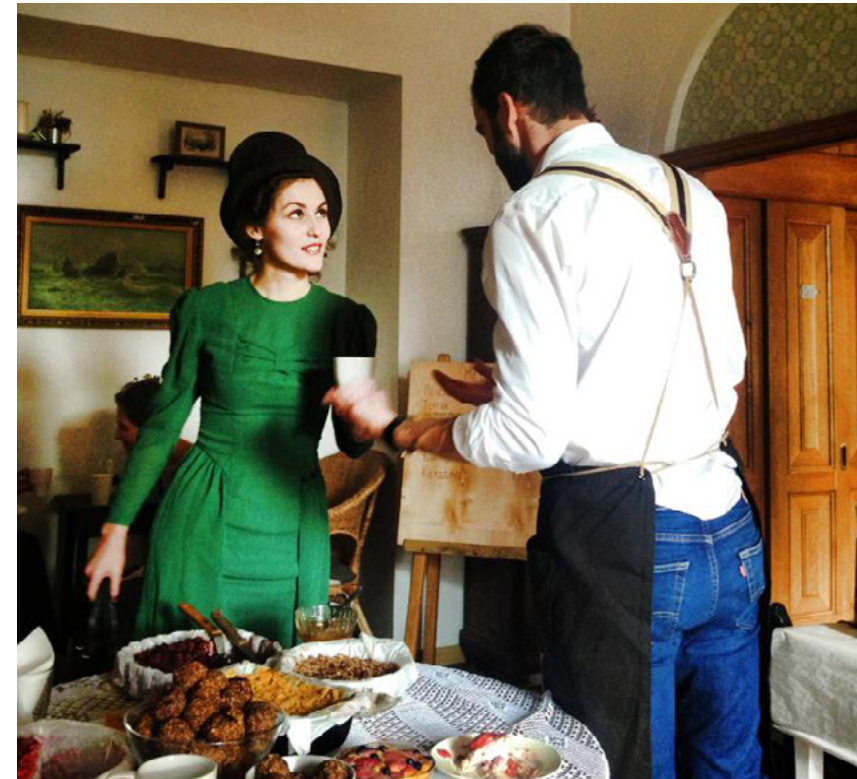


ZIFERBLAT

secret knowledge



MISSION



Ziferblat is a place where everyone can feel at home. Here you are free to be yourself; you can work, make art, read a book, play the piano, get acquainted with good people, attend events, drink as much tea or coffee as you want – in other words, do whatever you like as long as you respect the space and the other people in it.

Ziferblat's doors are open to everyone. Each Ziferblat guest becomes a micro-tenant of the space, responsible for it and able to influence its life. You will be welcomed by the Ziferblat community and able to work with them to help create, support, and develop this project. Everything is free inside except the time you spend there; and by paying for the time, you'll be making a donation towards the further development of this social experiment.

HISTORY

1

POCKET POETRY



2

THE TREE HOUSE



3

ZIFERBLAT



P O C K E T P O E T R Y

IT ALL STARTED WITH POETRY.

Try to imagine: you're walking along the street when suddenly, in a completely unexpected place, you find a little card with some wonderful poem written on it. Where did such poetry come from? A small group of enthusiasts would prepare the small, laminated cards with classic poetry and distribute them around the city so that chance passers-by might find them and put them in their pockets. But making each new batch of cards presented several difficulties: the poetry-lovers were forced to search out a new place to meet every time, and oftentimes they found themselves in awkward situations – constantly having to reserve a space and explain what they were doing, while the wait staff would throw them sideways glances and hint that someone had better purchase something soon... And that's when they came up with the idea of creating their own place without such problems, a place where each guest could freely participate in the space's inner life.



THE TREE HOUSE

THE SOLUTION TO THE PROBLEM APPEARED IN THE LAST PLACE ONE MIGHT EXPECT – IN A «TREE HOUSE».

Specifically, in a little attic on a quiet alleyway in the center of Moscow, rented out by the poetry enthusiasts. At first, the «Pocket Poetry» creators met there, and later more people were invited – anyone who was good company. There they could do whatever they pleased – play the piano, write books, recite poetry, converse with friends and make new ones, prepare coffee, even treat everyone to pie... Payment for all of this was completely voluntary – a suitcase lay near the entrance, and guests were invited to put in as much as they thought fair.

And although the rent for the location wasn't exactly cheap, the «Tree House» never struggled financially and expanded at a rousing pace. After a while, the number of guests became too great for the cozy little attic to properly accommodate everyone.

Today, the «Tree House» is the Ziferblat headquarters, and occasionally people still arrive there in search of the old legendary place.



ZIFERBLAT



WHEN THE TREE HOUSE BEGAN TO RUN SHORT NOT ONLY OF CHAIRS AND STOOLS FOR GUESTS, BUT EVEN OF SEATS ON THE WINDOWSILL, CUPS, AND LAMPS, and when the line for the piano began to remind the guests of Soviet times, it became obvious that it was time to expand.

Across from the «Tree House,» in an old-style building on Pokrovka Street, they discovered an excellent location for the first ever «free space» in the world. And so, in autumn of 2011, Ziferblat was born.

ECONOMICS



SINCE THE NEW LOCATION WAS EVEN LARGER AND COST EVEN MORE MONEY, WE DECIDED TO FIND A WAY TO FORMALISE THE FINANCIAL RELATIONSHIP WITH OUR GUESTS.

As a joke, we started advertising that from this day forward, they would have to pay for time, and that every minute would cost a ruble.

Nevertheless, at Ziferblat we periodically return to a system of voluntary donations, and every time we do so, it turns out in our favour. And not just economically: two years later, we remain first and foremost a social project, and not a business model.

ZIFERBROTHERHOOD

IMMEDIATELY AFTER THE OPENING OF THE FIRST ZIFERBLAT, PEOPLE BEGAN APPROACHING US WHO CONSIDERED ZIFERBLAT A CITY LANDMARK AND WANTED TO CARRY THE SAME UNIQUE EXPERIENCE TO THEIR OWN CITIES AND THEIR OWN COUNTRIES, IMBUING IT WITH THEIR OWN CREATIVE WORK AND TAKING THE WHEEL OF THIS CURIOUS ARRANGEMENT.

Thus the idea of franchises was born: we impart our experience to kindred-spirited people, help them breathe life into their own young Ziferblat, and create their own unique free space. And so, nine and a half Ziferblats have appeared around the world – fully independent and not altogether similar, but united by the common idea of freedom of communion and creative work.

Our growth would be impossible without educated and responsible people who are interested in the creation of a Ziferblat in their own cities and who are prepared to take part in its development.

We're interested in all sorts of people – partners, assistants, potential managers, part-time volunteers and helpers— anyone and everyone interested in being part of a team and seeing a Ziferblat open in their own city. After all, it's thanks to such like-minded owners that each Ziferblat is able to maintain its individuality and avoid becoming part of some bland, unremarkable chain of establishments whose workers must function as cogs in one grand mechanism. We are happy to discuss the opportunity to collaborate: ziferblat@ziferblat.net



GEOGRAPHY



● LONDON

● ST. PETERBURG

● MOSCOW

● NIZHNIY NOVGOROD

● KAZAN

● KIEV

● ROSTOV-ON-DON



M O S C O W Pokrovka

🏠 MOSCOW, 12 POKROVKA ST. 📅 25 SEPTEMBER 2011 📏 100 M²

- FIRST EVER ZIFERBLAT • MUSICAL ZIFERBLAT, WITH MANY «IN-HOUSE» MUSICIANS AND MUSICAL GROUPS THAT WERE FORMED RIGHT HERE AT ZIFERBLAT • HERE THEY BAKE HOME-MADE BREAD, MAKE JAM, AND COOK PORRIDGE FOR HUNGRY GUESTS • A CAREFULLY SELECTED LIBRARY • THE «PROVING GROUNDS» FOR MOST OF ZIFERBLAT'S PROJECTS: IT WAS HERE THAT OUR CONCERTS WERE FIRST HELD, AS WELL AS EXHIBITIONS AND INTERVIEWS WITH FAMOUS PEOPLE

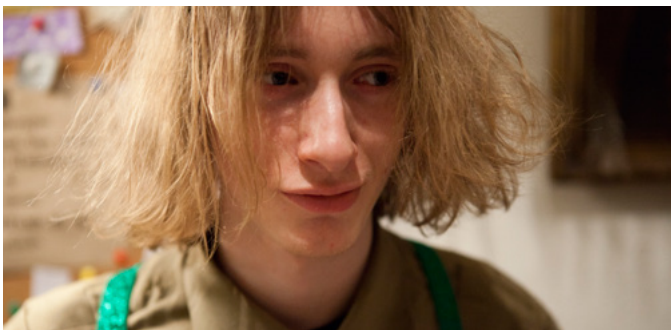


MOSCOW

Tverskaya

🏠 MOSCOW, 12 K. 1 TVERSKAYA ST. 📅 25 NOVEMBER 2012 📏 238 M²

- AN UNCONVENTIONAL INTERIOR: A LABYRINTH OF COMFORTABLE ROOMS WITH STRANGE FURNITURE, CREATING THE FEELING OF A TRULY LIVED-IN APARTMENT
- THE MAJORITY OF THE TEAM PLAYS WITH GUSTO ON THE UKULELE, AND THE REST ARE THEATRE-LOVERS WHO RECITE POETRY
- BALCONY LOOKING OUT ONTO TVERSKAYA STREET, FROM WHICH ONE CAN WATCH PROTESTS, PUTIN, AND OTHER INTEGRAL PARTS OF MOSCOW LIFE

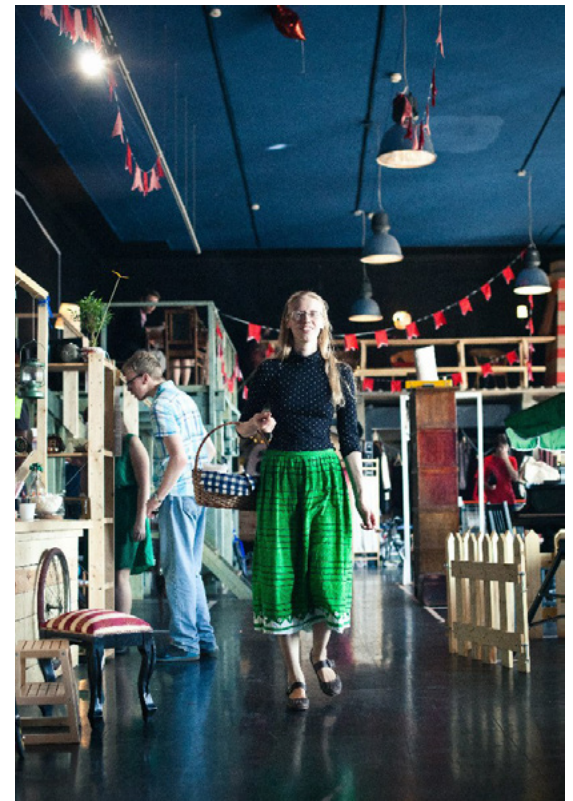


ST. PETERSBURG

Ziferburg

🏠 ST. PETERSBURG, 48 NEVSKIY PROSPEKT 📅 14 FEBRUARY 2013 📏 300 M²

- THEATRICAL ZIFERBLAT: EACH GUEST CAN BECOME SOMEONE ELSE
- ZIFERBURG IS A CITY WITH A SQUARE, A DOCK, AND A LIGHTHOUSE. HERE WEDDINGS AND PERFORMANCES TAKE PLACE. PEOPLE HERE WALK ALONG IMAGINARY STREETS MARKED OUT IN CHALK. THE GAME BECOMES A PART OF EVERYDAY LIFE: THE GUESTS DON'T CROSS THE IMAGINARY WALLS AND DON'T FORGET TO CLOSE THE UNSEEN DOORS BEHIND THEM
- LARGE EVENTS FOR 200-300 PEOPLE
- REHEARSALS OPEN TO THE PUBLIC



ST. PETERSBURG

Nevskiy Prospekt

🏠 ST. PETERSBURG, 81 NEVSKIY PROSPEKT 📅 12 APRIL 2012 📏 130 M²

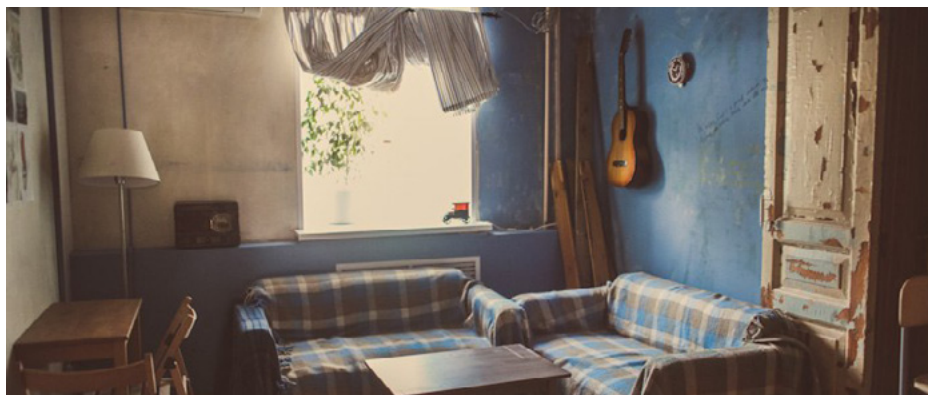
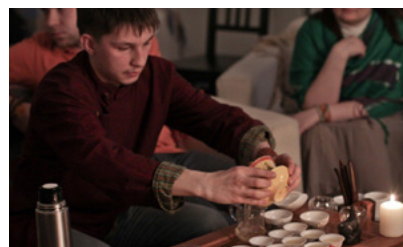
- EVERY PARADE IN THE CITY PASSES IN FRONT OF THIS ZIFERBLAT • PRIVATE OFFICE IN 1960S STYLE • DON'T BE SURPRISED IF YOU SUDDENLY NOTICE A GOLDFINCH FLYING BY – IT'S THE LOCAL PET BIRD, NAMED VILNIUS
- A LARGE BALCONY WHERE YOU CAN WATCH THE MESMERISING RHYTHM OF WEEKDAY ST. PETERSBURG



NIZHNIY NOVGOROD Kovalikhnskaya

🏠 NIZHNIY NOVGOROD, 4A KOVALIKHNSKAYA ST. 📅 21 JANUARY 2011 🏠 160 M²

- FRIENDLY, COMMUNAL APARTMENT WITH VARIOUS ROOMS AND «TENANTS,» EACH WITH THEIR OWN HABITS, PERSONALITIES, AND RELATIONSHIPS • THE ROOMS ARE DECORATED IN VARIOUS STYLES ACCORDING TO THEIR TENANTS' PERSONALITIES • KITCHEN OPEN TO ALL, WHERE ANY GUEST CAN PREPARE SOMETHING FOR THEMSELVES OR FOR OTHER GUESTS • VOLUNTEERING AND SELF-SERVICE. TWO SINKS ARE SPECIALLY LOCATED SIDE BY SIDE SO THAT PEOPLE CAN CHAT AND GET TO KNOW EACH OTHER WHILE HELPING ZIFERBLAT



ROSTOV-ON-DON

Sokolova

🏠 ROSTOV-ON-DON, 46 PROSPEKT SOKOLOVA 📅 14 DECEMBER 2012 📐 360 M²

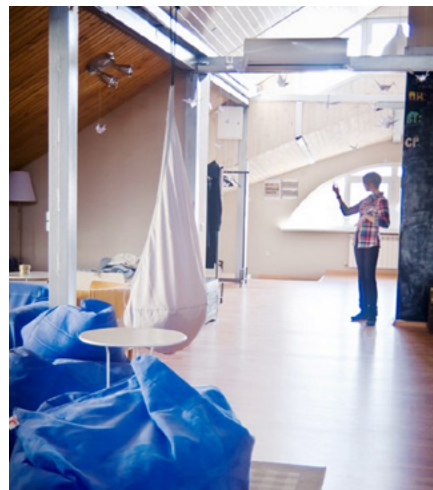
- LARGEST ZIFERBLAT • IMPORTANT CULTURAL CENTER FOR ROSTOV • PARTICIPATES IN GREEN PEACE ENVIRONMENTAL INITIATIVES • «POCKET POETRY» PROGRAM CONTINUES IN ROSTOV • INNER COURTYARD, FINISHED ATTIC • «CULTURAL GREENHOUSE» PROJECT, WHICH ALLOWS ANYONE TO TRY LEADING OR ORGANISING CULTURAL



KAZAN Universitetskaya

🏠 KAZAN, 14 UNIVERSITY ST. 📅 27 FEBRUARY 2012 📏 220 M²

- ZIFERBLAT IS A SHIP WHERE EVEN THE PIANO IS DECORATED IN A NAUTICAL STYLE • FINISHED ATTIC



KAZAN Schapova

🏠 KAZAN, 47 SCHAPOVA ST.

📅 29 AUGUST 2012

📏 160 M²

- CONNECTED TO A DANCE STUDIO
- THREE DAYS A WEEK IT HOSTS PAIR DANCING
- RARE LANGUAGE CLASSES: ARAB, CHINESE, AND PERSIAN
- HAS A ROOM WITH AN ENTRANCE THROUGH A WARDROBE AND A VERANDA THAT CAN ONLY BE REACHED THROUGH A WINDOW



KIEV Vladimirskaya

🏠 UKRAINE, KIEV, 18 VLADIMIRSKAYA ST. 📅 23 MARCH 2012 📏 220 M²

- FIRST ZIFERBLAT OUTSIDE OF RUSSIA • GROUND FLOOR IS FOR EVENTS AND LOUD EVENING GATHERINGS, WHILE THE FIRST FLOOR IS FOR WORK AND BUSINESS MEETINGS • A VERANDA WHERE YOU CAN SIT IN A WICKER CHAIR, DRINK COFFEE, AND WATCH THE RAIN AND SNOW FALL • A COZY CORNER BELOW THE STAIRCASE WHERE YOU CAN HIDE, READ A BOOK, OR EVEN DRIFT OFF TO SLEEP



LONDON

Old street

🏠 388 OLD STREET, EC1V 📅 12 DECEMBER 2013 📏 90 M²

- FIRST ZIFERBLAT IN WESTERN EUROPE
- LOCATED IN THE CENTER OF SHORDITCH, LONDON
- THE YOUNGEST ZIFERBLAT EVER
- RULED BY FOUNDER OF ALL ZIFERBLATS
- OPEN KITCHEN
- SECRET PLACE WITH A NICE VIEW ON SHOREDITCH CHURCH



ZIFERBLAT

1

Social club

2

Cultural center

3

Entertainment

4

Self-determination

5

Co-working

6

**Environmental
and social projects**

S O C I A L C L U B

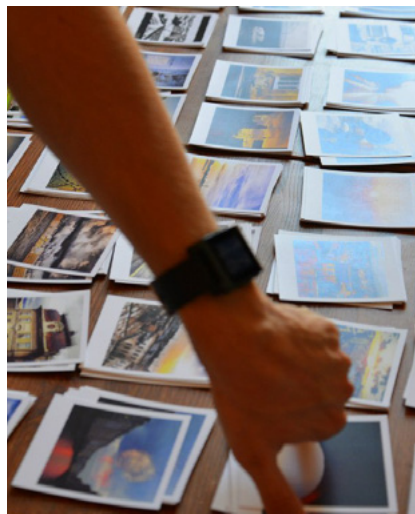


ZIFERBLAT IS A FREE SPACE FOR INTERACTION WHERE ANYONE IS WELCOME, REGARDLESS OF SOCIAL STATUS, NATIONALITY, AGE, ETC.

In all Ziferblats we create an atmosphere in which guests can easily socialise with each other. It's like a grand party at the home of a good friend where you know half the guests, and with the other half it's easy to start a conversation since you probably have lots in common.

We're in favour of healthy interaction, so in all Ziferblats alcohol is forbidden – after all, one unsober guest can ruin the part for everyone else, and afterward it will be embarrassing for him as well.

CULTURAL CENTER



**GUESTS OF ZIFERBLAT
DON'T KILL TIME, THEY
GAIN IT.**

We constantly offer cultural events, lectures, interviews with interesting people and, most importantly, we're open to initiatives proposed by our guests.

- lectures
- workshops
- film showings
- web conferences
- exhibitions, etc.

ENTERTAINMENT

HOMO LUDENS OR «MAN THE PLAYER» – A TERM INTRODUCED BY THE HISTORIAN AND CULTURAL STUDIES SCHOLAR JOHAN HUIZINGA IN THE FIRST HALF OF THE TWENTIETH CENTURY.

«Play» here means a free action, free from compulsion, and at the same time the term assumes a strict, inner order. Is it not an allegory for life itself?

In the game is where one forms the strongest friendships and meet the most extraordinary people; in playing, people can stop worrying and free themselves from their own social restrictions. Games and dance, concerts and parties – all of our projects are lively and informal; they all change depending on the participants and the ambience created. But most important of all – they make people happy.

- concerts
 - cultural initiatives
 - parties
 - movie nights
 - games
 - dances
- («Pocket Poetry»,
«photorature»)



SELF-DETERMINATION



ZIFERBLAT IS A TREE HOUSE FOR ADULTS; THE ONLY DIFFERENCE IS THAT IT'S NOT LOCATED IN THE COUNTRYSIDE, BUT IN THE CITY CENTER. HERE THERE ISN'T A STRICT CODE OF CONDUCT.

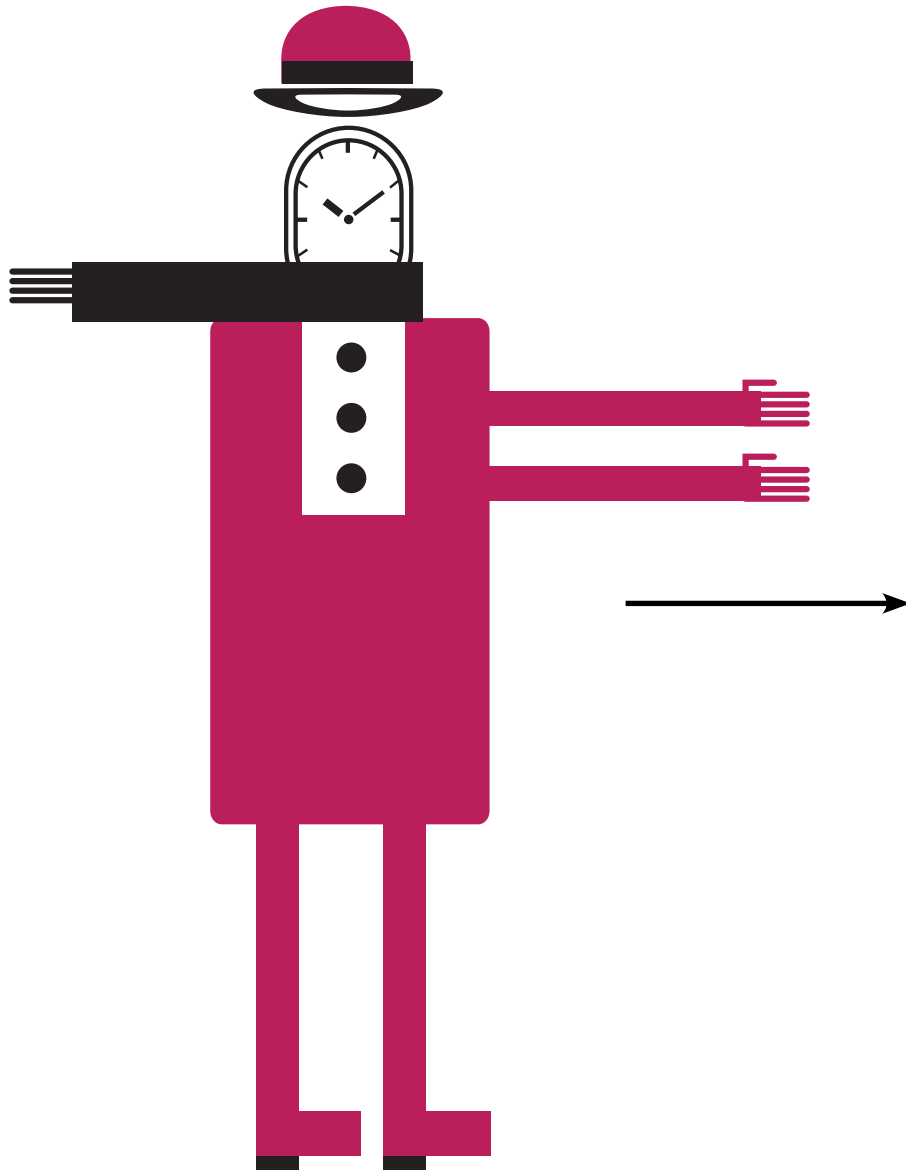
Everyone can do as he pleases as long as he respects the environment and those around him. Everyone at Ziferblat can contribute to the atmosphere and the character of the place, free to express themselves without fear of being misunderstood or punished. Ziferblat's unique atmosphere is created and supported by its guests.

In essence, freedom consists of the possibility to influence what's happening in one's environment. It's important to us that any person who comes to Ziferblat feel at home here.

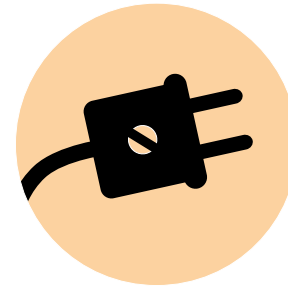
Any visitor can become a volunteer at any time, helping Ziferblat and receiving in return free time in the free space. In addition, we're currently working on a mobile app that will allow visitors to change Ziferblat at their own discretion: people will be able to vote for changes, and their choices will determine the entire interior life of the space.

Self-determination enables us to enliven guests and the Ziferblat team and spur them on to greater communication with each other, making Ziferblat more romantic, pleasing to the eye, and totally innovative.

CO-WORKING



WORKPLACE



ELECTRICITY



PRINTER



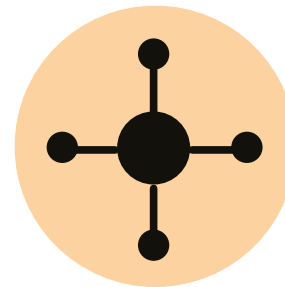
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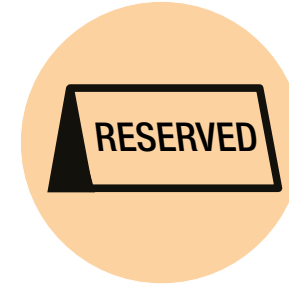
COOKIES



INTERNET



ACCESS
TO ALL AREAS



RESERVATION
WORKPLACE

ENVIRONMENTAL AND SOCIAL PROJECTS



THE FREE SPACE «ZIFERBLAT» IS NOT A SET OF WALLS, IT IS PEOPLE: CONSCIENTIOUS, ACTIVE, AND INTERESTED IN THE FUTURE AND THE FATE OF THEIR CITY AND PLANET.

Each Ziferblat cultivates its own set of environmental programmes, cooperates with volunteer organisations, city improvement organisations, and restoration efforts to keep the city's history alive.

CONTACT INFO

www.ziferblat.net
Ziferblat@ziferblat.net



**Ivan
Meetin**

CEO

vanmeetin@gmail.com