

STRELKA.COM

*Case study: website redesign for Strelka Institute
for Media, Architecture and Design*

Note:

*At the moment the project is under development.
Please share the document carefully.*

Thank you!

CLIENT

Strelka Institute for Media, Architecture and Design, consistently rated as one of the top 100 architecture schools in the world by Domus magazine since its founding in 2009.

Among the many leading authorities in the fields of architecture and urbanism that direct the school's educational programme are Rem Koolhaas, Stefano Boeri, and Reinier De Graaf.



The screenshot displays the Strelka Institute website with several visible sections:

- Top Navigation:** STRELKA INSTITUTE (selected), ABOUT, EDUCATION, BOOKS.
- Header:** INSTITUTE FOR A SOCIAL CITY.
- Sub-navigation:** VISION, CONTACT, RENT, FOR PARTNERS, CAREERS.
- Catalog Section:** CATALOG, ABOUT, Filter by: Russian. It shows an image of a book cover for Aldo Rossi's "Научная Академия" (Scientific Academy) and text: Ebook and p... from €2.99.
- Public Programme Section:** PUBLIC PROGRAMME, EVENTS, RECORDED EVENTS, ABOUT PROGRAMME. It includes filters for All types, All topics, Technologies, Education, Design, and a list of upcoming events for Monday, Tuesday, and Wednesday.
- Upcoming Events:** 28 Monday, 29 Tuesday, 30 Wednesday. Examples include "18:00, Lecture" and "18:00 Workshop".

OVERVIEW

As Strelka is constantly changing and the scope of the content it is producing is expanding, the Institute's main website should follow its growth.

REDESIGN

After research and analysis of user interaction the following key aspects to be addressed were outlined:

- Presentation of up-to-date information on the Institute's current activities
- Scalable structure of the website
- Predictable navigation
- Interaction between the sections/content

SOLUTIONS

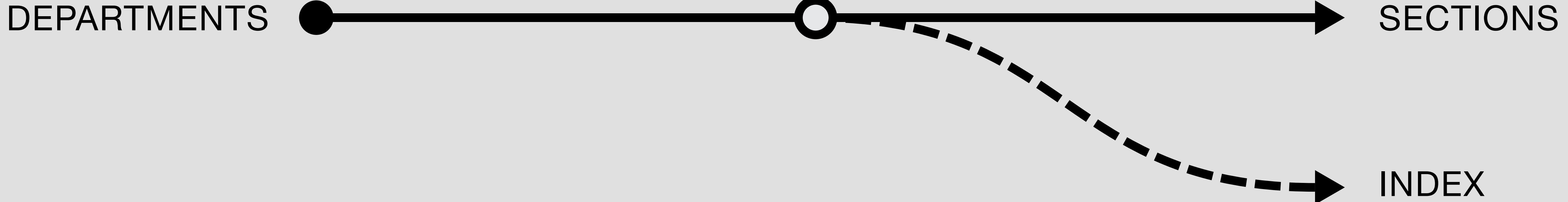
All design decisions were aimed at improving the relationship between the content, its sorting and filtering, as well as display options.

1. Feed
2. Tag system
3. Focused content viewing
4. Content viewing options
5. Adaptive web

1. FEED

Each department of the Institute has a website section with a feed which consists of blocks. The main page of the website shows updates from all the various sections using the same blocks.

With feed moderation you can shift user's focus to the information that is most relevant during a particular period: in the Summer—to list ongoing activities and events, in the Winter—to present research outcomes and announce admission process; to promote books and sponsors, etc.



1. FEED

There are 3 types of blocks, each of them with a specific functionality.

Big—featured articles, major events.

Medium—interactive special blocks as well as service blocks.

Standard—everything else + its own subtypes for a section differentiation.

On the right: Index page

The screenshot shows the homepage of the Strelka Institute website. At the top, there is a red header bar with the text "ИНСТИТУТ" (Institute) and "INSTITUTE". Below the header, the Strelka logo is displayed in red. The main navigation menu includes links for "STRELKA INSTITUTE", "ABOUT", "EDUCATION", "BOOKS", "MAGAZINE", "EVENTS", "SPECIALS", and "...". A search bar and a language selection for "Русский" (Russian) are also present. The main content area features a large article titled "AFTER BELONGING: WHERE WE ARE AND HOW DID WE END UP THERE" by Alexey Ginzburg and Garegin Barsumyan, dated 25.05, under the categories "Technologies / Experiment". To the right of the article is a photograph of two men. Below this, there is a "RECENT ARTICLES, EVENTS, BOOKS AND MORE" section with three items: 1) A portrait of a man with a caption about a case study at the Chief Architect School. 2) A graphic design featuring stylized letters made of colorful brushstrokes. 3) A dark box containing text about researchers talking about Saint-Petersburg's avant-garde buildings, with a small portrait of Constantin Gurdgiev at the bottom.

Nick Axel
Architectural editor, theorist,
critic, researcher

2013/14

About •
Research •
Alumni •
Curators •
Specials •

2012/13

About •
Research •
Alumni •
Curators •
Specials •

2011/12

About •
Research •
Alumni •
Curators •
Specials •



These are serious times, or so our governments keep telling us. Strangling economies with their austerity policies, they assure us that they have no choice.

[Read sample](#)

[Buy book](#)

STRELKA WEEKLY DIGEST

Enter an email to subscribe ↩

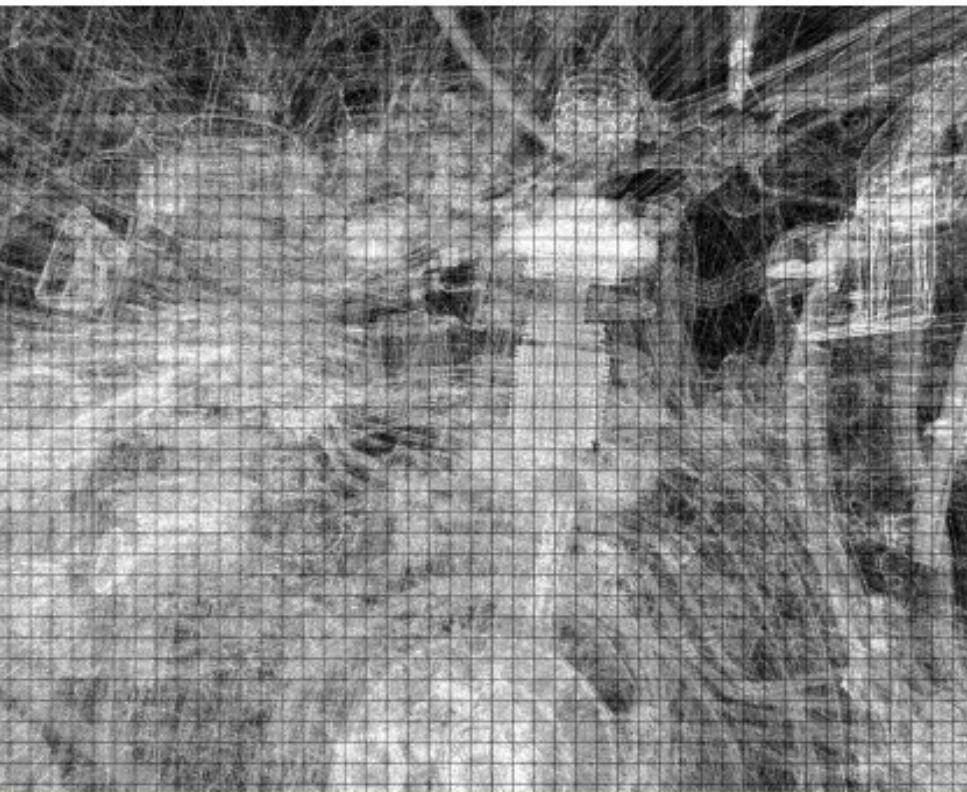
[Facebook](#) [Vk](#) [Instagram](#) [Twitter](#)

Events / Lecture

[Education roadshow](#)

AFTER BELONGING: WHERE WE ARE AND HOW DID WE END UP THERE

Alexey Ginzburg and Rights League director Garegin Barsumyan discuss examining the Narkomfin Building and working on its restoration project.



Tuesday, 18:00

01.07

25.05, Magazine / Must-read on 26–27

READ OUR CURATED WEEKEND COLLECTION OF LINKS:

1. After Belonging: Where We Are And How Did We End Up There
2. Narkomfin Building Restoration Project
3. What Would Happen If Google Urbanism Was Implemented?
4. Marina Khrustaleva: "Each of us

25.05, Magazine / Guide

CULTURAL INSTITUTIONS IN CITIES OF THE FUTURE

25.05, Magazine / Interview

THE URBAN AND ADVANCED: 12 FACES OF THE MASTER'S PROGRAMME

**CAN JOKES BRING DOWN GOVERNMENTS?
MEMES, DESIGN AND POLITICS**

Metahaven



WHAT DO THEY TEACH AT CHIEF ARCHITECT SCHOOL?

Strelka Magazine spoke with the participants of the Chief Architect School workshop in Yekaterinburg.

25.05, Magazine / Interview

“Researchers talk about Saint-Petersburg’s signature avant-garde buildings and what to look out for to grasp the particular meaning of the Leningrad style”



Constantin Gurdgiev
Russian economist; former Editor of Business & Finance Magazine

25.05, Magazine / Word of the week

GENTRIFICATION

|dʒentrifi'keɪʃ(ə)n|

A process of renovation and revival of deteriorated urban neighborhoods

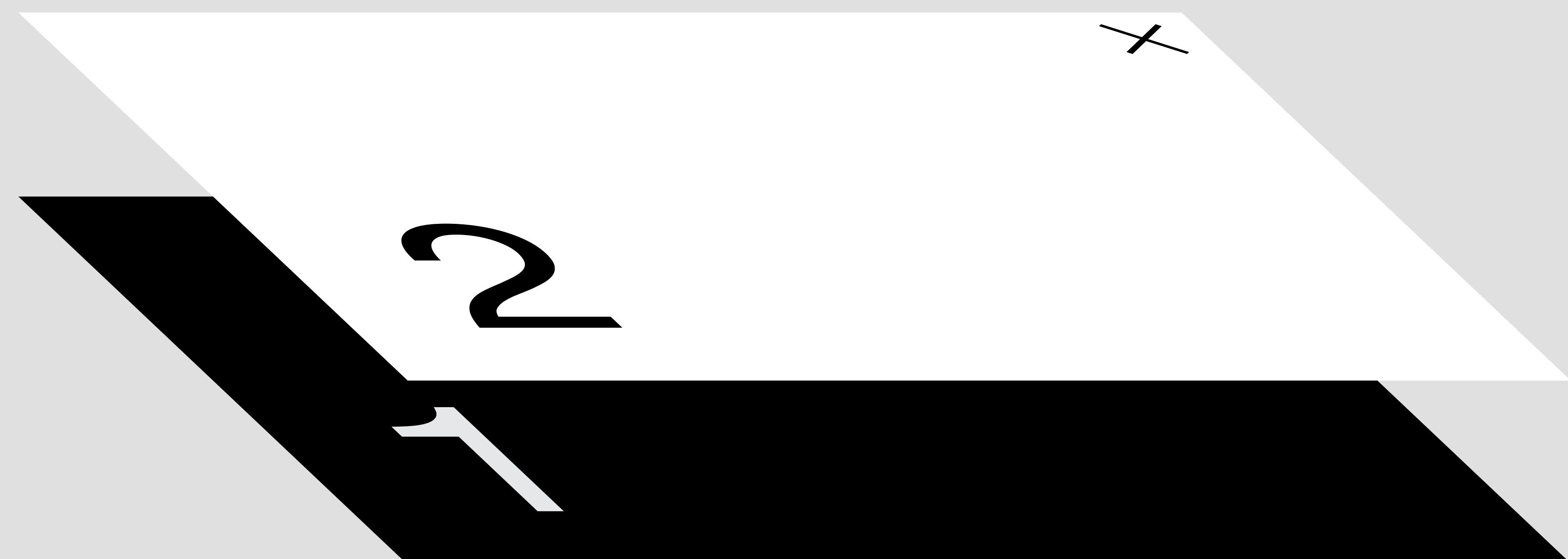
[Read full description](#)

2. FOCUSED CONTENT VIEWING

The hierarchy of some sections has up to 4 levels. In order to focus user's attention on the content and cut less relevant information, the layer system was used.

Layer 1: sections and subsections.

Layer 2: content pages: articles, events, books, programmes, etc.



25.05, Technolo

EXPL IN TH



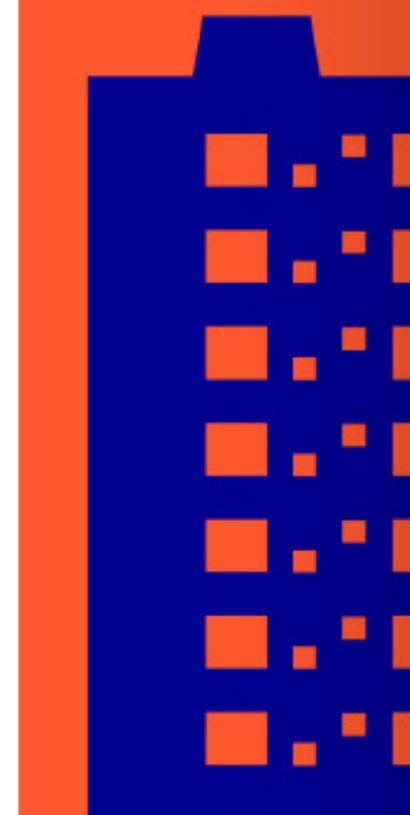
These are se
economies

THE NEW NORMAL 2016/17

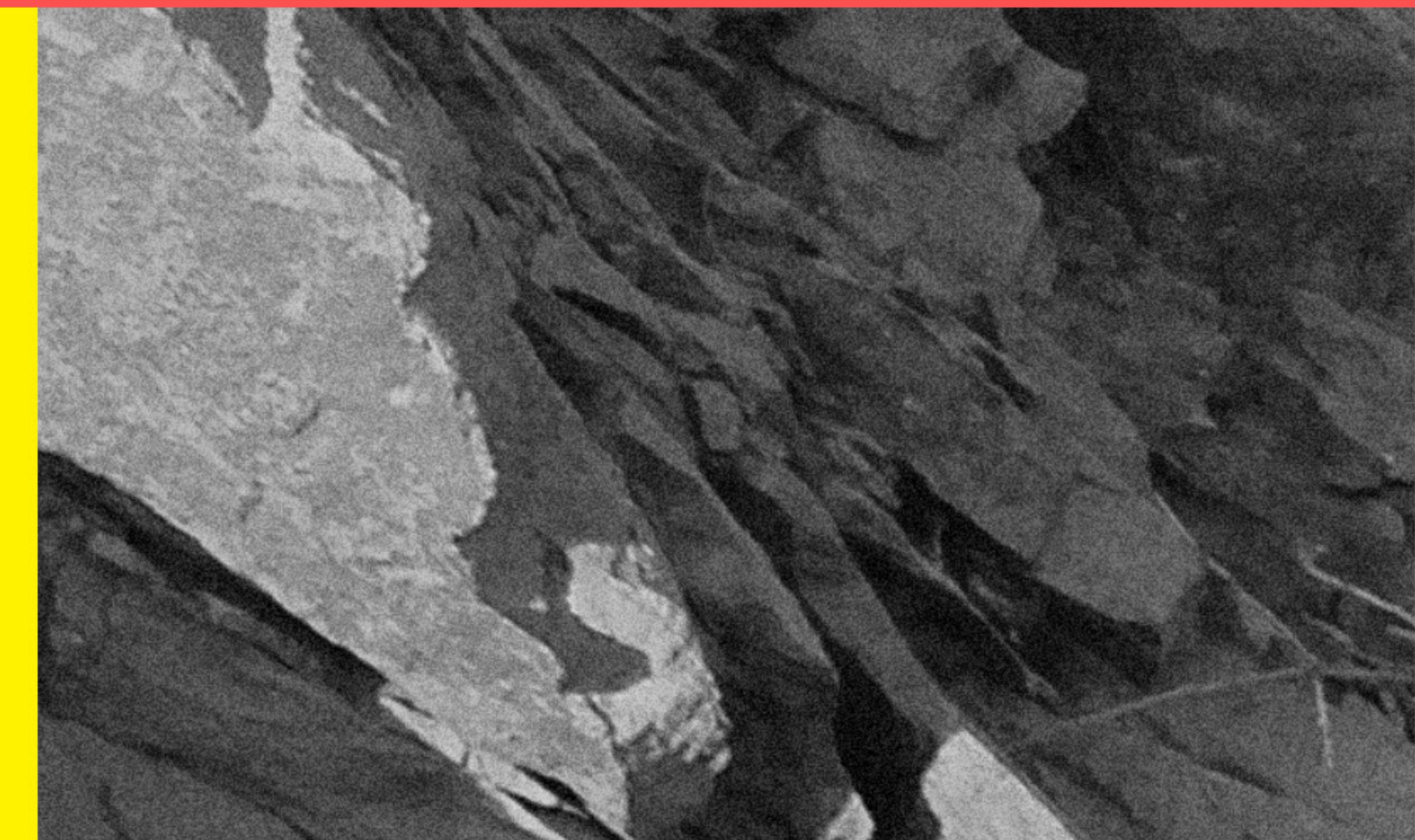
[Apply](#)

Application deadline — November 6, 2017

БЕЛ
HAB



K
CH



Something has shifted, it seems. We are making new worlds faster than we can keep track of them, and the pace is unlikely to slow. Have our technologies advanced beyond our ability to conceptualize their implications? If so, such gaps can be perilous. [Scroll to description](#)

CORE FACULTY

[Read sample](#)[The New Normal](#)[Core Faculty](#)[Synopsis](#)[Students](#)[Curators](#)[Sepsials](#)

3. TAG SYSTEM

Previous clustering of content based on themes was replaced by tag function which allows to scale the system and search easily.

There are main tags, special tags (for sponsored events, or a special series), as well as content tags—all of them work the same way.

When the user filters content by using a tag, he/she sees a page with a dynamic header depending on the query.

On the right: Events section with *Nike x Strelka* tag applied

All types ▾ All topics ▾ Technologies Education Design Milieu Regional events week Education roadshow Nike x Strelka

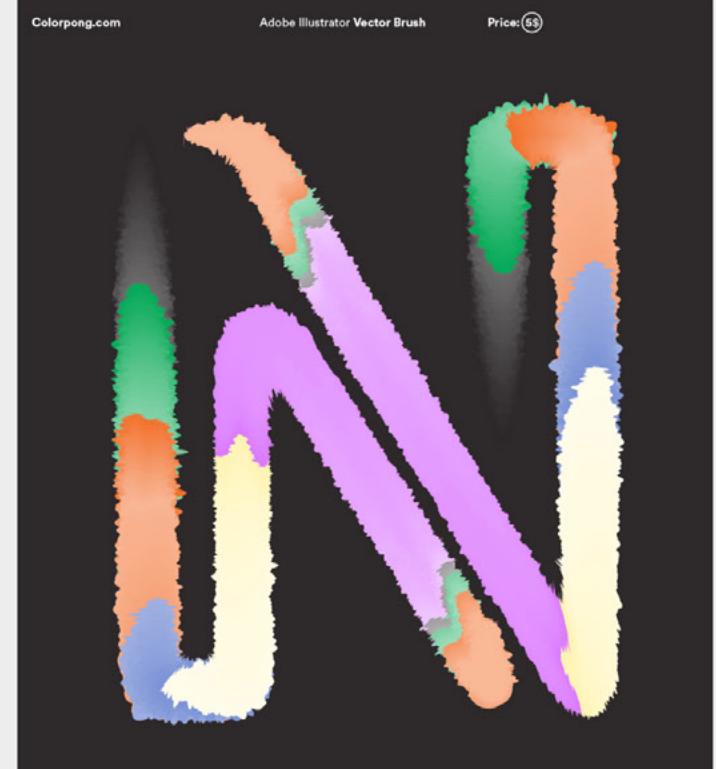
UPCOMING EVENTS Choose date

Nike x Strelka, 19.09–23.09

This summer at Strelka you can not only attend lectures, watch movies and party, but also practice sports. Strelka Institute in partnership with the members club Sports Section with support from NIKE is launching a series of free training sessions in various sports



Event Date	Event Type	Description	Tags
01.07 Tuesday, 18:00	Lecture	AFTER BELONGING: WHERE WE ARE AND HOW DID WE END UP THERE Master the art of delivering hits and not receiving them.	Nike x Strelka
02.07 Wednesday, 20:00	Workshop	NARKOMFIN BUILDING RESTORATION PROJECT Why Battlefield, Minecraft and Candy Crush Saga were produced in Sweden.	Nike x Strelka
03.07 Thursday, 22:00	Discussion	CULTURAL INSTITUTIONS IN CITIES OF THE FUTURE Strelka Programme Director and a core faculty member will present the Institute's postgraduate programme.	Nike x Strelka


4. CONTENT VIEWING OPTIONS

Alternative viewing of the sections allows to display detailed information on the content and provide additional functionality without complicating the UI.

Events: Feed view

The screenshot shows a feed view for upcoming events. At the top, there are tabs for 'UPCOMING EVENTS' and 'Choose date'. Below this, a card for a lecture titled 'AFTER BELONGING: WHERE WE ARE AND HOW DID WE END UP THERE' is displayed. The card includes a thumbnail image of a textured wall, the date '01.07', and the time 'Tuesday, 18:00'. A small note below the title states: 'Alexey Ginzburg and Rights League director Garegin Barsumyan discuss examining the Narkomfin Building and working on its restoration project.' At the bottom of the screen, there are two other event cards partially visible: one featuring a group of people standing next to a large white dinosaur statue, and another showing a colorful, abstract graphic design.

View 01: focuses on the featured content and provides related information.

View 02: provides detailed information about the content and/or chronological order.

Events: Calendar view

The screenshot shows a calendar view for July. The days of the week are labeled from Monday to Sunday. Each day has a corresponding card with event details. For example, on Monday, July 28, there is a 'Lecture' at 18:00 titled 'After Belonging: Where we are and How did we end up there'. On Tuesday, July 29, there is a 'Workshop' at 18:00 titled 'Narkomfin building restoration project'. On Wednesday, July 30, there is a 'Discussion' at 18:00 titled 'Simplicity Aesthetics. What Is Scandinavian Design?'. On Friday, July 1, there is a 'Screening' at 22:00 titled 'Buzzfeed: 8 predictions on the future of media'. On Saturday, July 2, there is a 'Lecture' at 18:00 titled 'The case study down the street: what do they teach at Chief Architect School?'. On Sunday, July 3, there is a 'Workshop' at 20:00 titled 'After Belonging: Where we are and How did we end up there'. The cards also include small thumbnail images related to the events.

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Education/Alumni: Overview

Each year the programme is redesigned and the Institute introduces a new theme and curriculum. Read more about the research agenda and goals by clicking on research programme archives.

[Overview](#) [Table](#)

HYBRID URBANISM

2015/16

The theme of this year sets out to explore the ways digital technologies are manifested in the space of the city.

About •
Faculty •
Students •
Curators •

Aiwen Yin, Alexey Platonov, Aliaksandra Smirnova, Alina Kvirkveliya, Kei Kreutler

Artist, Designer, Filmmaker, Creative, Architect, Architect, Platform, Web

View 01: focuses on the featured content and provides related information.
View 02: provides detailed information about the content and/or chronological order.

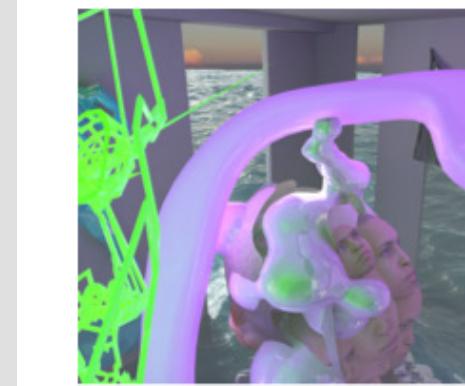
Education/Alumni: Table

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NAME	AREA	COUNTRY	YEAR ▾
Aiwen Yin	Artist, Designer	China	2016/17
Alexey Platonov	Creative Director	Russia	2016/17
Aliaksandra Smirnova	Architect	Argentina	2016/17
Alina Kvirkveliya	Media Artist	Russia	2016/17
Kei Kreutler	Architect	Italy	2016/17
Alina Nazmeeva	Artist, Designer	USA	2016/17
Anna Tolkacheva	Creative Director	USA	2016/17
Artem Stepanov	Programmer	Russia	2016/17
Arthur Röing Baer	Media Artist	UK	2016/17
Karina Golubenko	Architect	USA	2016/17
Calum Bowden	Artist, Designer	UK	2016/17

5. ADAPTIVE WEB

Mobile version provides compact information display and addition of format-relevant functions, such as fast event registration, sharing on social media, contacting the Institute departments and more.



01.07, 18:00

Events / Lecture

The Urban and Advanced:
12 Faces of the Master's
Programme



Can Jokes Bring Down
Governments?
Memes, Design and
Politics
By Metahaven

25.05, Magazine / Interview

“Critical thinking allows architects to understand who we build for and why we’re building in the first place.”

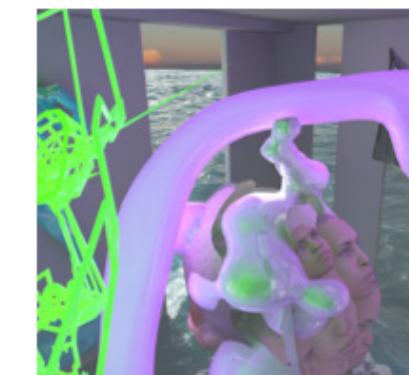


Architectural editor,
theorist, critic, researcher

On the right: Index page

5. ADAPTIVE WEB

Implementation of well known and intuitive patterns from mobile applications allows to simplify access to various functions.



01.07, 18:00

Events / Lecture

The Urban and Advanced:
12 Faces of the Master's
Programme

Can Jokes Bring Down
Governments?

Memes, Design and
Politics

By Metahaven

[Read](#)

[Buy book](#)

25.05, Magazine / Interview

“Critical thinking allows architects
to understand who we build for and
why we’re building in the first place.”





Architectural editor,
theorist, critic, researcher

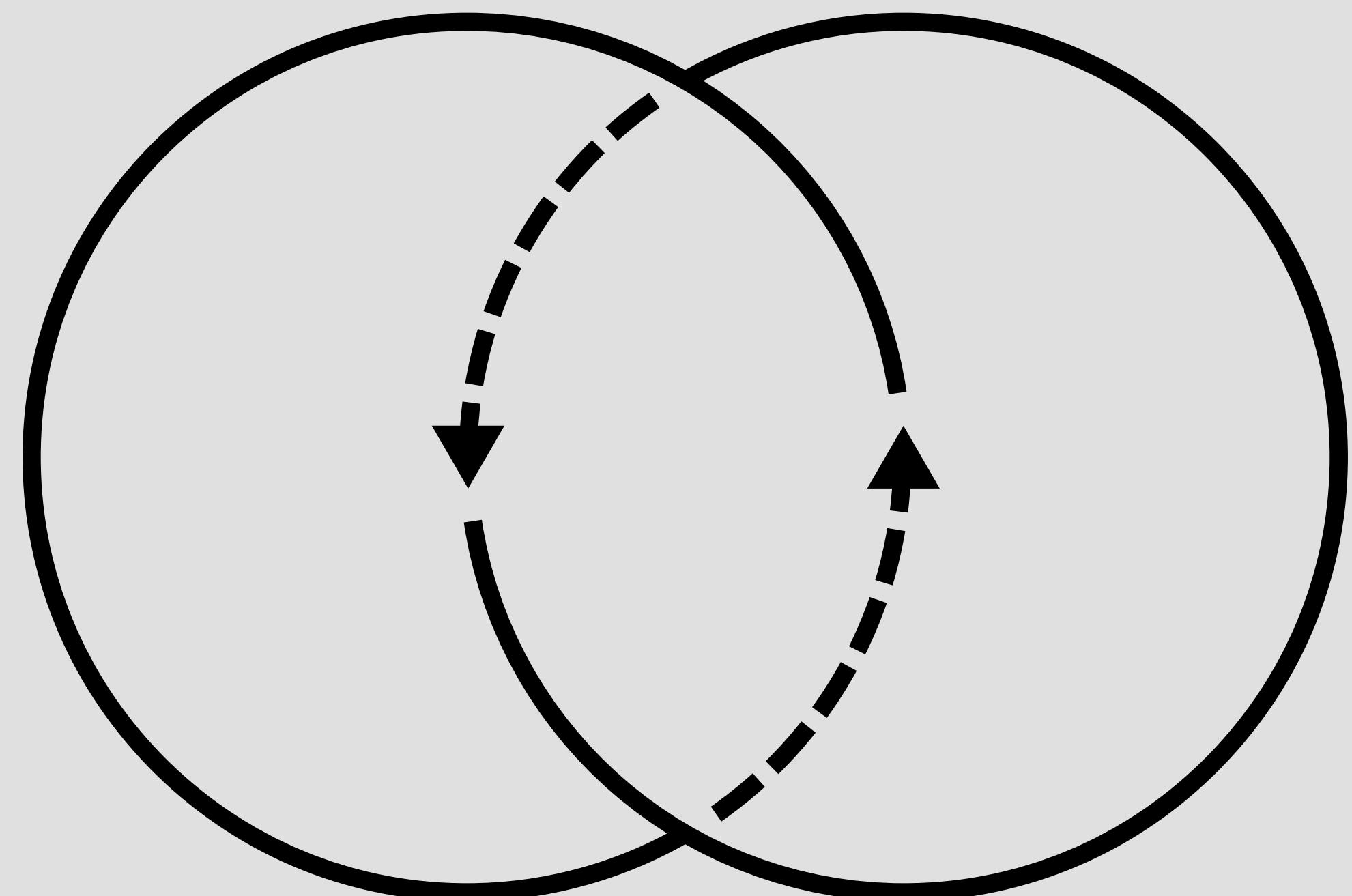
On the right: Swipe revealing options

6. CONTENT CIRCULATION

Mini-stacks: the algorithm collects related materials in ‘standard’ blocks and puts them in feed.

Collections: playlists for video/articles/events by a specific topic.

Trending: the stripe in header which outputs trending articles (views x time on website) or notifies about an ongoing live broadcast.



CONTRIBUTION

- UX prototyping
- User Interface
- Digital Branding
- Art Direction

I've been working at Strelka Institute for Media, Architecture and Design since 2015. As the Digital Art Director,

I lead the development of all the digital products, from initial concepts to design implementation.

Private beta-testing: September 2017

Public beta-testing: January 2018

Thank you!