

# NEGLINNAYA STREET AND CENTRAL CHILDREN'S STORE

PRIZE CODE (CCCB): J275

## THE FIRST EXPERIENCE OF SHARED SPACE IN RUSSIA

- The basic layout features after the intervention: two-way traffic organisation preserved; space for parallel parking provided; dedicated bicycle lane introduced (In the future it will be prolonged to the Boulevard Ring creating a full route, which will connect the City Center and the Ring).
- The street is paved with granite. Paving pattern in the form of wave is meant to symbolize Neglinka river that is flowing in tubes under the street. The pixel image is simultaneously a work of public art and a navigation tool: dark paving indicates the roadway and light paving signalizes pedestrian zone.
- A small discovered part of historical pavement from 1880s is preserved as a fragment. It serves as a “window to historical Moscow” which lets pedestrians feel the cultural heritage of the street.
- A pedestrian crossing (Neglinnaya st and Kuznetsky Most) is underlined by paving in order to indicate the pedestrian priority over cars. It also refers to the history of the street denoting a bridge over the river. All pedestrian crossings are equipped with a system of steel tactile indicators simplifying navigation for blind and visually impaired.
- A fundamentally new approach to street greening in Moscow was introduced. Instead of the habitual use of annual plants we opted for pluriennial varieties supported by the inherent architectural design solutions. Besides, the reorganization of traffic on the intersection of Neglinnaya and Rachmaninov allowed to form a cozy green square with trees and benches.
- Particular attention was paid to the lighting. Traditional lamps with distinctive moscovite silhouette were preserved while the technical part was renovated in compliance with the strict contemporary requirements.

The developed concept offers improvement that is commensurate with the scale of the existing historical built environment. It is innovative and at the same time delicate, it does not conflict with the architectural particularity of the area and its historical and cultural significance.



Dr. Boris Pasternak, Deputy Chairman of the Scientific Council of the Moscow City Department of Cultural Heritage

The project reflects such contemporary ideas as “street for life”, “reduction in traffic”, “shared street use”. It uses the understanding of the fact that road and pedestrian traffic can be successfully combined within one street and that exclusively pedestrian streets are to be seen as exceptions rather than as the general rule of public spaces arrangement in a contemporary urban center.



Prof. Mikhail Blinkin, Director of the Institute for Transport Economics and Transport Policy Studies at the HSE

The proposed project retains and emphasizes the historical specifics of the area. Morphologically it uses the concept of historical European cities: a street is seen as urban interior, the pavement works as a “floor” of city halls, the greenery is located in a kind of greenhouse, the main type of movement is pedestrian, and vehicular traffic is not rigidly separated from it.



Grigory Revzin, Leading architectural critic, curator of Russian pavilion at Venice Architecture Biennale (2000, 2008, 2010)

## THE NEXT STEP (2016–2017)



1. The Central Children's store
2. Lubyanskaya square
3. Polytechnic museum



The next step is the creation of pedestrian zone, which will connect The Central Children's Store, Lubyanka square and the Polytechnic Museum. The Polytechnic museum is undergoing a complex renovation and will open in 2017. 90% of Lubyanka square is occupied by cars now. The aim of Strelka KB is to return the square back to citizens and make it Moscow's main city square, fill it with activities for children and create safe overground route between main attraction points for Moscow kids. 1 000 000 kids will visit it every year. This project will become the most significant one of that scale in Russia.