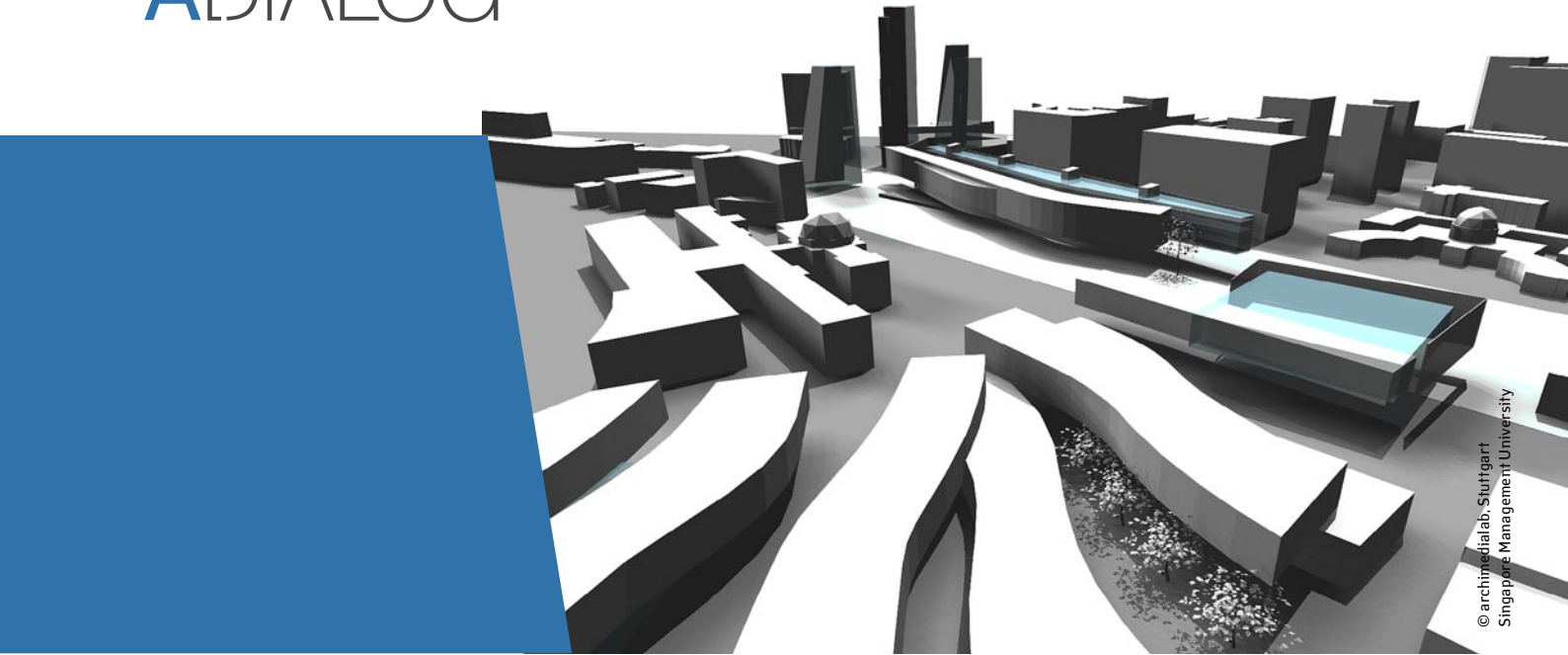


SEPTEMBER 10-13, 2008  
LENEXPO, SAINT-PETERSBURG,  
RUSSIA

ADIALOG<sup>08</sup>



© archimedialab, Stuttgart  
Singapore Management University

PROGRAM

# ARCHITECTURAL DIALOG

2ND INTERNATIONAL FORUM  
OF CITY-PLANNING AND ARCHITECTURE

BalticBuild 

artindex

 primexpo

 ITE GROUP PLC

## ADIALOG II INTERNATIONAL FORUM OF CITY-PLANNING AND ARCHITECTURE

Saint-Petersburg is a masterpiece of architecture, pearl of architectural heritage. Besides a historical value, the city has one more function. Saint-Petersburg is the centre of business activity of Russia, it connects foreign countries, including near and far abroad countries, with the Russian cities and the Asian countries.

To serve this purpose efficiently, infrastructure integrated development is required. It is possible only at the adjusted dialogue of a building up process participants, as: town-planners, investors, developers, architects, builders, representatives of administration.

To propose a new approach to the solutions of problems the International forum of city-planning and architecture «Architectural Dialog» will unite prominent architects throughout the world, main architects of cities of Russia within the bounds of an exposition and the business program.

The organisers of the project are ARTINDEX Publishing-Exhibition Center, ITE Group and Primexpo at support of the Committee for City-planning and architecture, Committee for Investments and strategic projects, Saint-Petersburg Guild of Architects and Association of Architectural Workshops.

Forum is organized in association with International Association of reconstruction and restoration and the Italian fair of interior design ABITARE IL TEMPO, whose expositions will be presented at an exhibition.



**SPECIAL EMPHASIS WILL BE CONCENTRATED ON ACTUAL PROBLEMS OF MODERN ARCHITECTURE AND CONSTRUCTION:**

- Cities development problems: growing cities, satellite town, small cities
- Infrastructure Development: architectural design comprehensive approach
- Town-planning
- Downtown architectural space problem solving
- Cities-museums: decentralization, as a direction of town-planning development
- Comfortable and accessible house
- Out-of-town house-building

Official program of Forum will be open on September, 11th with the Advisory council committee on town-planning activity at Russian Federation State Duma Committee on building and ground relations, during which architecture and the town-planning policy development subjects of the Russian Federation will be opened.

Competition of student's works will pass within the bounds of exhibition. Students and graduates of specialized institutes of higher education can present the architectural decisions of individual housing construction projects.

## TO TAKE PART IN THE FORUM ARE INVITED

### **Alexander Viktorov**

Saint-Petersburg Chief Architect, Committee for city-planning  
and architecture chairman,

### **Valery Kim**

Leningrad region Chief Architect,

### **Sergey Mityagin**

Director of State «Research and Design Center  
of St.Petersburg Master Plan», doctor of architecture, professor,

### **Michael Milchik**

deputy general director Saint-Petersburg scientific  
research institute Spetsproektrestavratsiya, arts critic candidate,

**Ekaterinburg, Nizhni Novgorod, Kazan, Novosibirsk,  
Perm Chief Architects**

### **ORGANIZATIONS**

Guild of Managers and Developers,  
Construction Organizations Union,  
Saint-Petersburg Investment and construction projects Fund,  
Federal and Regional Programs Fund,  
Center: of Contemporary Architecture  
Association of Architectural Workshops

### **INTERNATIONAL ARCHITECTS**

**Zaha Hadid** (Zaha Hadid Architects – UK)

**Remment Koolhaas** (Office for Metropolitan Architecture (OMA) – Netherlands)

**Valerio Olgiati** (Valerio Olgiati Architekten - Switzerland)

**Martin Robain** (AS.Architecture-Studio – France)

**Manfredi Nicoletti** (Manfredi Nicoletti – Italy)

**Paul Shroeder** (fs - a r c h i t e k t e n – Germany)

**Ernst-Ulrich Tillmans** (4a Architekten – Germany)

**João Santa-Rita** (Santa - Rita Arquitectos - Portugal)

**Daniel Garbowit** (Gabellini Sheppard – USA)

## BUSINESS

### **Soren Svare**

Head of office Ove Arup & Partners International Limited,

### **Val Jerdes**

Director of Advisory Consulting, Research, Investment Praktis Consulting & Brokerage,

### **Hannu Toivonen**

projects development manager SRV Russia

GVA Sawyer International Properties Advisers representatives,

Maris Properties representatives

## SPECIALIZED INSTITUTES OF HIGHER EDUCATION REPRESENTATIVES

### **Sergey Grishin**

arts critic candidate, head of architectural heritage restoration and reconstruction sub-faculty of Saint-Petersburg State University of Architecture and Civil Engineering,

### **Elena Tretiyakova**

arts critic candidate, docent of architectural heritage restoration and reconstruction sub-faculty of Saint-Petersburg State University of Architecture and Civil Engineering,

### **Vladimir Sanzharov**

dean of Faculty of Design of the St.-Petersburg State University of Technology and Design, Saint-Petersburg Guild of Designers president,

### **Oleg Romanov,**

director Saint-Petersburg State Institute of Architecture,

### **Alevtina Balakina**

faculty of architecture dean of Moscow State University of Construction,

### **Alexander Avramov,**

director British Higher School of Art and Design.



**Date:** 10-13 September 2008  
within the bounds of 12th International Exhibition 'BalticBuild'

**Venue:** Lenexpo, Hall # 6, Saint-Petersburg, Russia

**Object:** support of innovative development of spheres of architecture, construction and city-planning with participation of representatives of professional community.

**Main task:** creation of open independent information space for architectural and design projecting development tendencies investigation, accumulations of the information on the modern domestic, foreign workshops and authors activity.

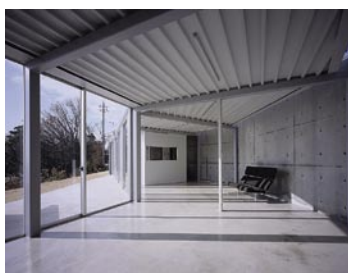
**The idea** of forum consists in the major aspects of architecture and construction discussion at a professional level with participation of business-community key representatives, State structures and public organizations.

## FACTS

On May 23 – June 01 Saint-Petersburg opened first International Forum of architecture and interior design 'Architectural Dialog', within the bounds of which projects of international and russian designers and architects were represented.

Exhibited works reflected current trends of contemporary architecture diversity, as well as a wide range of scales — from a single cottage to a new stadium and contemporary theater. More than 30 architectural companies and design bureaus from 10 countries, including Russia, Japan, Austria, Portugal, Italy, France, Netherlands, took part in Forum.

Representatives of Institutes of Higher Education, committees and associations on architecture addressed a meeting. Interest, aroused by Forum, allows to state openness in town-planning innovations perception by world architectural community.



## ORGANIZERS

### ARTINDEX®

7 Mytninskaya Str.  
Saint-Petersburg 191144, Russia  
Tel./Fax: +7 (812) 320 10 72  
Contact person: Nikolas Fedotov  
001@artindex.spb.ru  
www.art-index.org

### ITE Group, Primexpo

24 – A, Yakubovicha Str.,  
Saint-Petersburg 190000, Russia  
Tel.: +7 (812) 380 60 04  
Fax: +7 (812) 380 60 01  
Contact person: Elena Kuptsevich  
build@primexpo.ru  
www.primexpo.ru

## EXHIBITION

### OBJECTS OF EXHIBITION

1. North-West region architecture sphere development
2. Architecture and town-planning attention increase initialization
3. Architecture Innovative projects advance assistance
4. Russian and foreign architects' dialogue organization
5. Construction process participants' relations expansion: town-planners, investors, developers, architects, constructors.
6. Saint-Petersburg architecture and town-planning infrastructure development' solutions search

### DISPLAY CATEGORIES

- Architectural projects,
- Interior design,
- Reconstruction and restoration: technologies, materials.

## AUDIENCE

### BUSINESS

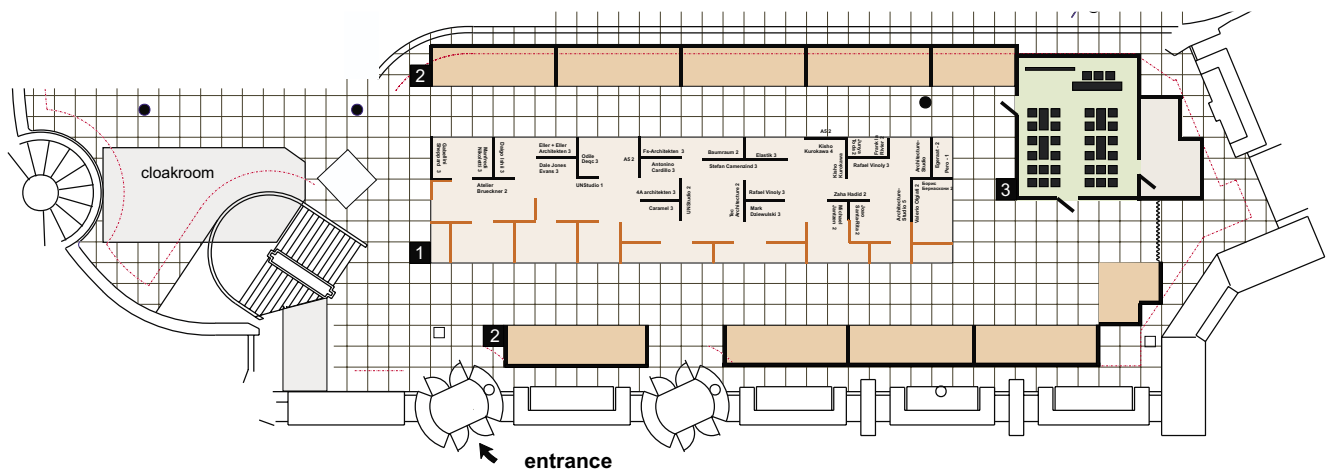
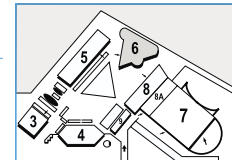
- Banks
- Unit investment trusts
- Insurance companies
- Managing companies
- Investment companies
- Realty operators
- Commercial realty managing companies
- Transnational corporations
- Construction firms

### PROFESSIONAL COMMUNITY REPRESENTATIVES

- Architects and architectural bureaus
- Interior designers

## exhibition zoning

- 1 Panel exhibition
- 2 exhibition space
- 3 cafe - vip zone



## CONDITIONS FOR PARTICIPATION

<b>Panel</b>	400 euro / 1 item.
<b>Indoor space only</b> (minimal stand area is 12 sq.m.)	340 euro / 1 sq.m.
<b>Indoor equipped stand</b> (minimal stand area is 12 sq.m.)	400 euro / 1 sq.m.
<b>Registration and administration fee</b>	655 euro

Above costs are exclusive of VAT.



## PANEL EXHIBITION

Panel exposition is a representation of prominent international architects. Exposition serves as a constant constituent of the Forum: exhibited works are removed from previous forum to a next one, being completed with new projects.

### COST INCLUDES

- printing
- panel exposition arrangements
- Company's profile representation in Exhibition official catalogue and website (50 words)

Panel size: 980\*1960 mm.  
Format of materials Tiff, EPS, 300 dpi.

## EXHIBITION SPACE

Advantage of an exhibition space lies in business objects realization possibility by presentation of your companies' goods and services to the target group.



### INDOOR SPACE ONLY

#### Cost includes

- space
- general aisle cleaning
- security of pavilion
- electricity consumption (5 kW)
- 1 representative participation in business program
- Press-kit
- 1 catalogue

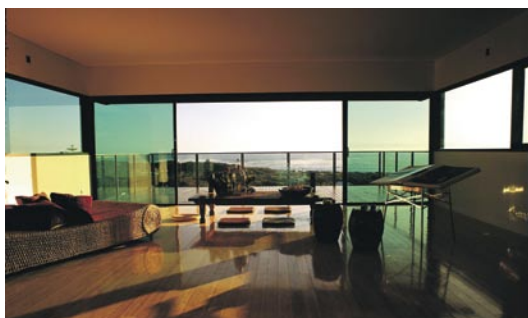
Electricity connection is not included.

### INDOOR EQUIPPED STAND

#### Cost includes:

- space
- rear & side walls
- fascia panel
- carpet
- 1 table
- 2 chairs
- 1 coat rack
- 1 wastebasket
- electricity connection and consumption (2kW),
- 1 plug socket (220 V)
- 1 spot light for each 4 sqm
- general aisle cleaning
- 1 representative participation in business program
- press-kit,
- 1 catalogue.





## LONG-DISTANCE PARTICIPATION

Organizational committee is ready to give support your company's long-distance participation in exhibition. You can choose one of the participation packs represented below or take up an alternative one. Subject to your marketing strategy, organizational committee is ready to work out participation pack, which answers purposes of your company.

### **850 euro**

company's profile representation in Exhibition official catalogue and website (50 words),  
printing and exposition arrangements of 2 panels,  
one copy of a catalogue.

### **1570 euro**

advertising materials distribution,  
company's profile representation in Exhibition official catalogue and website (50 words),  
company's advertising material presentation in Exhibition official catalogue 2/1 type rages,  
printing and exposition arrangements of 3 panels,  
one copy of a catalogue.

### **2190 euro**

advertising materials distribution,  
company's profile representation in Exhibition official catalogue and website (50 words),  
company's advertising material presentation in Exhibition official catalogue 4/1 type rages,  
printing and exposition arrangements of 4 panels,  
2 copies of a catalogue,  
press-kit and business program information materials pack.



## REGISTRATION AND ADMINISTRATION FEE

### COST INCLUDES

- Company's profile representation in Exhibition official catalogue and website (50 words)
- one copy of a catalogue
- one company representative business program participation
- invitation to official exhibition opening reception
- press-kit

Registration fee invoicing is obligatory.

## ORGANIZATIONAL COMMITTEE IS READY TO RENDER FOLLOWING WORK COMPLEX FOR EXTRA

- Exhibition plan preparation
- Exhibition area rent
- Design working out and stand construction
- Organization of presentations, conferences and business meetings
- All advertising materials production
- Exhibition materials delivery
- Hotel reservation - from economy to high class
- Visa obtaining
- Car rent
- Professional interpreters services



## BUSINESS PROGRAM

### **ADIALOG | Saint-Petersburg – architectural capital**

To serve purpose of centre of business activity efficiently, infrastructure integrated development of Saint-Petersburg is required. It is possible only at the adjusted dialogue of a building up process participants, as: town-planners, investors, developers, architects, builders, representatives of administration.

#### **SPECIAL EMPHASIS WILL BE CONCENTRATED ON ACTUAL PROBLEMS OF MODERN ARCHITECTURE AND CONSTRUCTION:**

Cities development problems: growing cities, satellite town, small cities

Infrastructure Development: architectural design comprehensive approach

Town-planning

Downtown architectural space problem solving

Cities-museums: decentralization, as a direction of town-planning development

Comfortable and accessible house

Out-of-town house-building

## AUDIENCE

### SAINT-PETERSBURG CITY ADMINISTRATION REPRESENTATIVES

- The Committee for Investment and Strategic Projects
- Committee for City Planning and Architecture
- Construction Committee
- Committee for Culture
- Committee for Science and Higher Education
- Committee for Education
- Commission for Culture, Science and Education of the Legislative Assembly of Saint-Petersburg
- Leningrad Chamber of Commerce and Industry

### ASSOCIATIONS

- Saint-Petersburg Guild of Architects
- Saint-Petersburg Guild of Designers
- Coordination center of international scientific, technical and educational programs

### BUSINESS

- Banks
- Unit investment trusts
- Insurance companies
- Managing companies
- Investment companies
- Realty operators
- Commercial realty managing companies
- Transnational corporations
- Construction firms

### PROFESSIONAL COMMUNITY REPRESENTATIVES

- Architects and architectural bureaus
- Interior designers
- Institutes of higher education (teaching stuff)



## **ADIALOG 08 exhibition participants**

Registration fee 1 company representative participation	<b>No charge</b>
Registration fee 2nd and 3rd company representatives participation (for each)	<b>200 euro</b>

## **BalticBuild exhibition participants**

Registration fee	
1 company representative participation	<b>200 euro</b>

## **Committees and Regions administration departments delegations participation**

Registration fee	
1 delegation representative participation	<b>200 euro</b>

## **Other companies representatives**

Registration fee	
1 company representative participation	<b>250 euro</b>

## **Company's advertising presentation organization**

Advertising materials distribution	<b>500 euro</b>
------------------------------------	-----------------

## **BUSINESS PROGRAM PARTICIPATION PACK INCLUDES:**

- Advisory committee company representative participation
- All business program sections attendance
- press-kit and business program information materials pack
- one copy of a catalogue
- invitation to official exhibition opening reception

## **COMPANY'S ADVERTISING PRESENTATION ORGANIZATION**

Organization of your company's presentation within the bounds of business program (duration up to 10 minutes).

Conditions of presentation and official catalogue speech  
basic status publishing possibility as well as extra possibilities  
for your company's goods and services promotion are individually discussed.

## **ADVERTISING MATERIALS DISTRIBUTION**

Business program participation pack advertising materials placement  
up to 2 lists A4 format.

## **Organizational committee is ready to render support to your participation in business program and offers following work complex for extra:**

- Presentations, conferences participation
- Organization of business meetings with key representatives
- All advertising materials production
- Exhibition materials delivery
- Hotel reservation - from economy to high class
- Visa obtaining
- Car rent
- Professional interpreters services

## CONTACTS

### EXHIBITION PARTICIPATION

**Sergey Kovaliov**

ARTINDEX Project coordinator

7 Mytninskaya Ave.

Saint-Petersburg 191144, Russia

Tel./Fax: +7 (812) 320 10 72

005@artindex.spb.ru

### SPONSORSHIP AND COOPERATION CONTACT

**Nadegda Murashova**

Sales Advertising Director

PARTNER Media Group

7 Mytninskaya Ave.

Saint-Petersburg 191144, Russia

Tel./Fax: +7 (812) 320 10 70

Nadegda.Murashova@adialog.org

### BUSINESS PROGRAM PARTICIPATION

**Svetlana Kudryavtseva**

ADIALOG Organizational Committee Executive

7 Mytninskaya Ave.

Saint-Petersburg 191144, Russia

Tel./Fax: +7 (812) 320 10 70

Svetlana.Kudryavtseva@adialog.org