



## **PRESS RELEASE**

**Presentation of ‘ Kooperation BASIS.KULTUR WIEN / SHIFT - ZIL and the Vienna city exhibition ‘The Vienna model of social housing. A Success Story’**

### **Organizers**

**City of Vienna**

**Moscow City Department of Culture**

**ZIL Cultural Center**

**Austrian Cultural Forum**

### **SYMPOSIUM on cooperation - BASIS.KULTUR.WIEN/SHIFT and ZIL 2020**

The Vienna City Agency for neighborhood cultural projects and towards cultural change in Vienna, BASIS.KULTUR.WIEN/SHIFT presents three projects to be realised by spring 2020, working in conjunction with Moscow’s first and biggest cultural centre, ZIL (formerly the cultural center for workers at the ZIL car factory), the Moscow City Department of Culture and the Austrian Cultural Forum in Moscow. These projects will be shown together with a group exhibition of work by leading Russian artists on the theme of life in the outlying districts around Moscow.

The artists working on the Vienna projects (Borislav Ceko, Franziska Kreiss, Stefan Oláh) and SHIFT Director in Vienna, Monika Erb will present the project alongside their Russian colleagues.

### **EXHIBITION OPENING ‘The Vienna model of social housing. A Success Story’ in Moscow**

The Office of the Federal Chancellor of the Republic of Austria and the Austrian Cultural Forum are invited to give a presentation on Vienna’s residential housing at the ZIL Moscow Cultural Center.

‘*Know-how*’ on the topic of housing is sought after internationally. So delegations from all over the world regularly visit Vienna and the city itself actively takes part in the international exchange of experience. A delegation led by the chairman of the Parliament of Vienna Ernst Wöllner, at the invitation of the Office of the Federal Chancellor of the Republic of Austria, and the Austrian Cultural Forum opened the exhibition ‘The Vienna model of social housing. A Success Story’ yesterday in Moscow.

‘Many cities today face challenges in the field of affordable housing, often finding solutions in Vienna’s example which is based on the successful tradition of *Gemeindebau* (municipal housing construction), now 100 years old. Just in September an international conference on Vienna’s social housing was held in Washington, today the same exhibition makes a stop in Moscow, ’ Vienna’s deputy mayor for women and housing, Catherine Gaul, is delighted to point out that such international invitations underline the city’s leadership in the field of ‘housing’.

**So the world’s most liveable city has come to visit Moscow**, starting a new exchange of experience between international experts, at the invitation of the Office of the Federal Chancellor of the Republic of Austria and the Austrian Cultural Forum.

With this in mind, the exhibition will be open for three weeks at the ZIL Cultural Centre, which is located right on the banks of the Moscow River. ‘In this way Vienna’s reputation as the world’s most attractive and liveable city will spread further, crossing borders’, said delegation leader Ernst Voller, speaking in Moscow.

### **Municipal Housing – a comparison between Moscow and Vienna**

The benefits of building social housing in Vienna have become well known internationally; As early as 1919 the first of 220,000 municipal apartments were built and following this, a further 200,000 subsidized apartments have been built in recent decades.

Vienna invests about 500 million euros annually in new buildings and renovation so not only is historical housing stock preserved, but new urban areas such as Seestadt

Aspern or Sonnwendviertel are emerging. Today more than 60% of residents in Vienna live in social housing.

The situation in the Russian capital, Moscow, is different: in the USSR under Nikita Khrushchev low-cost ‘panel’ housing was erected quickly and on a wide scale, to deal with housing shortages. Russians call these apartment buildings ‘Khrushchevki’. ‘Khrushchevki’ were built from the beginning of the 1960s up until the end of the Soviet Union.

After ‘Perestroika’ Russians - primarily in Moscow - could buy their own apartments cheaply, but the upkeep of the apartment blocks was still done at municipal level. Today, the costs of servicing and maintenance is growing, so many houses are in decay and need major repairs. Often pensioners can no longer afford their own apartments and so they live with their children in cramped conditions. In the early 2000s Moscow city authorities began to demolish the ‘Khrushchevki’, to make way for proposed new apartments.

### **The Vienna exhibition continues in Moscow until November 17**

‘The Vienna model of social housing. A Success Story’ is showing at the ZIL cultural centre in Moscow until November 17. The exhibition not only covers the history of social housing in Vienna, but also introduces visitors to its various mechanisms and concepts like *hemeindebau*, different kinds of subsidized housing, the idea of working for the common good, assistance schemes for tenants, how to run tenders for developers.

‘This exhibition not only looks back on the past, to a successful era of social housing construction in Vienna, but also shows the massive efforts and investments we are making to preserve and increase this invaluable heritage for future generations,’ enthuses Karin Ramzer, Head of the City Directorate for Operations and Building Management ‘Wiener Wohnen’.

**Date: October 28, 2019**

**Symposium and presentation of the project 2020: 1430 - 1600**

**Opening of the exhibition Social Housing in Vienna: 1600**

**Location: ZIL Cultural Center, Vostochnaya Street 4, 115280 Moscow**

Symposium and exhibition of part of the project 'IN THE NEIGHBORHOOD / BEYOND THE CENTER'

Office of the Federal Chancellor of the Republic of Austria and the Austrian Cultural Forum, with the support of Raiffeisenbank.

**Press Contact:**

**Ekaterina Romanova: e.romanova@zilcc.ru**

**Elena Kurbatskaya: lkurbatskaya@gmail.com**

**Simon Mraz: simonmraz77@gmail.com; +7 925 860 1275**