

# The Media of the Metapolis

Reshetnikova Tatiana

**EVENT AS A TOOL TO URBAN ACTIVATE**

may 2012

# Activating the urban environment = is the result of multiple events



"Event — is a point in space-time, which is determined by the position in space and time"  
(Stephen Hawking. Brief History of Time. Glossary)

## "Urban" event

— the fact of city shift, changing situation, phenomenon, fracture, caused by the will of the subject or accidental circumstances.



Social events

— real urban events

Intellectual (Media) events

— media produced and announced events (inter-net, TV, radio)



Social events  
the 9th of May, Victory Day, S-Pb

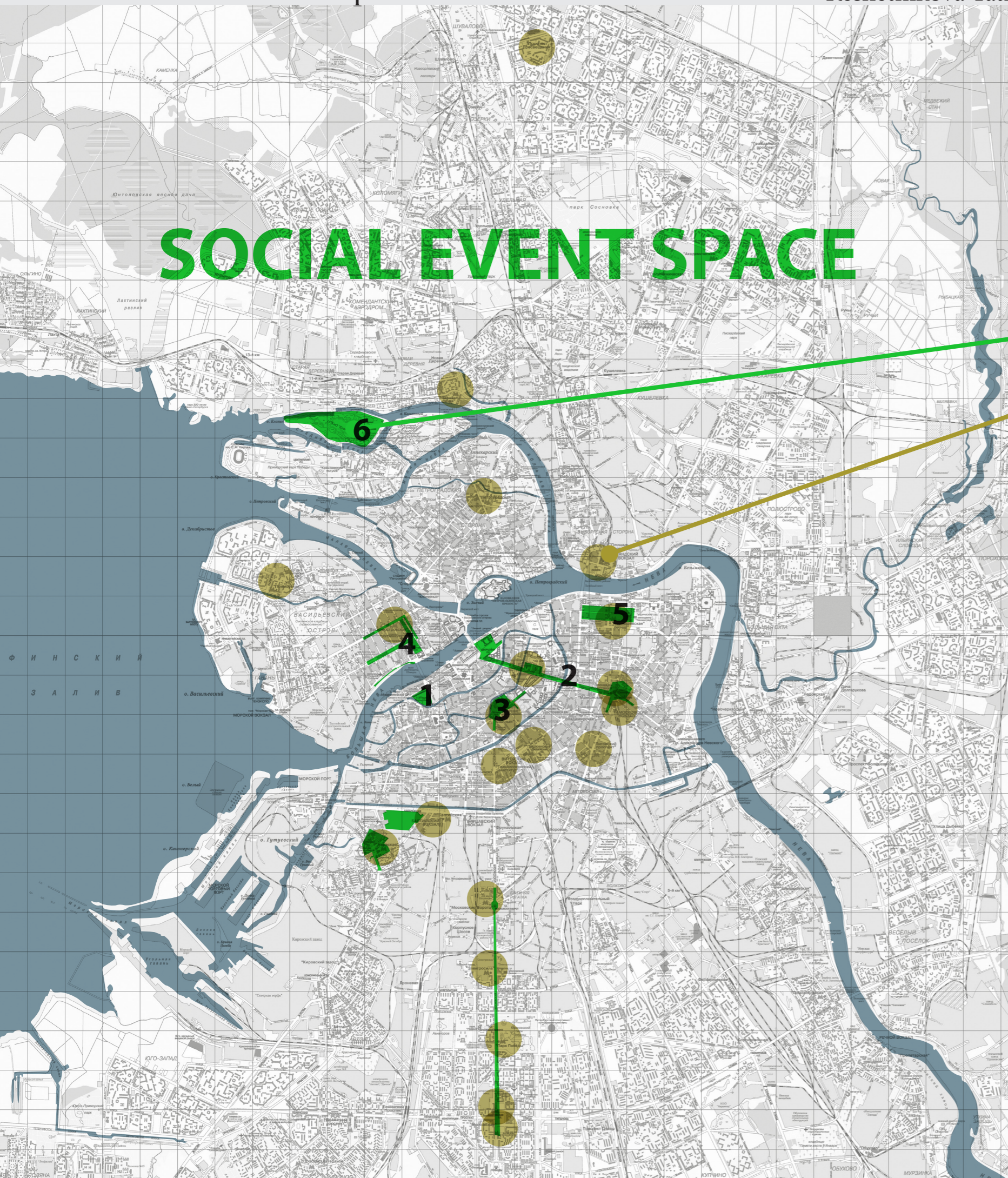


Media events  
festival Nikola-Lenivets, Nikola-lenivets village



# saint-petersburg event space

# SOCIAL EVENT SPACE



1



New Holland Island, cultural urbanization

2



Nevsky Avenue

3



Sennaya Square

4

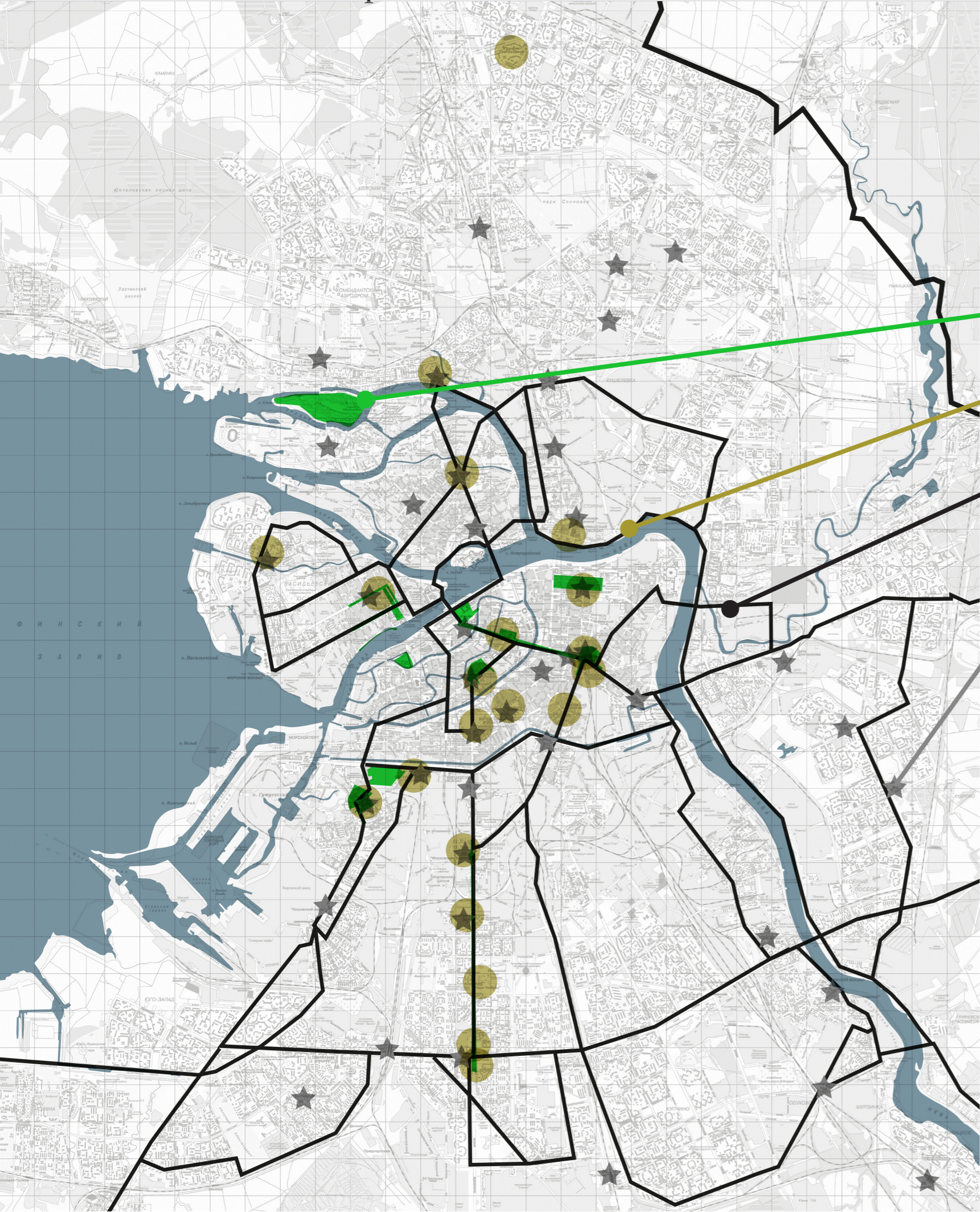


Vasilevsky Island, 6-7 lines

5



Chernishevskaya metro station, Furshatskaya Str



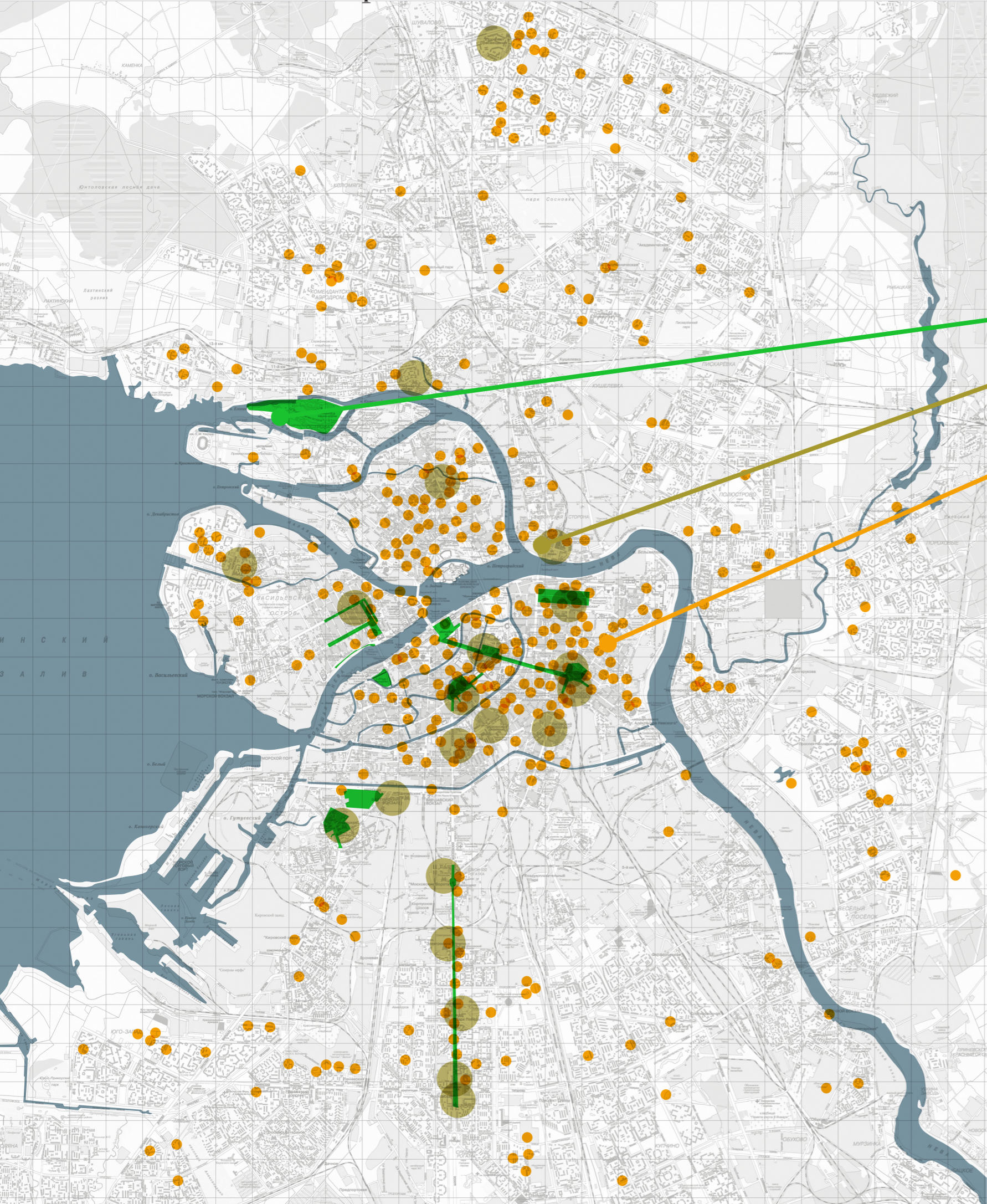
SOCIAL EVENT SPACE

       social event space

    social event metro station s`space

main traffic flows

metro station

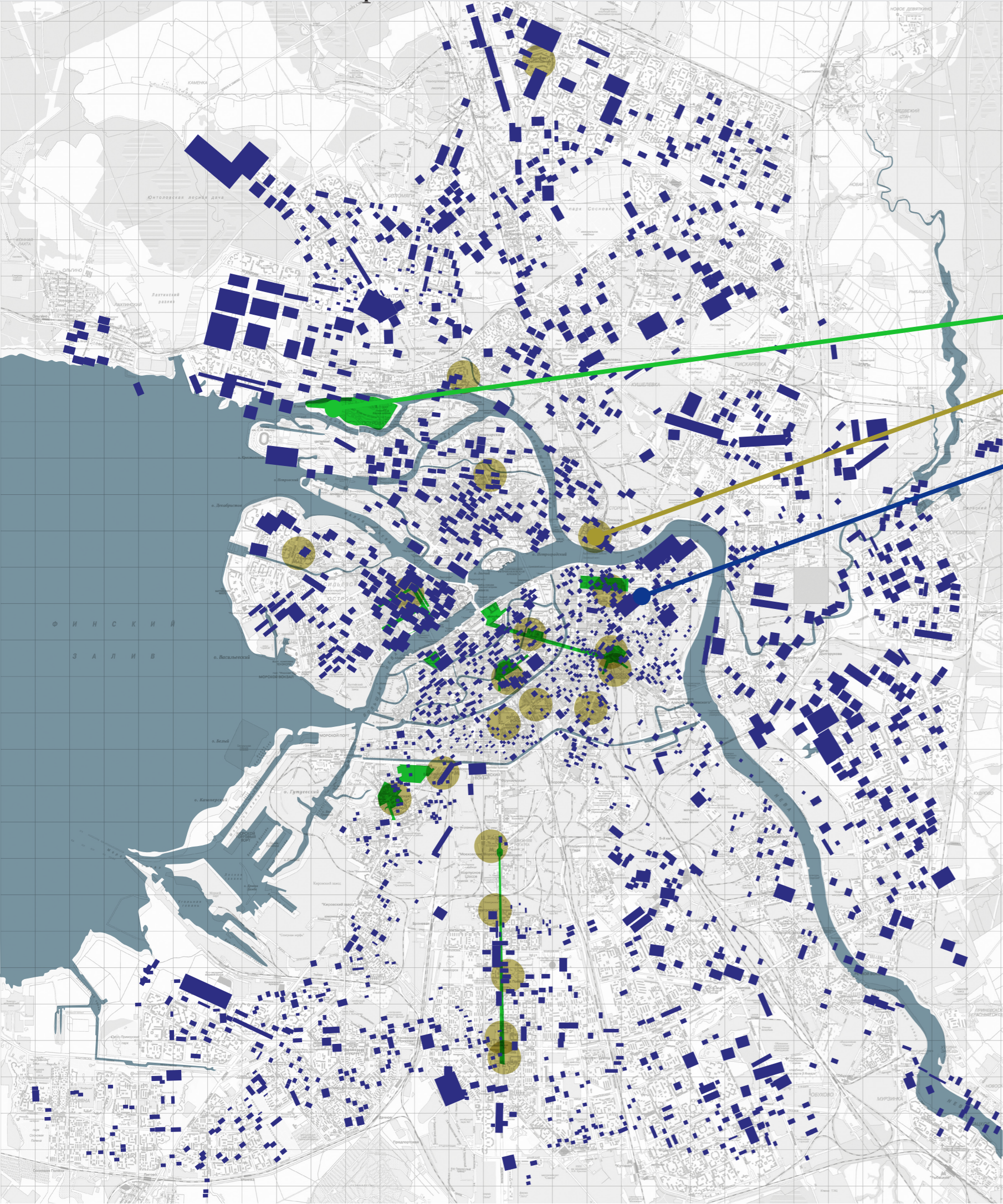


SOCIAL EVENT SPACE

       social event space

    social event metro station s`space

 WI-FI

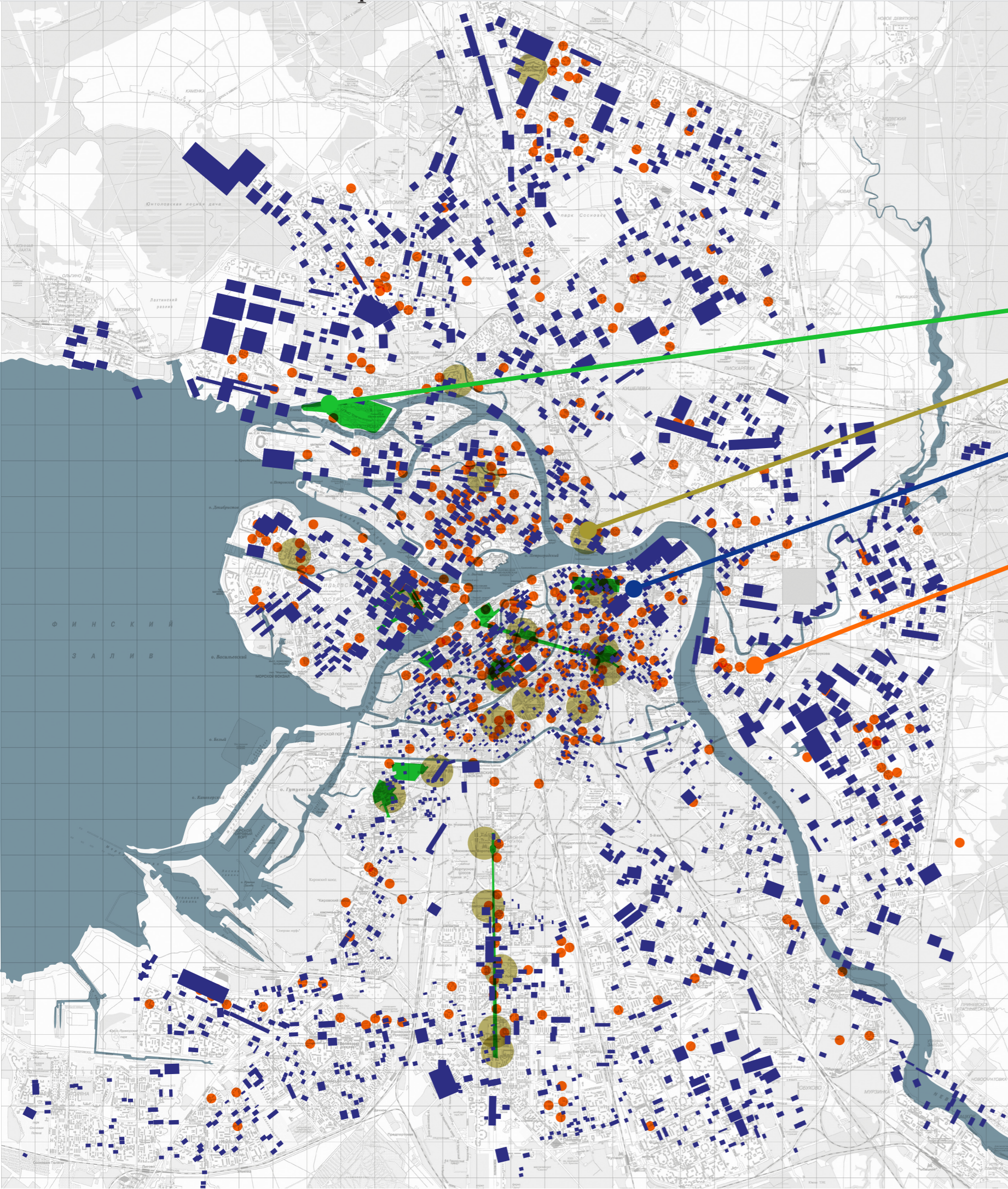


SOCIAL EVENT SPACE

       social event space

    social event metro station s`space

 building, reconstruction, results of auctions



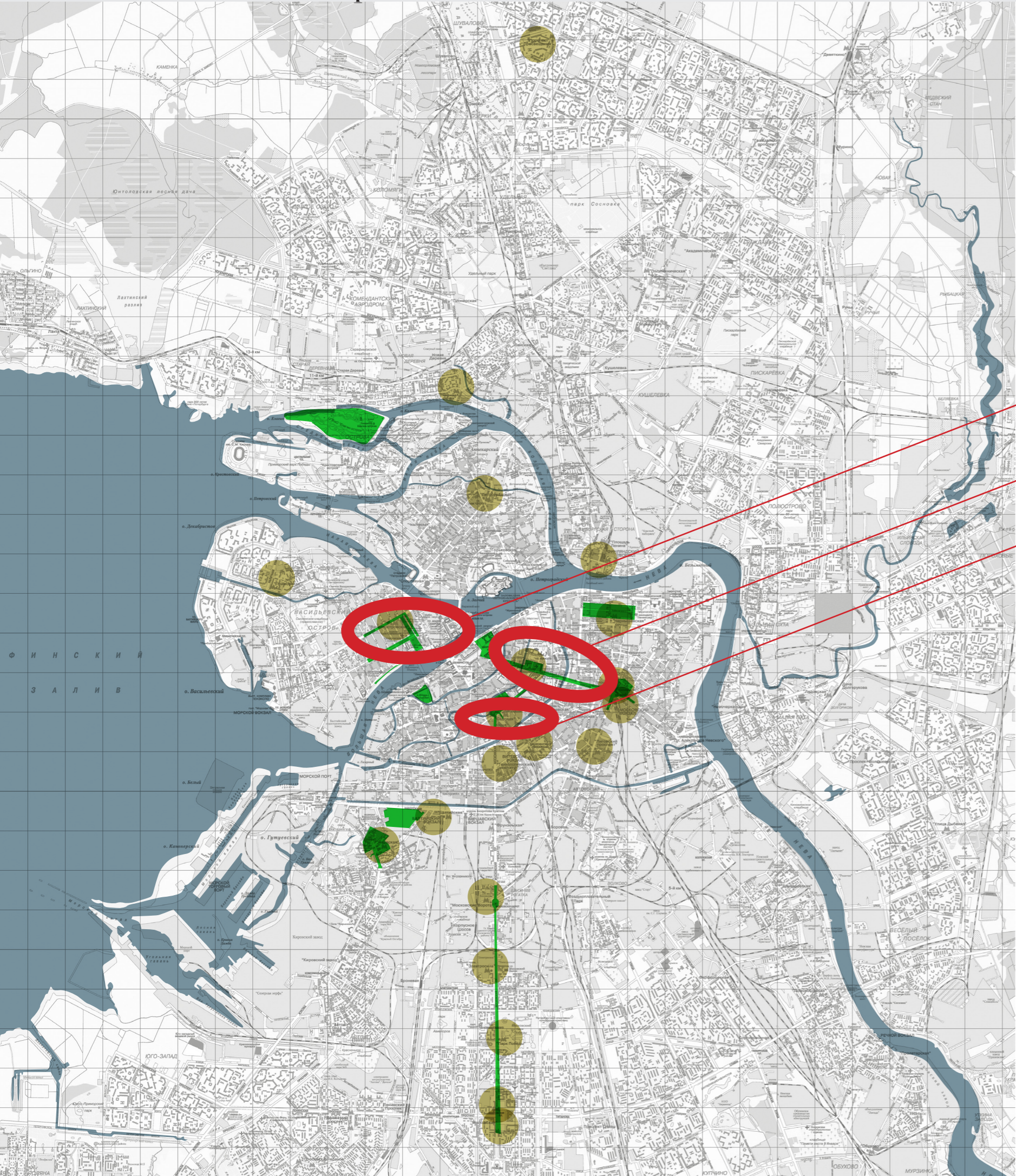
SOCIAL EVENT SPACE

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 social event metro station s' space

 building, reconstruction, results of auctions

 WI-FI



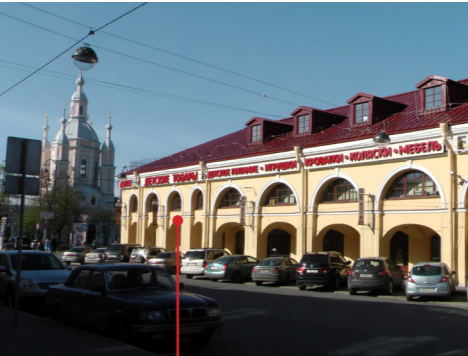
# SOCIAL ACTIVE ZONES

ZONE 1 \_ Vasilievsky Island

ZONE 2 \_ Nevsky Avenue

ZONE 3 \_ Sennaya Square

ZONE 1 \_ Vasilievsky Island  
6-7 LINES



AERIAL VIEW SOCIAL ACTIVE ZONE 1





- paving
- graffiti
- benches
- green zone
- fountain
- urban art

**design**

- cafe
- retail
- educational, religious buildings
- sightseeing

**function**

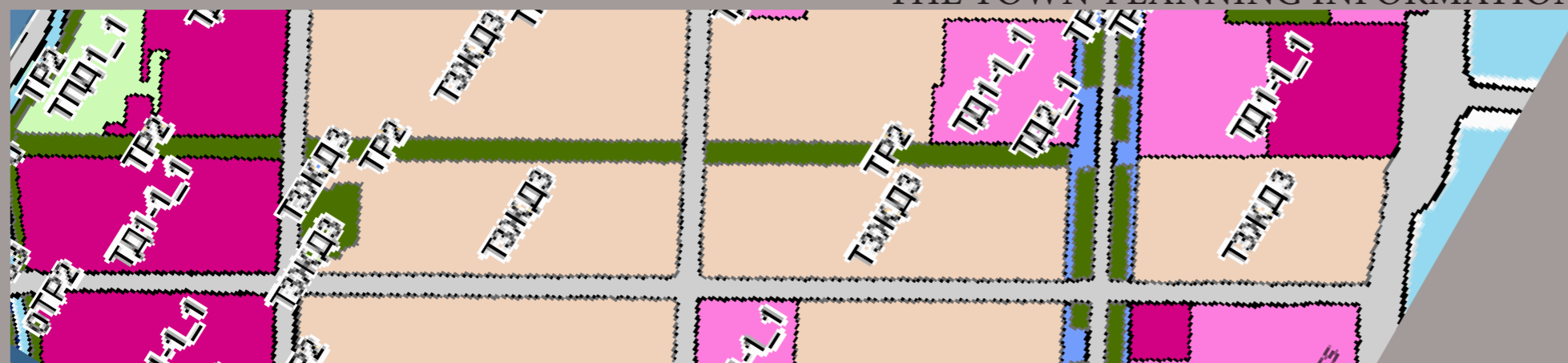
- subway, bus, tram, trolley
- pedestrian line

**traffic**

- informal communication
- various social stratum

**communication**

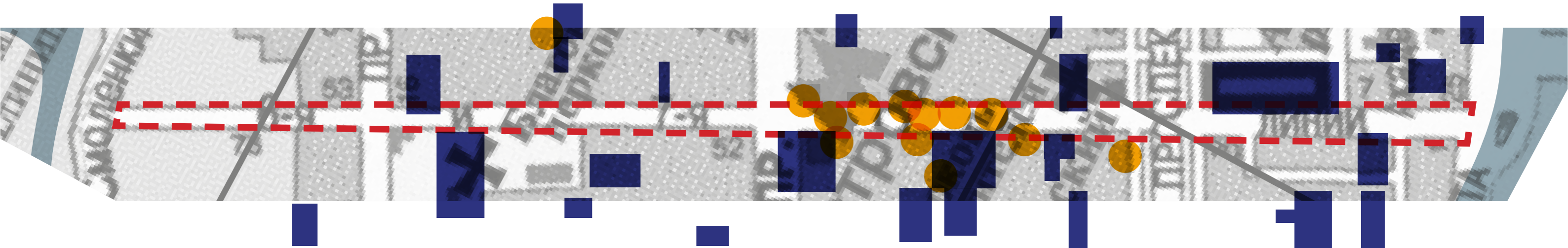
THE TOWN-PLANNING INFORMATION



- renovating public and business zones
- new constructed public and business zones
- public green zones
- residential zones

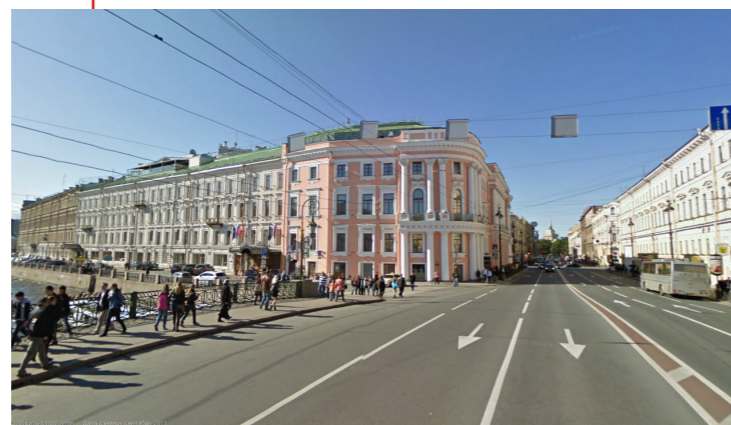
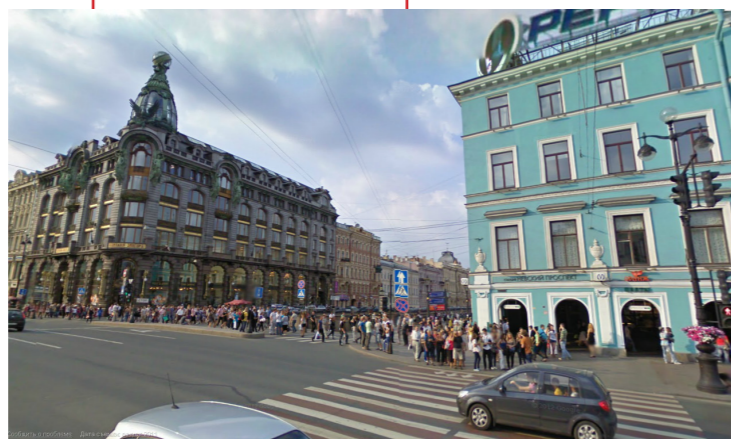
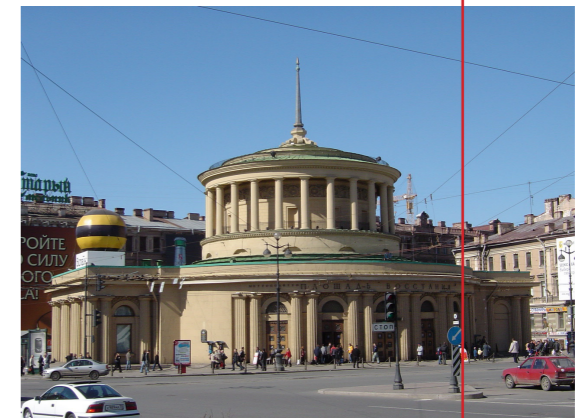
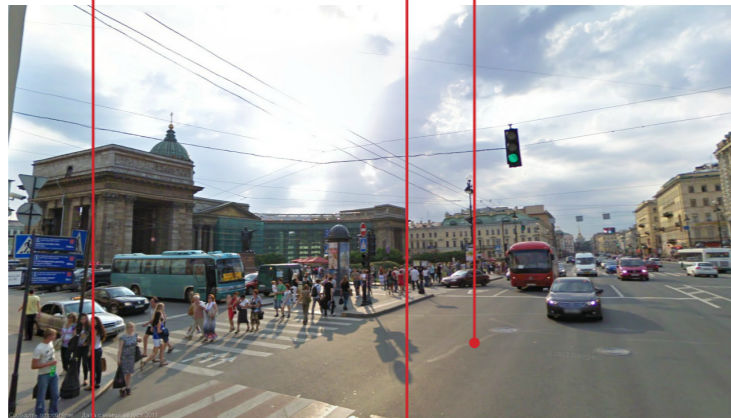
ZONE 1 \_ Vasilievsky Island  
6-7 LINES

ACTIVISATION OF SOCIAL ACTIVE ZONE 1



-  building, reconstruction, results of auctions
-  wi-fi zones

AERIAL VIEW SOCIAL ACTIVE ZONE 2





- paving
- graffiti
- benches
- green zone
- fountain
- urban art

**design**

- cafe
- retail
- office, religious buildings
- sightseeing
- festival line, meeting

**function**

- the main city avenue
- subway, bus, trolley
- pedestrian line

**traffic**

- informal communication
- various social stratum

**communication**

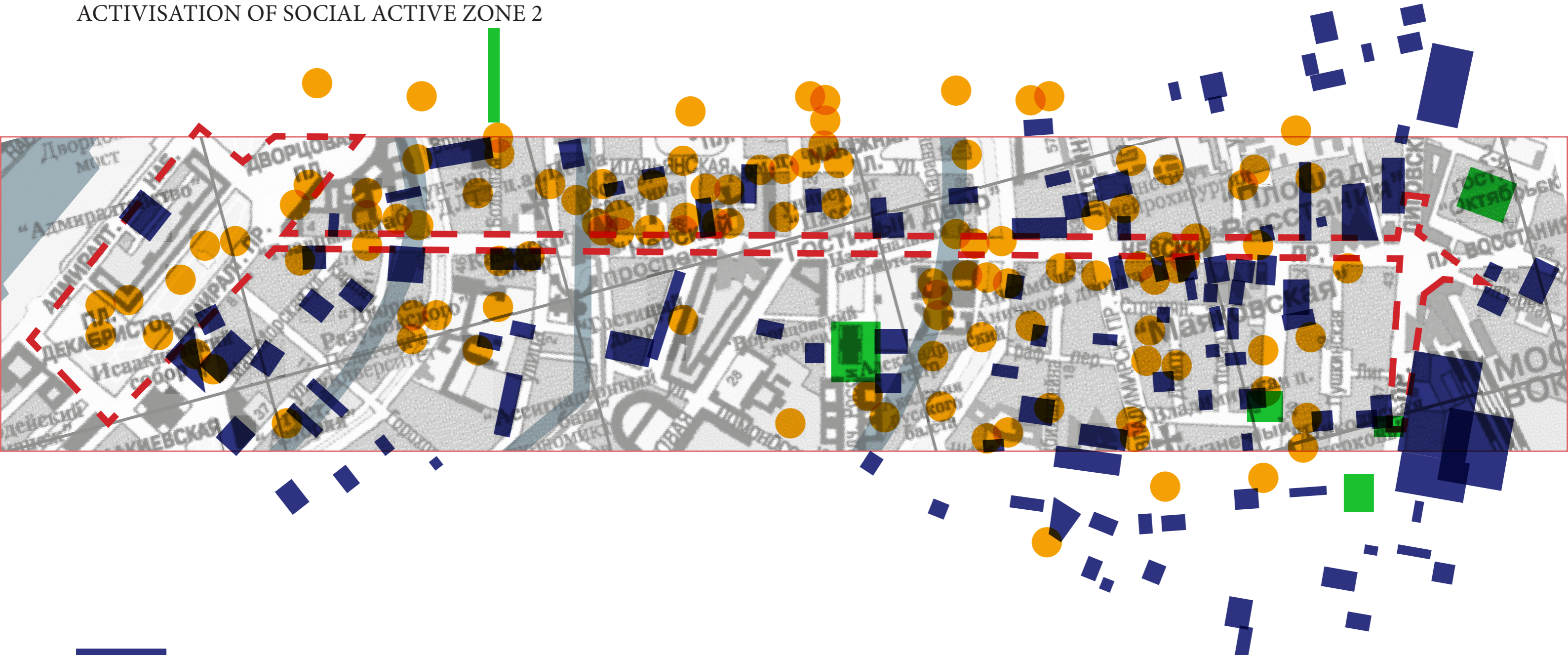
THE TOWN-PLANNING INFORMATION






- renovating public and business zones
- new constructed public and business zones
- public green zones
- residential zones

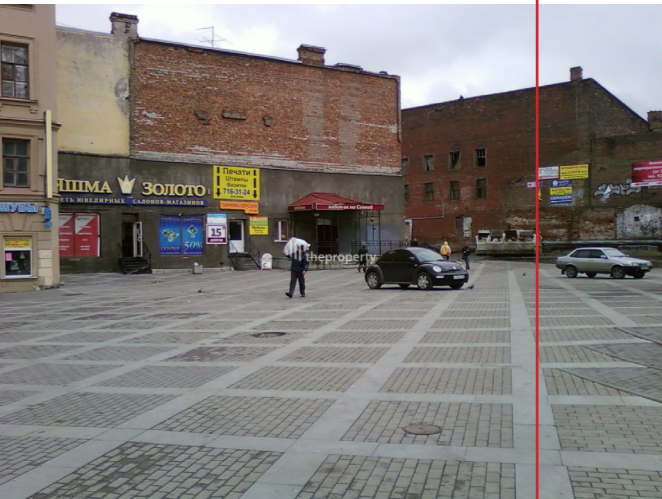
ZONE 2 \_ Nevsky Avenue

ACTIVISATION OF SOCIAL ACTIVE ZONE 2



-  building, reconstruction, results of auctions
-  building, reconstruction, results of auctions
-  wi-fi zones

AERIAL VIEW SOCIAL ACTIVE ZONE 3





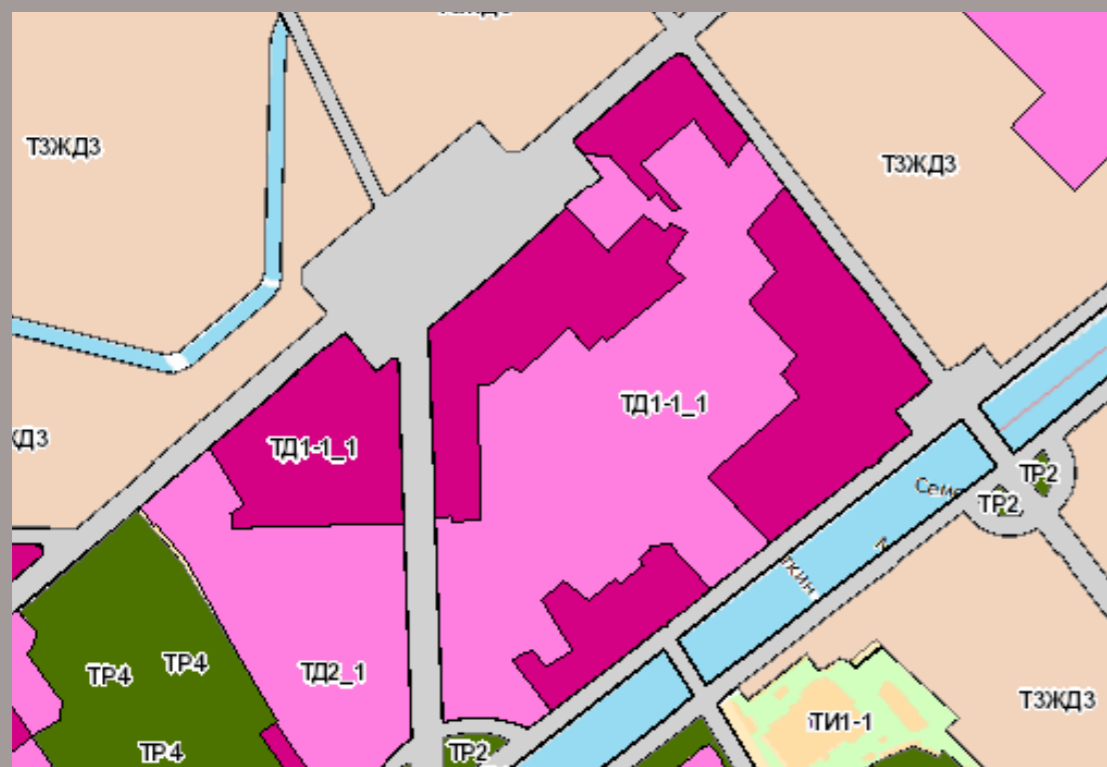
- paving
- graffiti
- benches **design**
- green zone
- fountain
- urban art

- cafe
- retail, moll **function**
- office buildings
- sightseeing
- meeting

- subway, bus, trolley **traffic**
- pedestrian line

- informal communication
- various social stratum **communication**

#### THE TOWN-PLANNING INFORMATION



- renovating public and business zones
- new constructed public and business zones
- public green zones
- residential zones

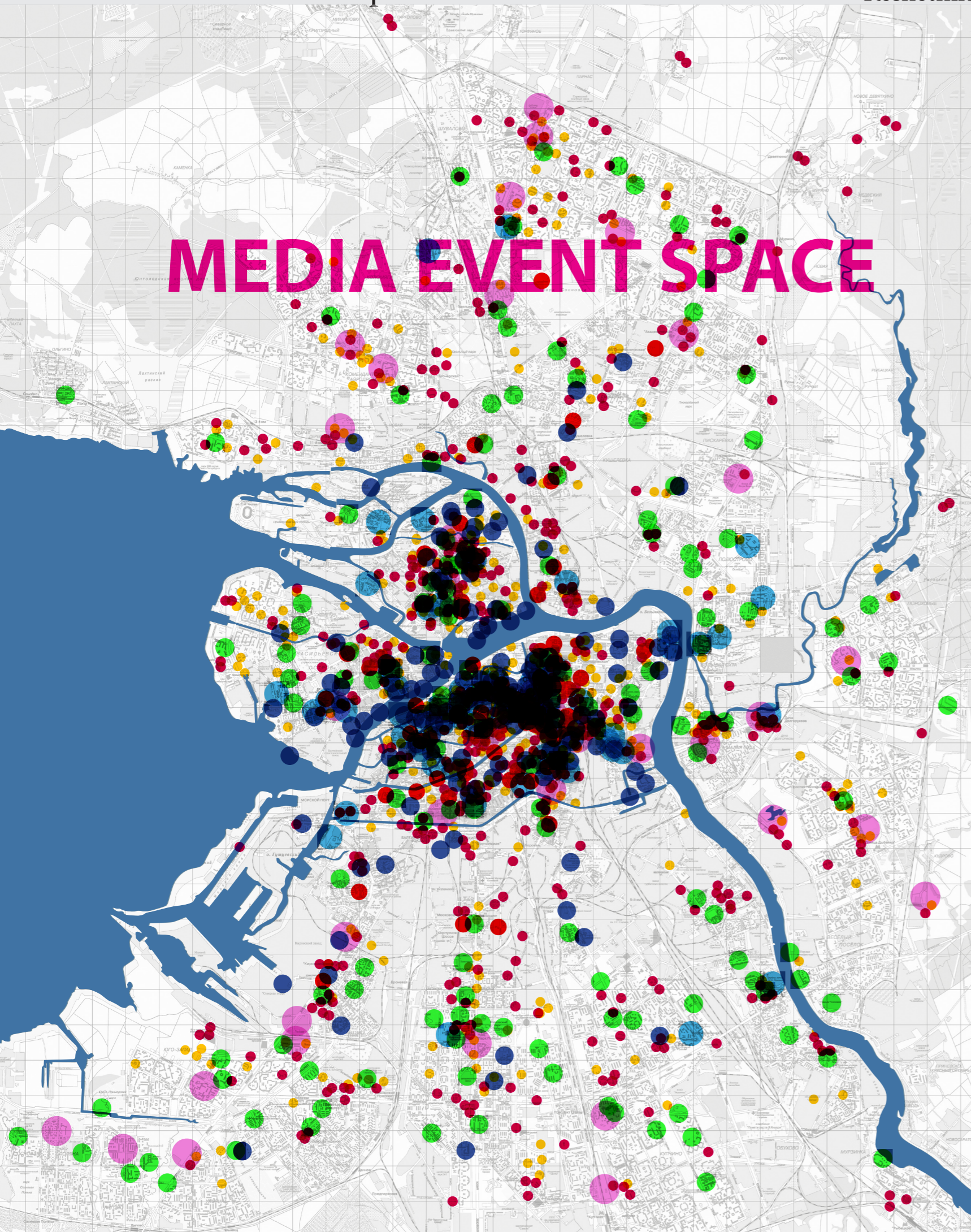
Committee on Urban Planning and Architecture, Saint-Petersburg  
'GEOINFORMATION SYSTEM FOR INVESTORS'

ACTIVISATION OF SOCIAL ACTIVE ZONE 3

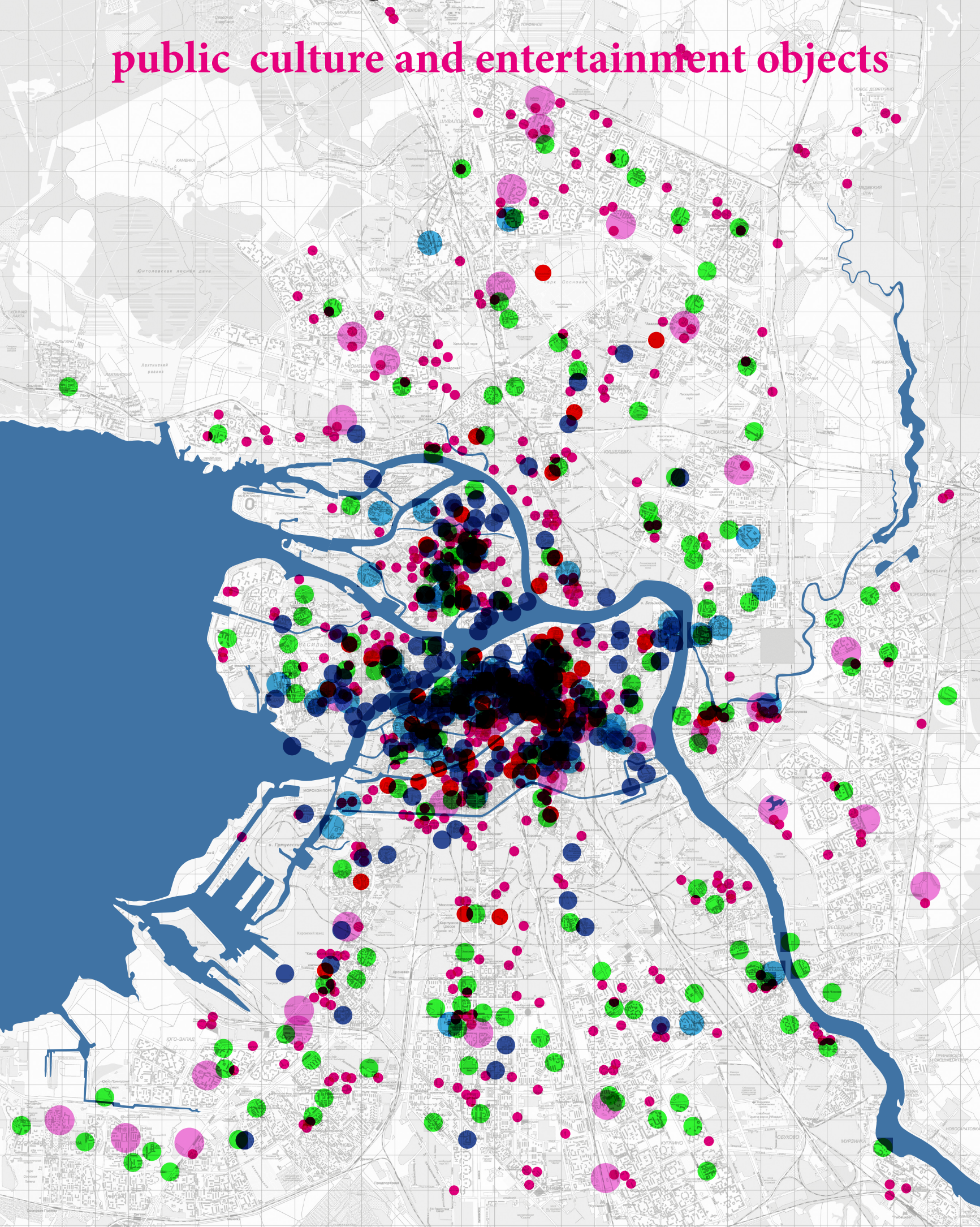
ZONE 3 \_ Sennaya Square



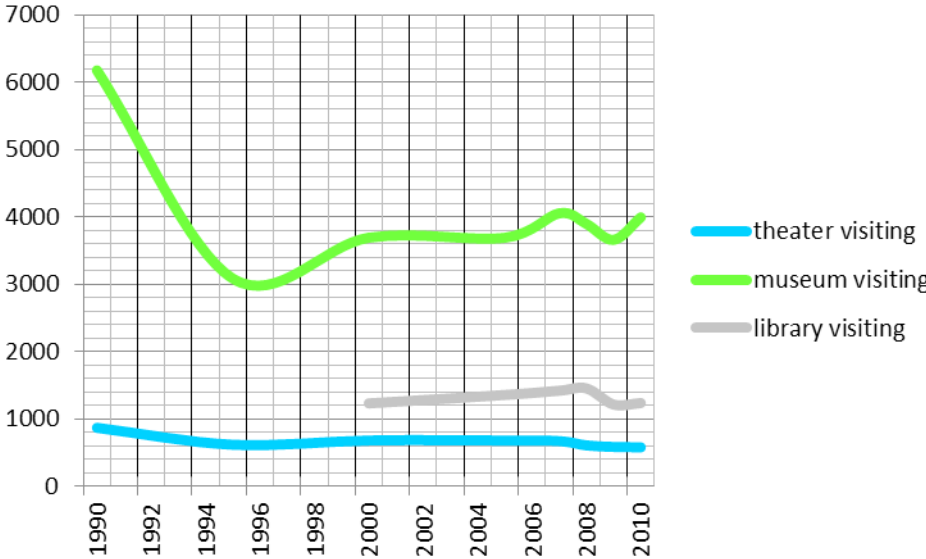
- building, reconstruction, results of auctions
- building, reconstruction, results of auctions
- wi-fi zones



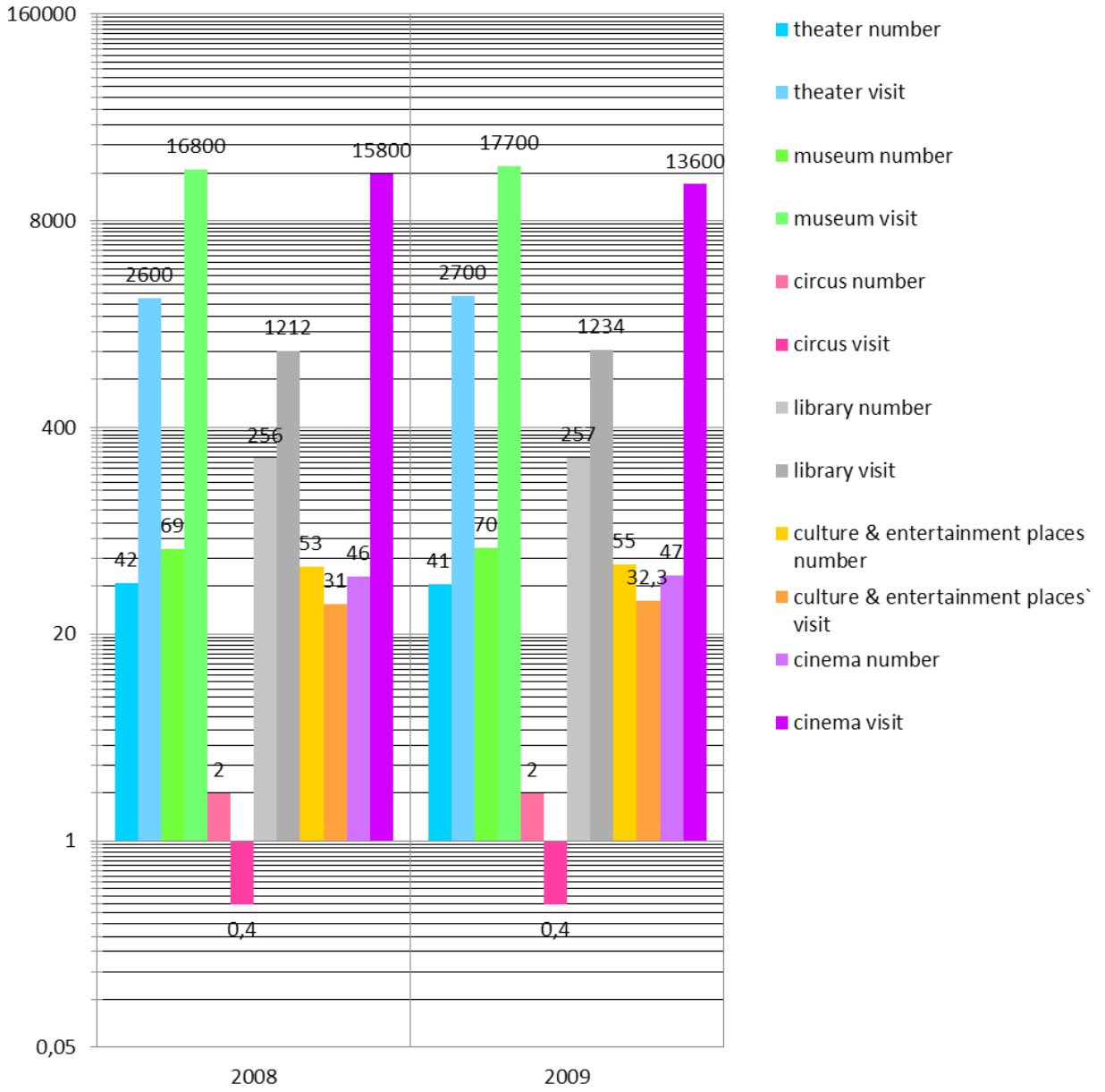
CINEMA  
THEATRE  
CAFE  
GALLERY  
MUSEUM  
WI-FI  
LIBRARY  
ACCESS



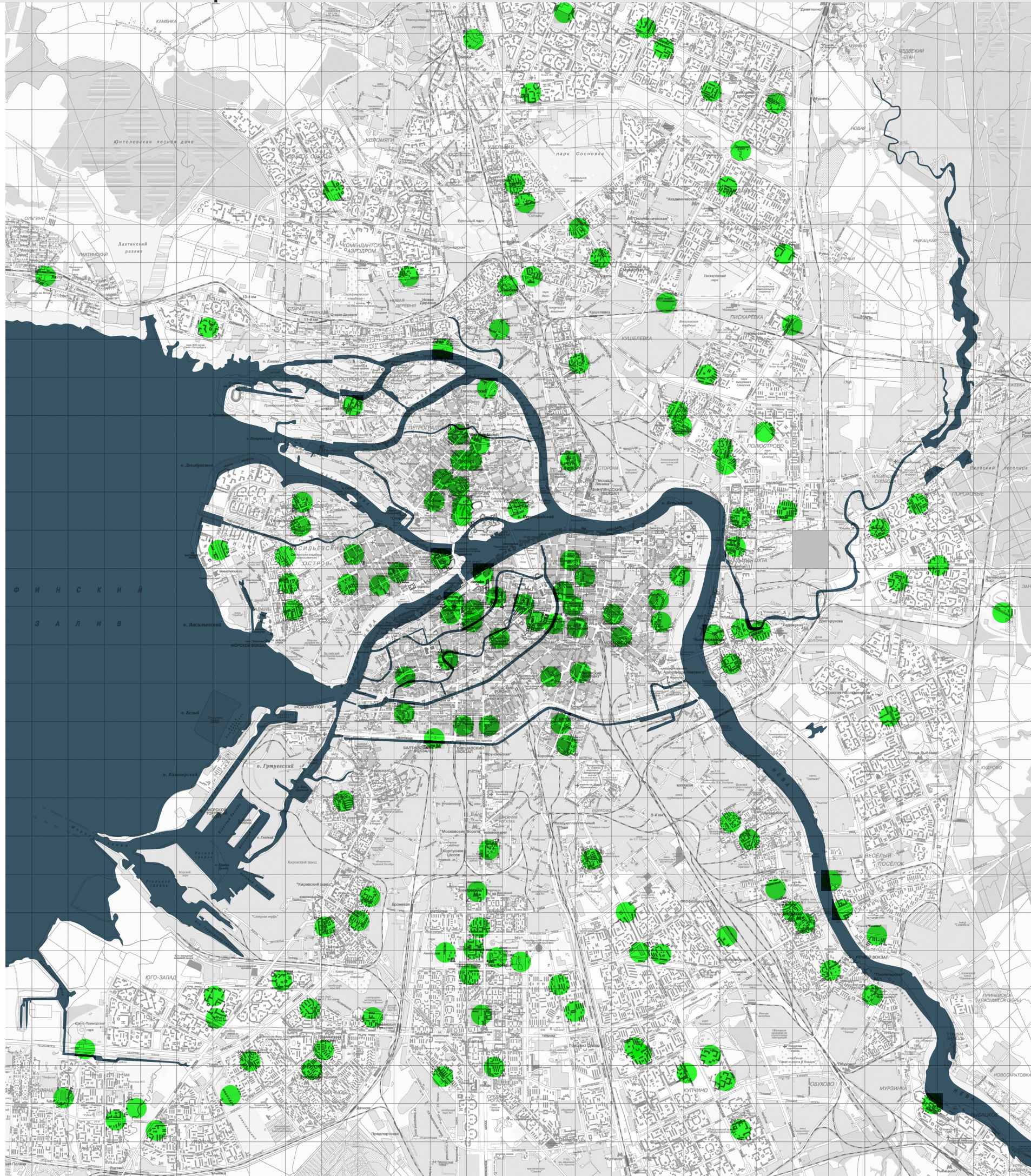
Culture and entertainment agencies attendance in Saint-Petersburg



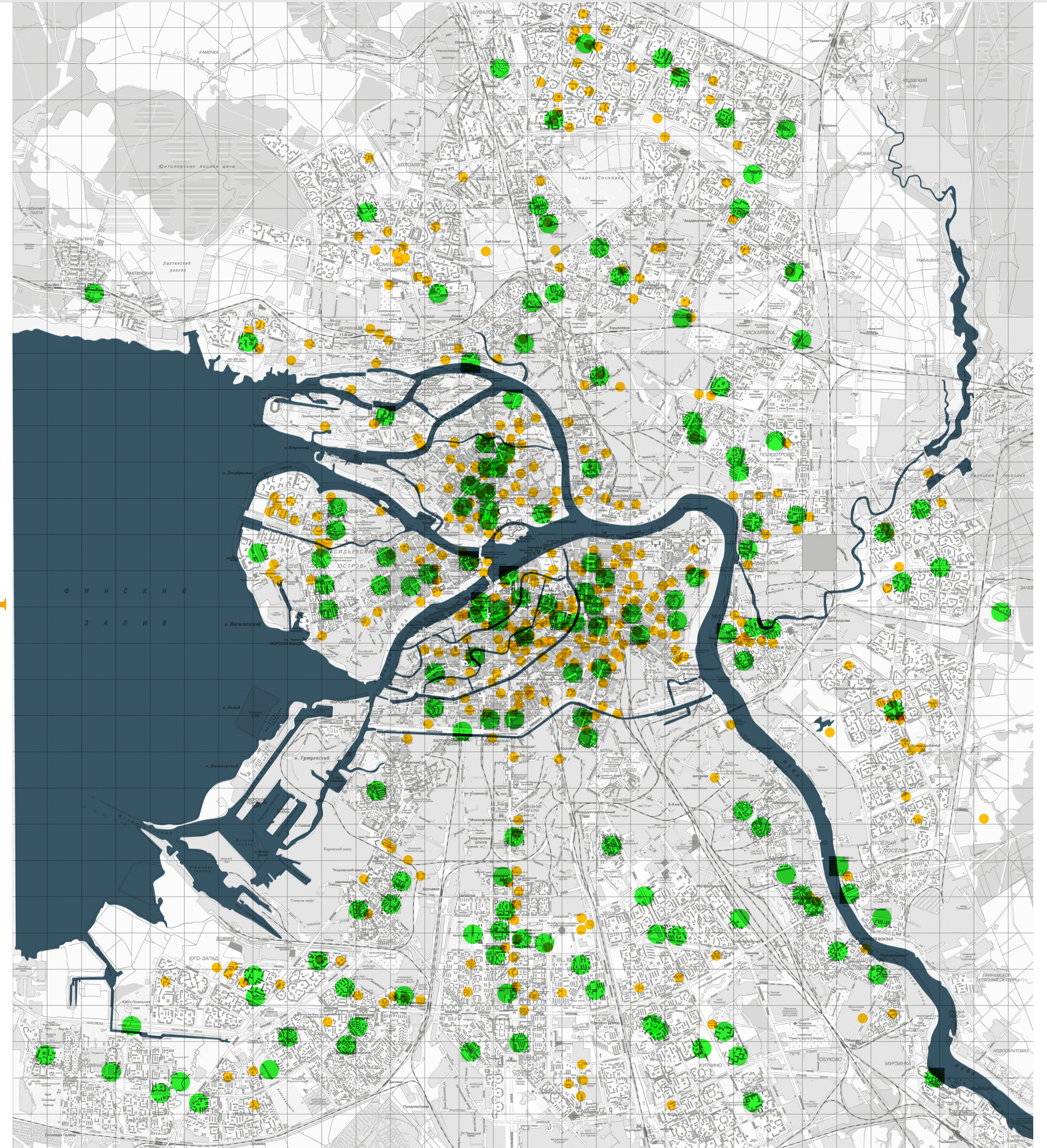
Culture and entertainment agencies attendance in Russia



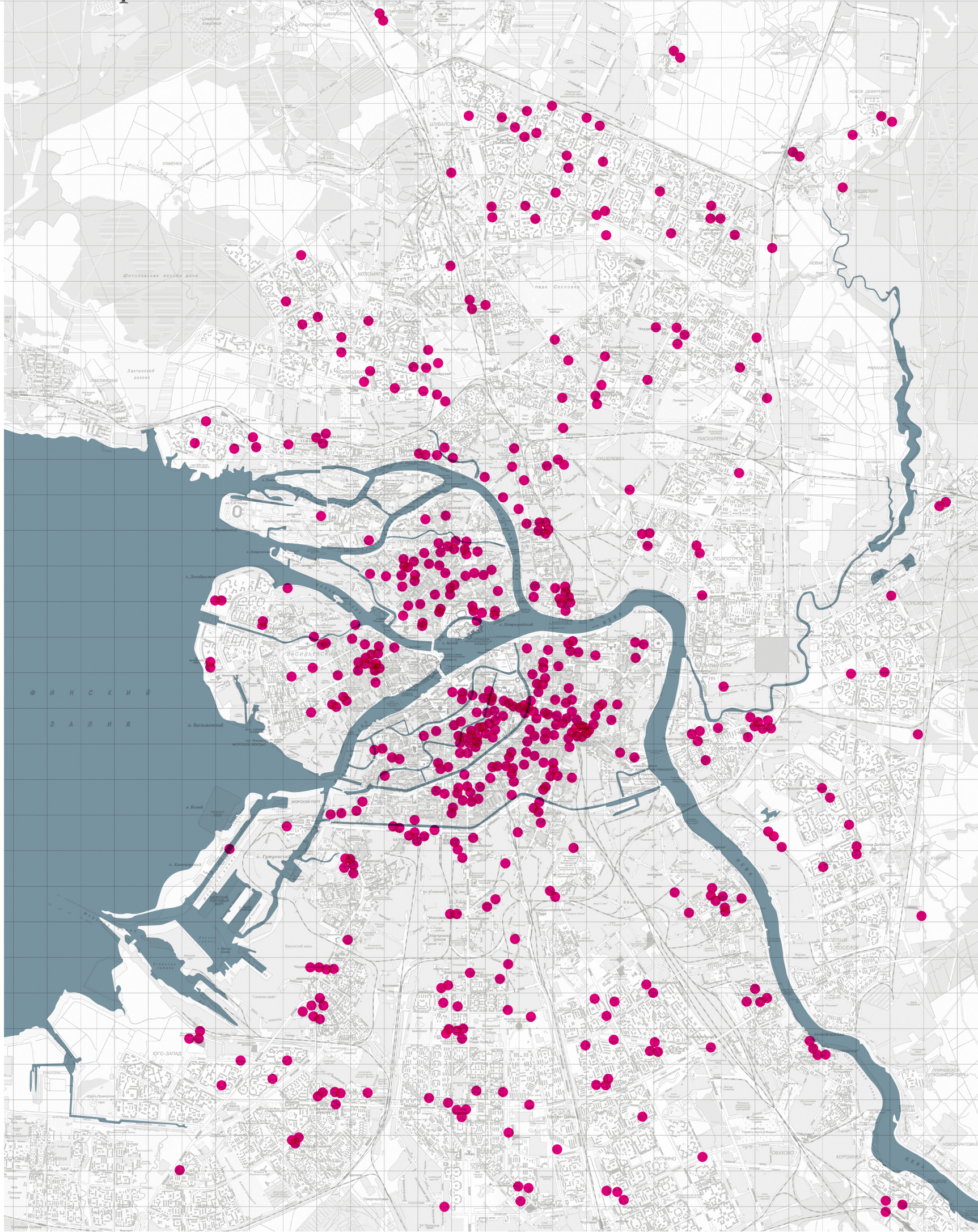
libraries



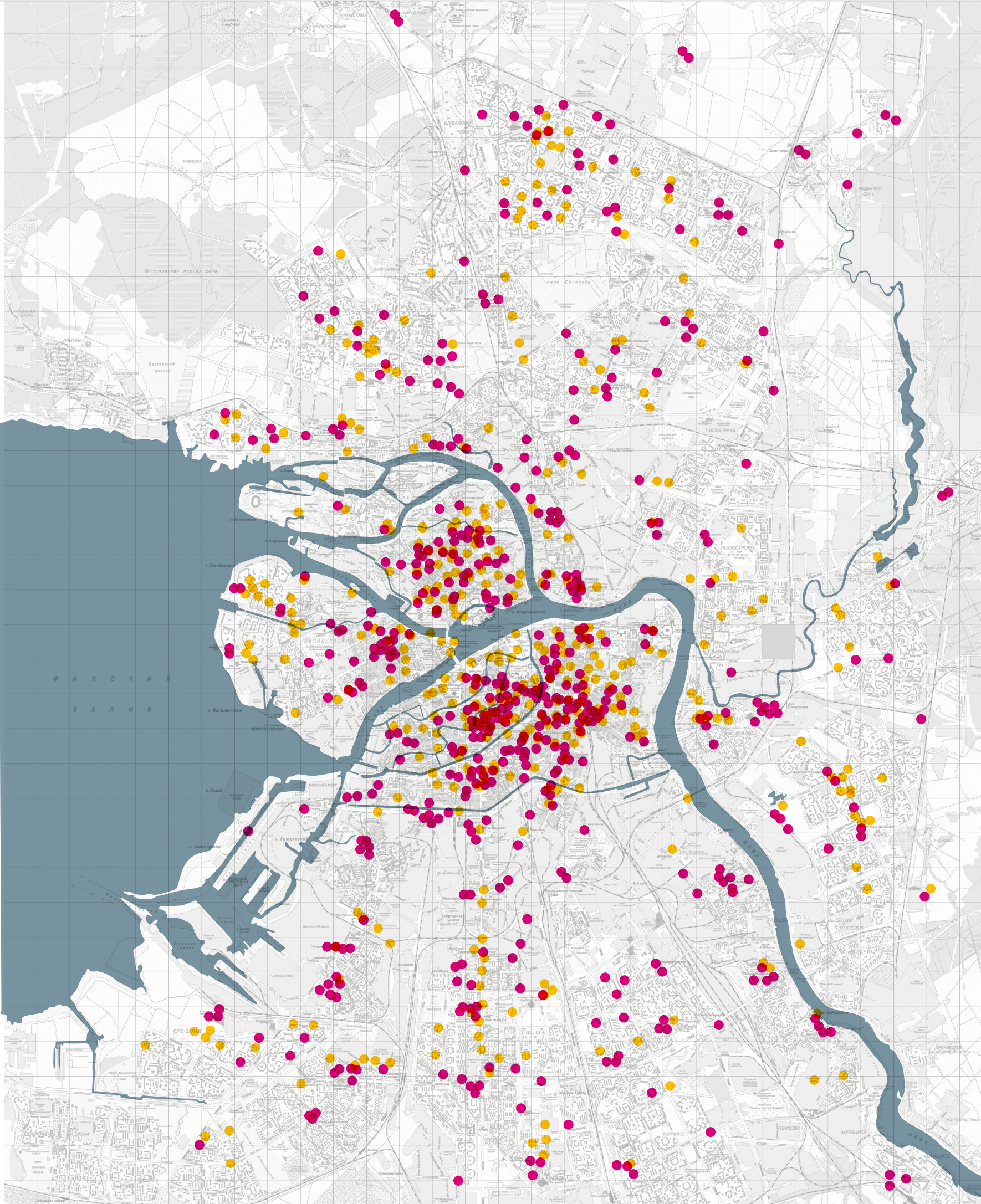
libraries and internet spots



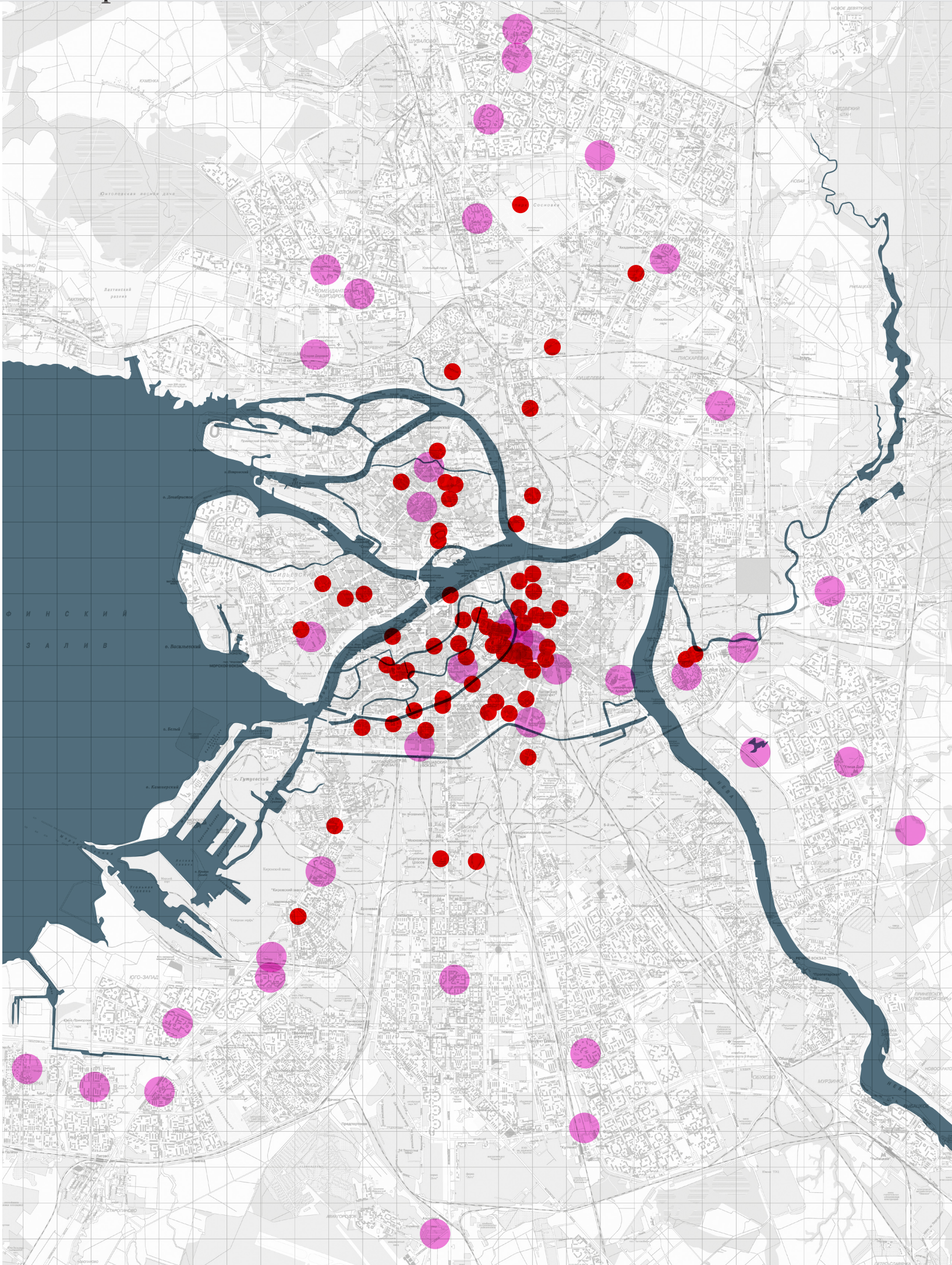
cafe



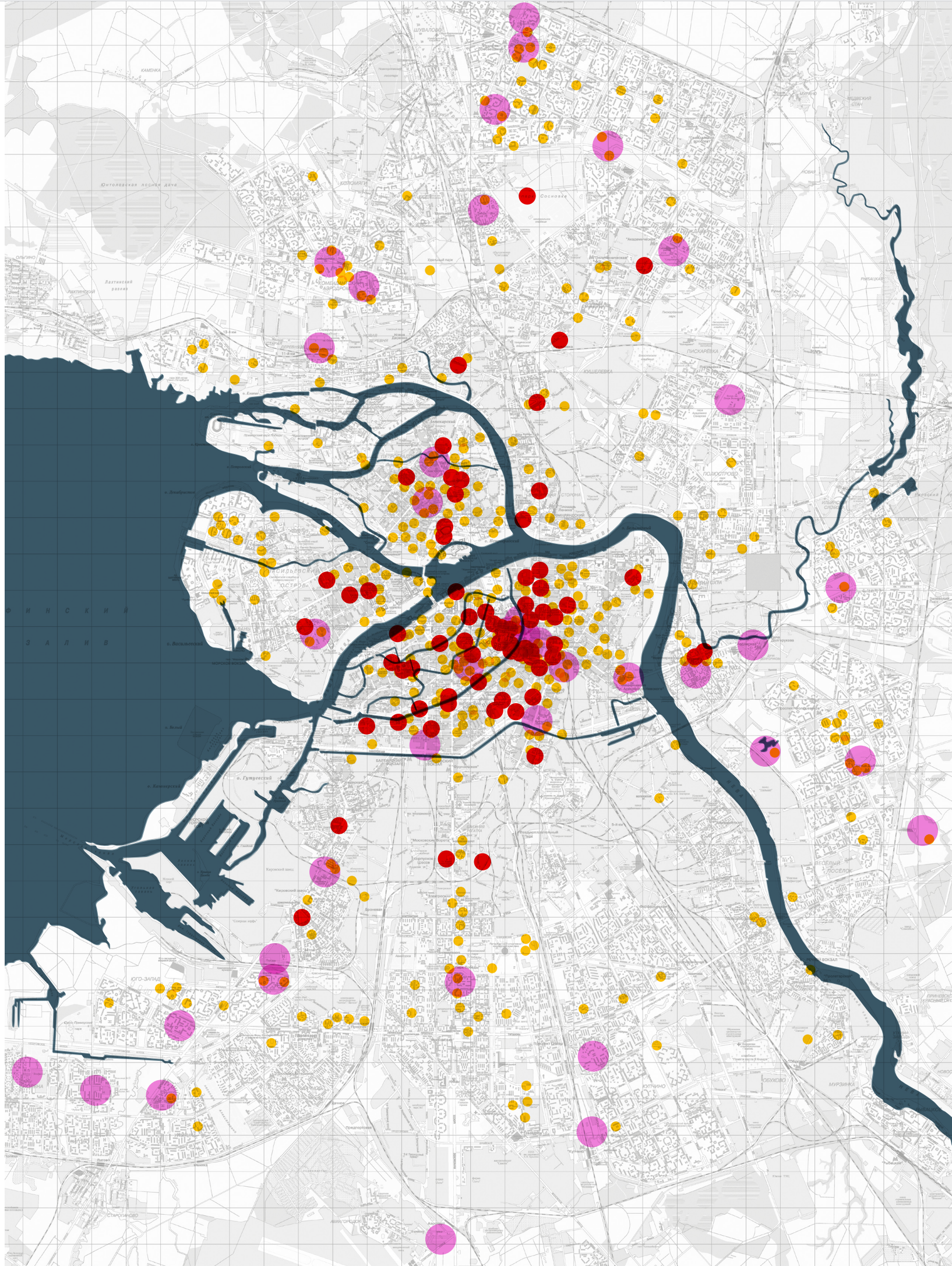
cafe and internet spots



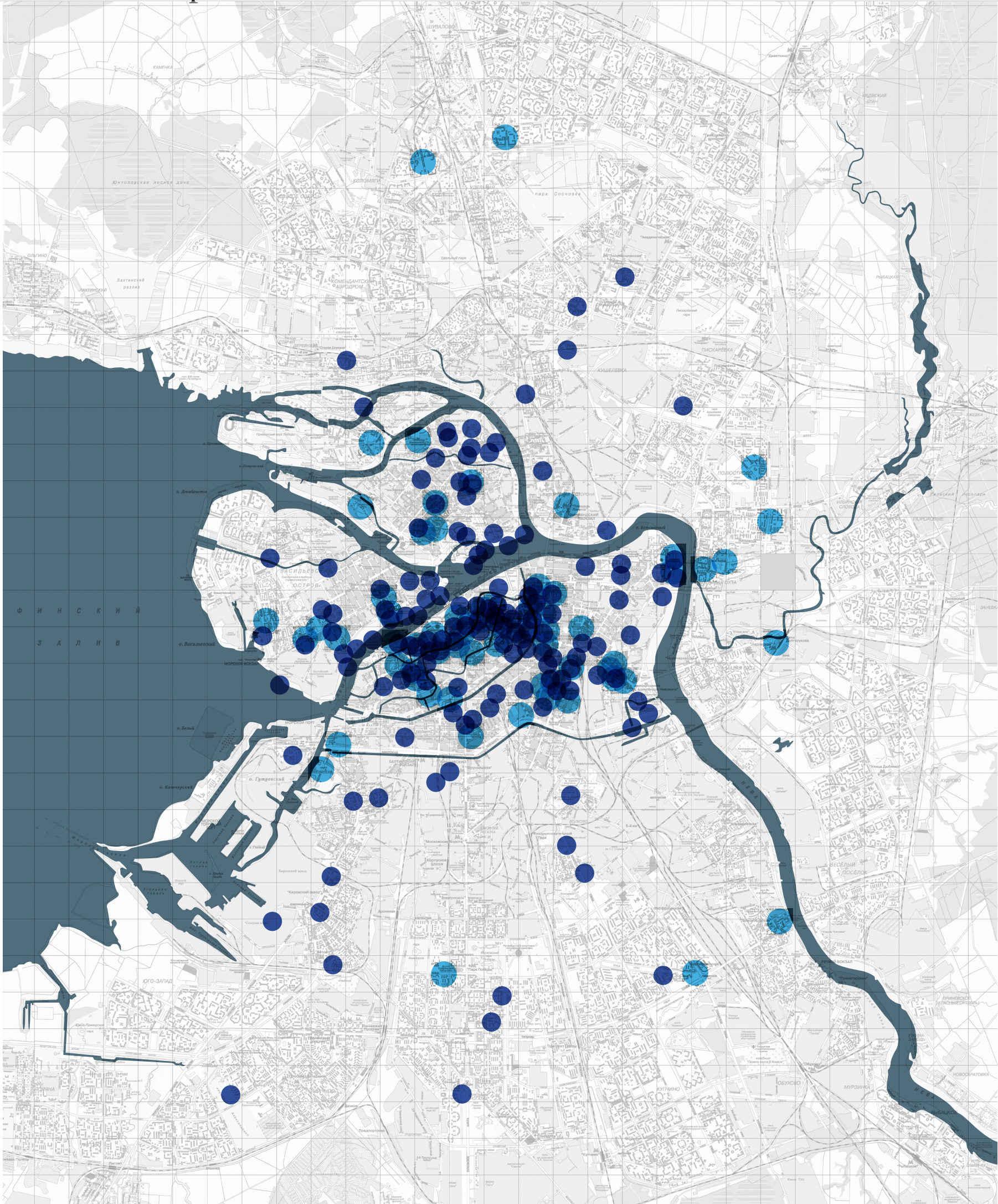
cinema, theatre



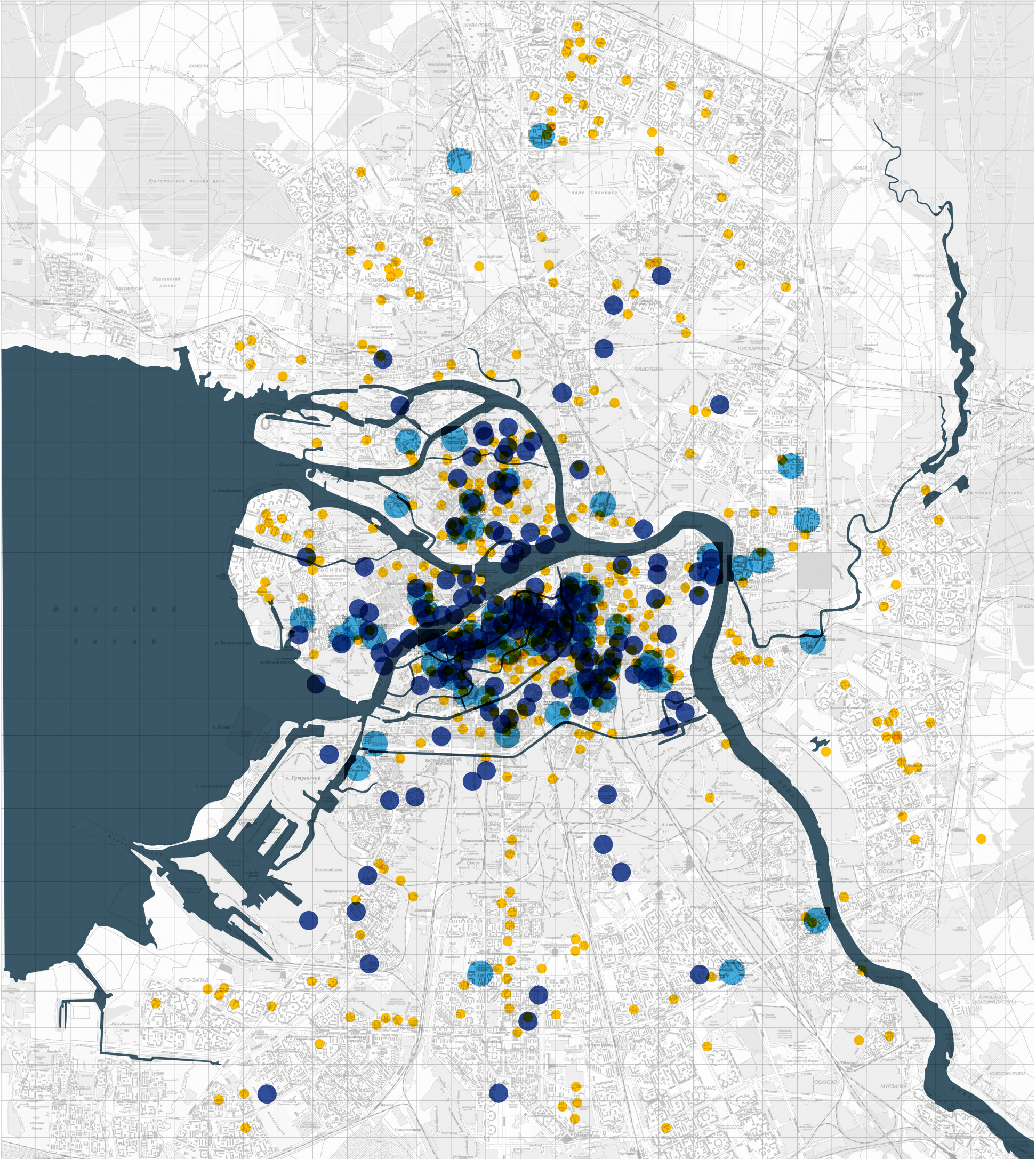
cinema, theatre and internet spots

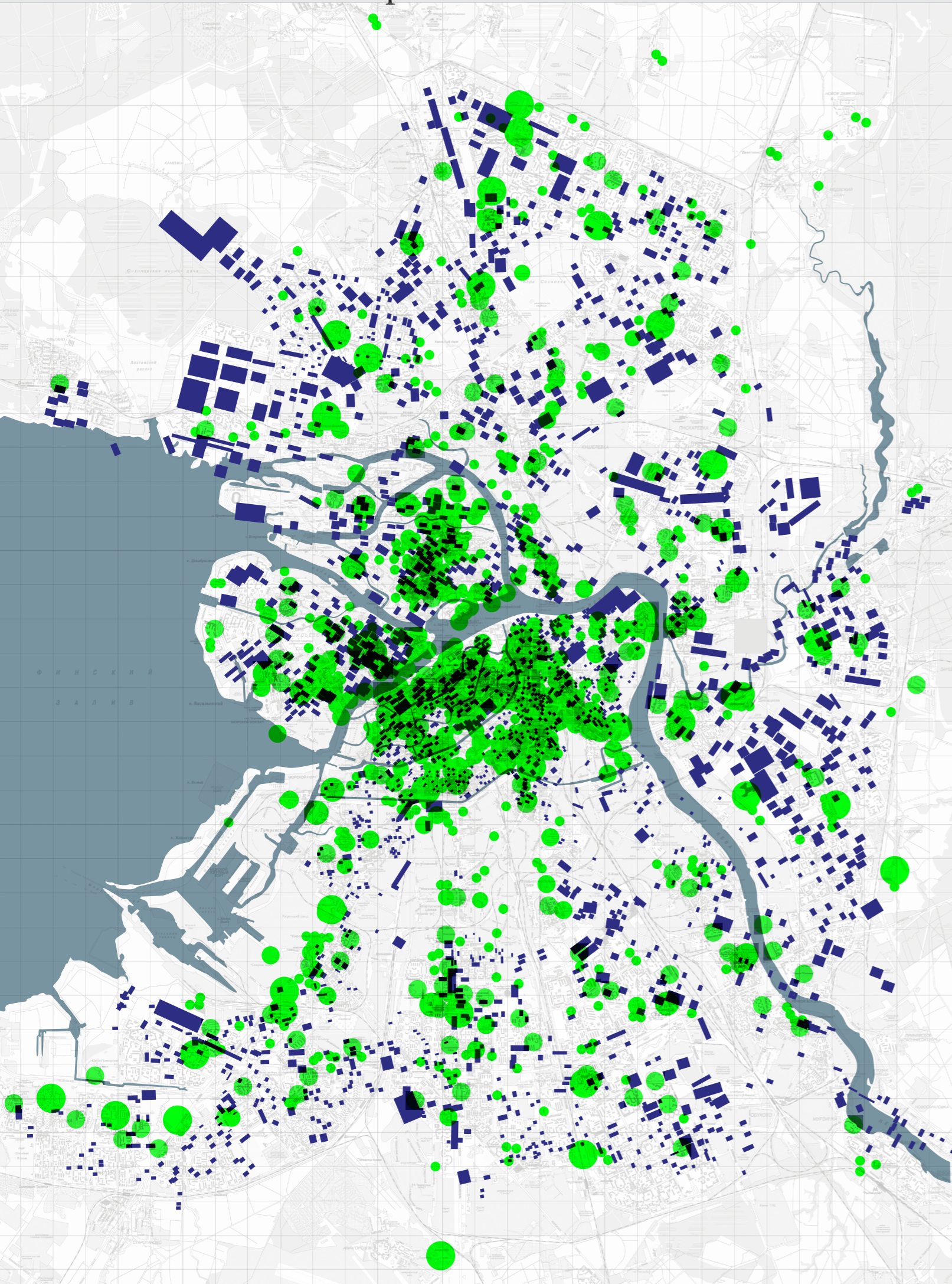


gallery, museum

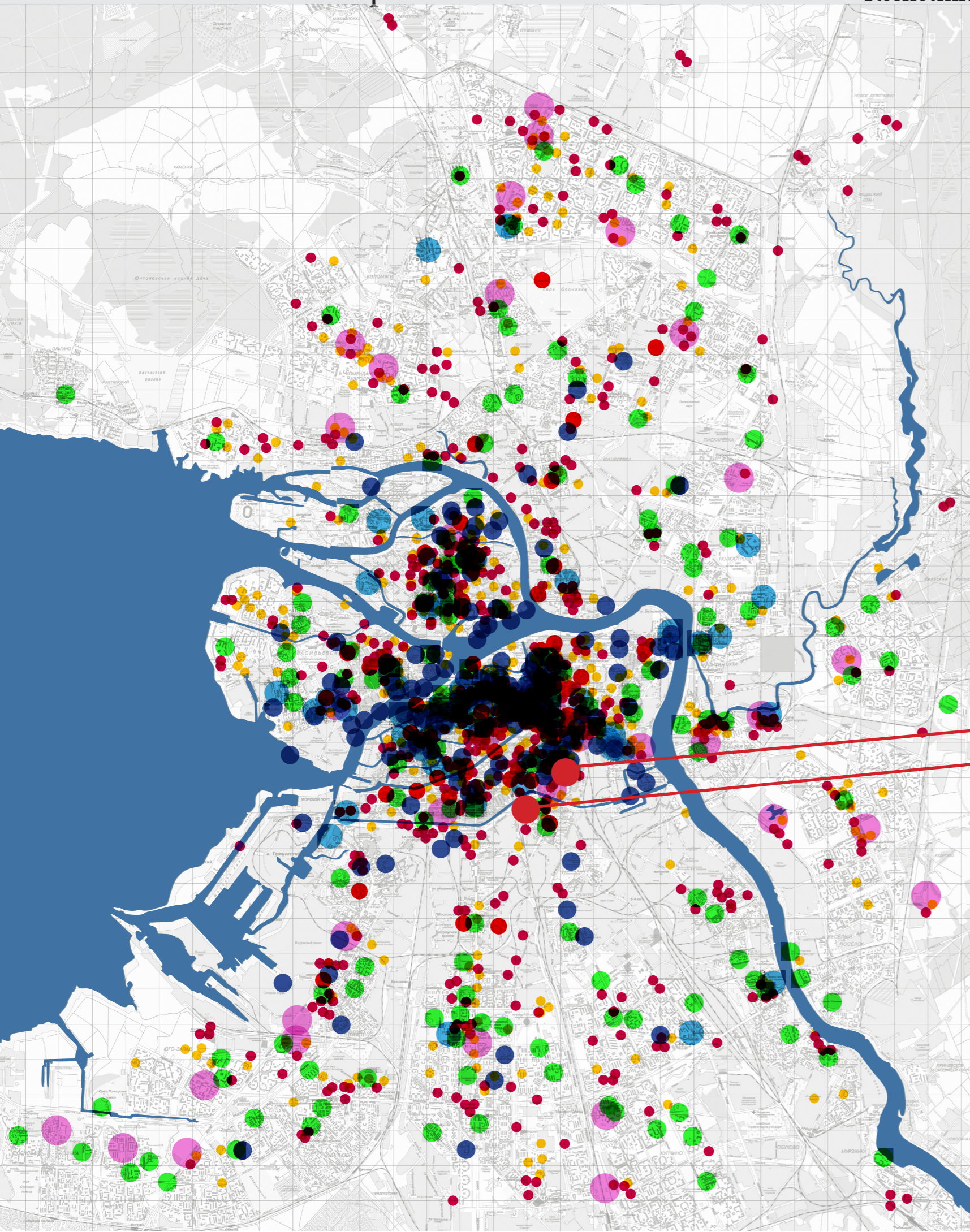


gallery, museum and internet spots





public culture and entertainment objects  
and building, reconstruction, results of  
auctions



## MULTIFUNCTIONAL ART SPACE

CINEMA  
THEATRE  
CAFE  
GALLERY  
MUSEUM  
WI-FI  
LIBRARY  
ACCESS

ZONE 1 \_ Loft Project ETAGI

ZONE 2 \_ TKACHI

AERIAL VIEW MEDIA ACTIVE ZONE 1



PHOTOS OF MEDIA ACTIVE ZONE 1





- street art
- graffiti
- 'underground' atmosphere
- urban art
- renovated building

**design**

- cafe
- retail
- hostel
- exhibition
- meeting, projects, lectures
- workshop

**function**

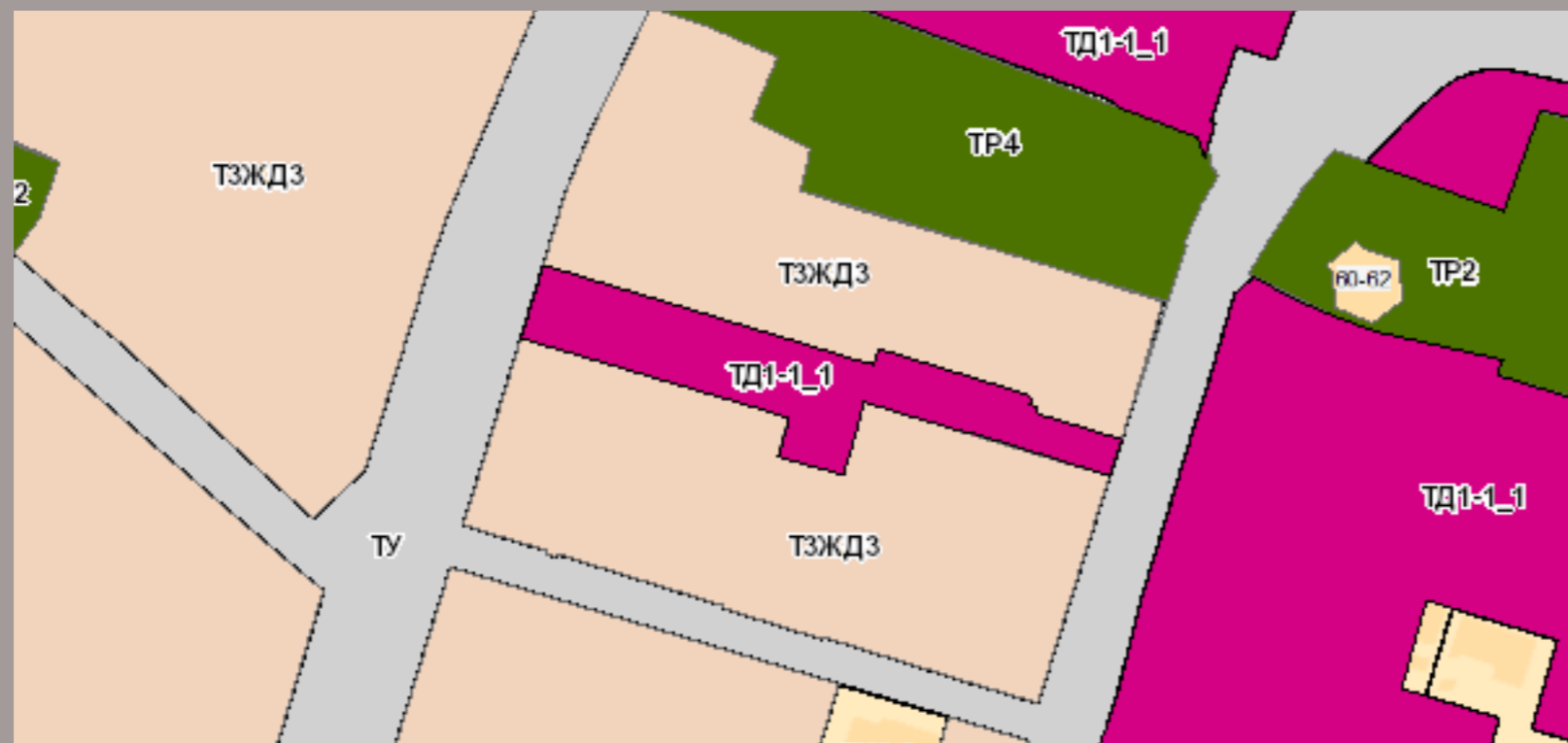
- subway, bus, trolley
- pedestrian line

**traffic**

- informal communication
- young, creative class, families - social stratum

**communication**

### THE TOWN-PLANNING INFORMATION

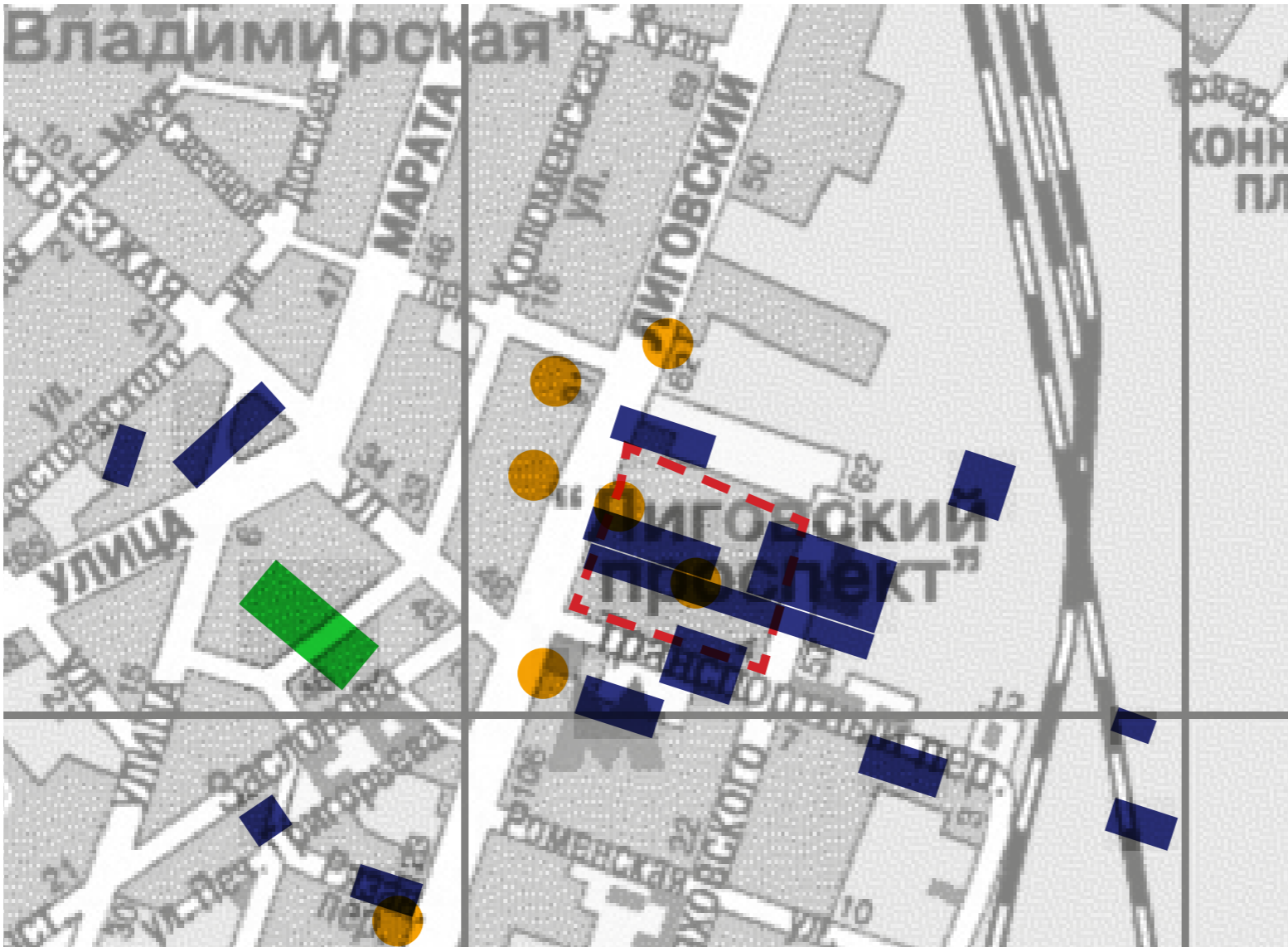





- renovating public and business zones
- new constructed public and business zones
- public green zones
- residential zones

'GEOINFORMATION SYSTEM FOR INVESTORS'  
Committee on Urban Planning and Architecture, Saint-Petersburg

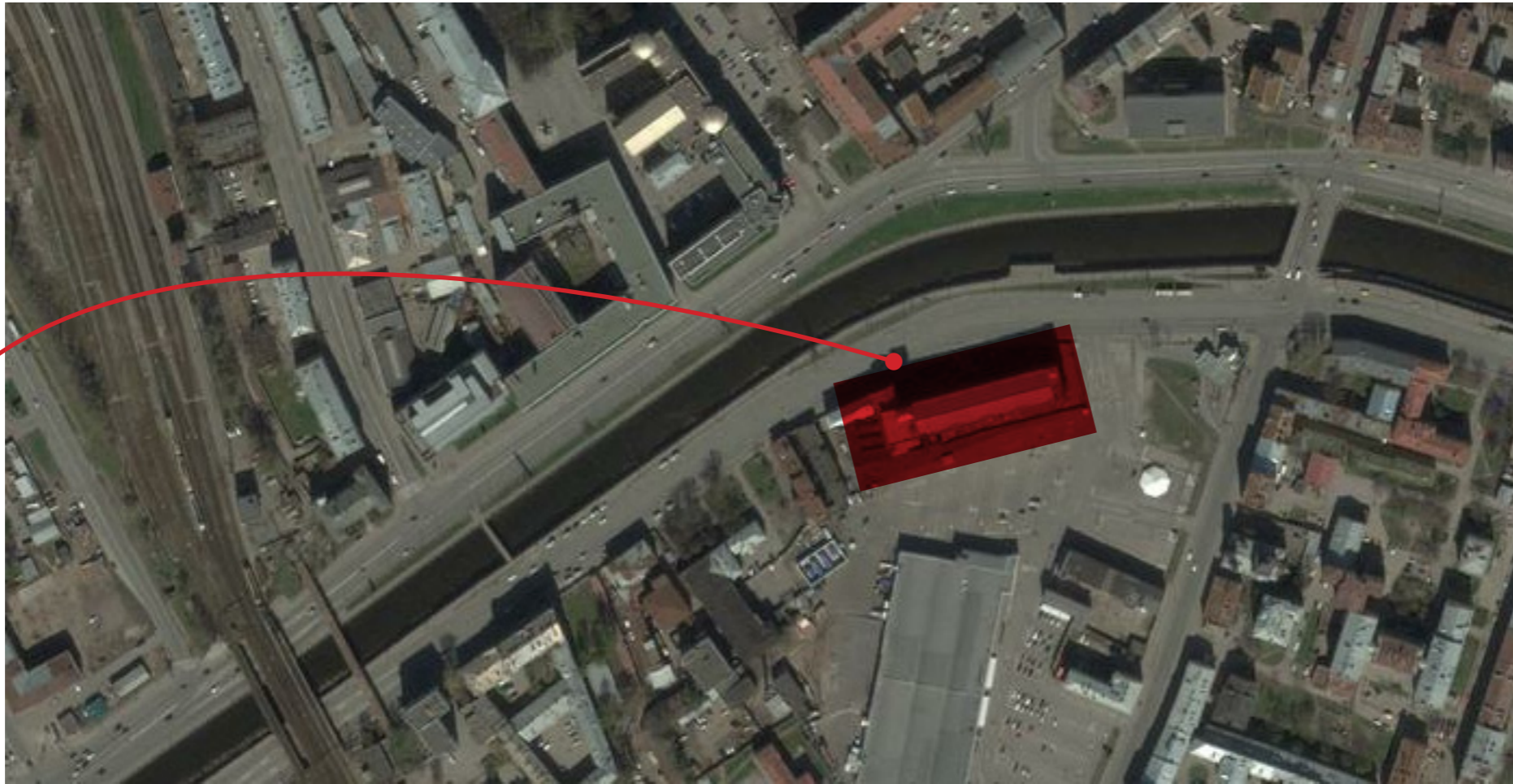
ZONE 1 \_ Loft Project ETAGI

ACTIVISATION OF MEDIA ACTIVE ZONE 1



-  building, reconstruction, results of auctions
-  building, reconstruction, results of auctions
-  wi-fi zones

AERIAL VIEW MEDIA ACTIVE ZONE 1



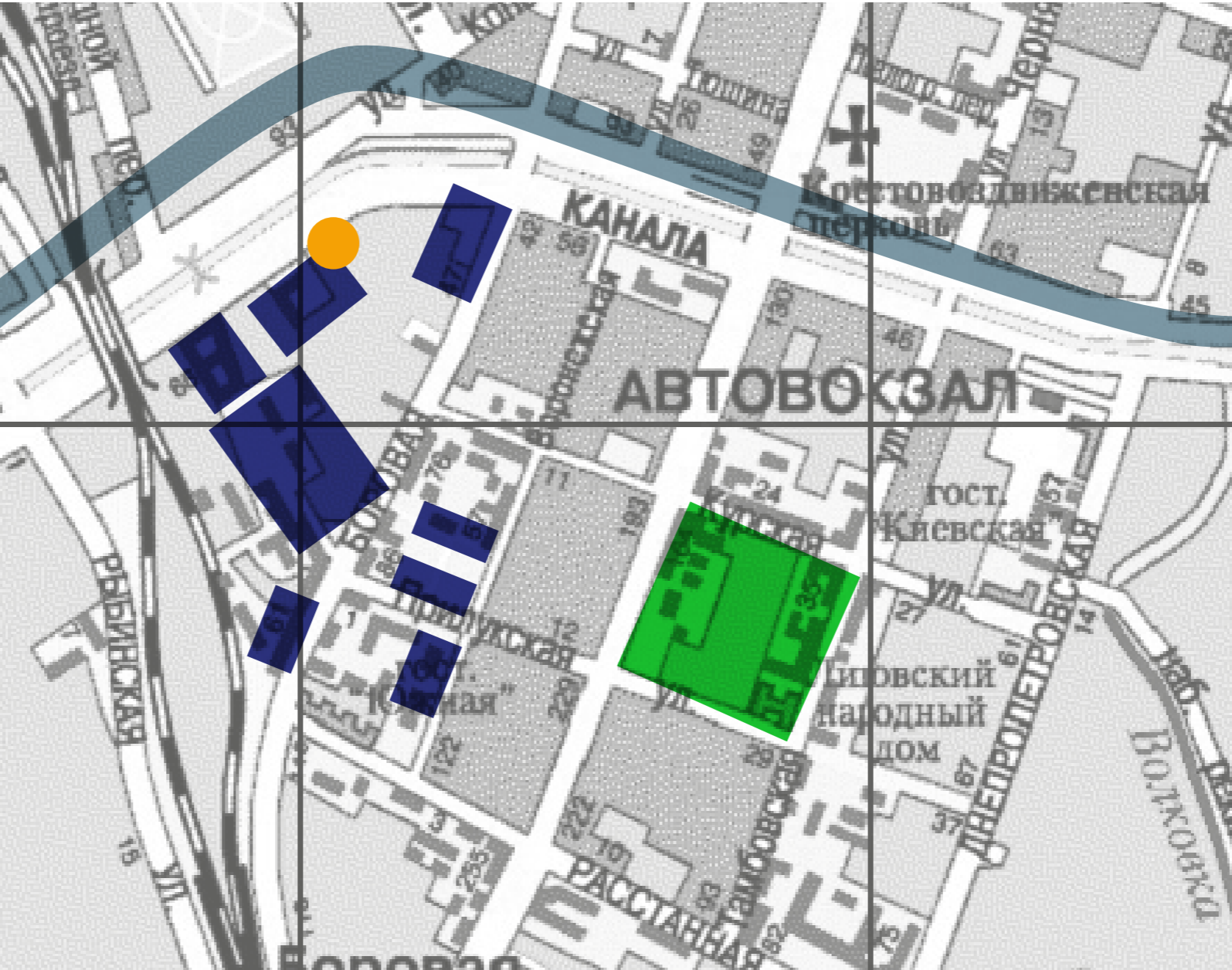
PHOTOS OF MEDIA ACTIVE ZONE 1






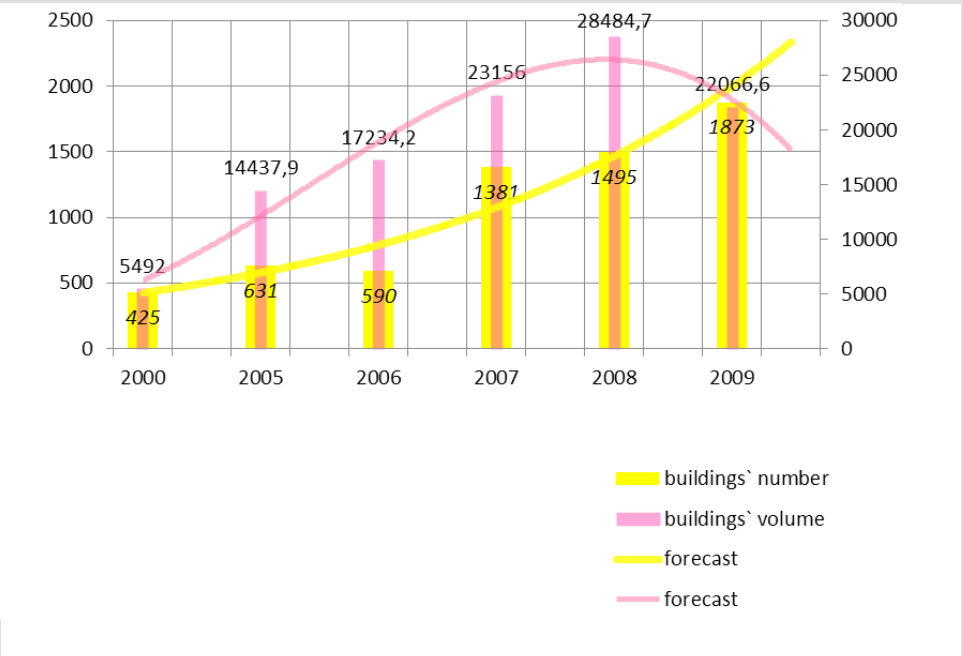
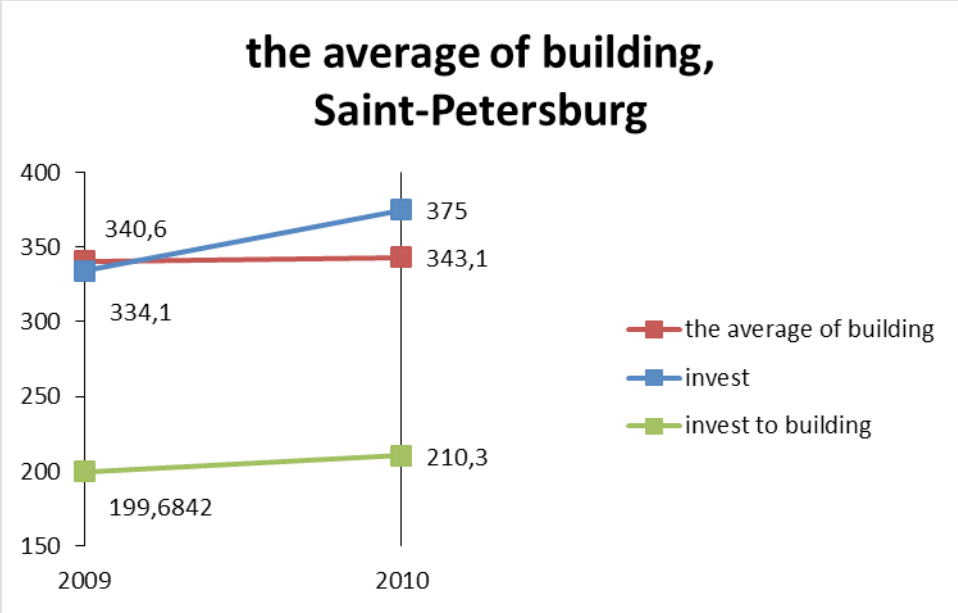
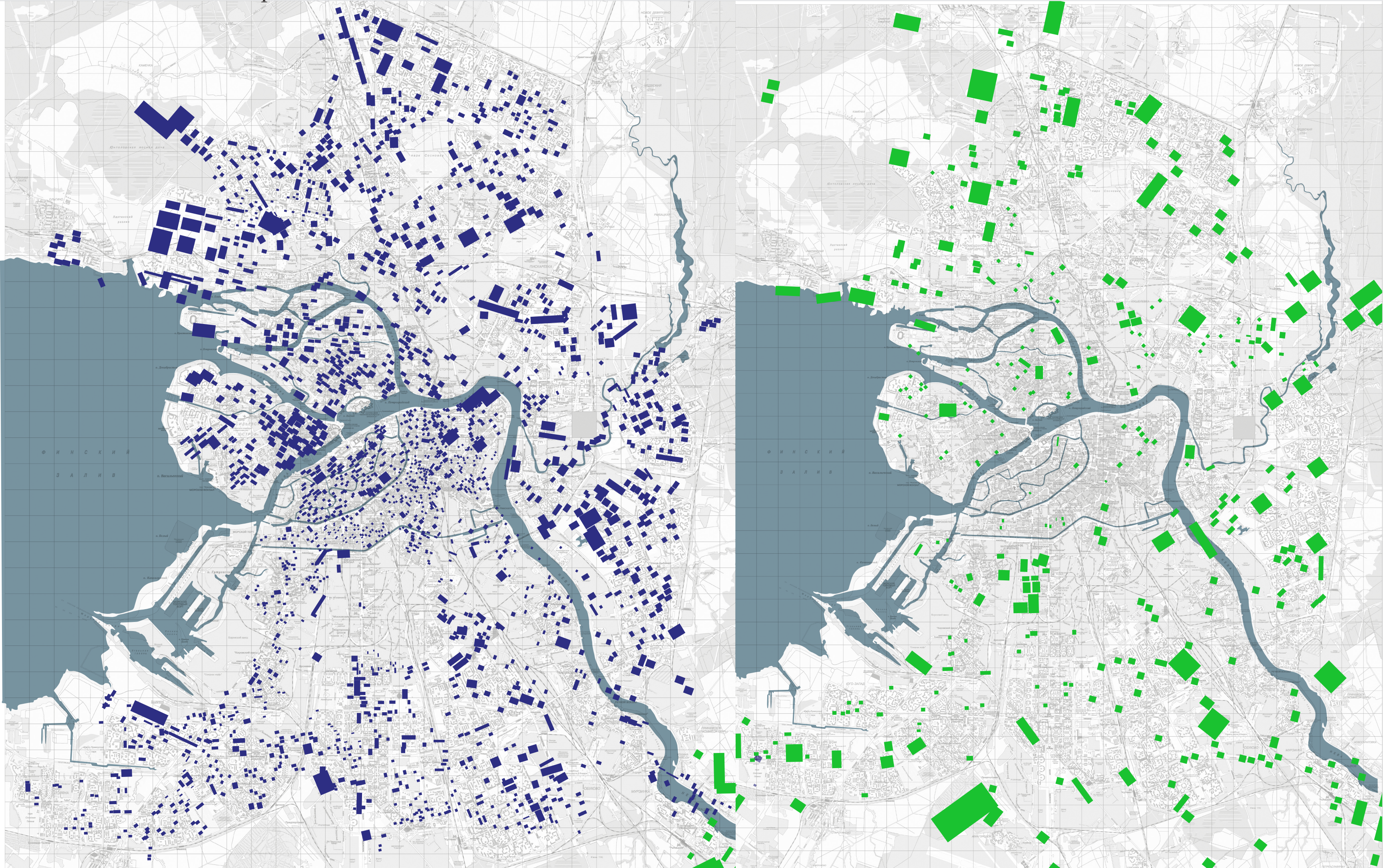


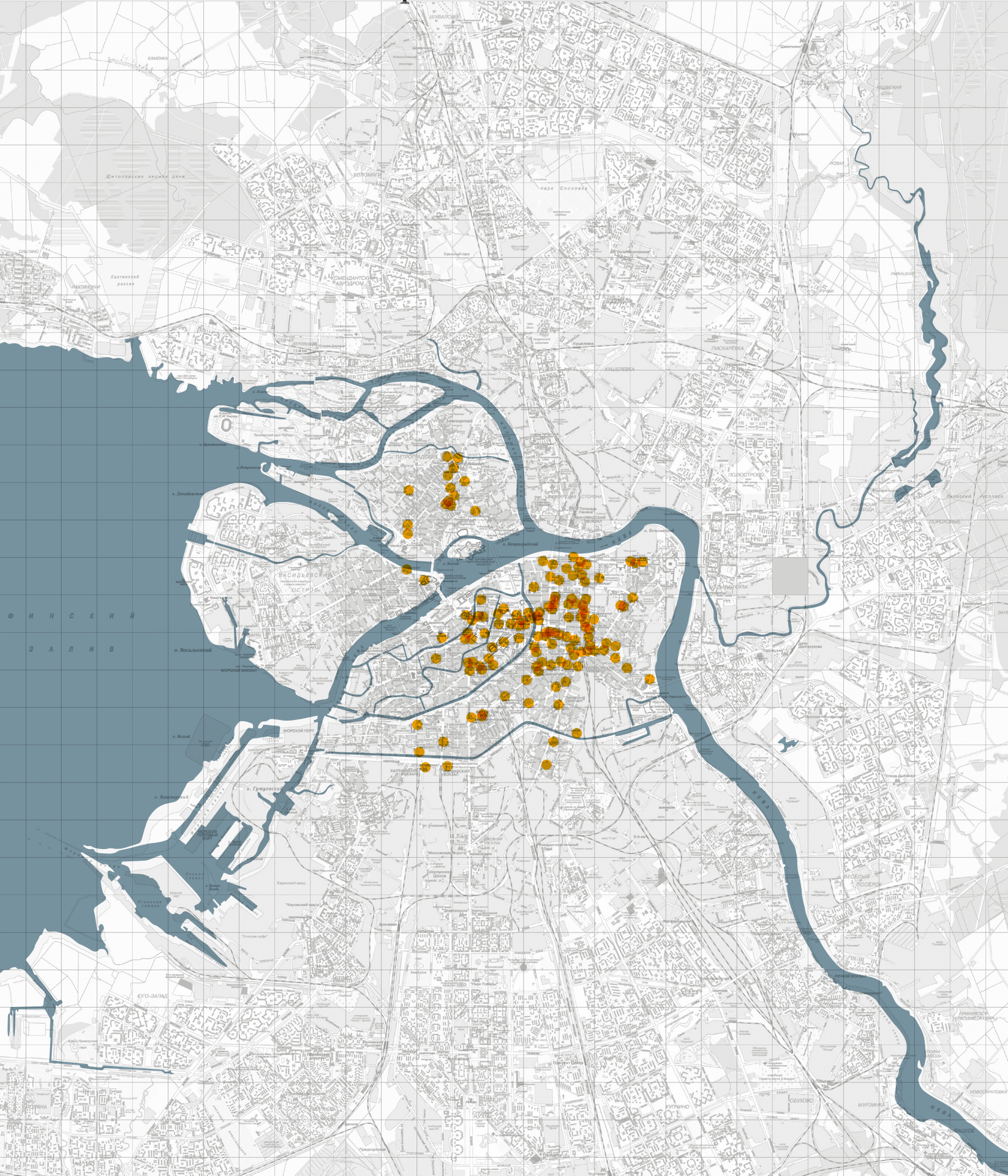
ZONE 2 \_ creative space TKACHI

ACTIVISATION OF MEDIA ACTIVE ZONE 2

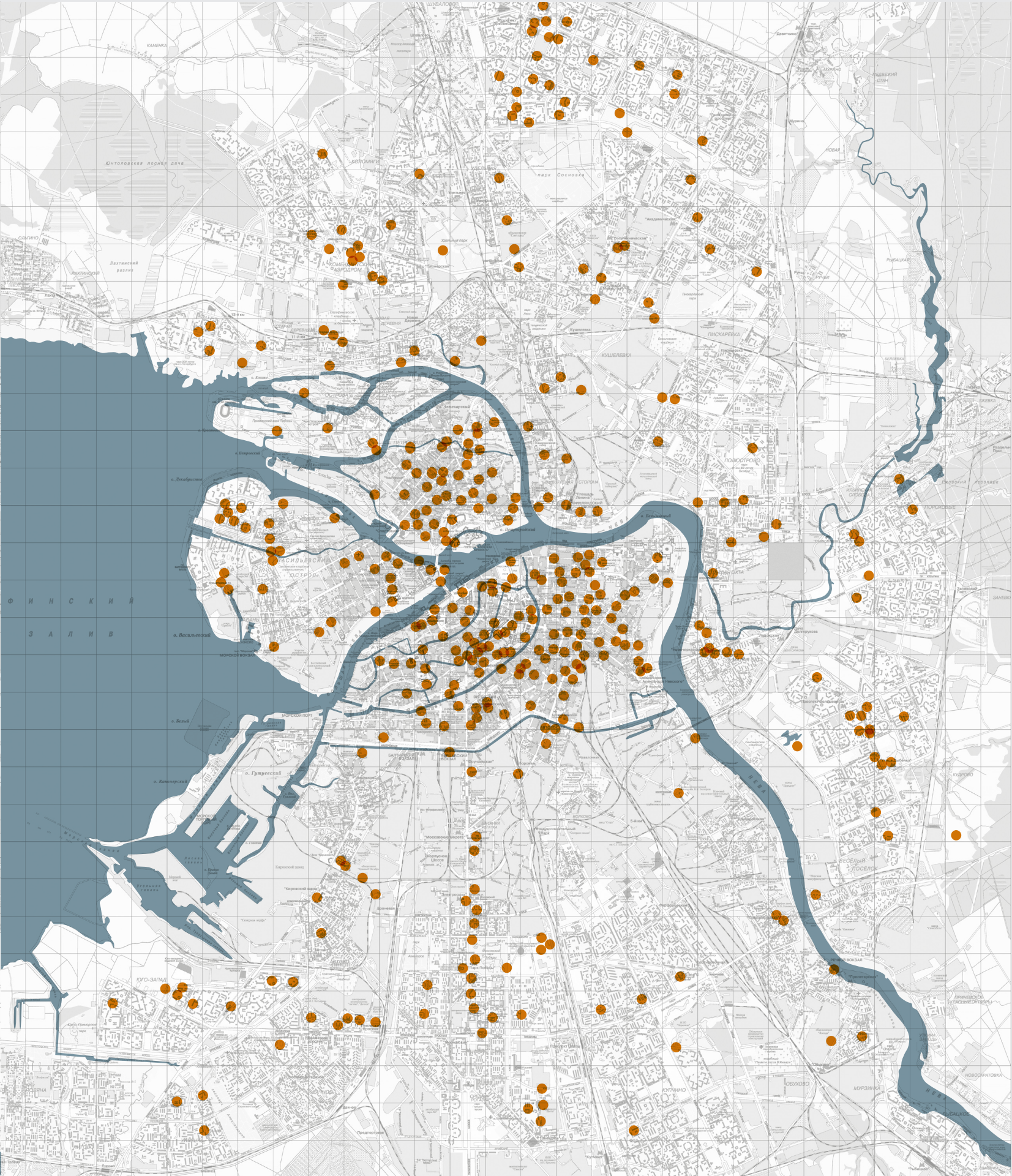


-  building, reconstruction, results of auctions
-  building, reconstruction, results of auctions
-  wi-fi zones

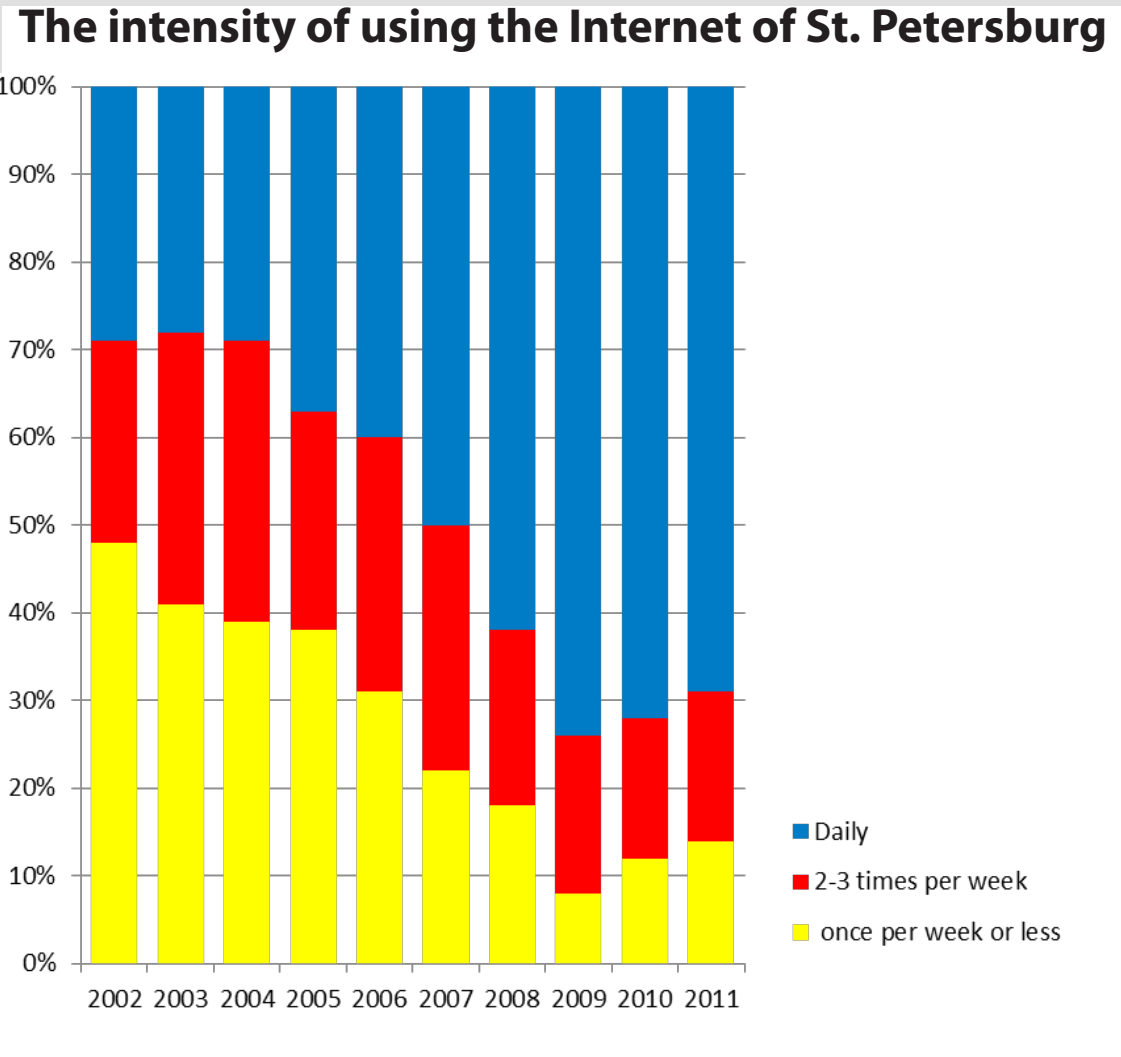
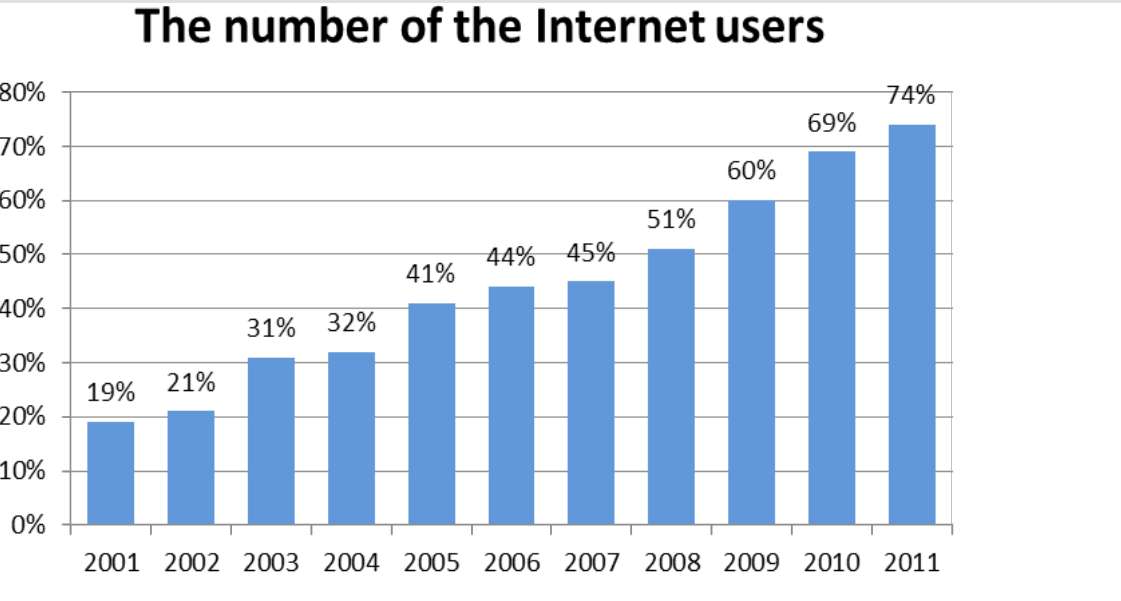




wi-fi 2010  
~136




wi-fi 2012  
~382



The greater the number of events — the greater the updated physical shell of the city.

The better event — the better the environment



- connected with urban space
- involves various social stratum
- ecological
- creative
- happened regularly
- multifunctional
- memorable

CONCLUSION

CREATE AN EVENT!

DEVELOP YOUR CITY!