



ADDITIONAL MATERIALS ABOUT  
**"NEW HOLLAND:  
CULTURAL URBANISATION"**

Saint Petersburg, 2016

## THE PARK

In the planning process, special attention was paid to the landscaping and layout of a stretch of open space with a total area of 2.2 hectares. European nurseries provided more than 200 full-grown trees, which were planted according to special technology that facilitates transplantation. This is how the island got its alley of lindens, with inlaid pathways and “green” lungs. In addition to the linden trees, the island will have mature oaks, willows and a spruce tree, which city residents can decorate for the New Year’s holiday.

The island will also be outfitted with streetlights and benches, deliberately designed to echo the existing motifs in Saint Petersburg’s street furnishings. This will help inscribe the project within the context of its surrounding urban environment.

The central focus will remain the green lawn, which has delighted visitors to the island over the past few years. For additional relaxation, this green area will feature a selection of stools and chairs, whose design may be familiar to some as the same design use in Paris’s *Jardin du Luxembourg*. During the winter, this lawn will be replaced by a skating rink with a natural ice surface, music and lighting equipment, and its own program of special events.

For children, the main attraction will be the island’s one-of-a-kind playground designed by West 8 and modeled after the hull of the frigate ship *Petr and Pavel*, but built at 80% of the original scale. Inside will be a play space for children of various ages. The inner rigging of the ship has been outfitted by *Richter*, a company that has specialized in building children’s playgrounds all over the world for more than 50 years now. Entrance to the ship is free of charge and will be available to children from 3 to 15 years old.

The island’s inner basin has, at last, taken on a new look, with iron fences linking stone columns. The island will also gain a walkway paved with stone, as well as a sprawling herb garden, which will can be tended by members of the city community who register online.

In the future, the New Holland park will feature large scale sculptures, art-objects and installations by artists from around the world.

Temporary pavilions made out of glass, wood and metal, inspired by the Northern Modern style, have been constructed to meet the island’s other needs. These pavilions will include an information center, where visitors can find out more about upcoming events, provide feedback, and engage with the project curators; a gallery, equipped to feature a selection of small exhibitions, lectures and other events; and a stage for concerts, screenings, and theatrical productions. There will also be several kiosks available for rotating pop-up projects from young restaurateurs. The island will have underground restroom facilities with special disability access. The design for these temporary pavilions was the work of two emerging architects from Saint-Petersburg – Sergey Bukin and Lyubov Leontieva.

Visitors to the island will be greeted by a large neon sign, shaped in the symbol of the island, a seagull. This emblem was created in 2011 by Moscow-based artist Dmitry Pantyushin and appears across multiple elements of the park, from the pothole covers to the streetlight columns.

# HISTORIC BUILDINGS

In addition to the park zone, in 2016 New Holland will also open three historical buildings.

Legend has it that the first structure Peter the Great built on the island was the building of the former foundry. Located in the very center of New Holland, the *Foundry* is indeed the starting point of this whole history. It was in this forge that they created the tools necessary for working the wood stored in the warehouses of New Holland, which were built by the architect Savva Chevakinsky. It is this building that has also suffered the most over the years. The restoration of the building's brick and façades has provided a model for the future renovation of other structures in the complex.

For the latest chapter in the history of New Holland, the former forge has now been reinvented as the *Club House Kuznya* (The *Foundry*), which will serve as the heart of the island's social and cultural activity.

In an era of network connectivity and the ability to work from anywhere, these kinds of places can easily become a "second home" to its visitors. In today's world, restaurants and clubs have long since shifted their focus from what used to be the core of their primary functions — to feed and to entertain. *Kuznya* will be the sort of place where one could spend practically their whole day: conducting meetings, hanging out, working, listening to music, or taking in lectures or film screenings.

In the process of hosting the temporary programs and helping to foster the development of the cultural and social scene in Saint Petersburg, New Holland quickly earned its spot among the most important initiatives in urban renewal, attracting young and creative energy not only from the city, but from all over the country. This is why *Kuznya* stays true to its name, acting in some ways as a sort of "blacksmith's brigade", a forge for the ideas conceived, workshopped and realized by all who gather under its roof. *Kuznya* will be that "second home" for visitors and participants in the projects of "New Holland: Cultural Urbanization", the island's cultural program. This accent on the idea of a home base will be reflected in the spaces and interiors, which will be decorated like the living rooms in the apartments of pre-revolutionary Saint-Petersburg.

More information about *Kuznya* will be announced separately during the summer of 2016.

The building of the former naval prison, the *Bottle*, will open at the end of 2016. The prison was constructed by 19th century architect Alexander Schtaubert and is distinguished by its rounded form, like the neck of a bottle. There's a local legend that this is where the phrase "ne lez' v butylku" ("keep out of the bottle", an idiom akin to "don't fly off the handle") comes from. Sailors imprisoned here were met with the penitentiary's progressive correctional system; while serving their time, they trained for new professions and earned a salary, which accumulated until their release. Later this same building would house the administrative facilities for the Naval Ministry.

Now the *Bottle* building has been given new life with its first commercial assignment. Each floor of the building will have a specific designation and function, which the selected projects will uphold with pinpoint accuracy.

The first floor will be dedicated to food and everything associated with it. Small cafes, specialty shops, and stores from both emerging and established restaurateurs from Saint Petersburg and Moscow will each have their own space by December 2016. The second floor will be dedicated to fashion and design. Among the projects slated to move into this floor is an outpost of the *Garage Museum of Contemporary art* bookstore, an antiques store and a vinyl record shop. The third floor contains services connected to health and beauty, offering ballet classes, yoga studios, a cycling studio, a beauty salon and a spa. The fourth floor — that is, the attic — will be a space entirely free of adults. Here one will find *Cherdak* ("The Attic") an educational club where children and teenagers can develop skills across a number of spheres of contemporary media, including programming, 3D modeling, photo-editing, video and other disciplines at the intersection of contemporary art, design and new technology. Skills like these can be useful for helping kids decide on future professions, as well as informing their choice of higher education.

All of the tenants and project operators will be personally vetted. This applies to both the well-known applicants and those just starting out, who may have dreamt up a service just right for New Holland. That is to say, these are

not just rental tenants, but part of a team that will continue to work on its own development.

The interior design for the common spaces in the *Bottle* has been crafted by architect Lyubov Leontieva.

The interior courtyard will be used for special events. For instance, in December 2016, the space will host a New Year's holiday bazaar, which has the ambitious task of becoming an annual New Year's tradition for the city.

More information about the *Bottle* building will be announced in a separate press release this fall.

The *Commandant's House* will be temporarily converted into office space for the creative teams working on "New Holland: Cultural Urbanization", alongside the developers, and the restorers, engineers and construction teams, who will continue their work on the remaining structures. The building has been fully restored inside as well as out. It now features cast iron canopies, a metalwork fire escape, and a modern interior.

## THE CULTURAL PROGRAM

The *IRIS Foundation* for the support and advancement of culture will continue its curatorial work on the island of New Holland, which will regularly feature lectures and an educational program, exhibitions, concerts and festivals. As before, the project will remain open to new ideas and anyone is welcome to propose potential events through informal emails sent to the address, [info@newhollandsp.com](mailto:info@newhollandsp.com). This is how "New Holland: Cultural Urbanization" supports the idea of a cultural platform and a springboard for new and emerging projects.



**"New Holland: Cultural Urbanization"**  
**2, Admiralteisky Canal Embankment, Saint Petersburg**

[www.newhollandsp.com](http://www.newhollandsp.com)

[info@newhollandsp.com](mailto:info@newhollandsp.com)



<http://www.facebook.com/NewHollandSP>



<http://vk.com/newhollandsp>



<http://www.instagram.com/newhollandisland>

## HISTORICAL BACKGROUND

Founded by Peter the Great, the island of New Holland is as old as the city of Saint Petersburg itself. The island was handed over to the Naval Ministry almost immediately, and since that time, it has remained closed to the general public. Here one could find warehouses and other administrative spaces required by the Navy, with the layout and planning devised by the leading architects and engineers of each epoch. In later years, the island became a site for testing newly-built ships; it featured the very first radio station in Russia, as well as an experimental naval prison, where prisoners learned new professions and specializations. These activities earned New Holland its reputation as an island of inventors and scientists. Its architectural complex of buildings is considered an extraordinary example of early Russian Classicism.

The island was first re-opened to visitors in 2011, as part of the experimental *Summer on New Holland* program. In its three seasons, the island attracted more than 760,000 visitors and hosted more than 900 events.

## NEW HOLLAND DEVELOPMENT (NHD)

In December 2010, the company *New Holland Development* (NHD), an affiliate of *Millhouse*, LLC, won the tender for the restoration and renovation of the territory of New Holland island, with a proposal to create a mixed-use complex which would become one of the most important points on the map of Saint Petersburg and Russia.

To help determine the creative direction of development, *NHD* turned to the *IRIS Foundation* for the support and advancement of contemporary culture and art. *Iris* was tasked with identifying the most significant cultural and social anchors, as well as rounding up the most outstanding creative minds from around the globe to contribute to the project.

*Millhouse* LLC is an asset management overseeing investments across a variety of sectors, including real estate, mining and metallurgy, energy, telecommunications, technology and sports. The company's real estate projects include the prestigious *Krylatsky Hills*, *Balchug Plaza*, *White Gardens*, and *Four Winds* business centers in Moscow, as well as the *Skolkovo Golf Club* and the *Skolkovo Park* residential development.

## IRIS FOUNDATION

*IRIS New Holland* was established in 2011 as an arm of the *IRIS Foundation*, a nonprofit organization dedicated to the support and advancement of contemporary culture. Founded by Dasha Zhukova in 2008, the *IRIS Foundation* has launched a number of successful projects and initiatives, both in Russia and abroad.

Among the most notable of the foundation's projects are *the Garage Museum of Contemporary Art* in Moscow and the magazine, *Garage*.

## WEST 8

West 8 is an award-winning international office for urban design and landscape architecture founded in 1987. Over the last 29 years West 8 has established itself as a leading practice with a team of 80 architects, urban designers, landscape architects and industrial engineers, with offices in Rotterdam, New York and Belgium. West 8's New York office was established after winning an international design competition for the design of *Governors Island Park* — a 172 acre island in the *New York Harbor*. With a multi-disciplinary approach to complex design issues, West 8 has extensive experience in large-scale urban master planning and design, landscape interventions, waterfront projects, parks, squares and gardens. Office also develops concepts and visions for large-scale planning issues that address global warming, urbanization and infrastructure.

West 8 developed projects all over the world in places such as Copenhagen, London, Moscow, New York, Madrid, Toronto and Amsterdam. The office gained international recognition with projects like *Schouwburgplein* in Rotterdam, *Borneo Sporenburg* in Amsterdam (NL), *Expo '02* in *Yverdon-les-Bains* (CH), *Chiswick Park* and *Jubilee Gardens* in London (UK), *Toronto Waterfront* (CA), and *Madrid Rio Manzanares Linear Park* (ES).

Amongst the numerous awards received by West 8 are the prestigious Harvard GSD *Veronica Rudge Green Prize* for Urban Design, the *Global Award for Sustainable Architecture™*, *Honor Award of the American Society of Landscape Architects (ASLA)*, the *International Urban Landscape Gold Award (IULA)*, the *Prix de Rome*, the *Lifetime Achievement Award in Architecture* from *Netherlands Mondriaan Fonds*, *Spanish FAD Award in City and Landscape*, the *Rosa Barba First European Landscape Prize*, and the *Green Pin*.

## SERGEY BUKIN

Sergey Bukin graduated from the architecture department of Saint Petersburg's *Russian Academy of the Arts* in 2004. From 2002 until 2009, he worked in the architecture studio of Sergey Shvedov, participating in projects including the *Gelendzhik Airport* and the next generation *Lycée* in *Ust-Labinsk*, as well as a series of private villas and country homes in Russia and abroad. Since 2007, Bukin has taught environmental design at the *Baltic Institute of Ecology, Politics and Law* in Saint Petersburg. He has also conducted summer internships at the *Bureau of Information and Public Technologies* in Saint Petersburg. Bukin served as the architect for the 2012 and 2013 editions of *Summer on New Holland* and continued his work for the new phase by designing and defining the style for the all the temporary pavilions.

## LYUBOV LEONTIEVA (LUDI ARCHITECTS)

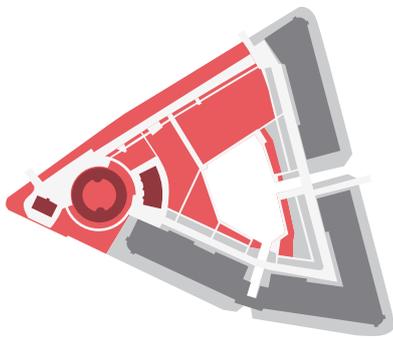
The activities of the bureau *Ludi architects* range from architectural design, research into the field of organizing space, and the development of programs for the spaces and buildings of cultural and business complexes. Throughout its existence, the company has developed concepts for the improvement of a number of Russian cities, produced projects for public spaces, and collaborated with the leading museums in Saint Petersburg and other regions.

*Ludi architects* is regularly invited to create installations and objects for exhibitions in Russia and abroad. In 2009, the company was named one of the "Top 15 Most Promising Young Firms in Russia" by the magazine *Proekt Rossiya*.

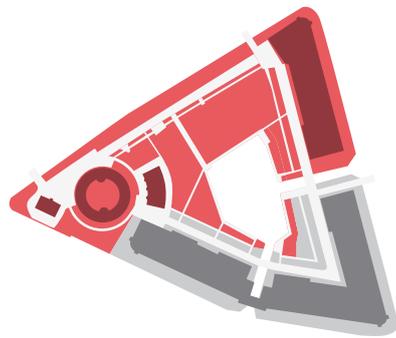
For *New Holland*, the bureau developed the interior design for the buildings and structures. Other clients of *Ludi Architects* include the *State Museum of the History of Saint Petersburg*, the *State Museum of City Sculpture in Saint Petersburg*, the *Belarusian National Arts Museum*, the *Moscow Administration*, *Saransk* and *Saratov*.

# DEVELOPMENT STAGES 2016–2025

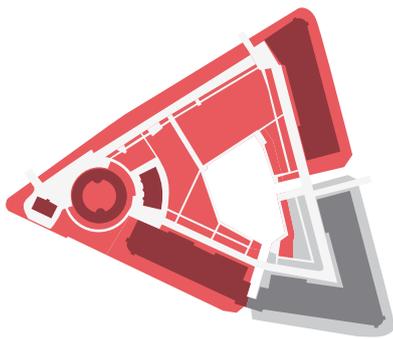
1 STAGE 2016



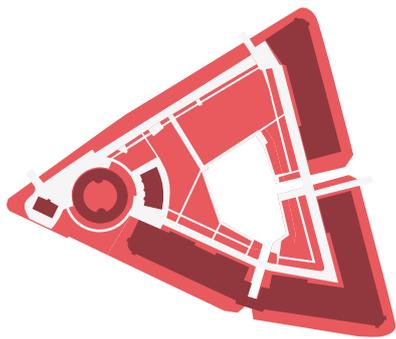
2 STAGE 2017–2019



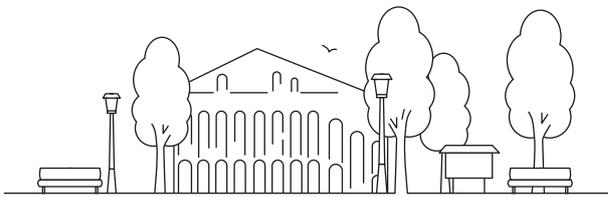
3 STAGE 2020–2021



4 STAGE 2022–2025

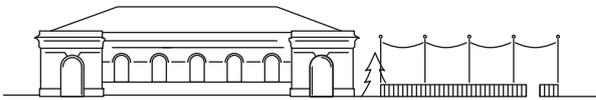


# MAIN DATES IN 2016



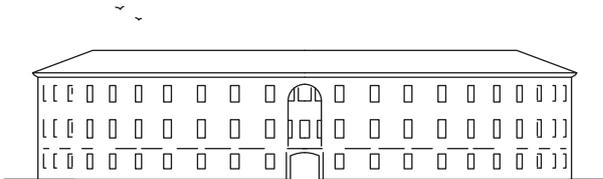
**AUGUST 2016**

Park opening



**NOVEMBER 2016**

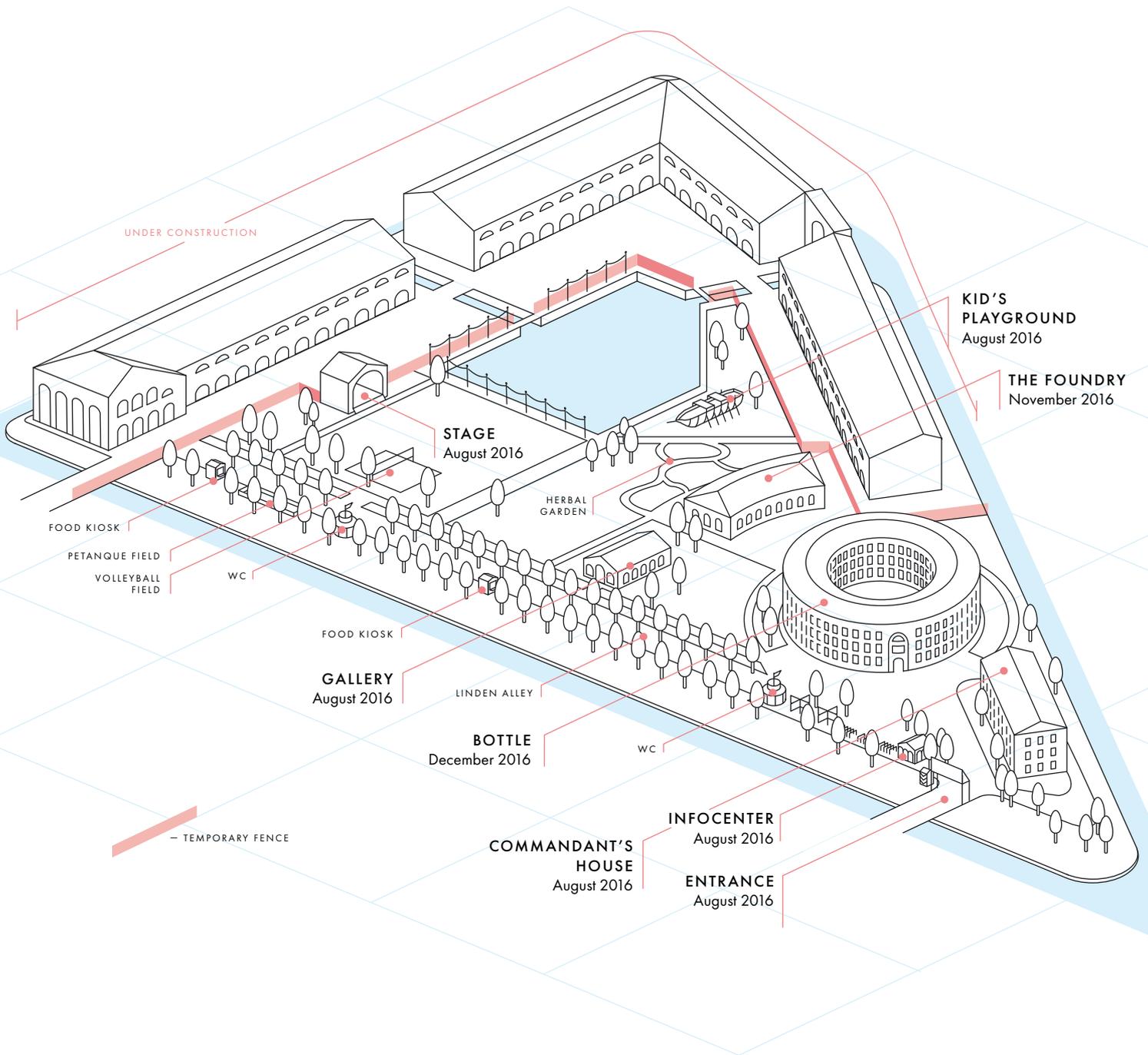
Skating rink and  
*Kuznya Club House* opening



**DECEMBER 2016—  
JANUARY 2017**

*Bottle* opens

# MAP 2016



## IMAGES AND PHOTOS

Download high resolution images and photos:

<http://www.newhollandsp.ru/images/download/eng.zip>



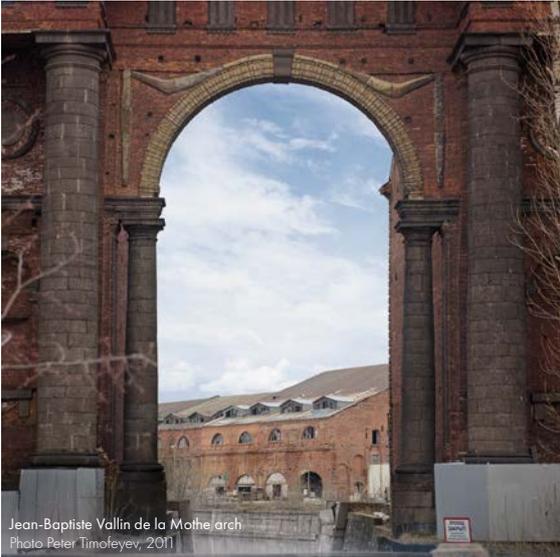




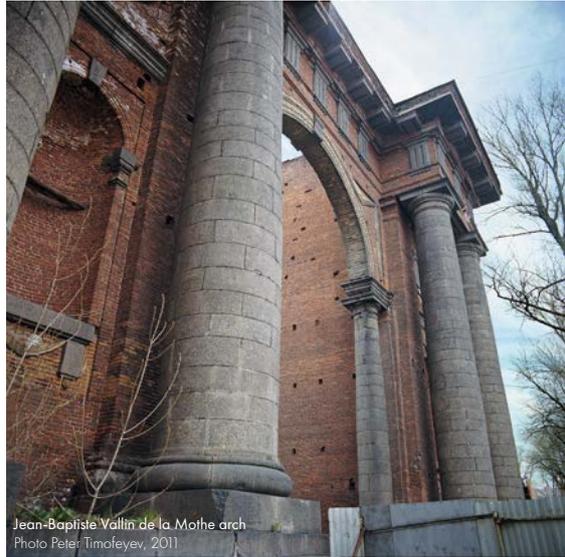
HERBAL GARDEN / rendering provided by WEST 8



KID'S PLAYGROUND / rendering provided by WEST 8



Jean-Baptiste Vallin de la Mothe arch  
Photo Peter Timofeyev, 2011



Jean-Baptiste Vallin de la Mothe arch  
Photo Peter Timofeyev, 2011



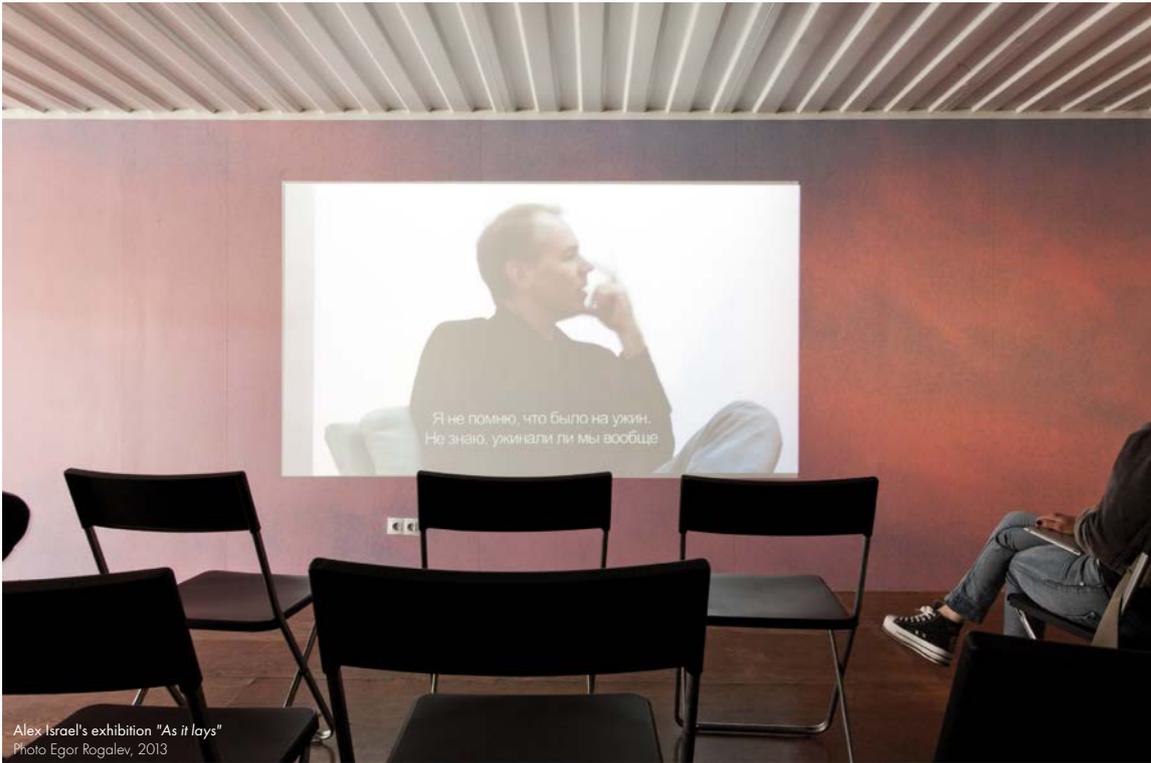
Jean-Baptiste Vallin de la Mothe arch  
Photo Peter Timofeyev, 2011



Historic buildings (warehouses)  
Photo Peter Timofeyev, 2011



Summer in New Holland 2013  
Photo Igor Rogálev, 2013



Alex Israel's exhibition "As it lays"  
Photo Egor Rogalev, 2013



DC Contest, Skate pool  
Photo Egor Rogalev, 2013



Table tennis tournament "Leningradets vs P.C.M."  
Photo Egor Rogalev, 2013



Tesla Boy band concert  
Photo Egor Rogalev, 2013

Summer in New Holland: opening of season 2013  
Photo Egor Rogalev, 2013



Harvest  
Photo Oleg Kostishin, 2011

