

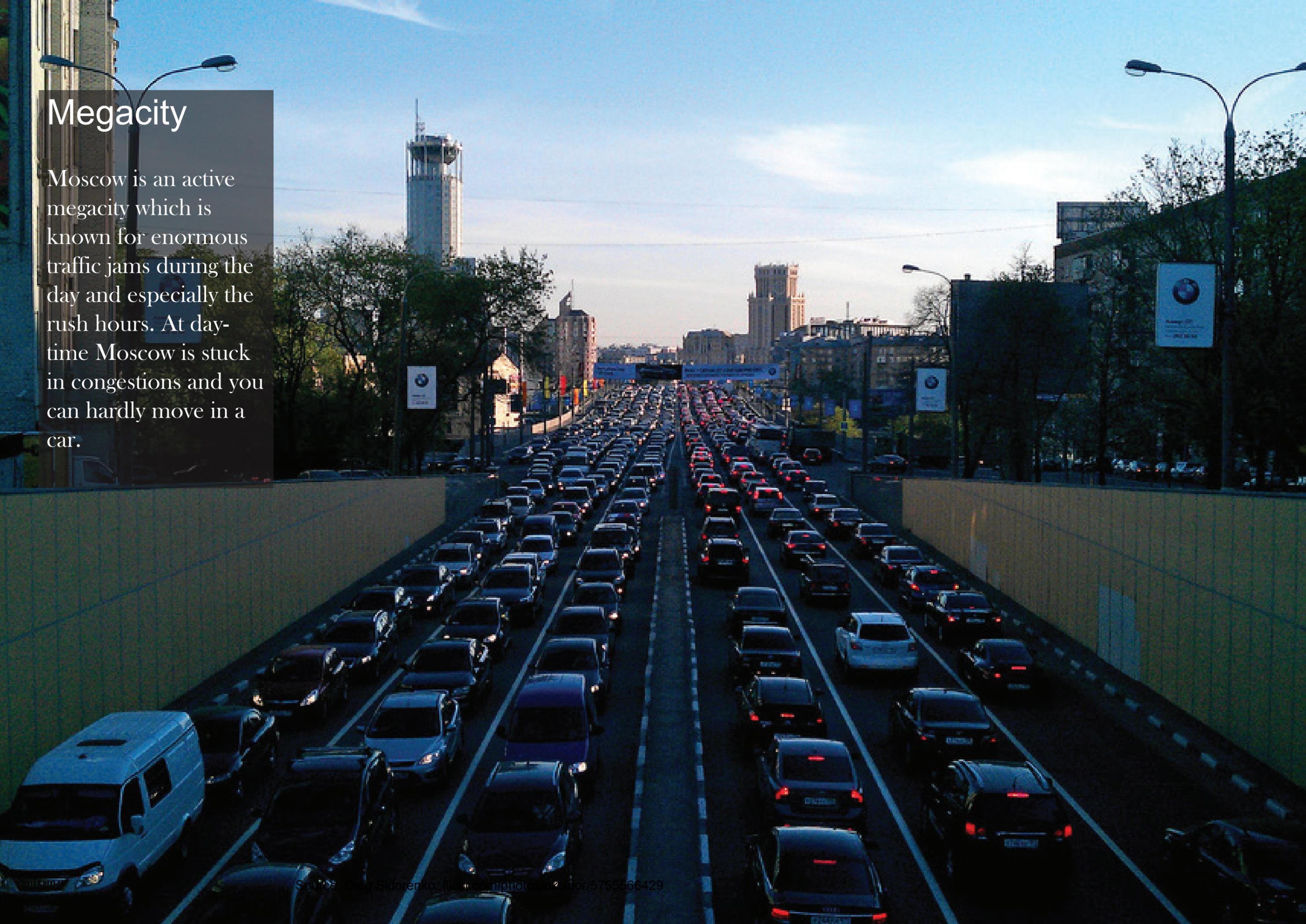
# NIGHTLIFE CARRIER

Cars Studio  
Vitaliy Avdyeyev

May 13th, 2014

# Megacity

Moscow is an active megacity which is known for enormous traffic jams during the day and especially the rush hours. At day-time Moscow is stuck in congestions and you can hardly move in a car.



# Night Mobility

Nevertheless, at night city can easily 'breathe' and can be driven through in half an hour with a car.



## Nightlife

Every megacity has nightlife and Moscow is not an exception. On weekends people move to the city center, where the most of night magnets are situated. Nightlife is incredibly active in Moscow, but this appeared only in 1990s.



NIGHTLIFE

# THREE COUNTRIES AT NIGHT

## Tzar Russia

At tsar times only elites used the night for leisure purposes and regular peasants even didn't think about doing anything at night except for sleeping. Balls could happen any day of the week and a sign of successful person with high status was the ability to sleep during the day on any day of the week.



Paint by Vladimir Pervuninsky

# USSR

USSR changed this. The night was reserved for sleep only and in this sense it was sacred and breaking this would be unacceptable by general public and the state.



## New Russia

Right after the collapse of Soviet Union monopoly of the state on the night was destroyed and people started to invade and use the night time. The formula of human success significantly mutated compared to the one which existed 100 years ago. Now a successful person could be the one who work a lot and have time to rest and socialize. In this regard, the weekend became the time when people could afford themselves to party the whole night and sleep till the noon.



NIGHT IS...

# Evil, Danger and Unknown

Since ancient times night was a special period of time, which regularly was associated with danger and evil. At night all the paranormal rituals were performed under the light of the moon. Ghosts, vampires and werewolves also were believed to appear only at night time. Almost every culture has myths where night is shown as a source of evil.

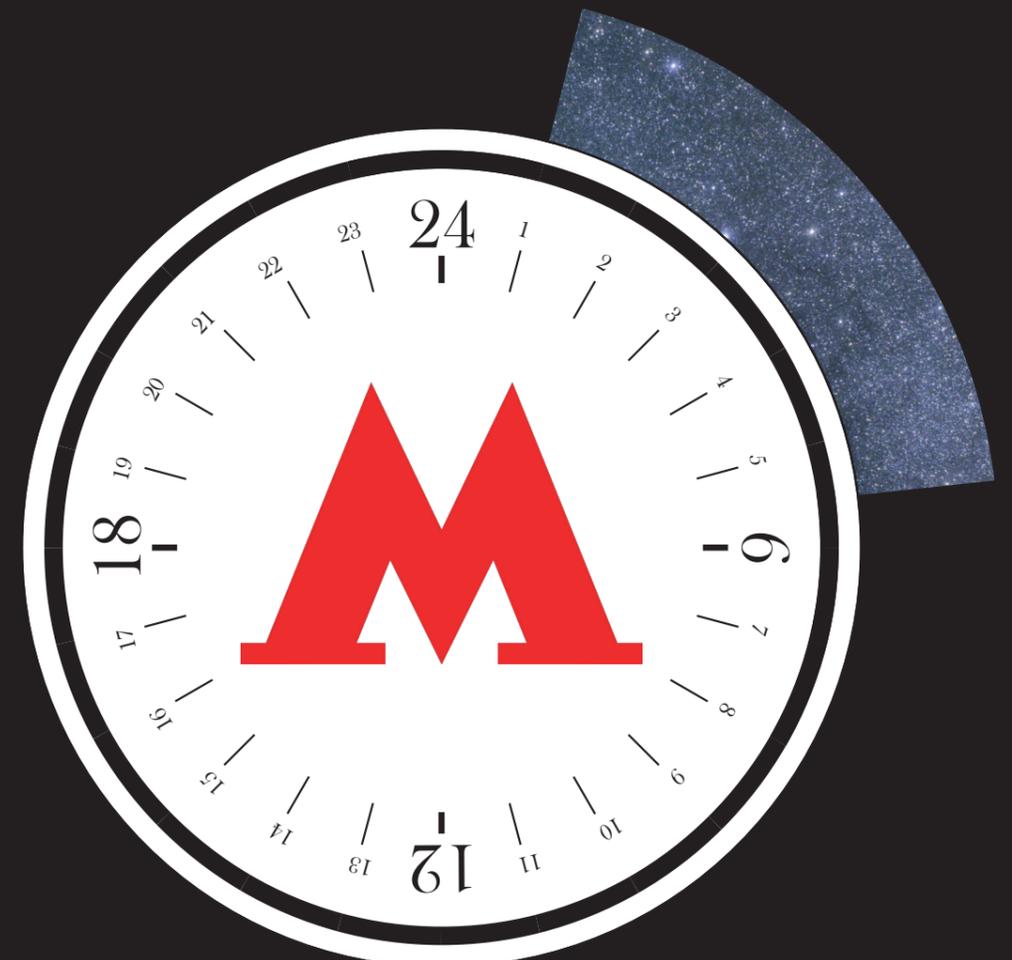


# Nighttime

Linguistically day in Russian language is divided in for parts: morning time, day time, evening time and night time (0:00-3:59).

For people in Russia, who consume alcohol on a regular basis, night time starts at 11 pm and finishes at 8 am according to Russian Federation law.

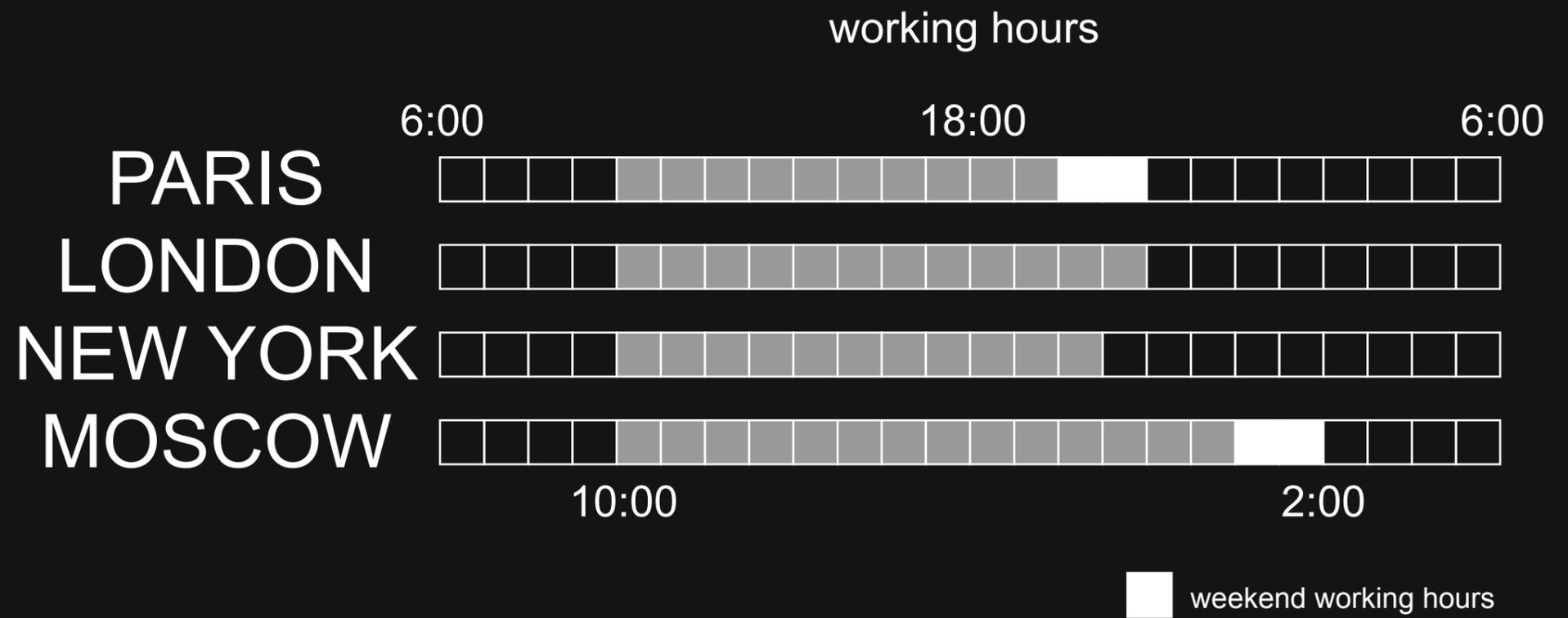
Metro is extremely important element in Moscow's life and big amount of Muscovites define the night in terms of metro non working hours, which is closed from 1 am to 5.30 pm.



MOSCOW NIGHT

# “IKEA Standard”

One of the first things that I noticed in Moscow night was working hours of IKEA. Comparing to other cities Moscow seems to be much more active at night.



# Night Companies

In February 2014 Yandex published a report, where showed Russian companies working hours. 8 per cent of all companies work in Moscow at night.



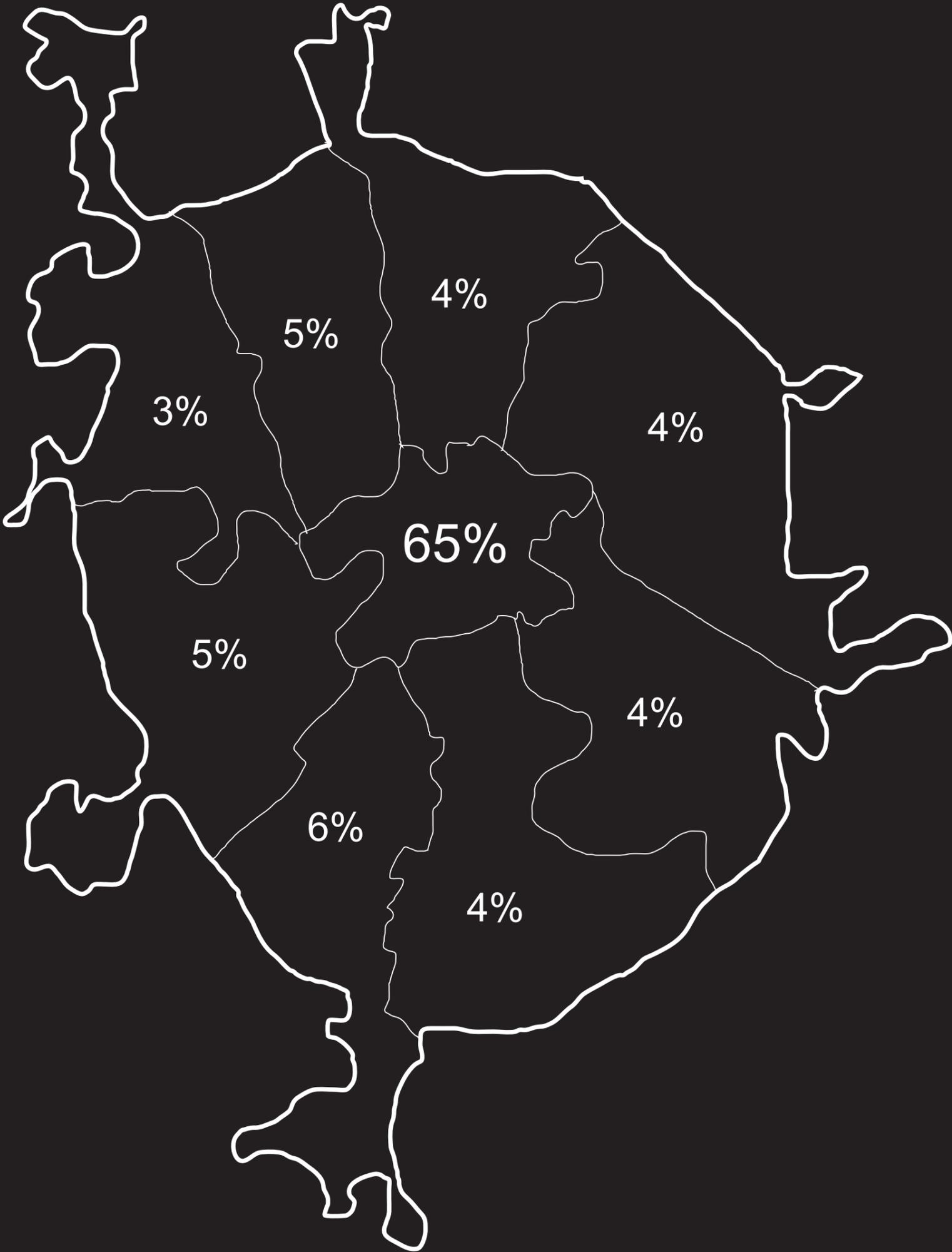
# 24/7 Services

Obviously, most of them are bars, restaurants, nightclubs, petrol stations, grocery stores and flower shops. However, among this number, there are such unusual places for non-Muscovite as jewelry stores, sports stores, book stores, post offices, notaries and pawn shops.



# Night clubs&bars

Main magnets of the nightlife in Moscow obviously are places where you can drink alcohol, socialize, etc. Concentration of night clubs and bars in Moscow is in the central area (central vs. periphery).



Source: Henry Fuseli, 'Nightmare'

# Where do they live?

90% of Muscovites live in the area between the MKAD and the Third Ring.



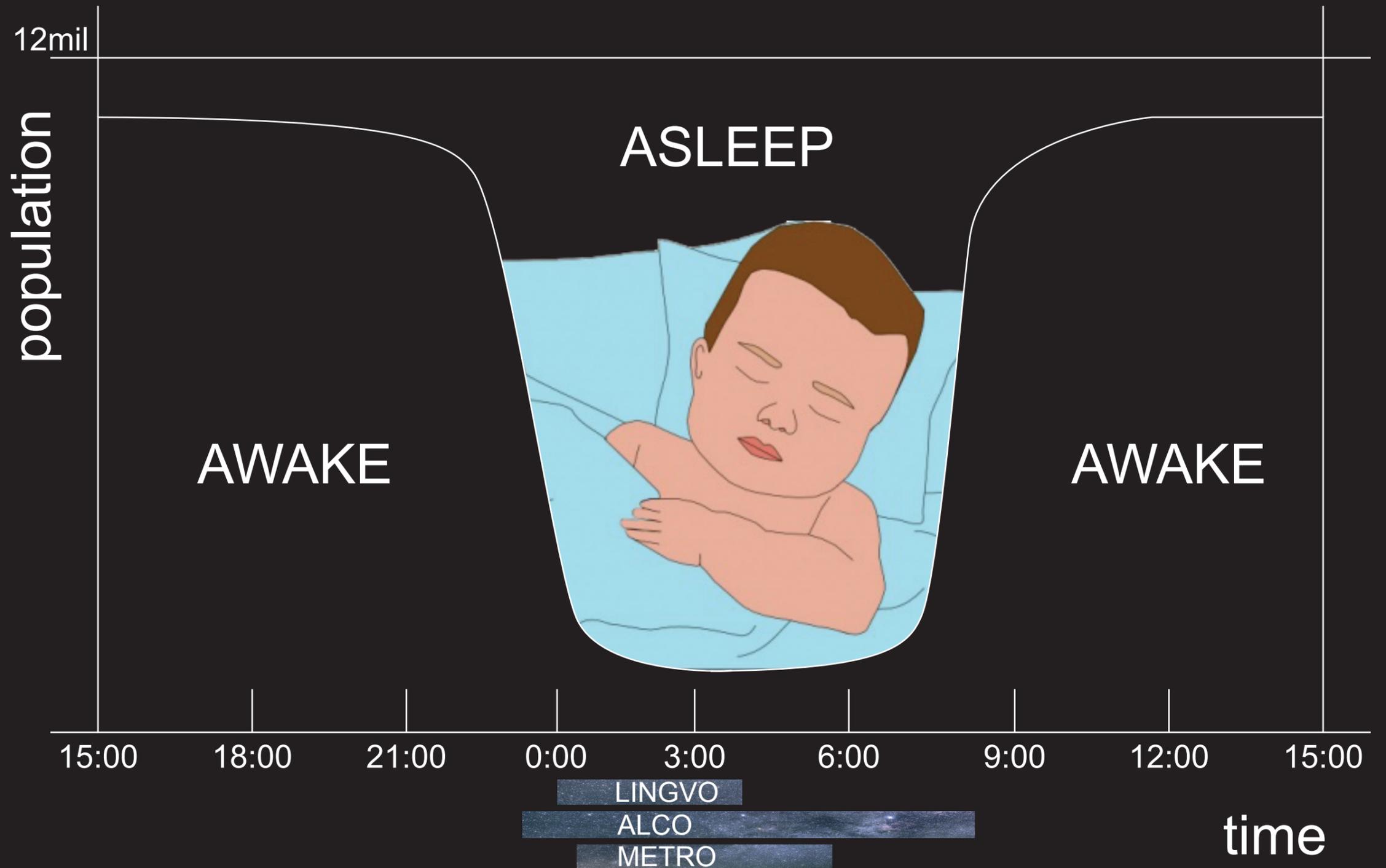
# Day vs. Night Migration

If during the working day people migrate from periphery to the center for work, then at night they rush into the central part of the city for their leisure time.



# Day vs. Night Population

If we take into account only awake population, which represent users of Moscow at night, then 12 million megacity of Moscow turns into much smaller city with couple of thousands inhabitants.



# New Ritual New Routine

And for that population a glass of wine/beer after work with friends weekend party or became somehow a new ritual of relaxation.

Source: Edijc Vucens, Facebook



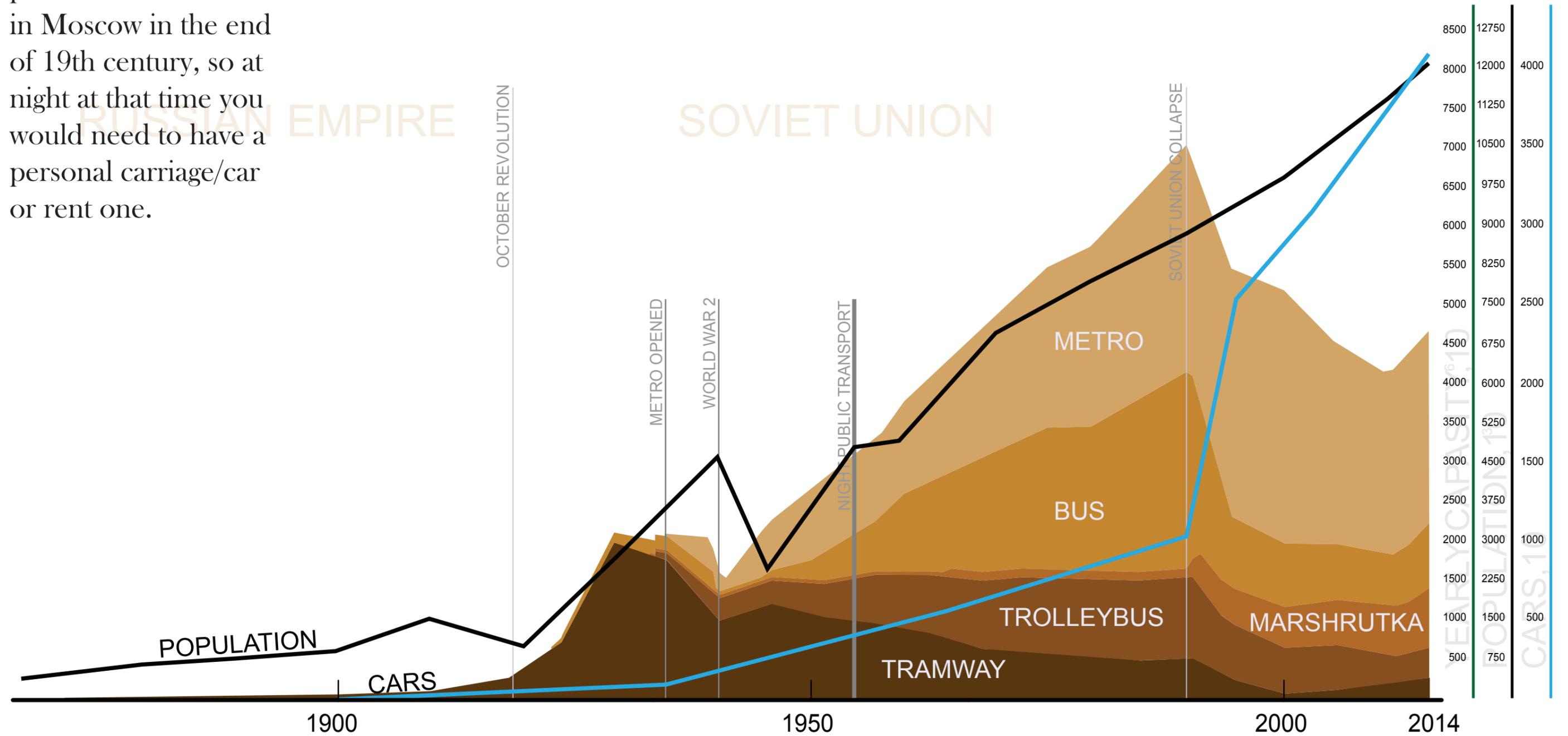
# NIGHT TRANSPORT



NIGHT PUBLIC TRANSPORT

# Background

Daytime public transport was introduced in Moscow in the end of 19th century, so at night at that time you would need to have a personal carriage/car or rent one.



## Background

This was true by 1964 when ten night public transport routes were introduced.



# Background

These ten new routes linked bus and railway stations and interchange nodes of central part of the city with sleeping districts. Surprisingly enough, in a time when night-life was virtually not existing (in the USSR) night transport network was developed as good as now or even better.



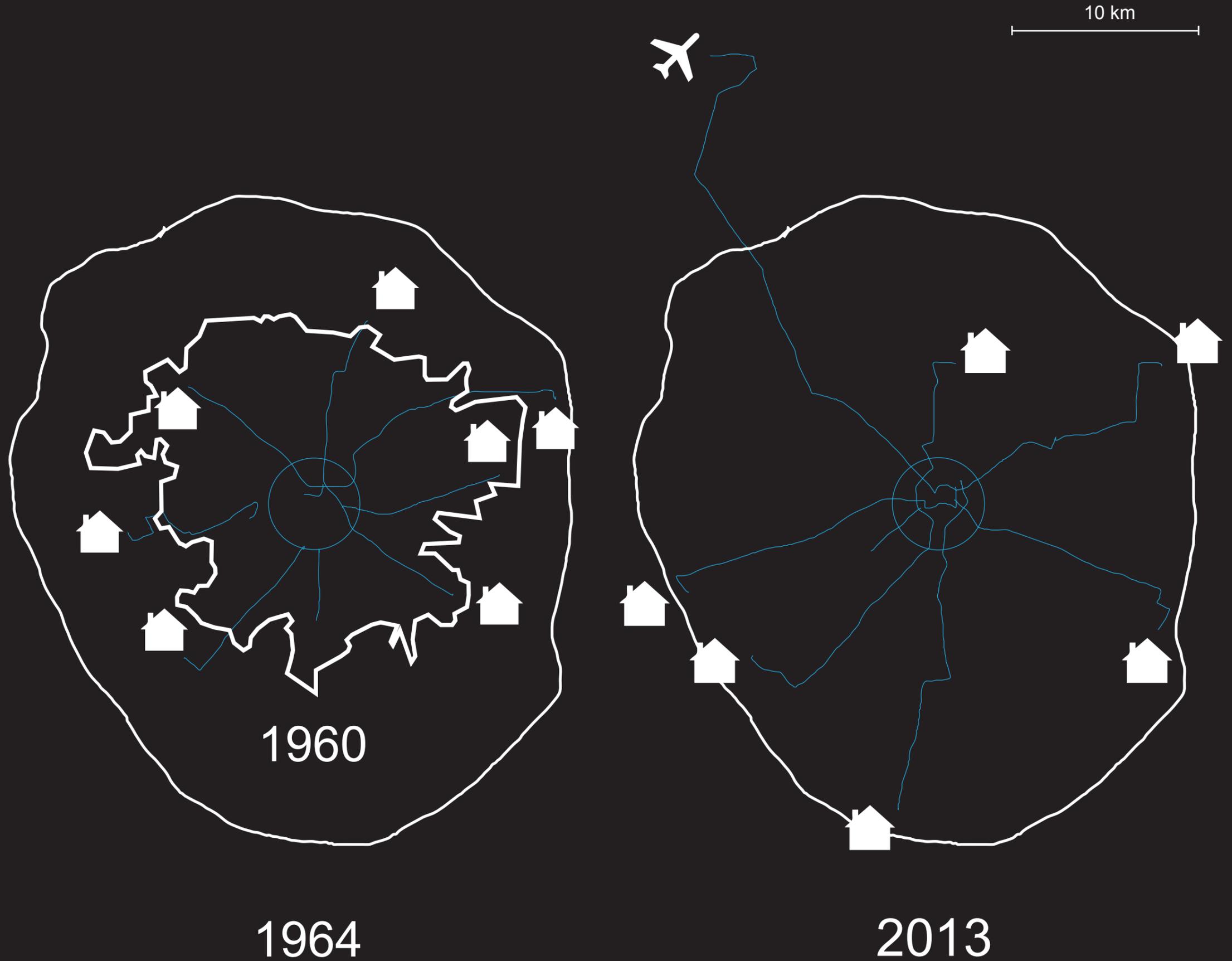
1964

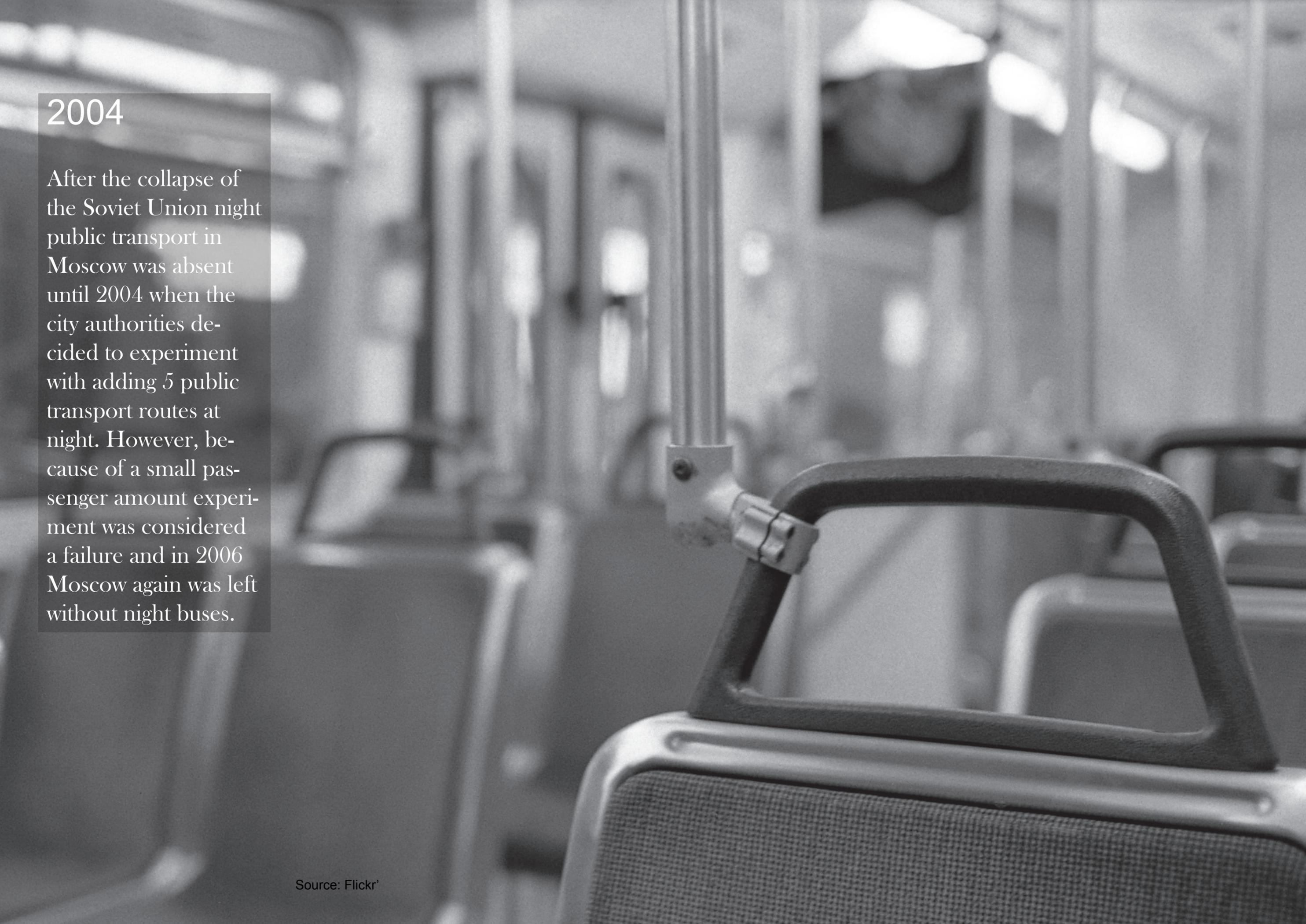


2013

# Background

This is because the city borders were moved to Moscow Ring Road (MKAD) only in 1960.



A black and white photograph showing the interior of a public transport vehicle, likely a bus or tram. The view is from a passenger's perspective, looking down a row of seats. The seats are upholstered in a dark, textured fabric. Handrails are visible, attached to the seats and the ceiling. The background is slightly blurred, showing the interior structure and lighting of the vehicle.

2004

After the collapse of the Soviet Union night public transport in Moscow was absent until 2004 when the city authorities decided to experiment with adding 5 public transport routes at night. However, because of a small passenger amount experiment was considered a failure and in 2006 Moscow again was left without night buses.

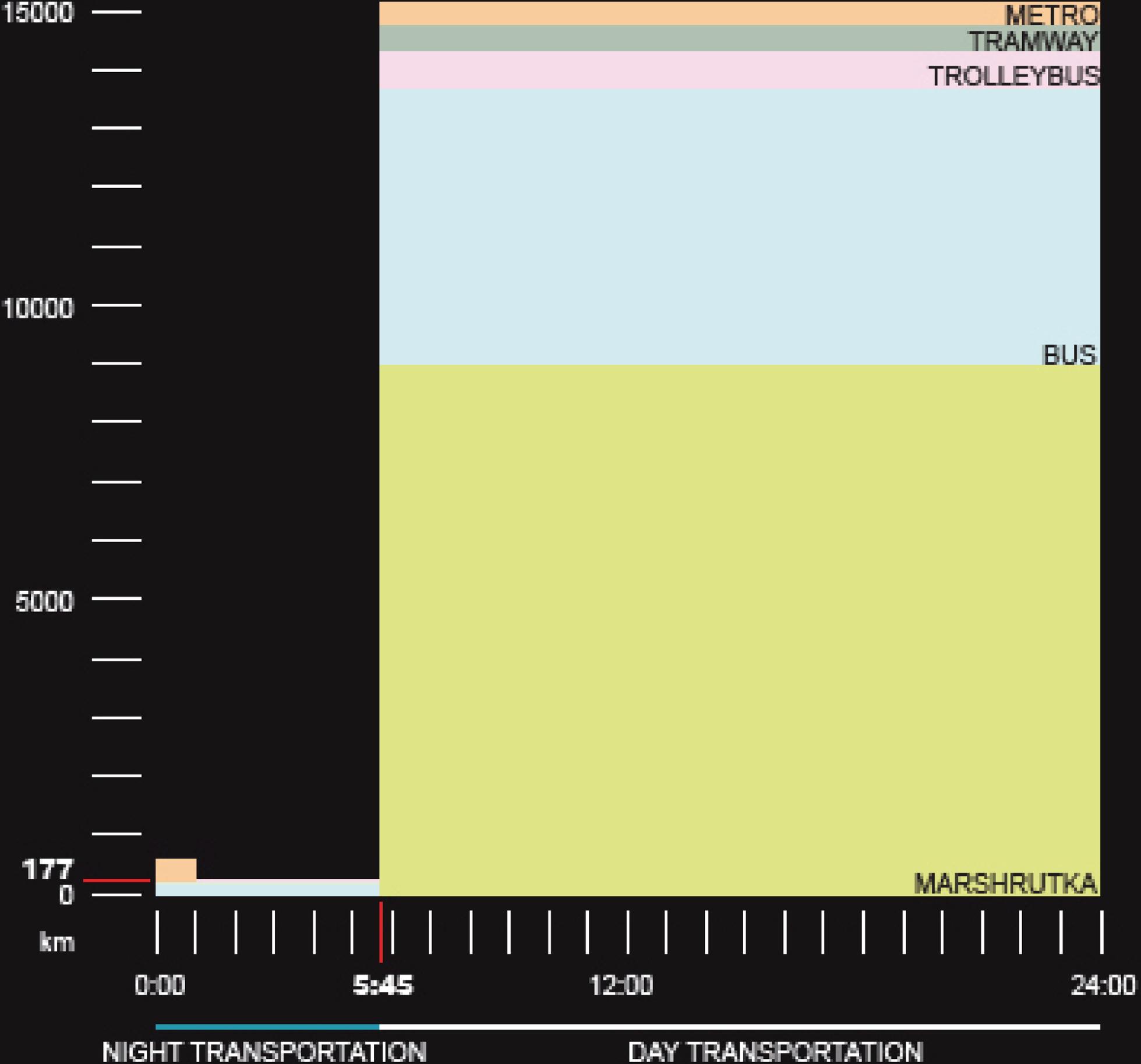
# 2013

In August 2013 Moscow authorities decided to implement night public transportation again and experiment is still ongoing with 9 routes for the whole megacity of Moscow.



# Characteristics

Currently there are 9 night public transport routes 177 km long, which connect the central districts of Moscow with areas on the periphery. Department of Transport in Moscow estimates 1000-1500 passengers as daily capacity for the whole night public transport.



Source: bus.ruz.net, tram.ruz.net, trolley.ruz.net

# World

If we will compare it to different world megacities such as New York, London and Paris, which is regularly used by Sobyenin as benchmarks then we will see how Moscow lags behind.



MOSCOW



NEW YORK



LONDON



PARIS

# TAXIS

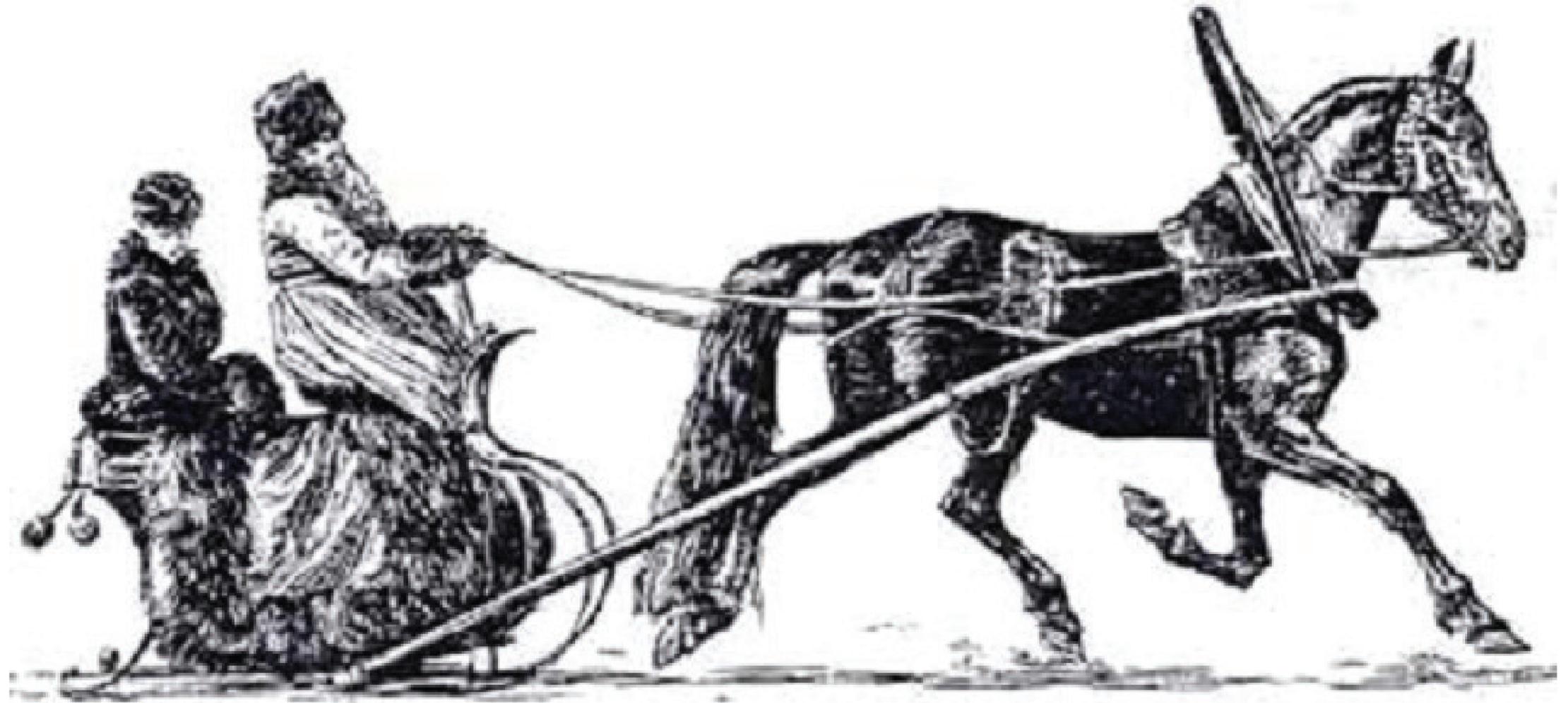
## GYPSY OR LEGAL

In February 2013 mayor Sobyenin stated that 70% of Moscow taxi market is operated by illegal drivers and only 30% by legal ones.



# Background

Horse cabs can be called a prototype of the modern taxi. It all started in the end of the XVI century, when the peasants from the surrounding villages with their own horses and sledges started to come to Moscow in winter. At the same time there were official sledge drivers who were paying particular amount of money to the city for the possibility to stand next to the theaters.



# Taxometer

Taxis in Moscow in the conventional sense of the word (a motor vehicle licensed to transport passengers in return for payment of a fare and typically fitted with a taximeter) appeared only in 1908.



# Tradition

After the war GAZ factory began to produce vehicles used exclusively as taxis. That's when attributes of the Soviet taxi appeared: checker board pattern and green beacon on the windshield, indicating that the driver is free or not.



# Taxi driver USSR

During the Soviet times taxi drivers were well respected.

Played a role of in-formal KGB agents as they knew what to show to foreign people and what to avoid.

Also they knew where to get imported tape recorders, jeans, watches and other products, which couldn't be bought in the shop.



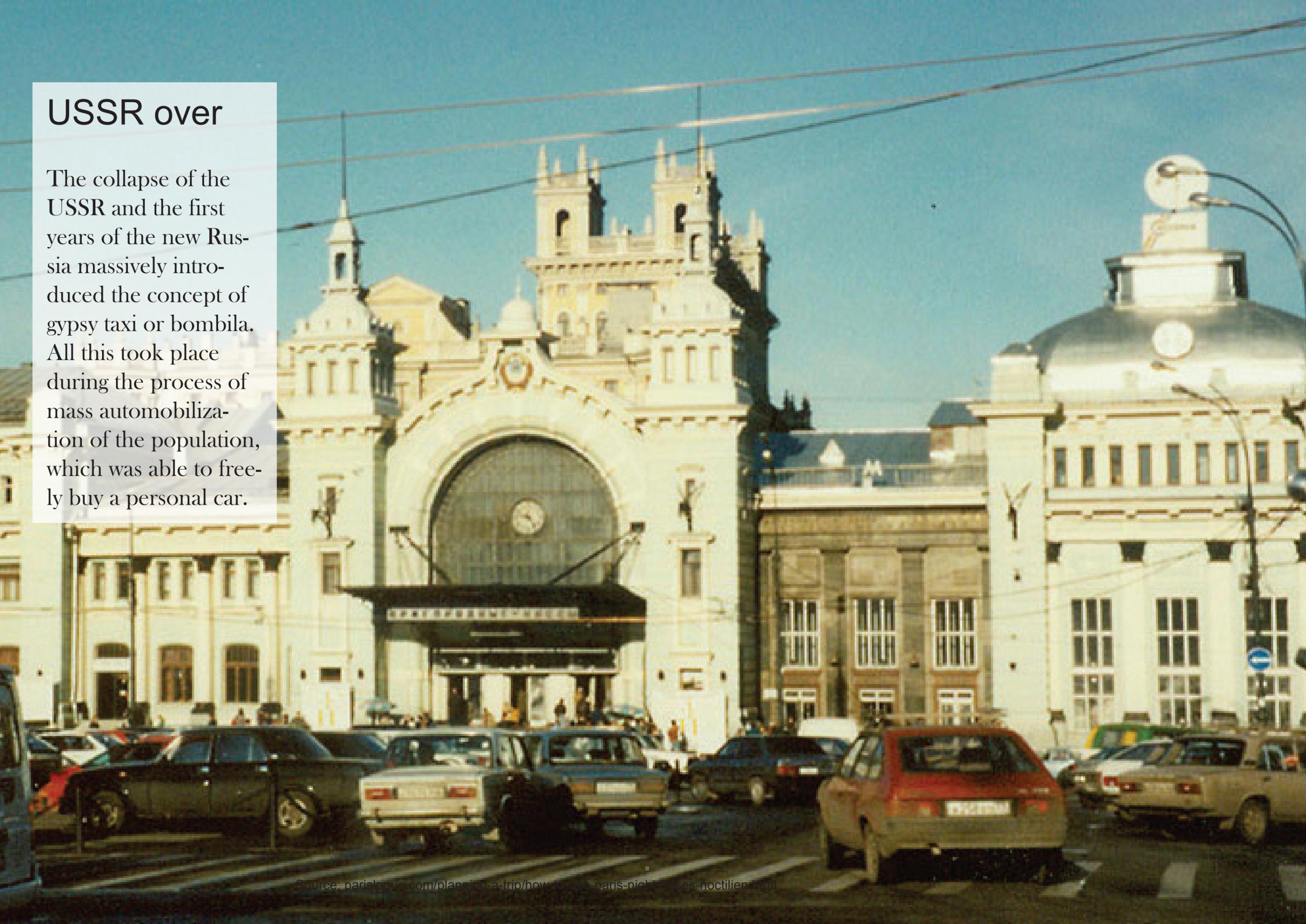
# Perestroika

Perestroika became a significant time for taxis and had a lot of influence on the current state of affairs. During Perestroika regular drivers began to give a ride to Muscovites for money (bombit)

Smoking drivers were ok to take the payment for the trip in the form of a pack of Marlboro cigarettes.

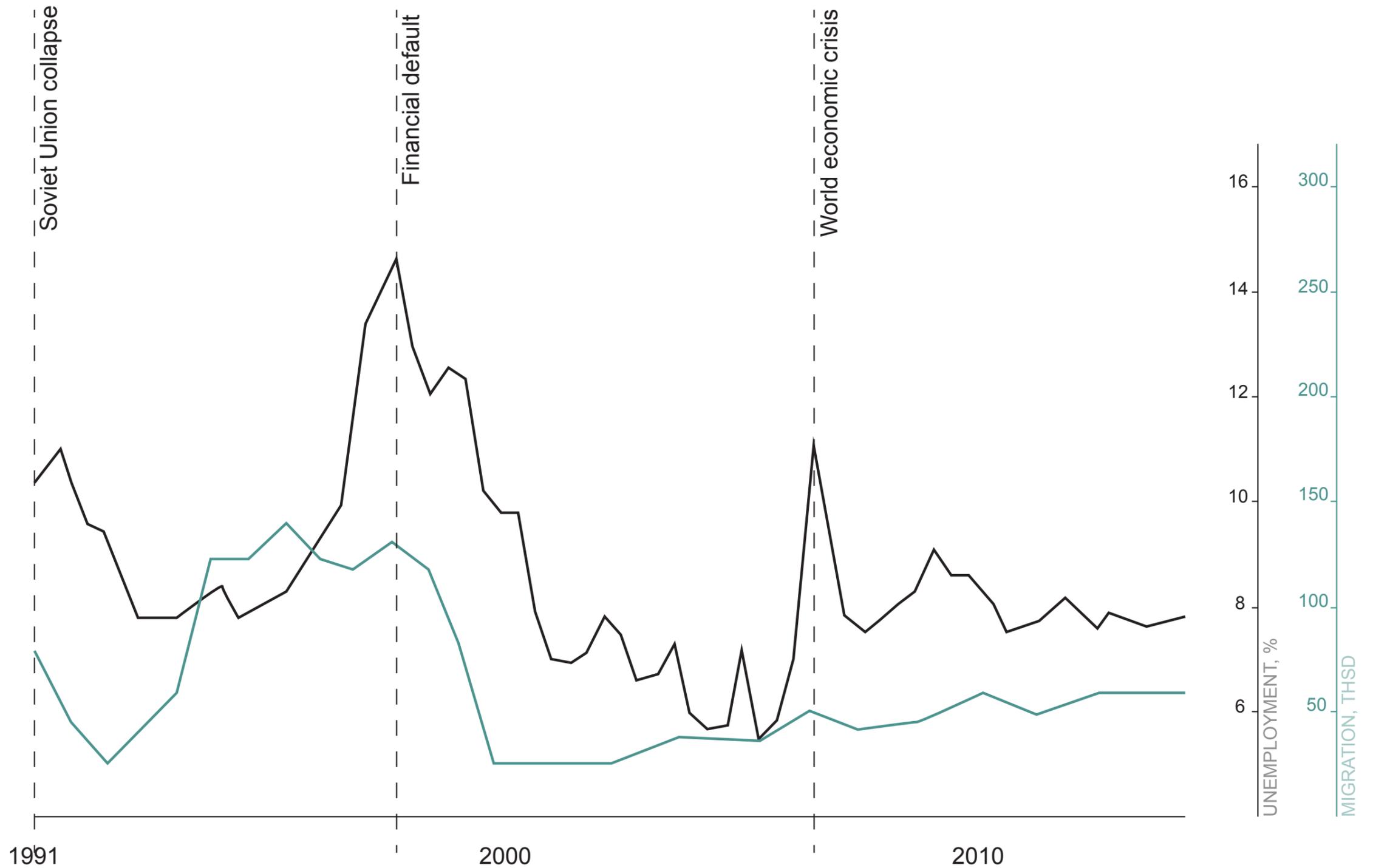
## USSR over

The collapse of the USSR and the first years of the new Russia massively introduced the concept of gypsy taxi or bombila. All this took place during the process of mass automobilization of the population, which was able to freely buy a personal car.



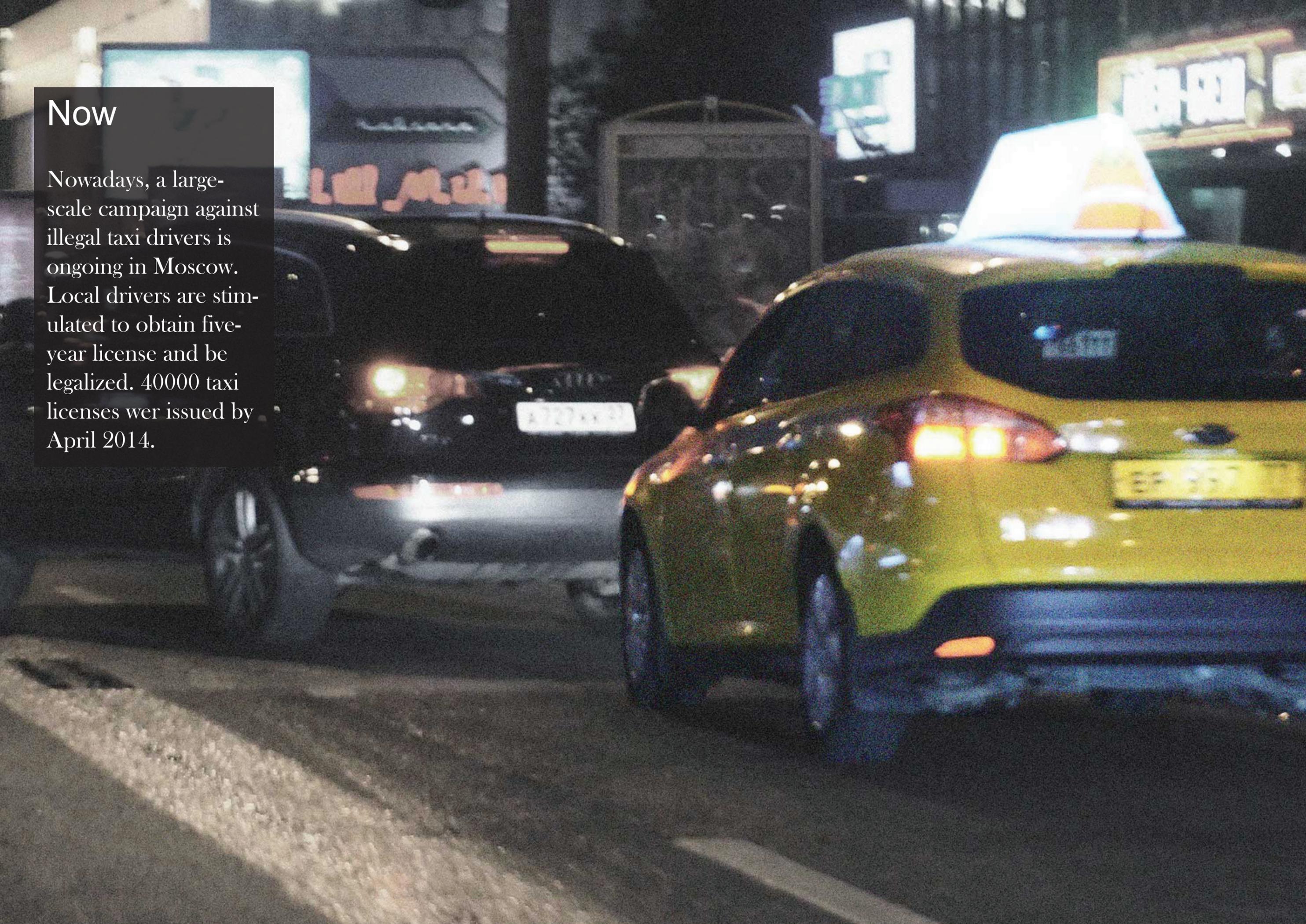
# Driving force

Unemployment and immigration were two driven forces of bombilas. Two peaks, when there was the biggest number of illegal taxi drivers, happened in 1998, when Russian faced economical default and the world financial crisis of 2008. Every crisis and increased unemployment in Moscow was characterized by an increase in the number of illegal taxi drivers who have lost their usual work and wanted to earn real money.



## Now

Nowadays, a large-scale campaign against illegal taxi drivers is ongoing in Moscow. Local drivers are stimulated to obtain five-year license and be legalized. 40000 taxi licenses wer issued by April 2014.



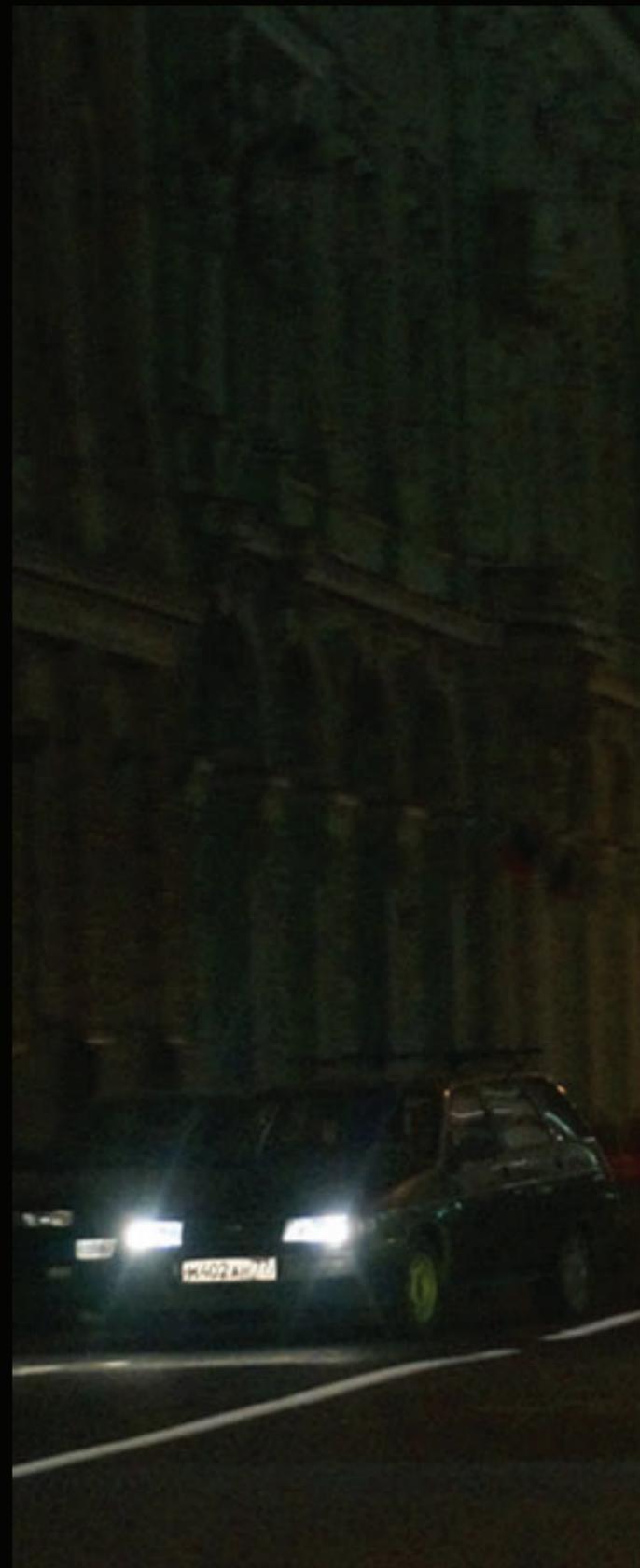
TYPES OF DRIVERS

ROLES AND COEXISTANCE

# Three Types

Taxi driver is navigator, guide and companion.

There are three types of night taxi drivers: nomads, settlers and drivers on call.



NOMAD



SETTLER



ON CALL

## Nomad

Nomads never stand still. Their living is a constant movement on the streets of Moscow. Nobody knows where they are, but almost certainly they know where you are. This type of taxi drivers react faster than anyone else on the current demand. If a nightclub or a large bar opens anywhere, the same day nomadic taxi driver will be periodically passing it.



## Nomad

Cars, which are used, in many times are bought from the Baltic countries to avoid payment of road control fines.

They are usually migrants, but megacity is the city with migrant taxi drivers.

They are aggressively fighting for the client and disliked by all other types of taxi drivers. However, they still fill their particular niche and they will approach you the fastest if your hand is raised, even with breaking couple of Highway Code rules.



## Settler

Settlers do not like to ride around the city without a passenger considering it as ungrateful. These taxi drivers are settled on the most profitable points, including the end metro stations, railway stations and nightclubs. 50% legal and 50% illegal ones. Each driver pays a 'fee' for admission to such place.

# On Call

On call taxi drivers work with the help of internet applications or walkie-talkie radio. They receive the order and, after finishing it, waiting for the next one. This group consists mainly of licensed taxi drivers. Waiting for next order may be accompanied with a violation of the parking law as within the Garden Ring.



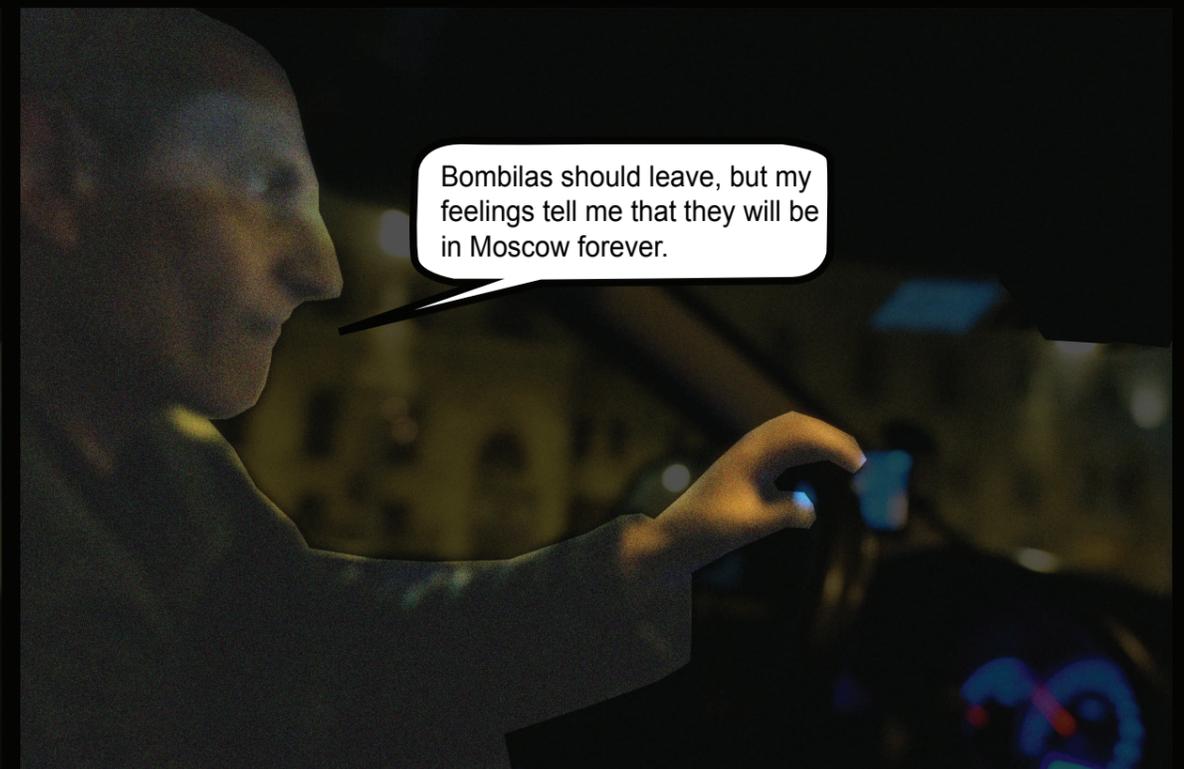
Some nomads know railway station timetables and plan their route according to arrival of the trains.



Settlers next to the metro stations usually live close to the plays, where they work. Taxi for lazy locals.



Raise a hand on Tverskaya, Sadovoe, Bulvarnoe at any time at night and in 1 minute there will be a queue to give you a ride.



Bombilas should leave, but my feelings tell me that they will be in Moscow forever.

# TAXI VS. NIGHT PUBLIC TRANSPORT

# Climatic Conditions

Moscow is the most northern megacity in the world and stands at 3rd place in list of coldest capital cities in the world after Ulan-Bator and Astana.



## Personal Safety

According to Institute of Alcohol Studies and sociologist Marion Roberts, 'late night economic activity of 24 hour city is largely tied to alcohol consumption', which creates additional risks for people being in enclosed capsule together to certain period. 35% of criminal activity happens between 1 am and 6 am

# Communal Safety

According to David Grazian's 'Urban Nightlife, Social Capital, and the Public Life of Cities' pub crawlers by walking on streets from pub to pub make them more safe. In this sense taxis, which are driving on streets in search of a client increase the surveillance.



# Serendipity

Scientists estimate driverless cars to appear widely in 10-15 years in Western world and 20-25 in developing countries. So maybe Moscow has only couple of decades more to have romantic night rides and talks (which might change your life or just be entertaining) before cars would become robotized?



# NOMADS AS ENDANGERED SPECIES

# Animal Kingdom

If metaphor of animal kingdom can be applied to all the kinds of night transportation, then the nomads are endangered species. Absolute majority of Muscovites do not like nomads-bombilas. They mainly do not know the city, the condition of their vehicles is often terrible, they do not know the Russian language and driving with them is just dangerous. Nowadays state machine is directed against them in order to squeeze them out of the market.



## Nomads prevent cartels

International experience shows that full legalization of taxi eventually leads to serious rising of the cost of the license. For example, in Paris at the moment the cost of a license for one car equals 200 thousand euros, in Istanbul - 650,000 dollars, and in New York at auctions licenses are sold for \$ 1 million. This may lead to cartel agreements and consequent rising of the price per ride.



# Effective System

However, these kinds of informal phenomena are most effective ones. Nomadic taxi drivers build their night route according to popular places. Some of them make a very complex system out of their route by including visiting railway stations at exact time of train arrivals.





**PROBLEM,  
OPPORTUNITY,  
PECULIARITY**

A dark-colored car is shown at night, with its headlights and taillights visible. The word "FINN" is overlaid in large, white, 3D block letters across the center of the car. The background shows a dark street with some blurred lights from other vehicles and buildings.

**FINN**

19 9'09