Almost Invisible Cities

Anastassia Smirnova
“Damaged Goods”, stage design by Anna Viebrock in the city context, Ghent
“Damaged Goods”, stage design by Anna Viebrock in the city context
Bolotnaya protests, Moscow, 2011

Friday, 15 May 15
To change the (meta) physical landscape of Russia
ENGLISH: PUBLIC SPACE
RUSSIAN: ---------------------
Education programme
Public programme
Publishing programme
Bar/Terrace
Education programme
Public programme
Publishing programme
Bar/Terrace
STRELKA CONSULTING
Urban Revolution

transition from agrarian to urban

implosion-explosion
urban concentration, rural exodus
extension of the urban fabric,
complete subordination of agrarian to urban

H. Lefebvre
Urban Revolution

Political city → Mercantile city → Industrial city → Critical zone

transition from agrarian to urban

implosion-explosion
urban concentration, rural exodus
extension of the urban fabric, complete subordination of agrarian to urban

H. Lefebvre
Towards a new economy & business mindset

Commodity Economy

Goods Economy

Service Economy

Experience Economy

Network Economy

Diagram by David Erixon

Friday, 15 May 15
Stock market fluctuations have been modeled by stochastic processes.
POSTGRADUATE DESIGN PROGRAMME 2012/13 NOW OPEN FOR ENROLMENT

INSTITUTE FOR URBAN CRITIQUE INSTITUTE FOR COLLECTIVE FUN INSTITUTE FOR ENGAGED CITIZENS INSTITUTE FOR A NEW EDUCATION

ARCHIVE VIDEOS

INTERVIEW WITH TOP ADVERTISERS: ONLINE BRAND PRESENCE STRATEGY

EDGECITY

DRIVING THE PERIPHERY OF SÃO PAULO

SPACE REQUIRED TO TRANSPORT 60 PEOPLE

car  bus  bicycle

TIME TO DECIDE: WHAT IS THE MOST EFFECTIVE PUBLIC CONSULTATION METHOD?

01.06.12
Diagram of change

by David Erixon

Friday, 15 May 15
Diagram of change

- **difficulty**

- **time**

- **incremental**
- **substantial**
- **transformational**

by David Erixon

Friday, 15 May 15
**Systematic Change**
- Transformational change is profound and irreversible. It is a metamorphosis, a radical change from one form to another.
- Achieving this state change requires altering the limiting mindset in which the individual/society operates.

**Collaborative Change**
- Because of its systemic and interdisciplinary nature, transformation requires a high level of commitment and skill in collaboration.

**Positive Change**
- The goal of transformational change is to create a positive agenda for development for an individual, a society, a state.

**Holistic Change**
- Transformational change tends to be multidisciplinary, integrating a range of approaches and methodologies.
FUTURE URBANIST?
FUTURE URBANISM

STUDENT PROJECT

This project was prepared by students of Strelka Institute for Media, Architecture and Design, education programme 2013/14

ARCHITECTURE  BIG DATA  CITIZENS  COMMUNITY
DIGITAL  ECONOMY  EDUCATION  ENERGY
FARMING  FOOD  GLOBALISATION  GOVERNANCE
INFORMAL  MIGRATION  NATURE  POLITICS
PRESERVATION  PUBLIC SPACE  RUINS  RURAL
SUBURBAN  TECHNOLOGY  THEORY  TRANSPORT
URBAN  URBANISATION  URBANISM  URBAN PLANNING
UTOPIA  WATERFRONT

CITY DWELLERS AS DESIGNERS, AND THE LOST GENERATION OF

LIVING IN PERMANENT MODERNITY

SLUMS AS CITIES OF
VIRTUAL, NOT SO VIRTUAL

URNANIZED LANDSCAPES

© Strelka Institute for Media, Architecture and Design
STRELKA GRADUATES

- ARCHITECT → Future Urban Architect
- SOCIOLOGIST → Future Urban Sociologist
- ECONOMIST → Future Urban Economist
- PHILOSOPHER → Future Urban Philosopher
- ETC → Future Urban Whatever

We expect students to add “Future Urbanism” to their existing expertise. What we get in the end is a new type of professional.

HOLISTIC VISION OF CONTEMPORARY CITY AND NEW MULTIDISCIPLINARY SKILSET

Strelka graduates develop as “T-shaped” professionals, with a broad understanding of the field of urbanism and deep knowledge of a specific area.
SKILLSET OF FUTURE URBANISTS COMPETENCIES

- Leadership & Management
- Learning to Learn
- Vision & Creativity
- Cooperation & Collective Intelligence
- In-Depth Expertise in X, Y, and/or Z
- Cross-Disciplinary Research
- Integrated Design
- Strategy & Sustainability
- Programming, Curation, Narration
1. **Ability to analyse**
The ability to discover, observe and describe causes and consequences and, based on these, to identify new and emerging patterns. It includes the ability to see the world in a multidimensional, interdisciplinary way and to establish connections between different perspectives (sometimes not obviously related to each other); to work with differences and similarities, advantages and disadvantages, constants and variables.

2. **Ability to manage complex information**
The ability to search, collect, sort and structure (big) data and diverse information; to be able to organise facts and figures, ideas and opinions in a clear, coherent way for further use; to assess the usability and credibility of different data sources.

3. **Ability to operate on the metacognition level**
The ability to think about the ways of thinking; to interpret information and question knowledge; to assess relevancy and reliability specific to situations, purposes or contexts. It includes the abilities to create meta structures and to evaluate them and choose the most productive ones, to formulate strategies and to test mental models in a real context directly experienced or observed.

4. **Ability to conceptualise**
The ability to understand and develop concepts and to formulate new notions, relating and comparing them to one another and to others existing in the domain. It’s also the ability to adapt and apply concepts in new areas and contexts, to move between different disciplines and discourses, both in an abstract and concrete way.

5. **Ability to edit**
The ability to remain productively critical of one’s own work and the work of the others, to constantly re-evaluate thoughts, conclusions or guesses, as well as the very process of work, in relation to the changing environment. Editing here is a core activity, which helps maintain a high-degree of resilience and contextual relevancy in a project, without losing its purpose or compromising common values. It includes the ability to estrange from one’s own practice and to see it with different eyes, to improve and refine and to defend what’s important and to reject the unnecessary.

6. **Ability to collaborate**
The ability to make the most of the human, collective experience and the potential of human collaboration - both between humans and between humans and technology networks. It includes the ability to relate to and communicate between different social and cultural platforms; to seek interfaces for which synergies can be activated through shared purpose, an approach which is particularly important for the multitude of stakeholders and active parties involved in urban development.

7. **Ability to communicate**
The ability to participate in and develop a discourse — to discuss, listen, motivate; to make diverse opinions and perspectives contextually relevant. It’s also the ability to express subjectivity (and know when subjectivity is being expressed) and to give and receive feedback and debate with logic and intellectual rigor; to articulate, to clarify and to reason.
DAMN THE MASTERS’ PLAN!

Wouter Vanstiphout is a historian of architecture and a co-founder of the Crimson Architectural Historians collective based in Rotterdam. His practice is concerned with context and the
A key component of the programme is a research-based design (RBD) project.

In an RBD project any design proposal — be it a scheme, a model, a system or a programme — should be fundamentally supported by research of the existing context (historical, cultural, economical, political, spatial, etc.) and understanding of the key factors affecting its development.

Systematic multidisciplinary investigation informs and enriches the design process, ensuring an optimal level of problematization as well as the quality and relevancy of the proposed solution.
KEY COMPONENTS

PHASE 0
BRIEF
Formulate the objectives and scope of the project

PHASE 1
SYSTEMATIC ANALYSIS
Inter-disciplinary research of (a) domain (per Studio definition)

PHASE 2
HYPOTHESIS
Discover new and emerging patterns, uncover potential

PHASE 3
EUREKA
Integrated design proposal with fact-based rationale and critique of approach

PHASE 4
DEMONSTRATION
Make proposal believable by demonstrating 'how to do it'

OUTPUT
Illustrated document that explains the problem and introduces the framework for further work.

OUTPUT
(EXAMPLES)
Factbook, atlas, Wiki, catalogue, database

OUTPUT
Hypothesis document, articulation of an intuition / direction toward new patterns and potential of transformation

OUTPUT
(EXAMPLES)
Plan, scheme, project, programme, manifesto, proposition, recommendation, (new) regulation

OUTPUT
(EXAMPLES)
Proof of concept, prototype, pilot project, tangible explanation, model concept, intervention

(MIDTERM REVIEW)
RESEARCH-BASED DESIGN PROJECT
PUBLIC EXHIBITION
3 months
Studio Generale
6 short assignments

1 month
Urban Race

3 months
Research-based Design

1 month
Communication: Exhibition

SIMULATION / ACADEMIC / THEORY

REAL / PROFESSIONAL / PRACTICE

ACTIVE LEARNING
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<thead>
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<th>30 Sep</th>
<th>6 Oct</th>
<th>13 Oct</th>
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<tbody>
<tr>
<td>Starting Strelka</td>
<td>Research-Based Design</td>
<td>Project Simulator: Transforming the Central House of Artists</td>
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<td>20 Oct</td>
<td>27 Oct</td>
<td>3 Nov</td>
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<td>Project Simulator: Transforming the Central House of Artists</td>
<td>Volga, Volga, Volga! Preparation</td>
<td>Volga, Volga, Volga! Field Trip</td>
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<td>10 Nov</td>
<td>17 Nov</td>
<td>24 Nov</td>
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<tr>
<td>Volga, Volga, Volga! Post-Production</td>
<td>Future Urbanism: Introduction</td>
<td>Future Urbanism: Interview</td>
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<td>1 Dec</td>
<td>8 Dec</td>
<td>15 Dec</td>
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<td>Future Urbanism: 100 Fragments of the Future</td>
<td>Game Changers: Next Migration</td>
<td>Game Changers: Next Migration</td>
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</table>
URBAN ROUTINES

Cars, Dwelling, Links, Offices, Retail

What defines the daily life of a city? How does the past influence our present reality and what will the future entail? By researching the fabric of the ordinary, is it possible to arrive at ambitious outcomes and create on their basis innovative projects? View projects

AGENTS OF CHANGE

Another Place, Education as a project, Foresight in Hindsight, (Re)charge Information

Agents of Change are people, who transform the world around them through the force of their ideas and actions, events that set in motion irreversible change, factors that transform public perceptions and ways to turn concepts into practical solutions. View projects
PROJECTS
The Country of Punishment. By Isabella Chichonska, 2013. Strelka Institute
Research on the spatial/social organization of the Russian penitentiary system
GEOGRAPHY OF COUNTRY OF PUNISHMENT

CORRECTIONAL COLONIES FOR ADULT MEN - GENERAL REGIME (KOLONII OBSCHEGO REGIMA)
CORRECTIONAL COLONIES FOR ADULT MEN - STRICT REGIME (KOLONII STROGOGO REGIMA)
CORRECTIONAL COLONIES FOR ADULT MEN - SPECIAL REGIME (KOLONII OSOBOGO REGIMA)
PRISONS (WITH CELLULAR ACCOMMODATION) (TURMI)
CORRECTIONAL COLONIES FOR FORMER PERSONNEL OF RUSSIAN SECURITY SERVICES
Population Characteristics – The penal system in Russia was established for and built upon male criminality; Photo: Max Avdeev
30% of the prison population is employed, another 5% work for the system.

Prisoners are divided within the colonies into platoons.

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<th>For 1 person per day [grams]</th>
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<td>woman</td>
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<td>Dried fruits</td>
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Project title: “Belyaysvo Forever”
Theme: The Intangible Heritage
Application for the inclusion of Belyaysvo (Moscow, Russia) in the World Heritage Tentative List as a new type of historic heritage

Project by Kuba Snopek, 2013. Strelka Institute
Moscow Conceptualism

The movement of Moscow Conceptualism which would form itself parallel to all above mentioned events, seems to have many features in common with the architecture of those times. Being an architect, not an art historian, I might be very simplistic in my interpretations, though I will try to name a few features which I find crucial.

Moscow Conceptualism, having developed in the conditions of socialist economy, was absolutely deprived of any commercial meaning. The Western artists would always be confronted with the commercial reality, whereas the Soviet artists did not even have such a chance. The architecture after Khrushchev’s Manifesto seems to follow the same logics. Buildings and flats are minimalistic, deprived of any excessive values, simply fulfilling their prior function. The real value is somewhere else - in the common buildings like houses of culture, cinemas.

Moscow Conceptualists would use any language to tell their stories. They would write, draw, perform; they were not afraid of videos, internet. When writing, they would use both high and low language - finding them equally appropriate, not being afraid of any type of it. Therefore they would also not be afraid to investigate the modernist architecture - created with very raw and difficult architectural language.

Above: artists in Belyayevo during the Bulldozer Exhibition, 1974. From the right: M. Tupitsyna, V. Nemukhin, V. Tupitsyn, S. Bordachev

The rough esthetics of Khrushchev’s buildings, deprived of any unnecessary elements also could be linked with the esthetics of conceptual art. This art is directed to tell the message, to represent the concept - not to represent beauty understood in the superficial way.
FROM AN EDUCATION PROGRAMME TO AN EDUCATION SYSTEM

- **BAR**
- **STRELKA PUBLIC PROGRAMME**
- **STRELKA EDUCATION PROGRAMME**
- **STRELKA PUBLISHING PROGRAMME**
- **STRELKA CONSULTING**

- **DIGITAL STRELKA**
- **TRAINING COURSES STRELKA CONSULTING**
- **MASTER’S PROGRAMME WITH THE HIGHER SCHOOL OF ECONOMICS**
- **STRELKA MASTERCLASS SERIES**
448 URBAN VOIDS
RETHINKING MOSCOW LIBRARY SYSTEM
SVESMI
448 Public Libraries in Moscow
Friday, 15 May 15
History of Public Libraries System in Moscow

Friday, 15 May 15
Library №151

802 square meters available,
346 accessible to the public

oid: 280
Library №151 was instituted in 1980 and moved to the current building in 1984. It holds a collection of 43,000 books and has subscriptions to around 50 periodicals. Located in the remote Kajotnya rayon in the south east of Moscow, the library is built as a single story prefabricated building, an extension to the profile of a P44 tower from the late 1970s. The variable profiles of the buildings allowed for a great versatility of the ground floor spaces, and used to host a variety of public services.
LIBRARY OPERATING EXPENDITURES

TOTAL LIBRARY EXPENDITURES

87,500,000 €

LIBRARY EXPENDITURE PER READER

43 €

XXX XXX XXX

XXX XXX XXX

LIBRARY OPERATING EXPENDITURES

TOTAL LIBRARY EXPENDITURES

87,500,000 €

LIBRARY EXPENDITURE PER READER

43 €

XXX XXX XXX

XXX XXX XXX
Strategy for development of Moscow Public Libraries

Mayor of Moscow in the re-organized library, 2014

Friday, 15 May 15
Стратегия развития московских библиотек
SVESMI

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COLLECTIONS

-- Architecture

SERVICES

-- Branding

STAFF / PEOPLE

-- Programming of services

SPACES

-- Creating user communities

-- Education

Friday, 15 May 15
5 Pilot Projects in Moscow

Friday, 15 May 15
Post-Soviet Library: emptiness

Friday, 15 May 15
Александр Заборовский (@sazam_rus)  4 months ago
Приехал рассказать пенсионерам про то, как правильно использовать интернет и социальные сети. Это очень здорово, когда ветераны молоды душой!
2012
300 visitors per month

2014
300 visitors per day
Продолжаем нашу еженедельную рубрику "Unexpected Herve Leger". На этот раз мы выбирали библиотеку им. Достоевского. В роли примерной девочки @dasha_kos

#unexpected #herveleger #hervelegermoscow
This increase of diversity that results from ecosystems overlapping is known as the **edge effect**.

The 'edge effect' – Where two ecosystems overlap, the overlapping area supports species from both, plus another species that is only found in the overlapping area.
2013 - 2014

380 000

new library members in the city