



Департамент
культуры
города Москвы

**I Moscow International Forum
"Culture. Look into the Future"
15-18 October 2014
СЕН "Манеж"**

The motto of the Forum: LIVE, WORK, CREATE!

Press release

I Moscow International Forum "Culture. Look into the future", organized by the Moscow Department of Culture, will take place on October 15 - 18 in the Central Exhibition Hall "Manege".

Forum "Culture. Look into the Future" is an open public project, which is open to everybody willing to participate, also it is the amount of events that are important for the international community of experts in culture, science and art. At the same time it will be the point of intersection of relevant interests and opportunities, urban problems and prospects, social requests and interests.

The Forum will become the first experience of professional analysis and discussion of metropolitan cultural environment changes in recent years, and will form the agenda for further development. In three topical units of the Forum - "Culture and Citizens", "Culture and experts" and "Culture and the City" – there will be speeches of Russian and international experts in cultural and creative industries, development of territories, marketing, economics, and sociology of culture and others.

Representatives of various active urban institutions: libraries and theaters, museums and parks, cultural centers and music labels, film companies, festivals and art fairs, universities, and many others will meet here.

Not only current changes will be discussed at the Forum, but also availability of culture for everybody and especially for vulnerable groups. The decentralization of culture and work with local communities, work with heritage and urban development by means of culture also will be in focus. Other important topics of the Forum - questions of professional management: what, how and who manages in the field of culture; what is the effectiveness of the culture; forecasts in the sector of the Moscow creative economy.

Among the invited speakers of the Forum there will be the heads of departments of the Moscow Government and the Ministry of Culture, Russian business leaders, international experts.

The Forum will become the main event of the Year of Culture 2014 and will bring together more than 4000 attendees from 15 countries.

At the Forum we want to show the achievements of the city for the last 3 years and present an updated cultural map of Moscow, as well as to give citizens the opportunity to see all the changes that have occurred in the city and to discover its current potential, "- Minister of the Moscow Government, Head of the Moscow Culture Department, Sergei Kapkov says.

Different sections of the Forum will be arranged on two floors of "Manege". The closed professional program will take place on the ground floor. On the first floor of "Manege" during 4 days of the forum it will be the festival, which will present the best Moscow cultural initiatives of the last three years and

future projects. Festival is a kind of interface of modern Moscow culture with variety of formats of participation and suggestions. "Make culture with us!" - organizers say inviting all visitors to become true participants in the cultural process.

"I would like our forum to bring together different people - those who criticize us and those who support us. It is the interaction in which the truth is born and the paths of the further development of the metropolitan culture are outlined ", - Sergey Kapkov says.

Program of the conference hall "Oval" includes performance "Vremena" of the Theatre Culinaire Moscow, a new play by Dmitry Volkostrellov, three-dimensional dance of the modern St. Petersburg group "Cannon Dance". The presentation of large urban projects will take place at the open stage (Lavka-Lavka, Lambada Market, City Food Market and The Heart of Moscow), in the area of master classes visitors can learn the visual merchandising, music, storytelling, cooking, restoration at the master classes from the NCCA, "Strelka", MediaArtLab.

Children won't feel bored at the "Manege": for them there will be surprises from the Snark Theater, various games and quests, the journey through the world of professions from "Masterslav1", presentation of the Darwin Museum project " Know Yourself — Know the World!", master classes in DJing and graffiti from "Hip Hop Academy," an interactive exhibition "the discovery island" from the Timiryazev State Museum of Biology and even a meeting with animals from the Moscow Zoo.

Modern gastronomical formats from young popular urban teams and a gift shop representing goods from many Moscow museums and gift shops will be presented in the Market zone throughout the forum.

Website of the Forum "Culture. Look into the future ": www.moscowcultureforum.ru

Events of the professional program are available on registration; online registration is open on the website of the Forum. Festival program is open to the public.

Opening: 15 October, 11:00

Press-conference: 8 October, 12:00, the press center of the ITAR-TASS

Opening Hours: October 15 - 18, 11.00 - 22.00

Admission is free, professional program - upon registration.

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