

THEME PARK

Dream Big

A Ukrainian entrepreneur envisions a coin-shaped multiplex in the San Francisco Bay area that will inspire a public appreciation for numismatics.

➤ DENNIS RUDENKO is a young man with an ambitious project that he believes could change the coin industry forever. In 2020-21 he plans to begin construction of “Coin Garden,” an innovative, seven-story building in the San Francisco Bay area that is all about coins, inside and out.

and selling.”

Earlier this year, Rudenko attended the World Money Fair in Berlin and three major coin shows in the United States (Denver, Las Vegas and Long Beach). He was excited by the activity and the number of dealers but was concerned about the lack of young people

says. “Today’s world is full of temptations—online games, smart-phones, videos and the Internet. If I had to use one word to describe what these eras have in common, it would be ‘emotion.’ Look at destinations like New York City, Las Vegas or Disney World or products from Apple, BMW or Tesla. All incite and play on our emotions. Indeed, I believe emotions drive modern society.”

Rudenko hopes his Coin Garden will excite visitors with its multi-dimensional spaces and programs. “The front of the building will

fornia sun; at night, they could be closed completely to provide a giant screen for open-air video presentations and product promotions.

Surrounding the structure will be well-maintained grounds with 6-foot-high sculptures of collectable coins that Rudenko’s future company will produce. Says Rudenko, “It would be a destination for families and friends. Visitors could show their kids and mates the types of coins they have bought from our company and make some fun memories.”

Inside, the first floor will be dedicated to a reception area, with the company’s offices on the second floor. The third floor will provide space for conferences, the fourth will offer exhibitions and the fifth will serve as an interactive showroom. Space for lectures and master classes will occupy the sixth floor, and the seventh will feature a café and an upscale restaurant.

Rudenko believes non-numismatists will “feel the coin spirit here. Some visitors will certainly buy a few coins and perhaps choose to pursue the hobby in the future.”

Naturally, a start-up of this magnitude requires considerable working capital—about \$1 million. Rudenko will redirect 90 percent of company profits toward the project. “We have some great ideas and are confident we can make it a reality.” Learn more at www.coin-garden.com, or e-mail Rudenko at denys.topman@gmail.com.



ARTIST'S RENDERING: DENNIS RUDENKO

A self-described “freshman in the coin field,” he and his partner started a company a little over three years ago in Ukraine. Since that time, they have launched 20 different numismatic products. “We are a small company,” says Rudenko. “We develop an idea, create all the designs, and handle all the production, packaging, promotion

in attendance. “I was surprised, because 70 percent of our clients in Ukraine are 26 to 45 years old. So why are young Americans not interested in coin collecting?” Rudenko wonders.

“Older numismatists grew up in a time when trading or selling stamps, coins or sportscards was a great pleasure, especially for children,” he

resemble a U.S. quarter dollar. Not only does it depict America’s first president, but it also is the longest-serving, unchanged coin design that every American has in his or her pocket.”

The other side of the structure will be composed of walls of windows, with louvers designed to shield the occupants from the Cali-