

# PERM KRAI<sup>1</sup>

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## 1. Historical perspective: cultural policies and instruments

Perm Krai is a member of the Russian Federation; it is also clustered into the Volga Federal District of the Russian Federation. The city of Perm is the regional metropolis. Perm Krai was constituted on 1 December 2005 following the results of the 2003 referendum when over 83% of the population voted for the association of the former Perm Oblast and Komi-Permyak Autonomous Okrug. Perm Krai comprises 48 municipalities of the first level and Komi-Permyak Okrug as the special status territory. The total population of Perm Krai equals 2 836.2 thousand including 146.5 thousand in Komi-Permyak Okrug (2010). Perm Krai is the industrial region and one of the few “donor regions” (its input to the federal budget exceeds the funds received).

In Perm Krai, the cultural sector is undergoing substantial change produced by the re-orientation of the Soviet cultural policy model, which was ideologically targeted towards a more flexible one aimed at providing facilities for creative expression. This advance has resulted in modifying instruments of cultural policy, including information technologies and communications, development of new art forms, emergence of the creative economy, etc. The elaborated concept of the new cultural policy was named *Perm Project* (2010) and oriented towards using available cultural resources for development. As was stated in the Analytical Report of the **Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai** (2010), the recent large-scale projects implemented in the region have afforded grounds for estimating it as a territory of both industrial and cultural potential.

The first step in this direction was taken in 2005, when theatres were reformed and since then funded by order of the state agencies. In 2006, the law *On the Salaries for the Employees of the State Budget Funded Cultural Institutions of Perm Krai That Carry Out Theatre Activities* came into force and established a new pay system. This measure of governmental support contributed to the creation of high-quality productions and wider recognition of Perm Krai cultural achievements in Russia and abroad. The next step was taken in 2006 when the city of Perm won the interregional competition for the title of the *Cultural Capital of the Volga District*. Both art workers and academicians were involved into the project implementation: cultural resources were re-thought and re-assessed in terms of general regional development. For the first time, the Perm Krai dwellers saw art performances and night screenings; unusual cultural events were held in the spaces that have never been thought of as cultural; new art objects appeared in the streets.

The *Cultural Capital* project gave birth to a number of regional initiatives that are well known now all over the country. These include the *Arabesque–2006* international competition of young ballet dancers, the international *Rock-Line* music festival, the *Flahertiana* international festival of documentary films, the *& Snow & Ice & Flame* international festival of snow and ice sculpture. The history of the *Kamwa* International Ethnofuturist Festival began that year as well as the *Jazz Fever* Festival, which have become cultural brands of Perm Krai. In organisational terms, the achieved consolidation of administrative resources, civil participation, and involvement of business structures, artistic and mass media communities were “undoubted successes.”

The Cultural Capital project laid the foundation for further development of Perm Krai using culture. The notions of urban environment development, generation of tourism flows, international network projects, creative industries, investment attractiveness, and others came into use. The acquaintance with foreign documents and analysis of the European Capital of Culture programme opened a new direction for regional cultural policy, which resulted in launching Perm Krai – a Territory of Culture Programme in 2007. The Programme is aimed at revealing and actualisation of the cultural potential of a particular

territory, which may be used for its comprehensive development. The criteria used for evaluation are as follows:

- commitment to structural change and introduction of new management tools;
- availability of the infrastructure for project implementation and “gameness”;
- diversity of cultural activities and institutions at hand;
- prepared proposals to change the settlement’s space including introduction of new artistic elements;
- soundness and transparency of the cost calculations and 30% co-funding at least;
- projects of partnerships development (networking, inter-regional collaboration, etc.) included; and
- proposed event volume.

Since 2007, the total number of Programme participants equals 542 thousand while the main result of the Programme implementation is the enrichment of territorial cultural resources including development of communications, cultural industries, new jobs, for young people in particular, etc.

In 2007, the Perm Krai Governor’s Decree *On Measures in the Field of Culture Aimed at Improving the Investment Attractiveness and Quality of Life in Perm Krai* reinforced the festival movement and gave impetus to attracting external cultural resources and employing culture as a tool to change the urban environment. In 2008, the 4th Perm Economy Forum *New Metropolises: Cities That Are Chosen* addressed the issues of interrelation between cultural policy and the economy. The session on *Culture* resulted in elaboration of the Concept Note on *Culture as a Key Factor in Development of the Urban Environment*. Ever since, issues related to cultural development are included in the programmes of the annual Perm Forum. The last one was held in 2012 and was very successful.

## **2. General objectives and principles of cultural policy**

### **2.1 Main features of the current cultural policy model**

Recent developments in the Perm Krai cultural sector are the results of the cultural policy re-orientation. The more flexible cultural policy model that aims at providing facilities for wider creative expressions is substituting the former Soviet one, which was ideologically targeted. This type of cultural policy meets the requirements of general regional modernisation, which calls for actualisation of Perm Krai cultural assets in the situation shaped by the post-industrial era and the competitive environment. That is why the Soviet vision of the cultural sector as “the arts plus heritage” is of low interest for Perm policy and decision-makers and needs deep revision, though cultural innovations are still bitterly criticised by the supporters of the traditional cultural policy model.

The new cultural policy concept was titled the *Perm Project* (2010); it is experimental to some extent and targets human potential development in the broader sense. In terms of programming, the new cultural policy model is characterised by a shift of its standards from ideological goals to support for creativity and provisions for creating an attractive living environment. In terms of cultural practices, the new cultural policy is oriented towards various social and cultural groups and wider interaction between administrations and civil society. In terms of approaches, the new cultural policy model can be specified as a multifaceted one uniting institutional, program-oriented, and goal-oriented approaches.

### **2.2 Definition of culture**

In Perm Krai, as in the Russian Federation, there is no legally approved definition of culture. Its general understanding is presented in the preamble to the *Basic Law of the Russian Federation on Culture*, which includes traditional recognition of its fundamental role in the development and self-realisation of an individual, preservation of the national and ethnic identity, and appreciation of the dignity of the peoples of the Russian Federation.

Traditionally, the idea of culture includes moral and aesthetic ideals; norms and socially approved behaviour patterns; languages, dialects and subdialects; national customs and traditions; folklore, folk arts and crafts; works of arts; the cultural research results and methods; technologies, constructions and objects of historical and cultural significance; territories and objects unique in historical and cultural terms, historical toponyms. All these tangible and intangible items are united in the notion of *cultural values*, stated by Article 3 of the above-mentioned Law. This understanding of culture to some extent correlates with UNESCO’s definition of culture (1982).

In Perm Krai, the *Perm Project* development has introduced a renewed understanding of culture. The authors of the *Perm Project* have proposed the following interpretation: “As the value system, culture is always related to place and history, penetrates every sphere of human activity, and defines relationships between people. However, the *expansion of culture*, which is addressed today not only by philosophers and cultural researchers, but, also by economists, political scientists, sociologists, managers, etc. is not just a metaphor – it reflects the growing importance of culture in the modern world. It goes about the emergence of the new values, communication, and instrumentation environment, where consumption of cultural products and services merges into the background while creation of facilities for self-expression and self-realisation comes to the fore.” In terms of government, the administration of the cultural sector is joined with the one of mass

communications and youth policies as follows from the title of the Perm Krai Culture Ministry.

Thus, culture can be defined not only as a system of values, morals and customs expressed in the way of life, but also as a source of personal development and “modelling modernity – or formation of the image of an individual, elaboration of the new forms of co-existence, and establishment of modern institutions,” as the Perm Project reads. This understanding of culture has provided a possibility to replace traditionally rhetorical discourse with the practical introduction of culture into the policy priorities of the Perm Krai authorities.

### 2.3 Cultural policy objectives

In Perm Krai, as in the Russian Federation, the cultural policy aims to exercise the constitutional rights of Russia's citizens – the right of access to cultural goods and the right to participate in cultural life. However, the approaches used for the implementation of the Perm Krai cultural policy differ from those generally accepted in the Russian Federation: here, both the long-term and the short-term goals that are formulated are all focused on human development.

The Perm Krai official documents formulate the regional cultural policy objectives in different ways; however, they are all deeply interrelated. The *Programme of Social and Economic Development of Perm Krai for 2006–2010 and until 2015* prioritises sustainable development of Perm Krai, which can be achieved by balanced actions in three main areas:

- economic growth;
- human development and improving the quality of life;
- preservation and development of the living environment.

According to the Programme, all these approaches are to be summed up in the creation of human development facilities in education, science, culture, and the productive economy, all providing for human self-realisation in labour and civil, intellectual, spiritual, and creative activities.

Similar statements can be found in the *Perm Project* or the *Concept of Cultural Policy of Perm Krai* (2010) as follows: “Today, we are establishing foundations for another culture and another cultural policy, which is not designed to produce ready-made products and services; it is to start up processes of actualising cultural resources in the territories as a form of search for human identity and creation of particular local image and style of life.”

In Perm Krai, the cultural policy is focused on the following objectives:

- preservation of historical heritage and creation of a new cultural heritage whereby heritage is understood as the inexhaustible, upgradeable, and expandable resource that includes, inter alia, museefied modernity;
- improvement of the living environment, which presupposes creation of convenient habitat in settlements with specialised zones to consider interests of various social groups – youth, families, 50+ generation, etc.;
- establishment of the cultural policy space as a space of debate, where various social groups can present, discuss, and harmonise their interests, including the conflicting ones;
- creation of the communicative environment that presupposes promotion and exchange of ideas, and involvement of all residents, institutions, and communities in the processes of shaping new environments; consideration of the local population needs and the related task of halting emigration on the one hand, and attracting people and

tourists in particular on the other, keeping in mind that the tourist industry gives special attention to cultural events; and

- promotion of culture as an element of comprehensive territorial development, which assign the key role to production of new ideas and satisfaction of the non-material needs (of communication, personal development, self-realisation, etc.).

The cultural resources of the region are placed at the core of the Perm Krai cultural policy, the main objective of which is to establish the attractive, multi-dimensional, and dynamic cultural environment, comfortable for living, working, and creating.

### **3. Competence, decision-making and administration**

#### **3.1 Organisational structure (organigram)**

#### **3.2 Overall description of the system**

The *Perm Krai Statute* adopted in 2007 is the constituent regulatory act of Perm Krai that i.a. defines the structure of the regional state authorities.

The **Legislative Assembly of Perm Krai** consists of 60 deputies and has five Committees: for budget and tax policies, for economic policy and use of natural resources, for social policy, for state policy and local self-government, and for territorial development policy and public infrastructure. The Committees for social policy and for territorial development policy and public infrastructure tackle the cultural issues.

The **Perm Krai Governor** is the highest official of the province and the head of the regional executive authorities. In April 2012, the Regional Development Minister Viktor Basargin was appointed in a temporary capacity by the Russian President and in May, he was confirmed in office as the acting Governor of Perm Krai by the Legislative Assembly. The Perm Krai Governor's Administration organises interaction with the federal and regional authorities, local self-government, and public organisations and co-ordinates their interface while implementing state policies in Perm Krai. The regional executive power is exercised by the system of state agencies directed by the Government of Perm Krai; the latter is the highest executive authority and is accountable to the Governor. The acting Governor initiates reforming the executive power system in the region, which also influences the cultural sector.

The **Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai** is the main state agency responsible for cultural affairs in the region. It was established in 2007 by joining the culture and youth policies departments; lately, mass communications were also put within its competence. The Ministry elaborates regional cultural policy, provides regulation for the related sectors, and delivers state services concerned with preservation, use, promotion, and state protection of historical and cultural heritage. The actual state functions of the Ministry include:

- elaboration and implementation of the state regional cultural policy; participation in elaboration and implementation of the regional tourism policies; provisions for implementation of the federal target programmes in Perm Krai, elaboration and implementation of the regional ones;
- preservation and state recording of the cultural heritage objects; organisation of library services and museums; support for professional arts, folk arts and crafts, design and urban milieu development;
- support for the regional and local National Cultural Autonomies in the field of preserving cultural identity, customs, and traditions of the Perm Krai peoples;
- development of the arts education system for children and supplementary support for the gifted youth; participation in defining commission of state services in the field of extracurricular arts education for children;
- provision of opportunities for participation of the young in social and cultural development of Perm Krai including support for public associations of children and youth, their programmes and projects;
- establishment of information and communication channels to promote the positive image of Perm Krai; elaboration and implementation of the state regional information

policy in the field of culture, arts, archive affairs, preservation and use of historical and cultural heritage objects;

- participation in elaborating the state regional cultural budget and its control;
- state commission and order placement for budget services in the cultural sector, arts, mass communications and heritage preservation;
- complex analysis and prognosis of cultural sector development, delivery and analysis of the related statistical data; submission of proposals on establishing new institutions and organisations in these sectors; staff policies; and
- development of regional, inter-regional, and international co-operation.

The Ministry is accountable to the Perm Krai Government; the Deputy Chair of the Government supervises the ministerial activities in general or particular issues within his competence.

**The State Inspection for Protection of Cultural Heritage Objects in Perm Krai** was the supervising agency in the heritage sector. At the beginning of 2012, its function of implementing state policy in heritage preservation passed to the **Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai**; ever since, the main institutional task of the former is to implement state control over responsibilities in the field of preservation, use, promotion, and state protection of the cultural heritage objects in Perm Krai.

The **Agency for Archive Affairs of Perm Krai** relatively supervises delivery of state services and implements state policy in the region; it is the founder of provincial archives and organiser of professional activities in the field. With this objective in view, each year it organises the *Best Municipal Archive* competition; in 2012, the winners are to gain the *Municipal Archive: Retention of the Cultural and Historical Memory of a Territory* nomination; the nomination for 2013 is *The Best Municipal Archive Using Documents for Cultural and Educational Purposes*.

**The Ministry of Education of Perm Krai** elaborates state regional policy in the field and related regulations. The Ministry is commissioned to establish a contemporary regional system of professional and additional education including the arts and culture education to exercise constitutional right of Russian citizens to study according their needs, interests, talents, and capabilities. The Ministry also establishes the regional requirements for educational content, programmes, and curricula and elaborates the so-called *regional component* of the State Educational Standards.

**The Ministry for Komi-Permyak Okrug Affairs of Perm Krai** is in charge of general district governance. To preserve the ethnic identity of Komi-Permyaks, the Ministry is commissioned:

- to participate in elaboration and implementation of the state target programmes of the ethnic identity preservation, development of Komi-Permyak language and culture;
- to restore and support folk arts and crafts;
- to provide for media development that helps to exercise Komi-Permyaks' right to receive and disseminate information in their mother tongue;
- to promote the establishment and activities of the state educational and cultural institutions that provide for preservation and development of Komi-Permyaks' ethnic identity.

Until summer 2012, the **Agency for the Management of State Institutions of Perm Krai** was commissioned to run the state properties, deliver state services, and exercise the power over the regional educational, cultural, and sporting institution. The Agency regulated economic and other institutions' activities, administered related state services and

appointment of their executives, etc. Appointments to the cultural institutions were made in concurrence with the culture Ministry of Perm Krai.

At the local level, there are Departments (Committees) of the local administrations that are in charge of cultural affairs. The **Culture Committee of the City of Perm Administration**, established in 2006, is the most significant one (more than a third of the Perm Krai population live in its metropolis). The **Culture Committee** provides for the rights in culture and the arts, additional education and leisure activities, development of cultural links and organisation of cultural events. It is in charge of cultural services' delivery, public recreation facilities, support for folk creativity, arts, and crafts, heritage preservation and arts education in the city. The Head of the Committee is accountable to the Head of the City of Perm.

In 2007, the advisory **Culture Council of the City of Perm** was established to discuss a strategy for the cultural development of the city and its integration into the Russia-wide and global cultural spaces. It also organises interaction with culture and arts organisations, groups, actors, etc. The **Culture Council** is made up of prominent Perm artists, cultural workers, representatives of self-government and business and is presided over by the Head of the City of Perm.

### 3.3 Inter-ministerial or intergovernmental co-operation

The *Perm Krai Statute* defines the forms of inter-ministerial co-operation including between different governance levels. The Perm Krai financial Ministry implements the regional budget policy and thus influences cultural funding; the Ministry of Education supervises education in culture and the arts, etc. (see chapter 3.2). The **Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai** acts in co-operation with the federal and regional executive authorities of Perm Krai and other members of the Russian Federation, municipalities of Perm Krai, public organisations and citizens. It is also in charge of both implementing related federal target programmes and elaborating the regional and municipal programmes of cultural development. The Ministry is listed among the state agencies in charge of implementing e.g. the regional target programmes as follows: *Family and Children of Perm Krai in 2011–2015*, *Crime Prevention in Perm Krai in 2009–2012*, and others.

The *target programmes* (both federal and regional) also serve to organise co-operation between various political actors in particular areas e.g., the Perm Krai Governor's Administration, the Culture Ministry, the Ministry of Education, and the Agency for Sports and Physical Culture are among the executors responsible for the target *Programme for Development and Harmonisation of Ethnic Relations among Perm Krai Peoples in 2009–2013*. The collaboration between the Perm Krai authorities and those of the city of Perm in the cultural field is based on related agreements; it is of particular importance as the city is the main stage of cultural activities, innovation, and international co-operation in the region.

At the federal level, the **Coordinating Council for Culture** is a consultative body by the **Ministry of Culture of the Russian Federation**, which provides matching actions of executive authorities at both federal and regional levels. The Council is presided by the Minister of Culture of the Russian Federation; it unites the heads of all the regional cultural agencies and aims to coordinate the federal and regional cultural policies. The tasks of Council include:

- discussion of the related draft legal acts and regulations of both the Russian Federation and its subjects;

- joint elaboration and implementation of the federal and inter-regional target programmes and projects for the cultural sector;
- development of principles and mechanisms for participation of the Russian Federation's subjects in the federal target programmes and of the Russian culture Ministry in the implementation of the inter-regional cultural programmes and projects;
- establishment of the efficient mechanisms to guarantee exchange of information at the federal and inter-regional levels;
- development of the all-Russian systems to monitor preservation and use of cultural heritage, museum and library collections, good practices and activities of cultural organisations irrespective of the form of ownership.

The **Minister of Culture, Youth Policy, and Mass Communications of Perm Krai** is a member of the Coordinating Council.

The **Ministry of Culture of the Russian Federation** disposes of the territorial agencies including the **Board for the Volga Federal District** located in the city of Nizhny Novgorod, which is in charge of Perm Krai. The Board is to enforce state policies and control observance of the federal legislation on protection of historical and cultural monuments, preservation of cultural values, protection of author's rights and neighbouring rights, and corruption management in the cultural sector. The inspector of the Perm Krai Office organises regular assessments of the regional cultural institutions and organizations.

### 3.4 International cultural co-operation

#### 3.4.1 Overview of main structures and trends

According to the Perm Krai Statute, the region has the right to establish direct international relations and related agreements. The international cultural co-operation permanently attracts attention of the Perm Krai authorities. Before 1991, the region was a closed one but after the disintegration of the Soviet Union, it obtained the opportunity to start direct international interaction.

In 2006, the city of Perm won the interregional competition for the title of the *Cultural Capital of the Volga District* and thus received a new impetus to integrate in the wider national and international cultural spaces. Holding international festivals and competitions and participation in such events, collaborating with the international expert community, and joining international projects and programmes became the main directions of cultural co-operation with foreign partners. For the city of Perm, twinning contracts are of particular importance. Currently, Oxford (United Kingdom), Louisville (United States), and Duisburg (Germany) are twinned with Perm; Perm has also established partnerships with the cities of Qingdao (China), Agrigento (Italy), and Chernihiv (Ukraine).

Perm Krai participates in the national Russian projects abroad. For example, from 6–13 June 2012, the United Nations Russian Language Day was held at the United Nations Office in Geneva, which was organized by the Permanent Mission of the Russian Federation in co-operation with the Perm Krai cultural authorities at the Library of Palais des Nations. For the first time in history, the Russian **Ministry of Foreign Affairs** has invited the region to participate in cultural programmes of the United Nations. Opening of the exhibition which presented the history of Russian literature and culture with a special focus on the cultural riches of Perm Krai was the main event of the celebration.

### 3.4.2 Public actors and cultural diplomacy

Development of international co-operation in the field of cultural affairs, arts, mass media, and heritage is listed among the functions of the **Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai**.

The **Ministry of Foreign Affairs** (MFA) of the Russian Federation renders assistance to international projects of the Russian regions. In 2003, following the recommendations of the State Council and in accordance with the Russian President's commission, **the Council of the Heads of the Russian Federation Subjects** was established by the MFA to help the regions in developing international relations. The International Cooperation Department of the **Ministry of Culture of the Russian Federation** assists Russian regions in promoting international cultural collaboration in terms of information and organisation.

Perm Krai positions itself as a region open to cooperation in many areas – the economy, social welfare, culture, and education. Its culture Ministry undertakes special measures to promote cultural co-operation with European countries. In May 2012, regional offices for the promotion of Perm cultural initiatives in the European Union were opened in Berlin and Brussels. As the Perm Krai culture Minister Alexander Protasevich said at the opening ceremony of the office, “Europe is more than the EU, and Russia is more than its capitals. Russian culture is undoubtedly an active component of European culture while the Perm Krai culture is among the significant elements of the former. Therefore, we are confident that we are able to convince the EU of the benefits of broader cultural policies overcoming the official borders and contributing to unification of Europe and increase the investment flow.”

In Perm Krai, a number of the international co-operation centres have been established including the Alliance Française Perm, the Perm Contact Bureau of the Goethe German Cultural Centre, the Robert Bosch Fund (Germany), the Polish Cultural Centre, the Slane Company (Czech Republic), the Civic Engagement Institute (a partner of the Robert Bosch Fund in Perm), etc.

### 3.4.3 European / international actors and programmes

The *Perm – European Capital of Culture* project is among the priorities of the regional cultural policy developed by addressing the *European Capital of Culture* programme. Operation of this Project aims to enhance the creative potential of Perm Krai, improve the quality of life, and approach European standards. The initiators of this project propose it as an effective tool for revival and renewal of the region and believe its success may offer Perm Krai an opportunity to take a strong line in world culture and tourism.

The regional authorities presented this project for the first time at the Perm Economic Forum in September 2009; in 2010, the Perm Krai Governor presented the Project to the Russian Prime Minister at the United Russia interregional party conference on strategies for social and economic development of the Volga District. The same year, the informational support to the Project was launched: the **OpenPerm** Internet portal presents cultural information about Perm Krai in four languages – Russian, English, German, and French.

Currently, the project is developing within the framework of the agreements worked out between the city of Perm policy and decision makers and the Perm Krai Government. To promote the Project implementation, the Perm region actively develops co-operation with foreign partners, especially those who have already succeeded in elaboration and development of related programmes and obtained the *European Capital of Culture* status in 2010. These are the cities of Duisburg (Germany) and Pécs (Hungary). Perm, like its

twinned city of Duisburg, is the industrial metropolis, and the experiences of the German city in revitalising its territory by means of culture are extremely useful and relevant.

The start-up of the Project contributed to the growth of cultural events held in the city in both quantity and quality; changes were introduced into the urban environment via art objects placed in the streets of Perm. Development of first-rate original artistic and cultural projects attracted artists, experts, and tourists to the region and established the basis for the project implementation.

According to the estimations of the *Perm Project* or the new concept of cultural policy (2010), the *European Capital of Culture* project in Perm might become a tool for enhancing investment attractiveness of the regional cultural sector. The project's long-term orientation and systemic approach to social and cultural reforms needed in Perm Krai are able to attract investment not only from the traditional state budgetary sources but also by involving Russian and foreign companies in cultural actions. The activities both within the Russian Federation and abroad have afforded ground for further steps, including presentation of the Perm Krai cultural projects in Ghent, at the annual meeting of the Compendium authors (2011). The idea of the European Capital of Culture in Russia was also presented in Berlin, at the Kulturbrauerei Palais in October 2011 (see <http://www.ergo-culture.com/kb/index.html>), and in April 2012, the related project was submitted to the Council of Europe and positively evaluated.

The *European Youth Capital – 2015* project is a complimentary one to that of the European Capital of Culture in Perm. For the youth project application submitted in April 2012, the slogan of “Perm-it Diversity!” was coined to express the desire to join the European community, representing the uniqueness of experience and thinking of each cultural group, pointing to the city of Perm as a place for youth capital establishment, but also referring to the meaning of the English verb. Another idea used for applying the status of the European Youth Capital was formulated as follows: “European Youth Meeting Point.” It reflects the shift from estimating the city of Perm as a point of attraction for regional youth to its appreciation as the all-Russian and international site for youth communications.

In terms of the Perm Krai cultural policy, the main objective of the Project is to draw the attention of the international community to “provincial” European cities, in which many young people live. Thus, in the city of Perm, students make up 10% of the Perm Krai population, which makes integration of the Russian youth in global cultural processes extremely relevant. The submitted application includes more than 50 various projects initiated by the Perm non-profit and youth organisations and by the representatives of the Perm Krai Public Council on Youth Policies. It includes six major areas of action:

- dynamic public participation of young people;
- innovative approach to youth employment;
- international youth cooperation;
- multicultural and integrative processes;
- open spaces for youth cultures; and
- development of non-formal education facilities.

#### **3.4.4 Direct professional co-operation**

The experience of collaboration with foreign partners has demonstrated all the benefits of Perm Krai openness. In social and cultural sectors, a number of joint projects with foreign partners have been launched and numerous creative alliances have been established. Current European trends in culture and the arts are interweaving with regional ones,

introducing a diversified cultural offer for various audiences, and stimulating development of new art forms and cultural expressions.

The joint creative teams have been organised to work on particular projects, namely the *Flahertiana* international documentary film festival, the *Arabesque* international festival, the *Rock-Line* festival, the *Pilorama* international festival-forum of patriotic song, the *Kamva* international festival of ethnic cultures, the *Perm Krai – a Territory of Culture* programme, the *Jazz Fever* international festival, the *International Social and Economic Forum of Finno-Ugric Youth*, and others.

The implementation of the *Perm – European Capital of Culture* project contributed to launching the *European Accents in Perm* project and the cognominal festival, which aim at creating efficient co-operation among managers, artists, cultural workers, and institutions of Perm, Duisburg (Germany) and Pécs (Hungary). The project offers seminars for culture managers, presentations of the most challenging ventures and initiatives in the cultural sector and contemporary arts, exchange of experiences, artistic events of the *European Accents in Perm* and the *Europe Day Festivals*.

### **3.4.5 Cross-border intercultural dialogue and co-operation<sup>2</sup>**

Dear Tatiana: Even though Perm has no borders to other countries, doesn't there exist any cultural cooperation between Perm and foreign cities, regions (e.g. twin town cities programmes or similar programmes where there are also some cultural cooperation projects)?

### **3.4.6 Other relevant issues**

The development of international cultural projects stimulates various forms of social activities and volunteering, especially among the young. Since 2010, the *Vector of Friendship* NPO of Students, Youth, and Children of Perm Krai (established in 2006) collaborates with the United Nations Office in Geneva and holds international events to promote the socially significant civil initiatives. In 2010, the NPO organised the International Conference on *Public Diplomacy and Youth Volunteering*, which was held in Palais des Nations in Geneva; since 2012, they co-operate with the Cultural Programmes Committee of the United Nations Office in Geneva. Each year, representatives of the *Friendship Vector* organisation participate in the World Summit for Youth Volunteering.

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<sup>2</sup> Perm Krai does not share borders with foreign countries.

## 4. Current issues in cultural policy development and debate

### 4.1 Main cultural policy issues and priorities

Perm Krai is searching for an effective model of cultural policy, which can be described as a flexible, dynamic system of measures aimed to support the comprehensive development of the cultural sector. This form of cultural policy fits the general developmental regional strategy in Perm Krai, a key element of which is the actualisation of Perm Krai cultural assets within the contexts offered by the post-industrial era.

The need to re-orient migration flows in Perm Krai is among the potent incitements for elaboration of the new cultural policy. Until recently, the outflow of highly professional workers prevailed over their influx and had a negative impact on the overall regional development. In accordance with the *Concept of the Long-term Social and Economic Development of the Russian Federation* (2008–2020), which states the development of human capital among the general priorities, culture is to play an important role. These statements of the *Strategy 2020* were also concentrated on in Perm Krai and interpreted in the *Report on Human Development in Perm Krai* (2010) as follows: “Human potential is one of the most important factors of innovative development. Therefore, the key point is the ability of a territory to generate individuals with the enhanced capability to produce innovations and to retain them, as mobility and higher demand for life quality are their specific features.”

The focus on human capital, creative and intellectual outflow, and the task to halt the latter in Perm Krai, have indicated decreased emigration as the key indicator of the regional cultural policy efficiency and has afforded ground for re-orientation of its priorities and forms towards sustainable development. Cultural policies were also re-targeted and changed from addressing workers in the field of culture to involving the population of Perm Krai overall, from subsidising cultural institutions (generally practiced in Russia) to stimulating human resources and involving everyone in the development of a new cultural environment and renewal of the Perm Krai cultural image. Thus, an individual, his inalienable right to enjoy cultural goods and cultural participation were put at the core of cultural policy priorities in the region. The invitation of prominent cultural actors and artists to work in the Perm Krai Government and its institutions related to the cultural sector has also been an impetus for cultural development of the city of Perm, the municipalities, and the region overall.

This cultural change in Perm Krai was initiated by a group of creative workers and policy makers and supported by the Perm Krai Governor; initially cultural transformations were quite spontaneous though almost immediately they produced a change in the cultural situation, both in the city of Perm and the region as a whole. To sum up the first results of the renewed cultural policies and to re-arrange its structures, a team of academics, practitioners, policy and decision makers elaborated an innovative concept - the Perm Krai cultural policy (2010). The so-called *Perm Project* has considered the current situation in the field and proposed cultural policy approaches as follows:

- project-oriented methods based on permanent organisation and support for major projects, which are to stimulate cultural development of the region, facilitate systematic mastering of cultural technologies, give impetus for changing institutions, milieus, and individuals;
- education-oriented approach based on the combination of current cultural practices with upgrading practical skills in cultural technologies; it presupposes the introduction of the educative component, involving both specialists from the culture and arts field and students including postgraduates;

- cultural infrastructure-oriented approach, which combines the use of existing (traditional) and newly emerging, modernised infrastructures; the latter are established by inclusion of new cultural objects via cultivating industrial heritage, empty spaces in factories and plants in particular, and urban territories (streets, parks, squares, etc.), which will ultimately provide a space for cultural actions and activities;
- limit-broadening approach implemented in various dimensions – those of representation, organisation, space, etc. Representations of cultural life may have or combine various institutional forms (festivals, exhibitions, street-art, public-art, etc.) and types of cultural expression within one project. Organisational forms are to provide for involvement of non-governmental entities, business communities, non-formal arts, gender, age, and other groups as cultural policy makers; breaking spatial limits, cultural policies may exceed the Perm Krai borders and acquire an inter-regional, all-Russian, or international dimension;
- breakthrough-oriented approach focusing on cultural priorities, e.g. establishment of the **Perm Museum of Contemporary Art (PERMM)**, the **Design Development Centre**, the *Stage-Molot* Theatre, etc. This approach is based on the estimation of Perm Krai resources, its ability to support social and cultural modernisation, and the volume of tasks that can or cannot be fulfilled rapidly and simultaneously. The development of challenging projects in contemporary arts has produced rather swift effects, which indicate probable prospects for converting the environment by means of cultural initiatives and make cultural actions visible for Perm Krai residents;
- new cultural economy-oriented approach that is based on the new understanding of the cultural economy and its appreciation as the efficient tool of cultural policy; first, it uses contemporary methods for calculating the effects of cultural investment that considers both direct investment benefits and the income produced by the travel industry, education, cultural infrastructure development, etc.

In spite of the relatively short implementation period, the new cultural policy team has been able to achieve noteworthy results:

- an increase in cultural activity in the city of Perm and other municipalities: a growing number of Perm Krai territories and dwellers including members of various cultural communities, groups, etc. are being involved in cultural participation;
- a growth of cultural attractiveness of the city of Perm and other municipal entities resulted in and increase in both tourist flow and number of artists, cultural workers, experts, etc. arriving in the region;
- a decrease in emigration from Perm Krai and an increase in the city of Perm population: in 2012, the number of Perm inhabitants exceeded 1 million (this number was earlier reported in 2003).

Thus, the new cultural policy model helped to achieve the main goals of regional modernisation and may be regarded as a success. However, the *Perm Project* is still under discussion.

## 4.2 Specific policy issues and recent debates

### 4.2.1 Conceptual issues of arts policies

In Perm Krai, approaches to arts policies are defined in accordance with the task to increase the number of those who are able to produce innovations, and to provide for the constitutional rights of creativity freedom and participation in cultural life. The arts policy in the region is aimed at both encouraging professional arts and creativity, and supporting all forms of amateur arts and artistic expression. Perm Krai is open to all kinds of

experiments and the establishment of platforms and spaces for various artistic teams. Hence, the **Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai** has stated its cultural policy priorities as follows:

- support for professional arts;
- encouragement of folk arts and crafts in Perm Krai;
- provisions for the development of children's arts education with the particular awareness that gifted youth are empowered.

The culture Ministry supports projects in favour of arts development and promotes the image of Perm Krai as a land of talents. This tradition was set up in the early 20th century by the Russian impresario Sergei Diaghilev and continued in the middle of the century when the Mariinsky Theatre was evacuated from Leningrad to Perm during World War II. On the one hand, Perm Krai policies are focused on training dancers and musicians; on the other, to enhance the social role of the arts, they invite renowned Russian and foreign artists to make regional cultural life visible nationally and internationally e.g., the Diaghilev Festival of 2012 acquired a completely new resonance and format after inviting a famous conductor Theodore Kurentzsis to Perm.

Similar work is being carried out in the theatre field by inviting leading theatre directors to the city of Perm. Edward Boyakov, Stage Director of the Moscow *Practice* Theatre, organised the experimental *Stage-Molot* Theatre in Perm; Boris Milgram participated in establishing the *Theatre-Theatre* and became the Vice Prime Minister of Perm Krai. There is the annual *Direction Space* International Festival that represents the “star” theatre performances only and includes numerous educational programmes and workshops for students, to stimulate creativity of future directors. As the Festival Director stated, “study and dialogue functions are at the core of the *Direction Space* Festival and learning is possible for every participant regardless of the regalia...” The *Live Perm* Festival of contemporary arts provides spaces e.g. for street art and involve locals in cultural participation.

Opening the Perm Museum of Contemporary Art (PERMM) in 2008 was the result of new cultural initiatives; this is the only museum of modern art outside Moscow and St. Petersburg in Russia. Converting urban spaces, humanising industrial districts, upgrading cultural leisure, and increasing tourist attractiveness of the city of Perm were stated as the main tasks of the museum. It has organised ten exhibitions of contemporary artists or artistic groups, established the Perm Biennale of Contemporary Graphic Arts *Boomerang*, developed particular programmes for different visitor categories including children aged 5–7 years, etc. The PERMM museum also develops training courses for children, promotes museum attendance, organises competitions, and supports public art in the city. For example, the *Red People* project introduced semiabstract human figures to official bland spaces, which have become unofficial symbols of the regional cultural offer; the *Permian Gate* by Nikolay Polissky also has become well known. The *II-Stop* Competition resulted in designing 119 stops for municipal transport while the *Long Stories of Perm* Competition converted numerous hoardings into public art objects.

A vast scale of the festival movement (almost non-stop in the region) that includes a variety of projects and diverse art forms contributes to identifying talented individuals, exchanging creative experience and initiatives, and revitalising cultural activities of particular social groups.

#### **4.2.2 Heritage issues and policies**

Heritage policies are traditionally among the cultural policy priorities in Perm Krai. The region possesses a significant cultural heritage which ranks third among the Russian regions: 18 settlements of Perm Krai have the status of *historical sites*; there are 2 830

registered monuments of culture and history, of which 81 are of federal and 2 749 of regional importance. Annually, the Perm Krai monuments of regional significance obtain funds from the regional budget for the repair and restoration works.

**Table 1: The Perm Krai budget allocations for restoration works provided for the regional monuments, 2007-2010**

Year	Thousand RUB
2007	23 392.00
2008	43 425.00
2009	68 787.00
2010	76 862.00

**Source:** Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai. A short analytical review of the culture and youth policy development in Perm Krai, 2005–2010, see [http://mk.permkrai.ru/upload/otchet\\_kultura\\_2010.pdf](http://mk.permkrai.ru/upload/otchet_kultura_2010.pdf) (in Russian).

The federal monuments are funded from the federal cultural budget including the *Culture of Russia* target programme

**Table 2: The federal budget allocations for restoration works in Perm Krai within the *Culture of Russia* (2006–2011) target programme**

Year	Thousand RUB
2007	1 903.00
2008	10 000.00
2009	14 400.00
2010	5 000.00

**Source:** Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai. A short analytical review of culture and youth policy development in Perm Krai, 2005–2010, see [http://mk.permkrai.ru/upload/otchet\\_kultura\\_2010.pdf](http://mk.permkrai.ru/upload/otchet_kultura_2010.pdf) (in Russian).

The main debate on heritage issues within the cultural policies of Perm Krai is focused on two major problems. The first one relates to the enforcement of the federal law *On Transfer of Property of Religious Intent Owned by the State or Municipality to Religious Organisations*, which immediately put the fate of the **Perm Fine Arts Gallery**, located in the former Perm Cathedral into the spotlight. The problem of the display transfer emerged because of the forthcoming restitution of the Cathedral to the Russian Orthodox Church. Wider discussions on the situation demonstrate the willingness of the public to defend their cultural values, preserve the exhibition and the works of art, and openly speak out in support of their cultural heritage on the one hand, and the readiness of the Perm Krai authorities to intervene in the conflict and look for the best possible solutions, on the other. Nowadays, the Perm Fine Arts Gallery is still preserving rooms in the Cathedral awaiting construction of the new premises.

Discussions and disagreements are also focused on the different understandings of the relationship between the emerging artistic achievements of contemporary arts and the preservation, protection, and maintenance of cultural heritage of the region. The authors of the *Perm Project* position heritage as a permanently renewed and updated asset, which is both a source of development and a public good constantly enriched with contemporary cultural achievements. From this point of view, the contemporary arts, urban milieu developments, street art and public art may be immediately incorporated into the general programme of cultural heritage preservation and support because they increase cultural heritage assets by e.g. incorporating industrial and post-industrial neighbourhoods, new art

objects and art forms. This approach extends the confines of cultural heritage and opens it to permanent replenishing.

Besides, there is a reasonably balanced programme called *Perm Krai – a Territory of Culture* that was launched five years ago. Within this Programme, funds are allocated via competitive bidding and used for implementation of cultural projects, which are to give a new impetus to the progress of Perm Krai settlements. Municipalities and rural settlements are to propose new brands using their historical and cultural heritage that includes i.a. findings of the Permian geologic period, archaeological and authentic ethnic cultures, the mining industry, Soviet period items, etc., thus involving heritage objects in developmental activities. For example, in 2007, the city of Kungur elaborated the *Metropolitan Life of a Small Town* programme that proposed new city brands positioning it as the city of tea and aeronautics.

The important aspect of the heritage policies is concerned with the Soviet history when Perm Krai was a territory of prisons and camps for political detainees. The Perm Krai Government is implementing a special programme (2010–2012) to memorialise these places and establish the *Perm–36* Museum of Political Repression unique in Russia. The idea of creating a museum arose in 1992, the same year the collection of materials started; in 1996, the official opening of the museum took place. The display is located in the genuine constructions of the *Perm–36* Camp including its stern and special regimes divisions for political detainees and dedicated to its functioning until 1988.

Besides professional activities concerned with restoration and conservation of the camp constructions and documents' collection, storage, and display, the *Perm–36* Museum organises mobile exhibitions and carries out *memory lessons* in schools in Perm Krai, which aim to reinforce the civil society establishment via addressing the “difficult” questions of national history. The *Pilorama* Public Forum emerged from the Guitar Poetry Festival launched by the museum in 2005. The number of Forum participants grew from several hundred to about thirteen thousand people by 2011. The museum collaborates with the Permian youth *Memorial* organisation on research and memorialisation of the ruined STVOR camp for political detainees, which is located in the remote area of the Chusovaya River.

#### **4.2.3 Culture industries: policies and programmes**

The Perm Krai authorities are engaged in supporting regional cultural industries, among which the cinema, television, mass media, design, crafts, visual and performing arts are traditionally produced in the Russian Federation. Special attention is given to design and in 2010, the **Design Development Centre** was established in the city of Perm. The Centre produces industrial art objects, provides design education, and enriches urban and rural localities. The latter function involves issues of improving the quality of life, community transportation system, educational and cultural premises, etc. The Centre has elaborated *Modelling Rules (Recommendations) for Placement and Monitoring the System of Visual Communications for the City of Perm* and the brand-books for the village of Kyn and the towns of Kungur, Solikamsk, Tchaikovsky, and Cherdyn.

Agreement between the **Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai** and the *Permkino* State Film Centre was an important step in developing regional production of feature and animated films, and documentaries. They plan to establish the Perm Film Commission that is to invite Russian and foreign producers and elaborate a long-term programme for the film industry development in Perm Krai, which is to be launched in 2014.

#### 4.2.4 Cultural diversity and inclusion policies

Perm Krai is a multi-ethnic and multi-religious entity. According to the Census of 2010, the largest ethnic group is made up of Russians (87.1% of the population); Tartars make up 4.6%, Komi-Permyaks 3.2%, Bashkirs 1.3%, Udmurts 0.8%, Ukrainians 0.6%, Belarusians and Germans 0.3% each, and Chuvash and Mari 0.2% each. The *Perm Krai Statute* establishes Komi-Permyak Okrug as the territory with special status within Perm Krai. Chapter 8 of the Statute describes this special status and puts all the issues of Komi-Permyak Okrug development within the responsibilities of the **Ministry for Komi-Permyak Okrug Affairs of Perm Krai**. The *Perm Project* authors also note that there are Azeri, Armenian and other diasporas and labour immigrant communities in the region, especially a Tajik one, as Tajiks constitute the main part of the cheap labour force from the former Soviet Central Asia. On the other hand, the shrinking ethnic diversity of the region is highlighted, which is rooted in the negative vital dynamics of the endogenous population and the general homogeneity trend in Perm Krai.

Overall, representatives of more than 125 nationalities reside in Perm Krai. The target programme for *Development and Harmonisation of Ethnic Relations among Perm Krai Peoples in 2009–2013* is the important instrument for supporting ethnic diversity in the region. Its objectives include:

- ensuring preservation, development, and promotion of the best achievements of ethnic cultures and folklore to develop the cultural and historical heritage of Perm Krai;
- improving the ethnic diversity-related infrastructure to create facilities that meet the ethnic cultural needs of all the peoples living in the region;
- maintaining the stable ethnic political situation and prevention of inter-ethnic conflicts;
- improving the quality of state services in the field of inter-ethnic relations.

The Programme applies a differentiated approach to preservation and development of ethnic identities considering both the general objectives of the State policies and specific character of the Perm Krai ethnic composition. It distinguishes between:

- preservation and support for ethnic identity of Komi-Permyaks and Komi-Yazvas, for whom Perm Krai is the endogenous and the only territory of residence;
- provisions for self-sustainable development of the peoples traditionally living in Perm Krai; and
- supporting integration into the local or regional community of representatives of ethnic diasporas that emerged because of immigration.

Within the framework of the Programme, they support schools that teach in mother tongues, ethnic folk festivals and events, regional creative workshops and folk craft exhibitions, the annual *Russian world* forum, “ethnographic” expeditions and conferences, children’s camps, etc. The Community Liaison Office and the Russian Language School for immigrants have been established.

Support for National Cultural Autonomies (NCA), their regional and local branches is put within the responsibilities of the **Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai**. It presupposes promotion of the activities aimed at preservation of cultural identity, folk arts and craft, ethnic traditions and practices of the peoples living in Perm Krai. Special grant programmes are implemented to support ethnic cultures including the *Perm Krai – a Territory of Culture* Programme, priorities of which are concerned with interpretation and representation of specific contents of local identity (historical, ethnic, cultural, social, etc.).

In 2007, the city of Kudymkar, the administrative centre of Komi-Permyak Okrug, won the competition organised within this programme. Its *Kudym-Osh Returning* Project was based

on the Komi ethnic heritage and contemporary interpretations of ethnic self-identification of its population. That year, more than 30 large-scale events were held, which aimed at support, preservation and actualisation of the ethnic identity of the territory. The *Kamwa* International Ethnofuturist Festival has become the most significant event and still exists; a new city brand was born – the *Akan’* Folk Toys Festival. In 2011, the city of Kudymkar became the winner once again presenting the *Kudymkar – Cultural Reboot* Programme.

Members of more than 20 religions live in Perm Krai: the most numerous are the Orthodox Christians and Old Believers, Muslims, Judaists, Catholics, Lutherans, and Buddhists. In spite of diversity of both traditional and new beliefs, there is no religious conflict in the province. Perm Krai is positioned as the territory of tolerance, while actualisation of religious heritage and spiritual life is regarded as an important component of regional development.

The regional policies in support of cultural diversity and inclusion in the Perm Krai cultural life also show up in various cultural events and cultural participation of various groups. The former are exemplified by the *Live Perm* Festival of contemporary arts established by the **Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai**. It is the so-called *street-format* Festival, which is oriented towards wider access and mass involvement of the public. The spirit of the Festival manifests itself in a multi-genre character, in a combination of various art forms (music, poetry, theatre, film, visual arts), and openness to participation.

#### 4.2.5 Language issues and policies

The population of Perm Krai speak several languages. The main spoken languages are Russian, Tatar, and Komi. The latter belongs to the Permian languages of the Finno-Ugric family and has several dialects (Komi-Permyak and Komi-Yazva) in Perm Krai. According to the Perm Krai Statutes, authorities are to provide for preservation and development of the Komi-Permyak language, which can be used in Komi-Permyak Okrug for official communication (along with Russian).

The law *On Languages of the Peoples of the Russian Federation* (Tatiana – what year is this law from?) establishes the status of indigenous languages and regulates language policies in Perm Krai. The Perm Krai Government takes special measures to safeguard linguistic diversity in the region e.g. in 2003, it supported the publication of the *Komi-Yazva Primer*, which was the first book ever published in this language. The target programme for *Development and Harmonisation of Ethnic Relations among Perm Krai Peoples in 2009–2013* adopted by the Perm Krai Government also serves as a tool of language policies providing for equal opportunities to study the mother tongue for representatives of the main ethnic groups.

#### 4.2.6 Media pluralism and content diversity

There are a number of print media in Perm Krai – over 80 periodicals concern various aspects of life in the region. These are newspapers and magazines of both regional and municipal levels. In Komi-Permyak Okrug of Perm Krai, the *Parma* newspaper, which i.a. addresses the issues of the Komi-Permyak culture and language, is published in Russian and partly in Komi-Permyak.

Broadcasting is carried out mainly in Russian, and the decrease in local content replaced by national productions is one of the most significant changes. Both the federal channels and productions of the 28 regional and municipal TV companies are carried regionally; the chief ones are the *Komi-Permyak* State Television and Radio Company (GTRK), the *T7* State Perm Television Company, and the *Urals-inform TV*. There are more than 20 radio stations in Perm Krai.

#### **4.2.7 Intercultural dialogue: actors, strategies, programmes**

In both the Russian Federation and Perm Krai, intercultural dialogue is one of the cultural policy priorities. In the target programme for *Development and Harmonisation of Ethnic Relations among Perm Krai Peoples in 2009–2013*, intercultural dialogue is seen as an important tool for preserving a stable ethnic political situation in the region and preventing social conflicts on ethnic grounds. All this is facilitated via implementing a set of measures aimed at the preservation and promotion of ethnic identity in the cultural field.

The House of People's Friendship of Perm Krai was established by the Perm Krai Governor's Administration; its main functions are concerned with supporting tolerance for various ethnic groups living in Perm Krai, assisting the organisation and execution of ethnic cultural events, etc. There are 26 ethnic associations at regional level in Perm Krai whose tasks include preservation and promotion of related cultures.

In the contemporary cultural situation, addressing issues of intercultural dialogue cannot be limited to the issues of inter-ethnic relations though it is a vital element of cultural interaction. Intercultural dialogue develops as the interface between various cultural communities and within the framework of festivals, conferences, seminars, and educational programmes. All the major Perm Krai festivals include presentations of diverse cultural groups – professional, ethnic, confessional, etc.; festivals can be considered the interactive playground where cultural communities present their cultural identities and meet others.

#### **4.2.8 Social cohesion and cultural policies**

Support for social cohesion is among the most important targets of the Perm Krai cultural policy. It is backed by the re-orientation of cultural policies from cultural workers to broader audiences. In this context, culture is seen as an effective tool for strengthening social cohesion. Collaboration of state institutions and public organisations has particular importance for building a cohesive society.

#### **4.2.9 Employment policies for the cultural sector**

According to the *2011 Passport of cultural life in Perm Krai*, there were 47 323 employees in state funded cultural institutions (museums, theatres, libraries, cultural houses, children's music and arts schools, etc.). Most of them are aged 50 and older (90.5%) and 8% are aged from 30 to 50. As in Russia overall, the cultural sector of Perm Krai is characterised by an aging workforce, primarily due to low wages. For example, in 2010 in Perm Krai, the salary of a museum worker averaged 9 351 RUB (the second largest salary in the Volga Federal District), while that of a theatre worker was relatively 14 315 RUB (the largest in the Volga Federal District), and a cultural house worker earned 7 249 RUB (the largest in the Volga Federal District). (Tatiana what is the average general wage?)

One should note that in Perm Krai, average salaries in the cultural sector are higher than in other provinces of the Volga Federal District and the Perm regional minimum level of subsistence (in the second quarter of 2012 it equalled 6 690 RUB). However, actual wages are not sufficient for a decent living or adequate for the educational level and qualifications of cultural workers. More than 90% of the latter possess higher education in Perm Krai. Upgrading the skills of cultural workers is an essential direction of the employment policies in the sector. In 2010, 730 cultural workers were retrained, of which 417 were arts teachers, 219 librarians, 169 cultural houses workers, and 44 museum specialists.

Upgrading the social status of cultural workers is among the priorities of the regional cultural policy in Perm Krai. Their re-orientation towards a new model of cultural management gives priority to project-making and allows the attraction of extra funding that could be spent on both project implementation and remuneration. These reforms also aim

to involve the young and active cultural workers willing to operate in the new economic environment.

#### 4.2.10 Gender equality and cultural policies

Both in the Russian Federation and in Perm Krai, the issue of gender equality is not addressed at the political level. The cultural sector is also mainly feminised in Perm Krai as in Russia overall – the low-income sectors that traditionally include culture are dominated by women, which is a common trend.

#### 4.2.11 New technologies and digitalisation in the arts and culture

Computerisation, transition to digital technologies, establishment and development of new media, including those supported by the **Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai**, are important tasks in cultural policy implementation. The aim is to stimulate both cultural administration at the local level and the cultural activity of the population. The criteria introduced for evaluation of the municipal cultural administrations include:

- “informational recognisability” of a municipality (i.e. the number of media reports and citations on the Internet produced outside the municipality that are concerned with the cultural events in this municipality) and
- the number of information pieces posted by a municipality administration in its own web resources.

According to the data related to 2011, these figures vary considerably. The regional authorities also support publications on the achievements of Perm Krai residents in culture and the arts (participation in all-Russia and international festivals and competitions, receiving grants, etc.) e.g., the *Young Talents of Prikamye* (the Kama region) website was established by the culture Ministry to publish information about the gifted youth on a regular basis. However, particular arts-related provisions do not form a part of the overall government strategies on digitalisation of culture.

The use of information technologies (IT) in the cultural sector is regarded as the basis for its modernisation, the instrument for levelling possibilities for access to cultural goods, and the impetus for development of regional tourism. The regional *Virtual Museums* project (<http://www.kulturaperm.ru/museum>) is a noteworthy example: a web visitor can take a walk and see exhibitions of the 12 regional museums. However, the spread of IT in traditional cultural institutions is uneven. In 2010, 93% of museums and 42% of libraries used personal computers, while 73% of museums and 22% of libraries had an Internet connection, despite the fact that computerisation and network connectivity are the official indicators in the library sector.

In the past 2-3 years, the state and municipal governmental bodies have reached a new level of IT usage (introduction of electronic circulation of documents, etc) and web presentation, which makes wider access to documents, regulations, etc. available, cultural policy more transparent, and dissemination of information on tenders, projects, and other items more efficient. From the web portal of the regional culture Ministry, one can find the most important current projects, information on festivals and competitions, etc. A number of websites that represent Perm Krai culture both for Russian and international audiences (for example, the *OpenPerm* portal established within the *Perm – Europe 2010* project development contains information on important cultural events with international participation in English, German, and French) are established with the support of Perm Krai authorities.

In the Runet (Russian segment of the Internet), many other cultural projects are implemented including development of the web portals and sites of Perm Krai cultural institutions, which are constantly extending their presence on the WWW (see section 9.2), also with the purpose of attracting younger audiences. Established by the Ministry of Culture, Youth Policy and Mass Communications of Perm Krai, the VSESVOI.RU youth portal was recognised as the most user-friendly Russian youth portal in 2008, and in 2010, it entered the top five Russian resources in the field of youth policy. All together, online periodicals, blogs, and personal pages of cultural policy makers in the social networks have become a successful means of promoting new ideas and providing space for active discussions on hot cultural policy issues.

### **4.3 Other relevant issues and debates**

The *Perm Project* is still debated. A number of cultural leaders and policy makers support it on the one hand, and it is bitterly criticised by the supporters of the traditional cultural policy model on the other. The latter is rooted in the Soviet vision of the cultural sector as “the arts plus heritage”. Wider discussions in mass media afford ground for considering this precedent a success, as the promotion of this challenging cultural policy model has contributed to regional development. The latter was encouraged by means of culture, while active cultural projects made cultural life attractive for both residents and visitors of Perm Krai. Vibrant cultural events attract more and more attention and contribute to re-thinking the role of culture in regional development and re-evaluation of cultural resources.

Of course, culture has a *delayed* systemic effect; its intensive development outcomes will not follow immediately though one can witness its positive impact even now. Opponents of the proposed cultural policy concept accuse its initiators of unreasonable spending on organisation of cultural events and impartially appraise the most advanced actions including support for contemporary arts or art objects placement within Perm’s urban milieu.

Support for new projects widens possibilities for attracting investment in Perm Krai both in the short and long term. The increase in cultural attractiveness of the city of Perm and the Perm region is undeniably to the credit of the Perm Project, which has helped to reconsider culture as the important intangible asset creating the positive image of the region and its social and economic change. The new Perm Krai Governor refrains from evaluating experiences of the new cultural policy model implementation so far and does not hurry to draw conclusions.

## 5 Main legal provisions in the cultural field

### 5.1 General legislation

#### 5.1.1 Constitution: the Perm Krai Statute

The *Perm Krai Statute* is the constituent regulatory act that defines the status and organisation of Perm Krai as a member of the Russian Federation; adopted at the **Legislative Assembly of Perm Krai** on 19 April 2007. The Statute establishes the basis for regional law making and development of legislation concerned with the issues which are in the exclusive legal competence of Perm Krai or within the joint competence of Perm Krai and the Russian Federation. The Statute is in force throughout the region and has supreme legal authority within the Perm Krai legal system.

According to the Statute, Perm Krai is the legal successor to Perm Oblast and Komi-Permyak Autonomous District. In the Statute's Preamble, human rights and freedoms are stated, which are guaranteed in the *Constitution of the Russian Federation* and relevant to those stated in the international treaties of the Russian Federation and other international legal acts joined by the Russian Federation. Article 9 of the Statute *On the Guarantees for Human Rights and Freedoms of the Citizen* assures these rights in terms of gender, race, ethnic origin, language, descent; property, official or social status; religious attitudes, convictions, membership, or belonging.

#### 5.1.2 Division of jurisdiction

According to the breakdown of cultural competences (Article 72 of the Russian Federation *Constitution*), the specially preserved natural territories, preservation of cultural and historical monuments, general issues of education, training, science, culture, protection of the habitat and traditional ways of life of indigenous ethnic groups are within the joint competence of the Russian Federation and its members.

According to the *Basic Law of the Russian Federation on Culture*, the joint competence of the federal and regional authorities is:

- to guarantee cultural rights and liberties in the cultural field;
- to preserve cultural patrimony of the Russian Federation peoples, cultural and historical monuments and territories included in the *Code of Cultural and Historical Monuments of the Russian Federation*;
- to implement federal cultural policies; to elaborate, implement, and support the federal state programmes of cultural development;
- to protect author's rights and neighbouring rights, the rights of intellectual property, inheritance rights related to cultural objects;
- to set standards in the field of professional education in culture and the arts;
- to maintain facilities for cultural development of all peoples and ethnic groups of the Russian Federation;
- to implement state cultural policy, labour, employment, and remuneration of labour policies in the cultural sector;
- to finance support for most valuable cultural heritage objects of the peoples of Russia.

The competence of the regional authorities in the cultural sector is:

- to implement federal policy in the field of culture, develop implement and support territorial and other programmes of preservation and development of culture;
- to establish regional and other administrative units;
- to establish, re-organise, and liquidate the related cultural institutions;

- to lay down cultural development funds and approve the volume of funds allocated for culture;
- to establish and maintain international cultural relations;
- to set allowances, forms, and schemas of financial and material provisions for cultural organisations and workers, additional to those already established by the federal authorities;
- to provide informational, scientific, and methodological support for cultural activities.

The competence of the local authorities (municipalities) in the cultural sector is:

- to settle property issues, to decide the number and terms of financing the related network of cultural institutions;
- to determine statutory objectives and ways of their implementation for related cultural institutions;
- to elaborate model standards for cultural services and adopt related criteria for evaluation of their effectiveness;
- to organise public library services and acquisitions;
- to provide facilities for leisure and ensure cultural services delivery by the local cultural institutions;
- to preserve, use, and promote cultural heritage objects owned by municipalities; to protect cultural heritage of local importance, situated within municipalities;
- to support the environment for development of traditional local folk arts, participate in preservation, promotion, and development of traditional arts and crafts in municipalities;
- to support the environment for public recreation and establish related surface infrastructure.

On the one hand, this distribution of cultural competences creates some difficulties, as the regulatory framework for cultural management is not fully developed at the local level. On the other hand, the freedom of decision-making at the local level is thus provided for establishing both cultural infrastructure and local and regional regulatory frameworks. Article 28 of the Perm Krai Statute reads, “In case of conflict between the regulations of Perm Krai and the Federal law, which concerns subjects within the Russian Federation units’ competences, the Perm Krai Law comes into operation.” Thus, favourable opportunities are provided to encourage development of the regional legal frameworks.

### **5.1.3 Allocation of public funds**

Article 15 of the Perm Krai law *On the State Policy in Culture, Arts, and Cinematography* declares that state funding makes up the basis for the state guarantees in the fields of preservation and development of culture in Perm Krai. The regional *Budget Law* adopted by the Legislative Assembly of Perm Krai determines the actual principals of financial policy and current spending on culture. Thus, in 2010, the *Law on the Budget of Perm Krai for the 2011 and 2012-2013 planning period* was adopted, the statements of which were amended in the actual *Law on the Budget of Perm Krai for the 2012 and 2012-2013 planning period*. Additions and amendments are also generated by secondary regulations, e.g. in 2011, the Decree of the Finance Ministry of Perm Krai determined new classification codes for cultural expenditure items in order to improve the investment prospects for Perm Krai and the quality of life in the region.

### **5.1.4 Social security frameworks**

In Perm Krai, the social security for cultural workers and artists is provided according to the general legislation of the Russian Federation; representatives of creative professions

have the common welfare rights of health care, pensions, etc. The norms and principles of the actual federal *Basic Law of the Russian Federation on Culture* concerned with the status of cultural workers and artists are not fully implemented except in the part of free access to arts museums.

Article 19 of the Perm Krai law *On the State Policy in Culture, Arts, and Cinematography* concerns the social warranties for creative and cultural workers and establishes their rights:

- to organise professional unions in order to protect professional rights and interests;
- to have equal labour and welfare rights;
- to enjoy incentives and benefits for those working in rural areas that are presupposed in the federal and regional legislation including local regulations;
- to benefit from particular labour regulations for cultural institutions on the basis of professional (tariff), regional, and collective bargaining agreements;
- to enjoy seniority pay established in arts, culture, and cinematography institutions for years of service.

#### **5.1.5 Tax laws**

The main legal act is the federal *Taxation Code*, which presupposes some tax deductions; it exempts from taxation repair, conservation, and restoration works for cultural and historical monuments and from VAT – imported cultural objects, whether bought with public money or gifted. There is also a federal list of the tax-exempt grants in culture and the arts.

No special measures to alleviate tax laws for cultural institutions and cultural workers exist in Perm Krai. According to Article 9 of the Perm Krai law *On the State Policy in Culture, Arts, and Cinematography*, the decision to establish taxes and duties for the purposes of cultural development is taken by the Legislative Assembly of Perm Krai. The law *On Taxation in Perm Krai* does not provide for any deductions for cultural institutions or their employees.

#### **5.1.6 Labour laws**

In Perm Krai, employment issues including relations of employers and employees, working conditions, etc. are regulated by the federal *Labour Code*, which also presupposes the possibility of concluding fixed-term contracts for creative workers involved in artistic productions. The minimum wage is also determined by the related federal law and equals 4 611 RUB (though the members of the Russian Federation have the right to establish their own mandated minimum wage).

#### **5.1.7 Copyright provisions**

In Perm Krai, general copyright issues are regulated according to the *Fourth Part* of the *Civil Code* of the Russian Federation. In 2009, the law *On Administration and Disposal of the Intellectual Property of Perm Krai* was adopted, which defines the responsibilities of the regional public authorities in the field. Intellectual property may be acquired or created at the expense of the regional budget or belong to Perm Krai according to the title establishing documents. The law also provides for maintaining the regional Intellectual Property Register.

#### **5.1.8 Data protection laws**

The federal law *On Personal Data Protection* was adopted in 2006, it introduced mandatory protection of personal data disposed of or processed by all the institutions including the cultural ones. In 2011, the law was amended in the part concerned with

personal data processing and enhancing security. The local authorities were given the right to adopt regulations for personal data. The measures related to personal data protection outside the Russian Federation have been reinforced. A transfer of personal data is only possible to the States that are the members of the Council of Europe *Convention for the Protection of Individuals with regard to Automatic Processing of Personal Data*.

### 5.1.9 Language laws

In Perm Krai, regulation of policies for support of language diversity are set according to the Constitution of the Russian Federation, the laws On Languages of the Peoples of the Russian Federation and On the State Warranties for the Rights of Indigenous Minority Peoples of the Russian Federation, which enforce preservation, development, and use of all languages. Russian has the status of state language.

According to the *Perm Krai Statute*, social and economic development is related to preservation and development of ethnic cultures, which presuppose protection and study of their languages. Article 42 of the Perm Krai Statute sets mechanisms to ensure safeguarding Komi-Permyaks' ethnic identity, the important element of which is the Komi language. The Statute stipulates that in Komi-Permyak Okrug, the Komi-Permyak language may be officially used along with Russian. Responsibilities for Komi-Permyak preservation and development are put within the competences of the **Ministry for Komi-Permyak Okrug Affairs of Perm Krai**, which is also to ensure the right of Komi-Permyaks to receive and disseminate information in the Komi-Permyak language. In Perm Krai, the 17th February is established as the official date for celebrating Komi-Permyak, which coincides with the International Mother Tongue Day established by the UN and the Day of the Komi-Permyak Okrug Constitution.

### 5.1.10 Other areas of general legislation

The status of Komi-Permyak Okrug remains a hot issue for public debate. Currently, the *Perm Krai Statute* establishes Komi-Permyak Okrug as a special status territory. However, representatives of Okrug believe this statement to be insufficient. A draft law *On Komi-Permyak Okrug as the Administrative and Territorial Unit of Perm Krai* has been elaborated to specify the statements of the Statute. The draft law presupposes the establishment of the Public Agency of Komi-Permyak Okrug that will be empowered to organise public hearings for issues concerned with protection and development of the Komi-Permyak language, ethnic education, and the ethnic and cultural composition of Perm Krai.

## 5.2 Legislation on culture

In Perm Krai, the national legal framework sets out the general regulation of the cultural field. In 1992, the adopted *Basic Law of the Russian Federation on Culture* defined human and cultural rights and liberties, and set out the basic cultural policy principles and state obligations. The *Perm Krai Statute* (2006) establishes the priority areas and directions of regional development, in which priority is given to human potential development. The preservation and development of ethnic cultures, protection of freedom to articulate spiritual needs, improvement of living conditions and human development, and provisions for civil society development are listed among the principal tools of the social and economic advancement of the province.

In 1999, the law *On the State Policy in Culture, Arts, and Cinematography* was adopted in Perm Krai; it aimed to provide for and protect the constitutional rights of cultural activity and free access to cultural and artistic goods for the Russian citizens residing in Perm Krai.

The law also established the legal basis for operation and development of the regional cultural institutions and established the right to elaborate and adopt regional and municipal target programmes in the field of culture. The tasks of cultural legislation in Perm Krai were defined as follows:

- to provide for equal opportunity for all culture participants when implementing their right to participate in cultural life, engage with cultural institutions, and gain access to cultural values;
- to set out the principles of the state cultural policy, legal norms for the state support of culture, the arts and cinematography, warranties of the state to not interfere in creativity;
- to give citizens state protection against propaganda of ethnic strife, violence, war, and pornography in the cultural field;
- to guarantee state preservation of cultural heritage of the peoples of Perm Krai;
- to establish supplementary benefits for cultural organisations.

The principles to be applied in state cultural policy-making in Perm Krai are as follows:

- development of the harmonised legal framework for the common cultural space of Perm Krai via coordination of the regional and municipal legal acts and regulations;
- equality among citizens, particular social groups, and any form of ownership organizations in the creation, use, and dissemination of scientific, cultural, and educational values;
- non-interference in creative activities and abdication of the ideological or political dictation on the part of the state and municipal authorities;
- freedom of creativity;
- development of the cultural identity of the peoples living in Perm Krai;
- respect for religious beliefs and feelings;
- elimination of monopoly in culture, arts, and cinematography;
- joinder of the budget, commercial, and charitable financial support;
- state support for the most socially and economically disadvantaged groups of the population in order to ensure availability of cultural values and goods.

The Law of Perm Krai considers cultural activity as socially significant; it is to be supported by means of regional legislation, budget funding, state financing of non-governmental cultural institutions and culturally active individuals, tax shelters, protection measures for socially disadvantaged groups, and renting benefits for cultural organisations.

In 2006, the law *On the Perm Krai Awards in the Field of Culture and the Arts* was passed which established the bestowment procedure for professional and amateur groups, individual authors, and performers. The award is given for the most distinguishing, innovative, and original works and projects that were appreciated by the public as of noteworthy contribution to the cultural heritage of the region and Russia as a whole. No more than 10 awards are given annually in the nominations as follows: culture and the arts (literature, music, theatre, dance, visual and contemporary arts, film, design, multimedia, architecture, etc.); mass media (the best publication or project concerning the arts); public activities in support and promotion of culture and the arts.

## List of the existing cultural legislation

Title of the act	Year of adoption
Perm Krai Statutes	19 April 2007
Perm Krai Law <i>On the State Policy in Culture, Arts, and Cinematography</i>	7 June 1999, № 458-66
Perm Krai Law <i>On Administration and Disposal of the Intellectual Property of Perm Krai</i>	25 December 2009, № 569
Perm Krai Law <i>On Perm Krai Awards in the Field of Culture and the Arts</i>	12 May 2006, №7-K3
Perm Krai Law <i>On Salaries for the Employees of the State Budget Funded Cultural Institutions of Perm Krai that Carry Out Theatre Activities</i>	12 October 2006, № 21-K3
Perm Krai Law <i>On Objects of Cultural Heritage (Monuments of History and Culture) of the Peoples of the Russian Federation that are Located in Perm Krai</i>	7 July 2009, № 451-ПК
Perm Krai Law <i>On Libraries in Perm Krai</i>	5 March 2008, №205-ПК
Perm Krai Law <i>On Statutory Deposit of Perm Krai Documents</i>	6 October 2009, № 510-ПК
Perm Krai Law <i>On Urban Development in Perm Krai</i>	14 September 2011, № 805-ПК
Governor's Decree <i>On Measures in the Field of Culture, aimed at Improving the Investment Attractiveness and Quality of Life in Perm Krai</i>	24 July 2007, № 48
Perm Krai Government Resolution <i>On Adoption of the Regulations for the State Inspection for Protection of Cultural Heritage Objects in Perm Krai</i>	13 October 2009, № 729-п

## 5.3 Sector specific legislation

### 5.3.1 Visual and applied arts

The general laws of the Russian Federation and Perm Krai regulate designers' and visual artists' activities. These are the *Taxation Code* of the Russian Federation, the *Basic Law of the Russian Federation on Culture*, the federal law *On Folk Arts and Crafts*, and the Perm Krai law *On the State Policy in Culture, Arts, and Cinematography*.

### 5.3.2 Performing arts and music

The only legal act that directly states the principles of creative work remuneration in the region is the law *On Salaries for the Employees of the State Budget Funded Cultural Institutions of Perm Krai that carry out Theatre Activities* (2006). The law establishes the standardised system of remunerations for theatre workers and presupposes monthly salaries, a premium for complexity and intensity of labour, incentives that depend on achievements, honorary degree allowances, and other. Salaries are set according to the theatre category. The **Perm Tchaikovsky Opera and Ballet Theatre** belongs to the first (the highest) one, the **Perm Academic Drama Theatre**, the **Perm Youth Theatre**, the **By the Bridge Theatre** of the city of Perm are assigned to the second one, etc. The Act also introduces indexation of salaries and allowances. The Annex to the Law indicates the official salary amounts.

### 5.3.3 Cultural heritage

In Perm Krai, the cultural heritage sector is regulated both by the related federal laws and regional legislation including the law *On Objects of Cultural Heritage (Monuments of History and Culture) of the Peoples of the Russian Federation That Are Located in Perm Krai* (2009). The Law regulates the relationship in the field of safeguarding, use, promotion, and state protection of regional heritage sites.

The Perm Krai law adds to the federal law *On Objects of Cultural Heritage (On Monuments of History and Culture) of the Peoples of the Russian Federation* in relation to its conceptual apparatus. It introduces the notions of “a territory of the cultural heritage object,” “historical and cultural key plan,” “a project of protection zones for the cultural heritage object,” “preservation commitment.” This helps in regulating various works on historical and cultural monuments including construction, repair, renovation, and others. According to this law, the same year (Tatiana – to which year does this refer?) the Perm Krai Government Act established the **State Inspection for Protection of Cultural Heritage Objects in Perm Krai**.

### 5.3.4 Literature and libraries

The field is regulated by the related federal and several regional acts. In 2008, the law *On Libraries in Perm Krai* set out the principles of regional library operation to provide for the constitutional right of free access to information and values of the national and world culture, enhance human development, support the right of cultural, scientific, educational, and leisure activity. Article 15 of the Law establishes the high status of the library as a cultural institution and categorises the collections of the **Central State Perm Krai Library** as the book monument of regional importance.

Adopted in 2009, the law *On Statutory Deposit of Perm Krai Documents* regulates the legal framework for library acquisitions in the region. Article 4 defines the types of mandatory documents that are to be submitted to the **Perm State Regional Universal Library** as follows:

- printed editions (texts, music, maps, picture books);
- Braille editions, talking books, e-publications for the blind;
- official documents;
- audio-visual products (any type of media);
- e-publications, including software and e-documents;
- unpublished documents including reports on research and engineering development;
- patents;
- documents of mixed character.

The law also regulates the number of mandatory copies and responsibilities of those receiving them including bibliographical and statistical recording, storage, public access and use provisions, etc.

### 5.3.5 Architecture and spatial planning

In Perm Krai, the field is regulated by both federal and regional legislation. In 2011, the law *On Urban Development in Perm Krai* was passed. The law sets out the rules and norms for urban land use, zoning, planning, architectural design, construction, restoration, etc. The priority tasks for urban planning in Perm Krai are stated as follows:

- provisions for sustainable economic and social development;

- preservation of the historical and natural uniqueness of the region, particular features of urban planning, both natural and man-made landscapes, natural ecosystems, specificity of architectural forms in the settlements;
- accessibility of transportation, engineering, social infrastructures, public areas, etc. to all the residents (including handicapped).

The preservation of cultural heritage in urban planning and development is defined by the law On Objects of Cultural Heritage (Monuments of History and Culture) of the Peoples of the Russian Federation that are Located in Perm Krai (2009). The law sets out rules for building in areas neighbouring cultural heritage objects to preserve the historical territories, landscapes, cultural sites, etc. The law requires considering visual inter-relation of the cultural heritage objects and preserving traditional places for their visual perception.

### **5.3.6 Film, video and photography**

Legal regulations in the field are provided by the federal and regional acts, the main regional one being the law of Perm Krai *on the State Policy in Culture, Arts, and Cinematography* (1999). The law guarantees non-interference in creative activities, diversified financial support for projects, elaboration of target programmes, and state protection against propaganda or ethnic strife, violence, war, and pornography in the cultural field.

### **5.3.7 Mass media**

The federal law *On the Mass Media* establishes the basis for legal regulations in the field. In 2011, the State Duma adopted amendments to the law and thus recognised web publishing as part of the mass media. According to the novellas, the licensing for e-media is introduced while registered e-media obtain the same tax allowances and other benefits as printed media. These amendments were discussed on the first Perm Krai juridical portal (<http://territoriaprava.ru/>), where opinions were divided. On the one hand, the registration of the web portals as mass media was supported, but on the other it was suggested to pass an alternative act on freedom in the Internet.

### **5.3.8 Other areas of culture specific legislation**

The Perm Krai authorities attach particular importance to creating a positive image of the region. In 2007, the Governor passed the Decree *On Measures in the Field of Culture, Aimed at Improving the Investment Attractiveness and Quality of Life in Perm Krai*. The act listed festivals to be held in the region and their periodicity, and cultural projects implemented in Perm Krai and sources of their funding including an increased budgetary allocation. This support to cultural events and projects contributes to an intense and diverse cultural life in Perm Krai.

## 6 Financing of culture

### 6.1 Short overview

The general policy of public financial support for culture in the Perm region is characterised by the particular awareness of the regional government. The sphere of culture is seen as a strategically important element in social and economic development of the region. That is why a drop in the population outflow was seen as the main indicator of social effectiveness of the cultural policy to justify the allocation of public funds. Financial instruments are also used to enable creativity and competitiveness in the cultural sector.

### 6.2 Public cultural expenditure

An annual increase of cultural allocations in the Perm Krai budget is the general trend during the last 4 years, though the share of spending on culture in the consolidated budget of Perm Krai is not regular.

**Table 3: Perm Krai public cultural expenditure for culture, in Billion RUB, 2007-2010**

	2007	2008	2009	2010
Consolidated regional budget of Perm Krai	77.576	95.109	100.149	90.910
Culture	2.365	2.695	2.953	3.760
Share in the consolidated regional budget	3%	2,8%	2,95%	4,1%

**Source:** Short analytical review of the culture and youth policy development in Perm Krai, 2005–2010. see [http://mk.permkrai.ru/upload/otchet\\_kultura\\_2010.pdf](http://mk.permkrai.ru/upload/otchet_kultura_2010.pdf) (in Russian).

#### 6.2.1 Aggregated indicators

##### Indicator 1:

In 2012, the Perm Krai cultural budget is 2 559.842 million RUB.

In 2012, the per capita cultural spending equals 971.8 RUB (about 24 €)

##### Indicator 2:

In 2010, the Gross Regional Product equalled 630 755.5 million RUB.

##### Indicator 3:

In 2012, the share of the Perm Krai cultural expenditure makes up 2.86 % of the total public expenditure.

**Source:** Ministry of Finance of Perm Krai. *Open budget, Culture*, see <http://budget.perm.ru/execution/ponbudget/2012/3/> (in Russian).

#### 6.2.2 Public cultural expenditure broken down by level of government

The budget of Perm Krai provides for cultural expenditure at the regional level. Special entries in the regional budget are presupposed for supporting cultural projects in the Komi-Permyak Autonomous District.

#### 6.2.3 Sector breakdown

The law on the budget of Perm Krai defines the structure of cultural spending. In 2012, funding is to be provided as follows.

**Table 4: Direct state cultural expenditure in Perm Krai, 2012**

Field/Domain/Sub-domain	Thousand RUB	Units	Per unit	Name of unit
<b>Culture Total</b>	<b>2 559 842.30</b>	<b>2 634.10</b>	<b>971.81</b>	Perm Krai population, thousand
<b>Providing services to all residents of Perm Krai</b>				
Providing services at the State cultural institutions	1 277 236.30	2634.10	484.89	Perm Krai population, thousand
Organisation of regional festivals and events	573 017.80	2634.10	217.54	Perm Krai population, thousand
Activities undertaken to implement Target and specialised Programmes	34 320.90	2634.10	13.02	Perm Krai population, thousand
Construction and reconstruction of cultural objects in Perm Krai	597 044.70	2634.10	226.66	Perm Krai population, thousand
<b>Provision of services to certain categories of Perm Krai citizens</b>				
Organisation of regional festivals and events	2 573,50	115 992	22,2	Permanent population of Komi-Permyak Okrug
Events within the Target and specialised Programmes (including programmes for gifted children and disabled people in Komi-Permyak Okrug)	3 676,90			
Public obligations	33 655,80			
Cultural awards ( <i>Folk Master, Laureate in Culture and the Arts</i> )	1 838,00	20	91 900,00	Applicants (creative teams or individuals)
Social support to certain categories of citizens to reimburse housing and communal services payments	31 817,80	8 332	3 818,70	Personal benefit recipients
<b>Spending on Cultural Administration</b>				
State Inspection for Preservation of the Cultural Heritage Objects in Perm Krai	11 832,90	2634,10	4,49	Perm Krai population, thousand
Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai	19 837,30	2634,10	7,5	Perm Krai population, thousand
Archives Agency of Perm Krai	6 646,20	2634,10	2,5	Perm Krai population, thousand

Source: Ministry of Finance of Perm Krai. *Open budget, Culture*, see <http://budget.perm.ru/execution/ponbudget/2012/3/>

### 6.3 Trends and indicators for private cultural financing (non-profit and commercial)

In recent years, one can witness an increase in private cultural funding in Perm Krai, which is effected in various ways. In order to organise co-funding of cultural projects and to involve private entrepreneurs in project financing, the cultural administration plans to launch the *Culture and Business Programme*. It is targeted to include resources of charitable and sponsoring organisations into the projects' implementation and organise culture and business partnerships to support particular projects and institutions.

Sponsoring particular cultural projects is now actively practiced in Perm Krai. For example, the general partner of the *Arabesque National Ballet Competition* organised by

Perm Academic Opera and Ballet Theatre is the OAO LUKOIL – Perm, which is also the general partner of the theatre. The theatre company is also supported by the *Urals* hotel, ITT group of companies, the Kama Commercial Bank, etc.

Staging of *Concerts* and *Seasons* by the famous choreographer Jerome Robbins was supported by the Sibur-Khimprom company, which has allocated 1.1 million RUB for the renewal of the stage license. The same company bought a Balanchine Foundation license for staging three George Balanchine's ballets at this theatre. The sponsorship is encouraged by the renowned high quality of performance at the theatre and the all-Russia recognition of those performances as being excellent productions (the *Vedomosti* newspaper has recommended not only Berlin or Paris, but also Perm in order to enjoy the ballet). The other Perm cultural institutions also have a number of sponsors.

## 7. Public institutions in cultural infrastructure

### 7.1 Cultural infrastructure: tendencies & strategies

As in the Russian Federation, the existing cultural infrastructure was mainly shaped in times of the Soviet Union. Its institutions belong to the Ministry of Culture of the Russian Federation, the Government of Perm Region, and municipalities. There are about 14 000 employees there.

In 2010 and 2011, the Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai audited the territorial delivery of cultural goods and services by houses of culture, clubs, libraries, museums, theatres, and other cultural or leisure institutions. The information obtained made up a basis for elaboration of proposals on modernisation of the network and measures to increase quantity and quality of services offered to the public. In order to encourage cultural workers on ways to modernise their cultural institutions, a competition for museums, theatres, and libraries was established in order to support the best innovative projects (the total subsidy amount is more than 11 million RUB.).

### 7.2 Basic data about selected public institutions in the cultural sector

The institutions owned by the state and municipalities form the basis of cultural infrastructure.

**Table 5: Cultural institutions financed by public authorities, by domain**

Domain	Cultural institutions (subdomains)	Number (in 2010)	Trend (++) to (--)
<b>Cultural heritage</b>			
	Museums (organisations)	58 (including branches)	
<b>Visual arts</b>	Art academies (or universities)	1 (branch of the Moscow Academy)*	
<b>Performing arts</b>	Music and arts schools	86 (2011)	
	Music / theatre academies (or universities)	1*	
	Theatre	9	
<b>Books and Libraries</b>	Libraries	822	
<b>Interdisciplinary</b>	Socio-cultural centres / cultural houses	884	
<b>Other (please explain)</b>			

**Source:** Short analytical review of the culture and youth policy development in Perm Krai, 2005–2010, see [http://mk.permkrai.ru/upload/otchet\\_kultura\\_2010.pdf](http://mk.permkrai.ru/upload/otchet_kultura_2010.pdf) (in Russian)

\* See 8.3.4

### 7.3 Status and partnerships of public cultural institutions

In the new economic environment, partnerships between state funded cultural institutions and NGOs are important. The shortage of budget financing makes state owned and municipal cultural institutions build relationships with other entities, including commercial ones, to support particular projects.

## 8. Promoting creativity and participation

### 8.1 Support to artists and other creative workers

#### 8.1.1 Overview of strategies, programmes, and direct or indirect forms of support

Until the second half of the 2000s, the general tendencies, inherent in the Russian Federation as a whole, dominated Perm Krai. Provision of state support for culture and arts workers, as well as for regional branches of artists' unions, has included cultural policies at the regional level. In 1998, in addition to the honorary degrees of the federal level, the *People's Master of Prikamye* honorary degree was established for artists and artisans working in folk culture (the related act of Perm Krai was adopted in 2008). The Writers' Union of Russia and the Perm Regional Organisation of the Russian Cultural Workers Trade Union have also established the *Dostoevsky Order*.

In Perm Krai, there are regional branches of the nationwide artists' unions (Perm branches of the Visual Artists' Union, Writers' Union, Designers' Union, Photo Artists' Union of Russia, etc.), members of which receive support at both the federal and regional governmental levels. The traditional state commissions and purchases of works of art, organisation of exhibitions, etc. are among its tasks. However, in recent years, competition for support has intensified because the regional authorities commission artistic productions not only from the artists living in the province. The All-Russia Artists' Unions also allocate grants to support professional activities in the region; e.g. in 2012, the **Perm Youth Theatre** received a grant (242 thousand RUB) from the national **Theatre Workers' Union** to organise a workshop *Speaking as an Equal: Essays on the Pre-Selected Topic*, which concerned presentation and discussion of theatre directors' ideas on productions for children and adolescents.

The **Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai** sees its mission in promotion of the skills and acting within the competitive environment among regional artists. Therefore, it employs various forms of competitive procedures and encourages a spirit of competitiveness in general. Currently, the number of festivals and competitions, in which the representatives of Perm Krai take part, steadily grows, contestants of which receive governmental support at all levels including at municipal level. Andrei Baranov's winning the first prize at the Queen Elisabeth International Violin Competition in Brussels (2012) was among the latest major international achievements (the winner is the concertmaster of the *MusicAeterna* Perm Orchestra). The annual (since 2002) competition for social and cultural projects organised by the *OAO LUKOIL-Perm* provides an example of cultural support from businesses.

#### 8.1.2 Special artist's funds

The material needs of artists' unions are traditionally met in the interaction between the state and the artistic community. Subsidies to support the Unions' members as well as funds provided at the federal level are available for all of them and disseminated via related social welfare Funds or divisions within Unions, which dispose of workshops for visual artists, temporary residences, and other. There is the *Visual Artist's House* in the city of Perm where one can visit exhibitions, buy, or commission a work of art, etc.

The independent All-Russian Foundations established by those artists who have received international recognition are traditionally present in Perm Krai and support particular professional groups, or the younger artistic generation – for example the **New Names Inter-Regional Charity Fund** and **Vladimir Spivakov's International Charity Foundation** organise charity concerts and provide scholarships for the young musicians of Perm Krai, thus becoming important actors on the regional cultural stage.

### 8.1.3 Grants, awards, scholarships

In Perm Krai, the past few years have been a time of significant growth of the state and municipal (as well as non-state) awards system; grants and scholarships have become widely employed as instruments of cultural policy. For example, in 2006, a law was passed on a regional award in the field of culture and the arts (ten awards per year, 120 thousand RUB each). Literary works (after publication of a book), pieces of music and fine arts; cinema, theatre, ballet, and circus arts; contemporary multi-media art and design (after the first public display or performance), as well as museum works and those in the field of architecture or restoration (after finishing of works) can be nominated for this regional award. Every year, in order to preserve and develop traditions of folk arts, technologies, and crafts, 10 regional *People's Master Prizes* are awarded (50 thousand RUB each).

There are also the annual *Live Music Prize* for musicians of Perm Krai (folk, jazz, punk rock, pop rock, alternative music, fusion, and other styles) and the regional *Magic Wings Prize* for theatre competition-festivals for professional companies (total prize fund amounts to 180 thousand RUB). In 2011, all the 14 theatres of Prikamye participated in this competition presenting 20 performances. In 2012, the **Komi-Permyak National Drama Theatre** and the artistic director of the *By the Bridge* Perm theatre have both received the prestigious *Feodor Volkov Award* of the Russian Government, which consists of a special prize, honorary diploma, and a cash award of 100 thousand RUB.

In 2010, state grants totalling more than 2.5 million RUB were awarded, including 50 thousand RUB from the Ministry of Culture of the Russian Federation, 1 065 thousand RUB from the Russian President grant for supporting artistic projects, and 1 422 thousand RUB of the state support for social projects.

Special prizes and awards are given to beginners. In 2010, as a result of identifying and providing support for gifted and particularly talented children and youth who study at municipal educational institutions, scholarships of the Ministry of Culture of the Russian Federation were awarded to 25 students. The regional scholarships and grants for gifted and creative young people provided by both the state and private funds are growing in number. Every year, students under 18 years of age receive the *Young Talents of Prikamye* scholarships in the areas of "Creativity," "Intellect," and "the Arts." In the 2012 Perm Krai Budget, about 2.9 million RUB is being allocated to support the participation of more than 8 thousand gifted children in arts workshops, trainings, competitions, etc.

### 8.1.4 Support to professional artists associations or unions

Support for professional organisations of artists' unions has a form of co-funding the events organised by unions e.g. in 2009, the **Culture Committee of the City of Perm Administration** supported the exhibition of Permian artists' works dedicated to the 70th anniversary of the Perm Branch of the Artists' of Russia Union. The Perm Branch of the Theatre Workers' Union holds the annual *Theatre Spring* Festival supported by the culture Ministry of Perm Krai. The Perm Branch of the Composers' Union of Russia holds the biannual competition of new musical creations supported by the Culture Committee of the City of Perm Administration.

## 8.2 Cultural participation and consumption

### 8.2.1 Trends and figures

According to the statistics, in 2010, Perm Krai theatre goers ranked eleventh and museum visitors 38th by number in the Russian Federation. In 2010, there were 262 theatre spectators and 403 museum visitors per thousand. The regional library collection lends five

books per capita and the general number of library readers equalled one million. Overall, stability of participation rates is the main trend.

### 8.2.2 Policies and programmes

In Perm Krai, both policy makers and cultural institutions initiate programmes and projects directed towards encouragement of cultural participation. Cultural organisations propose special actions to involve wider audiences. For example, in December 2011 the Perm Regional Museum organised an event entitled *Museum Cross-Country Vehicle* where a visitor could present the museum with a Christmas-tree decoration and get a free pass to the main museum building for an unlimited number of visits during the event.

The Perm State Regional Library initiates a number of projects to stimulate reading and library going, including the annual *Book Square* Festival. During the Festival, special street information points are established and a *Velo-Book-Crossing* is organised by Permian bikers who present Perm Krai and its culture in libraries of Russia and abroad. The library has diversified its approaches to audiences, e.g. computer classes were organised for retired people.

## 8.3 Arts and cultural education

### 8.3.1 Institutional overview

The system of arts education in Perm Krai is aimed at creating facilities for the development of individual skills, introductions to cultural and artistic values, identifying gifted children and youth, supporting the “creative potential” of the region, and establishing an environment that encourages creativity. In the region, two major forms of education in culture and the arts are developed:

- within the system of general (free of charge) education established by the related all-Russia standards and programmes; its work is determined by the regional (ethno-cultural) component; the latter is particularly important in Komi-Permyak Okrug; and
- extracurricular or additional education, which is generally defined by the interests or inclinations of students and trainees; it is mainly fee-paying and varies in terms of content and institutional forms.

Additional education is regarded as one of the most important forms of human resource development in the region, while achievements in the field are considered as one of the engines to promote the Perm Krai image both at the national and international levels. A draft *Concept of Arts Education Development* has been elaborated. (Tatiana when was it developed and for what period will the plan be implemented?)

In Perm Krai, the unique Russian and historically typical three-tier system of professional arts education is maintained, which includes primary, secondary, and higher educational institutions and post-graduate studies. The system is based on the careful selection of the most gifted children and young people. Training in state or municipal music and arts schools (86 arts schools in 2011) both aims at personal artistic development and provides for the elementary (and compulsory) stage of artistic professionalisation. Almost all the municipalities in Perm Krai run such institutions.

The institutions of secondary (colleges) and higher arts education are within the competences of the following agencies: the **Ministry of Culture of the Russian Federation** (2) and the **Agency for the Management of Public Institutions of Perm Krai** (7). In accordance with the general ideology of the *Perm Project*, the policy of consolidating educational institutions of secondary and higher education, as well as

reforming the existing institutional structure was among the recent trends, which became a subject of public debate. In particular, at the beginning of 2012, the establishment of the Perm Krai Conservatory was widely debated.

The *Concept of Continuous Arts Education in Perm Krai* is developed with the participation of the Perm State Institute of Arts and Culture (PSIAC). It includes development of:

- collaborations with educational institutions in culture and the arts;
- joint projects with the Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai and the Culture and Arts Committee of the city of Perm; and
- competitions and festival activities.

The PSIAC also develops its own platform for continuous arts education. In 1992, the *Musical Aesthetic Centre* for pre-school children was opened, the activities of which were built on the idea of the comprehensive approach to educating a person of integrity and harmony. The classes included basic teaching in music and theatre art, painting, dance, and English; developmental psychology was also applied. Then, the *Arts Academy for Children and Adults* was established, which develops several aspects of artistic and aesthetic education for children of every age and adult amateur artists.

As in Russia in general, public arts education entities are related to various state agencies. Competitions and festivals are also employed to overcome administrative barriers in arts and culture education. For example, the *Our Perm Krai Festival* of arts for children and youth (since 1977) aims to promote artistic creativity (Today, the Perm Krai Government, the Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai, and the Ministry of Education of Perm Krai are among the organisers of the festival). The Festival is very popular and attracts participants of diverse ages from various educational entities. It also includes a competition for teachers' professional skills, a form of monitoring the state of the arts education sector, and a platform for presentation of educational initiatives and innovations.

There are institutions of non-formal education designed for different age groups and audiences, which are managed as projects. For example, the Perm *Cinematheque* is a broad socio-educational project that is intended to acquaint the audiences of the city of Perm with masterpieces of world cinema and its history, and to use film as an educational tool. The **Permkino State Film Centre** has launched the Project, which provides a possibility to widen access to world cinema, enrich regional culture, and develop audiovisual mass culture. The Project organisers hope that it will result in acknowledging Perm Region as an important European centre of film culture.

Cinematheque is seen as a resource for formal, non-formal, and lifelong education through film art. The organisers believe that the project also meets the needs of programmes aimed at improvement of the general social and culture climate, including prevention of ethnic and cultural conflicts and serves to support the dialogue of cultures. These goals are to be attained through the programmes such as *Cinema Embassy*, or round tables on *Finno-Ugric World*, *Turkic World* and others. Each component of the Perm *Cinematheque* project (educational, social, and enlightening) has its target audiences, while its audience in general includes a variety of age and social groups: students and the intelligentsia are invited to the art-house cinema courses, educational films related to curricula are provided for schoolchildren, etc. (Tatiana – when was the Cinematheque project started and what timescale does it have? Or is it ongoing?)

Programmes also include lectures performed by the recruits from the teaching corps of specialised cultural institutions or higher education of the city of Perm and Perm Krai. Lecturers involved elaborate related media courses following particular topic lines of

educational or social dimension. In 2007, the project was awarded the first prize, established by the print media of Perm Krai in the nomination *Culture, the Project of the Year*.

### **8.3.2 Arts in schools (curricula etc.)**

As in other regions of Russia, general arts education is compulsory and includes basic knowledge of music, visual arts, and dance in preschools, elementary training and practices in visual arts and music, as well as an introduction to world artistic culture in high school. Within the general education system, the *State Standard of General Education* regulates the volume and scope of arts education; the evolution of the former has led to a significant reduction in the volume of arts courses over the past two decades.

In primary schools (1–4th grades), arts are represented by literary reading, music, and visual arts; secondary school pupils study literature (5–9th grades), music and visual arts (5–7th grades), and the arts (8–9th grades). At the final stage of secondary education (10–11th grades), literature remains a compulsory subject, and World Arts History is taught according to specialised curricula (in social sciences and liberal arts; philology; arts and aesthetics; universal or non-specified). The so-called “regional component” of general education concerns local, ethnic, and ethnic culture and includes, for example, teaching of the Komi-Permyak language and literature. Extra-curricular education in culture and the arts is also practiced in schools in a form of deepening knowledge obtained in classes.

### **8.3.3 Intercultural education**

The *National Education Doctrine of the Russian Federation* (2000) lists the tasks for intercultural education, which are also relevant in Perm Krai. These are the

- harmonisation of inter-ethnic relations; and
- preservation and support for ethnic and cultural identity, languages, and cultures of all the peoples of Russia.

The current Perm target programme for *Development and Harmonisation of Ethnic Relations among Perm Krai Peoples in 2009–2013* includes an educational component. In 2010, 1 993 thousand and in 2011, 5 975 thousand RUB were allocated to implement this Programme within the educational sector. In the 2012 Perm Krai budget for education, 527 thousand RUB are allocated to support professional training of Komi-Permyak theatre actors (bursaries, learning the Komi-Permyak language, and travel expenses).

Each year, to implement the above-mentioned target Programme, funds are allocated from the regional budget for education:

- to purchase renewed textbooks and programmes for the so-called “national” (ethnically oriented) schools;
- to support preparation of new teaching and method materials, including complex programmes with ethnic and regional components for “national” schools teachers in Perm Krai, who introduce ethnic and cultural components in the curricula; and
- to support participation of school pupils in the inter-regional competitions e.g. in the Tatar and Udmurt languages, etc.

In 2011, the Komi-Permyak language textbook for the 6th grade won the “*Textbook as the Main Tool for Preserving the Mother Tongue*” nomination of the *Literary Finno-Ugric* competition; the textbook was issued within the *New Komi-Permyak School Book* project and supported via the above regional target Programme.

There are 72 schools in Perm Krai that provide training in indigenous (non-Russian) languages or studying it as a particular subject, of which 42 are Tatar and 27 are Komi-

Permyak “national” schools. There are also national schools to study Udmurt, Mari, and Komi-Yazva languages (the first Komi-Yazva primer printed in 2003 was also the first book ever published in this language). Five other general education institutions offer optional learning of native languages. More than 30 children study their native Armenian, Georgian, Polish, and German together with the basics of their ethnic cultures in Sunday School at the Perm Palace of Children’s (Youth) Creativity.

Particular attention is paid to these issues in Komi-Permyak Okrug. The **Department for Ethnic and Cultural Development** of the Ministry for Komi-Permyak Okrug Affairs of Perm Krai supervises analysing of educational trends in Okrug related to its social and cultural agenda. The Ministry is in charge of the support and development of Komi-Permyak is to promote it as a component of ethnic identity. The Okrug competition of 2012 involving ethnic cultural projects has an educational dimension.

The all-Russia public debates on the basic curricular course in religious culture for the system of general education concluded in introducing the compulsory course of *The Basics of World Religious Cultures and Secular Ethics* since 1 September 2012. Therefore, the **Ministry of Education of Perm Krai** has established a related Coordinating Council to organise interaction of educational, research, governmental, and non-governmental organisations for development of spiritual and moral education in the region. Within this general subject, a choice between the courses on the Orthodox Christian, Muslim, Buddhist, and Judaist basics, world religious cultures, and secular ethics is possible; a survey in the city of Perm has shown that 60% of parents prefer the course of secular ethics for their children.

#### **8.3.4 Higher arts education and professional training**

Within the three-tier system, admission to the professional level of arts education (art college or higher educational institution) is preceded by the first (initial) stage or training in arts or music children’s schooling. The post-graduate professional education, which can be identified as the fourth level of professionalisation, includes a Masters degree (after a Bachelor degree) and then a PhD. This general system of professional skill improvement is complemented by the special regional system of upgrading qualifications, which includes specific courses and programmes for teachers, trainers, and cultural workers.

The most famous professional training institution of Perm Krai is the **Perm State Choreographic College**, the emergence of which was related to evacuation of the Leningrad Academic Opera and Ballet Theatre to Perm in 1941. The College has students from various Russian provinces and foreign countries; its graduates perform in the Perm Opera and Ballet Theatre, all over Russia and abroad, becoming stars of Russian and world ballet.

The other institution within the responsibilities of the Ministry of Culture of the Russian Federation in Perm Krai is the **Perm State Institute of Arts and Culture (PSIAC)** established in 1975. The Institute provides training in a variety of creative and managerial skills; about 70 % of its graduates find jobs and remain working in the city of Perm and Perm Krai. The Perm Philharmonic, regional theatres, the VGTRK Perm Branch, the *New Heading* Film Studio, the Permkino Film Centre, educational entities, etc. commission training from specialists they need for the PSIAC, which has to open 10 new training directions over the next 10 years, especially those related to the use of new technologies, production, and management.

The Uralic Branch of the **Ilya Glazunov’s Russian State Academy of Painting, Sculpture, and Architecture** is located in the city of Perm. It provides training in visual (painting, sculpture) and decorative arts, architecture, and design. At the **Perm State Pedagogical University**, educational programmes in the field of music are targeted to train

music teachers and critics; they also train *culturology* teachers and art historians. In the non-state higher educational institutions, one can obtain a qualification of designer or enamel artist.

### 8.3.5 Basic out-of-school arts and cultural education (music schools, heritage etc.)

In Perm Krai, arts and culture education is generally provided in specialised children’s music and arts schools, of which municipal administrations are mainly in charge. The non-formal and out-of-school arts education is also developed in many other cultural institutions including cultural houses (choir singing, dance and theatre groups, children’s arts circles, etc.), and libraries that have educational centres, as well as in private institutions. The advanced creative groups, companies, or ensembles can temporarily obtain the honorary title of a *Master Group* (and additional support), which is to be regularly confirmed.

The number of students in public arts schools is relatively stable (around 20 thousand per year), of which about a quarter live in rural settlements.

**Table 6: Indicators for the arts education sector in Perm Krai, 2005-2009**

Indicators	2005	2006	2008	2009
Number of students in Arts Schools	21 108	20 982	19 171	20 193
Number of Laureates of the international and all-Russia competitions	17	20	28	26

At the municipal level, the list of cultural indicators includes:

- a share of cultural workers that have upgraded their skills;
- a share of school students of the 1–9th grades that study in art schools (which is actually about 8 % and fully correlates with the Russian average);
- a number of the “Master Groups” in related educational institutions;
- a share of regional, national, and international competition winners among the total number of arts school students.

The regional and municipal administrations are making efforts to improve the premises and material facilities of children’s arts schools (maintenance, purchase of musical instruments, etc.) and providing support for the “Master Groups” of both arts schools and other cultural and educational entities. Financial support to gifted children constantly grows, e.g. in the 2012 Perm Krai budget for education, 1 million RUB is being allocated to reimburse the arts school training costs for about one thousand children from low income families.

## 8.4 Amateur arts, cultural associations, and civil initiatives

### 8.4.1 Amateur arts and folk culture

In Perm Krai, considerable efforts are being made to encourage amateur artists and folk culture. The Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai provides for access to folk creativity and amateur artistic activities e.g., the *Prikamie Festival or 59 Festivals in 59 Districts* is a row of municipal, inter-municipal, and regional events that aim to promote wider artistic activities. The events are mainly organised by independent artistic groups, the state **Perm House of Folk Creativity**, and the *Festival-Plus* non-commercial partnership.

#### **8.4.2 Cultural houses and community cultural clubs**

Cultural houses and centres for folk creativity and crafts are the focal points for amateur arts and creativity. There are 905 entities of this kind in Perm Krai established both in urban- and rural-type settlements where more than 90 thousand people participate in the activities of 6 394 groups. The Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai focuses on the tasks of retention and development of traditional folk culture, artistic training of the young, and provisions to back up and promote amateur creativity. The initiatives that are to fight the asocial phenomena are among the political priorities. Particular attention is given to cultural development in rural areas. For example, in the village of Kyn that has about 700 inhabitants, there is a Popular House with 17 studios for various age groups.

According to state statistics, in Perm Krai there are four children's studios and seven studios for adults in a cultural house on average. At the mean, there are 15 participants in each children studio and 14 for adults.

#### **8.4.3 Associations of citizens, cultural advocacy groups, NGOs, and advisory panels**

According to the reference book on *Voluntary Associations of Perm Krai* (2009), there were 166 voluntary associations operating in 23 urban and rural settlements. Volunteering develops in various fields backing up cultural initiatives.

The *Vector of Friendship* NPO of Students, Youth, and Children of Perm Krai (established in 2006) is the largest volunteer community of 80 young participants (see <http://new.vfunion.ru>). It has implemented a number of international (see 3.4.6) and national projects including the all-Russia *Writing-Book of Friendship* and the regional *Land of Equal Possibilities* projects; the latter aims to support disabled people and their social inclusion.

## 9. Sources and links

### 9.1 Key documents on cultural policy

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*Programme of Social and Economic Development of Perm Krai for 2006–2010 and until 2015*, see: <http://perm.ru/files/concept27.zip> (in Russian).

Regulations for the Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai, see: <http://www.mk.permkrai.ru/upload/polozhenie-o-ministerstve.pdf> (in Russian).

#### Statistics

Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai. *Indicators of cultural policy in the territories of Perm Krai (2011)*, publication date: 11 January 2012, see <http://mk.permkrai.ru/upload/iblock/d8b/d8b306e2d6c63ac086edca86c764aa76.xls> (in Russian).

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#### Analytics

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Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai. *Promotion of Perm – European Capital of Culture and Perm – European Capital of Youth Projects*, see <http://mk.permkrai.ru/upload/iblock/211/211210d080e99fb9c25f78a81a7e7e65.pdf> (in Russian).

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Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai. *Structuring activities in the field of youth policy in Perm Krai, 2011–2014 (Draft)*, see <http://mk.permkrai.ru/upload/iblock/7f0/7f0a936e696a94cb8472c8ab62dd8927.pdf> (in Russian).

Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai. 2009 *Report on the International Relations*, see <http://mk.permkrai.ru/upload/iblock/a1a/a1ac266e7928f20724072328c34fa198.pdf> (in Russian).

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Arhipenkova, I. *The city of Perm: routes, festivals, museums, theatres, architecture monuments, parks and public gardens, entertainment, restaurants, addresses and phone numbers: a Culture Capital guide*, Perm, 2010.

## 9.2 Key organisations and portals

### Cultural policy making bodies

Perm Krai Governor's Administration  
<http://admin.permkrai.ru/>

Legislative Assembly of Perm Krai  
<http://zsperm.ru/>

Portal of the Perm Krai Government

<http://www.permkrai.ru/>

Ministry of Culture, Youth Policy, and Mass Communications of Perm Krai

<http://mk.permkrai.ru/>

Ministry for Komi-Permyak Okrug Affairs of Perm Krai

[minkpo.permkrai.ru](http://minkpo.permkrai.ru/) Dear Tatiana; this link is not working

Committee of Cultural Affairs of the city of Perm Administration

[http://www.gorodperm.ru/social/culture/official\\_info\\_culture/culture\\_committee\\_administration/](http://www.gorodperm.ru/social/culture/official_info_culture/culture_committee_administration/)

Perm Krai Research and Productive Centre for Preservation of Monuments (Cultural Heritage Objects)

<http://nasledie.perm.ru/>

Prikamye Cultural Heritage,

the official server of the Perm Oblast Centre for Monuments Preservation

<http://www.heritage.perm.ru/>

Centre for Project Implementation in the Cultural Sector and Youth Policies

<http://centre-projects.ru/>

Perm Krai Culture Ministry News

<http://www.scribd.com/doc/85583812/Ministry-of-Culture-News>

### **Professional organisations**

Perm Branch of the Theatre Workers' Union

[std-rf.perm.ru](http://std-rf.perm.ru/) Dear Tatiana; this link is not working

### **Grant-giving bodies**

“Our Land” Charity Foundation

<http://nash-kray.perm.ru/>

Interregional Fund for Policy Initiatives and Technologies (PIT Fund)

<http://pitfond.ru/>

The Social and Cultural Project Contest of the OAO LUKOIL – Perm

[http://lukoil-perm.ru/static\\_6\\_5id\\_2265\\_.html](http://lukoil-perm.ru/static_6_5id_2265_.html)

### **Cultural research, advice and statistics**

Perm Krai Territorial Office of the Federal State Service for Statistics

<http://permstat.gks.ru/default.aspx>

Perm Regional Server

<http://www.perm.ru/?id=107942>

Perm Krai Encyclopaedia  
<http://enc.permkultura.ru/start.do>

Civic Engagement Institute  
<http://civic-engagement-institute.org/index.php?id=33>

### **Culture/arts portals**

Culture of Perm Krai  
<http://www.kulturaperm.ru/>

Perm Krai – A Territory of Culture  
<http://tk.permkrai.ru/>

Perm Krai Capital of Culture  
<http://permkraicapitalofculture.wordpress.com/>

Cultural Portal of Perm Krai  
<http://www.komi-perm.ru/>

Young Talents of Prikamye  
<http://human.permkrai.ru/artyoung/>

The Great Perm: There is much to be proud of  
<http://gordost.perm.ru/>

KAMWA Perm Regional Public Organisation  
for Promotion of Youth and Culture Projects  
<http://www.kamwa.ru/>

VseSvoi : Information Youth Portal  
<http://www.vsesvoi.ru/>

iPERMREGION : Tourist Information Centre of Perm Krai  
<http://www.visitperm.ru/en/>

Perm Cinematheque  
<http://www.permcinema.ru/>

ROSTOK Regional Centre for Students' Art Creativity  
Method Centre of Perm Krai for Teaching Staff Development  
<http://www.rostok-perm.ru/>

Tchaikovsky District Centre for Culture Development  
<http://www.culturechaik.ru/>

Perm Aficha  
<http://afisha.prm.ru/>

PRM.RU : Information and Entertainment Portal  
<http://www.prm.ru>

PROPERM : Information and Entertainment Portal

<http://www.properm.ru>

Culture of the Regions of Russia: Perm Krai

<http://culturemap.ru/?region=140>