

# Innovative solutions for cities and commercial real estate



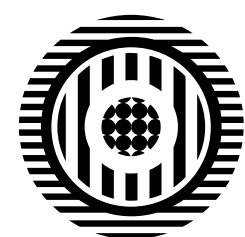
# An International urban laboratory that brings together unique specialists in the transformation of the environment where modern man lives

Our offerings comprise solutions designed for cities, as well as for areas far beyond their boundaries. We specialize in projects that benefit both businesses and the government. Our principal objective is to bring new life to territories and venues of any scale.

## 2021

year of establishment of the laboratory

# The laboratory's clients and partners —



Центр развития  
территорий

ANO "Center for Territorial Development"

FORMA

ФЕРРО



СТРОЙ



JSC "DOM.RF"



ФОНД МЕЛЬНИЧЕНКО

Andrey Melnichenko  
Charity Foundation



AEON  
DEVELOPMENT



КОРТРОС



НОРНИКЕЛЬ



АБСОЛЮТ  
ИНВЕСТИЦИОННАЯ ГРУППА

GC "ABSOLUT"



БТС-МОСТ

# Our mission is to create an economically sustainable environment that improves quality of life and meets modern challenges...

- we design of development concepts for territories and venues and support their implementation;
- we model business processes involved in the implementation of projects;
- we determine the best use of territories and venues;
- we conduct analytical research;
- we organize professional competitions in the fields of urban planning, architecture, and design;
- we develop efficient public-private partnership (PPP) models;
- we implement educational and business events.

Our competent, experienced team is up-to-date on cutting-edge trends and the rigorous standards of urban planning. Each of the team's members is an expert in their field



Ketevan Khelaya  
co-founder, CEO



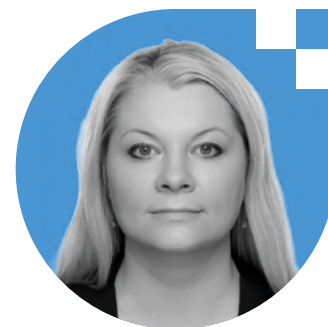
Sergei Georgievskii  
co-founder, development director



Maria Sedletskaya  
advisor



Ilya Smirnov  
head of the analytical group



Elena Baskakova  
head of Environmental Impact Assessment



Andrey Vashchuk  
analyst



Diana Khmel'nitskaya  
marketing and PR manager



Ksenia Poliaeva  
economic analyst



Polina Kubareva  
project manager



# Study “Assessment of the Development Potential of the City of Norilsk”

total area of the urban district (5 settlements) — 4,500 km<sup>2</sup>

The project was implemented with the support of the Norilsk City Administration and PJSC “MMC Norilsk Nickel”.

The study is aimed at assessing the development potential in four key areas: infrastructure modernization, environmental sustainability (including the “Sulfur Project”), development of the creative potential of residents, and economic diversification. The project brought together government bodies, businesses, and experts to create a modern urban environment.



06.2021 → 10.2021





# Study “Public Spaces of Northern Cities”

scope of the study — 141 cities with a total population of 9.5 million inhabitants

The study is aimed at examining the features of the formation and functioning of all types of public spaces in the conditions of the Far North and equivalent territories.

During the study, the functional features of open and closed spaces, the spatial organization of public space systems, and key formation factors (climatic, urban planning, socio-demographic, and sociocultural) were analyzed.

The study allowed to identify problems caused by unique conditions and form a comprehensive understanding of the development trends of public spaces in the Far North.



01.2023 → 05.2024







04.2023

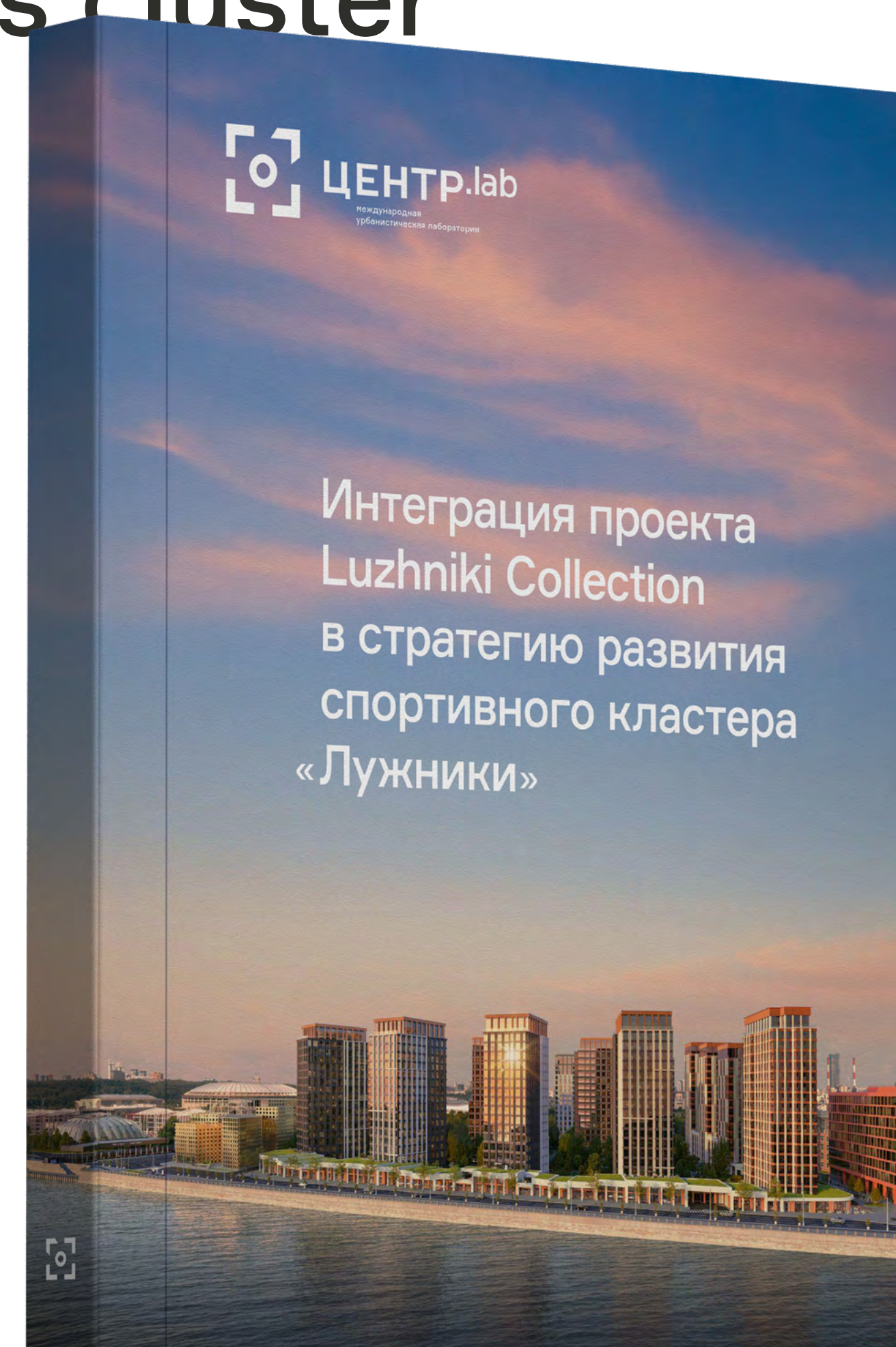
→ 07.2023

# A comprehensive research for the integration of the "Luzhniki Collection" project into the overall strategy of the "Luzhniki" sports cluster

total area of the territory — 300,000 m<sup>2</sup> with the first phase of the project scheduled for 2026

The study is aimed at developing a strategy for integrating new residential development into the existing historical and sports infrastructure and forming a USP.

The territory analysis allowed for the development of optimal solutions for combining sports and leisure functions while preserving the historical context.







03.2025

→ 12.2025

# Sociocultural study of specially protected green areas of Moscow

the study features 14 SPGAs with the first phase of the project scheduled for 2026–2027

The study is aimed at balancing the recreational needs of the metropolis with the preservation of valuable natural areas.

During the study, infrastructure development scenarios, event programs, and educational initiatives were developed, adopting global best practices.





# Strategic Master Plan for the City of Tynda, Amur Region

increase in the urban environment quality index to 245 points

The project was implemented with the support of JSC "Far East and Arctic Development Corporation", the Government of the Amur Region, the Administration of the City of Tynda, and the FESCO transport group. The master plan is aimed at transforming the city into a modern transport and logistics BAM hub. It includes a development program until 2030 aimed at renovation, gasification, infrastructure modernization, and tourism development.



10.2022 → 01.2023







06.2022 → 07.2022

# Conceptual Master Plan for the City of Svobodny, Amur Region

increase in the urban environment quality index to 180 points

As part of the master plan development, a socio-economic and spatial analysis of the city was conducted, during which trends, traditions, and potential of the macroregion were studied, and promising development scenarios were identified.

As a result, long and short lists of key projects were formed, including activities for the construction of significant social infrastructure, leisure and entertainment, and innovative facilities, as well as the development of the industrial sector based on gas-chemical production. The master plan is aimed at the comprehensive development of the city of Svobodny as a key BAM hub.





# Tourism Master Plan for the Republic of Khakassia

13 investment projects with a planned number of 230 new jobs

The project was initiated by the Andrey Melnichenko Charity Foundation. The master plan was developed with the support of the Government of the Republic of Khakassia and JSC “SUEK-KHAKASSIA”. The master plan is aimed at developing the tourism potential of Khakassia, taking into account its unique natural and historical heritage. The document includes resource analysis, the formation of tourist clusters and investment lots, synchronization of specialized infrastructure, and the development of a roadmap.



09.2024 → 04.2025







11.2022 → 04.2023

# Master Plan for the eco-resort Altay Village Teletskoe

development of an 84-hectare eco-resort area with a planned number of 200 to 400 new jobs

The master plan is aimed at realizing the tourism potential of the unique territory on the shores of Lake Teletskoye, which has the status of a UNESCO World Heritage Site. The project includes planning solutions, infrastructure development, and a feasibility study while preserving the ecological uniqueness of the protected area.







07.2021 → 02.2022

# Open international competition for the development of an architectural concept for the G. Kamal Tatar State Academic Theatre

500 participants from 28 cities and 19 countries, 8 finalists

The competition partners were the Government of the Republic of Tatarstan, the Ministry of Culture of the Republic of Tatarstan, the Kazan Mayor's Office, and the Galiyasgar Kamal Tatar State Academic Theatre. The goal of the competition was to develop an architectural concept for the new state theater building, the project of the surrounding public spaces, and the integration of the entire complex into the system of the Kaban Lakes embankments.

The Russian-Japanese consortium headed by Wowhaus Architectural Bureau (Moscow, Russia) won the competition. The consortium also includes Kengo Kuma & Associates (Tokyo, Japan), Werner Sobek AG (Stuttgart, Germany), and Architect German Alekseevich Bakulin's PTM (Kazan, Russia).

The project was implemented in 2024.





# Open International Competition for the development of an architectural and planning renovation concept for the city of Norilsk up to 2035



07.2021 → 03.2022

70 participants from 22 cities and 13 countries, 5 finalists

The competition was held with the support of ANO “Center for Territorial Development” and PJSC “MMC Norilsk Nickel”.

The aim of the competition is to select the best architectural and urban planning concept for renovation of the city of Norilsk until 2035, defining the optimum parameters and solutions for the city development in accordance with modern approaches to architecture, urban planning and urban technology.

The competition was won by the consortium led by the National Research University Higher School of Economics (Moscow, Russia). Consortium members: ABTB LLC (Moscow, Russia), SELARL PPX (Paris, France), Bartenbach AG (Aldrans, Austria), Construction Research Center (Sergiev Posad, Russia) (Sergiev Posad, Russia), Citymakers LLC (Moscow, Russia) (Moscow, Russia), A.A. Leonov Individual Entrepreneur (Dubna, Russia).







07.2024 → 09.2024

# Nationwide competition designing a sociocultural concept for the development of the “Uspenskoye” estate ensemble

30 applicants, 10 participants, 4 finalists

The competition was organized by JSC “DOM.RF” with the support of the Administration of the Odintsovo City District. LLC “Management Company Evocorp” acted as the project’s partner and investor. The goal is to develop a concept for the development of the “Uspenskoye” estate ensemble territory with functional programming of the medical building into a cultural and educational space. The competition was won by the AI-Architects + Sheredega consulting + Irina Krymova consortium (Moscow, Russia). Consortium members: LLC “AI-Architects” (Moscow), LLC “Sheredega Consulting” (Moscow), I. V. Krymova (Moscow).







07.2024

→ 02.2025

# Open Nationwide Competition for the Design of the Redevelopment Concept for the Main Building of the Izhevsk Arms Factory

17 participants from 39 companies and 16 cities, 3 finalists

The competition was held with the support of the Government of the Udmurt Republic and the Administration of the city of Izhevsk.

The aim is to choose the best redevelopment concept with a change in functional purpose for the landmark object in the Republic's capital with a status of cultural heritage monument of federal importance.

The uniqueness of the competition lies in the fact that the winner produced a detailed redevelopment concept in the form of a sketch restoration project and a package of accompanying documents necessary to pass a state examination.

The competition was won by the AB "KHVOYA" + AB "HORA" architectural bureau + Urban Context + NIiPI SPETSRESTAVRATSIYA. Consortium members: LLC AB "HVOYA" (Moscow, Russia), AB "KHORA" (St. Petersburg, Russia) S. S. Balykina Individual Entrepreneur (St. Petersburg, Russia), LLC "Urban Context" (St. Petersburg, Russia), LLC "NIiPI SPETSRESTAVRATSIYA" (St. Petersburg, Russia)







07.2021 → 02.2022

# Open Nationwide Competition for the development of standard designs with the use of wooden load-bearing structures

296 applications from 85 regions, 120 finalists, 40 winning projects

The competition was held upon the instructions of the Government of the Russian Federation with the support of the Ministry of Construction of Russia, the Ministry of Industry and Trade of Russia, and the Association of Wooden Housing Construction.

The competition is aimed at creation of a database of standard designs for detached houses and apartment buildings (up to 4 stories), as well as for social and cultural facilities with the use of wooden load-bearing structures; search for approaches to designing low-rise residential developments, apartment blocks, and private houses, the integration of the best practices in the use of wooden load-bearing structures into the current and future development of urban and rural settlements. As a result of the competition, an open library of standard designs was formed.







02.2023 → 05.2023

# The Nationwide competition for the development of the architectural concept of the social and cultural center in Petropavlovsk-Kamchatsky

30 applicants, 10 participants, 3 finalists

The competition was supported by DOM.RF foundation, the Government of the Kamchatka Krai, the Administration of the Petropavlovsk-Kamchatsky City District and Bamtonnelstroy-Most Group of Companies.

The competition is aimed at creation of a key urban public space for unification and self-realization of local residents, as well as to provide a comfortable, wow-inducing experience for tourists.

The competition was won by the consortium led by the Wowhaus architectural bureau (Moscow, Russia). Consortium members: horovod. space (Moscow, Russia), Sheredega Consulting (Moscow, Russia), VERSUS finance (St. Petersburg, Russia), "Culture of Lighting" (Moscow, Russia).







06.2021 → 05.2022

# Third Russian Youth Architecture Biennale

over 620 participants, business program of 90 sessions (25 speakers)

The founders of the Biennale are the Government of the Republic of Tatarstan and the Ministry of Construction, Housing and Utilities of the Russian Federation, and the organizing committee is the “Institute for the Cities of the Republic of Tatarstan” Foundation.

The Third Russian Youth Architecture Biennale was established to create a gold reserve of architects for the whole of Russia and to provide the young generation with a real opportunity to be noticed and heard in the profession.

The key topic of the Biennale is the search for a new workspace philosophy, including an architectural concept, design solutions and user scenarios for a new workplace.





# Enlightenment special project on historical industrial heritage “Industrial Moscow”

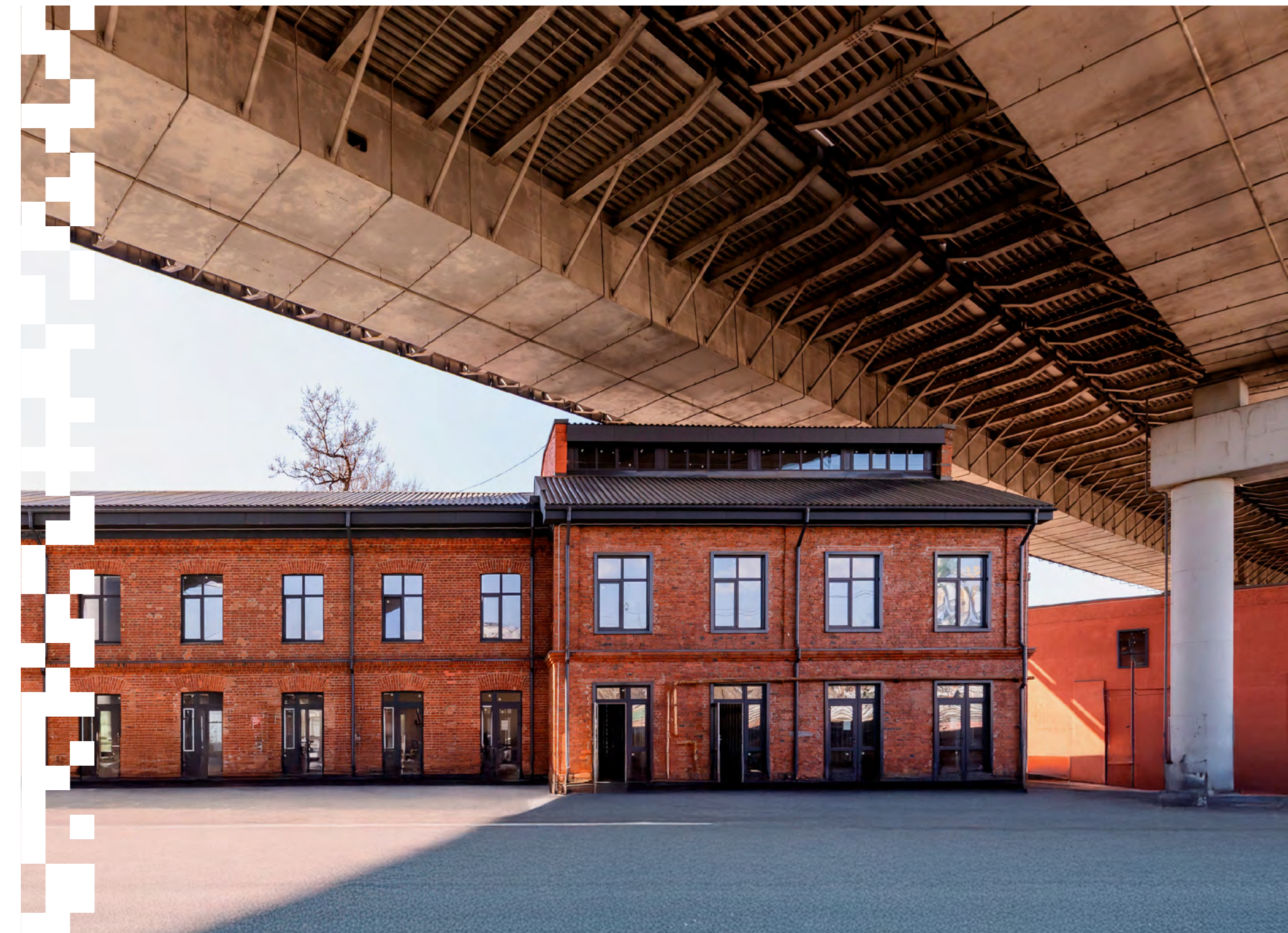


08.2021 → 09.2022

48 production zones with a total area of 16,000 hectares for research

The project is being implemented by the Government of Moscow’s Complex for Economic Policy and Property and Land Relations as part of the Moscow “Industrial Quarters” program for the comprehensive development of former industrial zones.

As part of the Moscow Urban Forum-2022 special project, author-led group tours were held. Historians guided participants along routes where the past and present of industrial territories intertwine.





+ 7 (495) 445 0382  
welcome@centerlab.pro

121069, Moscow  
Bolshaya Molchanovka, 21, office 14