

Master plan of the territory, adjacent to the stadium Samara-Arena

IND ARCHITECTS

UNSTUDIO





The world is transforming

**What is the new
type of the city?**

Territory today

96%

Time of the year the
territory isn't involved

82%

Territories – wasteland



X

No high quality
and diverse
infrastructure

X

No complete
programs
in the territory

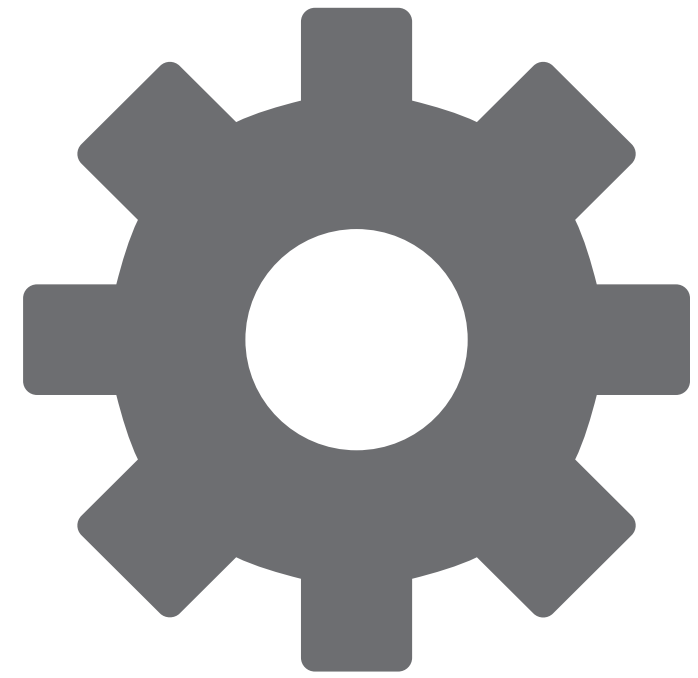
X

No transport and
pedestrian connec-
tions with the city

Local values

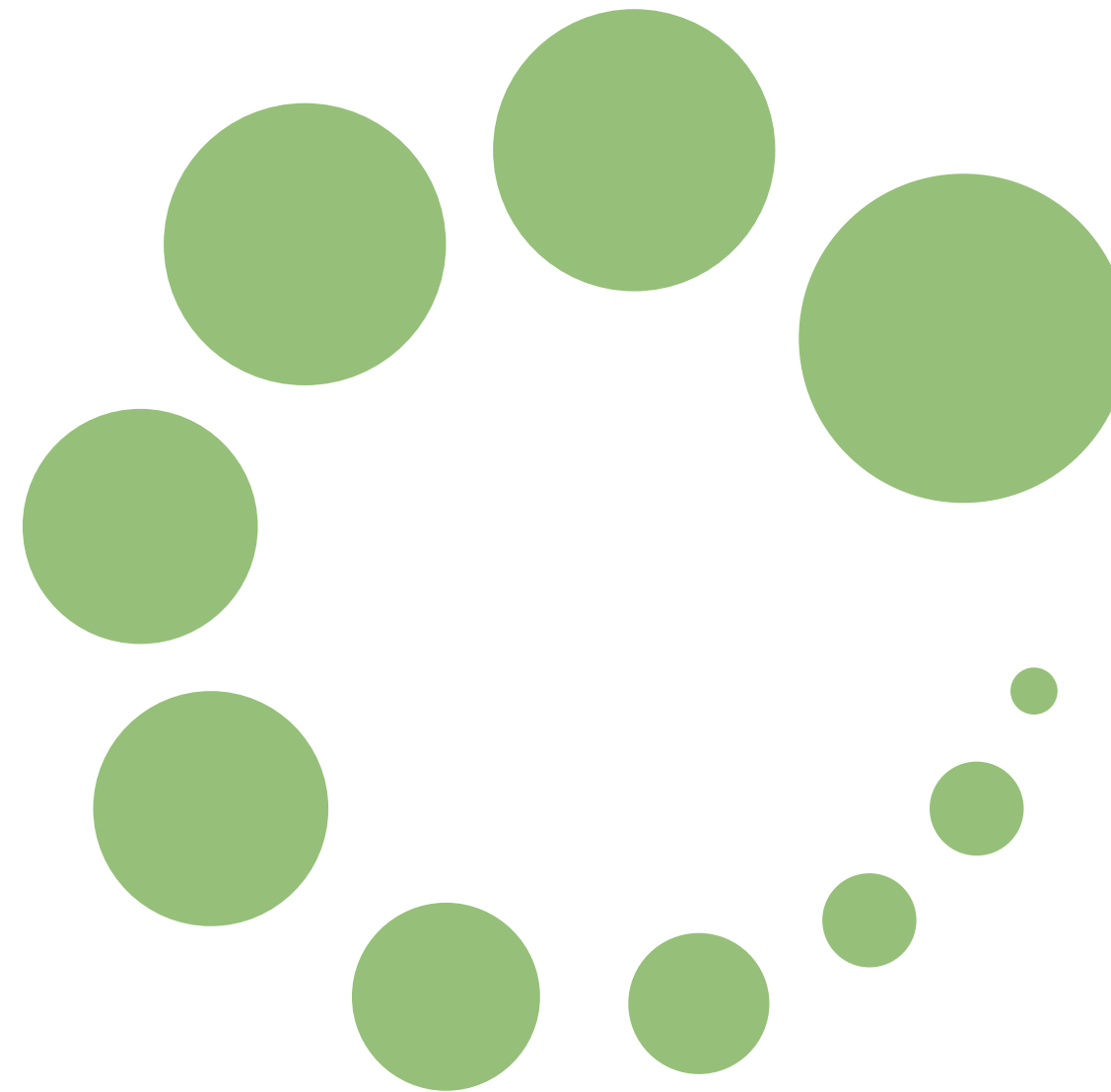
Landscape enveloping territory is the most valuable resource. The city center doesn't have it.

Well-being is the new norm



Traditional
spot
development

Benefits
our concept:



+ Complexity
+ Efficiency

+ Founded
on values

+ Oriented
for everyone

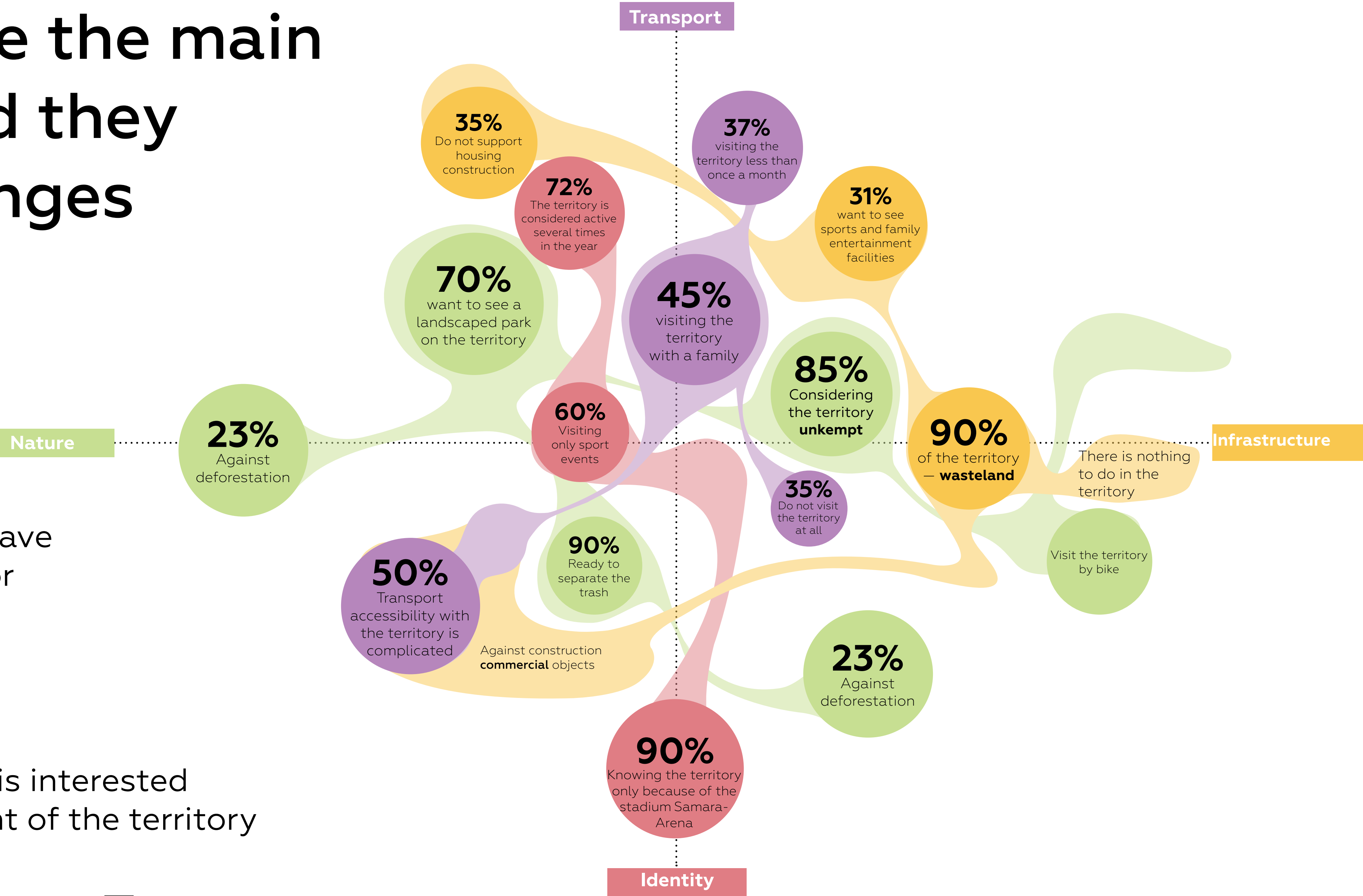
People are the main value, and they want changes

80 %

of the Territories have a high potential for development

90 %

of the Population is interested in the development of the territory



New format of life:

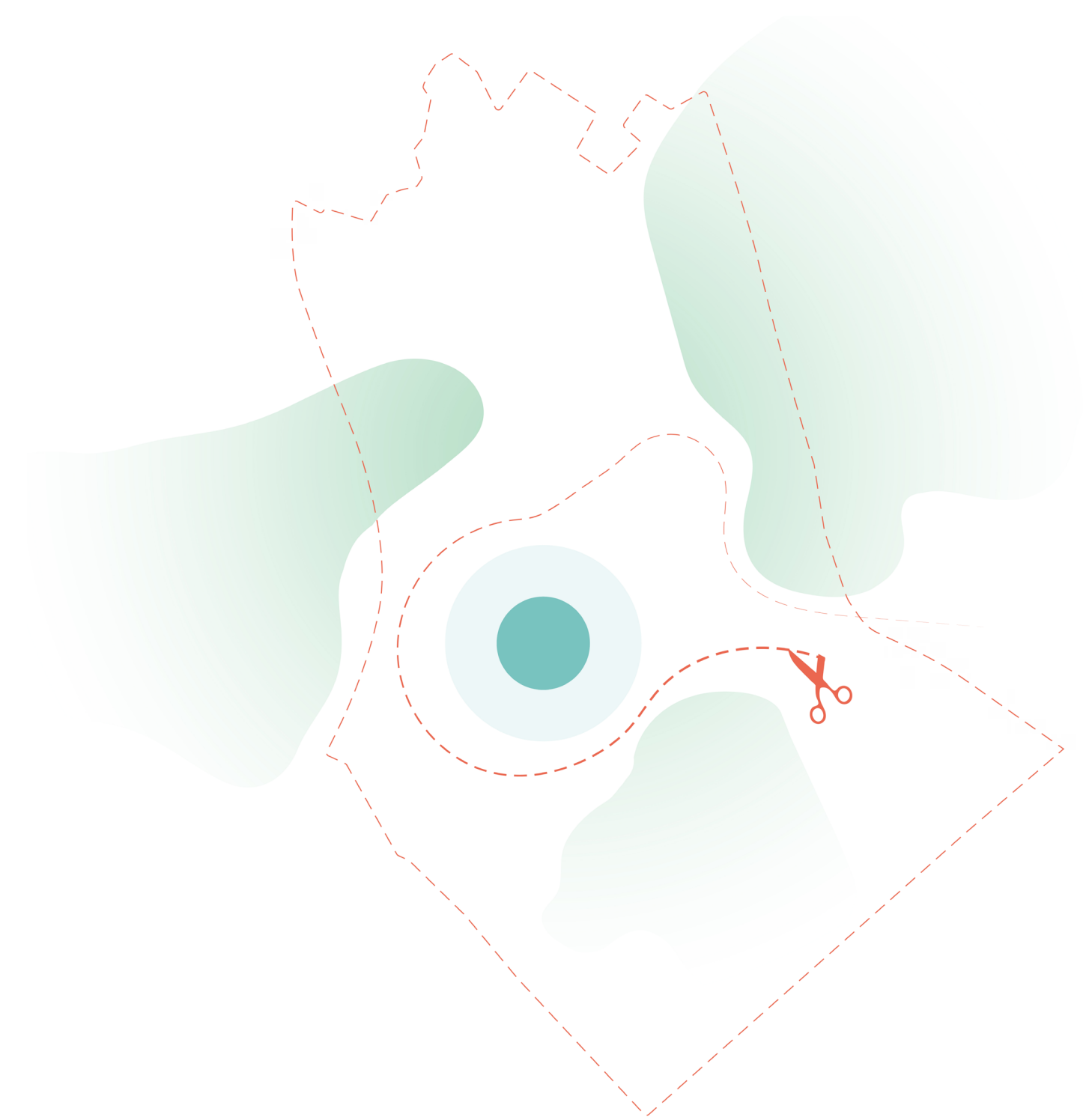
**Adaptive
Flexible
Active
Saturated**

Be:

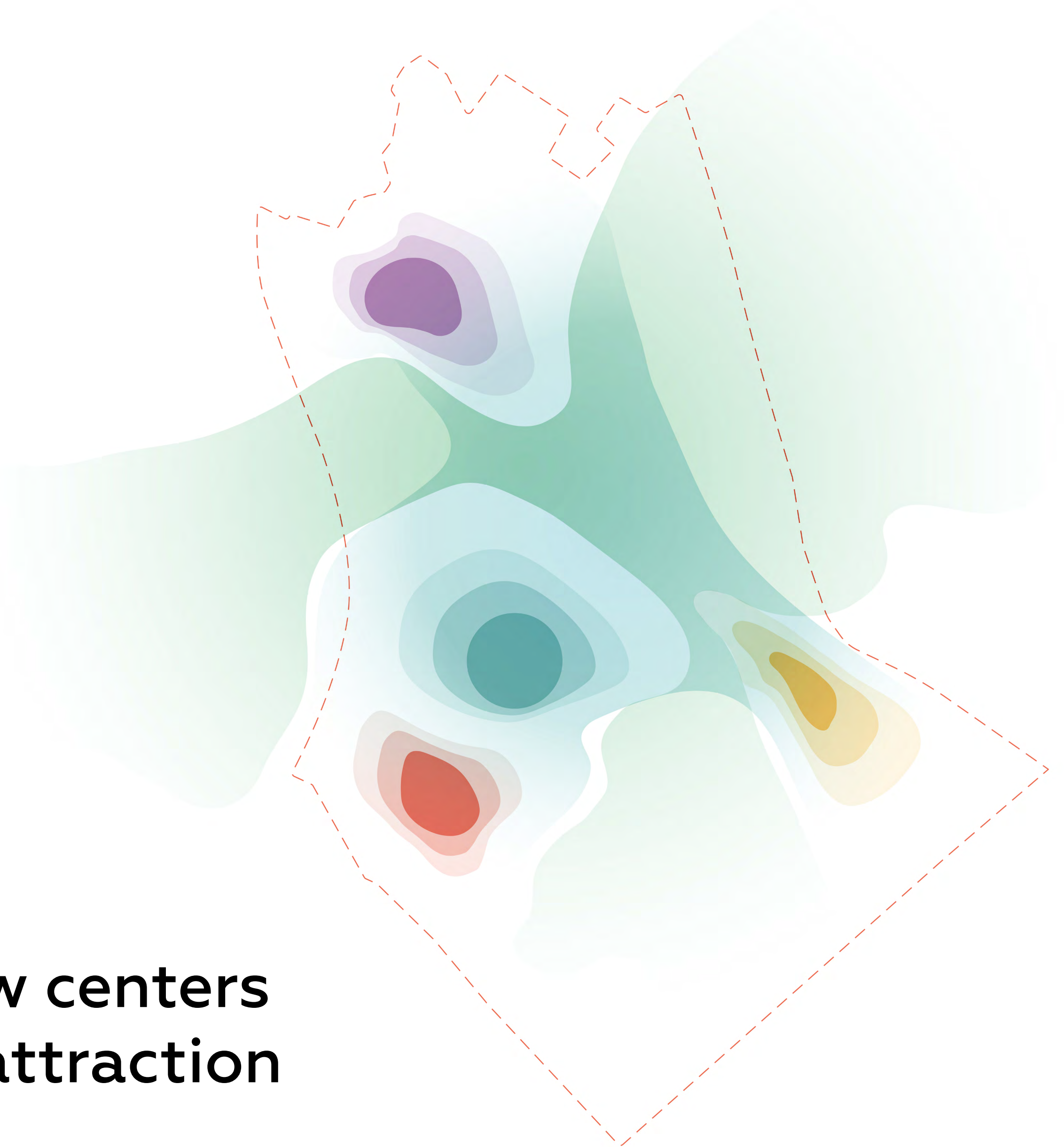
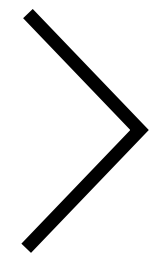
**Knowing
In the shape
Observant
Curious
Responsive**



3 forests form 4 key areas

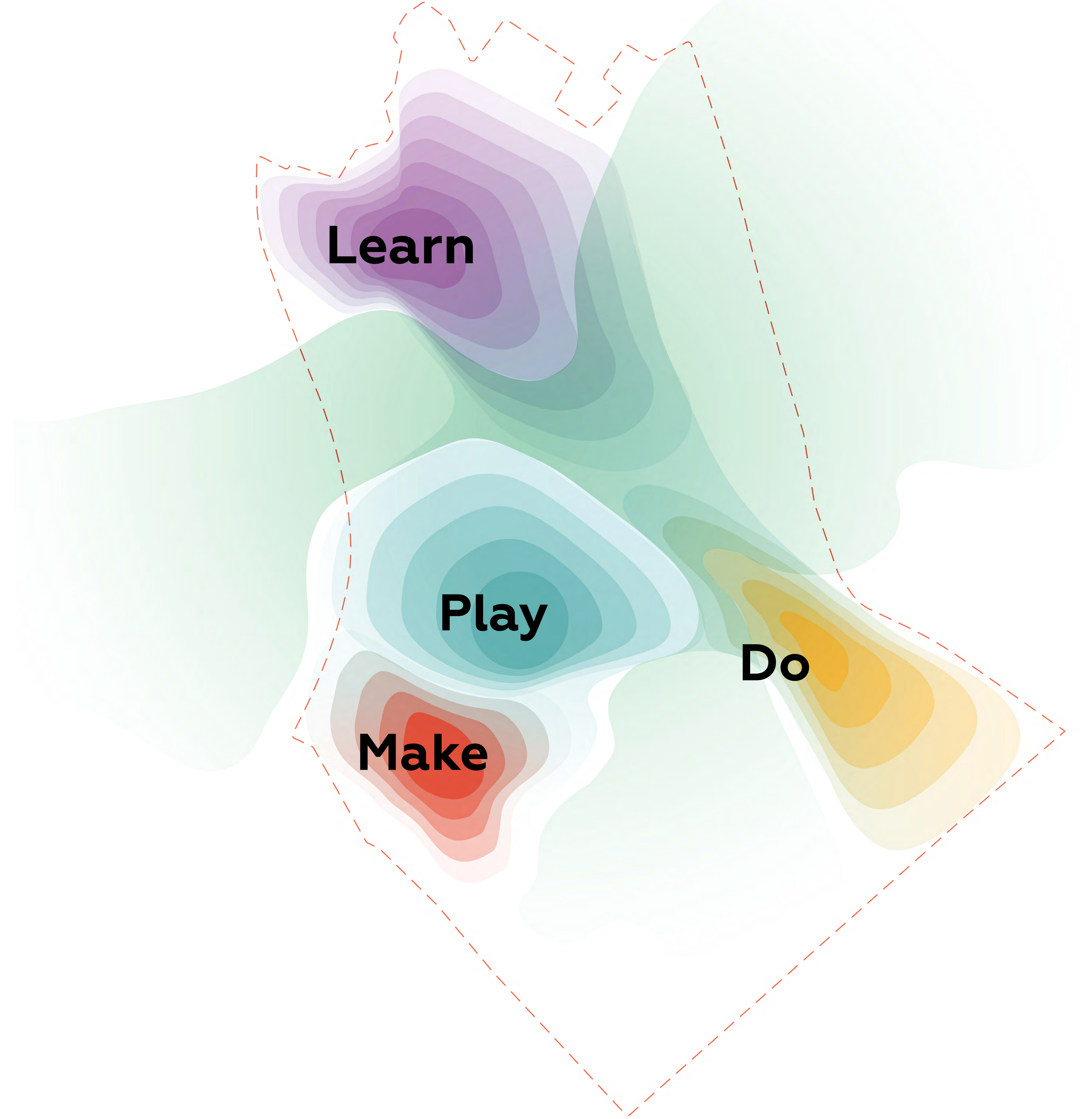


Samara-Arena is the
core of the territory



New centers
of attraction

A complete life program





Play



Learn



Make



Do

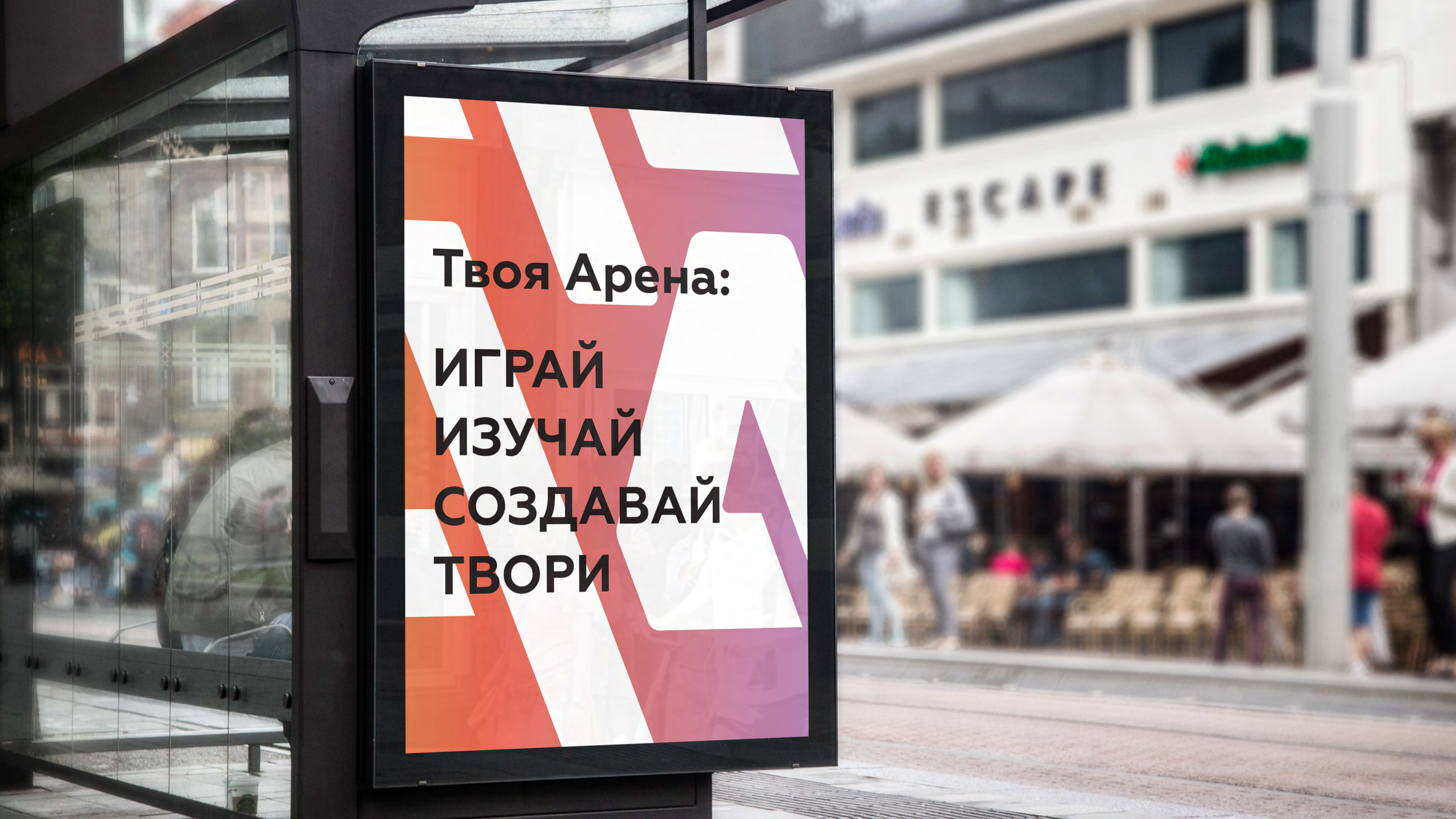
Territory
of opportunities

Center for New Economy,
knowledge and innovation

Social capital
and quality of life

**CENTER OF
WELL-BEING**





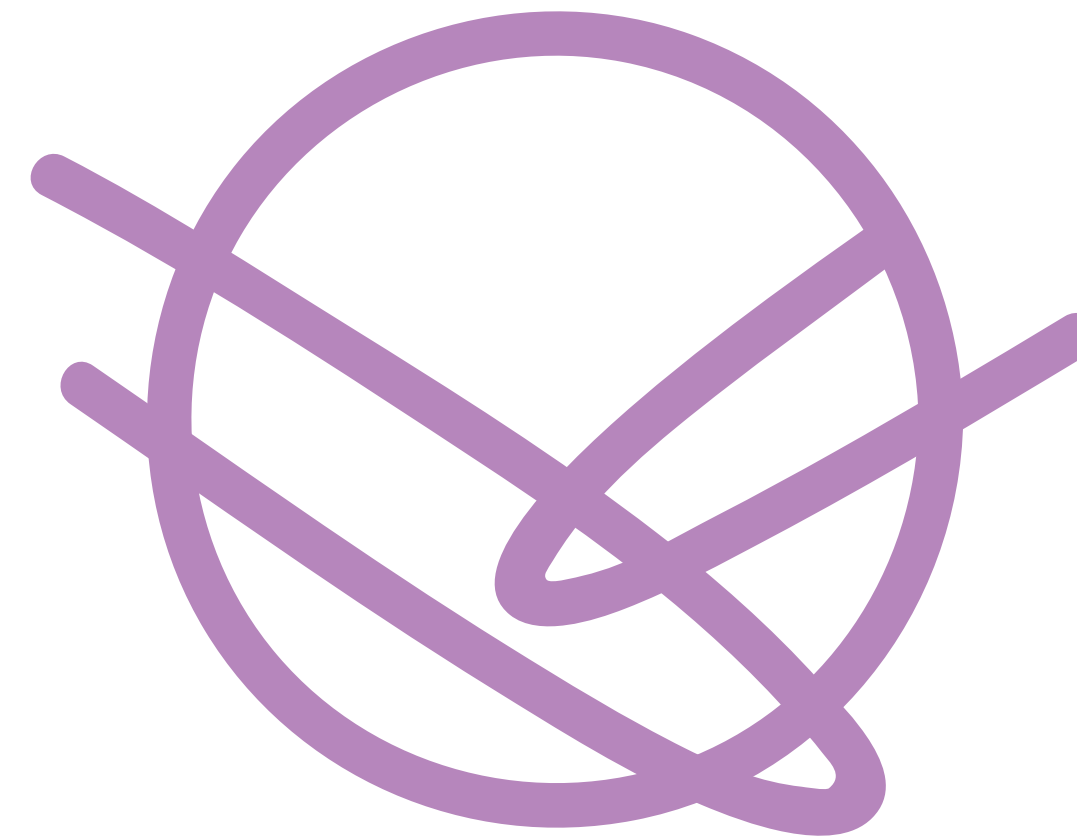
Principles of well-being



**Comfortable
environment**



**Mixed
zoning**



**Availability
and new
connections**



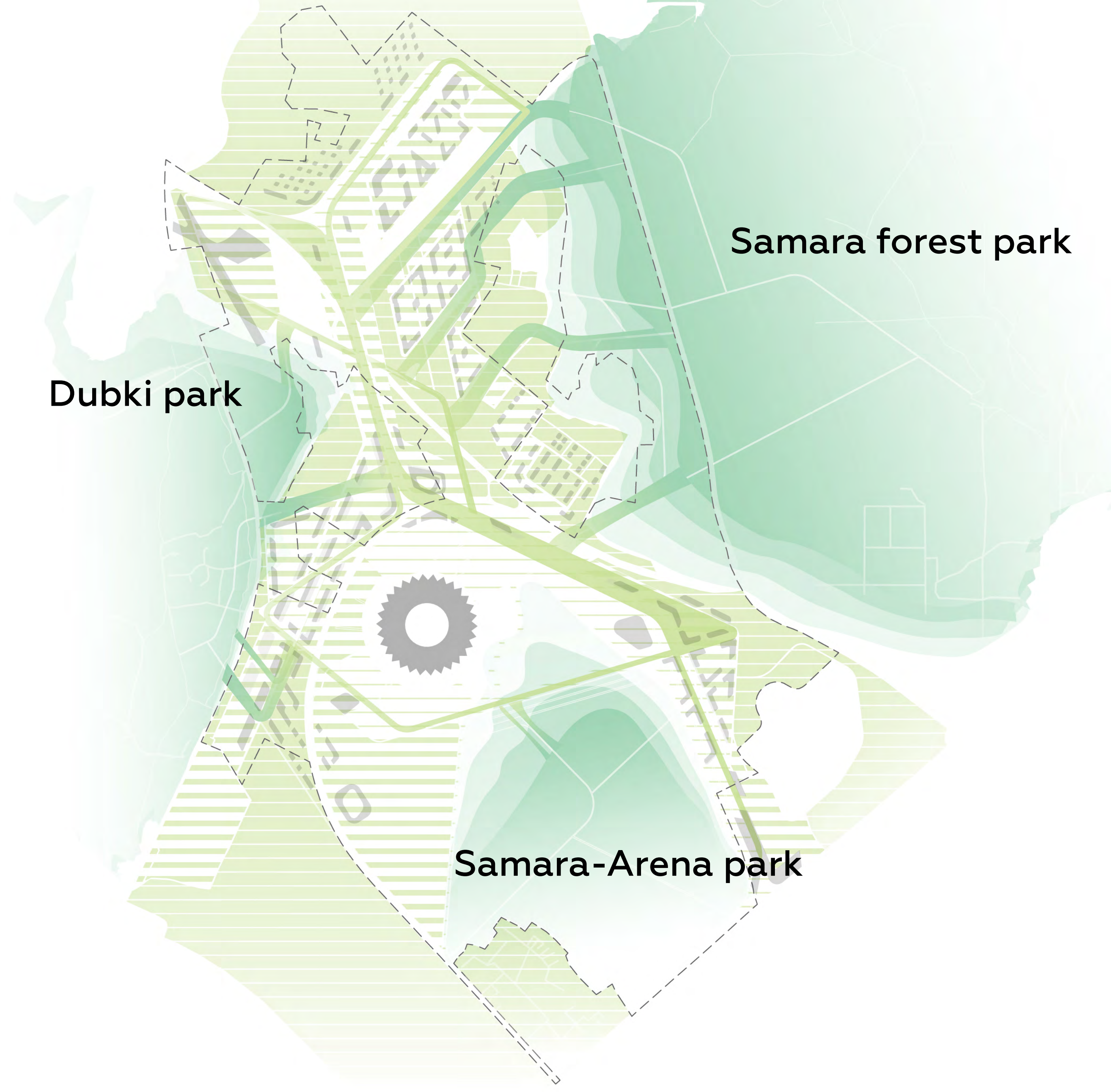
**Local
Identity**



Comfortable environment

Saving nature
in the city

The Center of well-
being and comfort

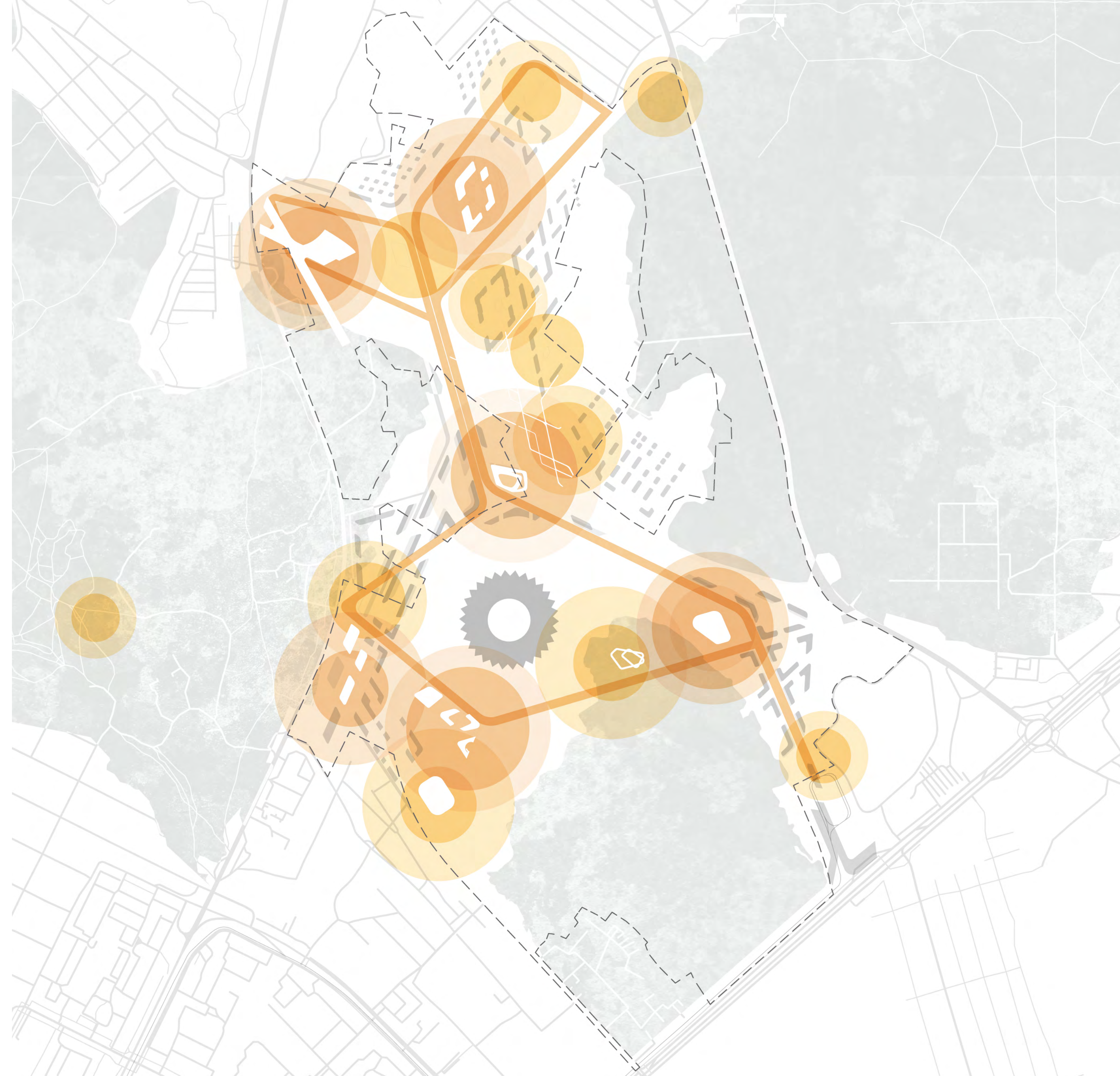




**Mixed
zoning:**

**Activating
the territory**

Activity center

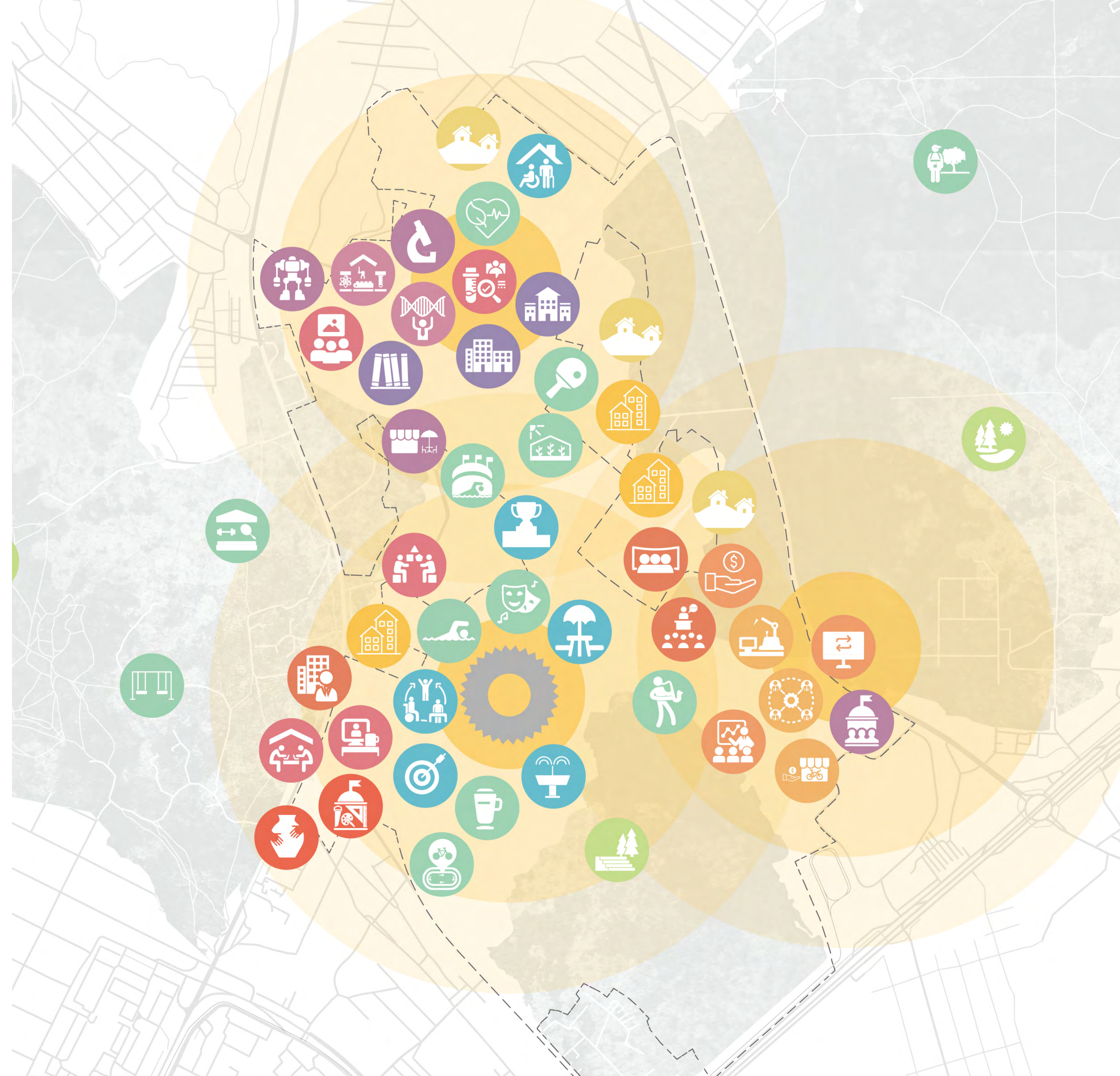


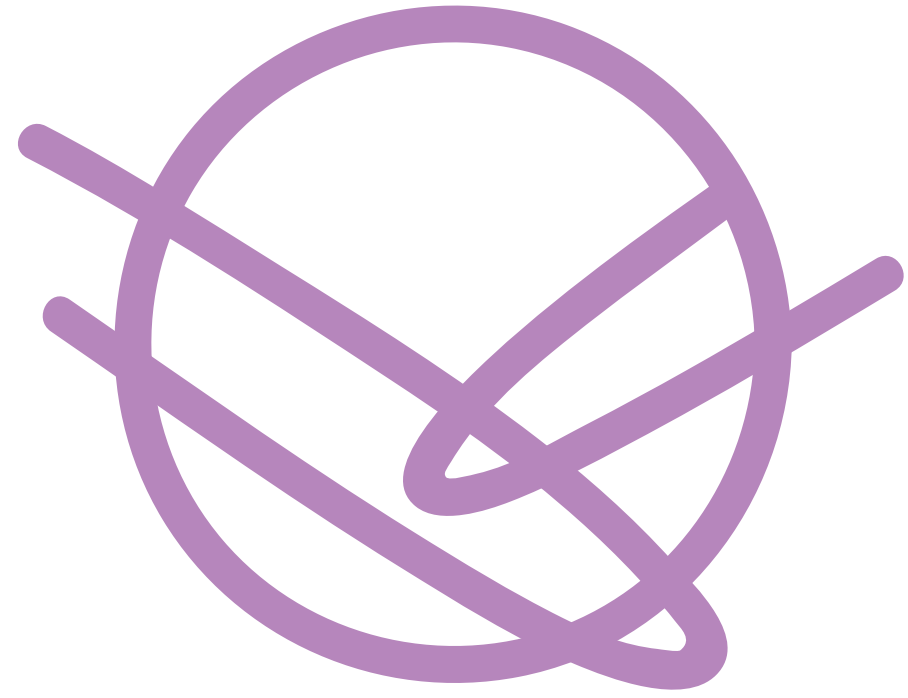


Mixed zoning:

The strategy
of the 20-minute city

All necessary functions
within walking distance

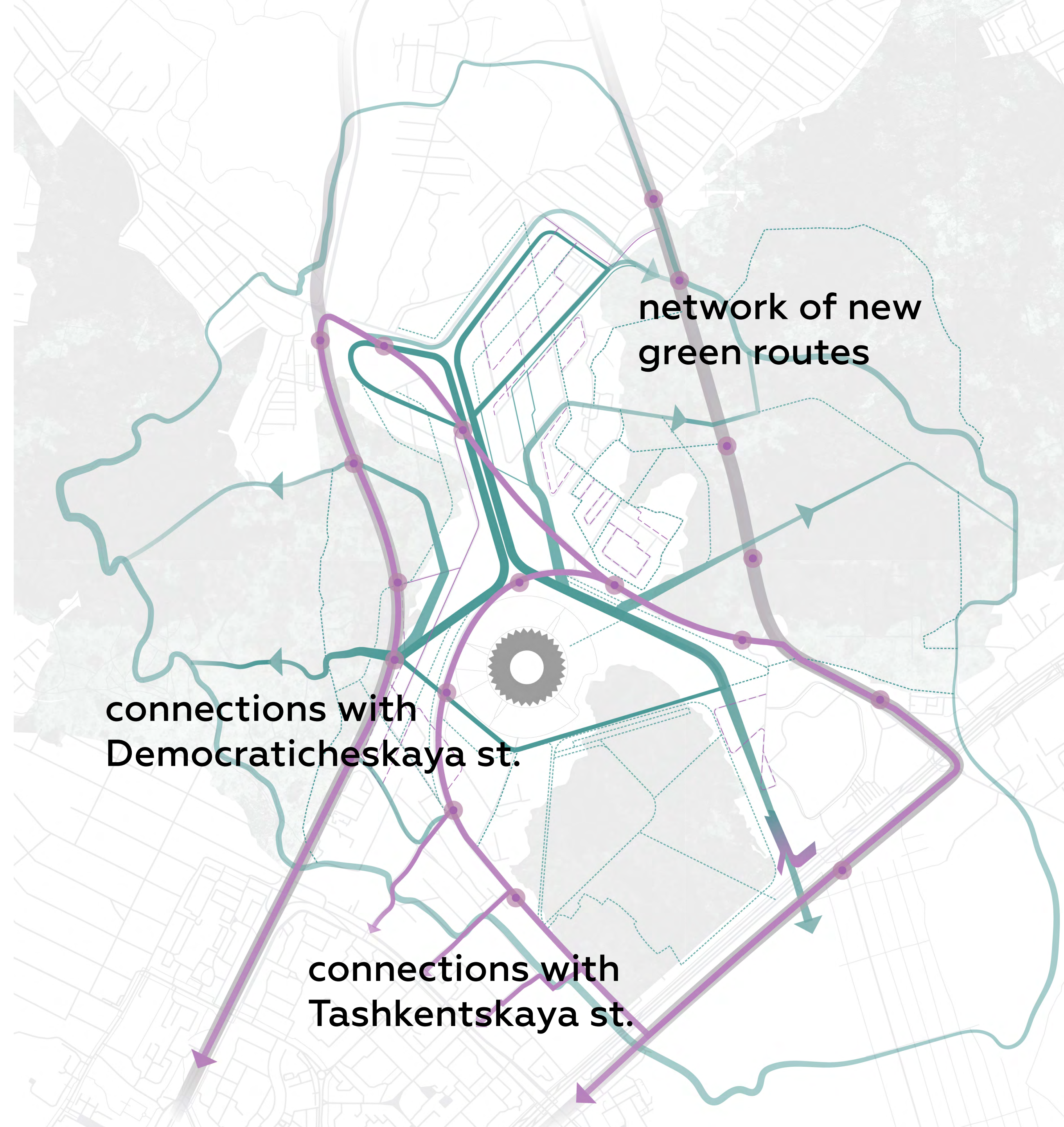


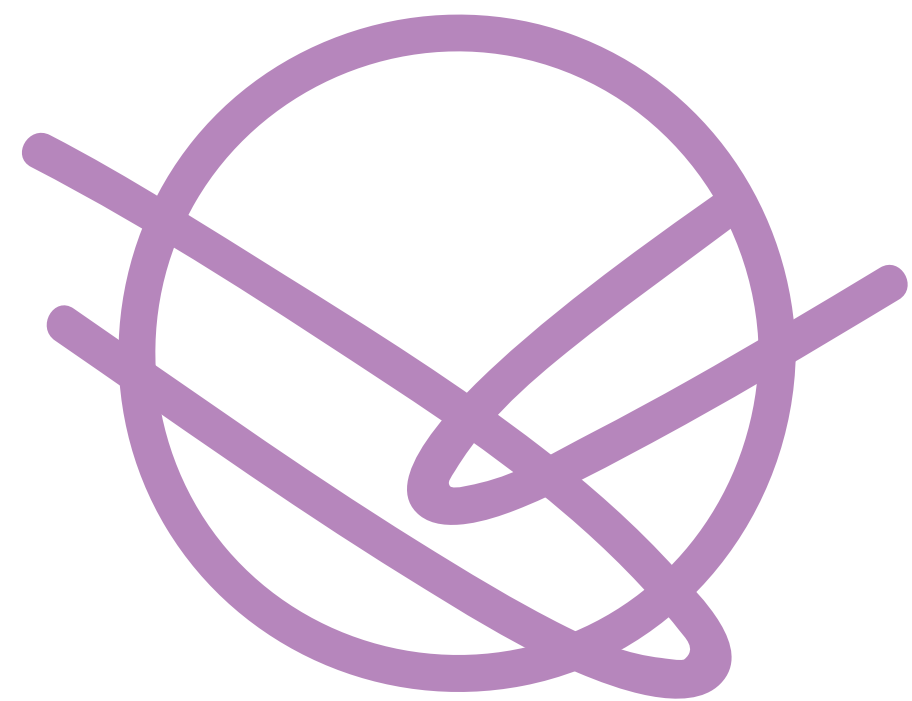


Availability:

Develop connections
and permeability

Center of attraction

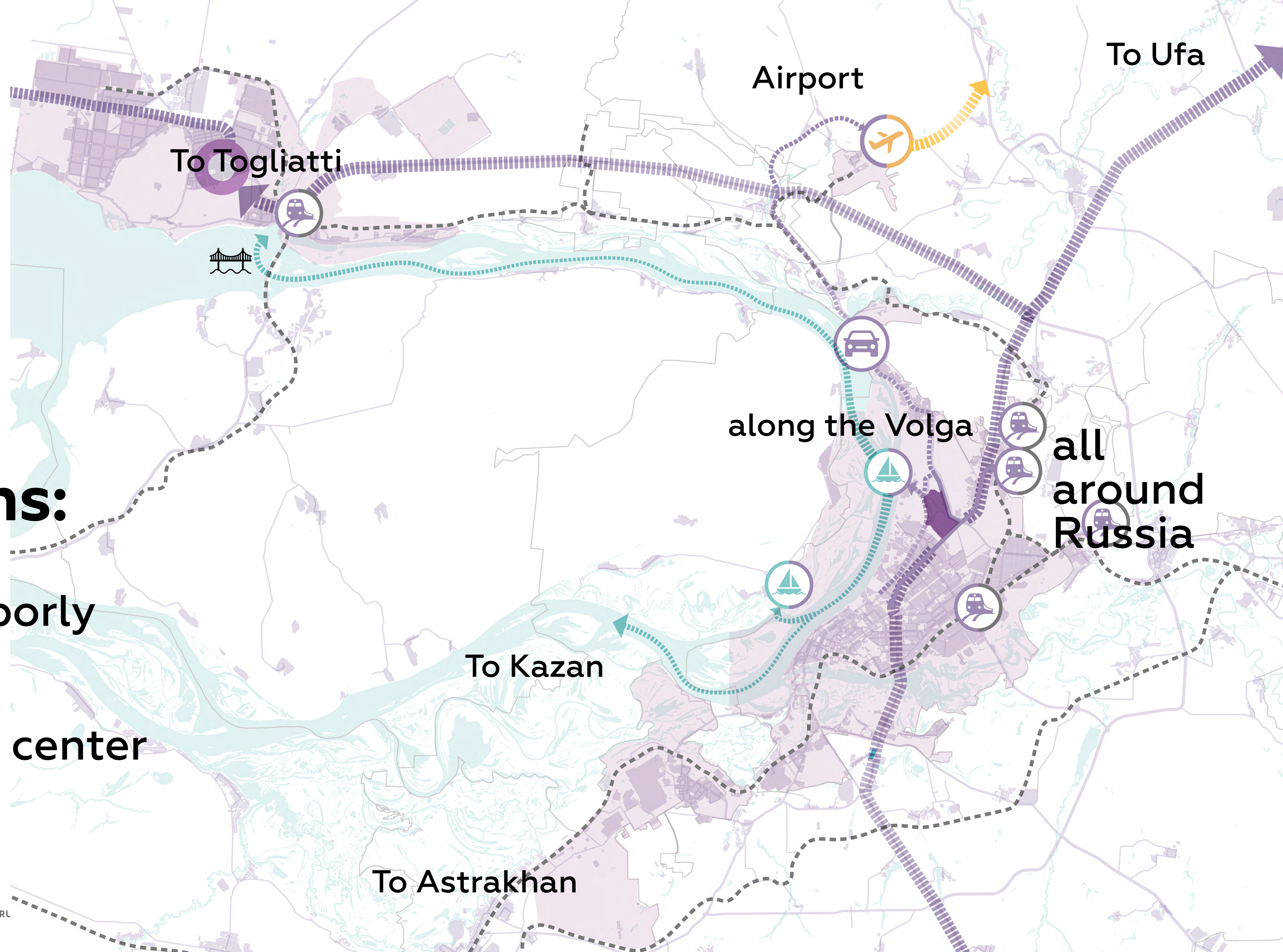




New connections:

Develop neighborly cooperation

Agglomeration center

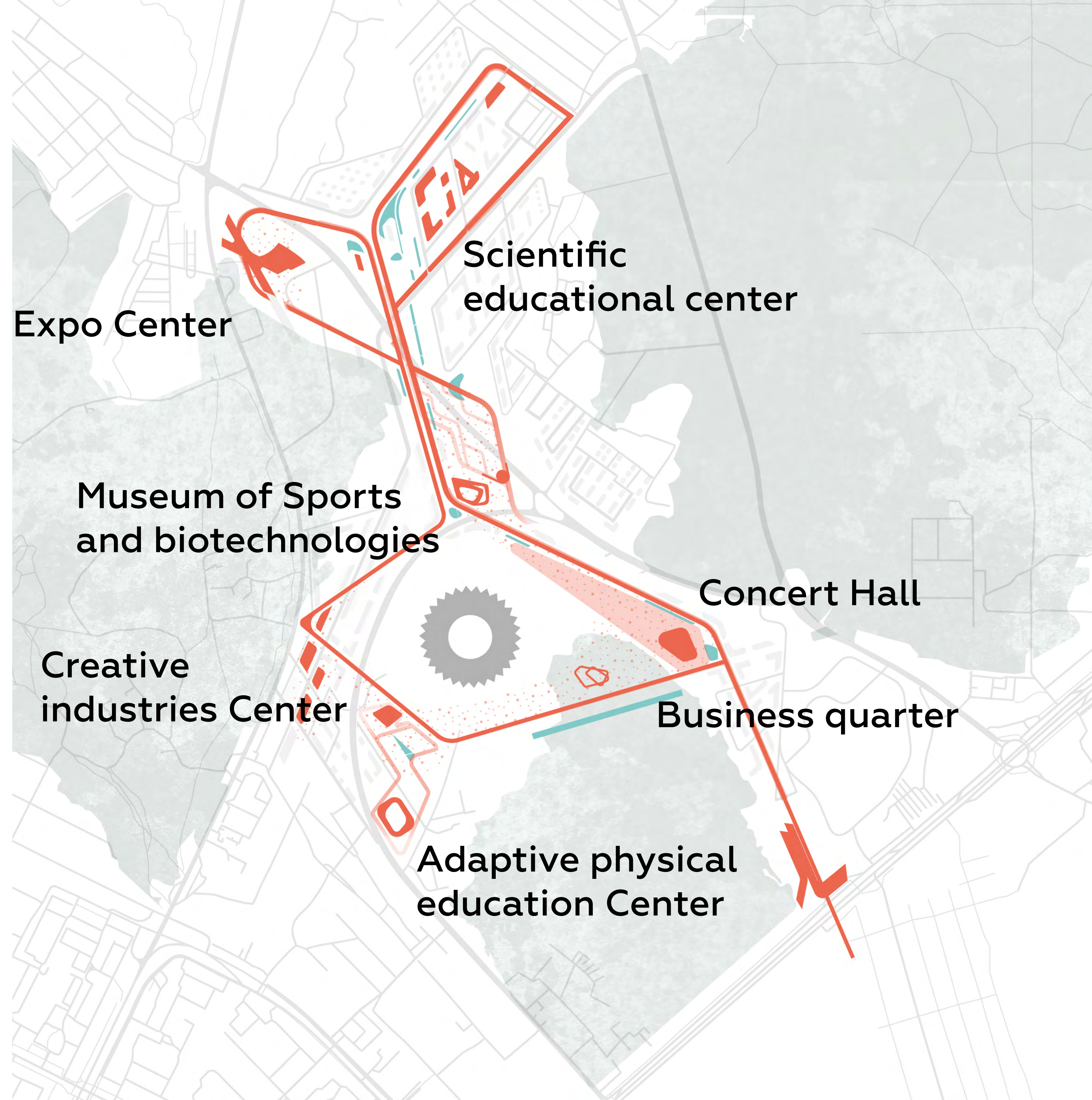




Local Identity

Create a unique brand

The new face
of the territory



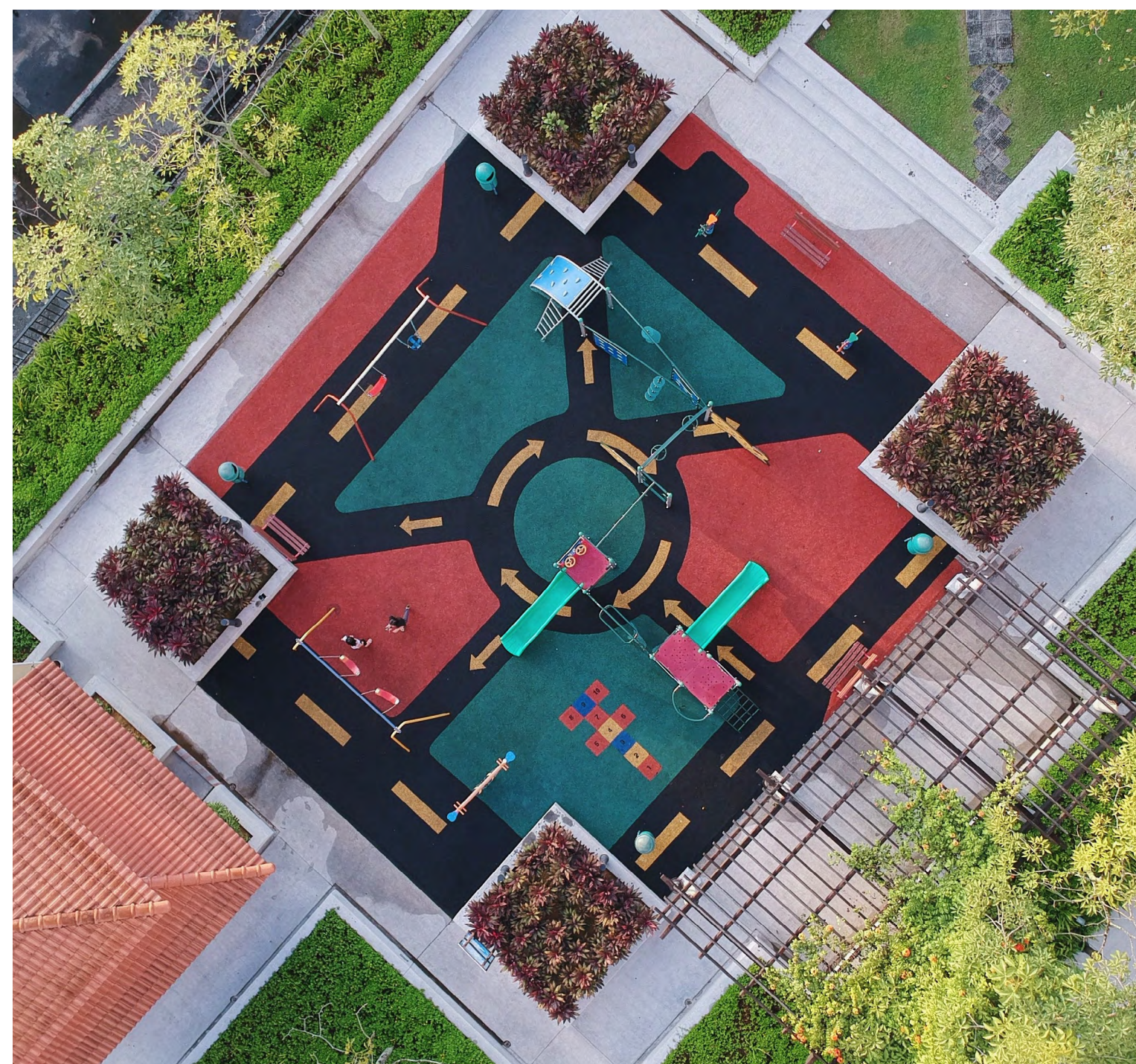


Play
Играй



The Arena is the core of the
territory. deological
and formal center





Multifunctional sports complex

Paralympic Training Center

New technologies and materials testing Center

Center for adaptive physical education

24 sports
6 outdoor sports grounds
1 300 m running track



A row of vertical flags, each featuring the 'PLAYi' logo and the Russian word 'ГРАЙ!' (GRAI!) in white text on a red-to-orange gradient background. The flags are set against a clear blue sky with light clouds. The text 'At the intersection of innovation, biotechnology and sports' is overlaid in a large, bold, black font across the middle of the image.

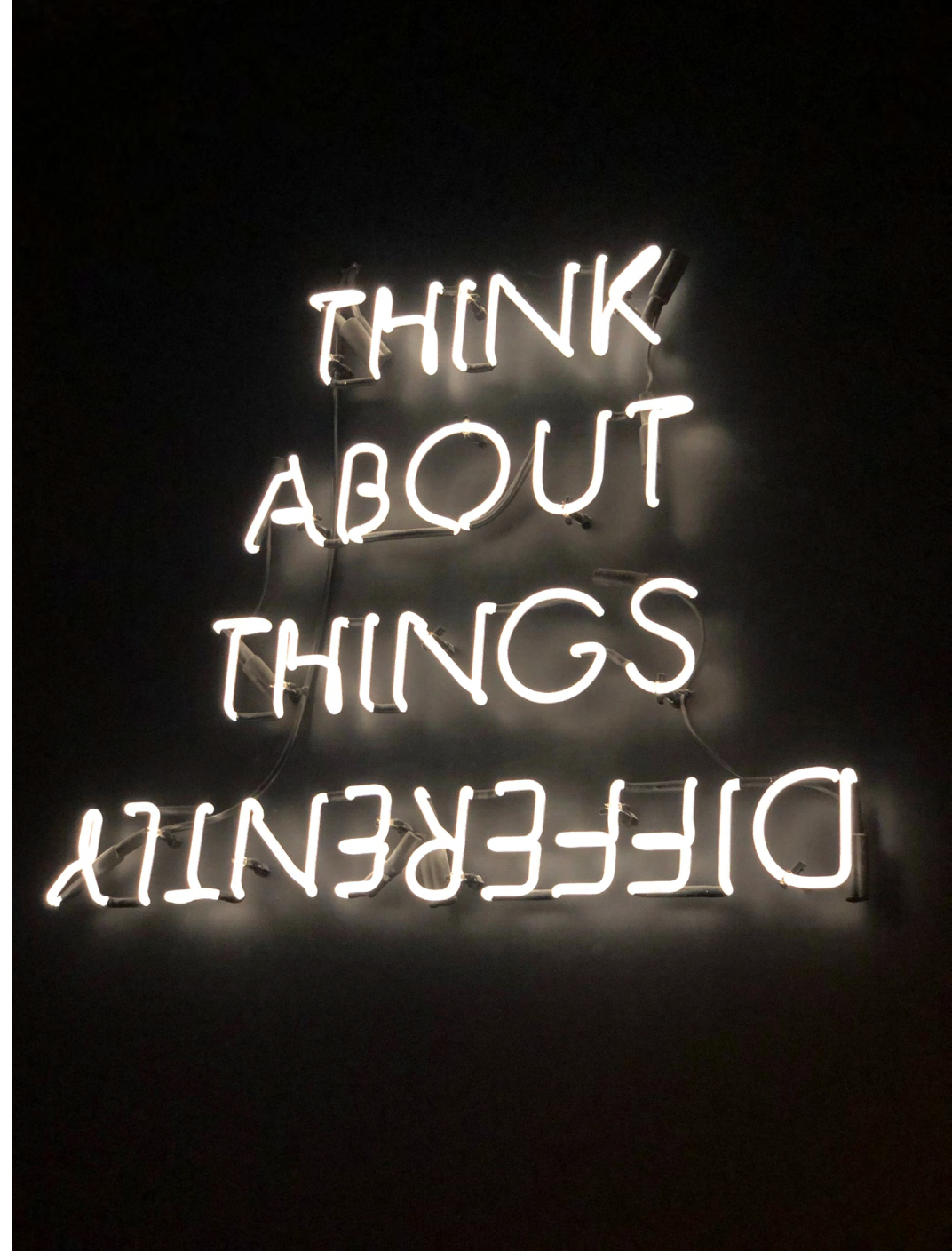
**At the intersection of innovation,
biotechnology and sports**



Learn
Изучай

Learn

Research, educational
and scientific center



Scientific educational center, Scientific campus

Unique directions:
Biomedicine and Robotics
High-tech materials

School for gifted children
Research laboratories
Technopark

3,000 jobs
in the tech industry
Increasing the productivity
of companies
Commercialization
of developments

Expo Center

Rich business program

Full cycle of exhibition services

International activities



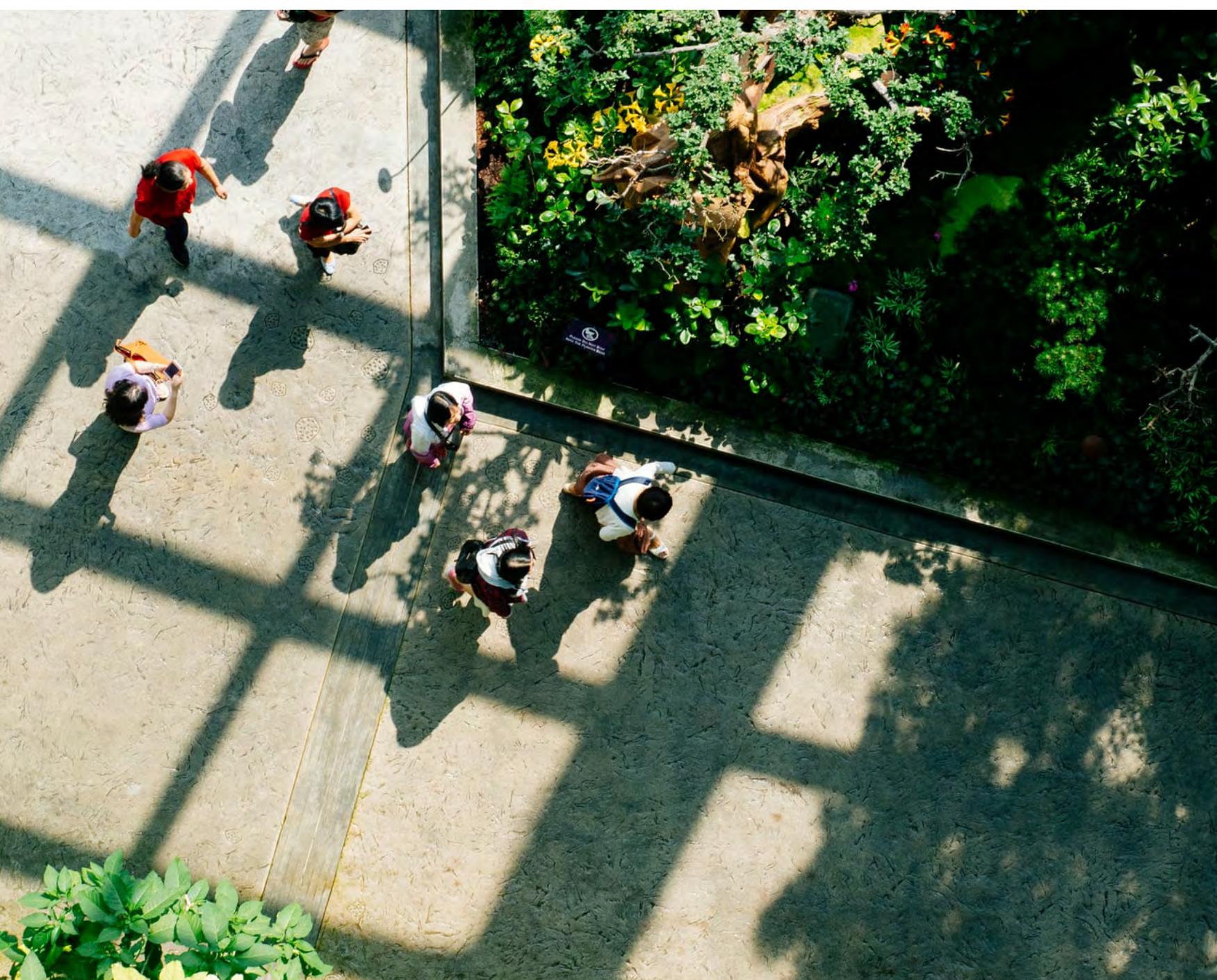
33,800 m2 exhibition area

20,000 people
maximum capacity

Do Создавай



Center for life, commercial
and business activity



Business quarter

Transfer of administrative institutions from the center

Launching of the business activity

Placement of branches of large companies

5,750 new jobs

46,000 m2 rental area

29,500 m2 government department area



3 types of residential buildings



Mid-rise



Low-rise



**Cottages
and townhouses**

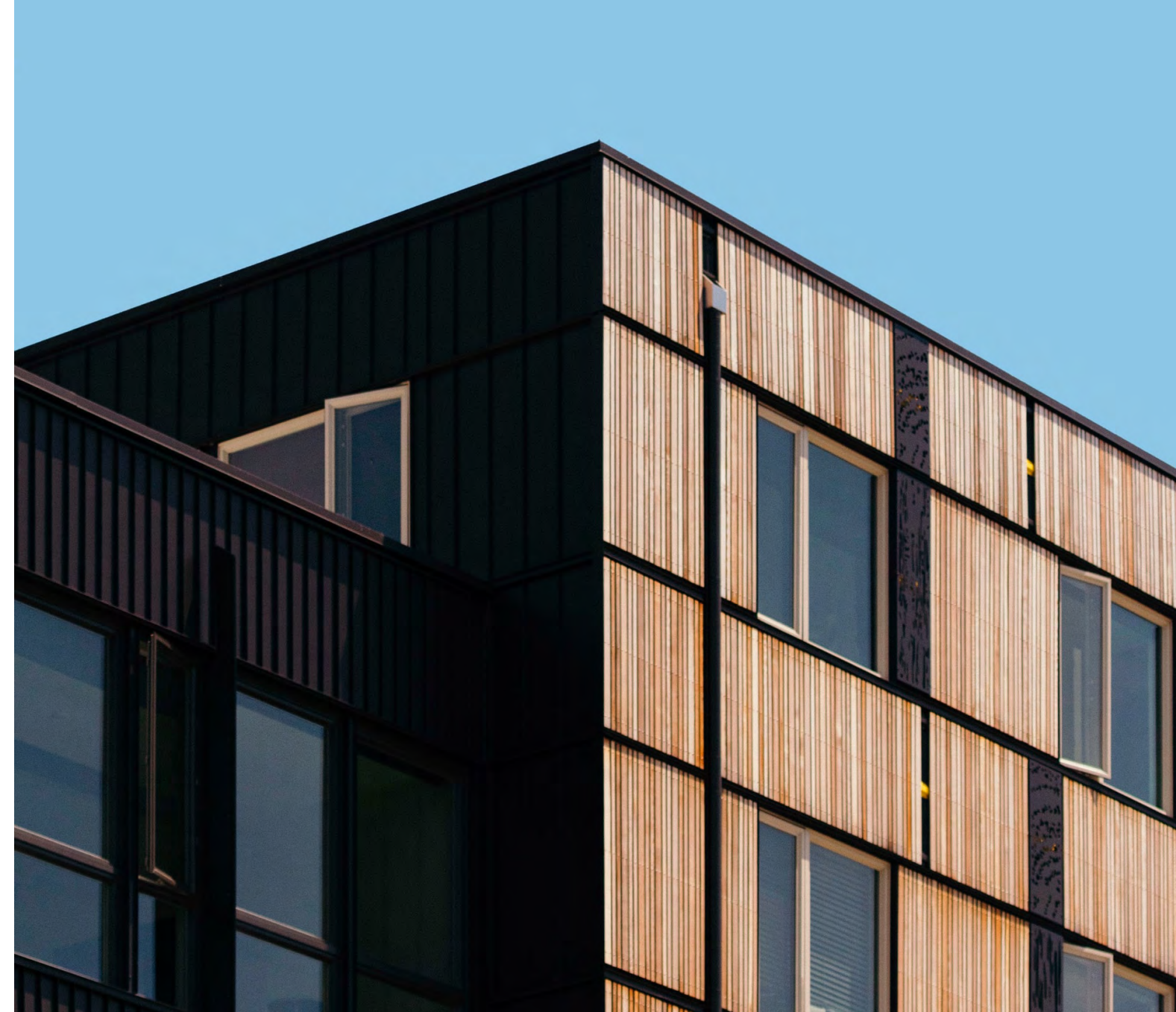
We create a new unique format of supply in the housing market

80% of the population of new territorial entities are provided with specialized workplaces within the projected area

3 types of rental housing



Hotels at significant sites



Coliving at Scientific educational center and technopark



Apartments

2,500 people from the region can reside on a temporary basis

Private Sector Design Code



Saving of the existing development around the competition territory will provide independent modernization of the site due to qualitative changes in the area around



Social infrastructure



Boarding house
for the elderly



General School



Kindergarten

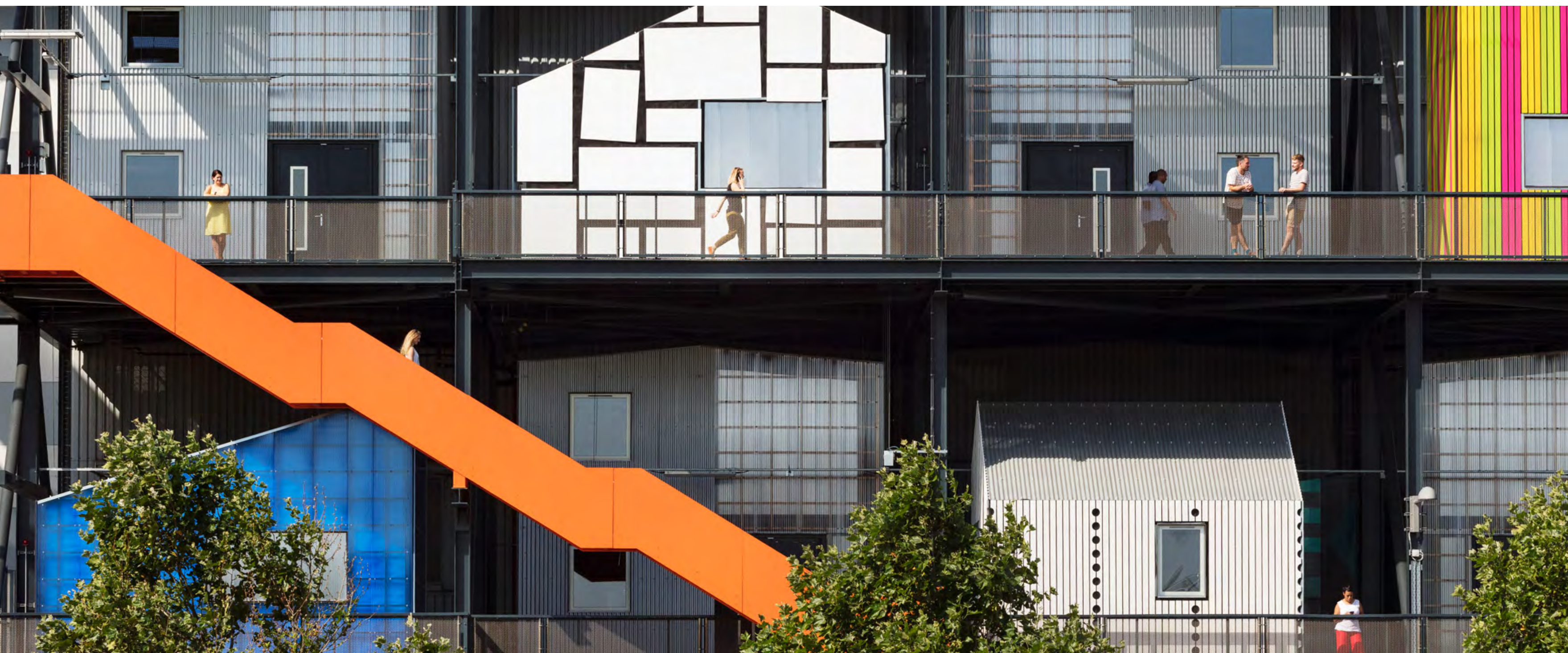




Make Твори



Center for Creative Economy:
hundreds of new businesses



Repurposing of existing hangars



Trampoline center

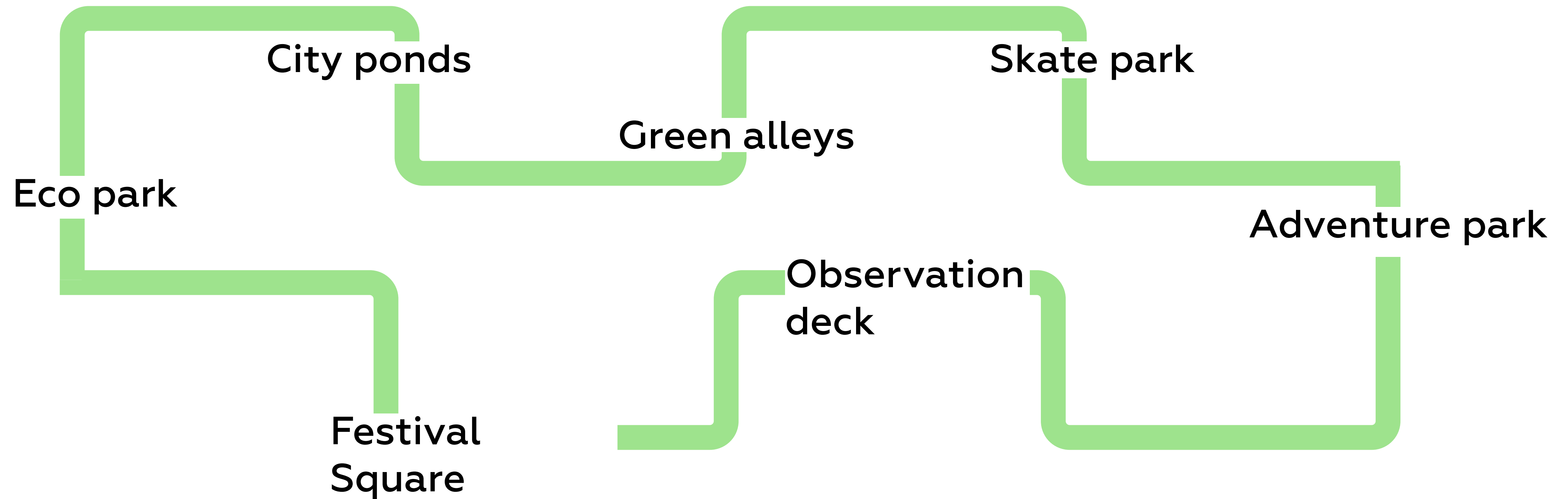


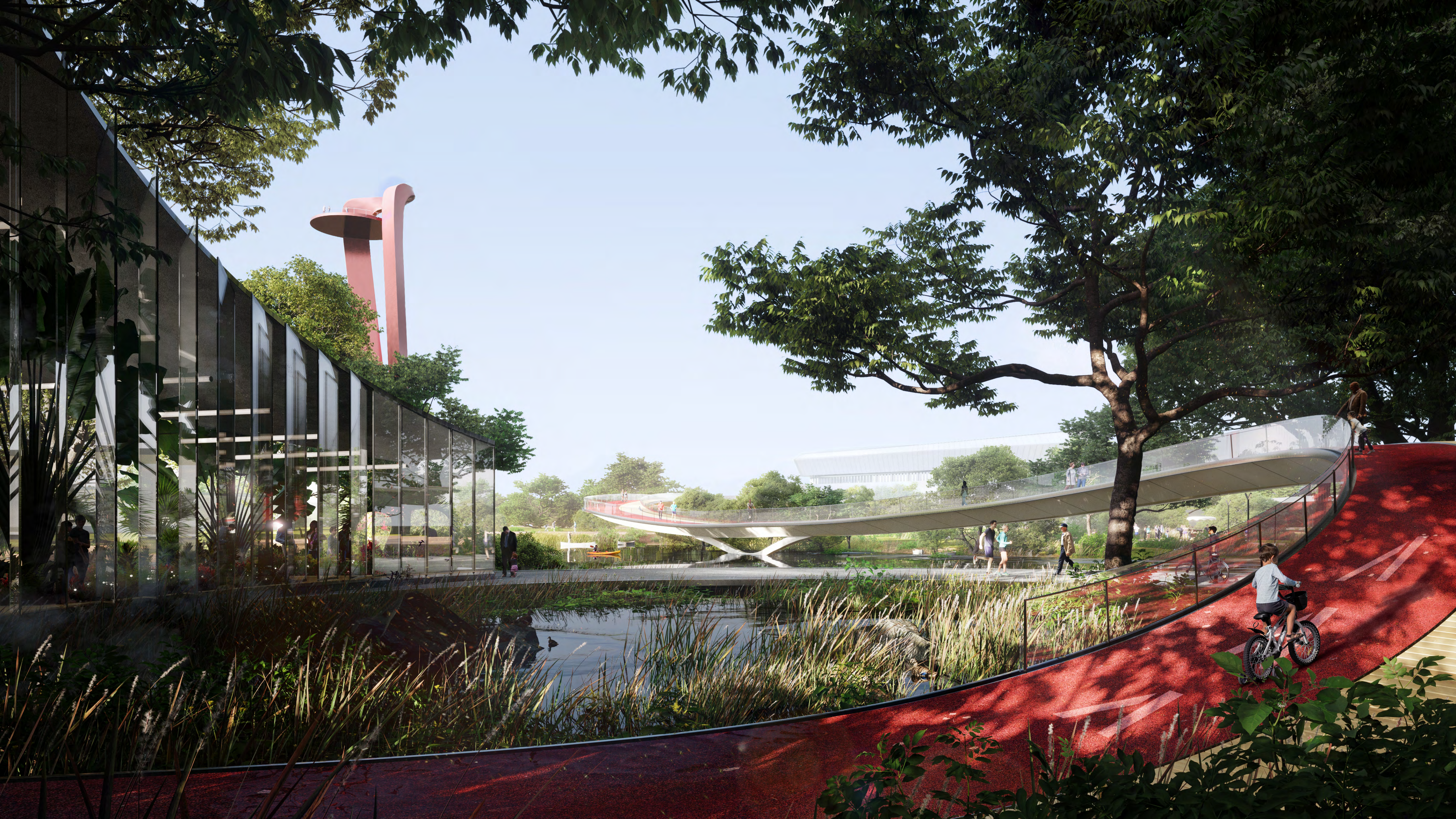
Kart racing



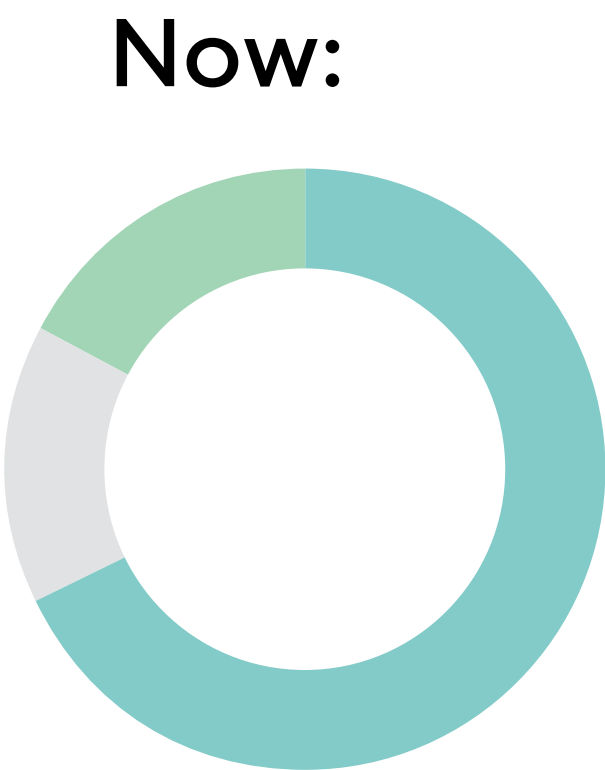
Center of creative industries

A network of green public spaces unites the territory



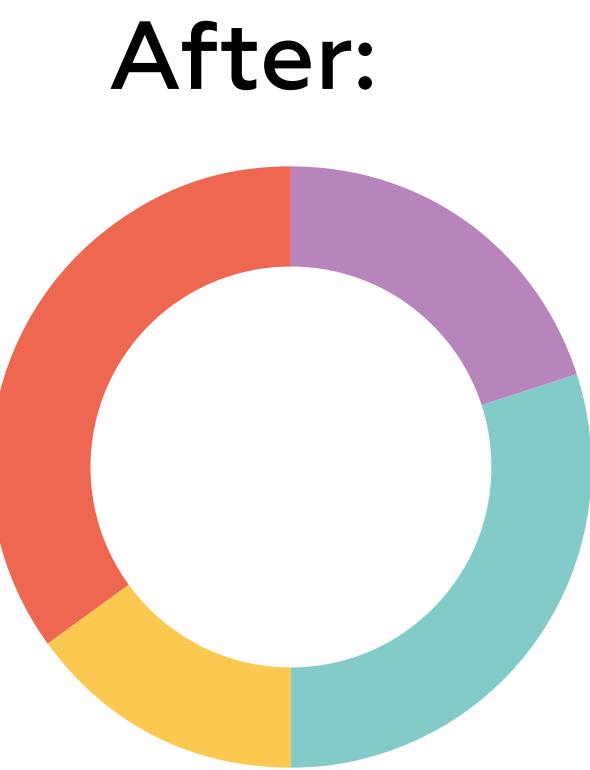


Sociocultural programming



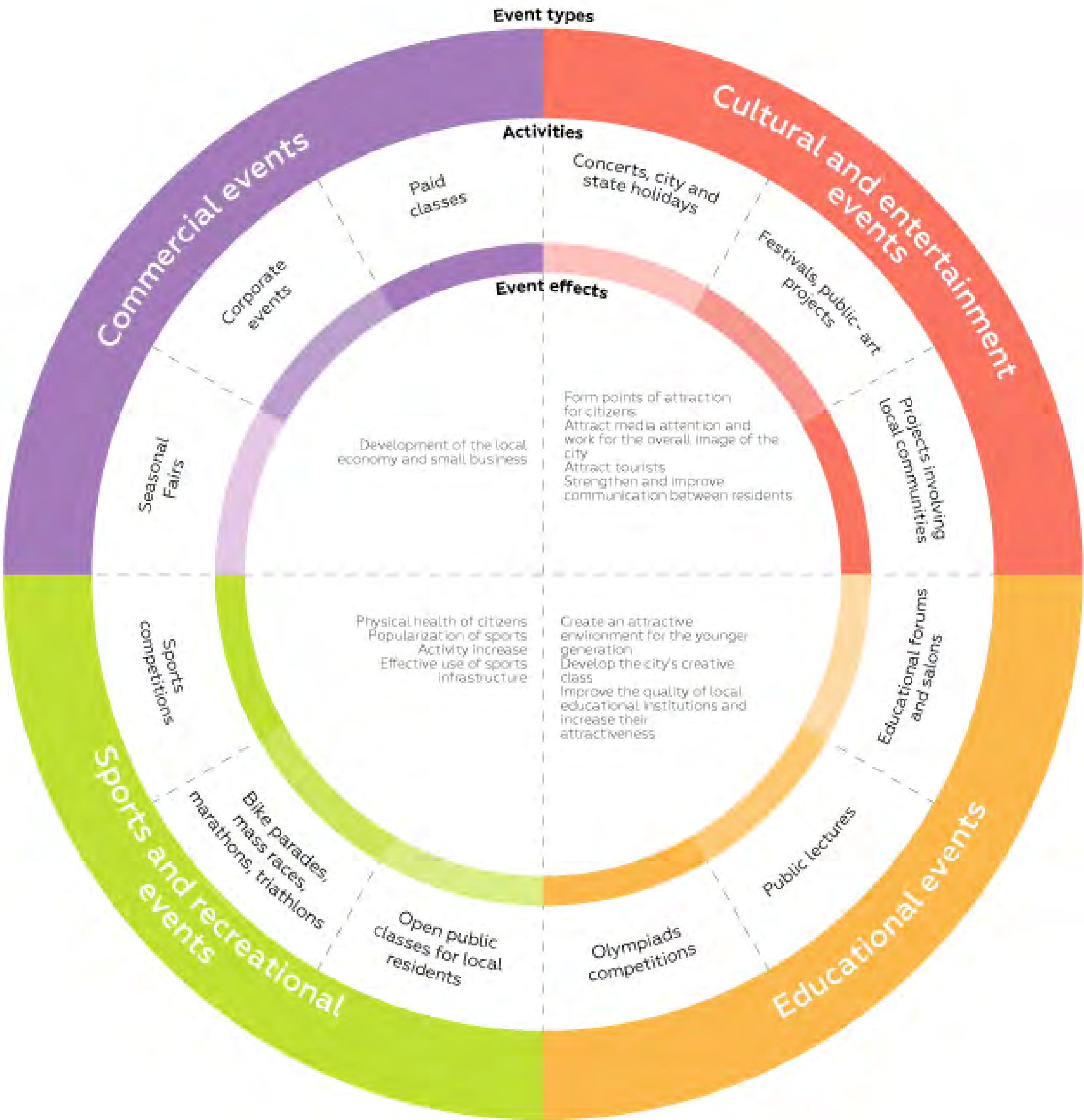
- Sport events
- Cycling
- Other

Lack of events







- Commercial events
- Cultural and entertainment events
- Educational events
- Sport events

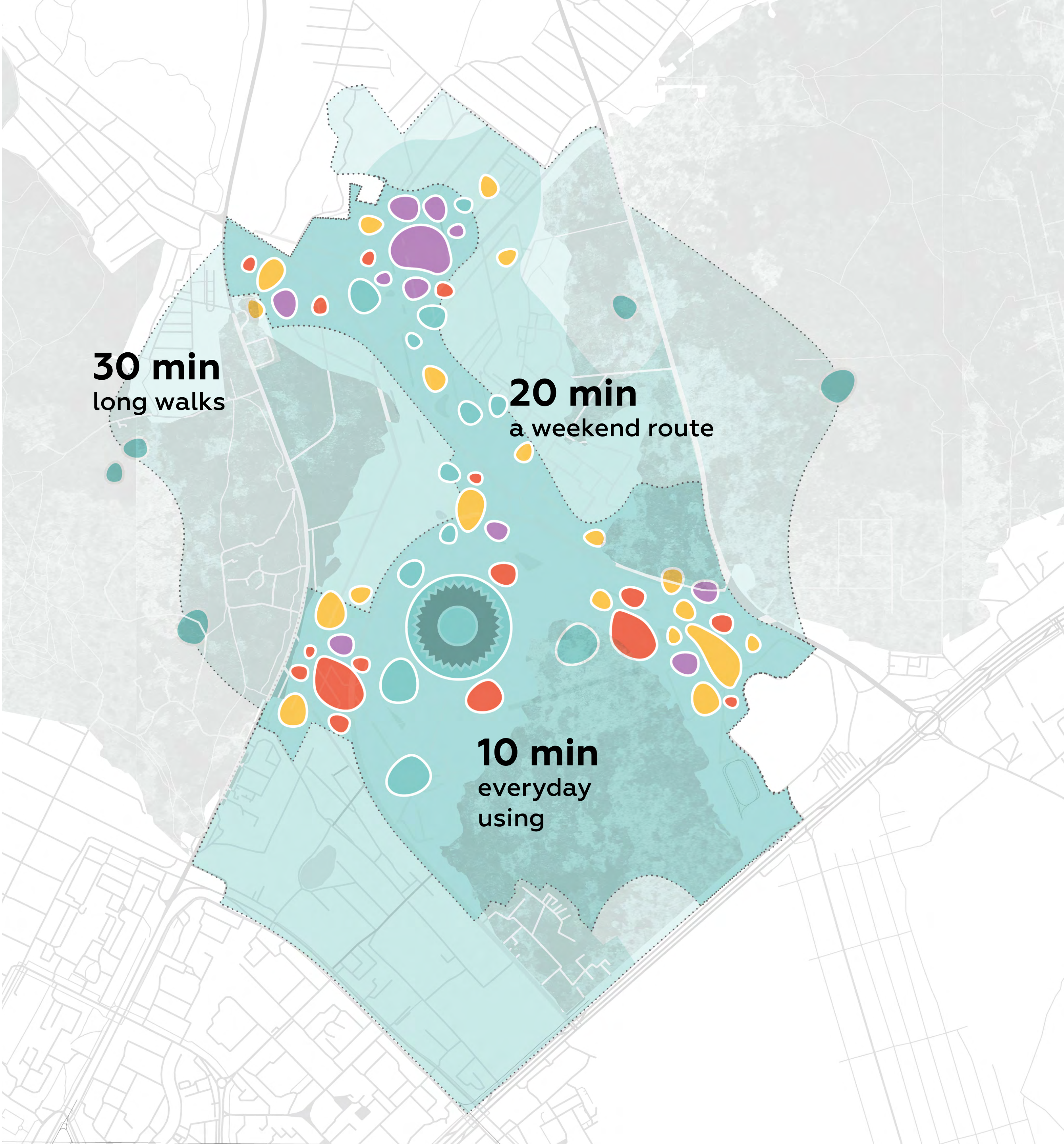
Variety of activities and high attendance



Usage scheme

Events:

-  Cultural and entertainment
-  Educational
-  Commercial
-  Sport



10.02-
15.02
2021



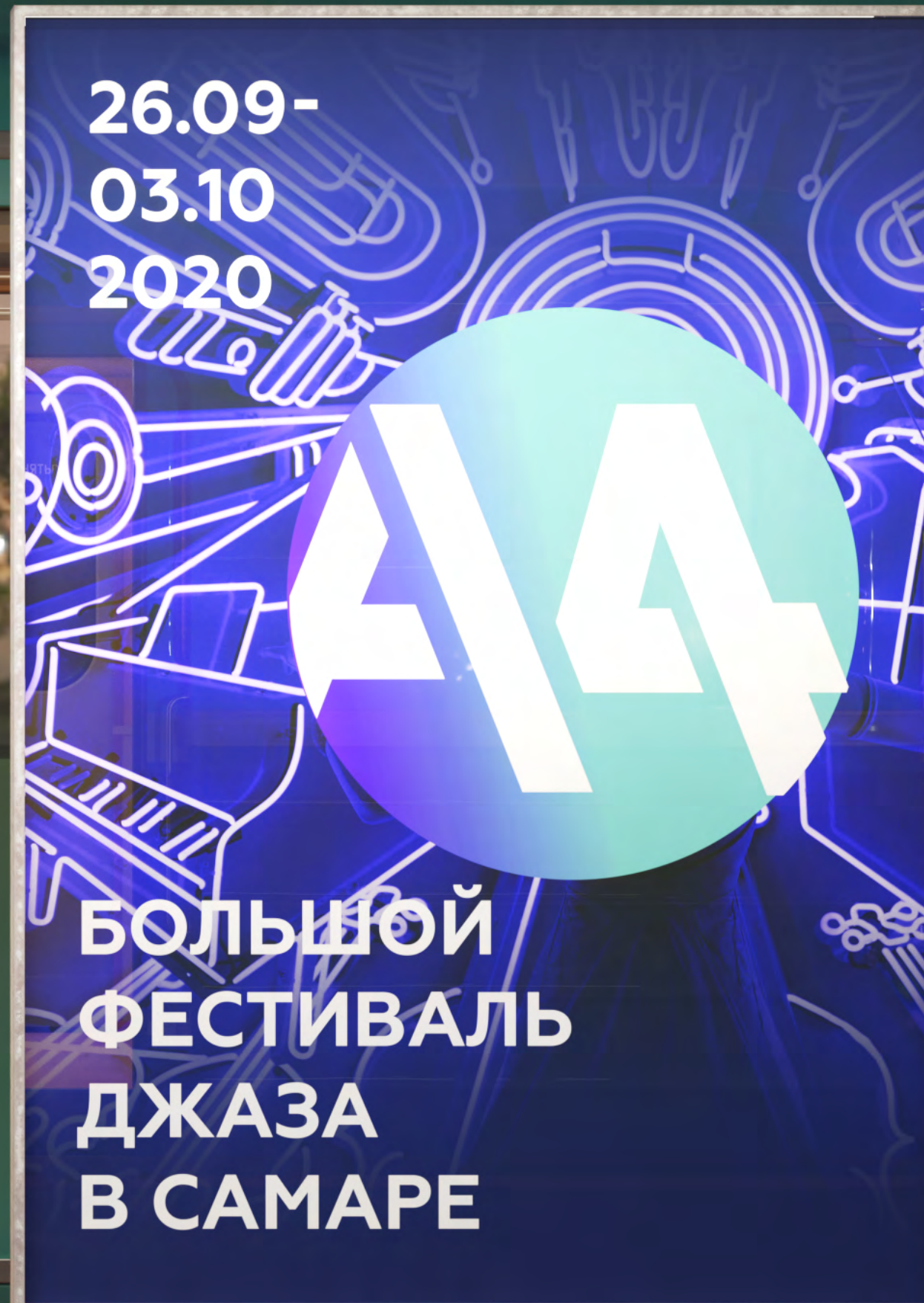
ФЕСТИВАЛЬ
КИТАЙСКИЙ
НОВЫЙ ГОД



26.09-
03.10
2020



БОЛЬШОЙ
ФЕСТИВАЛЬ
ДЖАЗА
В САМАРЕ



Walking routes Network

1. Everyday route

2.9 km  40 min  8 min

2. Cultural route

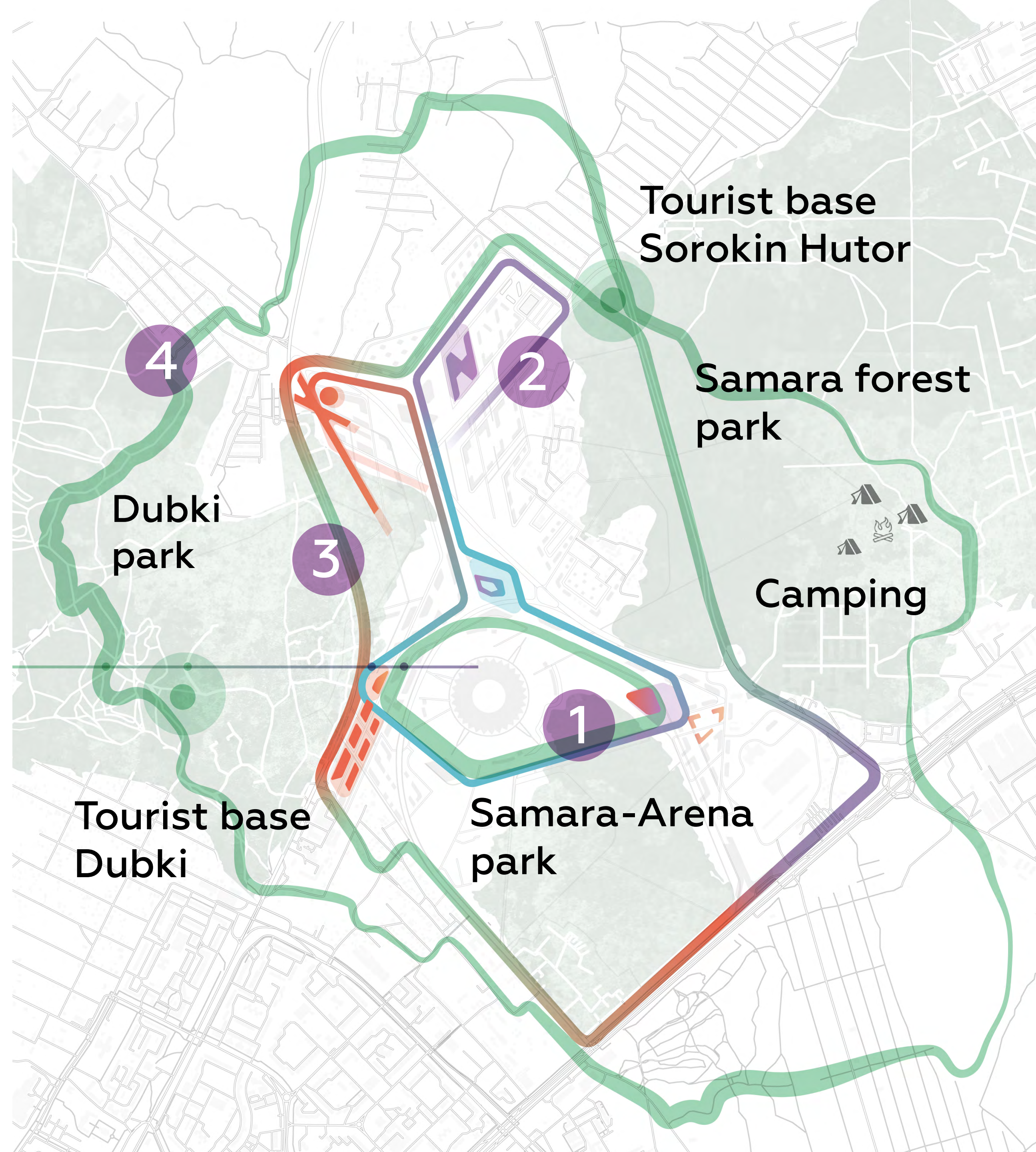
8.5 km  2 h  35 min

3. Multipurpose route

10 km  2,5 h  45 min

4. Green zone

16 km  4 h  1 h 15 min



Samara "Around the World"

150-250 km



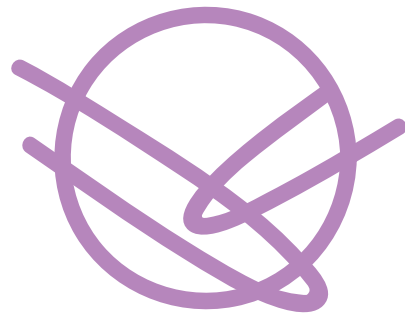
Critical mass for the future center agglomeration



Comfortable
environment



Mixed zoning



Availability
and new connections



Local Identity



Masterplan

LEARN

1. Boarding house for elderly people
2. Temporary housing for students and specialists
3. School for gifted children
4. Innovation and educational campus
5. Eco House pavilions
6. EXPO center
7. Hotel at the EXPO center
8. Kindergarten
9. General school

MAKE

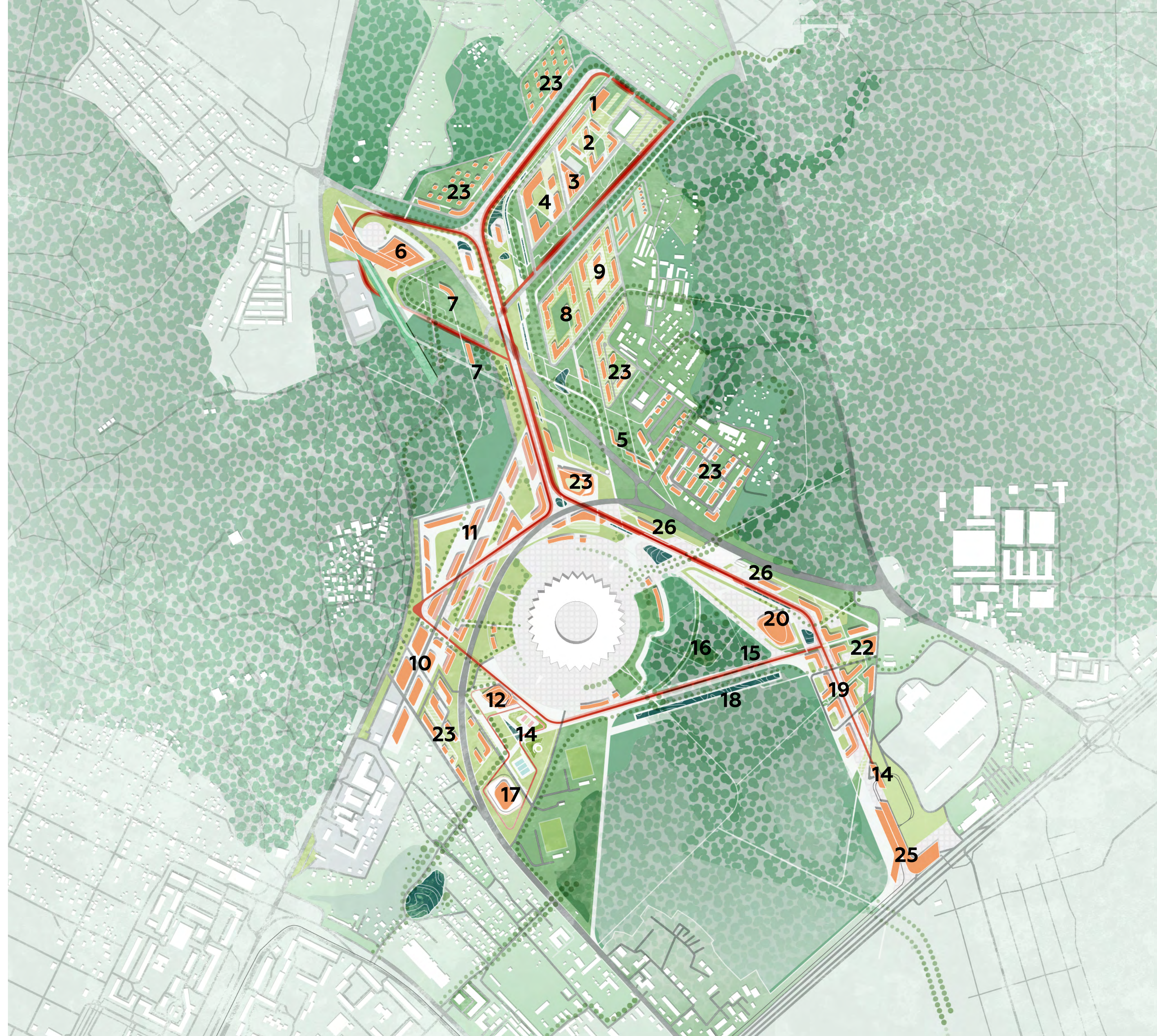
10. Center for Creative Industries / Info center / Trampoline center / Kart racing
11. Dom RF

PLAY

12. Rehabilitation training center
13. Extreme park
14. Equipment rental
15. Adventure park
16. Summer cinema
17. Beach Sports Center
18. City pond

DO

19. Business park
20. Congress / Concert Hall
21. Hotel
22. Local government
23. Museum of Sports and Biotechnology
24. Residential development
25. Transport hub
26. Samara-Arena parking



3 stages of realization

Short term
projects

First victories
and revitalization
of the territory

2020-2022

Medium-term
projects

Territory development
and creation of
landmark objects

**2023-2025
and
2026-2030**

Long term
projects

A look into the future

2030 -...

3 types of financing

Investment projects

- Congress hall
- Business park
- Technopark
- Boarding house for the elderly
- Hotels
- Housing
- Retail

Payback projects

- Creative cluster
- Service enterprises (seasonal)
- Sports equipment rental
- Venues for events

Budget / off-budget financing

- School / boarding school for gifted children
- Center for Adaptive Physical Culture and Sports
- Outdoor sports grounds
- Landscaping
- Running and bike routes
- Park

