

ALL·RUSSIAN
DECORATIVE
ART MUSEUM

FASHION & DESIGN CENTRE

2024



FASHION & DESIGN CENTRE

SPECIAL DEPARTMENT OF THE MUSEUM



In 2017 by order of the Ministry of Culture of the Russian Federation Fashion & Design Centre was established in the Museum as a strategic platform for supporting and promoting Russian Design, co-operation with professional community and developing contemporary skills in Creative Industries.

Launching the special department at the academic institution refers to the traditions of The Handicrafts Museum of Commerce and Industry in Moscow Zemstvo, whose heritage is preserved in All-Russian Decorative Art Museum. In the end XIX – first third of XX centuries Handicraft Museum served as a cultural, educational and coordination center for the production and presentation of Russian-style furniture and decor at the largest Russian and international exhibitions, created unique collaboration between craftsmen and artists.

WWW.DAMUSEUM.RU/FASHION-DESIGN-CENTER/



OUR OBJECTIVES



1. Educational activities in Creative Economy, Design Policy and Sustainable Development
2. Project Management: organizing forums, strategic sessions, industry talks and contests
3. Promotion of Museum Expertise in Fashion and Design
4. Support to the Creative and Innovative potential of regions in Russia
5. Development of International Dialogue in Fashion and Design



MAIN ACTIVITIES OF THE CENTER



1

NATIONAL DESIGN
& FASHION HERITAGE

2

DESIGN FOR
CIRCULAR ECONOMY
& SUSTAINABLE
DEVELOPMENT

3

DESIGN POLICY
& STRATEGIES

4

DESIGN DIPLOMACY
& NETWORKING

5

CREATIVE
INDUSTRIES

EDUCATION & NETWORKING

Forums organized
by All-Russian Decorative
Art Museum in collaboration
with HSE Art & Design School

ВСЕРОССИЙСКИЙ
МУЗЕЙ
ДЕКОРАТИВНОГО
ИСКУССТВА

ФОРУМ ПО ЦИРКУЛЯРНОЙ МОДЕ

8 ФЕВРАЛЯ
11:00–16:00
HSE CREATIVE HUB
ПАНТЕЛЕЕВСКАЯ, 53



Школа Экономики
Факультет
креативных
индустрий
HSE ART AND
DESIGN SCHOOL
ИНСТИТУТ
РАЗВИТИЯ
КРЕАТИВНЫХ
ИНДУСТРИЙ
CREATIVEHUB

НАСЛЕДИЕ+ ДИЗАЙН

26 октября 2023
11.00 – 16.00

Москва, CREATIVE HUB,
ул. Пантелеевская, 53

I музейный форум

TIME TO DESIGN DIPLOMACY

СТРАТЕГИЧЕСКИЙ
ФОРУМ

ВРЕМЯ ДИЗАЙН-
ДИПЛОМАТИИ

ВСЕРОССИЙСКИЙ
МУЗЕЙ
ДЕКОРАТИВНОГО
ИСКУССТВА

HSE ART AND
DESIGN SCHOOL

ИНСТИТУТ
РАЗВИТИЯ
КРЕАТИВНЫХ
ИНДУСТРИЙ

CREATIVEHUB

ДИЗАЙН & ESG

29 АПРЕЛЯ 2023
13.00 – 18.00

МОСКВА, CREATIVE HUB,
ПАНТЕЛЕЕВСКАЯ, 53

ВСЕРОССИЙСКИЙ
МУЗЕЙ
ДЕКОРАТИВНОГО
ИСКУССТВА

HSE ART AND
DESIGN SCHOOL

ДИСКУССИОННАЯ ПЛОЩАДКА ПО УСТОЙЧИВЫМ
СТРАТЕГИЯМ И ЦИРКУЛЯРНОМУ ДИЗАЙНУ
ВСЕРОССИЙСКОГО МУЗЕЯ
ДЕКОРАТИВНОГО ИСКУССТВА И ШКОЛЫ
ДИЗАЙНА НИУ ВШЭ

ESG

INFRAGREEN

design mate

CIRCULAR DESIGN



Museum organizes public talks and strategic sessions on Sustainable Development and Circular Design

Museum has become an official partner of the contest for recycled art-objects «Green Square» organized by Russian Environmental Operator

Museum represents Creative Industries in the Expert Council for Sustainable Development by Russian Environmental Operator

New nominations «Circular Design» and «Circular Jewellery Design» have been included in IV contest-biennale «Designed and Made in Russia»

Museum participated in the preparation of the annual report «Regions and cities of Russia: sustainable development and social-ecological priorities in management 2023» by INFRAGRIN expert and analytical platform

Museum has launched Manifesto for Circular Design and Sustainable Development prepared in collaboration with leading industry experts





In July 2023 Expert Council for Creative Industries was established on the initiative of All-Russian Decorative Art Museum and united well-known experts in Fashion, Design, ESG and other fields of Creative Economy to launch new projects.



ELINA TITOVA
Director of All-Russian Decorative Art Museum.
Chairman of the Expert Council for Creative Industries

MAIN OBJECTIVES:

- 1.**
Consult about the strategy for the development of Creative Industries projects in Museum
- 2.**
Provide scientific and expert assistance to Museum activities
- 3.**
Participate in educational programs and industry sessions of Museum
- 4.**
Involve experts and partners for participation in Museum projects
- 5.**
Promote the activities of Museum in professional community, business sector, educational and public institutions

DESIGN POLICY & STRATEGIES

EXPERT COUNCIL



SVETLANA BIK

Head of expert and analytical platform **Infrastructure and finance of sustainable development**



EKATERINA CHERKES-ZADE

Director of ASI Centre for Creative Economy Development



OLGA ROZET

Art historian, decorator, lecturer in **British higher school** of Art and Design



VICTORIA ANDREYANOVA

Fashion designer, founder of **Victoria Andreyanova Fashion House**



ALEXANDR GAGIEV

Director of communication with Creative industries and talents in HiFi-streaming **Zvuk**



ROMAN EFREMOV

Author and CEO in **Fashion Events Calendar**, president of the Fashion Week Association



ALEXANDR ZILBERT

Director of information policy and corporate communication in **LSR Group**



DINA NASIROVA

Vice president of international jewelry exhibition **J-1**, director of brand **IlgizF**



IGOR CHAPURIN

Fashion designer, founder of **Chapurin Fashion House**

CREATIVE INDUSTRIES



All-Russian Decorative Art Museum organizes panel discussions and case presentations on the issue Nightlife sector of Creative Economy. Networking, exchange of experience to launch sustainable and creative projects which make cities dynamic and safety at night are the purposes of the events.

Night city: sustainable development and safe environment

- Economy of **Nightlife sector** and its contribution to the sustainable development of the city
- Safety of the Environment
- Linguistics of the Night
- Urban Nightlife and Light Pollution

Moscow Night Culture: the best practices and strategies of development

- Creative Clusters
- Urban Night Culture and Club Music
- Night and Urban Design
- Club Fashion





In December 2023 All-Russian Decorative Art Museum founded the Fashion and Design Committee under the Association "Business Center for Economic Development of the CIS" (Business Center CIS) as the strategic platform for effective cooperation between industries of the Commonwealth countries.



CHAIRMAN OF FASHION AND DESIGN
COMMITTEE

ELENA TITOVA
Director of All-Russian Decorative
Art Museum

MAIN GOALS:

1.

Development of Design Diplomacy and expert exchange between industries
2.

Promotion of artistic and craft traditions through Fashion and Design
3.

Launch new collaborations in Fashion and Design
4.

Supporting the competitiveness and creative potential of the CIS countries through organization and participation in educational and exhibition projects, contests, Creative Industries festivals, Fashion and Design weeks
5.

Development of industrial digital products

CONTEST-BIENNALE

DESIGNED AND MADE IN RUSSIA

Flagship project by All-Russian Decorative Art Museum that reveals and promotes talented authors whose artworks form design heritage of the XXI century.

www.contest.damuseum.ru

ECOSYSTEM

CONTEST-BIENNALE

DESIGNED
AND MADE
IN RUSSIA



POP-UP EXHIBITIONS
OF CONTEST-
BIENNALE NOMINEES

EDUCATIONAL
PROGRAM

CONTEST-
BIENNALE

FINAL EXHIBITION
DESIGNED AND MADE
IN RUSSIA

TRAVELLING
EXHIBITIONS



DAMUSEUM.RU

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