

St Petersburg,
12 April 2019

PRESS-RELEASE
OPEN DAYS AT NEW HOLLAND ISLAND
20-21 April 2019

On April 20 and 21 New Holland Island will be hosting open days for the residents of the *Bottle House*. A special programme featuring lectures and public talks on gastronomy, design, fashion, psychology and sport will be held in the Pavilion. On both days, special offers will be running in the *Bottle House's* cafés, shops, sports studios and beauty salons. Participation in all events is free of charge, and further details can be found below and at www.newhollandsp.com.

For this weekend, street terraces by a number of gastronomic projects will also be open, along with the *Frigate* children's playground, and the island will see its first jazz street concert of the year courtesy of *Saint P Bop Artel*.

All open-day visitors will be able to take part in the *Treasure Hunt* game, with winners receiving prizes and gifts from the island's residents and from the *New Holland: Cultural Urbanization* project.

Please note that from May 1 the park will be working to its summer timetable.

OPENING HOURS
FROM 1 MAY 2019

| PARK | BOTTLE HOUSE | FOUNDRY | COMMANDANT'S HOUSE (Mayak school) |
|---------------------|------------------------------|---|--|
| Mon–Thu: 9:00–22:00 | Mon–Thu, Sun: 8:00– 23:00 | Sun–Thu: 12:00–23:00 | Mon–Fri: 15:00–21:00 |
| Fri–Sun: 9:00–23:00 | Fri–Sat: 8:00–2:00 | Fri–Sat: 12:00–until the final guest | Sat–Sun: 11:00–21:00 |

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**For enquiries relating to the island's cultural programme, restoration project and facilities, contact Press Office: pr@newhollandsp.com; tel. +7 906 268 83 18*

**For enquiries relating to the investment contract, contact: John Mann, john.mann@millhouse.ru*

OPEN DAYS TIMETABLE

BOTTLE HOUSE COURTYARD TERRACE OPENING

20 April

12:00–19:00 DJ sets

19:00–21:00 *Saint P Bop Artel* in concert

21 April

12:00–21:00 DJ sets

PAVILION LECTURE PROGRAMME

20 April

12:00–13:00 *Bekitzer* street-food bar: politologist Rosa Lane on the culture of Israel and contemporary Israeli cuisine

13:00–14:00 the *Pho'n'Roll* café's brand-chef Nhân Nguyễn on Vietnamese cuisine and its unique features (non-simultaneous translation into Russian)

14:00–15:00 *Ronny*: bistro co-founder Sergey Glazunov and brand-chef Dmitry Cullenen on Japanese cuisine

15:00–16:00 *Dzamiko*: café co-founders Klim Zhukov and Alexandr Bugaevsky on how to open a Georgian café without following tradition

16:00–17:00 *Surf Coffee* café and *Rock the Cycle* cycling studio: the *Fixed Lab* project's organiser and director Alexandr Prival'nev and Russian international master of sport Kim Argueles on the influence of cycling sport in all areas of human life

17:00–18:00 *ID/39* beauty studio: stylist David Galstyan on hair-care

18:00–19:00 *Cosmotheca* cosmetics and perfume shop: expert and trainer Tatiana Krivoputskikh on ethical cosmetics and hand-made perfumes

19:00–20:00 *Ptentsy Market*: eco-volunteer Polina Kosobokova on the correct way to choose toys

20:00–21:00 *Freelabel*: shop co-owner Cynthia Carson on making a conscious, informed choice (non-simultaneous translation into Russian)

21 April

12:00–13:00 *Kids Talk* space: philosopher and psychoanalyst Aiten Yuran on Jacques Lacan's mirror stage and Françoise Dolto's mirror phase

13:00–14:00 *Mayak* school for the creative industries: psychologist Nikita Karpov on motivation and self-determination in teenagers

14:00–15:00 *Mayak* comics shop: discussion about place of comics in national culture

15:00–16:00 *Yellow Korner* international photography gallery: PR specialist Elena Adamova and photographer Anton Rudzat on contemporary photography

16:00–17:00 *Live in Design*: interior designer Ilya Prokopenko on the unique features of interior design

17:00–18:00 *Faro-studio*: artist and designer Andrey Shelyutto on contemporary design

18:00–19:00 *8-store*: designer Marusya Nizovtsova on "timeless" clothing design

19:00–20:00 *Peremena*: co-founder Marina Kolbakova on the crisis in multi-brand stores for Russian designers

20:00–21:00 *Bioginnastica* studio of innovative gymnastics: *Sobaka.ru* magazine's fashion and art director Ksenia Goshchitskaya on the profession of producer

НОВАЯ ГОЛЛАНДИЯ

КУЛЬТУРНАЯ УРБАНИЗАЦИЯ

BOTTLE HOUSE TENANTS

1st Floor – FOOD AND DRINK: *Dikman's Deli / Camorra Isola / Surf Coffee / Pho'n'Roll / The Vodka Room / Dzamiko / Bekitzer / San Diego / Ronny*

2nd Floor – BOOKS, DESIGN, FASHION: *Garage Bookshop / Usta k Ustam / Live in Design / Freelabel / Mayak / Peremana / Ptentsy Market / 8-Store / Cosmotheca / Yellow Corner / P.Y.E*

3rd Floor – BEAUTY AND SPORT: *Context Pro Studio by Diana Vishneva / ID\39 / Rock the Cycle / Ipanema Beauty Bar / Bioginnastica*

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.