

## Bringing art to everyone



A Network stand can be used at many different kinds of events. Here is an interesting story told by Alexander Menshikov, Managing Director of Dar-Expo, of how Dar-Expo together with the Ministry of Culture for the Republic of Tatarstan, planned a social project for people that rarely get to experience art in person.



In the words of Alexander Menshikov:

The project was initially introduced by the Ministry of Culture for the Republic of Tatarstan as a social project, originally financed from the budget with a grant. However, as the project developed it emerged that various businesses were prepared to finance humanitarian projects such as these. The thing is that the project's purpose is to work with those TGs at which no other forms of media are directed; at least, their impact on this segment of the audience in question is negligible at this stage. Either those mainstream media do not provide the necessary continual contact, or their potential as information providers simply does not meet the core content requirements (high level of visual content). This relates to very specific audiences, such as:

- penitentiary institutions
- homes for the disabled
- homes for the elderly
- boarding schools
- remote areas
- mineral exploration teams
- oil and gas industry worker housing areas



All these people are to a certain degree accessible via media such as TV, radio, Internet, printed publications, video and audio means (CD, DVD, MP-3 etc.) but these people never, or very rarely, visit fine art museums, photo exhibitions, viewings etc!



Separate discussion about pictures. It was better previously when printing technologies provided high quality photo albums of minimised copies of pictures printed using the offset method, or small-scale facsimiles of pictures, and lithographs in passepartout for high-class interiors.

Firstly, these items are extremely expensive, which is why on the whole they are found in wealthy homes. Of course it would not occur to anyone to display such valuable items in a prison library!

Secondly, only contemporary digital printing technologies enable the reproduction of large-format canvases on a scale of 1:1 using the digital printing method. Pictures with dimensions of, say, 2x3, 3x4 or more are not found outside museums.

Thirdly, holding exhibitions of original copies in such unusual venues is both highly unfavourable and insecure (possibility of theft, losses as a result of the effect of environment and poor transportation).

If we arrange unique pictures in the form of facsimiles on Maxibit's mobile display stands it allows us not only to reproduce large-scale pictures, but also to protect their laminate surfaces from UV radiation, moisture, temperature changes etc.



The exhibition itself is mobile, has the necessary number of staff (could be museum employees, people from charitable funds and volunteers) and is displayed in all kinds of exhibition space. As well as the above mentioned merits, Maxibit display stands allow us to achieve quality surfaces for large images, without creasing or warping.



The first trial was carried out at a young offender institution in the city of Kazan in the Republic of Tatarstan. An exhibition was set up displaying the works of the great Tatar artist Baki Urmanche, with the help of the director of the city's museum of fine arts, R. Nurgalievaya, and her staff. The preparation, printing of the images, manufacture of stands as well as the project concept were all arranged by Dar-Expo.

Groups attended the exhibition throughout the day – over a hundred young inmates passed through. The event was covered by the local media. There were articles in the papers, and local TV news programmes repeatedly covered the topic.



All this undoubtedly turned it into a major event and it had a significant impact in Tatarstan. During the week teenage inmates wrote a joint letter, in which they requested permission to go on a general excursion to the Kazan museum of fine arts.



Their request was granted: the following Saturday, early in the morning, the museum was closed off by a military unit, and some 50 inmates of the young offender institution were shown around the museum, where collections by national artists are displayed, as well as works by Dürer, Bruegel, the Impressionists and various schools of contemporary international art.

This exhibition is scheduled to move on to other venues.

Tatarstan is prepared to commission two more similar exhibitions by our company on Maxibit display stands, with artists such as Ivan Shishkin and Nikolay Feshin.

A similar mobile exhibition is being arranged in the mining towns of the Kuznetsk Basin. The photographic exhibition will be called "Mining life - yesterday, today and tomorrow". This event will be of social significance for this region.

In all this we see new uses for Maxibit display stands, which is very important in terms of both social programmes and entertainment/marketing tools.  
Alexander Menshikov