

St. Petersburg
December 6, 2021

PRESS-RELEASE
WINTER HOLIDAYS ON NEW HOLLAND ISLAND
December 18, 2021 – January 9, 2022

On December 18, the annual New Year's Market will open its doors on New Holland Island. Throughout the winter holidays, in 22 kiosks located in the courtyard of *the Bottle House* and at the main entrance to *the Foundry* building, the guests of the Island will be offered a variety of gifts, such as plates and house utensils, books, New Year's decorations, mittens and hats, children's toys and vinyl records, as well as a wide selection of street food, from Indian samosas and Roman pizza to trdelniks, raclette and Israeli donuts. A New Year's Tree Market with Fraser firs, Danish fir trees and trees from the Leningrad region will also open at the main entrance to *the Bottle House*.

The courtyard of *the Bottle House* will be decorated by an eight-meter New Year tree and street fire heaths, and the whole island will be adorned with spruce garlands, Moravian stars, and red New Year's baubles.

Traditionally, a new, sixth in a row, officer will appear in the Nutcracker army: in a black uniform and a dragoon helmet with the Roman numeral X on the cockade to commemorate the decade of New Holland Island's new history.

An Ice Rink will continue to operate in the center of the Island, and *Pirozhkovaya*, created by the founders of the Georgian cafe *Dzamiko* will open in the main alley.

A collection of new winter souvenirs will be offered in the Infocenter: sweatshirts with festive prints, candles, stickers, and badges.

For children, festive master classes will be held in *My School* throughout winter holidays as well as festive New Year parties in the *Children Talk* space in *the Commandant's House*.

This year, the charity kiosk at the New Year's Market will again launch the *New Year's Mail*, where anyone can bring gifts for the wards of seven St. Petersburg foundations: *Nochlezhka*, *AdVita*, *Anton's Right Here*, *Starost v Radost*, *Teply Dom*, *Poteryashka* and *Bright Life*. More information on how to help those who need it is on our website in the Events section.

New Holland: Cultural Urbanization:

New Holland Island
Admiralteysky Canal 2
St. Petersburg
www.newhollandsp.com
info@newhollandsp.com
+7 (812) 245 20 35

Instagram: @newhollandisland
Facebook: newhollandsp
Vkontakte: newhollandsp

*Questions on cultural programme, project of island restoration and adaptation: pr@newhollandsp.com,
tel. +7 906 268 83 18

OPENING HOURS

	18 - 31 December 2021	1-9 January 2022
Park*	Mon-Thus: 9:00–22:00 Fri-Sun: 9:00–23:00 31 December: 9:00–22:00	1 January: 11:30–23:00 2–9 January: 9:00–23:00
The Bottle House	Mon–Sun: 8:00–23:00 31 December: 8:00–22:00	1 January: 12:00–11:00 2-9 January: 8:00–11:00
New Year’s Tree Market	From 18 December: Mon-Fri: 12:00–21:00 Sat-Sun: 11:00–22:00 31 December: 11:00–19:00	—
New Year’s Market	18–30 December: 12:00–21:00 31 December: 12:00–19:00	1 January: 12:00–22:00 2–9 January: 11:00–22:00
Ice Rink**	31 December: 9:30–21:30	1 January: 11:30–23:30 2–9 January: 9:30–23:30

**The entrance will close 30 minutes before the end of the Park's opening hours*

***The opening hours of the Ice rink are divided into sessions that last 1 hour each. The schedule of sessions, prices, and rules of visiting the Ice Rink can be found on the website at newhollandsp.ru/rink*

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.

PARTICIPANTS OF THE NEW YEAR'S MARKET

New Year's Tree Market: a shop *YolokMnogo* will offer fluffy Fraser firs, Danish spruces, live trees in pots and the best specimens from the Leningrad region. A selected tree can be collected right after the purchase or delivered to your home. 78elki.ru

Podpisnye Izdania: this St. Petersburg family bookshop will occupy two kiosks at once: one will offer bestsellers of intellectual literature and novelties from its own publishing house *Podpisnye Izdania*, and in the second one — children's books for younger readers of different ages. podpisnie.ru

Fonarnye Bani: recently renovated baths of the XIX century will open their branch at the New Year's Market. Here you can buy besoms, washcloths, soap, soft towels and other accessories for banya. fonari.ru

Snegi: warm and comfortable felted shoes produced in the village of Dolostsi, Pskov region. Boots are made of felt with rubber soles and can be worn at home or outdoors in dry snowy weather. snegi.co

Vintage shop: antique New Year's decorations, Bohemian glass, porcelain and last century's jewellery from different countries. [instagram.com/is.kus](https://www.instagram.com/is.kus)

Garage Museum Book Kiosk: A book collection published by *Garage*, international de luxe editions, and the Museum's branded souvenirs: scented New Year's candles, postcards, and gift wrapping. bookshop.garagemca.org

Charity kiosk and New Holland Island New Year's Mail: souvenirs, dishes, textiles made by students and wards of the foundations *Anton's Right Here* and *AdVita*. All proceeds from the sale of souvenirs will go to support people with autism and cancer patients. Collection of gifts for wards of charitable foundations. antontut.ru, advita.ru

Ptentsi Market: the shop of children's clothing from the second floor of *the Bottle House* will offer gift sets in festive packaging with toys, giant colouring books, sets of postcards, letters to Ded Moroz, a shadow theatre and much more. ptencimarket.ru

Imagine Club: the record store from will present a selection of festive music, vinyl record care products and musical souvenirs. imagine-club.com

Usta k Ustam: knitted accessories from the St. Petersburg brand located on the second floor of the *Bottle House* - woollen mittens, hats, scarves and socks that can be wrapped in gift packaging right after the purchase. ustakustam.ru

BerryBasket: homemade jam from lingonberry to pine tree, salted caramel, willow tea and toffee. berrybasket.ru

Korá: Interior flowers and dried flowers, compositions for New Year and wreaths, gift sets. [instagram.com/kora.flowers](https://www.instagram.com/kora.flowers)

Los Churros: A traditional Spanish dessert churros – golden sticks made from custard dough, served hot with powdered sugar, cinnamon and one of the five sauces to choose from – from chocolate to coconut. [instagram.com/loschurrosspb](https://www.instagram.com/loschurrosspb)

Raclette: The 2018 winter hit returns with melted Swiss cheese served with young potatoes and pickles or on bruschetta with tomatoes and basil. [instagram.com/raclette_le_corbusier](https://www.instagram.com/raclette_le_corbusier)

Trdelnik: traditional Czech pastries already known to the visitors of New Holland Island. The dough in the sprinkling is wound on a hot cylindrical skewer and baked in a special oven. [instagram.com/trdelnik_spb](https://www.instagram.com/trdelnik_spb)

Kiosks from the residents of the Bottle House: café *Bekitzer*, *Ryumochnaya in the Bottle House*, *Zita & Gita*, *Oggi* and *Surf Coffee* from the first floor of *the Bottle House* prepared special street food menus. In the kiosks inside the courtyard, you can try Israeli batsek dough balls, Christmas twiglets, Indian samosas and Roman pizza, as well as winter coffee drinks.

Cococo bistro: The restaurant from the left wing of *House 12* has prepared a menu for the Market with a belyashburger, broth in cups, sbiten and mulled wine, as well as bread from its own bakery. [instagram.com/cococo_bistro](https://www.instagram.com/cococo_bistro)

Kuznyahouse Xmas Kiosk: classic *pyshki* (deep-fried doughnuts) with various toppings, ranging from salt caramel and tangerine cream to cheese sauce and even red caviar.

ALSO ON THE ISLAND

Ice Rink: from November 13 to March 13, an ice rink will be opened on New Holland Island. It covers an area of over 2,000 m² and is located directly in front of the stage. The Ice rink works daily and is equipped with a cooling system that allows you to skate even in warm weather. newhollandsp.ru/rink

Pirozhkovaya: will be located on the main alley, closer to the entrance to the island. Meat belyashi and pies with cabbage or cherries are baked right here and served with hot broth, spicy punch, tea and coffee. (Fri-Sun: 10:00–22:00)

Kuznyahouse Winter Terrace: On weekends and holidays, *Kuznyahouse* restaurant will open a winter terrace with hearths, blankets, samovar and mulled wine. (Sat–Sun, public holidays: 12:00–21:00)