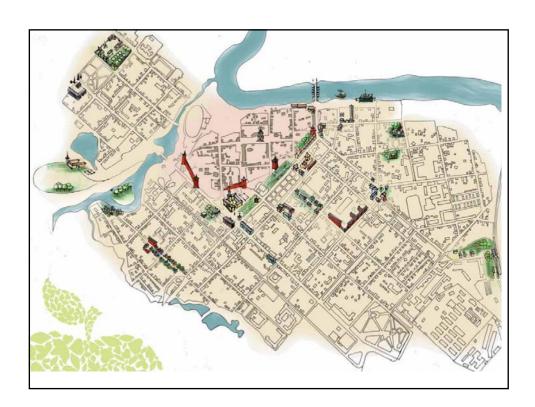
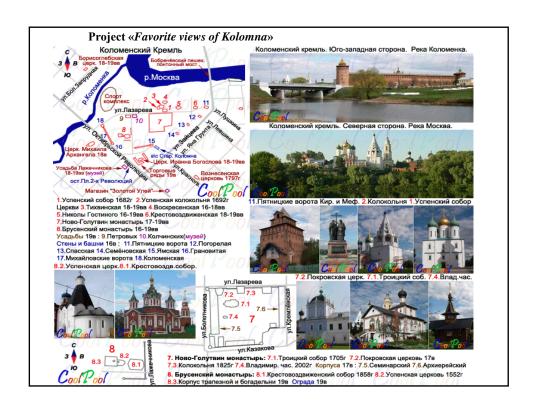
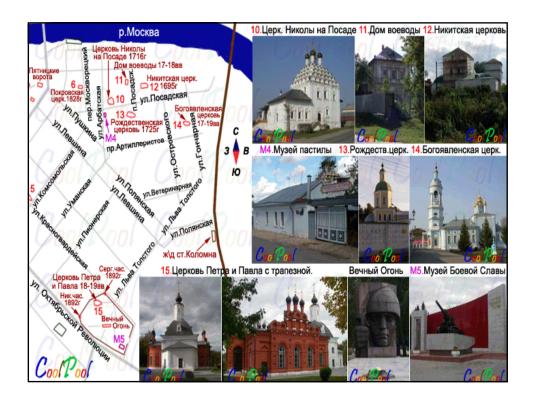


## The concept of the project

- Creation in the urban environment of the historical center of Kolomna the first in Russia full-scale creative cluster in the heritage of over two hundreds of small and medium companies on the basis the state and private sector partnership.
- 1. Project of the photo exhibition «*Favorite views of Kolomna*», 2008.
- 2. Museum of Kolomna paste (fruit candy)
- 3. Shaninskaya/ Area of creative, studio and handicraft activity and design (Ancient alms-house building with park, Organization of the festivals including winter Land-art festival «Ice house» in landscape park Deer's gully)
- 4. *Art Kommunalka* (art communal flat of Kolomna of the 60-ies. XX, communal way of life with all special attributes). Museumworkshop of writhers. There are 3 objects under the same roof. Opened at the 2011
- **5.** Centre of the cinematography of the Moscow Region (today this project started developing for real)











The paste - fruit candy museum is located in a wing of the merchants Suranov homestead – monument of the architecture of the XVIII-XIX centuries. The wooden building is in the historical part of the town, Posad, close to the Kremlin. The unique atmosphere of ancient streets of a provincial town will carry you back in the XIX century, while the museum will tell you about the integral part of Kolomna history – the production of the paste.

Kolomna paste, well-famed throughout pre-revolutionary Russia, was made of whipped apple puree with sugar, honey, berries and nuts. Organizers of the museum had to face many difficulties while searching the original recipes of the paste in libraries and archives. For instance as it turned out that once famous «zelenka» – one of the two sorts of apples, used in Kolomna in the making of the paste, – vanished almost completely.

Here they have the pastes of all kinds to fit all the tastes – from berries, raspberry, strawberry to nut and chocolate or even «hops» (paste with hops used to serve as a hangover remedy ("morning after" drink)). One remaining paste advertising poster says "Against drinking bouts and alcohol addiction". And also the paste "Dostoyevskaya", Dostoyevsky's favourite.

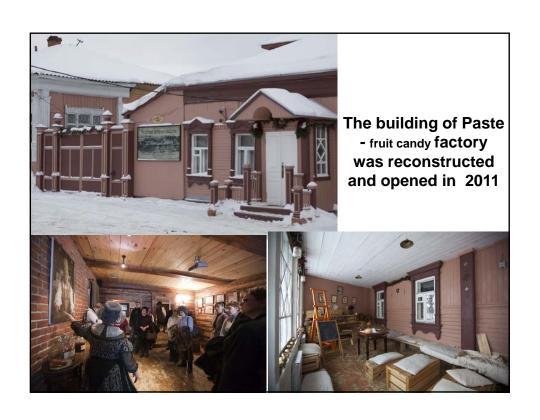


## Brand "Kolomna paste - fruit candy"

- Paste café
- Paste production Produce distribution network
- Historical monument (house) Souvenirs
- Museum garden and landscape Trade (apples, planting stock, souvenirs)
- Museum factory (in reconstruction building)
- Museum

Brand "Kolomna paste"

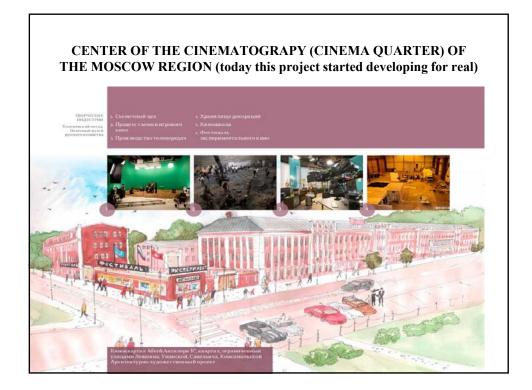












## Conclusion.

 As a result the program of preservation of some monuments and buildings in the city Kolomna and architecture is realized already during some years in several "model" blocks of the historic center by actors of NGO, efforts of experts-architects and municipal authorities; the program was adopted and continuing to realizing. Conservation "bottom up" ("from below") comprehensive multi-actor legal-based approach is very useful now day.

