

ARCH MOSCOW

**XXVIII INTERNATIONAL EXHIBITION-FORUM OF ARCHITECTURE AND
DESIGN**

THEME: PERSPECTIVES

MAY 22-25, 2024

**GOSTINY DVOR COMPLEX, 4 ILIYNKA ST., MOSCOW,
RUSSIA**

www.archmoscow.ru

ВЫСТАВОЧНЫЕ ПРОЕКТЫ
EXPO-PARK

ABOUT EXHIBITION

ARCH MOSCOW is a communication platform that brings leading international and Russian architecture and design bureaus, developers, manufacturing companies and distributors of exclusive materials together. The curatorial team is known for its selective approach to thematical expositions, special projects, and participants which allows to form the high-level extensive business and educational program and to guarantee the consistent quality of the event. Every year ARCH MOSCOW becomes the main professional and cultural exhibition in Moscow.

More than 200 companies take part in the exhibition. ARCH MOSCOW is the best platform for establishing contacts in the sphere of architecture, design, development and construction.

The business program of ARCH MOSCOW contains a whole series of events dedicated to the urban planning policy of the city of Moscow. In addition, ARCH MOSCOW holds various expositions and events demonstrating the most successful regional experiences.



THE EXHIBITION OBJECTIVES:

- **TO PRESENT** new names and projects in the field of development, architecture and design to the general public
- **TO PROMOTE** the brand of Moscow, the city of large-scale cultural projects
- **TO SUPPORT** young architects and designers
- **TO CREATE** the unified discussion platform (urban planning, affordable housing, infrastructure development, protection of cultural heritage), to find solutions to acute problems of the industry as well as to establish business contacts.





Today ARCH MOSCOW is more than just an exhibition. It is a complex event: a professional forum, enlightening and educational lectures, master classes, workshops, installations, and special projects. It is a live platform for new projects.

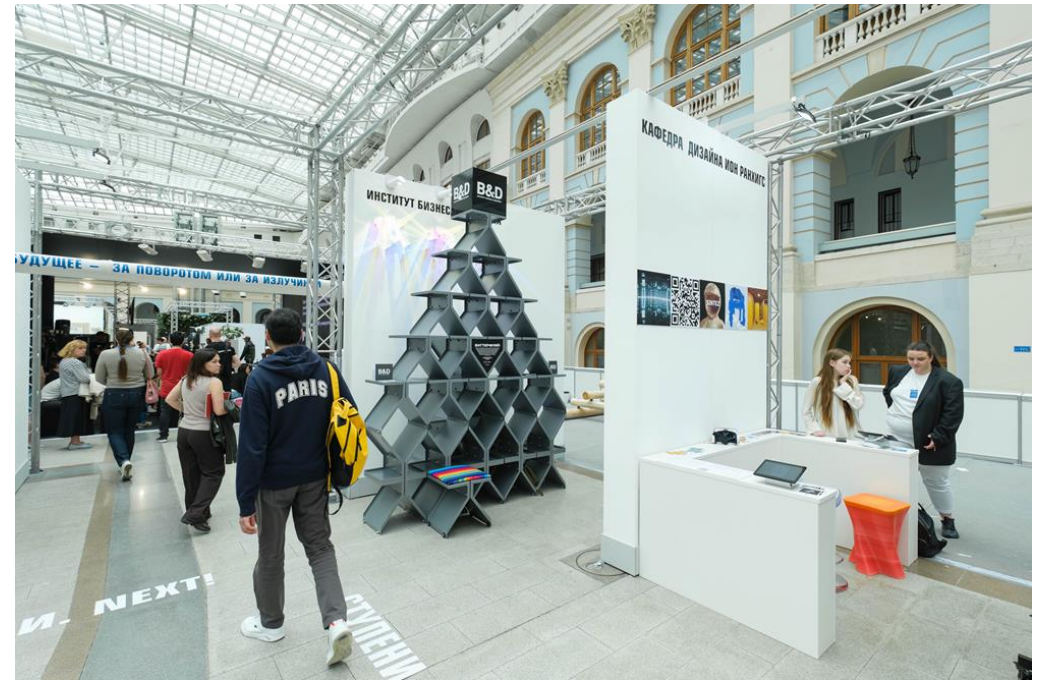
— **Vasily Bychkov, CEO OF EXPO-PARK EXHIBITION PROJECT, HEAD OF ARCH MOSCOW**

www.archmoscow.ru

ARCH MOSCOW is always a bright and significant event in the world of architecture and urban planning. The exhibition helps to get familiar with the vector of modern cities' development and global trends in architecture and design. It demonstrates how megacities of the future are going to look like and live. Therefore, ARCH MOSCOW traditionally arouses high interest not only among the industry professionals, but also among the residents.

— **Andrey Bochkarev, Deputy Mayor of Moscow for Urban Planning Policy and Construction**





ARCH MOSCOW demonstrates the highest level of professional discourse and fixes the main trends in the field of urban planning and architecture... ARCH MOSCOW has established itself as one of the most respected platforms for constructive dialogue, sharing experiences and building new business contacts.

— **Sergey Kuznetsov, Chief Architect of Moscow**

In 2023, representatives of relevant state committees and departments, development institutions, and market leaders took part in the exhibition. This year, the sessions of the exhibition-forum were attended by experts from various cities and regions of Russia and neighboring countries - Uzbekistan, Tajikistan, Kazan, the Chechen Republic, Republic of Bashkortostan, Dagestan, Yekaterinburg, Tyumen, Chelyabinsk, Krasnodar, Chelyabinsk Region, Ulyanovsk Region, Yakutsk, Sakhalin, Nalchik, Norilsk, North Caucasus Agglomeration, Kaliningrad Region, and many others.

The theme of ARCH MOSCOW 2023 is "Perspectives«. Talk about the future of the city and its inhabitants, about the future of the professions of an architect, builder, developer, about innovations in the field of design and construction, about the young generation of professionals.

Among 2023 participants were: Moskomarchitectura, SBI GlavAPU, Genplan Institute of Moscow, GAU "NliPI Gradplan of Moscow", the best young architects (special project "Architecture NEXT"), leaders of the architectural industry (TPO "Reserve", Asadov Bureau, Totan Kuzembaev Architectural Workshop, Sergey Skuratov Architects, Wowhaus Bureau, Studio 44 Architectural Bureau, Timur Bashkaev ABTB, UNK Project and others), leading manufacturers of finishing and building materials, developers.

STATISTICS 2023

More than 227 participants

223 russian participants

4 foreign participants

8 participating countries

- Russia
- Belarus
- Abkhaziya
- Iran
- Turkey
- Tajikistan
- Uzbekistan
- Italy

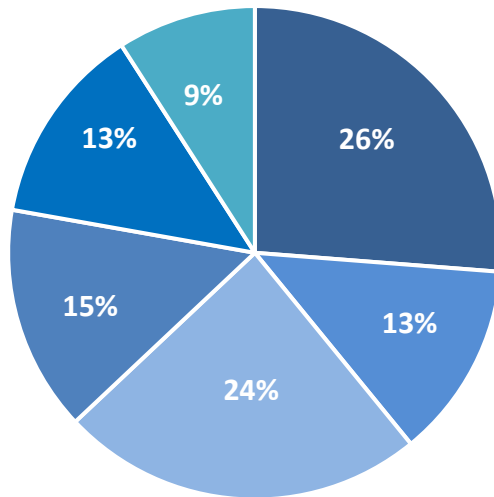
6 discussion platforms

Over 160 business events

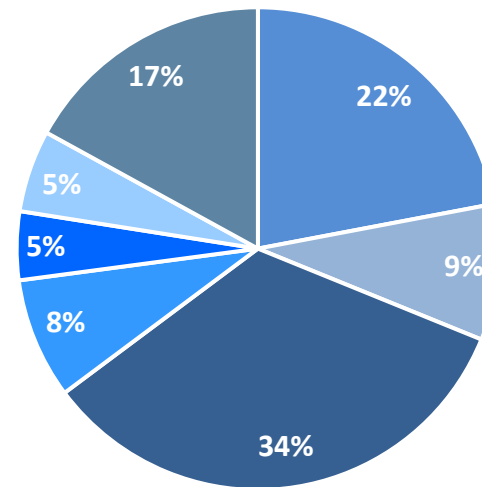
Over **350** speakers

Exhibition area: **12700 m2** gross

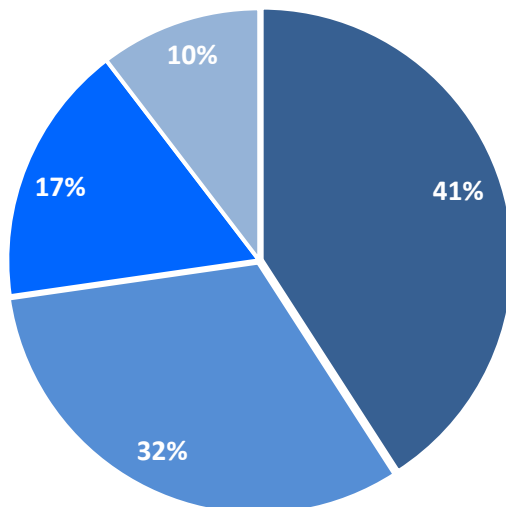
Number of visitors: more than **35 694** people

Type of activity

- Architecture/Design
- Construction/Development
- Interior design
- Other areas (including banks, retail, public sector)
- Universities
- Construction and finishing materials, lighting equipment

Purpose of the visit

- Market research
- Search for materials
- Visiting the business program
- search for partners
- Contractor search
- Invitation from a partner

Position

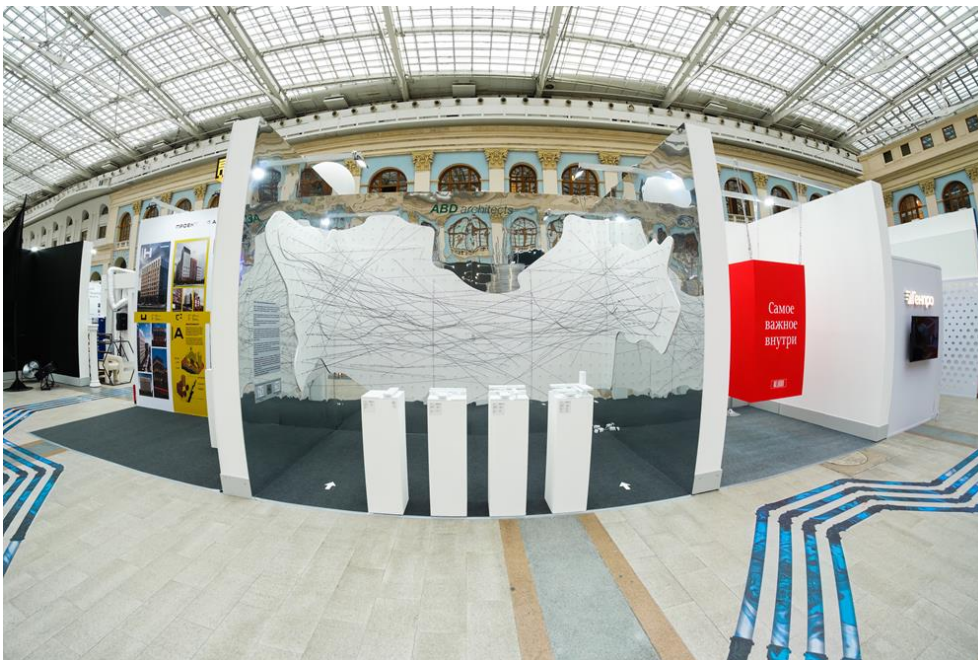
- Managers
- Specialists
- Teachers, students
- Other

THE MAIN SECTIONS OF THE EXHIBITION:

- Architecture
- Design
- Development
- Urban planning
- Materials and solutions
- Education
- Technology

ANNUAL SPECIAL EXHIBITIONS:

- **ARCH Masters** Every year, this section presents projects by leading Russian architects - an actual slice of Russian architecture.
- **Architecture NEXT!** ARCH MOSCOW supports young architects, the exhibition is a kind of career springboard for them.



SPECIAL PROJECTS AND EVENTS, DEDICATED TO ARCHITECTURE AND URBAN PLANNING POLICY OF MOSCOW

- **"I AM MOSCOW"**
EXPOSITION OF THE MOSKOMARCHITEKTURA
- **MOSCOW AT THE CONSTRUCTION SITE**
- **DEVELOPMENT**
- **STEPS:**
AFTER TOMORROW
ARCHITECTURE NEXT!
ARCH CATALOGUE. MASTERS
FUTURE IN THE PAST. THE TIME TRAVELLER
- **THESES**
- **PANORAMA**
- **BACK (TO) THEORY. «UMNOE»**
- **ARCHIGRAPHY. A LOOK THROUGH**
- **MATTER OF THE ARCHITECTURE**
- **RIVER OF ARCHITECTURAL LIFE**
- **ARCHITECT OF THE YEAR – TSIMAILO,
LYASHENKO & PARTNERS**
- **BUREAU NEXT! 2022 - KRVN**

Business program 2023

Traditionally, ARCH MOSCOW is the main site for professional events. For four days, the exhibition becomes an expert platform that shapes a complete view on modern status of architecture, development and design, as well as their potential, «pressure points» and promising development directions.

ARCH MOSCOW event program is a unique symbiosis of modern architectural and urban planning agenda and an appeal to the fundamentals of architecture, a synthesis of current problems and a timeless semantic field.

MORE THAN 160 EVENTS

AT 6 DISCUSSION PLATFORMS:

- Hall City
- Hall ARCH-Dialogue
- Hall ART-Laboratory
- Pavilion of the Guest of Honor
- A-Class Houses platform
- Pavillion «UMNOE»



SPECIAL EVENTS



ARCHITECT'S BREAKFAST

A key event for industry professionals. The breakfast format creates opportunities for direct, informal communication between participants on problematic topics.



AWARDING CEREMONY

Every year the professional jury selects the best projects of the exhibition.

ANNIVERSARIES

Following the tradition of recent years, several anniversary expositions were presented at the ARCH MOSCOW 2023 exhibition-forum: GK Spectrum, Trading House KCM and the exposition of graphic works by Totan Kuzembaev dedicated to the 70th anniversary of the architect.



7000 UNIQUE PUBLICATIONS ON THE RESULTS OF ARCH MOSCOW 2023

- Newsletters (65 thousand unique subscribers)
- Yandex.Direct Contextual advertising
- Online advertising
- Outdoor advertising in Moscow (billboards 6m x 3m, city formats, city boards, pillars, digital billboards, digital city boards, digital super-sites)
- Advertising on TV
- Advertising on the radio
- Advertising on the Moscow Metro trains
- 250 accredited journalists and bloggers
- More than 40 information partners of the exhibition
- 5 federal TV channels
- Announcements on radio, TV, print media and social networks
- 25 unique video reviews of this year's exhibition on YouTube
- 150 bloggers and media representatives – participants of the press conference
- 400 new subscribers in three months in the ARCH MOSCOW Telegram channel
- More than 300 unique visitors on DIGITARCH, the ARCH MOSCOW's digital project on architecture and the city

TARGET AUDIENCES

Media:

- Architecture and design
- Realty
- Business and specialised media

Influencers and bloggers:

- Architecture and design
- Real estate and development
- House and interior
- Education

Society:

- Government employees, representatives of various institutions
- Developers and builders
- Architects
- Designers
- Public figures
- Manufacturers
- Distributors
- Art dealers
- Educational institutions



PR CAMPAIGN:

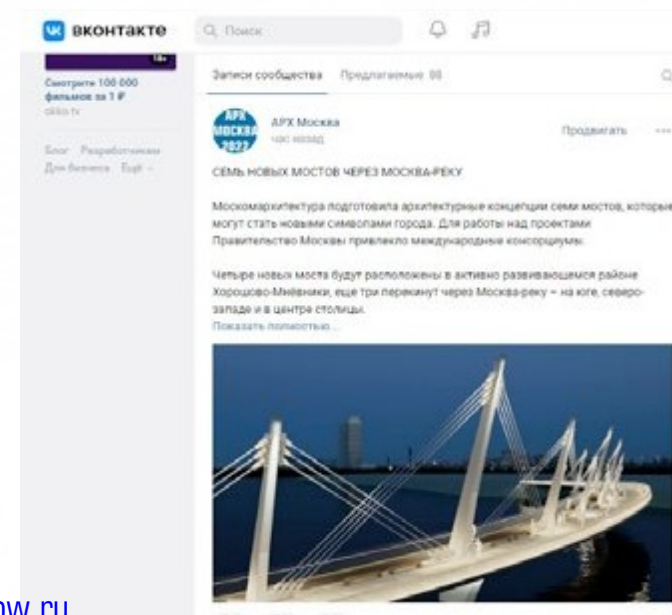
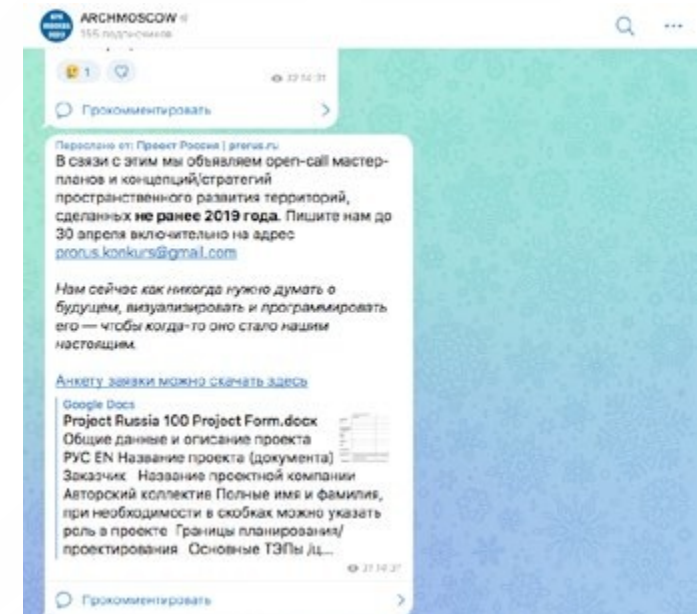
- Press releases and newsletters on the ARCH MOSCOW database – more than 65 thousand addresses
- Expert materials
- Special Projects
- Interviews
- YouTube/RuTube
- ARCH MOSCOW, EXPO PARK websites
- VK, Telegram
- Events
- Cross-promo
- Public talks



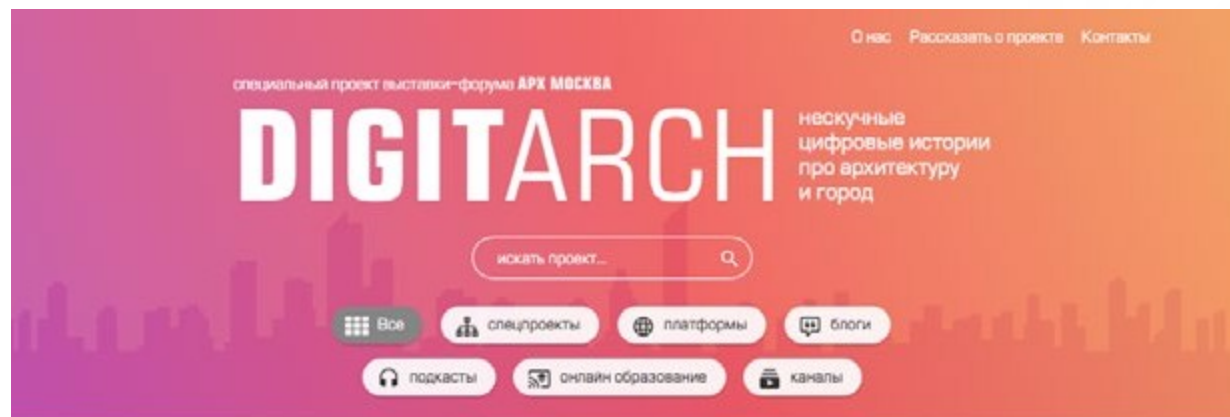
SOCIAL NETWORK

Since March 2023, an advertising campaign has been conducted in Yandex and VK:

- Every day there are at least 5 text and graphic advertisements in Yandex.Direct and VK
- Daily news posts on ARCH MOSCOW Telegram channel, VK page and the websites
- Working with users' comments in social media
- Active cross-promotion in social media and relevant VK groups, as well as with influencers – heroes of the DIGITARCH project

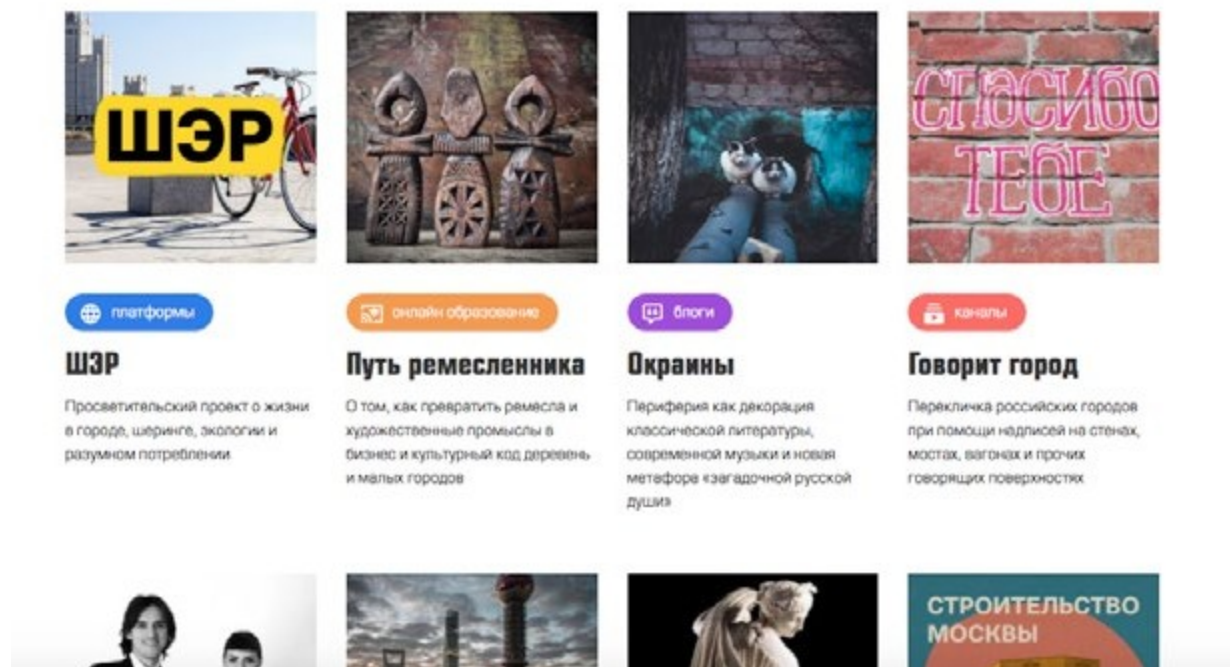


CURRENT PROMOTION TOOLS



ARCH MOSCOW collects digital stories about architecture and the city

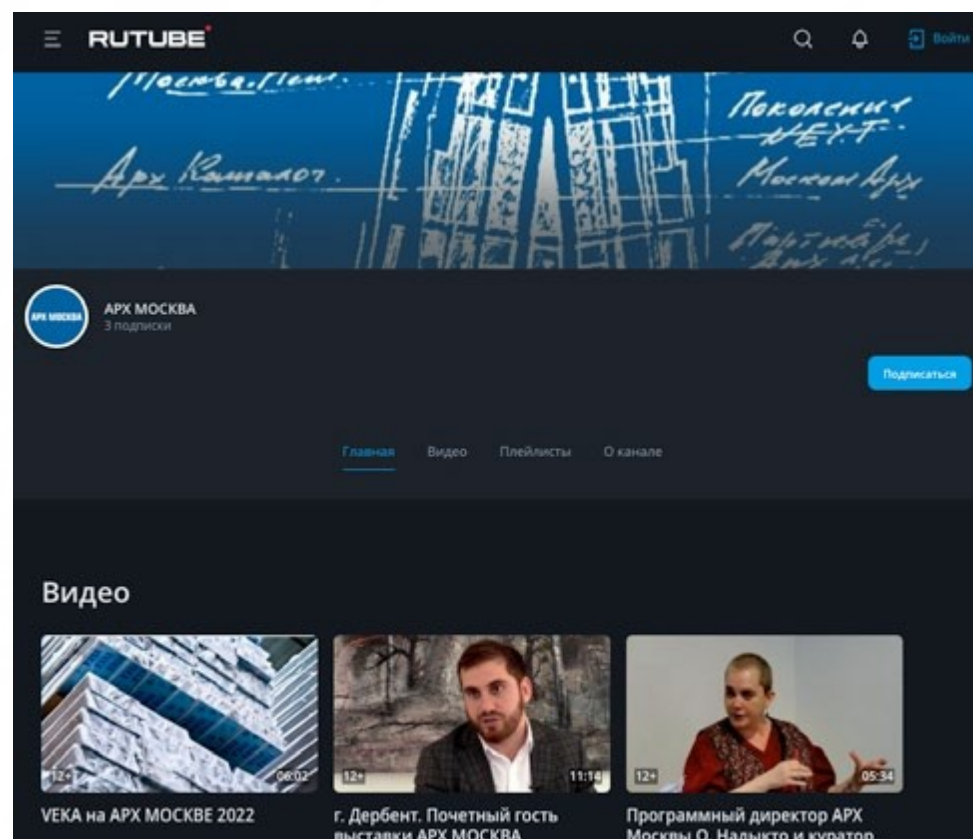
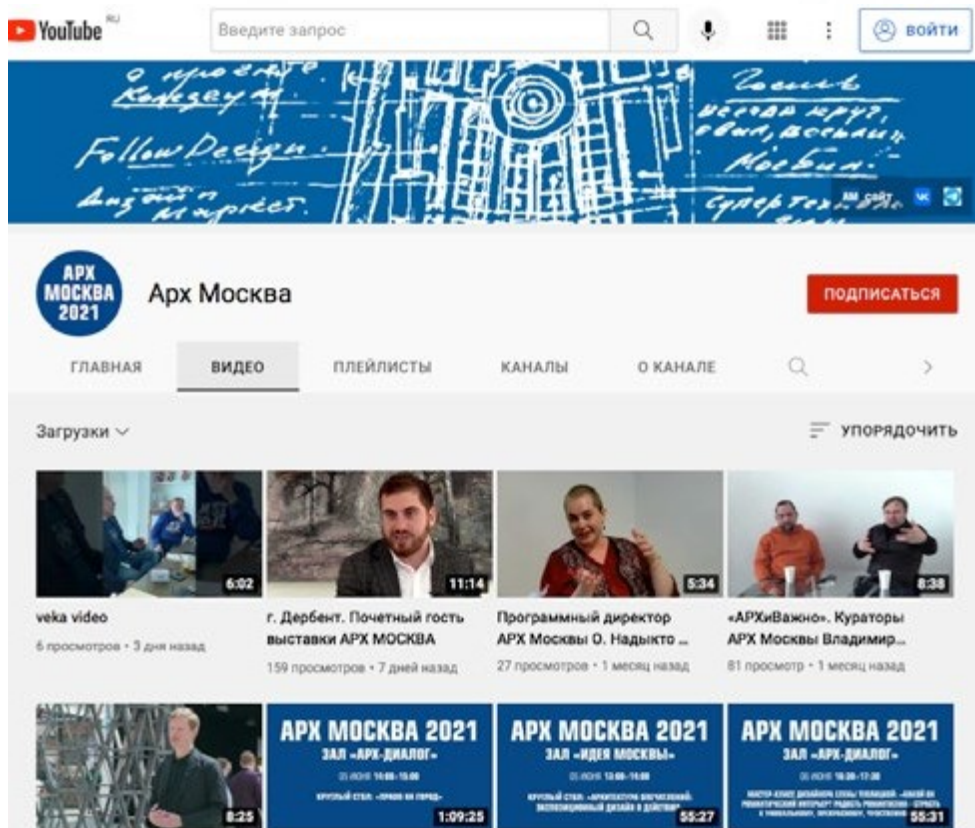
ARCH MOSCOW 2023 has launched a special project - [DIGITARCH](https://www.archmoscow.ru/digitarch) to promote creative initiatives dedicated to architecture, urban studies, etc.



CURRENT PROMOTION TOOLS

Videos on the official ARCH MOSCOW channels: YOUTUBE, RUTUBE

Heroes of the ArchiVazhno project, ARCH MOSCOW curators and participants are discussing the transformation of exhibition spaces and museum expositions, share their own observations, reflect on the future of cities and citizens, as well as the role of the architect. These are mini-interviews illustrating the main topics of the industry and reflecting the pulse of time.



HEADLINERS OF ARCH MOSCOW 2023:

- The most active in the information field were the young architects, participants of the NEXT! special project
- **Moskomarchitectura** stand and **business events** with the participation of S. Kuznetsov were the most popular among the media
- The maximum number of listeners was gathered by the **Centrsvet company**
- **A-Class Houses** became the headliners of ARCH MOSCOW 2023

ANNOUNCEMENTS AND REPORTS FROM THE EXHIBITION

<https://www.bfm.ru/news/525469>

<https://www.mos.ru/mayor/themes/4299/9480050/>

https://aif.ru/society/glavnyy_arhitektor_moskvy_prezentoval_veselyy_stend_o_bolnicah

<https://tass.ru/kultura/17825709>

<https://tass.ru/obschestvo/17831829>

<https://realty.interfax.ru/ru/events/articles/145090/>

<https://smotrim.ru/article/3370007>

<https://www.ntv.ru/msk/novosti/2766925/>

https://www.architime.ru/activity/2023/gide_archmoscow.htm

ANNOUNCEMENTS AND REPORTS FROM THE EXHIBITION

<https://mperspektiva.ru/topics/podrobno-rasskazyvaem-o-proshedshey-xxviii-mezhdunarodnoy-vystavke-arkh-moskva/>

<https://mperspektiva.ru/topics/rukovoditel-instituta-genplana-goroda-tatyana-guk-o-meropriyatii-perspektiva/>

<https://stroimsk.ru/news/stiend-pro-sotsial-nyie-obiekty-priedstavlien-na-vystavkie-arkh-moskva>

<https://stroimsk.ru/news/xxviii-miezhhdunarodnaia-vystavka-arkh-moskva-otkrylas-v-gostinom-dvorie>

<https://archi.ru/russia/98602/arkh-moskva--vpechatleniya>

<https://archi.ru/russia/98575/chto-prigotovila-arkh-moskva>

<https://rg.ru/2023/05/24/reg-cfo/progulka-po-labirintu.html>

ARCH MOSCOW

XXIX INTERNATIONAL EXHIBITION-FORUM OF ARCHITECTURE AND DESIGN

THEME: UTILITAS

MAY 22-25, 2024

**GOSTINY DVOR COMPLEX, 4 ILIYNKA ST., MOSCOW,
RUSSIA**

www.archmoscow.ru

ВЫСТАВОЧНЫЕ ПРОЕКТЫ
EXPO-PARK

ARCH MOSCOW PROJECT TEAM

CEO of Expo-Park Exhibition Project

Head of ARCH MOSCOW Project:

Vasily Bychkov

Curators of Project :

Vasily Bychkov

Ilya Mukosey

ARCH MOSCOW Director:

Anna Furs

Manager of Project:

Yulia Dolgushina

PR managers:

Vitaly Kogtev

Program Director:

Oksana Nadykto

Coordinator of special projects:

Patritsiya Marten

Organizer of the exhibition:

«EXPO-PARK EXHIBITION PROJECTS» Ltd

+7 495 369 47 00, ext. number 228

arch_moscow@expopark.ru

