

Place-making and heritage development

Architecture Summer Camp in New Holland

Saint Petersburg, 2013

In the frame of the Russia and Netherlands year and the Orange days of the Summer Festival, New Holland will host the Architecture Summer Camp curated by Paul Meurs and with the collaboration of Vladimir Frolov and Project Baltia. **The Summer Camp in New Holland offers the opportunity to 10 pre-graduate students to spend one week in St Petersburg and participate in the Architecture Summer Camp**, focusing on the notion of heritage development and the case study of New Holland – the historical island in the heart of the city (see Additional Information).

The aim of the Summer Camp is to foster the debate around key issues in contemporary architecture and ask the participants to work on projects considering the redevelopment of the island, its identity and historical value but problematizing those aspects in the frame of its present situation and the temporary use of its space. Two tutors, one from the Dutch side and another from the Russian side, will accompany the students during the study week, enriching it with lectures and debates and inviting the students to exchange experiences and points of view and encouraging them to think of a project for the island.

The Architecture Summer Camp will culminate in the public presentation of the projects and will be open to a public debate that will close the week of study. The selected candidate will implement his / her architectural approach and will become acquainted with New Holland history and specificity. The camp's interactive educational experiences include site visits in St Petersburg, a tour of its industrial buildings and constructivist architecture as well as of the historical city.

The Summer Camp will take place in New Holland - St Petersburg from July 4th to July 12th 2013.

This project is organized with cooperation of Alma Ploeger of The Netherlands Architecture Institute, part of The New Institute.

THE PROGRAM

1) July 4th: Opening lectures, presentation of the students and tutors.

- Opening Lecture

Main topics: What are the challenges for heritage cities? Should the aim be to preserve all the historic buildings and show them to visitors? Can the aim also be to keep the urban life alive or perhaps to bring it back? How to deal with the sense of place, the culture of the city and all the intangibles – related to the traditions, the people and symbolic meaning? The lectures at the start of the summer camp will focus on the tension between the desire to keep the form of the city and the need to keep urban life in the city and keep it as a (social and cultural) center of today's historic urban landscape.

Participants: Paul Meurs, Vladimir Frolov, Margarita Stiglitz, the tutors and a New Holland representative.

2) Workshop

The site of New Holland is full of history and part of the world heritage site of Saint Petersburg. A project for revitalization and new cultural functions is underway, but it might take few years before this is finished. New Holland does not want to wait that long – and looks for ways to include the site in the mental and cultural landscape of the city as soon as possible. What strategies are possible to conquer New Holland for the city? How can this cultural hotspot be fully operational, even long before the official project is ready? The summer camp aims to come up with solutions for New Holland. Students are encouraged to think of a project and/or some (permanent) interventions in the island that will open up the history of the place and at the same time add a layer that derives from the new life cycle. How can architecture strengthen the quality and the intangible significance of the heritage? That is the challenge!

Lectures from the tutors, from local professionals and artists will be held during the week and excursions in different parts of the city will enrich the experience of the Summer Camp.

Participants: 10 students. Tutors: Catherine Visser, Aleksey Levchuk

3) Final Presentation and public open talk

Students will discuss their projects for New Holland in a public presentation. The presentation will be followed by a public open talk with the participation of the students, curators of the workshop and local specialists considering few issues connected with the student's works and with the historic, present and future situation of New Holland. Conservation and architecture: what is the role of architecture in the conservation of historic cities? How much change can a monument stand? Can redevelopment add to

the historic quality of a place? Who is in charge of our most beautiful historic urban landscapes?
Participants: Paul Meurs, Catherine Visser, Vladimir Frolov, Aleksey Levchuk, local architects and other experts.

Apply for the Architecture Summer Camp

Curators: Paul Meurs with the support of Vladimir Frolov

Tutors: Catherine Visser, Aleksey Levchuk

Students: 10 pre-selected students (5 Dutch Students and 5 Russian students).

Starting date: July 4th 2013

Ending date: July 12th

Eligibility and Terms

Pre-graduate students in Architecture and urbanism are eligible for this program. The participation to the program is free of charge. Travel, visa, accommodation and lunch will be covered by New Holland. The main language in use for the program is English.

Application requirements

Each application should be submitted online and include the following documents in English, in a single PDF file:

1. A curriculum vitae detailing education, research and professional experience and any other relevant information.
2. A representative selection of a minimum of one to a maximum of 3 projects that convey an impression of your distinctive approach.
3. A letter of motivation (up to 750 words typewritten).

Apply online by June 16th sending your application to the following address:

architecturecamp@newhollandsp.com

Selection

Curators Paul Meurs and Vladimir Frolov will select the students according to the following criteria: originality of the statement, relevance to architectural thinking and practice, trajectory of the candidate and relevance with the study direction of the project. Applicants will be notified by email by **June 21st**.

SUMMER ARCHITECTURE CAMP

Paul Meurs (1963) is an architect and professor, chair of Restoration and Transformation at Delft University of Technology. Besides he is partner of SteenhuisMeurs in Schiedam. He specialized on research and consultancy on urban and architectural transformations. The key issue in this work field is the place of the past in the buildings, ensembles and urban landscapes of the future. Paul Meurs wrote a PhD on the transformation of Dutch inner cities in the period 1883-1940 ('the modern historic city').

Vladimir Frolov (Leningrad, 1980) graduated from the Academy of Fine Arts (department of history and theory of art) in St Petersburg. He has contributed to several architecture, art and design media. He's founder and editor-in-chief of Project Baltia, a St Petersburg-based magazine of architecture and design, founded in 2007 with Dutch architect Bart Goldhoorn. He has curated several exhibitions, including Nordic ID. at the 3rd Moscow biennale of Architecture 2012, NORDIC WOOD at the Moscow House of Architects, 2013 and other shows at Museum of History of St Petersburg, the Museum of Estonian architecture, the Museum of Latvian architecture and at the Museum of Architecture, Wroclaw. He has been lecturing at various architecture institutes, including Oulu Architecture institute, Otaniemi Architecture institute and Tampere Architecture institute (Finland), Estonian Academy of Fine Arts.

Catherine Visser (Paris, F 1966) studied law at the University of Leiden before she graduated as an architect in 1994 at TU Delft. She worked for six years at MAXWAN on urban and architectural projects. Catherine Visser is co-founder of DAF-architects. Besides her work as a designer, she has specialized as an architectural and historical researcher and has contributed to several publications and events. She is associated with [®] MIT international scientific knowledge the Faculty of Architecture of the TU Delft. She also teaches regularly at the Technical University in Delft and Eindhoven and at the Academy of Architecture in Amsterdam and writes for several magazines.

Alexey Levchuk is a St Petersburg based architect. He graduated from St Petersburg Academy of Arts (Repin Institute). He worked at OMA, Rotterdam (2003-2004). He has realized buildings, pavilions and a

significant number of interior design projects, including Vladimir Mikhailov jewelry boutiques in St Petersburg and Moscow, Ki-Do and Art Deco restaurants in St Petersburg, offices and private apartments. Many of his projects have been awarded with prestigious Interior design awards including 'Haute Style of interior' (St Petersburg), Dom na Brestskoy (Moscow) etc. He is also famous for his conceptual architecture works and installations. He's the author of theoretical texts (published in Project Russia and Project Baltia magazines) and he's a member of Project Baltia magazine's editorial board.

NEW HOLLAND ISLAND

New Holland is an 8-hectare island bordered by two canals and a river in the heart of St Petersburg, within 20 minute walk from the Hermitage and the city's other major cultural sites. The Island was conceived by Peter the Great in 1719, and became Russia's first military port in 1721. It belonged to the military since its foundation and was then closed to the general public for 300 years. The history of the island – which has always belonged to the Naval Authority – is decorated with the names of some of the most illustrious architects, inventors and scientists in Russia, and the architectural complex of the buildings of New Holland stands as an extraordinary monument to early Russian Classicism. In these buildings, they kept lumber for construction and ship-building, maintained multiple storage depots, a water tank for testing ships, a naval prison and one of the first radio stations in the country.

On November 15, 2010, New Holland Development (a Millhouse group company) won an investment tender held by the city of St Petersburg to implement the New Holland project, committing to invest at least 12 billion rubles over a construction period of 7 years. The Iris Foundation is acting as the creative operator for the development of the Island. The project's investor has set before itself the task of not only restoring a monument of industrial architecture, but to rethink its role in the city, transforming what was once an industrial object into a multi-use cultural complex. Plans for the island include the creation of theaters, museums and exhibition halls, alongside commercial ventures and educational institutions.

To implement this plan, in 2011 a competition was held for proposals for potential development of the project. The competition's participants were selected from all corners of the world, based on their professional reputation and past projects. All submitted proposals were exhibited for public discussion at the Central Naval Museum in July 2011. The winner of the competition for architectural concept was the American architectural firm WORKac, who presented a proposal for the creation of "a city within the city". According to the architects' concept, New Holland should become a microcosm of the big city, a cultural center that will sponsor a vast range of public spaces and programs. More on the firm at www.work.ac

Summer in New Holland

In 2011 along with the contest for the best architectural concept Iris New Holland launched an experimental cultural and social program in the city. The territory of New Holland free from historical buildings was transformed into a public park with different kinds of activities. Among them: public art, open studios for children, sport events, concerts and more. During the 2.5 months the space of the park attracted more than 150,000 people and hosted more than 120 different events. As a result it was decided to continue with the temporary program in 2012, adding new features as well as methods of investigation and evaluation of the project. The program of events was reconsidered to better match the needs of the city. In 2012 the number of visitors grew up to 237 000, the island hosted more than 230 events. On May 18th, 2013 Summer in New Holland program will open for the third time. This will be the project's final season before restoration of historic buildings on the island.

New Holland Development

New Holland Development Ltd (NHD) is a branch of Millhouse Company and was founded in 2010 specifically to manage the New Holland project. On November 15th 2010 the company won the investment tender run by the city's government in order to attract investment to restore and preserve the island's architectural and historical part. According to the agreement NHD signed on December 15th 2010, they are to invest 12 billion rubles during the 7 years of the island's restoration. After signing the

agreement the company became the island's sole investor and developer. The Iris Foundation is a non-profit organization which goal is to support and promote contemporary art and culture in Russia and abroad. The Foundation was established in 2008 by Dasha Zhukova and has successfully led a number of projects both in Russia and abroad among which are The Garage Centre for Contemporary Culture based in Moscow. The foundation also supports various cultural initiatives all over the world. In 2012 Garage opened its new temporary pavilion in Moscow's Gorky Park. It was designed by a Japanese architect Shigeru Ban and constructed from cardboard and paper. Another project by Iris Foundation - Garage Magazine on art and fashion - has had its first Russian issue launch on March 28th, 2013. The magazine markets itself as a platform for cultural experiments and futurological forecasts that can be implemented outside the walls of The Garage Centre.

Iris Foundation was selected to work as creative consultant on the project by the project's main investor New Holland Development Ltd.

SUPPLEMENTAL INFORMATION

- 1. More information on the island and its history as well as Summer in New Holland Festival**
<http://www.newhollandsp.ru/en/history/>
- 2. Photos of the architecture of the island (modern views)**
<https://docs.google.com/file/d/0BzT9ELIZvIrnNEJCeWowV0Zab3M/edit?usp=sharing>
- 3. Photos of the historic plans and views of the architecture**
<https://docs.google.com/file/d/0BzT9ELIZvIrnMDk3Vlk3Z0dGSzA/edit?usp=sharing>

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