




# M O S C O W



2022





OCTOBER 2022 UNTIL APRIL 2023

# ART TODAY - NO BORDERS

## 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 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, Belgium, USA, South Africa, India, Japan and Russia with our headquarters in The Netherlands



# ECC-RUSSIA



To date, more than 50 contemporary art exhibitions and over 100 symposiums, workshops and cultural events have worldwide been organized. In addition, we publish books, catalogues, documentary videos and offer specific educational programs with our ECC-Academy.

The European Cultural Centre-Russia is a non-profit organization that aims to heighten the awareness of philosophical themes, Time Space Existence, in contemporary art, architecture, and design.

In order to further expand our activities, we established the ECC-Russia. In the past, the main focus of the ECC-Russia was to present Russian Artists, Designers and Architects in our Venice Biennale exhibitions. Our first large exhibition in Russia was "Public Architecture - Future for Europe 2020" at the Schusev State Museum of Architecture in Moscow 2020 and was a success.

The exhibition "ART TODAY - NO BORDERS" is the second contemporary art exhibition organized by the ECC-Russia. This exhibition will open in October 2022 in Moscow at the VDNH Pavilion.





# RUSSIA - MOSCOW

Located in the western part of Russia, 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 museums and galleries such as the State Tretyakov Gallery, The Pushkin State Museum of Fine Arts, The Multimedia Art Museum, and the Moscow Museum of Modern Art.

The publicly most visible art form in Moscow is socialist realism. Socialist realism was developed during the time of the Soviet Union as a form of art that represents communist values. It is characterized as a passionate and optimistic art form that puts the proletariat on a pedestal.

The VDNH Pavilion, "the Worker and Kolkhoz Woman", which is the museum where we will have our exhibition, is the most prominent example of the historical fusion of Socialist Realism in art and architecture.





# ART TODAY - NO BORDERS MOSCOW 2022

In addition to our Venice Art Biennale exhibition we will organize a large international art exhibition in Moscow. This exhibition with the title "ART TODAY - NO BORDERS", will run from October 2022 until April 2023 at the VDNH Pavilion in Moscow.

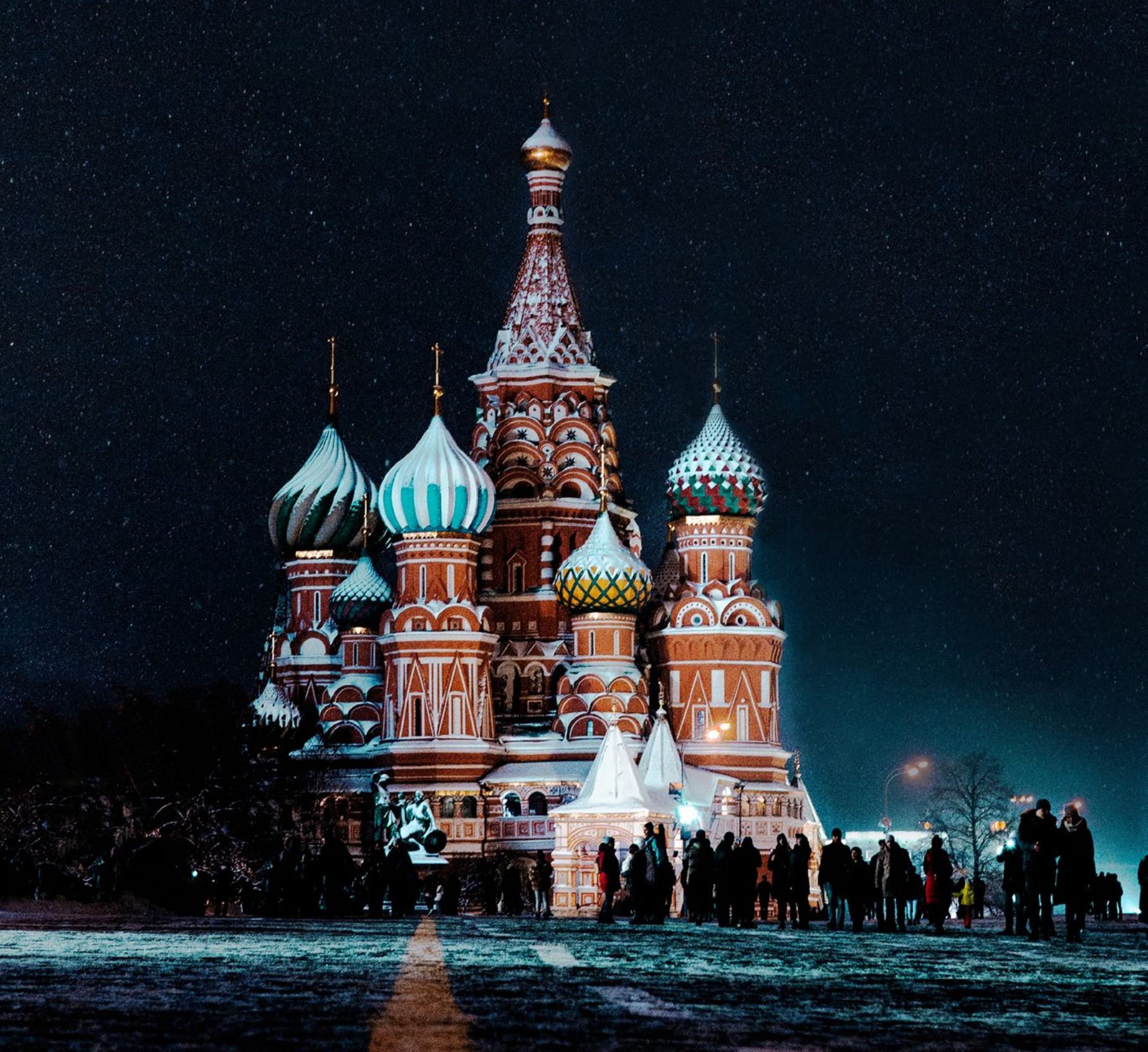
In Moscow 2022 we will present the latest achievements of each participating Artist. The exhibition will consist of a wide variety of media: not only paintings, photos, objects and sculptures, but site-specific installations and videos as well. An international group of approx. 50 Artists with different cultural backgrounds and who are in different stages of their career, i.e. established Artists next to lesser known Artists. A deciding factor is their individual approach.

In order to stimulate cooperation and dialogue, between Russia and the world, the exhibition spaces will operate actively as a meeting point between Artists, galleries, professionals, art collectors, cultural institutions and all other interested individuals.

The goal of this Contemporary Art exhibition is to showcase and facilitate a global dialogue concerning the more philosophical topics in art: Time Space Existence.

Our more than 6 month-long exhibition will attract a significant audience of art world professionals, collectors and all other interested visitors from around the world.





# MOSCOW & VDNH PAVILION

The VDNH complex was built in the era of Joseph Stalin as a City of Exhibitions with streets and public spaces.

There are hundreds of buildings, cinemas, cafés, theaters, Pavilions, museums, fountains, a luna-park, the Oceanarium, a rocket and even a Buran spacecraft. In addition there are many statues situated throughout the site, particularly of previous Soviet leaders.

During winter, the VDNK complex converts into a Skating Rink with an ice surface of more than 20,000 square metres, the biggest skating rink in Europe.

At the entrance of this large exhibition complex stands the VDNH “Worker and Kolkhoz Woman” Pavilion. The 25 m tall sculpture on top of the museum was originally created to crown the Soviet pavilion at the 1937 Paris World Fair and is today one of the main symbols of Moscow.

The VDNH exhibition pavilion complex is, after the Red Square, the most visited venue in Moscow.





# VDNH PAVILION OUR VENUE

The “Worker and Kolkhoz Woman” Pavilion is officially recognized as a National Heritage Monument, an important monument of Soviet history, art and architecture, while being at the same time a fully equipped modern exhibition venue.

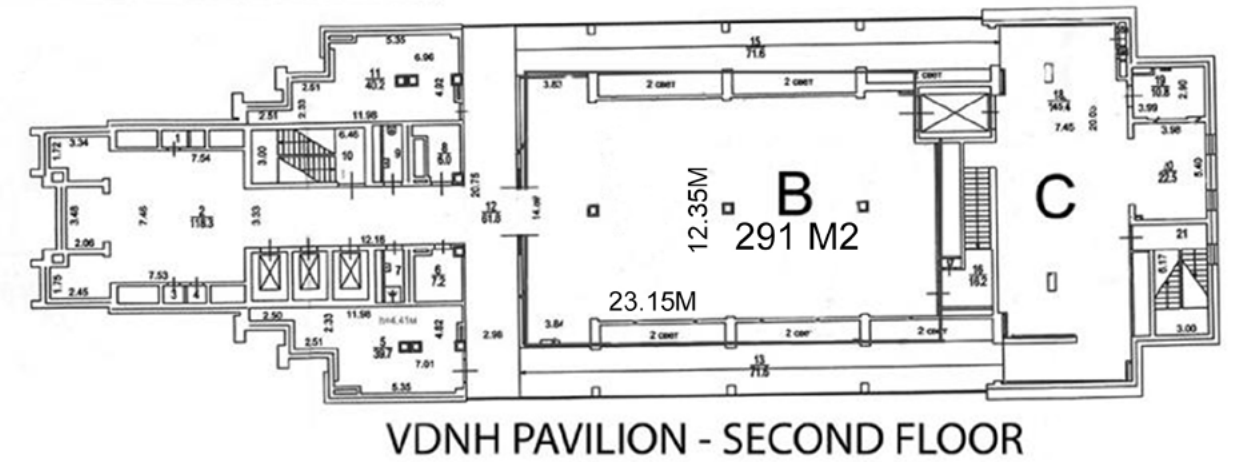
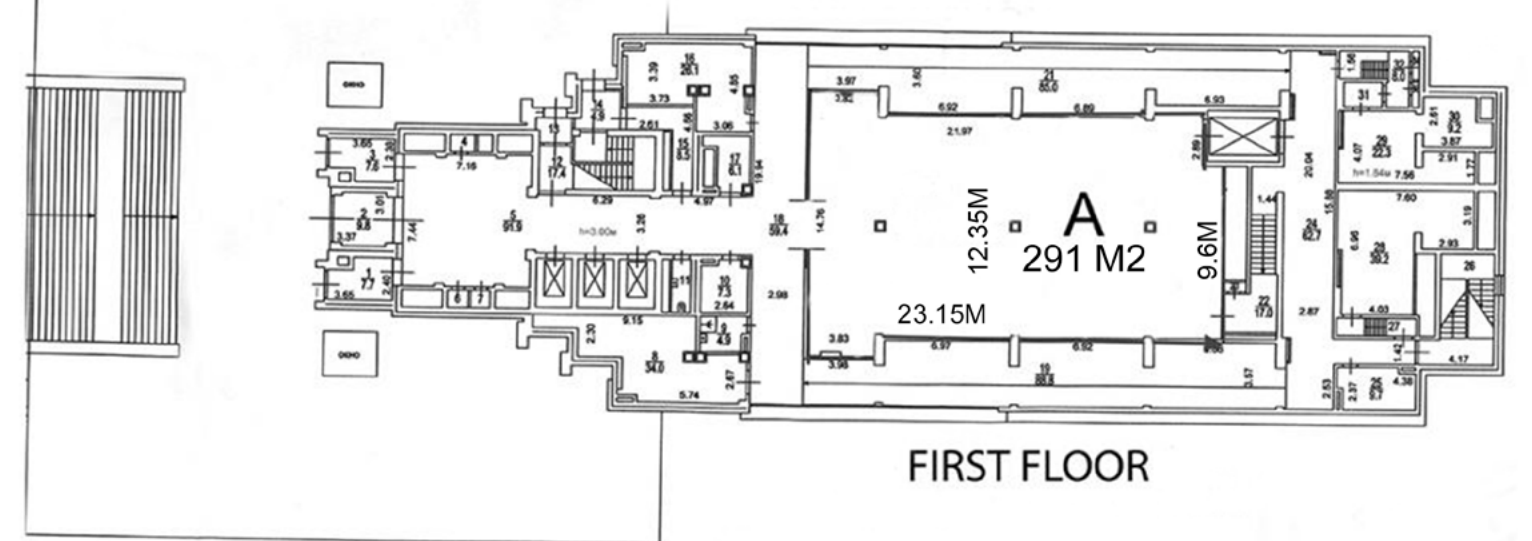
The museum provides almost 1000 square meters of exposition space on 4 different levels of the building. The basement level, perfectly serving as an area for lectures and educational activities, and a large open terrace on the top level of the pavilion, which is often used for concerts.

As a part of the VDNH complex, this government museum meets all the relevant museum standards and requirements. The VDNH pavilion was renovated in 2009 and became a quality exhibition venue, in the last few years it has held numerous different exhibition projects, including a Picasso and Malevich solo exhibition.





# OUR VENUE - VDNH PAVILION



## VDNH PAVILION - THIRD FLOOR







# PARTICIPATION BENEFITS

If there is a good place to present your work to the right audience in order to make professional contacts in Russia, then Moscow is the place to be.

Due to the relevance of the exhibition and the historical importance of the exhibition venue, the exhibition will be very well noticed by Russian and international professional public and collectors, as well as the media.

Our exhibition will not only bring together the general public, but also collectors, cultural organisers and other art world professionals, as well as all kinds of people who can be helpful for your own future.

Additionally, we organize presentations for companies and institutions, meetings, symposia, and cocktail receptions for participants and business partners alike. During our exhibition a dedicated team will, on your behalf, educate visitors 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, participants receive a lot in return and in addition, most of our participants find themselves additional support through sponsors such as, educational and governmental institutions, manufacturers, companies as well as private sponsors.





# SPONSORS & PARTNERS

It has always been our goal to be a transparent organization and stay as independent as possible. We 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 participating artists, gallery owners, collectors and institutions.

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





# SPONSOR BENEFITS

Exhibition sponsors of the European Cultural Centre can get prominent exposure and acknowledgement throughout the entire exhibition period and even longer. On behalf of the exhibitors we can make direct arrangements with potential sponsors, cultural and governmental institutions, companies as well as with private sponsors.

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

Among all services that our organisation offers for sponsors are: organising exclusive events, 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.





# MOSCOW 2022 - SYMPOSIA

We understand that in order to bring people together, organising exhibitions might not be enough.

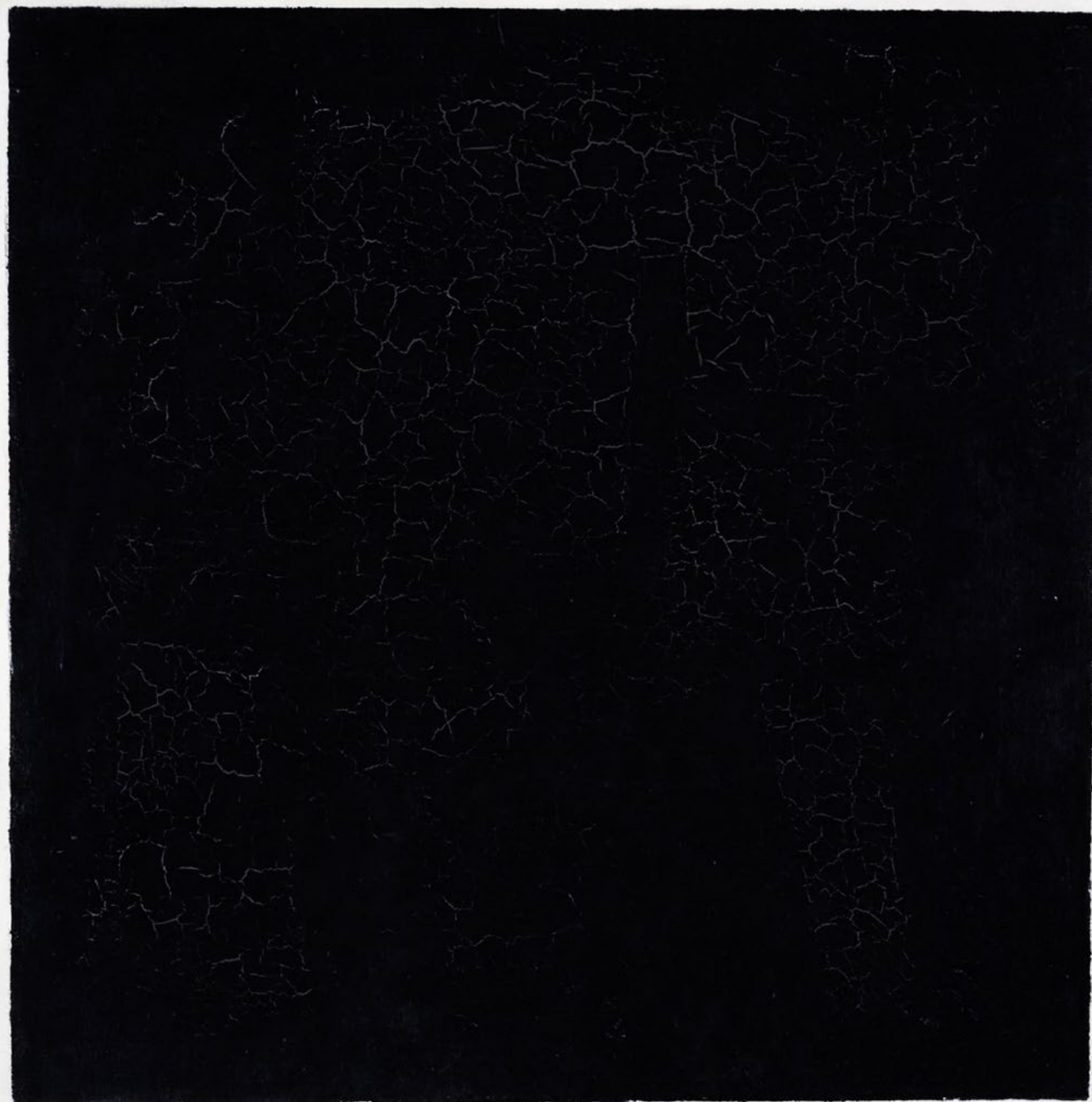
To stimulate direct communication between artists, collectors, art world professionals and all others who might be interested, the European Cultural Centre organises lectures, public debates and symposia for various fields of thought and subjects.

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

Although details still have to be decided upon, during our exhibition "ART TODAY - NO BORDERS", the ECC-Russia will organise a symposium at the VDNH Pavilion.

If you are interested in this symposium, or in case you would like to organise a symposium, artist 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 participants in the Moscow 2022 Exhibition, the ECC-Russia will select an Artist as the winner of the ECC-RUSSIA 2022 Award. The winner of this ECC-Russia Award is automatically shortlisted for the next European Cultural Centre Award.

Every year, the European Cultural Centre awards an Artist, Designer or Architect and 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 as well as from the VDNH Pavilion itself, will accommodate your requests and your specific PR goals as best as possible.

We will not only be very active in marketing for Moscow and Russia, but we send press releases and invitations to over 2,000 members of the international press. Our ECC Press department produces individual press kits including sponsorship credits as well as your corporate statement.

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

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





# CATALOGUE & ONLINE PRESENCE

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

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

Your sponsor can be present with their logo on our special sponsor pages in our online catalogue. 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 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 websites each year; logos there can link clients directly to your own website.



# WE HAVE WORKED WITH

Marina Abramovic MNE  
Vito Acconci USA  
Carl Andre USA  
Anna Schwartz Gallery AUS  
Nobuyoshi Araki JPN  
Arthena Foundation DEU  
Art Lab Africa  
Asia Art Center TWN  
Australian Council for the Arts  
Robert Barry USA  
Gallery BelAirFineArt  
Xu Bing CHN  
Christian Boltanski FRA  
Louise Bourgeois USA  
Caldic Collection NLD  
Centre Culturel Canadien  
Li Chen TWN  
Zheng Chongbin CHN  
Herman De Vries NLD  
Europe Union  
VALIE EXPORT AUT  
Konrad Fischer Gallery DEU  
Fondazione Morra ITA

Hamish Fulton GBR  
Georg Kargl Fine Arts AUT  
Liam Gillick USA  
Goodman Gallery ZAF  
Antony Gormley GBR  
Dan Graham USA  
Peter Halley USA  
Tehching Hsieh TWN  
Zhang Huan CHN  
Joseph Kosuth USA  
Hubei Museum of Art China  
Japan Foundation JPN  
Jannis Kounellis ITA  
Jaroslaw Kozlowski POL  
Kunstlerhaus Bregenz AUT  
Kuenstlerhaus Vienna AUT  
Lee Ufan KOR  
Sammlung Lenz-Schonberg AUT  
Lisson Gallery GBR  
Ludwig Museum DEU  
Heinz Mack DEU  
Teresa Margolles MEX  
Joseph Marioni USA

Tatsuo Miyajima JPN  
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  
Guangdong Museum of Art CHN  
Hilti Art Foundation LIE  
IUAV University ITA  
La Biennale di Venezia ITA  
Fang Lijun CHN  
Loughborough University GBR  
Mies v.d. Rohe Foundation ESP  
Lawrence Weiner USA  
New Museum USA  
Francois Morellet FRA  
New Museum USA  
Nissan Art Prize JPN  
Hermann Nitsch AUT  
Yoko Ono USA

Ontario Arts Council CAN  
Roman Opalka FRA  
Pace Gallery USA  
Mike Parr AUS  
Giuseppe Penone ITA  
Otto Piene DEU  
Arnulf Rainer AUT  
RuArts RUS  
SCAI the Bathhouse JPN  
Setagaya Art Museum JPN  
Keith Sonnier USA  
SwissArt  
National Museum of Singapore  
Swedish Arts Council  
Richard Tuttle USA  
Guenther Uecker DEU  
Tbilisi State Academy GEO  
Ben Vautier FRA  
UNESCO  
Willem de Kooning Academy NEI  
Written Art Foundation DEU





# FROM RUSSIA, WITH LOVE



## CONTACT OUR TEAM

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

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

ECC is an international team of more than 80 cultural entrepreneurs who create and execute successful international exhibitions in art, architecture, and design. Four people from this team are currently working for ECC-RUSSIA to make the Moscow 2022 exhibition a success.

We hope to have the opportunity to start a conversation, to work with you and to present your work in Moscow 2022. We look forward to hearing from you. We are open to all suggestions, no matter how unusual they may seem.