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## Construction project redevelopment at Dmitrovskoye Highway

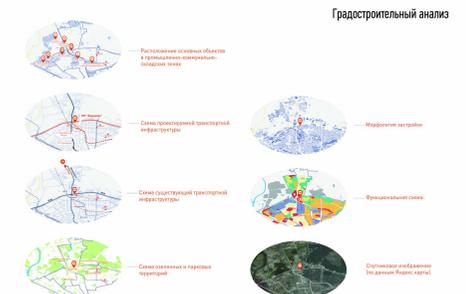
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Location	Moscow	
Square	61000 m <sup>2</sup>	
Year	2017	
Status	Concept	

In 2017, an interdisciplinary consortium of MAParchitects and Promcode became the winner of the All-Russian contest «The conceptual design of construction project redevelopment at Dmitrovskoye Highway.» The project has been a delayed construction for more than 10 years due to the lack of financing.

According to the Committee for Architecture and Urban Planning of Moscow, there are now about 305 similar delayed construction projects in the city. The project at the Dmitrovskoye Highway with an area of 61,000 m<sup>2</sup> was conceived as the largest auto retail, repair and service center in Moscow, but was not completed due to changes in the economic situation.

42 applications were submitted for participation in the competition. As a result of the preliminary selection, 5 teams went through to the next round. Within a month they had to develop a comprehensive redevelopment conceptual design for the construction project of a six-storey building with two underground floors, located on Pskovskaya street, 17. The final concept was to include architectural and planning designs, a solution for functional programming of the construction project and a financial model.

The project Center Dmitrovka is a lively and flexible system involving the integration of transport, logistics and warehouse, as well as exhibition services. At the same time, the integration of the owner's business into the chosen conceptual design is logical and allows an effective creation of new business formats aimed at the final consumer. The territory of the complex is divided into two areas: the technological area from the



Moscow Ring Road side and the public zone with objects of social activity, landscaping, trade and service enterprises — from the residential area side.

According to Oleg Khusaenov, chairman of the board of directors of the Atlant-M International Automobile Holding, who initiated and invested in the competition, such practices are very useful for all participating parties:

*„Competitive practice is an excellent tool for identifying new approaches to the repurposing of such buildings. I believe that the ideas and solutions presented by the participants are cost-effective in solving the problems of this delayed construction site and can become the basis for redevelopment of the construction project. «*