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RESIDENTIAL PROPERTIES

Russians discover joys of the new dacha



The international names involved in Ecoestate included, clockwise from bottom, the designer Nina Campbell; Nikolay Polissky, who created the outdoor art installations; and the architect Giancarlo Alhadeff, who outfitted the modern "Eco-House."

By Jean Rafferty

In boomtown Moscow, the ever-rising price of oil is also fueling some exuberant property prices. "There is a strong correlation between oil prices and those of Moscow apartments, private homes and also Russian art," said James Brooke, a director at Jones Lang LaSalle real estate in Moscow.

As those prices have gone up, so have the numbers of gated communities popping up among the pines and birches along new highways linking the city to the countryside. "It's an outgrowth of the dacha culture," said Brooke, likening Moscow's scene to New York. "There is a huge demand for parking in the family outside town, the way people do in the Hamptons and Berkshires, and coming out for weekends for summer or year-round living."

For the most chic fresh-air destinations, Muscovites have headed west. "The prevailing winds go from west to east, and even in Czarist and Soviet days they put a lot of air polluting factories in the east," Brooke explained. "The western suburbs of Rublyovka and Novorizhskoe are the Hamptons of Moscow, very expensive, very desirable."

Known as Moscow's billionaire suburb, Rublyovka is home to President Dmitri Medvedev and his predecessor, now prime minister, Vladimir Putin, as well as the ultra-upscale shopping center Barvikha Luxury Village.

Slightly farther from the city center, the Novorizhskoe area is the up-and-comer, burgeoning with new developments. There are now 350 gated communities on the market in Russia, about half in the Novorizhskoe region, said Janna Bullock, the Russian real estate developer who, as founder and chief executive of RIGroup, divides her time between Moscow and New York.

She chose the area for her latest project, Ecoestate Pavloskaya Sloboda, a six-house luxury compound that is 26 kilometers, or 16 miles, northwest of Moscow in Novorizhskoe's Istra district.

And for the project, Bullock assembled a starry roster of participants, including the English designer Nina Campbell, the French decorator duo Alain Moatti and Henri Rivière, the auction house Phillips de Pury, and works from a number of art and design galleries, including Albion in London, Kréo and Galerie Italienne, both in Paris, and Sebastian + Barquet of New York.

Bullock, 41, has specialized in renovating some of New York's historic mansions and brownstones and then hosting charity "show house" events in them. Last summer she asked the photographer Peter Beard to curate an "Art House" at the

Southampton home designed by the late Modernist architect Norman Jaffe. "Basically, it was an art exhibition and drew a lot of attention but the house was sold even before it opened," said Bullock, who also is an art collector and member of both the Guggenheim Museum trustees and the board of Phillips de Pury.

To introduce Ecoestate Pavloskaya Sloboda, Bullock has created The Russian Design Show, a monthlong series of art events, social gatherings and workshops that began June 1 — a first for the Moscow real estate market.

The six homes, grouped around a pond on a walled three-hectare, or 7.4-acre, site, were designed with a nod toward the traditional dacha and built of natural pine by the Finnish company Vuokatti. The Italian architect Giancarlo Alhadeff executed the interiors, which range from 411 square meters to 514 square meters, or 4,424 square feet to 5,533 square feet. The asking price for the houses is €3 million to €4 million, or \$4.6 million to \$6.2 million. The furnishings and most of the decor also are for sale.

To complete the two-story interiors, Bullock



pulled together some design power in an unusually short time. "Janna asked me in March and I said, 'You mean 2009,'" recalled Campbell, who has decorated an entire house. "Janna is rather compelling so we said we'd do it — a total adventure."

Campbell's decor uses her signature vibrant hues: red and orange curtains in the drawing room, rich paisleys in the dining room and a bedroom of soft and gentle grays, whites and aqua blues. The interiors, with the exception of some paintings loaned by Sotheby's Moscow and a billiard table, will be included in the sale.

In contrast, Moatti and Rivière created an ultracontemporary mansion. In the living room, a mirrored toile imprinted with vegetal graphics covers one wall and is reflected by another mirrored canvas on the ceiling. "The room is double height, but the mirrored effect quadruples it," Rivière said. A Pierre Paulin sofa, Baccarat crystal chandeliers and a coffee table by Charles and Ray Eames complete the modern vision.

The residence decorated by Phillips de Pury and the one masterminded by the Belgian

decorator Arne Quinze both showcase contemporary designs by such names as Rolf Sachs, Ron Arad, Shiro Kuramata, Fernando and Humberto Campana and Tom Dixon as well as the architects Frank Gehry and David Adjaye.

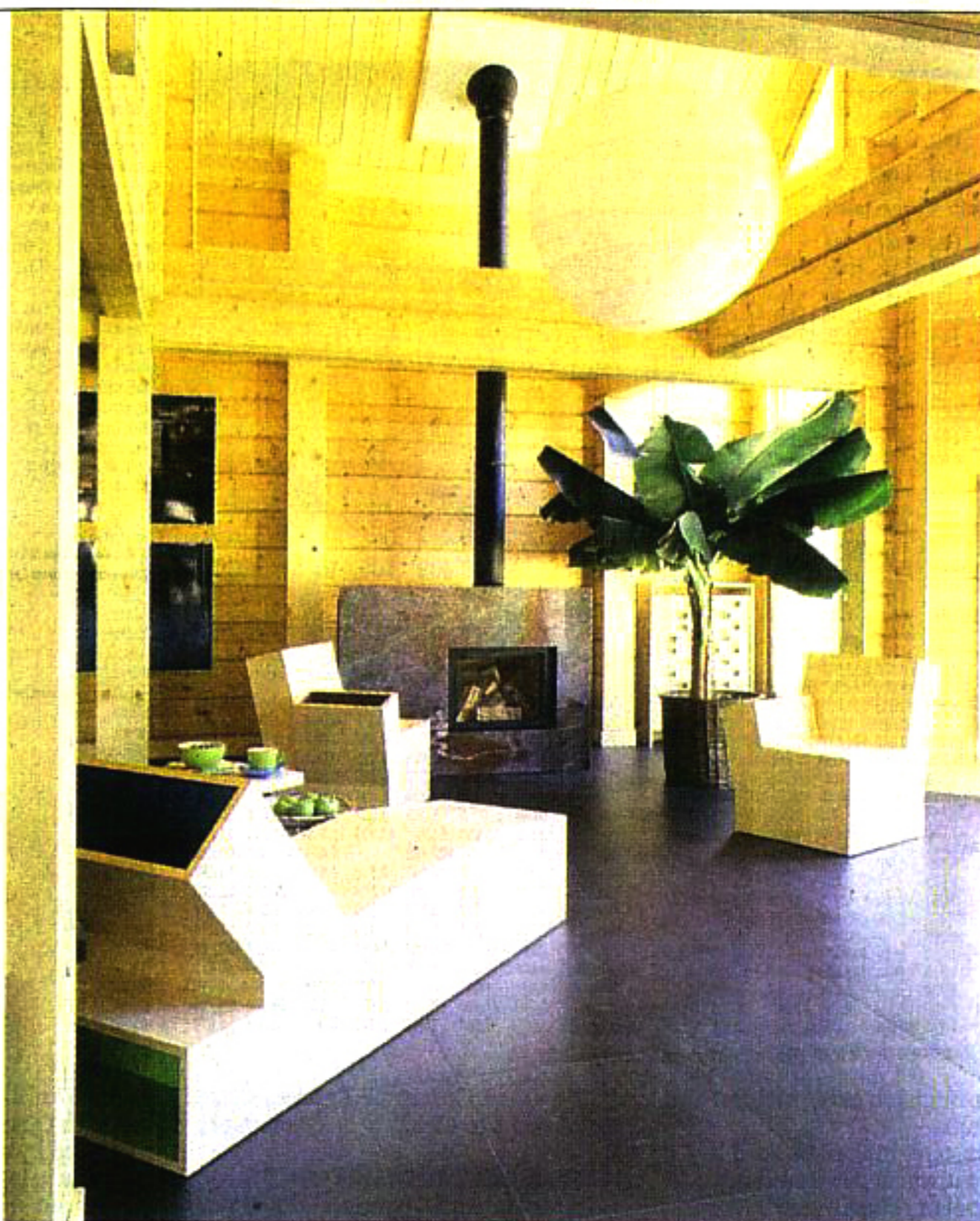
Bullock arranged the "Russian House," which displays modern Russian art and 19th-century furniture loaned by the Hermitage Museum. And the "Eco-House" by Alhadeff showcases riverstone walls in the bathrooms and cork dining chairs by the French designer Martin Szekely.

"We are introducing a different concept of luxury," Bullock said. "Right now, luxury means a pompous style with a lot of gilt, bronze and decoration. We think being environment friendly is the most important: building with wood and stone, using recycled water and trying to use alternative energy sources even though it's not easy in our climate."

"Our complex is affordable," Bullock maintained, especially as "Novorizhskoe prices are the same as those of three or four years ago in Rublyovka."

Natalia Levitova, a senior real estate adviser at Evans Realty in Moscow, agreed that prices are steep in the western suburbs, especially Rublyovka. "In five years, prices have doubled or tripled in some cases," Levitova said. "The rise has been tremendous with properties going for \$3 million, \$5 million, \$6 million."

But, she added, "These are the best places to live."



Photographs courtesy of Nina Campbell