

St Petersburg,
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PRESS-RELEASE
THE OPENING OF THE «MAYAK» SCHOOL FOR THE CREATIVE INDUSTRIES
ON NEW HOLLAND ISLAND

The «Mayak» (*the «Beacon»*) is a space devoted to the creative development and self-determination of children and young people. By basing tuition on real-life projects, and by providing engagement into the professional creative process, the Mayak will give children the opportunity to try their hand in a range of areas of the creative industries, and to determine their future profession by taking charge of their own aspirations.

The Mayak offers a new format for working with children and young people aged between 7 and 17, based on contemporary methods of academic quality and effective international best practice in creative development, along with a professional orientation.

The Mayak is an education centre which will help its pupils to realize their full potential in such areas as design, photography, animation, film-making, advertising, sound engineering, the theatre, computer games, programming, and much more besides. The school equipment will enable students to make use of a range of technological solutions when working on their creative projects: the school building is equipped with computer classrooms, photographic and video studios, a classroom for working with sound and music, a multi-function art studio and an animation classroom.

The concept for the Mayak was developed in collaboration with specialists from the British Higher School of Art and Design, and some of the leading universities, institutes and teachers from the creative professions have been brought in to make it a reality.

In March, an admissions office will be opened in the New Holland Pavilion, where employees of the Mayak will be on hand to provide detailed information on the work of the project and its programmes, courses and areas of study, along with conditions of enrolment. A series of master-classes, also to be held in March, will demonstrate how the Mayak's tuition system is structured.

In April, a series of Open Days will be held in the Commandant's House, and the full cycle of classes at the school will commence in September 2017.

For further information, visit: www.mayak.school

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**For questions regarding the cultural program, restoration work or island facilities, contact New Holland Press Office:
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About the programme

The Mayak provides courses of varying duration and format: four-month courses, school-holiday crash-courses, summer schools and one-day master-classes. During the education process, the school's pupils will undertake the creation of contemporary media content, be it a film, an advert, a computer game, a mobile app, a photographic exhibition or a music track. All work at the school is based on actual projects developed in collaboration with the country's leading studios and largest cultural institutions. The education system is structured in such a way that through their work on projects the students will be able to see where their strengths lie, to develop their creative and analytical skills, and as a result choose a career and a profession that will be in demand in the future. Additionally, there will be separate courses on career guidance for children specifically aimed at parents, to help them to understand the latest specializations and professions of tomorrow.

Project Director: Olga Smirnova

A social anthropologist and graduate of St Petersburg State University and Sweden's Uppsala University, Olga has worked with the «A Teacher for Russia» educational project, with the *Foam* museum of photography in the Netherlands, and with the *Manifesta 10* contemporary art biennale. She has also worked in an editorial capacity with «Sobaka.ru» magazine and with the St Petersburg edition of *The Village*.

The Commandant's House

The Commandant's House is the most recent of the island's historic buildings, and until not so long ago was not counted among the architectural monuments and ensemble of New Holland. At one time, the Commandant of the island really did live here with his family, and during the Soviet period it was turned into offices for the maritime ministries. In 2013, the building was granted historic status, and was restored in accordance with the regulations of the St Petersburg Administration Committee for State Control, Use and Maintenance of Historical and Cultural Monuments. Wrought-iron awnings, a lattice work fire escape and a contemporary interior were added to the building during the renovations.

NEW HOLLAND: CULTURAL URBANIZATION

In 2010, New Holland Development, an affiliate of Roman Abramovich's company Millhouse, LLC, won the tender for the restoration and renovation of New Holland Island, with the goal of creating a mixed-use complex that will serve as one of the epicenters of cultural life not only for St Petersburg, but for Russia as a whole. To help determine the concept and creative direction of the island's development, Millhouse turned to the Iris Foundation, a non-commercial initiative for the support and advancement of contemporary culture and art, launched by Daria Zhukova. 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. "New Holland: Cultural Urbanization" helps recruit a team of architects, designers, and urban planners, as well as provide the cultural content for the island's programming and participate in the selection of partners and operators. In August 2016, the first phase of the project came to completion, with the launch of New Holland's park zone, and the island began to operate all year long. As of now, three historical buildings have been restored: the Forge, the Commandant's House and the Bottle.