

PRESS-RELEASE

NHI FM RADIO STATION LAUNCH AT NEW HOLLAND ISLAND

On June 28 **NHI FM** — New Holland Island's online radio station accessible on nhi.fm begins transmitting.

At the beginning of the 20th century, the most powerful radio transmitter in Russia was located on New Holland Island, providing unbroken communications between the Baltic and Black Sea fleets. It was from this very building that Vladimir Lenin delivered his famous address “to all regimental, divisional, battalion, army and other committees, to all soldiers and sailors” that the revolution had been achieved.

Today, New Holland’s radio station is a mouthpiece for all that is happening on the island right now, as well as providing a unique social network in which the project’s team can put across information that cannot be conveyed using more conventional information portals and formats.

NHI FM is an online radio-station with a constant playlist of music as well as a number of special programme formats, including DJ-sets, live musical performances, mixes by artists appearing on the island, podcasts from New Holland's residents, live event-broadcasts, original programmes and interviews, as well as live broadcasts of lectures and public talks. **NHI FM** does not adhere to any one musical style when putting together its programming, and the entire broadcast schedule is the work of the many people who form part of the *New Holland: cultural urbanization* project. so listeners will be able to hear all kinds of music on the station.

The studio itself is located on the second floor of the *Bottle House*, where you can also find an outlet of Russia’s largest vinyl record shop, *Imagine Club*. At the studio you can apply to become part of the *New Holland: cultural urbanization* project, meet the leading figures of our cultural programme, as well as purchase or order some of the world's rarest and most interesting vinyl. The schedule of events and special programmes can be found in the Events section of nhi.fm.

NHI FM studio & *Imagine Club* opening hours: daily from 12 PM until 10 PM

NHI.FM*

**the radio station is currently operating to a test regime, the quantity and scope of broadcast music will be expanded on a continuous basis along with the programming schedule*

New Holland: Cultural Urbanization:

New Holland Island
Admiralteysky Canal 2
St Petersburg
www.newhollandsp.com
info@newhollandsp.com
+7 (812) 245 20 35

**Questions on cultural programme, project of island restoration and adaptation: pr@newhollandsp.com, tel. +7 906 268 83 18*

**Questions on investment contract: John Mann at john.mann@millhouse.ru*

NEW HOLLAND: CULTURAL URBANIZATION

In 2010, *New Holland Development*, an affiliate of Roman Abramovich's company *Millhouse, LLC*, won the tender for the restoration and renovation of New Holland Island, with the goal of creating a mixed-use complex that will serve as one of the epicenters of cultural life not only for St Petersburg, but for Russia as a whole. To help determine the concept and creative direction of the island's development, Millhouse turned to the Iris Foundation, a non-commercial initiative for the support and advancement of contemporary culture and art, launched by Daria Zhukova. This collaboration resulted in *New Holland: Cultural Urbanization*, a fresh approach to the restructuring and modernization of the territory, a monument of cultural and national historical significance. Following the success of the seasonal programs, the project investors decided not to proceed with the original plan to clear the territory to construct a new building. Instead, they chose to organize a full-fledged city park, complete with a modern and convenient infrastructure, which each and every person could find his or her place. The island continues to host cultural programs as well as grand-scale civic initiatives. Future plans for the development of the territory include not only commercial enterprises, but also cultural and educational institutions, research laboratories, and exhibition spaces, whose programming will be overseen by emerging specialists. *New Holland: Cultural Urbanization* helps recruit a team of architects, designers, and urban planners, as well as provide the cultural content for the island's programming and participate in the selection of partners and operators. In August 2016, the first phase of the project came to completion, with the launch of New Holland's park zone, and the island begin to operate all year long. As of now, three historical buildings have been restored: the Foundry, the Commandant's House and the Bottle House.

IMAGINE CLUB

At the New Holland radio studio you will find a branch of the *Imagine Club* vinyl store, with a unique selection of LPs chosen especially for **NHI FM**. There is music of all kinds and genres, from old school rock and classical jazz to techno and hip-hop, as well as new releases, rare recordings and first pressings, themed selections and albums by the musicians who perform on the island. *Imagine Club's* main shop on ulitsa Zhukovskogo also has over 12,000 records in stock, any of which can be brought to the New Holland Island branch.