DAY 1
PARK MODELS AND THE SUSTAINABLE DEVELOPMENT OF CITIES
Planary session
Park in the City vs. City in the Park. A Project for a Green Future

The concept of the garden city emerged at the end of the 19th century as a project that was simultaneously utopian and pragmatic. As a utopia, the focus of the garden city was to create an urban environment that was conducive to life. As a pragmatic project, the garden city was organised on the principle of a commune, whose residents would play an active part in the development of their city and its governance. At the beginning of the 21st century, the concept of the garden city has come to bring together the utopian and pragmatic approaches, combining the issues of a comfortable environment with the solution of problems connected with ecology and climate.

As the theme of sustainable cities and urban environments has developed, nature is now no longer understood as something completely distinct from the city. Where the park was once “urban”, i.e. a significantly modified, artificially created kind of nature, urban development is now giving primacy of place to the creation of ecological frameworks and the use of green territories as “natural infrastructure”.

Processes for reassessing the role of green infrastructure in shaping urban life include both local and global initiatives, e.g. the Paris Climate Accords, of which Russia is a signatory. The development of climate initiatives and the formation of cities’ ecological environment are not only focused on integration into the natural environment, but are also associated with its protection and the creation of new types of economies based on a frugal approach to resource exploitation.

An important element in the creation of a healthy urban environment is involving local citizens in its formation, along with the development of small settlements as well as large cities and towns, supposing a greater degree of localisation in the incorporation of natural processes.

- How is the natural environment becoming the basis of urban development?
- How will participation in international initiatives change urban development patterns and planning principles?
- Is it possible to set out a list of priority measures that can become priority areas in changing the agenda of urban planning?

Keynote talk Ken Smith, founder of the Ken Smith Workshop, USA
«Livable cities. New York City case study»

Keynote talk Gil Peñalosa, founder of 8 80 Cities; ambassador for World Urban Parks, Canada

Pleasure or necessity?
What do cities need an eco-framework for?

With the growth of urbanisation, which has brought an increase in the density of the built environment and deterioration in cities’ ecological condition, attitudes towards the natural landscape components of the urban environment have changed significantly. Moving on from the drive to transform nature, humanity has come to realise the need for coexistence with it. In order for human beings to feel less negative impact from living in a megalopolis, it is important that public spaces be designed on the basis of the city’s peculiar ecological framework. Rethinking the city’s natural resources exploitation system is a primary goal of sustainable development.

The basis of the ecological framework is the interconnection between the elements of the cultural landscape and the surviving fragments of nature, interconnected by “corridors” – streets, boulevards, rivers, canals and other types of green space. It performs a protective function in the urban body by means of autonomy of development and the ability to support development within this framework.

- What role do parks play in a city’s green framework?
- In what way should parks be included in a long-term city development strategy?
- What data should be used to understand the contribution made by a particular park to the development of the city?
Building a green framework. How a project becomes a programme for development

Early in the 20th century, Ebenezer Howard proposed a managerial model for garden cities: parks and gardens were to be inserted into urban territories, making it possible to connect them with the surrounding landscape. At the beginning of the 21st century, against a backdrop of urbanisation and the growth of cities and suburbs, the natural landscape has become part of the urban structure, not only ennobling the urban environment, but becoming a key intersection point between artificial and natural nature.

City parks are becoming the centre of transformation in the urban environment, demanding new approaches to their creation and management, both in terms of individual projects and in the longer term perspective. But in this case, parks should create a unified natural network within the structure of a city, supported and developed not only at the municipal, but also at the regional level.

- How is state policy for creating parks and managing them structured in Russia and around the world?
- What obstacles does the state face in implementing an effective park development programme?
- What international models for creating and managing parks can be used effectively in Russia at the federal and city levels?

Moderator:

Natalia Fishman-Bekmambetova,
aide to the President of the Republic of Tatarstan, Russia

Experts:

Ilisur Metshin,
Mayor of Kazan, Russia

Mary Bowman,
partner at Gustafson Porter + Bowman, UK

Stuart Hughes,
director Park Planning & Policy, Parks Victoria, Australia

Tanya Müller,
founding director of World Urban Parks; former Mexico City Minister of the Environment (2013-2018), Mexico

Rob Small,
chairman, Head Judge, Liveable Cities Competition (LivCom), Australia

Evgenia Murinets,
Director of Urban Policy Institute, Advisor to the President of the Union of Architects of Russia, Russia Евгения Муринец,
The timeline of a park. Does a competition end at its finale?

In Russia, the creation of most parks, regardless of scale, begins with a competition to develop the concept. Competitions are an understandable and practical tool for attracting international and domestic design bureaus, and make it possible to get the best conceptual architectural and landscape solutions to suit a specific problem.

The process of creating a public space begins with a competition, but things often remain unclear after the winner has been selected regarding the actual implementation prospects of their concept. The subsequent stages in the realisation of the idea can be delayed for years, and the concept can be transformed without any input from the original authors. Only the participants of the winning project team know what happens after the competition final and how much the project’s implementation:

- How is the work to implement a concept arranged after determining the winner?
- What iterations does the concept go through as it approaches implementation?
- What are the limitations to the implementation of a project in the road from competition to construction?

Moderator:

Sergei Kapkov,
head of the Centre for Research into the Economics of Culture and Urban Development, Faculty of Economics, Moscow State University, Russia

Experts:

Mary Bowman,
partner at Gustafson Porter + Bowman, UK
Evert Verhagen,
urbanist, founder of Creative Cities and Reuse BV, the Netherlands
Anton Nadtochiy,
co-founder of the architectural bureau ‘ATRIUM’, Russia
Daria Shorina,
aide to the Governor of Nizhny Novgorod region; head of the Institute of Urban Environment Development of the Nizhny Novgorod Region, Russia
Timur Nagumanov,
mayor of Almetyevsk, Russia
Nikolay Novikov,
head of the department of architectural design, KSASU, PhD in architecture, associate professor

Parks by water

Rivers are included in the social life of many world megalopolises today, but water is still largely perceived as a barrier rather than a valuable resource in Russia’s major cities. Urban riverbanks are highly valuable territories that provide ample opportunities for the development of urban spaces.

Domestic and international experts will share their stories of successful and unsuccessful waterside development practices, explaining how best to design embankment territories and focus on the needs and requirements of the urban population.

Moderator:

Pyotr Kudryavtsev,
partner at Citymakers, Russia

Experts:

Mary Bowman,
partner at Gustafson Porter + Bowman, UK
Ceylan Belek Ombregt,
partner at Martha Schwartz Partners, UK
A park for all. User scenarios for all audiences and ages

Parks are important public spaces where everyone can spend time outdoors. Contemporary society is increasingly accepting the fact that the concept of “everyone” includes all categories of city residents: the elderly, children, people with special needs, citizens with pets and absolutely all human beings, regardless of gender, age, race or occupation. A park that does not take into account the interests of all “user groups” is not only failing to fulfil its social function, but also misses out on additional economic benefits that have the potential to make up a substantial source of income.

An inclusive approach to park design not only takes into account the diverse needs of all its visitors, but also considers the possible interaction scenarios between all user groups.

- What are the basic principles for building a park that is comfortable for everyone and which design methods best take into account user scenarios?
- Which existing successful parks in Russian and abroad present an example of an accessible environment for all visitors?
- What design principles can eliminate conflicts between the different groups of people visiting a park?
- Who is the master in this house? Focussing on user experience when testing hypotheses on interaction between different groups.

Moderator:

Xenia Chudinova,
chief editor of project Snob, Russia

Experts:

Carlos Aubert,
Executive Director of the Mi Parque Foundation, Chile

Laura Mylan,
vice president of marketing and communications of the Children & Nature Network, USA

Natalia Remizova,
“PIK” Group, Russia

Michael Boland,
Chief of Park Development and Visitor Engagement of Golden Gate Presidio, USA

Project or process? Where a concept ends and a park begins

In creating an urban space, the architectural concept is only one of the stages in the long journey from intention to implementation and the later development of a project after its realisation. The project determines the main intentions, setting the general direction of development, but it should also reflect possible development trajectories for the park and propose specific ways to implement these. However, the concept is not an invariable structure; rather, it sets the network of relations by which the results of numerous discussions with stakeholders, including residents and representatives of the municipal authorities, are to be applied in the future.

At present, not all stages of project development have legal status or clear definition. This creates both advantages (such as making it possible to interpret the concept’s requirements more broadly for each specific project) and disadvantages (lack of legal definition for a stage in the concept presents the risk that the clients will simply reject it).

- How to strike a balance between visionary ideas and realistic implementation at the concept stage?
- How can conceptual solutions forming the basis of a project influence the subsequent development of a park?
- Where is balance to be found in the legal status of a concept or design documentation? Is complete freedom necessary, or should restrictions be imposed that are uniform for all?

**Moderator:**

Pyotr Kudryavtsev,
partner at Citymakers, Russia

**Experts:**

Gil Peñalosa,
founder of 8 80 Cities; ambassador for World Urban Parks, Canada
Joe Sikora,
President at Sikora Wells Appel, USA
Benjamin Walker,
director of LDA Design, UK
Denis Kusenkov,
development director and senior partner at Arteza, Russia
Sergei Kuznetsov,
Chief Architect of the city of Moscow, Russia
Olga Moskvina,
CEA, Architettura e Paesaggio, Italy
Andrei Sazonov,
Deputy of the CEO at KROST, Russia

**Tools for creating an inclusive environment in parks**

Providing parks with accessible infrastructure and inclusiveness requires large-scale and detailed work: from creating a barrier-free environment to introducing navigation that can be understood by foreigners and children. Since city parks and public spaces play a considerable role in giving people opportunities to pursue an active lifestyle, it is not only necessary to provide for various options an user scenarios, but also that the many engineering, design and social aspects of park design be taken into account too. Park that result from this detailed approach may at first glance barely differ at all from other public spaces, but they will ultimately attract more visitors due to the way in which they make each individual feel comfortable and safe. A universally inclusive design for a territory is fully possible..

- How to come up with a design that takes into account permanent, temporary and situational disability?
- What tools, design and construction solutions enable parks to be adapted for people with limited mobility (construction norms and regulations/SNiPs)?
- The best of intentions: what mistakes can be made when attempting to make a park inclusive?
- First steps: minimal and inexpensive changes to start with in order to see the first results..

**Moderator:**

Lyubov Varlamova,
general director and founder of iCube, Russia

**Experts:**

Anuela Ristani,
Deputy Mayor of Tirana for Foreign Relations, Albania
Gil Peñalosa,
founder of 8 80 Cities; ambassador for World Urban Parks, Canada
Oxana Medvedeva,
programme director of the Play Park and Playground projects at the Naked Heart Foundation, Russia
Marina Potanina,
Head of the Department of Hospitality and Visitor Services, Russia
Adjusting the focus.

What does city administration needs to know about its city?

In the information age, the city can seem absolutely transparent; data about all the processes taking place in the city can be collected and simulated on our computer screens. The transparent structure of the digital city reveals all its contradictions and inconsistencies that can subsequently provoke urban conflicts. But this also creates the illusion that municipal governments know everything there is to be known about the cities they control and the people who live in them. The accumulation of vast amounts of data, municipal statistics and information collected in real time can also fail to give us any qualitative leap in understanding urban processes. Instead of managing urban processes, it is here that the process of managing data on urban processes begins.

Parks provide a mini-model of the city as a living, changing environment capable of responding flexibly and quickly to shifting external circumstances. The idea of the natural environment of cities is therefore becoming a central issue, both for the study of urban processes and in shaping administrators’ notions of the city per se.

- What research should form the basis of a strategy for creating green infrastructure and natural development projects?
- What is the design process for public spaces and what kind of specialists should be involved in this work?
- Who is responsible for the development of natural territories and public spaces? Which city departments and services should be involved, and what additional competencies should their staff members possess?

Moderator:
Alexandra Sytnikova,
general director of Atlas, Russia

Experts:
Ruth Holmes,
director of the Department of Landscape and Event Management of the Queen Elizabeth Park, London, UK
Anuela Ristani,
Deputy Mayor of Tirana for Foreign Relations, Albania
Alexey Novikov,
president of Habidatum, Russia
Olga Zakharova,
deputy general director for the promotion of new projects at the Agency for Strategic Initiatives, Russia
Askhat Saduov,
Head of the Center for Urbanism of Nur-Sultan

Expert of the first raw:
Maria Tinika,
founder of the Trees of Saint Petersburg initiative, Russia

How to manage a park?

City parks and public spaces are an immense and complex organism, and the effective functioning and maintenance of infrastructure require professional management and considerable resources. The maintenance of green spaces and the updating of landscape design, greenery, the care of water bodies and fountains, the maintenance of engineering systems, the servicing of utility zones, along with basic and situational cleaning – all these matters have their own specific requirements and standards to be followed.

- What park management models can be found in Russia and the wider world, and how can management structures be altered without radical increases in staff numbers?
- What systemic approaches are there for working with the landscape and engineering infrastructure of natural territories?
- What should the long-term strategy of a team be when it comes to building their own competencies for the management of natural territories?
Smart parks. What does it take for a park to be “smart”

A comfortable park in the modern sense is more than just a conveniently planned space for relaxation; it is a “smart”, technological place. The creation of such parks forms part of a city’s approach to sustainable and socially responsive planning.

Today’s public spaces need to apply innovations, including with regard to their more familiar services, in order to meet the needs of local residents and make their life easier.

– From public Wi-Fi to the “instagramability” of a park, geo information systems and sensor networks, in-park transport – which technologies should be given priority?

– How to provide complexity in the basic infrastructure of a park and support the opportune implementation of intelligent security systems (intelligent video surveillance, monitoring serviceability of fire safety systems in crowd-ed places, etc.)?

– What new technologies, infrastructure, experience and international approaches should be taken advantage of in rethinking ways to attract and retain visitors in Russia’s modern urban spaces?

Moderator:

Dmitriy Stepanov,
new products Director at Yandex, Russia

Experts:

Ruslan Shagaev,
Mayor of Innopolis, Tatarstan

Richard O’Byrne,
strategic advisor for World Urban Parks; partner at The Public Land Consultancy

Adam White,
president of the Landscape Institute, UK

Antonina Darchinova,
Commercial Director of KamaStroyService, Russia
Official opening of the public discussion of the criteria of the all-Russian competition for the best projects to create a comfortable urban environment in small towns and historical settlements 2020. Goals and objectives

The All-Russian competition for the best projects to create a comfortable urban environment in small cities and historical settlements represents a unique opportunity for municipal entities to attract considerable additional funds for improvements from the Russian Federation Ministry of Construction.

Winning the competition will enable municipalities to transform the face of their town and implement striking and unique projects that will become drivers for the development of the surrounding territories - something which is especially important for smaller towns.

The competition was first launched in 2018 and in the past two years has amassed a collection of unique material on work on improvement projects, building a team of experts and testing a methodology to evaluate competition submissions.

Each year, the Ministry of Construction of the Russian Federation strives to make the Competition ever more efficient and transparent, to ensure the highest quality of implementation of the winners’ projects. This year, a lot of work was done to analyse the life cycle of competition submissions, which has resulted in modifications to the evaluation methodology and procedures.

This year will also see additional focus placed on the educational component – the Competition should translate normative approaches to working with public spaces.

Moderator:
Artiom Gebelev,
Expert, Institute for Urban and Regional Development, HSE

Speakers:
Maxim Egorov,
Deputy Minister, Ministry of Construction and Housing and Communal Services of the Russian Federation, Russia
Irek Fayzullin,
Minister of Construction, Architecture and Housing and Communal Services of the Republic of Tatarstan, Russia
Liam Casey,
Senior Executive Parks Superintendent at the Cork City Council, Ireland
Merrick Denton-Thompson,
founder of the Learning Through Landscapes Trust; former president of the Landscape Institute; UK government advisor for the Environmental Land Management System project, UK
Yuriy Sheredega,
aide to the Minister of Urban Regeneration of the Moscow Region, Russia

Open hearing of the Methodological Council of the Competition on the methodology for evaluating projects: criteria, evaluation procedure, application format.

The basis of the Competition’s effectiveness lies in its evaluation criteria, i.e. the principles and bases that enable identification of the strongest projects. Building on the results of the previous two years of the Competition’s existence, considerable analytical work has been carried out which has enabled a revision of the criteria and an increase in their effectiveness.

A working group studied project implementation practices, interviewing members of the project teams responsible for preparing the winning submissions, members of the expert community, and officials responsible for the implementation of projects.

Thanks to this open and professional dialogue, a new version of the competition criteria has been prepared.

Following the principles of openness and participation, the updated criteria for evaluating submissions will be discussed with the general public and the final
version of the criteria will be agreed upon by the working group only after all requests and suggestions have been given due hearing.

Moderator:
Артем Габелев,
эксперт Института Городского и Регионального Развития НИУ

Experts:

What is a city talking about? How to make dialogue the basis of urban development

Since 2017, “participatory design” has been added to the lexicon of urban planning in Russia. At the federal level, a target model has been adopted for organising public participation, as well as involving businesses and local citizens in urban improvement projects. Submissions for the all-Russian competition for small towns and settlements of historical significance must necessarily contain information about the various forms by which townspeople can participate in the creation and development of the project, something which is to be evaluated on an equal footing with the architectural concept itself. An important role in the emergence of the federal agenda and the mechanisms for citizen participation was played by the policy of the Republic of Tatarstan.

Engaging in a dialogue with local citizenry on the creation of parks in Russia and the wider world at all stages of a project enables us to develop a concept, usage scenarios and cultural programme of a park that will respond to the real demands of its future visitors; ensuring these territories will be used actively, and the space will become one that is living and well visited.

Of course, there are cases of projects where local residents did not take part in their creation, while nevertheless being centres of urban life (examples could be made of the best historical parks of London and Paris).

- What is the purpose of participatory design and what can actually be designed with the input of city dwellers?
- How to expand and qualitatively strengthen the existing methodologies and tools for engagement in Russia?
- How to build a process of urban dialogue about a park which will contribute to the emergence of a community or set this in action?

Moderator:
Надежда Сниткевич,
архитектор, партнер проектной группы 8, Россия

Experts:
Guillermo Bernal,
director and founder of Lugares Públicos, partner at PlacemakingX, Mexico
Nathan Hommel,
director of planning and design of the University City District, USA
Evert Verhagen,
urbanist, founder of Creative Cities and Reuse BV, the Netherlands
Yekaterina Goldberg,
co-founder of the architectural bureau Orchestra, Russia
Natalia Makovetskaya,
expert on engaging and working with urban communities, Russia
Pavel Stepantsov,
Senior Researcher, Center for Sociological Research, RANEPA, Russia
Presentation of Development Strategy of Kazanka River

During WUP-2019, the public announcement of the Development Strategy of Kazanka River, the key river of the city, with a length of 22 kilometers and 68km of embankments, will be held in the capital of Tatarstan. The project will address the river’s course as well as the coastal territories of Kazanka, from the historical district of Admiralty and the Zilantov Monastery to the Blue Lakes, representing over 3000ha of territory. Kazanka River Strategy is currently one of the largest planning projects in Russia, aiming to create the largest comprehensive urban river ecosystem within a participatory and open process.

Ilsur Metshin,
Mayor of Kazan, Russia
Natalia Fishman-Bekmambetova,
aide to the President of the Republic of Tatarstan, Russia
Edouard Moreau,
co-founder of the architectural bureau Orchestra, France
Yekaterina Goldberg,
co-founder of the architectural bureau Orchestra, Russia

Workshop “A map for stakeholders in projects”

Identification of all urban actors and stakeholders in a project is the starting point for drawing up plans to involve city dwellers in the design of public spaces.

At this workshop, participants will learn how to identify the various stakeholders in territorial development projects and will learn a method for compiling a map of interest, which will act as the basis for developing further citizen involvement strategies. The workshop will be of use to urbanists, landscape architects, planners, sociologists, designers, and representatives of municipalities and regional centres of competencies.

Moderators:
Nadezhda Snigireva,
partner at Project Group 8, Russia
Dmitry Smirnov,
partner at Project Group 8, Russia

World Urban Parks Europe Meeting: General Meeting of the World Urban Parks Europe Region

Moderator:
Kevin J. Halpenney,
President of the Irish Landscape Institute; Chair of the World Urban Parks Europe Committee, UK

Experts:
Henri Bava,
landscape architect and urbanist, founder and chairman of AGENCE TER, France
Mark Bowater,
Head of Parks Services at Auckland Council Chair, New Zealand
Elisabeth Fournier,
head of the World Urban Parks Alliances; General Secretary at Hortis, France
Andrei Lapshin,
chairman of the Council of the NGO Association for the Development of City Parks and Public Spaces; director of Sokolniki Park Moscow, Russia
Marat Zakirov,
director of the Directorate of Parks and Squares of the City of Kazan, Russia
World Urban Parks Europe Meeting: General Meeting of the World Urban Parks Europe Region

Moderator:
Elisabeth Fournier,
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Henri Bava,
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chairman of the Council of the NGO Association for the Development of City Parks and Public Spaces; director of Sokolniki Park Moscow, Russia
Marat Zakirov,
director of the Directorate of Parks and Squares of the City of Kazan, Russia
DAY 2
IMPLEMENTING PARK DEVELOPMENT MODELS
The potential of Specially Protected Natural Areas. How to preserve and develop conservation territories?

Lectures
Historically, specially protected natural areas in Russia have been forbidden zones, closed to the public. Today, such territories have great potential for the development of tourism, environmental education and awareness. But how can nature reserves and national parks be included in a city’s green infrastructure to become a living recreational space?

WHAT ARE THERE IN RUSSIA AND ABROAD REGARDING THE DEVELOPMENT OF SPECIALLY PROTECTED NATURAL AREAS?

WHAT LANDSCAPE SOLUTIONS FACILITATE THE CREATION OF USER SCENARIOS FOR INTERACTION WITH AND STUDY OF THE NATURAL WORLD, AS WELL AS CREATE THE INFRASTRUCTURE FOR DEVELOPMENT OF NATURE TOURISM WITHOUT CAUSING HARM TO LOCAL ECOSYSTEMS?

WHAT LANDSCAPE SOLUTIONS ENABLE THE REGENERATION OF ENVIRONMENTALLY DISADVANTAGED TERRITORIES?

Experts:

Mark Bowater, Head of Parks Services at Auckland Council Chair, New Zealand
Vyacheslav Ivanov, Director, of the ‘Local ID’ direction at the Agency for Strategic Initiatives, Russia
Bishop Ngobeli, President of the Institute of Environment and Recreation Management; President of the South Africa World Urban Parks Board, South Africa
Liliya Giziatova, head of the architectural bureau ‘Architectural Desant’, Russia

Keynote Talk

Evert Verhagen, urbanist, founder of Creative Cities and Reuse BV, the Netherlands

Keynote Talk

Mary Bowman, partner at Gustafson Porter + Bowman, UK

Keynote Talk


New life: how to include the park in the lecture of the city?

50 years ago, from the position of an urban researcher, Jane Jacobs formulated the principles of a diverse urban life – principles which remain relevant today. In major cities there are many non-specialised parks that do not fulfil the role of public squares and so have turned into urban voids. Why has this happened? There are many conditions on which the popular use of a park depends. One of the basic ones is its accessibility. It is not always easy to enter a park from streets which are not adapted for pedestrian use and do not connect the park with urban infrastructure. Once isolated, a park runs the risk of becoming empty of people, which in turn leads to the formation of an unsafe environment. One of the theses of the concept of new urbanism is therefore to ensure pedestrian accessibility between objects in the urban environment, and the “10-Minute Walk” mass movement has strengthened and confirmed the need for citizens to forge a balance between a city’s infrastructure and its green spaces.

WHAT SIMPLE WAYS CAN INTERCONNECTION BETWEEN ELEMENTS OF THE URBAN ENVIRONMENT BE ENSURED?
- How can a city administration contribute to the development of the street network, taking into account the development trends of cities and the needs of the modern city dweller?

Moderator:
Olga Maltseva,
project manager for the development of bicycle infrastructure in the Department of Transport and the Development of Road Transport Infrastructure in Moscow, Russia

Experts:
Ruth Holmes,
director of the Department of Landscape and Event Management, Queen Elizabeth Park, London, UK
Joe Sikora,
President, Sikora Wells Appel, USA
Eric Tamulonis,
principal of PARRICUS design, USA
Timur Kadyrov,
Deputy Chief Architect of Kazan, Russia

Keynote Talk
Henri Bava,
landscape architect and urbanist, founder and chairman of AGENCE TER, France

Is it possible to “make a place”?
Identity. Discovered or invented.
The creation of a park that reflects the local identity, context and development vector of its city is one of the main demands of city administrations, local residents, communities and businesses. The unified public spaces that appeared in Russia in Soviet times are in need of rethinking and a new story.
Placemaking is one possible response to this need. It refers to a dialogue between environmental designers, the city, local inhabitants and urban communities. Such dialogues give rise to unique user scenarios, social events and design patterns that become an integral part of the future public space.
- What makes a public space a “place” and is it possible to design a “place”?
- What are the criteria to determine a public space’s value in the life of a city?
- How can local identity shape the unique design and user scenarios of citizens and communities in a park?
- What quick changes can be made with citizens to “make a place”?

Moderator:
Evert Verhagen,
urbanist, founder of Creative Cities and Reuse BV, The Netherlands

Experts:
Edouard Moreau,
co-founder of the architectural bureau Orchestra, France
Nadezhda Nilina,
senior lecturer at the New York Institute of Technology, Russia
Guillermo Bernal,
director and founder of Lugares Públicos; partner at PlacemakingX, Mexico
Ken Smith,
founder of the Ken Smith Workshop, USA
Nathan Hommel,
director of planning and design at the University City District, USA
Olga Moskvina,
CEA, Architettura e Paesaggio, Italy
Data and reality. Turning statistics into the basis for design

The development of urban research in Russia, as observed over the last few years, has been limited by a lack of statistical data that would help describe and comprehend urban processes. Each new project sees the devising of a methodology and method for collecting data, though the unique nature of each project and its focus on a specific task prevents the creation of any general database from the data collected that would facilitate long-term analysis of changes in urban processes.

This has been accompanied by a crisis of municipal statistics in Russian cities, especially those of a smaller size. The major cities are gradually building up a database of open data that can become the basis for research and the creation of urban services. But this data is insufficient to analyse urban processes, and proposals to take into account non-standardised statistical data call into question the validity of the conclusions derived therefrom.

- Can statistics be transformed into a driver of urban development?
- How can the results of separate studies become the basis for municipal statistics?
- What improvements could be made to existing practices in Russian municipal statistics?

Moderator:
Olga Shirokova,
director of Consulting and Analytics at Knight Frank, Russia

Experts:
Henriette Vamberg,
partner and managing director of Gehl Architect, Denmark
Denis Kusenkov,
development director and senior partner at Arteza, Russia
Alexei Novikov,
president of Habidatum, Russia
Daria Raspopina,
co-founder and managing partner of the Center Headquarters City Projects, Russia
Yekaterina Samukhina,
chief engineer and head of design at the Institute of Environmental Design and Investigation, Russia
Pavel Stepansov,
senior researcher at the Centre for Sociological Research, Russian Presidential Academy of National Economy and Public Administration, Russia

The economics of values. Finance models for natural areas

Two diametrically opposite approaches may be distinguished in financing the creation and development of parks. The financing of an amusement park involves the expectation of a quick return on investment, while the alternative scenario is that of a park as a natural area that receives investment from business and the state under the understanding that this is made with regard to more long-term economic effects of “green” infrastructure, using tools to assess natural capital and services within the overall system of sustainable development and promotion of a healthy lifestyle.

The agenda for attracting private and public investment in projects for a comfortable urban environment has been included at all Russian economic forums in 2019. On the other hand, discussion of the economic value of a park raises the question of whether it is possible for business and the state to regard natural areas as a commercial resource, and how funding models for parks should be like in the long term.

- What are the key benefits and limitations of each approach?
- How do different approaches to financing influence the development of natural territories, as illustrated by examples of parks in Russia and further afield?
- How should the economic potential of a project be evaluate for each approach?
Hort-term vs. long-term.
What kind of education do specialists need?

In Russia and beyond, parks are becoming one of the development vectors for large and small cities. Effective management of these systems requires experience, including a deep understanding of landscape design, systems management of a public institution, branding and marketing, event management, the competence of a developer and designer, and much more besides.

Building an effective team is the first and most important step in a successful project. There is a whole global industry of managing parks and public spaces, including educational programmes and courses, as well as undergraduate programmes. Training and master classes are widely developed, and over the years they have been in operation have produced several generations of specialists who have succeeded in creating a whole professional environment of park managers and high-class experts.

In Russia, the launching and new development of public spaces is a relatively recent trend. New educational programmes in the field of urban planning are most often short-term in nature, but specialists are also needed in the fields of landscape architecture, park management, and the cultural programming of public spaces.

- How do the new educational formats combine with a classical education of 5-7 years in length?
- Could a range of shorter courses replace a longer education programme in the future? Could this be brought into correlation with the Western system of workshops?
- Where to look for personnel and by what criteria should

Moderator:
Pavel Stepanstov,
Senior Researcher, Center for Sociological Research, RANEPA, Russia

Experts:
Vicente Guallart,
former chief architect of Barcelona, co-founder of the Institute of Contemporary Architecture of Catalonia (IAAC), head of the Shukhov Lab Prototyping Laboratory for Future Cities and the international master’s programme “City and Technologies: Prototyping Future Cities”, Spain - Russia

Eric Tamulonis,
principal of PARRICUS design, USA
A view from behind the scenes.
What lies behind beautiful success stories

The “City of Arts and Sciences” in Valencia, designed by Santiago Calatrava, and the Elbphilharmonie in Hamburg, designed by Herzog & de Meuron, have no analogues in the world. Yet these instances clearly speak of a new trend, whereby projects are becoming more complex and unpredictable, and implementation can drag on for many years. A rapidly changing reality creates conflicts throughout the implementation process, and tight deadlines lead to errors that require serious project adjustments and increase the cost of construction. As a result, the picture of a beautiful park or visualisation of a friendly urban environment can conceal a host of compromises, both in terms of design decisions and in the overall organisation of the process.

- How can the design process be adjusted to account for alterations that arise during implementation?
- What major mistakes can be avoided when implementing a project?
- Can a project be implemented completely without changes, and if so, is this a sign of a good project or a bad one?

Moderator:
Denis Kusenkova,
development director and senior partner at Arteza, Russia

Experts:
Henri Bava,
landscape architect and urbanist, founder and chairman of AGENCE TER, France
Mary Bowman,
partner at Gustafson Porter + Bowman, UK
Vicente Guallart,
former chief architect of Barcelona, co-founder of the Institute of Contemporary Architecture of Catalonia (IAAC), head of the Shukhov Lab Prototyping Laboratory for Future Cities and the international master’s programme “City and Technologies: Prototyping Future Cities”, Spain - Russia
Pavel Trehleb,
director of Gorky Park; the first director of Zaryadye Park, Russia
Benjamin Walker,
director of LDA Design, UK
Igor Markov,
Project Manager of Krasnodar Park, GMP Architectural Bureau, Russia

Creating and managing parks in harsh climates

Russia is one of the most northern countries in the world, with the main part of the country being subject to a harsh climate with long winters. Both summer heat and winter frosts are extremely negative factors affecting the attendance of parks and public spaces. The experience of many countries, especially the Scandinavian ones, in dealing with climate conditions even more extreme than in Russia, permits us to raise the question of revising domestic practices in the planning of public spaces.

- Do city parks affect global climate change?
- What are the risks for parks in climates with sharper and more frequent weather extremes?
- What functions should be included in a park to make it comfortable for local residents 365 days a year?
- What mistakes can be corrected right now to increase the climatic resilience of the infrastructure of public spaces?
- How should park events be organised in cold winters and hot summers?

Moderator:
Yana Golubeva,
Director of MLA +, Russia

Experts:
Andrei Chibis,
Governor of Murmansk Oblast, Russia
Susan Holdsworth,
director of the Citizen Services Department in the City of Edmonton, Canada
Irina Alekseyeva,
head of the Architecture and Urban Planning Department under the Head of the Republic of Yakutia, Russia
Anton Nadtochiy,
co-founder of the architectural bureau ‘ATRIUM’, Russia
Daniyar Y usupov,
Head of the bureau Design:: unit, Russia

View from inside the landscape.
A new approach to industrial heritage

The central parts of Russia’s major cities have historically included industrial areas with great urban development potential. The creation of public spaces is one of the most effective tools for revitalising such territories. Today there are many city parks in Russia and the wider world which, when combined with green infrastructure, are working to breathe life into abandoned areas, transforming them into sought after and well used spaces, thereby giving a boost to the economic and cultural life of the city?

- Museumification, restructuring and adaptation: what are the various different approaches to redevelopment?
- What difficulties can a development company come up against, and how can the city help when working with brown sites?
- The first steps in redevelopment: simple steps to encourage the use of territories without the need for major investment.

Moderator:
Evert Verhagen,
urbanist, founder of Creative Cities and Reuse BV, the Netherlands

Experts:
Анри Бава,
ландшафтный архитектор и урбанист, основатель и председатель AGENCE TER, Франция
Henri Bava,
landscape architect and urbanist, founder and chairman of Agence TER, France
Ken Smith,
founder of the Ken Smith Workshop, USA
Benjamin Walker,
director of LDA Design, UK
Yekaterina Goldberg,
co-founder of the architectural bureau Orchestra, Russia
Oleg Shapiro,
co-founder of the Wowhaus architectural bureau, Russia
Natalia Sidorova,
architect and partner at the architectural group DNK ag, Russia
Daria Tolovenkova,
deputy chief architect of Kazan, Russia
Green spaces of memory.
A new look at city cemeteries

The discourse on sustainable urban development of the city covers a wide range of different topics. One of these is the question of the role of transforming the territory of urban cemeteries. While the new Soviet city of the 1920-1930s, eliminated old burial places and anathematised the memory of the past in pursuit of the rationalisation of urban space, the contemporary approach involves putting delicate accents on and renovating such territories, turning them into cultural heritage objects.

From the Smolenskoje Lutheran Cemetery on Vasilyevsky Island in Saint Petersburg to the famous pilgrimage site of Vagankovskoje Cemetery in Moscow or the historic Tekutyevsky Cemetery in the centre of Tyumen, burial grounds feature not only as objects of memory, but also as islands of nature in the city, supporting its ecological framework. However, the condition of such territories is often deplorable: many gravestones and crypts have been completely destroyed or are in an emergency state.

With limited land resources, city cemeteries in the city centre have lost their original function as places of burial. Further expansion of cemeteries is limited by sanitary standards and housing development. Having lost their original function, they now form a new group of urban planning objects whose unique potential has not yet been fully realised by city planners and administrators.

- Under what conditions can urban cemeteries become a growth point not only for their particular district, but also for the city as a whole?
- Can urban cemeteries become public spaces? What needs to be changed?
- How should improvement work be carried out in cemeteries that have been granted special status?

Speakers:
Mikhail Beilin, head of the design studio ‘citizenstudio.ru’, Russia
Marianna Sarkisyan, director of Storaket Architectural Studio, Russia
Daria Shorina, aide to the Governor of Nizhny Novgorod region; head of the Institute of Urban Environment Development of the Nizhny Novgorod Region, Russia
The face of a city, the face of a region.
How parks turn into tourist attractions

Parks with a strong conceptual idea and well thought out design become a place of attraction for citizens and tourists. The integration of heritage against a backdrop of constantly changing trends enables parks to develop steadily in the context of the city, to help form its particular brand. Parks are one of the largest and most diverse assets of a city, and their success depends on many criteria.

- How to find a new identity for a city park without disrupting the balance between the interests of city residents and tourists?
- How should a marketing strategy be devised to create a park brand at the national and global level?
- How to develop a common brand for a city’s park spaces?
- What parks in Russia and the rest of the world are becoming a tourist attraction and why?

Moderator:
Alexandra Sytnikova, general director of Atlas, Russia

Experts:
David Cope, Trustee of the National Park City Foundation, UK
Peter Verdyck, regional parks development director for Antwerp Region, Belgium
Irina Alekseyeva, head of the Architecture and Urban Planning Department under the Head of the Republic of Yakutia, Russia
Sergei Georgievsky, general director and co-founder of the Tsentr Agency for Strategic Development, Russia

Festivities in the city. Receiving guests in parks

The sociocultural concept defines a park’s individual approach to major urban events. A park can be built into the calendar of municipal and national festivals, and can be a sanctuary during city celebrations for those citizens who wish to spend their time outdoors in peace and quiet. A park can draw up its own programme for major holidays that reflects its conceptual identity, and can hold its own landmark events. User scenarios and the park’s approach to events at the concept stage enables decisions to be made as to which design solutions will withstand the operational load on the park and give guests a more vivid and memorable experience.

- How best to determine the approach to filling a park with events based on its typology and concept?
- What design solutions facilitate designing a park where guests are comfortable during major events?
- What is the role of local communities in a park’s event programme?

Moderator:
Vicente Guallart, former chief architect of Barcelona, co-founder of the Institute of Contemporary Architecture of Catalonia (IAAC), head of the Shukhov Lab Prototyping Laboratory for Future Cities and the international master’s programme “City and Technologies: Prototyping Future Cities”, Spain - Russia

Experts:
Maria Derunova, Acting Deputy Governor of the Murmansk Region, Russia
Daria Kurakova, art director of the Directorate of parks and squares of Kazan, Russia
Olga Sarapulova, advisor to the Head of the Republic of Bashkortostan on the development of public spaces
Money for parks!

State and business participation in developing the urban environment (case studies)

International examples of park management are increasingly based on the idea that we should move away from the mono-model of park financing by the state towards a co-financing model. In this model, the park, the state, large companies, medium and small businesses and local citizens all figure as equal co-sponsors, ensuring attention is paid to all interests in relation to a natural territory, while also promoting the sustainable development of a park and increasing the value level of public space for all parties.

Sustainable projects in the fields of social development, national, sports and socio-cultural infrastructure are most effectively implemented via an intersectoral approach and in the present day we can already see major investments not only for large companies, but also for medium and small businesses and NGOs, through fundraising in projects related to an urban environment. However, issues related to the creation of understandable models of long-term value and win-win partnerships to create parks remain an open question.

- What international examples are there of successful long-term strategies to attract state support and private investment?
- What is the value for the state, business and broader society of investing in the “green”, sports and sociocultural infrastructure of public spaces?
- What international finance raising mechanisms can be implemented in Russia?

Moderator:

Vasily Auzan,
programme director of the Moscow Urban Forum, Russia

Experts:

Michael Boland,
chief of Park Development and Visitor Engagement at Golden Gate Presidio, USA

Lilia Haua,
director of the Pro Bosque de Chapultepec Foundation, Mexico

Anthony Traill,
Director Open Space and Recreation of the City of Port Phillip, Australia

Andrei Lapshin,
chairman of the Council of the NGO Association for the Development of City Parks and Public Spaces, director of Sokolniki Park Moscow, Russia

Elena Stakhieva,
Deputy General Director of Glavstroy, Russia
Methodological analysis of the criterion “The extent and diversity of forms of public participation at all stages of the preparation and implementation of a project, and the socio-cultural programming of a territory”

Moderator:
Artyom Gebelev,
Expert, Institute for Urban and Regional Development, HSE

Speakers:
Nadezhda Snigireva,
architect, partner at Project Group 8, Russia
Yekaterina Goldberg,
co-founder of the architectural bureau Orchestra, Russia

Methodological analysis of the criterion “Justification of the choice of location and the degree of demand for the project”

Moderator:
Artyom Gebelev,
Expert, Institute for Urban and Regional Development, HSE

Speakers:
Olga Sarapulova,
Advisor to the Head of the Republic of Bashkortostan on the development of public spaces, Russia
Mikhail Shatrov,
Head of Regional Educational Projects, MARSH Laboratory, Russia

Methodological analysis of the criterion “Quality of planning and architectural solutions”

Moderator:
Artyom Gebelev,
Expert, Institute for Urban and Regional Development, HSE

Speakers:
Yuriy Sheredega,
aide to the Minister of Urban Regeneration of the Moscow Region, Russia
Liliya Gizziatova,
head of the architectural bureau ‘Architectural Desant’, Russia

Discussion of the criterion “Preservation of the historical urban framework and natural environment of settlements of historical significance”

Moderator:
Artyom Gebelev,
Expert, Institute for Urban and Regional Development, HSE

Спикеры:
Irina Krymova,
lecturer at MARCH, certified expert in the field of historical and cultural examination and member of the Scientific and Methodological Council of the Ministry of Culture, Moscow Heritage Council, Russia
Grigoriy Solomin,
managing partner at the Novaya Zemlya design and consulting firm, Russia
Discussion of the criterion “Projected economic and social effects of the realization of projects”

Moderator:  
Artyom Gebelev,  
Expert, Institute for Urban and Regional Development, HSE

Speakers:  
Grigoriy Solomin,  
managing partner at the Novaya Zemlya design and consulting firm, Russia

Summarizing

Participation vs. manipulation?
The participation of ordinary citizens at all stages in the creation and implementation of public space projects is the principal position of the Ministry of Construction of the Russian Federation on the building of a comfortable urban environment. The all-Russian competition for the best projects to create a comfortable urban environment in small towns and historical settlements has identified a number of problems in how public participation is actually implemented. General passivity and formalisation of the process have been found to be key factors. Questions arise as to why in some projects involvement has been able to strengthen a project, while provoking conflict in others; what it is that actually constitutes involvement as opposed to the spreading of information; and how dialogue with the public can be held in the absence of appropriate competencies in a given city.

The goal of the education track on involving citizens in public space development projects and the round table “Participation vs. manipulation” citing Russian examples is to draw up an in-depth and organisational outline to determine which mechanisms for working with citizens constitute meaningful involvement, and identify when this concept has been undermined and the participatory design process discredited.

– What values and approaches should be set as obligatory and implemented in the process of dialogue about the city with local residents?
– What modifications should be made to the basic methodological and legislative documents?
– What is the nature of the interplay between urban conflict and involvement?

Moderator:  
Natalia Fishman-Bekmambetova,  
aide to the President of the Republic of Tatarstan, Russia

Experts:  
Andrei Chibis,  
Governor of Murmansk Oblast, Russia
Sergey Tsarev,  
curator of the territorial development management program at MARSH and RANEPA, Russia
Daria Shorina,  
aide to the Governor of Nizhny Novgorod region; head of the Institute of Urban Environment Development of the Nizhny Novgorod Region, Russia
Daniyar Yusupov,  
architect, member of the City Planning Council of Saint Petersburg, member of the expert platform Open Laboratory City. OLG., expert of the project “SAGA about the City”, Russia
Tatyana Zhuravleva,  
head of the ASI Urban Competence Centre, Russia
Gil Peñalosa,  
founder of 8 80 Cities; ambassador for World Urban Parks, Canada
Workshop “Urban conflict management”. Part 1

Among other things, a city is also the sum of accumulated conflicts, interests and alliances between different urban entities, each with its own vision for the development of a particular territory. On the one hand, the involvement of different stakeholders leads to an open discussion of existing problems. On the other hand, a lack of involvement can lead to conflicts. Taking a range of cases as examples, the experts and participants in this workshop will reason out ways to moderate dialogues with city dwellers and how to manage conflicts.

Moderator:
Daria Shorina,
aide to the Governor of Nizhny Novgorod region; head of the Institute of Urban Environment Development of the Nizhny Novgorod Region, Russia

Case studies::
Guillermo Bernal,
director and founder of Lugares Públicos, partner at PlacemakingX, Mexico
Yefim Freidin,
architect, researcher, curator of the project “The City Decides”, Russia
Olga Mnishko,
Karpovka Friends Project, Russia
Dmitry Moskvin,
Ph.D. (Political Science), head of the School of Custom Excursions, Russia
Daria Tolovenkova,
deputy chief architect of Kazan, Russia

Workshop “Urban conflict management”. Part 2

Among other things, a city is also the sum of accumulated conflicts, interests and alliances between different urban entities, each with its own vision for the development of a particular territory. On the one hand, the involvement of different stakeholders leads to an open discussion of existing problems. On the other hand, a lack of involvement can lead to conflicts. Taking a range of cases as examples, the experts and participants in this workshop will reason out ways to moderate dialogues with city dwellers and how to manage conflicts.

Moderator:
Daria Shorina,
aide to the Governor of Nizhny Novgorod region; head of the Institute of Urban Environment Development of the Nizhny Novgorod Region, Russia

Case studies::
Dmitry Moskvin,
Ph.D. (Political Science), head of the School of Custom Excursions, Russia

Кейсы:
Olga Mnishko,
Karpovka Friends Project, Russia
Yefim Freidin,
architect, researcher, curator of the project “The City Decides”, Russia
Nadezhda Snigireva,
architect, partner at Project Group 8, Russia

Workshop “A kaleidoscope of formats for public participation”

Project seminars are an established and understandable means for working with ordinary citizens. However, there are many creative formats that have not yet been included in the toolbox used by cities. In this workshop, participants will become acquainted with the experts’ various formats for working with citizens: the tasks, mechanics of functioning, the audiences they are aimed at, and what the results are for projects. They will also take part in the brainstorming of new formats.

Moderator:
Alexander Kholodnov,
urban planning specialist, moderator of round tables and public discussions, Russia
Experts:

Evert Verhagen,
urbanist, founder of Creative Cities and Reuse BV, the Netherlands

Yekaterina Goldberg,
co-founder of the architectural bureau Orchestra, Russia

Nadezda Snigireva,
architect, partner at Project Group 8, Russia

Bella Filatova,
Partner of the Bureau ‘Friendship’, Russia

Olga Mnishko,
Karpovka Friends Project, Russia

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<tr>
<td>10:00</td>
<td>World Urban Parks Advocacy Portfolio: An open session for all World Urban Park Members on policy developments and tendencies</td>
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<td>11:45</td>
<td>World Parks Academy. A workshop to review international competencies for professional parks certification and university programmes. Part 11</td>
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<td>14:00</td>
<td>World Parks Academy. A workshop to review international competencies for professional parks certification and university programmes. Part 2</td>
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World Urban Parks Emerging Park Leaders Forum

Elisabeth Fournier,
head of the World Urban Parks Alliances; General Secretary at Hortis, France

Gil Peñalosa,
founder of 8 80 Cities, ambassador for World Urban Parks, Canada

Sofia Poznanskaya,
Aide to the Governor of the Ivanovo Region, Russia

Liliya Gizziatova,
head of the architectural bureau ‘Architectural Desant’, Russia

Daria Tolozenkova,
deputy chief architect of Kazan, Russia
Closing plenary session
World urban parks awards