

O. INTRODUCTION

Moscow is the capital of the Russian Federation, a country of 144.5 million people.

Moscow is not only the largest city in Russia (its total area is 2,511km²), it is also the most populous city with 13.2 million residents within the city limits, 17 million within the urban area and 20 million within the metropolitan area, according to official data.

Being situated between Europe and Asia, Russia has always been a multinational and multicultural country. So, it's no wonder, that Moscow attracts people from both worlds, and absorbs a lot of their views, traditions and customs.



A lot of these things can be observed on Moscow streets. Especially, when it comes to food.

There are a lot of stereotypes about the Russians.



Many people think that Russian people are grumpy, rude, unemotional, even blunt, their food is bland and their bears are scary. And, of course, Russians consume as much vodka as they can. Well, it's not quite true.

In the 2018 Russia hosted FIFA World Cup, and nearly 7.7 million football (or soccer, if you are from the United States) fans came to Russia to see their favorite teams and, to many people's surprise, enjoy Russian hospitality. And Russian food.



During the World Cup, Moscow, among other Russian cities hosting the tournament, offered its guests the best of entertainment, food and shows. There were a lot of new venues, opened specially for the event, and most of them still keep their doors open.

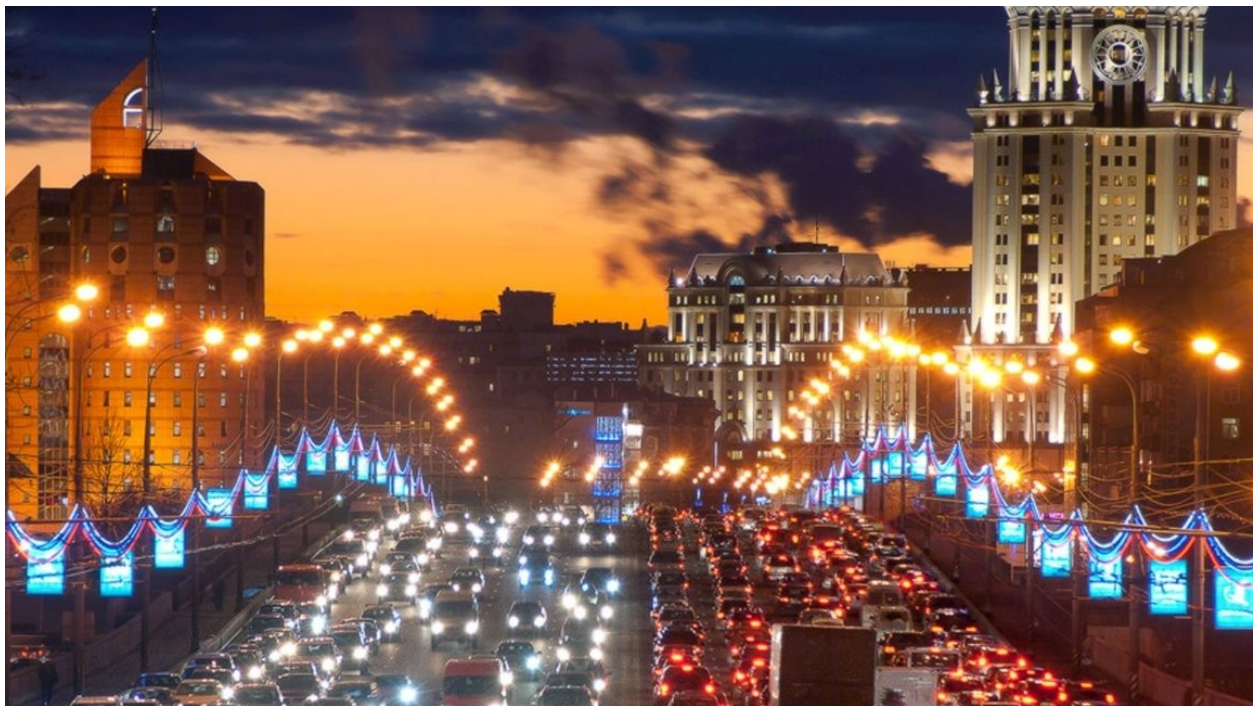
In this project I am going to study Moscow venues from the perspective of food. I am going to inspect three major categories: bars, restaurants and fastfood venues (including coffee shops, diners and cafes; all the places, where you can grab a quick bite).



I want to see if Russian people still prefer fancy restaurants, as they used to in the 90's, when so-called 'nouveaux riches' were the target auditory for newly opening places, or if they drink as much as people say, and the most popular category is any kind of bar, pub or any other drinking facility. Or, maybe Moscow is full of fast food and street food places, just like any other megapolis, because people prefer grabbing a cup of coffee or a slice of pizza and run their errands as fast as possible.

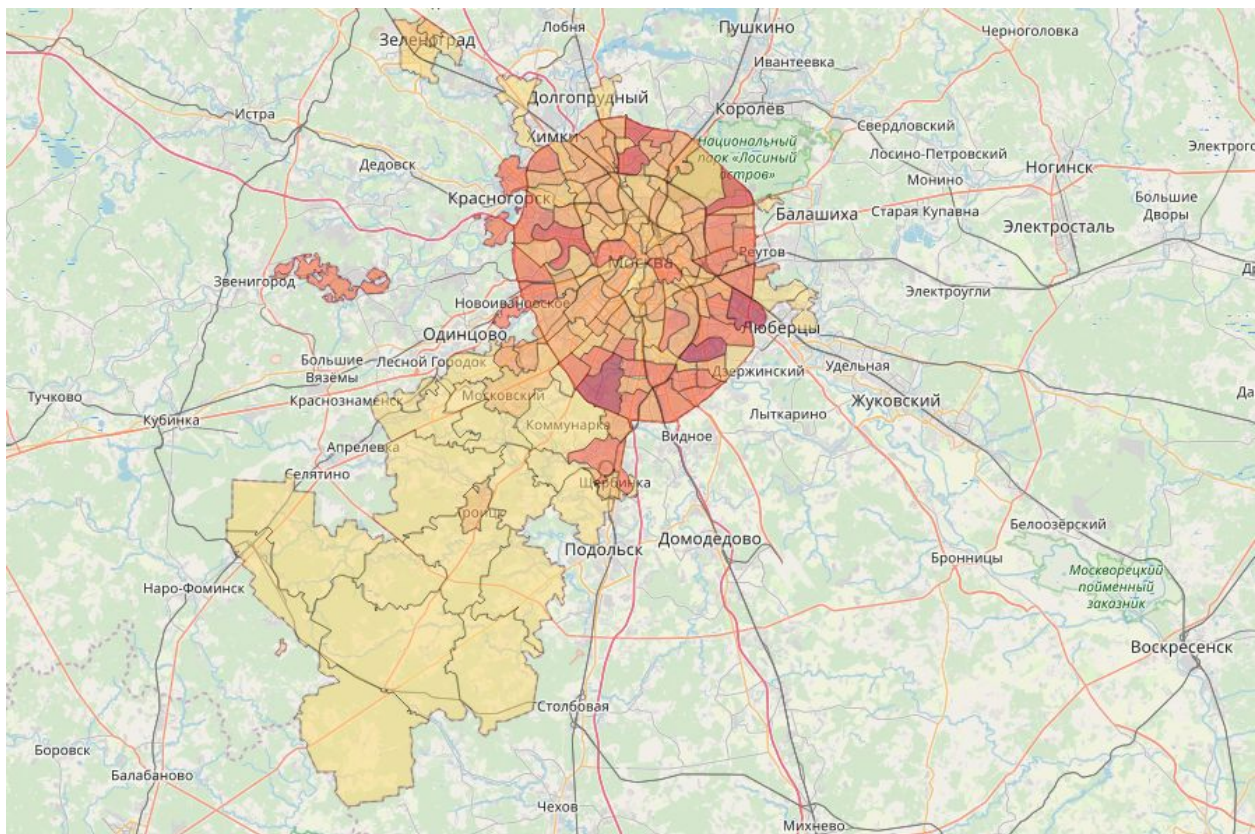
I am also going to study the density of venues, because Moscow has several unique features.

First of all, while the majority of citizens live on the outskirts, their everyday routes lay through the downtown, as it's the shortest and the most convenient way from one part of the city to another, and almost all the entertainment events happen in the center of the city. So I want to see if the density of venues is affected by the distance from the center.



The other unique Moscow feature is the sparseness. In the year 2012 happened what was called the most ambitious project of expanding the territory in the entire history of Moscow. The official expansion of the administrative borders of Moscow at the expense of the territory of the Moscow Region was carried out on July 1, 2012, with the result that the area of the city increased by about 2.4 times, due to this, Moscow rose from 11th to 6th place in the ranking of cities of the world by area and became the largest city by area in Europe.

But what was interesting about this joinment, was the population number. It was only 250,000 of people, which seems to be like a very low number in the view of the size of territory. So, there are districts of Moscow where hundreds of thousands people live, and there are districts, where there are only several hundreds of citizens. It must affect the density of venues, isn't it?



In terms of application, I believe this research is going to be interesting for two groups of people.

First, tourists who plan to visit Moscow. They will be able to see how diverse this city is, where to look for the most popular venues, where to find their favorite food and where to look for interesting places.

Second, entrepreneurs who are looking for a place to open a new venue. This research is going to highlight overcrowded places, places, where new venues are needed, and what's missing on the plate.

I sincerely hope my research is going to help people to find a spot they've been looking for.

Enjoy!

