Appendix №1

to the Regulation on open

creative competition for the best project

for the conceptual development

of preservation of Public offices

of the Kazan Kremlin and adjacent

to them courtyard

**REGULATION**

**on open creative competition for the best project for the conceptual development of preservation of Public offices of the Kazan Kremlin and the adjacent to them courtyard**

**1.General provisions**

1.1. This regulation establishes requirements, order and rules for

implementation of open creative competition for the best project for the conceptual development of preservation of Public offices of the Kazan Kremlin and the adjacent to them courtyard (hereinafter – the Competition). 1.2. The competition is held in order to create a unique project of preservation of the museum of the Public offices of the Kazan Kremlin and the adjacent to them courtyard and for clearly positioning of all the events held, manage their visibility, build a visual communication system in various channels (social networks, printed materials, events).

1.3. Participants in the competition are individuals who are citizens of the Russian Federation and permanently reside in the territory of the Republic of Tatarstan, as well as creative teams of authors. The participant of the competition, who has formed a creative team, must be its head.

1.4. The organizers of the competition are the Ministry of Culture of the Republic of Tatarstan (hereinafter - the Organizer of the competition) and the “Kazan Kremlin” Museum-Reserve.

1.5. The “Kazan Kremlin” Museum-Reserve is responsible for the preparation, organization and conduct of the competition.

1.6. The competition is held from June 1 to July 20, 2019.

1.7. The contest is held in one stage in the nomination “The best project for the conceptual development of preservation of Public offices of the Kazan Kremlin and the adjacent to them courtyard”.

1.8. Assessment of the works submitted to the Competition and announcement of the winner is entrusted to the Jury of the Competition

**2. Goals and objectives of the competition**

2.1. The goals of the competition are

 - formation of a unique style of the Public offices of the Kazan Kremlin and the adjacent to them courtyard;

- creation of a clear and precise system of identification, positioning and

visibility of the museum of the Public offices of the Kazan Kremlin and the adjacent to them courtyard.

2.2. Competition objectives:

- creation of a competitive environment in the cultural sector by creating

and supporting creative projects;

- creating conditions for the creative self-realization of citizens;

- selection and approval of the best project after a competitive selection process and its subsequent application by organizers.

 2.3. Requirements to project solutions are specified and defined in the Terms of Reference (Appendix №2), which is an integral part of these Regulation.

**3.Terms and conditions of the competition**

3.1. The organizers of the competition, members of the competition committee or any person involved in the process of organizing the competition, have no right to participate in it or to consult any of the participants.

3.2. Professional commercial and non-commercial organizations,

students and teachers of specialized art and design institutions of higher and special education, private designers and author teams are invited to participate in the competition.

3.3. One participant may submit up to 3 (three) applications with corporate identity projects executed in accordance with the requirements of the Terms of Reference (Appendix No. 2).

3.4. Authors deliver projects independently by the specified deadline.

3.5. In accordance with clause 1.5. of the Regulation, the “Kazan Kremlin” Museum-Reserve (hereinafter referred to as the Museum) shall receive, consider, register and record competition applications and project presentations, as well as their further transfer to the jury of the Competition; for the period of acceptance of applications it shall provide consulting assistance to all those wishing to participate in the Competition.

3.6. Registration and participation in the Competition is free of charge.

3.7. Those who wish to take part in the Competition should send the Application of participant to the organizers by e-mail in the form specified in Appendix No.1 to the Competition Regulation and their project within a prescribed period.

3.8. The project is presented in the form of a presentation on the corporate identity samples in the MSPowerPoint format (electronic version) in the \*ppt \* pptx format

3.9. For the convenience of the Competition participants, the possibility of initial submission of the Participant's application with subsequent submission of the project itself is allowed.

3.10. In case of separate submission of the Application and the project, the project should be submitted before the deadline for receipt of applications.

3.11. Documents (applications, project presentations, requests for clarification) received after the deadline for receipt of applications are not considered. The project presentation to the previously submitted application, sent and received after the deadline for acceptance of applications for participation in the competition, is not accepted and is invalidated.

3.12. Reception of documents and correspondence regarding participation in the Competition shall be carried out by e-mail: proekt\_muzey2019@mail.ru.

**4. Criteria for the evaluation of schematic designs**

4.1. The competition committee evaluates the works and determines the winners according to the following criteria:

Compliance with the technical requirements (appendix №2) (1-10 points);

figurative and aesthetic expressiveness and integrity of the composition (1-10 points);

harmony of the Public offices of the Kazan Kremlin and adjacent to them courtyard (1 -10 points);

originality of the author's idea of the project (1-10 points).

**5. Summary of the competition results**

5.1. In order to assess the competition projects, the Minister of Culture of the Republic of Tatarstan approves the composition of the competition committee, consisting of the chairman, deputy chairman and members of the committee in the number of 13 people. The Chairman of the Commission is the Minister of Culture of the Republic of Tatarstan.

5.2. The Competition Commission has the right to make a decision if there are 2/3 of its members. The decision of the competition committee shall be made by summing up the points according to the criteria specified in clause 4.1. and shall be drawn up in a protocol signed by the presiding officer of the Competition committee and the executive secretary of the competition committee.

5.3. The Executive secretary of the competition committee shall participate in the meetings without the right to vote, shall not be a member of the committee and shall perform the following functions:

receives and registers applications;

prepares materials for consideration at a meeting of the competition committee and organizes the storage of projects;

organizes meetings of the competition committee;

draws up the minutes of the competition committee.

5.4. The meeting of the composition committee will be held after the deadline for submission by the project participants.

5.5. The participant of the competition (or creative team), who is awarded the first place, gets the right to further development and implementation of the project.

If the participant of the competition (or creative team), who was awarded the first place, waives the right to further development and implementation of the project, this right is granted to the participant of the competition (or creative team), who is awarded the second place.

Appendix №2

to the Regulation on open

creative competition for the best project

for the conceptual development

of preservation of Public offices

of the Kazan Kremlin and adjacent

to them courtyard

dated «\_\_»\_\_\_\_\_\_\_2019 №\_\_\_\_\_

To the competition committee for the selection

of the best project for the conceptual development of preservation

of the Public offices of the Kazan Kremlin

 and the adjacent to them courtyard

from

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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

full name for individuals\*/

full name of organization for legal entities

(INN, OGRN)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

for individuals, place of work (study)

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position

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

contact details: (phone, E-mail)

APPLICATION\*\*

I would like to take part in the competition for the project of preservation of the Public offices of the Kazan Kremlin and the adjacent to them courtyard.

I am acquainted with the Regulation on the competition and its rules.

The project in the form of a final presentation on corporate identity samples in the MSPowerPoint format:

□ – attached □ – will be sent additionally

«\_\_\_\_\_» \_\_\_\_\_\_\_\_ 2019 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_/ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_/

 Signature, Last Name, initials

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\* When sending an application on behalf of an author's team, specify the data of one of the authors

\*\* By completing this form, in accordance with the requirements of Article 9 of the Federal Law of 27.07.2006

№ 152-FZ "On Personal Data", I confirm my consent to the processing of my personal data entered in the form by the person processing personal data on the basis of this form (hereinafter referred to as the Operator), including: 1) full name; 2) e-mail address, contact phone number.

I give the Operator the right to perform all actions (operations) with my personal data,

including collection, systematization, accumulation, storage, updating, modification, use,

depersonalization, blocking, destruction.

The purpose of personal data processing is my registration in the creative competition on the basis

of the completed form.

The Operator has the right to exchange (receive and transmit) my personal data using

computer media or via communication channels, in compliance with the measures ensuring their protection from

unauthorized access.

This consent is valid for an indefinite period of time and my personal data is not limited by the term of storage.

I reserve the right to withdraw my consent by means of a written document, which may be sent by me to the Operator by registered mail with a notice of receipt or delivered personally against receipt to the Operator's representative.

Appendix №3

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**Terms of reference for**

**the conceptual development of preservation of the Public offices**

**of the Kazan Kremlin and the adjacent to them courtyard**

1. **PRELIMINARY SPACE REQUIREMENTS**

THE BASIC PROVISIONS OF THE CONCEPT OF PRESERVATION AND ITS PRINCIPLES

The goal is preservation of the Public offices of the Kazan Kremlin which envisages creation of new innovative platform for the integrated preservation and presentation of the Kazan Kremlin as a UNESCO World Heritage Site and for attracting new audiences from different categories of visitors.

The principles of preservation are the basic guidelines that should not be changed throughout the project from concept to implementation.

When developing the concept of preservation, take into account the requirements of the current legislation on the protection of cultural heritage monuments and objects of protection of the existing building.

Expected number of visitors:

Per year: 1 000 000 people.

Per day: 600 people on a regular day, up to 6 000 during the high tourist season and during the school holidays.

Maximum number of individual visitors at a time: 800 people.

Maximum number of group visitors at a time: 400 people (10 groups).

Important: In principle, it is understood that some of the information provided in this document is likely to change in the process. They are needed as a reference information to begin the process of developing a preservation project. It is the current version and can be changed according to the decisions of the project participants.

FUNCTIONAL SPACES

In order to better analyze and summarize the objectives and requirements for the building's preservation, as well as the renovation of existing ones, we will distribute the museum's activities by functional spaces. Functional zoning is a useful tool that allows you to fix the possibility of allocating building spaces in accordance with the main museum functions. The following functionality criteria are used in this document:

• Is there any public access => Public/Not public zones

• Does it contain museum collections or art objects => Zones with collections zones/ Without collections

Next, it will allow us to divide the spaces into zones:

• Where environmental monitoring according to museum standards is required or not

• Where there are or aren't increased requirements for finishing and durability of building materials

In order to identify the functional spaces listed below, specific colors are used for each of the four zones. For clarity and convenience, the same color designation will be used in spatial plans, lists and functional diagrams throughout the programming process.

1. **DESCRIPTION OF THE MAIN FUNCTIONAL ZONES**

ZONE A: PUBLIC/WITHOUT COLLECTION

ZONE B: PUBLIC/WITH COLLECTION

ZONE C: NOT PUBLIC/WITHOUT COLLECTION

ZONE D: OUTSIDE SPACE

ZONE A: PUBLIC/WITHOUT COLLECTION

The public area is an open space for the public and is divided into two parts:

- entrance (place of visitor's orientation for future seeing; cash desk, including web-sales, control zone, information zones: wi-fi zone; storage rooms, wardrobe, safes, place for charging gadgets, placement of ATMs, audio-guides distribution zone, etc.)

- recreational (designed for visitors' recreation: waiting rooms for a guide, shops, public catering points, lecture and cinema halls, sanitary zones, zones for events and temporary exhibitions)

Public spaces perform a practical function - their task is to make the stay of visitors in the museum as comfortable as possible.

Installation is required in places where large crowds of people are planned:

- air-conditioning equipment capable of providing comfortable stay of a large number of spectators;

- ensuring the safety of the stay (security post, video recording, bag storage, etc.)

When calculating the size and location of the entrance group, it is necessary to proceed, if possible, from the maximum one-time capacity of the museum, which on average is 1/5 of the total number of guests per day.

Provide 3 entrance zones for visitors to the multifunctional halls, museum center and children's center. Each entrance zone also provides access to the courtyard. Traffic must be taken into account and a safe, comfortable passage must be provided.

It is necessary to provide separate dressing rooms and WC rooms near lecture halls, cinemas and zones of master classes.

The area of the entrance group is calculated per unit, m2: for wardrobe - 0,08; for storage of bags, satchels - 0,04. Umbrella spaces should also be provided.

It is recommended not to be stingy on allocation of the areas for a lobby, to accept all visitors and to create for them the most favorable conditions.

The lobby usually combines many functions, various services and amenities for visitors are located there:

• Help Desk

• Ticketing

• Passage for groups and orientation information

• Receive and return desk for audio/media guides

• Security checkpoints

• Meeting places

• Places for rest/seat, etc.

The list of spaces should specify the number of square meters in each functional zone.

Toilet rooms should be arranged at each entrance zone, including those adapted for children and persons with disabilities. Each WC room should include a room to swaddle babies.

A.1 RECEPTION OF TOURIST GROUPS

Used by tourist groups of visitors, for the fastest possible service.

• It is necessary to determine the traffic of tourist groups and, if possible, to separate it from individual visits (it is possible to organize an additional entrance, dressing room, etc.).

• Separate entrance for organized groups (determine the size of entrance zones, doorways, number of doors, registration of documents by attendants, etc.) to the permanent exhibition.

• Waiting room for a guide, etc.

• Ensure that organized groups pass through the souvenir shop.

A.2 SOUVENIR SHOPS

Shops are one of the most important components of the museum infrastructure. The traffic of exhibitions should be constructed in such a way that the visitor, in any case, has a possibility to visit the shop after the end of the seeing.

It is possible to organize two types of shops:

- placed after the exhibition halls and preferably having an entrance not only from the building, but also from outdoor;

- located in the exhibition and recreational zones, in the course of visitors' movement.

A.3 MUSEUM CAFE

The cafe is one of the key components in creating a pleasant impression from visiting the museum, functions as a place of service for visitors. The cafe is directly connected to the lobby and is open only during the museum's work. This is a place to meet and relax while visiting the museum.

A.4 CHILDREN'S INTERACTIVE AND EDUCATIONAL CENTER

In addition to the main exhibition halls it is necessary to provide a museum and educational center for children. It is designed to convey to young visitors the main themes presented in the space of the museum-reserve, its museums and exhibition halls. Given that the age of the first visit is decreasing, visits to children from 2 years of age should be envisaged.

In order to make the visit brighter and more memorable, a special modeling and pedagogical concept is needed. Moreover, special children's tours and other offers, such as audio guides, master classes or specially selected media devices, will complement the children's space service.

According to the museum's educational programs and planned activities, the number and size of rooms may vary, in particular, there is a dependence on the target audience – children/adults. Depending on the type of activity, it is recommended to allocate a certain space for each activity and age group. These rooms can be designed for school groups and museum activities with children. In this case, special conditions are required, for example, small sinks for paint and washing, possibly WC rooms for children. Furniture should be appropriate for children in terms of size, and floor and wall finishes should be easy to clean.

A.5 MULTIFUNCTIONAL HALLS

The halls are designed for various events, such as conferences, seminars, video presentations, concerts, theatrical performances, balls, children's New Year's and other events, temporary exhibitions, etc.

It is planned to have several halls with different characteristics, including:

• Briefing center for 50 seats

• Ballroom for 100 seats.

Concert halls should have appropriate acoustics and stage installation features. In particular, meetings of the Club for Intercultural Dialogue may be held here.

There is a need for separate entrance, cloakrooms and WC rooms, catering zones (possibly via a catering system) for the participants of the events.

ZONE В. PUBLIC/WITH COLLECTION/

There are collections in this zone. This zone is open to the public.

Typical functional spaces of Zone B:

• A permanent exhibition where the museum's collection is located.

• Temporary exhibitions, where exhibits rented from other museums or collectors are displayed, own exhibitions are held.

In this zone, visitors are introduced to the permanent collections of the museum, as well as to works borrowed from other museums or collectors. This is the most expensive part of the building, as it requires a high quality finish to meet the expectations of the public; a high level of climate control systems to ensure the safety of collections and the comfort of visitors; and the installation of a fire protection and security system to protect the collections (to be supplemented by security guards).

All rooms require good floor and ceiling coverage, mobile wall panels and main walls around the perimeter, power supply points and access to other utilities on the floor and ceiling, modern artificial lighting systems without natural light (or very tightly regulating and filtering it). At the same time, natural light is needed in the recreation zones next to the exhibition spaces.

Finishes can range from the finest art gallery designs to a "rough box" and a neutral background.

PERMANENT EXHIBITION

The permanent exhibition is the quintessence of all museum spaces, the core of the entire museum complex. Collections from the Kazan Kremlin Museum-Reserve and other museums and institutions are shown here.

It requires a high quality finish to meet the expectations of the public; a high level of climate control systems to ensure the safety of collections and a comfortable stay for visitors; and a fire and safety system to protect collections.

TEMPORARY EXHIBITION

The temporary exhibition zone is a multifunctional hall - a transformer, which allows to change the planning decisions of the exhibition spaces. It is planned to hold exhibitions of different thematic orientation.

Collections from the Kazan Kremlin Museum-Reserve, collections from other museums and institutions, and private collections are shown here. The multifunctional hall must meet the requirements for exhibiting objects.

ZONE C: NOT PUBLIC/WITHOUT COLLECTION

This space includes premises that do not have collections or public space, but which are occupied by administrative work premises. Zone C is often the least expensive part of the building, as it does not require any specialized climate control or security systems, nor a special level of finish that meets the expectations of the public. However, zone C should provide a comfortable environment for staff.

Typical functional spaces in Zone C:

• Administrative and technical premises

• Amenities for staff

• Building management services – warehouses, technical rooms

• Publishing center

• Entrance/security – security services, delivery, garbage disposal, unloading supervision and staff entrance

Requirements for office space for administration and staff were formulated in accordance with the institution's management scheme. Most of the staff will work in the administrative building, while the rest will be located in other zones depending on their work. The office space requirements are formulated on the basis of existing international standards and calculated on the basis of net office space. The service premises should be taken into account additionally.

ZONE D: THE OUTDOOR SPACE OF THE PUBLIC OFFICES COURTYARD

This open zone for visitors is formed by the building of Public offices and the eastern wall of the Kremlin, it also includes the Konsistorskaya and Southeastern towers, stack-stands 12,13 and chambers in the wall. It is necessary to provide meaningful and functional connections, communications with the premises of the Public offices overlooking the courtyard.

This space should be universal and have different event scenarios to use and be calculated for different age and social groups of the population. It is also necessary to take into account the seasonality of the functioning of this open space. The courtyard of the Public offices building should become an open public area where it is envisaged to create a spectacular zone with the use of prefabricated temporary structures for concerts, opera performances, exhibitions and art installations, historical reconstructions and other social and cultural events in the open air. It is also planned to place an area of souvenir and craft shops, open cafes, navigation hub and recreation areas for citizens and tourists.

For the full functioning of the open public space of the courtyard, it is necessary to create exhibition and museum spaces in the Konsistorskaya and Southeastern towers with the use of stack-stands for temporary expositions and food courts. It is necessary to provide for the concept of landscaping of the territory, with the proposal of easily transformable and transportable street furniture, lighting, temporary pavilions and other small architectural forms for the implementation of events of different orientation. The design concept for the improvement of the courtyard should take into account the object of protection of all the buildings overlooking it, as well as the preservation of the archaeological layers of the territory.

The main functional spaces of the inner courtyard include:

* Public open universal space
* Outdoor exhibition space
* Outdoor vendors and craft shops
* Outdoor technical zones
* The open-air summer cafe zone
* Landscaping zone
* Exhibition and museum spaces in the towers and on the walls of the Kremlin

Appendix №4

to the Regulation on open

creative competition for the best project

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COMPOSITION

of the competition committee of the open creative contest

for the best project for the conceptual development of preservation of public offices of the Kazan Kremlin and the adjacent to them courtyard

|  |  |  |
| --- | --- | --- |
| №s/n | Full name | Position |
| 1 | Ayupova Irada Khafizyanovna | Minister of Culture of the Republic of Tatarstan |
| 2 | Bakulin Herman Alekseyevich | Chief Architect of the State Unitary Enterprise "Tatainvestgrazhdanproekt" (by agreement) |
| 3 | Belitskaya Zhanna Vladimirovna | Chief Artist of Kazan, Deputy Head of the Department of Architecture and Urban Planning of Kazan - Head of the Urban Design Department (by agreement) |
| 4 | Valeev Rafael Mirgasimovich | Vice-President of the Russian Committee ICOMOS, Vice-Rector for Science of the Kazan State Institute of Culture |
| 5 | Valeeva Zilya Rahimianovna | Director of the publicly funded national institution "State Historical, Architectural and Art Museum-Reserve "Kazan Kremlin" |
| 6 | Gilmutdinova Olga Alexandrovna | Director of the Kazan Art School named after N.I.Feshin |
| 7 | Zabirov Rustem Mukhamedovich | Chief architect of the state funded national institution "State Historical, Architectural and Art Museum-Reserve "Kazan Kremlin" |
| 8 | Kudryashev Vladimir Nikolaevich | Chairman of the Union of Architects of the Republic of Tatarstan |
| 9 | Nurgaleyeva Rosalia Mirgalimovna | Director of the State Museum of Fine Arts of the Republic of Tatarstan |