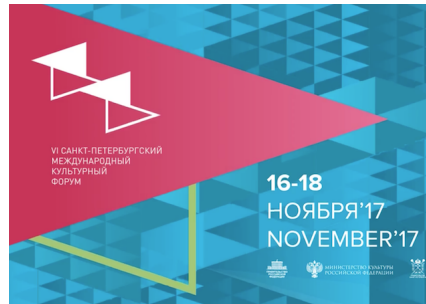


# WEST 8 PRESENTS AT THE VI ST. PETERSBURG INTERNATIONAL CULTURAL FORUM

20-11-2017



Headed by Principal architect of Moscow **Sergey Kuznetsov** for the second year in a row, the session "Creative Industry and Urban Science" at the VI St. Petersburg International Cultural Forum commenced between 16-18 November this year, has become a venue for discussing the most critical issues faced by the architectural community of Russia and the world, as well as presenting the most brilliant projects of two capital cities from the recent past. West 8's **Adriaan Geuze** joined the forum this year and presented on the second day session: [Mass culture and recreation](#).

"The program is made in such a way that at one venue we will be able to discuss the global trends and the large scale projects of not only Moscow and St. Petersburg, but also Russia as the whole", noted Sergey Kuznetsov. "It is very important for us to be able to discuss the trends of the development of architecture and urban design at the highest level.

The first day's program was opened by the plenary session "**Architecture for the Masses: Overcoming Stereotypes**". Creating the attractive and interesting environment and architecture outside the historical centers of cities is a topical issue around the world. **Sergey Kuznetsov**, Principal architect of Moscow, **Pedro Alonso**, **Markus Appenzeller**, **Fadi Jabri**, **Vladimir Grigoryev** and **Evgeniy Gerasimov** joined the discussion.

West 8's **Adriaan Geuze** joined the second day session with the topic "**Mass Culture and Recreation**". Led also by Sergey Kuznetsov, this second session's participants **Mikhail Shvydkoy**, special representative of President of the Russian Federation for international cultural cooperation, **Nataliya Fishman**, assistant to President of Tatarstan and **Elena Gonzales**, architectural critic, Curator of ArchMoskva discussed difficulties of the projects faced at the heritage sites and how they were successfully overcome. **Adriaan Geuze** presented West 8's recently completed projects New Holland in St. Petersburg, and the Tverskaya Street Revitalization and Tverskaya Zaslava Square public realm (in collaboration with Strelka-KB).

The final day of the forum was devoted to the topic "**Contemporary architecture: victories and deficiencies. Outside perspective**". Architects, developers, artists discussed the development prospects of Russian cities. The session speakers included: **Oleg Shapiro** and **Dmitry Likin**, **Pavel Kaplevich**, **Christos Passas** and **Sergey Choban**.

more information: [Tverskaya Street Revitalization](#)