

ARCH MOSCOW

XXIX INTERNATIONAL EXHIBITION-FORUM OF ARCHITECTURE AND DESIGN

THEME: UTILITAS

MAY 22–25, 2024

4 Ilyinka street, Moscow, Gostiny Dvor complex

www.archmoscow.ru

ВЫСТАВОЧНЫЕ ПРОЕКТЫ
EXPO-PARK

ABOUT THE EXHIBITION

ARCH MOSCOW exhibition is endorsed by the **Committee for Architecture and Urban Planning of Moscow**, which annually performs with an exposition reflecting current trends in urban planning.

ARCH MOSCOW unites leading foreign and Russian architectural and design bureaus, developers, as well as the manufacturers and distributors of exclusive building materials. Therefore, ARCH MOSCOW is the best platform for contacts in the field of architecture, design, development and construction.

Besides, ARCH MOSCOW includes regional and international expositions, demonstrates the most successful foreign practices being the site for experience exchange. Our goal is to give the opportunity to the foreign participants to enter Russian architectural and design market, present their projects and find business partners among leading Russian architectural and design bureaus and development companies.



STATISTICS 2023

227 participating exhibitors

- 223 Russian participants
- 4 foreign participants

8 participating countries:

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

6 discussion platforms

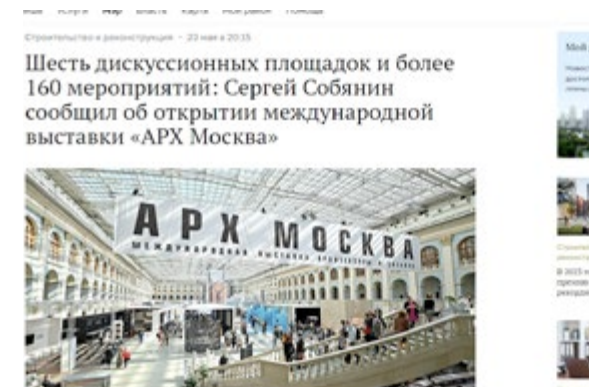
- Over 160 business events
- Over 350 speakers

Exhibition area: 12700 m2 gross

Number of visitors: more than 35 500 people

OVER 7000 UNIQUE PUBLICATIONS

- More than 40 information partners
- Over 130 publications in the press and social media
- Dedicated social media pages (VK, Facebook, Instagram)
- Newsletters based on the subscriber base (over 50 000 addresses)
- Contextual advertising in search engines (Yandex, Google)
- Outdoor advertising in Moscow (shields 6x3 m, city formats, city boards, pillars, poster stands, digital billboards, digital city boards, digital supercity)
- TV commercials (TVC Moscow 24 Moscow Confidence)
- Advertising on the radio
- Advertising in the cars of the Moscow Metro
- Advertisements in the industry media, interviews, publications



MAIN SECTIONS OF THE EXHIBITION:

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



ARCH MOSCOW INTERNATIONAL PROGRAM

Annually ARCH Moscow represents tight international program. The speakers participating in different years were the following famous architects:



Giulio Cappellini
Peter Cook
Philippe Starck
Hans Stimmann
Dominique Perrault
Hani Rashid
Ron Arad
Peter Eisenman
Rem Koolhaas
Kees Christiaanse
Bureau van Schagen
De Nijl Architects
Antony Gibbon

Edouard Moreau
Werner Sobek
Kai-Uwe Bergmann
Martino Pedrozzi
Paul Chemetov
Jean-Marie Duthilleul
Kurt Reinhardt
Adolf Krischanitz
John Small
Antti Olin
Sander Lap
Djamel Klouche
Kent Martinussen



In recent years, ARCH MOSCOW has been expanding its geography, focusing on the countries of Southeast Asia, the Middle East and Latin America.

We will be very glad to see outstanding architects from these regions on our site. For example:



Alejandro Aravena (Chile)



Diebedo Francis Kere
(Burkina Faso)



Sameep Padora (India)



Mokena Makeka (South Africa)



Vo Trong Nghia (Vietnam)



Narein Perera (Sri Lanka)

ARCH MOSCOW INTERNATIONAL PROJECTS

Even in the difficult years of the pandemic, ARCH Moscow did not abandon its traditions and continued to present foreign projects.

In 2021, at the exhibition, in its special project “THE RAY OF IDEAS. MOSCOW. LOOKING FROM OUTSIDE”, was attended (in the remote mode) by the world famous British bureau **Zaha Hadid Architects** and the Swedish architects **Semrén & Månsson**.

The **Royal Danish Embassy** has invited leading Danish manufacturers to participate. Together, they presented Hygge at their booth – a special atmosphere, a sense of home, peace and serenity – the fundamental concepts of the Scandinavian lifestyle.

The ingenious **Belarusian** stand combined potatoes, bales of hay, an old window from a real Belarusian hut and super modern architectural and design projects of the highest quality in a single exposition space. At the stand the works of Minsk studios realized over the past 2-3 years were presented.



ARCH MOSCOW INTERNATIONAL PROJECTS

ARCH Moscow also has become a permanent site for several successful commercial expositions.

Since 2018, the collective brand of the Spanish ceramics industry TILE OF SPAIN has been presenting more than 30 Spanish factories at ARCH MOSCOW, demonstrating a wide range of possibilities of ceramic tiles in modern architecture and interior design.



GUEST OF HONOR

For several years in a row, ARCH MOSCOW has been inviting one of the most dynamic (in terms of transformation, restructuring and creating a comfortable urban environment, designing public spaces) developing regions of Russia as an Honored Guest. So, in 2018 it was the Republic of Tatarstan, in 2019 – the Kaluga region, in 2020 – the Astrakhan region, in 2021 the Idea of Moscow pavilion grew on the central site, and the oldest city of Russia – Derbent became the guest of honor of the exhibition in 2022.

Opportunities that a status of Guest of Honor provides:

- to present new projects for the development of urban infrastructure and public spaces, achievements in the field of master planning, development and architecture of the country/region/city to the general professional public, specialized media, as well as the mass audience
- organize a discussion platform for holding events dedicated to innovative architectural projects of the country/region/city, the vector of development in the field of culture and tourism
- create an attractive image of the country/region/city in terms of tourism, culture, business

Given an international status of the ARCH MOSCOW exhibition, we will be happy to welcome friendly countries as an Guest of Honor.



PARTICIPATION FORMATS

1. Participation of a country/region/city as the GUEST OF HONOR:

- creation of a pavilion in the format of an exposition and discussion platform
- holding your own program of events at the stand of the Guest of Honor

2. Creation of a collective stand of the leading manufacturers of the country in the “Materials and Solutions” section of the exhibition

The goal is to promote the national product to the Russian market.

3. Creation of an exposition in the “Architecture” section, representing one of several architectural bureaus of the country and their successful practices

Collaboration with manufacturers of building materials is possible. A successful example of 2021 is the collective exposition of Belarusian architects and designers BELARUS. ARCHITECTURE + DESIGN

4. Integration into the exhibition program:

- organization of the arrival and lectures of a famous architect
- holding a number of events that reveal the main theme of the 2024 exhibition – UTILITAS – based on the example of national architectural and construction solutions

ARCH MOSCOW PROJECT TEAM

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