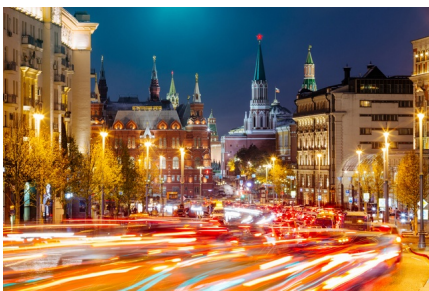
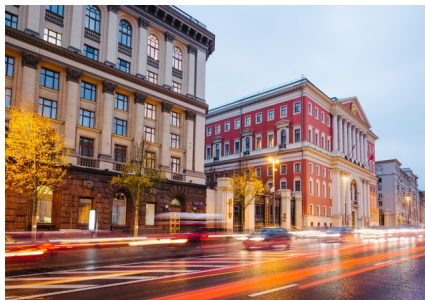


TVERSKAYA STREET REVITALIZATION

2016 ongoing, Moscow, Russia





Located in the heart of Moscow, Tverskaya Street is the main and probably best-known radial street in Moscow. With its unique scale, the streetscape of Tverskaya expresses sentiments of victory: most of the buildings were re-built after war and their architecture is full of pathos. Powerful neo-classical palazzos are situated next to luxurious Stalin-era shops and restaurants. Since the post-Soviet period the capital's splendor attracted new investments, which become part of Tverskaya Street image today: triumphant, stately, vehicle dominated, ceremonial, and luxurious.

The Tverskaya Street Revitalization project is the result of a strategic alliance between the public and private sectors. West 8 together with Strelka and Moscow Government, have worked intensively on the new profile of the street, which is intended to create a green passage and well connected urban boulevard that also acts as a comfortable space for pedestrians. The team designs also the public realm of three squares situated at Tverskaya Street:

- Square in front of the Telegraph building (Tverskaya street crossing with Gazetny line)
- Izvestiya square
- Bolshaya Bronnaya square

Optimizing pedestrian and vehicular traffic

For centuries, Tverskaya was a great welcome to Moscow's city center. In the early 20th century it became a wonderful and prestigious boulevard. Nowadays Tverskaya Street is considered Moscow's Champs-Élysées, it has a similar attitude and appearance – frequent parades, festivals, and luxurious shops are line this expensive shopping street. It is the centre of the city's nightlife and entertainment. However, in its present state it is completely dominated by cars.

Authorities of Moscow intend to stop the process of urban erosion, namely the vehicular dominated traffic and courageously giving space back to pedestrian and vital programs of the plinth. Based on the recently updated Moscow Government Transport Department's traffic scheme, West 8's new design optimizes and reorganized the pedestrian space along the facades. Pedestrian plinths would be extended to 3 meters to 3.25 meters wide correspondingly. It will provide safe and pleasant pedestrian access to all the ground floor amenities. Materials are carefully selected to demonstrate the class of the place. By doing so a new identity will also be created with timelessness and authenticity, which remind us the legacy of this world class place.

Creating natural urban landscape

Another feature of West 8's new design is to bring back greenery to this main gateway of Moscow. The reconfigured boulevard will provide pedestrians with shade and a sense of seasonality. This project is transforming Tverskaya from an undefined and uncomfortable traffic dominated urban street into a world-class city space, a dignified destination in the heart of Moscow.

The design incorporated innovative and advanced engineering solutions, including root protective irrigation systems that will improve the survival rate of new trees, custom made paving materials and durable custom-designed urban furniture.

client

Moscow Government together with Strelka KB

awards

Qatar Sustainability Award 2018 (as part of 'Moscow Street' program)

team

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