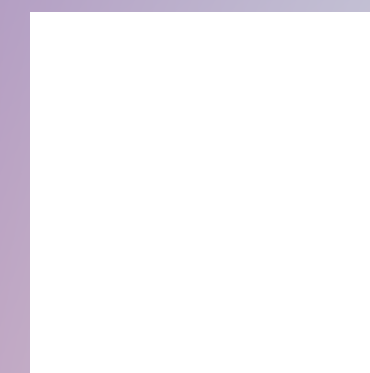


CENTER. URBAN STRATEGIES

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.

size of geographic area	affected population	number of jobs created	final project cost
min ▼ 0,11 km²	less than ▼ 4 000	min ▼ 984	min ▼ USD 2 M
max ▲ 26 300 km²	more than ▲ 13 104 000	max ▲ 8 125	max ▲ USD 3,5 B

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

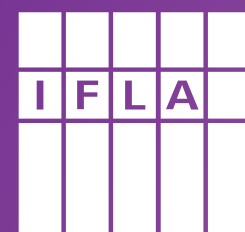


395 +
experts

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.

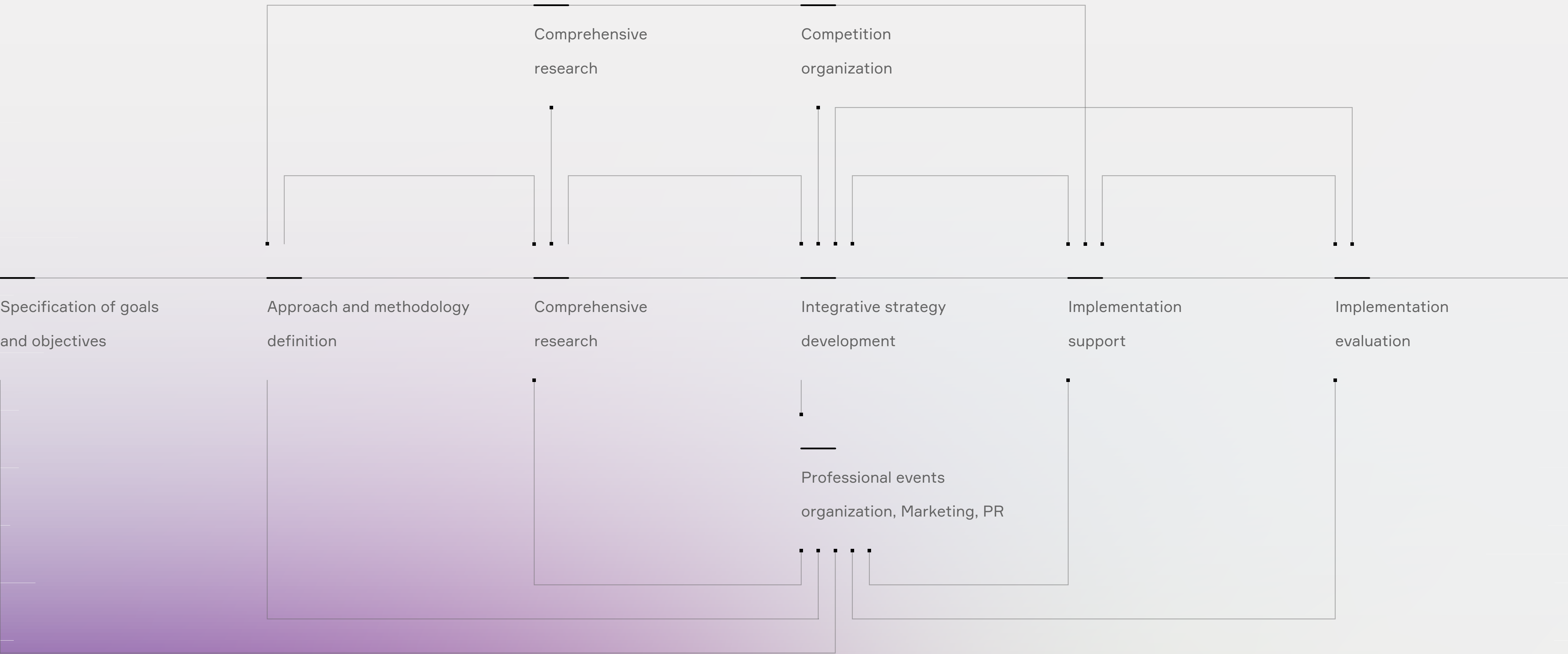
Dr. Aisha Bin Bishr
Smart Dubai (UAE)
Digital tycoon, global digital transformation expert, strategic leader of smart city initiatives. The ideologue of the Smart Dubai Office, the government entity charged with overseeing Dubai’s citywide smart transformation.

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.

ARCHITECTURAL AND URBAN-PLANNING COMPETITIONS

2026

BI DNA: International competition for the development of architectural and design code for BI GROUP



This large-scale initiative by BI Group aimed to develop a unified architectural and design code for future projects, creating a recognizable, scalable, and functional “brand DNA” that reflects BI Group’s values while enhancing urban life.

The competition was organized by BI Product together with Urban strategies company CENTER LLC, acting as the professional organizer, ensuring a structured and internationally rigorous process.

Competition results

1st place

City Meta Lab (Italy & UAE)

2nd place

KCAP (Netherlands)

3rd place

Schematic Spaces (South Africa) + DA Lab (Russia)

42
companies

25
countries

11
consortia

16
individual submissions

CENTER. URBAN STRATEGIES

Urban strategies company CENTER LLC, a limited liability company

Georgia, Tbilisi, Gldani district,
Mikheil Gamsakhurdia St., building 23

+995 511 77 63 86

welcome@urbanstrategies.center

urbanstrategies.center

08.2026



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