

St. Petersburg  
July 20, 2017

**PRESS RELEASE**  
**NEW HOLLAND ISLAND LAUNCHES THE BOTTLE**

July 29 marks the grand opening of The Bottle, the third of the restored historical buildings to make its debut on New Holland Island.

The former naval prison – whose name comes from its distinctive shape – was originally built by architect Alexander Egorovich Shtaubert in 1828. With a total area of 6,000 square meters, the three-story, ring-shaped building and its interior courtyard were constructed in record time: less than two years total.

In this new chapter of New Holland's history, The Bottle serves as the center of the island, bringing together some of the most exciting projects in the fields of design, fashion, gastronomy and active recreation, all under one roof. The round courtyard now features the Park's "Small Stage," with its own program of concerts, film screenings and other events.

In an echo of its original construction period, the restoration and adaptation of the building for its new function took almost two years. This is due to the complicated shape of The Bottle, and the challenges it posed for installing modern wiring and plumbing, a powerful ventilation system, and other technical equipment. The space under the roof has been converted into a fourth floor mansard, with plenty of room for work space and the headquarters of the project "New Holland: Cultural Urbanization."

In the process of restoration, the building has gained two elegant, Art Deco-styled elevators. Additionally, the previously empty openings in the wall have been fitted with 228 wood-framed windows featuring old-fashioned bronze handles. The team re-installed the 163 doors indicated in the original blueprints and restored the brickwork in the interior and exterior façades, as well as in the space of the first floor and the two stairwells, whose stairs were returned to their original cladding of Putilov limestone, flanked by cast-iron railings. The renovation of the shared corridors used 2,480 square meters of floor tiles, 4,348 square meters of glossy wall tiles, and 1,139 lighting fixtures. Among the main materials used in the design scheme of The Bottle are brass, cast iron, *craquelure* tiles, molding, and wood.

The courtyard has been studded with 40 outdoor bullet lights, made from black metal and glass tubes and installed at a height of 2.5 meters. The internal façade offers a system of multi-colored retractable awnings, available to shade the terraces of the first floor tenants. The effect is something like bending a busy shopping street in the city into the shape of a ring. This will now be the site for New Holland's New Years Market, with all its festive holiday decorations. The central entrance to the building has been trimmed with the same cast-iron canopy as the entrance to The Foundry.

Alongside the launch of The Bottle, New Holland will also open up a significant new stretch of the territory, substantially increasing the area of the Park that is currently accessible to visitors. This marks the completion of the first phase of the restoration and reorganization of the island. According to the plans, the next building to open – located on the side of the island closer to *Ploshchad Truda* – is slated for 2019.

The design of the common areas and all elements of the interior decor have been developed by the architecture bureau, *Ludi Architects* and Lyubov Leontieva, in collaboration with the team for the project "New Holland: Cultural Urbanization." The renovated park, together with its various pavilions and the historical buildings of The Foundry, The Commandant's House and now The Bottle, have all been conceived as a single space. This continuity is reinforced by the recurring elements and motifs throughout the interiors, signage, and finishing of all of the architectural structures on the island. The key objective was to make the island feel like it has always been this way, even if the original purposes of the buildings meant a far less sophisticated design scheme.

The grand opening of The Bottle is scheduled for July 29. Festivities include a performance from the troupe of the Bolshoi Theatre's Young Artist Opera Program, with set decorations created especially for the event by the P.T.H. Creative Manufacture.

**\* For inquiries regarding the cultural program, the restoration or renovation of the island:**

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## HISTORY

The former naval prison was originally built by architect Alexander Egorovich Shtaubert in 1828. With a total area of 6,000 square meters, the three-story, ring-shaped building and its interior courtyard were constructed in record time: less than two years total (in comparison, the warehouses took nearly 84 years to complete.) After the mutiny of the Semenov Regiment in 1820, the Decembrist Uprising in 1825, and ensuing unrest among the ranks, the city officials of St Petersburg decided it time to build several new prisons. In 1828, it was decreed that a naval prison should be constructed on the western part of the New Holland Island, on the site of some dilapidated sheds no longer fit for use.

The first floor of the building was allotted to guard quarters, as well as a kitchen, bakery, and storerooms. The second and third floors were outfitted as holding cells, with a capacity of 250 prisoners for each floor. Shtaubert dubbed the building the “Prisoners’ Tower,” but in common usage, people preferred the nickname “The Bottle,” due to the building’s distinctive shape, which recalls the neck of a bottle. According to legend, this is what spawned the colloquialism “stay out of the bottle” – in other words, don’t get yourself thrown into prison. From 1829 until 1855, the Bottle hosted naval prison regiments, special divisions that oversaw the prisoners serving their sentences, supplementing the correctional work with rigorous drill training. From 1856 until 1863, the building housed workshops for tailoring, ship rigging and carpentry, among other trades, as well as a temporary hospital and a gymnastics team.

In 1863, the Bottle was reconstructed and transformed into the “Military Penitentiary of the Naval Authority.” Under the order of the director of the Naval Ministry Konstantin Manna, the building became the “first prison in Russia to be built on the model of the corrective penitentiary system, currently used in the best prisons in Europe.” This converted prison featured 195 single-occupancy cells, each outfitted with a fold-down bunk, a shelf for clothing, a stool, and a spittoon. The prisoners only used their cells for sleep; during the day, they were put to work at the lathe, in the workshops for carpentry, ship rigging, or shoemaking, weaving mats or binding books. They earned a small salary for their labor, and would leave the prison trained in a new profession. Adjacent to the Bottle was a two-storied mansion for the Commandant, which gained its third floor in 1877. The Bottle operated as a prison until 1917.

### New Holland: Cultural Urbanization

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### Hours of Operation:

#### The Bottle

Mon–Thurs, Sun: 8:00am–11:00pm

Fri–Sat: 8:00am–2:00am

#### The Park

Mon–Thurs: 9:00am–10:00pm

Fri–Sun: 9:00am–11:00pm

#### The Foundry

Sun–Thurs: 12:00pm – 11:00pm

Fri–Sat: 12:00pm–last guest

## PROJECT TEAM

### Lyubov Leontieva (*Ludi Architects*)

The activities of the bureau *Ludi Architects* range from architectural design, research into the field of organizing space, and the development of programs for the spaces and buildings of cultural and business complexes. Throughout its existence, the company has developed concepts for the improvement of a number of Russian cities, produced projects for public spaces, and collaborated with the leading museums in St Petersburg and other regions. *Ludi Architects* is regularly invited to create installations and objects for exhibitions in Russia and abroad. In 2009, the magazine *Project Russia* listed the firm among the “Top 15 Most Promising Young Bureaus in Russia.” Clients of *Ludi Architects* include the State Museum of the History of St Petersburg, the State Museum of City Sculpture in St Petersburg, the Belarusian National Arts Museum,

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the Moscow Administration, Saransk and Saratov. For New Holland, the bureau developed the interior design for both the historical buildings and surrounding pavilions.

**General Contractor: Baltic Engineering Company (BIC)**

Baltic Engineering Company (BIC) has specialized in general contractor services and construction of turnkey projects since 2002. Over fifteen years, the company has worked on more than 40 projects, both civil and industrial, encompassing a total area of roughly 800,000 m<sup>2</sup> across St. Petersburg and Moscow. The company is also involved in restoring objects of cultural heritage, including the Mansion of Count A.D. Sheremetev and the complex of palaces at Peterhof. [bic-com.ru](http://bic-com.ru)

**New Holland Development**

In December 2010, the company New Holland Development (NHD), an affiliate of Millhouse, LLC, won the tender for the restoration and renovation of the territory of New Holland Island. The investor's key objectives are to transform this 300-year-old monument of industrial architecture into a mixed-use complex that will serve as one of the epicenters of cultural life for the city, as well as a platform for the intellectual life of the country as a whole. The company of Roman Abramovich, Millhouse offers asset management and investment services across a variety of sectors, including real estate, mining and metallurgy, energy, telecommunications, technology and sports. The company's real estate holdings in Moscow include the prestigious Krylatsky Hills, Balchug Plaza and Four Winds, as well as the Skolkovo golf course and the residential complex and business park, Skolkovo Park for Business.

**New Holland: Cultural Urbanization**

After winning the tender for the restoration and renovation of New Holland Island, NHD turned to the Iris Foundation, a non-commercial initiative for the support and advancement of contemporary culture and art, launched by Daria Zhukova. Iris was tasked with helping to determine the concept, architectural plan and creative direction of the island's development. This collaboration resulted in "New Holland: Cultural Urbanization," a fresh approach to the restructuring and modernization of the territory, a monument of cultural and national historical significance. Following the success of the seasonal programs, the project investors decided not to proceed with the original plan to clear the territory to construct a new building. Instead, they chose to organize a full-fledged city park, complete with a modern and convenient infrastructure, which each and every person could find his or her place. The island continues to host cultural programs as well as grand-scale civic initiatives. Future plans for the development of the territory include not only commercial enterprises, but also cultural and educational institutions, research laboratories, and exhibition spaces, whose programming will be overseen by emerging specialists. In 2016, the first phase of the project came to completion. This encompassed the landscaping of park areas, with temporary pavilions along with a system of engineering solutions and networks necessary for the implementation of the project, as well as the public debut of the first restored buildings, The Foundry. For the first time in its history, the island was open to the public all year long. In the spring of 2017, the Commandant's House launched the Mayak School of Creative Industries, while this summer centers on the opening of The Bottle.

**TENANTS OF THE BOTTLE**

**1st Floor FOOD AND BEVERAGES:** *Ferma Burger / Dikman's Deli / Camorra Isola / Surf Coffee / Pho'n'Roll / Ryumochnaya v Butylke / Mamo / Bekitzer / San Diego*

**2nd Floor BOOKS, DESIGN AND FASHION:** *Live in Design / Freelabel / Garage Bookshop / Mayak / Peremena / Ptenci Market*

**3rd Floor HEALTH AND BEAUTY:** *Diana Vishneva Studio Context Pro / Johnny D. / Haarlem / ID\39 / Studio Bioginnastica / Rock the Cycle Ipanema Wax Bar*

**4th Floor WORK SPACE:** *Headquarters for "New Holland: Cultural Urbanization" / Archive of the Garage Museum of Contemporary Art / Faro-Studio / Junk Reality VR/AR Laboratory*

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