During the Soviet Union, the Garden Ring was developed as a major transport highway with an aggressive automobile environment in the center of the city, which was designed primarily for motorists. Underground crosswalks, though created to safely bring pedestrians from one side to the other, ended up sacrificing the best and most sunlit portion of the Garden Ring to traffic and breaking the visual connection between the two sides of the road.

The project drew together 18 architectural firms, ranging from star architects from all over the world to young local architects. The main principle of the project was to open up the creativity of young local talent, with Strelka KB acting as design mediator and consultant. All teams were briefed by Strelka KB and Strelka Architects. The project was divided into linear segments which were developed by Strelka Architects, and key spaces which were developed by famous international firms, as well as young Russians architects.

A, B Novinsky Blvd before and after the renovation. Wider sidewalks and trees make the street greener and more pedestrian-friendly
C, D The square in front of the Krasnye Vorota metro station before and after reconstruction
E Project of a segment of the Garden Ring. The square in front of the Krasnye Vorota metro station. Sidewalk: 24588 sq m Road: 8420 sq m Greenery: 13180 sq m