

St Petersburg,  
28 February 2019

**PRESS-RELEASE**  
**MASLENITSA AT NEW HOLLAND ISLAND**  
**8–10 MARCH 2019**

From 8 to 10 March New Holland will once again be celebrating Maslenitsa (Pancake Week). Just like last year, the festivities will take place in the Bottle House courtyard. Here you will find food and drink stalls where the first floor tenants (*Dzamiko, The Vodka Room, Bekitzer, Camorra, Ronny, San Diego, Surf Coffee*) will be serving warming drinks and pancakes with a wide range of fillings: raspberry jam and sour cream, braised pork with guacamole, salmon with cream cheese, condensed coconut milk, stewed beef cheeks with oyster mushrooms and much more besides. The *Kuznya House* restaurant and the *Wolkonsky Deli* will have a special pancake menu throughout the week of Maslenitsa, as will the winter terrace grill-bar over the weekend.

The *P.T.Kh. Creative Workshop* will be running master-classes and games for children and adults alike, where visitors to the island can learn how to make Maslenitsa dolls, greetings cards and masks, as well as taking part in active outdoor games. The festivities will culminate in the *Farewell to Winter* show, featuring safe, low-temperature pyrotechnics on the stage of the Bottle House courtyard.

Participation in all the events celebrating Maslenitsa is free to all visitors to the island. Further details and a complete events schedule can be found at [www.newhollandsp.com](http://www.newhollandsp.com)

<u>Pancake stall opening hours</u>	Master-classes in the Pavilion, games in the Bottle House courtyard	<u>Farewell to Winter</u>
8–10 March, 12:00–22:00	8–10 March, 12:00–19:00	10 March, 19:00–19:30

*\*For questions regarding the cultural program, restoration work or island facilities, contact New Holland Island Press Office, [pr@newhollandsp.com](mailto:pr@newhollandsp.com); tel. +7 906 268 83 18*

*\*For questions regarding the investment contract, contact John Mann, [john.mann@millhouse.ru](mailto:john.mann@millhouse.ru)*

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**OPENING HOURS**

PARK	THE BOTTLE HOUSE	KUZNYA HOUSE	COMMANDANT'S HOUSE («Mayak» School)
Mon–Thu: 9:00–22:00 Fri–Sun: 9:00–23:00	Mon–Thu, Sun: 8:00–23:00 Fri–Sat: 8:00–2:00	Sun–Thu: 12:00–23:00 Fri–Sat: 12:00–until the last guest	Mon–Fri: 15:00–21:00 Sat–Sun: 11:00–21:00



#### **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 begin to operate all year long. As of now, three historical buildings have been restored: the Forge, the Commandant's House and the Bottle.