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Family Center Slated for Moskva-City

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Family entertainment will be added to the activities at Moskva-City with the opening of Masterslavl, or the City of Craftsmen, in the fourth quarter of the year, Espro Group announced.

The children's leisure park will occupy 6,000 square meters of space in Evolution Tower.

"It combines entertainment that is attractive for children and an educational component that will be appreciated by parents," said Maya Danilovskaya, commercial director at Snegiri Group, owner of Evolution Tower.

The project had a 10.5 million euro ($13.8 million) budget with an expected recoupment period of eight years, according to data provided by developer Espro. Masterslavl has a 10-year lease on the space in the tower.

About 50 workshops are planned in the park, where children could gain experience of a variety of grown-up professions through role-playing activities. A post office, bank, hospital, police,

theater, radio and TV studios and a scientific laboratory will be among the settings.

“Masterslavl will be opened for children from zero to 14 years old, but children under eight years could visit it only with their parents,’’ Espro Group’s project manager Roman Klimov told The Moscow Times.

There are about 50 family leisure centers in Moscow, according to the Russian Association of Amusement Parks and Attractions. These range from amusement centers in shopping malls to high-end theme parks.

There are 21 Crazy Park leisure centers in 16 Russian cities, including four in Moscow and two in its suburbs, marketing manager Victoria Yatsenko told The Moscow Times. All of them are situated inside shopping malls and each center averages 20,000 visitors a month.

“We are planning to increase our spaces, rebranding some of them,” Yatsenko said.

On the other end of the spectrum are such facilities as the Experimentanium, opened in March 2011.

It is situated on 2,500 square meters and consists of more than 250 exhibits from mechanics and optical illusions to anatomy.

“The Experimentanium offers visitors experiments and tests to take part in,” project coordinator Maria Yemelyanova said.

Entrance to the hands-on museum located not far from the Savyolovskaya metro station costs from 200 rubles to 450 rubles ($6 to $15), and individual excursions in English are available.

For the more artistic, creative workshops are located on the territory of the Winzavod contemporary art center and occupy an area of 230 square meters. Workshops are targeted at children aged three to 13 years old, and a single lesson costs from 500 rubles.

“Our most popular lessons are ceramics and the potting wheel, the Children and Buildings architectural workshop and the Black Triangle workshop on the history of 20th-century art,” public relations director Tatyana Kovrigina said.

“Parents often come with children less than 5 years old, but we are situated in Winzavod, so there is no problem with activities for adults. Or you may leave your child for a whole day like in a nursery, and it will cost you 1,500 rubles from 10 a.m. to 8 p.m., with a meal included,” she said.

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