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Moscow Museum of Modern Art presents "Future Depends On You" – A Touring Exhibition

MOSCOW.- Moscow Museum of Modern Art hosts a large-scale exhibition project "Future Depends on You. New Rules" nominated as "Regional project" for "Innovation" award. **"Future Depends on You. New Rules" is a touring art exhibition, that was shown in 7 Russian cities:** Vladivostok, Krasnoyarsk, Khabarovsk, Novosibirsk, Ekaterinburg, Samara, Krasnodar. It comprises a contemporary art show, an educational program, an alternative Russian film festival, meetings with the participants – famous Russian artists and social activists. Total attendance figures mount to 120,000 people, 700 publications came out – it all reflects broad public response. **The project is rightly considered one of the most significant art initiatives in the history of contemporary Russian art in the past 50 years. On exhibition May 30 – August 2 2009.**

"Future Depends on You. New Rules" – is a new form of cooperation between proactive Russian state museums and private initiators. The general sponsor for the project in Russian cities is MegaFon, first all-Russian mobile network operator, uniting people through communication. The educational aim of the project "Future Depends on You. New Rules" is to popularize contemporary art.

The works in the collection belong to New Rules company. Pierre-Christian Brochet, the director of New Rules, compiled the collection specially for this regional tour taking into account art advisers' recommendations. The collection of New Rules presents a mini-museum of contemporary Russian art and falls into 7 theme-sections: "Idea", "Neoclassicism", "Parody", "Psychedelia", "Revolution", "Society" and "Body". The concept was conceived by art critic Valentin Dyakonov.

87 works by contemporary Russian artists have traveled all over Russia by all means of transport: by plane, by train, by car. Total weight of all exhibits and exhibition equipment is 5 tons. The art works are insured by "Alfa Strakhovanie" for 42mln. rubles covering the entire exhibition period.

Artists: AES+F, Yuri Albert, Sergey Bratkov, Anna Brochet, Sergey Bugaev (Africa), Dmitry Gutov, Georgy Guryanov, Vladimir Dubossarsky and Alexander Vinogradov, Konstantin Zvezdochetov, Alexey Kallima, Valery Koshlyakov, Oleg Kulik, Vladislav Mamyshev(Monroe), Andrey Monastyrsky, Timur Novikov, Anatoly Osmolovsky, Aidan Salakhova, Pavel Pepperstein, Blue Noses, Olga Chernysheva, Sergey Shehovtsov (Porolon). Many of them took part in the tour.

Thanks to "MegaFon" and "New Rules", Russian citizens could meet contemporary Russian art stars, regular participants of international exhibitions, and contemporary art biennales. They learnt that art works by these artists are held in museum and private collections in Europe, US, and Asia, that interest in Russian art is growing every year.

The organizers of the project united Russia's regions by introducing them to global cultural process and dynamic art market.