

August 30, 2022  
St. Petersburg

**OPENING OF THE COMMUNITY CENTER IN THE ASSEMBLY HALL  
OF THE HOUSE 12 AT NEW HOLLAND ISLAND**

On September 1, the Community Center project will open in the Assembly Hall of House 12 on New Holland Island.

Community Center is an urban lounge for those who like to spend time on the Island, a place where you can meet interesting people, work, attend lectures, watch movies, and hold an open event.

Community Center will take up the Assembly Hall, a historic space that has barely been touched by modern fixings. The majestic brick vaults with 12-meter-high arched windows and views of the Kryukov Canal will be a year-round home for members of the Community Center.

Workstations are equipped with comfortable desks, wireless Internet and outlets for charging gadgets, the Reading Room has a large selection of modern and classic literature put together with the help of partners (*No Kidding Press, Ad Marginem, Garage, Strelka Press, Boomkniga, Chaoss/Press, Slovo, Cloudberry, Sindbad, Livebook, Individuum, Popcorn Books, Poryadok Slova, Seance, V-A-C Press, Arka, Zangavar, Translit, Nosorog, Muzyka / Rech, ITMO University Center for Science Communication, Tochki Zreniya Library, ROSPHOTO, A+A, Podpisnie Izdaniya, Vse Svobodny*), including special editions for the visually impaired, and in the Lounge you can play board games or ping pong. There is a checkroom and lockers at the entrance, as well as food and beverage vending machines.

Members of New Holland Island's creative team (curators, designers, editors, and other key contributors to the project) will be on duty at the Community Center each day, so that the guests can personally approach with their ideas.

Uniting like-minded people and citizens at New Holland Island has always been an important objective of the project, along with the restoration of buildings and the development of the area. The events of recent years have once again reminded us how important it is not to lose touch with the loved ones, to support each other and to spend time together.

The Community Center is open to the public every day from 12:00 to 21:00. The entrance ticket costs 150 rubles and is valid for the whole day. Admission for children under 14, pensioners, guests with disabilities and members of large families is free. To make the Community Center a convenient neighborly place, residents of Admiralty district will also be able to use the space for free with a special season pass. Some special events require additional registration or ticket purchase, stay tuned to [newhollandsp.com](http://newhollandsp.com) for announcements. Requests for open and private events, as well as space rental, are accepted at [info@newhollandsp.com](mailto:info@newhollandsp.com)

*New Holland: Cultural Urbanization:*

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#### **ENTRANCE AREA**

You will find information desk, checkroom, bathrooms, bulletin board, pinball and vending machines. You will need special tokens to play the pinball machine. You can buy them from the administrator at the information desk for 100 rubles. The bulletin board is a means of communication between visitors of the Island. Here you can announce an interesting event, post a lost pet ad, or find friends. You can bring your own ad or ask the receptionist for some paper. We reserve the right to take down disrespectful, offensive or rude ads.

#### **LOUNGE**

In the lounge there is a tennis table and a shelf with board games. There is also a pinball machine near the wardrobe. If you want to play table tennis, ask the administrator for the rackets. First hour is free, 300 rubles per hour after that. Security deposit for the rackets is 1000 rubles.

Feel free to take any board game from the shelf. After playing, please return it in its original form: neatly folded, with all parts. If you find that something is missing, please inform the administrator.

#### **READING HALL**

We have collected books on various topics in the Reading Hall. You can pick them from the shelf, but please do not bring books outside of the Center. If you accidentally damage a book, please tell the administrator. If the damage is minor, we will just keep it in mind, but if it is serious, we will have to ask you to replace the book with a similar one.

#### **FOOD AND DRINKS**

You bring coffee and other non-alcoholic beverages into the Center, but we ask that you not bring food with you. If you want a snack, you can buy something from the vending machine at the entrance, but please do not bring food into the Reading Hall or Lecture Hall.

#### **WI-FI**

Free Wi-Fi is available in the Center. Network id is Community FREE WiFi. You can use it for work, entertainment, and research. But please do not download large files and do not use streaming services, as it will affect the Internet speed for other visitors.

#### **EVENTS**

You can keep up with Community Center events at [newhollandsp.com](http://newhollandsp.com), as well as on the Island's social media. If you would like to hold your own event or a gathering, please send a request to [info@newhollandsp.com](mailto:info@newhollandsp.com). In the application, please describe the event in detail, stating the format of the event, the number of participants, and the anticipated date.

#### **RESPECTFULNESS AND CONSIDERATION**

The Community Center is a place where people interact, so we ask everyone to treat each other with respect, to keep quiet in the work area and Study Hall, and not to make noise when there is a lecture or movie screening nearby.

**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 Foundry, the Commandant's House and the *Bottle House*. In 2020, *House 12*, which is located on the embankment of Kryukov Canal, was restored and the area around it was landscaped. An additional park territory near the northern side of the Basin was also put into operation.