

**VII International Cultural and Tourist Forum “Historical and cultural heritage as a  
resource for social and cultural development” – Siber II  
Museum section  
Cultural networks and branding of territories  
29 June and 1 July 2017**

**29 June 2017, Thursday**

Venue: Museum and Cultural Center of the Republic of Khakassia, Abakan

**13:30 – 18:30**

**Moderators:**

**Nicholay Pryanishnikov**, Architect, Head of research direction “Management in the cultural sphere”, Moscow School of Social and Economic Sciences, Moscow, Russia

**Olga Sinitsyna**, Independent expert in the field of museum and library projects development and international cultural cooperation, Member of the Advisory Board of the Mikhail Prokhorov Foundation, Moscow, Russia

13:30 – 13:40 – Opening of the section. Welcome words.

13:40 – 13:50 – Opening remarks by the Moderator

**Nicholay Pryanishnikov**, Architect, Head of research direction “Management in the cultural sphere”, Moscow School of Social and Economic Sciences, Moscow, Russia

13:50 – 14:10 – Introductory presentation

**Olga Sinitsyna**, Independent expert in the field of museum and library projects development and international cultural cooperation, Member of the Advisory Board of the Mikhail Prokhorov Foundation, Moscow, Russia. **Cultural Networks: Who Needs Them and Why**

**14:10 – 16:00 – Block 1 “Cultural Networks: Partnership and Development”**

14:10 – 14:40 – **Bjorn Stenvers**, Director of the Amsterdam Museums Foundation (SAM). Amsterdam, Netherlands. **Museums of Amsterdam: Different but Together - a Process of Step by Step**

14:40 – 15:00 – **Gulchachak Nazipova**, General Director of the National Museum of Tatarstan Republic, Kazan, Tatarstan Republic, Russia. **Networking Experience of the Tatarstan Republic Museums**

15:00 – 15:20 – **Dmitry Rodionov**, General Director of the A.A. Bakhrushin State Central Theatre Museum, Moscow, Russia. **All-Russian Charity Campaign “Let’s Preserve the History of the Russian Theater for the Future Generations!”. How to Create a Network of Partners in Russia and Abroad, and Engage with the Idea of Patronage.**

15:20 – 15:40 – **Tatiana Gafar**, Head of the Small Museums Development Service of the State Tretyakov Gallery, Moscow, Russia. **Development of the State Tretyakov Gallery Branches: Common Programming – Mutual Promotion**

15:40 – 16:00 – **Galina Alexeeva**, President of the International Committee for Literary Museums and Museums of Composers (ICLM), Head of the Academic Research Department of the Leo Tolstoy Museum-Estate “Yasnaya Polyana”, Yasnaya Polyana, Tula Region, Russia. **The International Committee for Literary Museums and Museums of Composers Activity in the Context of Networking in the Cultural Sphere.**

16:00 – 16:10 – **Dinara Khalikova**, Project Director of ICOM Russia, Moscow, Russia. **Presentation of ICOM Russia social project "Inclusive Museum". Inter-Museum and Intersectoral Interaction on the Way to a Common Goal**

16:10 – 16:40 – Coffee break

## **16:40 – 18:30 - Block 2 “Museums and Branding of Territories”**

16:40 – 17:10 – **Kimmo Antila**, Director of the Finnish Postal Museum, Tampere, Finland. **Preserver, Developer or a Promoter? Role of the Museums in the Regional Development and Branding**

17:10 – 17:30 – **Gulzada Rudenko**, Director of the Elabuga State Historical, Architectural and Art Museum-Reserve, Elabuga, Tatarstan Republic, Russia. **Cultural and Historical Heritage of the Region as a Resource for the Innovation-Driven Growth**

17:30 – 17:50 – **Vladimir Opredelev**, Deputy Director on IT of the Pushkin State Museum of Fine Arts, Moscow, Russia. **The Pushkin State Museum of Fine Arts. Concept of the Museum Quarter: Brand of the Territory – Territory of the Brand.**

17:50 – 18:10 – **Olga Shelegina**, Leading Scientist of the Institute of History of the Siberian Branch of the Russian Academy of Sciences, Novosibirsk, Russia. **Museum-Reserves: Resource and Contribution to the Territory Brand Development**

**18:10 – 18:30 – Discussion and Summary of the Section**

## **1 July 2017, Saturday**

**13:00 – 16:00 – Practical seminar**

**Venue:** Cultural and Ethnography Center “Ymay”, Sayanogorsk.

13:00 – 13:30 – **Nicholay Pryanishnikov**. **Introductory presentation for the Seminar.**

**13:30 – 16:00 – Training session “Territorial Brand Development with the Cultural Means”**