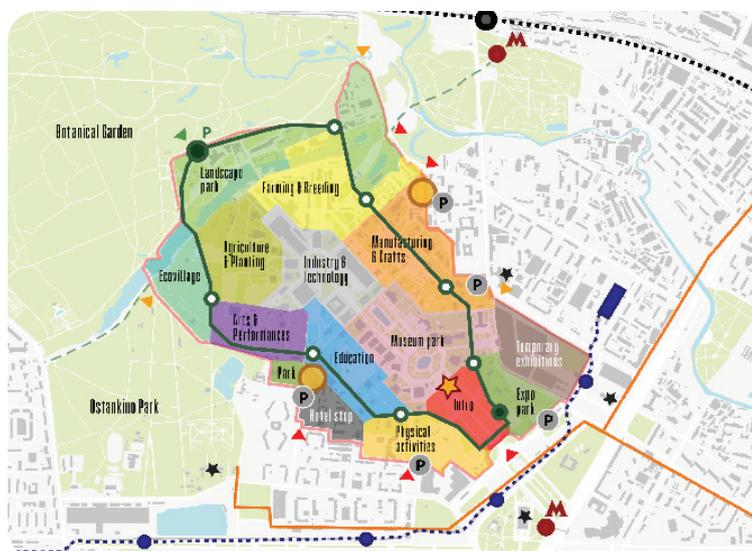
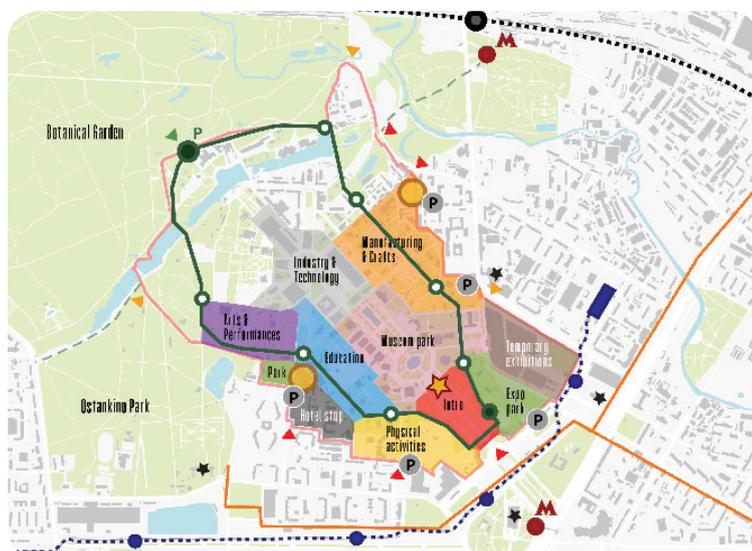
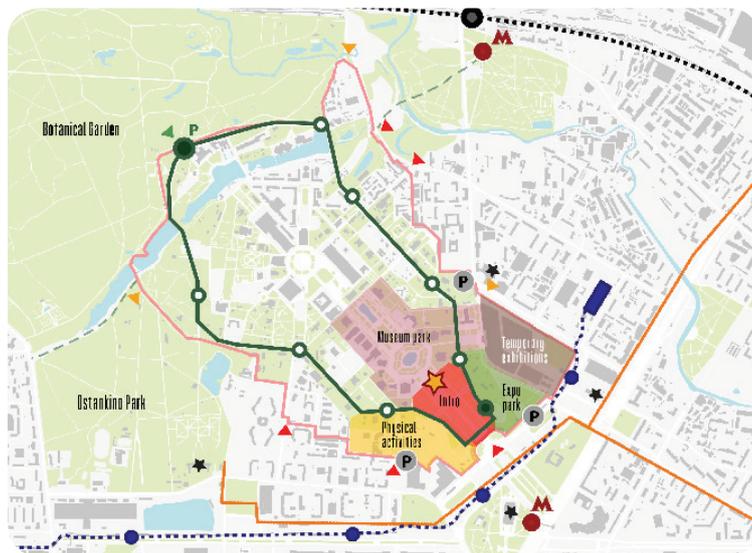
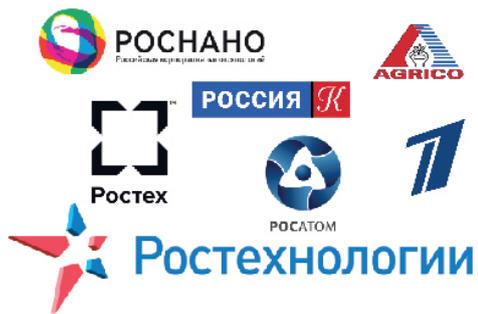
**10 YEARS 2016 - 2026 MID****main goal: PROFITABILITY**

The second group of “actors” consists of private companies and organisations that are possibly linked with “anchor” companies. Possible examples of these companies could be Roskosmos (Роскосмос), Tesla, Google, and other firms that have big research and development departments. Crucial aspects for these companies to join the project would be profitability, revenues, and risks. These “actors” adapt their business models in order to maximize their users’ satisfaction, and therefore the visitors of VDNH. For instance, their latest products and technologies can be shown and promoted in combination with education, arts, and crafts along the Square of Mechanisation.

**20+ YEARS 2026 - LONG****main goal: WELFARE**

In the third phase, many NGOs, activist groups, public organisations, and local communities can be seen. Important for these actors is the long term aim of welfare and benefit for each user of VDNH. Among the actors found for the Longevity phase are Archnadzor (Архнадзор), Jauza project (Яуза), “Yoga in the Park”, and “Picnic Afisha”. Several activists and organizations are already present in VDNH, but need to expand or improve their activities. Other activities are not present yet despite the high demand, or can only start in accordance with the development of the main ideas of the Tranquillity plan. Most of these activities will take place in the northern part of VDNH.





We do believe that implementing  
all the elements of the strategy  
will add value to the future of  
VDNH and Moscow



# 10 Conclusions





# Conclusions



The presented final strategies are separate concepts based on the unique strengths of the VDNH area. Such advantages can be identified as: VDNH's one of a kind historic, masterplanned urban structure, the status as an exceptional showcase/expo area, and being a semi-natural enclave of greenery in a busy metropolis. In fact, the workshop results illustrate that skilful utilisation of all these advantages can be used to build a long term future for the VDNH area.



The concepts share similar features: the idea of reusing the existing structures with careful attention to resources that are in place, and keeping the site flexible in terms of potential for programs and functions. The final strategies also utilised VDNH as a place of experiment - a city in the city, or urban test-bed. This unique context was understood and used for the advantage by modifying to fit proposed strategies: creating a unique refuge from Moscow's busy life, a space allowing for urban experimenting or a living lab of heritage policy. Most importantly, these concepts were elaborated as comprehensive strategies with a strong vision, objectives and matching spatial strategies. Symbolically, the proposed strategies offer the opportunity to build a new chapter in VDNH's long history without being burdened by it. The Soviet heritage of the park was acknowledged by the proposals as an existing part of VDNH's past yet serves as a backdrop of the new purposes that ultimately are linked with Moscow's future.



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