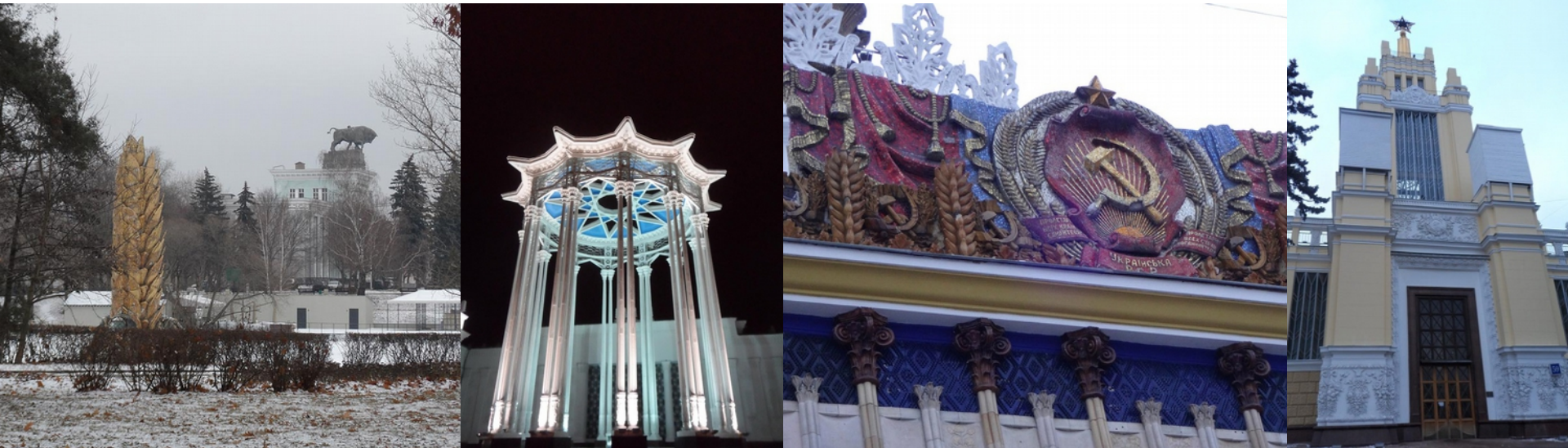


REDEVELOPMENT of VDNH TERRITORY



ISOCARP Young Planning Professionals National School
Moscow | Russia | 8TH – 13RD DECEMBER 2014



ISOCARP
Knowledge for better Cities



24 participants

11 international from 11 countries

13 Russians: 7 from Moscow, 6 from other Russian cities



**PIOTR
LORENS**
Poland



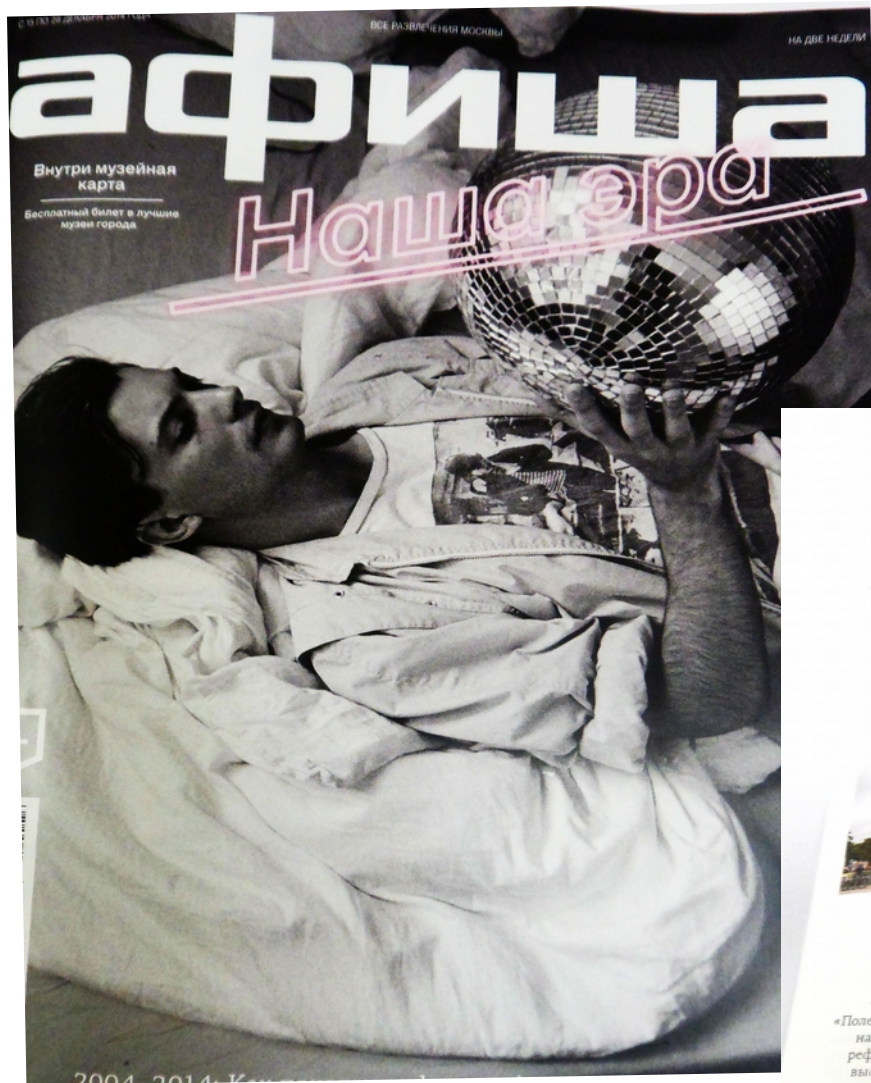
**ALEXANDER
ANTONOV**
Russia



**LUKASZ
PANCEWICZ**
Poland



**MARJO
VAN LIEROP**
The Netherlands
/ Germany



2014 YEAR OF CHANGE

FOR VDNH

A BRIGHT NEW FUTURE?



What CAN be the future of VDNH?

How can WE help to MAKE IT HAPPEN?

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

How we looked at VDNH?

- Multiple scale levels
 - VDNH in Moscow and Russia
 - VDNH area and neighbourhood
 - VDNH pavilions
- Users' perspectives
- Different time perspectives
- Future scenarios



- 1 – Excursion**
- 2 – Lectures**
- 3 – Urban analysis**
- 4 – Stakeholder analysis**
- 5 – SWOT analysis**
- 6 – Visions generation**
- 7 – Scenario selection**
- 8 – Projects development**



HISTORY AND HERITAGE

Pavel Nefedov

Anna Bronovitskaya, MARHI

PLANNING AND HERITAGE POLICY

Igor Dmitriev, NIPI Genplana

Elena Solovieva, NIPI Genplana

CURRENT PLANS

Ilya Zentzipper & team

CYCLING INFRASTRUCTURE

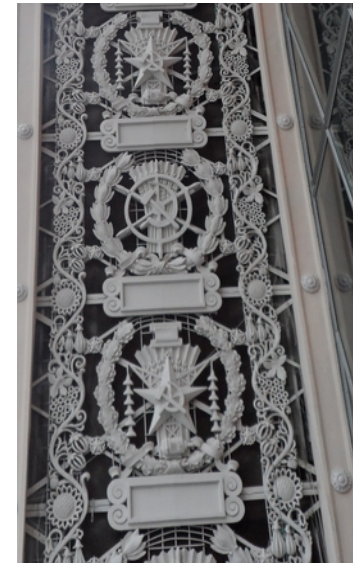
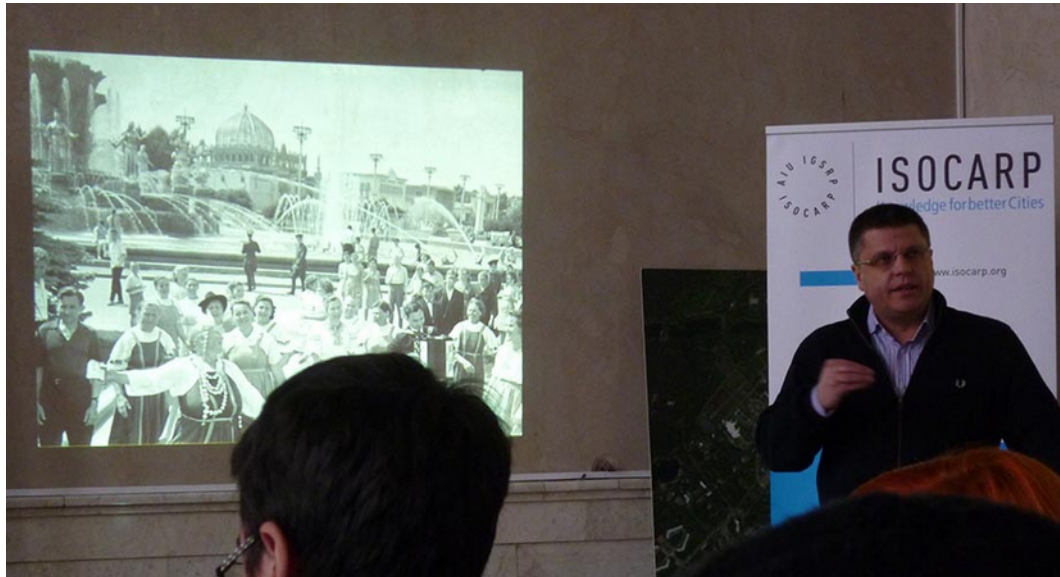
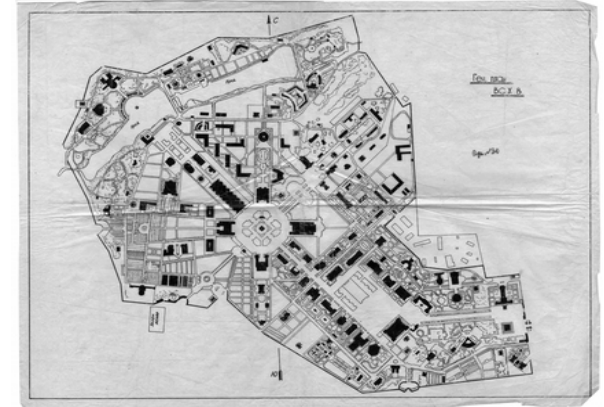
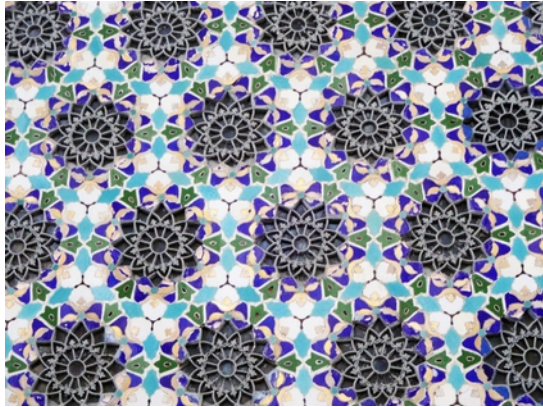
Alexey Sidorov, Yauza Bike Club



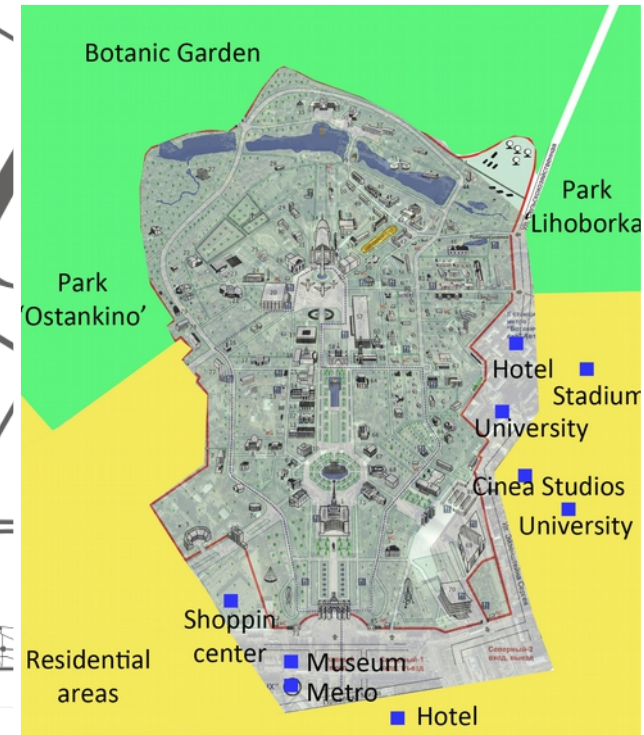
Four groups - Four topics

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

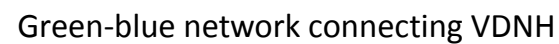
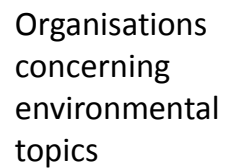
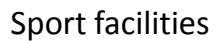
Culture and symbolical Soviet heritage



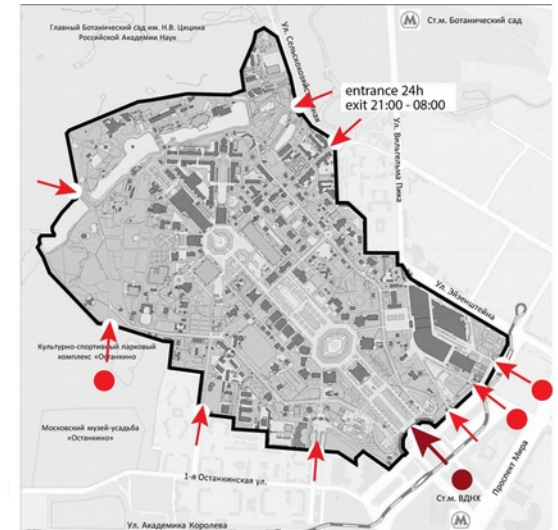
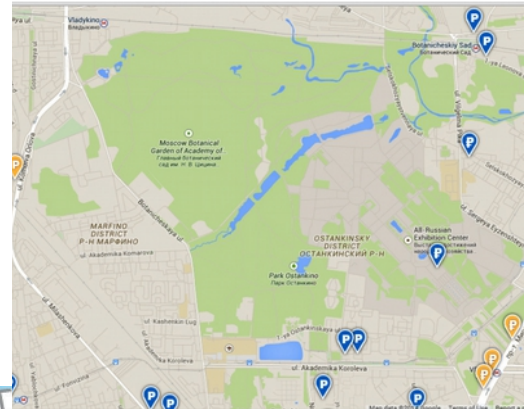
Spatial structure, and public and open spaces



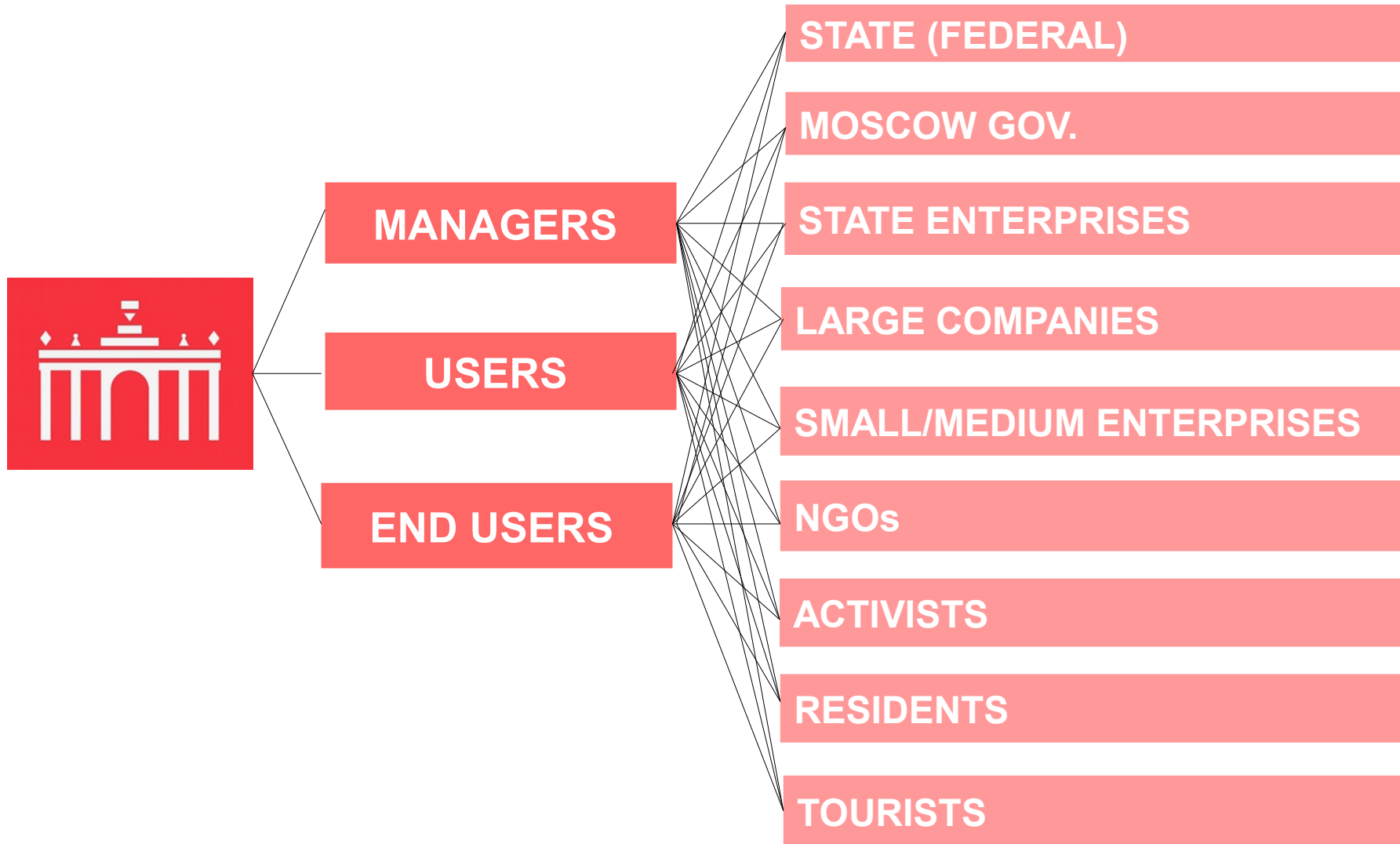
A scenic view of a lake with a dense forest in the background and a large, ornate, golden structure on the right side of the lake. The structure appears to be a monument or a large sculpture, possibly a totem pole, with intricate carvings. The lake is calm, reflecting the sky and the surrounding greenery. The sky is blue with some white clouds. The overall atmosphere is peaceful and natural.



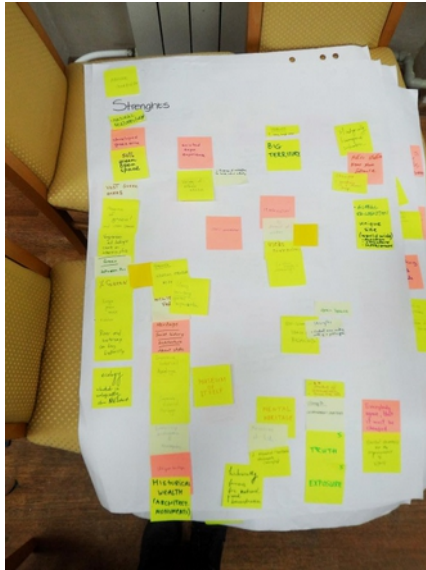
Economy and infrastructure



Economic spots



SWOT analysis



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

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

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

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

STRENGTHS

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

S

OPPORTUNITIES

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

O

WEAKNESSES

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

W

THREATS

- Loss of heritage, natural characteristics
- Lack of investment interest
- Investment focus commercial and mono-functional
- Lack of capacity in transportation
- Too ambitious and too many ideas
- Conflicting interest
- Being stuck in the past
- Citizens not involved

T

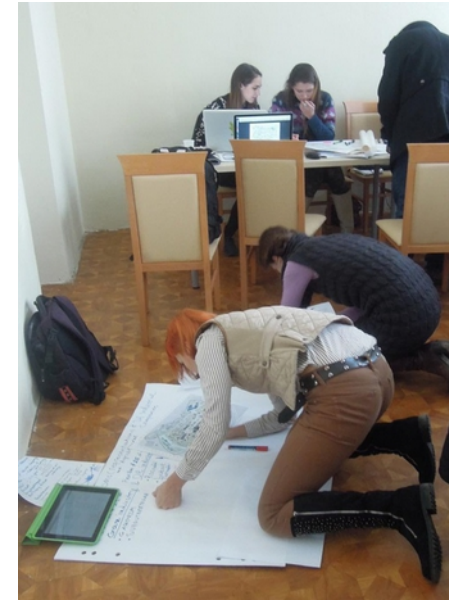
ANALYSIS IS GOOD FOR UNDERSTANDING BUT IT IS NOT A VISION

Vision depends on your ambitions.

**Define your goals for the future,
and look for spatial strategies that serve your goals.**

We work hard

moscow
urban forum



TEAM

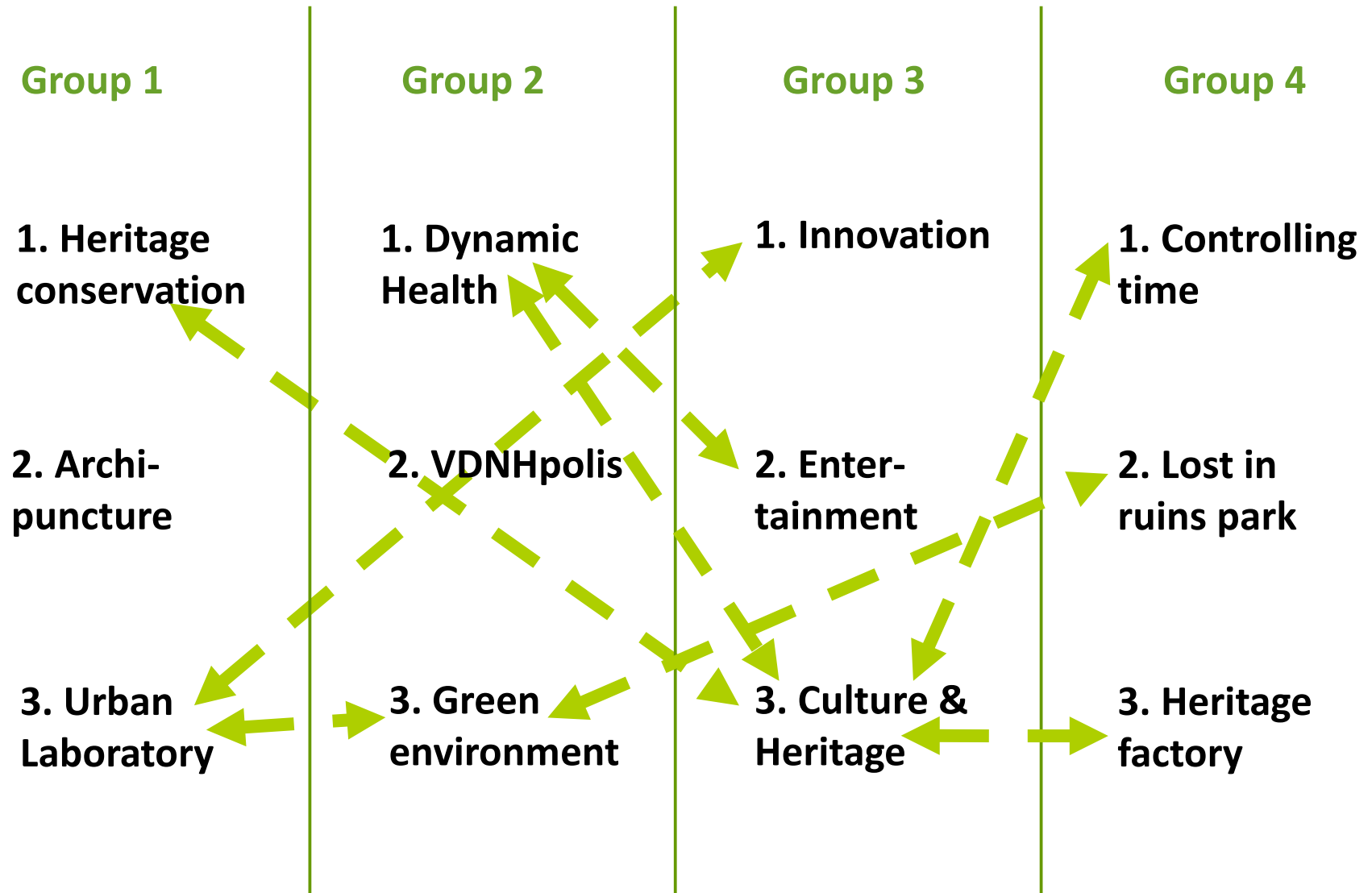
GOALS

PROCESS & METHODS

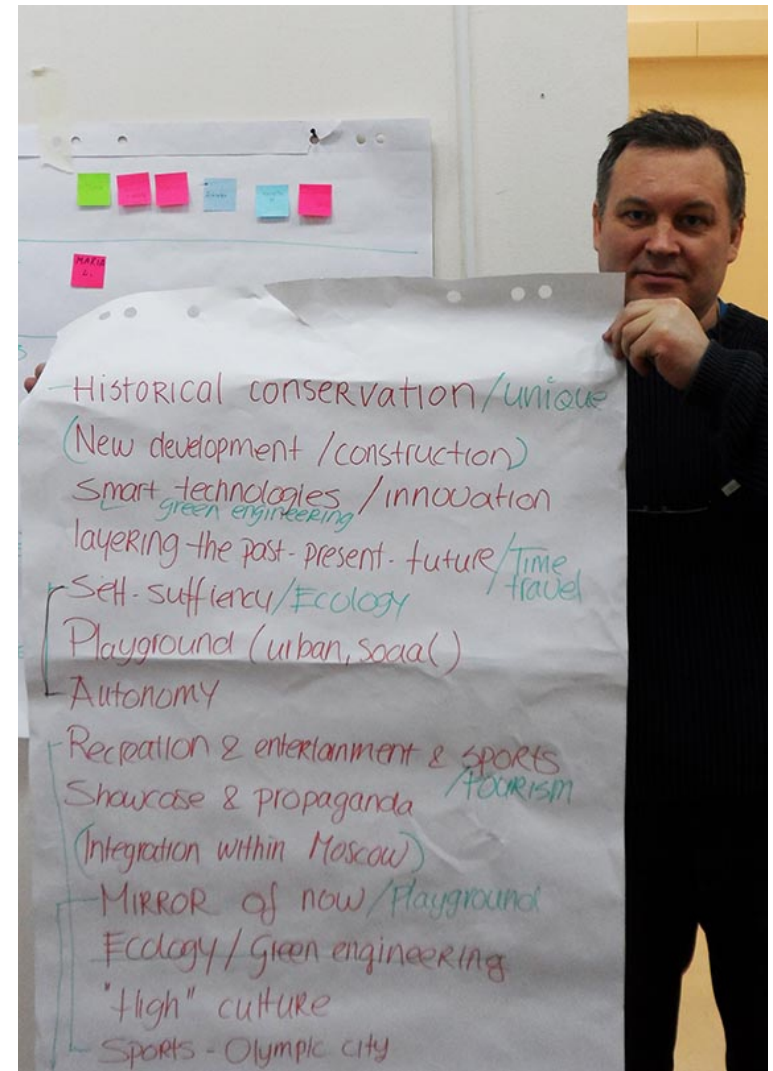
URBAN ANALYSIS

SWOT ANALYSIS

VISIONS



- 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 (Tranquillity)
- Trial & error (Laboratory)
- Back to nature



HERITAGE PRESERVATION

Open-ended storytelling

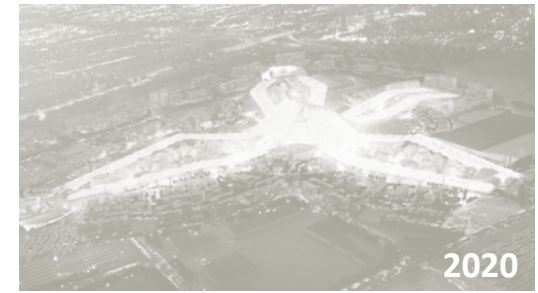
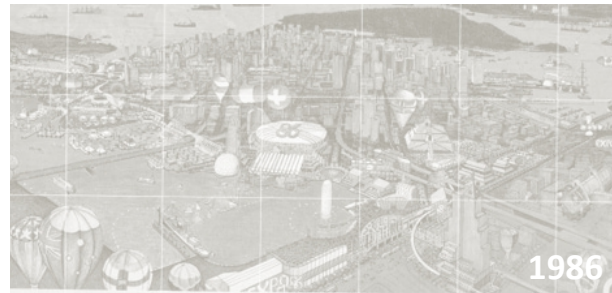


Amira Ahmad, Dmitry Boiko, Chi Hsiao, Anastasiia Klyputenko, Peter Njue,
Mohamad Abdallah Ramadan, Oxana Veselkova, Morteza Yaghoubkhani, Maria Zakharova

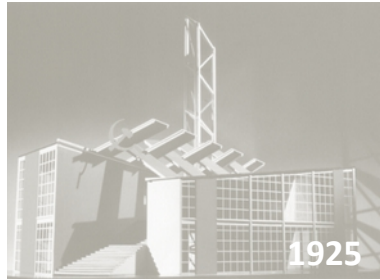
What is VDNKh heritage?

moscow
urban forum

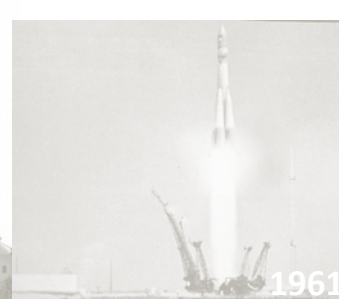
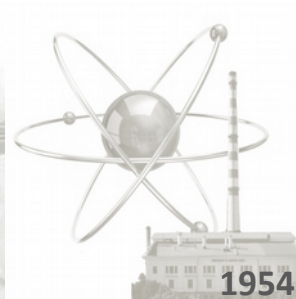
Exhibition



Architecture



Technology



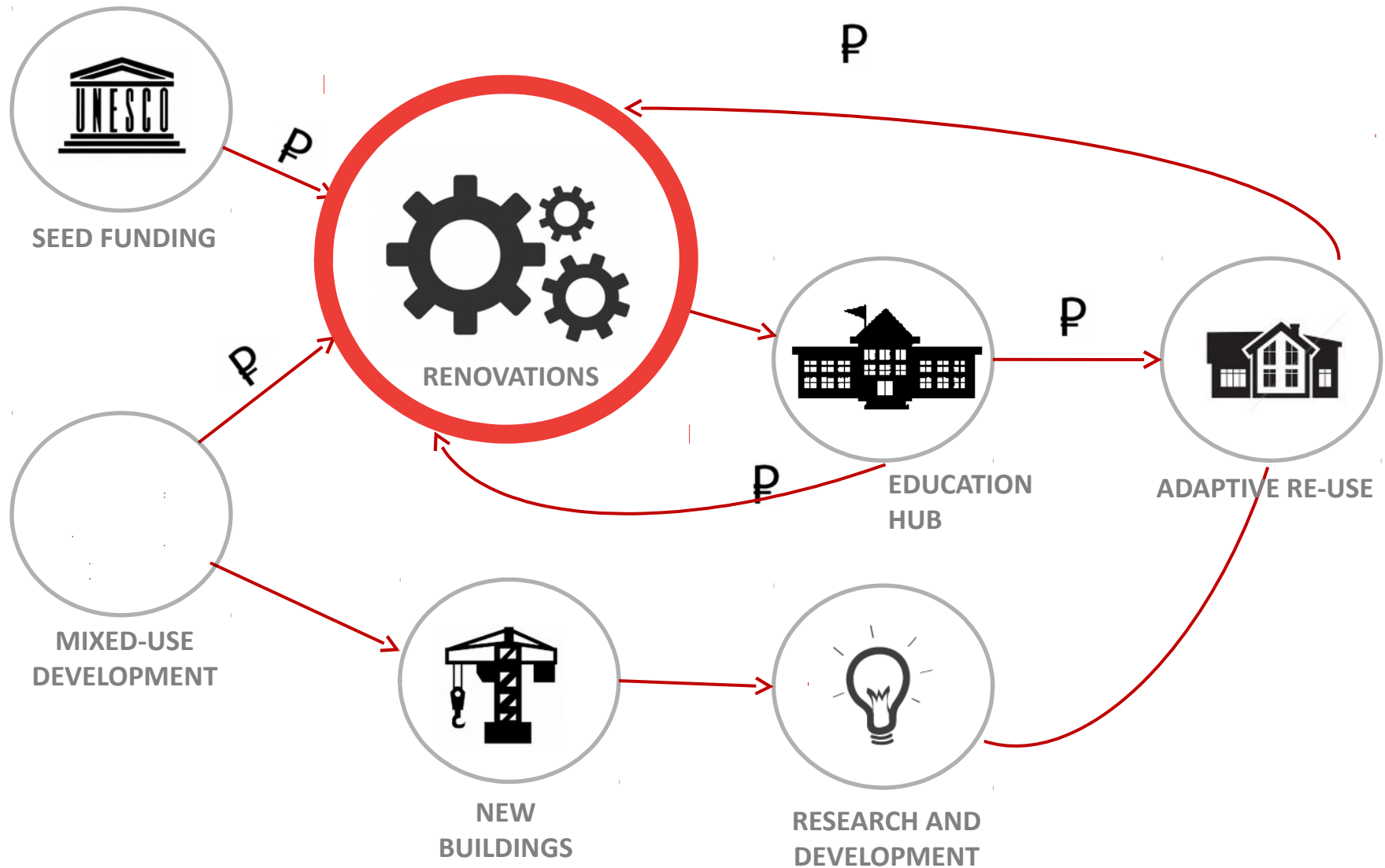
VISION

STRATEGY

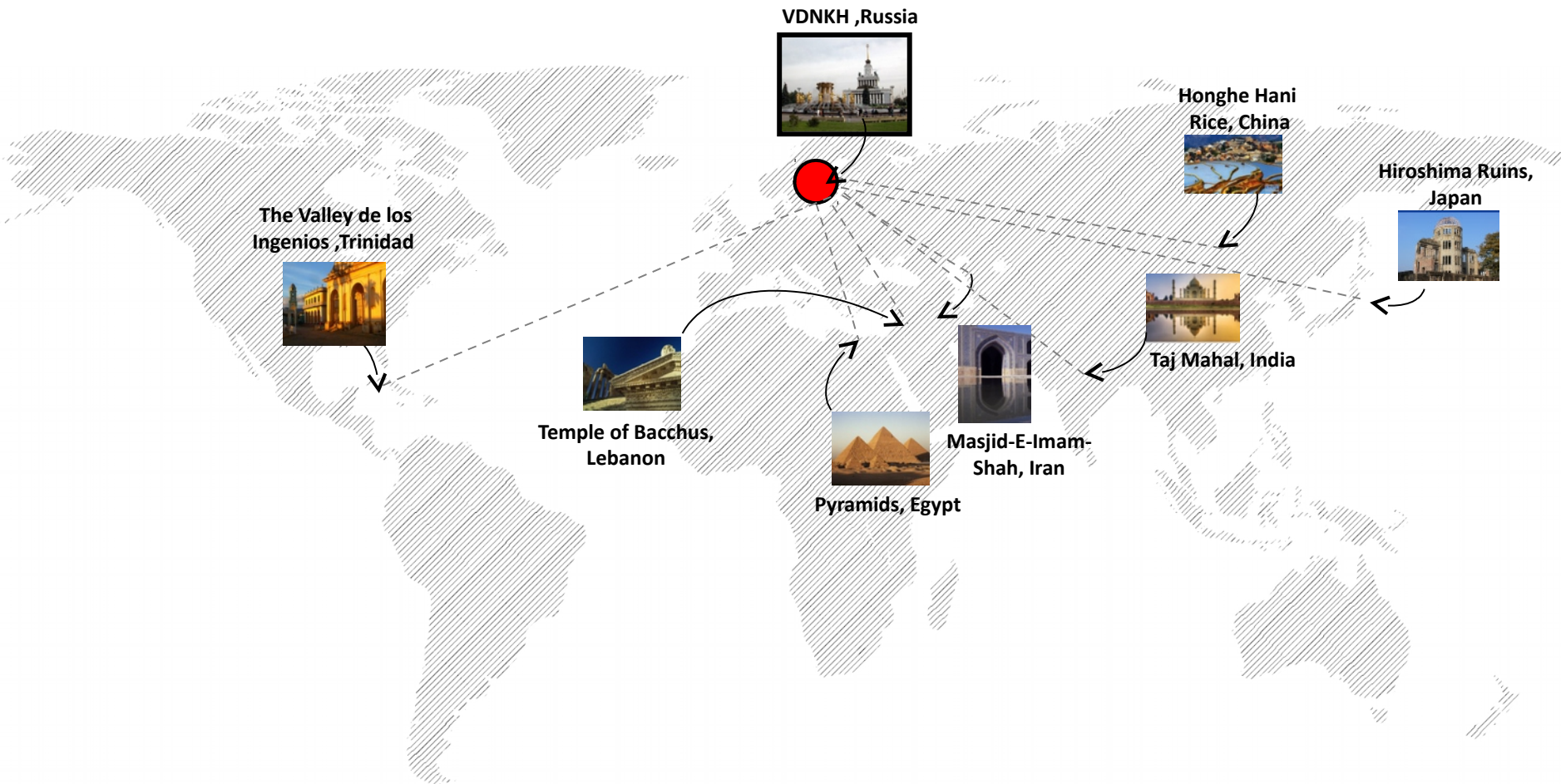
VDNH IN CONTEXT

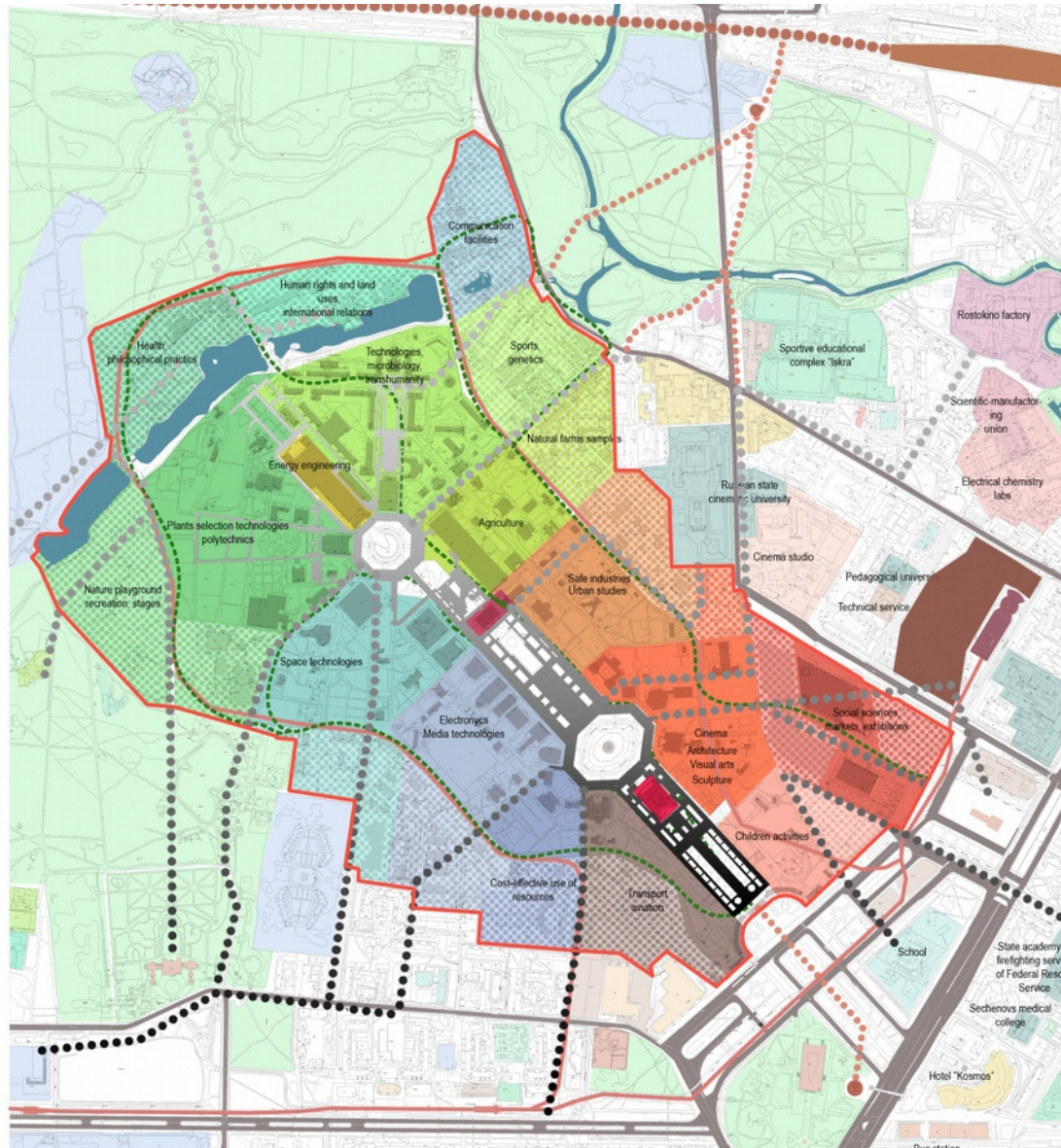
MASTERPLAN

PAVILIONS



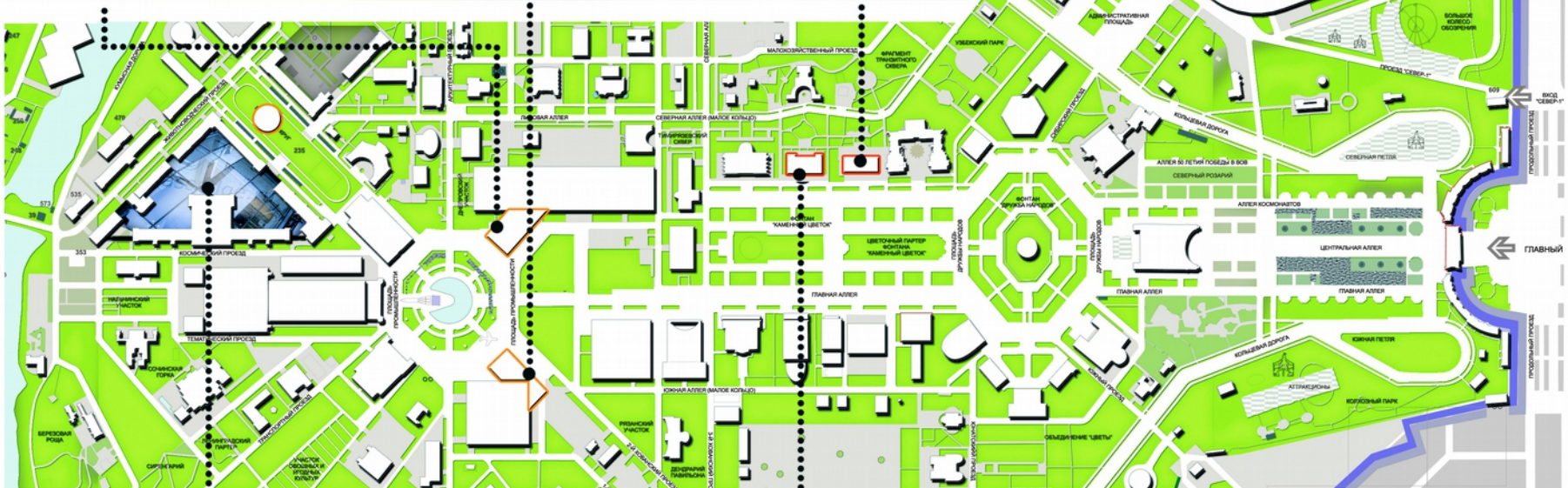
Global Linkage: UNESCO Heritage Sites





Detail Masterplan: Central Axis

moscow
urban forum



VISION

STRATEGY

VDNH IN CONTEXT

MASTERPLAN

PAVILIONS



INFORMATIONAL CENTER

WORLDWIDE HERITAGE RESEARCH

OPEN HERITAGE LAB



LIVING LABORATORY

VDNKH an urban interface for innovation



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



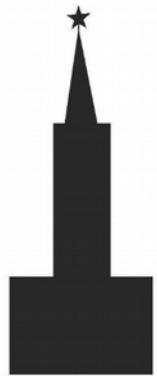
VDNH



Innovation



Living Laboratory



< Inspiration
Experiment
Testing

Univercities
Ideas >



< Exhibiting

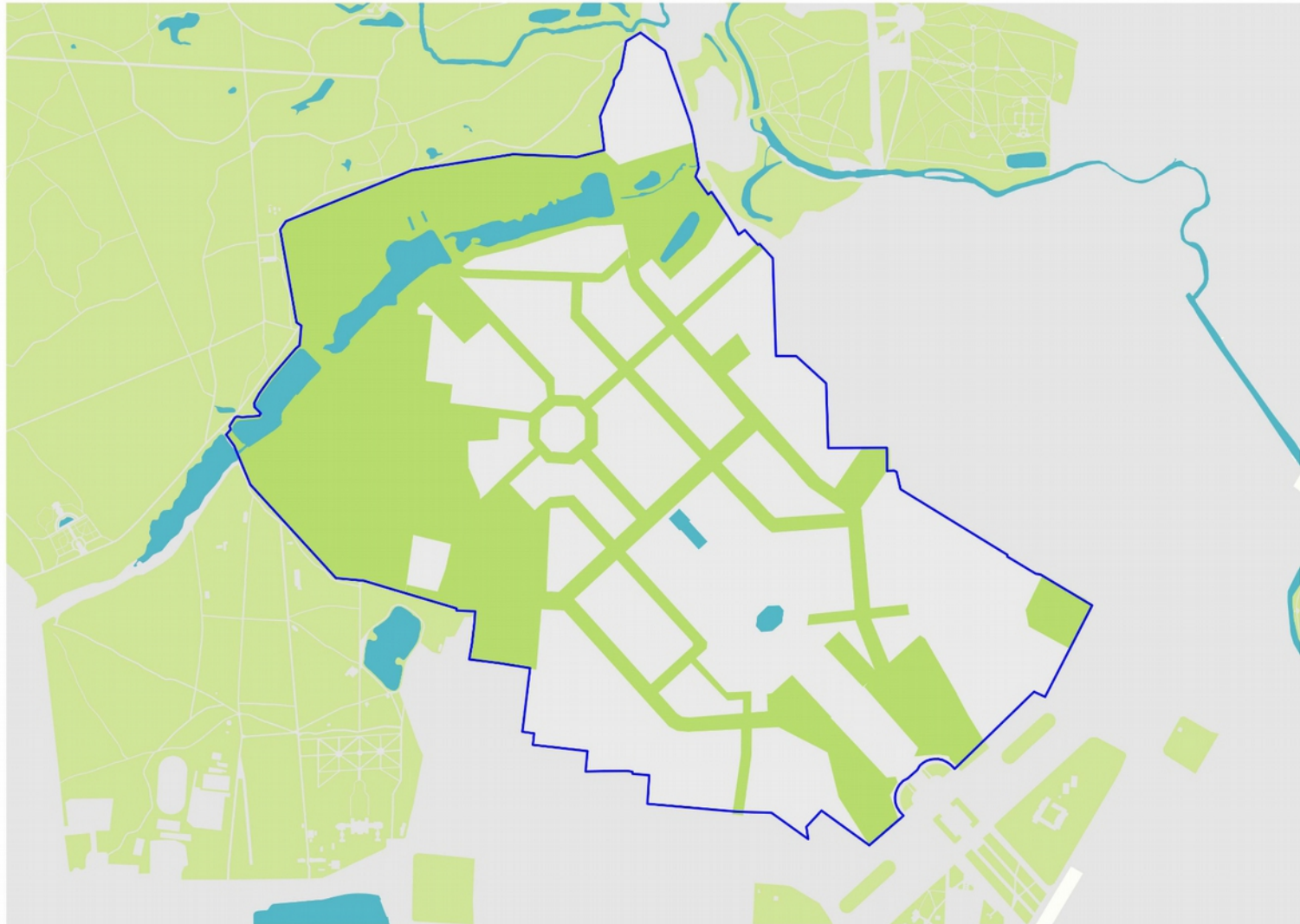
Knowledge
Network >

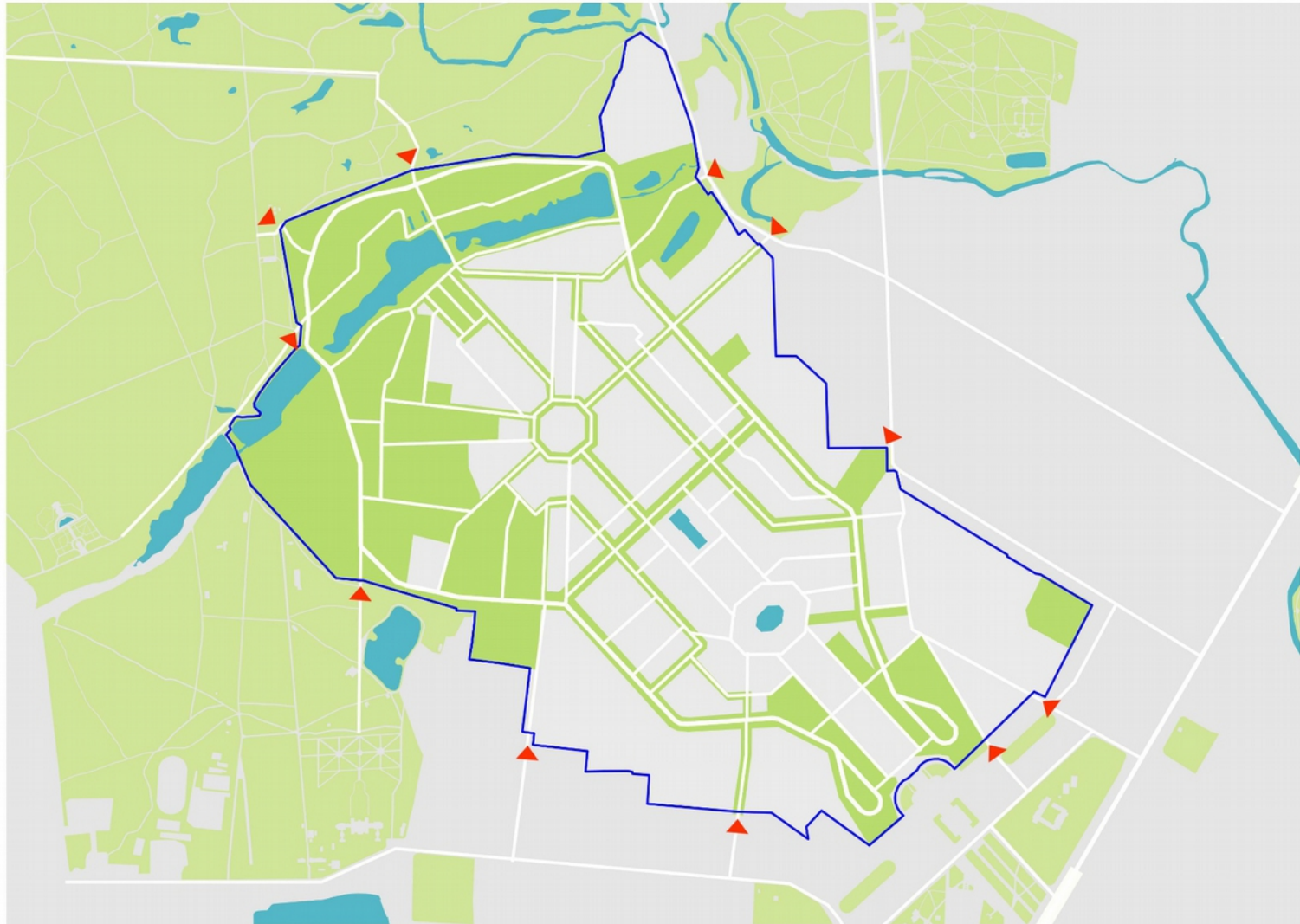


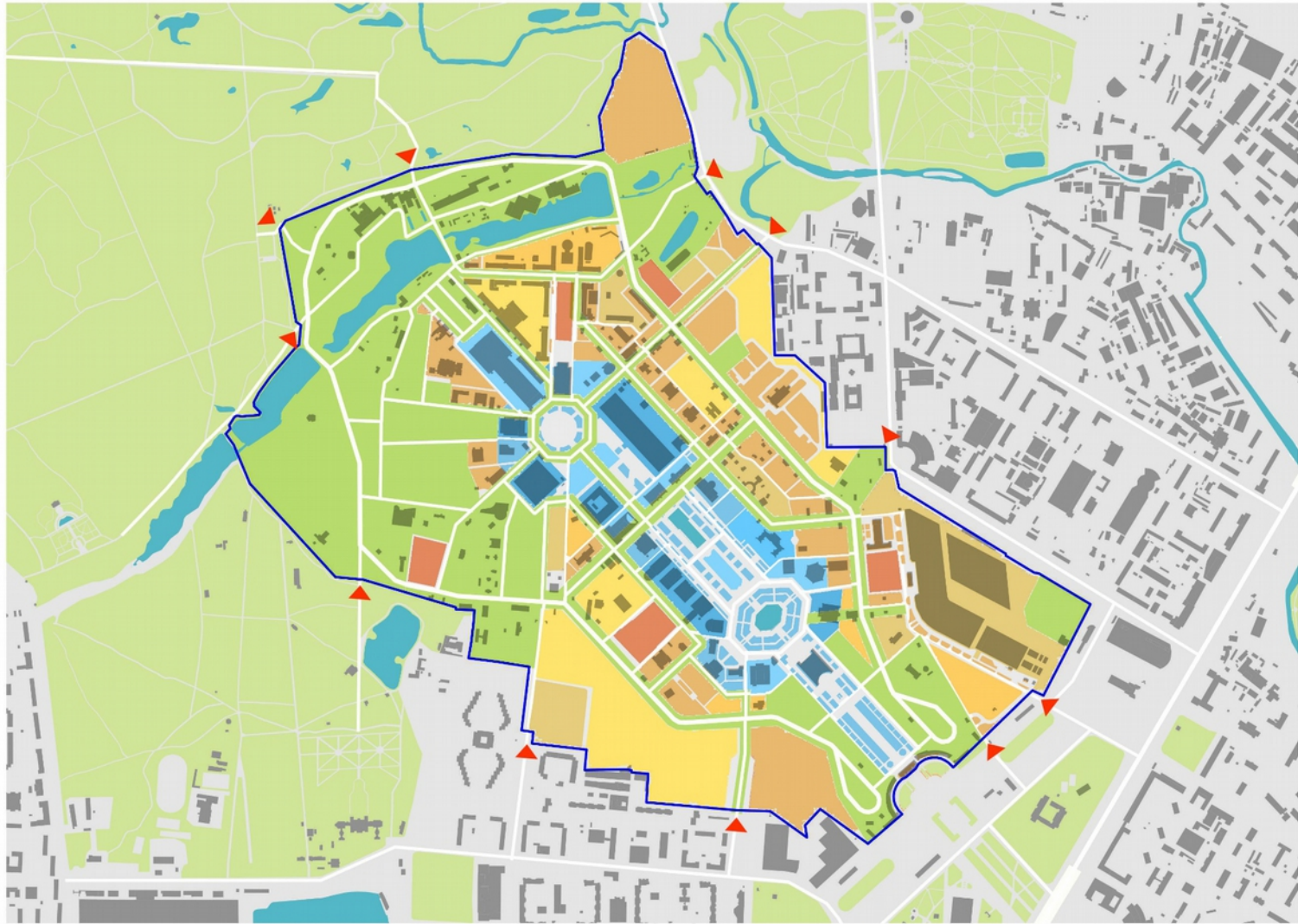


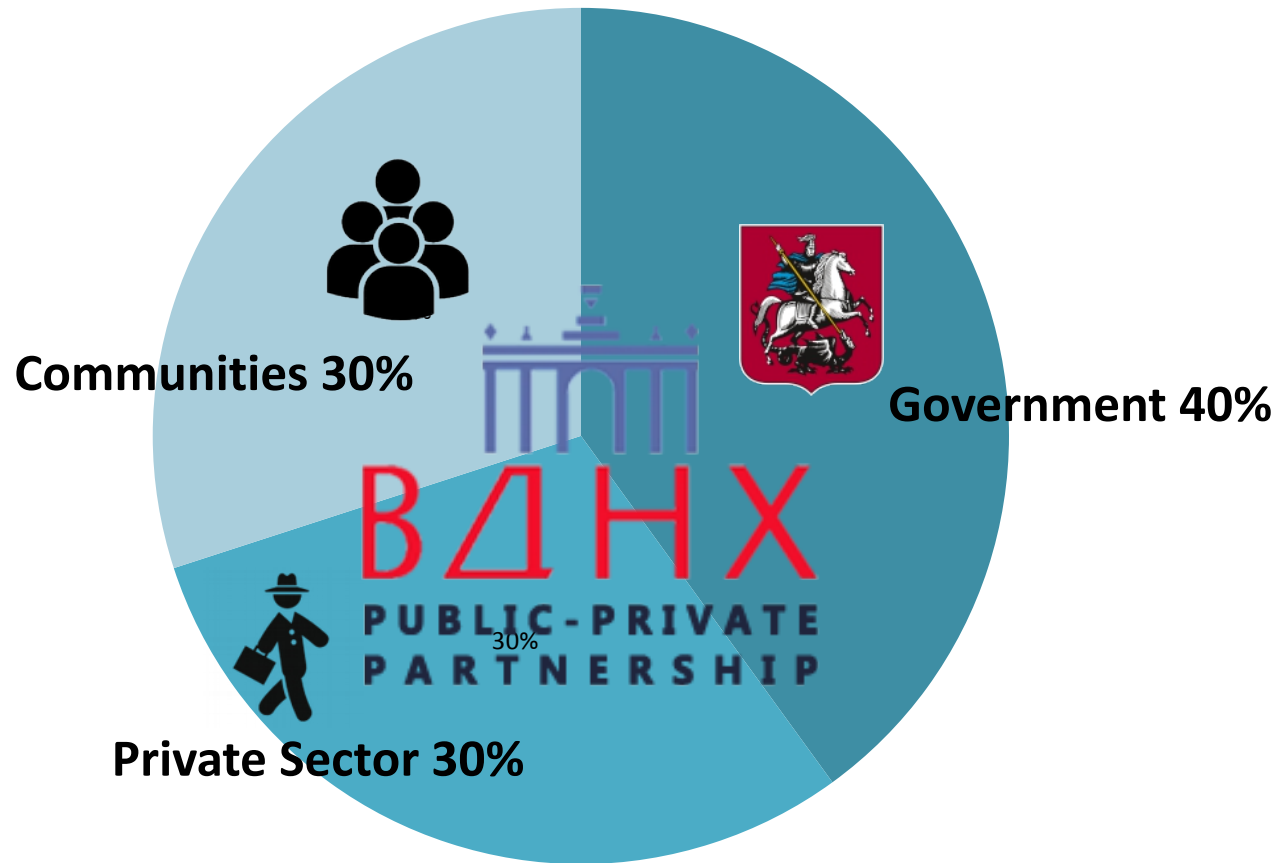
LIVING LABORATORY



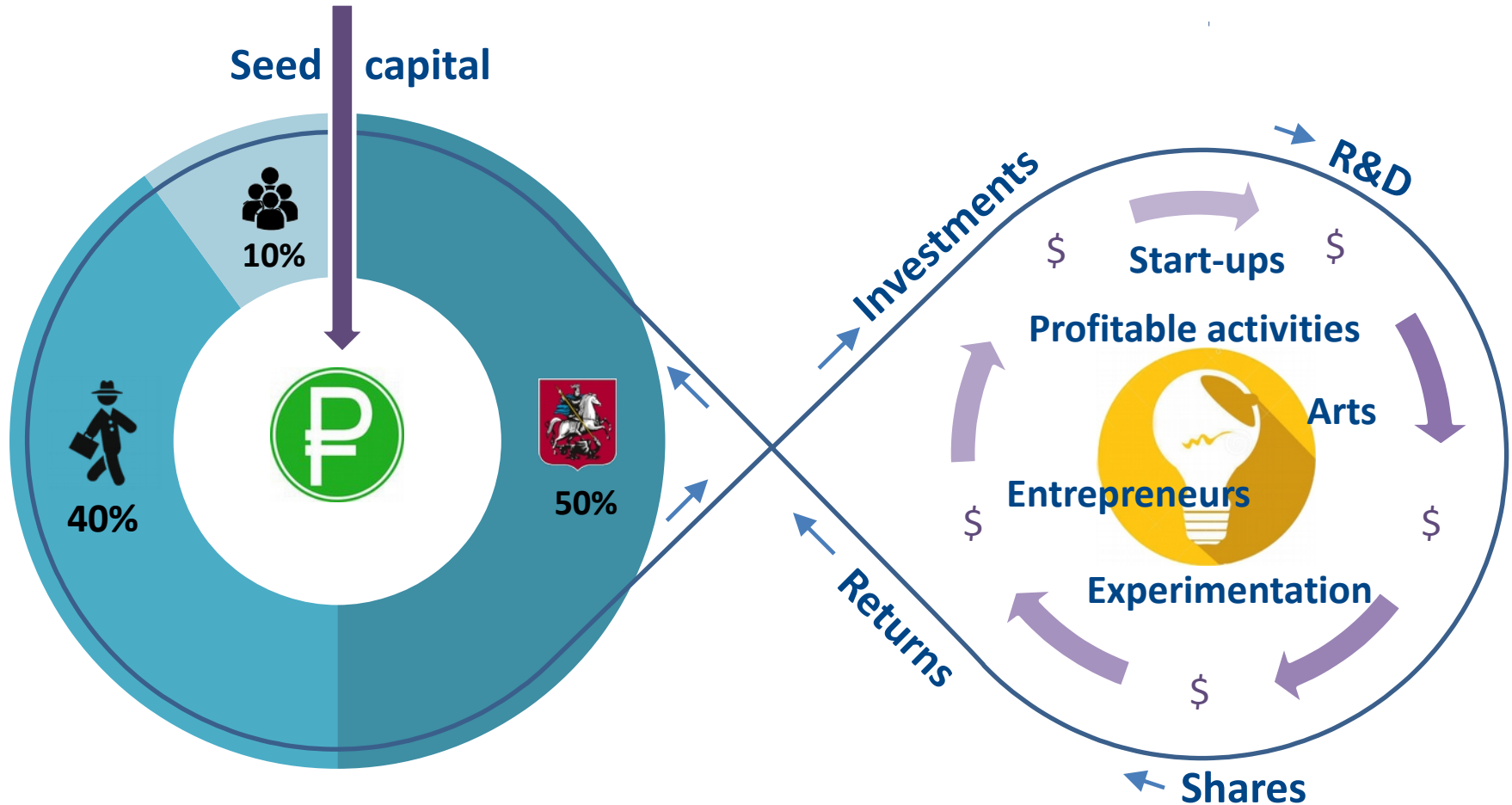






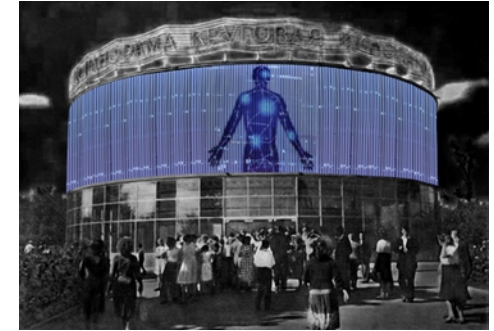


New Management Model = More **Creative** Implementation



Pavilions

moscow
urban forum



VISION

VDNH IN CONTEXT

MASTERPLAN

STRATEGY

PAVILIONS



...TRANQUILITY IN MOSCOW ...

Escaping the busy city & uncovering by discovering



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

Context (emotion | ratio)

moscow
urban forum



MOSCOW



CHAOTIC



GIGANTOMANIA!!!



UNIQUE

BUSY.



Muscovites are dying from stress

Residents of the capital are dying not from vodka or drunken driving, not obesity, not smoking and not even on drugs. They die due to stress, researchers found that people who live "on the nerve," much more likely to have cardiovascular diseases



STRESS!!!



VDNH



19.000.000
VISITORS /year

source: www.uefexpo.ru

127th



MAGIC!?



>50%



LANDSCAPE



PAVILIONS



TRAFFIC

VDNH IN CONTEXT

VISION

MASTERPLAN

STRATEGY

Vision (atmosphere | principles)

moscow
urban forum



MOSCOW



SETTING

ESCAPE FROM THE BUSY CITY

[NO] TIME...



Muscovites are educated in VDNH

12 May 2020

Residents of Moscow are unwinding in the newly developed VDNH. 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



VDNH



OTHER WAYS OF
LIVING

28.000.000
VISITORS /year

source: www.uefexpo.ru



TEMPO...

MAGIC!?



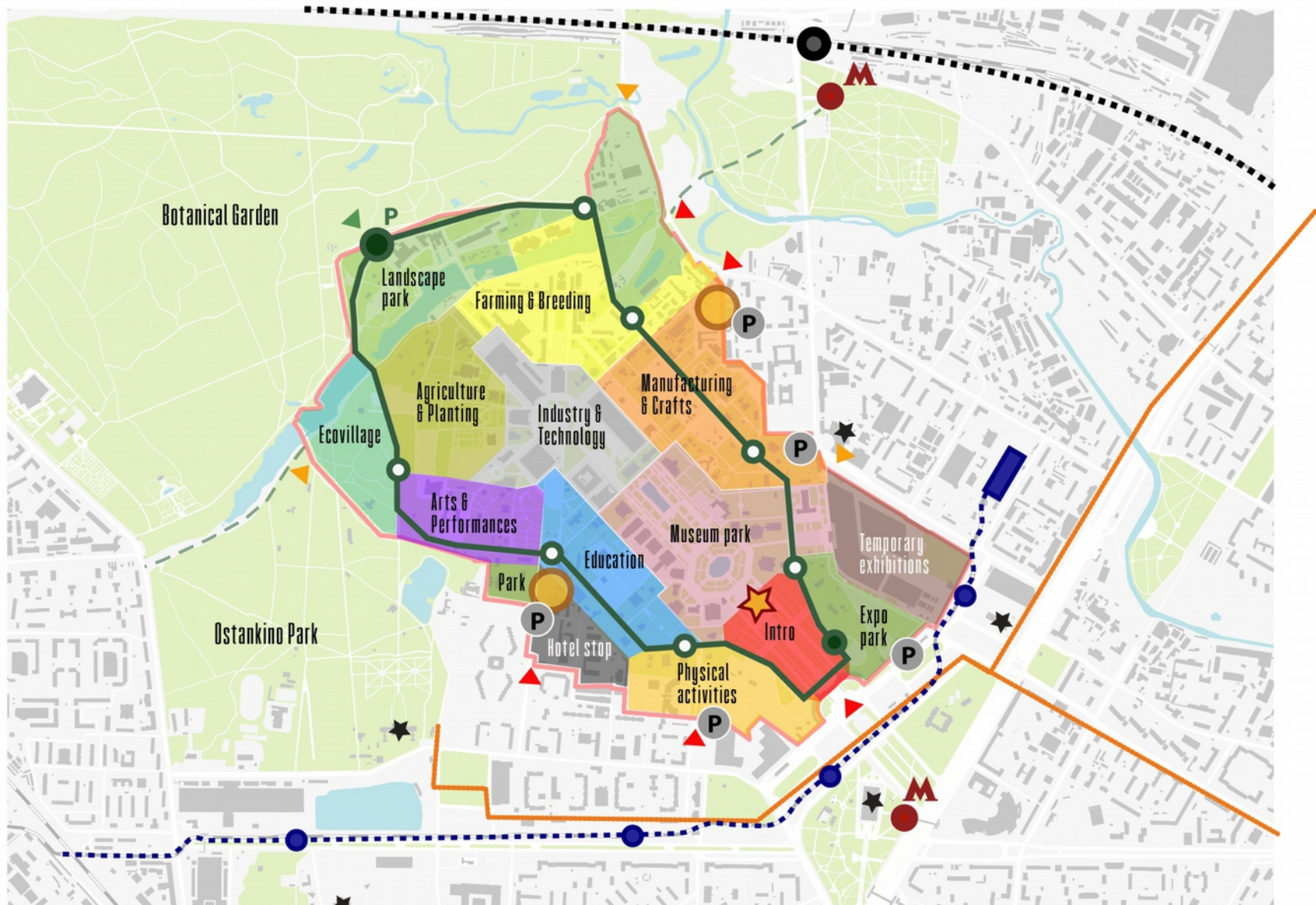
>50%



LANDSCAPE



Masterplan (zoning)



Masterplan

moscow
urban forum



VDNH IN CONTEXT

VISION

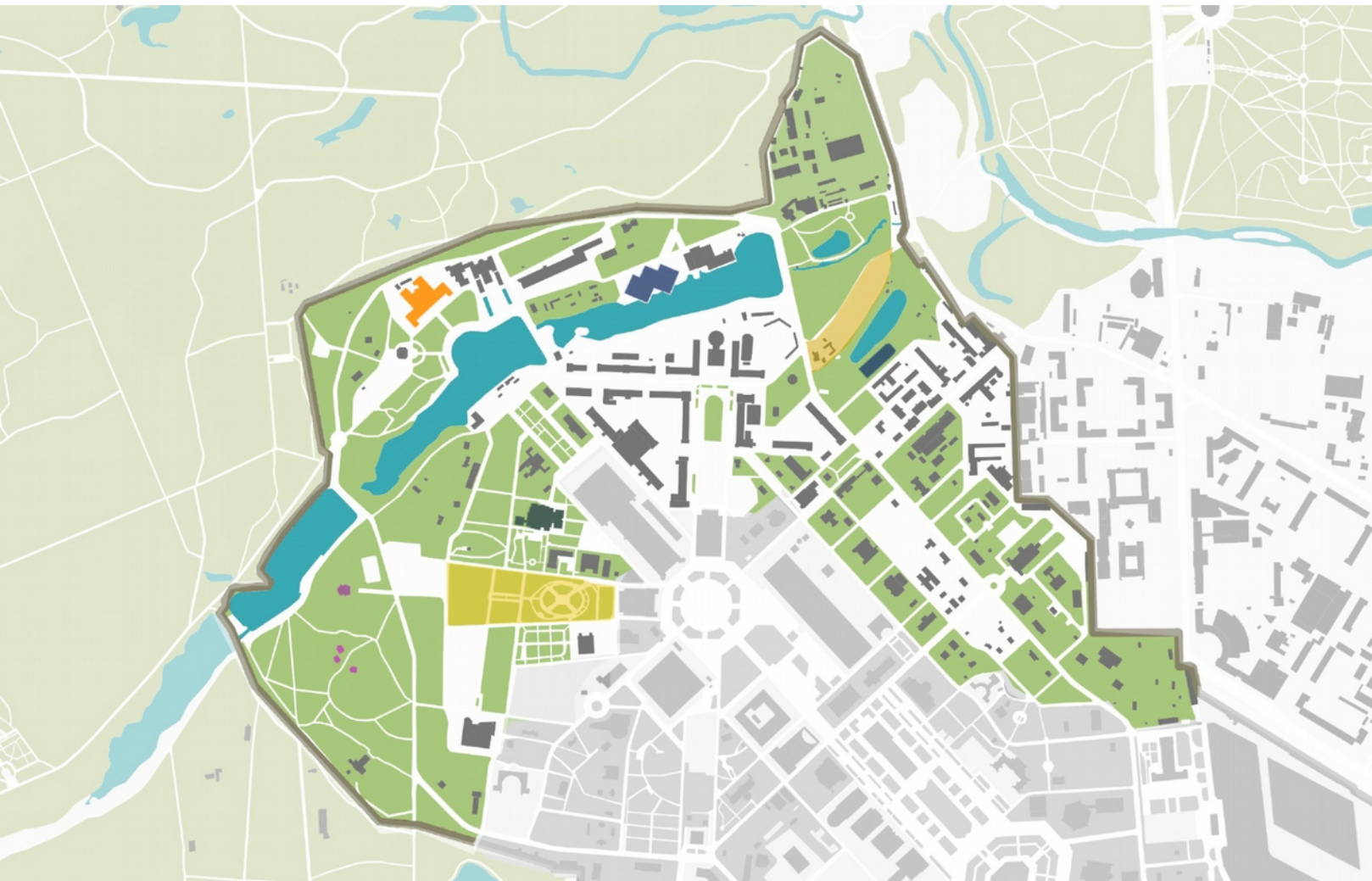
MASTERPLAN

PAVILIONS

STRATEGY

Masterplan (TRANQUILITY)

moscow
urban forum



Pavilions

moscow
urban forum



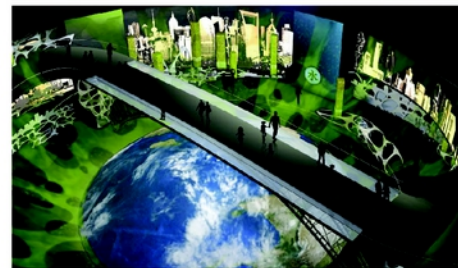
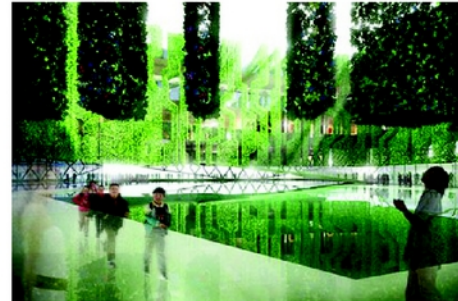
PAVILION MAIN



PAVILION
ECOLOGICAL



PAVILION
MUSEUM PIECE

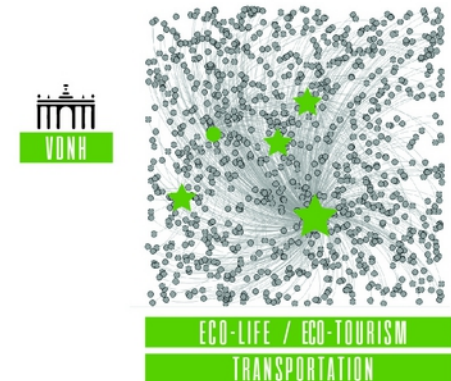
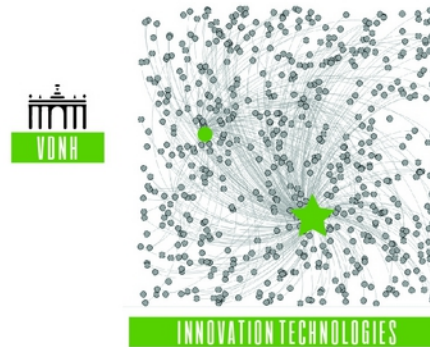
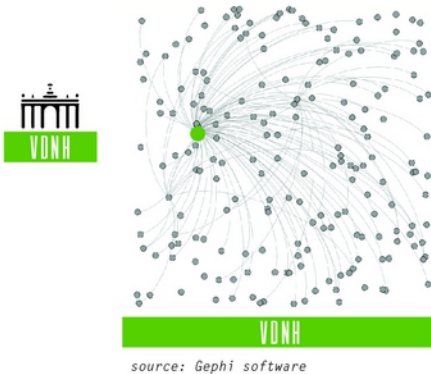


VS



Strategy

moscow
urban forum



PHASE: PROTOTYPE

2 YEARS 2014-2016 SHORT

main goal: VISIBILITY

PHASE: DEVELOPING

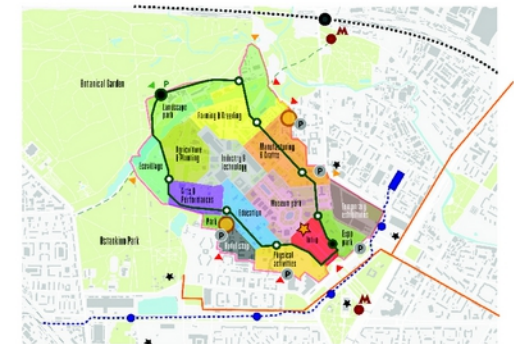
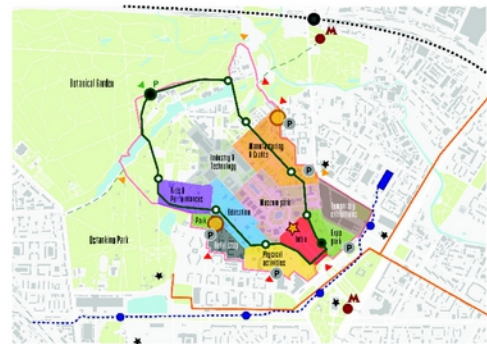
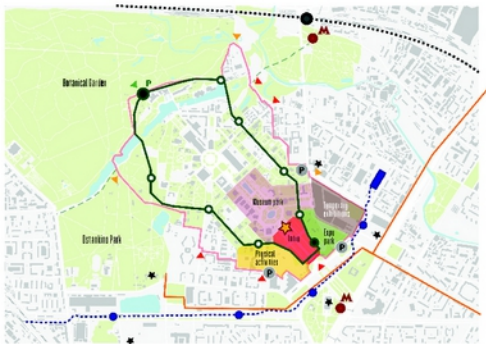
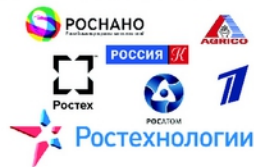
10 YEARS 2016-2026 MID

PHASE: PROFITABILITY

PHASE: LONGEVITY

20+ YEARS 2016-2026 LONG

PHASE: WELFARE



VDNH IN CONTEXT

VISION

MASTERPLAN

PAVILIONS

STRATEGY

**WE DO BELIEVE THAT IMPLEMENTING ALL THE ELEMENTS
OF OUR STRATEGY
WILL ADD VALUE TO THE FUTURE OF VDNH / MOSCOW**



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