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25°C

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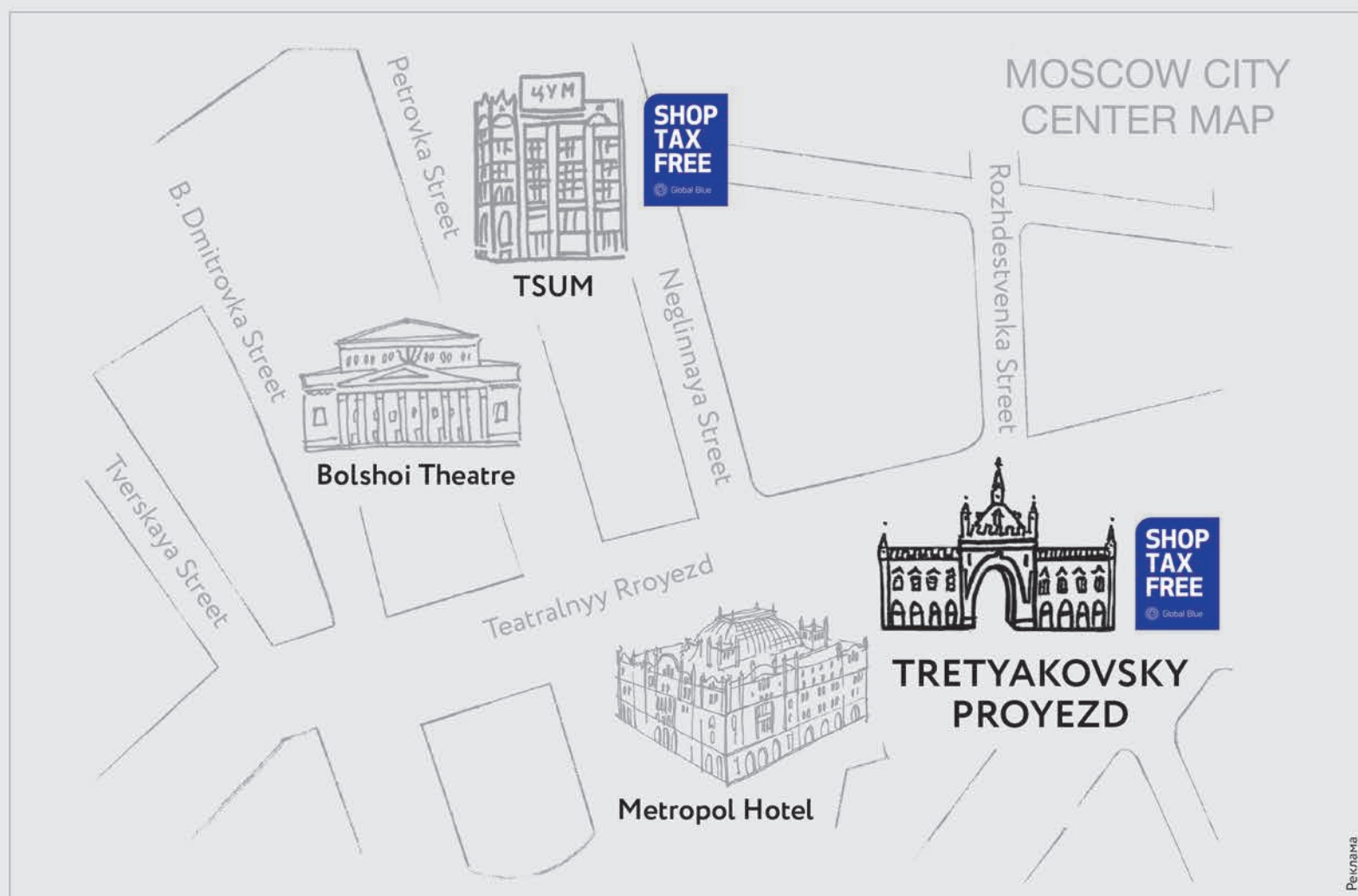
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Saransk, a city of just over 300,000 residents, now has a 30,000-seat stadium to fill and maintain after the World Cup.

A Jungle of White Elephants

With Russia's World Cup winding down, many are asking what will happen to its giant stadiums

BY DANIEL KOZIN [DANIELKOZIN](#)

Months after the 2014 World Cup in Brazil, the stadiums built for the tournament had already started to decay. It wasn't just venues in the country's furthest reaches that were crumbling. Even the \$500-million Maracana Stadium in Rio de Janeiro seemed to be coming apart at the seams.

With just days to go until Russia's World Cup ends, the fate of the country's massive infrastructure investments is in the spotlight. How will cities that don't have major football clubs be able to fill the massive stadiums, and how will regional governments operating on shoestring budgets cope with the enormous maintenance costs?

Little league

Russia spent an estimated \$3.4 billion on constructing nine new stadiums from scratch and renovating three others, in addition to building 96 training grounds, which will reportedly be passed on to youth teams after the tournament, according to FIFA.

In Samara, a city with a population of more than 1.1 million, officials are scratching their heads over how they'll afford the upkeep of their new stadium. During the tournament, the 42,000-seater arena hosted heavyweight teams including England, Uruguay, Brazil and Russia. But the teams scheduled to play there next

might not have the same drawing effect.

The city's local club, Krylya Sovetov, which has luckily just been promoted to Russia's top league, is only scheduled to host around 18-20 games per year. The ticket sales from those matches, local officials say, are insufficient to pay for the costs of maintenance.

"When the stadium was still being designed, there were plans to include many options to get the greatest commercial benefit from its use," the region's interim sports minister, Dmitry Shlyakh-tin, was cited as saying by the Kommersant business daily on July 10. "Now, we don't fully understand how it will be utilized. We'll decide later."

That same scenario could play out across the rest of the host cities. Of the 12 stadiums that hosted games in the World Cup, only six will be used by football clubs playing in Russia's top flight of football next season.

The rest, in cities like Nizhny Novgorod, Volgograd and Sochi, host small, underfunded and under-supported football clubs in Russia's second-tier division, which had an average match attendance of 2,500 last year – hardly enough to fill gargantuan new stadiums with over 10 times that number of seats.

Stadiums on loan

According to Natalya Zubarevich, an expert in regional economics and a professor at Moscow State University, what will happen next is clear. "It is obvious that all the stadiums, with the possible exception of those in Moscow or St. Petersburg, will be unprofitable."

"In some places, the authorities will be forced to sustain them, and some regions might be able to get a federal subsidy," she said. "This is will be a matter of bartering between the regional and federal powers. But city authorities will most definitely not be able to sustain them. Their budgets are too small."

The government is aware of the problem, at least on paper. According to a World Cup legacy report commissioned by President Vladimir Putin last October and published in April, it will cost 16.65 billion rubles (\$269 million) to maintain the tournament's infrastructure, including stadiums and training grounds, until 2023.

According to the report's estimates, the maintenance of each stadium will require an average 342 million rubles (\$5.5 million) per year. For smaller host cities like Saransk, which had a yearly expenditure of 7.5 billion rubles (\$130 million) in 2017, the costs may be too much to bear.

A proposal in the report stipulates that around three quarters of the government's legacy program, or 12.35 billion rubles (\$199 million), could come from federal coffers, with the rest covered by regions, municipalities and the private sector.

However, under the plan, the federal government would only help subsidize the upkeep of seven stadiums: those in Volgograd, Yekaterinburg, Kaliningrad, Nizhny Novgorod, Rostov-on-

Don, Samara and Saransk. Five other World Cup stadiums – in Kazan, St. Petersburg, Sochi and two in Moscow, which were jointly financed by regional, municipal or private funding – will have to survive without subsidies.

previous World Cups in Brazil and South Africa, so we've developed a joint program with FIFA for the legacy of the World Cup," he was cited as saying by Brazil's O Globo news website. Even so, the Russian government's legacy program says that because of "the high costs of maintaining the stadiums, as well as the low profits of football clubs ... it is impossible to expect the commercially viable use of stadiums in the next three to five years."

Many consider even that prognosis to be overly optimistic. While newly built stadiums in Europe and North America see returns on their investments 10-15 years after opening, the expected period in Russia will be more than 50 years, Forbes cited Kirill Tikhonov, a sports consultant at PwC, as saying in June.

While the financial burden on the federal government will be high, the Kremlin has made clear that it is ready to spend billions of rubles to ensure the World Cup infrastructure does not go to waste.

Putin reiterated the message during his "Direct Line" televised call-in show on June 7, when he issued a decree for a new government program for the "effective implementation" of the legacy framework by Aug. 15.

"I'd like to address my colleagues in the regions: Under no circumstances should the structures turn into things like markets, which sprung up in Moscow's sports venues in the mid-90s. This turn of events is categorically not an option," he said.

However, Zubarevich says that the venues face prospects worse than being turned into market places.

While the central government may try to encourage locals to use the venues, she says, "the idea that they could successfully do that for [places like] Saransk or Kaliningrad is laughable."

"It is clear that there will be abandoned stadiums. They won't be allowed to crumble straight away, but they still will eventually."



Moscow's Olympiisky Stadium is now a mall.

Don, Samara and Saransk. Five other World Cup stadiums – in Kazan, St. Petersburg, Sochi and two in Moscow, which were jointly financed by regional, municipal or private funding – will have to survive without subsidies.

A slow decay

Alexander Alayev, the general secretary of Russia's football union, said the organizers of the 2018 World Cup took the problems of past sports events to heart.

"We've thoroughly studied the examples of the

It's obvious that the stadiums, with the exception of Moscow and St. Petersburg, will be unprofitable.

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Souvenir Time

Which souvenirs are World Cup fans picking up in Russia to take back home?



PAVEL ZELENKOV / MT

We thought that Zabivaka was really cool and these figures are funny.



PAVEL ZELENKOV / MT

I had to buy one of these, they are so popular here. Don't get me wrong – it's pink because it's for my daughter in Spain.



PAVEL ZELENKOV / MT

Our family has been living in the U.S. for over 50 years but originally we are from Russia. It was so great to come here for the first time that I wanted to take a part of Russia with me.



PAVEL ZELENKOV / MT

These hats are so funny! I even found the one that suits my country's flag. I was so happy!

Social Media's Newest Stars

The stars of Russia's World Cup football squad have seen a massive spike in their social media followers after their team's unexpected run into the quarterfinals.

The number of people following Russian players increased by 2.4 million compared to before the World Cup, according to Match TV's HYPE-METER 2018, a service tracking social media usage, the RBC news website reported Wednesday.

Striker Artyom Dzyuba experienced the highest jump – with more than 825,000 extra followers on Instagram, bringing his audience to over a million, from just 177,000 in early June. Dzyuba also had the most-liked post of any Russian player, with 545,000 people liking his picture with goalkeeper Igor Akinfeyev.

Midfielder Denis Cheryshev, who tied with Cristiano Ronaldo as the third-highest goal scorer in the tournament (four goals), recorded the second biggest jump in popularity among Russian players, with more than 457,000 additional followers.

Fyodor Smolov, who was widely criticized in Russia for his performance and for missing a penalty kick against Croatia, was third, with 318,000 more followers. Alexander Golovin and Mario Fernandes rounded out the top five.

All five players have been linked to possible big-money moves to clubs outside Russia after this summer, including Golovin, who is rumored to be joining Chelsea FC.

The official social media accounts of Russia's national team also increased by a total of 709,000 followers, spread across Instagram, Facebook and Vkontakte.

98% Attendance

FIFA says it has recorded a near-perfect attendance rate at World Cup games in Russia this summer.

At the beginning of the group stage, reports of empty seats at low-profile matches in remote host cities raised fears that the World Cup fever would elude the country.

However, according to Colin Smith, FIFA's chief competitions officer, Russia recorded a 98-percent attendance rate in the first 61 games of the tournament, Interfax reported Wednesday.

"The attendance was 98 percent, all of the stadiums were full, which is set to continue until the end of the tournament," he said.

"The majority of fans were Russians, of course, but among foreigners, fans from the U.S., Germany and Brazil were the most numerous," he added.



An estimated half a million fans visited fan zones on match days, while 160 million fans actively followed the tournament on television from around the world, according to FIFA figures.

The director of Russia's World Cup organizing committee, Alexei Sorokin, said that his team was surprised by the atmosphere at the tournament.



"The World Cup exceeded the expectations of even the organizers. I was amazed by the atmosphere that gripped our country," he said.

UPCOMING GAMES

3rd PLACE

Saturday 5 p.m.	St. Petersburg Stadium
	
BELGIUM	ENGLAND

FINAL

Sunday 6 p.m.	Moscow, Luzhniki Stadium
	
FRANCE	CROATIA

OPINION

By Evan Gershkovich



A Retired Mayor Predicts Crackdowns

Yevgeny Roizman looked refreshed. "I've never not worked this long in my entire life," the recently retired mayor of Yekaterinburg said.

In Moscow last week to visit friends, talk to publishers about a possible memoir and plan several art exhibitions (history, he reminded me, was his first love before politics), Roizman also made some time to chat in a large apartment overlooking Chistiye Prudy in central Moscow. Dressed in blue jeans and a royal blue T-shirt with the words "no pain, no gain" printed across the chest, he talked about the pros and cons of the World Cup and what will follow.

Nearly two months ago, on May 25, Roizman resigned in protest over a decision to scrap direct mayoral elections in Yekaterinburg, Russia's fourth largest city. Now, only nine Russian cities elect their own mayors. It is a trend of shrinking local democracy that Roizman, who has long been critical of the country's ruling United Russia party, described as one of the country's "most serious" problems.

"It's easier to control people who are poor and beaten up than those who are prosperous and free," he explained.

But the World Cup has given Russians a taste of freedom, Roizman admitted. Over the past five weeks, while hosting the international football tournament, restrictions – gathering in large groups, drinking in public – have been

loosened. "There have been positive moments for our citizens," Roizman said, even if the World Cup was just one "big PR project for the government." "They have seen life colored with bright paints for the first time."

His native Yekaterinburg, one of the 11 World Cup host cities, became the setting for an unusual "exchange of cultures," with Roizman recalling his own

conversations with Panamanian, Japanese and Uruguayan fans, among others.

More surprisingly, Russians were free to go out into the streets and "be joyous" after their team's victories against Egypt and Spain. And he celebrated that, for the past several weeks, there had seemed to be a pause in the "angry propaganda" – a constant drumbeat that makes people feel like they're living "surrounded by enemies."

"A lot of people have seen that this country can be completely different," he said. Still, Roizman believes the freedoms will have been short-lived and that they will vanish soon after the World Cup final on Sunday. After that, the "screws will be tightened."

The reason is pension reforms, Roizman said, an issue that has been bubbling to the surface throughout the World Cup and one that all Russians have paid close attention to, even if it has slipped under the radar of foreign visitors. Announced on the eve of the World Cup, the government called for retirement ages to be raised past many people's life expectancy.

More than 2.76 million people have since signed an online petition against the decision, and President Vladimir Putin, whose fourth term has only just begun, has seen his approval rating fall steeply: Over the course of a single week in June, it dropped from 72 to 63 percent, according to the state-funded VTSl-OM pollster. (Putin was also conspicuously absent from Russia's matches following its opener against Saudi Arabia.)

And in advance of Russia's upset of Spain in the round of 16 on July 1, Russians across the country protested the reforms.

"We have a very serious problem with our aging population, we are having a tough time with our economy and at the same time we are spending too much money on wars in Ukraine and Syria and PR projects like the Olympics and the World Cup," Roizman said. "So we are seeing a lot of budget cuts, including in education, healthcare and now the pension fund."

While Roizman thinks the budget cuts are necessary, he regrets that the authorities have excised popular will from their decision-making. One of the side-effects of this, he says, is that the government has no other option than forcing the people to accept its decisions. Which, he predicted, means they will return to curtailing free speech and clamping down on any street protests.

Once the World Cup trophy has been lifted on Sunday and the foreign fans depart, Roizman believes Russians will see their short-lived joy leave too. "This will all start soon after the World Cup," he said. "Any thinking person can already clearly see that we are going down this path."

Evan Gershkovich is a reporter at *The Moscow Times*.

[@evangershkovich](#)

Kokoshniki Are Russia's Newest Inside Joke

At a shop outside the Teatralnaya metro, sales manager Dilorav is having to turn customers away. "We've completely sold out of *kokoshniki*," he said while haggling with a Croatian fan over a shot glass featuring President Vladimir Putin's face. "Even the men are wearing them."

The headdresses, traditionally worn by women in pre-revolutionary Russia to signal their married status, became a hit after cameras zoomed in on a Russian family wearing them while they munched on hot dogs during Russia's match against Spain.

After appearances on national television, the family quickly became celebrities and were dubbed the home side's "lucky charms." (Notably, one of the men is employed by a public relations company which has worked on publicity campaigns for Putin and Moscow Mayor Sergei Sobyanin.)

From Zabivaka the wolf to replica trophies, there has been no shortage of World Cup icons. But with FIFA owning the copyright to official souvenirs, the kokoshnik craze has become a way in for local businesses.

Invitro, a clinical testing company, offered a 50-percent discount on blood and urine samples to anyone who showed up to its Moscow branches wearing a kokoshnik on Wednesday. Speaking to The Moscow Times, a company spokesperson said the stunt had been a huge success.

"People forget about check-ups, and this was a perfect opportunity to use a popular trend to advertise our services," Dmitry Khrapunov said in a phone conversation.

Kokoshnik sales were already on the rise in the

first week of the tournament, the RBC outlet reported, but spiked fivefold in the first week of July, ahead of Russia's match against Croatia. The headresses have steadily become more expensive, too, with the cheapest increasing from 330 rubles (\$5) to at least 1,500 rubles (\$24). (Red kokoshniki with lace ribbons are most in demand, the report said.)

"Before it was *matryoshki*, now it's kokoshniki," said manager Arkady, 29, referring to the traditional Russian nesting dolls. "Kokoshniki have become a meme and a national treasure."

Above all, the kokoshnik's comeback is a joke for Russians. "The English and French and all those don't really get it," Arkady said.

"It's just Russians who are buying them," Andrei, 33, agrees. "Europeans are mostly buying *matryoshki* and [traditional square-shaped hats] *ushanki*. They also like communist symbols, which are particularly popular among Latin Americans."

As teams have been eliminated and fans have returned home, however, the souvenir rush has noticeably weakened, staff said.

At her stall, Svetlana, 47, seemed unfazed — if a little left out — by the kokoshnik craze. She had traveled from Nolinsk, a city more than 1000 kilometers away, to sell *matryoshki*, and nothing else. "We've seen them do well in other stalls," she added, glancing sideways at her neighbors.

While the kokoshnik is all the rage now, however, the *matryoshka* is proven gold year-round. "This has been one of our best ever seasons," she said. "It's been a miracle."

Anton Muratov contributed reporting.



These football fans look like they are in on the joke.

Graffiti Tribute

A mural depicting Russia football coach Stanislav Cherchesov has undergone a series of physical transformations in the days after the national team was knocked out of the World Cup.

The coach was hailed as a national hero after leading the Russia team to qualify for the knockout stages of the tournament for the first time since the fall of the Soviet Union.

Reflecting Russia's new-found infatuation, a team of street artists spray-painted a mural of Cherchesov with his forefinger and thumb extended in central St. Petersburg, with a caption reading: "You

are amazing, Stas."

However, on the day after Russia's loss to Croatia, vandals manipulated the image to leave a bloody stump in place of Cherchesov's forefinger on the graffiti.

The original image had reportedly offended fans of the city's football club, Zenit, who interpreted the graffiti's L-shaped hand gesture as referencing Polish team Legia Warsaw, which Cherchesov had coached in 2016.

The Hoodgraff street artists behind the original mural immediately updated their work overnight, this time depicting the gruff coach giving an ar-



PETER KOVALYOV / TASS

my-style salute.

"We just had to do it," said Hoodgraff member Artyom Burzh, who started the original painting after Russia's second win in the tournament.

"The man did his service for Russia in full, just like the entire squad," the local Fontanka.ru news website cited him as saying.

Flying around the country, I glimpsed lives that I hadn't known existed but felt remarkably familiar.

OPINION

By Simon Kuper



The Regions Are My World Cup Souvenir

This is my eighth World Cup, and the main thing I've learned is that the most memorable moments are always away from the football, usually in some place you will never visit again — Sapporo in Japan, the Amazon River in Brazil. What will stay with me from this World Cup is provincial Russia. Flying around the country, I glimpsed lives that I hadn't known existed, and that nonetheless felt remarkably familiar.

For someone who spent a year once learning intensive Russian but has forgotten almost all of it since, this may have been the easiest month in history to travel to Russian provincial cities. Say what you like about big tech companies, but I couldn't have done it without Yandex and Airbnb.

Yandex's English-language taxi app means no more haggling with drivers in your 100 words of Russian. And Airbnb brought me into charming, impeccably-kept homes inside peeling Soviet-era apartment blocks around Russia, helped by the fact that just for this month, the hosts didn't seem bothered about registering me with the authorities.

I stayed in five Airbnbs. All my hosts were women, aged under 40, who spoke good English and were taking the opportunity to monetize homes that no foreigner might ever need again.

My first host was a medical student who lived in a suburb of Volgograd, in an apartment building for which she apologized the moment she saw me. She told me about her time studying in Montenegro, and her treasured biannual trips abroad. I'll never see her again, but I left feeling that she was an internationally-minded person who wanted much the same things from life as I do, except that her chances of getting them were much slimmer.

It was an experience I kept having. My hostess in Nizhny Novgorod, thousands of miles and hefty visa requirements removed from Paris, was studying French. The next day in Nizhny, a middle-aged woman came up to me and spoke impeccable English. I asked her where she had learned it. She taught English at the local university, she replied. I later calculated that she must have learned it in Soviet times, when Nizhny was a closed city to foreigners. The day we talked, England played Panama in the local stadium (now already a white elephant, like most built for the World Cup). The game brought possibly the largest influx of English-speakers ever to visit Nizhny. I hope some of them will come back. I especially hope I will come back.

Russians who couldn't speak English showed me constant acts of kindness. In Samara, where my Airbnb hostess was away, her mother mutely presented me with a specially made jar of her apricot jam. Sadly, I couldn't take it on the flight.

The town I will remember best is Kaliningrad — German Königsberg until 1945. The cathedral where Immanuel Kant is buried lies in a pleasantly landscaped park. Wandering the lanes and lawns, I suddenly realized: I'm walking on top of what used to be downtown Königsberg. In the park, and in various local museums, you can admire lovingly presented black-and-white photos showing the electric trams that ran through this spot in the 1880s, the swinging cafes of the day, the German kids playing on the streets. Kaliningrad was once a place of Soviet triumph: The central square, which in the last years of Königsberg was Adolf Hitler Platz, has been renamed Plushchad Pobedy, or "Victory Square." But lately Kaliningrad has also become a place of sad remembrance. This was once a great, rich, beautiful, connected European city, a kind of Hamburg or Amsterdam. Many locals now mourn that lost place.

Meeting these provincial Russians yearning for the outside world, I kept being reminded of "Three Sisters." In Anton Chekhov's play, the sisters in their garrison town forgotten by time long for Moscow. One of them laments, "In this town to know three languages is an unnecessary luxury. It's not even a luxury, but a sort of unnecessary addition, like a sixth finger."

Later in the play, one of the sisters is reassured she will not be abandoned in the backward and uneducated town. "Others like you will come, perhaps six of them, then 12, and so on, until at last your sort will be in the majority."

That is now happening. Clever cultured provincial Russians are still thwarted, and they may never again get to see Mexicans dancing on their local streets. But at least now they are like the three sisters with internet.

Simon Kuper is a Financial Times columnist. [@KuperSimon](#)

Cherchesov's army-style salute became one of the iconic celebrations of the tournament this summer.



Igor Chudaikin, 11



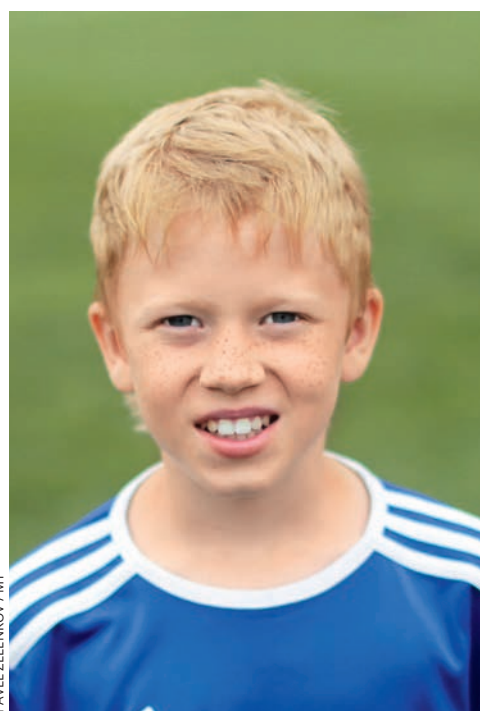
Eduard Movsesyan, 15



Sasha Novozhilov, 11



Vadim Shirayev, 12 (left) and Stepan Surikov, 10 (right)



Alexander Ogloblin, 11



Artyom Pavlovsky, 14

Scoring New Friends, One Kick at a Time

The monthlong tournament may be drawing to a close, but Russia's budding footballers see a lasting legacy

BY EVAN GERSHKOVICH [@EVANGERSHKOVICH](#)

The World Cup is coming to an end on Sunday. For most people watching around the world, it will likely fade into distant memory. But for a new generation of Russians who had never experienced an event of this magnitude, the tournament will have a lasting impact.

"It was my first time really watching a World Cup all the way through and getting to see Russia do so well," said Artyom Pavlovsky, 14. "I can't even begin to explain all the emotions I felt."

During a water break at a summer football camp in central Moscow, five Russian national team hopefuls spoke about their favorite memories from the past five weeks.

The home team's performance surprised them all. Asked if they had expected Russia to

not only advance out of the group stage but to get all the way to the quarterfinals for the first time in 48 years, the young footballers answered with a chorus of "no."

Against the odds

Russia's national team, a dark horse candidate to win the tournament, rallied an apathetic nation around it with surprise performances. As the lowest-ranked team heading into the World Cup, it sent shockwaves around the world by advancing all the way to the quarterfinals for the first time since 1970.

"I highly doubted that Russia would get out of the group. I thought they would finish third, maybe even fourth," said Igor Chudaikin, 11. "Even after they beat Saudi Arabia, I thought, why is everyone celebrating? This is Saudi Arabia, after all."

But then Russia beat Egypt too, and despite a loss to Uruguay, the hosts were through to the round of 16. And this was all before the biggest surprise of all: the home side's defeat of heavyweight Spain on penalty kicks.

"I cried after the win over Spain," Pavlovsky said. "I have never seen Moscow so excited and happy."

Timur Tridrikh, 12, lives next to Vorobyovy Gory, the setting of the FIFA fan zone that has attracted tens of thousands of spectators throughout the tournament to watch matches, drink and celebrate. He said he will miss being kept up late into the night by the sounds of

I didn't believe in Russia before the tournament. Now I know you have to believe in yourself, no matter what.

their revelry. "It was so awesome," he said. "I wish it could always be like that."

More than just enjoying the festivities and Russia's play, though, the tournament has changed the way they see their home country.

"I didn't believe in Russia before the tournament," said Alexander Ogloblin, 11. "Now I know you always have to believe in yourself, no matter what anyone says."

I can do it too

That newfound belief is what 12-year-old Vadim Shirayev, who plays for local club MFK Krepost, says will drive him to one day become a professional footballer.

"The fact that no one believed in [the team] and they were able to do something not done in so many years gives me even more motivation to become a professional," he said. "If they could do it, then we can too."

Shirayev, two of his teammates and their coach were standing next to a football field set up at Red Square, where fans have been playing scrimmages and local clubs competed in a tournament. MFK Krepost came in third place. But even better was getting a taste of what it's like to play in front of foreign fans.

"One day I want to play in front of even more foreign fans in a big stadium," Shirayev said. "I will always remember this experience. Some were even rooting for us."

Getting noticed

It wasn't just academy players who got to experience something beyond their ordinary schedules. In May, 18 Russian orphans participated in the Street Child World Cup, a week-long football tournament held for abandoned children from around the world in the FIFA World Cup host country.

I am so driven to play for Russia. We want to win so that we get noticed. That would mean something for us.

For players that usually train on a “vegetable patch,” as one of the coaches put it, getting to play on professionally-maintained fields in the capital was life-changing.

“I can’t describe how I’m feeling. I am so driven to play for Russia,” said Valery Bombin, 15, who aspires to one day play for Russia at the World Cup. “We want to win so that we get noticed. That would mean something to us.”

For Vadim Vize, the deputy director of the Moscow Football Federation’s Beskov Center for preparing youth coaches, the World Cup atmosphere and the home team’s performance will be a big boost to Russian youth football.

“There was a point when no one could run the mile in under four minutes,” Vize said. “The record seemed impossible. But once the first person was able to do it, a whole bunch of people followed. The same effect will be seen here. As soon as the national team creates a norm, the next generation tries to surpass it. They will play with stronger belief in themselves.”

Foreign spectators

Beyond football, Vize believes that hosting the World Cup will affect Russia’s youth whether or not they become professional footballers — or even play football.

Almost three million foreigners flocked to Russia, the state-run TASSnews agency reports, giving the 11 host cities an international feel that many residents don’t usually get to experience. Foreign languages, songs and dances filled the streets and visitors and locals mingled.

“People who had doubts about football will have seen this incredible atmosphere in the host cities and the uniting power of the game,” Vize said. “They will have seen how many people from different countries came to Moscow and how wonderful that was for everyone.”

For the children who spoke with The Moscow Times, foreign visitors were, ultimately, their favorite part of the entire experience.

Ten-year-old Stepan Surikov of MFK Krepost boasted of selfies with Mexican fans. Summer camper Pavlovsky said his favorite part was helping tourists — including Brazilians and Mexicans — with directions. Fellow camper Tridrikh said his

favorite part of the experience was a celebration of the Mexican holiday the Day of the Dead on Red Square. “I loved the makeup and the dancing the most,” he said.

And Chudaikin, another camper, said he wished the World Cup would be held every year so he could always “talk to so many foreigners.”

“So many people from so many different countries came here and spoke so many different languages,” Chudaikin continued, excitedly. “And I just think that was so nice.”

For most of the Russian children who played in the Street Child World Cup tournament in Moscow, it was the first time they had met foreigners.

During a match between Uzbekistan and Pakistan, Alexei Bogdanov inched his way closer to the girls from the U.S. team who were seated on the bleachers overlooking the field. He started a conversation with the girl closest to him. Later, they shared their contact details and took selfies together.

“The best memory is how many new friends I made,” Bogdanov said. “I made friends with the kids from Egypt, the U.S., Kazakhstan. I know a little bit of English and I also use a translator app.”

Shedding stereotypes

The children were also proud of how Russia had treated their foreign guests.

“I really love how welcoming my country was to all of these different people,” said Eduard Movsesyan, a 15-year-old camper. “They also did a lot of reconstruction to make it nice for them.”

Ahead of the World Cup, Moscow embarked on citywide renovations and restorations to prepare for the large influx of tourists. (It didn’t hurt that mayoral elections will fall in September following the tournament.)

The renovations — among the children, at least — have been a hit.

“I came from Tomsk for this summer camp,” said Ogloblin, referring to a university town in Siberia. “The last time I was here was when I was six. And it looks so much better and cleaner now.”

“It has changed so much and definitely for the better,” said Tridrikh. “It’s better, cleaner and so much prettier.”

But the main takeaway for Chudaikin is that, before the tournament, he had heard that foreign media were presenting Russia as a “mean, unwelcoming place.”

“Look how many foreigners came here and everything was the opposite of what people thought would happen,” he said.

“People always talk about Russia in stereotypes. But why do that? Hopefully the World Cup showed that we’re not like this.”

Lena Smirnova contributed reporting.

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Реклама



For Russia’s emerging footballers, meeting foreigners was an integral part of the World Cup.



A Country Changed

The World Cup is not even over and Russians are already full of nostalgia for a time when, it seemed, everything was possible. Luckily, we'll still have the photos.

Photos by Ksenia Yablonskaya





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In the Emperors' Closets

By Galina Stolyarova

The Costume Gallery of the Hermitage Museum brings old clothes to light

Peter the Great's quilted house coats and stylish velvet costumes, canonical clothing of Orthodox priests, embroidered ceremonial dresses of Russian aristocrats and colorful wedding gowns of Cossack women — these are just some of the amazing items of clothing on display at the Costume Gallery of the State Hermitage Museum in St. Petersburg, each with its own story.

The Gallery, which opened in December at the Hermitage's Staraya Derevnya Restoration and Storage Center, is unusual. It isn't a traditional museum, but a hybrid between an exhibition space and a repository.

The exhibits are displayed in dimly lit halls that go completely dark as soon as visitors leave (they are equipped with motion sensors). This is designed to protect the fragile items, which are sensitive to light and humidity.

Behind the mannequins dressed in the gowns of Russian tsars and peasants, there are rows of lockers containing most of the precious collection, which give the visitors a sneak peek at the museum's "backstage" area.

The Hermitage's collection of costumes features more than 24,000 items covering the period from the late 17th century to the beginning of the 21st century. The Gallery currently displays 130 mannequins and numerous small items, such as hats, shoes, fans, bags, suitcases, mirrors and hangers. Because the venue is a repository, there are no labels or descriptions. All the information and legends must come directly from your guide, which makes for a more personalized experience.

The exhibition opens with a section devoted to the clerical clothes of the Russian Orthodox Church. In many cases these came from Russian empresses, including Elizabeth and Catherine the Great, who donated their ceremonial and evening dresses to monasteries by the thou-



STATE HERMITAGE MUSEUM



STATE HERMITAGE MUSEUM

The imperial wardrobes are a central part of the collections, featuring the costumes (and underwear) of Peter the Great and Catherine the Great.

sands, where they would be remodeled to suit ecclesiastical needs.

"We have an item on display — a deacon's surplice — that covers a period of three centuries," said Nina Tarasova, the gallery's curator. "Its shoulders were made in the 17th century, and the robe was added in the 18th century. And the middle part was replaced in the 19th century with a more modern fabric."

The works on display travel to other venues for temporary exhibitions. As Tarasova points out, Peter the Great's wardrobe alone would make a wonderful exhibition. The Hermitage boasts around 280 items that once belonged to the founder of St. Petersburg, from underwear to full costumes.

"Even a quick look at Peter's fine velvet camisoles and delicate lace shirts is enough to com-

pletely dismiss all those derogatory nicknames like the 'Carpenter Tsar' and the 'Savage Tsar,'" Tarasova said. "The emperor was a person with good taste and an extensive, elegant wardrobe. True, when he arrived in Paris without frills, ruffles and wigs, French dandies ridiculed him and called him a barbarian. But, deep at heart, the French envied Peter's brutality and willpower, and once he was gone, they started copying his style."

One of the most intriguing sections displays masquerade costumes created especially for a ball in 1903 at the Winter Palace celebrating the 300th anniversary of the Romanov dynasty. Russian aristocrats took their ballroom dresses seriously: Sumptuous bejeweled costumes and exquisite richly decorated dresses were made out of the finest fabrics and often involved the elab-

orate handiwork of lace makers, embroiderers and seamstresses. No less striking are the military uniforms that once belonged to royals.

The Hermitage also boasts an impressive collection of folk clothing, including traditional wedding gowns from various Russian regions. "The folk items were purchased during the museum's ethnographic expeditions," Tarasova said. "What is really precious about them is that we know the story behind each dress or shirt — the occasion the garment was created for and the person who owned it. Such displays do make history very tangible, very meaningful. They make it something people can easily relate to and feel close to."

The gallery can be visited by appointment only. Book at hermitagemuseum.org.

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 ** РЕЗЕРВ СТОЛОВ



Russia and Vodka: A History Primer

By Jennifer Eremeeva | [@JWEremeeva](#)

In Russia, almost every day is a holiday. In addition to public holidays such as Victory Day and New Year's Day, Russians also annually celebrate over 400 professional holidays.

There is even a day in January dedicated to vodka – the official Birthday of Russian Vodka, the day on which Dmitry Mendeleev defended his doctoral dissertation “On Combining Water and Alcohol” in 1865. In his dissertation, he continued his exploration of chemistry, a study that would see Mendeleev four years later publish his groundbreaking Periodic Table.

The Periodic Table established Mendeleev as one of the leading scientists of his age, and honors were heaped upon him. He served the Imperial Government as Director of the Bureau of Weights and Measures, and it was this job that got Mendeleev into the vodka business. Legend has it that in 1894, Tsar Nicholas II or-

dered Mendeleev to create a standard recipe for Russian vodka. Mendeleev supposedly simply rounded up his dissertation number of 38 percent alcohol to a more marketable 40 percent (80 proof), the number still in use today.

Mendeleev's actual participation in the vodka recipe was probably far more minor than the legend purports, but the marketing people are still using it to great effect in the brand building of modern labels such as Russian Standard. Russian vodka, of course, dates much further back than 1894, though not, perhaps, as far as we might imagine, just as vodka is not as Russian as we might think. Poles were distilling grain and potato spirits as early as the eighth century, but Russians encountered distilled spirits only in the late 14th century, when Genoese merchants passed through Muscovy en route to Lithuania with a fiery grappa-like liquor they called “aqua vitae.”

Historians recount that the Muscovites didn't think much of it. Aqua vitae, they agreed, might make a good medicine – topical or internal – if one were truly ill, but for drinking, they preferred their own, more labor-intensive home-brewed mead and beer.

It would take another century before monks in the Chudov Monastery in the Kremlin began to master the art of distilling grain alcohol. They found a savvy patron in Tsar Ivan III, who recognized in vodka a partial solution to his need to fill the national coffers. He instituted the first state monopoly on vodka in 1472, inaugurating a 500-year tug-of-war between the state and its thirsty citizens over vodka's price, quality, quantity, access and distribution.

High vodka prices and restrictions on access to it often led to civil unrest in the uneasy 16th-century Time of Troubles. Russian nobles were granted the right to distill their own vodka

on their estates by Catherine the Great, a nice perk they enjoyed for over 100 years, until the Abolition of Serfdom in 1861 paved the way for more commercially-minded vodka merchants such as Pyotr Smirnoff, who focused on making a purer version of vodka in safer working conditions, mindful of the concern that home-brew was known as a leading cause of illness and death among the lower classes. This is the era of Mendeleev and his legendary 40 percent.

When revolution came in 1917, it did little to curb the national thirst for vodka. Production, distribution and sales were nationalized by the government. Vodka remained the cornerstone of every hatching, matching or dispatching, and all the celebration in between. And so it is today!

Jennifer Eremeeva is a longtime expat who writes about food, cuisine, history and travel.

RECOMMENDED



Russian Pub

The concept of the gastropub—a place where the kitchen perfectly complements the bar and the setting balances both comfort and aesthetics—is embodied in every particular by the Russian Pub, from its tasteful dishes, to the wood-based interior, to the atmospheric background music. The pub doesn't neglect English traditions, but adapts them to Russian culture, filling a traditional English pie with rich Stroganov meat and adding a layer of *salo*, the Russian cured pork fat staple, to everyone's favorite burgers. Visitors can marvel at the variety of excellent beer options from all the best Russian breweries, or try one of the pub's well-balanced cocktails, inspired by Russian recipes of old. 10 Tverskoi Bulvar, Bldg 1. Metro Pushkinskaya. [ruspub.ru/en](#)



Goodman

If you treat meat as a cult or a religion, you've come to the right place. At Goodman steakhouses they know everything there is to know about good meat and how to cook it to perfection. Check out their menu, bursting with tantalizing options from beef cheek burgers to beef ribs in raspberry sauce to pastrami on a piece of farmer's bread—the list of wonders goes on and on. If you're more into original steaks, try the Tomahawk and you'll experience the combination of perfectly charred outside and luscious rare-center. And don't despair if you're more into fish and seafood: Between grilled octopus, crab cakes and fresh melt-in-your-mouth sea bass, you're sure to find a favorite dish. Multiple locations [goodman.ru](#)



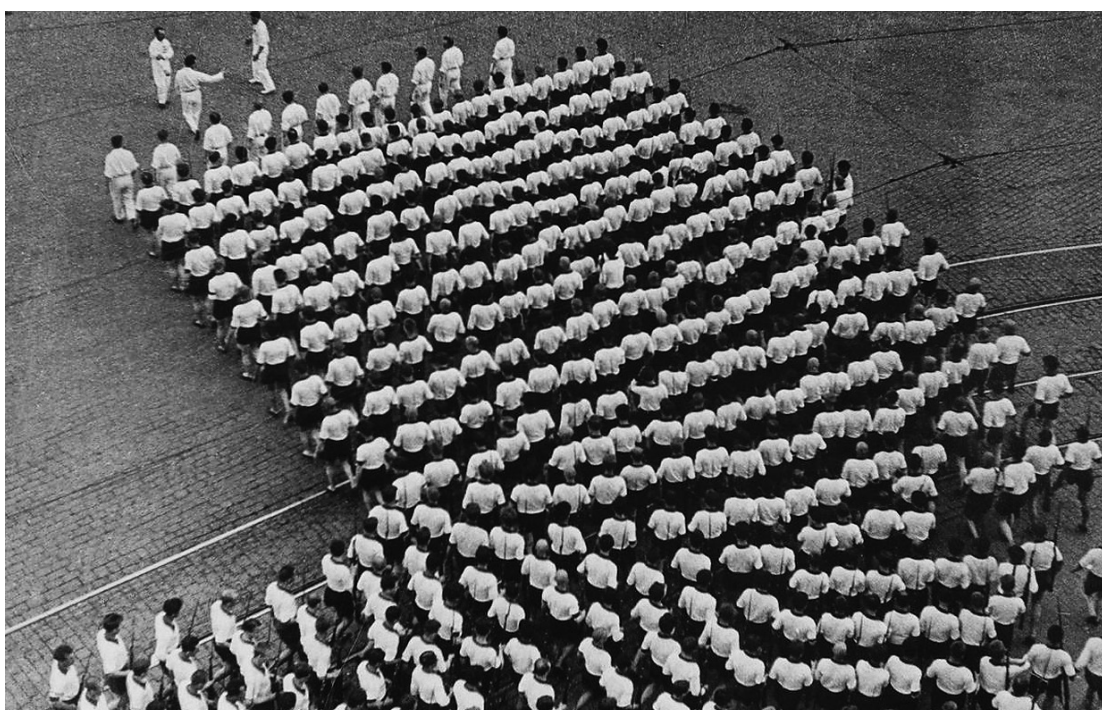
GoPinball

This fun and quirky private Pinball Museum opened in Sokolniki Park in May and is the first of its kind in Russia. More than 30 rare machines constructed from 1934 to 2013 from all over the world have been carefully collected and restored by GoPinball's founder Alexander Kazmin, a long-time fan of tech and electronics. The museum offers visitors a rare opportunity to experience a century of pinball firsthand as they get to play on each one of the vintage machines. Don't forget to stop and recharge at the Museum Café. You can sample one of their delicious desserts, baked with secret home recipes passed down for generations—a unique chance to combine your love of food with your interest in gaming. 1b Sokolnichesky Val. Metro Sokolniki. [gopinball.ru](#)



Expedition. Northern Cuisine

The legendary restaurant Expedition. North Cuisine has been around for 16 years, and has long been a favorite among Moscow's adventurous and foodie crowds. Here you can try unique delicacies from the Russian North—products delivered from ecologically clean Russian regions where a regular tourist is unlikely to ever set foot. The dishes, from the traditional “Aybarch” *stroganina* of reindeer to “Baikal Port”—lightly marinated Baikal *omul* with onions and garlic—are prepared using unique and creative recipes. The interior of the restaurant immerses visitors in the atmosphere of a real expedition: Siberian cedar furniture, a real MI-2 helicopter and a mountain river under your feet. 6 Pevchesky Pereulok. Metro Kitai-Gorod. [expedicia-restaurant.ru](#)



ALEXANDER RODCHENKO



VARVARA STEPANOVA

Moscow Museums and the World Cup

Even the city's greatest art institutions are going to miss the football

It's coming. We know it's coming. It probably even began a week or more ago.

Letdown. There's a sense of dread about the conclusion of the World Cup among those of us living in Moscow. For four amazing weeks, our city has been filled with people from all around the world. Everything about the city seemed to radiate during this time. And when the football fans return home and things go back to normal, the letdown is going to be mighty.

Be that as it may, Moscow's museums stepped up to the occasion of Russia's hosting the World Cup in their individual ways, and most of their football-focused exhibitions will last into August (though not all). So for those of us remaining in the city now, they are a great way to remember the fun we've had this summer – or just as likely, they will be useful vehicles for us to wallow in the miserable self-pity of the anti-climax.

But whatever your state of mind, here are some of the football exhibitions that are worth checking out.

The "Not Only Football" exhibition at the New Tretyakov Gallery is a good place to begin. In Russia, sports became a focus for the arts in the late 1920s and early 1930s – when sports for recreation became more popular. The New



GARAGE

A photograph by Alexander Rodchenko (top left), a drawing for a uniform by Varvara Stepanova (top right), and a photograph from the Juergen Teller exhibition at Garage (above)

Tretyakov Gallery has dipped into its massive collections to find some of the most interesting paintings, drawings and sculptures regarding sports from the 1920s onward. Also, any trip to the New Tretyakov is a welcome opportunity to visit the museum's permanent collection, the largest of Russian and Soviet art from the 20th

century in Russia. Here you can see some of the best avant-garde, socialist realist and underground art.

Speaking of the best of Russian avant-garde, you only have until July 15 to catch the tiny exhibition of football works by artists Alexander Rodchenko and Varvara Stepanova at the Push-

kin Museum of Fine Arts. Here, you can see their superb sports drawings and designs, including Stepanova's sketches of uniforms.

The "Anxiety on the Couch" exhibition at the Garage Museum of Contemporary Art is something of the moment and a bit out of the ordinary. In honor of the World Cup, photographer and football fanatic Juergen Teller shot a special series of photographs and videos about football, new and old football players and fans, football games and football accoutrements. Some photographs are funny, and others are even unsettling.

The curators of the Shchusev Museum of Architecture in Moscow have used the World Cup as a reason to hold an exhibit of the rich art and history of Soviet and Russian stadiums. The first half of the show is dedicated to sketches, drawings and photographs of some of the country's great Soviet stadiums that varied in style from slightly avant-garde to solidly classical. The show highlights some unusual stadiums, like a U-shaped one, and brings to life the excitement of the first major sporting events held in the country. The second half is about some of the world's best stadiums and the Russian stadiums built or reconstructed for this year's matches, illustrated with models, photographs and designs.

For something entirely unrelated, while you're

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THE WORD'S WORTH

By Michele Berdy



Russian's Foreign Memories

Кошмар: nightmare (from the French cauchemar)

Now that the World Cup 2018 is coming to an end, it's a good moment to think about what visitors will take away with them and what they'll leave behind.

The souvenir хит сезона (hit of the season) is clearly *кокошник*, usually just transliterated as *kokoshnik*, a beaded and decorated tiara-like headpiece traditionally worn by women — until the World Cup, that is. Now fashionable men in-the-know wear the *kokoshnik* and paint on rosy cheeks. I did not see that coming.

And what will the visitors and players leave behind? Lost wallets, forgotten socks, e-mail addresses scribbled on a scrap of paper and blurred by a splash of overturned beer...

They might not leave much, but the ancestors of some of the players and fans from the semifinal nations left their mark on Russia over the centuries — in words that have become part of Russian.

As I poked around in my dictionaries, Belgium stumped me at first, since other than *бельгийские вафли* (Belgium waffles), a few *бельгийские брассерии* (Belgian brasseries) and a lot of *бельгийское пиво* (Belgian beer) I couldn't find much. But since Belgium is filled with Dutch speakers, some of their long-

gone ancestors might have met up with Peter the Great on one of his European educational field trips and passed on some of the hundreds of words Peter brought back in his linguistic suitcase. Most of these words had to do with ships, shipbuilding and the sea, like *флот* (fleet), *каюта* (cabin), *верфь* (wharf), *балласт* (ballast), *гавань* (harbor) and even *яхта* (yacht).

But Dutch speakers gave Russia more than waffles and the word for them. They also gave Russian *абрикос* (apricots), *апельсин* (oranges), *анчоус* (anchovies) and even *шпроты* (sprats). Sorry, Latvia!

After the Russian Empire's fling with German, Russia's next big linguistic love affair was with the French language, which is responsible for what seems like half the words for food and cooking, most of the words for the arts and fashion and a number of words for style, manners and behavior. What is a Russian dinner without *антрекот* (rib steak), *бульон* (bouillon), *гарнир* (garnish), *котлета* (cutlet) or *бисквит* (biscuit)? How could you dress without *трусы* (underpants) on the bottom and *берет* (beret) on the top? What would you do in a theater without *балет* (ballet), *бинокль* (binoculars), *абонемент* (subscription), *актёр* (actor) or *автор* (author)?

In fact, without French, what would we call that place with paintings: *музей* (museum)? And how could we describe a night out without *шик* (chic), *шарм* (charm), *дебош* (debauchery) and *кошмар* (nightmare)?

But French-language imports were also down to earth — literally with *тротуар* (pavement) — or technically, like with *авиация* (aviation) and *электрификация* (electrification), not to mention militarily, like *армия* (army) and *фронт* (front).

But in the last 50 years or so, the greatest source of borrowed words has been the English language. In fact, when Russia adopted *футбол* it took on the original language of the game: *гол* (goal), *голкипер* (goalkeeper), *пенальти* (penalty), *тренинг* (training) and even the word *спорт* (sport). But English has been hijacked in other fields, too, like politics where Russia now has *сенатор* (senator), *спикер* (speaker), *спичрайтер* (speechwriter), *экзит-пол* (exit poll), *имидж* (image) and *имиджмейкер* (imagemaker). People move their *бизнес* (business) *офшор* (off shore) to avoid an *аудит* (audit). Parents yell at their *тинэйджеры* (teenagers) for being glued to their *гаджеты* (gadgets), taking part in a *флэш-моб* (flash mob) and getting a *пирсинг* (piercing) at the *шопинг-молл* (shopping mall).

And when you discuss *компьютеры* (computers) you wonder why you came to Russia at all: Everyone just speaks English with a Russian accent.

Finally, we come to the contribution of Croatian to the Russian language. (Pause.) I couldn't really find any. And thank heaven! There are so many false friends that you'd go mad if you started importing Croatian words. Consider this: *vrednost* in Croatian means "value" while *вредность* in Russian means almost the exact opposite — harm or damage.

I'm sticking with Ole-Ole-Ole!

Michele A. Berdy is a Moscow-based translator and interpreter, author of "The Russian Word's Worth," a collection of her columns. Follow her on Twitter [@MicheleBerdy](https://twitter.com/MicheleBerdy).

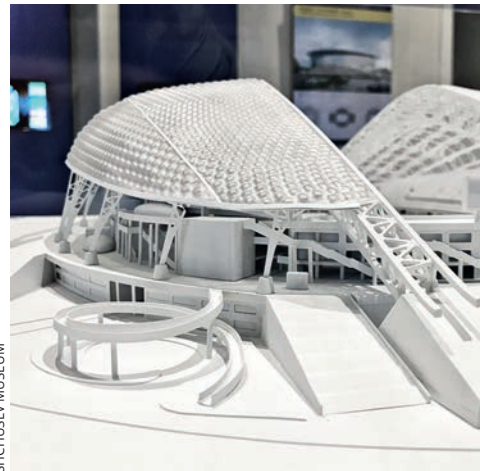
Ancestors of the players and fans from the semifinal nations left their mark on Russia over the centuries.

at the museum check out one of the permanent exhibitions at the Shchusev: "David Sarkisian's Office." David Sarkisian was director of the Shchusev Museum from 2000 until his death in 2009, a beloved and colorful fighter for the preservation of Moscow's architectural heritage. His office was also a legend — an unfathomable, cluttered mess. After his death, colleagues at the museum, relatives and friends preserved his office by recreating it in the Ruined Wing, an exhibition space he created himself. In 2010, a virtual installation of the office was presented at the Venice Architecture Biennale. It's the ultimate non-sports exhibition.

To mark the World Cup, the Museum of Moscow has joined up with the LUCH gallery to present the paintings of Denis Yegelsky, Kirill Kipyatkov and Andrei Krisanov. Their works are from a

classical tradition in which sports are, like in ancient times, an embodiment of humanism. Visit the exhibition (which ends on July 15) and then spend time in the permanent collection, where you can learn about Moscow from the city's beginnings in the 12th century through today. The exhibits are in Russian and English, and there is an excellent bookstore and souvenir shop, café and children's center.

The Karelia Pavilion at VDNKh is hosting a large exhibition about football in Russia and the Soviet Union. It is divided into three sections: the history of pre-revolutionary and Soviet football, a hall of fame honoring the best players of all time and the modern history of Russian football. This exhibition tells the story through cinematography, fine arts, animation, literature, photography, graphics and computer games.



Soviet stadiums on display.

You can see Soviet and Russian football in rare news photos; admire football badges, banners and other fan and player attributes lent by collectors and sports clubs; listen to "the sound of the stadium" recorded in various stadiums over the years; and see photographs and examples of less well-known Russian footballers, like special village and women's teams. In one area you can even play football on old Soviet slot machines and early computer games — and learn about virtual football promoted by the Russian Federation of Cyber Football. Basically, if you are curious about Russian football, this is the exhibition to see.

So do check out these fine exhibitions while they last. And by doing so, extend the fun we've had celebrating the World Cup a little longer.

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Celebrate Life and Art With Anatoly Zverev

By Michele A. Berdy | [@MicheleBerdy](#)

Don't miss this truly joyful exhibition at the AZ Museum

This summer, a small private museum in the center of Moscow is having a big party. The Anatoly Zverev Museum (AZ Museum) is celebrating its third anniversary with an exhibition of works by Anatoly Zverev of every genre and every period of his artistic career. Polina Lobachevskaya, the museum's curator, said: "We didn't have a complex concept of the show. We simply organized a party – all of Zverev's genres and as much as we could fit into the space."

The artist and his times

Anatoly Zverev (1931-1986) was one of the most famous of the "non-conformist" artists of the post-war period in the Soviet Union. And certainly one of the most prolific, with an estimated 30,000 works attributed to him. He did not have a formal art education, was not part of a group or movement and worked in many genres: painting, drawing, illustrations and graphic art. He also wrote poetry, philosophy and treatises on board games. He changed and matured over time, adapting his style without imitating any other artist and without losing anything of that ephemeral "I" that made his works instantly recognizable, whatever the medium, subject or year created. French playwright Jean Cocteau said he was "the only artist who worked all the way through Western painting, from early Pablo Picasso to the present day."

Being a "non-conformist artist" in that period meant creating work that did not conform to the dictates of socialist realism. That entailed not being admitted to the Union of Artists; not having access to materials – domestic or imported canvas, paints, brushes and paper sold only to artists in the Union; not being able to exhibit or even legally sell one's work; and being subject to arrest for "parasitism," since creating art outside the Soviet Union was not recognized as a profession.



Zverev is famed for his portraits, which he claimed made his subjects "immortal."

Zverev's works are often done on poor quality paper and scraps, cardboard, wood or any other more or less applicable surface.

With the exception of a small show in the exhibition space of the Moscow City Committee for Graphic Artists in 1984, Zverev was not exhibited in his homeland during his lifetime. His first major show abroad was in Paris in 1965. His first solo show in Russia was 34 years later in 1999 at the Tretyakov Gallery.

The AZ Museum was founded with a mission to collect and preserve Zverev's works and to showcase, study and acquaint the public with the extraordinary flourishing of art in the second half of the 20th century in the Soviet Union – so rich and talented that Lobachevskaya calls it the "Soviet Renaissance."

landscapes, drawings, doodles, illustrations and an animated film based on the illustrations by Mikhail Aldashin.

'The greatest Russian draftsman'

The first floor of the show is dedicated to Zverev's portraits and self-portraits. Over the years, he asked dozens of women to pose for him with the line: "Sit down, kiddo, and let me make you immortal." And so he did: His portraits of his women friends, young and old, are among his most famous and beloved works. He was also a constant chronicler of himself, producing hundreds of self-portraits in drawings and paintings.

The second floor has even more portraits of women, as well as drawings and sketches of faces and nudes. You see why Picasso, who saw his works in Paris in a 1965 show, reportedly called him "the best draftsman in Russia." Here, too, are landscapes of churches, pine forests and rivers, painted with the same emotion as his portraits to create complex images of beauty, decay and suffering.

The third floor exhibits some of Zverev's early "supremacist" drawings and paintings from the 1950s, where the abstract and geometrical themes of the early 20th century Russian avant-garde are textured and richly colored. From the same period (1955) are the illustrations for Gogol's "Diary of a Madman" from the collection of Dmitris Apadidis, exhibited for the first time, and the charming film by Aldashin.

At the end of the exhibition you leave with an appreciation for the extraordinary talent and scope of Anatoly Zverev. But perhaps more importantly, you leave with a sense of enormous pleasure in life and joy. And that is Zverev's greatest gift.

Until Jan. 20, 2019. AZ Museum. 20-22 2nd Tverskaya-Yamskaya Ulitsa. Metro Mayakovskaya. museum-az.com.

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New Media Night

July 14

For this festival you'll have to travel three hours outside of Moscow, but it will certainly be worth it. New Media Night is an open-air digital art festival at Nikola-Lenivets. Part of a natural reserve, the forests and fields here are dotted with site-specific land art installations, including works by Russia's most prominent land artist, Nikolai Polissky. At this year's festival, two neoclassical bands from Moscow – Kymatic and Questa Musica – will perform Steve Reich's "Music for 18 Musicians" at a mammoth installation titled "Universal Mind."

Nikola-Lenivets, Kaluga region.
nikola-lenivets.ru

"Moves Like Ms. Jackson" gained him recognition and he started performing anonymously as Zhu, only revealing his identity in 2014. His freshman album "Generationwhy" was released in 2016, and since then Zhu has launched several other musical projects. Saturday's concert at GlavClub will be his first in Russia.

GlavClub

11 Ulitsa Ordzhonikidze.
Metro Leninsky Prospekt.
glavclub.com



KIRILL RICHTER

Concert Kirill Richter

July 14

Russian neo-classical pianist and composer Kirill Richter, who wrote the theme song for Fox Sports' World Cup broadcasting in North and South America, will perform at the Ostankino Estate's summer Stage on the Water on Saturday. He will play his new works with a string orchestra, including music for Ivan Tverdovsky's new film "Jumpman."

7A 1st Ostankinskaya Ulitsa. Metro VDNKh.
vdnh.ru/water-theatre



IRINA POKAZANOVA

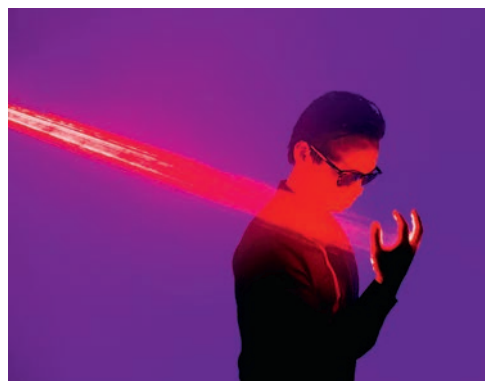
Concert Pyotr Nalich

July 13

Pyotr Nalich has come a long way from being the YouTube sensation, when his sarcastic video "Guitar" became so popular that he was chosen to represent Russia at Eurovision. Since then Nalich has acquired a proper band, released several albums and even sang in an immersive opera "Queen of Spades." Come see him at the

VDNKh's summer Stage on the Water, located by the Garden Pond in the Ostankino Estate.
Stage on the Water

7A 1st Ostankinskaya Ulitsa. Metro VDNKh.
vdnh.ru/water-theatre



ZHU

Concert Zhu

July 14

Zhu is a stage moniker of Steven Zhu, an electronic musician from the U.S. His debut track



RAPH PH/FUCKR

Concert Guns N' Roses

July 13

A band that needs no introductions, Guns N' Roses launched a reunion tour titled "Not in This Lifetime" last year. It's been so successful that they extended it into 2018. The concert at the Otkritiye Arena stadium will be their first in Moscow and takes place just before the World Cup final.

Otkritiye Arena

69 Volokolamskoye Shosse. Metro Spartak.
otkritiearena.ru

Concert Guru Groove Foundation

July 13

Guru Groove Foundation, an English-language indie-pop band from Moscow, will present their new album "Just Another Day" at 16 Tons. Guru Groove Foundation is known as one of the few Russian bands successfully playing a mix of acid jazz, funk and lounge music. They've opened for Western artists like De Phazz, Janelle Monae and Sinéad O'Connor. With a powerful female lead vocalist and a distinct art-pop aesthetic, it's no wonder why.

16 Tons

6/1 Ulitsa Presnensky Val.
Metro Ulitsa 1905 Goda.
16tons.ru

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