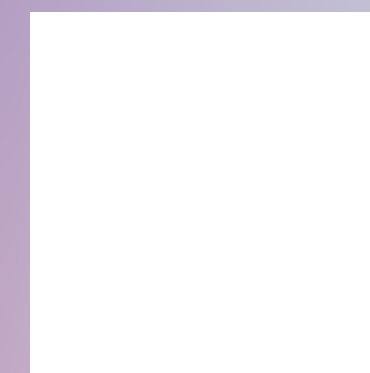


# CENTER. URBAN STRATEGIES

The modern city is a complex, self-developing system. Through international network, we will explore new phenomena in urban processes, explore different approaches to their development for the benefit of future generations of cities and towns around the world.

Analytics  
Planning  
Design  
Communications



**CENTER URBAN STRATEGIES IS A TEAM OF EXPERTS IN URBAN AND REGIONAL DEVELOPMENT, WORKING ON THE PRINCIPLES OF INTERDISCIPLINARITY AND INCLUSIVENESS. SINCE 2014, WE HAVE BEEN SUPPORTING NATIONAL AND LOCAL AUTHORITIES, LARGE DEVELOPMENT COMPANIES, AND INTERNATIONAL INSTITUTIONS IN CREATING MORE RESILIENT AND PROSPEROUS CITIES FOR A BETTER FUTURE. ALL OUR PROJECTS ARE ALIGNED WITH THE SUSTAINABLE DEVELOPMENT GOALS.**

**OUR TEAM USES PROCESS-BASED APPROACH + IS FLEXIBLE  
AND ADAPTABLE + IS CONTINUOUSLY SELF-EDUCATING + OPERATES  
ON PRINCIPLES OF PROCESS TRANSPARENCY + PROVIDES CONTINUOUS  
SUPPORT IN ALL PROJECT STAGES, FROM INITIAL CONCEPT  
TO POST-IMPLEMENTATION + USES MATRIX-MANAGEMENT**

**WE DO CONDUCT COMPREHENSIVE RESEARCH + DEVELOP INTEGRATIVE STRATEGIES + ORGANIZE ARCHITECTURAL AND URBAN-PLANNING COMPETITIONS + FACILITATE COMMUNITY DEVELOPMENT + MANAGE STAKEHOLDERS + IMPLEMENT PUBLIC-PRIVATE PARTNERSHIP TOOLS + INCREASE REAL ESTATE CAPITALIZATION**

**OUR CLIENTS ARE PROPERTY & LANDOWNERS + INVESTMENT COMPANIES  
+ DEVELOPMENT COMPANIES + GOVERNMENTAL AUTHORITIES  
+ PROFESSIONAL & LOCAL COMMUNITIES + EDUCATIONAL INSTITUTIONS**

# AREA OF EXPERTISE

## COMPREHENSIVE URBAN ANALYTICS, STUDIES & RESEARCH

## INTEGRATIVE STRATEGY & MASTER PLANNING

## ARCHITECTURAL AND URBAN DESIGN COMPETITIONS

## EVENTS AND EDUCATION

development potential assessment

research

brownfield

greenfield development

public realm

tourism

recreation

PPP

urban economics

smart city

sustainable development

cultural heritage

best national practices

region

agglomeration

cluster

industry development

human capital enhancement

community building

governance

climate change mitigation

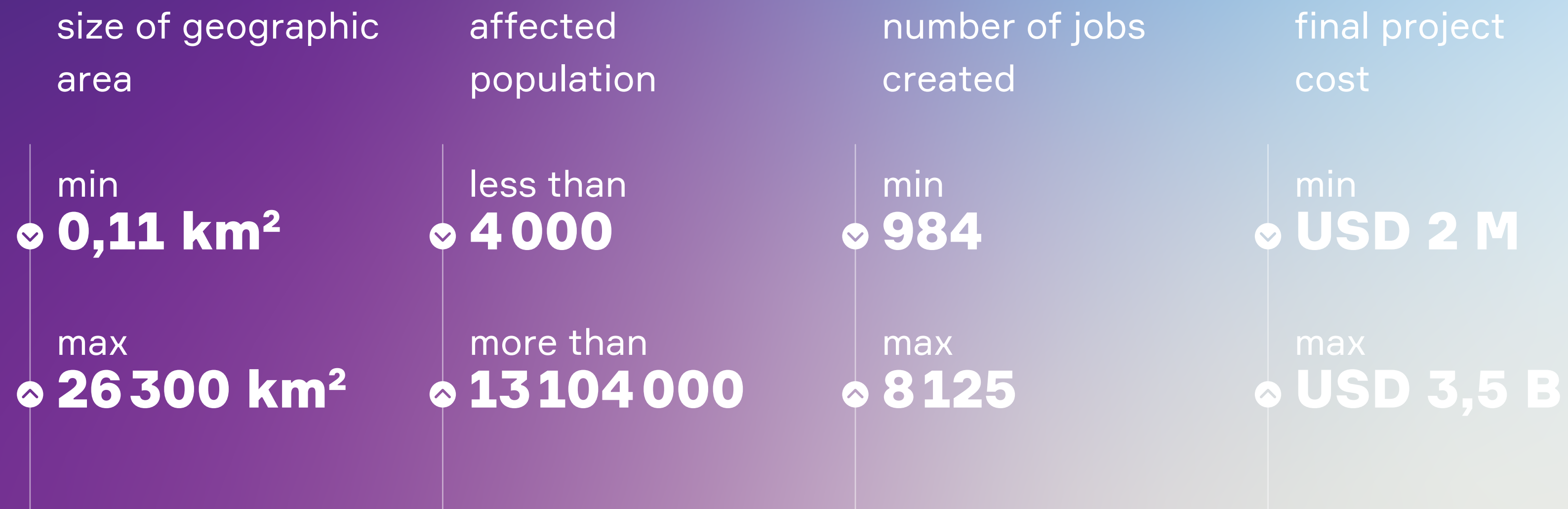
climate zones

regional development

natural heritage

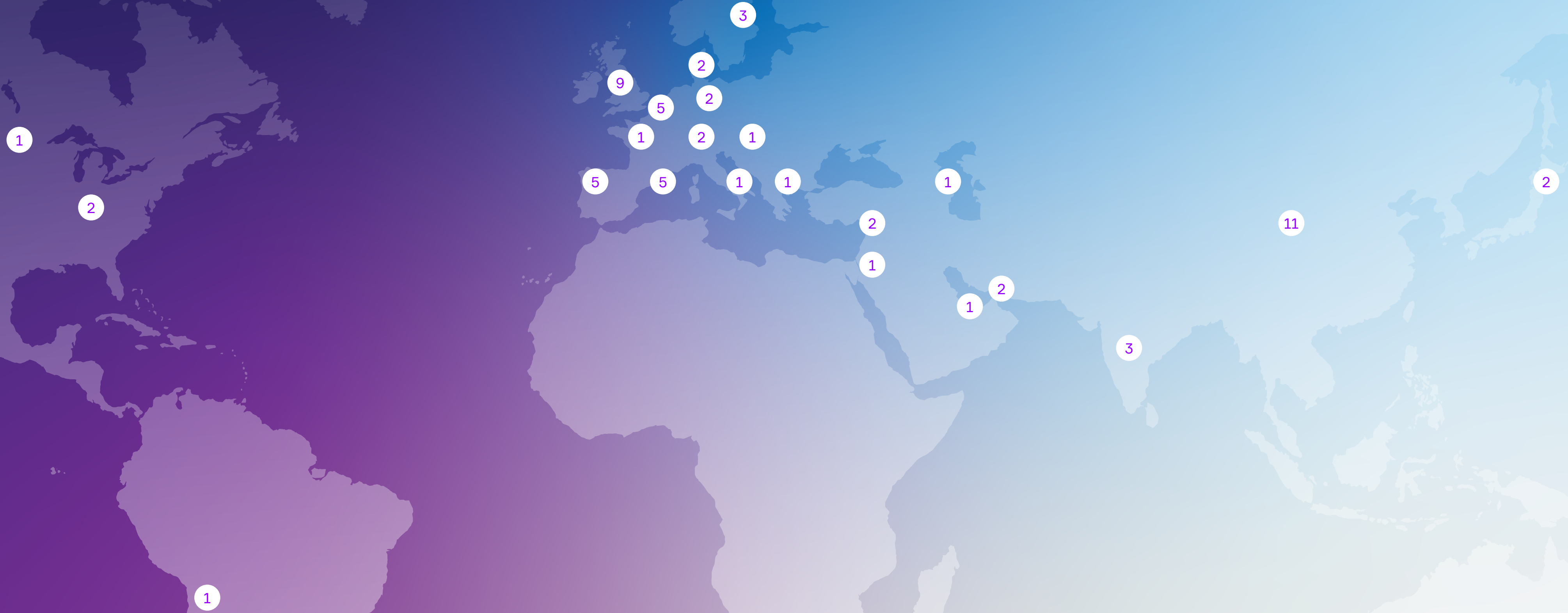
**KEY NUMBERS. WE WORK WITH PROJECTS OF VARIOUS SCALES — FROM SMALL SETTLEMENTS TO MEGACITIES, FROM ECOLOGICALLY VULNERABLE NATURAL AREAS TO HIGHLY URBANIZED TERRITORIES, FROM ABANDONED BROWNFIELDS TO REVITALIZED DEVELOPMENTS, AND FROM LARGE TERRITORIES TO INFILL DEVELOPMENTS.**

## PROJECT SCOPE.



**AS A RESULT THE MISSION AND OBJECTIVES OF THE PROJECT ARE DEFINED AND CLARIFIED + THE VALUE ADDED OF THE PROJECT IS INCREASED + THE ATTRACTIVENESS OF THE PROJECT TO THE RESIDENT OR CLIENT IS INCREASED + INDIVIDUAL METHODOLOGY FOR THE PROJECT IS DEVELOPED + GLOBAL TRENDS AND LOCAL PRACTICES ARE CONSIDERED + ASSISTANCE IN FINDING AND OBTAINING FUNDING IS PROVIDED + THE NEEDS OF KEY STAKEHOLDERS (BENEFICIARY, BUYER, CONSUMER, ELECTORATE, STATE) ARE ADDRESSED + PROJECT STRENGTHS AND PRINCIPLES FOR PROJECT PROMOTION ARE IDENTIFIED + MARKETING AND PR STRATEGIES ARE ENHANCED + THE COMPETENCE OF THE INTERNAL IS TEAM IMPROVED.**

# OUR INTERNATIONAL NETWORK IN NUMBERS

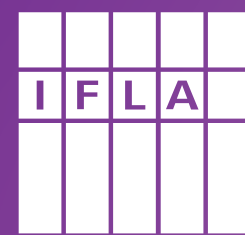


**395 +**  
experts

**60 +**  
institutions

**20 +**  
countries

# OUR PROFESSIONAL ACTIVITIES ARE BASED ON THE PRINCIPLES AND APPROACHES, DEVELOPED BY LEADING GLOBAL PARTNER ORGANIZATIONS



# EXPERT COUNCIL AND KEY PARTNERS



**Michael Geller**  
The Geller Group (Canada)  
Architect, planner, real estate consultant and property developer with four decades' experience in the public, private and institutional sectors.



**Dr. Aisha Bin Bishr**  
Smart Dubai (UAE)  
Digital tycoon, global digital transformation expert, strategic leader of smart city initiatives. The ideologue of the Smart Dubai Office, the government entity charged with overseeing Dubai's citywide smart transformation.



**Chen Hong**  
RSP Architects Planners & Engineers (Singapore, China)  
Head of Masterplanning and Urban Design. Expert in the field of general planning, urban planning and architectural design.

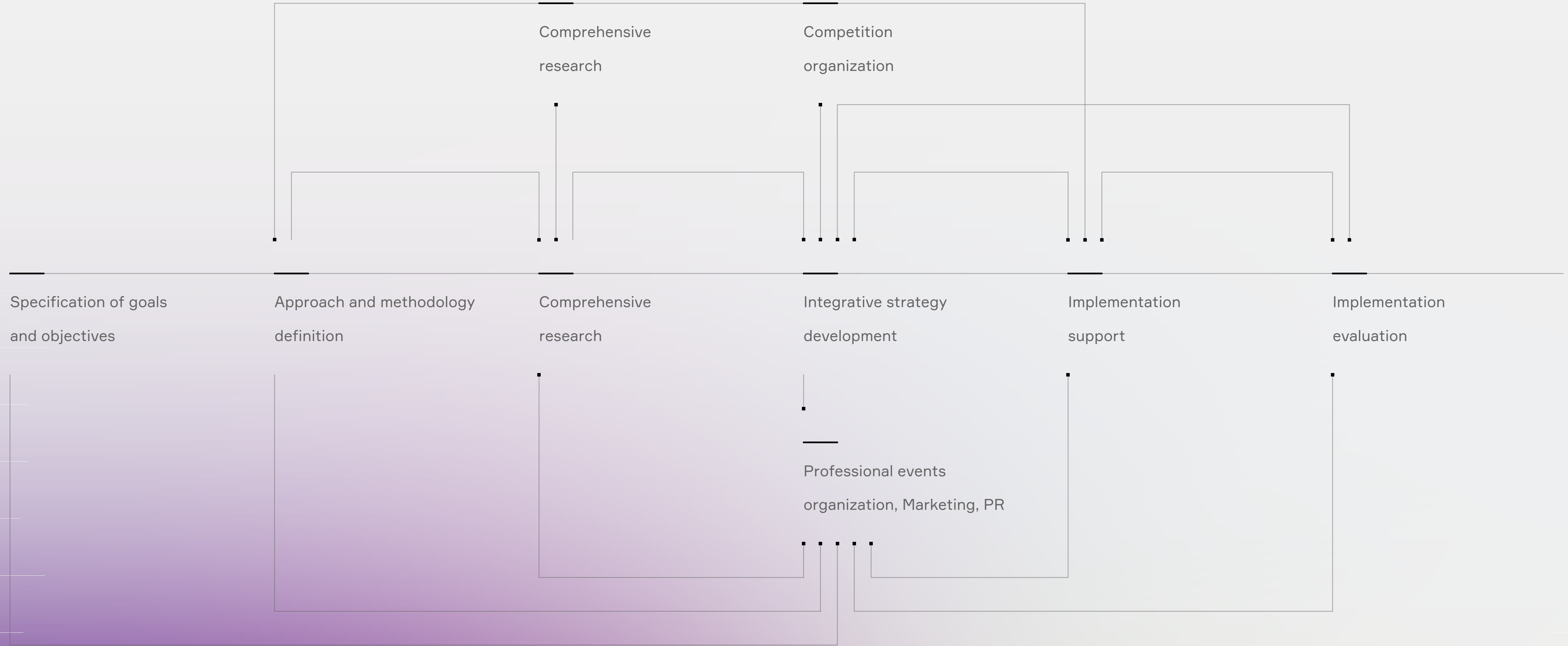


**Anja Sophia Ehrenfried**  
EDDEA (Spain)  
Associate Architect, Director of International Projects. A recognized expert in the field of strategic urban planning. Gained significant experience on international projects in the field of architecture and urban planning.



**Ali A. Alraouf**  
ISOCARP Board Member (Qatar)  
Visiting professor at the Qatar University. Interested in research and practice related to comprehensive sustainable design and urban planning.

# AN EXAMPLE OF PROJECT LIFE CYCLE PHASES



**COMPREHENSIVE URBAN ANALYTICS. WE BELIEVE THAT DECISIONS  
TAKEN ON THE BASIS OF A COMPREHENSIVE ASSESSMENT OF THE  
DEVELOPMENT POTENTIAL ARE MORE EFFICIENT. OVERALL, OUR TEAM  
CONDUCTED MORE THAN 53 INTERDISCIPLINARY STUDIES.**

# COMPREHENSIVE URBAN ANALYTICS. PROJECT SELECTION

2024

## Analytical Study of Arctic Region Urban Environment



This study examines Arctic and northern territory development, focusing on public spaces and urban environment. It assesses strategies to improve the urban environment and enhance living conditions, addressing the unique challenges of northern regions to promote sustainable development and well-being.

2020

## Industrial Districts Redevelopment Study



The comprehensive study analyzes urban industrial districts for redevelopment, using a specialized methodology to assess their current state and identify opportunities for revitalization. The goal is to improve efficiency, sustainability, and value, transforming these areas into vibrant, functional spaces.

2019

## Analytical Study of Global Housing Practices



The study reviews international approaches to standard and social housing, highlighting successful global practices and innovative solutions. It identifies methodologies for integrating these into local markets to improve housing accessibility, affordability, and quality.

# INTEGRATIVE STRATEGY & MASTER PLANNING. PROJECT SELECTION

2023

## Development Recommendations for the Karaganda Region, Kazakhstan



This project analyzes a mono-economical area, to provide strategic development recommendations. It assesses the region's potential, resources, and strategic position, focusing on social development, urban environment, housing, and ecological sustainability to promote long-term growth and resilience.

2019

## Adaptive Reuse of Olympic Sites and Infrastructure



The study focuses on reprogramming Olympic and world championship sites using adaptive reuse principles in the post-games period. It emphasizes integrating cultural and historical heritage to maximize real estate value, while promoting sustainable development and long-term community benefits.

2018

## Recreational Area Development, near Larnaca, Cyprus



Conceptual proposal for a multifunctional theme park to boost local tourism. The park will offer diverse recreational, entertainment, and educational attractions for locals and visitors, promoting family-friendly experiences, cultural enrichment, and regional economic growth.

# CENTER. URBAN STRATEGIES

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Center. Urban Strategies

