



Moscow

2022





MARCH 30TH UNTIL JULY 2ND 2022

# CULTURAL ARCHITECTURE THE FUTURE MOSCOW 2022

## **EUROPEAN CULTURAL CENTRE - WHO WE ARE**

The European Cultural Centre is a Non-Profit organization founded by the Dutch artist Rene Rietmeyer and originates back to 2002.

Today we are an ever-expanding team of diverse individuals who care about humanity, and the role that arts and culture play in the overall impact of our world. With this in mind, doing nothing is not an option.

We create exhibitions, publications and organize cultural activities that explore and share in the exchange of global perspectives. With that, the ECC has established an international network of cultural organizations and partners, all with a non-profit objective.

So far, the ECC has established offices in: Italy, Spain, France, but also Belgium, USA, South Africa, India, Japan and Russia with our headquarters in The Netherlands.





# ECC-RUSSIA

To date, the European Cultural Centre has organised and hosted over 50 contemporary art, design and architecture exhibitions worldwide, hundreds of meetings, workshops, symposia and other cultural events. In addition, we publish books, catalogues, as well as quality documental videos and we offer specific educational programs with our ECC-Academy.

The ECC is a Non-Profit organization, that aims to heighten, deepen the awareness of philosophical themes in contemporary art, as well as architecture and design.

In order to further expand our activities, we have established the ECC-Russia. ECC-Russia organizes large contemporary art and architecture exhibitions. Our first large architecture exhibition in Russia was titled: "Public Architecture - Future for Europe 2020", also at the Schusev State Museum of Architecture in Moscow 2020 and it was a success.

The exhibition titled: "Cultural Architecture - The Future" is the second architecture exhibition organized by the ECC-Russia. This exhibition, which will open on 30th March 2022 at the Schusev State Museum of Architecture in Moscow.





# MOSCOW

Located in the western part of Russia, the capital Moscow is, with over 20 million residents in its metropolitan area, the largest city in Europe. After the dissolution of the Soviet Union in the early 1990s, Moscow grew to become a prosperous and powerful city and is today one of the world's largest urban economies.

Moscow is home to numerous extraordinary buildings, as well as structures, such as: the Ostankino Tower, the Moscow State University, the Melnikov House and the metro, and several more recently built contemporary buildings by international architects.

The most visible architectural form in Moscow is socialist realism which was developed during the time of the Soviet Union as a form of art and architecture that represents communist values. An impressive example for this architecture form is the building group "the Seven Sisters", spread over Moscow.

The Schusev State Museum of Architecture, the museum where we will have our exhibition, is therefore also a quality and great example of Moscow classicism.





# CULTURAL ARCHITECTURE THE FUTURE MOSCOW 2022

In addition to our Miami 2021, our Japan 2022 and our 2023 Venice Architecture Biennial exhibition we will organize a large international architecture exhibition in Moscow.

The Moscow 2022 exhibition titled: "Cultural Architecture - The Future", will run from 30 March until 2 July 2022 (date might change) at the Schusev State Museum of Architecture located in Moscow. We will present approximately 30 projects presented by architects, firms, institutions from many different countries.

We like to show current developments as well as thoughts in international architecture. This exhibition will consist of a wide variety of cultural architecture projects, realized projects but also dreams and ideas, displayed as three dimensional models, as panels and videos, but also as room installations.

The Moscow 2022 exhibition aims to present a nice selection of projects which are shaping our own future. With those projects, participants are giving us opportunities to reflect upon where we are standing and showing all of us where we could go.





# CULTURAL ARCHITECTURE THE FUTURE MOSCOW 2022

In our Moscow 2022 exhibition we will dedicate a number of separate rooms, each to one architect or office, while some other additional spaces will be used to present a diverse combination of architects & designers.

The exhibited projects, concepts and ideas will not only address questions to very specific problems and conditions, but also present solutions and address the larger questions related to physical impact of architecture on the world as a whole.

We will bring together an international group of architects with different cultural backgrounds and who are in different stages of their career, i.e. established architects next to architects whose works might be less known. Deciding factor is his/her individual approach.

In order to stimulate communication, but also dialogue as well as collaboration, between Russia and the world, the exhibition spaces in the Museum will operate actively as a meeting point between Architects, developers, educational institutions, but also professionals and interested individuals.

Our last Moscow exhibition proved that Russia is very interested. Our 3 month-long Moscow 2022 exhibition will attract again a significant audience of architecture professionals, developers as well as all other interested visitors from around the world.





# SCHUSEV MUSEUM OUR VENUE

The Schusev State Museum of Architecture in Moscow is located in the city centre, within a 5 minute-walk to the Red Square.

The origin of the building in which the Schusev State Museum of Architecture is located today goes back to before the 15th century. However the building, as it stands today, is surely one of the most outstanding monuments of Moscow classicism.

Named after the famous architect Alexey Shchusev, the museum is the only urban manor of the late 18th century in Moscow which is freely open to the public.

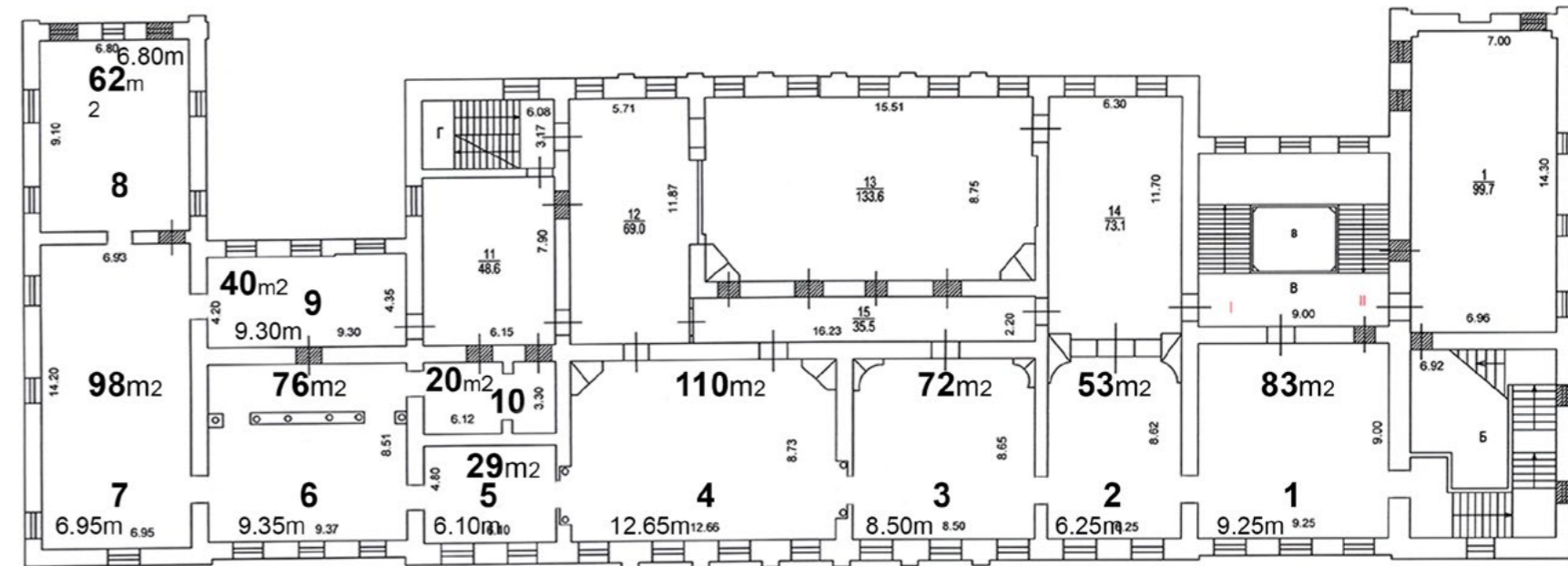
The Schusev State Museum of Architecture is the first museum in the world which specialized in architecture. It was founded through an initiative of the Union of Soviet Architects in 1934 and its collections include more than 1 million items. In Moscow, the museum consists of a scientific library, archive, restoration workshops, but also private architectural offices, and also has its own large research center.

The direction of the Museum's work includes an arrangement of architectural contests and conferences, but also the restoration of architectural monuments, the presentation of outstanding Russian architects, as well as the cooperation with the European Cultural Centre, in order to host very high quality international Architecture Exhibitions.





# Schusev State Museum of Architecture







# PARTICIPATION BENEFITS

If there is a good place to present your work and projects to the right audience and make professional contacts in Russia, then Moscow is the place to be. Due to the relevance of the Moscow exhibition as well as the historical importance of the exhibition venue, the exhibition will be very well noticed by the Russian and international professional public, and the media.

Our exhibition will not only bring the general public together, but also educational institutions, developers, decision makers and other architecture professionals, and all kinds of people who can be helpful for your own future.

Additionally, we organize presentations for companies and for the institutions, meetings, symposia, and cocktail receptions for participants and business partners alike. During our exhibition a dedicated team will, on your behalf, educate visitors about your projects and connect them with you, so they can make direct contact and arrangements.

Yes, participating in our events means that expenses have to be made. However, the participants receive a lot in return and in addition, most of our participants find themselves additional support through various sponsors such as educational as well as governmental institutions, manufacturers, companies and also private sponsors.





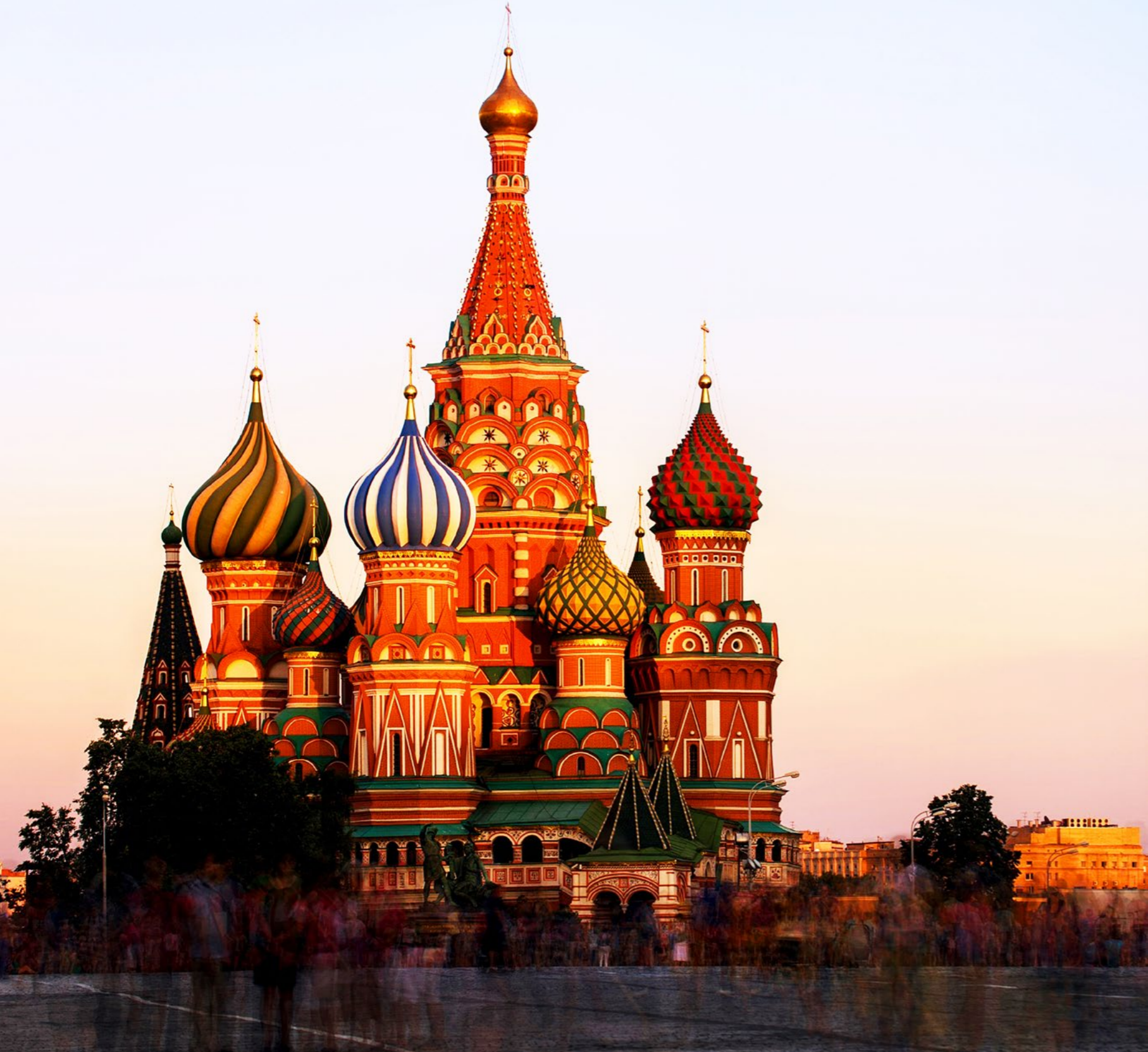
# SPONSORS & PARTNERS

It has always been our goal to be a transparent organization and to stay as independent as possible. We, the ECC, are not a wealthy organization and therefore, making each exhibition as successful as possible, is always a financial challenge.

Unfortunately, those who benefit most from our exhibition, are also those who have to contribute to cover expenses. Therefore, we have to finance our activities, in part, with the support of the participating architects, manufacturers, companies, institutions and governments.

Of course, you can always bring your own additional sponsors to help cover all expenses for your presentation in Moscow 2022. Your sponsors will enjoy several benefits in return. This enables you to freely create your presentation according to your own ideas, and to have full control over how to present your work.





# SPONSOR BENEFITS

The Exhibition sponsors of the European Cultural Centre can get prominent exposure and acknowledgement throughout the full exhibition period and even longer. On behalf of the exhibitors we can make direct arrangements with potential sponsors such as: institutional and governmental entities, companies as well as private sponsors.

We can provide your sponsors with sponsorship opportunities and we can develop plans together with them in order to meet their objectives, budget and expectations.

Among all the services that our organisation offers for sponsors are: organising exclusive events, various presentations from companies and institutions, meetings and symposia. Our events team will gladly organise for your sponsors: cocktails, receptions, lunches and dinners.

All your events can be made unique according to your wishes and are an effective tool to connect with clients, employees, business partners or friends to be recognized on a larger scale.

In return for your support, we would like to know what we can do for you.





# SCHUSEV 2022 SYMPOSLIA

We understand that in order to bring people together, and to get collaborations going, organising exhibitions will not be enough.

To stimulate a direct communication between the architects, the developers, decision makers, architecture professionals and all other persons who might be interested, the European Cultural Centre organises lectures, public debates as well as symposiums for various fields of thought and subjects.

Until today, we have realised more than twenty international symposiums in Germany, Amsterdam, Venice, Tokyo, New York and Moscow. Our symposiums are often well published in books and catalogues.

Although some details still have to be decided upon, the ECC-Russia team will organise a symposium at the Schusev State Museum of Architecture during our exhibition entitled: "Cultural Architecture - The Future".

If you are interested in this symposium, or in case you would like to organise a symposium, architect talk or workshop yourself, please speak with us, we are sure that we are interested and can discuss all options with you.





# THE ECC-RUSSIA AWARD

Out of all the participants in the Moscow 2022 Exhibition, the ECC-Russia will select an Architect or educational institution as the winner of the ECC-RUSSIA 2022 Award. The winner of this ECC-Russia Award will then be automatically shortlisted for the next European Cultural Centre Award.

Every year the European Cultural Centre awards an Artist, Designer or an Architect, as well as an educational Institution for their work concept and execution thereof.

In the past the ECC-Award has been given to Roman Opalka (Art 2011), Arata Isozaki (Architecture 2012), Arnulf Rainer (Art 2013), University of Houston (Architecture 2014), Yoko Ono (Art 2015), Karim Rashid (Design 2016), Denise Scott Brown (Architecture 2016), Oki Sato (Design 2017) Joseph Kosuth (Art 2017), Ying Gao (Design 2018), North Carolina State University (Architecture 2018), Odile Decq (Architecture 2018), Piero Castiglioni (Design 2019), Hermann Nitsch (Art 2019) and the Willem de Kooning Academy (Art 2019).





# PRESS RELATIONS

The Press and Communications Department of the European Cultural Centre, and from Schusev State Museum of Architecture itself, will accommodate your requests and your specific PR goals as best as possible.

We will be very active in marketing for Moscow and Russia, but we will also send press releases and invitations to over 2,000 members of the international press. Our ECC Press department also produces individual press kits including the sponsorship credits as well as your corporate statement.

In addition to our own ECC promotional activities, it will be our pleasure to collaborate with you, your office but also your PR representatives to best promote your target goals.

We are well aware that reaching out to a large public is very much essential to make sure that you are being seen and heard.



Moscow  
2020

Schusev  
State Museum  
of Architecture



# Public Architecture Future for Europe

## CATALOGUE & ONLINE PRESENCE

For our upcoming Russia exhibition we will produce 5.000 hard copy exhibition catalogues. Many of them are then distributed during our exhibition in Moscow, but you can also purchase the catalogues in over hundred book shops or online via Amazon as well.

As a participant in our exhibition, you can receive a fair amount of promotional material to distribute as gifts to your friends, to clients and business relations for free.

Your sponsor then can be present with their logo on our special sponsor pages in our online catalogue. The main sponsors can receive additional prominent credits in the catalogue's colophon, the foreword and on several other occasions.

The European Cultural Centre website offers information about the ECC program to diverse audiences, reaching far beyond the exhibition visiting public. Our 6 weekly newsletter is subscribed by over 65.000 people, and over 1.000.000 people visit our ECC websites each year; logos there can link clients directly to your own website.



# WE HAVE WORKED WITH

Vito Acconci USA  
 Anahuac University MEX  
 Ariel University ISR  
 Emre Arolat TUR  
 American University Dubai  
 Tatiana Bilbao MEX  
 Marlon Blackwell USA  
 Andrey Bokov RUS  
 Denise Scott Brown USA  
 Centre Culturel Canadien  
 Chinese University of Hong Kong  
 Deakin University AUS  
 Odile Decq FRA  
 Design Futures Council USA  
 Balkrishna Doshi IND  
 Europe Union  
 Curt Fentress USA  
 Gerber Architekten DEU  
 Peter Eisenman USA  
 Japan Foundation JPN  
 Georgia Tech USA  
 GMP DEU  
 Government of Ivory Coast

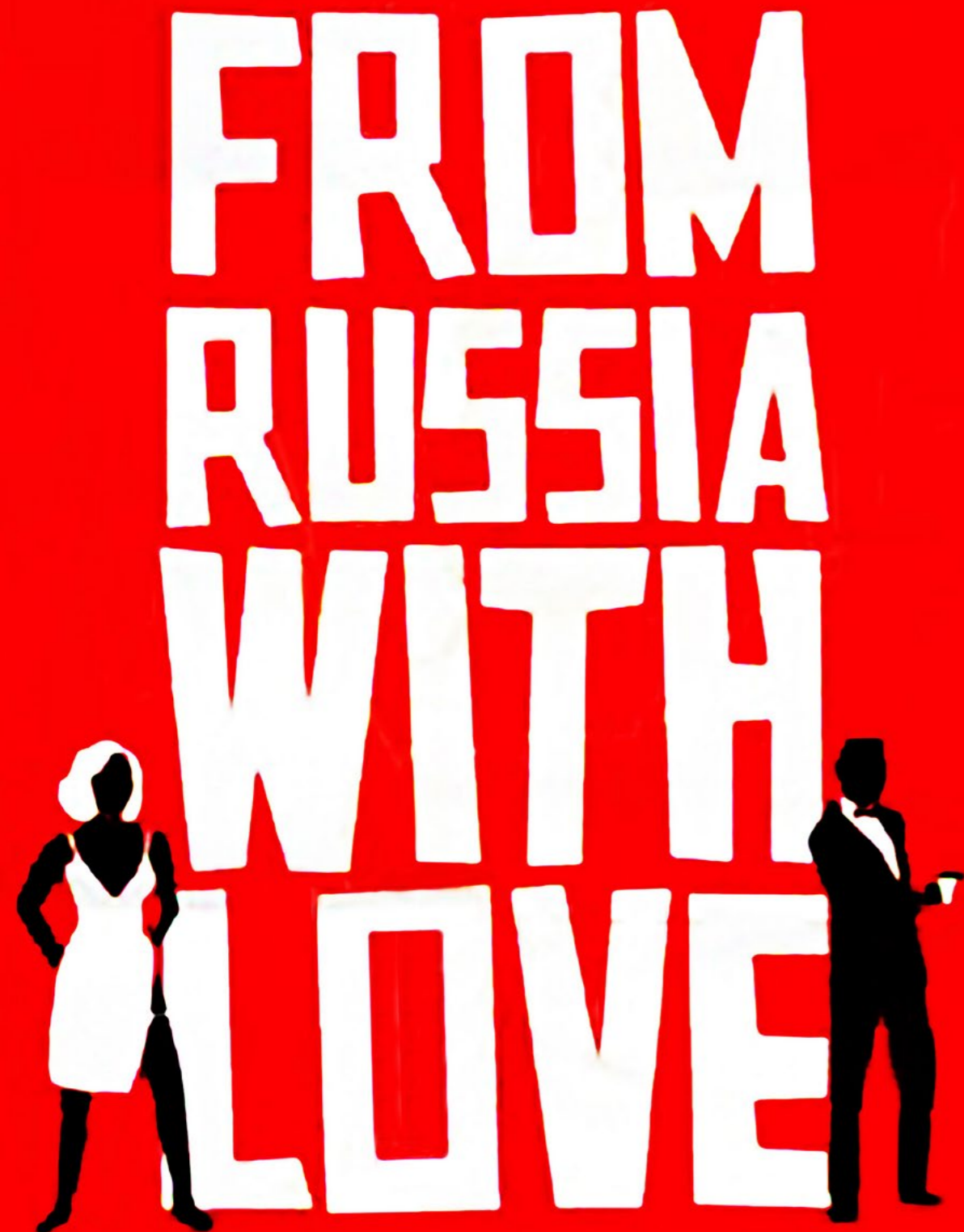
Government of Kiribati  
 Government of Kuwait  
 Government of Mongolia  
 Government of Mozambique  
 Government of Pakistan  
 Government of the Philippines  
 Government of the Seychelles  
 Bjarke Ingels DNK  
 Istanbul Bilgi University TUR  
 Arata Isozaki JPN  
 IUAV University ITA  
 Kengo Kuma JPN  
 La Biennale di Venezia ITA  
 Daniel Libeskind USA  
 Loughborough University GBR  
 Ludwig Museum DEU  
 Fumihiko Maki JPN  
 Manchester School of Architecture GBR  
 Richard Meier USA  
 Mies v.d. Rohe Foundation ESP  
 MIT USA  
 Toshiko Mori JPN  
 MVRDV NLD

Nanjing University CHN  
 National Museum of Singapore  
 New Museum USA  
 Nickl & Partner DEU  
 Alireza Razavi FRA  
 Francois Roche FRA  
 Monash University AUS  
 Moshe Safdie CAN  
 Schulz und Schulz DEU  
 Nikken Sekkei JPN  
 SEK Universidad Internacional ECU  
 SOM USA  
 Stanford University USA  
 Syracuse University USA  
 Széchenyi István University HUN  
 Masaharu Takasaki JPN  
 TONGJI University CHN  
 Tsinghua University CHN  
 TU Delft NLD  
 UNESCO  
 Universidad Católica del Norte CHL  
 Universidad Iberoamericana MEX  
 University of Arkansas USA

University of Auckland NZL  
 University at Buffalo USA  
 University of Cincinnati USA  
 University College Dublin IRL  
 University of Hong Kong  
 University of Houston USA  
 University of Melbourne AUS  
 University of Murcia ESP  
 University of Oklahoma USA  
 University of the Philippines  
 University of New South Wales AU  
 University of North Carolina USA  
 University of Salford GBR  
 University of Sydney AUS  
 University of Texas USA  
 Victoria University of Wellington N  
 Jean-Paul Viguier FRA  
 WOHA SGP  
 WY-TO SGP







## CONTACT OUR TEAM

### **ECC-RUSSIA**

Elena Volnykh: [info@ecc-russia.eu](mailto:info@ecc-russia.eu)

### **ECC-Italy**

Rachele de Stefano: [rachele@ecc-italy.eu](mailto:rachele@ecc-italy.eu)

### **ECC-Worldwide**

Nina Comini: [nina@ecc-worldwide.eu](mailto:nina@ecc-worldwide.eu)

### **ECC-Global**

Rene Rietmeyer: [rene@ecc-global.eu](mailto:rene@ecc-global.eu)

[ECC-RUSSIA.eu](http://ECC-RUSSIA.eu)

[EuropeanCulturalCentre.eu](http://EuropeanCulturalCentre.eu)

Responsible for the ECC is an international team of more than 80 mainly young and sincere people. Seven people from this team are currently working for the ECC-Russia to make the Moscow 2021 exhibition a success.

We hope to have the opportunity to start a conversation, to work with you and to present your work in Moscow 2021. We look forward to hearing from you. We are open to all suggestions, no matter how unusual they may seem.