CULTURE ENTERPRISES. ULYANOVSK REGION

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ULYANOVSK REGION SCIENTIFIC LIBRARY NAMED AFTER LENIN
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ULYANOVSK REGION LIBRARY FOR CHILDREN AND YOUTH NAMED AFTER AKAHOV
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ULYANOVSK REGION LOCAL HISTORICAL MUSEUM NAMED AFTER GONCHAROV
14, Novyi Venets boulevard, Ulyanovsk, 432001
Director Volodina Julia Konstantinovna
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ULYANOVSK REGION ART MUSEUM
14, Novyi Venets boulevard, Ulyanovsk, 432001
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LENIN MEMORIAL
1, Lenin’s 100th anniversary square, Ulyanovsk, 432001
Director Shaibulov Eduard Sergeyevich
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ULYANOVSK DRAMA THEATER NAMED AFTER CONCHOROVA
12, Sovetskaya street, Ulyanovsk, 432063
Director Nikonorova Natalya Nikolaevna
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6, Mininova street, Ulyanovsk, 432063
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Phone/fax: (8422) 42–50–68, 42–40–30

ULYANOVSK YOUTH PUPPET THEATER NAMED AFTER PEOPLE’S ACTOR OF THE USSR V.M. LEONTYEV
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Director Kulan Alexander Vladilenovich
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74, 3rd International street, Dimbrogad
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DIMBROGRAD MUSIC SCHOOL
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REGIONAL CHILDREN’S ART SCHOOL
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SIMBIRSK PHOTO MUSEUM
16, Engels street
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MUSEUM OF SIMBIRSK CHUVASH SCHOOL
KARENOV’S FLAT
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MANOR MUSEUM OF CITY LIFE OF SIMBIRSK
AT THE END OF 19TH – BEGINNING OF 20TH CENTURY
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SIMBIRSK – ULYANOVSK FIRE PROTECTION MUSEUM
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Phone: (8422) 42–39–86

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CHILDREN MUSEUM CENTER
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THE HEAD SECTORAL MUSEUM OF CIVIL AVIATION
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Phone: (8422) 89–84–81

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Foundation without funds
Creativity becomes the main development factor, Sergey Morozov believes

On May, 17th, at the State Duma committee on culture, after Sergey Morozov reported about the culture policy of the region, Iosif Kobzon proposed to appoint him the RF Minister of Culture. The same day all news agencies informed about this. That was the way the first Deputy Chairman of the Duma culture committee has estimated the governor’s work in culture development.

The region head politely refused, saying that he had got enough to do in his region, but he did not stop dealing with the culture problems, for he believes that it is culture that can help to raise the economy of formerly depressive region. How much real is it, Sergey Morozov told while answering the questions of the Open Region editor Sergey Titov.

Sergey Ivanovich, frankly speaking, Ulyanovsk region tries to be at the first ranks of the regions developing culture, last year the city was declared the CIS cultural capital, it tends to get the title of the cultural capital of Europe, it holds expensive festivals, but at the same time the lack of money in the regional budget is chronic, the roads are broken, and the housing and utilities system is in no perfect state. May be those are right who say that the first task is to feed the people, and only then we can talk to them about lofty matters?

— But don’t you think that those broken roads and those utilities problems are just the signs which show our acute shortage of culture? For everything we see around us is the reflection of our culture and mentality. For a very long time we had neglect of culture. Like in the song “first the planes”, that is economy, industry, and agriculture; culture came last. We all want that our economy to be modern and advanced, but it won’t happen before the worker himself begins to change with his attitudes, values, and his attitude to labor. The process is long, and it goes under the influence of general culture values and attitudes among the other things. Yes, there is always lack of money, and the crumbling roads and houses should be repaired. But if we don’t begin to invest into culture now, later it will be too late, for everything will begin to collapse.

The problem is that the officials like to speak about the necessity to develop culture, but it still stays in the last budget lines, and the smallest salary is that of musicians, library and museum workers…

— I would not say that in our region culture is in the last budget lines. Our region was among the first to adopt a target program of complex culture modernization for the period to 2016 with financing of about 4 bln rubles. Such a great sum is allocated for the first time, but, honestly, it is yet not enough. Therefore we have stated the main directions in culture sphere which will be financed first, for instance, repair and reconstruc-
tion of the leading cultural enterprises and creation of new cultural centers on their base, modernizing village culture, support of creative workers and creative alliances. The title of a veteran of creative profession was introduced, which gives the right to get additional pension.

Those culture figures who have the title of “narodny” (people’s) receive a monthly payment of 5,000 rubles, and of “zasluhenny” (honored) — of 3,500 rubles.

— I agree that it is not a norm that the average salary of culture workers in the region is less than 8 thousand. This year already we will try to raise regiet salary to 10-11 thousand, that is average in Russia for this branch. Last year we introduced a contract system of payment for actors, and their salary sometimes reaches 23 thousand rubles. This autumn we will raise the salaries of culture workers by 6.5% more. We try to support culture workers in the countryside, including with housing. Additional payments are given to young specialists in villages: 20,000 for the first year, 40,000 for the second, and 60,000 for the third. So, there is some movement, though it does not solve the problem of salaries in the culture sphere. We need new approaches, both organizing and economical, and we are looking for them.

— Ivan Goncharov’s anniversary, what is it for the region? A possibility to get additional funds from the federal budget, to add fame to the region, or something else?

— It is, first of all, a possibility to attract the state and society attention to the problems in culture with the help of our famous countryman.

Yes, the anniversary permitted to attract federal funds to the region, 120 mln rubles for restoration of culture objects and for the anniversary events. About a billion was allocated to reconstruction and improvement of Ulyanovsk infrastructure. But it is not the main thing.

The aim of our main culture project of 2012 is to popularize Goncharov and the region itself as the birthplace of a world known writer. By the way, it is not by chance that these days he is being honored in Great Britain, Japan, Singapore, China… But the main things are going on in Ulyanovsk. From June 16th to 22nd a lot of events of world and all-Russia level are to happen here. An international Goncharov conference with representatives from Sorbonne, Nancy, and Oxford universities and with outstanding scientists from Japan, Great Britain, France, India, and the USA. An all-Russia Goncharov holiday that will gather representatives from Russian literature reserve museums. A ceremonial presentation of the international Goncharov award. On June, 18th we are going to open a history and memorial museum center named after Goncharov, the only one in Russia, and in the world also. It will be situated in the house where our famous countryman was born and lived. The museum center will accommodate a special residence for writers, a literary café, a specialized book shop, and a publishing center. In September an all-Russia campaign Bibliocaravan will take place, an international culture and business forum “Russia — Europe” will be held, and the artists will gather for the international assembly Plastovskaya ozen (Plastov autumn). In November there will be a new event, important for Russia, an international festival of historical literature, where representatives of 35 russian and foreign publishing houses, writers, and literature critics will come to participate.

— Last year in Ulyanovsk an international congress Culture as a Resource of Modernization was held. Do you believe that culture can support modernization of economy and society?

Business breakfast with culture workers. Sergey Morozov: “We must look for new forms, attract private investment, and form whole culture industries in the long run.”
From the first person

Open Region

There are cultural sectors where private initiative and means of financing will be possible, and they hardly will form high culture. The responsibility for its condition and development will be on the state. We can speak only about the forms of financing and investment.

In the last five years we have allocated 750 mln rubles to repair and reconstruction of theaters, museums, and concert halls, and it allowed to sustain their decaoy and to renew the museum and stage equipment, to enlarge exhibition space, to create new concert halls, and to open the new cultural and exhibition spaces.

In developing creative industries we may get help from the projects that were financed in the Cultural Capital Program. That was an organized and realized, and were supported by the regional government. Among them are the cultural business incubator Dem Stolza (Stolz`s House) and the youth culture and education center Uzel syzay (communication center).

Must the state remain in the main culture investor, or now we lay all our hopes on private capital?

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Classical rise
To what heights can Ivan Alexandrovich Goncharov elevate his homeland?

“... was born in 1812 in provincial backwoods, a town Simbirsk,” that is how the introductory article to one of Goncharov’s books begins. 200 years later Simbirsk — Ulyanovsk has become the international center of celebrating the writer’s anniversary and investigating his creative work. In a sense Ivan Alexandrovich has become an investor for his little Motherland, having put into its future non-material assets, the start-up image capital.

TATYANA ZAHARYCHEVA
Charter capital is Goncharov’s Simbirsk in the USSR for not a long time: a metaphor for ten years from his birth, and eleven months after graduating from University. But he never lost links with his homeland, it fueled his work, and it can be recognized in his famous novels Oblomov, A Common Story, and The Precipice.

Having been recognized as a true novelist, a brilliant depicter of the provincial life, Goncharov far from Russia has immortalized Simbirsk — a cradle of his characters, the interest to which is not quenched up to our time. The novel Oblomov has been translated into 47 languages; the foreigners associate its main character with an idea of mystery. As Goncharov’s descendants from Russia and abroad, and with those who research his works and translate them in Germany, Japan, USA, Hungary, France, Italy, and Ukraine,” says Irina Smirnova, Head of the Historic memorial center of Goncharov. In February, 2012 in a new edition was published of Oblomov, translated by Vera Biskin, who while working often appealed to us for advice. Not long ago she informed us that she has travelled far from Russia has immortalized Simbirsk — a brilliant depicter of the province life, Goncharov lived in Simbirsk for not a long time: having put into its future sense Ivan Alexandrovich has become an investor for his little Motherland, each year gathers many lovers of Russian literature from Ulyanovsk and many Russian and foreign scholars and researchers of Goncharov’s creative work.

Goncharov has puzzled
In 2006 the region Governor Sergey Morozov while meeting with the RF President Vladimir Putin launched the initiative of celebrating the 200th anniversary of Goncharov. In April, 2007 the relevant President’s decree was issued, and all Russia organizing committee was established under the guidance of the RF Minister of culture Alexander Sokolov. At its first meeting the committee has adopted a plan of the main activities for preserving and restoration the places connected with Goncharov’s memory. In July, 2011 the committee adopted the decision that the Ulyanovsk region will become the center of festivities dedicated to the 200th anniversary. These were the milestones of six years. The region administration has decided that the celebration will begin before the jubilee.

At the same time the Goncharov’s center has expanded its activities: the exhibition hall in Simbirsk, the Goncharov house in Ulyanovsk, the house of Goncharov in Voronezh. As a consequence, the Goncharov’s name is associated with the names of the main cities of Russia and with the names of the most famous cities of the world. In the whole region a great educational work was going on: competitions, quizzes, excursions, panel discussions, theater festival... if we sum up all what has been done we can imagine how many people have in this or that way come in contact with the name of Goncharov.

Such efforts are likely to have borne fruit: the name of the novelist has somehow entered the city life and even its toponymy. “Six years ago it was difficult to imagine that there will appear a trade center Goncharov, a hotel Goncharov,” Mrs Tsvishlya explains. She is sure that opening the Goncharov museum, a unique complex which was created on the basis of the world best experience of museum construction, will further enslave the interest of the Ulyanovsk and its region people to their famous countryman.

The house in which in 1812...
On the wave of the 200th anniversary the novelist museum has expanded its territory for 2,000 square meters, and it now occupies the three-storey building in which Goncharov was born in 1812 and lived for ten years. The house now is an object of culture heritage of federal importance. It is certainly the main achievement of the jubilee program. “For thirty years our museum was sharing the house with different institutions, though it was quite understandable that we lacked area sorely,” the first Head of the museum Margarita Zhdanova tells us. “This issue was being discussed already at the first exhibition in 1982. It was decided then that the museum must be expanded, and the authorities took this decision several times, but we haven’t succeeded in such efforts. Now we have got unique exhibits, the books of the 17th, 18th, and 19th centuries, and finally they have got their place in the exposition.”

The new format of the museum includes a memorial and historical documents exposition, one exhibition museum “Simbirsk town clock”, interactive museum “The cellar of a merchant’s house of the 18th century”, an exhibition hall, and modern store assets. The presentation part of the museum includes a scientific research center, a library, children’s information and playing center, a ceremonial hall, a printing center, a conference hall, a literary cafe, and a children’s cafe. It will be not only that even every quarter of a hotel will be a place for live communication.

The matter for millions
The total amount of funding the program of celebrating the anniversary of Ivan Goncharov by the city of Ulyanovsk which was approved for 2008 is 471mln rubles. About 400mln rubles were invested only in the infrastructure of Goncharov’s objects. The Minnister of arts and culture policy of the Ulyanovsk region Tatiana Murdasova states that in the last three years the consolidated budget of repair and restoration works at the territory of the new history and memorial center has amounted to 141mln rubles, and 80mln rubles were allocated from the regional budget for the museum exposition. More than 100mln rubles were invested in repair works in the regional scientific library and in the building of the Nobility association. After the festivities these objects will remain in the assets of the regional culture. “Today the culture in the Ulyanovsk region is being regarded as a resource of the territory development, and this position has been proved by specific actions,” the Minister stresses.

During realization of Goncharov projects about five million rubles were allocated as a grant from the federal budget to the regional drama theater. It is interesting to note that at first both the actors and the administration of the theater were not eager to give the theatre the name of Goncharov, “because Goncharov was a novelist, and never wrote plays."
But when it was decided, we understood that it was a happy turn of the wheel of fortune, and the more so because it was just the time when our theatre went to the "autonomous navigation" from the budget only our salaries and household bills were financed, and even those not totally. And the program of celebrating the writer's 200th anniversary allowed us to get good grants," the theatre Director Natalya Nikonova says. Due to the grants the theater has staged four performances on Goncharov's works without saving and limitation of the costs, and went with them on tour to Moscow, Saint Petersburg, and other cities, also it was hosting its colleagues from Russia and abroad. This year anniversary celebrations will be opened by the fifth international theater festival "Goncharov’s heroes on modern stage".

Concentration of the culture space

The program of celebrating the 200th anniversary of Ivan Alexanderovich Goncharov is not devoid of cultural sensations. For the first time in Ulyanovsk an all-Russia forum of literary museums will be held. Also here, and also for the first time, organizers of the festivities in Novgorod regions), Khlestakov festival (Penza region), Pushkin holydays (Pskov (Pushkino) and Nizhny Novgorod regions), Khilestakov festival (Saratov region), Ostat Brender Festival (Mari El republic, Kuzbass), and others will present their programs. Also in Ulyanovsk a field session of the Writer’s union of Russia will go on. For the fifth scientific Goncharov conference scientists from 80 russian universities and foreign research workers from Germany, USA, Japan, Hungary, Canada, and Ukraine are being awaited. "Our colleagues responded with willingness and interest to the invitation to come to Ulyanovsk, because there never has been such an extensive program of celebrating the jubilee, when at the same territory the writers, research workers, representatives of literary museums of the country, and Goncharov’s descendants will be gathered. It is the first and unique experience," the Director of the region history museum Yulia Volodina states.

Once more Ulyanovsk becomes a ground for discussing strategic problems of the cultural space: in September, 2011 the first on the territory of Russia international cultural congress "Culture as a resource of modernization" was held. For September, this year the second congress is planned, where the future cultural strategy of Russia will be discussed.

Investing in culture is investing in the future

12th – 21st of June, these are the dates that deny the start and finish of the celebration, the preparation for which was going on for six years. The guests will go home. And what will remain? The restored Goncharov objects are only the top of it. The main result is delayed to the future. The investments into culture are investments into future, they provide a perspective into which the city will be involved step by step: its hospitality infrastructural, its architectural image, and the main thing – its society. The result of such long-term investment is better seen from far away. But in order to estimate and analyze it very short time is left, for Ulyanovsk is on the verge of the next all-Russian jubilee, the 250th anniversary of Nickolay Mihailovich Karamzin. The "homeland of talents" must have many growth points. n

In Europe it is considered that the program Cultural capital which has been realized in the European Union for 30 years already must help in attracting new investment to culture and economy of cities and give a region a new impetus. But it came out that at the Russian land the idea of a culture capital has got its own peculiarities.

Sergey Uralsky, Tatiana Afonskaya

Europe knows where to find money

Ulyanovsk has lived the last year in the status of a capital. One, better to say, with the title of a cultural capital of the Community 2011, which had been given to it and to Gomel (Byelorussia) as to pilot areas within the international program Cultural capitals of the Community. "The rich cultural and historic heritage, the intensive cultural life, and the achievements in the sphere of culture and arts make it possible for Ulyanovsk along with the byelorussian Gomel to be rightfully called cultural capitals of the Community," as it was stated in the official letter of the CIS executive committee in March, 2011.

It should be mentioned that the idea of a cultural capital was transferred from Europe to Russia (and more exactly, to the Volga region) by Sergey Kirienko during his tenure as Plenipotentiary of the President. In Europe the program Cultural capital of Europe has been realized for 27 years already. Ten years later the idea was moved to the Community on the whole. The global goal of the European program is to help the cities declared the culture capitals to get a new impetus in their cultural and economic development. The meaning of the idea is simple. Each year the European Council chooses this or that city to be the center of cultural life on the continent in order to draw attention to its cultural development. The news of this spreads all over Europe, and the best creative teams, artists, musicians, film stars, theater and pop stars come to the city, and various festivals are held in it. The tourists understand what profit can be gained, and begin to invest into different types of tourist, hotel, road, restaurant, and other services, and also into cultural projects. The municipalities, having understood their responsibility and future income, give money for developing infrastructure of the city and its culture sites. Finally the money comes, as if its economy and culture get the second breath, as it was stated by the Euro Council experts.

The title is to work for economy

Philosophical sofa of Ulyanov in Goncharov square has become popular among Ulyanovsk citizens and quests
Mr. Gainetdinov states in his turn that businesses have already begun to react upon more active culture life and growing tourist flow (because of the project development including). It first gave an impact to the development of hospitality industry. In two years four mini hotels appeared with high quality service, attractive for tourists. Last year company Exkursion-noye taki (Taxi for excursions) was created for serving tourists and city guests. The taxi drivers go through special training, so that when they meet city guests at the airport or at the station, or go on a call, they could conduct an independent tour of the memorial and historical places of Ulyanovsk — Simbirsk. According to Ruslan Gainetdinov, when two years ago there was not a single catering company serving office forums and other official events, now there are already five of them. One of the transport companies, supported by the department of business development, is buying minivans for receiving delegations; the department itself has prepared a program of foreign languages study for the personnel of the hotels, restaurants, and transport.

The Head of Ulyanovsk Marina Bespalova states that the specific cultural status of the city has caused a 10% growth in restoration and hotel service sector, and the social capital program effects positively the potential investors sent a delegation to the city at once with a proposal of building two large plants in the region, and they confessed that it was this news that encouraged them to take decisions. She is sure that culture program has “undoubtedly justified itself, but in Russia it has not become a stable phenomenon, for the authorities here are not legally successive, and what one mayor or governor began does not become obligatory for the next one, unlike in Europe. However, the Ulyanovsk Governor has understood all the value of the program, and all it needs, and what it gives, and where the investment should be made. We don’t know if it will be possible to spread this experience all over Russia, if the country is ready for it, and if there is such a necessity. Still this program is for the open society,” the expert stresses.

It is the process of the ‘development’ of the city
Nevertheless, despite the end of the “capital year” in Ulyanovsk, the work of the directorate of the project Cultural capital of the Volga region that began ten years ago and has been developing for many years on now is continuing. The major reason is that it allows further development of what was gained. It is now planned to create a state Fund “Ulyanovsk is a cultural capital” that will attract funding for various regional culture projects. But the main thing in the region plans is, as it was stated by the Head of the directorate, to take this or that part in the project Cultural capital of Europe. It may be 2020. “But the date is not so important, as long as who will participate earlier, Perm, Ulyanovsk, or Saint Petersburg… the main thing is to make the investment,” the expert affirms. “The investment should be made. We don’t know if it will be possible to spread this experience all over Russia, if the country is ready for it, and if there is such a necessity. Still this program is for the open society,” the expert stresses.

They like to give Glasgow as the most characteristic example (cultural capital of the UK) which has turned from an empty former industrial center into one of the most attractive cities for tourists from all over the world; the unemployment has lowered more than two times, the number of population began to increase, and the share of young population has substantially grown.

Such are positive results that the Russian initiators of the cultural capital program hope to achieve. In Ulyanovsk and in Moscow they believe that the program raises the cities to the status of the cultural capital of the world. Such are positive results that the Russion initiators of the cultural capital program hope to achieve. In Ulyanovsk and in Moscow they believe that the program raises the cities to the status of the cultural capital of the world.

The Head of the Cultural capital directorate Tatiana Il’ina (on the left) believes that the very fact that regional authorities were forced to react upon the project development including. It first gave an impact to the development of hospitality industry. In two years four mini hotels appeared with high quality service, attractive for tourists. Last year company Exkursion-noye taki (Taxi for excursions) was created for serving tourists and city guests. The taxi drivers go through special training, so that when they meet city guests at the airport or at the station, or go on a call, they could conduct an independent tour of the memorial and historical places of Ulyanovsk — Simbirsk. According to Ruslan Gainetdinov, when two years ago there was not a single catering company serving office forums and other official events, now there are already five of them. One of the transport companies, supported by the department of business development, is buying minivans for receiving delegations; the department itself has prepared a program of foreign languages study for the personnel of the hotels, restaurants, and transport.

The expert is sure that the program Cultural capital of the Volga region that began ten years ago and has been developing for many years on now is continuing. The major reason is that it allows further development of what was gained. It is now planned to create a state Fund “Ulyanovsk is a cultural capital” that will attract funding for various regional culture projects. But the main thing in the region plans is, as it was stated by the Head of the directorate, to take this or that part in the project Cultural capital of Europe. It may be 2020. “But the date is not so important, as long as who will participate earlier, Perm, Ulyanovsk, or Saint Petersburg… the main thing is to make the investment,” the expert affirms. “The investment should be made. We don’t know if it will be possible to spread this experience all over Russia, if the country is ready for it, and if there is such a necessity. Still this program is for the open society,” the expert stresses.
The great dependant
Culture will never be self-sustaining, but the state will collapse without it

It is being stated now at all levels of authority that modernization of Russian political and economic system is impossible without modernization and development of culture. But the argument about the ways to do it is still going on. It’s impossible to finance culture as before, and the new ways have not been found yet.

ALEXEY NIKOLAEV, SERGEY TITO
Culture as a means of survival

Last September at the international congress "Culture as a modernization resource" Russian literary critic, publicist, TV presenter, and writer Alexander Astaranglevsky called culture “the engine, the main and the only condition of modernization, for modernization can only go through the work of mind, it is a socio-cultural process. We just haven’t reached the edge yet, but we certainly will. And then something will begin. The main thing is it could be too late,” he said.

Writer Mikhail Veller has essentially outlined the problem in his interview to Open Region: “After 1992 in our country there is a vulgar notion of the model of liberal economy, in which everything that does not have market instruments for being self-sustaining is not necessary and must not exist. And from that time in our culture all that cannot be sold is being destroyed systematically. Today, in market economy conditions, culture is necessary neither for the state, nor for bureaucracy, nor for business. But if the bureaucracy does not understand that culture means self-reproduction of the nation, soon there will be no culture and no state.”

However, the governors have already started to speak about the problem. “The existing system of institutes in the culture sphere is poorly adapted to the new situation in economy and society,” that was what the Ulyanovsk region Governor Sergey Morozov stated in May at a seating of the culture committee of the RF Duma. The Governor’s anxiety can be easily explained. American sociologist Richard Florida, the author of The Rise of the Creative Class, wrote that one of the decisive factors that define economy growth in regions is forming of human assets that give development through concentration of educated population. “Everybody must understand that creative abilities of our citizens become the main driving force for regional development,” Mr Morozov declared in the Duma. At the same time he mentioned the youth out-migration among the problems of culture development. In search of a comfortable cultural environment and the prospect of career growth the region is being left by scientists, poets, writers, artists, and architects. Large and medium cities struggle for such specialists, and the question of the culture level comes to the fore.

A rich beggar

Meanwhile there is chronic shortage of funds for raising the cultural level in the region, as the regional Minister of arts and cultural policy Tatiana Murdasova has confessed. “The culture branch is generally underfunded for maintenance and salaries, and that is where our problems are. From 580 libraries 44 are in emergency condition, from 570 clubs 42 are in disrepair, and the deterioration of the material and technical base is 70%,” the Minister states. “Culture ministry is a department of paupers, and the minister is their leader who must divide between the needy what has remained from other state expenses,” so rigidly the main editor of the magazine Act of Cinema, culturologist Daniil Dondurey defines the status of culture in Russia.

However, the region ex-minister of arts and culture policy Genady Zhuravlev, who now is the Center of cultural initia-tives Fund founder, does not agree that the problem lies in the lack of funding: “1.2 bln rubles are allocated to culture in the region. It is very little as a figure, but if we count in sums of culture services, it is quite enough. Where 500 people with average salary of 7,000 rubles are working, 250 people with the salary of 4,000 can work quite efficiently. But nobody wants to discuss it with us,” he says. In his opinion, different approaches must be searched, and especially in villages where half of the clubs do not work in winter because of lack of money for heating, and the number of their inhabitants is growing lesser and lesser. The way out may be in creating social-cultural centers on the base of these clubs, where along with the club several other enterprises will be located (library, police, doctor’s office) and will help in maintenance of the buildings.

In reality the state spends much more on culture than it is provided by the budget of the culture Ministry. The money comes from security forces financing the films about law enforcement agencies and intelligence services, from Agriculture Ministry which deals with village infrastructure, Industry Ministry supporting national crafts, Youth and Tourism Ministry... but all this is being done without system or correlation between the departments,” notes the Executive Director of the project “Ulyanovsk is a culture capital” Tatiana Ivshina.

Nevertheless, both officials and experts admit that additional funds and incentives are needed for development of culture. “If we get funds, the new projects and new technologies will come. All the projects in culture are built on some investment,” Mrs Murdasova says. She believes that material security and salaries of the workers of cultural institutions must be ensured by the budget, and private capital should be attracted for further development, new projects and technologies.

“Culture has not yet got used to the new economic situation. Many village clubs are closed, or require repair.”
Tuning the instruments

Meantime in conditions of actual absence of charities the authorities and the culture workers are seeking different modern instruments of financing culture. They believe that under new economic conditions the main instrument to support culture is a grant. Tatiana Ivshina considers that grants help to reveal talents and attract more and more state-private creative teams into cultural processes, but in Russia, because of underdevelopment of charity, the grant support must remain the state problem. There is no such support in art. But such support has not yet gained necessary proliferation, “and we need that every year in every level budget there is money for grant support of cul-
ture initiatives” (last year the regional gov-
ernment allocated about 30 mln rubles for grants in culture sphere). “And when a society becomes a system, the activity in cultur-
al initiatives will grow several times, and a special creative atmosphere will gradually form,” Mrs Ivshina notes. At the same time she is sure that there is no need for single control power of grants. Gennady Zhuravlev, on the contrary, is confident that in this case a unified coordination is necessary, and it is the state that must be in charge of the projects, “the power must be in the con-
trolling authority of culture services, thus denoting the requested destinations.”

In Ulyanovsk they believe that an effec-
tive method of supporting culture could be such an instrument of private – state cooperation as the agreements on joint activity of private businesses with budget culture institutions for realization of some culture projects. It will allow to improve economic efficiency of the projects in sev-
eral times, because in this case a business does not need to bear the cost of premises, equipment, or salaries of the workers. But this method has not yet be-
come widespread. “It is not really easy to find a subject of joint action which would suit both parties, and the lack of awareness of business representatives also affects the situation,” Mrs Ivshina says.

It was decided to use one more form of attracting business into culture in Ulyanovsk, the federal system of grants for opening and supporting new private businesses. Last year 12 start-ups in culture were financed in such a way. Among them were culture events, creation of video and photo studios, handicraft, and what is now called cultural centres. Besides, there were cultural events, formation of video and photo studios, handicraft, and what is now called cultural centres. Besides, the experts are sure that the prin-
ciples of attracting private capital cannot be paralleled in Russia, where everyone can see with his own eyes how the physi-
cal laws are working, make an experiment all by himself, or even fly on board of a hot air balloon. “It is a world trend to transfer to educational recreation, where adults and children are learning while playing, investigating the laws of nature and soci-
ey,” Mr Krutov says. “One of international funds is ready to invest into the project right now.”

The Minister of strategic development and innovations Alexander Smekalhin hopes that successful and wide attraction of pri-
ivate investment into regional culture is realistic: “We have studied the German econ-
omy structure, and it came out that their culture contributes to the GDP even more than several production industries of the real economy sector,” says the Min-
ister. “Many private investments go into culture: theaters, museums, entertain-
ment industry, and tourism. We are now trying to understand how does it all work, what are the mechanisms of attracting in-
ternational funds and private investors, in order to commercialize somehow our cultural potential.” However, the Minister admit
ted that such a work is not easy and unambiguous because of the difference in German and Russian mindset.

It is projected that the incubator will be supported with state money and will start working already this autumn.

Another good instrument that could help within private capital into culture is the Law on Concessions which could make the businesses interested in preserving cul-
tural monuments, but, as Tatiana Ivshina says, “in fact it does not work. At least now it is easy to build a typical box of a building than to acquire a unique dignity in a 19th century building and to maintain it.”

Will Europe help us?

As for direct investment in culture, the things are going much better. “While the culture turns its face to everybody, the investors are somehow turning their eyes away. There is already interested in parks, but not in clubs and museums,” says Tatiana Murdavosa. Nevertheless, the regional Culture Min-
istry has already begun joint work with the Ministry of Strategic Development and Innovations and with the Ulyanovsk region development Corporation (in charge of investment) in order to attract investors to such an unusual sphere. “We will take an active part in it. The power must become the con-
trolling authority of culture services, thus denoting the requested destinations.”

An example of bold investment into the risky sphere of cinema industry at the regional level is a project of a local business Alexander Konov (the owner of the cinema palace “Ulyanovsk”). His idea of creating a logistics cinema center in the Ulyanovsk region is in order to provide a range of services to attract producers and shooting companies from Russia and abroad for making films in the Volga region.

Very soon this incubation has already got its own cinema studio. The first film shot here, 0014Kilometer, has been totally privately invested by two creative industries (design and the local creative personell. The studio has got orders for production of two serials, one of them is for the TV company. The businessman is inspired by the prospects of investing into culture, and he is already preparing himself. “It was the prospect of creating in Ulyanovsk a relax and infor-
mation Da Vinci center for family leisure

The state and the creative potential

And meanwhile, as Tatiana Ivshina states, “there is, in fact, no entire system of incen-
tives for inflow of private investment, as well as of effective control of state subsidies. Therefore the effectiveness of such invest-
ment is low. While in Europe for every 10 euros invested in the state there is 1 euro of private investment, in our country this indicator is much lower.”

But the experts are sure that the prin-
ciples of attracting private capital cannot be adopted everywhere in culture. “Mu-
seums, libraries, and even educational re-
plays will always need state support,” says Cultural Studies PhD, Director of the agen-
cy Creative industries Elena Zeleneva. Nevertheless, she believes there is such a sphere where private investment can both give impetus to culture and bring substantial profit, and these are creative industries, where high profits are obtained on the base of creative ideas, projects, and re-
sources, “the most dynamic sector of world economy”, and this is evidenced in the UNO reports Creative Economy of 2008 and 2010. Apparently, creative industries, in the first place, will become the base of attracting private investment.

Eventually, both administration and the experts agree that the state will re-
main the main investor, it is responsible for maintaining culture, and therefore it must carry the main burden of its financ-
ing. Though the forms may be different, and the main part of the budget funds may be distributed through grants, funds, or federal contests of the national project, the problem is only in instruments and in-
centives. And in the freedom level. Finan-
cial including.
Columbus of the Russian history
Nickolay Karamzin will help his small homeland

In 2016 Russia will celebrate the 250th anniversary of Nickolay Mihailovich Karamzin (1766-1826). In his life in Russia and in his birthplace Simbirsk he was an iconic figure and had the highest authority. After dozens of years of oblivion in the soviet times the country has again turned to his heritage.

IRINA MOROZOVA

Like a Renaissance person, Karamzin was a multi-faceted personality: interpreter, writer, poet, journalist, publisher, scientist, historiographer, and a shrewd politician. His Letters of a Russian Traveler were read out by many generations of educated Russian people of 18-19 centuries who were looking at Europe through his “window”, and The History of the Russian State has caused a “great noise” in the society, as it was said by Alexander Pushkin: “The men of society rushed to read the history of their country which was unknown to them before. It was a new discovery for them. It seemed that the ancient Russia was discovered by Karamzin like America by Columbus.”

Only a few people were interested in Karamzin as a man with his own philosophy of life, which he was less interesting in this respect. It was already at our time that Doctor of Philology, professor of the Ulyanovsk pedagogical university Lubov Sapchenko has taken up such an unusual study, having compiled an anthology “N. M. Karamzin. Pro et contra”, published in the Russian Way series of the Russian academy of education. Sapchenko states that “at the end of his life he understood the main thing in it and wrote about it to his friend Alexander Turgenev: “To live doesn’t mean to write history, or to write comedies or tragedies, but (…) to love kindness and to raise the soul to its source; all the other things, my friend, are only husk, and I do not exclude my eight or nine volumes. Do what and how you can, but only love the kindness; and what is kindness, ask your conscience.”

Under the shadow of Clio

Though we know a little about Karamzin’s birthplace (in the village Znamenskoye of Simbirsk province, or in the village Mihailovka of Orenburg province), the historiographer himself had no doubt about it. In his autobiography he wrote with his own hand that he was born in the Simbirsk province. The Ulyanovsk historian and ethnographer Zhores Trofimov in his book Nickolay Karamzin and Simbirsk even asserts that it happened in Simbirsk itself, because the wealthy nobles, to which the Karamzins belonged, had houses in the cities, and they were in the habit of returning there from their estates for winter; and Nikolay Mihailovich is known to be born on 1st January (12th in the new style).

It was in Simbirsk that in 1845 on the initiative of local nobility a monument to him was erected with public funds, and three years later a public library built in his honor was opened, it was one of the first public libraries in Russian provinces of the second half of the 19th century, and this library and the gymnasium became the initiators of celebrating the 100th anniversary of Karamzin’s birth in Simbirsk at the Russian level.

The monument with the historiographer’s bust and a major figure of the muse of history (Clio, which at first was called “iron woman” by the bewildered commoners, has survived revolution and the Soviet period and became a visit card of Simbirsk — Ulyanovsk. And in the building of the former Nobility assembly (now the regional scientific library) in 1908 a memorial exposition Karamzin Public Library was opened. In its huge antique cabinets are the books, and on its walls are the portraits that were donated by the Karamzins family, as we were told by the library Head of the department of rare books Ludmila Ivashkina. The pages of some of the books have the notes made by the hand of Nikolay Mihailovich while he was studying in the museum for his History.

Everything began with the letter E

In Ulyanovsk — Simbirsk there is a special attitude to Nikolay Mihailovich. The Karamzin museum house Clio is the favorite place for the citizens’ recreation, here literary evenings, festivals of national cultures, bars’ concerts, library actions Neskuchny Square are held regularly. From 1991 in the region with the help of the regional government an art and literature almanac Karamzin Garden is being published containing the best creative works of Ulyanovsk writers. Not long ago the name of Karamzin was given to the airport (formerly Ulyanovsk — Tsentralny).

Perhaps, such a close attention of the authorities to the historiographer began with the erecting of the monument to the letter E which had been introduced by Karamzin. More promotion was undertaken in 2009, when the region citizens chose his name from the whole list of famous countrymen at the contest The Name of the Simbirsk — Ulyanovsk Region. “Even earlier, from December the 12th, 2008 the birthday of Karamzin was declared the Native History Day in the region,” says the Assistant Director of the Ulyanovsk regional scientific library Olga Daranina. “In the decade that precedes the birthday every year exhibitions are being opened, scientists and ethnographers give lectures, and Doors Open Day is being held in the museum Karamzin Public Library. The local radio transmits reading of extracts of Karamzin works”.

There is a special regional award, Medal of N. M. Karamzin, and those who were rewarded it are historian and ethnologist Zhores Trofimov, literature specialist Vyacheslav Sukalo, writer Nikolay Poltynyanko, and Assistant Director of the Lenin memorial Valery Perfilov.

The scientists of Ulyanovsk pedagogical university conduct annual all-Russia Karamzin readings. A Karamzin laboritory is also working there. There are also a Karamzin movement and a Karamzin fund of culture and history heritage in Ulyanovsk.

Karamzin a brand?

One must assume that the region authorities understood perfectly that Nikolay Karamzin with his anniversary can help greatly the development of culture in his small homeland, and it was completely fair that they argued for celebrating in 2016 the anniversary of the first Russian historiographer exactly in Ulyanovsk — Simbirsk. The initiative has been appreciated at the highest level, and in 2010 a corresponding decree of the RF President was issued which stated that the jubilee year will be named the year of Karamzin in Russia, and that Ulyanovsk is planned to be one of the main celebration grounds.

Due to the Karamzin anniversary Ulyanovsk has got a real chance to get new investment in culture development. As the Director of the programs “Ulyanovsk is a culture capital” Tatiana Alexandrovna Ivshina says, it is planned to allocate 4.7 bln rubles from different level budgets for preparation of the jubilee. They have managed to include restoration of all our main objects of culture into the program, starting with the Lenin memorial, and ending with the Karamzin monument.
It is foreseen to build a historical archive complex, a theater and history center named after Karamzin for the Young Spectator theater in the new city center for the Young Spectators Theater in the new city, and even Trinity Cathedral, which was promised to be assisted by the Russian Orthodox church. According to the surviving designs the Simbirsk house of the Karamzins that was demolished in the soviet period will be restored, and in their family estate Znamenskoye a chapel or a memorial sign will be installed.

The archive and the theater have already got federal support. The other lines of the jubilee events list have not been able to get yet in the complete volume, including the most costly object, the Lenin memorial (about 1.5 bln rubles), for which a concept of modernization and intelligent person, and he deserves that it was born in the Simbirsk province.

By her words, the task on the whole is “to brand” Karamzin outside Ulyanovsk region, to put into Russian and foreign cultural circulation, including Internet, the fact that he was born in the Simbirsk province.

However, the term “branding” is causing wariness among the local culturalists who state that “Karamzin was a clever and intelligent person, and he deserves that his “promotion” would correspond to this fact, not being simplified with the methods of modern marketing and PR. Instead of giving his name to various enterprises, it may have been better to repair the hall in the literature museum Yazykov House with the only exposition in the city that tells about Karamzin. Meanwhile, due to the lack of money, this monument of history and culture of the federal level is in a sorry state, and peeling paint is flaking from the walls on the exhibits...

Worthy descendant of an illustrious ancestor

In the conversation Tatiana Ivshina lamented the lack of a culture manager in Ulyanovsk who would be possessed by Karamzin and who would stand in the center of preparation for his anniversary.

Yet Fedor Bogorodsky could become such a person. Being a descendant of the writer’s senior brother Vasily Mikhailovich, he opened a web site dedicated to his family. On the photo of this young man one can easily recognize the Karamzins family features, full of dignity and generosity. There were also the Razumovskys in his family, whose most vivid representative is grandfather Vasily Ivanovich Razumovsky, a surgeon, the founder and the first rector of three universities in the USSR. Fedor’s father Dmitry Bogorodsky is an artist of theatre, cinema, and television, and his mother Natalia Bogorodskaya is a mathematician and a cybernetician who took part in programming soviet satellite board systems. Fedor himself is a businessman, and from 2006 he has lived in Uruguay. Being an educated and cultural person, he was not too carried away by money pursuit, but became an author and organizer of his own project “Russian culture” in which UNESCO is taking part. As a result the residents of Montevideo, the capital of Uruguay, became familiar with an exhibition of Russian painters, saw the film Three Women of Dostoevsky, and became listeners of a cycle of concerts of Russian spiritual and classic music.

It turned out that in February this year Fedor Bogorodsky visited Ulyanovsk, almost incognito, intelligently, without attention from journalists. He stood at the remnants of the tombstone of Vasily Mikhailovich Karamzin and his daughter Olga Nirotmortseva at the former cemetery of the Pokovsky monastery. He considered it his duty to visit the church of the Annunciation in Zayazvyzhae (fragments of the church in the village Znamenskoye were used while building it).

Not without bitterness he was writing about this dispelled estate of the Karamzins, which formerly was situated in the present day Mainsky district of our region. And, as if completing the words of Nikolay Mikhailovich, he said: “In continuation of traditions and teachings of generations of the family that has made many good things for the Russian state, in my life I pose before me only one goal: to give kindness to people who need it so much today, more than at any previous time, so as to leave something good for the generations and not to let the achievements of the epochs go into oblivion.”

Many regional governments are now seeking for an optimal “formula” of attracting the largest number of tourists. In Ulyanovsk region, that has no warm sea or high mountains, they stake on the cultural tourism. And there is really no lack of famous people who were born here or have been here. The region that has been famous as Lenin’s birthplace for a long time now is being presented as “the birthplace of talented people”. The names of Goncharov, Karamzin, Plastov, Pushkin, Yazykov, Davydov, and of course Lenin are becoming the centre of attraction for the quests from many regions of Russia and abroad.
Tourism

**Investments for the future**

According to the regional resource center of developing tourism and service, the share of tourism in the regional gross product is estimated as 0.6%, though today there is no statistics that would show its real share. “In Russia we do not have a method of estimating the number of tourists, and it is not stated who can be considered a tourist,” says the Minister of Economy of the region Oleg Asmus. “Everywhere in the world the number of people coming to the territory is being estimated. And I support this approach: even if a man is coming on a business trip, he tries to visit the local places of interest if he has such a possibility, and he leaves his money in the region.”

Meanwhile, Mr. Asmus believes that tourism, including cultural, is essential for every economy. “Though this sphere does not bring large direct income, it is important for the development of the society, for people themselves, it is essential for every economy.”

The Head of Samara tourism company Mikhail Segal agrees with her. “Ulyanovsk has long been the third political capital of the country. Yes, the flow of tourists was somewhat artificially created, but due to it there is such a marvelous reserve, the Volga.”

Byelorussia, Ukraine, Germany, France, Spain, and from China, on the programs of “red tourism”, 60% of this flow comes on business visits. According to the regional resource center of developing tourism and service, last year the amount of paid services rendered by tourist facilities of the Ulyanovsk region was about 979 mln rubles. The region hotels have accommodated more than 73 thousand people, and 21 thousand have improved their health in sanatoria. All in all about 480 thousand people have visited the museums.

It makes sense for Ulyanovsk region to develop the tourism sector, for the region has good logistics, attractive climate and nature. But we must keep in mind that this source of profit can be powerful only if we invest much money into tourism, with the prospect for 10–15 years,” the General Director of Moscow consulting company Konkretika Nadezhda Makarovova considers.

The demand of investors for additional funding that is going to prepare a federal level product for the region is estimated. And besides, it is the only city in the Volga region whose center has not been disfigured by ob building. The historical environment has been preserved here,” Mr. Segal states.

In his opinion, Ulyanovsk today is more than competitive. Geographically it is located within 300–400 km from many large cities: Penza, Ufa, Kazan, and Samara. It is favorable for car tourism. There is a river port there, where cruise ships come, and it is an enormous potential. The tourism is being developed, and not badly, but the result takes time. What was quickly lost is difficult to return. The infrastructure is not yet developed enough. But the main thing is present, it is the dynamics and understanding of what must be done,” the experts clarify.

**System support**

“Tourist industry is definitely not the case when in three or four years you can get a significant contribution to the regional budget. But while the project is being waited to pay off, the territory around is changing. New workplaces appear, people are fixing on the territory, the infrastructure rises to an appropriate level with its roads and utilities, related businesses are developing, the look of the territories and the quality of life change.”

The importance of investment into this industry was stressed at the conference held in Ulyanovsk, by the Chairman of the Board of the National agency of direct investments Igor Vdovin: “Tourism industry is definitely not the case when in three or four years you can get a significant contribution to the regional budget. But while the project is being waited to pay off, the territory around is changing. New workplaces appear, people are fixing on the territory, the infrastructure rises to an appropriate level with its roads and utilities, related businesses are developing, the look of the territories and the quality of life change.”

“The demands of investors are the actions of the powers”, held in Ulyanovsk, by the Chairman of the Board of the National agency of direct investments Igor Vdovin. Along with the directions of economic development that is now going on remarkably in Ulyanovsk region, to my mind, you should dare to several large projects which will ensure the people traffic. The region has got tourist potential, the heritage that other regions are short of. If you do not use the chance, you could lose in the development. The traffic will give budget resources and employment.”

The potential and the trend of the region development were confirmed at the first festival — presentation of tourist resources of the Volga region (October 2011, Nizhny Novgorod). The region has bypassed the more promoted neighbors, having won the prizes in nominations “the best project”, “the best economy class hotel”, “the best hotel”, “the best tourist operator”, etc.

The practice shows that the tourist money attracts additional funding. Thus, in 2011 for financing the events of the regional target program “tourism development in the Ulyanovsk region” 21 mln rubles were allocated from the regional budget. 7.5 mln have been attracted from the non-budget funds. It is not much on budgetary standard. The Governor Sergey Morozov insists that “the tourist industry of the region has got a great potential, and it requires a system budget support.”

There is a special attitude to the poet and partisan of the Patriotic war of 1812 Denis Davydov in the village Verhnaya Maza where he lived and died (village Verhnaya Maza where he lived and died). During the Soviet period, the village was established as a memorial complex dedicated to Davydov. However, only recently the idea of transforming the village into a tourist attraction was put forward. The village committee decided to reconstruct the house where Davydov lived, and to build a museum base, and it is constantly enlarged.

The ethnographic complex “Red tourism” is going to prepare a federal level product for the region

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A capital begins with a village

The regional authorities are sure that at first it is necessary to give incentives to the districts of the region. “Everything must develop simultaneously: the roads, the transport, and the hotels. If there is nowhere to stop for the night with comfort or nowhere to have a dinner, the tourists could hardly be attracted. And thus the budget support of infrastructure development is very important,” says the Deputy Director of the regional department of cultural policy and informatization Anna Markesh Karvaleiru.

For the region districts tourism development has become the possibility to get additional funding from the budget. Within the regional target program for the development of this industry it is planned to spend 419 mln rubles. 305 from them are for the municipalities. But only for those who try to develop this sector with the programs of state-private partnership.

The first budget money was received last year by three regions: Staromainsky (5 mln rubles for road repair), Kuzovatyovsk (2.5 mln rubles for reconstructing the ethnographic complex Morozovsky estate), and Ulyanovsk (5 mln rubles for communications for the work of the tourist cluster). If this year additional budgetary financing will be allocated to the project, the subsidies will be given to four more districts, 12 mln rubles all in all.

In 2007 the regional program of village culture development was adopted, the “growth points” of which are culture events. Festivals, traditionally visited by guests from different regions, are going on in the districts. People come to Radoshevsky district to admire Lazoreye holmy (hills) that are scarlet with the blooming wild pea, the flower that, according to the legend, became prototype of the famous scarlet flower from the Aksakov’s fairy tale. In the worker’s settlement Pavlovka the citizens of adjacent regions gather for the song festival Povolzhskaya glubinka, during which there is a procession through the springs. In Yazykovo, where Alexander Pushkin visited his friend, poetry festivals are held; in the village Kivat the interregional festival of мordvin culture Mstovskaya mozhur (the songs of mother — land) is going on. And there are a lot of such “growth points” in the region.

The districts lack publicity which is necessary for these festivals to work in full force and attract more tourists here,” Mrs Karvaleiru considers. “Besides, many history monuments need restoration and, therefore, financing. “But this is the very case when investment is made for the future. One culture project can give a synergistic effect: the tourist flow is growing, the related spheres are developing, new workplaces appear, tax deductions increase, the infrastructure changes for the better, and the quality of life is rising. And the residents become proud of their small homeland that is of interest for the guests.”

In the handicraft center any tourist can make himself a hand-made author ceramics.
Back in USSR

Ulyanovsk can regain its glory of a tourist capital by placing the Soviet Union epoch into a museum

It is planned to restore the former glory of the Lenin memorial, which used to be one of the iconic tourist objects of the USSR, and to open the first museum of the soviet epoch there. Placing the era, that is nostalgic for the majority of the country population, into a museum may become a revolution in the tourist industry of the region.

VIKTORIA CHERNYSHOVA

"Mecca" without repair

In the soviet times the number of tourists visiting the Lenin memorial in Ulyanovsk amounted to millions. For the time of its existence since 1970 it was visited by 17 million people. It is still the most visited museum in Ulyanovsk. Last year the memorial, including three memorial museums, received more than 174 thousand guests, 2,246 of them from abroad.

"Each year we register the growing number of guests, 8-10% yearly. The peak of attendance is in navigation season, when cruise ships come to our city. Only in the four days of May holidays we have received about a thousand and a half people," says the Director of the Lenin memorial Eduard Shabalov.

He says that today the memorial is not only the most visited but also the most profitable museum in Ulyanovsk. 8.5 million rubles a year are spent on salaries of the personnel and on maintenance of the complex, and the profit makes 4.4 million. "It is a very good indicator for a province museum," the Director believes.

The capital format

In the region they are looking for new forms of culture tourism that would be beyond the scope of traditional excursions to estates and memorial places. There is a tourist and recreation zone Tsentr remesel (Handicraft center) near the village Novaya Badenga, including a recreation center Venedy, an archeopark, Usadba Kolobka (Kolobok`s estate), a handicraft museum, and Remezlennaya sloboda (craft village); the zone is engaged in active and educational tourism. In archeopark Prezhlavryan (Protoslavic) one can feel as a man of the beginning of the first millennium: a settlement of the Volga district people of the 5th-6th centuries has been reconstructed there; and in the craft museum you can work on the potter’s wheel and make a souvenir from a stone with your own hands. This summer the handicraft Center will host one of the stages of the five history festival Volzhsky put (the Volga route), participants of the first international congress of experimental archeology and handicraft Mezhkulturny will come there. The organizers expect up to seven thousand guests, including 10 russian and 10 foreign scientists, 200 reconstructors, and about a thousand and a half students from all Russia. The project has begun full scale work not long ago and has the priority status, and therefore its investor has got a property tax preference. "Last year 75 thousand tourists visited our region. The budget investment into the territory in four years has amounted to 7.3 million rubles, and our investment was about 60 million. This year we plan to invest 30 million more," stated the Center Head Andrey Natarius.

And in the complex Russky bereg (Russian shore) in Staromainsky district they are creating a competitive product of the federal level. "The main idea of the festival Volzhsky put (The Volga route) that will go in our region also is to organize a trip by the Volga sea, from Samarskaya luka to Tatarstan, to enliven the history, to show the burlaks and the robbers, and so on. If everything goes on well and the idea has a success, we want to buy a few ships in order to stylize them for ancient ones. They will go up and down the Volga, connecting the bases in five districts of the region. It is quite a competitive product and can be proposed in Moscow," the project Head Sergey Lakovsky believes.

This idea goes on well with another one being realized in the project. This year a foundation for a club house with a conference hall for 250 people is being laid. "The corporate programs format is a large segment of tourism. But it is not only a trip to nature, it is also education, team building, and entertainment. In 80% of the Moscow companies realize their corporate programs abroad, in 8% — in the Moscow region, and only 2% come to the regions. They thought in the capital that there is no life outside MKAD (Moscow ring road) and did not know that there are such opportunities in the regions. And we will also offer a cultural program," Mr Lakovsky says.

Besides, Sergey Lakovsky wants to show a culinary theater at the region territory, organizing food festivals. "If we should grow a competitive product, we must have a vision of the capital format," Mr Lakovsky believes.

Tourism

Open Region

ViKToria CherNyShevA

"First of all, the people of the region making a tour to the memorial, the attendance grows every year," the Director of the Lenin memorial Anna Markesh Karlovsky believes.

"The congress guests are not only members of the elite of the country. The cinema festival in Ulyanovsk has also to Ulyanovsk." But the regional government is sure that culture tourism also represents the region image. As they state in the Culture Ministry, large-scale events that go in the region join together the intellectual elite of the country. The cinema festival in memory of Valentina Leontyeva has been visited by film and theater stars for three years already. Last year in Ulyanovsk the first international cultural congress was held with federal authority support. More than a thousand people have visited it: artists, museum workers, art critics, and others. It was for the first time that Ulyanovsk hotels were completely filled.

A landmark event, international artists’ assembly Plastovskaya oesen (Plastov autumn) is the only ground in Russia for discussing traditions of realistic painting and of classical, traditional art. The assembly premium fund reached 10 million in 2012, and the number of nominations grew from 3 to 18. It is not only an image event, it is planned to open an international residence for artists with a hotel and a workshop for guests at Plastov’s birthplace in Prislononiha. For instance, last year we plan to invest 10 million more,” stated the Assembly Head Andrey Natarius.

Such events liven up the inner tourism market as well as create a competitive product of the territory. As the Center Head Andrey Natarius notes: "The idea has a success, we want to buy seven thousand guests, including 10 Russian and 10 foreign scientists, 200 reconstructors, and about a thousand and a half students from all Russia. The project has begun full scale work not long ago and has the priority status, and therefore its investor has got a property tax preference. "Last year 75 thousand tourists visited our region. The budget investment into the territory in four years has amounted to 7.3 million rubles, and our investment was about 60 million. This year we plan to invest 30 million more,” stated the Center Head Andrey Natarius.

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The event tourism in Ulyanovsk has good future," believes Anna Markesh Karlovsky. "The congress guests are not only participants of the event but also consumers of services of regional tourism objects. Such events liven up the inner tourism also, for there are people who nomadize after the stars, go to their concerts to other regions. For instance, last year such significant event was the premiere display of Alexander Sokurov’s film Faust. This year we want to invite Nobel laureates whose names are connected with literature. It would be normal if people come for famous names not only to Moscow but also to Ulyanovsk.”

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for financing of our museum. It is a great number of a million guests, it will bring up tourists leave in the region about 300 thou-sightseeing," says Sergey Lakovsky. "Now self in order to visit museums and to go and forums, business trips, etc, and also service development Sergey Lakovsky. According to the Director of the Ulyanovsk status it has to be upgraded dramatically, in order to return the memorial its former pride we miss our pride will really be allocated. For the last 20 years amount of money, but the question is if they modernized since the opening date.

Meanwhile it is understandable that indi-cators like in the soviet times cannot be achieved because of the present level of financing and, therefore, of the museum technologies that practically have not been modernized since the opening date. “The region target program of culture developing includes about 200 mln rubles for financing of our museum. It is a great amount of money, but the question is if they will really be allocated. For the last 20 years the memorial has not got anything from the budget, only the money for salaries and utility bills. And it needs money for repair-ing the building, renewal the exposition, and for technical reequipping,” explains Mr. Shabalin.

We miss our pride In order to return the memorial its former status it has to be upgraded dramatically, according to the Director of the Ulyanovsk regional resource center of tourism and service development Sergey Lakovsky. He became one of the main initiators of creating a museum of the USSR epoch in Ulyanovsk. “If we don’t take into account all busi-ness tourism: taking part in conferences and forums, business trips, etc, and also the tourism that “swims by” (cruise ships), than nobody comes to Ulyanovsk by him-self in order to visit museums and to go sightseeing,” says Sergey Lakovsky. “Now tourists leave in the region about 300 thou-sand rubles a year. But if we achieve the number of a million guests, it will bring up to five billion “live” rubles left here.”

The acting Director of the state history memorial reserve museum “The birthplace of Lenin” Irina Kotova agrees with him: “Last year we hosted 60 ships. It is next to nothing from the economy point of view. We are working at very low prices, two or three times lower than other reserve museums on the Volga. And only in order to be visited. The most part of the ships pass by Ulyanovsk at night. The unhappy logistics is completed with lack of infra-structure: the problem with the roads and transport from the river port... It can be said that even those 60 ships were a great difficulty for us.”

In order to reverse the situation we must create a product that would make Ulyanovsk dramatically different from other cities. “The Upper Volga means citadels, churches, Nizhny Novgorod is the third capital, Volgograd is Mamaev kurgan. And what is Ulyanovsk? Lenin’s birthplace. And what is there at Lenin’s birthplace? A reserve. It is not enough. If there is some attraction, something that you will find nowhere else on the Volga, than people will come to us with pleasure,” Mrs. Ko-tova asserts.

And why the idea was to create the mu-seum of the USSR and not of anything else? “The USSR is a unique event in time and space, it is at a time a state and a whole era, and also a complex of ideas that influenced the whole world globally. Both in ideology and in terms of achievements,” Sergey Lakovsky says.

General Director of the Moscow consult-ing company Komkritka Nadezhda Maka-trova has the same opinion: “at the polls that we conducted many people stated that they were tired of “traditional” tourist ob-jects, citadels and cathedrals. People miss the pride for their country. And therefore Ulyanovsk has got the chance to create something unique that will make it stand out of the flow. A museum of the USSR epoch can attract tourists of all ages.”

An interesting artifact Mrs Makatrova thinks the memorial is now “a museum that fell asleep 20 years ago.” And people won’t come to watch the stands with photos. Modern tourists have other demands for the presentation of in-formation, and the most popular are those museums that use the newest, interactive technologies.

“The memorial was intended to be a exhibit to Lenin. And we want to make it alive and interesting. Means of deliver-ing information must be entirely different. For instance, any artifact, a document or a letter, may have multimedia software. You put on earphones, or press a button, and then you can listen or watch a recording at a screen. It will be an entirely different percep-tion,” Mr Lakovsky states.

The draft script of memorial transfor-mation has been worked out by Ulyanovsk architecture workshop of Oleg Vladimirov.

There are a lot of interesting ideas. For example, an open terrace under the build-ing is planned to be covered with glass partitions. And in the resulted protected space a theme park “The Soviet Union in miniature” will be arranged with models of realized and unrealized achievements of soviet architecture, urban development, aviation, space exploration, gigantic con-struction sites, projects on rivers’ moving, utopian ideas, and others. While arranging the cellar of the memorial lobby the motifs of soviet underground can be used (the unofficial soviet art: music group Kino of Viktor Tsoy, “builder’exhibition”, and the like). Cafes and toilets are proposed to be decorated in the style of Stalin’s empire. The authors’ opinion is that in this case “the toi-lets visiting must shock with their design and be perceived as an attraction.” Even the lighting of the buildings and the territory of the memorial must be interactive, with laser effects and media facades.

The halls with the main exposition are turned by the authors into a kind of a train with stations-boxes, where electronic screens will be situated. This excepts from films, enlarged documents, interac-tive 3D-models of historical objects could be demonstrated. For instance, the Lenin museum, or the soviet armament.

However, another thing that is needed for the memorial is a notional revolution, as it is considered by the initiators of the USSR epoch museum creation. The expo-sition must convey the spirit of that era. And the most complicated question is how to make it.

Museum from future The answers to it will be searched for by whole experts and scientists. If it was be-invited by the USSR epoch museum project authors. One of them is the Head of the museum design laboratory of the Russian institute of culturology Nikolay Nikishin.

“During the whole 20th century the world lived with understanding that some-where near there is a huge country, po- werful, incomprehensible and unpredict-able, that aroused in people of different classes interest, fear, or great sympathy. And it should be remembered in such a way that it does not turn into just a household topic: what did they eat or drink, in which wardrobes did they hold their clothes. Everyone is interested in the mystery of the country that has achieved the unprec-edented heights. Why it was that country that was the first in outer space, having caused fear, thrill, and excitement, why it was in this country that the great scien-tists, writers, and actors were born. And in order to convey the spirit of the epoch the memorial space should be organized to different principles, something new should be invented that will become the trend of the middle 21st century. The museum should have outpacing technologies, a museum from the future and not from the past,” Mr Nikishin considers. “By the way, if there should be the USSR museum in our country, it should not be in the capitals where sooner or later it should have ap-peared, but in the calm environment of a city that is provincial in the good sense. So that one could reflect without haste, thoughtfully.”

According to our expert, the formula that will make tourists go from Moscow and other cities for more than 300 km is like this: “A man must see what he has never seen and learn what he will never learn from books or Internet, he must experi-ence shock, catharsis, real emotions, be born again. You will dive completely into another epoch, you will see the Soviet Union with your own eyes, you will walk along a soviet street and sit in a soviet school... you yourself will set off into this trip, this virtual world, with the help of modern technologies, and you will return back being another man who is proud of his country.”

Along with this the museum must be meant for the widest target audience, the experts believe. “We should keep in mind the specific target groups. The youth is in-terested in technical deeds, the older peo-ple — in everyday life, how did people live in community flats, how did they ar-range their household. For somebody the military theme or the leadership theme is most actual,” Nadezhda Makatrova says.

Back in USSR The project which is now at the stage of ac-tive development will require considerable funds for its realisation. Ulyanovsk intends to submit it at the federal level with the stated funding of 3 billion rubles, Sergey Lakovsky clarified. The 100th anniversary of the October revolution is forthcoming, and opening the museum of the soviet epoch could become a part of the pack-age of measures for the future jubilee.

All the photos are from the USSR exhibition of the Lenin museum in Ulyanovsk.
LUBOV CHILIKOVA

Historical buildings of Ulyanovsk (before 1924 Simбирск) of the 18th beginning of the 20th centuries occupy only 7% of the city territory, but it is here that the majority of administrative buildings, banks, theaters, museums, monuments, universities, hotels, restaurants, cafes, shops, parks, squares, and boulevards are situated. It is where investors seek to put money into building elite houses overlooking the Volga and where the land is most expensive. And it is in this part, in the business and cultural center of the city, that the unique state history and memorial reserve museum The Birthplace of V.I. Lenin is situated on the territory of 17 ha, and its tasks are opposite to those of the builders: not to demolish and build, but to preserve and restore. Hence the conflict is.

A representative of local intellectuals, professor of the Ulyanovsk pedagogical university Tatiana Demidova has lived all her life, since 1966, in one of the reserve houses, in an old mansion built in 1866 in Radischev street. She lives as if on the slope of a volcano. "Some people came to us many times. Don’t you want to sell the house? We will build a new five-storey house here and you will get a flat in it," Mrs Demidova tells me. She has no intention to sell or to change the house for a flat, though she supposes that in future she may be forced to do so. Nevertheless she is sure that the house must be preserved anyway, for the mansion is interesting on its own and forms a single ensemble with the adjacent monument of wooden architecture. Mrs Demidova says she is afraid of an arson. Besides, the committee for preserving the culture heritage asks her to sign a burdensome obligation of guarding under which the owner must ensure in a timely manner a protection and restoration of the house, conduct a technical examination, design the project documents and a draft of advertisement, install a memorial desk on the facade, and so on.
If the obligations are not fulfilled, the object can be removed from the property through illegal means, which is not always the best way to tackle such a problem. In this case, however, it is important to understand that the preservation of cultural heritage is a task that cannot be left to the state alone.

In 1984, the decree of the Council of Ministers of the USSR and of the Russian Federation introduced the concept of reserves, which were intended to protect cultural and historical heritage. Throughout its existence, the sanctuary has been a place of great importance for the preservation of cultural heritage.

Recently, however, the situation has become more difficult. The Russian state has been privatizing reserve lands, which has led to the loss of many historical objects. In some cases, the owners of these objects do not have the necessary knowledge or resources to protect them.

Mr. Haitiev, the head of the local department of the reserve museum, notes that some owners do not even know about the possibility of influencing the reserve authorities. "When there are no questions about the legality of the borders," he noted, "the project of protected areas covers the territory. It is much more important now to notify in writing every proprietor living far away from the region."

For a long time, there has been a legal gap in the laws, which has led to the loss of many historical objects. The contradictions in the definition of a reserve museum have made it difficult to protect cultural heritage.

It is interesting to note that in France, the situation is different. The law makes it possible for people to prove that their houses are monuments. Then, the owners of these houses are interested in preserving them.

In the case of Ulyanovsk, the situation is different. Mr. Haitiev noted that the local authorities have not been able to protect the sanctuary from privatization. "The struggle is going on for the new law, but those who are interested have obstacles all the way. In France, it is vice versa: people seek to prove that their houses are monuments, and then they get big subsidies and material help for preserving the cultural heritage."

Throughout its existence, the sanctuary was fighting for every mansion. In the last years, the situation became more difficult, for it came out that it has no borders that are officially stated, and therefore has no legal protection. The reason is that it was created in 1984 by the decree of the Council of Ministers of the USSR and of the Russian Federation, and at that time all the land belonged to the state. In 1989, the Moscow Institute of Petrographic Research developed its scheme and defined its borders at the central part of Ulyanovsk with dense concentrations of historical and architectural monuments on the territory of 173.7 ha. In 1994, a project of its borders was drafted and agreed with region administration and city council, and in 1995 by the President's decree it was included into the list of objects of cultural and historical heritage of federal importance. But, parallel to it, at the beginning of the 90s there was a process of privatization of land and real estates, and some sites on its territory were also privatized (the Land Code that prohibited to privatize reserve lands was adopted only in 2001). Due to inconsistent adoption of laws the territory of the sanctuary became divided between various proprietors. And now, theoretically, the state must buy out this land to declare it historical and to apply modern laws to it.

"When there are no questions about what is Kukilovo pole and Yasnya polyanaya, where lands were not privatized, here it is a city. And I do not know any way out," says Mr. Haitiev.

Therefore the committee cannot adopt the sovereign borders. According to the present day laws the borders can only be adopted if the sanctuary gets the legal status of a "place of interest". But in the case of the Lenin reserve such a procedure can hardly be done, for it would be necessary in 7 days to notify in writing every proprietor living on this territory, and there are several thousand persons, some of them may be living far away from the region.

For a long time there was a legal gap in the laws, they did not give any legal notions of a sanctuary. At last in 2010 the Law on museum funds and museums of the RF introduced it, but it didn't resolve the contradictions in the definition of a reserve museum.

"The contradiction lies in understanding of what a reserve, or sanctuary, is," says the Acting Director of the reserve Irina Kotova. "We believe it is, first of all, a territory of landscape, natural, history, and culture complexes that make our country unique."

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