

P-Arch Agency: Annual Report 2009



P-Arch Agency – Russian specialized company working under slogan “Promotion of Architecture” summarized its activity results for 2009. Notwithstanding crisis in architectural industry, P-Arch Agency proceeds development of project in communication and marketing in the field of architecture, real estate and construction, as well as realization and support of initiatives aimed at popularization of modern architecture and raising of public interest to it.

Against 2008 the number of projects realized by P- Arch is increased significantly – **“Architectural Days in Russia”** festival geography increased (two of them were held in Moscow, one – in Rostov-on-Don), **“Freedom of Access” (“Svoboda Dostupa”)** project is in dynamic development, **Architectural library** is found, **work in support and promotion** of architectural offices and project was performed, different **b2b events** were held.

P-Arch Agency partners in 2009 were more than 30 companies – from the largest architectural and developing companies to informal communities. **P-Arch key partners: developing companies** (Inteco, Mozaik Development), **architectural offices** (A.Asadov architectural studio), **public companies and projects** (Russian Avantgarde Foundation SovArch.ru, “MosConstruct”, “New Moscow” Club), etc.

In 2010 P-Arch intends development of existing projects and start of new ones. Scale depends on the value of funds mobilized and circumstances at the market of construction and real estate. The Agency hopes for keeping existing positive dynamics and opening of new capabilities for increase of its activity, and for “Promotion of Architecture”.

P-Arch Agency – is Russian specialized company working under slogan “Promotion of Architecture”. P-Arch field of activity – communication and marketing in the field of architecture, real estate and construction. The Agency is intended for those, who designs and builds, for the companies considering architecture as an important and sometimes a single part of their activity, for those, who understands essentiality of their work popularization in the society. And P-Arch initiates the projects aimed at popularization of modern architecture and increase of public interest to it, and provides support for numerous non-commercial projects. P-Arch flagship projects – “Architectural Days in Russia” and “Freedom of Access”. P-Arch Founders: Alexander Zmeul, Chief Director and Nataliya Alexeeva, Developer Director.

P-Arch Agency

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+7 499 502 88 67 | info@p-arch.ru

www.P-Arch.ru

www.SvobodaDostupa.ru | www.ArchiDays.ru

Architectural Days in Russia



Visiting the studios is a popular format at the "Architectural Days in Russia" festival (photo: the visit to BuroMoscow)

"Architectural Days in Russia" (www.ArchiDays.ru) was one of the preferred directions in work of P-Arch in 2009. In 2009 P-Arch Agency organized such festivals as **"Architectural Days in Moscow"** (in April and October 2009) and **"Architectural Days in Rostov-on-Don"** (November 2009, in association with Lectorium), provided support for **"Architectural Days in Yekaterinburg"** (October 2009) and **"International**

Architectural Days in Nizhny Novgorod" festival (October 2009). Thus, development of **"Architectural Days in Russia"** network product was initiated.

"Architectural Days in Russia" is an exclusive festival presenting architecture "alive". This event is intended for increase of public interest in achievements, issues and origins of modern architecture, at presentation and interpreting of architecture, at reveal of models for development of cities and towns. Festival formats: pedestrian, bus and bicycle excursions in modern architecture and on constructions of soviet era, visiting on new objects together with architects and customers, visits to architectural offices, art events, lectures and discussions, actions dedicated to reveal of cooperation between old and new architecture and other events.

"Freedom of Access" Project



Participants of the excursion "The Total Melnikov" viewing the author's oldest building survived - the office of Novosukharevskiy market.

"Freedom of Access" ("Svoboda Dostupa") (www.SvobodaDostupa.ru) – is an interdisciplinary project by P-Arch Agency focused on presentation and interpreting of architecture (first of all of XX and XXI century) for the widest public.

"Freedom of Access" exists from 2006. It was initiated as free excursions to new architectural objects together with the architects and developers. Now such excursions and visits to architectural offices are carried out within **"Architectural Days in Russia"**. Due to the format peculiarities, similar events could be held rather rarely, that is why in 2009 we initiated paid bus, pedestrian and bicycle architectural excursions on a permanent basis. **We offered**

more than ten variants of excursions combined in four topical blocks– "Architecture 19/20", "Architecture of Russian Avant-garde", "Soviet Architecture" and "Modern

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Architecture". Such excursions as "**Mighty works and caprices of Moscow**" (*the most unusual and strange objects of modern architecture*) and "**The Total Melnikov**" (*any and all buildings and constructions in Moscow by Konstantin Melnikov, great architect*) were the most called-up events. These programs were recognized by public and professionals and were highly appreciated in Mass Media.

Site of "Freedom of Access" (www.SvobodaDostupa.ru) was informational center for P-Arch public projects, where one could find information not only in respect of "Freedom of Access" (agenda, description of events, materials in Mass Media), but complete information on Architectural library (description, catalogue of editions), on Architectural Days in Russia, etc.

Architectural library

Spring 2009, P-Arch Agency presented the project called **Architectural Library**. Architectural library – is a fund of books and journals dedicated to architecture and regional ethnography formed by P-Arch and to be headed over to Central Library No.36 in the name of N.A. Dobrolyubov in Moscow. Choice of this library as the project site is nonrandom – it is situated in the center of Moscow, at Smolenskaya square, in the house designed by Ivan Zholtovsky, great architect. The project aim is to increase public interest to the processes taking place in modern architecture. As of the end of 2009 the Architectural library counted about 40 titles of presented in several copies.

Promotion of architectural studios and projects, B2B events



Interior of the theater of Russian Academy of Theatre Arts (GITIS) developed by "A.Asadov architectural studio", the client of P-Arch Agency

In 2009 P-Arch Agency was promoting architectural studios and projects in Russia and abroad: A.Asadov architectural studio, MosConstruct (a common project of La Sapienza University, Rome and The Moscow Architectural Institute (MARCHI), support by European Union), SovArch.ru, and own projects of P-Arch: "**Architectural Days in Russia**", "**Freedom of Access**", "**The Total Melnikov**".

In 2009 P-Arch carried out b2b events and excursions at XVII international festival "Architectonics" ("Zodchestvo") and "Building" international festival taken place in October 2009, in Moscow. And in 2009 P-Arch carried out **excursions for participants of Cultural Journalism School** (program by Pro Arte institute in association with Ford's Fund and Mikhail Prokhorov's Fund) dedicated to post-soviet architecture of Moscow.

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