

FRUNZE35

THE SITE OF CONTINUING INNOVATION

International transdisciplinary Workshop in Kiev, Ukraine

27-31 May 2013

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Our vision

A city is an ever-evolving environment. It is a continuous patchwork of interrelated spaces where introducing a new piece to the puzzle may start a wave of positive change that will reverberate through the city.

This study looks at Frunze 35. The place where Kiev's industrial revolution started, the place which connected Kiev to the cutting-edge of technological innovation from the rest of the world, the place where making things exceptional was a norm.

Today the history of the site, its proximity to invaluable natural resources and the historic centre of Kiev means, that, if used properly, this space can emerge as a new destination on the map of Kiev.

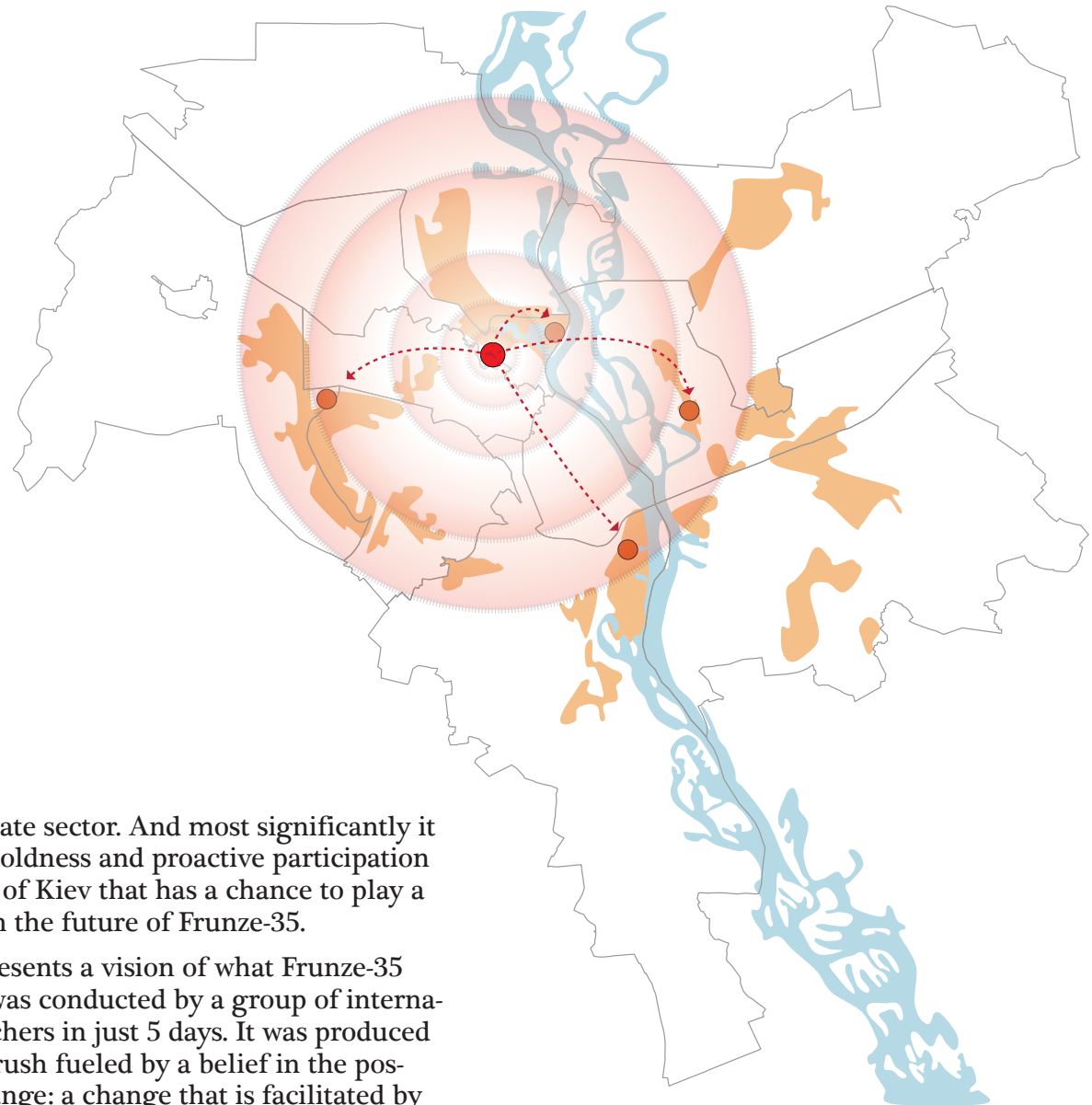
But Frunze 35 is not an easy case. The site was abandoned and deteriorated for years. The evolving community of Podil has lost the connection with the place. The economic centres of the city have moved away from this part of the city. A gap emerged between the site and its surroundings and Kiev has lost one of the jewels in its crown.

But Frunze 35 is not lost for Kiev yet. Today there is still a chance to bring it back. To recover the heritage of the place and build on it for the benefit of the people of Kiev, to open new economic opportunities, to unlock potential of the community and to deliver services and recreation opportunities for the public.

This won't be easy. It will take active engagement from the people and local NGOs. There will be a need for vision and willingness to get involved

from the private sector. And most significantly it will require boldness and proactive participation from the city of Kiev that has a chance to play a pivotal role in the future of Frunze-35.

This study presents a vision of what Frunze-35 could be. It was conducted by a group of international researchers in just 5 days. It was produced in a creative rush fueled by a belief in the possibility of change: a change that is facilitated by the people, based on the potential of the space and able to kick-start an ever-expanding process of city-wide improvement.



Heritage of Innovation

Economic Development Heritage: Kiev's economic structure was for a long time based on three main sectors of industrial dynamics: defence industry, engine building industry and - due to the rich and fertile soil in the country around it - food processing industry which is until today one innovative motor. There are international expositions for fish, funghi, beer, wine nad agriculture itself. Especially Podil continued its first economic success after the decline of the port with the development of the industrial zone of Frunze and becoming Kiev' economic heart: breweries, grain mills, wineries founded Kiev's industrial heritage.

Historic Urban Structure: Hence the area is one of the oldest industrial zones of Kiev it was important for the development of this part of Kiev. The historic urban structure was formed by the Frunze area.

At the same time Frunze35 itself was the initiation of the successful economic growth that went along a necklace of sites. Therefore Frunze35 is the first pearl of a number of industrial heritage pearls, and it shaped Podil further development.

lab house

Architectural Heritage: The most impressive parts of Frunze35 are the chimney (1895), the historic office house and the front facade of the building (1909) which has been the first industrial Jugendstil style building in Kiev - a style that neglected quaint historicism and turned forwards for developing a 'modern' style.

At the same time the site offers different architectural epochs that vary from 18th century to late soviet times.

Technical Heritage: In 1895 beer produced on the Frunze35 site won a silver medal on the food fair in Moskow.

Until the mid 19th century brewers faced a problem of ice cooling but an innovation from from America

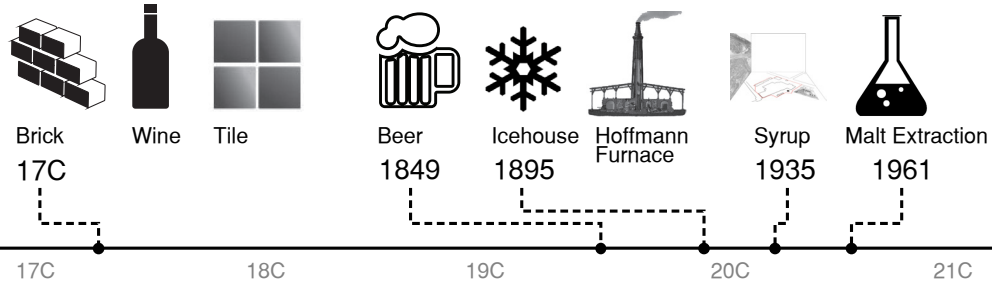
Few years after invention the site hosted a Hoffmann circle furnace allowing a permant burning process of bricks (which remaining is the existing chimney). That required more workers and increased quality and quantity of bricks and therefore was a basis for a accelerated industrial development.

Decades later when hosting a malt extraction the site witnessed experimental malt production which innovations facilitated Soviet food industry. It was the last part in a chain of alternating productions of highly innovative industries all in one building.

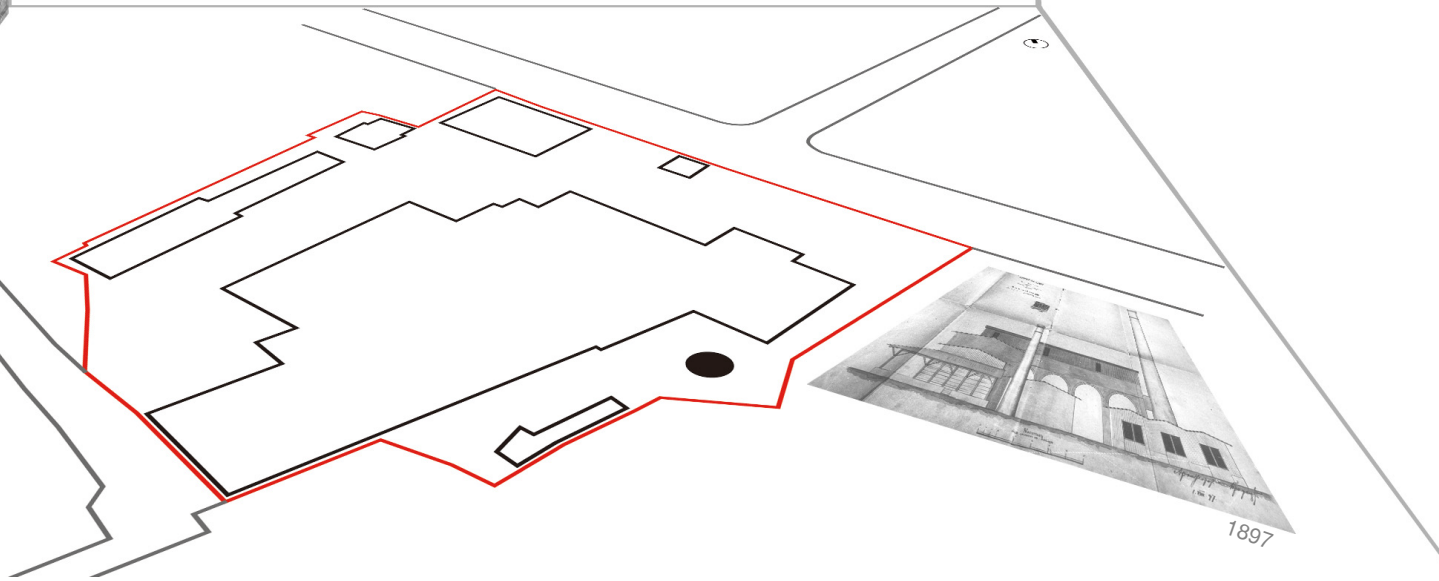
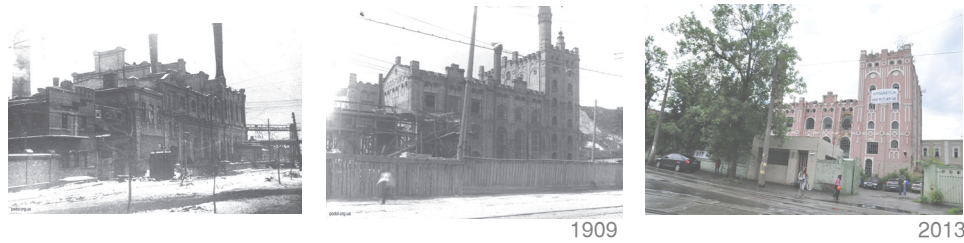
The continuing innovation of Frunze35 site is leads directly into the futere and

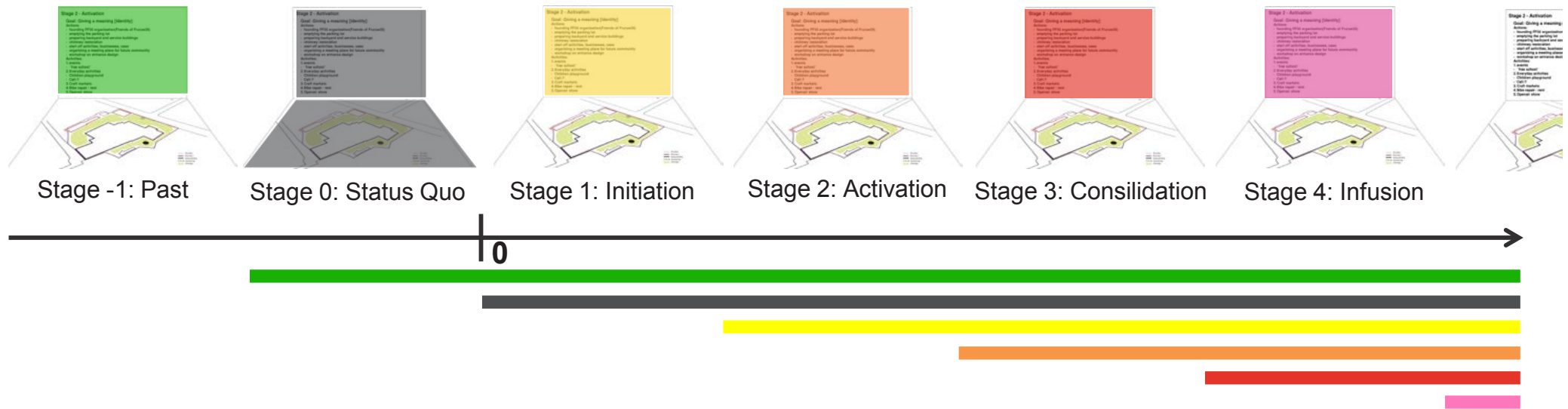
Stage -1 Past [Historical Heritage]

Site of Innovation



➔ **Frunze 35**
The Site of Continuing Innovation





Transformation Process

The transformation process of Frunze, 35 develops in stages. They gather like a snowball and each stage includes the achievements of the previous one. The Status Quo stage shows the current conditions of Frunze, 35 and the situation on site. Frunze, 35 is a place with almost no meaning for Kyiv and little impact on the neighborhood with negative connotations at the same time. It functions as a parking lot. These conditions are going to be challenged by further actions.

Certain criteria are defined for actions and activities of each further stage. These criteria are determined by the overall vision of Frunze, 35.

Stage 1 - Initiation

The task of the 1st stage, Initiation, is attracting attention to Frunze, 35 by small scale actions. All the activities at the Initiation stage are done by the pressure groups and volunteers. There is not an established organization, responsible for the process.

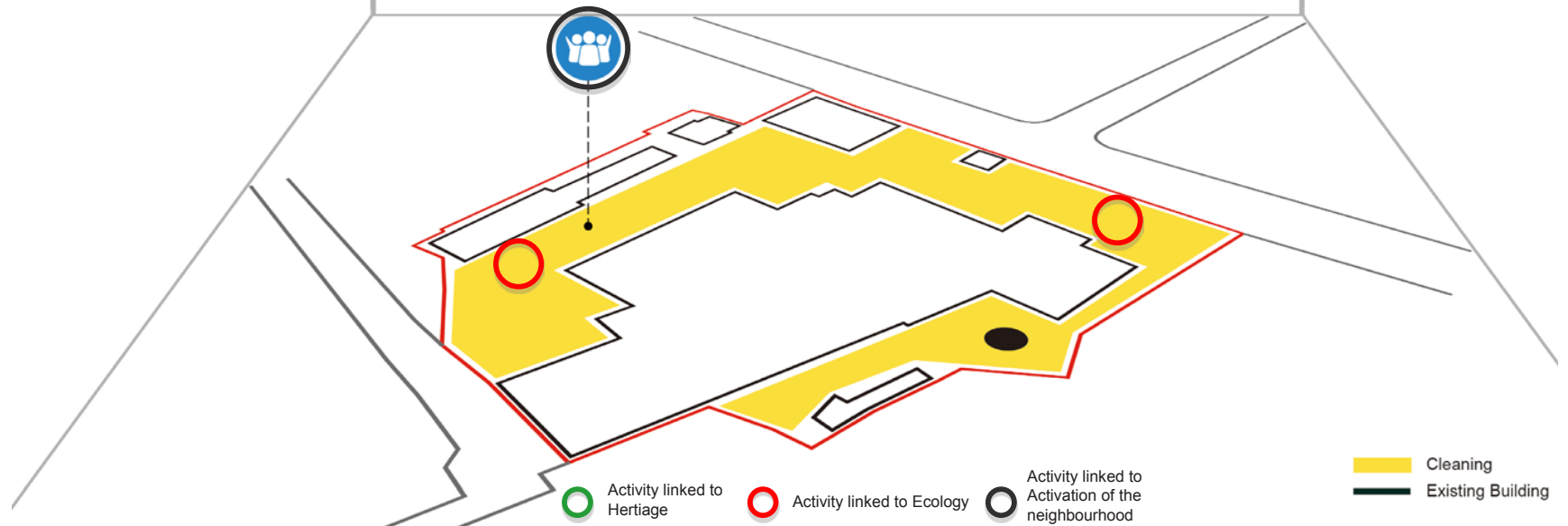
Stage 1 - Initiation

Goal: Catching attention

Actions:

- Cleaning the territory
- Looking for potential spaces outside
- Weekend events

By pressure group



Stage 2 - Activation

The purpose of the 2nd stage, Activation, is to give a meaning to Frunze 35 in order to create a strong identity - a place of continuing innovation. The initial action here is founding FF35 (“Friends of Frunze35” organization) responsible for the future development of the project which consists of pressure groups and interested actors.

Stage 2- Activation

Goal: Giving a meaning [identity]

Actions :

- Founding FF35 organization(Friends of Frunze35)
- Emptying the parking lot
- Preparing backyard and service buildings
- Chimney restoration
- Start off activities, businesses, uses
- Organizing a meeting place for future community

Criteria :

- . Heritage related
- . Tourist attractor
- . Accessible for neighbors, residents, employees
- . Cover the costs
- . Green oriented
- . Innovative

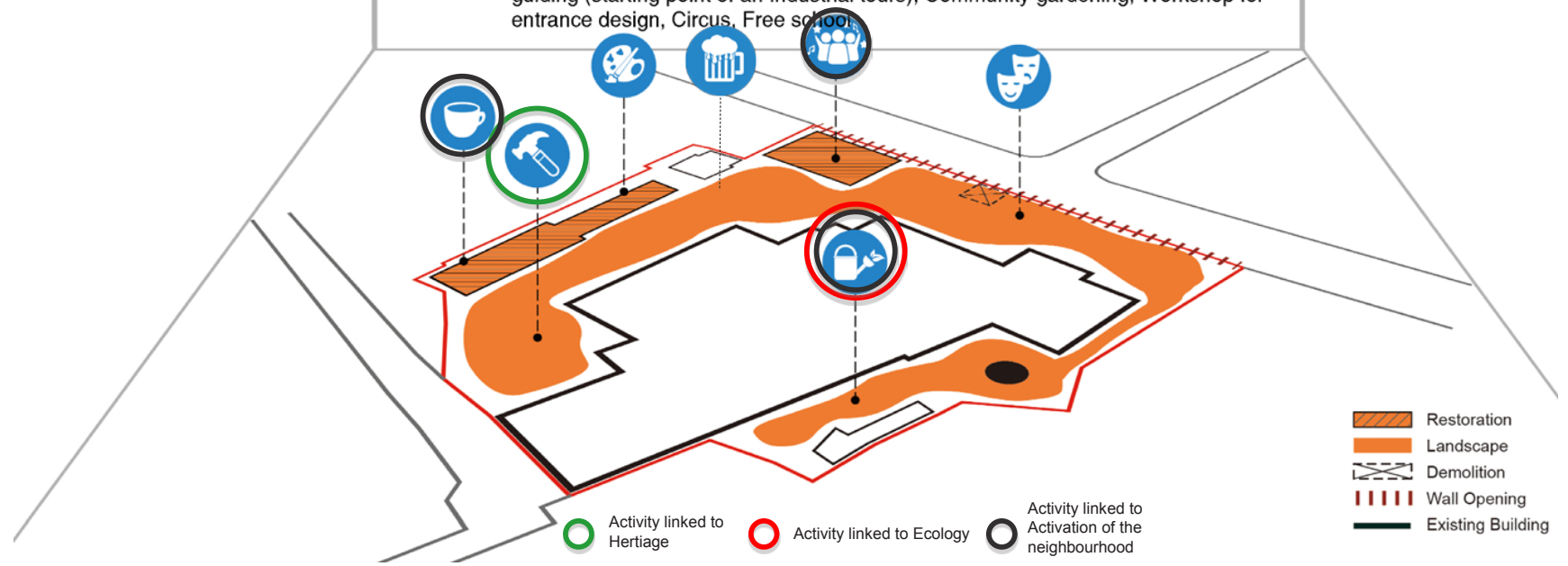
Activities :

Events

Brewery festival, Ice sculpture festival, Video screenings

Everyday activities

Children playground, Cafe, Craft markets, Bike repair / rent, Openair show, Tourist guiding (starting point of an Industrial tours), Community gardening, Workshop for entrance design, Circus, Free school



Stage 3 - Consolidation

The 3rd stage, called Consolidation, aims at strengthening of creative climate of Frunze 35. This is a moment when the usage of a part of the main building starts. At the same time it is important to maintain all the temporary and permanent activities which were taking place outside the building and inside the service buildings at the previous stage.

Stage 3 - Consolidation

Goal: Stabilization of successful platform

Actions :

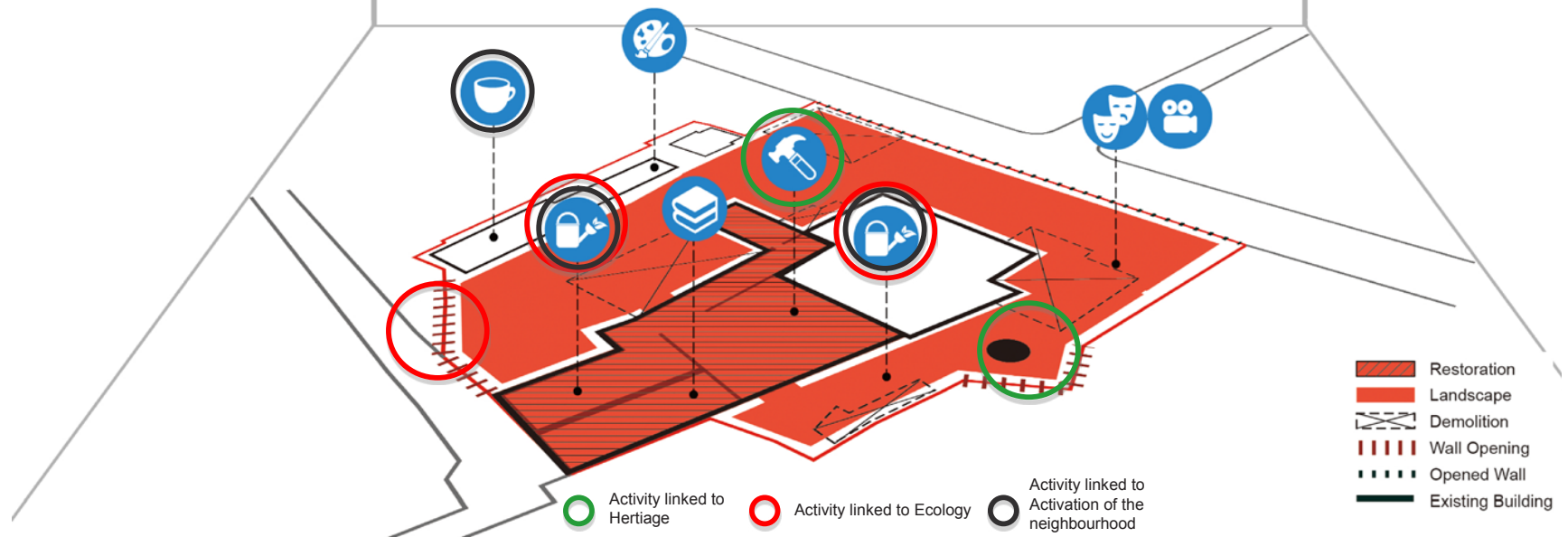
- Running a competition (Call for creative tenants)
- Running a competition (Call for designers) physical renovation of the backyard building and open space design
- Creating a visual connection with other historical heritages
- Supporting existing uses, activities, businesses

Criteria :

- . Creative industries (invite/attract people)
- . Dialogue between the building and tenants

Activities :

- Furniture designer
- Publishing house + Bookshop
- Eco-fashion designer
- Creative café, Eco tourism (eco-path)
- Rooftop urban garden



Stage 4 - Infusion

At the 4th Infusion stage the creative climate and the character of Frunze, 35 is achieved and defined by activity of previous stages. Infusion is an open phase, i.e. we only suggest the initial activity and criteria for it.

Frunze, 35 will evolve according to the background established at Initiation, Activation and Consolidation stages. At the Infusion stage it is important to sustain a balance between accessibility and affordability of Frunze, 35 and quality of all the activities on site. Mostly new and old tenants define the climate of the place.

Stage 4 - Infusion

Goal: . Put Frunze35 on the mental maps of Kyiv citizens
 . Integration to the heritage landscape of Kyiv

Actions :

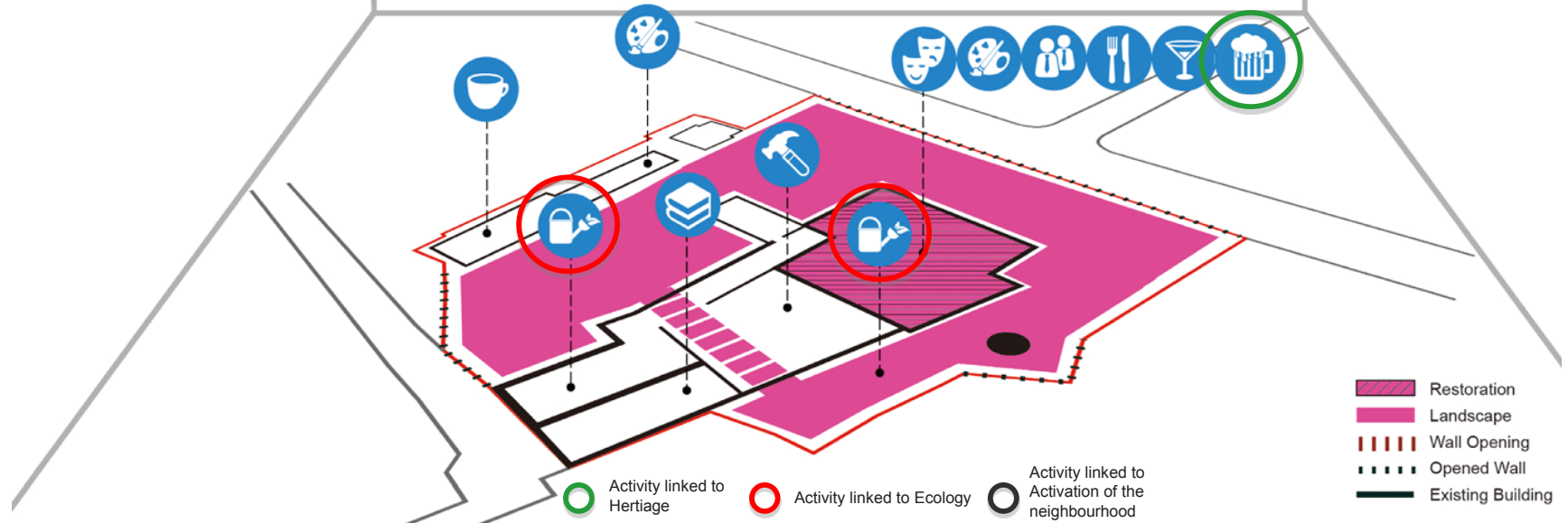
- Conservating the facade
- Restoration of the main building
- Call for new tenants
- Integration of the owner's vision into the building development

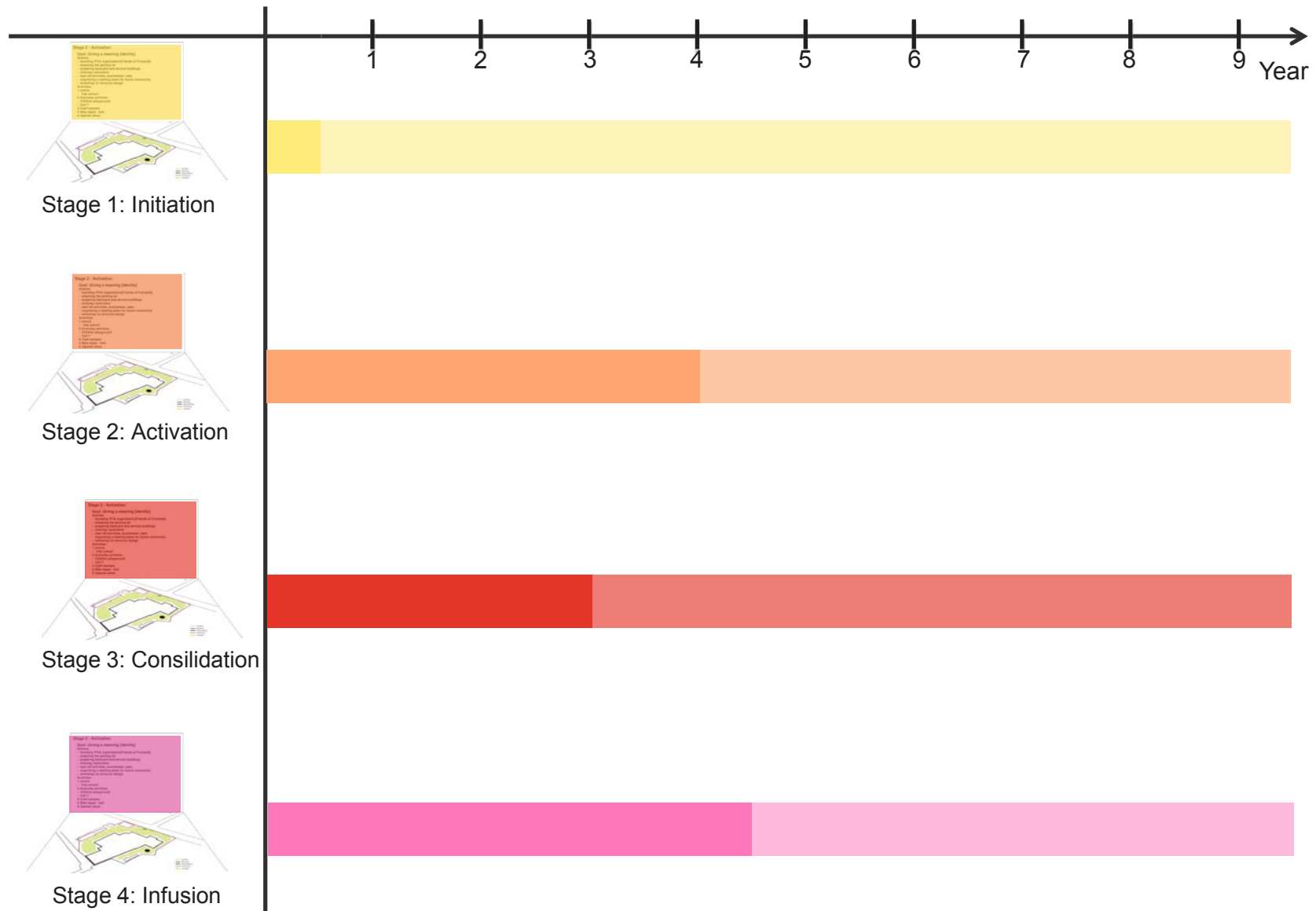
Criteria :

- Responsibility towards sustainable development
- Fit to financial and social structure of neighborhood
- Good financial footing
- Linked to

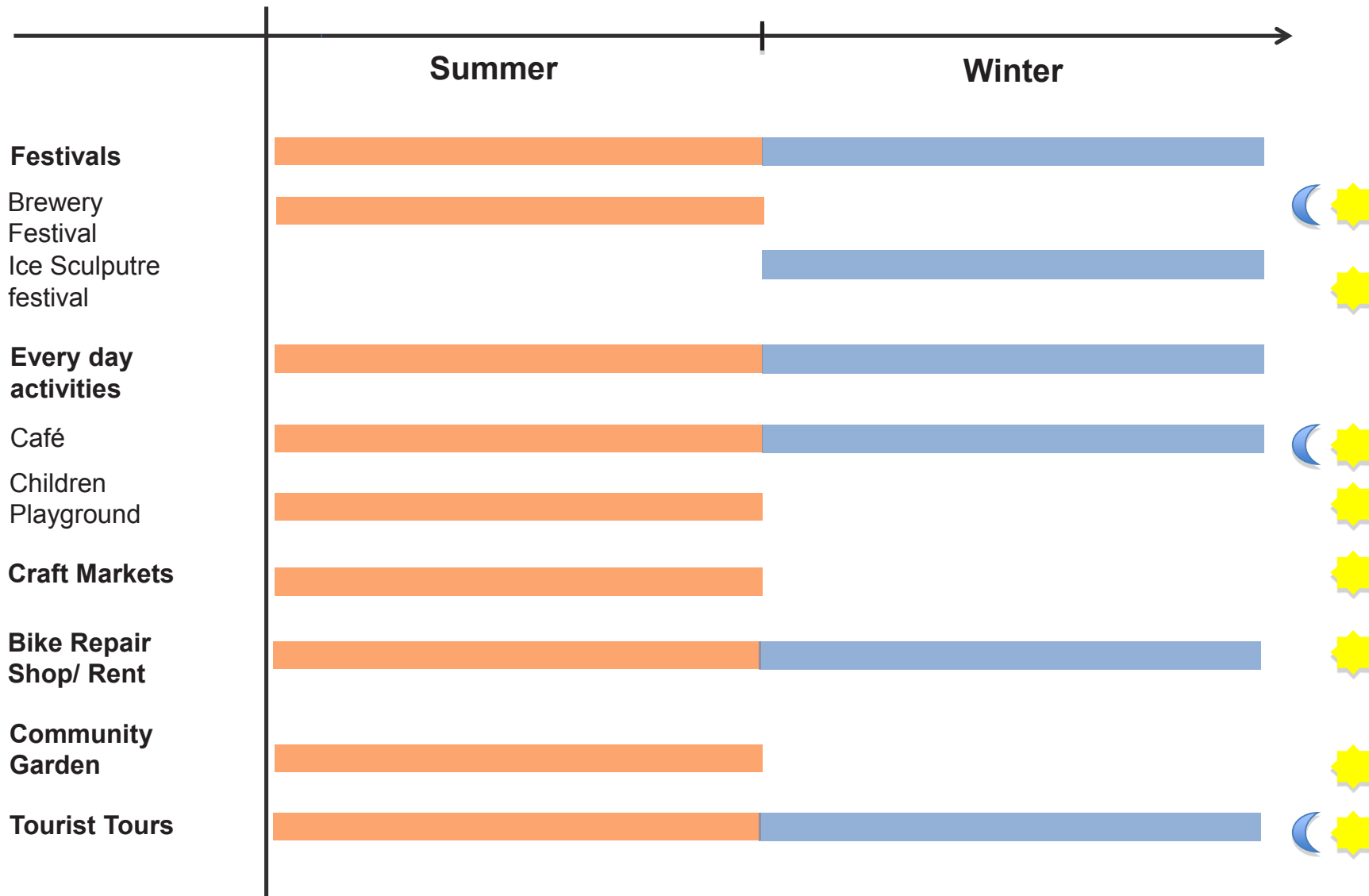
Activities :

- Offering/providing space for Cultural institutions (art gallery, cinema)
- Educational institutions (pre-school education)
- SME
- Sport/Health life style facilities (gym, yoga)
- Restaurant, cafe, retail
- Flexible experimental space
- Co-working space

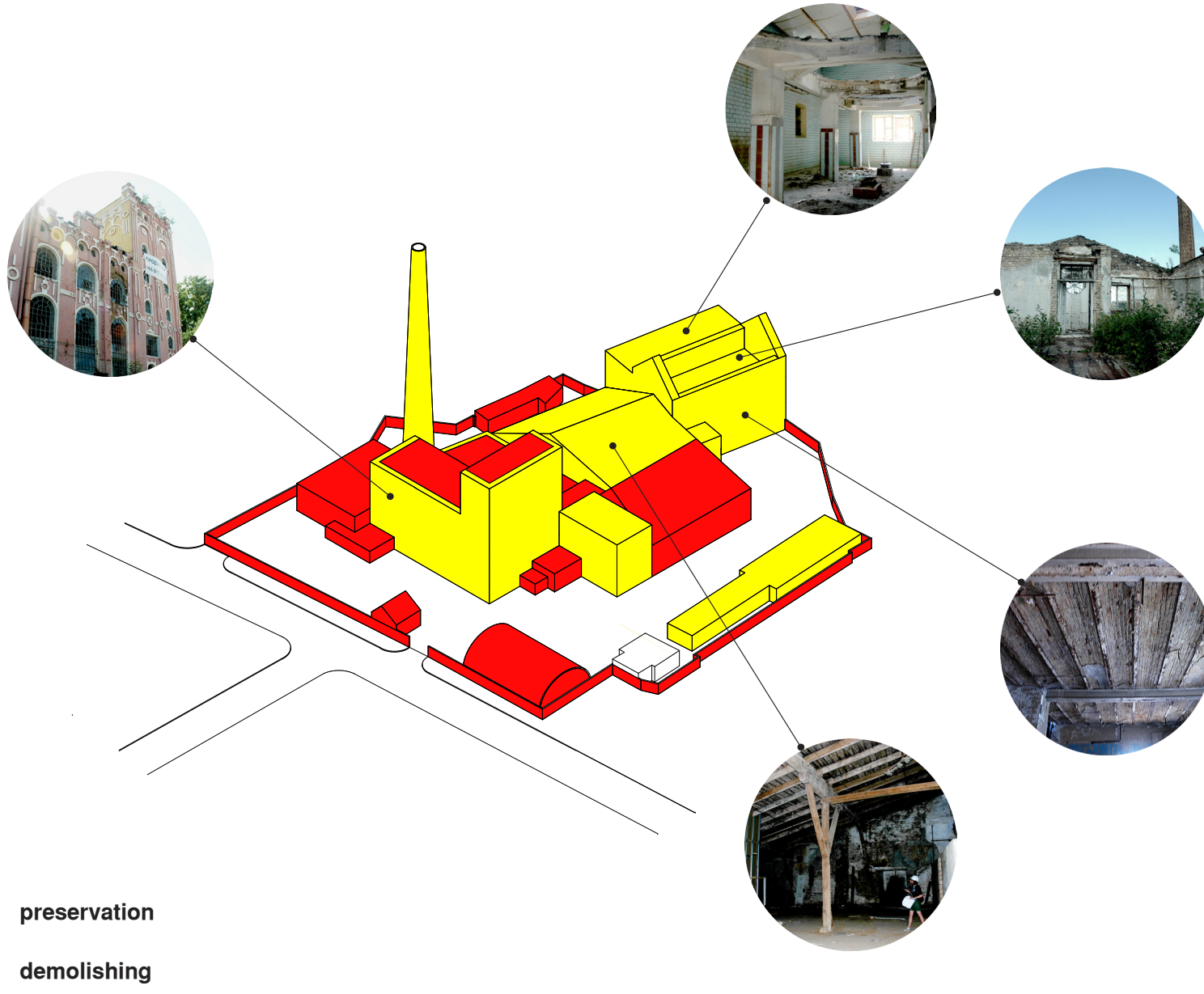




Duration of Action: We considered some activities will take place in different seasons and times.



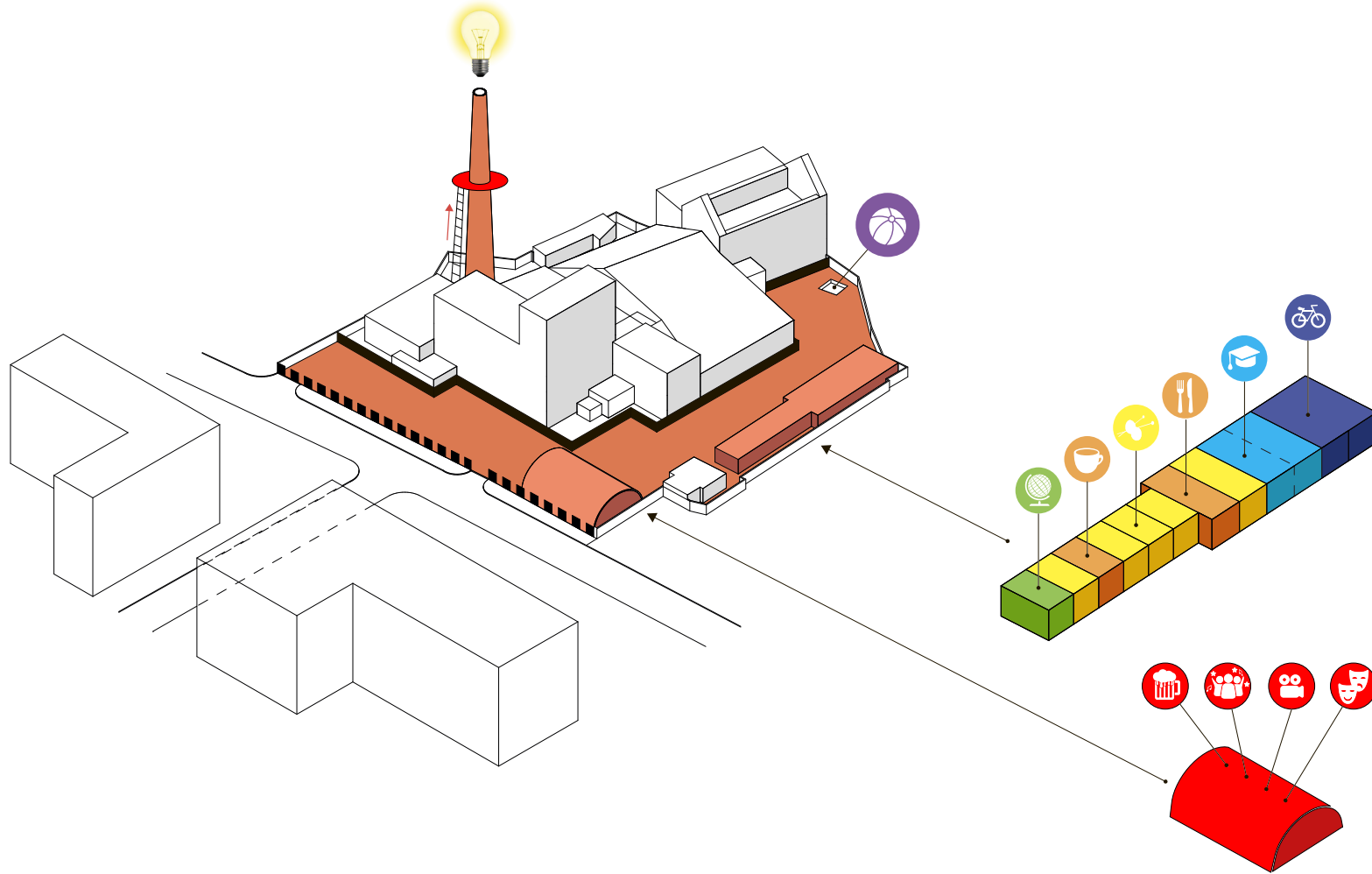
Activities in different times: Possible duration of the first stage is one year, for stages 2 – 4 the duration varies from 3 to 5 years. This structure is not fixed, and the stages may overlap and change. It is possible scenario; we are aware that reality may influence it.



Demolition of parts of the building and preservation of potential parts, following a construction and timeline criteria



2nd stage / ACTIVATION



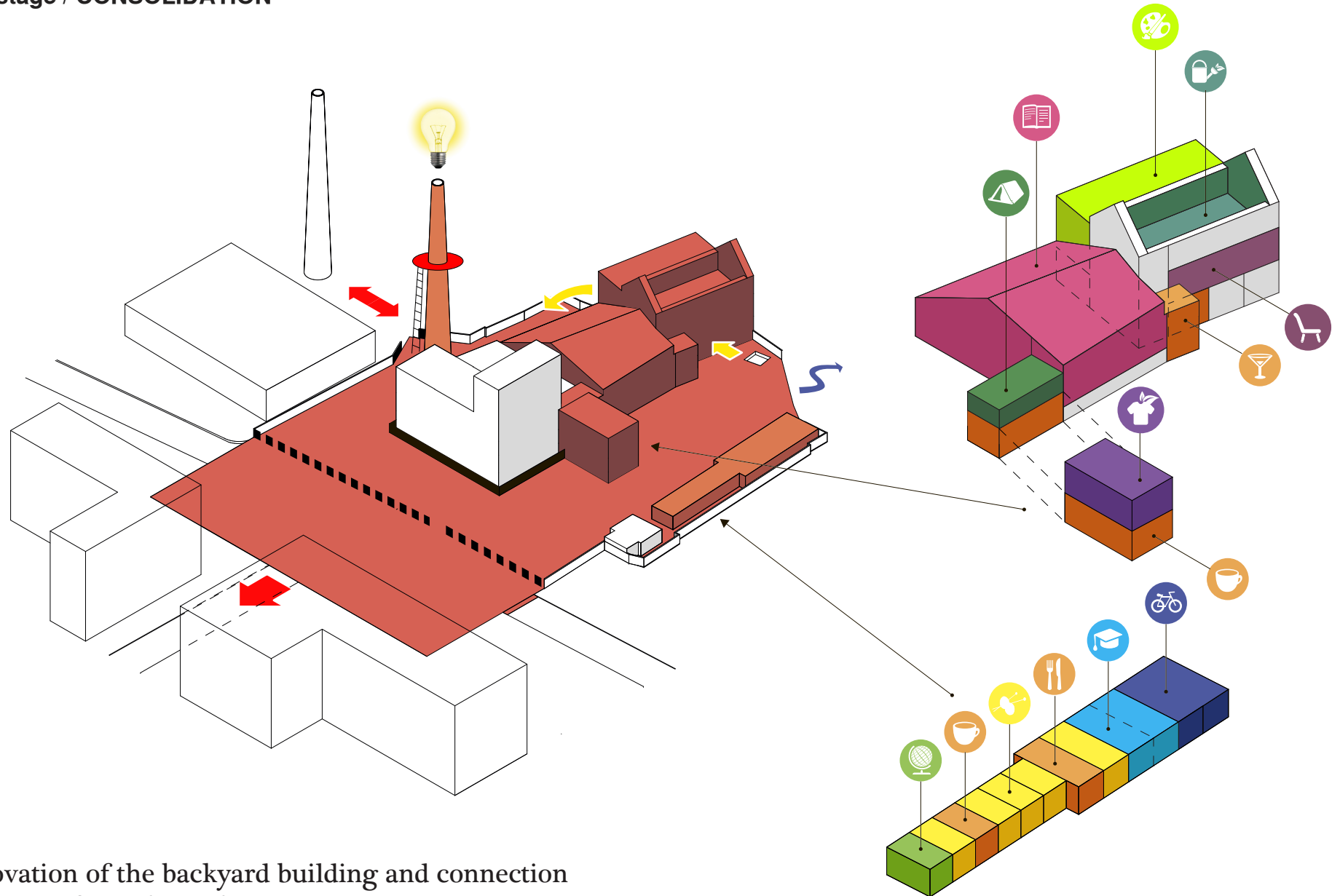
2nd stage: adaptation of the hangar and garages for entertainment and leisure activities and highlighting the chimney



Visualisation of the hangar: entertainment and nightlife



3rd stage / CONSOLIDATION



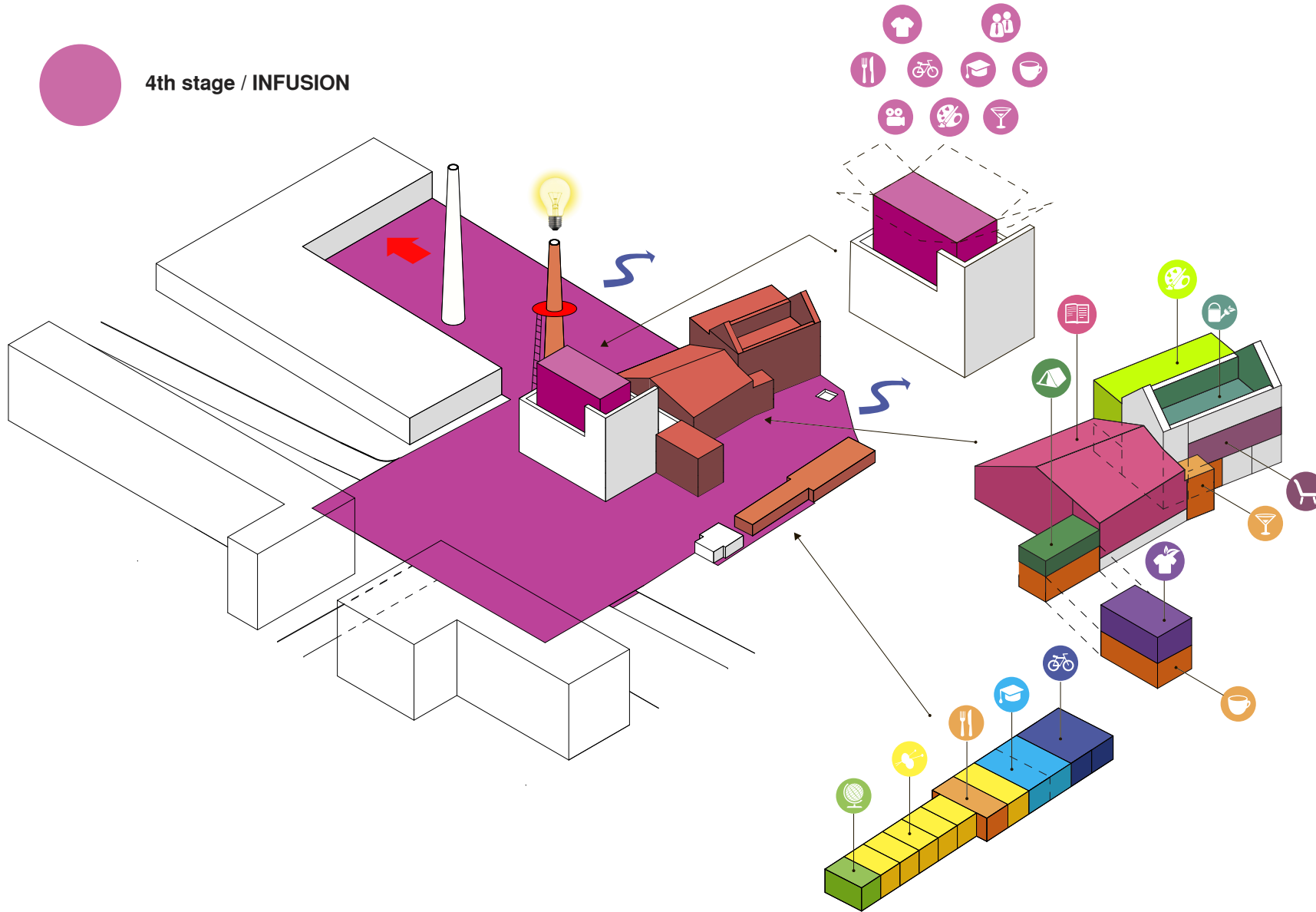
3rd stage: renovation of the backyard building and connection with public space in front through low speed zone



Visualisation of backyard building: art gallery



4th stage / INFUSION



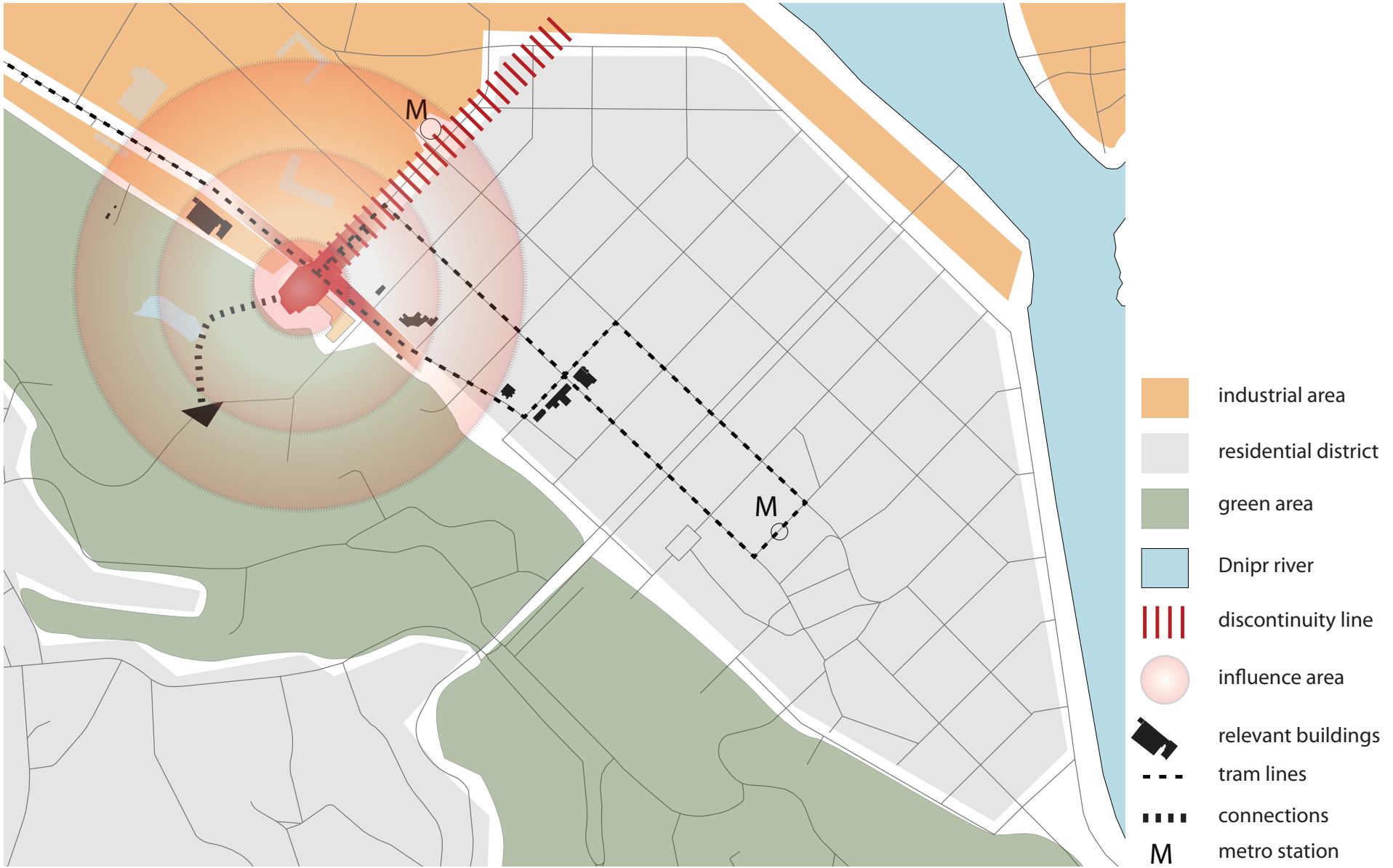
4th stage: refilling main building, removing the fence and connecting site and natural surrounding



Visualisation of the connection with the surrounding:
the two chimneys



Visualisation of the backyard building: urban gardening



Frunze35 for the area: current division and potential connection



- Frunze 35
- potential landscape
- potential brownfield
- void urban space
- building in decay
- cultural and social institutions

Analysis of surrounding area: Existing services and potentials

Necklace

Frunze street starts from the inner part of Podil residential area and continues along the foot of Yurkovitsia hills. Historically it was a street along which many important factories had started its activity. Due to this heritage, the changement between this two main functions (residential and industrial) is clearly visible still today.

The inner section is characterised by narrower space and typical residential city-like morphology – however their appearance varies a lot– while the outer section of the street is wider and lacks a homogenous appearance. Besides the morphological difference, a markable duality can be seen on functions. Despite the presence of some offices, those of the outer section are rather extensive (factories, car-repairs, storages, brownfields etc.). The use of space gets more intense in the direction of the center.

The most recognisable changement point in this scheme can be found in the area of the intersections of, firstly, Frunze street / Yurkivs'ka street and, secondly, Frunze street / Olenivs'ka street. From there former and existing industrial zones follow the line of the street and the residential functions disappear definitely. Frunze 35 is located exactly at this point linking the different sections of the street.

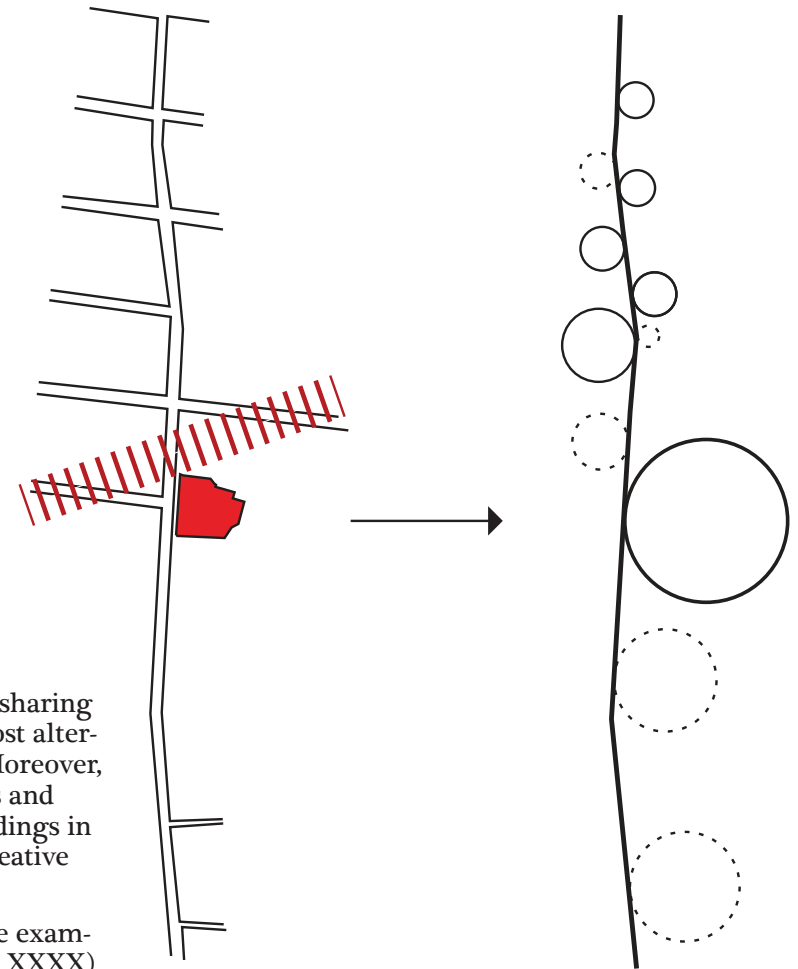
As a focus point, it can radiate its effect in both direction. Taking into consideration this location, Frunze 35 could be compared to a medal on a necklace, the pearls of which are the unused spaces along Frunze street. The unexploited spaces of the inner sections could take up social, cultural, commercial functions. The outer parts could attract employment functions after renewal.

Urban void between buildings (map on page XX) could be filled with different types of public spaces, which could be made by Frunze35 community. Organised parkings could also fill these free spaces in order to clean the pedestrian path from spontaneously

parked cars. They could be also used for bike sharing and bike workshops with the final aims to boost alternative kinds of transport and reduce traffic. Moreover, there could be open-air libraries with benches and sunshades where people meet and relax. Buildings in decay should be rebuilt for the purposes of creative space for art and craft workshops, small bars.

Other brownfields in the area could follow the example of Frunze35 transformation (map on page XXXX) Recreation zones, festivals, gardens, sunday markets could take place in the green areas that are closed from the residents now. Frunze 35 is the point to connect street space with the landscape, existing green terraces and the pond behind it.

The relationship of Frunze 35 with the street calls for a mutual development process. The amelioration of the street condition is basically important for the development of Frunze 35 while the site itself would also increase the attractiveness of the surroundings.



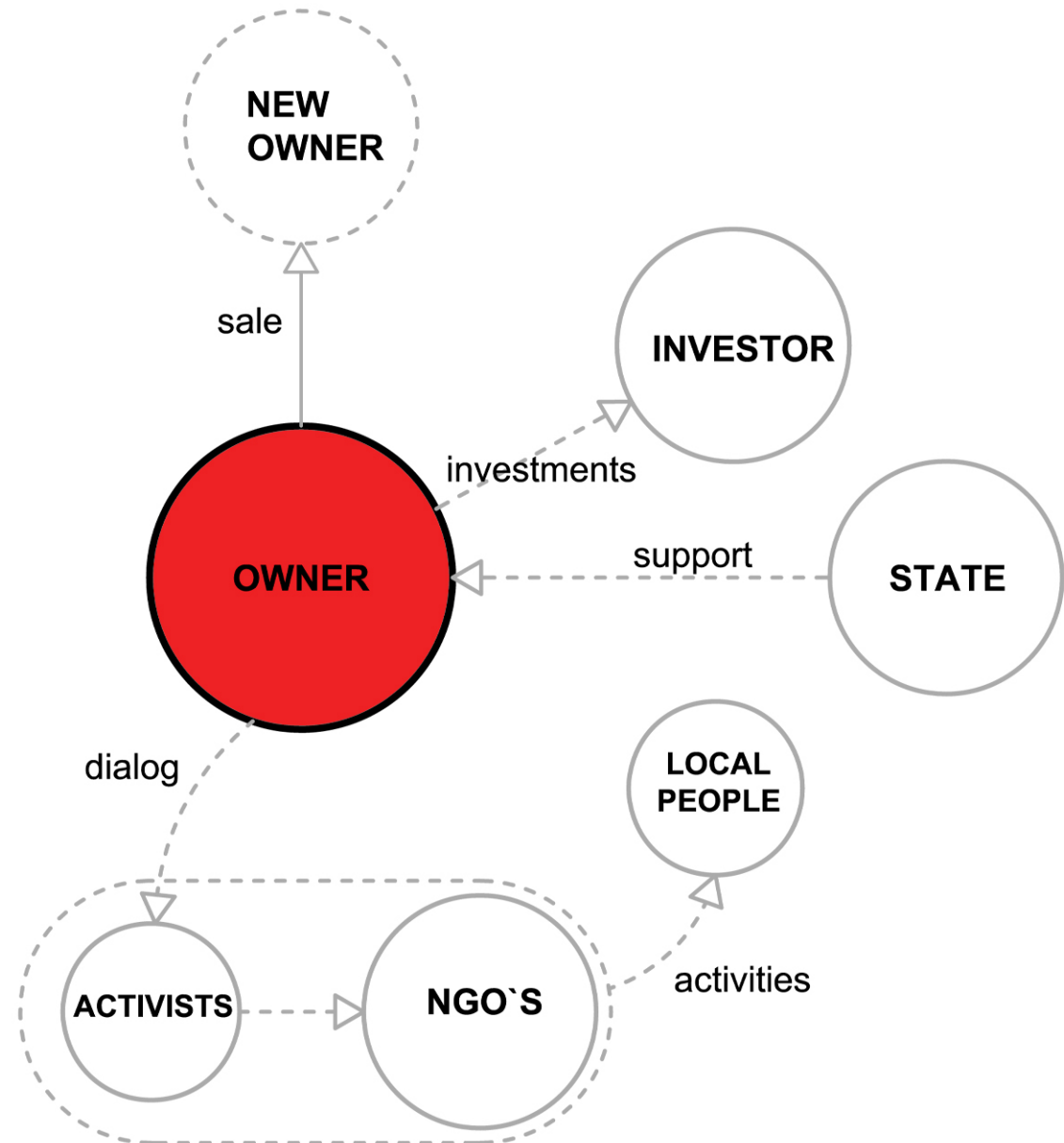


Activating Strategy for Frunze area

Status Quo

The current situation on the site can be described as the following:

- a) The Owner's Modern Art Museum project has failed;
- b) The building is for sale, which suggests a significant level of uncertainty;
- c) There are no interest groups engaged, municipality and city officials have not expressed any interest in revitalizing the site, local residents and workers do not recognize the site as a place of high potential;
- d) The buildings on the site are deteriorating as they haven't been used for over a decade;
- e) A part of the territory is rented for the parking of employers of the bank across the road. This generates income for the owner that creates a barrier for introduction of alternative uses.



Initiation

The stage starts with a formation of a “pressure group” that challenges the status quo. The group aims to establish a dialogue with the owner to gain temporary access to the site on weekends to organize temporary activities in the area. The goal of the stage is to test the potential of the site and attract attention of the public to it.

Pressure Group consists of all those who are concerned about the Future of the region and Frunze 35 particularly:

- a) Activists: architects, artists, local residents etc.
- b) NGO representatives such as Heinrich Boell Foundation etc.

By entering the process at this stage the NGOs guarantee that at a later stage XXXXXX

The goal of Pressure Group is:

- to organize “test activity” on the territory that will attract press, local residents, Initiative Groups, local municipality and show that the territory is USEFUL for local community and has a symbolic value for the city;

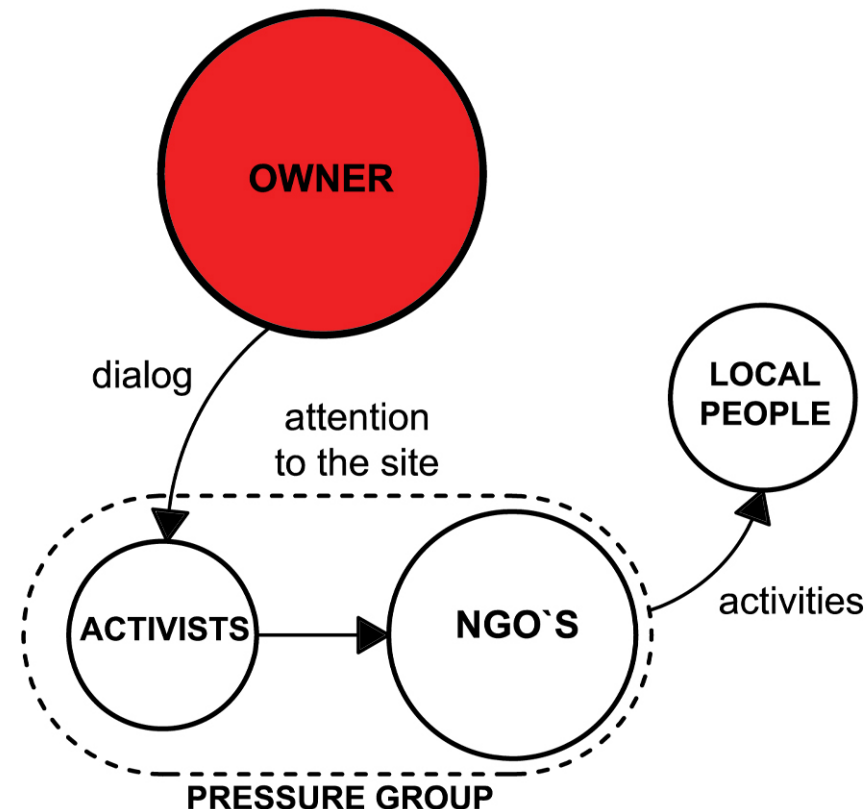
- to communicate the potential of Frunze 35 to the local communities, local government, the owner.

- to define the owner’s interests:

- to persuade him to unlock the space for events
- to minimize the risk associated with testing the potential of the space

- to define barriers:

- economic (high costs of clean up and rent, lack of demand in space of this kind)
- social (lack of volunteers interest)
- limited flexibility of the owner



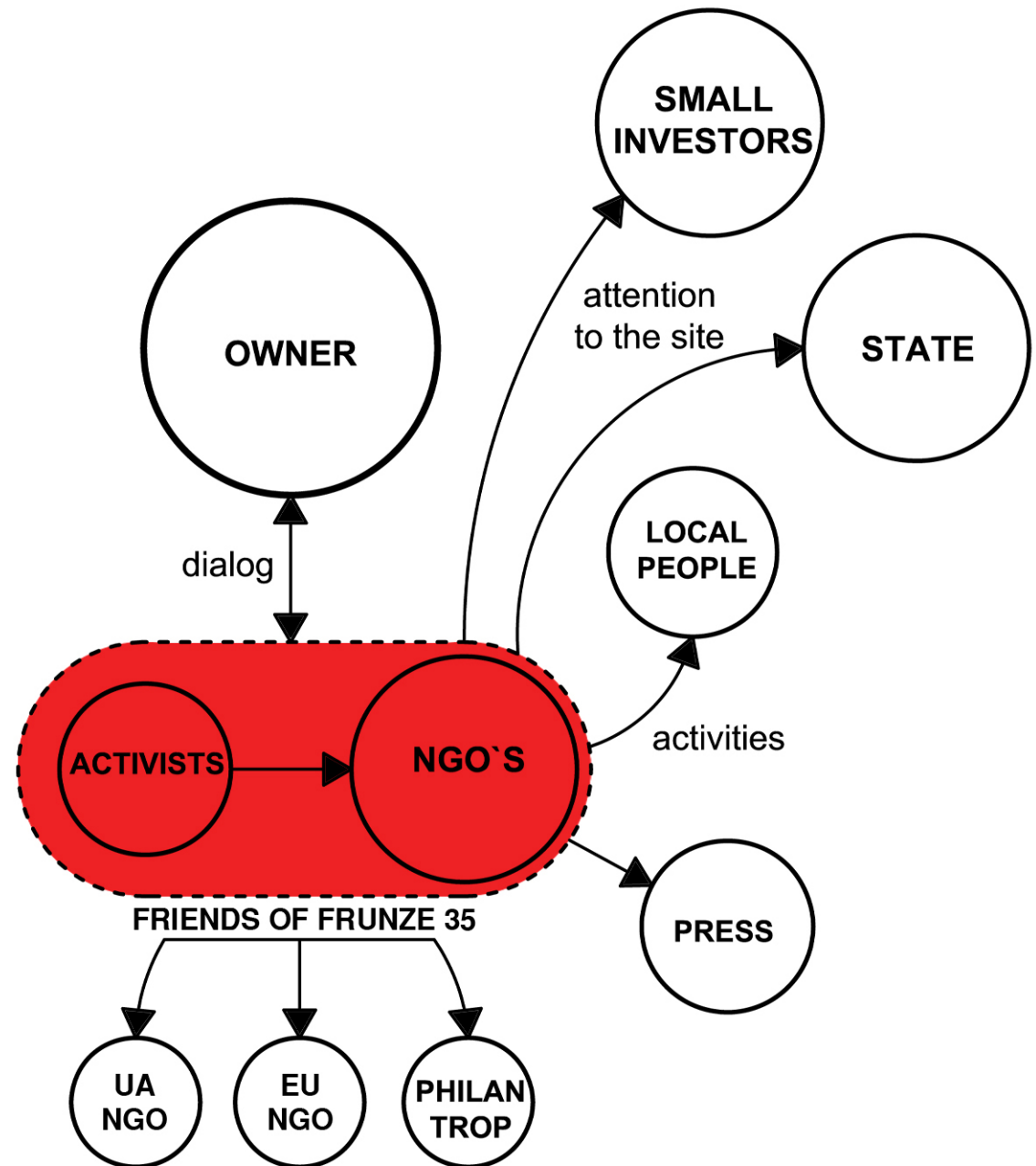
Activation

After the viability of the Frunze 35 site was proven on the previous stage, this stage initiates with a reorganization the Pressure Group into a Legal Entity – “Friends of Frunze 35” (FF35) that takes responsibility of development of the site through all the following phases. The incorporation agreement between the member organizations establishes that the goal of the organization is:

- Mediation between the potential stakeholders (owner, public sector, investors, local residents).
- Unlocking the full capacity of the site through attracting investment and redeveloping the derelict factory buildings.
- Building on the industrial heritage of the site to put it on mental map of Kiev residents and incorporating it into the network of post-industrial locations in the city.
- Using the potential of the site to improve the quality of surrounding urban space and improving the livelihoods of local residents.

Potential members of FF35 include NGOs (both European and Ukrainian), philanthropic organizations, local municipality and local residents. They are motivated to participate in the initiative by guarantee of the right to the space on the site after it is regenerated. The right for the space and the responsibility of participants is fixed in the agreement. During this stage FF35 aims to:

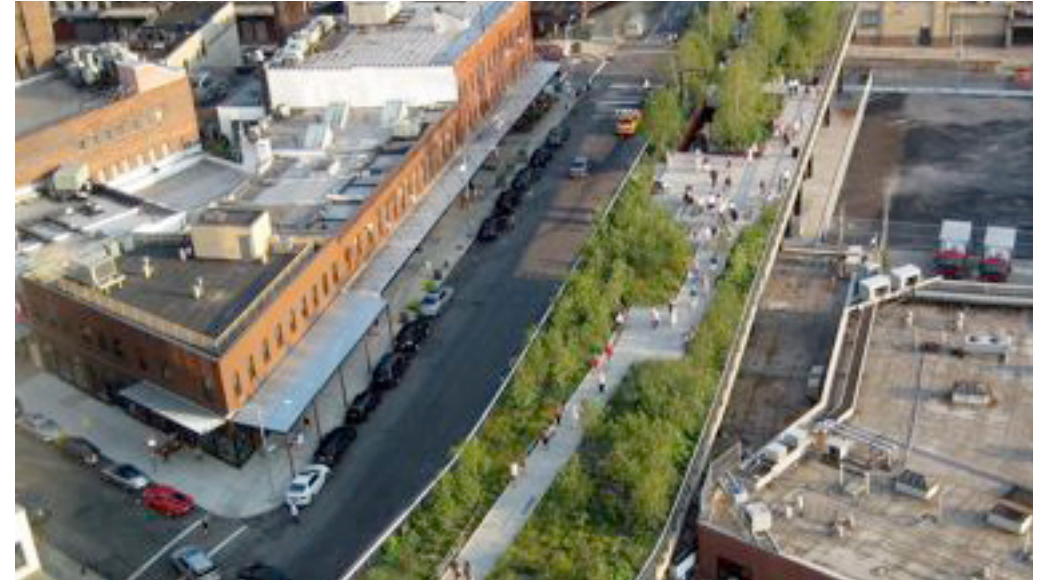
- Introduce permanent activities on the site, remove the car park
- Attract funding to the site via online and off-line crowdfunding schemes to clean-up and secure the site.
- Start generating rental income from commercial activities located on the site.
- Market the site to the local residents, the city, tourists etc.
- Sign a partnership agreement with the owner. The agreement should guarantee the right of FF35 members to the space on the site and give FF35 holds the exclusive rights to negotiate with public and public sector actors interested in the site.



High Line Park in New York City

The High Line is a public park built on an historic freight rail line elevated above the streets on Manhattan's West Side. When trains were replaced by truck transport, the High Line became obsolete. In 1999 the organization Friends of the High Line was founded by local residents to fight for the High Line's preservation and transformation. Broadened community support of public redevelopment for the High Line for pedestrian use grew, and in 2004, the New York City government committed \$50 million to establish the proposed park.

Currently it is owned by the City of New York that gives 10% of the park's annual operating budget, and maintained by the organization Friends of the High Line which involves other 90% of the budget by raising the essential private funds. The success of the High Line in New York City has encouraged the leaders of other cities, such as Mayor Rahm Emanuel of Chicago, who see it as "a symbol and catalyst" for gentrifying neighborhoods.



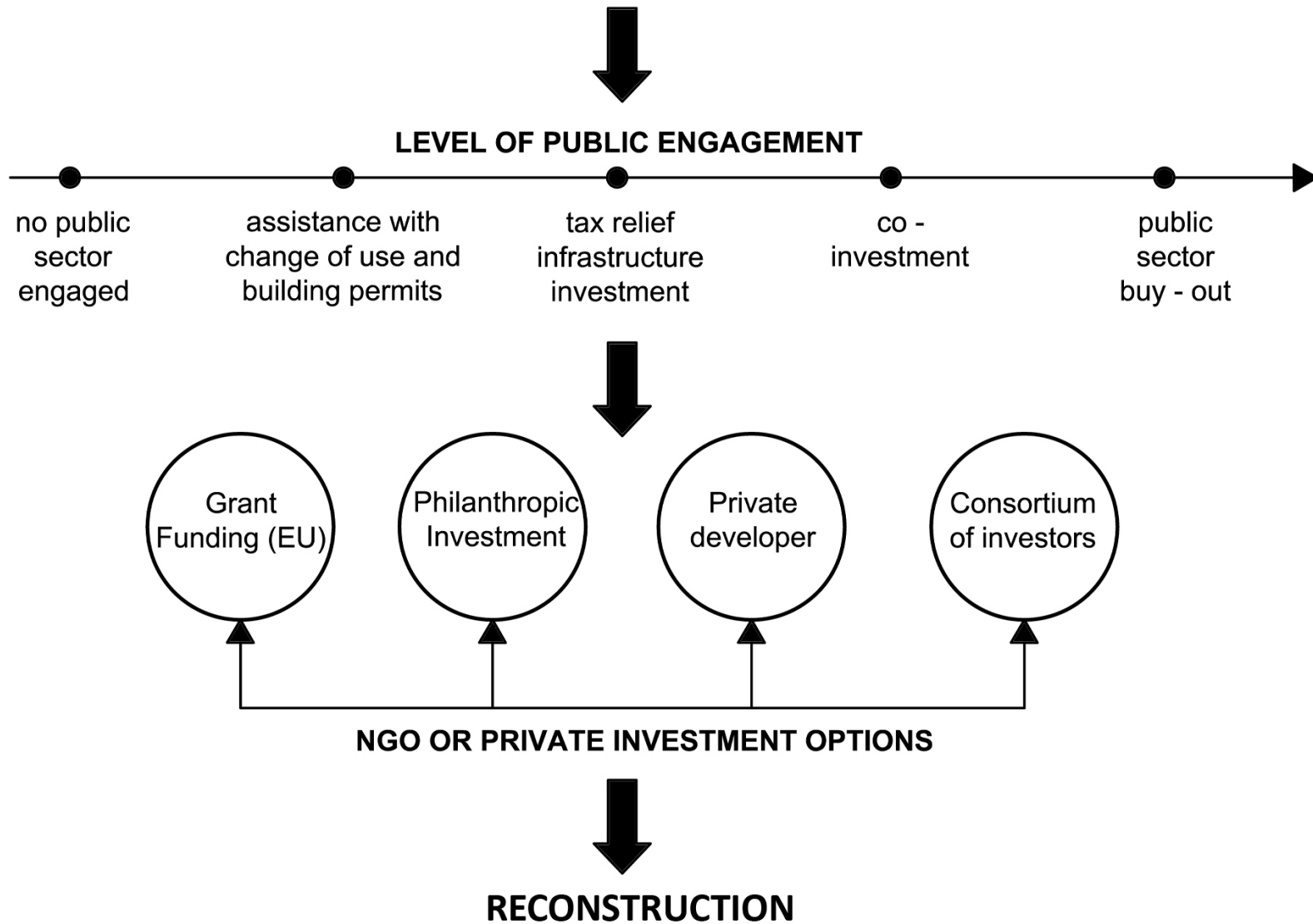
Art Factory in Lodz

Art Factory in Lodz was created by Lodz Art Center, Chorea Theatre Association and The City of Lodz Office and est. as Public Private Partnership. The Art Factory is mostly focused on theatre, modern art and art education. The Building was devolved to the team of Art Factory (were formed of delegates of Art Centre and Chorea Theatre). Art Factory received rights of independent culture institution that has Council and management team.

Funding for Building renovation was from European Commission, particularly from The European Regional Development Fund. The main project of Art Factory is Art Incubator. It's the institution of support, acting not for profit, which helps to entry to the market the future entrepreneurs, the third sector organizations and artists. It is a platform for the implementation of business and art ideas that provides the space and occupational infrastructure and management.



FRIENDS OF FRUNZE 35



Een actief account bij de Adobe FormsCentral online service is vereist. Er zijn kosteloze en betaalde lidmaatscha

Consolidation

The Consolidation phase of the site development is used to engineer the stakeholder structure that will assemble the investment needed to unlock the full capacity of the site.

The phase can be divided into two parts. The first focused on refurbishing and opening the building in the back of the site. The second aiming to attract the investment needed to redevelop the main building while preserving the historic facade. Yet similar approaches and governance structures will be relevant in both stages.

The key priority for the FF35 is engaging the public sector in the process. The challenges associated with unlocking the full potential of the site means that attracting commercial or philanthropic investment to the project would be problematic if the city or the municipality does not take on part of the risk.

The level of public sector engagement may range from “no participation” to full buy scale take over of the site by the city. However the intermediate, partnership modes of public sector engagement should be prioritized.

The assistance in going through the change of use procedure and in acquiring the permits necessary for reconstruction of the site, can be identified as the most significant contribution of the public sector. The difficulty of the regulatory procedures has been identified as a key barrier for industrial redevelopment projects in Ukraine.

Other intermediate options for public sector participation may include:

- Grant of a tax discount or a tax holiday, associated with attraction of selected types of activity (e.g. galleries and arts venues) may be crucial for supporting a philanthropic investment.
- An upgrade of the local infrastructure (sidewalks, road crossings, tram line and stops) may improve accessibility of the site.
- Provide a credit guaranty for an investor.
- Co-investment into the project will significantly simplify the engineering of the shareholder structure and guarantee that the public function is preserved within the space.

The type and shape of the investment scheme that will be utilized will largely be defined by the nature of partnership that FF35 develops with public sector actors.

The following private and third sector funding arrangements can be considered:

- Grant Funding from EU or other international grant schemes and NGOs. This scheme will allow FF35 retain full control of the site.
- Philanthropic investment from high worth individuals, including the current owner. This option will most likely allow FF35 retain significant con-

trol over the site. Yet the investor will have a crucial say over defining the functionality of the space.

- Private developer investment, that would imply transition of ownership for the majority of the site to the private investor, who would be able to use it for commercial purposes. This option implies that the parts of the site will be converted to uses that might contradict the interest of FF35. In order to limit potential risks clear criteria for the use of the space would have to be set, which will limit the commercial potential of the project from investors prospective.

- Consortium building: FF35 assembles a pool of investors and future occupiers, that combine their resources to redevelop the space. The consortia may include future occupiers (IT, creative businesses and NGOs looking for office space), philanthropic investors and if needed commercial developers. The scheme is by far the hardest to implement and would test the capacity of FF35, at the same time it allows a certain level of flexibility that gives FF35 a greater level of control over the functionality of space after the reconstruction.

Arabianranta in Helsinki

Arabianranta is a housing development project, hosts also a major campus for art, design, and media education. The clustering of art, design and media schools in the area is accompanied with support to startup companies and entrepreneurs by a local business incubator called Arabus. There are currently approximately 300 small and medium size enterprises.

The City of Helsinki owns 64 % of its municipal land area that defines its active participation in the project development. The public sector gives municipal land for private developers as well as provides infrastructure and municipal services in the project area.

Private sector involvement takes place through partnerships of different NGOs, which takes care of parking space, public club premises, the common yards and the local ICT services. When the construction of the area is finished the ownership of some of NGOs will be transferred to the residents through the home owner associations and housing corporations.



Buiksloterham in Amsterdam

Buiksloterham is an industrial park on the north bank of the IJ that is to be developed in the coming years into a mixed urban district of homes and businesses.

While not involved as the actual developer, the public sector is guiding this shift through the development of a Master Plan and supportive infrastructure.

There are lots of private owners and developers, but the city does not have the money or the ambition to buy out former users and lead development itself. Instead, the city has chosen a slower process of transformation, they provide accessibility through public roads and bridges, public transport via water and general building rules.

Beneficiaries: Municipality of Amsterdam, Project-bureau Noordwaarts (Project Managers), Dienst Ruimtelijke Ordening – Physical Planning Department (Urban Designers), Ontwikkelingsbedrijf Amsterdam (Development office Amsterdam), Private Developers



Red October, Moscow

*gradual organic redevelopment

Vacated chocolate factory building in central Moscow was set for demolition to give way for lux apartments, but the project stalled after the credit crunch. Small businesses recognized the potential of the cheap abandoned space and started moving in and renovating it at their own costs. A new pedestrian bridge across Moscow river improved accessibility and gradually the ex-factory became the epicenter of Moscow's nightlife and was filled with boutiques and creative studios. Gradually small-scale investments turned the place around.



TKACHI creative space, St. Peterburg

*private developer conversion

An XIX century industrial structure facing Obvodniy channel just outside St.Peterburg's historic core was converted into a multipurpose creative space that hosts independent shops, creative offices and event spaces. The project led by a commercial developer managed to overcome multiple administrative barriers including the change of use and the need to preserve the historic facade. Unfortunately, the costly regulatory procedures, complex construction process and poor availability of finance ramped up the project costs. Today the space is bustling with the chatter of the young and the creative, but fails to generate incomes needed to return the investment. Its future is uncertain.



PERMM Museum of Modern Art, Perm

*a philanthropic project

The conversion of the old Perm boat station onto a modern art museum was an individual initiative of Sergey Gordeev, a Perm born businessman, philanthropist and senator. The ambition was to kick-start a new wave of regeneration in the declining industrial city. Museum's first exhibition "Russian poor" was a huge success and made headlines across the country. The new museum along side with Perm's innovative master plan for a while attracted attention of Russia's intellectual elite. Yet, after the change in local government innovation impulse stalled and the museum is still struggling to win over the skeptical population of Perm.



An Afterword

Can the future of a site be reimagined in a week?
In the last five days we have proven that it can!
Does this guarantee that the space will be revolutionized? Unfortunately no!

But we believe that big change can start with small intervention and small intervention can start with a great idea.

Frunze35 has potential! In this report we have shown that:

Frunze35 can accommodate a range of **commercially viable activities** that can evolve over time to use the site to its full capacity and provide benefit for local residents and to Kiev at large.

The space on Frunze35 can be creatively reshaped to build on the **industrial heritage** of the place, reinvent its identity and put it back on a mental map of Kiev's residents.

The reinvented Frunze35 can become a **pivotal point of change**. It can begin an evolutionary process that will change the surrounding neighborhoods, streets, and ... even Podil as a whole.

Bringing this change about won't be easy, but with **active participation** of local communities, private and public sector actors and flexible attitude from the current owners the potential of Frunze35 will be released to create an unforgettable legacy for the city and its people..

Frunze35 is a **challenging space**. Poor state of premises, strict regulations, unstable institutional environment, lack of recognition of the place – all of these mean that the change won't hap-

pen in a day. But we believe that an evolutionary process can lead to reinvention of the site and its reestablishment as an essential part of Kiev's urban fabric.

Two elements will be crucial for this process:

a) Challenging the status quo. Frunze35 has been abandoned for years. The site was locked in a downward spiral of physical decay and gradual loss of its identity and historic significance. Frunze35 needs an intervention that will help it break out of this vicious cycle, that will prove the sites potential and reverse its fortunes. It doesn't have to be large scale. It doesn't have to be expensive. With a few people that are willing to invest their time and energy into the site and openness of the current owner, it can be done, and it can start today!

b) Making the most of it. The poor condition of the site means that it will be extremely difficult to take it to full capacity via a series of small-scale interventions. To make the most of the site's potential a large investment will be required. We believe that this could be done without public sector engagement, but in order to make the most of the potential of the space and to make sure it delivers benefits to the public, the participation and involvement of the municipality and the city government is absolutely essential!

In 2030 Frunze35 can be a new centre for arts in Kiev, or it can be a creative environment where entrepreneurs generate visionary ideas, or it can be a place for artisans that continue the tradition of excellence and innovation that was established

here over a century ago. And in any of these scenarios it can be a space where that drives provides a wide range of opportunities for the local community.

We believe that the transformation of this space will be an evolutionary process and the outcomes are hard to predict. But we know that partnership, flexibility, patience and initiative of local actors can help Frunze-35 be reinvented for the greater good!

We – a group of young international urban thinkers, invited by the Heinrich Böll Foundation to

reflect on Frunze 35 - developed an idea..

Now action is needed! We hand this idea over to Kiev... its municipality, the owner of the site, the activists and artists and the people who live and work in the neighborhood...

We go back to our countries now, but we hope very much to get good news on what happens here. ... And – who knows – perhaps we might be one day called back to help to kick-start the revitalization of this wonderful place

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