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WHITENING

SENSATION WHITENING

FAST AND EFFECTIVE TOOTH COLOR MANAGEMENT

MAKE YOUR TOOTH ENAMEL LOOK 1.5 SHADES LIGHTER IN JUST 1 WEEK****



ADVANCED MULTIPLE-TIER TOOTH WHITENING ACTION USING ONE-OF-A-KIND CLEANING AND SCRUBBING FORMULA

*FOR BEAUTIFUL HEALTHY TEETH. **ACCORDING TO THE 2014 MONTHLY PHARMACEUTICAL RETAIL MARKET SURVEY BY THE DSM GROUP MARKETING AGENCY, R.O.C.S. HAS BEEN THE BEST-SELLING BREND IN RUSSIAN FEDERATION IN TOTAL SALES. ***SENSATIONAL WHITENING. ROCS



Dear friends,

you are holding in your hands the first English issue of the Unident TODAY magazine. The decision to publish a digest of events that have been occurring in our company in the recent years is a logical and long expected one. The scope of UNIDENT's operation has long grown beyond a single country, both in terms of business matters and in the context of our cultural projects. We are glad that our friends worldwide now have the opportunity to get a closer look at what we do, how we grow, and what strategy we follow. The UNIDENT company group is a large and complex organism engaged in a multitude of business fields and activities. We have more than 2,000 employees, and the backbone of our team is made up of those who have been with us for more than 20 years. But, as in any other company, the most creative part of the team Unident is the younger people, whom we gladly welcome to our ranks. Recently, we have launched several strategically important and successful projects that have influenced the development of the company as well as the entire national health care industry. These are the training center for health practitioners, the largest dental laboratory in the country, and the center of maxillofacial surgery and cosmetology. The medical facilities that have been designed, built, and equipped with the participation of the group's companies and the MedImport division have no parallel in the country in terms of high-tech medical equipment they feature. The most advanced engineering solutions and the latest international achievements and standards in the design, construction, and equipment of

health care facilities are the foundation of our projects and our hallmark.

This year, the Unident network of clinics turned 10 years old. Today it is the largest network of dental clinics in Moscow. In terms of the number of rooms, technical equipment, staff competence, introduction of new technologies into practice - it has no equal. I'd like to congratulate my colleagues and wish them to keep up the excellent work! This year, we have become full-fledged members of another segment of the health care market, the pharmaceutical one. Now UNIDENT is more than just a supplier of medications and related products. We went beyond that and founded our own pharmacy chains under the brands Unifarma and Rosapteka. We have ambitious plans, the best professionals and a great desire to become the best in this new field - and I believe this is exactly what it takes.

One of our divisions, Distribution Retail Company with its R.O.C.S. product line, is a pharmaceutical sector leader in oral care sales, and the R.O.C.S. children's line is the No. 1 in the country. Today the name R.O.C.S. means one-of-a-kind, proprietary inventions and formulas developed in our specialized laboratories, more than 10 patents registered worldwide, innovative production technology unique for our country, exports and successful sales deals in nearly 40 countries around the globe - from Japan and Hong Kong to Finland and the UK. R.O.C.S., along with Kaspersky Lab and Yandex, is one of a few Russian brands that have become global, won the international market, and gave us a great reason to be proud of it. Almost 10 years ago, we established the cultural and charity foundation U-Art, which has since firmly ensconced itself in the Russian and European cultural space. Our projects cover a variety of art areas and events, including the state contest of contemporary art "Innovation", the festival of chamber music at the Tretyakov Gallery VIVARTE, Russian avant-garde exhibition at the Russian Museum, and the International Cello Festival VIVACELLO. A more recent event was the project entitled "Collection! Contemporary art of the USSR and Russia, 1950-2000". The Pompidou Center in Paris received as a gift a collection of about 250 works of Russian contemporary art. We have made our contribution to this and donated works by Eduard Steinberg and Oskar Rabin - these names denote entire eras in the Russian culture of the mid-20th century. This year, the Pompidou Center celebrates its 40th anniversary, and it is symbolic that one of the key projects to mark the anniversary was a project related to Russian art. This fall in Moscow has been rich in cultural events: the Raphael exhibition at the Pushkin Museum, masterpieces from Vatican at the Tretyakov Gallery... I, in turn, invite you to VIVACELLO, the 8th International Cello Festival, which we are opening on November 16 at the Tchaikovsky Hall. This time, the festival will gather the best musicians from many countries - Sweden, Italy, Bulgaria, Germany, and France. Each concert will be unlike another, and each artist, a brilliant personality.

Nowadays the role of culture and its unifying, constructive potential is very important. I invite you to our exhibitions, projects, and festivals – we are always happy to welcome guests!

Tamaz Manasherov, Candidate of Economic Sciences, President of the Unident Group of Companies





PHARMACEUTICS MEDICATION SUPPLIES, PHARMACY CHAINS





CULTURE U-ART FOUNDATION: YOU AND THE ARTS

UART



SUPPLY AND IMPLEMENTATION DENTAL TECHNOLOGY AND EQUIPMENT





RESEARCH AND PRODUCTION HEALTH AND BEAUTY PRODUCTS







UNIDENT TODAY # 1_2016

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CONSTRUCTION AND EQUIPMENT MEDICAL CENTERS AND LABS





HEALTHCARE DENTISTRY, COSMETOLOGY, SURGERY, GENETICS

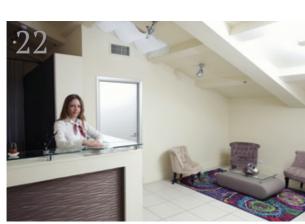








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Pharmaceutical perspectives

Text: Arina Soboleva Photo: Evgeny Dudin

The UNIDENT Group enters the pharmaceutical supply market and strikes partnership deals with the world's leading medicine manufacturers and suppliers. Exploring the new line of business, the group has also launched its own pharmacy chains.

New horizons

In 2015 UNIDENT began supplying health centers and pharmacies with a wide range of medicinal drugs and para-pharmaceutical merchandise. Today, the company has contracts with leading global manufacturers and is a direct distributor of their products. In developing this new line of business, the UNIDENT team relies on its extensive experience of successfully marketing the company's own brands. First of all, it is the oral care brand R.O.C.S., which has become a key name in the domestic toothpaste market and without which the shelves of Russian pharmacies and convenience stores are difficult to imagine. The expansion to the new

A pharmacy within walking distance in Moscow? Coming this year to the neighborhood near you!

market resulted in the necessity to bolster the company's team, and today UNIDENT Group employs over 2,000 professionals.

will open in the area.



Good brands

As part of the development of the pharmaceutical line of business, in 2016 UNIDENT opened pharmacy chains Unipharma and Rosapteka in Moscow and the Moscow Oblast. Their appearance, according to the company's representatives, very soon will make a difference to the local residents as discount and medium-segment pharmacies

"By the end of the year we are planning to open 30 outlets under the two brands," says Albert Hayvatov, Unipharma's CEO. "Our



Albert Hayvatov, Director General of the Unifarma company

objective is to create about 150-200 good pharmacies within two or three years." A "good pharmacy" is primarily about customer experience. The pharmacies' merchandise selection, service quality, and interior design are to exceed the expectations associated with the price range.

"We are one of the few companies – if not the only one – which currently open a pharmacy chain with the idea to grow the business instead of selling it to the highest bidder. And this fundamental intent defines our development plan. This attracts 2-3 times more investments into opening each pharmacy, because the main goal for us is to create a quality product.

Customers will appreciate this approach from step one. The company does not purchase

PHARMACEUTICALS

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Rosapteka is unlike your run-of-themill discount pharmacy

ready-made facilities but rather organizes the retail space from scratch with shoppers in mind. Despite the fact that Rosapteka is a discount drugstore, even here the interior design and furnishings look better than those at the pharmacies in the same segment that now operate in Moscow.

"What is totally uncommon for a discount pharmacy – and that we have – is the open retail setup where the pharmacist walks the floor instead of standing behind the counter and communicating with customers through a window. This is a feature of the premium standard, as well as the open display cabinets that allow customers to freely examine the merchandise," Albert continues. Discount stores usually avoid this type of arrangement, because with a large flow of visitors it becomes difficult to control the floor. In Rosapteka, we are solving this

problem by increasing the staff numbers. This should allow shoppers to quickly get the pharmacist's advice and look at the merchandise in a convenient manner, even though in the first place they came to the pharmacy because of lower prices.



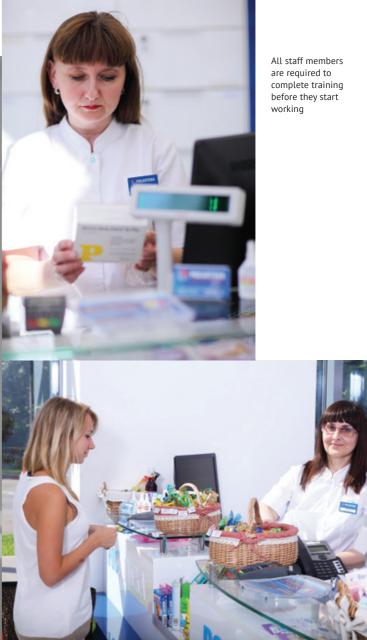
(i) **Unident Group**

The UNIDENT Group of Companies is one of the largest Russian and European corporate groups in the health care industry. The group's projects are aimed at improving the quality of life and health care services to millions of people throughout Russia. UNIDENT builds and provides with medical equipment the country's key health care facilities, develops and manufactures health care and beauty products, and offers health care services, expanding its network of medical centers. In addition, the company has twenty years of experience in supplying healthcare facilities with pharmaceutical products and medical devices.

The price issue

Rosapteka's objective is to make medications affordable, and in this respect the project could be described as a social initiative. "Although we are not specifically striving to always offer the lowest price tags as compared to the competition, still our prices are among the most affordable. Thanks to the fact that the company has no problems with investments, our contracts with suppliers allow us to get the goods on favorable terms."

chains of a lower class.

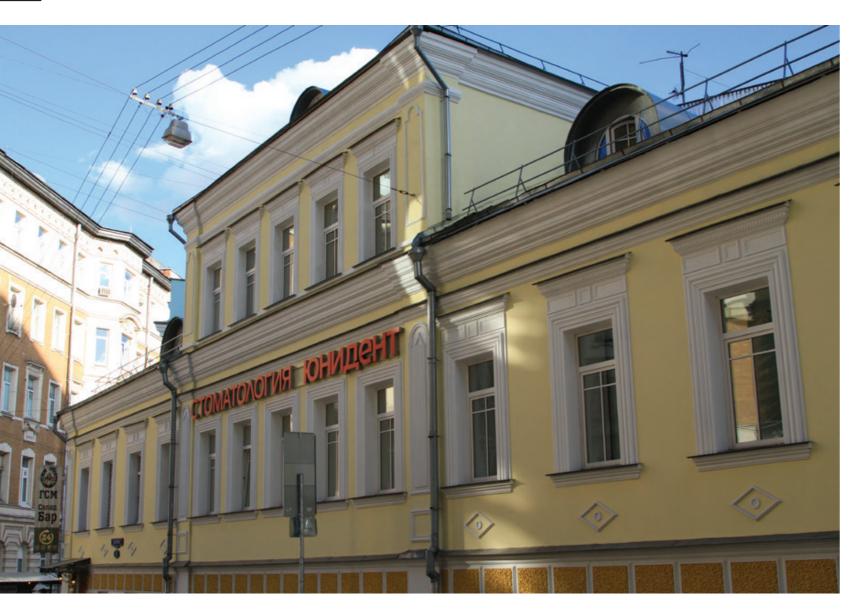


The concept of the Unipharma chain is based on a similar principle. Judging by the appearance and the quality of service, these pharmacies should belong to the premium segment, as only a few others in the Moscow market. However, in the same way as with the company's discount chain, the prices are a step "behind" the customer experience service and comparable to those offered by pharmacy

Both chains carry a widest assortment of medications. The distinctive feature of Unipharma is its extensive selection of para-pharmaceuticals, including both

luxury brands and products in the average price category. The chain's outlets offer traditionally available dietary supplements as well as many newly popular Japanese, Swiss, and North American brands currently found exclusively in the premium segment.

The appearance of large pharmacy chains of the type new to the Moscow area cannot leave the regional market unaffected. The business that is here to stay can bring tangible benefits to local shoppers, the company experts say, especially as its major goal is to gain consumer confidence.





10th anniversary The Unident clinics celebrate the first

decade of work

Text: Arina Soboleva

The first Unident clinic opened in Moscow in 2006. Now, in 2016, it became part of a large network comprised of dental clinics and a broad array of other medical centers. Since this is a true anniversary date, we felt obliged to talked with the key company figures without whom, in all fairness, this story would be impossible to imagine.



President of the Unident clinic network

approach, which makes our network a

one-stop provider of solutions to patients' problems from A to Z. We do not limit our

services to dentistry but also specialize in

all related fields. For example, when the

of implantology, it became apparent that

we couldn't do without our own center of maxillofacial surgery and a 24-hour clinic.

Simply because we have patients who need

this. We have hired strong professionals and

now are able to offer comprehensive services

in this area. Or another example - to ensure

built the largest dental laboratory in Moscow.

smooth operation of the clinics, we have

Today we have one of the most extensive

dental clinic networks in Russia. And even

within such a huge group of companies as

company began to operate in the field

Unident's distinctive feature is our integrated

UNIDENT, we have become an important unit that promotes advanced technology.

Dmitry Bykovsky General Director



UNIDENT TODAY #1 2016

Once we have set for ourselves the task of making quality dental care and technology affordable. Working with a Unident Group company that specializes in equipment for clinics, we have access to advanced technology at the best prices. This enables us, in turn, to bring the best value to our patients. As for quality, I find important, among other things, the work we have done on providing legal protection to each patient of our clinics. At Unident, we have developed a comprehensive documentation package to serve this goal. I also think that my colleagues in the medical unit have done a very important job developing



"We make quality dental care affordable"



The network's clinics feature distinctly crisp interior design

treatment standards and regulations. At Unident clinics we use the products of our own work because no other clinic nor the existing federal law can provide the same today. But we hope that the situation will change for the better and are ready to share our experience to this end.

Oksana Vereshchagina Medical Director

We work according to the international treatment standards, and this means each of our physicians adheres to uniform regulations. The clinics have established a "Senior expert service", involving health care practitioners of the highest level of competence, who strive for continuous improvement of professional skills. With them, it became possible to use the most advanced treatment methods. I believe

14

15 clinics in Moscow

92 treatment rooms general anestrusia capability for adults

10 children's dentistry offices

Maxillofacial surgery center

2 plastic surgery centers



Oksana Vereshchagina: 'We set new treatment standards

that the quality of care we can offer is a really important achievement that makes a difference for the industry in general. When people abandon their dreams, they stop growing. A dream is a look ahead, and I think that anyone, whatever undertaking they are about to start, must not fear the future. We had a common dream and goal, to accomplish a project that would be unlike anything that had been done before. And this commitment has helped us band together and come to what we have now. I see our company's success not in the fact that we have 15 clinics but in that we really became a one-of-a-kind dental network like we wanted. This is the accomplishment of our entire team, and I think it's something to be proud of. Not everyone is ready to sincerely enjoy their success. Perhaps, one of the things in which we are different from other companies is that we are able to appreciate what we have achieved.

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 $2 \, {\rm cosmetology}$

24-hour clinic with

general anesthesia

Dental laboratory

Company call center

Training center for physicians

treatment under

and children

centers

We support young professionals"

Aza Klementyeva **HR Director**

Our medical staff is first-rate, and now only about 10% of applicants coming in for a job interview are able to "conquer this summit". Of course, workforce selection has always been and will be difficult, because the quality of education of job-seeking physicians is not always as high as our requirements. To solve this problem, we have opened a Career Development Center where talented young doctors are always welcome. We attract promising graduate students and offer them the opportunity to walk the ladder from a physician's assistant to a highly specialized, top-notch health care practitioner. We also have a training center where the Unident staff - and since recently other professionals as well - can improve their skills or learn new ones. In the future we plan to turn the center into a postgraduate education venue, with the idea that it will become yet another source of highly trained workforce for our clinics.



детское еление



Hospitals use high-end equipment





Aslan Abzatov Advertising Director Probably many have heard our advertising on the radio or seen on television - we work quite actively on reaching potential customers, so Unident is well-known in Moscow. This helps attract a large number of new patients. But along with increasing the amount of advertising, we are always ready to attend to more people. To make sure that everyone who contacts us - or at least expresses some interest in our services – could get full information, the company has established a dedicated call center and put up a number of websites. Of course, the quality of customer experience is also important, and we control this through a single service not tied to any particular clinic. We pay as much attention to getting feedback from patients and potential customers as we do to advertising.

10,000 patients getting treatment in the network's clinics per month

 $800 \, \text{employees}$

Палата

 $500 \, \text{medical personnel}$

Special attention is paid to patients' comfort



"The Unident clinics are well known in Moscow



"We resolve issues in the while-you-wait mode'

Lyudmila Halchevskaya **Executive Director**

The work of our entire team has to do with people's health. On the one hand, ours is, of course, a commercial project, but first and foremost we are a medical institution. In my experience, not all companies in the market are willing to view the benefit of their patients as their No.1 priority. As a physician, I understand full well what may happen if the work of medical institutions isn't thoroughly organized and streamlined. Over the years of the Unident clinic network's operation we have implemented a modern process control system, which is extremely important for a large organization like ours. Today, we are monitoring the work of each clinic in real time and are able to solve any problem as quickly as possible. Of course, a lot of effort has been put into it, so, speaking of success, the harder you work, the luckier you get.



100% Reliable

Text: Artur Toporkov Photo: Evgeny Dudin

U-Genios, the first joint Russian-German Genetic Research Center, founded by the UNIDENT Group and Berlin Institute of Medical Molecular Diagnostics (IMMD), started operating in Moscow in early April. Medical geneticist Elena Baranova, PhD, Deputy Head of the Medical Genetics Department of Russian Medical Academy of Postgraduate Education and the manytimes winner of national and international competitions for students and young scholars, took charge of the company.

> ur Center will provide lab testing services to assist specialty doctors with diagnostics and identify possible

|/

genetically caused pathologies. Among the key areas are obstetrics, gynecology, oncology, and cardiology," Dr. Baranova says. "Our German colleagues, including Professor Richard Grosse, who is in charge of one of the largest genetic laboratories in Germany, have been dealing with these issues for more than twenty years and accumulated vast experience. And now we will be able to make use of this experience in our country too.

In fact, now that we have U-Genios representing advanced European genetic centers in Russia, the tests which used to be practically inaccessible in our country will become available at last. There used to be a number of reasons these tests were unavailable. First, the lack of our own R & D in the field of in the sphere of applied genetics. This naturally lead to the shortage of professionals able to carry out such research. Existing foreign



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Professor Richard Grosse



The Head of U-Genios Center medical geneticist Elena Baranova

technology could have been used. But the insufficient number of our professionals makes largest world manufacturers view Russian market cautiously, simply because their technology may be applied incorrectly due to the lack of experience."

Guarantee of Quality

Professor Richard Grosse managed to break the vicious circle. As a graduate of the Department of Chemistry of Moscow State University, fluent in Russian and having dreamed for a long time about opening a medical center in the country where he began his career, he became one of the main originators behind the creation of U-Genios. And his name is a guarantee of guality of a new project for professional geneticists worldwide.

"One of the world's leading manufacturers of of chemicals for genetic lab tests, Belgian company Multiplicom, has become our strategic partner," Dr. Baranova continues. "To date, we have opened a specimen collection facility at a hospital near Chistye Prudy, where we get biomaterial and prepare it for further genetic analysis. However, at this stage we still have to send the samples to our German and Belgian colleagues.

According to the head of U-Genios, the Genetic Research Center is capable of opening To an outsider, a genetic test today still looks like science fiction



Rachik Grigoryants, Doctor of Medical Sciences

Russia's first full-fledged laboratory of this kind immediately. However, there is a legal impediment: the chemicals used in the testing process have not yet been approved for use in the country; currently they do not have a registration certificate issued by Roszdravnadzor (Federal Service for Surveillance in Healthcare). Multiplicom products must pass technical and then clinical tests in order to obtain certification, which is a common procedure required by Russian laws.

"It is not a problem for UNIDENT to open one more medical center. Everything is limited only by the speed of getting through certification procedures," says Rachik Grigoryants, Doctor of Medical Sciences and U-Genious's consultant on cooperation with partners and key customers. "We have a team. There is an understanding of what equipment we work with. There is also the plan and the space. Once it is understood that, let's say, all the necessary documents will be ready in four months, we will start building the laboratory. And by the time of obtaining them we will have a company unique for Russia, with top professionals using certified equipment and expendable supplies."

The laboratory will be headed by the Candidate of Science in Chemistry Maksim Belenikin, a specialist in the field of molecular genetics and bioinformatics, who completed a special course at Richard Grosse's Berlin lab in April. According to the Center's management, in the future he will assist the team working on the clinical trials of lab chemicals required for their certification in Russia. And then he will train a group of laboratory geneticists, aided by German professors and Belgian specialists.

The launch of a full-fledged genetic research laboratory is slated for early next spring. Moreover, alongside the lab it is planned to open a separate Clinical Genetics Center staffed with specialty experts, who will be able to interpret test results and help patients understand them.

Availability And Efficiency

Despite the need for clinical genetic research that exists in Russia today, the market demand for it can hardly be called nationwide, mainly because the companies promising to conduct it in reality get it done abroad, often semi-legally and unofficially. And the lack of using modern technology has in truth made genetic testing seem in the eyes of an outsider like something out of a science fiction movie or the next episode of House, M.D. Therefore,



RESEARCH

#1_2016 UNIDENT TODAY



The samples of biomaterial are being prepared for shipment to German and Belgian facilities for direct examination

> may be able to speak of further reduction of the service's cost to consumer."

it is difficult to overstate the significance of opening the first national Genetic Research Center for all Russian health practitioners and patients alike. Modern diagnostic technology is being transformed from the stuff of dreams into a fully tangible and accessible reality for them.

"The prime cost of genetic testing is high enough, and in the context of a small market and limited offer their availability in Russia, naturally, leaves much to be desired," says Rachik Grigoryants. "On average, the cost of one test today can reach up to 35 thousand rubles. The ability to conduct the entire testing process at one site will let us cut this amount at last by 20 per cent. In the long run, with new technology getting more popular among health practitioners and patients, we

In addition, from the point of view of of the end customer, opening a laboratory in Moscow will allow to cut the processing times of the tests almost in half. Even with the present-day logistics, it takes about fifteen days to send biomaterial abroad, to conduct a complex of tests and to get the data back. of conducting the same examinations at the U-Genios Center, taking into account possible re-checks of the received results, will not be more than a week.

Safety

Price and time gains can be measured in rubles and hours. However, one other advantage the new technology promises to make available to the Russian consumer is safety.

Because human life is priceless.

Here is a simple example. One type of analyses the new U-Genios lab will be specializing in is non-invasive prenatal tests. Put simply, this examination allows to see whether the fetus is developing normally. "Every year two million women give birth in Russia. We cannot say that each of them is our potential client. But some women belong to high-risk groups," Dr. Baranova explains. "As a rule, it has to do with the patient's age or medical history - for example, previous cases of giving birth to children with pathology. Currently, only invasive methods of testing, which are risky, are available for them in our country. It is a difficult procedure, sometimes causing serious consequences. The puncture of uterus necessary for taking the sample may result in miscarriage.





of Science

Maksim Belenikin. specialist in the field of

molecular

this is how long it takes to send the material abroad and get the result. Opening the laboratory in Moscow will cut this period in half.

This probability is about two per cent... And now imagine a thousand women, each of whom is sent to have an invasive test. According to statistics, at least half of them simply refuses the test. The other half agrees, so, let's say, one-fifth of them gets a positive result. This means the remaining 400 women undergo an invasive procedure involving a puncture of uterus to no purpose. But the scariest part is that about ten women that could give birth to totally healthy children may lose them simply due to the imperfections of the testing methodology."

"The same one thousand women can get non-invasive testing and keep their peace of mind without any danger for themselves and their future children," Dr. Baranova continues. "Thanks to the most advanced technology available today, we can identify the presence of the same marker spectrum by examining a future mother's one simple blood sample. This totally eliminates any risk. And there won't be that two per cent ratio anymore."

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Three in one

Unident developing a comprehensive approach to aesthetic medicine

Text: Artur Toporkov Photo: Evgeny Dudin

On the eve of the 10th anniversary of its dental clinic network, Unident Group opened a new department of plastic surgery at the Old Arbat clinic, where departments of dentistry and cosmetology are already functioning. The new unit is headed by Sergey Shamanaev PhD, plastic surgeon with over 20 years of experience and Associate Professor of the Department of Maxillofacial Surgery of the First Moscow State Medical University.

- Opening a new office has been a great event for Unident, we have been preparing for it the entire last year. The company has purchased and installed the most modern equipment, has established connections with the world's leading medical supplies manufacturers. We have already built the department team, which includes professionals with extensive experience.

- What range of services the new department can already offer to clients?

- Virtually the full one, from breast implant surgery, lifts, and liposuction to anti-age cosmetic changes, eyelid and nose reconstruction, massive plastic surgery operations, and even hair transplantation.

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- In Moscow, not to mention the whole of Russia, there is a great number of plastic surgery clinics... Why should patients come to yours, what are your advantages?

- I can talk for a long time that we practice individual approach to each patient. But it must be individual by definition - it's the norm in the modern plastic surgery market. As well as 3D-modeling previews.

Our important difference is that we do not use marketing buzzwords such as "breast implant surgery without cutting" or "seamless operation methods". Sounds cute, perhaps, but essentially these are lies. The patient agrees to one thing, but in the end she is told: "All is well, but in your case, we'll have



to make a tiny weeny cut, but we will make it very hard to spot." The truth is, plastic surgery methods have been known and remained practically unchanged for a long time. And if someone wants to experiment, they have to do it in the lab, not try unproven techniques on unsuspecting patients. We always discuss all issues with our patients openly, so that they have an adequate and complete understanding. We have our own clinic where we can perform operations of any complexity and provide round the clock monitoring and care. We use the best supplies, modern



implants - we never attempt to scrimp on quality and risk the patient's well-being.

- It's nice to have a great suture kit, but then you need to have a skilled hand to use it...

- In this regard, all I can say about my colleagues is that each of them is a firstrate professional. Most of them continue working at public health centers, including Sklifosovsky Institute. In the world of Russian health professionals, this fact is a very high accolade unto itself.

We've got anesthesiologists with decades of experience under their belts, also the operating room nurse. Don't be fooled by the word "nurse". In the operating room, this is the second most significant member of the personnel. And ours has been working in the plastic surgery field for over 15 years and, take my word, is more experienced than many practicing surgeons in the country. Long story short, I can say that I have as much confidence in each of our employees as in myself.

- But are you are planning to practice as well?

- Of course. The main part of a plastic surgeon's job is at the operating table. Fortunately, we have enough professionals capable of doing the managerial and administrative work.

- Best medical supplies and implants,

- We don't go penny-pinching on materials and professionalism. And these aren't the only items making up of the final cost. Fortunately, the clinic has its own space, a multi-specialty hospital, which does not require additional costs. All this influences our prices and makes our services more affordable. Then again, you have to understand that every clinic must make a profit. And if the breast implant cost is, let's say, 100 thousand rubles, the total cost of the operation cannot be less than 160-170 thousand by definition. If someone offers a lower price, they must be cutting on something else in the end... And in my opinion, surgery isn't the kind of thing you should cut on quality at some point. So, going back to the issue of cost, our prices for new customers may be even higher than the average for Moscow. But! Things are different for patients of the Unident network, be it a dental or cosmetic clinic. For them we have special discounts up to 50%. And no, this isn't price dumping. It's just that we value our loval customers.

BUSINESS DEVELOPMENT

23

highly competent doctors – all this must be expensive. How competitive are the prices for the services of your department?



In the meantime

A new cosmetology department recently opened its doors on the premises of Unident dentistry clinic near Planernaya Metro Station (33 Turistskaya ul., Bldg. 2). Nominally a department, in reality this is a full-fledged clinic that provides a comprehensive array of services ranging from laser rejuvenation and correction of facial wrinkles to injection treatment.

For years, Unident has been following the strategy of combining different fields of aesthetic medicine within shared clinical centers. In fact, this has also been a worldwide trend. But for Unident, the foremost reason for this policy has always been the convenience of reaular and potential customers who care about their well-being and appearance. The first such joint center was created in February 2015, when the company opened a cosmetology department in the building of the Old Arbat dental clinic. And now beauty services have become even more accessible.

Without fear and beyond reproach

Text: Arina Soboleva Photo: Sergey Karpov

We all know kids must regularly see their dentist. And there is probably nothing scarier in the world than going to the dentist - that we know, too. We also know that today's dental treatment is a totally painless procedure. Seriously, this is the 21st century! And still we fear going to a dental clinic, because we have this premonition that even if it's going to be alright in terms of physical pain, it's certainly going to hurt our wallet. Be as it may, kids must regularly see their dentist...



here are always two patients at my office – a child and his mother," doctor Tatyana Nefedova, the head of the direction of pediatric

dentistry in the network of Unident clinics, says. "And I pay attention to both of them, and communicate with each of them in accessible and clear language. To enable parents to make appropriate decisions, you need to convey to them information about the presence of "dental problems" of their child and the necessity of those or other manipulations. In this case, regardless of complexity and duration of the procedure, it is very important and not to hurt him In the case of preschool and early school age children a rule of "I tell-show-do" works well. Anticipating and making a point of each action, explaining the "unusual sensations" during the treatment, you can reduce the level of anxiety and correct the child's behavior during a visit to the dentist's."



to deserve the child's confidence, not to scare

We have come to one of the clinics of Unident network, located in Moscow on Chistiye Prudy, in order to understand what a modern pediatric dentistry can answer to the age-old fear of the doctor's office. This is the

> The front of the Unident clinic at Chistve Prudy



Tatvana Nefedova Chief Pediatric Dentist of the Unident network of clinics

clinic we have chosen for two reasons. Firstly, Tatyana Nefedova is a doctor in attendance here and we wanted to meet her as a leading specialist in pediatric dentistry of the network of clinics. And the second reason, which is equally important, is that the medical center in Bobroviy Lane has a full-scale hospital and all the facilities needed for dental treatment of children under general anesthesia.

Psychological adaptation

A six year old girl with an unusual name Angel Maria is waiting for her call to enter in front of the office of a pediatric dentist. After her eight teeth were treated under general



Little patients waiting for the doctor: without fear and beyond reproach



These Biolase lasers beat Star Wars lightsabers any day of the week!

anesthesia and put special children's crowns on a month ago, Masha came to the clinic for the first routine examination.

The main concern of the parents who take a child to the dentist's is the question of how to do it so that he would let the doctor administer the treatment.

"I know that my Masha needs time, she needs to talk to the doctor, to get comfortable, "says Elena, the girl's mother. "It is not possible in many hospitals. Here some time is set aside for getting acquainted and to create a friendly atmosphere of communication. It helped us, at first we just came for a visit and Tatyana Alekseyevna just mesmerized us."

In modern dentistry, great attention is paid to psychological adaptation of the child in the clinic. Therefore, the first visit to the doctor should be a trial. Adaptation examination, experts believe, is an important preparatory stage before treatment. The doctor meets

a child and gives him an opportunity to examine the situation, equipment, tools. involved in the treatment, and try to explain to a child why tools are needed. Only then can we start working. And the younger the patient is, the more attentively the dentist should treat this."

We have to admit that Masha is really afraid of neither the doctors, nor the equipment, nor even rotary instruments. She suggests a hypothesis about how to control the stomatological unit, sees her way clear to turn on the lamp or lower the chair. A dental office for her is no different from the space in the lobby of the children's unit, where there are toys and where she has just been drawing on the board.

A sore point

Besides the conditions for psychological adaptation of the child, the most important condition for treatment is painlessness of all the procedures carried out by the doctor.

"If a child is hurt just for once, he will not sit down in the chair in the future, of course," Tatyana Nefedova says. "And modern technologies play a huge role, enabling us to perform all the necessary manipulations quickly and without serious discomfort for the child. This is true even in surgery, where it is possible to carry out common procedures, such as the discission of bands, frenuloplasty of the tongue and of the upper and lower lips, bloodlessly and painlessly with the help of diode lasers. It is very important that the rehabilitation period after the surgery is much easier and faster.

For the treatment of carious lesions in a modern pediatric dentistry there are minimally invasive techniques, such as the ICON, which allows stopping caries at an early

OUR PATIENTS

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"Should I become a dentist when I grow up?"

stage. After processing the tooth surface with a special composition and special conditioning with a polymerization lamp, the carious process is stabilized and hard tissue defect becomes virtually invisible. The truth is that this technique can be used only at the very early stages of caries. And since carious process is progressing in children much faster than in adults, of course, it is more complicated to snatch the moment."

Openness to modern methods of treatment

There are methods of treatment, which surprise parents to say the least. For example, a doctor's recommendation to place a crown on a child's milk tooth causes bewilderment. This technique has been widely spread in Russia only recently and has not become habitual yet. Quite often, the upper part of the milk tooth is destroyed due to the aggressive caries process, while the roots of the teeth can be saved. In these cases, steel caps replacing the destroyed part of the teeth are used.

"It is necessary to restore the crown portion of the tooth to children to keep the height of the bite and the size of the dental arcade as it should be," Tatyana Nefedova explains. "This affects articulation, pronunciation of sounds, the quality of chewing food and the development of chewing muscles. Such problems as bone atrophy may appear with a loss of a tooth. Then the child will achieve the age of a mixed bite with dental malalignment or micrognathia."

"Under the circumstances, I might as well relax..."

HEALTHCARE

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Dentistry can he funl

Carefully weighed decisions

"Masha is a special girl, and I say so not because she is my child," Elena says. "I see that she is a tiffany nature and that is why I try to protect her. For example, I have nephews, they are quite pushy and we have to be tougher with them. And Masha is a sensitive person. Therefore, general anesthesia just a way out for us, I wouldn't have let treat her eight teeth in turn. She had a lot of holes in her teeth, but it happened so that we cured one tooth and during the following visits she already did not let the doctor do anything, cried and asked to let her go home," Masha's mother says.

Despite the fact that the words "child" and "general anesthesia" are difficult to be put together psychologically, it is especially in pediatric dentistry that it is used in many cases. Although, of course, this is not a casual method of treating children. It is applied only

in situations where alternatives cannot be used or they cause greater harm to the child.

"Considering the risk and benefit of the treatment of a large number of teeth in a small child, of course, it is wiser in terms of medicine to give preference to general anesthesia," Tatyana Nefedova says. "For example, if a child has eight teeth with complex cavity, it is necessary to apply local anesthesia eight times with the intervals of three to four days. There is a significant risk of allergies because immune response begins in the body after one or two injections. In addition, there are numerous medical problems in which general anesthesia is exclusively medically necessary for children."

"I have a medical education, so of course, I know what general anesthesia is," Elena says. "And this knowledge rather prevented me from making a decision. Even more doubt appears when you start reading about allergies and intolerances on the Internet. I decided that I will not delve in all this and just trust the doctor," says Elena.



"Alright then... my turn!"

It is hard to say whose role in the treatment process of a child is crucial. Of course, an obvious answer offers itself - it is the role of the doctor. But the doctor is actually chosen by the parents. Thus, the parents? Or a child who decides not to open his mouth in the most critical moment, when he is asked to? Decisions are taken by all the parties and it is important that all of them are well arounded.

Today, children's dentistry, in case, of course, we are talking about state-of-the-art medical centers, offers enough means to deal with problems without stress for a child. And it can make it so that, growing up, he will refer to the fear of a visit to the dentist as an entertaining fact from the past.

"We should understand that even if the child has already happened to be in the situation of stress associated with the treatment of teeth and he already avoids dentists like the plague, in most cases, you can handle it. And here preventive visits to the doctor can help most of all. Besides the fact that it helps to

"

parent and the child.

certainly any panic.



You can close your mouth now, sir.

...after some time the visits to the doctor will become a part of the routine, like the visits to the hairdresser's... "

identify a carious process at an early stage, it also leads to confidence between the parents and the doctor, the child and the doctor, the

The child understands that if he does something right, the things that his mom and his doctor say, the number of his visits to the doctor is declining, and they are endured much easier," Tatyana Nefedova says . "As a result, after some time the visits to the doctor will become a part of the routine, like the visits to the hairdresser's. And they will not cause any protest, or aggression, or sense of fear and



Till final victory A long-awaited perinatal center has been opened in Noyabrsk

Text: Polina Povarenkina

Medals are usually given for bravery and courage. And the first happy couple and their newborn baby boy have been awarded with a medal at the recently opened Perinatal Centre in Noyabrsk. It turns out that childbearing is like a battle, where someone's life is considered a victory.

ne Centre started working in early March and immediately began to claim the status of the best in Russia. The District Perinatal Center in Noyabrsk is a completely new type of medical facility, inside of which a continuous struggle for the health of mothers and babies is already underway on all fronts: from the preservation and restoration of the reproductive function of women to nursing and treatment of newborns. The four floors of the building housed the consultative-diagnostic, obstetric, gynecological, pediatric units, the unit of fetal surgery and pediatric intensive care, as well as clinical and genetic laboratory.

The perinatal center has been created to meet great challenges. The doctors here not only help to deliver newborns, but also help them survive; the equipment which is designed for simultaneous nursing of 12 babies with low and extremely low birth weight has been installed in the pediatric intensive care unit.

Of course, all means will do in a battle, but a fight with good devices is far more productive. And, according to experts, the medical treatment facility fully meets European standards.

"The technical equipment of the Centre exceeds the requirements regulated by law, "Andrey Weimer, a representative of Med-Import Company, which has equipped the facility, says.

"Here, the doctors have equipment of the highest class allowing them to take care of the babies' health at the most modern, professional and technological level. It is



An individual ward combines the functions of both a prenatal ward and a maternity one.

(i)

Affinity, Hill-Rom Birthing Bed

In accordance with the Western concept of childbirth, a woman in the prenatal period and during the childbirth and after it stays in the same "her" bed. The bed can be quickly transformed for a wide range of tasks and stay comfortable for the patient at the same time. It can be controlled both by thepatient and medical staff, for example, one can lower or raise the backrest, simply pressing the button. The bed is even equipped with a built-in player and a radio.

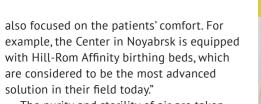
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can provide the necessary assistance to women with complicated pregnancy and childbirth in a modern operating block.

The specialists



The purity and sterility of air are taken special care of in the center. There is a unit for disposal of hazardous medical wastes in the basement, and there is separate ventilation with air conditioning and bacterial filters of high purity in operating suites, individual delivery rooms and intensive care wards.

"The space within the center is divided into sterile and non-sterile zones," Weimer explains. "As to operating suites, all of them are equipped with laminar flow units."

Laminar flow unit is a part of the climate system of an operating suite, which purifies the air to the required degree of sterility, eliminating dust particles or other contaminating elements. These devices, located



"The distinguishing feature of the perinatal center, built in Noyabrsk, is particularly

The spacious and bright facilities of the center create comfortable atmosphere

as regards the approach to the planning of the whole building, zoning, internal navigation; it creates the impression of a European medical center," Andrew Weimer says. "Bright colors are used in the design; the rooms are separated from each other not only with walls, but also stylistically. This contributes to a positive atmosphere," the expert of

More than thirty doctors and almost a hundred nurses are needed to work in the center.

According to the Chief Physician of the hospital Igor Zhukov, many experts, including doctors from Omsk, Ufa, Yekaterinburg and Krasnodar Krai are ready and willing to

Perinatal center has solved the most important problems of medical care in the region. It accepts women from all over the South of Yamal, in difficult and rare cases patients from other territories will also be sent into the hospital in Noyabrsk.



Getting ready for a new life

Text: Anna Sherstinova, Anastasiya Golovanova Photo: The Press Center of Moscow City Government

The overhaul works and re-equipment of the maternity hospital at the City Clinical Hospital No. 52 have been completed in Moscow. This modern and comfortable maternity hospital is now ready to accept up to five thousand patients a year, which is almost two times more than before the repairs.

he history of the hospital, which used to be an independent institution until 2014 and was called Maternity Hospital № 26, extends back about 60 years, and the current overhaul has become the first one for all this time. But now only the facade and stairs have remained from the old building, all the rest, such as lifts, floors, walls, windows, doors, air-ventilation and heating systems, water supply, sewage and wiring have all been replaced. The large-scale reconstruction took about four years.

"Now an obstetric hospital totals 100 beds. The hospital has the whole range of diagnostic and therapeutic help to pregnant women, postnatal women and newborns. Both the specialists of the hospital, and the level of the equipment will allow us to manage even the most complicated cases, « Maryana Lysenko, the Chief Physician of the City Clinical Hospital No. 52, says. This refers, for example, to the patients with hematomancy, with diseases of kidneys or being on the partial renal replacement therapy. Also the doctors will be able to nurse children with extremely low body weight, which is up to 500 grams. A neonatal intensive care unit is repaired for this.

The facilities of the hospital were re-equipped according to all modern requirements. 277 units of modern medical equipment have been purchased for them. The supplier's representatives also organized training for employees in the use of the new devices,» the Chief Physician said.





1. A Postnatal Department with the wards of joint stay of the mother and the baby

2. The departments of the maternity hospital meet all modern requirements for carrying out neonatal resuscitation 39

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According to the mayor of Moscow Sergey Sobyanin, the hospital opened after the reconstruction has become one of the best in the city

"The hospital is equipped with quality equipment that meets global standards", says the Technical Director of the supplier company MedImport Artyom Kravchenko, who oversees the introduction of new technologies in the hospital. Those are padded platforms, units for surgery and artificial lung ventilation, floor stands and a lot of other equipment. It is important that it is not only functional, but also aesthetically pleasing," the specialist said. "That is interesting that aesthetics plays an important role in the creation of psychologically comfortable conditions for the stay of patients in a medical facility and this is also the standard of modern treatment."

> The Sterilization Department of the hospital is also well thought out. Usually, it is isolated in a separate building, which serves

several buildings of the hospitals. And here its own sterilization center is equipped directly in the hospital.

According to the mayor of Moscow Sergey Sobyanin, the maternity hospital, opened after the reconstruction, has become one of the best in Moscow.

"As you know, this is the sixth maternity hospital, which has undergone a full renovation. Both the quality of service and the number of patients have increased significantly. I think it will be comfortable in the hospital," Sergey Sobyanin expressed his hope at the opening of the hospital. The head of the capital also noted that infant mortality decreased in 28.6%, and maternal mortality in 32.6% over the past year in Moscow due to the measures to improve medical services for mothers and children. Moreover, in 2015 a record number of children appeared in the capital - 142 thousand.

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Professional Solutions

The R.O.C.S. PRO Baby toothpaste for children is manufactured using components of natural origin and a unique «cold boiling» technology, which allows to keep active ingredients intact. The paste uses an extra soft base, which provides effective cleaning without damaging the thin enamel of primary teeth.

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- Has remineralizing properties*
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Baby

0-3

- Suppresses decay-causing bacteria*
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- Supports healthy and balanced bacterial flora of the oral cavity*

Hypoallergenic*. Safe if swallowed. Contains NO fluoride, parabens, sodium lauryl sulfate, coloring agents, antiseptics, or fragrances.

Toothbrush R.O.C.S. PRO Baby - great things are simple! Toothbrushing safety PRO system

Extra-soft bristles with a wavy structure and unique triple-polished tips will not damage delicate baby gums and fragile tooth enamel. The special wavy bristle structure also facilitates effective cleaning while gently massaging the gums. Broad handle prevents the brush from being pushed deep in the mouth of the child. The handle doubles as a teether and is made of quality, safe plastic. The microstructure and smoothness of the plastic reduce the level of bacterial contamination on the surface of the handle. The brush has been designed with the participation of pediatric dentists.











R.O.C.S. is the principal partner

Neurosurgery has become safer

Building 21 of Botkin Clinical Hospital, the famous medical center's neuropathological surgery department, has opened its doors again after a complete renovation. The remodeling has made it possible to perform minimal intervention surgical procedures and offer patients more advanced and convenient treatment options.

Text: Marina Fedorova

The facility houses a modern in-patient ward for 124 beds plus 9 neurological ICU beds. High-comfort rooms feature air cooling systems, bedside control panels, and WCs. As the Mayor of Moscow Sergey Sobyanin pointed out during the opening ceremony, once the entire hospital is renovated, it will become the most modernized one in Moscow, in addition to already being the largest. "The memories of what the center



looked like before the renovation are still fresh. One room might have accommodated five patients while now it's never more than three. But what matters even more than comfort is the equipment in the operating rooms," said the Mayor.

The works took about four years to complete, after which the center has been furnished with more than 1.1 million units of new medical equipment. The large-scale reconstruction project has been accomplished with participation of the MedImport company, which took care of supplying and installing a whole spectrum of medical equipment, including operating tables, surgical and anesthesia control panels, medical ventilators, and patient monitors.

Of particular interest is the new neurosurgical navigation system. According

to MedImport project manager Liliya Reimbaeva, it constitutes one of the most advanced technologies in the field of brain and spine surgery, ENT surgery, traumatology, and orthopedics. The system enables the surgeon to calculate the least traumatic way to the tumor, often located in the difficult to access parts of the brain or spinal cord. All the details of the surgery are recreated and displayed on large monitors, allowing the surgeon to see the exact location of the instrument and view the tumor or aneurysm together with the parts of the brain it affects - areas responsible for hands or feet movement, speech centers, etc. Combining these data with previously obtained CT scans, the system helps to precisely calculate the surgeon's manipulations during the operation.

4avor of Moscow Sergey



The newly renovated building has already opened for patients

In the past, these complex movements used to be performed only by means of craniotomy, and the hospital stay therefore used to last about three weeks. Now, post-operational patients will be able to return home within 3-5 days, thanks to the advanced equipment that minimizes surgical invasion. At the same time, most sophisticated surgical procedures become more precise and effective, while patient risk and recovery period are reduced.

In addition to a powerful microscope and the neuronavigation system, the operating room is also equipped with modern telecommunications devices. The operating lights have built-in video cameras, and the microscope - cameras and an audio system The technology makes it easy to train new surgeons and enables operating personnel



The management plans to continue modernizing Botkin Hospital



to consult with leading experts around the world in real time. The new operating unit, according to Botkin Hospital's Head Physician Alexey Shabunin, allows to perform more than a thousand procedures per year.

The renovated building also houses an integrated vascular center, where heart disease patients receive their treatment. The reconstruction plans specifically provided for moving the center's many units, previously scattered throughout the hospital's many buildings, to a single location at the neurosurgery ward. Placing all related services in one spot will help provide better medical care to patients with stroke. In the past, Dr. Shabunin reveals, hemorrhagic stroke almost certainly meant disability for 50% of the patients. Thanks to modern equipment, today this risk has decreased by at least 20%, and the maximum possible number of patients with this diagnosis getting treatment has increased from 1,100 to 2,000 persons annually.

The new neurosurgical navigation system



Real benefits of virtual training Text: Evgeniya Surkina Photo: The Press Center of Moscow City Governmen

A new specialized center for training and retraining of medical specialists has been opened in Moscow. The center provides opportunities for training and treatment of typical and rare diseases, different situational training exercises on virtual patients that will help improve the quality of medical care in general and reduce the number of medical errors.

he simulation center at the City Clinical Hospital (CCH) named after S.P. Botkin was opened in October. Its creation had taken about three years of hard work.

Now it is a fully realized educational institution with a full set of equipment and training programs located on the territory of two thousand square meters. The center has no analogues in Russia and CIS.

Specialists of different professional level, such as hospital physicians and interns, medical practitioners, nursing staff, emergency personnel and caregivers for the elderly, will be able to complete development of competence training.

"There are tens of thousands doctors and other medical personnel in Moscow," the mayor of Moscow Sergey Sobyanin says. "They must constantly prove their knowledge, skills. Moreover, considering the fact that new technology appears, new equipment is bought annually, they need to improve their skills. And this center will help them do it," the mayor said.

The medical simulation center is a multidisciplinary virtual hospital with laparoscopic and robotic surgery, resuscitation and intensive therapy, orthopedy and traumatology, emergency medicine and other departments. Its facilities are equipped with the most advanced training technologies: a complex of simulators, electronic phantoms and interactive equipment.

The Chief Physician of City Clinical Hospital named after S. P. Botkin, Aleksey Shabunin,



noted that there are over 100 cutting edge simulators in the 50 trends of high-tech care. The robots can simulate any clinical situation and respond to any manipulation extremely realistically.

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Simulators fully imitate the human anatomical structure, including that of a newborn baby

The simulators fully reproduce human anatomy and physiological functions (e.g. heartbeat, breathing, blinking, and excretory

functions), demonstrate verbal reaction, that is, they are able to call for help, to report their state. The robots also record all activities of health care workers and give a step-by-step report on the performed manipulations later.

In addition to manual skills great attention is paid to the psychological aspect of the interaction between a doctor and



Jiliya Reimbayeva,

project manager of MedImport company: A unique da Vinci robotic surgery simulator for carrying out operations requiring high precision is included in delivery. It excludes any error in movements, such as trembling of the surgeon's hands. The surgeon works with manipulators, and high precision instruments work with the patient. We know that such equipment is already present in Moscow. But since it is rare and usually overloaded and expensive, there might not be an opportunity to study there. Now there is a place in Moscow where you can learn to work with this equipment without any risk for real patients.

We have also installed a system of management of the whole training center. The center is controlled by Learning Space, a high-tech hardware-software complex that includes databases, cameras and microphones. All the facilities of the center are equipped with them, which allows conducting surveillance, recording learning process, analyzing the actions of specialists and logging possible errors.



a patient. As noted by the Deputy Mayor of Moscow on the Issues of Social Development, Leonid Pechatnikov, it has been planned to attract actors and students of theater schools to the training process. They will play the roles of patients to simulate a variety of diseases and to resort to various manners of communication with a doctor, to simulate a conflict situation. It will allow initiating doctors not only into practical skills, but also into correct behavior in different situations, ability to reassure patients and prepossess them.

To date, more than 20 training programs have been developed and ready to use. The training will be carried out by leading experts in healthcare, professors of medical schools and practitioners. In the future the center will be able to grant admission to up to 20 thousand doctors and nurses a year.

Da Vinci robot-assisted surgical system

Da Vinci surgical system is a complex robotic platform consisting of three consoles, namely a surgeon, a patient and technical vision. The surgeon sits at the console, sees the operation site in 3D with multiple zooming in the stereo viewfinder and begins to use special joysticks (manipulators) to control the system. All movements of the surgeon's hands are converted via the manipulators into precise hand movements of the robot with miniature instruments. One of the hands of the robot holds the camcorder, transferring the image of the operation site, the other two reproduce the surgeon's movement in real time, while the fourth hand performs the functions of an assistant.

Miniature tools and a camera located on the console of the patient are introduced into the patient's body through incisions (1-2 cm). A particular set of tools is applied for each type of operations. During the operation, the assistant situated in the patient's console, helps the surgeon with switching between tools.

The assistant sees the same image as that of the surgeon on the touch screen console of the technical vision. The technical vision console contains video and processing center. Da Vinci system is totally under control of the surgeon and cannot work independently. The mayor of Moscow Sergey Sobyanin at the opening of the center



MedImport

MedImport Company is a part of UNIDENT Group of Companies and specializes in technological designing of buildings and structures, including construction and complex technical equipment, modernization and re-equipment of health facilities. *Many years of experience with both private and public* hospitals enable the company to implement projects of different levels of complexity. A separate branch of activity of Med-Import is designing, building or redesigning of pharmaceutical plants to GMP (Good Manufacturing Practice) standards onturnkey basis), as well as the delivery of automated lines. The practice of work on the hardest problems formed a highclass young team of professionals, capable of coping with a task of any complexity. Knowledge, scientific research and experimental development enable us to offer design solutions, combining high quality and maximum ergonomics, to our clients.

When implementing refurbishing or new construction the experts apply a comprehensive approach and create a unique program for each object, the one which includes only modern technology and precisely defines all the necessary steps, from design, supply of equipment and materials to construction, start-up and adjustment works and putting the facility into operation.

All the supplied medical products are delivered with the appropriate registration certificates, certificates of conformance, sanitary-epidemiological conclusion certificates and certificates according to obligatory requirements of the applicable Russian legislation. All equipment is provided with guarantee and post- guarantee technical service and advice from the experts in the proper scope.

Having worked in this field for many years and knowing thoroughly the advantages and disadvantages of each of the manufacturers, MedImport, as an independent systems integrator, is free in the objective selection for the equipped object. The company creates designs, optimal for the customer and relevant both to his wishes and the realities of the environment where they will be used.

Sharing the care of medical professionals about their patients' health and introducing modern innovative technologies, MedImport strives to create the best conditions for doctors and patients.

In the hands of the young

Business does not always make it in time to respond to changes in the environment in which it exists. And they change with the acceleration visible even on the scale of a couple of years. Speed of response, ability to adapt quickly and think in relevant categories are generally ascribed to the young. We asked the young leaders of unident company, who have whole areas of work in their hands today, to tell how they see their sphere of activity and what they consider to be the main thing in their profession today.

Text: Anastasiya Golovanova Yana Klevtsova Photo: Sergey Karpov

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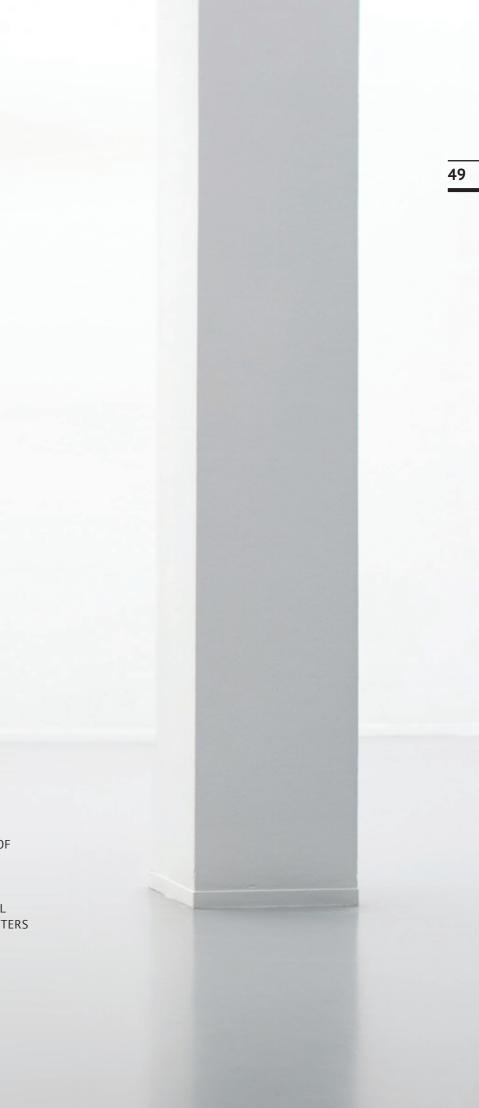
PARENT CORPORATION OF THE GROUP OF COMPANIES OF THE SAME NAME

PROFILE

DISTRIBUTION OF MEDICAL AND DENTAL EQUIPMENT, FITTING OUT MEDICAL CENTERS

FOUNDED IN 1994

OUR TEAM YOUNG PROFESSIONALS



Aleksandr Zernov

Internet project manager

Hobbies

I have ridden a mountain bike from the age of about 8 years old. I used to participate in competitions in freeride and downhill, but after an injury 10 years ago i passed into the category of amateurs

Travel

On holiday i always get around, moving, searching for interesting places, beaches, nonobvious sights

Watching preferences

I watch only the programs about travel and science on tv. I prefer getting other information from the internet

Listening preferences

From Vivaldi to DJ Riga. The choice depends on my mood. The main guide to the world of music is the radio in my car

The main thing in the work To create resources useful for the clients

Ο

Direct speech

The main trend in recent years is the convergence with the client based on trust to the company, on communication with him in a new, convenient formats. You need to talk, to share your experiences, to talk about the products, victories and defeats. Only this way you can get loyalty and mutual respect that serve as a source of successful business today. Only those who are able to be really interesting for their clients will benefit. This refers to the content for all marketing channels, starting with the corporate website and up to social networks.

You need to create something incredible. Uniqueness and sincerity will rule the Internet show. We create content for people,

11 specialized websites



320,000 visitors is a total audience of the projects for the year

31% $\,$ audience growth for the year $\,$

140% the increase in sales via the internet for a year

5,000 products are represented in the on-line store of the company

not for robots, because users cannot be cheated with far-fetched information that has no real value for them. So in the nearest future the most important factor in the Internet activity of the company is going to be its genuine individuality.

Russian segment of the Internet is growing at about 15-20% per year, and the occupation of an "Internet project manager" is among the ten most popular professions. However, it does not make this work easier.

In today's world, where both global information and share of advertising messages are going through the roof, the profession is associated with difficult struggle for the consumer's attention and prompt reaction to the development of technology. And the main thing here is to catch a drive

Kseniya Grannik Head of the HR department

Sport

I enjoy jogging in the park and do yoga. On the one hand it energizes, and on the other hand, it teaches to focus

Weekend

I like arranging "mini-tours" to the neighbouring towns.There are so many beautiful places with interesting history around moscow that it can be really captivating

Learning

I try to take every opportunity to go to the seminars, trainings on personnel management, the master-classes of the professionals who have achieved great success.

Reading

I am mostly keen on journalism, i follow the innovations in the techniques and research in the field of recruitment

The main thing in the work Never forget that you work with people

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Direct speech

Today, the role of hr specialist cannot be reduced to banal accounting of the staff. Hr is complicated and tends to be an individual approach. The job market has become very mobile. Information about organizations and job openings is in the public domain, many companies are beginning to look for experts through social networks. It does not only help to obtain information about education and experience, but enables to build up the image of an applicant, to find out what he is interested in, whether he will fit into the team. And people also change. Those are fundamentally other candidates. They are not afraid of frequent change of jobs; they are open, freedom-loving and ambitious. More

- 18% Unident staff increase over the year
- 80% of the employees having higher
 - education
- 18%~ of the employees having more than 1 higher
 - education MBA, or sciences degree
- 32 years old is an average age
- $120\,$ children employees' families

 $12\,$ children born to the employees' families this year

.

and more people consciously prefer to work via remote access or on outsourcing. This is especially true for moscow and other large cities, where there are wider opportunities for employment.

Our company esteems the specialist, who is familiar with dental equipment, has some

knowledge in dental practice, understands the needs and problems of doctors, and has earned the trust of clients. Therefore, the question of retention of such employees is extremely important.

Everyone is different, and every hr manager needs to understand how to catch the interest of a newcomer, how to integrate him into the company, how to train, uncover his strengths, facilitate interaction with

- other departments. And most important is that the members of the staff preconceive the final outcome of their work. In this case,
- the management of the staff becomes more efficient.

THE WORKFORCE

Andrey Ivanov

The head of logistic and supply services

Reading

Since I read "Paris in the twentieth century" by Jules Verne in my childhood, I got interested in fiction. I can't stop still then

Rest

I do not have much rest with my job. But if I have time, I go into the country with my family. Sledging, skating, playing snow-balls – the main thing is positive.

Watching preferences

Again, since my childhood, I love gaidai, ryazanov, movies with adriano celentano. I laugh every time as if for the first time.

Listening preferences

I don't have favorite genres, I love all kinds of music. There are just talented people whose music I want to listen to.

The main thing in the work

The ability to set priorities and make decisions quickly.

12,800

40

4,50

12,000

.....

Direct speech

A feature of my work is a furious pace, a perpetual need to keep a few tasks that are absolutely equal in importance in mind, the need to be able to respond quickly and adequately to force majeure circumstances that arise at each step. And constant communication with absolutely different people, having various levels of education and mentality, such as the workers in the warehouse and with the top management of the company, with the russians and the inhabitants of the southern republics of the former ussr, with people of completely different degrees of adequacy and speed of reactions. So believe me, you need to be a bit of a psychologist.

0	total trips made over the year	55
5	tons of cargo transported over the year	
С	m ² occupied by the company's warehouse	
	•••••••	
8	hours being the average delivery time from the moment or order placement	
0	km being the longest delivery distance from Moscow this year	
4	vehicles comprising the company fleet	

Logistics specialist is one of the youngest professions in our country; the profession appeared only in 2000. Prior to this, as it is well-known, there were famous "heads of the transport department", so to speak, the logistics specialists of the soviet period. But the essence of the profession in its modern form is, i think, still best reflected in the original meaning of the word "logistics". For the ancient greeks, it meant the art to calculate, to reason, and in the roman empire it was associated mainly with the rules of food distribution. Later, in the middle ages, the art of maneuvering troops in practice was called "logistics" that implied supply activity, management, determination of places of deployment of troops, construction of roads, bridges and everything else, that was urgently needed.

Jurgen-Richard Fleer: Innovation is our tradition

Text: Olga Dmitrieva

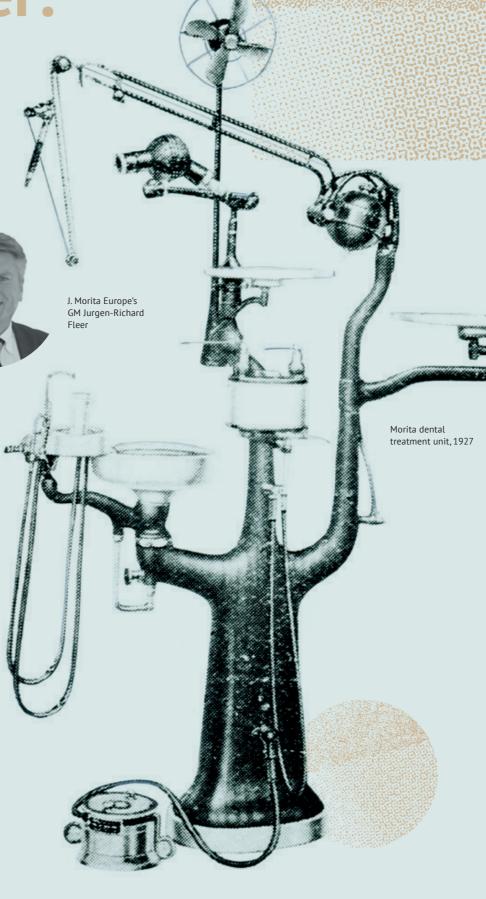
Founded by Junichi Morita in Kyoto, Japan, in 1916, dental specialists Morita will be celebrating its 100th company anniversary this year. Back then, as now, the traditional business saw itself bound to meet the obligation of supplying products and solutions to re-establish, retain or improve a patient's quality of life. Jürgen-Richard Fleer, General Manager of J. Morita Europe GmbH, explains the innovations with which this objective can be achieved now and in the future. Mr. Fleer, Morita is celebrating its 100th anniversary in 2016. To what extent is such a remarkable anniversary a reason for increasing awareness of the company's history and related values?

- These topics are not only present in a jubilee year in a company rich in tradition such as Morita. In fact, the history of Morita is closely linked to clear values and demands that have a permanent influence on everything we do. Particularly in this day and age, which is influenced by major economic and technological upheavals, these values play a significant role by providing orientation for partners and customers. After all, what had already been formulated by the company founder Junichi Morita 100 years ago still applies today: Our mission is to create the highest standard of precision, product quality and real added value for practitioners and their patients. We have been focusing firmly on this quality

concept ever since and will continue to do so in the future because this – together with our drive for innovation - is an elementary part of our tradition.

- These values have resulted in products and solutions that have already proven a success, in some cases for decades, in dental practices all over the world. What are you particularly proud of?

 There were a number of revolutionary milestones in the course of our 100 year company history. Of particular importance for us are those innovations which today still occupy a permanent place in day-to-day dental routines or at least have paved the way for present-day products. The Spaceline



range of treatment units a good example of this. With their ergonomic design, they provide the dentist with an untiring and comfortable working position – a bonus point from which dental practices all over the world are benefitting to this day. The experience that we have been able to gather in the meantime with this product line over the last fifty years is also reflected in our Soaric premium treatment unit. In this respect, the high level of comfort, practice-oriented flexibility and the well thought-out hygiene concept of these units are the result of not only long-standing tradition but also consistent innovation. - Morita's portfolio goes far beyond just treatment units. What other areas also benefit from your tradition and innovation?



Dental simulation workstations, 1983

57

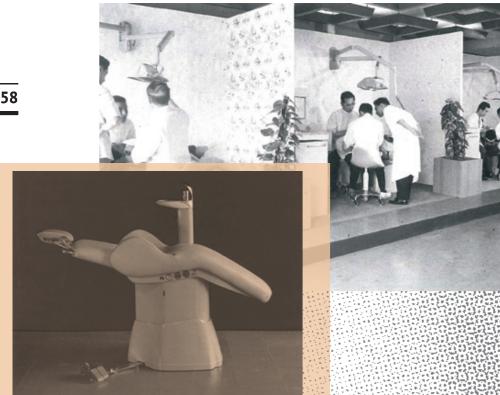


The company founder Mr. Junichi Morita

- Well, as an example, there is the area of diagnostics - or more specifically imaging. In the 60's of the last century, Morita was able to introduce a real pioneer in this respect with the PANEX-E panorama X-ray unit. Not only did it provide images of the whole jaw, it also

reduced the radiation exposure level significantly in comparison to existing systems known at the time. Current device generations have only been possible with the help of the know-how gathered in this sector to date. For example, the Veraviewepocs 3D R100 combination system for panorama, cephalometry and 3D scans has an innovative field of vision in the form of a Reuleaux triangle which orients itself to the natural iaw and therefore operates at a particularly low level of radiation and as patient-friendly as possible.

We also combine tradition with innovation in the sector of endodontics: In 1991, the "Root ZX" apex locator set a major milestone in the history of endodontics. This is the first device worldwide with impedance measurement which is not influenced by fluids. Morita has registered a patent for this innovation. The Root ZX has had a significant influence on the endodontics sector and has resulted in easier and safer handling for the user. This was followed in 2002 by the "DentaPort ZX" which not only measures the root canal



The first model of the Spaceline series



Dentistry center of Dr. D. R. Beach, the founder of the eponymous method, in Japan



Morita factory building in Kyoto, 1943

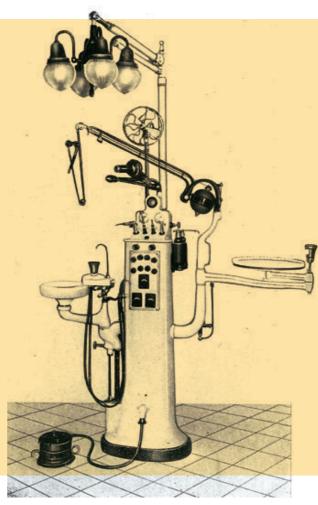
but also has an integrated motor to enable preparation, and later on by our DentaPort ZX Set OTR with its optimum torque reverse function which combines the advantages of rotating and reciprocal cyclic technology. This function offers the practitioner the greatest possible safety and enables precision and easy application.

- On this occasion of the company anniversary, join us in taking a look into the future: Where do you see Morita in the next 100 years?



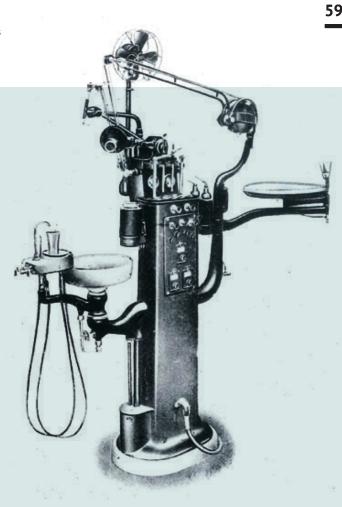
Morita Spaceline dealer conference, 1969

- We already place a great deal of value today in supporting the changes in dentistry with future-oriented products. We are very proud that we have made it possible for a large number of practices to be able to afford Morita as a result of the consistent optimization of our development and manufacturing processes. Whilst we were only partners to high-ranking universities and prominent practices during the first few decades, these days we are "in everybody's mouth". Not only do we supply real added value, we also supply a standard of quality that in many cases is unfortunately no longer possible in our finance market-driven world. With our claim to innovation, we have always introduced solutions over the past hundred years that have set new



standards in dentistry and provided a lasting improvement in the quality of life for patients - and we will continue to pursue precisely this objective in the future. As an example, we could take our highly versatile Er:YAG-Laser AdvErL Evo which offers a wide range of therapy options for periodontal, implantological and oral surgery procedures and, at the same time, successfully counteracts the increase in periodontal diseases and treatment of peri-implantitis. And last but not least, we aim to provide the dental profession with high quality solutions for effective and sustained performance which is focused primarily on a successful therapy and patient satisfaction. Only in this way can we create a trustworthy basis for a successful cooperation. Or to put it into other words: In accordance with our motto "Thinking ahead. Focused on life" we have already got our sights today on those innovations which will improve the quality of life of practitioners and patients tomorrow.

Type B treatment units with and without the lights



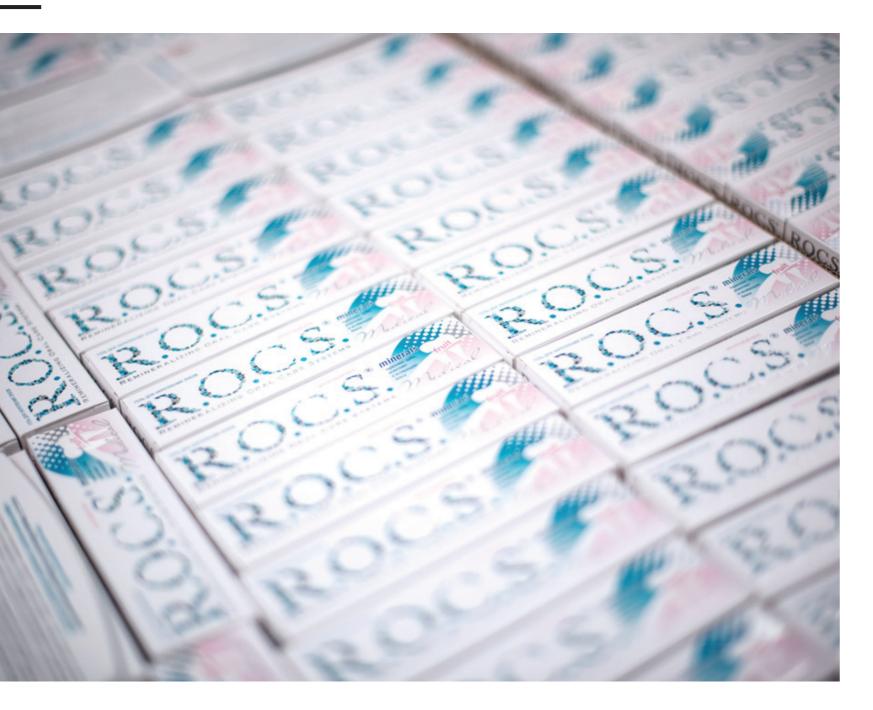




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About Morita

The Morita Group is one of the leading manufacturers of technical medical products. The traditional Japanese company has sales companies in Europe, USA, Brazil, Australia and Africa and offers a wide range of products. As a leader in xray diagnostics and endodontics, the company's product portfolio offers highperformance imaging systems up to cone beam CTs, handling units, laser, turbines, straight hand and contra-angle pieces, instruments and endodontic measurement and preparation systems. With outstanding quality standards and continuing research, Morita's worldwide staff of 2,400 employees is oriented towards the needs of users and doctors. In this way, the spirit lives of Junichi Morita who founded the company in 1916. Morita has now been in family hands for three generations and is currently under the management of Haruo Morita.



How toothpaste is made?

Text: Yana Klevtsova, Arina Soboleva Photo: Sergey Karpov

Opening a tube of toothpaste with mint and chocolate flavor, we are looking forward to its sweet taste and are prepared to devote a few moments of our life to it. But we perfectly understand that mint and chocolate have very little to do with oral hygiene, that there is something else, unknown but much-needed for us twice a day, in the toothpaste. Our magazine has centered around the beneficial properties of R. O. C. S. toothpastes and the problems of oral diseases they help solve more than once. Today we want to show how toothpaste is made and what from. What do we actually brush our teeth with?

decided that it is the easiest to look for the answer directly at the manufacturing facility and went to one of the plants of DRC group of companies, which produces all the toothpaste of R. O. C. S. brand, and arranged for a meeting with a man who knows everything about how toothpaste is made and what it is made from

The plant is located 100 kilometers from the capital in Stupino District of Moscow Region. While looking at the building of the plant, one can assume that this is a research institute or a confectionery. That is, nothing specific can be said about it. It is a low white building, neither with tubes, nor with any noise. However, it does not smell sweets, we breathe in fresh autumn air on the porch. Admiring a bright blue sky, trees, we express our admiration of the landscape to Alexander Karpov, who is waiting for us at the entrance.

"In fact, the forest that surrounds us is Stupino Industrial Park, there are 20 more

plants around here," Alexander noted a little ironically. "Mostly those are plants of well-known companies such as Mars, Kimberly-Clark, Campina, Kerama Marazzi. A good investment climate is created here and a lot of powerful producers have been attracted. But the place is still environmentally friendly," says Alexander, "It is important for us that the production does not violate the natural environment around. There are neither harmful emissions into the atmosphere, nor dust. It may seem unlikely, but industrial waste water, which we drain off, is purer than water in an artesian well."

procedures

about 15%.

Hydrotherapeutic

Water is very important for manufacturing oral care products. Water content in some of them, for example, in mouthwashes, reaches 85%, and directly in toothpaste it is



Alexander Karpov Candidate of Engineering Science, Director Deneral of "Evrokosmed-Stupino", Director of production unit of DRC group of companies.

Water for manufacturing processes comes from our own artesian well, which is about two hundred meters deep, that meets the drinking water standards. However, this is not enough, and it has its own system of multi-stage water treatment. Water is purified to such an extent that it becomes quite suitable for the production of normal saline, for example.

"Is that really necessary?" we ask Alexander. "You do not produce medicaments, do you?"

"By and large, the directive, according to which we manufacture products, is closer to the pharmacy than to the cosmetic industry.

Our factory is certified according to ISO and GMP standards of the French company Afnoir, a leading auditor not only in Europe,



The past preparation process is fully automated

but in the world. By the way, they are the main auditor of the pharmaceutical industry."

We learn geography

Raw materials warehouse is a large room, the dimensions of which are not easy to assess due to the racks, extending over the horizon. Here we can find everything that being mingled with the familiar purified water turns into toothpaste. There are boxes everywhere, but what is inside?

"Before coming to you, we watched a video about the production of toothpastes on Discovery channel. There huge trucks with limestone, quartz and sand drove to the plant, where they went entirely to the production. Do you really have sand here, in these boxes?"

"We use silicon dioxide as abrasive. It is really brought to us in containers and we spend about a ton of it a day. Our toothpaste contains ultrafine abrasive. Its particles Today Evrokosmed-Stupino is one of the most advanced production facilities in the industry nationwide and globally

are so microscopic that do not damage the surface of teeth. Abrasives help clean teeth mechanically. They are used not only in toothpastes; abrasives are used for cleaning and polishing in a variety of areas. If we ignore all the therapeutic properties of our toothpastes, there are two components which are directly responsible for cleaning. The first of them is abrasive, and the second one is bromelain. It is a proteolytic enzyme that destroys the protein. The fact is that bacteria stick to the surface of teeth, forming plaque, and bromelain destroys them breaking up protein. In addition, it forms so to say, a positive charge, which repels harmful bacteria on the surface of the tooth. So when we brush our teeth with our toothpaste, we feel like the slipperiness of the tooth, smoothness and cleanness."- "And what is bromelain made of?"

"It is an extract from pineapple, so, as you might guess, we import it from countries where pineapples are grown. In fact, you can study geography in this warehouse, because we order components from around the world. Silicon dioxide, for example, is imported from England and from India, if we are talking about fragrances, then, of course, they are brought from France."

"Besides detergents and chemical components with a complex mechanism of action, as it turned out, the ingredients that we encounter in everyday life are added to the toothpaste.

For different pastes we use special components that improve oral health, providing preventive and therapeutic effects, for example, the components that help fight stomatitis or gingivitis. We have bags of licorice root, which is used in pharmaceuticals,





TOOTHPASTE

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extracts of chamomile and linden. There are oils of eucalyptus, thyme and clove, all of them being natural ingredients."

"What happens with all this next? How many stages is toothpaste from here, from the raw materials in the warehouse to the tube?"

"By and large, it is just one stage away. This is the process of boiling. However, we add the components that we produce ourselves to some of the toothpastes. Come on, I'll show it to you."

The mystery of the production of raw materials

There is another building inside the factory. This is a production module, which is structurally separated from other parts of the construction.

Before going inside, we put on robes, shoe covers and caps, just like in a movie about a secret laboratory. And here we are in the room where calcium hydroxyapatite is being synthesized. It sounds scary, but it looks rather mysterious. There is a tank, from which numerous tubes extend, in the corner of a spacious room with lots of natural light, in complete silence.

Hydroxyapatite calcium is the primary mineral, which our teeth consist of. Besides the fact that it is added to toothpaste as a component for strengthening the teeth, it is widely used in pharmaceuticals and cosmetics worldwide. The only problem is that its production is energy-consuming and difficult.





1. In the sorting section, bright toothnaste cartons move with kaleidoscopio sneed

2. When the tube is sealed airtight, it can be handled manually

Here we use a unique technology that allows us to make the process cheaper with a very high quality. As it turned out, few plants produce their own high-tech ingredients for the toothpaste. According to the staff of DRC, it is the only manufacture in the industry in the former Soviet Union, which develops its own base of components.

How toothpaste is boiled

The most important production unit from the point of view of technology turned out to be rather simple. Well, the toothpaste is just being boiled; we can neither approach it, nor even smell. But you can see your reflection, distorted in a funny way, in the shining metal surfaces of boilers.

The heart of all productive process is boiling the toothpaste. The most part of the production unit is occupied by caldrons, measuring approximately the half of human. Glancing in the glass window of the tank, it is possible to see how homogeneous mass is being steadily stirred inside. As technologists say, than larger a caldron is, the more difficult it is to control the microbiological environment inside and the more preservatives are required. Therefore, only small tanks are used here.

The process of boiling is fully automatized. The machines mix, heat and cool the toothpaste.

We cannot understand what paste is boiling in what caldron, though we try hard. The tanks are closed hermetically and let out no smell. When the process is over, the prepared toothpaste will begin to flow along the pipes to a nearby room to fill in multicolored tubes. Meanwhile, the workers of the production unit are telling us, that there are only a couple of so powerful machines as these in Europe. And the analogues of the systems that allow working with the formulations necessary here do not exist at all. They are



will receive this plant's production, and shoppers are waiting for it



Alexander Karpov: "Employees put their heart to it, because they love the idea behind our product."

created especially for this production, which is difficult from the point of view of physical and chemical parameters.

The cycle of production at DRC plant is 4-5 times longer, than, for example, for the most widespread tooth-pastes. It is connected with the fact that special low temperature technologies which allow saving activity of vegetable feedstock are applied here. It is possible to say that the products that go out of this production unit are piecegoods manufactured in small lots in special conditions.

Final stage

the machines fill the tubes with the toothpaste in the area which is protected from contact with the external environment. But it is much more exciting in the packing department. Bright packaging is flashing and we are fascinated, looking at this kaleidoscope.

TOOTHPASTE

After the tubes with the toothpaste are hermetically closed, it is already possible to take them up. However they are passed into the safe hands of machines again as packing in small boxes is also performed automatically. The atmosphere in the department looks like the hurried conveyer line work. Here the same spirit of regularity and calmness is felt, as well as anywhere we have already been. And it is not clear what exactly creates this atmosphere. It might be simply daylight that passes through the large ceiling windows and fills in the whole room. "We have already been walking around the production unit for about an hour, and still we have met very few people. Is it so quiet here because nobody is present?" "About 100 people work for us in two shift. The employees might just feel calm here. We started this plant three years ago, but by the moment of its opening we had already been engaged in the production for ten years. So, we took the core of the team from the old plant, it was in Domodedovo. It

was important for us to keep the specialists, having large experience. For many people working here is a labour of love, because they like the concept of our product. Today this plant is one of the best and most modern in our industry not only in Russia, but also far beyond its borders."

"And how fast do technologies go out of date? How long is it possible to remain the most modern in this industry?"

«We have to move all the time, because if we stop, we will begin to fall behind. We never save on innovations, and due to it our equipment is really modern now, I would say, it is even fashionable. About a year ago we started the production of hydroxyapatite, we use bromelain, develop special formulations of child's toothpastes; we constantly search for new decisions. Certainly, the industry on the whole begins to develop in the same directions more actively, trying to repeat our developments. But it only proves that we succeeded in being ahead all the time until now."

"Glavkosmetika"

Is our unique plant and a special reason to be proud

The opening of new production facilities in Russia, especially with an innovative component, is one of the main economic and political priorities in our country. Construction of a new plant is no trivial matter. This is a very time-consuming process that requires patience, courage, certain mental resolve and material capabilities, as well as confidence in the future and in the success of the business.

Text: **Svetlana Marelo** Candidate of Medical Sciences, Head of the DRC Group



The picturesque Lake Udomlya

Currently GLAVKOSMETIKA is the only manufacturing facility in the industry located in the post-Soviet territory that develops its own R & D system. Domestic location allows us to work effectively with local dentists and use their feedback to help engineers and designers develop new models of toothbrushes and test their efficiency and safety.

The plant is located in an ecologically clean area, in Udomlya, the town in the Northern part of the Tver Oblast, by the watershed between the Baltic and the Caspian sea and between the catchment areas of the Volga and the Neva rivers. It is an area with a large amount of wetlands and a chain of hills forming a forest ridge in the North, on the banks of the lakes of Udomlya and Pesvo connected by a 180-meters-wide channel.

The district's main industrial component, nuclear power, is represented with Kalinin Nuclear Power Plant (98% of the industrial output of the Udomelsky District, 70% of the electric power produced in the Tver Oblast and 2.5% of the oblast's commercial production).

A long and complicated process of design, construction, and equipment installation took several years. Eventually we have built one of the best and most advanced plants in our industry both nationwide and globally, which has been operating successfully for more than 10 years, undergoing further modifications and equipment modernization.

World's best experience of constructing similar facilities has been taken into account during the design of the plant. Special atten-

MANUFACTURING







The toothbrush handles are colored using only safe pigments

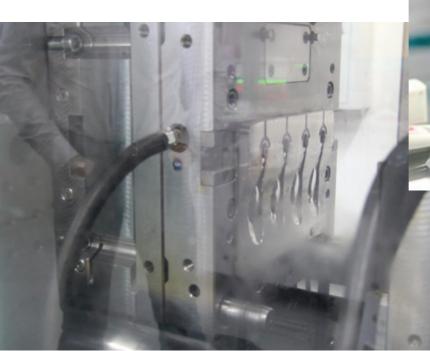
tion was paid to the issues of energy saving and environmental protection. For example, the use of a system of expansive windows helped reduce power consumption.

AOur manufacturing process uses one of the best and safest plastics, PET G, and special monofilament from leading European manufacturers. The main supplier of monofilament for the production of R. O. C. S. toothbrushes is a global leader in this segment, the German company PEDEX. The equipment used for manufacturing R. O. C. S. toothbrushes has been developed and supplied to us as part of an exclusive order





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The company always has something special in store for children

Our plant equipment has been developed by the leading German suppliers specially for our company

by leading German manufacturers such as ARBURG and Zakhoransky.

Our production is certified by world's leading auditor, the French company Afnor, according to ISO and GMP standards. We have implemented strict hygiene requirements customary for the production of household plastic products. Production processes are automated as much as possible.

These factors are particularly important, as our products include those intended for children, and we are the absolute leaders in this segment.

The manufacturing process itself is also one-of-a-kind. We have developed the most effective technological and logistical routes throughout the production sites, allowing for maximum production capacity.

Another point of note is the fact that we develop our own color scheme for painting the handles of toothbrushes based on experiments with safe pigments in our own laboratory. Thanks to this, most colors found in the product range of R. O. C. S. toothbrushes are unique. We also utilize the technology of triple-polishing the bristle tips, which helps

prevent mechanical damage to the teeth enamel, dental fillings, and gums.

Plastic materials used in our production meet the international and European standards of quality and safety for use in the manufacture of toothbrushes.

Our plastic products are tested for toxic and microbiological safety, as well as undergo a number of technological tests in the Central Research Institute of Dentistry and Maxillofacial Surgery (CRID and MFS).

In November 2014, Russian Dental Association granted to the R.O.C.S. brand its approval marks, including those for toothbrushes for children and adults. We consider this achievement one of the most significant events in the year's history of the R.O.C.S. brand.

Using best international practices, strict compliance with standards and regulations, and the desire to produce only top quality products make up our philosophy and are the key to our success. After all, today the R.O.C.S. oral hygiene brand and other brands of our company are sold not only in Russia and the CIS, but also worldwide, including England, Japan, Germany, Finland, Turkey, and many other countries.





Inspired by art





www.rocs.ru







Toothpaste with Calcium and minerals

One-of-a-kind gel for aesthetic preventive care



Kids will appreciate the great berry flavor of this toothpaste

developed in WDS

Long-lasting

mint flavor for

freshness fans

R.O.C.S. PRO Kids Wild Berries

laboratory, includes calcium, This toothpaste is suitable phosphorus, silicon and for children from 3 to 7 years magnesium in an optimum old. Children, of course, will ratio. With calcium it has a appreciate its pleasant berry high bioavailability, returns taste. It would be useful whiteness and gloss to the for parents to know that tooth enamel, increases the toothpaste is created resistance to the tooth decay. on the basis of particles Xylitol (6%) contributes of calcium hydroxyapatite to the mineralization of of different size, which the tooth enamel, protects fill in the tooth enamel against specific cariogenic with minerals. In addition, bacteria and regulates the the formula includes the balance of microflora in extract of honeysuckle which has antibacterial the mouth. The toothpaste contains no fluoride, properties and protects the preservatives and synthetic gums from inflammation. coloring materials and is The toothpaste contains suitable for regular use in 97% of natural ingredients adults and children older and is safe to swallow. It than seven years. has no parabens, fluoride

Shine, Freshness and Berries: DRC Presents New Products

the littlest

DRC Group of Companies has been engaged in the production of the means of oral care and represented several brands, the most famous being R.O.C.S, on Russian market for more than 10 years. All products have been developed in our own research laboratory, the experts of which have patented more than 50 formulas. There are also unique technologies on account of the laboratory which allow the use of natural ingredients in the production and not losing the effectiveness of the

product. The line of R. O. C. S. products includes brushes, toothpastes, sprays, floss and mouth rinses for different situations. Now, the company is pleased to offer several new products.

Lapikka

A new brand, DRC, which brought inexpensive toothpaste for kids, that does not contain fluoride, coloring materials and parabens, in stock. The range of pastes based on calcium compounds, reinforced with 2% concentration of xylitol, is known for its anti-caries properties. This

simple formula is created with the ingredients with proven clinical efficacy. And cheerful packaging is sure to appeal to children and make brushing funnier.

R.O.C.S. PRO Shine Enamel

It is a novelty in aesthetic prevention. It is gel that is intended to correct aesthetic defects, reducing tooth sensitivity and preventing tooth decay. It does not replace toothpaste and serves as an auxiliary tool for solving different problems. However, like toothpaste, it is not dangerous to swallow. The laboratory studies have confirmed that the gel visibly lightens the tooth enamel as early as two weeks after starting to use

not contain peroxides and abrasives. The fact is that with regular application it forms a wet film, rich in minerals, on the surface of the tooth. It is recommended to apply the gel on your teeth 2-3 times a day to obtain a stable result. The result can stay up to six months. So far, R.O.C.S. PRO Tooth Shine gel for teeth has no analogues on Russian market.

it. At the same time it does

R.O.C.S. Maximum Fresh

It is unique toothpaste with mint aroma for a long-lasting effect, meant primarily for preservation of freshness. The formula,

UNIDENT TODAY #1 2016

NEW PRODUCTS





Mint-flavored toothpaste with pleasant undertones of pine and berries

and coloring materials and calcium hydroxyapatite forms a highly mineralized protective layer on the teeth and prevents the development of caries.

R.O.C.S. Uno Herbal

The toothpaste that is suitable both for everyday use, to restore the tooth enamel in post-filling period and to prevent secondary caries. The mineral complex nourishes teeth with calcium and phosphorus, and xylitol

and magnesium help to fight plaque. A rich taste of mint with a hint of pine needles and wild berries has become a nice addition to this cocktail. No wonder the toothpaste is called «Energy of Herbs»: chlorophyll in its composition strengthens and protects the gums, and freshens the breath. The ability of this toothpaste to strengthen the tooth enamel is proved by clinical studies. Like other R.O.C.S. toothpastes, it contains no fluoride, preservatives or synthetic coloring materials.





Collaborative work of DRC and the Institute of Plastic Surgery and Cosmetology

A New Way to Take Care of the Health of the Skin

TDRC commercial and industrial group of companies is filling a range of new interesting products. The company has launched a line of products for professional esthetic medicine and injective contour plastics under Femegyl brand together with the Institute of Plastic Surgery and Cosmetology. For over 10 years the technologists, the physiologists, the biologists of DRC Group have been working in their own laboratory, developing new formulas for products intended mainly for oral care. Based on many years of research, the experts of DRC Group have used their experience in a new area, thus, a line of products for skin, starting from the original gentle scrubs and ending with skin treatment and injection preparations for contour plastics appeared. FEMEGYL brand products have been created with the participation

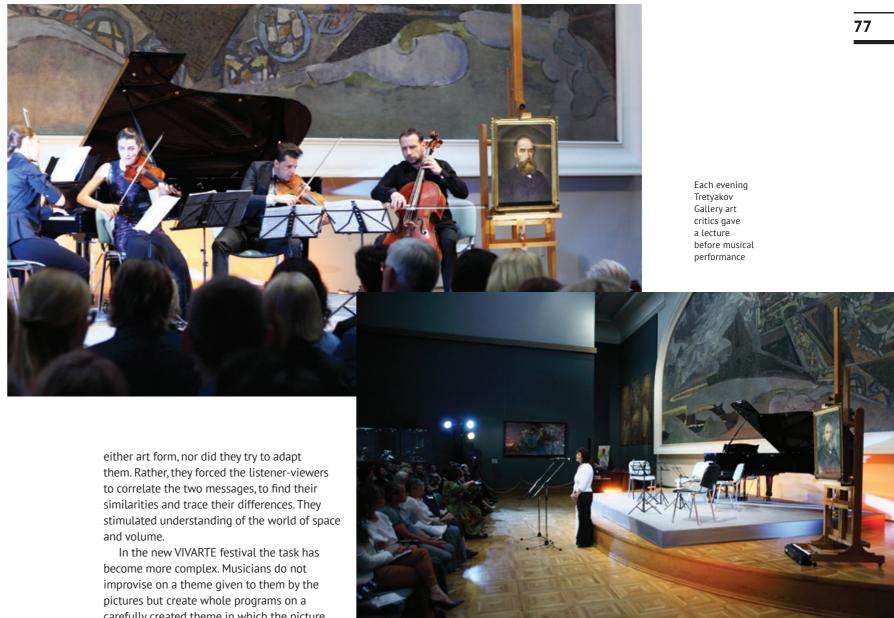
ts of dermatologists, cosmetologists, rs immunologists, of pharmacologists and eir chemists-technologists. It may be said without exaggeration that this is one of the first domestic brands d of the highest quality at ent an affordable price, which ns will be interesting both for cosmetologists and their d patients. All the formulas ted which have been used are as «green» as possible; they include vegetative raw material and natural preservatives in all cases. Each of the products in the range of FEMEGYL is different from the rest in its composition, so their consistent application ensures maximum nutrient saturation of skin and does not overload it. FEMEGYL products are based on deionized artesian water produced in ecologically friendly district of Moscow region and having passed special preparation. The entire production process is concentrated in Russia; the products, actually manufactured manually under the order, under the conditions of the pharmaceutical enterprise, are supplied to cosmetological clinics.

UART

Cultural foundation



The subject of music and art is a most captivating and treacherous one. It entices us with seemingly beautiful parallels and juxtapositions, with the ease of new discoveries. Indeed, we often tend to use musical terms when speaking of art. "What a mellifluous composition!" we exclaim, looking at Watteau's pastoral scene. And vice versa, when listening to music, our imagination picks up on the trappings of the traditional logocentric schooling, looking for semblances and familiar patterns, and happily paints - pun intended - artful depictions of a sweet scenery or epic celebration.



carefully created theme in which the picture is just one of the inspirations. The great Tretyakov Gallery has become a participant in its own right. Museum staff assisted in the development of the theme, but were kept in the dark as to exactly what picture would be presented at the concert. Multi-level, saturation of different texts, references, and research was organized into a formally generous and luxurious communicative concert space.

One must agree that the link between the portrait of Pavel Tretyakov by the brush of founder of the "Union of Russian Artists" Nikolai Dosekina, and the guintet by Antonin Dvorak and the "Memories of Florence" sextet by Pyotr Tchaikovsky is not obvious. The system of their union refers more to the territory of social consciousness, reminding us of the general themes and dedicated

However, I must admit that projects on the theme of the convergence of visual art and music are rarely convincing. Each form of art has its own laws organizing the language of communication and the apparent ease of transfer, ease of interchangeability is deceptive. Their points of interception are postulated as reality where understanding of complexity gives way to consumer perception of common places, reducing the rich and unique language of Art to banal clichés. There is a far more productive alternative: not to pamper selfloving salon truisms about the availability of interpretation of one form of art to another, but stimulate understanding of the complexity and uniqueness of both in their dramatic, not always harmonious and benign adjacency. This path was chosen by the first VIVA ARTE festival in the Tretyakov Gallery.

The ideological platform for this event was the brilliant VIVACELLO festival created by the U-ART foundation and Boris Andrianov, which is deservedly recognized in Russia and throughout the world. It is unique in its virtuosic statement of the problem

of understanding how one seemingly cumbersome, ponderous-sounding, clumsy instrument could create a space for universal musical communication. What manner of strength and possibility of artistic expression allows us to trust boundlessly that the CELLO will lead us along the most whimsically winding paths of art? The cello remains the cello. It does not become a paint palette. It does not turn, authentically into a piano, choir or orchestra. Yet the genius of Andrianov and Co. enables this instrument to touch the very strings of the soul, that which is "universal", even universal responsiveness, which then becomes a channel for various wonderful worlds and spaces. It provokes thought on the complex and ingenious.

Another platform of the VIVARTE festival is the "Cello e Pittura" project which is also supported by the U-ART foundation. (Taking place during one of the VIVACELLO festivals). Three musicians and their wonderful cellos entered the hall and improvised on the theme of three works by contemporary artists. They chose the necessary words to express feelings and emotions, but not in the language that they had mastered but in the language of Music. They neither adapted nor profaned

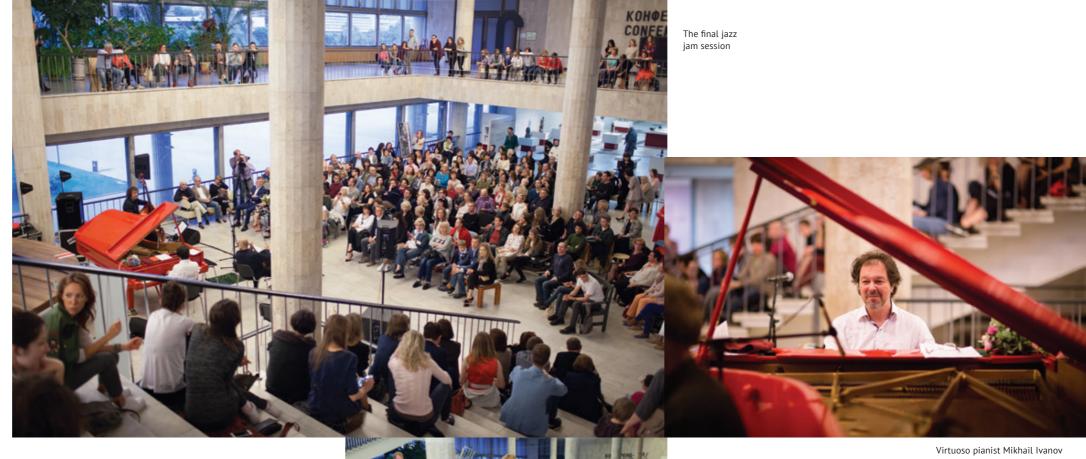


Each concert was accompanied by a display of an art piece from Tretyakov Gallery's depository

internal friendships and intellectual artistic unions of the end of the 19th and beginning of the 20th Centuries. Cubist Futurist still life paintings with the violin of Lybov Popova were satellites in which an enormous alpine horn performed the solo in the opus of the young Richard Strauss. Outstanding musician Arkady Shilkloper, singer Tatiana Kuindzhi and pianist Stefan Vladar created a similar sense of mystery, or to use the terminology of contemporary art: performance. Authorcompiler and editor of the festival catalog, Tatiana Davydova, described the emotion that gave rise to Strauss' "Alpine horn" as "inescapable melancholy".



A French horn improvisation by Arkady Shilkloper



...This objectivity gives new emotional, visual, auditory, tactile experiences, to even an academic concert...

has its own morphology, but their interaction, established thanks to today's outstanding musicians and the masterworks of Russian art of the past, makes it possible to discover new perspectives for understanding the artistic process in its entirety and unity.

And these perspectives substantiate the symposium of different forms of art for the sake of identifying common systems of principles. In this regard, the final concert of the festival, a concert dedicated to the 110th anniversary of the birth of Dmitry Shostakovich, is very telling. The venue of the concert is the Vrubels Hall. On the easel sits a work by Pavel Filonov "Shostakovich's First Symphony". The "Seven Romances by Alexander Blok" (soloist Tatiana Kuindzhi) and the arrangement of the 15th Symphony for violin, cello, piano and percussion by Viktor Derevyanko and Mark Pekarsky are heard. This new version of the symbolist poetics, the cycle dedicated to Galina Vishnevskaya, defining perception and unexpectedly supporting the visual art around it, was broadcast in the space of the Vrubel Hall. The "Song of Ophelia", "Gamayun, Bird of Prophecy" wonderfully complimented the

pictures with mythological themes: pictures that were piquant with exalted, crystal-like brilliance. However, music is not art and the time is different. Dissonance and contrast, tension and release provokes memories of style in which Shostakovich wrote his cycle: the international modernism and symbolism that the USSR, to a large extent, also relied on. In painting and sculpture the new wave of post-war modernism, the so-called neobrutalism of the 1960s (Ernst Neizvestny) makes itself felt in many ways in the outsider method of Filonov, which in turn has a lot to do with the faceted world of the works of Vrubel.

In his symphony Shostakovich inferred the aesthetic code of the enormous period of life

the performative space of Tretiakov Gallery and the concert they that was chosen to accompany it, thanks to the cubism-futuristic still life of Popova, happened to be dissected in a strange tactile 3D quality. The romantic world is literally refracted in the face of the hypertrophied, aggressively present (as, indeed, an alpine horn itself on stage) objectivity. This objectivity gives new emotional, visual, auditory, tactile experiences, to even an academic concert. Defined conservative conservatoire path experiences are broken down. And that is great.

> Similarly complicated convergences of different systems of perspective and conditioned the uniqueness of the format and programs of the festival. There were no games of 'Russian chess', no dissimulation of music and painting or vice versa. The language of each art form, structured in its own way,

Thus, this sense of melancholy, thanks to

The evening's informal atmosphere inspired dancing

> of all art forms between the 1970s and the 1990s. The great composer distinctly marked the border between modernism and his searing lyricism and the rebellious romantic themes of post-modernism with his use of quotation and rhyming logic. It was not for nothing that Shostakovich named the first movement of the 15th Symphony the "Toy Shop", with its piquant quotations, including Rossini's "William Tell" overture. The juggling of different texts from musical culture also fits into the rhythm of the impressions of the paintings in the hall, where the molecular suspension on the modernist Filonov suddenly dissolve into the corpuscles of the symbolist paintings of Vrubels. Similar calls to life and clouds of interpretation at the festival give freedom and lightness to movement in the art world, where construction may be different but the overall landscape is the same.

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Chamber Music for Vrubel's Characters

How it feels to play music among great paintings



Tatiana Kuindzhi (Russia), opera singer

When I was waiting for my entrance in front of Vrubel's canvases, I had amazing sensations. It is always very important to know who is looking at you. In his paintings, there are various creatures, created by someone's fantasy, that are watching you. It seems invaluable to me. In the sense of acoustics, concert halls are more familiar, but here you have the atmosphere of studio freedom, as if it were an artist's studio. As if we were all a little bit more free than at an academic concert. Chamber music allows for speaking very quietly, in a language of art, and conveying

fleeting emotions that just won't reach the audience at a big stage, in the presence of a big orchestra.

Magda Amara (Austria), piano

I believe it is wonderful to be fully immersed in the world of art during a concert, because all kinds of art, including painting and music, are closely connected. When people can look at paintings during a recital, it



is perfect. Maybe later they would like to see something in more detail and visit an exhibition. This is why I fully support the synthesis of arts, it is such a great idea! Of course it's not new, and yet it is always relevant.



Itamar Golan (Israel), piano

I spent a week in Moscow, and all these days were spent in the company of art, of paintings. This is just something one could dream of – going to the Tretyakov Gallery every day, as if I were in my own house. Though I live in Paris and perform at various venues there, I have never visited the Louvre or the Musée d'Orsay in such a way. Even a series of classical concerts in the Louvre was like this: you are locked in a modern concert hall, which they have built

in the basement... in the basement! Thus, everything is totally different. At the Tretyakov Gallery festival, there was so much freedom, beauty, emotions, and inspiration... It so much influenced the musicians and the audience alike.

Vilde Frang (Norway), violin

Of course I felt unusual on the stage at the Tretyakov Gallery. There are many beautiful paintings there, and I seemed to be full of happiness. In my opinion, music has more connections to painting than to any particular human emotions.

VIVARTE



To me, music and painting are intertwined: when I perform, I often imagine some kind of landscape. Nature and life itself can produce certain music inside you. For instance, if I'm playing Schubert, I feel like moving very fast on a train of that time.



Fumiaki Miura (Japan), violin

It is an amazing place. It is one of the greatest museums in the world, and it never occurred to me that *it is possible to organize* such a concert and such a festival at a museum. At first, I was afraid that it would be difficult to perform here, because this venue can't house a lot of people. However, everything was perfect, and the audience was great. I hope that this festival will continue for many years to come.

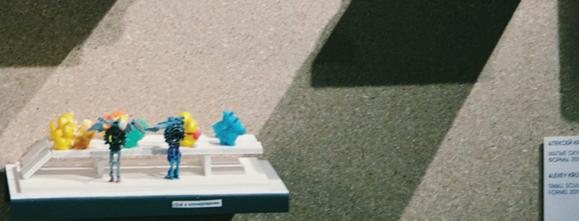


The 11th exhibition of the finalists of the Innovation contest, the all-Russian contemporary visual artists competition, opened recently at the National Center for Contemporary Arts in Moscow. In my particular case, the event is especially interesting to review, since I can resort to double optics: that of a casual observer and that of an insider. In fact, being a member of the Expert Board of the competition, I took part in the first stage of the nominees' selection, the online voting. However, I was not responsible for the final shortlist, as I stepped down from the Expert Board during the discussion, due to an ideological disagreement with the Organizing Committee. The resulting insider/outsider position has its privileges. You note all the highs and lows of the project clearly and in more detail. At the same time, corporate loyalty does not limit your critical stance.

Innovation and conservation

Text: Sergey Khachaturov Photo: Alan Vouba

The deceptive cuteness of the toy world conceals genuine passion and drive of the Primorsky Territory underground art, presented in the Rebels Territory exhibition





To the subject at hand. The prize has now seen its eleventh edition and is awarded in five nominations: Work of Visual Art, Curatorial Project, Art Theory and Criticism, New Generation, and Regional Project. One must admit that, after more than ten years, even the titles of the nominations need some corrections. Today, in the second decade of the 21st century, it seems anachronistic to name the main nomination Work of Visual Art.

Two years ago, there was a huge exhibition entitled Art or Sound at Fondazione Prada in Venice. It was curated by the legendary Ger-

mano Celant, who had initiated the Arte Povera movement back in the day. The majority of exhibits in Art or Sound were created by key representatives of the sound art movement, which by definition breaks the genre and media barriers within traditional arts, fusing together music and visual culture, performative practices and scholarly research. Often, works by Janet Cardiff, George Bures Miller, and Susan Philipsz cannot be seen at all – they belong to the realm of intellectual perception. They are sound sculptures. Meanwhile, in 2010 Susan Philipsz received the Turner Prize, the main British award in contemporary art, for her sound sculptures. So the notion of 'work of visual art' by its very definition dulls the landscape of the contemporary art process

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The exhibition design is inspired by drawing-boards in an architect's studio

Young art is somewhat similar to acrobatic pas

Mikhail Lylov. The expedition was aimed at studying the 'collective memory' of museums and natural territory. Other nominees in this category aren't attempting to ride the regional status horse either, but rather explore the possibilities for collaboration within the framework of a large-scale festival. The 13th St. Petersburg festival Contemporary Art in the Traditional Museum curated by Elena Kolovskaya, the 3rd Ural Industrial Biennale

by excluding from it powerful trends and methods of communication with the world. It seems symbolic that there is no winner in this nomination this year.

The Regional Project nomination raises questions of aesthetic and ethical nature alike. A few years ago, Arseniy Sergeyev, curator from Yekaterinburg and member of the Expert Board, suggested terminating the Regional Project nomination. He explained the reasons as follows: "It is disgraceful and puts shame on the entire art community, especially the more numerous and irresponsible Moscow part of it." What did he mean? Perhaps, he meant that today it would be unethical to intentionally divide art into arbitrary sectors such as metropolitan and provincial. What would this divide lead us to? To the acknowledgment of the fact that the capital city is the reference point and the province is inferior by definition?

Otherwise, if the objective is to take into consideration the whole diversity of tendencies across the territory of Russia, perhaps, special nominations should be introduced for collective research projects or international festivals. This year, thanks to similar logic, a huge program entitled Observations of the Open Space, which brought together many participants from different towns and countries, made it to the finals in the Regional Project nomination. It was a three-week artistic research expedition to the Divnogorye Reserve, organized by Yana Malinovskaya and



of Contemporary Art curated by Alisa Prudnikova, and High Hopes Museum exhibition organized by Alisa Savitskaya and Vladislav Efimov at the Arsenal in Nizhny Novgorod are all projects of this kind. Perhaps, there is just one project with a specifically regional character – Rebels Territory, covering contemporary art of the Russian Far East from the underground of the 1960s-1980s to the present. Still, judging by the presentation of the project, it focuses on research rather than on establishing ill-interpreted independence and isolationism.

of the U-Art

organizers





Alisa Savitskaya and Vladislav Efimov examine the publications shortlisted for the Art Theory and Criticism nomination

Pool video by Polina Kanis has a hypnotic effect on the viewers

> kin, a 'punk harlequin' from the Urals, and Viktor Misiano's fundamental three-volume anthology The Impossible Community, which might not always be interesting to readers not involved in curatorial practice. It is evident that currently the Innovation Prize needs a more versatile toolkit to work with the contemporary art life. The same conclusion can be drawn by

and communication.

Young curators of The Caucasus Pavilion manage to present a witty, engaging and delicate subject in the dialogue with the Oriental culture

The Curatorial Project nomination is less controversial. There are five finalists, including Metageography, a remarkable investigation into a popular subject curated by Kirill Svetlyakov and Nikolai Smirnov at the State Tretyakov Gallery. Why do I set this one out? Because here, in contrast to other projects, the authors had to almost literally fight for the audience. Metageography was on display next to the exhibition of Valentin Serov, which broke all possible records in visitor numbers. In historical perspective, the project by Svetlyakov and Smirnov proved to be a decent counterpart for Serov. It is fitting and fair that works by very young curators made it to the shortlist as well: The Caucasus

Pavilion (an entertaining anthropology of the Caucasus as a part of the Moscow Biennale of Contemporary Art) and The Center Red, an artist-run contemporary art space at the Red October factory. These projects raise hopes about the future of curatorship.

The Art Theory and Criticism nomination also seems problematic to me: each work seems to be marching to a different drummer. You can't put in the same category the media blog of the 6th Moscow Biennale of Contemporary Art, Gleb Ershov's fundamental research on the artist Pavel Filonov, Olga Shishko's catalogue of Projections of the Avant-Garde exhibition, Alexander Shaburov's original book project dedicated to B.U.Kash-



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ART CRITICISM

sense. For instance, the New Generation nomination could work as a grant fund rather than a single-winner prize, so that all finalists would receive parts of the sum allotted to this category. This might also serve well toward building a healthier environment for the competition and help leave behind such relics of the past as jealousy and intrigues within the art community.

I suppose that the undisputed winner of this year's Innovation is Boris Orlov, a living classic of the USSR underground art and the laureate in the non-competitive nomination For the Creative Contribution to the Development of Contemporary Art. In the other non-competitive nomination, For the Support of Russian Contemporary Art, the award goes to Leonid Mikhelson, founder and president of V-A-C Foundation (Victoria – The Art of Being Contemporary).

looking at the New Generation nomination. The allegorical, hieroglyphic video Pool by Polina Kanis can hardly be mixed with Leonid Tskhe's traditional painting series Neopetersburg. The latter are wonderful examples of Neo-Expressionist visual tradition, and it is absolutely unclear how to compare them with the video or with Evgeniy Granilshchikov's post-conceptual exhibition War (Untitled). Similarly, the striking Volga video by Aslan Gaisumov, precise and piercing in its focus on the tragic fate of the Chechen people, stands completely apart from the above mentioned works in terms of both meaning

Perhaps, to avoid multiplying entities and extending the list of nominations and formulas, a more radical approach would make



The Innovation Prize Has Been Awarded

The gala awards ceremony of the 11th Innovation Prize took place at the Pushkin Museum of Fine Arts. It is the first time in the history of the competition that the laureates are awarded at a classical museum. This is why Innovation Prize 2015 ceremony can be called a groundbreaking event





2. Anna Zhurba the curator of «The East. Deconstruction» project and the winner of a special award of the U-Art foundation.

Pushkin Museum of Fine Arts and its director Marina Loshak have demonstrated that they are open to contemporary Russian art, as they welcomed artists, critics, nominees, and members of the jury and expert committee of the competition. As always, quests of the ceremony could explore the nominated projects in brief but informative presentations projected on the screen at the White Hall of the museum. The very appearance of this screen was part of the scenography: when guests were seated, something started to inflate at the back of the stage – something that appeared to be the backdrop. Sounds of Yakutia drums, jaw-harps, and overtone singing added to the magical effect of the performance.

The first prize was the one 'For the Support of Contemporary Art in Russia', awarded to Leonid Mikhelson, founder and president of Victoria – The Art of Being Contemporary (V-A-C) Foundation. The foundation is currently refurbishing a historic building in Venice, to host an exhibition and educational center; in Moscow, they are turning the building of the former power station into a new space for culture.

One of the most valuable awards is one for 'Curatorial Project', with five projects

Art.

in 1995.

The ceremony was concluded by the second out-of-competition nomination – 'For the Creative Contribution to the Development of Contemporary Art.' To present the award to



Museum of Fine

presented. The prize, diploma, and 500.000 rubles were awarded to Viktor Misiano and his multidisciplinary exhibition Elective Affinities. Alisa Prudnikova took the prize for the 'Regional Project of Contemporary Art', with the 3rd Ural Industrial Biennial of Contemporary

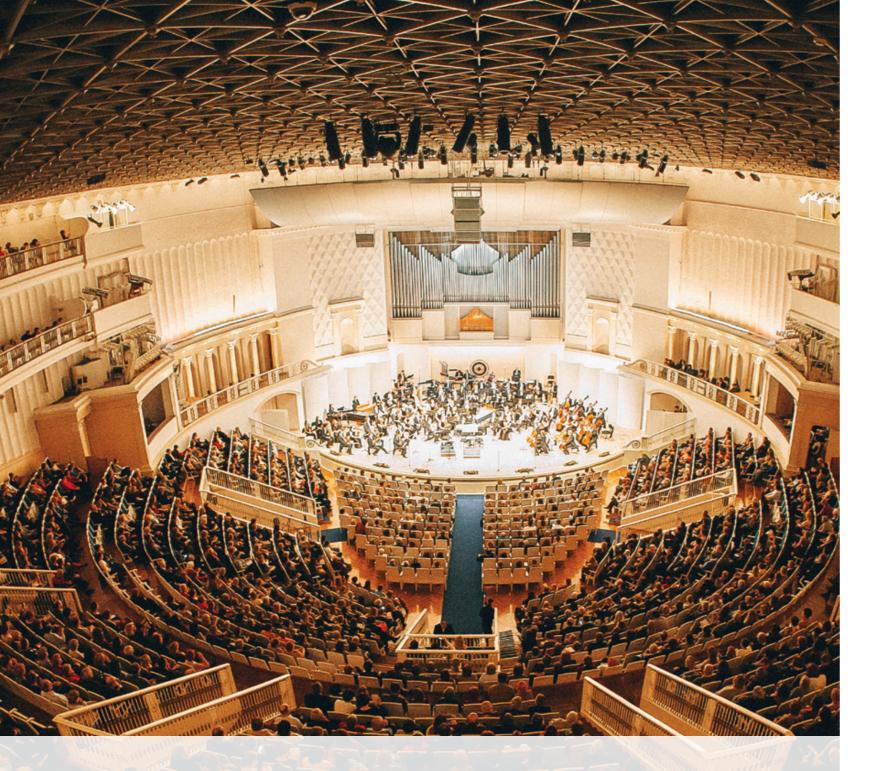
In Art Theory and Criticism' nomination, Olga Shishko's research catalogue The Avant-Garde Projections was the winner, bringing together contributions by 50 authors on the connections between the historic avant-garde and contemporary culture.

The penultimate award was that in the 'New Generation' nomination. It was given to Volga, a work by Aslan Gaisumov reflecting the personal experience of the artist whose family had to flee from Grozny during the first Chechnya war

Boris Orlov, all members of the jury were up on stage, accompanied by the standing ovation from the audience.

lveta and Tamaz Manasherov, founders of U-ART Cultural Charitable Foundation, decided to give their special prize to young curator Anna Zhurba, whose project was nominated on par with senior curators.

'This year, we award our special prize from U-ART Foundation to curator Anna Zhurba. I am more than happy to give this prize to a young and beautiful girl who is also a smart and thoughtful curator and researcher, says Tamaz Manasherov. 'The East: Deconstruction project raises questions that are important for all of us born in the USSR and living in today's Russia. Moreover, these days the same questions are relevant for the whole world, this is why this project manages to incorporate the Russian viewpoint in the international context. Young artists and their curator demonstrate the artificiality of certain concerns, and destroy some stereotypes of perception. Such statements are important and necessary, U-ART founder believes.



Cello. 3-Dimension

The VII Vivacello festival, organised by Boris Andrianov and the U-Art foundation, according to long standing tradition has brilliantly revealed the potential of this noble instrument to communicate in different areas of the artistic world

Text: Sergey Khachaturov Photo: Sergey Karpov, Denis Kuznetsov, Dmitry Chuntul



The cello has formally travelled around many art-venues in Moscow: The opening and closing ceremonies were held in the Tchaikovsky Concert Hall, from whence programs were performed in the best conservatory and museum halls of the capital.

A concert of chamber music, featuring the grand octet for strings by George Enescu performed with phenomenal drive by the best of the best soloists: Alena Baeva, Andrei Baranov, Nikita Borisoglebsky, Rodion Petrov, Fedor Belugin, Daniil Grishin, Boris Andrianov

VIVACELLO

and Kristina Blauman, took place in the Small Hall of the Moscow Conservatory. An evening with cellist, composer and virtuosic improviser Stephan Braun was held in the Multimedia Art Museum (formerly the House of Photography). In the Vrubels Hall of the Tretyakov Gallery an evening of sonatas was held with performances from the headliners of today's performing arts: Jing Zhao, Alena Baeva and Vadim Kholodeno who performed in a manner that corresponded to the refined atmosphere of the gallery's genius loci.



Sergei Smbatyan, conductor — There are many festivals now, but few projects that have an influence on problem and promote right ideas, which in today's world is very important. For Russia this is a significant project and is at the same time interesting in an international context. What the Festival does is to popularize cello music and this helps us all.

Both classics (Ivan Monigetti) and teenagers (violinist Rennosuke Fukuda, born in 1999) participated in the concerts.

The cello's ability to accumulate the potential of the difficult, inspiring and talented was clear in the very program of the festival. Thus at the festival opening ceremony the theme of Wandering the World with the Violin and Cello was declared. The baroque concertos of Antonio Vivaldi became a blessing for the journey, and the culmination of the festival took the form of opuses by the classics of modernism Alfred Schnittke and Gia Kancheli. The symphony orchestra of Moscow the "Russian Philharmonia" under the baton of Dmitri Jurowski accompanied Narek Akhnazaryan, Timothy Park, Rennosuke Fukuda, Alexei Lundin, Nikita Borisoglebsky and Fedor Amosov.

and cello fostered a broad understanding, in each nuance of harmony and timbre, of why the style of the18th Century was called the "Line of Beauty" and why the 20th Century was defined by Kazimir Malevich as possessing the quality of the "additional element". This refers to the era of ideological phenomenon which was "caused by a response to the existing structure of feelings." The audience embarked upon a journey through different

styles and in each case the musicians, the "ad-

ditional element", demonstrated refinement

and beauty of the epoch.

At each concert, whether it featured Vivaldi.

Saint-Saëns or Schnittke, the union of violin

1. American cellist Timothy Park and

violinist Alexei Lundin

> 2. The concert 3. The closing on the 22nd ceremony of November concert of the took place in festival. Ivan one of the most Monigetti and beautiful venues the "Moscow in Moscow, the virtuosi" under Vrubels hall of the baton the Tretyakov gallery

of Sergei Smbatyan perform the Concerto for cello and orchestra in a minor by Robert Schumann





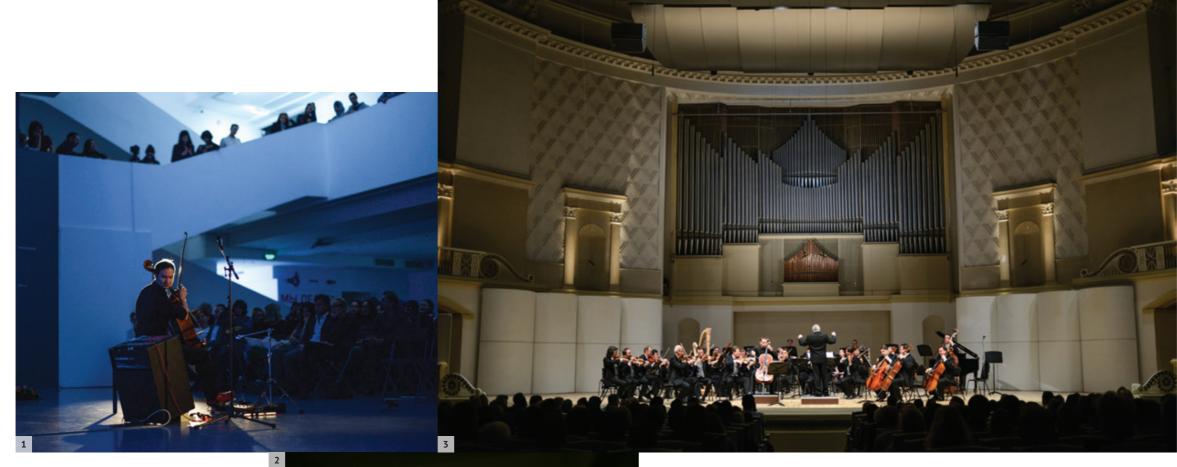




Timothy Park, cellist - At this festival I really value that it is not only a celebration of the cello but a celebration of music as a whole. At the opening ceremony of Vivacello we will perform Vivaldi and Schnittke and already at this concert you can judge the width of the festival's spectrum of genres. Music should live longer, both already well-known and new works should be heard. I am happy to support the idea of the festival.

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1. The Multime dia Art Museum was the ideal setting for jazz improvisation by Stephan Braun





Jing Zhao, cellist

- I performed in Moscow for the first time, and of course this city for me is a new discovery. Most of all I was amazed by the concert venue, I have never played in a museum like the Tretyakov Gallery, amongst such grand art treasures. The only thing I regret is not having enough time to view them in as much detail as they deserve.

A separate remark, the "Quiet Prayer" by Gia Kancheli, was performed with the orchestra by Boris Brovtsin and Boris Andrianov. Refering to the non-official fine art of the 1970s contemporary art theorist Boris Grois introduced the term "romantic conceptualism", suggesting the presence of living and suffering intonation (often emanating from the eternal hero of literature, the "little man") in the arrangement of patterns of tough normative language systems. It is probably possible to talk about Kancheli's music as an example of "romantic minimalism". A recording of a child's voice singing naïvely and childishly literal words about the world, the sun and God becomes the structural axis of the concerto. The violin and cello parts, accompanied by the orchestra, create a mighty flow of emotions swirling around the childish voice. An open, uncontrollable, avalanche of emotion is humbled into meekness. Consciousness believes in the

promise of harmony and enlightenment.



2. Composer Alexander Rozenblatt in the last minutes before the concert

3. The public in the Tchaikovsky Hall await the opening of the festival

The cello is an example and instructor of the multidimensional complex understanding of the musical world. The corner stone of this festival can be considered to have been the "Rococo Variations" by Tchaikovsky which was performed, in various interpretations, three times. In the Multimedia Art Museum Stephan Braun used the Variations as material for his multimedia improvisation in which the cello took on the voices of the other instruments and was heard in different genres of musical culture. At the festival closing ceremony in the Tchaikovsky Hall the version of the "Rococo Variations" as edited by K.W.F. Fitzenhagen was exemplarily performed by laureate of the XV Tchaikovsky Competition Jonathan Roozeman. The 2015 festival closed with the world premiere of the "Jazz Rococo Variations" for cello and orchestra by Alexander Rozenblatt. Boris Andrianov performed the solo part accompanied by the "Moscow Virtuosi" chamber orchestra. The filigree development

deep structural level.

art house.

VIVACELLO

of each theme in the improvisation by Braun showed that the cello can indeed mimic the voice and appear in different forms and genres, from the jazz guitar to a percussive rhythm section. In general, Braun produced a searing, very complex lyrical message akin to the ballads of a hero of the past festival Edin Karamazov. He understood the text of Tchaikovsky's "Rococo Variations" on a very

It seems that Rozenblatt was more attracted by the chance to use Tchaikovsky's cello variations as sound decorations in a cozy retro style; similar to that of the film by Karen Shakhnazarov "We are from Jazz". In this context the "Rococo Variations" became a channel for popular, mass culture.

Indeed, the passionate and genuine, technically perfect performance of the "Variations" by Jonathan Roozeman and the "Moscow Virtuosi" under the baton of Sergei Smbatyan stripped away the mothballs and allowed us to hear the classic anew. In this way, one subject from Tchaikovsky's opus enabled the cello to become a channel to three dimensions of culture: popular, classical and experimental



Jonathan Roozeman, cellist - I performed at Vivacello with the well-known "Moscow Virtuosi" orchestra in the Tchaikovsky Hall. Form me this meant a lot because I consider that Moscow is of great significance in the musical world. Moreover, my father studied here and met my mother here. There are not that many cello festivals, although the instrument is, of course, fantastic. People often say that the sound of the cello reminds them of the human voice. I think that many people love the cello. I certainly do.



Mikhail Muginshtein: Opera is a passionate lady

Text: Arina Soboleva Photo: Sergey Karpov

Opera is like a women. Full of life, restive, she always has to be accompanied by her counterpart, the stage play. This is the opinion of the musicologist, opera historian, critic, and and Merited Worker of Arts of Russia Mikhail Muginshtein. In April he presented the third volume of the encyclopedia "World opera Chronicles", which was published with the support of the cultural charity fund U-Art. We asked Mikhail why such a book is needed in Russia and why Russian operas rank only 5th in the world by the frequency of being staged. You will find the answers to these questions in the interview with the author of the three volume publication, which covers 400 years of opera.

An avant-garde art

- So, the history of opera dates back to 400 years ago ...

- Yes, some people think that opera is an old lady from the coffer, or, at best, her shoes that are back in style. In reality, opera is a passionate lover, and that's how people have been viewing it from beginning. As the coolest avant-garde art of its time. Actually, the history of opera began with something astonishing. At the end of the 16th century, when the Renaissance was on the decline and all the greats were done creating their oeuvres (I mean Leonardo da Vinci, Michelangelo, and Raphael), music and theater were intensely flirting with each other. This reckless affair resulted in their marriage – and the birth of opera.

- Nowadays we often hear - as though it's in the spirit of our times - that opera has had its days. Over and done with.

- The notion that opera is dead is utter nonsense. New works appear every year. For example, the Stanislavsky Electrotheater runs "The Sverlitsy" series created by Boris Yukhananov. This is a peculiar fantastical show, and a whole group of well-known composers collaborated in the production. Another example - composer Dmitry Kurlyandsky created the opera "Nosferatu", about Dracula, for the Perm Theater and Teodor Currentzis. Although

might find this one hard to appreciate. - What do you mean? I am convinced that the language of contemporary opera shouldn't be totally disconnected from the classical origin. Obviously, I don't mean writing melodies in Glinka's style. But we should keep the genetic link with the predecessors. Otherwise we might witness something described in Hamlet: "The time is out of joint."

opera?

- You see, "contemporary opera" is a very relative notion. There are works created by contemporary composers, and then there are

BOOK



The third volume of the book covers the whole 20th century

most people raised on classical music pieces

The famous Russian semiotician [Mikhail] Bakhtin coined the term "genre memory", and contemporary opera should keep this memory. But besides the "genre memory" there is the "genre outfit", which changes from one historical age to another. Imagine a modern youth who looks totally different from her family predecessors, sticks to the unisex style, and wears those dreadful platform sneakers. However, she keeps the family traits of her grand-grand-grandmother.

- So what is the outfit of contemporary



Actually, there are several Russian titles that do quite well globally. "Eugene **Onegin**" is at the top of the list



Anna Netrebko and Mariusz Kwiecien in "Eugene Onegin" on the stage of Metropolitan Opera

new interpretations. These are two different things. If you want to talk about contemporary literature, you won't discuss Pushkin and Gogol, you will be interested in [Vladimir] Sorokin and [Viktor] Pelevin. In opera, however, one may also talk about a new staging of a classical work.

You can treat any classical opera as a contemporary one. For example, Andrey Zholdack staged "Eugene Onegin" at the Mikhailovsky Theater and two years ago was awarded the Golden Mask. This is a very peculiar thing. He takes Tchaikovsky and creates his story based on his music. This story is brilliantly imaginative at times, but it trespasses brutally on Tchaikovsky's story, up to changing the musical score.

If Tchaikovsky takes Pushkin's Onegin, he also creates a totally different Onegin - we don't have any doubts about that. This is quite natural. Any work of art is not unlike a museum. When you enter a museum, you have your 21st-century-person's eye, and you don't look at Rembrandt as his contemporary would. Theater is even more changeable. It has to be full of life, it has to develop, and we need to

see new stories. But the most important and complex question is, how the contemporary dialogue with the work's author will develop? - It is hard to refrain from asking you here

about your take on the Tannhauser scandal.

– When I analyzed this infamous play by Timofey Kulyabin, I was troubled by the fact that for some reason this creative issue became a political one. From one side, the opera was discussed by conservatives, who traditionally like to keep lid on the matter, from the other, by liberals, who like to rebel without looking at the matter. And the matter here is that the director created a story which at certain points disagrees with the music creator. Is this a contemporary opera? Yes. But how does it attain this contemporary quality? By developing a dialogue with the author? No, by peddling its story. I am more of an advocate of a subtle and deep, top to bottom exploration of the author's artistic universe, of the artwork, and of discovering new mazes in it.

The fabulous five

- Do you think that the things which happen today on Russia's opera stage go beyond it?

- Yes, both our composers and performers are in demand worldwide.

- Is Russian opera still a brand?

- Russian classical opera is not as popular as the Italian, the French or the German one. We need to understand this. If "Eugene Onegin" is staged worldwide, this doesn't necessarily have anything to do with the Russian opera. Actually, there are several Russian titles that do quite well globally. "Eugene Onegin" is at the top of the list, followed by "Boris Godunov", "The Queen of Spades", "Lady Macbeth of the Mtsensk District" by Shostakovich, "The

Love for Three Oranges" by Prokofiev, and, last but not least, Mussorgsky's "Khovanshchina". Essentially, if we were to speak of national operatic schools, Russian opera ranks fifth in the world, since the Czechs are also ahead of us. - This is a surprise.

 People in Russia simply don't know about it. The operas of Leos Janacek, for example, are played more often than all Russian productions taken together. However, there are only five opera schools in the world. We cannot speak about an English opera school,

as there are only two composers, which cannot be regarded as a national school. One can't speak of Polish, Hungarian, or other schools. So ranking fifth is actually an honor.

- Why do you think Russian ballet is better suited for export than Russian opera?

 It just so happens that Russian audience is more inclined to attend a ballet performance than opera. In the West, however, the situation is different. In Germany, Austria, Italy you will never find more than two ballet performances on the call-board in one week. I wouldn't say it's the mentality, it's something else. Ballet is a representative art. Classical ballet is luxurious and absolutely spectacular. I, for one, love ballet very much, but opera... Try comparing the number of great ballet plays with the number of great operas, and you'll see they are worlds apart. There might be, well, ten or so great ballets, but in my book there are 400 great operas.

400 years, 400 operas

- Let's change the subject to your book. Why a new opera encyclopedia? To be sure, many

before...

time.

vour "Chronicles"?

 The most important and precious section in the encyclopedia for me is the commentary, a far-ranging and subjective examination of the opera at hand. This is a distinctive characteristic of my book. Besides, most well-known encyclopedias are compiled in the alphabetical order, while this book follows the chronological principle, based on years: starting from 1600 and ending by 2000. This principle turns the three-volume book into a brief history of opera course.

- The span is vast, fantastic!

BOOK

had attempted such a fundamental study

- "Many" is a huge overstatement. I can say that my encyclopedia is the first one of its kind in Russia. And our country's circumstances, especially those concerning the economy, don't give any guarantees of continuation. So my first encyclopedia may become the last one. If not for the U-Art fund's aid, which actually came at the very end, the publication could have been postponed for an indefinite

- Your encyclopedia is an authorial one. What does this mean exactly in relation to

- Yes. But never mind the six hundred pages. The three volumes weigh six kilos, now that's worth something! (Laughs.) In truth, I can say this effort was needed. Any self-respecting opera country must also have a book about opera, a universal, systematizing one... And that niche was vacant. Obviously, this kind of job is more suitable for a team of authors or a university. Well, it didn't work out that way in Russia, so someone had to pull this weight on his own.

- The first volume was released in 2005. *How much time did the project require?*

- Twenty years. But in reality I have been working with opera since my university studies. I can tell precisely - it began with a term paper during my fourth year in the conservatory.

- In Russia your encyclopedia became one of its kind. What about other countries?

- In this respect the leader is Germany, with more than a dozen reference publications. I must say German encyclopedias are more on the technological side of things. They typically feature elaborate work on details but are somewhat lacking in the artistic, culturological approach. Art studies itself is a centaur, a half-breed of science and art. So when you manage to convey in your text the spirit of the artwork, find a way into its depths - you are happy.

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Art with an address The State Russian Museum presents the exhibition "Apartment no. 5"

The exhibition entitled "Apartment no. 5: To the History of the Petrograd Avant-Garde, 1915–1925" was presented at the Marble Palace in St. Petersburg, supported by Unident Group and U-ART Cultural Charitable Foundation presided by Iveta and Tamaz Manasherov. Apartment no. 5 was prepared by curators of the State Russian Museum experienced in exhibitions and studies of the Russian avant-garde, both in Russia and abroad. However, this project stands out of the row of brilliant exhibitions not even for the quality and diversity of the material presented, but rather for its smart and elegant curatorial approach.

Text: Olga Muromtseva Photo: Ruslan Shamukov

OPEN GALLERY



The display includes interactive works

...it is not just an assembly of artists, but an important event, a phenomenon named after the place they frequented...

The curators of the project selected works by artists who did not belong to the same artistic currents of the early 20th century, nor did they proclaim the same ideas or manifestoes; yet, they were united by their friendly circle and common taste, which combined the love for classics and the search for new forms. In this circle filled with discussions, creative exchange, poetry readings, music recitals, and displays of their artworks, their art was born, true to 'reality and absolute form,' as critic Nikolay Punin put it.

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Apartment no. 5 at 17 Universitetskaya Embankment was a specific address in Petrograd, in the building that housed the Academy of Fine Arts. It was the official housing of Sergey Isakov, father-in-law of the brothers Nikolay and Lev Bruni. Nikolay Punin, who worked at the State Russian Museum in 1913–1934, recorded this address in his memoirs. Thanks to him, the community of young artists, poets, writers, musicians, and critics who convened here since mid-1910s, received a conventional denomination that



Irina Karasik, Leading Research Fellow, Department of Art of the Latest Trends of the State Russian Museum

inspired the title of the exhibition. At the 'core' of 'Apartment no. 5' were Lev Bruni, Petr Miturich, Nikolay Tyrsa, Petr Lvov, Natan Altman, and Nikolay Punin, influenced by Vladimir Tatlin and Velimir Khlebnikov. What brought them together was an interest in form, line, material, and technique. Kazimir Malevich, recently arrived in Petrograd, and his theories of Suprematism seemed extremely rational to that group of artists, as Punin mentioned it. Their own art was different and diverse, influenced by Futurism, and yet attentive and reverent to the classics.

The exhibition presents about 150 paintings and graphic pieces by artists who frequented Apartment no. 5. It is amazing how they could remain loyal to classical and everyday subjects (landscapes, interior scenes, or portrait sketches) in those troubled times. Perhaps this was their artistic remedy that helped to survive and preserve not just their art but their friendship, and the whole circle of literary and artistic Petrograd of the 1920s.

Natalia Kozyreva, head of the Department of Graphics and Watercolour of the State Russian Museum, one of the curators and initiators of the exhibition, remembers how the idea came up: 'Two desires came together: first, to display the rich collection of graphic pieces of the late 1910s and 1920s from the holdings of the Russian Museum; second, to present the personality of Nikolay Punin, art historican, critic, and writer who was the cementing force for the majority of those artists' Apart from works from the Russian Museum, there are loans from the Tretyakov Gallery, Bakhrushin Theatre Museum, Research Museum of the Academy of Fine Arts in St. Petersburg, as well as from private collections and family archives. The exhibition 'was growing and evolving as an organic piece of art', says Natalia Kozyreva, and the preparatory process brought some discoveries, corrected attributions, etc.

Irina Karasik, leading research fellow at the Department of Contemporary Art of the State Russian Museum, comments on the role of Vladimir Tatlin in the formation of this community with a metaphor of 'artists boiling in Tatlin's cauldron.' Tatlin infested them with the interest toward form and material. This is why artists transitioned from figurative paintings to reliefs and counter-reliefs, which, sadly, were mainly lost (Boomerang by Petr Miturich remains a brilliant example). Irina Karasik addi and names five re exhibition: - First, you will si artists, which are - Second, it is not but an important named after the p - Third, the title largely unfamilia exhibition unfold but-forgotten pho - Fourth, the pers is important, who that circle of arti community as a si history of art. It i look at their art; - Fifth, the very p artists worked (1 artistic innovatio and then declined a turning point ti so it was twice as atmosphere in th The exhibition features about 150 painting and graphics art pieces by some of the «Apartment no. 5» group regulars

Irina Karasik addresses the potential viewers and names five reasons for visiting the

First, you will see works by outstanding artists, which are great pleasures to look at;
Second, it is not just an assembly of artists, but an important event, a phenomenon named after the place they frequented;
Third, the title of 'Apartment no. 5' is still largely unfamiliar to the viewers, and the exhibition unfolds a narrative about this allbut-forgotten phenomenon.

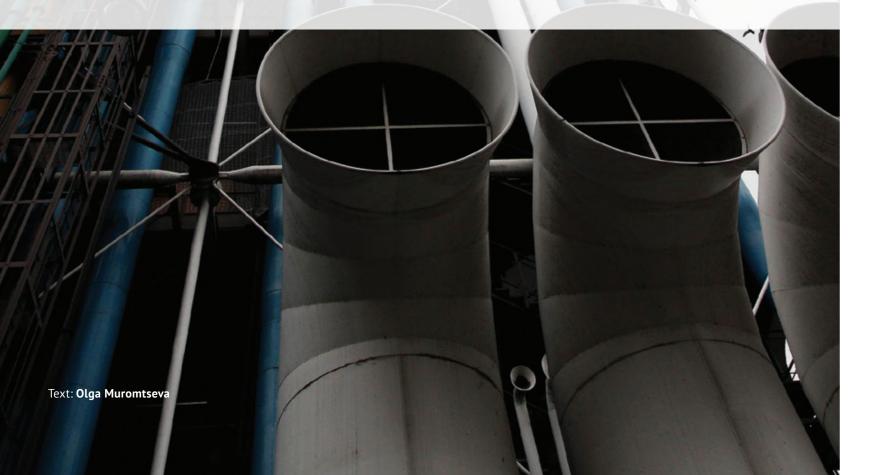
- Fourth, the personality of Nikolay Punin is important, who acted as a leader for that circle of artists, and 'formatted' that community as a specific moment in the history of art. It is through his eyes that we look at their art;

- Fifth, the very period when the showcased artists worked (1915–1925) was a time of artistic innovation, when new art flourished and then declined. This is a transitory period, a turning point that is hard to represent, so it was twice as important to convey that atmosphere in the exhibition. Truly, the main reasons are listed, and yet there is another one, which makes U-ART: You and Art Foundation especially proud of its participation in this project. Apartment no. 5 displays widely known paintings next to rare graphic pieces, offering new insights into certain pages in the history of Russian art, which could result in new studies of the Russian avant-garde, equally important for scholars and general public.



To "Kollektsia!"

Art Patrons Iveta and Tamaz Manasherov Participate in a Pompidou Center's Project



The collection of Russian art in the Pompidou Center is well-known internationally and includes works by Kandinsky and Malevich, Chagall and Pevzner, Puni and Exter, Bulatov and Kabakov - great names and seminal works all throughout ... However, the exhibition entitled "Kollektsia! Contemporary art of the USSR and RUSSIA 1950-2000", which recently opened in the museum, has become a new revelation, eliciting sensational coverage in Russian as well as worldwide media

In fact, it is far from common that a European museum (even one of such a scale as the Centre Pompidou) receives a donation of about 250 works by major Russian contemporary artists, including Oskar Rabin, Vladimir Nemukhin, Erik Bulatov, Ilya Kabakov, Boris Orlov, Francisco Infante, Vladimir Yankilevsky, Leonid Sokov, Viktor Pivovarov, and many more, with each name being equally important.

Olga Sviblova, the main inspiring and moving force of the whole initiative, believes that what happens now should have happened long before: finally, it will be obvious for everyone that Russian art of the second half of the 20th century can and should be exhibited along with its European counterparts. Soviet underground artists belonged to the same trends and conveyed the same ideas as their Western colleagues. However, being separated from the latter by the 'Iron Curtain,' they preserved their unique character.

Apparently, these considerations have long been evident to a number of Russian and French collectors fond of the so-called 'second Russian avant-garde.' The current project was made possible with the immense help of Ekaterina and Vladimir Semenikhin, Igor Tsukanov, Inna Bazhenova, and other art lovers who donated works from their private

their families.

EVENTS

Artist Oskar Rabin and Iveta and Tamaz Manasherov

collections, as well as Vladimir Potanin Foundation that purchased works from artists and

Iveta and Tamaz Manasherov, founders of U-ART: You and Art Cultural Charitable Foundation, took part in this project, donating works by Oskar Rabin and Eduard Steinberg, two of their most cherished and valued artists from the 60s' generation.

'It has always surprised me that the Centre Pompidou didn't have a single work by Oskar Rabin, our great contemporary, whose Paris studio faces the Beaubourg', says Tamaz Manasherov. Centre Pompidou has a great collection of the early 20th-century Russian avant-garde, which is exemplary for us, as we collect works from the same period and by the same artists. However, apart from collecting the avant-garde from the 1910s and 1920s, it also seemed natural for us to buy works by our contemporaries such as Vladimir Nemukhin, Eduard Steinberg, Oskar Rabin, and other figures from the 60s. They always stressed

The Pompidou Center, home of the National Museum of Modern Art in Paris



Eduard Steinberg, Titov Family no. 57, 1986 Eduard Steinberg created his 'village series' paintings during and after summer months spent in his house in a village near the Vetluga river. As the artist commented on this series, 'in the church, there are obituaries, which I tried to reproduce in art.'



Oskar Rabin, Bottle and Lamp, 1964

'Bottle and Lamp' is an early work by Oskar Rabin, coming from the 1960s when the artist's style and his concepts of object and space were in formation. Two main 'characters' in this piece are an 'llyich light bulb' and a bottle of 'Moscow Special Vodka,' symbols of Soviet everyday life that were familiar and likable to foreign art buyers who frequented the barrack in Lianozovo. The uncompromised yet estheticized representation of the scarcity of life in the barracks became Rabin's trademark that helped him find his own path and a very personal artistic universe.

their strong connections to the avant-garde of the beginning of the century. This is why I suppose that it is a big step for the administration of the Centre Pompidou, a brave yet well thought-out decision to broaden the collection of Russian art and extend it up to the 2000s.

'As for works that we donated, as far as I know, Rabin will be the first one in their collection, just as a work from the 'village series' by Steinberg', remarks Iveta Manasherova. She notes that the 'village series' belongs to the latest period in Steinberg's work, the period that he considered his greatest creative achievement. Titov Family no. 57, the painting that will now be on view at the Centre Pompidou, is a meditation on life and death, and homage to The Black Square and Russian icons. This is a work that not only concludes Steinberg's creative quest, but also reflects philosophical, artistic, and literary pursuits of Russian intellectuals in the 20th century.

'Oskar Rabin is one of my husband's favourite artists. We were regular visitors to his studio when his wife Valentina Kropivnitskaya was still alive, and continued our meetings after she passed away. In our private collection, we have Rabin's works from different periods, and many of them are especially difficult to part with, Bottle and Lamp among them. When Mr. Bernard Blistène, Director of the Centre Pompidou, payed us a visit, he singled this work out. It really embodies the life in Soviet barracks, and demonstrates the artist's mature approach. We appreciate the judgement of Mr. Blistène, so now this work will represent Rabin's oeuvre at the Centre Pompidou', says Iveta Manasherova.

For the next six months, the display will be presented at the Paris headquarters of the Centre Pompidou. It is important that Russian art will be talked about, within the framework of an extensive educational program. Afterwards, some works will remain in the permanent display of the museum, while others will move to the branches of the Centre Pompidou.

All the participants of the project present at the inauguration ceremony, were unanimous in their view of this project not as a finished event, but rather as a first step on a long path of promoting Russian art of the later 20th century, and including it in the international context. Perhaps, we are soon to see new exciting projects that will prove that art is a language commonly understood, and a great cementing force.





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