

**GOOD DAY!**

# WHAT DO EUROPEANS KNOW ABOUT RUSSIAN CULTURE?



**AND WHAT DO EUROPEANS  
KNOW ABOUT RUSSIAN  
DESIGN?**



The name **Aleksander Rodchenko** is the name of best known Russian designer, the founder of Constructivism, the leading graphic, objective and theatrical designer in fine arts and avant-garde photography. Therefore, a Western wide-scale program of achievement of Russian design and art from historical as well as modern perspective, international exhibitions, creative and educational events featuring many Russian designers are named after him.

*“RodchenkoFest” Festival is named after Rodchenko with consent of the artist’s heirs.*



Graphic Design Academy (Moscow)  
Higher Academic School of Graphic Design (Moscow)  
Company DoubleV (Prague)  
Russian Design Centre (Prague)  
Development and Support Fund of Graphic Design Golden Bee (Moscow)

present new cultural project  
Týden ruského designu



24.01  
30.01  
2011



## FESTIVAL NETWORK:

### Plakát a kultura

- Poster exhibition of legendary Moscow design studio Ostengruppe – ZOLOTOfgroup.
- The exhibition of Petr Bankov's design works. Books, magazine design, illustrations, logos and brand identities from the iconic figure of Moscow graphic design – Editor in Chief of [kAk) magazine.
- The exhibition and presentation of the Moscow design magazine [kAk).
- Poster exhibition of Yury Gulitov.
- “Calligraphic Nu” art project by Yury Gulitov.
- Poster exhibition of Erken Kagarov.
- The presentation of the Moscow International Biennale of Graphic Design “Golden Bee”.

### Prague Design School:

- Unique educational city branding and identity project.
- Lectures and master classes from Russian designers:

Andrej Amlinsky  
Petr Bankov  
Evgeny Dobrovinsky  
Sergey Serov

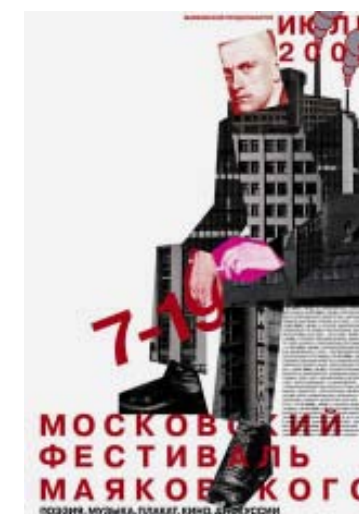
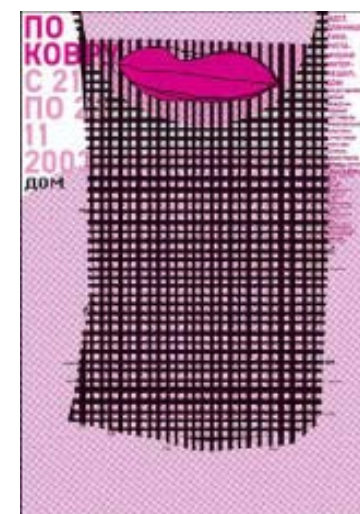
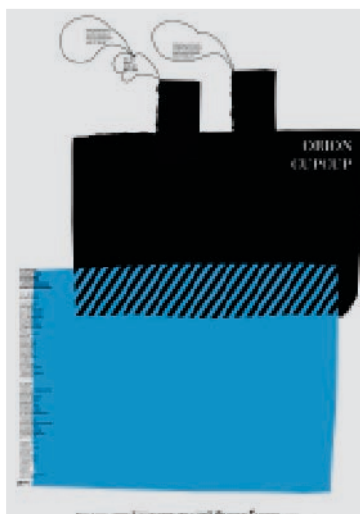
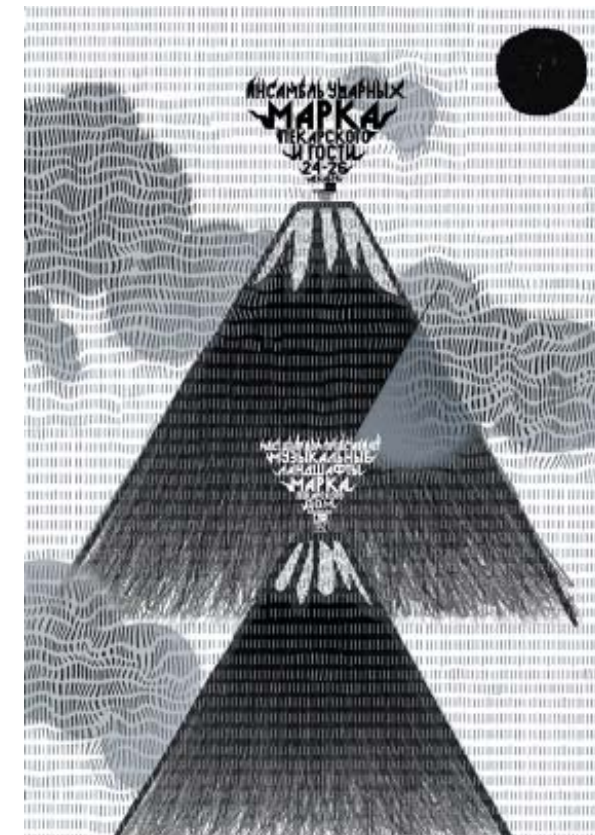
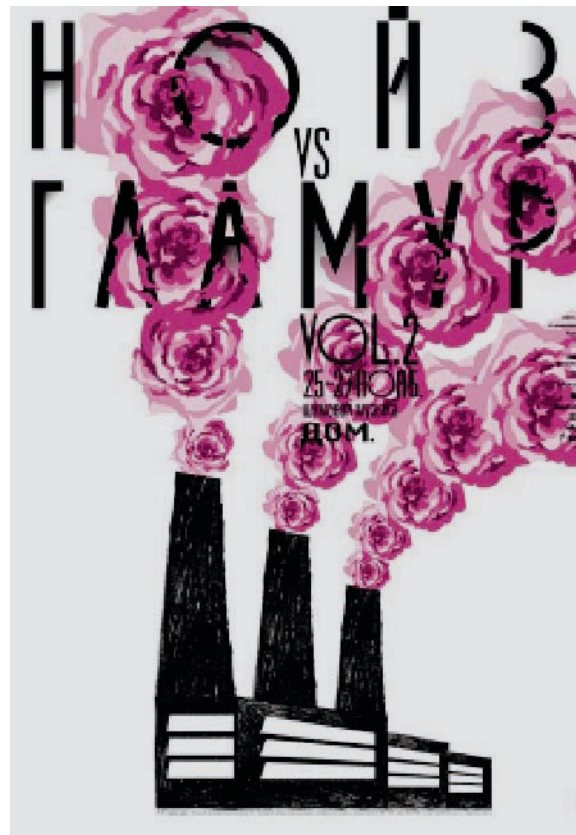
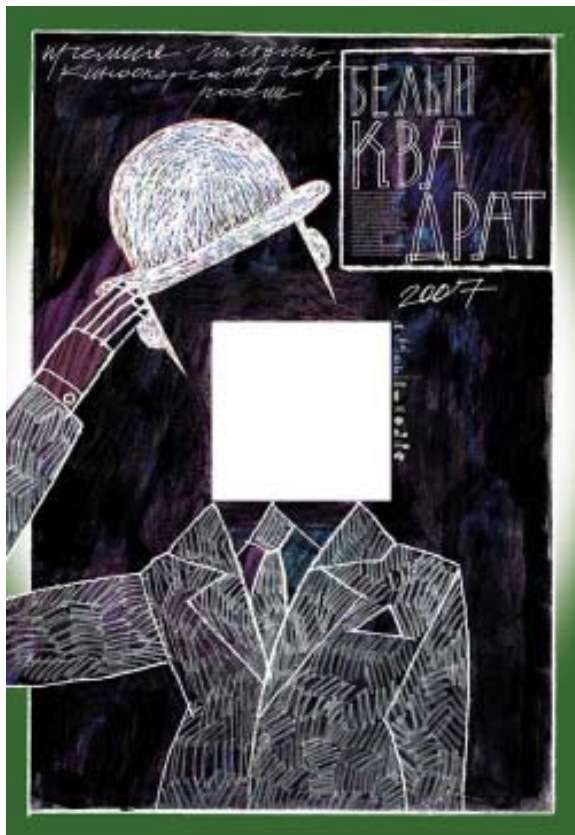


- poster exhibition of legendary Moscow design studio Ostengruppe – ZOLOTGrup



Design Studio Ostengruppe was organized in year 2002 by Erik Belousov, Igor Gurovich and Anna Naumova. Their area of interest is functional design (grafics, television, video, internet, fashion, interior, furniture).

They took a part in events and the got awards from Moscow International Festival of Adertisment, Design and Adertising exhibition, Moscow International Biennale of Grafic Design “Golden Bee” Participated in a poster events in Brno (Czech Republic), Taja (Japan), Somone (France), Lacht (Finland).





- the exhibition of Petr Bankov's design works



Bankov Petr born in Gomel Region on May 1, 1969. Graduated from the Moscow Polygraphic Institute in 1993. The founder and editor-in-chief of the graphic design magazine How. The founder and creative director of the studio DesignDepot. Professional Awards: a Diploma Zolotaya Pchela (Golden Bee) for Magazine Design and Business Cards at the International Biennale of Graphic Design Zolotaya Pchela 4 (1998); the First Prize (2001, 2003) and the Second Prize (2003, twice), the First Degree Diploma (1998) at the Festival of Graphic Design and Computer Painting Graphite; the Third Prize (2002, 2003, 2004) at the Moscow International Advertising Festival; the First Prize at the Annual Records Contest of the magazine Expert (2002, 2004); a Finalist's Diploma at the Innovational Design Awards DIA (2003); a Special Prize at the Exhibition Design and Advertising (1999), the National Award Victoria at the All-Russian Contest Exhibition Design (1997, 1998, 2001). An award panel man of numerous home contests and of the European EDAS.





- the exhibition and presentation of the Moscow design magazine [kAk)



KAK Project is world-known magazine and popular web site.

[kAk) magazine is the only Russian illustrated periodical, devoted to professional world design. We are not trying to teach anyone how to live their lives; our goal is to simply pick themes, which seem interesting for us. Recently we cover the issues of national design in different countries all over the world, publication design, art-object design, two colours design, corporate identity, newspaper design, etc.

The magazine was founded by DesignDepot studio in 1996.

It is published 4 times a year, 128 pages. 5000 copies.

Starting from 2011 the magazine expands its boundaries. It will come out in English in Europe specifically for our European readers.

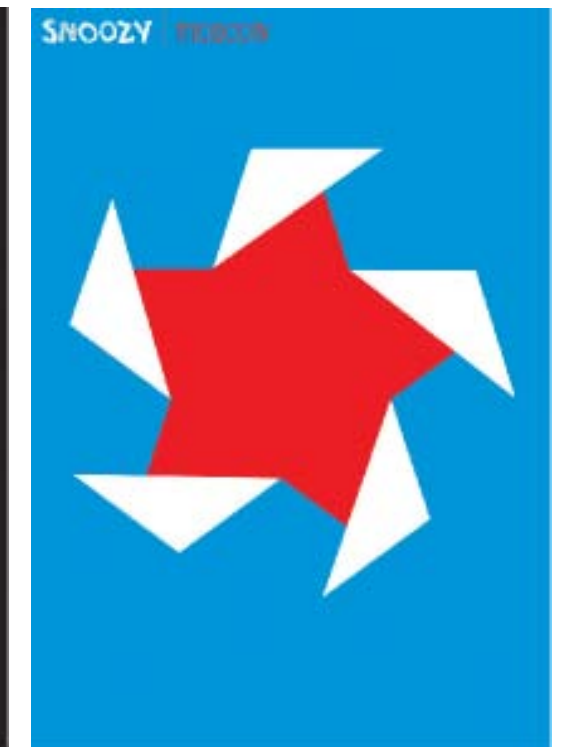
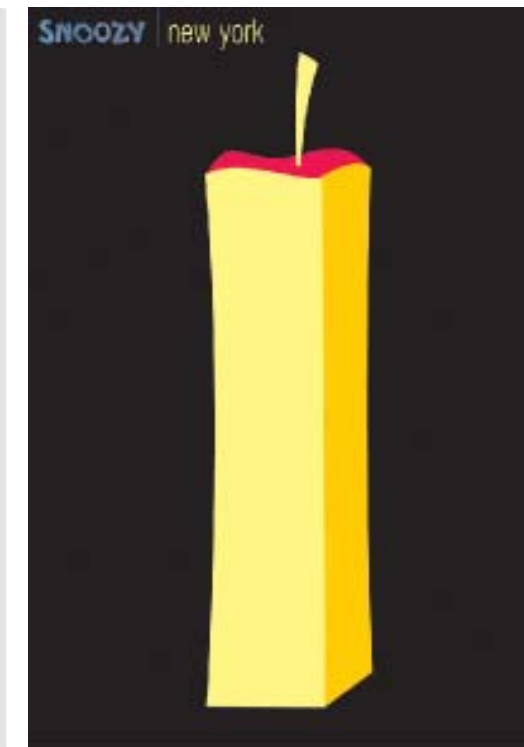
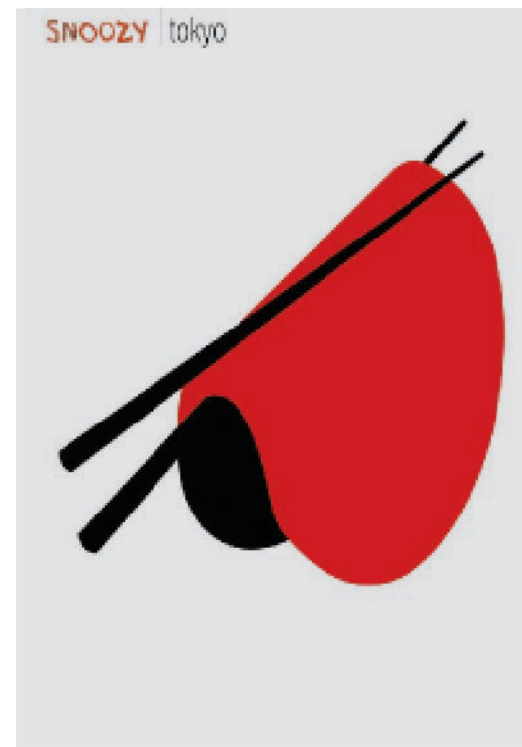




- master class Andrej Amlinsky



Andrej Amlinsky born in Moscow on March 31, 1962. Graduated from the All-Union State Institute of Cinematography in 1984. Worked in the newspaper Komsomolskaya Pravda, in magazine Yunost, in the advertising agency Behemoth; as copywriter and creative director of the advertising agency BBDO. At present works as the director of the advertising agency Amlinsky (<http://www.amlinsky.ru/>). His numerous professional awards include The Golden Drum Stick at the International Advertising Contest Golden Drum in Portorož (Slovenia), a Laureate (more than once) at the Moscow International Advertising Festival, a finalist of the Cannes Lions International Advertising Festival, the winner and a four-time finalist of the European Advertising Contest Epica (Paris), the holder of the title The Advertising Persona of the Year of the Moscow Academy of Advertising. A member of the Journalists' union of Russia.

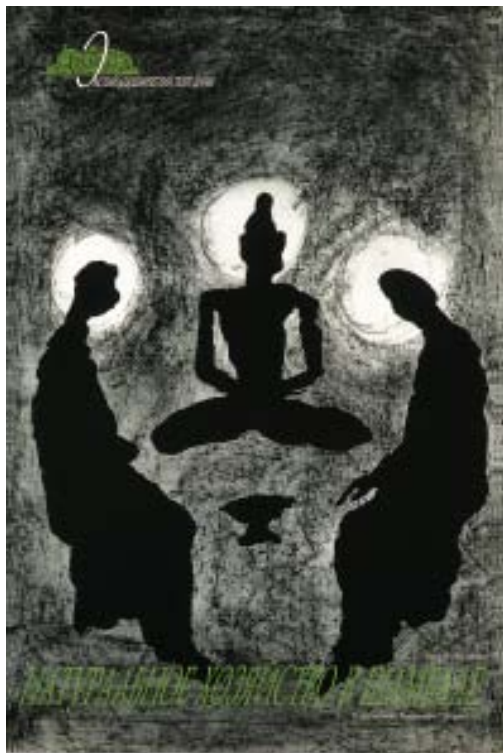




- master class Evgeny Dobrovinsky

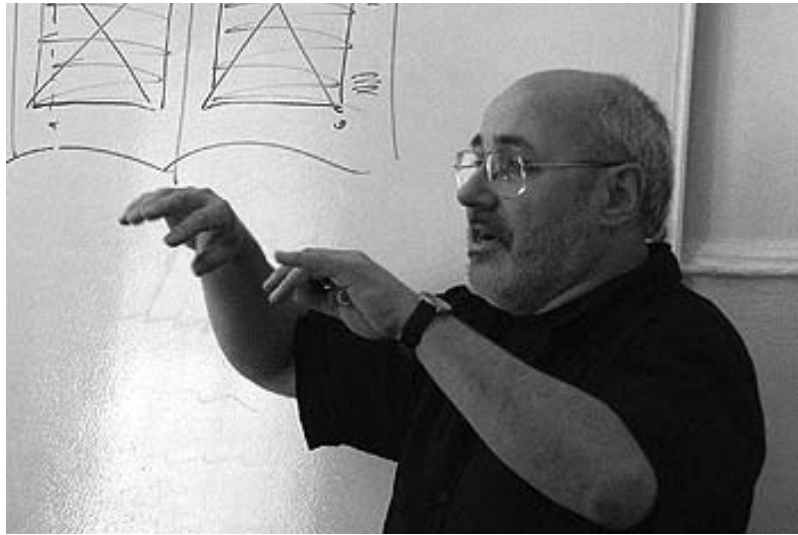


Evgeny Dobrovinsky born in Sverdlovsk on July 30, 1944. Graduated from the Moscow Polygraphic Institute in 1974. An easel graphic artist; specializes in the design of fonts, posters, books and magazines. Professional Awards: the Grand Prix at the International Graphic Design Biennale in Brno (1974); the Silver Medal at the International Book Art Contest Exhibition (IBA) in Leipzig (1976); the Silver Medal at the International Poster Biennale in Warsaw (1978); the Golden Medal at the International Theatre Poster Biennale (Dimitrovgrad, 1985); the Grand Prix at the International Museum Biennale (Krasnoyarsk, 2001); a Nominee of the State Prize of Russia in Literature and Art (2001, as a team member); a Finalist (twice) of the Innovational Design Awards DIA (Moscow, 2003, as a team member); an Honorary Diploma of the UN Social Awards Council in recognition of contribution into the development of graphic design (2004). Academic School of Graphic Design. An Academician of the Graphic Design Academy since 1993.





- master class Sergey Serov



Sergey Serov kandidat of critical art studies (PhD of Art) since 1990. Deals with academic, expert, organizational, curatorial, project, publishing and educational work in the sphere of graphic design. The author of 12 monographs and 500 articles. A research associate of the All-Russian Research Institute of Technical Aesthetics. The editor consultant of the magazines. The organizer of more than a hundred of exhibitions in his country and abroad. The President of the Moscow International Poster Biennale Zolotaya Pchela (Golden Bee). A representative of Russia at the International Council of Graphic Design Associations (ICOGRADA) and the International Biennale Consulting Committee (IBCC). The head of the Higher Academic School of Graphic Design. The chair of the Graphic Design Department in the Moscow School of Arts and Crafts. A teacher at the National Institute of Modern Design. A member of the Art Critics' Association, the Designers' Union of Russia, the Designers' Union of Ukraine (an honorary member), the international associations ITC, the Friends of ICOGRADA, Alfabugs, the Brno Biennale (an honorary member). An Academician of the Graphic Design Academy (the academic secretary from 1992 to 2007 and the president since 2007).

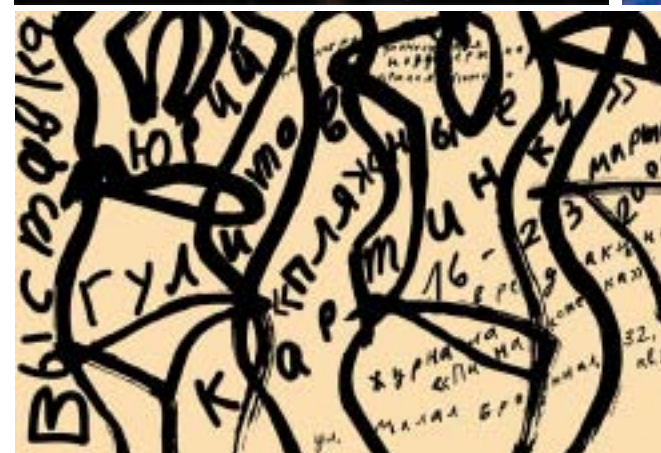




- “calligraphic Nu” art project by Yury Gulitov.



Gulitov Yury born in Sevastopol on June 9, 1964. Graduated from the Simferopol Art School named after Samokish in 1984 and the Kharkov Art and Industry Institute in 1991. Worked in Sevastopol's advertising agencies, and, on moving to Moscow, as the art director of the newspaper Kommersant (from 1996 to 1999) and of several magazines. Now the creative director of the advertising agency MS Advertising (since 2003). Personal exhibitions: Kharkov (2000), Moscow (2000, 2001, 2003, 2004, and 2007), Teheran (2003), Sevastopol (2008), Norilsk (2009), Asherol (2010). A member of the Designers' Union of Russia, a member of the Artists' Union of Ukraine.

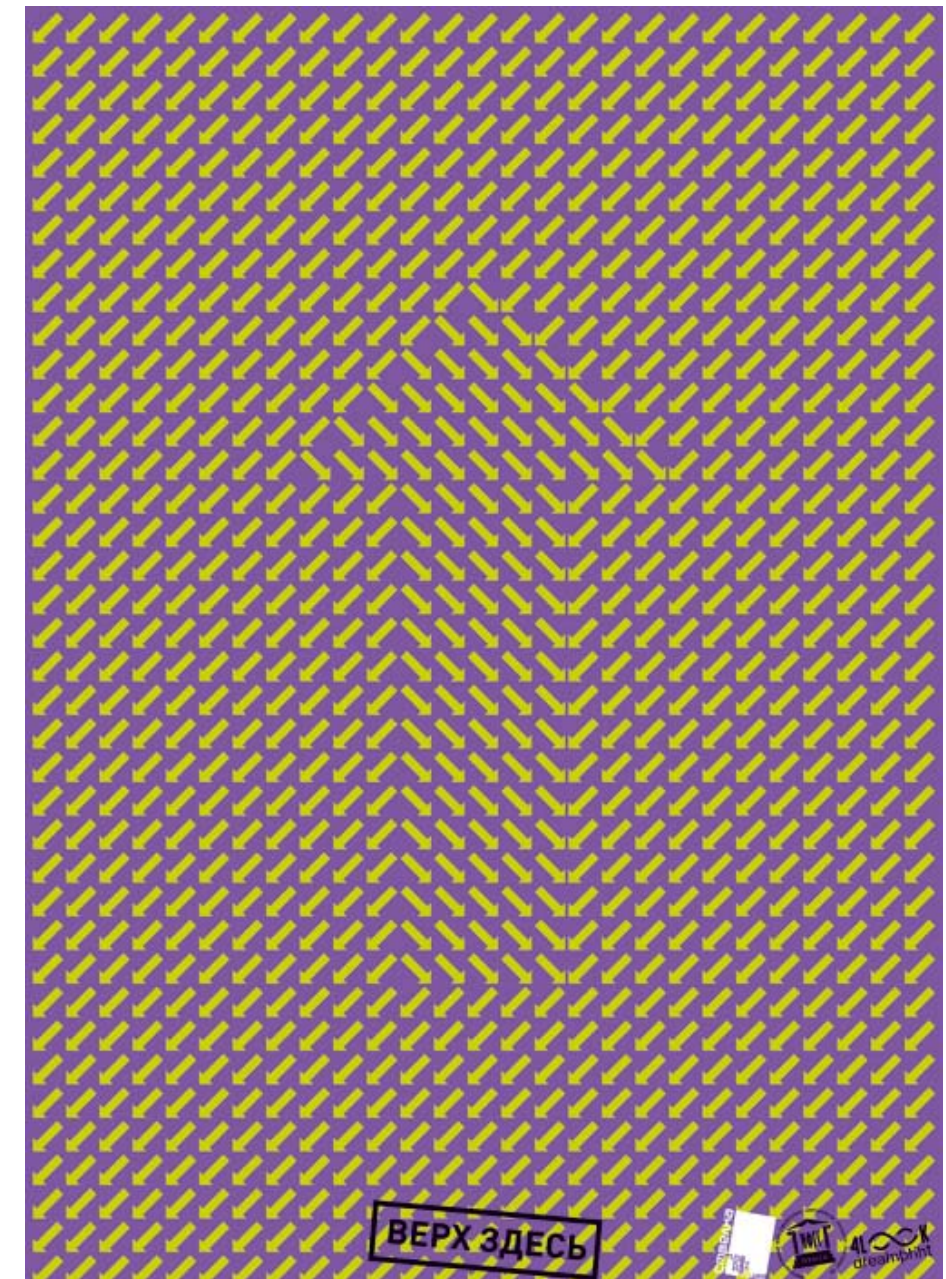




- poster exhibition of Erken Kagarov.



Kagarov Erken born in Tashkent on April 4, 1966. Graduated from the Tashkent Republican Art School named after Benkov in 1985, the Tashkent State Institute of Art named after Uygur in 1992. Worked in the advertising agency Gratis (Moscow, from 1992 to 1994). Founding the studio Imadesign in Moscow in 1994, Erken Kagarov was first its art director and then creative director. Personal exhibitions: Moscow (1999, 2002), Norilsk (2009), Kazan (2009). Published a number of articles on graphic design. The head of a designer creative workshop at the Higher Academic School of Graphic Design. A member of the Designers' Union of Russia, the Artists' Union of Moscow and the Art Directors' Club of Russia (1999, as Vice-President from 2001 to 2007).



**WE PLAN PERIODICAL EVENTS  
OF RUSSIAN DESIGN WEEK.  
ADDITIONALLY WE PLAN EXHIBITIONS  
AND MASTER CLASSES NOT ONLY  
OF RUSSIAN, BUT ALSO WORLD FAMOUS  
DESIGNERS**

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**THANK YOU**