



**Institute for  
cultural  
programs**

St.Petersburg

**Annual Report '2009**



The Institute for Cultural Programs (ICP) is a state organization for culture and education. It was established in 1993 by the St. Petersburg Committee for Culture of the St. Petersburg City Government. Created in response to social demand for cultural information and education, the Institute receives its funding from the city budget as well as federal and international grants.

The Institute's primary mission is the marketing of St. Petersburg's culture, including expertise, analysis, evaluation and other marketing researches in the sphere of arts and culture for the implementation of the city cultural policy. The Institute works in the fields of information and continuing education, providing assistance in professional communication, personnel managing and public relations.

The Institute develops and coordinates local, regional, federal, and international programs. ICP conducts and publicizes the work of St. Petersburg Toponymy Commission.

The Institute for Cultural Programs develops its main areas of activity around the challenges of the St. Petersburg's cultural policy. To facilitate the development of successful, up-to-date models of management in the sphere of culture and education, the Institute learns, analyzes, and summarizes international experience in the field.

## Information Support

The Institute for Cultural Programs functions as an arts and cultural information center that promotes the creation of an information infrastructure. ICP assembles, systematizes, and disseminates information, applying modern information technology.

The Institute distributes different publications to inform St. Petersburg's city Government and the public about cultural events and provides information support for the city's cultural organizations. In 2009, ICP issued the following publications, which are available in print and electronically in both Russian and English:

“St. Petersburg 2010: A Calendar of Events”

“St. Petersburg Next Month: A Calendar of Cultural Events”

“St. Petersburg Next Month: Professional Contacts in Culture”

“Northwest Russia Calendar of Events 2009”

“Culture of St. Petersburg in Figures 2008”

The publications, which were issued by ICP in 2009, also include:

Reference & guide book “Museums of St. Petersburg and the Region”

Brochure “Finnish-Russian Cultural Forum. 10 Years of Collaboration”

Brochure “Museum Olympus Awards 2009”

Brochure “St. Petersburg International Economic Forum 2009: Culture & Events”

Brochure “The World Grain Forum. St. Petersburg: Culture & Events”

Publication “All Toponyms of Admiralteyskiy District of St. Petersburg”

Billboard “Exhibitions in St. Petersburg Museums”

ICP is a coordinator of information content and development for the Committee for Culture's website [www.spbculture.ru](http://www.spbculture.ru).

The Institute also supplies information about arts events to St. Petersburg's city government website [www.gov.spb.ru](http://www.gov.spb.ru)

The Institute develops and maintains databases on St. Petersburg's libraries and museums, renovation projects, and other cultural statistics for the Committee for Culture, including: “Libraries of St. Petersburg”, “Museums of St. Petersburg”, “Toponymy”, “Cultural Institutions of St. Petersburg”, “Labour Report”, and “Reconstruction and Restoration in Culture”.

In 2009 by the order of the St. Petersburg Committee for Culture, ICP issued the document “Passport of St. Petersburg's Cultural Life” for Major Informational and Calculating Center of the Ministry of Culture of Russian Federation.

## Educational Activities

The Institute develops a system of continuing education which consists of three mutually connected components: raising the skill level of personnel employed in city cultural institutions, additional education and professional training on the basis of long-term and short-term modules.

The educational activities of the Institute for Cultural Programs are aimed at developing professional knowledge and skills and training managerial staff for cultural institutions.

501 specialists in the sphere of arts and culture from St. Petersburg and 227 specialists from different regions of Russia have attended training in 2009. Through these professional training courses, 330 attendees have acquired new professions, appreciated at the labour market. The total amount of ICP educational program participants is 1606. 221 specialists from cultural institutions have training courses according the order of the St. Petersburg Committee for Culture.

The Institute for Cultural Programs cooperates with leading St. Petersburg institutions of higher education, state and private educational establishments and cultural organizations.

The Institute assists with the series of interregional seminars “Dialogue of Cultures” for managers of cultural institutions.

In 2009, the Institute organized and conducted seminars on contemporary issues of culture, including seminars “Technologies of Up-to-date Management. St. Petersburg Experience”, “Technologies of Successful Exhibitions”, “The Role of Cultural Institutions in Cultivating Tolerance”, “Effectiveness in Museum Funds Making Process” and many others.

The Institute is a member of the European Network of Cultural Administration Training Centers (ENCATC) and takes an active part in cross-cultural educational programs.

In 2009, the international training program “Creative Management of Music Festivals”, which was launched in November 2008, has been completed. 23 participants from Arkhangelsk, Vologda, Petrozavodsk, Syktyvkar, Tikhvin and St. Petersburg graduated from this program. The educational project was organized and implemented by the Institute for Cultural Programs and the Sibelius Academy for Continuing Education (Helsinki). The program was supported by the Ministry of Foreign Affairs and the Ministry of Education of Finland and the St. Petersburg Committee for Culture.

To increase the effectiveness of the system of continuing education, ICP constantly examines needs of specialist of cultural institutions for new knowledge and skills; researches and implements new technologies in education; makes monitoring of correspondence between level and quality of the courses and cultural institutions' needs and city cultural policy requirements.

## Research & Expertise and Project Coordination

The Institute for Cultural Programs conducts research, provides expertise assessment, and develops and implements programs aimed at revealing trends in St. Petersburg's culture and increasing the sustainability of cultural institutions.

In 2009, the Institute accomplished a number of projects in the cultural sphere, including:

Research “Internet Booking of Tickets for Cultural Events in St. Petersburg”

Research “Migrants' Integration into St. Petersburg's Cultural Life and the Problems of Socio-Cultural Adaptation”

Presentation of Southeast Finland cultural projects in St. Petersburg in cooperation with Arts Council of Southeast Finland

Collected articles of the Scientific and Research Forum

“Saint Petersburg: The Multidimensionality of Cultural Space”

Museum Olympus Awards 2009

Research “Preservation of Cultural Heritage and Its Use in Russia”  
10th Finnish-Russian Cultural Forum.

In 2009, the staff of the Institute took part in various city, regional, and international seminars, conferences, and forums. Among these are: the annual ENCATC conference in Barcelona (Spain), International Congress on the creative economy “Creative Economy and Beyond”, Nordic Creative Economy of Northern Dimension Partnership in Culture Conference, seminars within the program of 25 years of St. Petersburg and Rotterdam partnership relations, “Days of St. Petersburg in Turku”, International Conference “State and Prospects of Tourism Development in Russia. Forming of the United Travel Market in Northwest Russia” and many others.

The Institute offers informational and PR support for projects aimed at increasing the role of arts and culture in regional economic development and attracting the attention of an international audience.

ICP promotes the creative industry sector by providing organizational and informational support for such activities. It sets up international educational programs based on the experience and achievements within St. Petersburg's cultural sphere.