

# ПРОГРАММА #СПБМКФ2019

14 november

09:45 — 10:00	Official Program, Ceremony Official Opening of the St. Petersburg International Cultural Forum Business Venue Professional Flow, Business Venue Russian Museum of Ethnography, Marble Hall 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
10:00 — 11:30 video	Plenary Meeting Fund-Raising Strategies for Cultural Organizations and Cultural Projects Professional Flow, Business Venue Russian Museum of Ethnography, Marble Hall 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
10:00 — 11:30	Round Table Discussion How to Make Money on Contemporary Art in Russia Professional Flow, Business Venue Russian Museum of Ethnography, Conference Hall 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
11:45 — 12:15	Signing of Accord Signing of Agreements on International Cooperation in the Field of Culture Professional Flow, Business Venue Russian Museum of Ethnography, Marble Hall 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
11:45 — 12:15	Discussion #EfficientPhilanthropy: Endowments of Russian Museums Professional Flow, Business Venue Russian Museum of Ethnography, Conference Hall 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
12:15 — 13:45 video	Discussion Culture and Sports: the Use of Multipurpose Infrastructure for the Development of Country's Regions Professional Flow, Business Venue Russian Museum of Ethnography, Marble Hall 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
12:15 — 13:45	Presentation The secret of the Vnukovo project Professional Flow, Business Venue Russian Museum of Ethnography, Conference Hall 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
13:45 — 14:15	Signing of Accord Signing of agreements for the “Russian Seasons” cultural project in France Professional Flow, Business Venue Russian Museum of Ethnography, Marble Hall 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
14:15 — 16:00 video	Panel Discussion New Approach and Tools for Collecting Contemporary Art Professional Flow, Business Venue Russian Museum of Ethnography, Marble Hall 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
14:15 — 16:00	Interactive Game The business game “Fundraising Ecosystem” Professional Flow, Business Venue Russian Museum of Ethnography, Conference Hall 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
20:30 — 23:00	Ceremony Foreign delegation ceremony, presentation of the ambassador status of the international cultural project “Russian Seasons” Professional Flow, Business Venue Russian Museum of Ethnography, Marble Hall 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Invitation	18+

09:30 — 10:00	Signing of Accord Signing of agreements on international cooperation in the field of culture Professional Flow, Business Venue Russian Museum of Ethnography 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
10:00 — 11:30 video	Panel Discussion The Art of Production: How to Win the Hearts of Russian and Foreign Audience Professional Flow, Business Venue Russian Museum of Ethnography 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
10:00 — 11:30	Round Table Discussion NEMOSKVA Platform. Regional Curating Problems: Independent and Museum Practices Professional Flow, Business Venue Russian Museum of Ethnography, Conference Hall 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
10:00 — 12:00	Ceremony The “Patron of the Year” Award Professional Flow, Business Venue Faberge Museum, White-Column Hall 21 Fontanka River emb., St. Petersburg	RUS, ENG	Invitation	18+
11:30 — 12:00	Signing of Accord Signing of agreements on international cooperation in the field of culture Professional Flow, Business Venue Russian Museum of Ethnography, Marble Hall 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
12:00 — 13:45 video	Marathon Business Case Marathon 3. Integrating Art into Brand Communication Strategy Professional Flow, Business Venue Russian Museum of Ethnography, Marble Hall 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
12:00 — 13:45 video	Panel Discussion Culture of Small Towns — Quick Growth from Without or Systemic Development from Within? Professional Flow, Public Flow, Business Venue Russian Museum of Ethnography, Conference Hall 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
14:00 — 15:30 video	Panel Discussion Artificial Intelligence in Contemporary Art: Automation or Creativity? Professional Flow, Public Flow, Business Venue Russian Museum of Ethnography, Marble Hall 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
14:00 — 15:30	Panel Discussion Women’s Role in Culture: Access, Involvement, Contribution Professional Flow, Public Flow, Business Venue Russian Museum of Ethnography 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
15:30 — 16:00	Signing of Accord Signing of agreements on international cooperation in the field of culture Professional Flow, Business Venue Russian Museum of Ethnography, Marble Hall 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
16:15 — 17:45 video	Panel Discussion Production and Development of Young Talents Professional Flow, Public Flow, Business Venue Russian Museum of Ethnography, Marble Hall 4/1 Inzhenernaya st., St. Petersburg	RUS, ENG	Badge	18+
16:15 — 17:45	Public Talk Art on the Edge: On Money, Technology and Creativity Professional Flow, Public Flow, Business Venue	RUS, ENG	Badge	18+

Russian Museum of Ethnography, Conference Hall  
4/1 Inzhenernaya st., St. Petersburg

- 17:50 — 19:20 Workshop RUS, ENG Badge 18+  
How to Spot and Grow a Potential Cultural Project for Sponsorship  
Professional Flow, Public Flow, Business Venue  
Russian Museum of Ethnography, Marble Hall  
4/1 Inzhenernaya st., St. Petersburg
- 17:50 — 19:20 Panel Discussion RUS, ENG Badge 18+  
video Culture x Economics = Creative Industries  
Professional Flow, Public Flow, Business Venue  
Russian Museum of Ethnography  
4/1 Inzhenernaya st., St. Petersburg

## 16 november

- 10:30 — 11:00 Signing of Accord RUS, ENG Badge 18+  
Signing of agreements on international cooperation in the field of culture  
Professional Flow, Business Venue  
Russian Museum of Ethnography, Marble Hall  
4/1 Inzhenernaya st., St. Petersburg
- 10:30 — 12:00 Round Table Discussion RUS, ENG Badge 18+  
Innovative Technologies in the Cultural Industry. Best Practices in Training Qualified Engineering Personnel  
Professional Flow, Public Flow, Business Venue  
Russian Museum of Ethnography, Conference Hall  
4/1 Inzhenernaya st., St. Petersburg
- 11:20 — 12:50 Panel Discussion RUS, ENG Badge 18+  
video New Formats for Museum Shops: World's Best Cases  
Professional Flow, Public Flow, Business Venue  
Russian Museum of Ethnography, Marble Hall  
4/1 Inzhenernaya st., St. Petersburg
- 13:00 — 14:30 Panel Discussion RUS, ENG Badge 18+  
video Why Does Commercial Real Estate Need Cultural Spaces?  
Professional Flow, Public Flow, Business Venue  
Russian Museum of Ethnography, Marble Hall  
4/1 Inzhenernaya st., St. Petersburg
- 14:40 — 16:10 Public Talk RUS, ENG Badge 18+  
video Design: between culture and commerce  
Professional Flow, Public Flow, Business Venue  
Russian Museum of Ethnography, Marble Hall  
4/1 Inzhenernaya st., St. Petersburg
- 16:20 — 18:30 Presentation RUS, ENG Badge 18+  
video International Laboratory CultTech Lab Russia  
Professional Flow, Public Flow, Business Venue  
Russian Museum of Ethnography, Marble Hall  
4/1 Inzhenernaya st., St. Petersburg
- 16:30 — 18:00 Public Talk RUS, ENG Badge 18+  
Cinema territory: Why regions need film festivals?  
Professional Flow, Public Flow, Business Venue  
Russian Museum of Ethnography, Conference Hall  
4/1 Inzhenernaya st., St. Petersburg