

St Petersburg
July 8, 2019

POST RELEASE

RESULTS OF THE FIRST CHARITY EVENT THE LONGEST TABLE AT NEW HOLLAND ISLAND

On July 6, 2019, the first event was held at New Holland Island as part of the charity project *The Longest Table*. The goal of the project is to gather like-minded people, residents, partners and all guests to the *New Holland: cultural urbanization* project at one table in order to help a single charitable foundation.

On this day, guests to the park had to pay for entrance for the first time. Thanks to this, 2,981,518 rubles were raised at the event for the *Butterfly Children Foundation*, whose trustees are Ksenia Rappoport, Danila Kozlovsky and Alexander Tsykin. The Foundation provides comprehensive help for children with a rare genetic disease, bullosa epidermolysis (BE). The project's key partner was the *DLT* department store, which donated a significant amount of the money and raised funds during the event.

A hundred-meter-long table was built on Linden Alley at the Island, and guests gathered around it at the event. Residents of New Holland Island, as well as the chef from *Cococo* restaurant Igor Grischechkin and the *Duo.Band* restaurant group prepared food here. On the Main Stage, the Trustees of the Foundation, Ksenia Rappoport, Danila Kozlovsky and Alexander Tsykin, read their favorite fairy-tales and later there were screenings of the films *Zazie in the Metro* and *David Bowie: Finding Fame*, which was shown as part of the *Beat Film Festival*. The whole park turned into a big "country cottage" in the city, where you could paint the fence like Tom Sawyer, take part in street games, and listen to the St. Petersburg ensemble *Olympic Brass Orchestra*, the quartet of Ruslana Tustanovsky and jazz singer Amy Peters.

You can help the *Butterfly Children Foundation* and make a charitable donation on the website www.deti-bela.ru, as well as using the *Help Without Touching* contactless payment system, which is on the first floor of the *Bottle House* building.

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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*.