



The "Russian Manor" photo exhibition



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Organizers: the Union of Architects of Russia and the Endowment Fund Representative Office in Russia

Holding time: October-November 2017

Admission: free

Location: Granatny pereulok, 12

Exhibition audience: men and women, 12-55 years old, socially active, with medium and high level of income

## Project opening

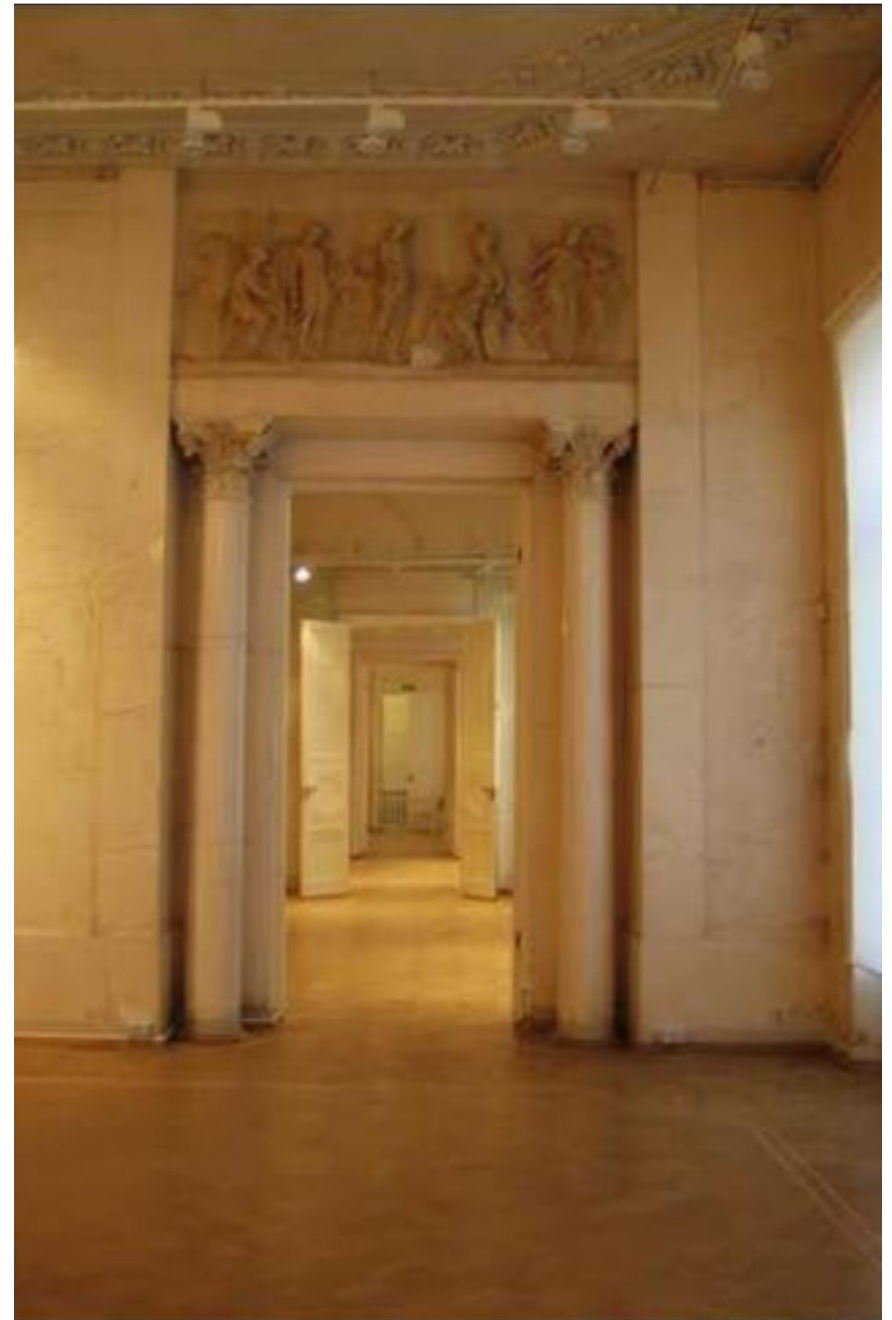
Timing: from 19.00 to 23.00, the date will be discussed with sponsors

Admission: invitation only

Number of guests at the opening: 150

Project opening guests' profile: glossy edition editors, business elite, art collectors, media and beau monde persons, opinion leaders in the field of art

Project opening: a unique photo exposition of Russian estates from museum and private archives, premium catering a la russe, hooch stations & traditional Russian tea-drinking with samovar, divertissement (classical music), balalaika show & fashionable DJ, station with family coat of arms drawing, short literary performances on the Russian manor theme



## Exhibition concept

The manor theme appeared in the photography in the 1860s after the abolition of serfdom in Russia, when the crisis of manor farming started and the way of life in estates changed. Many estates got empty or owned by other people, and gradual dilapidation of the ancestral nests began. Some estates continued existing as exemplary farms or became wealthy owners' country houses. The photography amazingly reflected many aspects of the estate life and appearance of poetic manor mythology at the turn of the century among the contemporaries of A.P. Chekhov and I.A. Bunin. The photography managed to trace the changes in the manor style from the patriarchal way of life in the family estates of well-known aristocratic families and private life in small manors to the construction of new estates by merchants and industrialists.

The first manor photos were ceremonial pictures created in large professional studios. They performed the representative function of demonstrating the estates, which was important for the customers and followed the traditions of architectural painting and engraving. Like its predecessors, the new generation of estate owners ordered the ceremonial pictures of their manors in the photographic studios. Therefore, a set of images typical for graphic series appeared in the photo albums: central and park facades of the big house, views of the church, blossoming park parterre, picturesque lake with gazebos, greenhouse and farm buildings.

In the 1860s, the architectural photos became even rarer; therefore, every early manor photo was unique. The process of taking outside photos required the movement of bulky equipment; it was technically complex, since many operations of negative processing were carried out on the site just before shooting. The manor photos reflect the unique way of museumification for famous city and suburban manors near Moscow, they introduce unique interior complexes to us, allow us to clarify the design and composition of famous art collections of the late 19th century...

In the middle of the 1880s, photos telling about the life of the manors and their inhabitants appeared in the albums along with the ceremonial images.

The photos showed manor activities: playing tennis, boating, enjoying music, walking and horseback riding. Such albums are of a chamber character, they reflect a family, unofficial style of life. In these years, the photo album became an integral part of the aristocratic manor culture. Originally, it was ordered to professional photographers, but later the albums contained amateur photos.

Documentary features of photography became demanded because of owners' frequent absence in the estates. Such pictures reflected the economic aspect of the estate's life sometimes being a kind of economic register. They recorded the estate's property or were a special report on the estate's condition.

In the early 20th century, restoration of Russian art of the late 17th - early 19th centuries began due to the estate studying. Artifacts stored in the ancestral nests were perceived not only as objects of family value, but also as historical relics, and portrait galleries of the ancestors were regarded as art collections.

Destinies of the Russian estates are similar to human destinies depending on them - one can find the periods of spring and bloom, maturity and withering in them, they are full of surprises and fatal accidents, they are also mortal. Definitely, this is another mystery of their attractiveness for descendants, historians, architects. The manor is sometimes direct and sometimes indirect reflection of the family's and individual's fate. Obtained by inheritance or bought by a young couple, it became a field of their ebullient energy application, construction and economic restructuring, but "everything passes", forces and money to maintain the structures got over, and they became decrepit together with the owners. Just a few years later, the remaining Russian estates would join the field of legends.



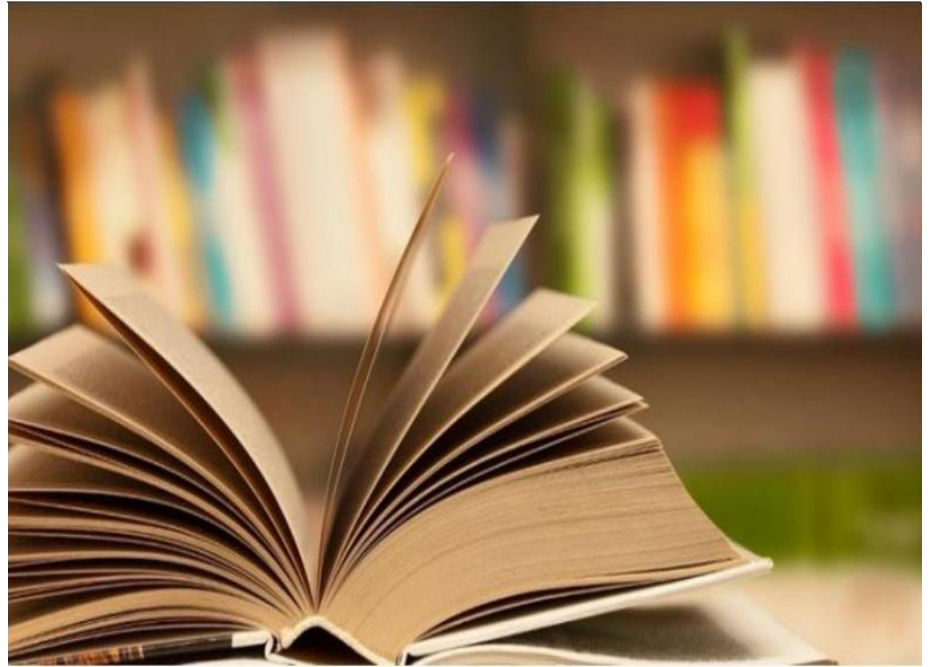
Premium catering in the  
**a la russe**



Traditional Russian tea with a samovar



Short literary improvisations on the Russian manor theme



Taking guests' photos with old large-format cameras of the 1930s by the old "Shipr" photo studio. The portraits are immediately processed in a mobile darkroom according to the technology of the 20th century street photographers.



Interactive zone for the guests with  
personalized drawing of family coats  
of arms



## General sponsor

1,000,000 rub + 18% VAT

Exclusive status of the exhibition general sponsor

At the project opening:

- thanks to the partner company in the opening ceremony
- company's logo placement on the project opening invitations (electronic and printed, sent together with the advertising information about the general sponsor), press-wall, video projections, exhibition information banners, reception desk for the guests, branded light boxes with the levitating company's logo, partner's image movies demonstration on plasma panels, cyclical announcement of the company in the information record of the "cave" zone
- company's branded rack/zone placement in the priority location
- presence of company's representatives at the project opening (5)
- provision of the project opening invitation cards for company's customers (the number is to be discussed)
- personal acquaintance with the customers (at least 10)
- mentioning the partner in all media materials (at least 20 online publications and 10 printed publications)

During the exhibition:

- company's logo placement on advertising posters of the exhibition and information plates below the photos

All photos and videos from the project opening are provided.

## Official sponsor

700,000 rub. + 18% VAT

Exclusive status of the exhibition official sponsor

At the project opening:

- thanks to the partner company in the opening ceremony
- company's logo placement on the project opening invitations (electronic and printed), press-wall, video projections, exhibition information banners
- company's branded rack/zone placement in the lobby
- presence of company's representatives at the project opening (3)
- provision of the project opening invitation cards for company's customers (the number is to be discussed)
- personal acquaintance with the customers (at least 5)
- mentioning the partner in all media materials (at least 10 online publications and 5 printed publications)

During the exhibition:

- company's logo placement on advertising posters of the exhibition and information plates below the photos

All photos and videos from the project opening are provided.



## Sponsor

500,000 rub. + 18% VAT

Exclusive status of the exhibition sponsor

At the project opening:

- thanks to the partner company in the opening ceremony
- company's logo placement on the project opening invitations (electronic and printed), video projections, exhibition information banners
- placement of company's branded rack/zone or other visualization means
- presence of company's representatives at the project opening (3)
- provision of the project opening invitation cards for company's customers (the number is to be discussed)
- access to the target audience at the project opening

During the exhibition:

- company's logo placement on advertising posters of the exhibition and information plates below the photos

All photos and videos from the project opening are provided.

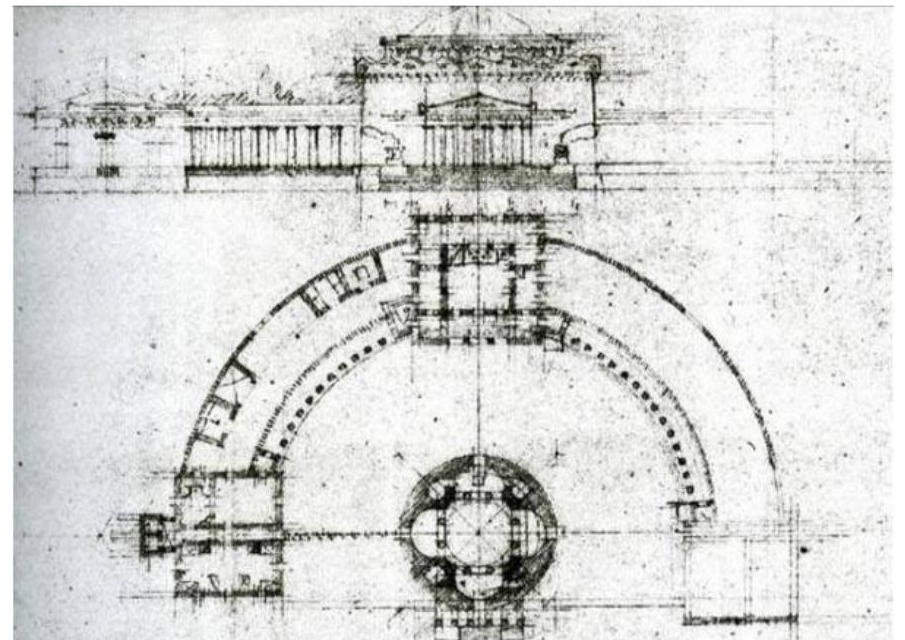
## The "Architectural Heritage - Russian Manor" Endowment Fund

The fund began its work with the start of restoration work financing for a federal significance monument of the Volkonsky Princes' Sukhanovo estate of 18th–19th centuries (today it is the Architects of Russia Creativity House) and a federal significance monument of the Talyzins' town estate of 18th–19th centuries in Vozdvizhenka (today it is the A.V. Shchusev Museum of Architecture).

The "Architectural Heritage - Russian Manor" Endowment Fund is created to unite the interests of the state, private investors, society and experts in the field of architecture, history and culture for supporting and developing the cultural heritage objects, reviving the culture, history, traditions and life of noblemen's estates in Russia.

The Fund contributes to the educational work and implementation of socially significant, educational, cultural programs and projects restoring and strengthening the national self-awareness of the peoples of Russia.

Today, the "Architectural Heritage - Russian Manor" Endowment Fund organizes and finances events promoting and popularizing the theme of Russia's architectural heritage, participates in the development of legal and financial mechanisms ensuring preservation and revival of the cultural, historical and architectural heritage of Russia, facilitates the inclusion of the Fund's objects in the economic, social and cultural life of Russia making them accessible and attractive for visiting by Russian people and foreigners.



## Contacts

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