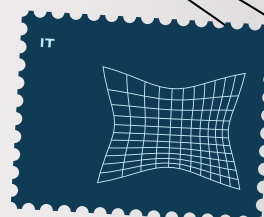
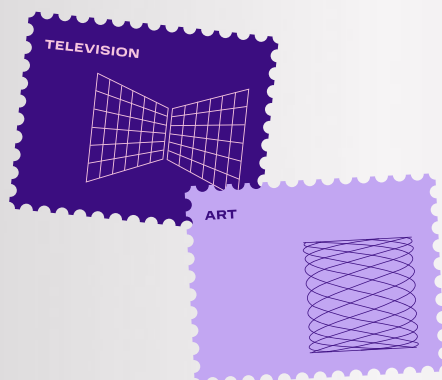


RUSSIAN CREATIVE WEEK





CREATIVE INDUSTRIES IN THE NEW ECONOMIC REALITY ARE THE MOST IMPORTANT RESOURCES FOR ECONOMIC RECOVERY AND CREATION OF FLAGSHIP NATIONAL PRODUCTS OF A NEW TYPE

Russian Creative Week 2022 is a platform for finding solutions, growth points, cross-industry partnerships and an open dialogue with the authorities to design ways in terms of sanctions and economic crises.

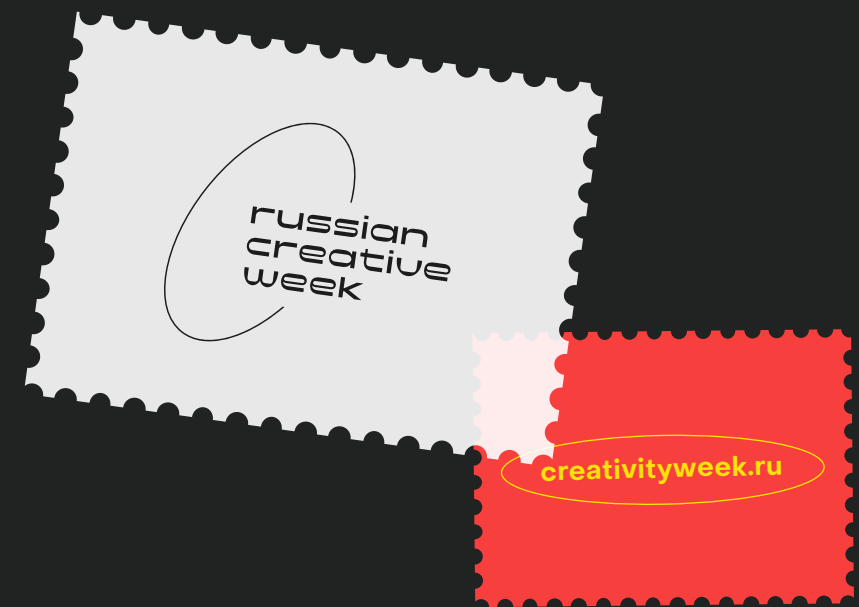
Two pandemic years have become turbulent for the Russian creative market, however whether it will be able to undergo an effective transformation in 2022 depends on the position of the participants.

We stepped into a new reality: supply chains and business processes, previously familiar scenarios, partners, practically everything have changed. New challenges have arisen, and in order to find solutions, it is necessary to consolidate all market players. It depends on each participant whether we will pass the crisis period with minimal losses and whether we will manage to save businesses and to create new projects.

RUSSIAN CREATIVE WEEK IS THE MAIN FEDERAL EVENT IN THE SPHERE OF THE CREATIVE INDUSTRIES, A SPACE FOR AN OPEN DIALOGUE OF ALL PARTICIPANTS.

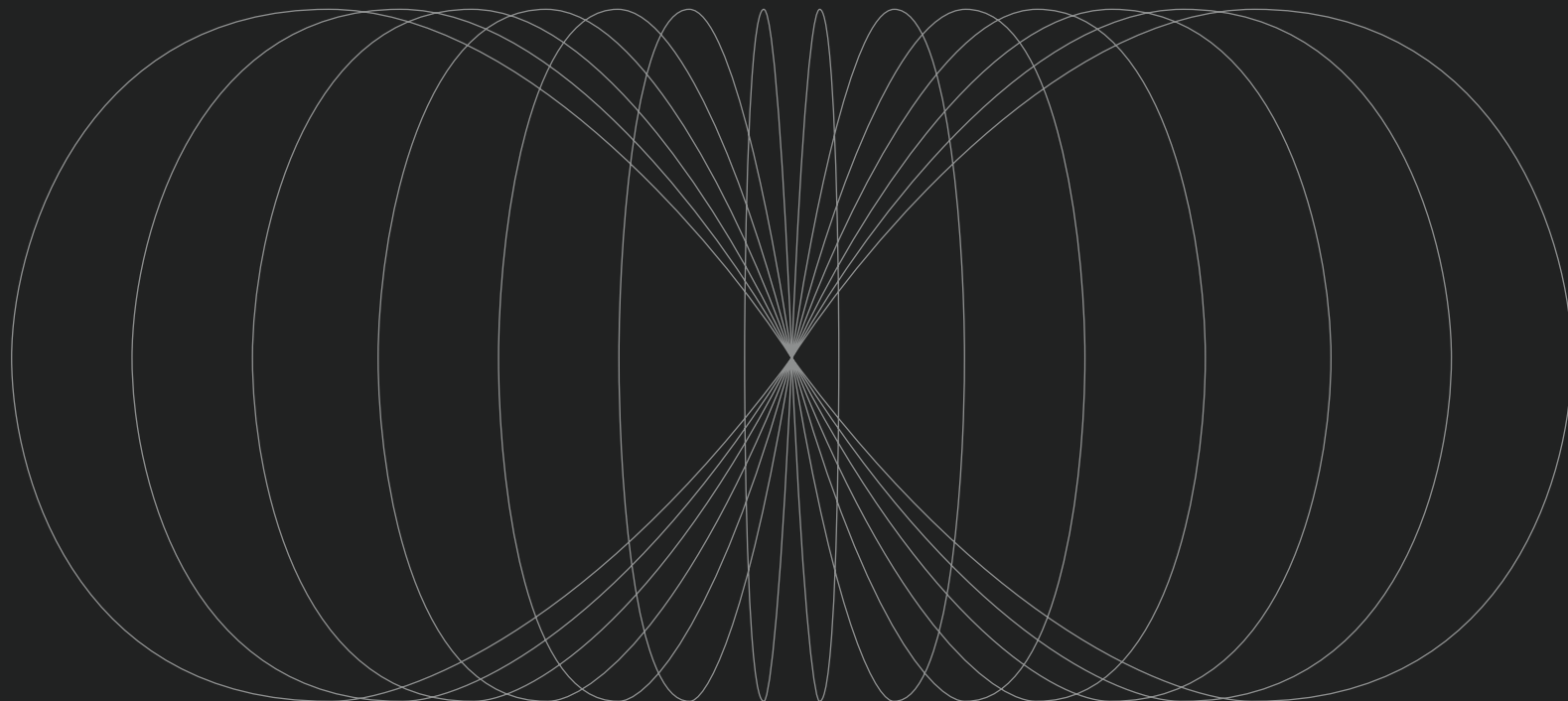
WE DESIGN CREATIVE INDUSTRIES, FORM STRATEGIES FOR A NATIONAL CREATIVE PRODUCT, WE FIND EFFICIENT MODELS OF WORK AND LIFE IN A NEW ECONOMIC REALITY.

THE THIRD RUSSIAN CREATIVE WEEK WILL TAKE PLACE ON JULY 7-10, 2022 AT GORKY PARK



KEY TOPICS:

- Growth points for creative industries under sanctions
- Self-identity of the national creative economy
- A new vector of international cooperation
- Personnel policy in the new reality
- Urban development: creative cities and clusters
- Regulation of activities in the field of creative industries in the new reality
- Creative product Impact Index: responsibility for social results



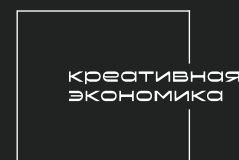
RUSSIAN creative week 2022

14
creative
industries

12
venues



Organizers of Russian creative week:



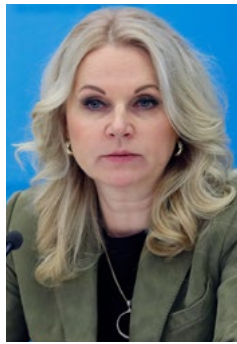
- | | |
|----------------------|-------------------------------|
| Design | Marketing |
| Art | Gaming |
| IT | Writing & publishing |
| Music & sound design | New media |
| Television | Film |
| Fashion | Computer graphics |
| Education | Architecture & urban planning |
| Science & tech | |



Sergey Kiriyenko

First Deputy Chief
of Staff of the Presidential
Administration of Russia

—
Chairman
of Supervisory Board



Tatiana Golikova

Deputy Prime
Minister of Russia

—
Co-chair
of Supervisory Board



Dmitry Chernyshenko

Deputy Prime Minister
of Russia



Sergey Novikov

Head of Presidential
Administration Department
of Public Projects



Alexander Zhuravsky

Deputy Head of Presidential
Administration Department
of Public Projects

—
Executive Secretary
of the Supervisory Board



Anton Kobayakov

Advisor to the President
of the Russian Federation



Olga Lyubimova

Minister of Culture
of the Russian Federation



Denis Manturov

Minister of Trade and Industry
of the Russian Federation



Marina Abramova

Director of FSBI
Roscultcenter

—
Head of Russian creative
week



Svetlana Balanova

Director of CJSC National
Media Group



Herman Gref

CEO and chairman
of the executive board
of PJSC Sberbank



Alexander Zharov

Director of CJSC
Gazprom-Media Holding



Leonid Michelson

Chairman of the management
board of PJSC Novatek



Alexey Repik

Chairman of the public
organization Delovaya Rossiya



Natalia Sergunina

Deputy Mayor of Moscow,
Head of the Mayor
Administration Office and the
Moscow Government



Sergei Stepashin

President of the Russian Book
Union

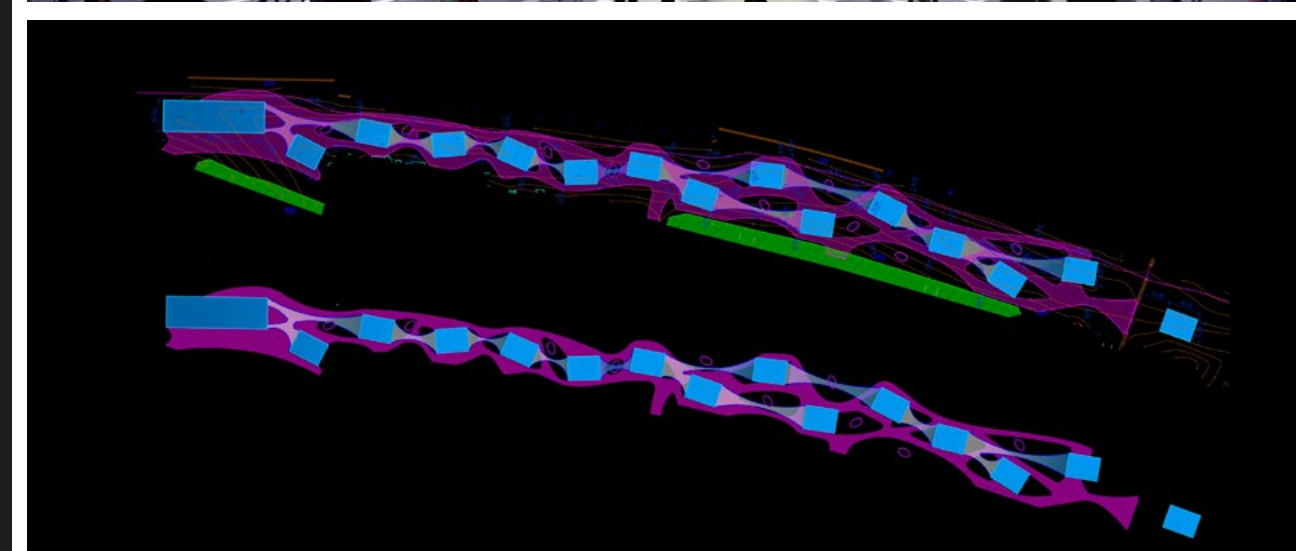
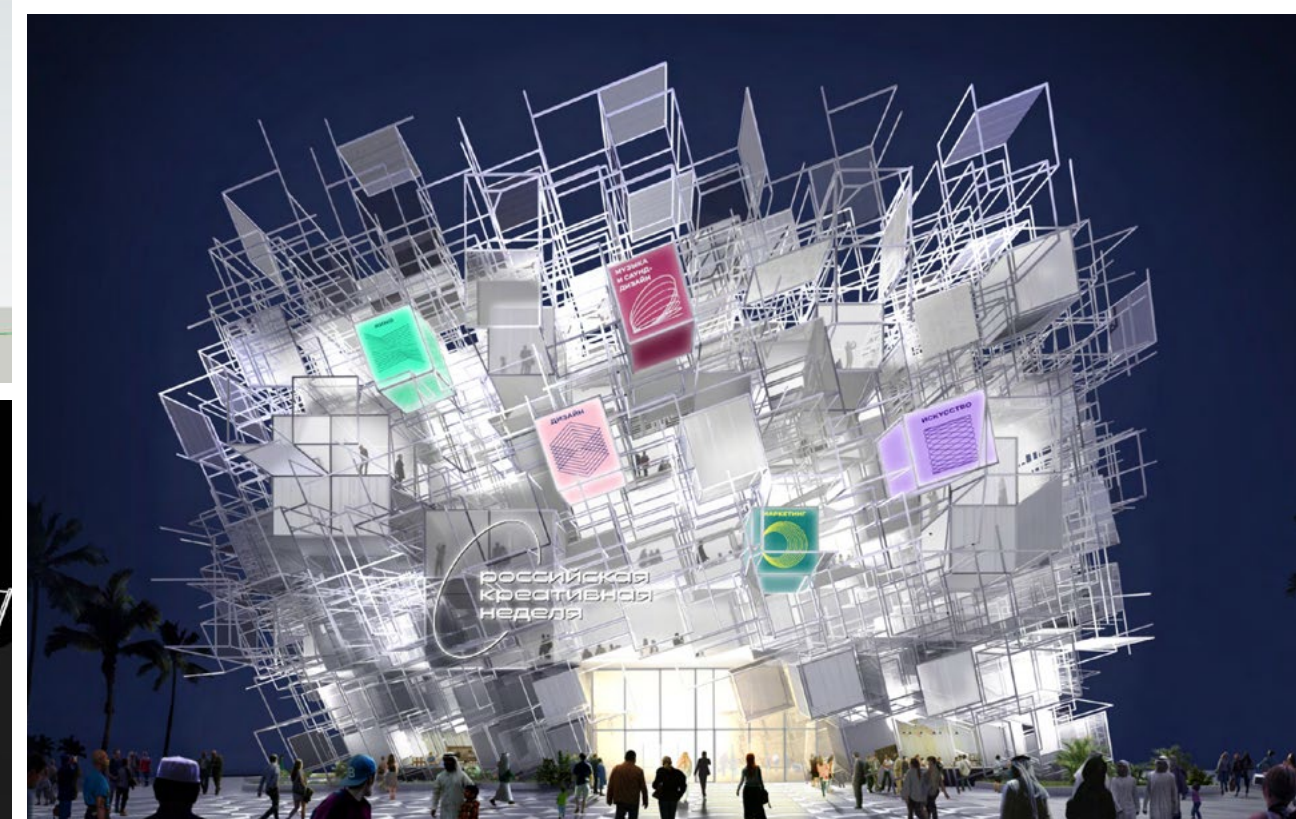
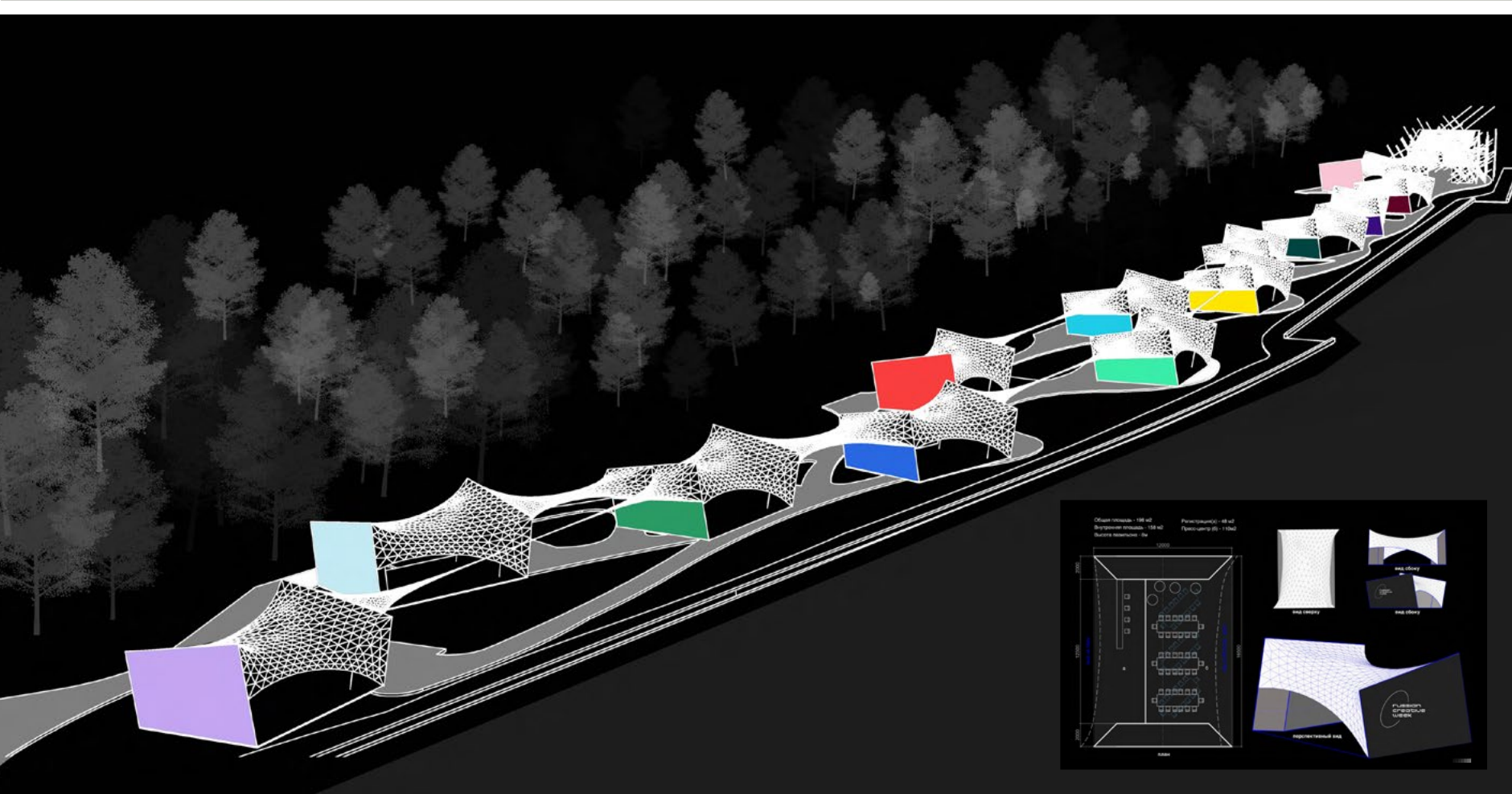
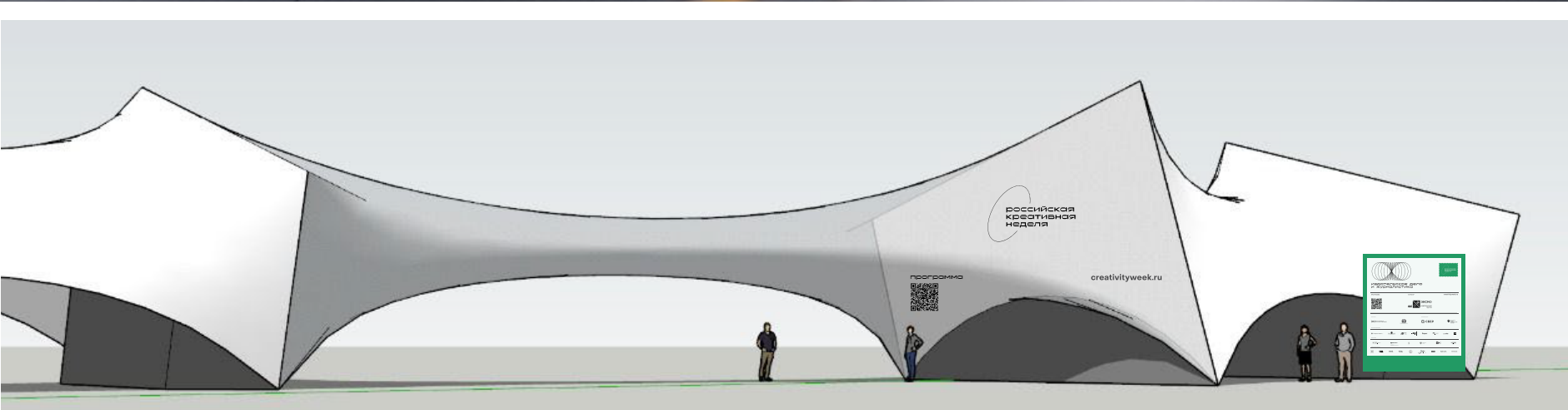


Svetlana Chupsheva

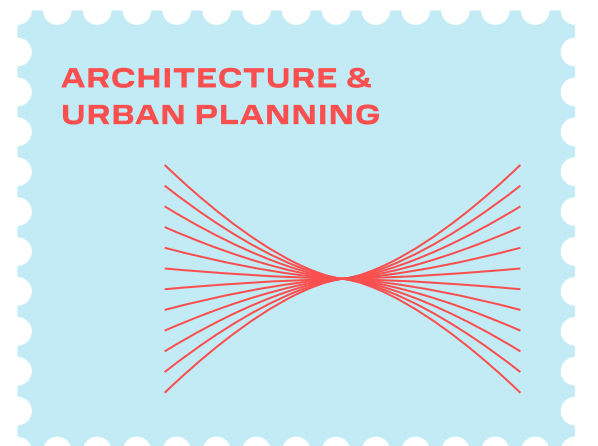
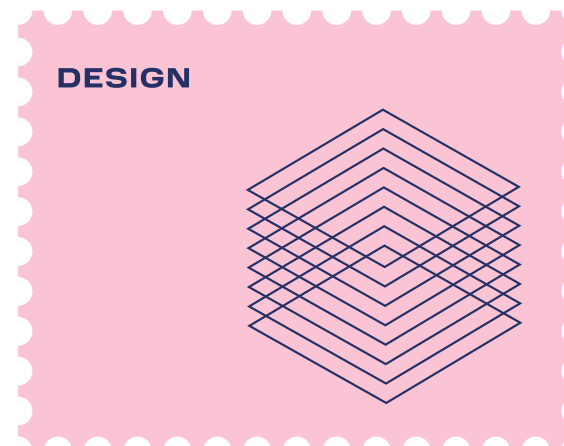
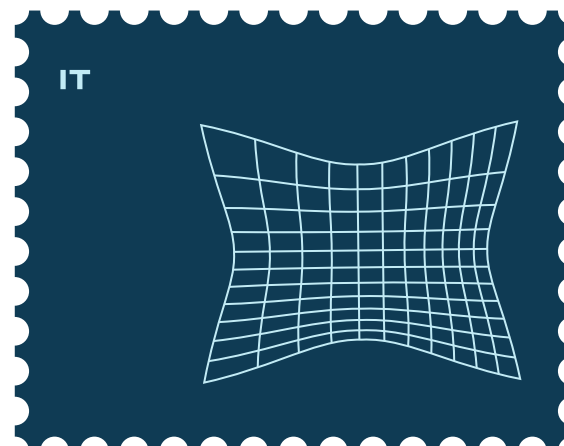
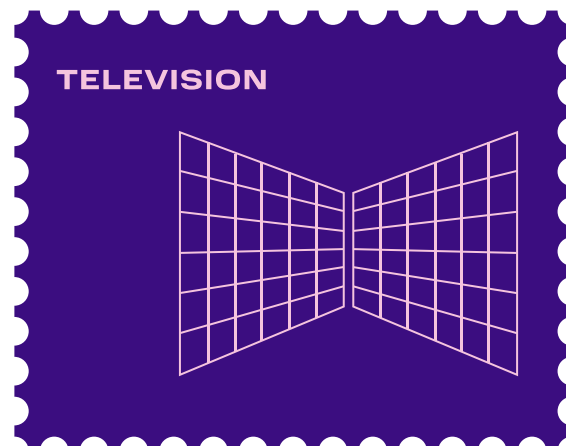
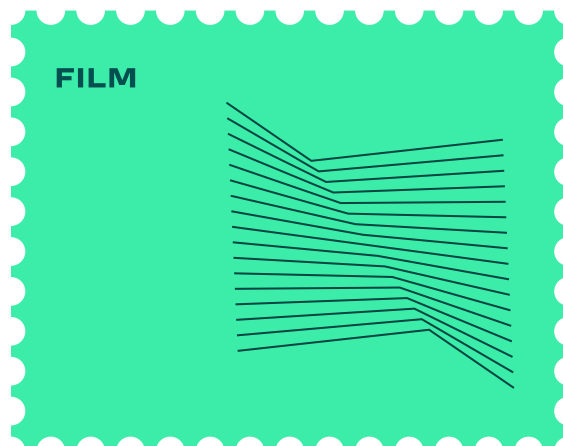
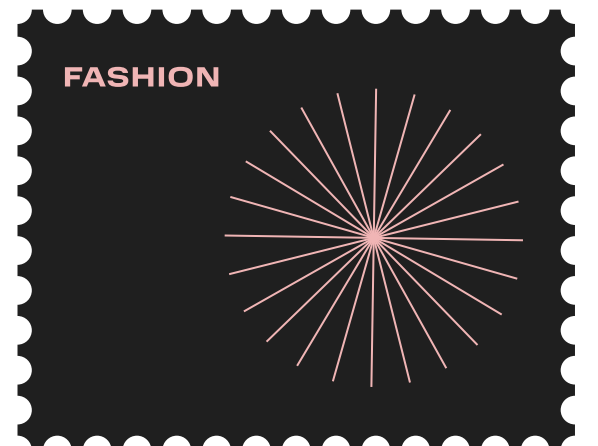
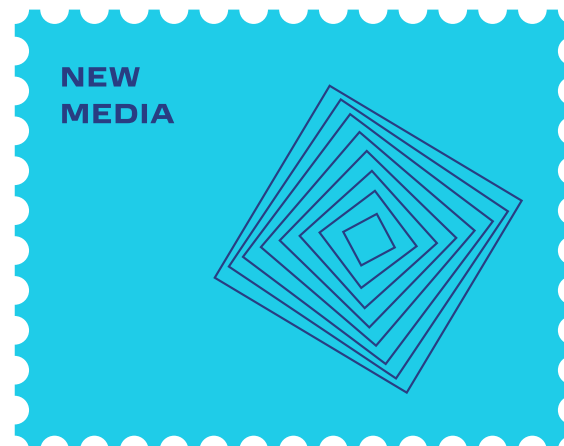
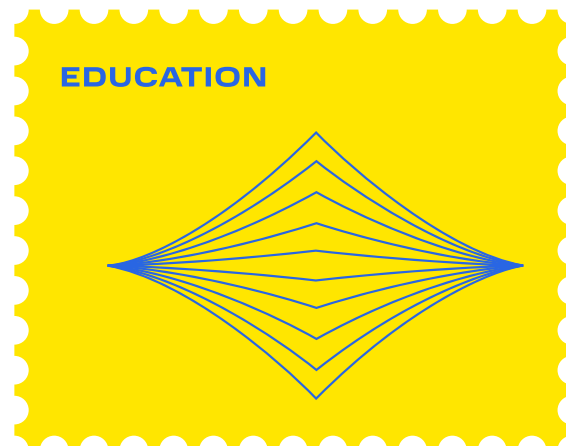
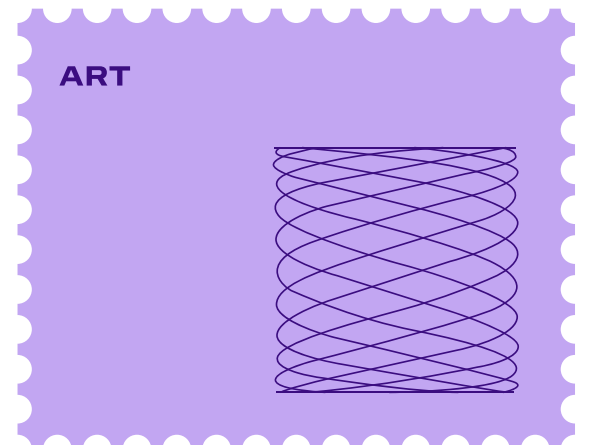
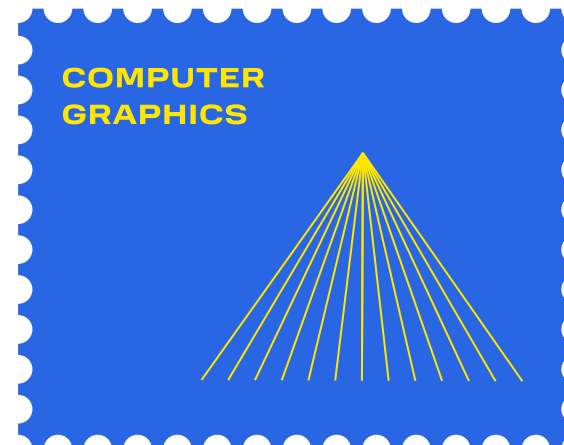
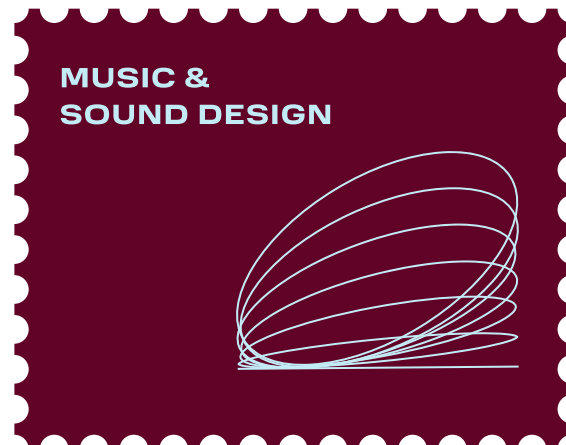
Director of the Agency
for Strategic Initiatives

SUPERVISORY BOARD

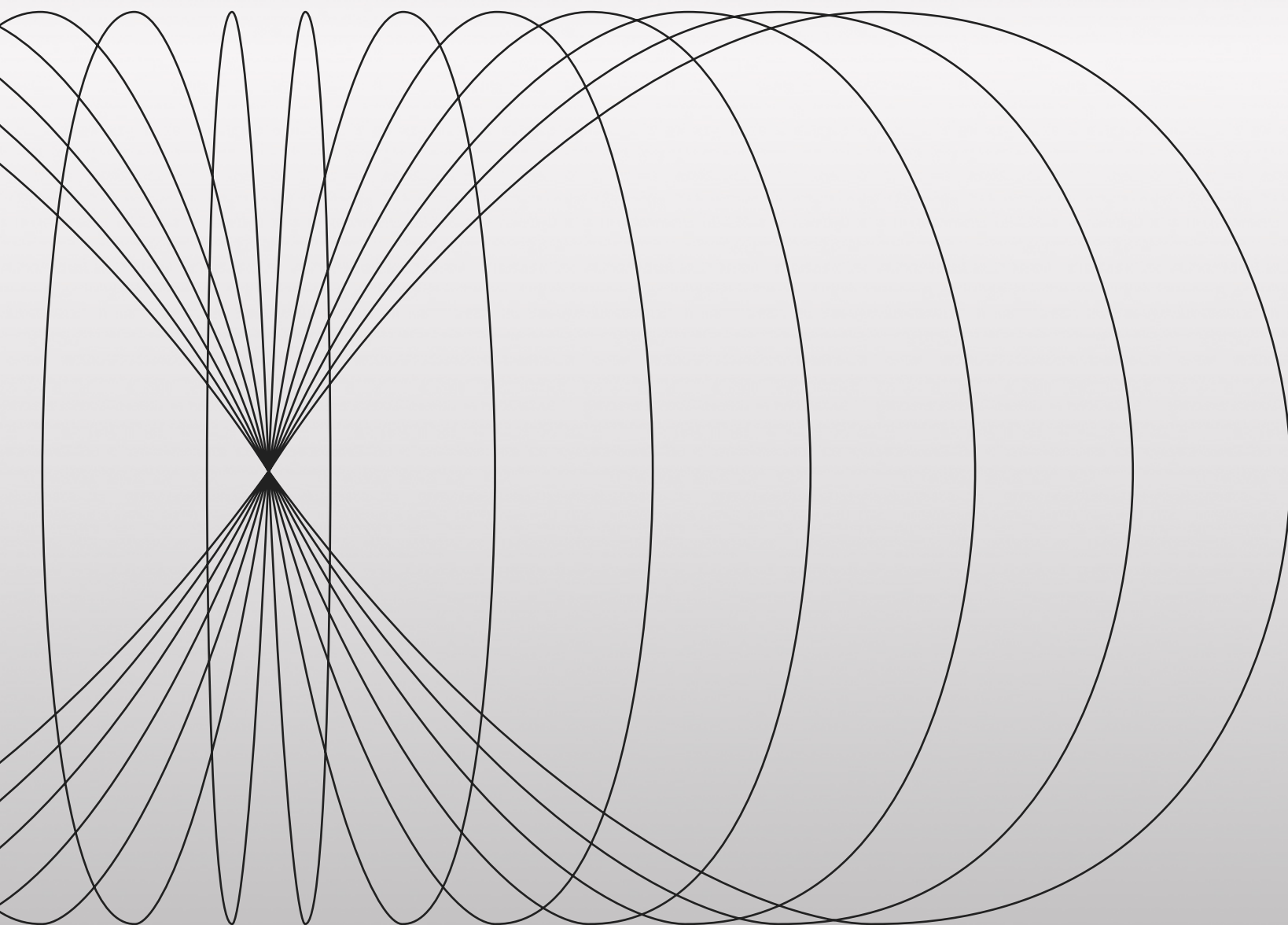
ARCHITECTURAL CONCEPT 2022

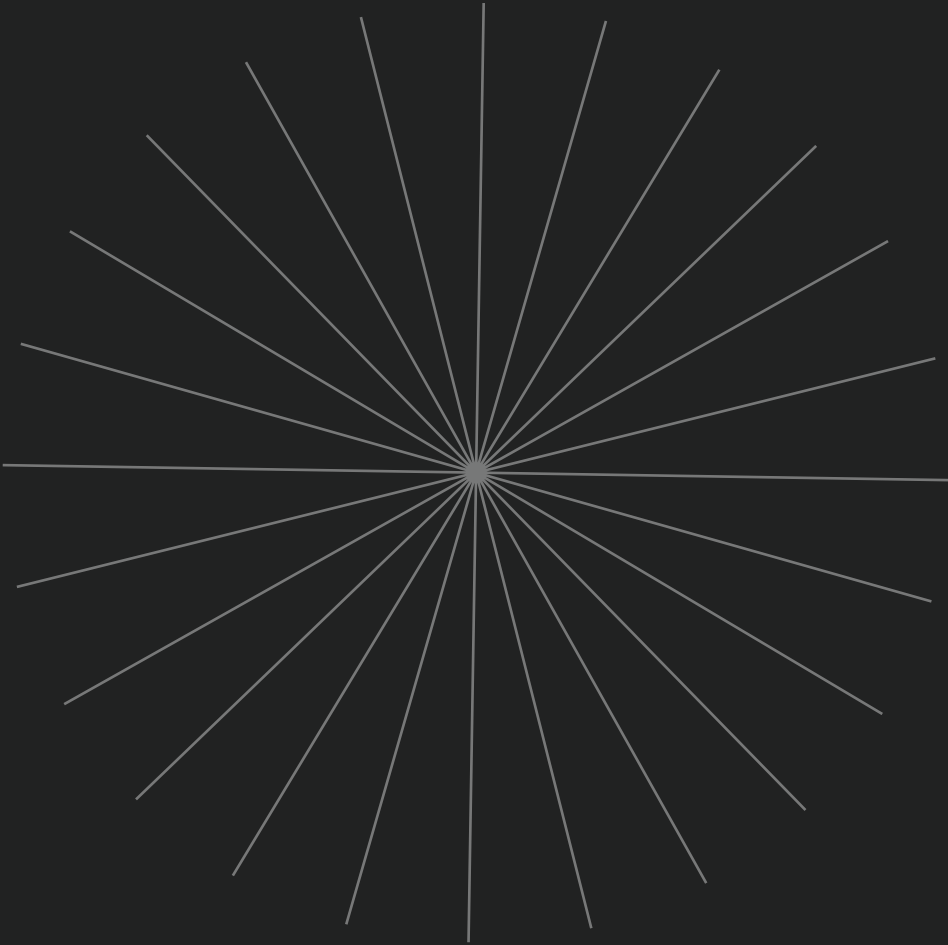


CREATIVE INDUSTRIES



RUSSIAN CREATIVE WEEK 2021

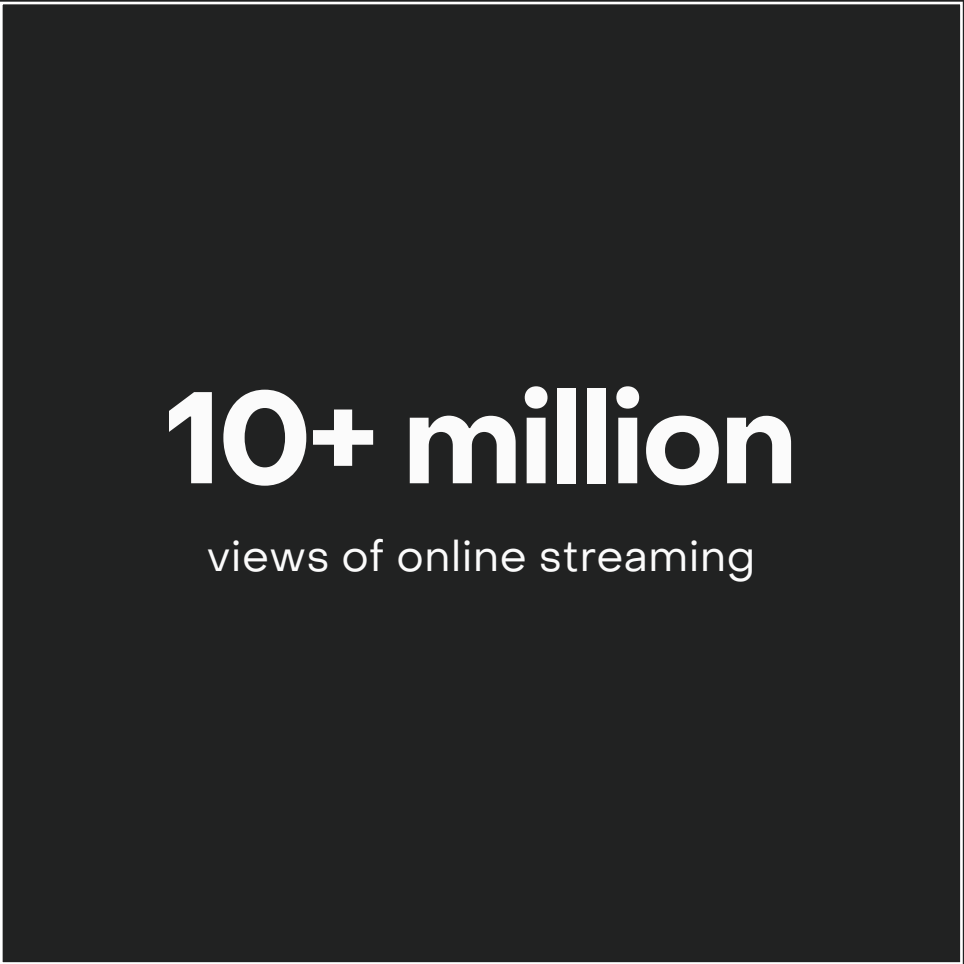




250 000+
visitors



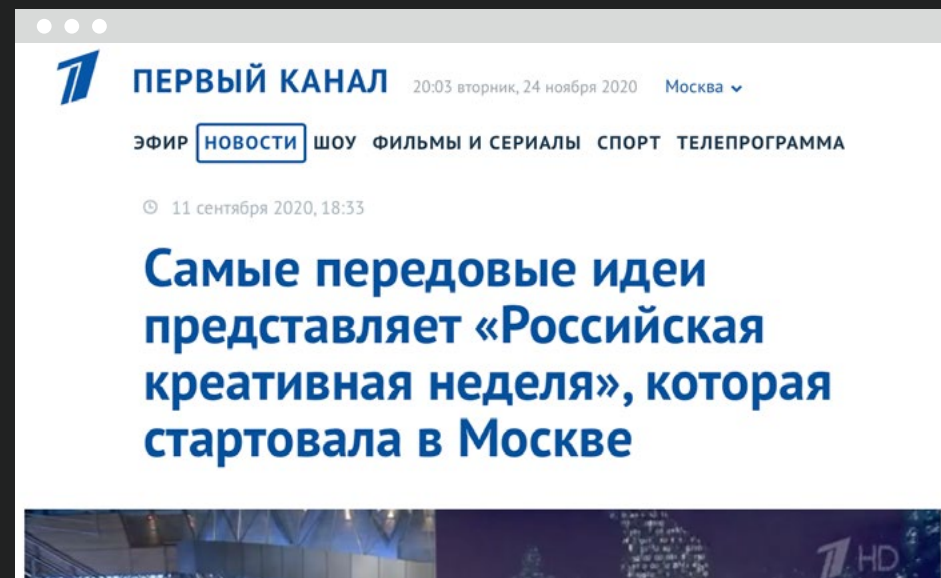
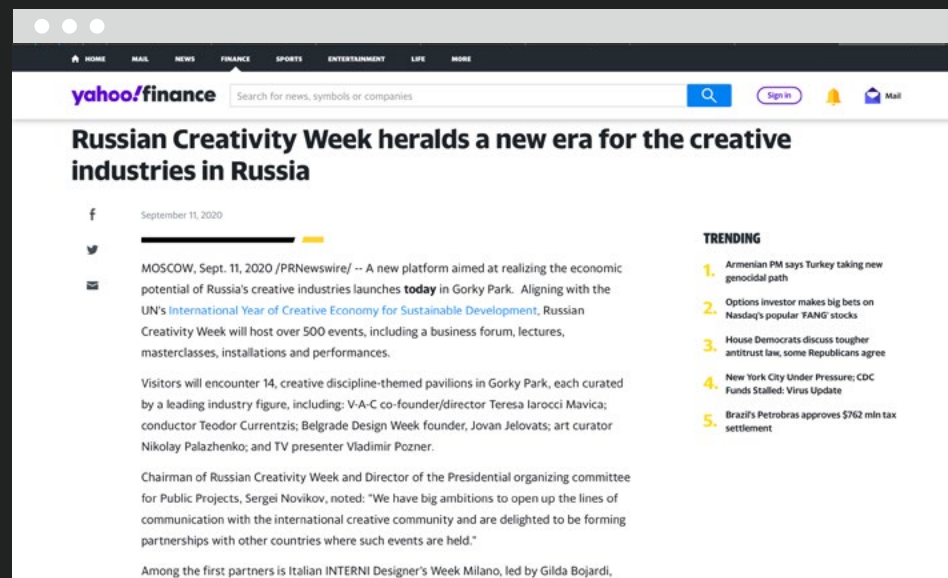
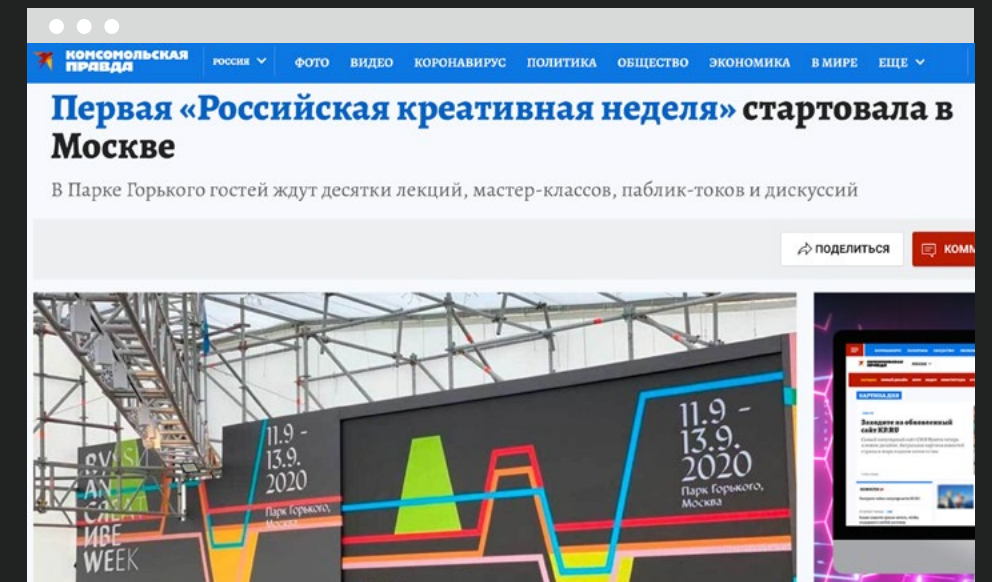
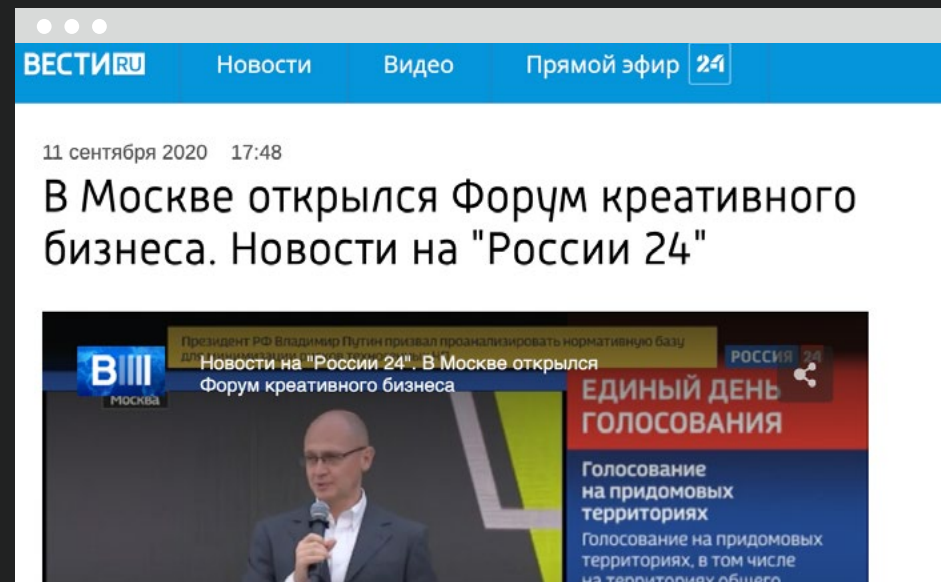
700+
speakers



RCW 2021 IN MEDIA

200+ million

total reach
in Russia

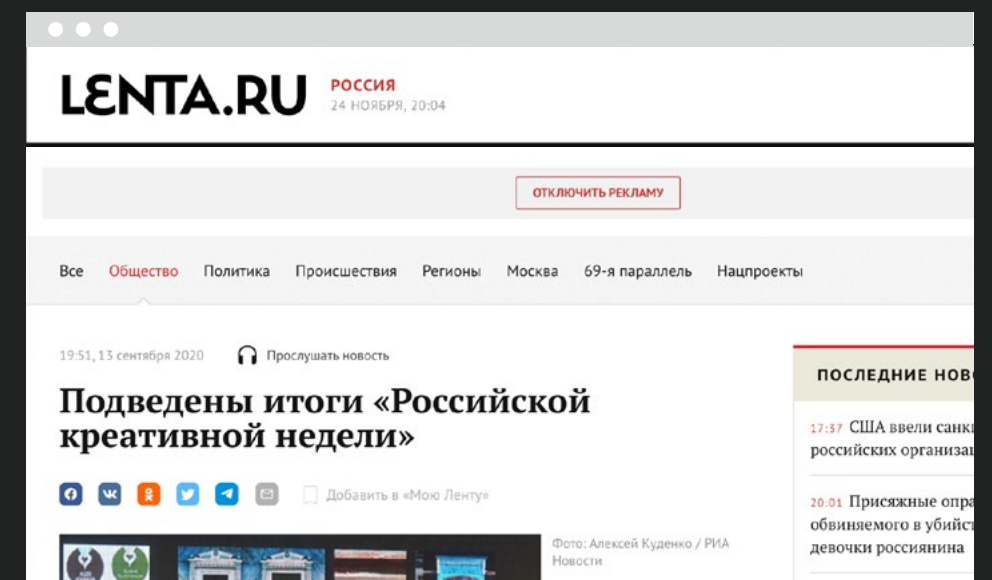
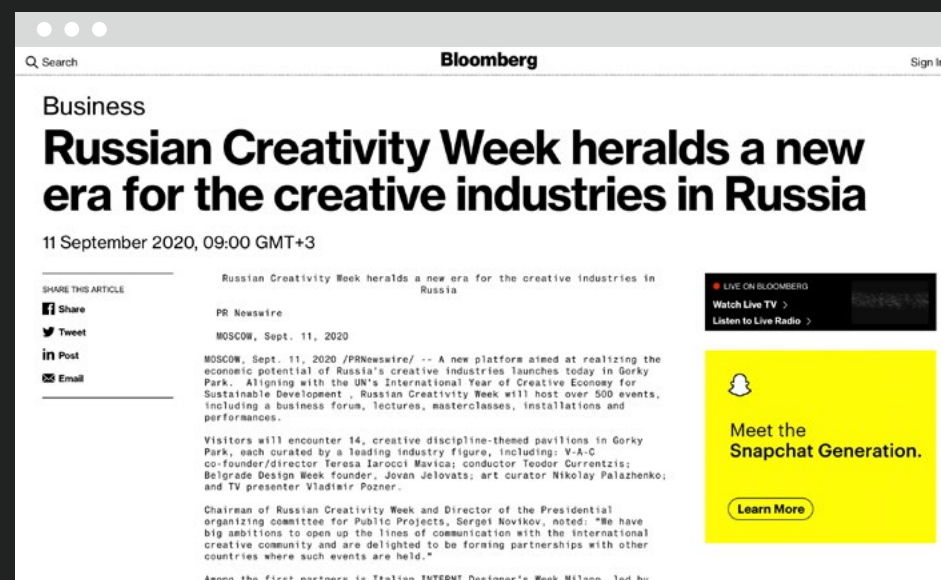


500+ million

total reach
in foreign sources

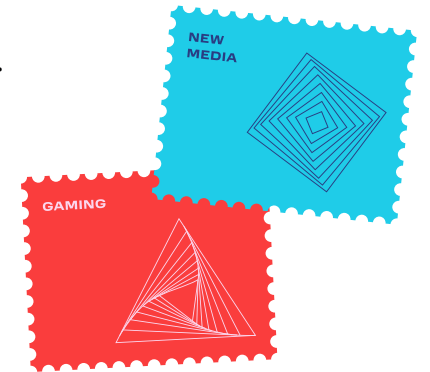
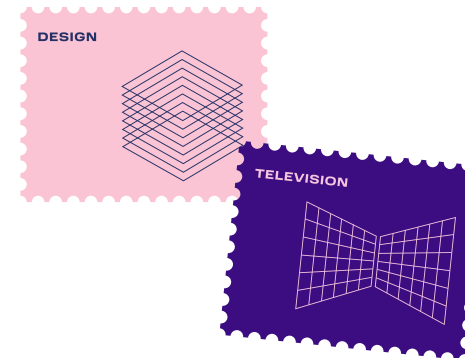
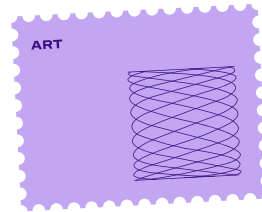
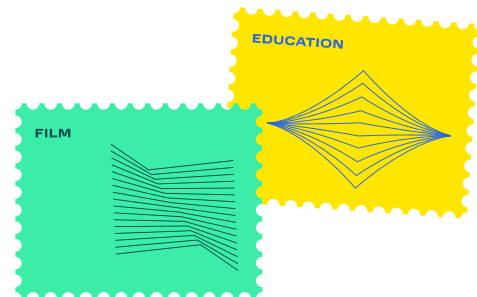
3 000+

articles in media outlets
in 4 days

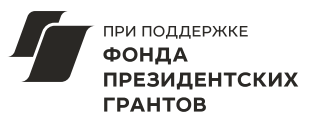


PARTNERS OF RUSSIAN CREATIVE WEEK 2021

Russian creative week demonstrates the power of creativity to tackle the most complex issues of our time and achieve positive changes in people's lives.



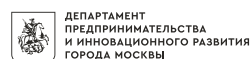
Organizer



Thematic partners RCW



Partners RCW



general television partner



general television partner



general information agency



general international information partner



multimedia information partner



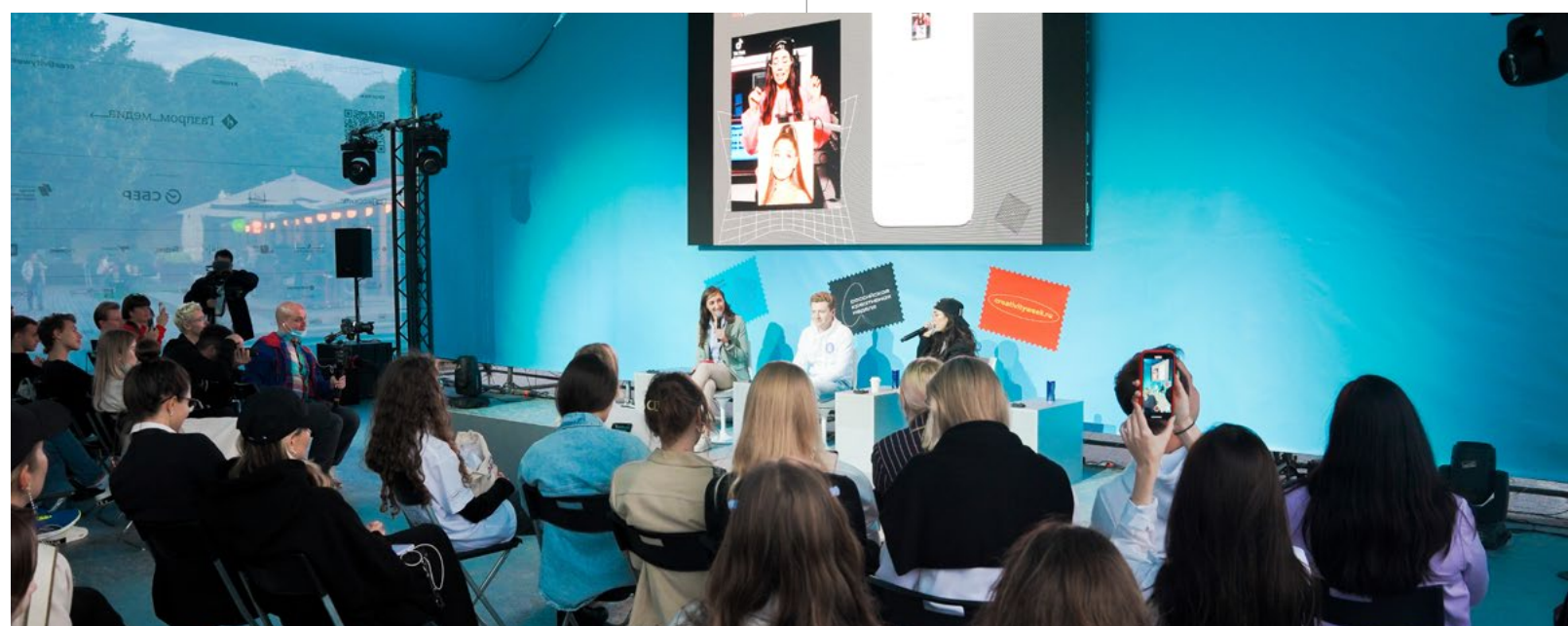
general information partner

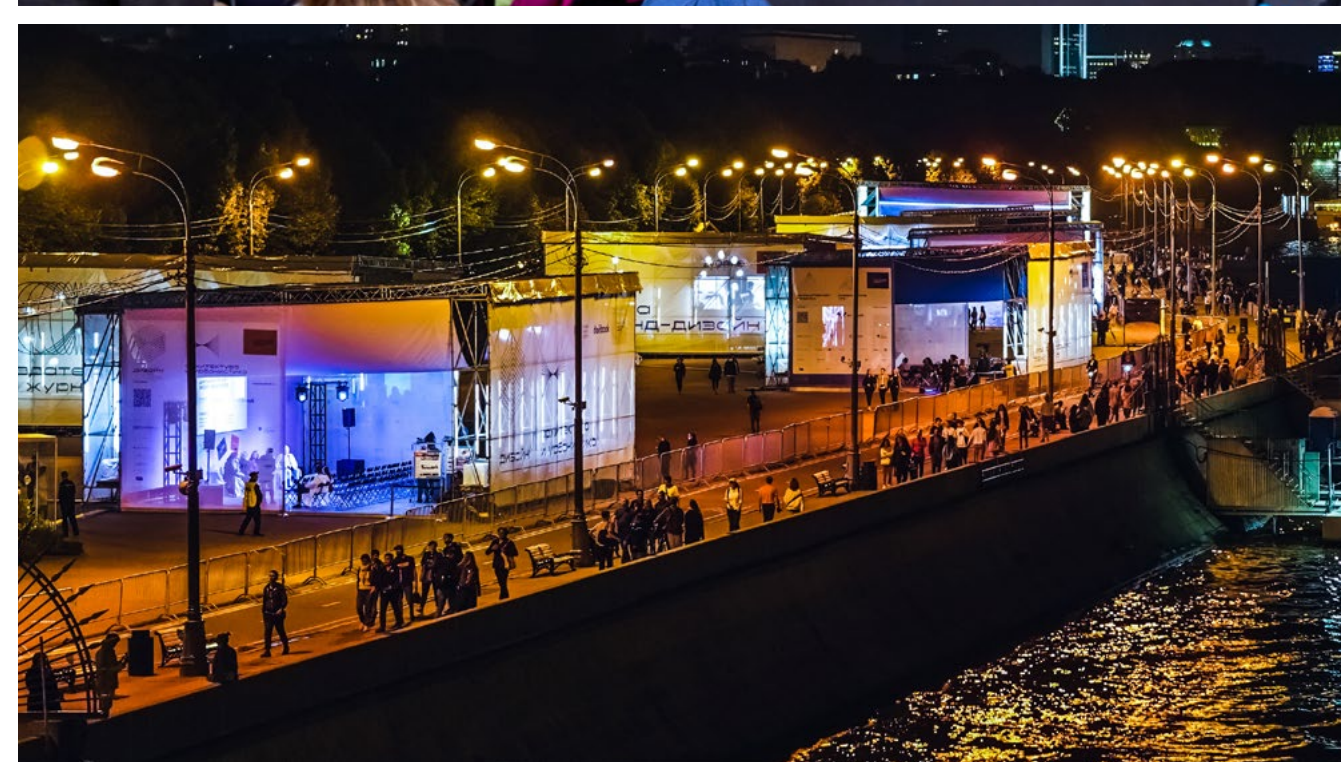
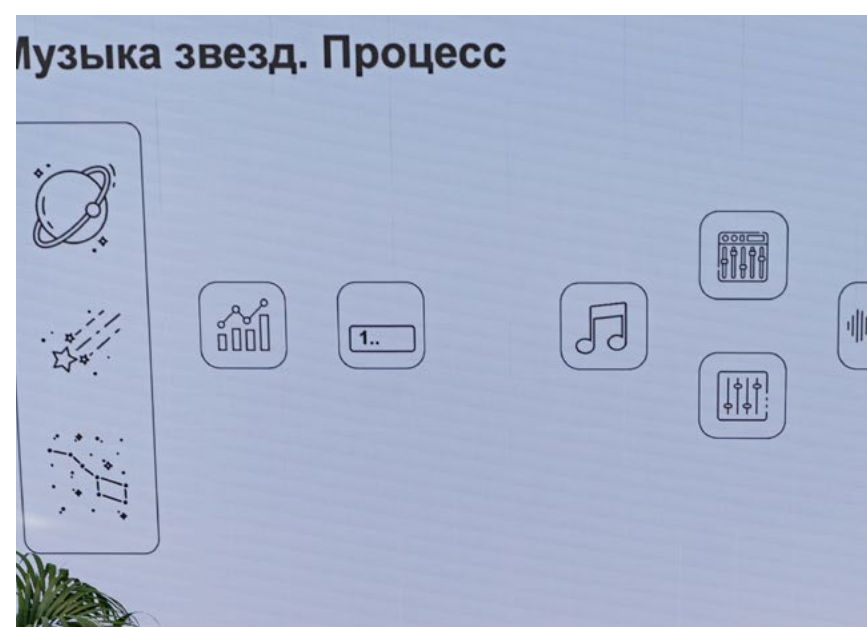


general information partner

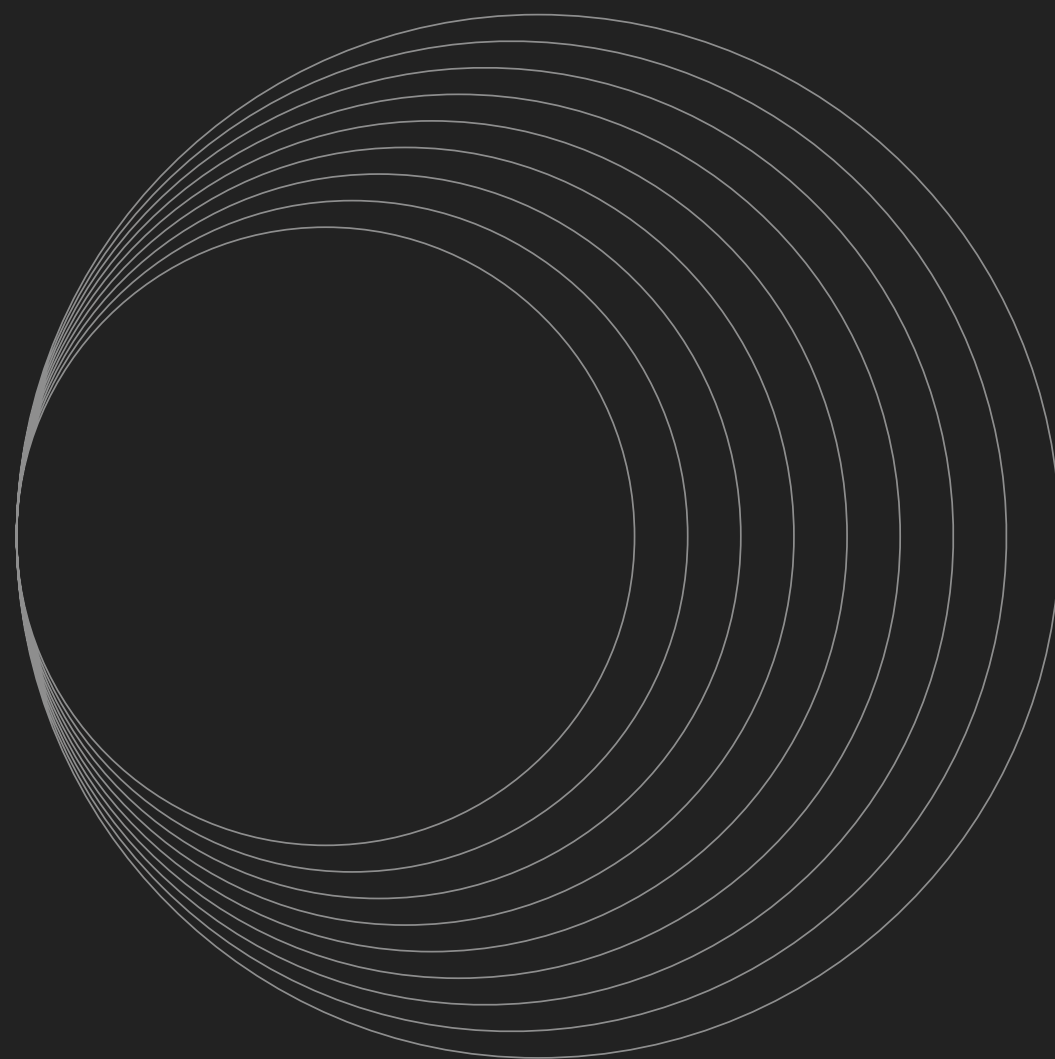


official information network





PLATFORM CREATIVITYWEEK.RU



Before the festival:

By choosing events of interest, the guests receive personalized programs for 4 days of RCW.



During The Festival:

Online broadcasts of key events from the entertainment, educational and business areas of the festival.



After The Festival:

Educational programs, seminars and workshops from the festival remain in the public domain.



Large Festival Community In Social Networks

Российская креативная неделя

CREATIVE EXPLOSION THEORY

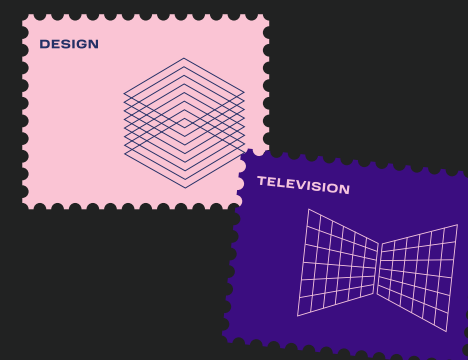
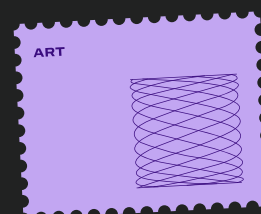
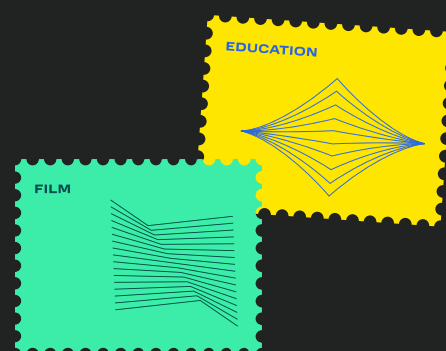
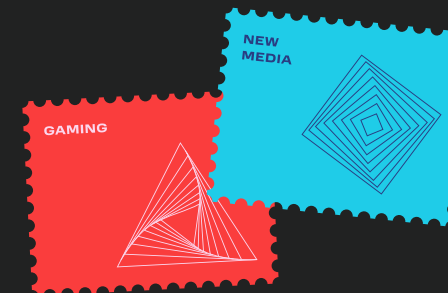
business program of RCW 2021

The synergy of creativity and business as a part of the development of creative industries has become both a sought-after product of the information age and the engine of an innovative economy. The rich cultural heritage of Russia is a unique foundation for the Russian creative sector.



THE RESULTS OF RCW 2021

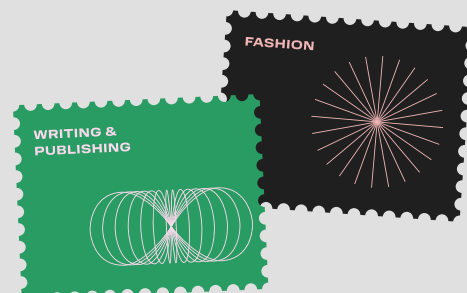
Russian creative week demonstrates the power of creativity to solve the toughest problems of our time and bring about positive change in people's lives.



Russian creative week was included in the official list of events of the International Year of the Creative Economy by the United Nations (UNCTAD).

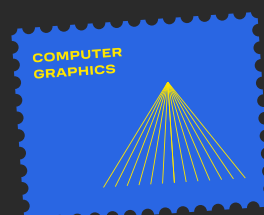
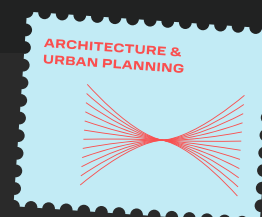


Foundation of an interdepartmental working group to support and develop creative industries chaired by S.V. Kirienko and D.N. Chernyshenko.



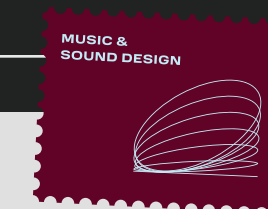
FESTIVAL RESOLUTION

80 major obstacles to the development of 14 creative industries and a list of support measures for each of them, prepared by RCW curators & leaders of creative industries.

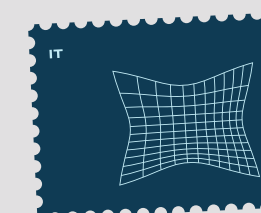


ANNUAL CATALOG OF PROMISING PROJECTS

100 best projects in the creative industries with high economic potential selected by the curators of the festival and industry representatives for further distribution among potential partners, investors & presentation to government officials and at international venues.

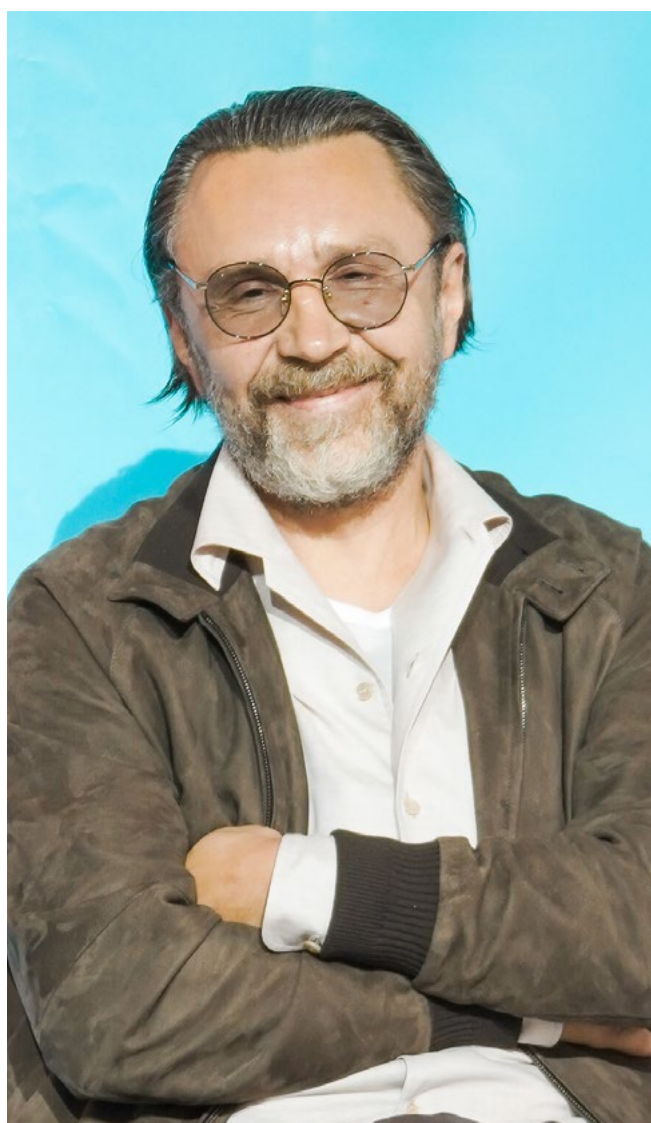


Creation of a youth community as a platform for open dialogue with each participant of the festival and effective communication of industry representatives.



A large outdoor audience is seated on the ground, facing a stage. Many audience members have their hands raised in the air. On the stage, two people are seated on a low platform. Behind them is a large white backdrop with various logos, including 'zvouko' and 'СРЕБ'. To the right of the stage, there are several vertical banners with text in Russian. The event is taking place outdoors with trees in the background. A white circular line is drawn over the audience, and a purple and white geometric shape is in the bottom right corner.

RCW 2021 IN FACES









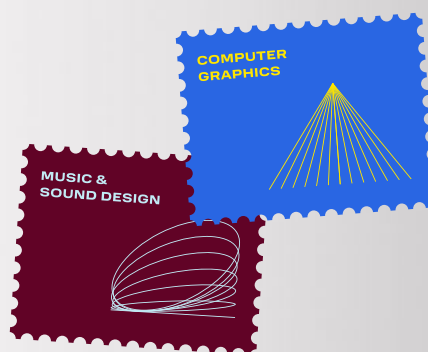
**A WORD
FROM CEO**



Personality in the creative industries is primary. The creative economy and accordingly the creative week are focused on the significance of each individual, on the value of his intellectual and creative activity. It is people in the creative industries who rethink and design a new environment, locations, products, create meanings and images of our future.

ABRAMOVA MARINA

HEAD OF RUSSIAN CREATIVE WEEK



CREATIVITYWEEK.RU

direct@creativityweek.ru
+7 925 369 60 69

MARINA ABRAMOVA
HEAD OF RUSSIAN CREATIVE WEEK