

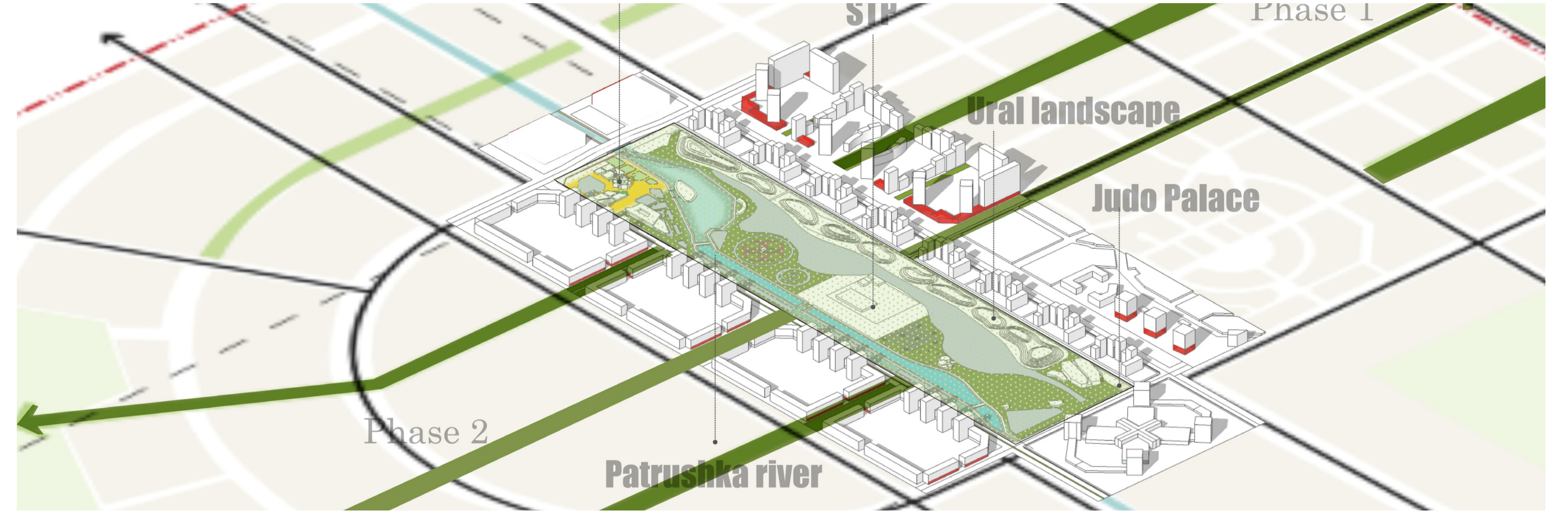


Case topic: "Academicheskyy"

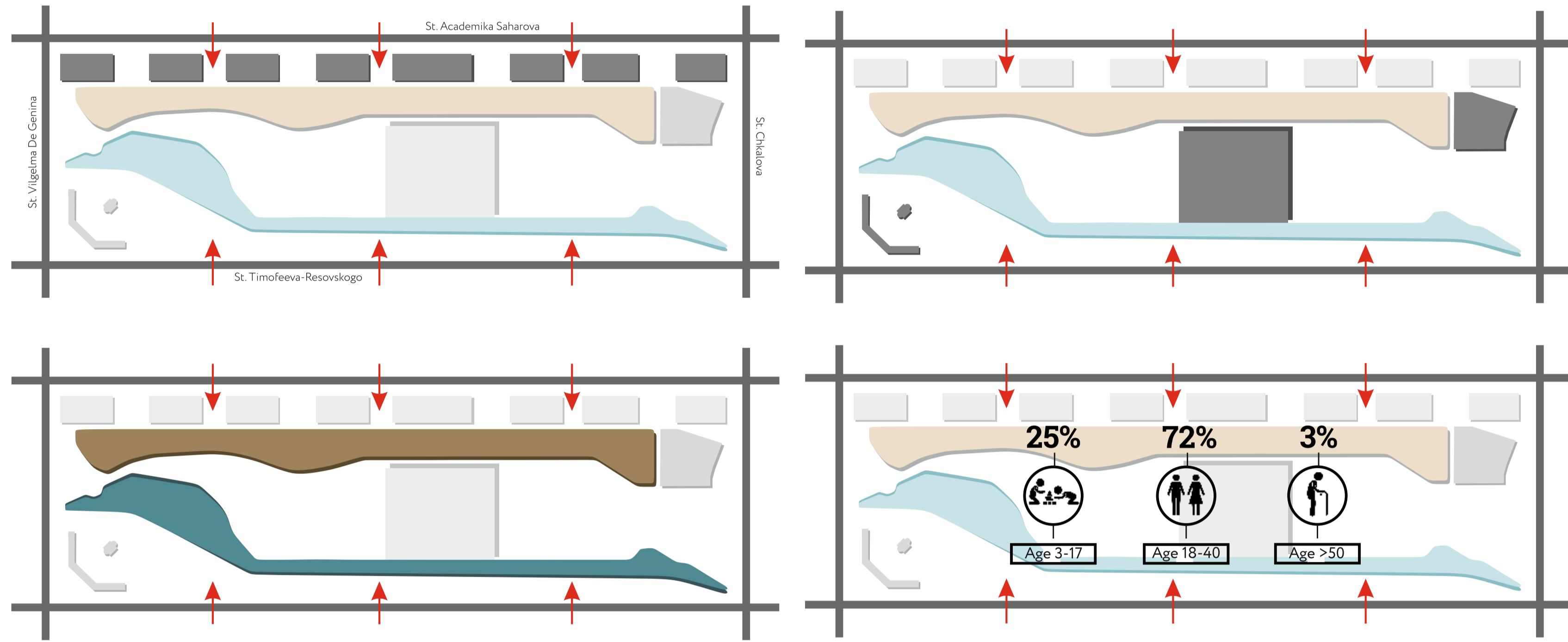
Project name: Urban living room

GIVEN DATA

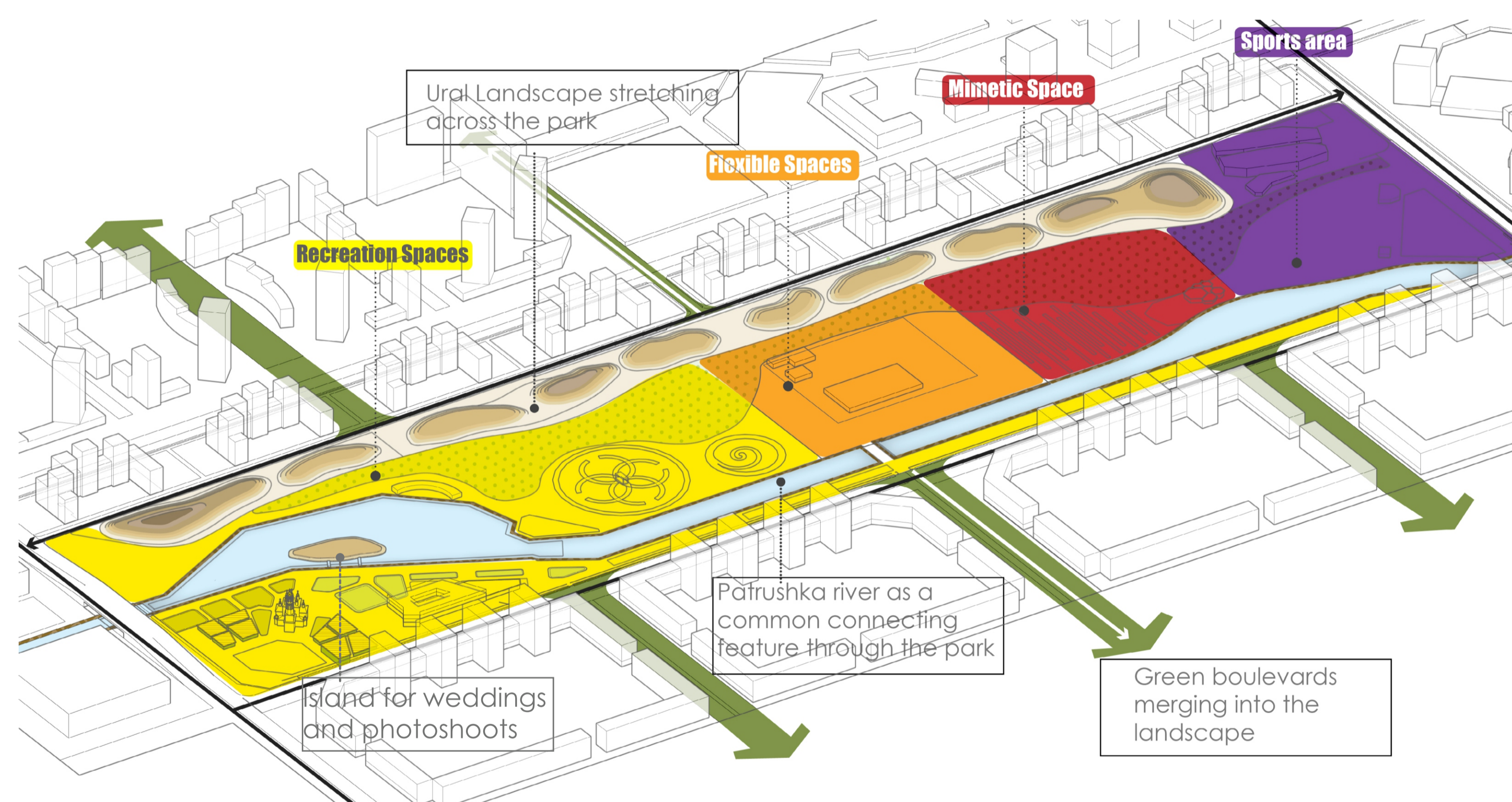
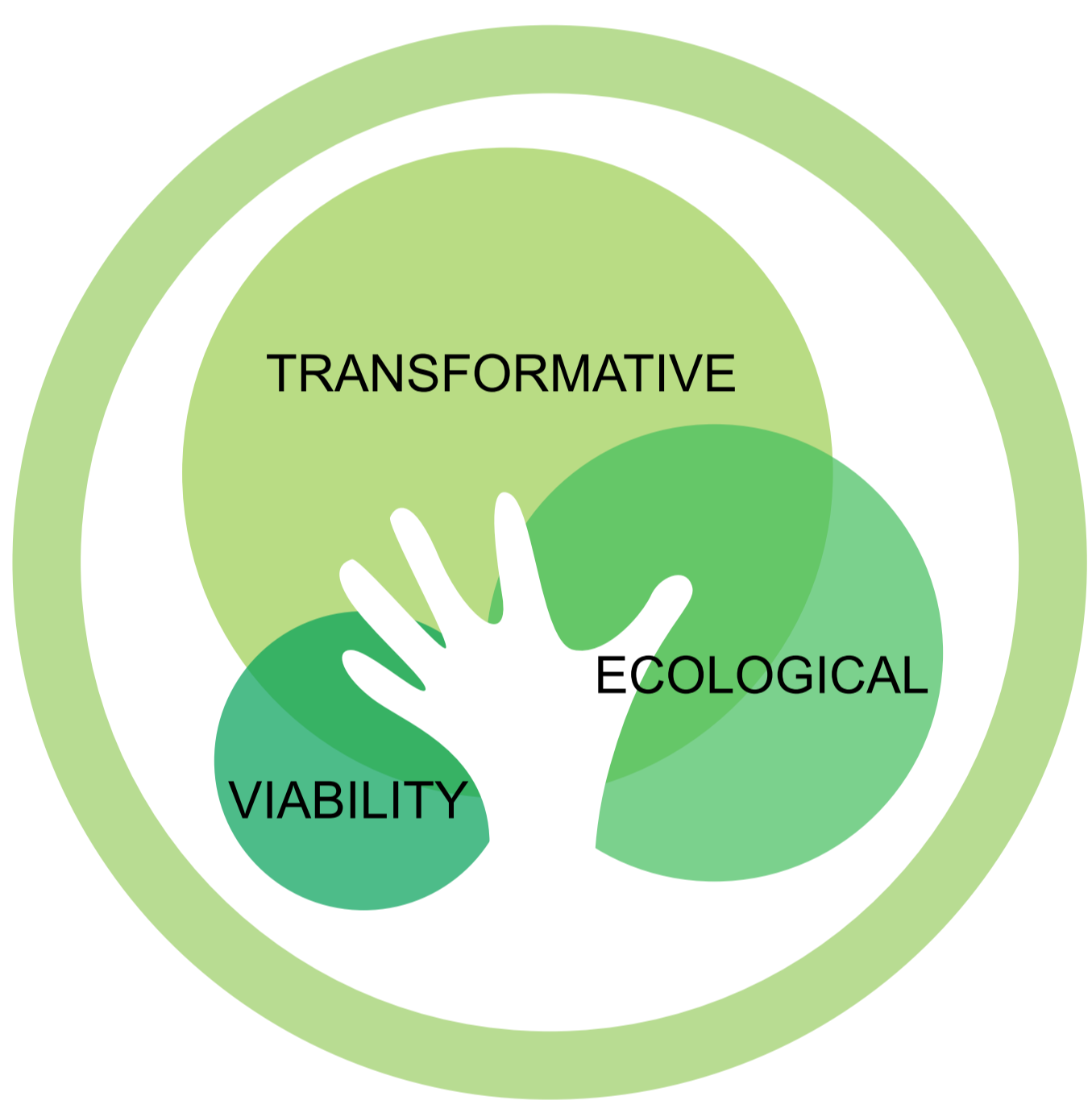
ANALYSIS



CONCEPT URBAN LIVING ROOM



Principles of "Urban Living Room"



Community center "Ural mountains" | Комьюнити центр "Уральские горы"

- детская комната / children room
- мини-кафе / mini-cafe
- мастерская / workshop
- коворкинг / coworking
- зал для групповых занятий / training hall
- инфраструктурные элементы / infrastructure elements
- библиотека / library
- лекторий / lecture hall

Transformative

Multifunctional earth courts

Judo Palace and

Parking space to

Viable

● Events programming: River Fields Park London Commission and events programming - 100% funding from events programming.

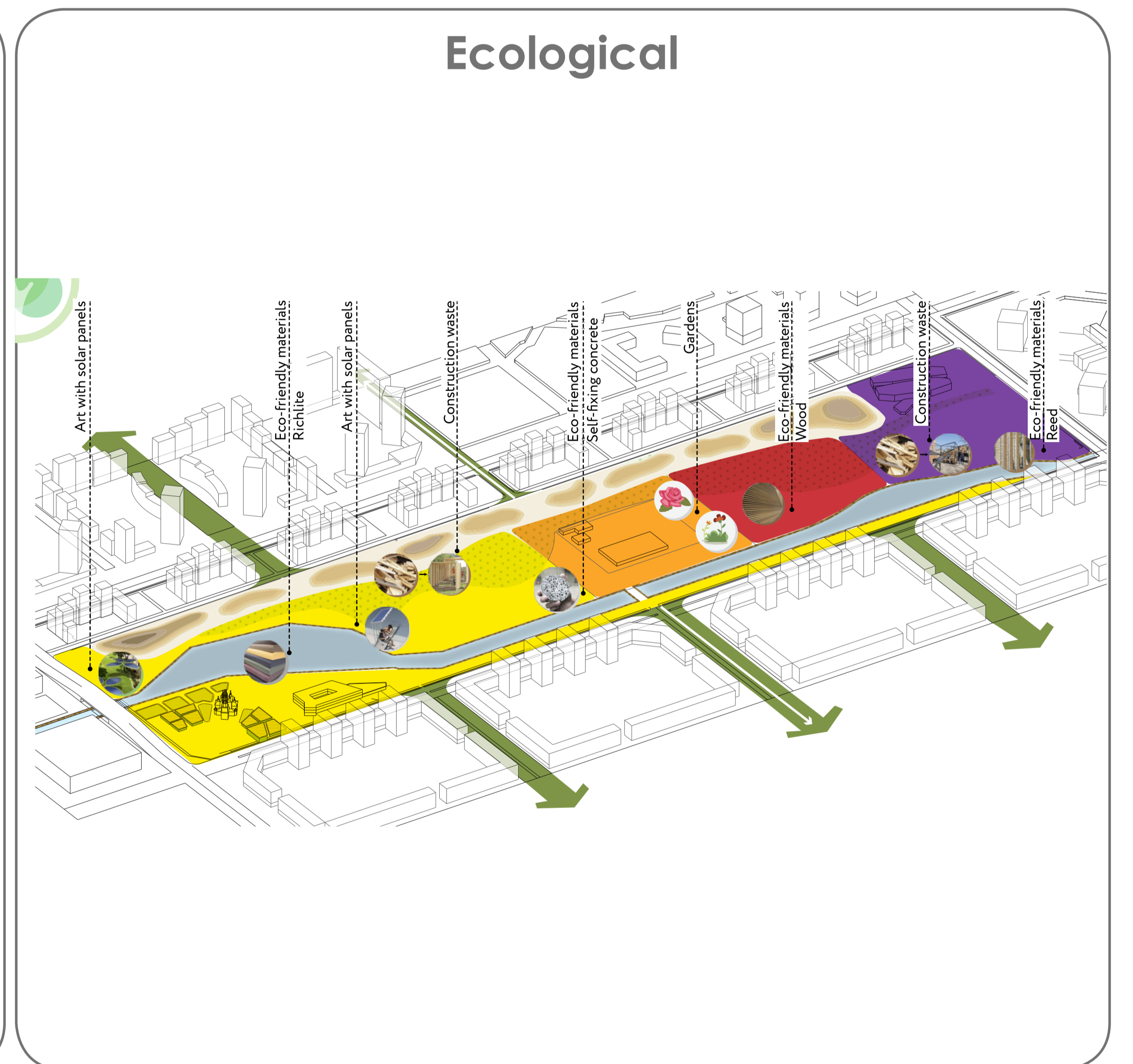
● Commercial rent: Mile End Park London Mile End Park generates around 50% of its annual budget from income-generating opportunities used within the park.

● Partnership: 68 hectares of managed meadows, saving £300,000 in the first year of operation (2014/15). These are projected to rise to £1,100,000 by 2020/21.

● Crowdfunding: £33,607 raised.

● Rent of temporal work space: Cost approx. £20k Revenue: £20k/gear based on a 50% occupancy rate.

Activities	Level of effectiveness				Comment	Overall
	Feasibility	Probability	Cost	Risk		
Events programming	●	●	●	●	Probability is generally very high although differs significantly by events type. Associated risk is relatively high. In a negative scenario, equipment cost for damages can severely impact profits.	●
Commercial rent	●	●	●	●	Regular source of income and allow of funding sources and can therefore mitigate risks. Risks can arise from unpaid or late payment of the rent.	●
Ecosystem services valuation	●	●	●	●	Can be developed at minimal cost. Included cover includes pre- feasibility study, skills training scheme. Opportunity cost is related to the dedication of the land to crops. If the scheme is not successful.	●
ESG partnership	●	●	●	●	Win-win partnership. No barrier cost, given that no expenses are generated from developing partnership with local retail shops or schools. Possibilities in the Russian context should be further investigated.	●
Crowdfunding	●	●	●	●	Provisional estimate to verify that it is possible to generate participation and measure the investment from the public. Favorable context as this funding method is increasingly becoming a reality.	●
Temporal licensing	●	●	●	●	Temporal licensing has the double advantage to be implemented in Phase 1 (2018) and to be addressed to different needs and users. Feasibility would depend on the treatment cost of the organizational facility.	●



- ### F.O.R.M.S.
- Maria Smoliakova, Architect, Novosibirsk
 - Siddharth Khakhar, Urban designer, Mumbai
 - Olga Kozak, Architect, Omsk
 - Rita Mezeva, Architect, Chelyabinsk
 - Floriane Ortega, Urban planner, London