



About RCW

Russian Creative Week is the key event in creative industries of Russia and a space for an open dialogue between all participants. We design creative industries, form strategies for a national creative product and find efficient life and work models in a new economic reality.

Russian Creative Week brings together 14 creative industries: Art, Music, Fashion, Design, Architecture & Urban development, Film, Television, New Media, Publishing & Writing, Marketing, Computer graphics, Gaming, IT and Education in creative industries. According to international standards, these areas are included in the concept of "creative industries" – the economy sector associated with intellectual and creative activities.

The forum is a unique space for an open dialogue of all people involved in the development of the creative sector: the professional community, government and business. The event creates an opportunity for the synthesis and integration of creative projects, forms an online and offline community of creative young people and highlights the best achievements and promising opportunities of the creative industries.

Russian Creative Week takes place annually in Gorky Park and includes numerous events within its educational, business and cultural program. 1000+ speakers share their experience and opinions. Among them the main representatives of the creative industries, business communities, federal, executive authorities, and young talents interested in development of the creative industries. Total number of guests and participants of the event reaches 250,000 people. The program of the fest forum is broadcasted to a multi-million online audience around the world.

One of the key parts of the Russian Creative Week is the business program. Its goal is to create an infrastructure that unites the state, business and the creative community and allows to discuss the current agenda, including legislation, and listen to the opinions of all parties.

In 2021, as part of the International Year of the Creative Economy, Russian Creative Week became part of a global initiative to develop creative industries. The fest forum was included in the list of key events by the United Nations Conference on Trade and Development (UNCTAD).

About RCW-2022

Creative industries in the new economic reality are the most important resources for economic recovery and creation of flagship national products of a new type.

We stepped into a new reality: supply chains, business processes, previously familiar scenarios, partners, practically everything has changed. New challenges have arisen, and in order to find solutions, it's necessary to consolidate all market players. It depends on each participant whether we will pass the crisis period with minimal losses and whether we will manage to save businesses and to create new projects.

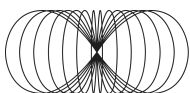
Russian Creative Week 2022 is a platform for finding solutions, growth points, cross-industry partnerships and for an open dialogue with the authorities to design ways in terms of sanctions and economic crises.

Head of Russian Creative Week: Marina Abramova

Organizers of RCW: ANO "Creative economics", FSBI "Roscultcenter" and Russian Book Union. With the support of the Presidential Fund for Cultural Initiatives.

Explore the program:

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