

ST. PETERSBURG INTERNATIONAL UNITED CULTURES FORUM BUSINESS PROGRAMME

24–25 September, 2026, St. Petersburg

Programme accurate as at September 22, 2026

23 September, 2026

12:00–14:00

The State Hermitage
Museum
The Hermitage Theatre

Sideline Events

General Meeting of the Union of Museums of Russia

In the anniversary year of its founding, the Union of Museums of Russia is holding its General Assembly, at which it will review a quarter of a century of work and set out the prospects for further development. The focus will fall on the key projects implemented this year and in previous years, along with progress on the National Programme for the Development of Museums in Russia to 2030, prepared by the Union of Museums of Russia on the instruction of the President of the Russian Federation.

24 September, 2026

10:00–11:30General Staff Building of
the State Hermitage
Museum
Fifth atrium

Special Topics Track

On the Concept for the Development of Museums until 2030

In fulfilment of the list of instructions issued by the President of the Russian Federation on 7 May 2026, No. Pr-1029, the 12th St. Petersburg International United Cultures Forum (hereinafter the Forum) will host a strategic session devoted to a discussion of the draft Concept for the Development of Museums in the Russian Federation for the Period to 2030, prepared by the Ministry of Culture of the Russian Federation together with the Likhachev Russian Research Institute for Cultural and Natural Heritage.

The draft sets out the principles of a systematic approach that takes account of the current state of the museum sector, its trends and its problems, and that rests on combining the efforts of state authorities, municipal administrations, museums, public organizations, and museum audiences in preserving and giving new prevalence to cultural heritage. This approach defines the aim, the objectives, and the main priorities for the sector's development, directed on the one hand towards greater involvement of Russian society in preserving cultural heritage and historical education, and on the other towards raising the quality of museum work in providing access to objects, collections, and sites for Russian citizens and visitors from abroad.

The session's principal objectives are to present the methodology and method behind the draft Concept, to comment on its structure and main content, and to create the conditions for professional dialogue among representatives of museums, government authorities, public organizations, and the academic community with an interest in the steady development of the sector.

Moderators:

- **Vladimir Aristarkhov**, Director, Likhachev Russian Research Institute of Cultural and Natural Heritage
- **Alla Manilova**, Director General, State Russian Museum

Speakers:

- **Dmitry Bak**, Director, V.I. Dal State Museum of the History of Russian Literature; Co-Chairman of the Board, Association of Literary Museums of Russia
- **Zarema Butaeva**, Minister of Culture of the Republic of Dagestan
- **Nina Chizh**, Head of the Department "Russian Museum of Medicine" of the Federal State Budgetary Institution of the N.A. Semashko National Research Institute of Public Health
- **Yuri Komlev**, Deputy Chairman of the Board, Council of Museums of the Volga Federal District; Director, Orenburg Regional Museum of Fine Arts
- **Alexey Levykin**, General Director, State Historical Museum
- **Ruslan Nekhay**, Director, Central Naval Museum of Emperor Peter the Great
- **Vasily Pankratov**, Director, Gatchina State Museum-Reserve, President, Russian Committee of the International Council of Museums
- **Mikhail Piotrovsky**, General Director, State Hermitage Museum; President, Union of Russian Museums
- **Alexander Shkolnik**, General Director, Victory Museum
- **Tatyana Zotova**, Senior Researcher, Center for Museum Exhibition Activities, D.S. Likhachev Russian Research Institute for Cultural and Natural Heritage

Front row participants:

- **Nikita Anikin**, Director, Tula State Arms Museum
- **Mikhail Bryzgalov**, General Director, Russian National Museum of Music
- **Olga Galaktionova**, General Director, The State Tretyakov Gallery
- **Svetlana Melnikova**, General Director, Pskov State United Historical, Architectural and Art Museum Reserve
- **Svetlana Sivkova**, President, Museum of the World Ocean

10:00–11:30General Staff Building of
the State Hermitage
Museum
Green Hall

Film

Cinemas, TV, and Platforms: Cooperation or Opposition?

Developing cooperation between the platforms on which films and series are watched is of the greatest importance for maximizing audience reach. International experience, including that of industry players in unfriendly countries, and domestic practice alike suggest that a symbiosis among all participants is inevitable.

Points for discussion:

- Big data analysis or a producer's instinct: how to combine different approaches to developing a project.
- Audience convergence: how experiences of engaging with film on different platforms complement and differ from one another.

- The particular features of launching and supporting a film project in each environment: what can be complementary and what may create conflict.

Moderator:

- **Eduard Iloyan**, General Producer, Yellow, Black and White; Co-Founder, START video service

Speakers:

- **Ilya Alekseev**, General Director, START.RU
- **Yasmina Ben Ammar**, Deputy Director, Producer, TV Channel "Rossiya 1"
- **Nikolai Buts**, General Director, Kinopoisk
- **Dmitry Davidenko**, General Director, Lenfilm
- **Gavriil Gordeev**, General Producer, Okko
- **Sergey Titinkov**, Director of the Film Programming Directorate, Channel One
- **Anton Volodkin**, Chief Executive Officer, Wink

10:00–11:30

General Staff Building of
the State Hermitage
Museum
Blue Hall

Cultural Heritage: Traditions and Modernity

The Power of Heritage: Distinct Identity for the Sake of Unity

The unity of a multi-ethnic country is formed through a combination of historical, cultural, linguistic, and value-based foundations, and through the strength of statehood. Cultural heritage in this context acts as a connecting link, passing down the experience of a shared life through the generations, full of achievements and tragedies, together with the principles of mutual respect.

In this discussion the experts will focus on ethnocultural heritage. Many countries and regions today are working to preserve and develop it, introducing comprehensive programmes for revitalization, support, and legal regulation.

Points for discussion:

- Who seeks to understand and preserve the ethnocultural heritage of peoples, and why?
- What is the significance of ethnocultural heritage for harmonizing intercultural engagement, mutual understanding and trust, and the development of multi-ethnic communities?
- Why do folk art, festivals, rituals, and crafts enrich the individual? How do they contribute to the shared cultural palette of nations, creating cultural bridges?
- How to strike a balance between innovative approaches and traditional methods of preserving cultural heritage? Is there a way to do it in a manner that combines advanced technology with respect for historical context and cultural values?
- What risks and challenges do contemporary practices pose for ethnocultural heritage?

Speakers will share their experience and their views on why and how preserving the distinct identity of each people shapes the unity of a multi-ethnic society.

Moderator:

- **Yuliya Kupina**, Director, Russian Museum of Ethnography

Speakers:

- **Elena Bogdanova**, Director, Kizhi State Open-Air Museum of History, Architecture and Ethnography
- **Soelma Dagaeva**, Minister of Culture of the Republic of Buryatia
- **Anastasia Karneeva**, Co-founder, Smart Art; Commissioner of the Russia Pavilion at the Venice Biennale; Executive Director, Jewish Museum and Tolerance Center
- **Artur Latypov**, General Director, All-Russian Public-State Organization "Assembly of the Peoples of Russia"
- **Irina Martusevich**, Vice-Rector, National Research University Higher School of Economics
- **Tamara Purtova**, Director, V.D. Polenov State Russian House of Folk Art; Honored Art Worker of the Russian Federation, Candidate of Art History
- **Natalya Virtuozova**, Head, National Centre "Russia"

Front row participant:

- **Renat Abyanov**, Deputy Chairman of the Spiritual Administration of Muslims of the Russian Federation; Head of the Department of Culture

10:00–11:45

General Staff Building of
the State Hermitage
Museum
First atrium

United Cultures and Technologies towards the Cultural Code of the Future

New Technologies in Culture and Art: Harmful or Helpful, Beneficial or Risky

The section is going to examine how digital tools, platforms, and artificial intelligence are changing the cultural environment. It will address the new opportunities open to authors, museums, theatres, media projects, and the creative industries, and how technology is affecting the very nature of creativity, the

perception of art, and the role of the individual in the cultural process. Participants will discuss where the line runs between a tool and a replacement for the author, how new technologies help widen audiences and open culture up to different generations, and what is happening to the 'value content' of art in the digital age. At the heart of the conversation is the question of whether technological development can strengthen culture as a space of meaning rather than dilute it.

Moderator:

- **Roman Karmanov**, Chief Executive Officer, Presidential Fund for Cultural Initiatives; Member, Civic Chamber of the Russian Federation

Speakers:

- **Svetlana Balanova**, Chief Executive Officer, National Media Group
- **Igor Butman**, Artistic Director, Moscow Jazz Orchestra; People's Artist of the Russian Federation
- **Roman Emelyanov**, General Director, European Media Group; General Producer, New Radio
- **Yuliya Golubeva**, Deputy General Director, Gazprom-Media Holding
- **Mikhail Piotrovsky**, General Director, State Hermitage Museum; President, Union of Russian Museums
- **Vera Podguzova**, Senior Vice President, Director of External Relations Directorate, Bank PSB
- **Mikhail Shvydkoy**, Special Representative of the President of the Russian Federation for International Cultural Cooperation
- **Irina Velikanova**, Director General, State Central Museum of Contemporary History of Russia
- **Alexander Zhuravsky**, Deputy Head of the Office of the President of the Russian Federation for Public Projects

Presentation of the 'AI Talks' Feature in the Smysly Magazine:

- **Nadezhda Ermolenko**, Editor-in-Chief, Creator, "Smysly" Media Project
- **Ekaterina Gorkina**, Publisher, "Smysly" Media Project

10:00–11:30

General Staff Building of
the State Hermitage
Museum
Third atrium

Education in Culture

The Russian Music Education System: A Return to its Roots

The Russian system of musical education, one of the oldest and most respected in the world, is today passing through a crucial stage in its history: a return to the national foundations on which a young professional musician is trained. The contemporary educational model is intended to absorb the best of the Russian school of performance while also taking account of global trends in the development of education in academic music.

The established list of principal focus areas in professional musical education, exhaustive as it may seem, continues to be supplemented by programmes in demand at this new stage in the evolution of academic music both in Russia and worldwide. The successful experience of creative institutions abroad, bound to their Russian counterparts by strong partnerships of many years, has a significant role to play in this process.

The dialogue now developing dynamically between musicians of Russia, China, and the member states of the Commonwealth of Independent States is entering a significant new stage, leading to joint educational programmes and large-scale festivals and forums whose ultimate aim is to create a single international system of professional qualifications geared to the particular character of academic musical education.

Moderator:

- **Aleksander Chaikovskiy**, Chairman of the Council, All-Russian Public Organization Union of Composers of Russia

Speakers:

- **Muratbek Begaliev**, General Director, Kyrgyz National Order of V.I. Lenin Academic Opera and Ballet Theater named after A. Malydyaev
- **Juan Carlos Dos Santos Centurion**, Chief Conductor and General Director, State Symphony Orchestra of Paraguay
- **Vadim Dulat-Aleev**, Rector, Kazan State Conservatory named after N.G. Zhiganov
- **Aleksey Kubyshkin**, Rector, Petrozavodsk State Glazunov Conservatory
- **Elena Kurakina**, Rector, Belarusian State Academy of Music
- **Alexander Ryzhinsky**, Rector, Gnossin Russian Academy of Music
- **Anton Tanonov**, Head of the Department of Specialized Composition and Improvisation, St. Petersburg Rimsky-Korsakov State Conservatory
- **Alexey Vasiliev**, Rector, St. Petersburg State Conservatory named after N.A. Rimsky-Korsakov

- **Wang Xudong**, Professor, China Conservatory of Music
- **Aleksandr Zanolin**, Rector, Saratov State Conservatoire named after L.V. Sobinov

10:00–11:30

General Staff Building of
the State Hermitage
Museum
Red Hall

Special Topics Track

Culture without Borders

The events of the last decade have only served to prove that what distinguishes humanity from the rest of creation is culture. It is culture that gives society its structure and informs its values, taboos, and behavior. Nowhere is human consciousness more clearly attested than in our cultural reflexes. In spite of the attempts of weakness and intolerance to bind culture and limit cultural interaction, culture, like a mountain river, invariably forges a path and touches us all. In effect, it cannot be bound, and the participants of this panel session will explain why.

Speakers:

- **Antonio Fallico**, President, Conoscere Eurasia Association
- **Vladimir Grigoriev**, Director of the Department of the Government Support of Periodical Press and Book Industry, Ministry of Digital Development, Communications and Mass Media of the Russian Federation
- **Alexander Ilyuschenko**, Winner, The Russian-Italian Literary Prize for Young Writers and Translators "Raduga"
- **Alessandro Salacone**, Official Representative of the Societa Dante Alighieri in the Russian Federation
- **Oliva Salviati**, Public figure; Producer
- **Anna Yampolskaya**, Russian Coordinator, Jury Coordinator, The Russian-Italian Literary Prize for Young Writers and Translators "Raduga"

10:00–11:30

General Staff Building of
the State Hermitage
Museum
Youth Centre exhibition
hall

Education in Culture

Cultural Dialogue and Social Responsibility: Partnership to Develop Social Theatre

The creative economy is a powerful resource for both economic growth and positive social change. Businesses are increasingly shifting from selective philanthropy to systemic investments in human capital, while the theatrical arts are evolving into an effective tool for addressing pressing social issues.

Today, theatre plays an important role in fostering an open cultural environment and creating a space for dialogue among people. By integrating art, education, and civic engagement, social theatre is taking on an interdisciplinary nature.

Since 2022, the Russian Presidential Commissioner for Children's Rights has supported theatrical approaches to working with vulnerable social groups. Social theatre is evolving as a distinct field that addresses pressing social needs by taking into account the demands of children with disabilities, adolescents who exhibit deviant behaviour, and families facing difficult life circumstances. Spanning art, psychology, and social work, this format provides a source of support for families by helping them overcome crises and forge new identities.

The discussion will bring together leaders from the cultural, educational, business, and non-governmental sectors. Experts will debate the potential of social theatre and explore successful models of cross-sector collaboration as well as public-private partnership mechanisms. They will specifically look at ways to scale up projects that foster sustainable infrastructure and expand access to cultural life for diverse social groups.

Moderator:

- **Alena Fedorova**, Deputy Head of the Project Office for the Implementation of Programs and Projects of the Presidential Commissioner of the Russian Federation for Children's Rights

Speakers:

- **Carlos Edilberto Caceres Zotti**, Theater Director, Journalist
- **Elena Grinsons**, Curator of the "Healthy Family" Project, Road to Home Charitable Foundation
- **Andrey Neupokoev**, Director, Chamber Drama Theatre named after V.S. Reshetnikov
- **Natalya Shumilkina**, Theater Director; Artistic Director, "Nash Balaganchik" Inclusive Theater.
- **Borislav Volodin**, Director, ArtMasters National Open Championship of Creative Competencies
- **Tatiana Voronina**, Commissioner for Children's Rights in the Tomsk Region

11:00–15:00St. Petersburg State
Academic Capella
Small Hall

Youth Programme

The Young Artist and Artificial Intelligence: Forming Professional Principles of Interaction

Artificial intelligence is becoming part of everyday life and having an increasingly visible impact on the creative professions. Taking the visual arts as its focus, the youth programme provides a platform for dialogue in which Russia's artistic community, together with representatives of technology companies, considers the opportunities and challenges presented by AI and works towards a shared professional position.

Points for discussion:

- Russian and international practices in the use of artificial intelligence in the visual arts;
- Principles for working with artificial intelligence within the professional community;
- Initiatives to develop this field in Russia.

Moderator:

- **Andrey Badin**, General Director, Project Services

Speakers:

- **Zhanna Alekseeva**, State Secretary – Deputy Minister of Culture of the Russian Federation (online)
- **Sofia Arustamova-Andriaka**, Acting Rector, Academy of Watercolor and Fine Arts of Sergey Andriaka
- **Roman Karmanov**, Chief Executive Officer, Presidential Fund for Cultural Initiatives; Member, Civic Chamber of the Russian Federation
- **Tatyana Nikulina**, Head of Creative AI for the Kandinsky neural network and Head of the Generative Video Division Group, Sberbank
- **Sergey Pershin**, Deputy Minister of Culture of the Russian Federation
- **Marina Rogatovskaya**, Executive Director, Union of Artists of Russia
- **Tatyana Samarskaya**, Director, Studio of Military Artists named after M.B.Grekov
- **Vasily Tsereteli**, President, Russian Academy of Arts (online)

11:00–12:15Saint Petersburg
Stieglitz State Academy
of Art and Design

Sideline Events

Design as a Cultural Practice

A Museum With No Walls: How Design Is Reimagining the Cultural Experience

Modern museums and exhibition spaces are no longer just 'repositories' for artefacts, but have evolved into complex media environments where design takes on the role of the primary storyteller. How can we ensure that an encounter with Russian culture becomes an emotional and intellectual adventure for the younger generation as opposed to just a tedious lesson? What new languages – immersive, digital, interactive, or tactile – enable us to discuss the classics in a way that is accessible and engaging without sacrificing depth?

This session will explore how design is reinventing museums and transforming them from a space of passive contemplation into a forum for dialogue. It will also examine how this shift is altering the very nature of the cultural experience. The participants will discuss how an exhibit's design can serve as a co-creator of the curator's vision instead of simply acting as an illustration of it.

Moderator:

- **Aleksandra Sankova**, Director, Moscow Design Museum

Speakers:

- **Kristina Berezovskaya**, Founder, KGallery
- **Ksenia Filatova**, Head of the Special Projects Department, Russian State Library
- **Kirill Gavrilin**, Candidate of Art History, Head Department of the History of Art and the Humanities, MGHPA them. S. G. Stroganova, corresponding member of the Russian Academy of Arts
- **Maria Kashmina**, Head of the Department of Artistic Practices and Design at the A.S. Pushkin State Museum
- **Yulia Napolova**, Architect, Producer, Founder of the PSCulture Studio
- **Andrey Punin**, Architect, Public art artist, Head of the Environmental and Interior Design track, HSE Art and Design School

11:00–12:30St. Petersburg State
University, 7/9
Universitetskaya

Sideline Events

Religion, Education, and the Family: Values and Prospects

This event looks at ways to intensify cooperation between traditional religious denominations and the

Embankment
Petrovsky Hall

education sector in contemporary Russian society. The discussion will examine value-based aspects of family upbringing within the educational environment. The session aims to identify prospects for collaboration between religious and educational organizations through the lens of the latest policies regarding education, youth, and the family and to analyse historical and value-related aspects of such interaction.

Discussion topics:

- Religious education and theology in modern society: values and prospects
- The study of religion as a cultural asset and strategic advantage
- Historical aspects of interaction between religion and education
- The family as the foundation of religious and moral upbringing and education

Moderator:

- **Dmitry Shmonin**, Director of the Institute of Theology, Saint Petersburg State University; Chairman, Expert Council of the Higher Attestation Commission (HAC) under the Ministry of Science and Higher Education of the Russian Federation for Theology

Speakers:

- **Buda Badmaev**, Did Khambo Lama, Deputy Head of the Traditional Buddhist Sangha of Russia in the Northwestern Federal District – Abbot of the St. Petersburg Datsan Gunzechoinei
- **Aaron Gurevich**, Chief Military Rabbi of Russia; Head, Department for Interaction with the Armed Forces of the Russian Federation, the Ministry of Emergency Situations of Russia and Law Enforcement Agencies of the Federation of Jewish Communities of Russia
- **Nikolay Kropachev**, Rector, St. Petersburg University
- **The priest Vasily Losev**, Head of the Secretariat of the World Russian People's Council
- **Yaroslav Olenchak**, Deputy Head of Department, Presidential Directorate for Public Projects of the Russian Federation
- **Ravil Pancheev**, Chairman of the Centralized Religious Organization "Spiritual Administration of Muslims of St. Petersburg and the North-West Region of Russia"
- **Andrey Tretyakov**, Referent of the Presidential Administration of the Russian Federation for Domestic Policy; Executive Secretary, Council for Interaction with Religious Associations under the President of the Russian Federation

11:30–13:00

St. Petersburg State
Academic Capella
Concert hall

Musical Culture

Audience of the Future: How to Get Children and Young People into Classical Music

Moderator:

- **Dmitry Grinchenko**, General Director, Russian Concert Agency

Speakers:

- **Hu Yun**, Vice Chairman, People's Government of Sichuan Province
- **Roman Karmanov**, Chief Executive Officer, Presidential Fund for Cultural Initiatives; Member, Civic Chamber of the Russian Federation
- **Ilya Markov**, Minister of Culture of the Sverdlovsk Region
- **Alexey Texler**, Governor of Chelyabinsk Region
- **Yaroslav Timofeev**, Musicologist, concert host, lecturer; Candidate of Art History
- **Arkady Zinov**, Minister of Culture of Krasnoyarsk Krai

12:00–13:30

General Staff Building of
the State Hermitage
Museum
Great Lecture Hall

Theatre

A Dialogue of Festivals on the Global Theatre Stage

Host:

- **Valery Fokin**, President, National Drama Theatre of Russia (Alexandrinsky Theatre)

Moderator:

- **Natalya Mazur**, Director, State Theatre of Nations

Speakers:

- **Tatiana Arkhipova**, Director, G.A. Tovstonogov Bolshoi Drama Theatre
- **Sukun Isitan**, Deputy General Director, General Directorate of State Theatres under the Ministry of Culture and Tourism of the Republic of Türkiye; Theatre Director
- **Tamer Karadagli**, Director General, General Directorate of State Theatres under the Ministry of Culture and Tourism of the Republic of Türkiye
- **Diego Moschkovich**, Coordinator of the Center for Theater Studies CPT-SESC
- **Fabio Rubiano**, Director, International Festival of Live Arts in Bogotá (FIAV Bogotá)

- **Slim Sanhaji**, Artistic Director, Carthage Theatre Festival (online)
- **Deepan Sivaraman**, Theatre Director
- **Brian Zhao**, Executive Assistant Manager at Club Med Urban Oasis Nanjing; Producer of a Theater Festival in Nanjing
- **Anastasia Zhuravleva**, General Director, A.P. Chekhov State Literary-Memorial Museum-Reserve "Melikhovo"

Front row participant:

- **Ali Ceyhan**, Head of the Private Office, General Directorate of State Theatres under the Ministry of Culture and Tourism of the Republic of Türkiye

12:00–13:30

General Staff Building of
the State Hermitage
Museum
Fifth atrium

Museums

Global Ethics of Restoration in the Postcolonial World

At the center of the discussion are the restorer's ethical choice and the diversity of cultural ideas about heritage preservation. How can common professional principles be reconciled with the diversity of cultural traditions? Where is the boundary between preserving a monument and its necessary renewal? Who has the right to determine its future fate—the professional community, national institutions, local residents, international organizations? In the postcolonial world, these questions require particular attention to the equality of participants, the historical experience of different countries, and the autonomy of national schools of heritage conservation.

One of the central subjects of the discussion will be the project to create a digital archive of monuments of Africa and the countries of the Islamic world. Its discussion will make it possible to address the ethical responsibility that arises even before restoration intervention—at the stage of studying and documenting the monument. Advance scholarly documentation is intended to preserve reliable information about its condition, help assess changes, and serve as a basis for sound conservation and restoration decisions.

At the same time, digital documentation does not replace the material original and requires a clear distinction between the recorded state, scholarly interpretation, and hypothetical reconstruction. The project will be considered from the standpoint of the ethics of international cooperation: jointly setting priorities, involving national specialists, agreeing on conditions for the storage and use of materials, exchanging knowledge, and long-term responsibility for the results.

Particular attention will be paid to work in conditions of conflict, natural disasters, and other threats, when the need for prompt action raises especially acutely the question of its justification and consequences.

The session will serve as a platform for open professional dialogue on principles capable of uniting scholarly integrity, respect for cultural diversity, and responsibility to future generations—both in the direct restoration of a monument and in the creation of its digital documentation.

Moderator:

- **Mikhail Piotrovsky**, General Director, State Hermitage Museum; President, Union of Russian Museums

Speakers:

- **H.E. Dr. Salim Al Malik**, Director General, Islamic world Educational, Scientific and Cultural Organization (ICESCO)
- **Hani Naji Atallah Abdel Masih Al-Hayek**, Minister of Tourism and Antiquities of the State of Palestine
- **Elena Davydova**, General Director, Gazprom Cultural Initiatives Foundation; Gazprom Department Head
- **Ivan Iashkov**, Director, Museum of Nature and Man Khanty-Mansiysk Autonomous Territory – Ugra
- **Kong Yan**, Painting Conservator, National Art Museum of China
- **Kamal Ramdane**, Archaeologist; Director of the Office for the Protection and Promotion of the M'Zab Valley
- **Oliva Salviati**, Public figure; Producer
- **Natalia Solovyeva**, Director, Center for Rescue Archaeology

Front row participant:

- **Anar Karimov**, Director of Partnerships and International Cooperation, ICESCO

12:00–13:30

General Staff Building of
the State Hermitage
Museum
Red Hall

Cultural Heritage: Traditions and Modernity

Humanizing the Arctic: Cultural Heritage as a Development Resource

The Arctic has always been a region of ideas, where human creative energy has found expression for centuries. The discussion will examine how the cultural and historical heritage of the Arctic is studied and preserved, above all the ethnocultural legacy and experience of the region's indigenous peoples, and consider current trends in international cultural cooperation in the Arctic. The humanization of the Arctic regions is becoming a necessity of the twenty-first century. It is critically important for creating an atmosphere of social optimism and for configuring a comfortable environment in which to live in the

region, and consequently for the sustainable development of the Arctic.

Points for discussion:

- What humanitarian resources does the Arctic possess? What will preserving them bring both for the Arctic itself and for society as a whole?
- How are the indigenous peoples of the Arctic being involved in humanitarian and scientific projects? What does the notion of developing the Arctic mean to them?
- What languages does the Arctic speak? Why should the languages of the indigenous small-numbered peoples of the North be revitalized and protected?
- Why can Arctic museums be regarded as an indicator of the region's level of modernization?
- What is the mission of Arctic education? Why does the experience of exploring the Arctic through art matter today?
- What successful practices and what barriers exist for international humanitarian partnership in the Arctic, given the current geopolitical situation?
- Arctic educational tourism: between dream and reality.

Discussing a broad range of social and cultural questions through specific projects will make it possible to reveal shared values and experience and to anticipate the main approaches to working with the heritage of the Arctic, so that the past can be turned into a living present.

Moderator:

- **Yuliya Kupina**, Director, Russian Museum of Ethnography

Speakers:

- **Dmitry Baranov**, Head of the Department of Ethnography of the Russian People, Russian Museum of Ethnography in St. Petersburg
- **Farida Chankhiev**, Director of the Center for Fundamental and Applied Scientific Projects at the Russian State University for the Humanities; co-leader of the project to create the "Interactive Atlas of the Indigenous Small-Numbered Peoples of the North, Siberia, and the Far East: Languages and Cultures."
- **Maksim Dankin**, General Director, Arctic Development Project Office Expert Center
- **Sergey Emelyanov**, Deputy Chairman of the Government of the Komi Republic
- **Maria Gruzdeva**, Artist; Photographer; Director of External Communications, Interregional Public Organization Association "Polar Explorers"
- **Rustam Romanenkov**, Chief Executive Officer, Center for Arctic Initiatives
- **Timur Tsybikov**, Head of the Department of State Policy in the Sphere of Interethnic Relations, Federal Agency for Nationalities of Russia
- **Yuliya Valevskaya**, Acting Head of the Department of Culture and Tourism, Government of the Chukotka Autonomous Region
- **Nina Veysalova**, Director, Center for Traditional Knowledge and Languages of the Indigenous Small-Numbered Peoples of the North, Siberia, and the Far East

12:00–13:30

General Staff Building of
the State Hermitage
Museum
Blue Hall

Circus

Circus as a Bridge between Cultures: How Universal Emotions Overcome Language Barriers

Moderator:

- **Edgard Zapashny**, Chief Executive Officer, Great Moscow State Circus at Vernadsky Avenue; People's Artist of the Russian Federation

Speakers:

- **Sergey Baklyakov**, General Director, Rosgostsirk
- **Mikhail Borza**, Animal Trainer (Poland)
- **Carlos Bresciani**, Circus Performer and Trainer of Predatory Animals (Guatemala)
- **Dereje Dange**, Director, Fekat Circus; founder, African Circus Festival (**online**)
- **Ivan Deforge**, Animal Trainer and Performer, Great Moscow Circus (France)
- **Vladislav Goncharov**, Animal Trainer, Producer, and Performer, Rosgostsirk (Russian State Circus Company); Honored Artist of Russia and the Donetsk People's Republic
- **Miley Monney**, Circus Performer, Animal Trainer (Germany)
- **Nikolai Pavlenko**, Animal Trainer, People's Artist of the Russian Federation; Laureate of the State Prize of the Russian Federation in Literature and the Arts
- **Arkady Shatirov**, Acrobat, Rosgostsirk, Honored Artist of the Russian Federation; Honorary Cultural Worker of Kuzbass
- **Askold Zapashny**, Artistic Director, Great Moscow State Circus; Chairman of the Union of Circus Art Professionals; People's Artist of the Russian Federation
- **Yaroslav Zapashny**, Circus Performer, Animal Trainer

12:00–13:30

General Staff Building of
the State Hermitage
Museum
Youth Centre exhibition
hall

Cultural Heritage: Traditions and Modernity

The Estate as a Stage: Theatre in a Cultural Heritage Setting

What happens when a museum is no longer a place people come to see an exhibition but instead becomes a living cultural venue? Theatre can give country estate museums a new route, a way to attract a new audience, and give that audience a reason to return.

Taking part in the discussion will be leading street theatre companies from across Russia, together with representatives of the Union of Theatre Workers of Russia and of museums. They will talk about how to turn history, architecture, and landscape into a cultural product in their own right, how theatre can raise the profile of a place, develop event tourism, and create projects that cannot be replicated anywhere else.

Moderator:

- **Alina Geer**, PR Director, Trickster Theatre Company

Speakers:

- **Vyacheslav Ignatov**, Artistic Director of the Street Theater Master's Program, Russian Institute of Theatre Arts (GITIS); Artistic Director, Trickster Theatre Company
- **Maria Litvinova**, Director, Trickster Theatre Company
- **Alena Minina**, Director, Yelagin Park Street Theater Festival
- **Oleg Skotnikov**, Director, Theater "Mr. Pejo's Wandering Dolls"
- **Anna Zarubina**, Head of External Relations Service, Peterhof State Museum-Reserve

12:00–13:30

General Staff Building of
the State Hermitage
Museum
Green Hall

Film

Transcontinental Film Train: Routing Best Practices for Joint International Projects

Cinema is the universal language of cultural diplomacy today.

Points for discussion:

- Over the past few years there has been a significant shift away from a focus on the markets of the United States and Europe towards China, India, Turkey, the countries of the Middle East, Latin America, and the Balkans.
- In 2025 and 2026, the Russian film industry is showing growth in the number of joint projects with friendly countries, with more and more Russian films and television shows being made in China, India, Serbia, and elsewhere.
- Other challenges include the language barrier and the localization of humour. Adapting scripts so that humour and drama register with international audiences without a loss of meaning requires a great deal of effort.
- The complexity of international film and television projects stems from the particular character of different markets and from the fragmentation of the media landscape and distribution. Promotional strategies differ radically.
- The main challenges of the coming years are to turn the growth in the number of joint international projects into a qualitative industrial system and to build a strong brand for Russian cinema.

Moderator:

- **Svetlana Balanova**, Chief Executive Officer, National Media Group

Speakers:

- **Lika Blank**, Producer
- **Vadim Byrkin**, Producer, Screenwriter
- **Ekaterina Filippova**, Founder, General Producer, Pan-Atlantic Studio
- **Aleksandar Radojicic**, Serbian Stage and Film Actor
- **Fedor Sosnov**, Executive Director, Federal Fund for Social and Economic Support to National Cinematography (Cinema Fund)
- **Wang Bin**, Director of the Eurasian Bureau, China Media Group (CMG)

12:00–13:15

General Staff Building of
the State Hermitage
Museum
Third atrium

Theatre

The Future of Russian Theatre: Development Concept to 2035

The outcomes of the all-Russian forums held under the plan for marking the 150th anniversary of the Union of Theatre Workers of Russia, on laying out a concept for the development of theatre in Russia to 2035

The session will look for a comprehensive approach to the development of theatre amid the challenges of today, including digitalization, changing audience preferences, the transformation of economic

models, the development of regional cultural infrastructure, support for young specialists, and the strengthening of spiritual and moral values through theatre.

A concept for the development of theatre through 2035 could form the basis for identifying new directions in the development of theatre, preserving cultural heritage, supporting the professional community, developing theatre education, strengthening regional theatres, and building a sustainable system of support for the theatre sector, as well as serving as good practice for partners abroad.

Moderator:

- **Nadezhda Sklyar**, Deputy Chairman - Head of Creative Management, Russian Theatre Union

Speakers:

- **Sergey Bezrukov**, People's Artist of the Russian Federation; Artistic Director, Maxim Gorky Moscow Art Academic Theatre, Grand Children's Festival
- **Evgeny Knyazev**, Rector, Boris Shchukin Theatre Institute
- **Vladimir Mashkov**, People's Artist of the Russian Federation; Chairman, Russian Theatre Union; Artistic Director, Oleg Tabakov Moscow Theatre and Sovremennik Moscow Theatre
- **Vladislav Miller**, Chairman of the Youth Council, Russian Theatre Union; Actor, Oleg Tabakov Moscow Theatre
- **Arkady Zinov**, Minister of Culture of Krasnoyarsk Krai

12:30–14:00

General Staff Building of
the State Hermitage
Museum
First atrium

United Cultures and Technologies towards the Cultural Code of the Future

Regional Cultural Code: How Local Becomes Shared

The discussion is devoted to how regional cultural practices, traditions, and projects become part of the country's shared cultural space. Modern technology gives the regions new opportunities: it helps them preserve their distinctiveness, make local stories visible, and translate them into a language a wide audience can understand. During the session, participants will discuss how the digital environment helps regions make themselves heard, how authenticity is preserved when they become part of the federal and international agenda, and why regional cultural codes so often prove a source of living content. The aim of the discussion is to show that a shared cultural space is built through respect for diversity.

Moderator:

- **Sofia Ernst**, Creative Producer, Founder, House of Culture "Istok"

Speakers:

- **Denis Aksenov**, General Director, State Film Fund of the Russian Federation
- **Federico Arnaldi**, Italian Musician, Actor; Host of the "Let's go, let's eat" TV-Show
- **Olesya Bulgakova**, President, ZOY Charitable Foundation
- **Tatiana Getman**, Curator, Creative Producer and Consultant in the Fields of Art, Culture and Territorial Development
- **Svetlana Kobzar**, Executive Director, Russian Musical Society
- **Evgeniy Melentyev**, Head of the Expert Center for Creative Industries, All-Russian Public Organization "Business Russia"
- **Yulia Nemchina**, General Director, Riki Group
- **Vladimir Rozin**, General Director, Otkritie
- **Nina Ruchkina**, Founder, Creative Director, Fashion House of Nina Ruchkina
- **Alisa Supronova**, Singer, songwriter; international music blogger; performer with a special military operation concert troupe

12:30–13:45

Saint Petersburg
Stieglitz State Academy
of Art and Design

Sideline Events

Design as a Cultural Practice

Design as a Chronicle of Time: Our Legacy

Design has always been a reflection of its era that captures values, anxieties, hopes, and aesthetic ideals. Today, in a time of rapid technological and social changes, design decisions serve not only as aesthetic choices, but also as cultural documents by which future generations will judge us.

Design is also an ethical act: every choice regarding the materials, form, production methods, and messaging used in design not only leaves behind a visual legacy, but a social and environmental footprint as well. How can the principles of sustainability, inclusivity, and social justice be incorporated into the creative process to become a cultural imperative rather than a passing trend? What do we, as a culture and civilization, want to convey to the future through the material world, the urban environment, and visual languages?

The session participants will discuss how design serves as both an instrument for cultural memory as well as a tool for shaping the future that can define the nation's identity for those who come after us. The session will focus more on the cultural substance of design solutions and their ability to become part of our legacy as opposed to their sheer market success. How do today's projects define the visual and

conceptual landscape of tomorrow, and what exactly constitutes a designer's 'cultural footprint', i.e., that which endures in people's minds, the living environment, and history itself?

Moderator:

- **Igor Namakonov**, General Director, Federation of Creative Industries

Speakers:

- **Evgenia Ezhikova**, Expert in creative business management and government relations in social and inclusivity matters, ex-director of Artemy Lebedev Studio
- **Yekaterina Ivanova**, Head of the Creative Projects Directorate, Roscongress Foundation
- **Arseniy Kiselev**, Deputy Head of the Industrial Design Department, St. Petersburg State Academy of Art and Design named after A.L. Stieglitz
- **Anna Kislitsyna**, Rector, A.L. Stieglitz St. Petersburg State Academy of Arts and Industry
- **Denis Kravchenko**, Deputy Chairman of the Committee of the State Duma of the Federal Assembly of the Russian Federation on Economic Policy
- **Vitaly Stavitsky**, President, Union of Designers of Russia
- **Ilya Udovichenko**, Art Director, Art. Lebedev Studio

13:15–14:45

St. Petersburg State
Academic Capella
Concert hall

Musical Culture

International Music Competitions to Facilitate Long-term Creative Collaboration between Musicians and Audiences from Different Countries

Moderator:

- **Denis Matsuev**, Pianist; People's Artist of the Russian Federation

Speakers:

- **Christopher Chen**, Australian Conductor; General Director and Artistic Director of the Jiangsu Centre for the Performing Arts in Nanjing
- **Chen Wei Ling**, Pianist, Winner of the Grace Welch International Competition in Chicago; Professor, Head of the Piano Department, Music Middle School Affiliated to the Shanghai Conservatory of Music
- **Justus Frantz**, Pianist, Conductor; Founder, Artistic Director, Philharmonie der Nationen orchestra
- **Freddy Kempf**, Pianist, winner of the BBC Young Musician of the Year competition, and prize-winner of the International Tchaikovsky Competition
- **Leonel Morales**, Pianist, Professor, Salzburg Summer Academy and Alfonso X the Wise University; Artistic Director, Founder, María Herrero International Piano Competition (Granada) and the Madrid International Piano Composition Competition

13:30–14:45

General Staff Building of
the State Hermitage
Museum
Third atrium

Theatre

School Theatre Development Vectors: Focus Areas and Priorities

Points for discussion:

- Theatre education as a state priority.
- School theatre and the shaping of values.
- Training teachers of theatre.
- The role of professional theatres as mentors to school companies.
- Developing patronage and mentoring programmes.
- School theatre as a tool for education, communication, and unlocking a child's creative potential.

Moderator:

- **Igor Kolobov-Teslya**, Deputy Director, Gorky Moscow Art Theatre; Executive Director, Grand Children's Festival

Speakers:

- **Evgeny Knyazev**, Rector, Boris Shchukin Theatre Institute
- **Elena Krynzhdina**, Chairwoman of the Committee for Culture of the Administration of the City of Murmansk
- **Valery Morgunovsky**, Deputy Chairman of the Board, All-Russian Public Movement of Children and Youth "Movement of the First"
- **Sergey Pershin**, Deputy Minister of Culture of the Russian Federation
- **Sergey Protsenko**, Acting Director, Progress Center
- **Nadezhda Sklyar**, Deputy Chairman - Head of Creative Management, Russian Theatre Union

- **Vitold Yasvin**, Head of the Department of Pedagogical Culture and Educational Management, Moscow State Institute of International Relations (University) of the Ministry of Foreign Affairs of the Russian Federation (MGIMO University)

14:00–15:30

General Staff Building of
the State Hermitage
Museum
Great Lecture Hall

Theatre

Cultural Dialogue at the Crossroads of Cultures

Points for discussion:

- The Russian language as a channel for national cultures. Productions of national classics and contemporary literature in Russian-language theatres abroad. The path to dialogue.
- Building a multi-ethnic audience. Integrating Russian theatres into the national context. How a Russian theatre can become a natural part of the cultural landscape for audiences of the titular nation without losing what makes it unique.
- Joint projects and touring as the visible result of mutual enrichment. The effectiveness of the existing festivals of Russian theatres abroad (Meetings in Russia, Theatre Autumn, Compatriots, and others) and the need for new forums, including on the platforms of the CIS. How to make touring more than an exchange of productions and turn it into broad creative engagement, through masterclasses, laboratories, and the like.

Moderator:

- **Sergey Shub**, Artistic Director, Baltic House Theatre-Festival

Speakers:

- **Khava Akhmadova**, Artistic Director and General Director, Khanpasha Nuradilov Chechen State Drama Theatre
- **Ekaterina Dulova**, Doctor of Art History, Professor; General Director, National Academic Bolshoi Opera and Ballet Theatre of the Republic of Belarus
- **Valery Fokin**, President, National Drama Theatre of Russia (Alexandrinsky Theatre)
- **Irakli Khintba**, General Director, F.A. Iskander State Russian Drama Theatre (RUSDRAM)
- **Svetlana Kondratyeva**, Deputy Director for Core Operations, Rosconcert (Federal State Budgetary Institution of Culture)
- **Purva Naresh**, Playwright, Stage Director, Producer; Founder, Theater Troupe in Mumbai
- **Vera Polyakova-Makei**, Director, Belarusian State Academic Theater for Young Spectators
- **Mikhail Shvydkoy**, Special Representative of the President of the Russian Federation for International Cultural Cooperation

14:00–15:30

General Staff Building of
the State Hermitage
Museum
Red Hall

Museums

Who Owns Cultural Heritage in the Postmodern World

Restitution has ceased to be a purely legal or museum problem. It is becoming part of a new global ethics, an ethics of coexistence in which the past is neither rewritten nor allowed to stand in the way of the future.

The language used in such demands is changing radically. Once it was “return our property so that we may keep it ourselves”. However, now it is increasingly asserted that the very act of possessing and studying another culture’s artefacts is an act of appropriation and cultural violence. For museums, which have built their identity over centuries on the principle that to preserve is to respect and to study is to acknowledge value, this is a serious challenge.

Participants in the discussion will address several key dilemmas. First: how to preserve objects never intended for museum existence? Second, where do the limits of acceptable intervention lie? Last, and more difficult still: can a museum move from being an unconditional custodian to a temporary intermediary between cultures, without losing its identity or retreating into an ivory tower?

Moderator:

- **Mikhail Piotrovsky**, General Director, State Hermitage Museum; President, Union of Russian Museums

Speakers:

- **Ismailou Balde**, Director General, Institute for Research on Heritage and Applied Linguistics (IRPLA) (online)
- **Ivan Etta Ojang**, Director, National Museum of Cameroon
- **In Uk Kang**, Professor, Kyung Hee University; Director, Kyung Hee University Central Library; President, Central Korea Archaeological Society
- **Alexey Levykin**, General Director, State Historical Museum
- **Yi E**, Head of Scientific Research Department National Art Museum of China

14:00–15:30General Staff Building of
the State Hermitage
Museum
Blue Hall

Cultural Sovereignty in the 21st Century

Faith and the Stage

What is "Orthodox" cinema, and more broadly Orthodox culture? Where does the line run between culture and preaching? Are 'popular' and 'crowd-pleasing' synonymous? And what about 'popular' and 'primitive'? Can high culture command a sufficiently wide audience? Which matters more for Orthodox culture: tactical marketing that meets current audience demand, or a strategic approach that shapes trends and creates new niches? The connection between eras: how to keep the classics relevant? Is it possible to continue academic traditions today, and how? We see how theological illiteracy leads to a distortion of purpose even where intentions are good. But how are spiritual guidance and theological scrutiny to be exercised without interfering with an author's vision? Producer, author, spiritual adviser: what is the balance between the roles? Which values genuinely matter to society today? Is a separate Orthodox culture for young people needed? Where can Orthodox culture meet its audience: online cinemas, television, film, theatre?

Moderator:

- **Ilya Kuzmenkov**, Chief Editor, Radio "VERA"

Speakers:

- **Gavriil Gordeev**, General Producer, Okko
- **Vladimir Legoyda**, Chairman of the Synodal Department for Church's Relations with Society and Mass Media, Russian Orthodox Church; Editor-in-Chief, Foma Magazine
- **Alexander Zhuravsky**, Deputy Head of the Office of the President of the Russian Federation for Public Projects

14:00–15:30General Staff Building of
the State Hermitage
Museum
Youth Centre exhibition
hall

Cultural Heritage: Traditions and Modernity

Lecture

From Local Initiatives to Global Dialogue: Expertise from the Miklouho-Maclay Foundation

Within Russia's cultural policy today, considerable importance attaches to preserving historical memory as the foundation of national and civic identity, to continuity between generations, and to the country's cultural sovereignty. A key mechanism for achieving this is the study and promotion of Russia's historical and cultural heritage within the context of world culture.

The lecture will examine the projects of the Miklouho-Maclay Foundation, whose priority is to preserve the scientific and humanistic legacy of the outstanding Russian scholar Nikolai Miklouho-Maclay, the 180th anniversary of whose birth will be marked in 2026. By examining the projects, the lecture will explore the role of informal channels of communication and the experience of building links between science and society, developing intercultural dialogue and shaping a positive image of Russia in the world. It will also consider the potential of scientific and cultural heritage as a resource of trust and dialogue that can help address foreign policy objectives and convey Russia's interests through neutral formats.

The lecture will present an analysis of the humanitarian projects carried out by the Miklouho-Maclay Foundation in partnership with scholars of the Russian Academy of Sciences and figures from the cultural world, drawing on the historical experience of Miklouho-Maclay's work as an intermediary in the nineteenth century, and will consider the effectiveness of cooperation between the state, business, and the non-profit sector in the field of cultural heritage.

Speaker:

- **Nikolay Miklouho-Maclay**, Director, Foundation for the Preservation of Ethno-Cultural Heritage named after Miklouho-Maclay; President, Association of Researchers of the South Pacific Region; Research Fellow, Institute of Oriental Studies, Russian Academy of Sciences

14:00–15:30State Museum of
Political History of
Russia

Sideline Events

Historical and Military History Museums: Historical Truth, Generational Continuity, and Responsibility for the Future

Historical and military museums today act as custodians of truth, as venues of historical education, as centres of the spiritual and moral upbringing, as promoters of historical knowledge, and as opponents of its falsification. The contemporary displays of leading museums offer innovative solutions built on the latest digital technologies and on the principles of immersion: when history is brought to life, it offers complete absorption in the atmosphere of the period. Military history museums act as transmitters of meaning and of the most important value-based narratives, as champions of a patriotic museum agenda, and as integrators of socially significant projects delivered by the state. Participants in the discussion will share distinctive methods of patriotic work, discuss the strategic tasks facing the Association of Historical and Military History Museums and the country's entire museum community in preserving and defending historical truth, and present successful historical education projects and new formats for engaging with audiences.

Welcome addresses:

- **Alexey Levykin**, General Director, State Historical Museum
- **Sergey Rybakov**, Director General, State Museum of the Political History of Russia
- **Alexander Shkolnik**, General Director, Victory Museum

Moderator:

- **Irina Velikanova**, Director General, State Central Museum of Contemporary History of Russia

Speakers:

- **Ruslan Gagkuev**, Chairman of the Board of the Russian Historical Society, Executive Director of the History of the Fatherland Foundation
- **Artem Gorny**, Director of the Department of Culture, Ministry of Defense of the Russian Federation
- **Ekaterina Kalinichenko**, Director of the Donetsk Republican Art Museum
- **Elena Malysheva**, Head, National Center for Historical Memory under the President of the Russian Federation
- **Elena Sinitsina**, Executive Director, Museum of Military History of the Russian Military Historical Society

14:00–15:30

General Staff Building of
the State Hermitage
Museum
Fifth atrium

Cultural Sovereignty in the 21st Century

From Cultural Sovereignty to Technological Leadership: Using Artificial Intelligence in Heritage

The panel discussion will be devoted to advanced practices in the use of artificial intelligence in the heritage sector, including the training of national multimodal language models on verified data about culture, history, and traditional values. The invited experts will discuss successful examples from both Russian and international experience.

Moderator:

- **Konstantin Mogilevsky**, Deputy Minister of Science and Higher Education of the Russian Federation

Speakers:

- **Alexander Bolkhovityanov**, Director of Government Relations, Yandex
- **Vladimir Kokh**, Executive Director for Data Research, Advanced AI Technologies Development Department, Sberbank
- **Anton Kryvoshlykov**, Director of Relations with Industry Associations and Government Authorities, ON Media
- **Yury Nosov**, Director General, Boris Yeltsin Presidential Library
- **Alexey Sirenov**, Director, Saint-Petersburg Institute of History of the Russian Academy of Sciences; Member of the Board, Russian Historical Association
- **Denis Tsypkin**, General Director, Russian National Library

14:00–15:15

Saint Petersburg
Stieglitz State Academy
of Art and Design

Sideline Events

Design as a Cultural Practice

A Distinct Identity without Folklore: How 'Russian' Is Emerging in Contemporary Design

Appealing to a country's national roots in design is a long-standing trend, however today it is undergoing a profound transformation. The superficial imitation of traditional designs and frequent use of a folk style is giving way to a more complex, reflective engagement with cultural memory. How can we distinguish an authentic cultural statement from decorative ethnographic phenomena? Is it possible to create a 'Russian' aesthetic in design without resorting to direct references to the past?

This session seeks to find a new language of national identity that does not merely imitate tradition, but reinterprets it within the context of contemporary visual culture, technology, and lifestyle. The participants will discuss how the legacies of avant-garde, constructivism, and traditional folk crafts can serve as sources of inspiration without being left by the wayside. The session will focus on successful projects where the national dimension serves not merely as a decoration, but as a source of meaning that shapes a new aesthetic.

Moderator:

- **Valentina Rostovshikova**, Chairman of the Board, Fashion Hub Russia Group of Companies; Member of the General Council, International Buyers Association International Buyers Hub

Speakers:

- , Renowned Russian artist, St. Petersburg-based porcelain painting master, founder of a private art studio
- **Valery Beresnev**, Director, St. Petersburg Small and Medium-Sized Business Development Fund
- **Aleksandra Kaloshina**, Founder, Solstudio Textile Group
- **Olga Schetinina**, Member of the Federation Council Committee on Science, Education, and Culture
- **Elena Usenko**, Director, Gusevsky Crystal Plant (Maltsov) Trading House

14:00–15:00

General Staff Building of
the State Hermitage
Museum
Press hall

Special Topics Track

Presentation of the Study “The Russian Cultural Code”**Moderator:**

- **Maria Istomina**, Editor, Media and Culture Desk, Vedomosti

Speakers:

- **Alexandr Malich**, General Manager, National Drama Theatre of Russia (Alexandrinsky Theatre)
- **Artem Mikhalkov**, General Producer, 1-2-3 Production
- **Daria Pugacheva**, Director of Research, Gazprom-Media Holding
- **Yuliana Slashcheva**, Chairman of the Board of Directors, Soyuzmultfilm Film Studio; General Director, Gorky Film Studio
- **Alexander Zharov**, General Director, Gazprom-Media Holding

15:00–16:30

General Staff Building of
the State Hermitage
Museum
Green Hall

Film

Movies at the Weekend? Outings to the Cinema Reimagined

The skewed seasonality of film distribution in Russia, with its emphasis on the New Year holidays, has led producers to oversaturate the first ten days of January at the expense of the other 355 days. Cinemas suffer from uneven attendance, audiences suffer from having to choose between one good film and another, and everyone in the industry suffers. What means can be taken to develop and introduce new peak seasons? What can be learned from the best international practice? What can be done in practice to make a cinema year more balanced? These will be among the topics raised at this session.

Points for discussion:

- The particular features of marketing across the distribution seasons.
- A review and analysis of attempts to develop new peak release windows.
- A review of the best international practice in improving theatrical attendance.

Moderator:

- **Fedor Sosnov**, Executive Director, Federal Fund for Social and Economic Support to National Cinematography (Cinema Fund)

Speakers:

- **Anatoly Maksimov**, Chief Executive Officer, Directorate of Film
- **Sergey Selyanov**, Chairman of the Board, Association of Film and Television Producers (AFTP); Head, STV Film Company
- **Pavel Vereshchagin**, Deputy General Director, Central Partnership Sales House
- **Denis Zhalinsky**, General Producer, Yellow, Black and White
- **Olga Zinyakova**, General Director, KARO Cinema Network
- **Anton Zlatopolsky**, First Deputy General Director, Russian Television and Radio Broadcasting Company

15:00–16:30

General Staff Building of
the State Hermitage
Museum
First atrium

Media Culture

Fathers in Russian and Global Multinational Culture and Media

The discussion about the image of the father in the multi-ethnic culture and media of Russia continues the conversation started by TASS's first national award “The Big Family of Russia”. It is also a logical continuation of the discussion entitled “Family in Focus: How Culture and the Media Can Help Address the Demographic Situation?” which TASS held at the Forum in 2025.

Points for discussion:

- The perfect father. The role of the man in the family. How is the image of the head of the family

presented in the media (news, talk shows, reality television, social media, advertisements) and in cultural institutions (theatres, film institutions)?

- The image of the father in today's media space: the "Sunday dad" and breadwinner, or an active participant in family life and in raising children? Does the contemporary image match expectations that assume a father's active involvement in a child's life on equal footing with the mother?
- How do traditional media and cultural institutions talk about demographic problems, large families, motherhood, fatherhood, and family difficulties?
- Should the status of the father be raised in society today? State support measures for fatherhood.
- The role of traditional faiths in the spiritual formation of the father of a family.
- The digital environment and family values: challenges and opportunities.
- The soft power potential of culture and the media in promoting pro-family policy.
- International experience. What measures of state and public support for fathers exist in friendly countries?

Moderator:

- **Andrey Kondrashov**, General Director, Russian News Agency TASS

Speakers:

- **Ali Cura**, Chief, Moscow Bureau of Anadolu Agency
- **Alexey Eremin**, Deputy Plenipotentiary Representative of the President of the Russian Federation in the Central Federal District
- **Anastasia Gorelkina**, Chairman of the Board of Directors, Siberian Business Union; Vice President, Russian Association of Communication Agencies (RACA)
- **Anna Kuznetsova**, Deputy Chairman of the State Duma of the Federal Assembly of the Russian Federation (**online**)
- **The priest Fedor Lukyanov**, Chairman, Patriarchal Commission for Family Affairs and Protection of Motherhood and Childhood
- **Sergey Novikov**, Chief of the Presidential Directorate for Social Projects
- **Wang Bin**, Director of the Eurasian Bureau, China Media Group (CMG)

15:00–16:30

General Staff Building of
the State Hermitage
Museum
Third atrium

Theatre

International Theatre Cooperation as a Tool for Humanitarian Dialogue: The Role of Theatre Associations in Building Professional Bridges between Countries

Moderator:

- **Daniyar Turusbekov**, First Deputy Chairman – Head of the Central Office, Russian Theatre Union

Speakers:

- **Sergey Bezrukov**, People's Artist of the Russian Federation; Artistic Director, Maxim Gorky Moscow Art Academic Theatre, Grand Children's Festival
- **Ghannam Ghannam**, Member of the Founding Committee, Head of Training, Development, and School Theatre, Arab Theatre Institute
- **Galina Ketova**, Vice-President, Union of Theatre Workers of the Kyrgyz Republic
- **Konstantin Kolpakov**, Deputy Head of the Federal Agency for the Commonwealth of Independent States Affairs, Compatriots Living Abroad, and International Humanitarian Cooperation (Rossotrudnichestvo)
- **Vladimir Mashkov**, People's Artist of the Russian Federation; Chairman, Russian Theatre Union; Artistic Director, Oleg Tabakov Moscow Theatre and Sovremennik Moscow Theatre
- **Atabak PoorNaderi**, General Director, Dramatic Arts Center of Iran
- **Sandhya Purecha**, Chairman of the Sangeet Natak Akademi (National Academy of Music, Dance and Drama)
- **Mikhail Shvydkoy**, Special Representative of the President of the Russian Federation for International Cultural Cooperation
- **Trinh Thuy Mui**, President of the Vietnam Association of Theatre Artists
- **Xu Yongsheng**, President, The Central Academy of Drama (China)
- **Zair Zairov**, Advisor to the Chairman on International Cooperation, Union of Theater Workers of Uzbekistan

15:30–17:00

St. Petersburg State
Academic Capella
Chamber Hall

Special Topics Track

Cultural Code as a Necessary Condition for Creative Activity

Moderator:

- **Oksana Konysheva**, Head of the “Rosatom Culture Territory” program, State Corporation for Atomic Energy “Rosatom”

Speakers:

- **Elena Davydova**, General Director, Gazprom Cultural Initiatives Foundation; Gazprom Department Head
- **Natalya Levitskaya**, Director, Sinara Foundation for the Support of Cultural Initiatives
- **Yuliya Mazanova**, Deputy General Director for Sustainable Development and Corporate Communications, METALLOINVEST
- **Julia Mishina**, General Director, OMK-Participation Charitable Foundation
- **Olga Vandycheva**, Project Manager of the Organizational Division, Union of Nuclear Industry Organizations Nuclear Cities
- **Maria Zavozova**, Managing Director of the Communications and Marketing Department, Gazprombank

15:30–16:45

Saint Petersburg
Stieglitz State Academy
of Art and Design

Sideline Events

Design as a Cultural Practice

Fashion in Cultural Dialogue: Identity, Tradition, and Global Trends

Fashion is one of the most vivid and dynamic design practices, as it responds instantly to shifts in culture, society, and mindset. Today, Russian fashion is being profoundly reconceptualized: the departure of Western brands has created a space for original creative expression, while simultaneously raising questions about the message we wish to convey to the world through the language of fashion. Should Russia seek its own distinct path or align with global trends? How can fashion embody cultural identity without simply devolving into an ethnographic costume? And, most importantly, how can fashion turn into a cultural practice that not only shapes a person's wardrobe, but also their mindset, values, and sense of self?

The participants will discuss prospects for entering international markets and the role fashion plays in shaping a new cultural image of Russia.

Moderator:

- **Polina Sidikhina**, Theater and film actress

Speakers:

- **Andrey Burmatikov**, Fashion Director, Faberlic
- **Ksenia Goshchitskaya**, Russian journalist, Creative Director of the St. Petersburg magazine Sobaka.ru, former Head of the Fashion Department and editor
- **Stanislav Lopatkin**, St. Petersburg fashion designer, artist, founder of the STAS LOPATKIN fashion house
- **Georgy Rostovshchikov**, Founder, Chief Executive Officer, Fashion Hub Russia; President, International Buyer Association International Buyer Hub
- **Tatiana Zatravina**, Brand and Production Founder, Free Age

16:00–17:30

General Staff Building of
the State Hermitage
Museum
Fifth atrium

Cultural Sovereignty in the 21st Century

Cultural and Traditional Synthesis: Civilizational Benefit or Historical Challenge?

This panel discussion, held as part of the Year of the Unity of the Peoples of Russia, will explore the interweaving of the cultural traditions of different peoples in a single state. This is characteristic not only of Russia today but also of a number of other large states around the world, including India, Indonesia, and Vietnam. The aim of the discussion is to exchange historical experience of the harmonious coexistence of different peoples within a common cultural space.

Moderator:

- **Aleksey Zagrebin**, Director, Institute of Ethnology and Anthropology named after. N.N. Miklouho-Maclay of the Russian Academy of Sciences

Speakers:

- **Dmitry Bak**, Director, V.I. Dal State Museum of the History of Russian Literature; Co-Chairman of the Board, Association of Literary Museums of Russia
- **Ruslan Gagkuev**, Chairman of the Board of the Russian Historical Society, Executive Director of the History of the Fatherland Foundation
- **Andrey Golovnev**, Director, Peter the Great Museum of Anthropology and Ethnography of Russian Academy of Sciences (the Kunstkamera)
- **Liu Ruomei**, Professor, Beijing Foreign Studies University

- **Konstantin Mogilevsky**, Deputy Minister of Science and Higher Education of the Russian Federation
- **Mikhail Shvydkoy**, Special Representative of the President of the Russian Federation for International Cultural Cooperation

16:00–17:30

General Staff Building of
the State Hermitage
Museum
Great Lecture Hall

Special Topics Track

Открытая сессия «Бесогон и культура»

Cultural Alternatives through the Eyes of Besogon: The Meaning and Significance of the 'Diamond Butterfly' Film Awards

Speaker:

- **Nikita Mikhalkov**, Recipient of the Order of St. Andrew the Apostle the First-Called, Hero of Labour of the Russian Federation; director, People's Artist of the RSFSR; creator and host of the program "BesogonTV"

16:00–17:30

General Staff Building of
the State Hermitage
Museum
Red Hall

Special Topics Track

Museum Space: Modern Technologies and Value Guidelines

The conference responds to the need to develop common professional and substantive approaches to implementing Federal Law No. 74-FZ of 21 April 2025, "On Commemorating the Victims of the Genocide of the Soviet People during the Great Patriotic War of 1941–1945", in museum, exhibition, educational, and tourism activities. The Federal Law established a common legal basis for commemorating the victims of the genocide of the Soviet people, defined the concept of that genocide, set out the principal forms of commemoration and the powers of public authorities, and established the institution of a national operator. Since 2026, the functions of the national operator have been performed by the National Centre for Historical Memory under the President of the Russian Federation. Under these circumstances, the pressing task is to move from individual museum, exhibition, and memorial initiatives towards a unified professional framework founded on shared principles of historical accuracy, scholarly verification, the ethically responsible presentation of tragic events, the personalization of memory of the victims, and the use of modern technology. Within this system, a museum should be regarded not only as a place where historical evidence is held but also as one of the fundamental institutions shaping a culture of historical memory, one that translates documented historical knowledge into the cultural and public environment of today. Particular importance attaches to engagement between museums and memorial complexes, cultural heritage sites, archives, and the sites of the mass murder and burial of civilians. Bringing these together into coherent routes of historical memory makes it possible to take work to preserve that memory beyond individual museum displays and create a single historical space, accessible to people living in the regions, to tourists, to schoolchildren, and to young people.

Moderator:

- **Elena Malysheva**, Head, National Center for Historical Memory under the President of the Russian Federation

Speakers:

- **Anatoly Budko**, Director, Military Medical Museum
- **Natalia Isakova**, Director, Museum of the History of the Occupation and Genocide of the Population of the Pskov Region (1941–1944)
- **Elena Lezik**, Director, State Memorial Museum of the Defence and Siege of Leningrad
- **Ilianna Petrova**, Minister of Culture of the Pskov Region (**online**)

16:00–17:30

General Staff Building of
the State Hermitage
Museum
Blue Hall

Special Topics Track

Music Education: Balance between Tradition and Digital Technologies

Amid rapid digitalization, the system of musical education faces new challenges. On one side is the introduction of state digital services (Online University Admission, the Pushkin Card, the Student Showcase) and more stringent information security requirements (Order No. 117 of the Federal Service for Technical and Export Control). On the other is the practical experience institutions have accumulated in confronting systemic difficulties. It is important to stress that digital technology is an aid and a means of meeting state requirements for transparency in education, not a substitute for the live creative process. The online format has objective limits: under the relevant regulations, fully remote study is not permitted for a number of musical disciplines, above all in secondary vocational education. Music cannot be taught entirely online; live performance, contact with a teacher, and experience of the stage remain fundamental. How can the living nature of musical education be preserved amid digitalization? Where does the line run between technological efficiency and the loss of human contact? How can digital services work for the benefit of art and people, rather than the other way around? These questions lie at the heart of our agenda. This year's Forum theme is "United Cultures, Common Values". Participants in the session will discuss how to find the right balance between the traditional values of musical education – the spiritual nature of art, direct contact between mentor and pupil, the cultivation of artistic taste, and the development of creative individuality – and the inevitable digitalization that should serve art and

people rather than replace human interaction. Significantly, the Association brings together Russian institutions and institutions from other countries: the Belarusian State Academy of Music, the Republican Music College at the Belarusian State Academy of Music, and the Mongolian State Conservatory. Questions of the digital transformation of education matter to all the participating countries. Including representatives of these institutions in the discussion will make it possible to consider both Russian practice and international experience. The participants will identify shared challenges and common ground in approaches to digitalization, as well as information security.

Moderators:

- **Svyatoslav Golubenko**, First Vice-Rector, Gnesins Russian Academy of Music
- **Anton Varentsov**, Executive Director, Association of Music Educational Institutions

Speakers:

- **Alexander Ryzhinsky**, Rector, Gnessin Russian Academy of Music
- **Aleksandr Sokolov**, Rector, Moscow State Conservatory named after P.I. Tchaikovsky
- **Wang Xudong**, Professor, China Conservatory of Music

16:00–16:45

State Museum of
Political History of
Russia

Sideline Events

Speakers:

- **Evgeny Belousov**, Director of the E.R. Romanov Mogilev Regional Museum of Local Lore
- **Moni Ovadia**, Italian theatre figure
- **Rimma Rum**, Director of the Belarusian State Museum of the History of the Great Patriotic War
- **Ekaterina Suprunova**, Director of the Y.D. Felitsyn Krasnodar State Historical and Archaeological Museum-Reserve
- **Sandro Teti**, Owner, Founder, Sandro Teti Editore (Rome-Based Publishing House)

16:45–18:00

General Staff Building of
the State Hermitage
Museum
Third atrium

Theatre

Theatre as a Space for Preserving Cultural Identity: National Theatre in the Age of Globalization

The theme has international significance, since the preservation of cultural identity, language, and tradition is an important concern for many countries. The session offers an opportunity to share best practices in supporting national theatres and to present Russian experience in a broad international context. The programme proposes an expert session devoted to the national theatres of the peoples of Russia, the preservation of cultural identity, and the place of national theatre in world theatre.

Moderator:

- **Vladimir Statsenko**, Theater Critic, Journalist; Chairman of the Kalmykia Regional Branch of the Russian Theatre Union

Speakers:

- **Zurab Agirbov**, Minister of Culture of the Karachayevo-Circassian Republic
- **Georgy Boguslavsky**, Deputy Minister of Culture, Nationalities and Archival Affairs of the Chuvash Republic
- **Bairma Dashidorzhieva**, Director of the "Ulger" Buryat Republican Puppet Theater
- **Vladislav Levochkin**, Director of the Dmitry Sivtsev – Suorun Omoloon State Opera and Ballet Theater of the Republic of Sakha (Yakutia)
- **Nadezhda Sklyar**, Deputy Chairman - Head of Creative Management, Russian Theatre Union
- **Timur Tsybikov**, Head of the Department of State Policy in the Sphere of Interethnic Relations, Federal Agency for Nationalities of Russia

17:00–18:30

General Staff Building of
the State Hermitage
Museum
Green Hall

Film

Greed and Genres

Cinema should not live by fairy tales alone; the effect of family viewing on box-office attendance matters, but it is not the only measure. Global demographic change, a shifting social and cultural landscape, and global economic turbulence all require creators to rethink their approach to the films they make. Older audiences, whose formative cinema-going experiences were shaped by films very different from today's franchises and comic-book adaptations, are waiting for films of their own. Which genres can and should find an audience in the new world cinema? How do audiences respond to new creative offerings? How are these trends playing out in Russia and worldwide? These themes will be central to the discussion.

Points for discussion:

- Who is today's cinema-goer? How is the demographic changing and how should producers' offerings change in response?
- The importance of genre diversity.
- From ancient Greek epic to war films: the most successful theatrical examples illustrating the need for genre diversity.

Moderator:

- **Konstantin Ernst**, General Director, Channel One Russia

Speakers:

- **Gevond Andreasyan**, Producer, Andreasyan Brothers Film Company
- **Fedor Bondarchuk**, Film Director, Actor, Producer; General Producer, NMG Studio; Founder, Art Pictures Studio
- **Eduard Iloyan**, General Producer, Yellow, Black and White; Co-Founder, START video service
- **Anatoly Maksimov**, Chief Executive Officer, Directorate of Film
- **Sergey Selyanov**, Chairman of the Board, Association of Film and Television Producers (AFTP); Head, STV Film Company
- **Yuliana Slashcheva**, Chairman of the Board of Directors, Soyuzmultfilm Film Studio; General Director, Gorky Film Studio
- **Alexey Vasyasin**, General Director, United Cinema Chain (Cinema Park and Formula Kino)
- **Leonid Vereshchagin**, General Director, Studio TRITE Nikita Mikhalkov
- **Anton Zlatopolsky**, First Deputy General Director, Russian Television and Radio Broadcasting Company

17:00–18:30

General Staff Building of
the State Hermitage
Museum
First atrium

Cultural Heritage: Traditions and Modernity

Artificial Intelligence for Museums: Hidden Opportunities

Questions about what artificial intelligence and AI-based tools actually represent when used to create works, whether images, video, or music, are being raised with increasing urgency in the cultural world. Is AI generation a tool, a creator, or a plagiarist? Is bringing masterpieces to life popularization or vulgarization? The technology is already here and the rules are not, and if the cultural community does not articulate its position now, the rules will be written by those who do not care about art at all. AI generation is a brush, not an artist. But it is a brush that has memorized every painting in the world and never asked permission. Our task is not to break it but to learn to handle it in such a way that Rembrandt does not become a dataset, or Vasnetsov a prompt.

Moderator:

- **Olga Galaktionova**, General Director, The State Tretyakov Gallery

Speakers:

- **Sergey Ivanov**, General Director, RUTUBE
- **Anastasia Karneeva**, Co-founder, Smart Art; Commissioner of the Russia Pavilion at the Venice Biennale; Executive Director, Jewish Museum and Tolerance Center
- **Oksana Konysheva**, Head of the "Rosatom Culture Territory" program, State Corporation for Atomic Energy "Rosatom"
- **Ivan Lykoshin**, Director, Department of Museums and Circus Arts Support, Ministry of Culture of the Russian Federation
- **Ekaterina Pronicheva**, Director, Pushkin State Museum of Fine Arts

19:00–20:30

N.A. Rimsky-Korsakov
St. Petersburg State
Conservatory
Great Hall named after
A. G. Rubinstein

Youth Programme

A Series of Meetings between Cultural Luminaries and Young Forum Participants

Moderator:

- **Dzhemma Avetisyan**, Chief Director, Krasnoyarsk Musical Theatre

Speaker:

- **Vladimir Mashkov**, People's Artist of the Russian Federation; Chairman, Russian Theatre Union; Artistic Director, Oleg Tabakov Moscow Theatre and Sovremennik Moscow Theatre

25 September, 2026

09:30–11:00St. Petersburg State
Academic Capella
Chamber Hall

Musical Culture

The Development of Concert Organizations in Academic Music. The International Touring Activities of Russian Philharmonic Organizations**09:30–11:00**St. Petersburg State
Academic Capella
Concert hall

Musical Culture

Milestone Assembly to Celebrate the 10th Anniversary of the Khalilov Woodwinds & Brass Society**10:00–11:30**General Staff Building of
the State Hermitage
Museum
Youth Centre exhibition
hall

Cultural Sovereignty in the 21st Century

Peacemaking Ideals in Modern Eastern and Western Cultures

This panel discussion, organized in partnership with the Leo Tolstoy International Peace Prize Foundation, is devoted to the role of historical experience and cultural traditions in preventing and ending conflicts and in strengthening mutual understanding between peoples.

Video messages:

- **Valery Gergiev**, General Director, Bolshoi Theatre; Artistic, General Director, Mariinsky Theatre
- **Maria Zakharova**, Director, Department of Information and the Press, Ministry of Foreign Affairs of the Russian Federation

Moderator:

- **Vladimir Beklyamishev**, Executive Director, Leo Tolstoy International Peace Prize Foundation; Board Member, Russian Historical Society

Speakers:

- **Pierre de Gaulle**, Deputy Chairman of the Jury, L.N.Tolstoy International Peace Prize Foundation
- **Vladimir Tolstoi**, President, International Association of Teachers of Russian Language and Literature; President, Association of Teachers of Russian Language and Literature; Director, L.N. Tolstoy State Museum

10:00–11:00

Marble Palace

Sideline Events

Meeting of the State Council of the Russian Federation Commission on Culture and Traditional Spiritual and Moral Values**10:00–11:30**General Staff Building of
the State Hermitage
Museum
Great Lecture Hall

Theatre

Artificial Intelligence in Theatre**Host:**

- **Evgeniy Mironov**, Artistic Director, State Theatre of Nations

Moderator:

- **Oksana Efremenko**, Deputy Artistic Director, State Theatre of Nations

Speakers:

- **Anastasia Bryukhanova**, Head of the Media Development Department, New Stage of the Alexandrinsky Theatre; Co-founder and Curator of the New Media Laboratory; Co-curator of the Interdisciplinary Laboratory "Theatre: Algorithms of the Future"
- **Petr Dranga**, Russian Musician, Accordionist, Composer
- **Dmitry Galkin**, Director, Institute of Arts and Culture; Professor, Tomsk State University
- **Konstantin Ivanov**, Artistic Director, Sapaev Mari State Academic Opera and Ballet Theatre; Choreographer of the Innovative AI-Ballet "The Snow Maiden"
- **Yury Kvyatkovsky**, Curator of the Sber Laboratory, State Theatre of Nations
- **Sergei Markov**, Director of Artificial Intelligence Technology Development, Head of the Experimental Machine Learning Systems Department, Sberbank
- **Dmitry Masaidov**, Robo-Choreographer, Programmer
- **Andrey Popov**, Development Director, Perm Academic Theatre-Theatre; author of the idea to create the digital space opera "The Main Question"

- **Nikolay Popov**, Head of the Center for Electroacoustic Music, Moscow Tchaikovsky State Conservatory
- **Wang Chong**, Founder, Artistic Director, Beijing-based Independent Performance Group Théâtre du Rêve Expérimental
- **Ivan Zaslavets**, Director, media artist

10:00–11:30

General Staff Building of
the State Hermitage
Museum
Green Hall

Film

AI in Live Action

AI gives live-action cinema new tools. The value of any tool is tested in the context of a particular film: did it help fulfil the vision and make the story and the characters convincing for the viewer? The discussion will address the possibilities of the technology, the responsibility of authors, and the cases in which AI can be effectively used in filmmaking.

Points for discussion:

- Artistic vision determines how AI is used.
- Changes in job descriptions affect people in real life: AI is changing tasks, the composition of crews, and the skills needed in production. People must be part of these changes and influence how the new tools enter their work.
- Russian technologies need to be developed in cooperation with the film industry.
- Creators' rights and the trust of audiences are the foundation of working with AI.

Moderator:

- **Alexey Parfun**, General Director, AI Influence; Vice President, AKAR

Speakers:

- **Konstantin Ernst**, General Director, Channel One Russia
- **Gavriil Gordeev**, General Producer, Okko
- **Alexey Goreslavsky**, General Director, Internet Development Institute (IRI)
- **Ekaterina Kononenko**, Producer, Managing Partner, VERSUS PICTURES and ID production
- **Anton Maslov**, Film and Television Director, Screenwriter, Producer

10:00–11:30

General Staff Building of
the State Hermitage
Museum
Blue Hall

Cultural Sovereignty in the 21st Century

Cultural Sovereignty in Civilizational Dialogue between East and West

This panel discussion is devoted to the question of cultural sovereignty, which has repeatedly been a stumbling block in relations between West and East. Participants will discuss what role the concept of cultural sovereignty has played at different stages of human history, and what is meant by it today, in a multipolar world. Is a compromise between universalist ideas and traditional cultures attainable? What does the loss of cultural sovereignty entail, and what lessons can be drawn from the relevant examples?

Moderator:

- **Konstantin Mogilevsky**, Deputy Minister of Science and Higher Education of the Russian Federation

Speakers:

- **Binod Singh Ajatshatru**, Director, BRICS Institute in New Delhi
- **Abdulrahman Abdullah Aldolaimi**, Director of the Department of Culture and Arts, Ministry of Culture of Qatar
- **Arnaud Frilley**, President, Russian Musical Society in France; Director, S.V. Rachmaninoff Conservatory
- **Mikhail Lipkin**, Director, Institute of World History of the Russian Academy of Sciences
- **Liu Yi**, Dean of the Faculty of History, Capital Normal University, Beijing
- **Grigory Mamiev**, Acting Minister of Culture of the Republic of South Ossetia
- **Sergey Volkov**, Rector, First President of Russia Boris Yeltsin Kyrgyz-Russian Slavic University

Front row participant:

- **Larisa Lukina**, Senior Diplomat of the Secretariat of the Shanghai Cooperation Organization

10:00–12:30

Information Historical and Scientific Center — Military Historical Library of the General Staff of the Armed Forces of the Russian Federation

Sideline Events

Successors of the Suvorov Era: Representatives of Military Science and Practice in the First Half of the 19th Century

As part of the preparations for the tercentenary of Alexander Suvorov, during the St. Petersburg International United Cultures Forum and the Days of Army Culture in St. Petersburg and the Leningrad Region, a round table entitled “Heirs to the Suvorov Era: Leading Figures in Military Science and Practice in the First Half of the Nineteenth Century” will be held. It will take place on 25 September 2026 at the Military Historical Library of the General Staff of the Armed Forces of the Russian Federation, one of the country’s oldest military libraries, founded 215 years ago in St. Petersburg.

The participants will include historians from the Research Institute of Military History of the Military Academy of the General Staff of the Armed Forces of the Russian Federation; the Suvorov State Memorial Museum; the Boris Yeltsin Presidential Library; the National Library of Russia; the Suvorov Museum in Novaya Ladoga; the State Hermitage Museum; the Military Historical Museum of Artillery, Engineers and Signal Corps; the Central Naval Library; representatives of the Suvorov Charitable Foundation; and representatives of the libraries of the Ministry of Defence of the Russian Federation, national and regional libraries, and federal and departmental archives and museums.

The round table will feature reports devoted to Suvorov’s legacy. They will examine the influence of his ideas and experience on the development of military organization in Russia in the nineteenth and twentieth centuries. Another point of discussion is the way Suvorov affected Field Marshal Pyotr Volkonsky, founder of His Imperial Majesty’s General Staff. Another question for discussion is preserving the military and theoretical legacy of Suvorov and Volkonsky, both of whom left a notable mark on military history, within the integrated environment of libraries, archives, and museums.

Moderators:

- **Alexey Sirenov**, Director, Saint-Petersburg Institute of History of the Russian Academy of Sciences; Member of the Board, Russian Historical Association
- **Roman Sokolov**, Vice-Rector for Educational Activities and Youth Policy, Herzen University
- **Georgy Vilinbakhov**, State Heraldry Master; Deputy Director, State Hermitage Museum

Speakers:

- **Alla Akimova**, Head of the Department of Museum Pedagogy, Military Historical Museum of Artillery, Engineers and Signal Corps of the Ministry of Defense of the Russian Federation
- **Alexander Bukreev**, Director, Information Historical and Scientific Center - Military Historical Library of the General Staff of the Armed Forces of the Russian Federation
- **Olga Faller**, Head of the Department of Cultural Programs, Department of Culture, Ministry of Defense of the Russian Federation
- **Vladimir Kirillov**, Director, A.V. Suvorov State Memorial Museum
- **Lyubov Kryuchkova**, Senior Researcher, Novoladozhsky Museum of History and Local Lore
- **Andrey Mikhailov**, Senior Researcher, Research Department (Military History of the North-West Region of the Russian Federation) of the Research Institute (Military History) of the Military Academy of the General Staff of the Armed Forces of the Russian Federation
- **Elena Nazaryan**, Senior Researcher, Research Department (Military History of the North-West Region of the Russian Federation) of the Research Institute (Military History) of the Military Academy of the General Staff of the Armed Forces of the Russian Federation
- **Marina Vasilyeva**, Director, Branch of the Novgorod Museum-Reserve “Museum-Estate of A.V. Suvorov in the village of Konchanskoye”

10:00–11:30

General Staff Building of the State Hermitage Museum
Fifth atrium

Youth Programme

Russian Artists’ Unions in Dialogue with the Global Youth

A conversation between the artistic director of two of Moscow’s leading theatres and the Forum’s young participants about how a profession shapes the person who pursues it, and why the Russian school of theatre endures as long as masters and students continue to share the same stage.

Points for discussion:

- The remarkable figures and events that shaped Russian theatre and its influence worldwide;
- The formative role of theatre in shaping moral character, drawing on examples from the past and present;
- Changes in theatre in response to the interests and expectations of younger audiences.

Moderator:

- **Sergey Pershin**, Deputy Minister of Culture of the Russian Federation

Speakers:

- **Olga Khomova**, General Director, State Academic Capella in St. Petersburg
- **Vladimir Mashkov**, People’s Artist of the Russian Federation; Chairman, Russian Theatre Union; Artistic Director, Oleg Tabakov Moscow Theatre and Sovremennik Moscow Theatre

- **Mikhail Piotrovsky**, General Director, State Hermitage Museum; President, Union of Russian Museums
- **Askold Zapashny**, Artistic Director, Great Moscow State Circus; Chairman of the Union of Circus Art Professionals; People's Artist of the Russian Federation

10:00–11:30

General Staff Building of
the State Hermitage
Museum
First atrium

United Cultures and Technologies towards the Cultural Code of the Future

AI in Music: Algorithms, Authorship, and New Rules in the Industry

AI today no longer merely assists in producing music but is becoming a full-fledged participant in the market: it generates tracks, imitates voices, enters the charts, and competes with human artists for the audience's attention. A central theme of the discussion will be AI's effect on the ecosystem of streaming services. Recommendation algorithms increasingly promote content created using neural networks, which changes the logic by which popularity is formed. It also calls into question the traditional mechanisms for selecting and promoting music. Particular attention will be given to situations in which AI tracks compete with the output of real human performers. This is creating a new conflict within the industry: musicians, producers, and rights holders speak ever more often of the erosion of the profession, the devaluation of creative labour, and unfair competition. Technology companies, meanwhile, regard AI as a tool for widening creative possibilities and democratizing music production. A separate discussion will address the labelling of content: should music created using artificial intelligence be specially marked on streaming services, and how might that affect audience perception and the competitive environment.

Presentation of "Cossacks Make Hits"**Moderator:**

- **Nadezhda Boychevsky**, General Director, Producer, ON Label

Speakers:

- **Ilya Bachurin**, General Director, Mosconcert
- **Ksenia Boletskaya**, Director of Industry Relations in the Media Services Division, Yandex
- **Alexander Gagiev**, Executive Director, Artificial Intelligence and Machine Learning Development Department, Sberbank
- **Anton Kazak**, Executive Producer, Creative Producer, Project Manager of "Cossacks Make Hits"
- **Elena Kiper**, Director, Producer, TV host
- **François Modeme**, Special Military Operation (SMO) Veteran; Opera Singer
- **Vladimir Nazarenko**, General Manager, BRIDGE MEDIA Holding
- **Sabeeda Thaised**, Minister of Culture of the Kingdom of Thailand
- **Alexander Trushin**, Marketing Director, BLACK STAR
- **Borislav Volodin**, Director, ArtMasters National Open Championship of Creative Competencies

10:00–11:30

General Staff Building of
the State Hermitage
Museum
Third atrium

Theatre

Theatre Education in Cultural Dialogue: Exchange of Students, Teachers, and Master Artists**Moderator:**

- **Vyacheslav Starodubtsev**, General Director, Novosibirsk State Academic Opera and Ballet Theatre (NOVAT)

Speakers:

- **Bahram Ebrahimi Yazdi**, Official Representative, Iranian Theater Forum
- **Tatyana Erokhina**, Rector, Firs Shishigin Yaroslavl State Theatrical Institute
- **Alexander Fokin**, Acting Rector, Russian Institute of Theatre Arts – GITIS
- **Evgeny Knyazev**, Rector, Boris Shchukin Theatre Institute
- **Nguyen Thi Minh Thai**, Deputy Head of the Theory and Criticism Committee, Vietnam Association of Theatre Artists
- **Natalya Pakhomova**, Acting Rector, Russian State Institute of Performing Arts
- **Sandhya Purecha**, Chairman of the Sangeet Natak Akademi (National Academy of Music, Dance and Drama)
- **Xu Yongsheng**, President, The Central Academy of Drama (China)

10:00–11:30

General Staff Building of
the State Hermitage
Museum
Red Hall

Cultural Sovereignty in the 21st Century

Science's Cultural Code: From Discoveries to Heritage

A nation's cultural code is the foundation of national identity and the guarantor of Russia's civilizational sovereignty. For our country, the value-based and motivational grounds that underpin its understanding of itself are rooted in its distinctive historical and ethnocultural character, supported by a system of traditional values, historical memory, and the country's outstanding scientific and technological heritage. Leading science museums and outreach institutions play a key role in transmitting that heritage. Acting as centres of soft power and as platforms for global dialogue, they turn major engineering breakthroughs, from the conquest of space to the development of the nuclear industry, into a tangible history of achievement. Science museums display technical achievements but also function as venues for innovative research, setting international standards for preserving intellectual heritage and instilling in citizens, and above all in young people, a deep and considered sense of pride in their country. During the session, experts will discuss mechanisms for integrating scientific and technical heritage into the country's cultural agenda and will draw up practical recommendations for strengthening the role of science museums and outreach centres as a tool for reinforcing national self-awareness and civic identity.

Moderator:

- **Andrey Golovnev**, Director, Peter the Great Museum of Anthropology and Ethnography of Russian Academy of Sciences (the Kunstkamera)

Speakers:

- **Natalya Artyukhina**, Director, Memorial Museum of Cosmonautics
- **Andrey Blinov**, Deputy General Director, Russian Science Foundation
- **Ekaterina Glushenkova**, Deputy General Director for Scientific and Educational Activities, Polytechnical Museum
- **Elena Mironenko**, Director General, ATOM Museum at VDNKh
- **Svetlana Sivkova**, President, Museum of the World Ocean

Front row participant:

- **Nina Chizh**, Head of the Department "Russian Museum of Medicine" of the Federal State Budgetary Institution of the N.A. Semashko National Research Institute of Public Health

10:00–11:30

Saint Petersburg
Stieglitz State Academy
of Art and Design

Sideline Events

Design as a Cultural Practice

Education as a Cultural Project: Who Are Design Schools Training and Why?

Discussions about design education usually focus on expertise, standards, and business demands. But there is another, cultural dimension: design schools not only create specialists, but also shape individuals who embody a specific worldview, ethic, and visual culture. What kind of worldview are we conveying to students? Are we training 'problem solvers' or 'creators of meaning'?

At a time when design is becoming increasingly fluid and interdisciplinary as a profession, education should serve as a space that can cultivate the cultural responsibility of the next generation.

This session will explore what kind of education is needed to ensure graduates are not only in demand but also culturally grounded. The participants will discuss which subjects in the humanities and cultural studies should be included in a modern design curriculum and how to foster a sense of connection to broader culture amongst students.

Moderator:

- **Svetlana Minochkina**, Head of the National Costume Design Center, A.N. Kosygin State University of Russia

Speakers:

- **Valery Belgorodsky**, Rector, A.N. Kosygin Russian University for the Humanities
- **Paul Cave**, Founder and CEO of Omoikiri
- **Ekaterina Gurova**, Dean of the Faculty of Media Communications and Design, Russian Academy of National Economy and Public Administration under the President of the Russian Federation (RANEPA)
- **Alexey Karfidov**, Co-founder, general designer, Karfidov Lab; Head of the Department of Process Equipment Engineering, National University of Science and Technology "MISIS"
- **Mitya Kharshak**, Head of the Communication Design department at the HSE School of Design, Head of the HSE School of Design - St. Petersburg, founder and editor-in-chief of the Projector magazine
- **Anna Kislitsyna**, Rector, A.L. Stieglitz St. Petersburg State Academy of Arts and Industry

11:00–12:30

The Great St.
Petersburg State Circus

Circus

Preserving Traditions. Modern Technologies in the Arena: Deepening or Weakening the Language of the Circus?**Moderator:**

- **Edgard Zapashny**, Chief Executive Officer, Great Moscow State Circus ar Vernadsky Avenue; People's Artist of the Russian Federation

Speakers:

- **Sergey Baklyakov**, General Director, Rosgostsirk
- **Mikhail Borza**, Animal Trainer (Poland)
- **Carlos Bresciani**, Circus Performer and Trainer of Predatory Animals (Guatemala)
- **Ivan Deforge**, Animal Trainer and Performer, Great Moscow Circus (France)
- **Miley Monney**, Circus Performer, Animal Trainer (Germany)
- **Askold Zapashny**, Artistic Director, Great Moscow State Circus; Chairman of the Union of Circus Art Professionals; People's Artist of the Russian Federation

11:00–12:30

St. Petersburg State
University, 7/9
Universitetskaya
Embankment
Petrovsky Hall

Sideline Events

The New East: New Horizons for Intercultural Exchanges

This session focuses on fostering a dialogue between the cultures of Russia and countries of the East. In this era of globalization, preserving national identity and promoting mutual understanding have taken on increasing importance. The participants will discuss the roles of language education, academic exchanges, and joint projects in the humanities and sciences. Key topics will include the teaching of Russian in the Middle and Far East (and of Eastern languages in Russia), the development of bilateral cultural initiatives, and professional training in intercultural communication. Real-world formats of cooperation will also be examined, such as summer schools, internships, the activities of cultural centres, joint publications, literary translations, and conferences on cultural studies, cinema, and the arts.

Discussion topics:

- Amidst the multipolar world that is taking shape, strengthening cultural and humanitarian ties between Russia and Eastern nations is becoming a crucial factor in fostering an inter-civilizational dialogue and mutual trust.
- Growing economic and political cooperation requires the training of specialists who can interact effectively in multicultural environments, have language skills, and understand their partners' cultural codes.
- Digitalization and various other global challenges are driving the search for new ways to preserve and transmit cultural heritage, as well as the formulation of shared approaches to identity, education, and values.

Moderator:

- **Enesh Akhmatshina**, Associate Professor, Department of Theory and Methodology of Teaching Asian and African Languages and Cultures, Saint Petersburg State University; Organizer, Moderator, St. Petersburg State University Arabic Club

Speakers:

- **Waddah Al Jundi**, Director, Russian-Arab Center for Cultural and Business Cooperation; Co-chair, Russian-Syrian Society; Ambassador of Russian Education and Science
- **Issa Abdallah**, First Secretary of the Embassy of Palestine in the Russian Federation, Palestinian national poet, international affairs journalist, and director and producer of the documentary films
- **Alexey Rodionov**, First Deputy Dean of the Faculty of Asian and African Studies, Saint Petersburg State University
- **Ziad Shahoud**, Associate Professor, Department of World Politics, Saint Petersburg State University
- **Ahmed Tawalbeh**, Head of the Department of Mass Media and Communications, Gulf University
- **Xie Wei**, Chairman, Shanghai Theatre Academy; Secretary, Communist Party Committee, People's Republic of China

12:00–13:30

General Staff Building of
the State Hermitage
Museum
Fifth atrium

Key Sessions

Session, Chaired by Deputy Prime Minister of the Government of the Russian Federation and Chairperson of the Organizing Committee of the St. Petersburg International United Cultures Forum Tatyana Golikova

13:45–15:15General Staff Building of
the State Hermitage
Museum
Blue Hall

Cultural Sovereignty in the 21st Century

Science in Exhibitions: Imagining the Future

Science always works with the future. Years may pass between an idea or an experiment born in a laboratory today and a technical solution that becomes part of everyday life. Therefore, it is science museums and outreach centres that prove to be the venues where people can track the most important changes before they become routine. Scientific displays and exhibitions allow us, quite literally, to glimpse the future through a keyhole. What seems like science fiction becomes comprehensible and familiar. Discoveries, devices, and ways of interacting with the world succeed one another, generating a sense of uncertainty. Time is needed to grow accustomed to the new and to fit it into one's own picture of the world. How can the future be exhibited so that it inspires rather than alarms? And what role can science museums and outreach centres play in preserving a sense of stability in a world that is changing ever faster?

Moderator:

- **Elena Mironenko**, Director General, ATOM Museum at VDNKh

Speakers:

- **Konstantin Fursov**, Director, Institute of World Medicine, N.I. Pirogov Russian National Research Medical University, Ministry of Health of the Russian Federation; Head of the Working Group on the Development of Science Museums and Centers for Popular Science, Russian Science Foundation
- **Lydia Lobanova**, Director, Museum of Cryptography
- **Yulia Napolova**, Architect, Producer, Founder of the PSCulture Studio
- **Alina Osmakova**, Deputy Director for Strategic Communications, Federal Research Center "Fundamentals of Biotechnology" of the Russian Academy of Sciences; Member of the Advisory Group on Scientific and Technological Development under the President of the Russian Federation
- **Sergey Stafeyev**, Doctor of Technical Sciences, Professor, ITMO University; Founder, ITMO University Optics Museum

13:45–15:15General Staff Building of
the State Hermitage
Museum
Green Hall

Film

How to Form a Unified Film Space in the CIS

The once-unified audience and professional space of the former Soviet Union needs a reset. Only by drawing on the positive experience of the past and viewing the people of the CIS countries as a single cinema audience will it be possible to achieve technological, creative, and audience breakthroughs in the decades ahead.

Points for discussion:

- A shared past: the experience of the national film studios in organizing financing, production, and joint distribution.
- Heritage practices as a springboard for development.
- The current state of the shared cinema space and the means of developing it: successful cases and strategies.

Moderator:

- **Mikhail Shvydkoy**, Special Representative of the President of the Russian Federation for International Cultural Cooperation

Speakers:

- **Konstantin Ernst**, General Director, Channel One Russia
- **Alexey Fursin**, Minister of the Moscow Government, Head, Moscow Department of Culture
- **Arman Kyrykbayev**, Minister of Culture and Information of the Republic of Kazakhstan
- **Olga Lyubimova**, Minister of Culture of the Russian Federation
- **Obid Nazorien**, First Deputy Minister of Culture of the Republic of Tajikistan
- **Sergei Sarakach**, Deputy Minister of Culture of the Republic of Belarus

13:45–15:15General Staff Building of
the State Hermitage
Museum
Youth Centre exhibition
hall

Special Topics Track

The Creative Dimension of Historical Memory

Historical memory today exists in scholarship, archives, museums, and education. However, for the younger generation, films, television series, documentaries, music, theatre, literature, animation, video games, social media, short videos, podcasts, graphic design, contemporary art, as well as interactive and immersive projects are the main channels through which they encounter history. The development of digital technology has substantially widened the scope for creative engagement with the past. Artificial intelligence, virtual and augmented reality, digital reconstruction, generative graphics and sound,

interactive maps, and other forms of presentation make it possible to render historical material comprehensible and emotionally immediate for a contemporary audience. At the same time, the development of these technologies creates new challenges. A historical event may be torn from its context, an artistic image may be taken for documentary fact, and a visually convincing digital reconstruction may displace genuine evidence. The spread of generative content and technologies for creating synthetic images, voice, and video sharpens still further the problem of distinguishing between a historical source, an artistic interpretation, and a digital reconstruction. In these circumstances, the task is not to restrict creative freedom but to foster a culture of responsible creative engagement with historical material, in which artistic expressiveness is combined with historical accuracy, ethics, and an understanding of the public significance of the content being created. Particular importance attaches to involving talented young people in this work. A young author should be not merely a consumer of a ready-made historical narrative but its active interpreter and the creator of contemporary cultural forms, from film and animation to digital art, music, and new media.

The youth strategic session “The Creative Dimension of Historical Memory” is accordingly proposed as a venue for direct dialogue between historians, artists, filmmakers, producers, representatives of digital platforms and the creative industries, and young authors, which should result in specific creative projects and professional principles for working with historical material.

Moderator:

- **Elena Malysheva**, Head, National Center for Historical Memory under the President of the Russian Federation

Speakers:

- **Salem Mustafa Al-Alam**, Minister of Culture and Knowledge Development of the State of Libya
- **Zhanna Alekseeva**, State Secretary – Deputy Minister of Culture of the Russian Federation
- **Petr Baranov**, Art Historian, Curator, Corresponding Member, Russian Academy of Arts; Board Member, Moscow Union of Artists
- **Hayk Grigoryan**, Musician
- **Maria Grigoryan**, Producer
- **Anastasia Mironova**, Development Director, Triix Media
- **Danil Motin**, Director, Producer, Actor

13:45–15:15

General Staff Building of
the State Hermitage
Museum
First atrium

Youth Programme

Culture as a Resource for Quality of Life

Research in recent years has confirmed the positive impact of culture and the arts on emotional wellbeing, quality of life, cognitive health, and social engagement.

Points for discussion:

- The impact of culture on quality of life, emotional wellbeing, and social engagement;
- Interim results of the Cultural Longevity pilot project in the regions of Russia;
- Joint international initiatives to develop and scale up the project.

Moderator:

- **Sergey Pershin**, Deputy Minister of Culture of the Russian Federation

Speakers:

- **Federico Arnaldi**, Italian Musician, Actor; Host of the “Let’s go, let’s eat” TV-Show
- **Vittorio Calabrese**, Professor, University of Catania (UNICT); President, European Academy Antiaging Medicine (ESAAM)
- **Vasiliy Klyucharyov**, Head of the Laboratory of Social Neurobiology, National Research University Higher School of Economics
- **Konstantin Kolpakov**, Deputy Head of the Federal Agency for the Commonwealth of Independent States Affairs, Compatriots Living Abroad, and International Humanitarian Cooperation (Rossotrudnichestvo)
- **Vladimir Mashkov**, People’s Artist of the Russian Federation; Chairman, Russian Theatre Union; Artistic Director, Oleg Tabakov Moscow Theatre and Sovremennik Moscow Theatre
- **Maung Myint**, Union Minister of Hotels, Tourism and Culture of the Republic of the Union of Myanmar

13:45–15:15

General Staff Building of
the State Hermitage
Museum
Fifth atrium

Cultural Heritage: Traditions and Modernity

From Landmark to Transport Route: How Partnerships between Business and Culture are Transforming Territories

Points for discussion:

- The role of business in preserving heritage is changing, from traditional patronage towards long-term investment in territorial development. Large businesses increasingly regard support for cultural

heritage not as isolated charitable projects but as part of a comprehensive strategy for developing the regions in which they operate.

- A heritage site becomes not an end point but the core of a new urban and tourism ecosystem. The greatest effect arises when the restoration of a site is accompanied by the development of public spaces, cultural infrastructure, museum programmes, services, and tourist routes.

- Investment in culture creates a multiplier effect for a territory. A site that has been preserved can generate new flows of tourists, support local businesses, create jobs, and make an area more attractive to residents and investors alike.

- The next step is the move from individual sites to cultural and tourist routes. For heritage to make a genuine contribution to a region's development, sites, institutions, routes, events, and infrastructure must be linked into a single product that makes sense to tourists of different kinds.

- Creating such a product and achieving results at scale requires partnership between business, the state, and culture.

The experience of St. Petersburg shows that the sustained involvement of a major company can transform entire areas of a city. Gazprom's work over many years demonstrates a shift from supporting individual cultural sites to a comprehensive approach that combines heritage preservation with the development of the cultural environment, public spaces, and tourism potential.

Moderator:

- **Irina Martusevich**, Vice-Rector, National Research University Higher School of Economics

Speakers:

- **Alisa Biryukova**, General Director, State Vladimir and Suzdal Museum-Reserve
- **Oksana Bondarenko**, Director, Moscow Transport Museum
- **Elena Davydova**, General Director, Gazprom Cultural Initiatives Foundation; Gazprom Department Head
- **Olga Galaktionova**, General Director, The State Tretyakov Gallery
- **Boris Khanchalyan**, Deputy General Director, Gazprom-Media Holding
- **Ilya Kovalev**, President, Social Investment Agency
- **Roman Kovrikov**, General Director, Peterhof State Museum-Reserve
- **Roman Levshin**, Creative Producer, National Priorities
- **Ivan Lykoshin**, Director, Department of Museums and Circus Arts Support, Ministry of Culture of the Russian Federation
- **Bobirmirzo Saemov**, Head of the Creative Economy Sector of the Department of Creative Economy and Tourism, Administration of the President of the Republic of Uzbekistan
- **Irina Sedykh**, Chairman of the Supervisory Board, OMK Uchastie Charity Fund

13:45–15:15

General Staff Building of
the State Hermitage
Museum
Great Lecture Hall

Theatre

Russian Classics in North Caucasian Theatres

Host:

- **Evgeniy Mironov**, Artistic Director, State Theatre of Nations

Moderator:

- **Natalya Mazur**, Director, State Theatre of Nations

Speakers:

- **Rustam Achmiz**, Artistic Director, Theatrical Association of the Republic of Adygea
- **Khava Akhmadova**, Artistic Director and General Director, Khanpasha Nuradilov Chechen State Drama Theatre
- **Alimurad Alimuradov**, Director, State Tabasaran Drama Theatre
- **Svetlana Kalinskaya**, Director and Artistic Director, Stavropol State Operetta Theatre
- **Kirill Krok**, Director, Theater Named After Evgeny Vakhtangov
- **Timur Magomedov**, Director, State Republican Russian Drama Theatre named after M. Gorky
- **Georgy Surkov**, Chief Director, M. Gorky State Republican Russian Drama Theatre
- **Mazhit Zhangurazov**, Director, Kuliev Balkar State Drama Theatre

13:45–15:15

General Staff Building of
the State Hermitage
Museum
Red Hall

Cultural Heritage: Traditions and Modernity

Folk Artisan Craftwork Rebooted

Folk arts and crafts are an inseparable part of the country's cultural code: they embody a living link between generations and a resource for regional development. Participants in the discussion will consider practical mechanisms for preserving distinctive regional traditions and integrating them into today's cultural and economic agenda: legal support and protection for the crafts, the development of the sector as part of the creative economy, the training of specialists, and the role of museums in studying

and promoting this heritage. Particular attention will be given to the balance between authenticity and innovation: successful cases of adapting traditional techniques in design, fashion, and museum communication, engaging young people, and building a new audience. The intention is to draw up practical recommendations for government authorities and professional communities.

Moderator:

- **Tatyana Rybkina**, Director, All-Russian Museum of Decorative Arts

Speakers:

- **Irada Ayupova**, Minister of Culture of the Republic of Tatarstan
- **Nitai Roy Chowdhury**, Minister of Cultural Affairs of the People's Republic of Bangladesh
- **Natalya Grigoryeva**, First Deputy Director, Sergiev Posad State History and Art Museum-Reserve
- **Imad Hamdan**, Minister of Culture of the State of Palestine
- **Daria Illarionova**, Head of the Heritage Foundation, Imperial Porcelain Manufactory
- **Anna Kisliitsina**, Rector, St. Petersburg Stieglitz State Academy of Art and Design
- **Elena Kutsenko**, Director, "Museums of the Korolyov Science City" Museum Association
- **Natalia Sukhanova**, Minister of Culture of Nizhny Novgorod Region
- **Moussa Moise Sylla**, Minister of Culture, Tourism and Crafts of the Republic of Guinea
- **Elena Usenko**, Director, Gusevsky Crystal Plant (Maltsov) Trading House

13:45–15:15

General Staff Building of
the State Hermitage
Museum
Third atrium

Theatre

Objectives and Plans of the Russian Union of Theatre Professionals for Promoting Russian Theatre Abroad

Moderator:

- **Nadezhda Sklyar**, Director, Biennale of Theatre Arts "Directing Lessons"

Speakers:

- **Oleg Amirbayov**, Director of the Azerbaijan State Academic Russian Drama Theater named after Samad Vurgun
- **Kazbek Dzheliev**, Artistic Director of the K.L. Khetagurov South Ossetian State Drama Theater
- **Elena Galaktionova**, Director of the Department for Multilateral Humanitarian Cooperation and Cultural Relations, Ministry of Foreign Affairs of the Russian Federation
- **Ulanmyrza Karypbaev**, Artistic Director of the Osh National Drama Theater named after Sultan Ibraimov
- **Irakli Khintba**, General Director, F.A. Iskander State Russian Drama Theatre (RUSDRAM)
- **Konstantin Kolpakov**, Deputy Head of the Federal Agency for the Commonwealth of Independent States Affairs, Compatriots Living Abroad, and International Humanitarian Cooperation (Rossotrudnichestvo)
- **Abdelsalam Qubailat**, Founder and Artistic Director of Al-Shams Theater (The Sun Theater) in Amman
- **Anna Senkovets**, Director General of the Brest Academic Drama Theatre named after the Leninsky Komsomol of Belarus

14:30–15:30

The National Library of
Russia

Sideline Events

Memory Under Fire

Moderator:

- **Andrey Kokhan**, Deputy Executive Director of the History of the Fatherland Foundation

15:30–16:30

General Staff Building of
the State Hermitage
Museum
Green Hall

Film

Russia Minus Hollywood, and Hollywood Minus Russia

With the start of the special military operation, Hollywood's major studios withdrew from the Russian market, which accelerated the development of Russian filmmaking. Who lost more, and who gained? How is work with audiences for Russian cinema taking shape in the longer term? What are the chances of Hollywood returning, and what would that lead to?

Points for discussion:

- What the Russian film industry has gained and what audiences have gained from Hollywood's

departure?

- The next steps towards fully replacing American cinema in Russia.
- An alternative to Hollywood: what the market is ready to offer, and whose films audiences are ready to watch?

Moderator:

- **Nadezhda Motina**, President, ARNA MEDIA

Speakers:

- **Yasmina Ben Ammar**, Deputy Director, Producer, TV Channel "Rossiya 1"
- **Alexander Ilyin**, General Director, Yellow, Black & White
- **Boris Khanchalyan**, Deputy General Director, Gazprom-Media Holding
- **Anton Malyshev**, Executive Director, KINOPRIME Foundation; Head of the Department of Distribution and Marketing, Faculty of Production, Russian State University of Cinematography named after S.Gerasimov (VGIK)
- **Anton Sirenko**, Producer, Commercial Fund for Film and Animation Development
- **Fedor Sosnov**, Executive Director, Federal Fund for Social and Economic Support to National Cinematography (Cinema Fund)

17:00–19:00

Mariinsky II
main stage

Key Sessions

The St. Petersburg International United Cultures Forum Special Event

26 September, 2026

10:00–11:00The State Hermitage
Museum
Winter Palace

Key Sessions

Hermitage Prize Award Ceremony**10:00–12:00**St. Petersburg State
Academic Capella
Concert hall

Special Topics Track

Musical Instrument Showcase Presented by the ‘MIR-MIO’ National Association of Music Industry Participants and Development of Musical Instruments and Equipment**10:00–11:15**General Staff Building of
the State Hermitage
Museum
Fifth atrium

Special Topics Track

Modern Culture: Heritage and Technology

The session is devoted to the role of modern technology in studying, preserving, and promoting cultural heritage, from state information resources and digital libraries to platforms that widen access to culture and engage audiences. Drawing on existing projects, participants will discuss how digital solutions are changing the work of cultural institutions while preserving the authenticity and distinctive qualities of cultural heritage. How can a balance be struck between technological development and careful stewardship of cultural values, and which practices could form the basis for cross-sector and international cooperation?

Moderator:

- **Zhanna Alekseeva**, State Secretary – Deputy Minister of Culture of the Russian Federation

Speakers:

- **Irada Ayupova**, Minister of Culture of the Republic of Tatarstan
- **Vadim Duda**, General Director, Russian State Library
- **Rustam Khaibullov**, Vice President for Strategic Projects, VK
- **Dmitry Konovalov**, General Director, FKU "Digital Culture"
- **Sofia Malyavina**, General Director, National Priorities
- **Yury Nosov**, Director General, Boris Yeltsin Presidential Library
- **Vitaly Pavlov**, Director General, Main Information and Computing Center of the Ministry of Culture of the Russian Federation
- **Svetlana Pavlova**, Deputy Head of the Competence Center for Education and Culture, GovTech (online)
- **Dmitry Trubinov**, Referent, Ministry of Culture of the Russian Federation
- **Denis Tsypkin**, General Director, Russian National Library
- **Elena Yaremenko**, Dean of the Faculty of Animation and Multimedia, Director of the Institute of Digital Animation Technologies, Russian State University of Cinematography named after S. Gerasimov

11:30–13:00General Staff Building of
the State Hermitage
Museum
Fifth atrium

Key Sessions

Coordinating Council for Culture under the Ministry of Culture of the Russian Federation**12:00–13:30**General Staff Building of
the State Hermitage
Museum
Great Lecture Hall

Special Topics Track

Digital Preservation of Cultural Heritage as a Factor in Ensuring the State Sovereignty of the Russian Federation

In the era of digital transformation, we can make culture even more accessible to humanity. Modern technologies for creating digital copies can be used as a way to preserve the best examples of national heritage – original monuments of literature, fine arts, music, architecture, and other significant objects.

One tool that could help achieve this is the “Digital Repository of Cultural Heritage” – a digital platform of a single cultural and educational space that would ensure the preservation, authenticity, and accessibility of cultural objects.

Aspects of the discussion:

- How can we prevent information about cultural monuments from being replaced by “fakes” given the rapid proliferation of AI-generated content?
- How can the collection and verification of data on cultural objects be consolidated? How can we transition from individual and unconnected projects to a coherent government ecosystem?
- Why is it so important to prevent the loss of cultural property? How can the centralized

preservation of cultural property help strengthen historical memory and the national identity of the Russian people?

- Why is it important in an era of global challenges and threats to overcome stereotypes and build an honest dialogue of civilizations through the mutual representation of cultures?

Moderator:

- **Valery Fadeev**, Advisor to the President of the Russian Federation; Chairman, Council under the President of the Russian Federation for the Development of Civil Society and Human Rights

Speakers:

- **Alexander Bolkhovityanov**, Director of Government Relations, Yandex
- **Victor Naumov**, Chief Research Fellow, Sector of Information Law and International Information Security, Institute of State and Law of the Russian Academy of Sciences; Head, "Preserved Culture" Project
- **Yuri Poteenko**, President of the Guild of Composers, Union of Cinematographers of Russia; composer
- **Taras Varkhotov**, Head of the Department of Philosophy and Methodology of Science, Faculty of Philosophy, Moscow State University named after M.V. Lomonosov

Front row participants:

- **Maxim Atayants**, General Director, M. Atayants Architectural Studio
- **Albina Dudareva**, Director, Institute of Heritage and Contemporary Society, Russian State University for the Humanities
- **Valery Filippov**, Rector, Mikhail Matusovsky Lugansk State Academy of Culture and Arts
- **Ilya Tambovtsev**, Chair, Council on Digital Development of Museums under ICOM Russia
- **Olga Trubacheva**, Founder, WBC Media; Founder, Children's Editorial Board
- **Anna Tsvetkova**, Deputy Director General for Educational and Outreach Activities, Visitor Services, and the Development of New Museum Spaces, State Russian Museum

12:00–13:30

General Staff Building of
the State Hermitage
Museum
Blue Hall

Education in Culture

Academic Painting: History and Professional Prospects

The discussion concerns the issue of preserving the fundamental principles of academic training and adapting them to modern conditions. Participants will talk about how classical disciplines – drawing, anatomy, perspective, and composition – help artists master new technologies and find work in contemporary fields, from museum practice and art conservation to cinema and the gaming industry. The issue of continuity and the value of the phased professional education system (school, vocational college, and university) will also be on the agenda, as will the topic of preserving the academic school tradition as a national asset against the background of changes in the educational and cultural landscape.

A second key area of focus will be the analysis of the academic tradition as an instrument of intercultural dialogue and its promotion at the international level. Experts will discuss the prospects for international educational exchanges and, to wrap up the roundtable, define the role of professional expertise, the continuity of academic traditions, and the phased education system in expressing civic values, strengthening international ties, and shaping the modern cultural landscape.

Moderator:

- **Semyon Mikhaylovskiy**, Rector, St. Petersburg Academy of Arts named after Ilya Repin

Speakers:

- **Lali Afanasyeva**, Director, St. Petersburg Art School named after N.K. Roerich
- **Ivan Glazunov**, Rector, Ilya Glazunov Russian Academy of Painting, Sculpture and Architecture
- **Nailya Khaynatskaya**, Director of the K. A. Savitsky Penza Art College
- **Oksana Kosareva**, Director, Moscow Academic Art School
- **Anatoliy Luybavin**, Rector, Moscow State Academic Art Institute named after V.I. Surikov of Russian Academy of Arts

12:00–13:30

General Staff Building of
the State Hermitage
Museum
Third atrium

Special Topics Track

Russia as a Part of Global Culture: An Integral Part vs. Cancel Culture

Is Russia an integral, inseparable part of world culture – both historically and today? And is this fair from the point of view of Europe and America? How does “cancel culture” affect Russian actors and musicians and their international performances, and whether these performances even happen in the first place? What historical and cultural ties between Russia and Europe remain? What will the future of these cultural relations look like? And what can be done to actively influence them? How is this reflected in cultural ties

within the emerging multipolar world – in the strong cultural relations with China, the Arab world (Oman and Lebanon in particular), and countries such as Türkiye, for example?

Moderator:

- **Eugene Grigoriev**, Member of the Government of St. Petersburg – Chairman of the Committee on External Relations of St. Petersburg

Speakers:

- **Caner Akgun**, Director, Istanbul State Opera and Ballet
- **Ivan Caracalla**, Director, Caracalla Dance Theatre
- **Justus Frantz**, Pianist, Conductor; Founder, Artistic Director, Philharmonie der Nationen orchestra
- **Hans-Joachim Frey**, Stage Director; Artistic Director, Talent and Success Foundation; Advisor to the General Director, State Academic Bolshoi Theatre of Russia
- **Fabio Mastrangelo**, Artistic Director, Saint Petersburg State Musical Theatre named after F.I. Shalyapin
- **Matthias Moosdorf**, Member of the Bundestag for the Zwickau Constituency of the Federal Republic of Germany; Musician
- **Michael Sturm**, Director, screenwriter

13:00–15:00

General Staff Building of
the State Hermitage
Museum
Red Hall

Special Topics Track

Inclusive Culture: The Culture of the Future

The panel discussion entitled “Inclusive Culture, the Culture of the Future”, held as part of the 12th St. Petersburg International United Cultures Forum, is a venue for developing consolidated approaches to creating an accessible and equitable cultural environment in the Russian Federation.

Taking part are representatives of federal government authorities, the heads of leading non-profit organizations and public associations, inclusive creative laboratories from regions across the country, and experts in the field.

The focus of the discussion is the transformation of state policy on inclusion, the introduction of universal methods of working with people with disabilities, the adaptation of cultural and educational institutions, and the search for effective mechanisms of cooperation and for replicating successful regional practice.

Particular attention will be given to social and cultural rehabilitation as a means of integrating people with disabilities into society through creativity, participation in cultural events, and access to arts education, which makes it possible not only to overcome barriers of perception but also to build a full environment for personal self-realization. The dialogue is aimed at shaping a coherent model of inclusive culture as an integral element of sustainable social development and of preserving the country's single cultural space.

Moderator:

- **Iлона Bronevitskaya**, Director, Animal Shelter for Dogs "At Home"

Speakers:

- **Zhanna Alekseeva**, State Secretary – Deputy Minister of Culture of the Russian Federation
- **Diana Gurtzkaya**, Chairperson, Commission on Accessible Environment and Development of Inclusive Practices, Civic Chamber of the Russian Federation; President, At the Call of the Heart Charitable Foundation
- **Veronika Lanskaya**, Director, Art, Science and Sports Charitable Foundation
- **Eduard Musakhanyanets**, Acting Director, Nizhny Novgorod State Academic Opera and Ballet Theater named after A.S. Pushkin
- **Mikhail Osokin**, Deputy Chairman, All-Russian Society of the Disabled
- **Maria Rafalovich**, Director, "Life in Motion" Charitable Foundation
- **Albina Yuldashbaeva**, Deputy Director, Republican Center for Folk Art of the Republic of Bashkortostan

13:45–15:15

General Staff Building of
the State Hermitage
Museum
Fifth atrium

Youth Programme

A Series of Meetings between Cultural Luminaries and Young Forum Participants

A conversation with the Director General of the Hermitage about our responsibility towards cultural heritage and why art cannot be confined within the borders of a single country.

Points for discussion:

- The importance of international dialogue for the development of culture;
- A culture of mentorship, continuity between generations, and the passing on of experience;
- The indissoluble bond between the Hermitage and St Petersburg: a shared memory, aesthetic, and philosophy.

Moderator:

- **Alyona Dyatko**, Lecturer in the philosophy of art, aesthetics, and the history of mythology, Moscow State Academic Art Institute Named After V.I. Surikov Of Russian Academy Of Arts

Speaker:

- **Mikhail Piotrovsky**, General Director, State Hermitage Museum; President, Union of Russian Museums