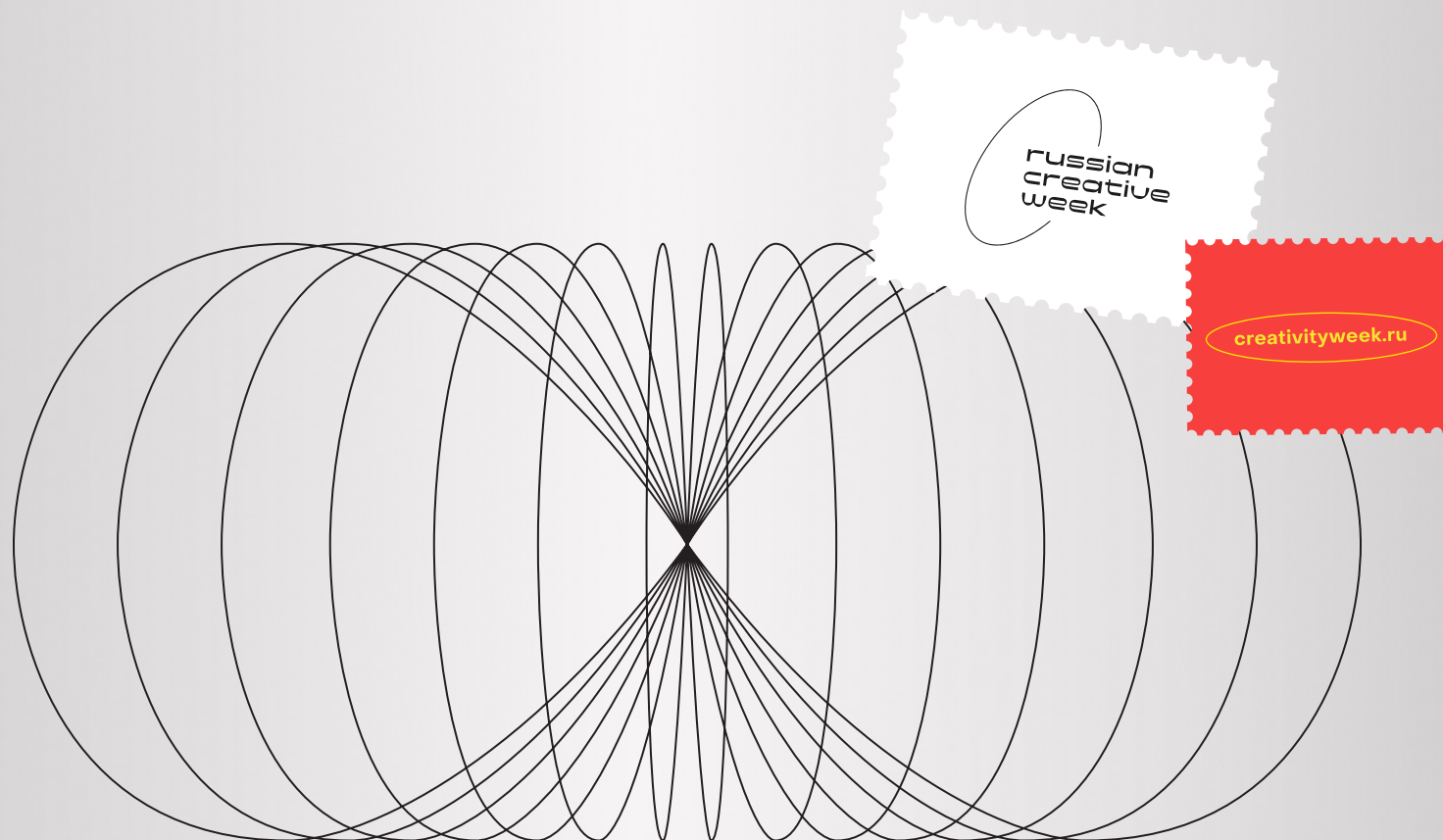


# RUSSIAN CREATIVE WEEK

## JULY 7-10, 2022



## KEY TOPICS RUSSIAN CREATIVE WEEK 2022

### → **Growth points for creative industries under sanctions**

Growth opportunities after withdrawal from the market by western competitors.

Reassembling the national creative product.

Adaptability strategies for the development of priority industries: national standards, fonts, software and other solutions.

### → **Self-identity of the national creative economy**

Semantic foundation of Russian creative industries.

Self-identity of Russian creative schools (design, theater, music, modern architecture, etc.).

Cultural code and its manifestations in creative industries.

The Year of the cultural heritage of the peoples of Russia: rethinking traditions, new language, tools and practices.

### → **A new vector of international cooperation**

Competitiveness of Russia's national product in a new partnership alliance.

New international connections through the European vector (Hungary, Italy, France, Serbia), Eurasian, Eastern and Asian vectors (Kazakhstan, Armenia, Georgia, Azerbaijan, Belarus, Uzbekistan, Tajikistan, Israel, China, India and other partner countries)

### → **Personnel policy in the new reality**

The strategy of a new legal international field in the context of total migration of personnel.

Rebuilding business chains, new options, businesses and markets

Intelligent repatriation.

### → **Urban development: creative cities and clusters**

Creative specializations of Russian cities and territories.

Working with industrial heritage.

Migration attractiveness.

### → **Regulation of activities in the field of creative industries in the new reality**

Search for legal solutions in the field of intellectual property law.

Development of tax regulation measures.

Search for solutions for anti-sanctions regulation.

### → **Creative product Impact Index: responsibility for social results**

Content aimed at strengthening of the national identity and effective social development.

Social agenda of platforms with Russian-language content.

Useful content in times of emotional turbulence.



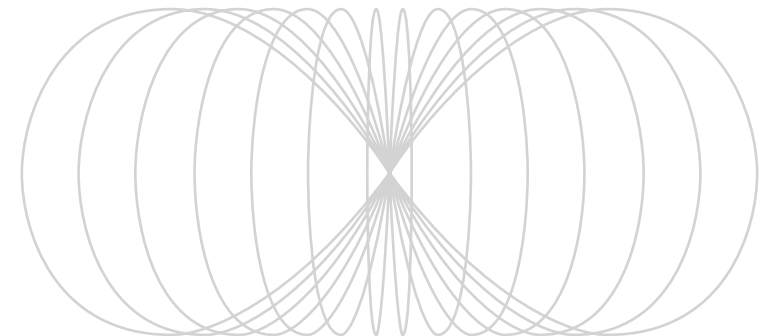
# INDUSTRY AGENDA RUSSIAN CREATIVE WEEK 2022

## 1. ARCHITECTURE AND URBAN PLANNING, DESIGN, FASHION AND ART

- Playing for high stakes: design as a cross-cutting industry of the creative economy. Russian design road map
- Russian code: in search of national identity
- Tell me who I am. Creative specializations of Russian cities
- Traditional crafts as a creative business
- Russian Design Index. Who and how measures the design industry
- Preservation of heritage and territory development: conflict of goals or source of growth?
- Import substitution as a challenge: working with local producers
- Creative cities and clusters: practices for successful transformations
- Creative bureaucracy – a new type of urban communications
- Customization: the culture of conscious consumption as an innovative business
- The Russian fashion industry – a mission impossible. What needs to be done to make everything work?
- Hello again: new life of cultural centers (cases ZIL, Kirov House of Culture, GES-2, Lendok, etc.)
- Small and bold. Unleashing the potential of small towns and rural areas
- City as art: public art. Dialogues with residents in a visual language
- Legalization can or cannot be painted over? Legal regulation of street art
- Get out in the field: copyright in architecture
- City as an inclusive environment
- Tourism products of a new type. Creative tourism market
- The big bang theory: events as a tool for the urban development
- Give me two! How to close staff shortages in design and architecture
- The city speaks and shows: showcases
- Experiments with the cultural code: technologies and meanings of contemporary Russian art
- Eat me. Gastronomy as a taste code of the territory
- New media about design. Tools for working with info fields
- Sustainable design and a green future for the automotive industry
- Territory branding as a development tool
- Museums – a new role on the map of cultural industries. Inclusive approach in Russian museum practices
- Sustainable design in the practices of Russian designers

## 2. IT, COMPUTER GRAPHICS, GAMING

- Game companies as drivers of technological development
- Animation of the future: will your favorite characters go beyond the screens?
- Russian animation: new heroes
- Additional professional education vs secondary higher education in IT and game industry
- These are not toys: mobile games as a marketing tool
- Non-format: games and animation in the education
- The potential of the Russian game industry: an investor's view
- “Useful games” from Sbergame
- Legal field for a gaming company: safety precautions
- The first rule of fight club... Techniques for effective team management in a gaming company
- Let's drop formalities: development and promotion features of games for different audiences
- One in a million: successful cases of animation accumulation monetization
- Software and databases as objects of copyright. How to use someone else's copyright
- From digital to human-centered transformation
- “Smart infrastructure” to restore markets in the post-pandemic period
- Cyber security, risks and privacy
- Systemic technological transitions and their impact on technological plans and business priorities (5g, blockchain, etc.)
- Using external data: rules for efficiency and control
- Ecosystem of creativity
- Digital theater — a new reality



### 3. PUBLISHING & WRITING

- Catch me if you can. Transformation of the book market infrastructure
- Book fairs in the New Normal era
- Audiobook market: growth or stabilization?
- Library as a resource center for the creative industries development in the regions
- Announcement of the digital library of creative industries on the National Electronic Library platform
- Self-publishing market – explosive growth strategy. Serial samizdat fast food as a new niche
- Writers as brands
- The future of the book
- New publishing projects – presentations, meetings with editors and writers

### 4. MUSIC & SOUND DESIGN

- Global digital ecosystems: clash of the titans or harmonious transformation of the music industry?
- Concert industry: is there a chance for recovery? State support measures
- Ahead of the rest: Russian Ticket Tech
- Russian music export
- Place on the map. Experience in implementing the Pushkin Map project
- Streaming platforms: how a musician can be heard
- Music licensing
- Not every sound is music: the Russian sound design market
- Media and music – friendship of convenience? Why there are no specialized media about music in Russia?
- The best cases and practices of the industry, castings
- Creation of a competence center for the development of modern technologies and neural networks that create new musical scores; foundation of specialties in audio branding in the regions
- Sounds of the place. Creation of the sound landscape of the region

### 5. EDUCATION IN CREATIVE INDUSTRIES

- Partnership of creative businesses, cultural institutions and other non-profit organizations: problems and prospects
- Training for new professions: how online platforms “steal” potential students from universities
- Creative industries: Additional professional education vs secondary higher education
- Career guidance for schoolchildren: who is to blame and what to do
- Creative entrepreneurship – designing a new type of employment
- EdTech for creative industries – trends and growth points
- Player one, are you ready? Open University for the creative industries
- Education as the listener’s experience design. New approaches to educational products
- Requalification (reskilling) as a trend
- Creative technologies for schoolchildren. Experience of TUMO and other projects

### 6. FILM & TELEVISION

- New age hero: can the film industry offer a role model?
- Creation of children’s and family content. How to bridge the generation gap?
- Russian cinema at international film festivals
- Code Red. The future of cinemas in the new post-pandemic reality
- Digital content: the battle for views
- Custom or professional: which content is the future?
- I look at you like in a mirror. The Russian film industry as a representation of sociocultural and economic processes
- Content producers: financial support and tax regulation
- HR strategies for film and TV
- Computer graphics for film and TV
- Omnichannel communication strategy: combining the physical and digital client’s experience



## 7. NEW MEDIA

- New media and creative industries: let's talk
- Non-standard social media heroes
- Improving the competitive environment of the media market: regulating the work of the media and bloggers in doing business
- Fears and hopes of the Russian media market. Conversations with media managers
- Beware of the children! Rules for working with children's content
- Hygienic procedures. How to stay healthy in the age of digital slavery
- Platform flexibility of content producers in the era of ban dictatorship
- Streaming platforms and content production: situation analysis and development strategies
- Massification of podcasts. Podcasts as a learning tool. Programming the listener experience. Competition for platforms
- OTT platforms – looking for monetization models
- AI in media: creating personalized content for news audiences
- Tiktok influence on content creation
- Products with a media face: merch as a way to increase audience loyalty
- Shoppable content as part of the experience economy

## SPECIAL PROJECTS

- Tavrida
- Art Masters
- One day moderated by “Znanie”
- Presentation of the publication for specialists in the field of creative industries and cultural managers “Creative Industries. Instructions for use”, published with the support of the Foundation for Cultural Initiatives
- Presentation of projects and analytics based on the results of the first set of cases of the Creative Museum grant competition (Vladimir Potanin Charitable Foundation and Creative Industries Agency)
- Practices of working with funds and development institutions

## MAIN STAGE

- Closer to the goal: the results of the year of the creative economy
- Creative industries as the basis of social well-being
- Sanctions as new opportunities for the development of a competitive national product
- International cooperation: strategies and tactics
- Offsite meeting of the State Council: discussion on new legislative initiatives in the field of cultural industries
- Shake but don't mix? National self-identity and modern Russian cultural code
- Russian Creative Awards 2022. Start of the application campaign
- Digitalization of “non-digital”: new technologies in theater, museum business and fashion industry
- The future is here: digital ecosystems for creative industries
- They counted me. How to measure the creative economy
- Council of professional qualifications in the creative industries
- Development of territories – insight session with governors
- Creative industries in the regions: methodological minimum
- University as a supplier of personnel and the core of creative business
- Impact index of a creative product: responsibility for social changes
- Fortress ditches and communication gaps of industries. Looking for coping tools
- Self-identification and self-determination of creative industries representatives: career guidance scenarios and career track opportunities
- Creative media breakfast: meeting with editors-in-chief

## CREATED IN MOSCOW - THE PLATFORM OF THE DEPARTMENT OF ENTREPRENEURSHIP AND INNOVATIVE DEVELOPMENT OF MOSCOW, MOSCOW CREATIVE INDUSTRIES AGENCIES

