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## A Whopping Apology

Fast-food chain Burger King has come under fire after releasing an ad in Russia on Tuesday promising a lifetime supply of free Whoppers — its signature burger — to women who become pregnant after sleeping with World Cup football stars.

The ad, which featured a photo of a pregnant woman, promised 3 million rubles (\$47,000) and unlimited burgers to “women who get pregnant from global football stars,” in what the company said was an effort to help Russia inherit “the best football genes.”

The promo said that encouraging Russian women to bear

the children of football players “would lay the foundation for the Russian team’s success in the future.”

Following public outcry on social media, the company pulled the ad.

“We apologize for our statement. It turned out to be too insulting,” Burger King said on the VKontakte Russian social media website, noting that it had removed all references to the ad by late Tuesday.

The ad came after a lawmaker last week called on Russians to avoid getting intimate with foreign fans, especially those of different ethnicities, to prevent

the birth of “unhappy” mixed-race babies.

“We should be giving birth to our own children,” State Duma deputy Tamara Pletnyova said.

This is not the first time that Burger King has landed in hot water for an insensitive sales campaign: Last year it parodied an underage rape victim who became a national celebrity after speaking out on a popular evening talk show.

In an online ad, the chain offered a discount using an image of the girl to show how long the sale would last: “Not very long.”

## Scorned Football Coach Becomes Man of the Hour

Following two resounding victories from Russia’s national team in the World Cup’s opening round, overwhelming optimism has replaced initial skepticism.

On the back of a seven-game winless streak, Russia entered the tournament as the lowest ranked side, in 70th place. Sports commentators, fans and media (including this publication) massively downplayed the team’s chances.

The team’s head coach, Stanislav Cherchesov, bore the brunt of the criticism.

Pundits pointed to the manager’s record: His only success as coach was winning Poland’s Premier League with Legia Warsaw in 2016.

“His ego is bigger than the bridge to Crimea,

his football is empty and boring,” Yury Dud, a popular blogger and editor of the Sports.ru site, wrote on the eve of the tournament.

He went on to describe the Russian team as “abysmal” and “very weak.”

Now, after trouncing Saudi Arabia 5-0 and

See COACH, Page 4

Friday  30°C

Saturday  30°C

Sunday  26°C

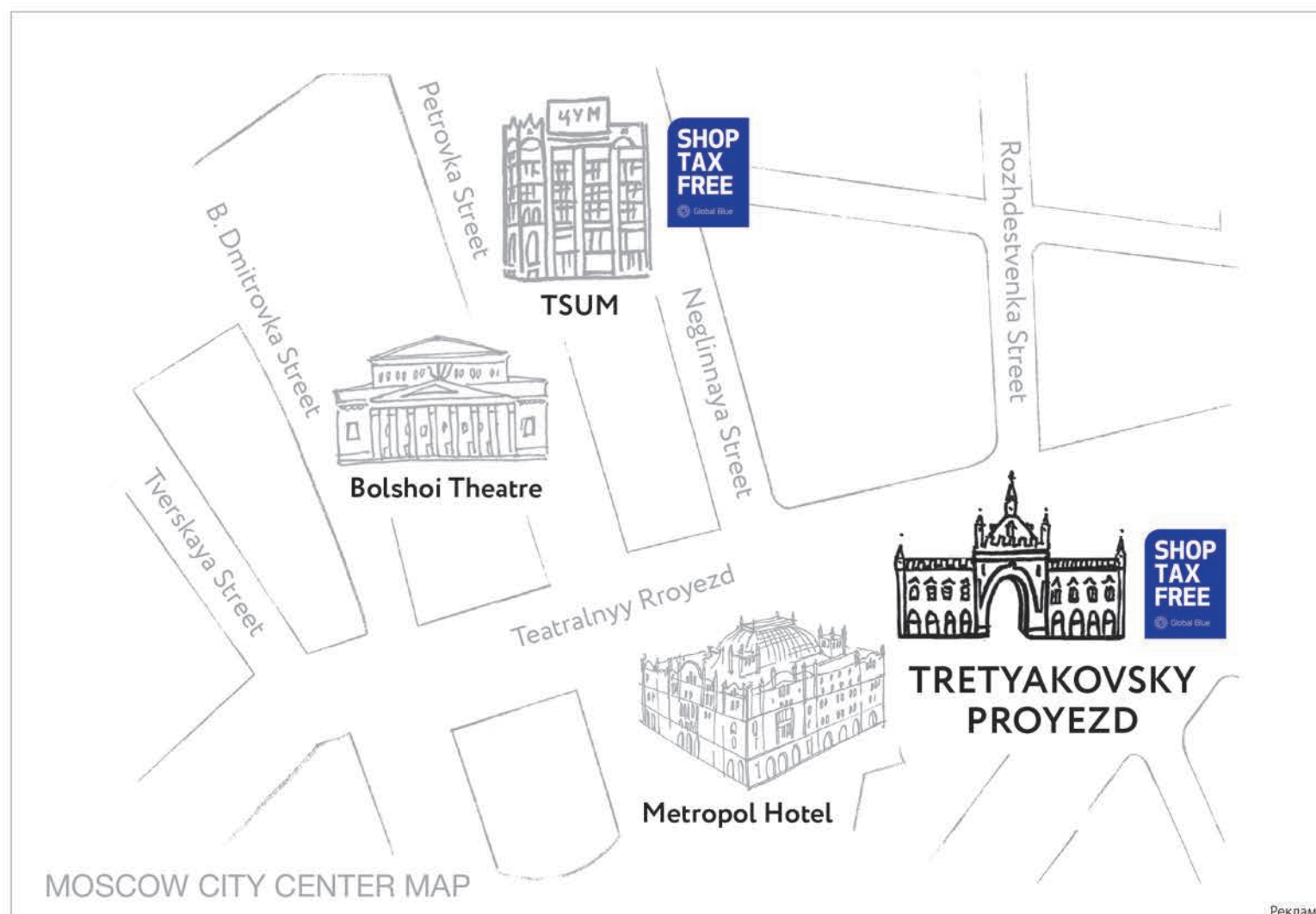




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# Police Expands Right to Confiscate Property

Russia's Supreme Court has granted law enforcement officials license to confiscate cell phones and other personal property used for extremist or terrorist purposes without the need for a verdict.

"This property may include cell phones, personal computers and other electronic means of communication," a statement published last week on the court's website reads.

Currently, property can only be confiscated after a suspect is found guilty.

In recent years, the authorities have increasingly targeted ordinary Russians for "extremist" activity on social media. Some have been handed prison sentences for sharing images and posting comments which are critical of the country's leadership.

"This ruling says that any device that is used to create a text that is deemed extremist would be classified as a weapon," Alexander Verkhovsky, the head of the SOVA Center, which tracks extremism, told The Moscow Times.

Last month, a 51-year-old electrician in Russia's Tver region had his computer confiscated for a post criticizing Vladimir Putin on the Vkontakte social media site.



WIKICOMMONS

The ruling has already been criticized for its vague wording. "There are too many vague formulations in the Supreme Court's explanations that don't rule out the arrest and confiscation of property from an innocent person," Yuri Kostanov, a member of the presidential Human Rights Council, told the Kommersant business daily.

"The security services will feel emboldened to use this power without a court warrant," Verkhovsky told The Moscow Times, warning it could encroach on people's rights.

Writing, sharing or even liking a post on social media can be deemed "extremist" by Russian courts.

## Crimea's Oyster Boom



PIVABAY

Oyster production in Crimea has soared.

Seafood production in Russia has skyrocketed in recent years, with a boost in the oyster and mussel harvest coming on the back of Moscow's annexation of Crimea from Ukraine, officials say.

The Kremlin imposed an embargo on Western food imports, including oysters, in response to in-

ternational sanctions imposed on Russia in 2014. Before the ban, most oysters and mussels in Russia had been imported from the European Union.

According to a report by the Federal Agency for Fishery cited by the RBC business outlet, Russia's oyster harvest increased 265-fold since the annexation — from 2 metric tons in 2014 to 531 metric tons in 2017.

Mussels farmers also ramped up their harvest from 100 to 1,165 metric tons in the period, a nearly 12-fold increase, RBC said.

The annexed Crimean peninsula was the top oyster and mussel farming region, followed by the Pacific region of Primorye, the Black Sea region of Krasnodar and the northwestern Republic of Karelia, according to the report cited by RBC.

The agency credited new legislation, which expanded the distribution of fish farming sites, as well as the Kremlin's import ban on Western-raised seafood, as the reasons for the three-year surge.

## Horsepower Protest

An official in Russia's Far East rode his horse to work on Wednesday in a protest against rising gas prices in his region.

Mikhail Puchkovsky, a member of the Kamchatka regional legislative assembly, complained that gas prices in the region rose to 50 rubles (\$0.79) per liter in recent weeks, forcing him to ditch his car to cut costs. Russia's federal statistics agency, Rosstat, has recorded a 7.3-percent hike in the price of gas across Russia between January and May 2018.

"Along the way, drivers waved their hands at me, shouting 'hurray' and honking to show support," the deputy told the Interfax news agency.

Late last month, Puchkovsky filed an official request for a parking spot for his horse outside the local government building.

According to the deputy, taking care of his horse runs him 30,000 rubles per year, making it a cheaper way of commuting than driving a car, Interfax reported.

## It Wasn't Stalin

A poll by the independent Levada Center found that only 9 percent of Russians blame Josef Stalin for mass casualties during World War II.

It is the lowest number ever recorded by the pollster.

Twenty-seven million Soviet civilians and military personnel are estimated to have died in World War II. In a similar poll conducted by Levada in 1991, some 36 percent of respondents attributed blame to Stalin, saying he had "acted without regard for the victims."

Since 2001, Russians have increasingly blamed the mass casualties on the "suddenness of the [German] offensive" that triggered the Soviet involvement in the war, followed by Nazi Germany's military advantage.

During his nearly two decades in power, President Vladimir Putin has used the Soviet Union's victory over the Nazis to rally patriotic sentiments.

The Levada survey was conducted among 1,600 respondents from May 24 to May 26.

### OPINION

By Vladimir Frolov



## Trump Rants Won't Unite the EU, Russia

U.S. President Donald Trump waded into German politics this week with a manipulative tweet that argued, "The people of Germany are turning against their leadership as migration is rocking the already tenuous Berlin coalition." He falsely added that "crime in Germany is way up." (It is actually at the lowest level since 1992.)

Trump's unsolicited intervention on a raw issue came at a sensitive moment in Berlin. A rift over migrants has threatened to unravel Angela Merkel's governing coalition. Given the stakes, Trump's gloating came across as a deliberate attempt to destabilize the German government and hasten Merkel's downfall.

And in the context of scandalous comments made earlier this year by U.S. Ambassador to Germany Richard Grenell, who said his mission was to boost far-right anti-EU parties, Trump's tweet looked all the more like crude political interference. Former Swedish Foreign Minister Carl Bildt responded on social media, saying: "Is Putin interfering trying destabilize the politics of the EU [sic]? Yes. But Trump is at the moment far worse. This is unheard of."

Indeed, when U.S. presidents meddled in the politics of foreign states before, it was usually to foster democratic change among U.S. adversaries, not racist fissures among the closest U.S. allies.

Trump, of course, does not care about German politics.

It is quite possible that he would not mind seeing Angela Merkel, President Obama's closest international partner, ousted. What he is actually doing is opportunistically using immigration as a dividing issue to mobilize his base for the midterm elections in November.

Merkel will survive this crisis. She remains Germany's most popular politician. German crime statistics "speak for themselves," Merkel fired back at Trump. Trump is so unpopular in Europe that his criticism may actually work as a catalyst for European unity, despite calls for a Trumpist Axis in European politics by far-right nationalist parties.

For Moscow, Trump's hostility towards allies may look like an opportunity to close ranks with Europe, end the EU-Russia geopolitical hostility, normalize trade and mobilize a challenge to U.S. "America First" unilateralism.

But don't bet on it. Russia actually stands to gain from a United States weakened by Trump's disruptive rhetoric. If anything, Moscow will work tactically to drive the wedge between the U.S. and the EU even further.

Nor will Moscow ally itself with EU leaders against Trump. Moscow might have endorsed Europe's decision to stay with the Iran deal, but it will not push for Macron's move to now accommodate Washington's new demands. Russia may join Europe in retaliating against U.S. tariffs on steel and aluminum, but Russia's trade with the U.S. is symbolic.

Russia will never join the EU in opposition to Trump's America. It will play one against the other, like when Putin humiliated Macron by offering Russian security guarantees in place of America's.

The Kremlin's view of the world is closer to Trump's than it is to Merkel's or Macron's. Both Putin and Trump resent the international rules-based order as an unnecessary constraint on their freedom to act; they see it as encroaching on their sovereignty. Both see "the rules" not as obligations that bind countries, large and small alike, but as "deals" between major powers and their leaders to be implemented with scant regard for their consequences for smaller nations.

This is what Putin means when he appeals to Washington "to sit down and develop the rules of the road together on trade and European security." He will have a shot at it in July when he meets Trump in Vienna.

Russia's disagreement with the EU on the international rules-based order is irreconcilable. It goes to the heart of Moscow's doctrine of "full sovereignty" — the right of rulers to do as they please at home and abroad. Russia's foreign policy strategy is to be untethered and unconstrained by alliances.

The EU has little choice but to prepare for a battle on two fronts, against Russia and America, if it wants to sustain the rules-based order. It is gradually waking up to this uncomfortable reality.

Vladimir Frolov is a Russian columnist and political analyst

Twitter @vfroloff



## COACH

Continued from Page 1

and convincingly beating Egypt 3-1, Russia has officially qualified for the knockout stages of the tournament for the first time in over 30 years. The country last recorded victories in the two first games of the World Cup in 1966, when it was still the Soviet Union.

After nationwide celebrations following Tuesday's game against Egypt, Russian social media users took to the internet en masse to express their newfound belief in the national team and its coach.

A social media flashmob under the hashtag #pereobuvayemsa, meaning "now we're changing our shoes," — a play on a Russian idiom meaning to change one's opinion quickly — was launched by Dud on Tuesday and has already attracted thousands of adherents.

"You didn't believe in Stas [Cherchesov]? Dud has already changed his shoes. Now it's your turn," Sports.ru wrote in an Instagram post launching the flashmob.

At Russia's first training session after the game against Egypt, Cherchesov was met with applause by members of the Russian media, some of whom have already crowned him "the best Russian coach."

"We didn't doubt our abilities," Cherchesov was cited as saying by the Sport-Express newspaper.

"The team will continue to work and make the fans happy. Everything is happening as it should be," he said.

Russia will play against Uruguay on June 25 in its last game in the group stage of the competition. Depending on the result, the team will face Spain, Portugal or Iran in the next round.

## What's in a Name

There are 11 host cities for the World Cup, but getting there is not always easy.

Several Swiss fans were in for a surprise after booking a hotel in Rostov Veliky — a Golden Ring city outside Moscow — instead of Rostov-on-Don, one of the World Cup host cities, where Switzerland was playing Brazil.

The tourists reportedly dialed 112 after being unable to locate their hotel, only to be told that they were in the wrong city, the Interfax news agency reported.

To prevent future mishaps, hotels in Rostov Veliky are checking up on foreign bookings, the report added.

The Yaroslavl tourism authorities have promised to invite the Swiss fans to visit "one of the region's oldest cities," Interfax reported.

Meanwhile, in a separate incident, several Chinese fans were stranded in Volgograd — another World Cup host city.

In two separate incidents, a Chinese man and two women were stuck at the train station with tickets departing from the similar-sounding Vologda, the head of Russia's Transportation Ministry Yevgeny Dietrich told Interfax.

"We helped them and explained that Vologda and Volgograd are different cities and are about 1,500 kilometers apart," he said.

## MEET THE FANS

I like Russia. It's a big country and Moscow is really big too. There are so many people from so many countries at the World Cup! I'm really enjoying my time here.

Carlos from Mexico



## FIFA Hits TV Records



A record number of television viewers have tuned in to watch the World Cup this summer in a number of countries including Brazil, England and Russia, the world's footballing body said this week.

Brazil's opening game against Switzerland drew a combined audience of 55.89 million people in the country, beating the audience of Brazil's opening World Cup match against Croatia in 2014 and be-

coming the highest sports audience recorded in a country since 2006.

In Russia, the host team's opening match against Saudi Arabia last Thursday became the highest rated TV program of 2018 in the country, with 18.05 million viewers watching the home side record a 5-0 victory on the state-run Channel One television channel.

According to FIFA, England's match against Tunisia on Monday beat out the royal wedding of Prince Harry and Meghan Markle last month as the biggest television event of 2018, attracting a total of 18.6 million viewers. FIFA's figures did not include digital streaming or out-of-home viewing.



Viking voyage: Iceland supporters drove a Lada Niva all the way to Russia.

## Drunk in Kaliningrad Good News

The city of Kaliningrad has opened a drunk tank for inebriated fans for the duration of the World Cup, the region's health minister Alexander Kravchenko announced on Tuesday.

In order to accommodate fans who have had too much to drink, the city, which is one of 11 that is hosting games, has opened a facility in their central hospital where fans can rest and receive medical attention.

The location has 30 beds and dedicated medicals on-site to help those in a serious condition. It has already accommodated several fans after the city's first match on June 16 between Croatia and Nigeria, according to Kravchenko.

He added that the fans have been polite and have yet to cause any trouble.

Fans from Japan and Senegal have set an example to follow after helping clean their stadium sections of trash instead of celebrating victory. Videos of the fans picking up plastic bottles, empty containers and other garbage and putting them in plastic bags have been doing the rounds on social media.

Senegal beat Poland 2-1 on Tuesday in Moscow and Japan finished with a similar score in against Colombia in Saransk.

Commenting on social media, many Russians hailed the foreign fans for their discipline — but generally had little faith that similar behavior could be expected on the Russian side.

"We are taught [to clean] at school, but not at home," one commenter said on Twitter. "That's why we won't do such a thing ourselves."

## Fans Arrested for Flying Drones

Police in Moscow have reportedly detained an Australian football fan for flying a drone in violation of World Cup regulations.

Russia has restricted drone use as part of its efforts to hold a secure football tournament.

The RBC business outlet on Wednesday cited an unnamed police official as saying

that the 31-year-old Australian man, who came to Moscow for the World Cup, had been detained.

The incident follows the brief detention of two Chinese tourists for flying drones to film fans at a St. Petersburg fan zone last week.

The two were reportedly released after filling out a police report.

Interfax reported Wednesday that three other foreign fans had been handed administrative fines for flying drones in Moscow, including citizens of Israel, Argentina and Peru.

Media reports say that the Russian military planned to deploy anti-drone units to protect World Cup venues from potential attacks during the month-long games.



Meet your soul mate during the World Cup.

## Tinder Use Surges

Russian mobile phone operators have registered a surge in the use of the Tinder dating app during the World Cup.

One of Russia's four biggest mobile phone operators, MTS, reportedly saw an 11-fold increase in match-day Tinder use among long-term customers near stadiums and fan zones in Moscow, St. Petersburg and Saransk.

Tele2, meanwhile, saw the popularity of the app increase 3.5 times, compared to the pre-World Cup average, Russia's Vedomosti business daily reported Tuesday.

MegaFon said Tinder accounted for 1 percent of its total traffic during Russia's opening-day match with Saudi Arabia at Luzhniki Stadium. VimpelCom's Beeline did not provide data.

A Moscow Times report on Tinder found that Russian women make use of the app to arrange dates with non-Russian men, though often only for friendships rather than romantic relationships.

## UPCOMING GAMES

Friday 3 p.m.	BRAZIL	-	COSTA RICA	St. Petersburg Stadium
6 p.m.	NIGERIA	-	ICELAND	Volgograd Arena
8 p.m.	SERBIA	-	SWITZERLAND	Kaliningrad Stadium
Saturday 3 p.m.	BELGIUM	-	TUNISIA	Moscow, Spartak Stadium
6 p.m.	KOREA REPUBLIC	-	MEXICO	Rostov-on-Don, Rostov Arena
9 p.m.	GERMANY	-	SWEDEN	Sochi, Fisht Stadium
Sunday 3 p.m.	ENGLAND	-	PANAMA	Nizhny Novgorod
8 p.m.	JAPAN	-	SENEGAL	Yekaterinburg Arena
9 p.m.	POLAND	-	COLOMBIA	Kazan Arena



# Risk of Beer Drought Grips Moscow Bars

Beer-guzzling football fans risk drinking parts of Moscow dry, with some bars and restaurants in the Russian capital saying they are running low and having to wait longer than usual for fresh supplies.

Moscow has been transformed by the World Cup, with singing, chanting and beer-swilling fans overwhelming some of the packed bars and restaurants around the Kremlin and Red Square.

"We just didn't think they would only want beer," said one waiter at an upscale eatery in central Moscow who asked not to be identified for fear of scaring off future customers.

The waiter said his restaurant ran out of draft lager on Monday and deliveries are taking longer than usual, at least 24 hours, because suppliers' stocks are also running low.

"There are really a lot of people in Moscow ... and they are all drinking," he said.

Dmitry, a barman at trendy courtyard bar Gogol, said visiting fans had drunk 800 liters of beer in three days, downing the cheap lager before moving on to more expensive bottled beers.

Gogol was taking three deliveries on Tuesday to replenish supplies, he said, as workers busily unpacked boxes of beer, vodka and whiskey.



GLEB GARANICH / REUTERS

"The sun makes them thirsty," he said of his customers. "In Russian we say 'to the bottom!' I like that these guys are embracing our culture."

Ivan, a Croatian in Russia to see his team take on Argentina on Thursday, said he had yet to encounter any shortages.

"There is beer everywhere," he said, swigging from a can of Russian Zhiguli lager while sitting on a bench near the Bolshoi Theater. "Some places yes, some places no. You just have to know where to find it!" (Reuters)

**Beer lovers have occupied central Moscow since the start of the World Cup.**

## Window to Europe

Asylum seekers are using Russia's simplified visa regime for the World Cup to enter the European Union.

For 10 days on either side of the tournament, foreigners are allowed to enter the country with just a single match ticket.

Since the tournament began, five asylum seekers of Nigerian, Moroccan and Chinese nationality have crossed into Finland from Russia, using their World Cup tickets and papers, a senior Finnish border guard said.

"We had been prepared for this as we [knew] that one can enter Russia without a visa, but it was a surprise that it started right at the beginning of the tournament," said Marko Saareks, head of risk and analysis at Finland's border guard.

The Nigerian entered Finland on Friday with a fake Brazilian passport and three Moroccan men came on Sunday, he said.

"They [the Moroccans] had walked perhaps for 12 hours and managed to cross the territorial border," said Ville Mihal, the border guard's head investigator.

The Chinese man landed in Helsinki on a flight from Russia carrying only World Cup fan documents, border officials said. Finnish authorities were investigating the cases for suspected immigration offences.

Russian authorities have since Saturday stopped around 10 citizens for carrying World Cup tickets as they tried to cross into Finland and Norway, a Russian police source said.

"I have no idea what they were hoping for. We would never allow them [to get to the border] and they [Finland and Norway] would never let them in," the source added.

Russian authorities detained four Moroccans on June 8 who had tickets to last Friday's Morocco-Iran match in St. Petersburg, the federal service of court bailiffs for the Russian region of Karelia said in a statement.

"The Moroccans admitted they had broken the law and said that of course their ultimate aim was not to attend the soccer World Cup but to cross the border and end up on Finnish soil," the statement read. (Reuters)

## Blatter Meets Putin in Moscow

Former FIFA president Sepp Blatter met Russian President Vladimir Putin at the Kremlin on Wednesday evening while in Russia to attend the World Cup, Blatter said on Thursday.

The Kremlin confirmed the meeting, but said it was a private matter and declined to provide details.

FIFA's Ethics Committee banned Blatter, who led FIFA for 17 years, from "all football activities" in 2015 after finding

him guilty of unethical conduct related to a global corruption scandal which rocked the organization.

His appearance at the World Cup in Russia is therefore potentially embarrassing for FIFA and its new head, Gi-

**Putin invited me to his apartment in the Kremlin.**

anni Infantino, who has promised to draw a line under FIFA's corruption problems

Blatter, who has repeatedly denied any wrongdoing, said on Thursday he had been invited to the World Cup by Russia.

"I met President Putin yesterday evening. He invited me to his apartment in the Kremlin. It's not the first time I'm there," the 82-year-old said.

"There should be no reason that the new administration of FIFA should be against a former president coming to a World Cup. They should say 'yes, come in' ... and then everyone would be happy." (Reuters)

### OPINION

**By Evan Gershkovich**



## In Search of Booze On Match Day

When Prince Vladimir, the ruler of Ancient Rus, was choosing a faith for the pagan Slavs in the ninth century, he reportedly passed on Islam because of its ban on alcohol. "Drinking is the joy of all Rus," the prince said, according to the monk Nestor's "Primary Chronicle." "We cannot exist without it."

It is hard not to see some truth in that apocryphal quote today given the stats: According to a recent World Health Organization report, Russia is fifth in alcohol consumption worldwide.

It is a record the country has been trying to combat in the sports arena in recent years. After banning alcohol sales and ads at stadiums in 2005, it moved to ban alcohol advertising from all forms of mass media in 2012.

Prince Vladimir, though, would be pleased that his contemporary, President Vladimir Putin, has allowed alcohol to be sold at stadiums during World Cup matches this summer. The move followed pressure from FIFA.

"Alcoholic drinks are part of the FIFA World Cup, so we're going to have them," FIFA Secretary General Jerome Valcke said in 2012 when the last host, Brazil, temporarily resisted lifting its own stadium ban. "Excuse me if I sound a bit arrogant, but that's something we won't negotiate."

But while beer — Budweiser exclusively, one of the tournament's largest sponsors — has been flowing from stadium taps, local host cities have instituted their own restrictions.

In Samara and Nizhny Novgorod, for instance, local outlets have reported that at hotspots around the cities, alcohol sale bans are in effect the day prior to and the day of matches. And before

England's first match of the tournament in Volgograd, photos circulated on social media showing tape draped over stocked supermarket fridges.

A booze ban was also put in place in Moscow. In April, City Hall said it had already determined where, on the eve of a match and on the day it is held, "the sale and consumption of alcohol will be banned."

The ban, however, may not be having its desired effect. As Reuters reported on Tuesday, some bars and restaurants in the center are running out of beer only a week into the tournament.

Earlier on Tuesday, I decided to test the ban myself. Ahead of the evening game between Poland and Senegal at Spartak Stadium, I headed out into the Tushino neighborhood in search of a beer.

Beginning on a street perpendicular to the stadium, I asked a policeman if I could buy one nearby. No, he informed me, not within two kilometers — FIFA's own restrictions to ensure a monopoly on Budweiser sales at stadiums — the day prior to and the day of a match. A determined shopkeeper nearby confirmed the policeman's words.

Not far away, however, the rules seemed more relaxed.

Outside of a supermarket, a line spilled out into the road as people waited to buy beverages. Asked how he found the spot, a Polish football fan named Peter explained, "I just followed the crowd."

Within minutes, however, plain-clothes police officers arrived and shut down the operation. "The neighbors began complaining about the noise," one policeman explained. "Otherwise we would have let them continue."

Local pensioner Antonia Shorina, 78, found the complaint nonsensical. "For God's sake, this is a celebration," she said as she passed. "Everyone should be allowed to drink and have fun."

Luckily for the revelers, the celebrations continued on an adjacent street. Outside a row of shops and restaurants, dozens of Polish fans — and those of Mexico, Colombia and Brazil, among others — drank while they mingled.

Muscovite Valery Komarov, 66, looked on with a grin. "This is what football should be about," he said. "Look at all these different people drinking together."

Two officers on horseback were observing, too. I went over to ask if the street fell outside of the two-kilometer restriction. "I don't know about that," said one officer who identified himself only as Sergei.

"The rule is you can only drink out of plastic cups. If you see any other containers, please let me know." Not 10 meters away, two Polish fans cheered with aluminum cans.

Evan Gershkovich is a reporter at The Moscow Times

[@evangershkovich](#)





In the Soviet Union, matches were narrated by professional actors who adopted a distinctly theatrical tone. Above, Pavel Zanozin, who commentates matches for state-run Channel One.

# Football Philosophers

Russia's best football commentators mine the game for the meaning of life

BY DAVID COX [@DCWRITER89](#)

When Georgy Cherdantsev takes his place in the commentary booth, he is not just thinking about the game at hand. Before his matches, Cherdantsev is like an actor readying to take the stage. He is preparing to deliver a theatrical performance.

The disparate styles of football commentators around the world offer a window into the cultures they represent. Latin Americans, for example, have gained a reputation for being loud and passionate, with their trademark minute-long cries of "goaaaaal," while English commentators are reserved and, at times, almost impartial.

For Cherdantsev, a commentator at Match TV and one of the most recognizable voices in Russian football of the past 20 years, the country's commentating tradition is distinguished by patriotism and a certain theatrical quality.

"The presentation, the way you describe the game and bring a sense of gravitas and emotion to the big moments through your voice — that's

always been an important part of our country's commentary tradition, since the days of the Soviet Union," he said.

Before the fall of the Soviet Union in 1991, there were just two state-owned television channels. Football matches outside of the World Cup were only occasionally televised, and the practice of having specialized football commentators was uncommon. Instead, those asked to commentate on sport were typically actors, such as Nikolai Ozerov, who brought their theatrical approach to the job, in addition to observations and opinions on the world around them — an intellectual tradition that persists in Russia to this day.

"It's very much a Russian cultural thing — trying to explore the depth of the human soul," said fellow Match TV football commentator Timur Zhuravel. "This shapes the way we cover football — sometimes getting distracted from the action itself to discuss extraneous things, which can also develop into arrogance. Some Russian commentators actually think they are the focal point of the match."

This approach contrasts with television coverage in other countries, where commentators tend to follow the ball and describe the flow of

the match. Cherdantsev describes that style as somewhat robotic.

"They remind me of the voices in the FIFA video game, where you have 20,000 pre-recorded phrases and the computer selects the appropriate ones," Cherdantsev said. "Commentating in Russia requires more thought. Russians are a philosophical people, we read a lot, we like to reflect on the meaning of life. The audience expects deep insights from their commentators — not just about the match in front of them, but also whether a certain player will be good in years to come or if the manager is tactically astute."

The demand for expert opinion from commentators also stems from the fact that unlike in

other countries, newspapers employ relatively few Russian sports journalists while television stations rarely use former players or managers as pundits. Zhuravel says that the latter is partly due to the poor pay on offer. Russian commentators earn around \$58,000 a year, while star footballers are used to earning a similar sum in a single week. Former footballer players are also not deemed intellectual enough for the role, he said.

"We have tried to involve them but it wasn't a good experience," he said. "The big problem with ex-players is that their command of the Russian language is poor — they are tongue-tied and don't really work on developing their vocabulary."

But long and colorful musings can come with downsides. According to Cherdantsev, Russian commentators are sometimes so focused on giving detailed opinions that they can actually miss key moments in the game — like a goal being scored.

"It is a big problem," he says. "I've seen my colleagues try to make a clever, philosophical observation about the game, and by the time they've finished their phrase, the ball has gone in the back of the net. This can happen because the Russian language is very complex and phrases have lengthy constructions. Things that you can say in one or two words in English take a long time to say in Russian."

But above all, Russian commentators are expected to be patriotic, far more so than commentators from England, Germany or Spain. Even when the national team is playing poorly, criticism is usually kept to a minimum.

"We're told that we should support the Russia team," said Pavel Zanozin, a commentator at state-run Channel One. "The aim is to convey the most beautiful things about our team, its main strengths and to be happy when the team wins."



The commentating style was codified in the Soviet era by greats like Kote Makharadze.



# The Man Behind the World Cup Poster

BY LENA SMIRNOVA [@LEN\\_SMIRNOV](#)

In all his years working as a poster designer, 51-year-old Igor Gurevich never encountered a task as momentous as designing the official poster for the 2018 World Cup.

After almost 2.5 years of what he describes as meticulous adjustments and back-and-forth dialogue with FIFA, the final version — a modern take on 1930s Soviet agitprop — features the legendary goalkeeper Lev Yashin stretching out his hand to catch a football that doubles as a globe and heralds back to Russia's history of space exploration.

After its official presentation in December 2017, the poster received mixed reviews and was even mocked in a slew of memes. Nonetheless, Gurevich remains unfazed.

The Moscow Times spoke to the prominent Russian poster designer and university professor about the weight of expectations, his unexpected support base among English fans and the reasons why Yashin was chosen as the poster's focal point.

## How did you come up with the idea for the official 2018 World Cup poster?

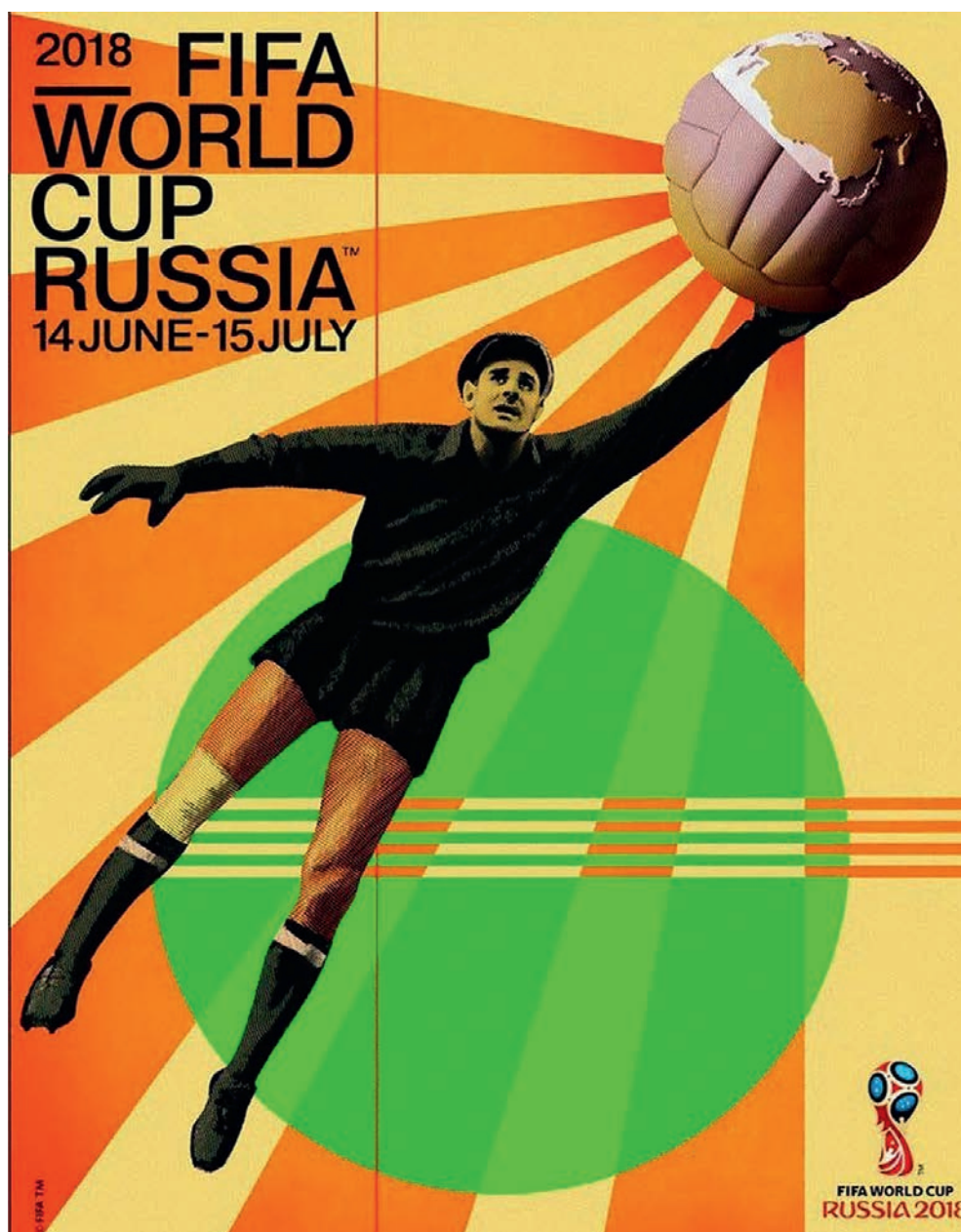
According to FIFA rules, there were supposed to be six versions to choose from. This was communicated from the start. The work took a little over two years. At one point, the pool of ideas narrowed down to late Soviet constructivism. The thought to feature Yashin was probably inspired by the creative team at FIFA because all of our initial ideas featured attacking and defending footballers. There were a lot of heads involved, not just mine. FIFA directed me. This is a very important point because there is an international FIFA tradition and Russia had to fit into it. So what came out is more or less an international poster that reflects local flavor.

## Was it difficult to work under so much control from FIFA?

Design is not about art. It is always a collective process. But here it was actually difficult because it was an extremely lengthy process with a huge number of approvals that you had practically no control over. It was probably the most difficult project I have taken on in the past 10 years. Two years of work, two years of microscopic changes. But I should give credit to FIFA, they didn't intrude into the creative process too much, although they did intrude into the ideological process a lot.

## So you had six works and FIFA chose the one with Yashin?

The poster with Yashin appeared later. At first



Gurevich invoked the Soviet period in his design, knowing it might be controversial.

they chose the poster style and then the idea with Yashin came up. The idea emerged at the end of the process that there shouldn't be a random, abstract footballer, but a very specific one.

## Were you happy with the final choice?

I regret that others were not chosen, without a doubt, because I had other favorites. But it is very important to note that this work was not meant to boost my self-esteem. This work was meant to connect with very different people. There is a tradition of sports posters that has

died out a bit in Russia, but all the same, it is there, and credit must be given to FIFA because they honored the tradition in this image. They understand the tradition better than I do.

## Did you research old Soviet posters before working on this one?

I was already familiar with them. I love them a lot and I still think that it was a unique time for Russian art. Soviet poster art was a trailblazer and influenced global art by creating an understandable language that exists to this day



"I don't think I fulfilled expectations."

in Swiss and Dutch posters, a language that is understood by all. This language refers back to a very powerful and dynamic movement. It is a story about Russia.

## There were mixed reactions when the poster came out. How did you handle the criticism?

It was pretty clear that this was a huge event for the country, so the expectations of the professional public were very high. I don't think that I fulfilled them. It's a big pity, but it's likely that no one could have fulfilled the expectations because they are always so big for an event of this scale. I think that the references to the Soviet period really irritated people, and I completely understand why. But I honestly don't know what other style could have been used because, unfortunately, over the last 20 years since independence, Russia has not developed its own visual code. I went with my poster concept with the understanding that it would be opposed by many people.

## What was the reception like abroad?

Since the Russian online community is quite aggressive, I perused some English sites. I was looking around the Guardian and there was this discussion there about football posters. I was amused to find that I had predicted the overall trend because it turned out that the readers, who are not uneducated, were saying that they are sick of modern design. They said they liked that our poster channeled traditional football posters. After the 1970s, the World Cup posters became all about fancy design. They were saying that they wanted a return to classic football culture. So here in Russia the poster wasn't so well received, but the readers of the Guardian turned out to be my best audience.

*This interview was redacted for length and clarity.*

## INFO FOR U.S. CITIZENS TRAVELING TO THE WORLD CUP IN RUSSIA

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[moscowacs@state.gov](mailto:moscowacs@state.gov)

### CONSULATE GENERAL YEKATERINBURG

Ulitsa Gogolya 15  
+ (7) (343) 379-3001 or + (7) 917-569-3549 (after hours)  
[consulekacats@state.gov](mailto:consulekacats@state.gov)

### CONSULATE GENERAL VLADIVOSTOK

Pushkinskaya Ulitsa 32  
+ (7) (4232) 300-070 or + (7) (914) 791-0067 (after hours)  
[vladcons@state.gov](mailto:vladcons@state.gov)

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- Providing information on medical resources
- Helping victims of crime
- Assisting after an arrest or detention
- Locating a lost U.S. citizen
- Helping after the death of a U.S. citizen

## EMERGENCY SERVICES IN RUSSIA

- All Emergency Services: Call 112 or 101
- Police: Call 102 or 112 if using a mobile phone
- Fire: Call 101
- Medical: Call 103

## USEFUL LINKS

- Official FIFA World Cup Russia 2018 Website  
[www.fifa.com/worldcup/index.html](http://www.fifa.com/worldcup/index.html)
- Fan Guide Information  
[welcome2018.com/en/fan\\_guide](http://welcome2018.com/en/fan_guide)
- Official ticket reseller  
[www.fifa.com/worldcup/organisation/ticketing/index.html](http://www.fifa.com/worldcup/organisation/ticketing/index.html)

## STAY CONNECTED

[ru.usembassy.gov](http://ru.usembassy.gov)

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[travel.state.gov/WorldCup](http://travel.state.gov/WorldCup)

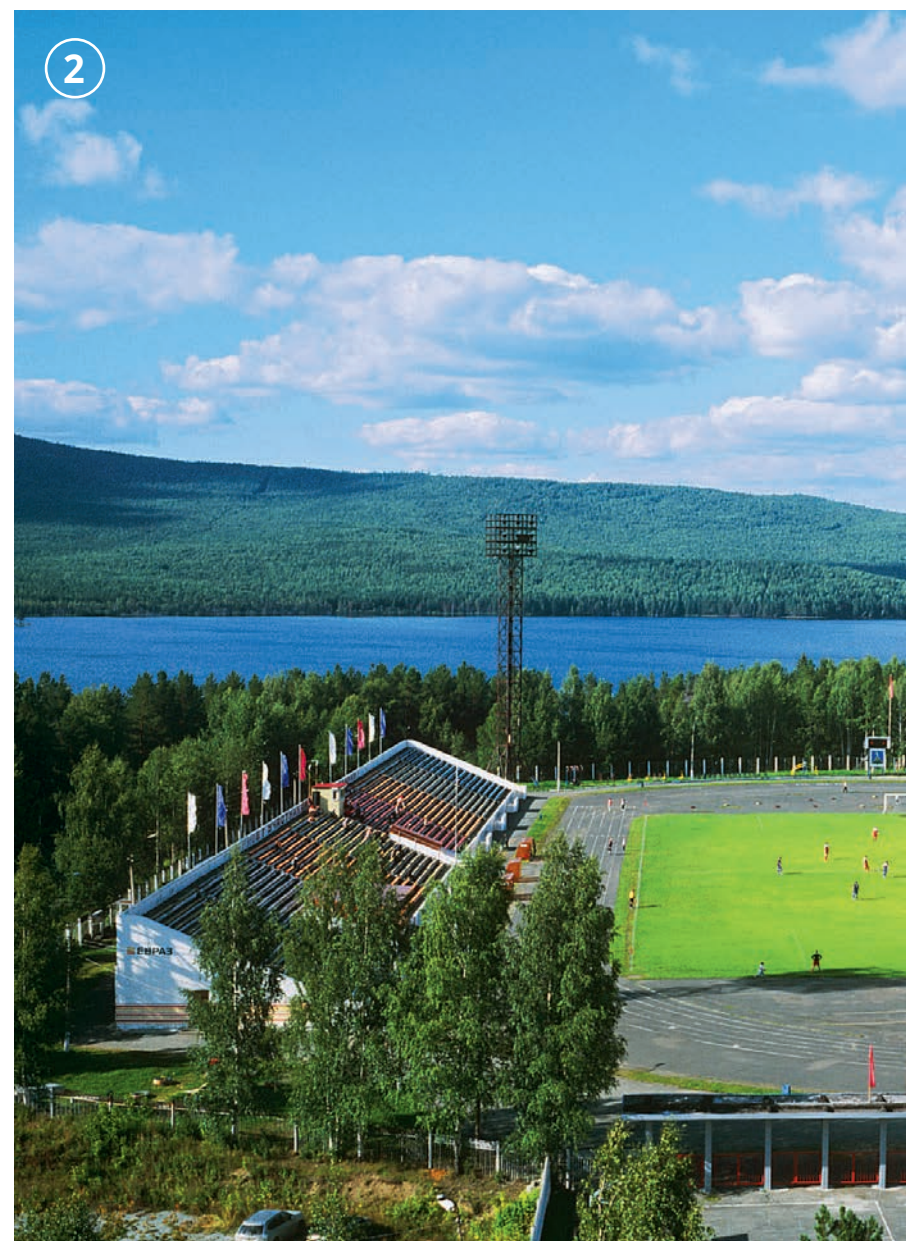
[Facebook.com/travelgov](https://www.facebook.com/travelgov)

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Sign up for the Smart Traveler Enrollment Program (STEP) at [step.state.gov](http://step.state.gov) to receive important safety and security information.







# Grassroot

For years, Sergei Novikov has photographed soccer fields in Russia's regions, documenting the grassroots football culture in central Russia's suburbs.

1. Bologoye, Tver region, 2013.
2. Kachkanar, Sverdlovsk region, 2015.
3. Artyom, Primorye region, 2016.
4. Omutninsk, Kirov region, 2016.
5. Lazarevskoye, Krasnodar region, 2014.
6. Kurganinsk, Krasnodar region, 2014.
7. "It is always interesting to look at what surrounds the stadium: How does it fit into the urban landscape?" Sergei Novikov told The Moscow Times in 2015.
8. Arya, Nizhny Novgorod region, 2017.

"Grassroots" runs until July 15. The Lumiere Brothers Center for Photography, 3 Bolotnaya Naberezhnaya, Bldg. 1. [lumiere.ru](http://lumiere.ru)



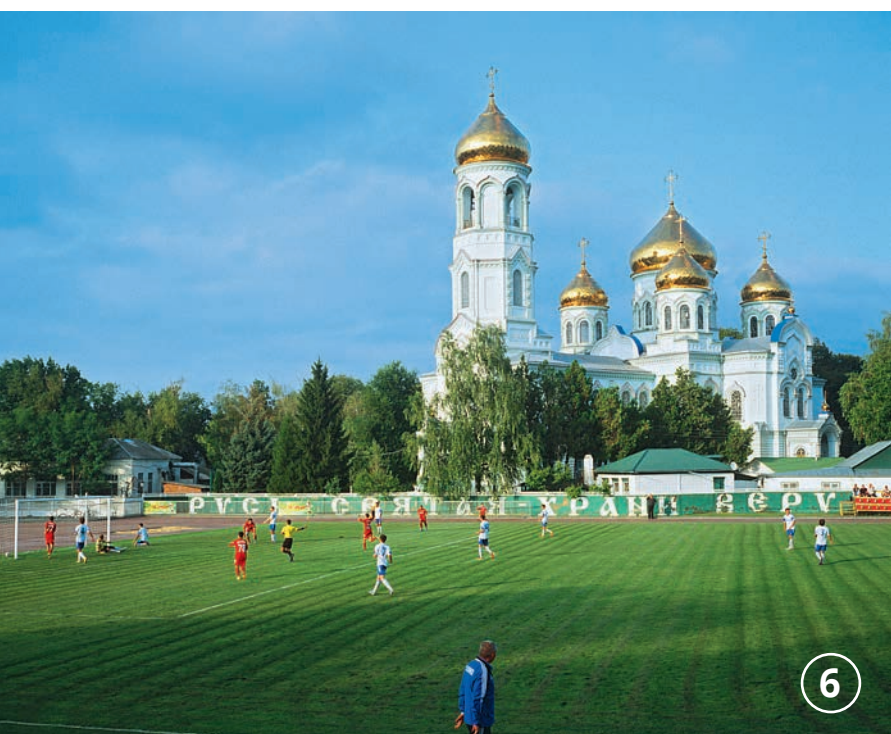
ANNA DENISOVA





# ots Russia

photographed amateur football in  
the grass-shy pitches in the north to  
a surrounded by churches





## Host City in the Spotlight:

# Kaliningrad

The birthplace of Immanuel Kant and the former capital of Prussia, Kaliningrad is a unique Russian exclave on the Baltic Sea

**T**here's a saying about Kaliningrad: It is an ordinary Russian province that wound up in extraordinary circumstances. While these circumstances have meant both fortune and hardship for the exclave throughout its history, no doubt Kaliningrad finds its newest lot — hosting several World Cup matches — extraordinary as well.

In fact, it is extraordinary that Kaliningrad will be able to host the World Cup at all. Logistical and financial issues plagued the Kaliningrad Stadium from the beginning. Ground did not break on the new arena until Septem-

ber 2015, making it the last Russian World Cup project to get under way. The delay was due to the financial difficulties and the eventual bankruptcy of the company responsible for the design. As a result, the planned retractable roof and 45,000-person capacity were scrapped for a simpler model. The stadium now has a 35,000-person capacity, making it the smallest venue of the tournament. Its location on the previously undeveloped Oktyabrsky Island also proved troublesome. The setting is picturesque, offering views of Kaliningrad's historic city center. But it is also marshy — very marshy, making it difficult to establish a solid foundation



Traces of Germany at the King's Gate

for such a major structure. But now, with the World Cup in full swing, Kaliningrad seems to have overcome these issues.

For most of its history, Kaliningrad was not part of Russia. Teutonic Knights founded the city, then known as Königsberg, in the 13th century as a Prussian center of power. Nestled between Poland and Lithuania on the Baltic Sea, Königsberg was a stronghold of German influence in the east. The city had a German name, population and political structure, and for several decades in the 18th century, it was even the capital of Prussia. The celebrated German philosopher Immanuel Kant was born in Königsberg and lived there his entire life. You can still visit his grave outside the medieval Königsberg Cathedral.

The city's precarious position on the frontier of the Prussian Empire, however, made it vulnerable to attack throughout its history. Königsberg was actually under Russian rule for the first time in the 18th century, when imperial Russian troops occupied eastern Prussia for a few years. But the city's Russian makeover fully took place in 1945, when the Soviet Union carved it out of Germany after World War II. The Soviets changed its name to Kaliningrad in honor of Politburo member Mikhail Kalinin. The German population was moved to West and East Germany in 1947, and the Soviet Union imported hundreds of thousands of Russian and Belarussian settlers. Although hundreds of kilometers lay between Kaliningrad and mainland Russia, the exclave was now officially a part of the Russian Soviet Federative Socialist Republic.

Kaliningrad granted Russia the ice-free Baltic seaport that it had been yearning for for centuries. The Soviet Union based part of its navy there and closed the city off to foreign visitors, only reopening it again in 1991. Although much of the city's construction is Soviet, its German cathedrals and monuments give a glimpse into its historic heritage.

After the fall of the Soviet Union, Kaliningrad struggled to adapt. The city's economy had relied heavily on the Soviet military industry, and with that in decline, Kaliningrad found itself floundering. It experienced an epidemic of poverty and unemployment that outweighed similar problems in many other regions in Russia. To resolve this problem, the Russian government granted Kaliningrad a special economic status in 1996. This status expired in 2016, but as of this year Kaliningrad is a special economic zone once again, although local businesses report that the new terms have not significantly aided Kaliningrad's economy. The city now hopes that the World Cup will provide the financial shot in the arm that it needs.

Kaliningrad also continues to be a Russian military stronghold. It is the home port for the Russian Baltic Fleet, as well as a base for short-range missiles and nuclear weapons. Only days ago, satellites captured images of Russians renovating a nuclear weapons bunker in Kaliningrad. The city is also a major manufacturer of amber, a beloved and profitable gemstone in Russia. In fact, 90 percent of the world's extractable amber comes from the Kaliningrad region — so it's a good place to pick up one of the most sought-after Russian souvenirs: a fossilized insect.

Visitors to the World Cup in Kaliningrad, Russia's westernmost region, are sure to find themselves in an interesting place.

It is a melding of German and Russian identity on the Baltic Sea, where Gothic cathedrals and Soviet apartment buildings stand side by side. It is a Russia away from Russia — but it is definitely extraordinary.



Immanuel Kant's final resting place

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NIGERIA

June 22



SERBIA



SWITZERLAND

June 25



SPAIN



MOROCCO

June 28



ENGLAND



BELGIUM



## THE WORD'S WORTH

By Michele Berdy



## The Cranky Tourist's Russian Phrasebook

*Без укропа: hold the dill*

**C**Phrasebooks lie. They bear no resemblance to actual speech. Here is a True Guide to essential Russian.

to essential Russian.

Greetings. Здравствуйте! Как выживаете? (Hello! How are you?) Forget you ever saw this. No one has said this since 1947 except for two librarians and the old lady who lives on the third floor and thinks that sweet Nicky is still on the throne. Besides, do you really want to deal with that consonant

stages where some of the best musicians, dancers and actors in the world perform; or the beautiful countryside. Hey, we told you so!

But then there's the language. Unless you come from another Slavic country — and even if you do — Russian is tough. Sign language and smiles will only get you so far. Phrasebooks lie. They bear no resemblance to actual speech. Here is a True Guide

cluster? No way. Stick with Привет! (Hi!) if you are young and Добрый день (Good day!) if you are not.

Good-bye: До свидания! Easy! Everyone knows this, and you can use it for "good-bye" but it really means "Until our next meeting." Which is even cooler, right? That other thing everyone says that sounds like popcorn popping? Пока! (Bye! See you!). This word can be repeated in quick succession — Пока пока пока — when it's 4 a.m. and really, really time to go.

How do you address people? This is an oddly unsatisfying aspect of an otherwise rich language. In the old days — before the 1917 Revolution — people addressed their fellow countrymen and -women as if they were members of one big family. A young girl was дочка (daughter) and an old man — отец (father). During the Soviet period everyone became товарищ (comrade). Now comrades are out, but nothing much came in. So to get the eye of a young woman waitress you shout Девушка! (Girl!). If you have the bad linguistic luck of having a male waiter, you shout Молодой человек! (Young man!) If this doesn't work, try Будьте добры! (Would you be so kind!) Unless you want a black eye (синяк), do not whistle.

The most important all-purpose word: Пожалуйста (Please, you're welcome). Say it when you want something: Пожалуйста! (Please!). Or in response to спасибо (thank you): Пожалуйста! (You're welcome). Or when you stand up to give someone your seat on the metro: Пожалуйста! (If you please!) Or even when you hand someone his bag: Пожалуйста! (Here you go!)

The most deceptive phrase: чуть-чуть. In dictionaries this means "just a little bit," what you say when you have already eaten a week's worth of calories, but that пирожок (pie) tastes so good you'll take one tiny sliver more. Or when you'll take just a tad more vodka because: World Cup. That's what it means to you. What it means to your hostess or waitress is the largest serving they can possibly heap on your plate or pour in your glass.

Укроп (dill). If you did not grow up eating dill, you may not like it, and you are in for a rough time. In Russia dill finds its way into almost every soup, salad, meat or fish dish, savory pastry or side dish you are served. You think I'm kidding? They put it on pizza. Let us pause to give our Italian readers a chance to recover.

If you don't want dill in your food, say без укропа (without dill), and say it early and often. Без сметаны (no sour cream) may also come in handy, along with без майонеза (hold the mayo).

Since Russians tend to be very generous, practice saying no: Нет. (No.) Не не не. (Heck, no.) Не надо! (Don't!)

Or if you want more, lean back and use your all-purpose word: Пожалуйста!

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.

## Jewish Moscow: Eat, Pray, Learn

Due to restrictions on settlement during the tsarist era, Moscow has never been a true center for Jewish culture. But a tourist looking to learn about Jews in the Russian Empire will have no trouble filling their itinerary with sights and museums. Moscow has several synagogues, kosher restaurants, special museums and, according to a 2010 census, around 50,000 Jews living in the city.

music. Additionally, the museum regularly hosts temporary exhibitions, lectures and events. 11 Ulitsa Obratsova, Bldg. 1A. Metro Marina Roshcha. jewish-museum.ru

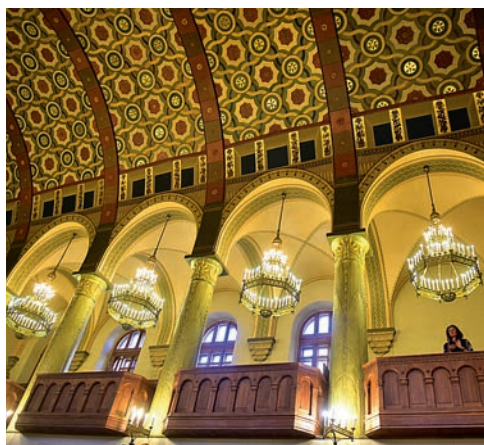
### Museum of Jewish History in Russia

Window into Jewish daily life in the Russian Empire

Open an unassuming door marked with the cryptic initials MIEVR, walk up a flight of stairs and you will enter a treasure chest of Jewish life in the Russian Empire. The curators of this museum have traveled extensively around eastern Europe collecting everything from beautifully painted Torah arks and tombstones to kitchen utensils and *tefillin*. The museum depicts in detail how Jews spent their lives, from *bris* to funeral, using objects from everyday life. When they are available, the staff is happy to give free tours and answer questions, though calling in advance is recommended. 10 Petrovsko-Razumovskaya Alleya, Bldg. 3, office 7. Metro Dinamo. mievr.ru

lim neighbors in the Caucasus, the Mountain Jews eat plenty of grilled meats, making this a great place to try *shashlik*, whether you keep kosher or not.

6 Bolshaya Bronnaya Ulitsa. Metro Pushkinskaya. facebook.com/jerusalem Moscow



ANTON KARDASHOV / MOSKVA NEWS AGENCY

### Moscow Choral Synagogue

Center of Russian Judaism

The Choral Synagogue is Moscow's oldest and most frequently visited center of Jewish worship. Located next to the historic Jewish "ghetto" of Zaryadye, the pale yellow neoclassical structure was consecrated in 1906 after protracted negotiations with the local authorities and the tsar, none of whom were overly keen to have a synagogue in the city. It continued to serve Moscow's Jews through the Soviet period, despite the official ban on religion, and still holds regular services. Inside, the main sanctuary is as beautiful as the exterior, almost Venetian in the richness of the textures and mosaics. 10 Bolshoi Spasoglinishchevsky Pereulok. Metro Kitai-Gorod. centralsynagogue.ru



JEWISH MUSEUM AND TOLERANCE CENTER

### Jewish Museum and Tolerance Center

Experience Jewish history

This impressive state-of-the-art museum is Russia's main showcase for the history of Jews in the country. It is housed in a historic constructivist bus terminal in the city's main Jewish district, and was renovated and equipped with a 4D movie theater, panoramic and interactive displays and a wide collection of materials relating to the Jewish experience in Russia, from the time of Catherine the Great to the present. In the powerful and immersive permanent collection, you can easily spend an afternoon watching videos, reading documents and even listening to traditional



SHITEL

### Shtetl

Traditional Ashkenazi specialties

Looking like a set from "Fiddler on the Roof," this kosher meat restaurant serves *borshch* and *knishes* just like your Bubbe's Bubbe used to make them. It is located in the Marina Roshcha district, a short walk from the Jewish Museum and Tolerance Center. 5A 2nd Vysheislavtsev Pereulok. Metro Marina Roshcha. koshermeal.ru/#shtetl

### Rynok i Obshchepit Shuk

Israeli fast food

Part fast-food counter, part market and part bar, this is the place to go in Moscow for authentic Israeli cuisine, including probably the best *shakshuka* in the city. The menu is not kosher and the shop is open seven days a week. It also can get crowded: Sometimes it's necessary to fight for a seat at one of the long communal tables, so plan ahead if you are with a group. 7 Veskovsky Pereulok. Metro Novoslobodskaya. facebook.com/rynokshuk

### Jerusalem

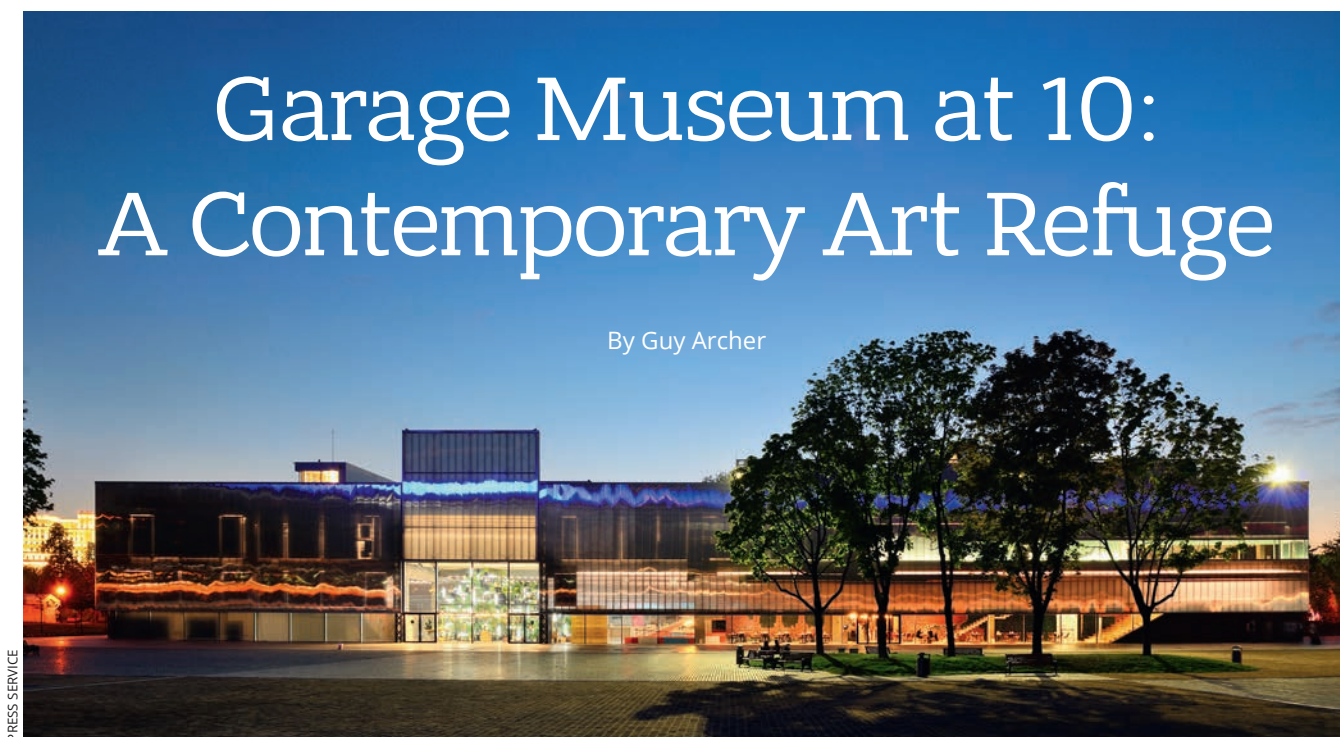
Kosher rooftop café

On the roof of Moscow's Bolshaya Bronnaya Synagogue, you'll find a breezy kosher restaurant that offers lovely views of the surrounding rooftops and a chance to try the cuisine of the Mountain Jews. Like their Christian and Mus-



# Garage Museum at 10: A Contemporary Art Refuge

By Guy Archer



An abandoned Soviet building transformed, Garage is now the hub of Russia's contemporary art scene.

In spite of all of its bluster and hard work to portray itself as a thoroughly “modern” city, Moscow falls flat in a couple of conspicuous areas – one notably being its contemporary art scene, at least by international standards. Put in the perspective of a city with such a large population, the number of museums that qualify as truly contemporary is quite small. Actually, that number is just about one, by most people’s reckoning.

The Garage Museum of Contemporary Art has been the shining exception, and this month

it celebrates its 10th anniversary. It was founded in 2008 by Darya Zhukova and her (then) husband, the billionaire Roman Abramovich. (They have said that they will continue to work together as co-founders in spite of the split.) It describes itself as the “first philanthropic institution in Russia to create a comprehensive public mandate for contemporary art.”

Besides functioning as a museum that consistently earns international recognition for its often bold and inventive exhibitions, it supports ambitious research, educational, publishing and archiving programs. On any given day, Garage

hosts lectures, concerts, workshops and movies. In a city obsessed with prestige and being in the right crowds, there’s a bit of a scene about the place – lots of hipsters and trendy people mill about the galleries, lobby, bookstore and café. Because of its nearly sole role in the contemporary art scene, it needs to be so many things to so many people. And it does so admirably well.

Garage takes its name from its original location – the famous Bakhmetevsky Bus Garage designed by the constructivist architect Konstantin Melnikov. (That building is now home to the Jewish Museum and Tolerance Center.)

In 2012, it relocated to Gorky Park, in a pavilion designed by Shigeru Ban. Three years later it moved to its permanent home, also in the park. It was an interesting concept indeed: Garage took a dilapidated Soviet modernist building that was built in 1968, one which housed the famous Vremena Goda restaurant, and reconstructed it into a contemporary art complex. The project was designed by Rem Koolhaas, the founder of OMA, and the original building was enclosed in translucent polycarbonate. Now a central part of the vibrant life of Gorky Park, the museum had 700,000 visitors last year.

## Advertorial

In partnership  
with TsUM

## Football Summer in TSUM

On May 31st, the “Football Summer” campaign timed to the main sporting event of this year was launched at the Central Department Store (TSUM).

On June 1st, a football Adidas pop-up store was opened on the first floor of the Central Department Store (TsUM). This is a unique space for shopping, master classes and meetings with athletes and celebrities. Guests of the department store will have a unique opportunity not only to see live Adidas trophies: “a Golden Ball”, “a Golden Boot”, “a Golden Glove” and to purchase some exclusive jersey, the official jersey of the national teams of Russia, Germany, Argentina, Belgium, Mexico, Spain, Sweden, but also to buy an official ball of the Championship Telstar 18, and a unique ball Adidas Deluxe Ball, developed by Adidas exclusively for TsUM, as well as many other special items. When making a purchase at the Adidas pop-up store guests will be able to use a free service customization of football jerseys and also to put their own name on them, the number of their favourite football player as well as to add some other unique prints. Men’s, women’s and children’s clothes will be presented in the collection of the section.

For those who are not indifferent to football, fashion lovers of Dolce & Gabbana, Versace, Zilli, Zegna, Phillip Plein, Paul & Shark, Polo Ralph Lauren, Kenzo, Koché,



Armani Kids, the above-mentioned brands have created limited football collections to be presented at a special place on the first floor of the Central Department Store (TsUM).

On the eve of the Championship, the interior space of the department store has also changed dramatically. In the central atrium of the Central Department Store there is a hanging platform with a football field where an animated struggle of six players for the ball takes place. Dynamic figures of

sportsmen are dressed in sport equipment made with the TsUM colours and the colours of the Russian national team - orange and red. Sport stylistic is spotted in the design of the first floor where there are several installations with mannequins in the images of football fans with branded footballs decorated with the logo of the Central Department Store.

Petrovka st., 2. [tsum.ru](http://tsum.ru)



peknava





A bar at the famous Vremena Goda restaurant, right, built in 1968, and now the permanent home of Garage.



### Walking a careful line

Besides being a genuinely contemporary museum, Garage is also highly unusual in the Moscow museum and cultural framework for being independent of all state funding. This gives them a freedom that practically no other cultural institution in Russia enjoys. Garage's programs and exhibitions have hardly shied from controversy, but they also do not shy away from more massive popular appeal.

Last autumn, Garage took the unusual step of dedicating all its massive gallery space to the popular Japanese artist Takashi Murakami for an exhibition that lasted through the winter. The museum was literally covered in his colorful images and works, and often Garage looked more like a huge play area — Murakami even designed a sliding board for children. (Play-

fulness is a big part of Murakami's works, but then again, so are images of atomic holocausts.) The event was hugely popular, with long lines forming to enter Garage for the entirety of the exhibit. But some criticism was snarky: It was too popular, too much for the masses, too unchallenging. And yet, in a city where there is so little actual connection to the international contemporary art scene, Garage was providing a program and wonderful entry point with one of the world's most important artists, sliding boards and all.

Education is a fundamental mission of Garage, on top of its work as a contemporary museum. Essential in this has been very serious work to teach Russia about its own contemporary art history. One of the first things Garage did was to host a large exhibition of the works of Ilya and Emilia Kabakov. The Kabakovs fled the Soviet Union and became major international artists, though remaining largely unknown in their native country. Abramovich, Zhukova and Garage not only organized the milestone exhibition, but also convinced the Kabakovs, arguably Russia's most important living artists, to return to Russia for the first time to take part in it.

A recent exhibition — titled "If Our Soup Can Could Speak: Mikhail Lifshitz and the Soviet Sixties" — celebrated the 50th anniversary of the publication of a famous and thought-provoking Soviet study and attack on pop art. The exhibition was ambitious, and it provid-

ed a context for understanding the critic Lifshitz's polemic against this genre of art. Rooms showed the journals that the critic read, the artwork he studied and appreciated. Other rooms showed Soviet art of the time; moreover, other rooms showed the very pop art Lifshitz attacked. Remarkably, both significant Soviet and Western pop contexts were presented in a balanced and thoughtful way that truly edified its diverse audiences.

The Garage public library is the largest specialized library in the country dedicated to 20th and 21st century art, with about 20,000 items. It is made up of monographs, catalogues of exhibitions, books on artists, contemporary art and architecture journals and cultural theory journals.

Much of the library is dedicated to materials studying and cataloging the "unofficial" art of the Soviet era. Before the fall of the Soviet

Union in 1991, artists who did not keep in line with state tastes and cultural ideologies had to go underground. Like the Kabakovs, they often moved abroad. Many of the artists created their work in secret. When the country's borders opened, much of that artwork went flying out, devoured by foreign art collectors and auction houses.

Today, Garage plays an essential role in cataloguing these works and helping Russian and foreign audiences understand and appreciate these heritages.

It must also be said that Garage has done a fine job of making itself a nice place to hang out. It has its café and excellent bookstore. In the summer, it used to show international art films on its roof; then it built a separate facility for movie screenings.

In 10 short years, Garage has made itself the vital contemporary art resource of Russia.

**Education is a fundamental mission of Garage, on top of its work as a contemporary museum.**

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## FOR THE WEEKEND

## The Hottest Bars and Clubs



NOOR ELECTRO

**Noor Electro**

One of Moscow's most popular bars, Noor Electro is located in the same building as the avant-garde Electrotheater. A couple of years ago the bar was redecorated, expanded and renamed Noor Electro in honor of the theater next door. The cocktails are legendary and there's always a party on the weekend. In the summer there's a great courtyard, where there are sometimes live performances.

23/12 Tverskaya Ulitsa. Metro Mayakovskaya. noorbar.com

**Berlin Bar**

This bar was founded by celebrity German expat and DJ Chris Helmbrecht, while the interior is the creation of award-winning Berlin designer Thilo Ferdinand Reich, known for his work at bars Saint Jean and The Coven. The menu includes Berlin specials like currywurst and other German favorites—meatballs with potato salad and hering rolls.

14 Bolshaya Sadovaya Ulitsa, Bldg. 6. Metro Mayakovskaya.

facebook.com/from.berlin.to.moscow

The music is consistently good and so are the cocktails. Simachev also offers some delicious bar snacks. It's crowded on the weekends, so dress smart to pass face control.

12 Stoleshnikov Pereulok, Bldg. 2. Metro Lubyanka.

facebook.com/dsbar

**Dissident**

Dissident is the Moscow version of an underground techno club, hidden in a basement in one of the courtyards along the boulevard ring. Inside is exposed brick and old furniture. Drinks are expensive, but if you are looking for somewhere to dance into the wee hours, Dissident is just the place.

25 Chistoprudny Bulvar. Metro Chistiye Prudy, Turgenevskaya.

facebook.com/Dissident25

**Gazgolder**

Gazgolder is located in a recently-renovated historical gasholder tank at the former Arma factory, next to the Kursky train station. It's a club and restaurant that belongs to Russia's top rapper, Basta. There are plenty of rap and hip-hop concerts, as well as techno parties that sometimes go on for three nights in a row.

5 Nizhny Susalny Pereulok, Bldg. 6. Metro Kurskaya.

gazgolderclub.ru

**Ketch Up**

Ketch Up is an outpost of a popular St. Petersburg burger chain on weekdays, but it turns into a bar with dancing on weekends. Try any of the 13 burger varieties, which go great with cocktails like the Penicillin or New York Sour. For regular parties, check their Facebook page.

6/3 Ulitsa Kuznetsky Most, Bldg. 3. Metro Kuznetsky Most.

facebook.com/ketchupmoscow

**Time Out Rooftop Bar**

This 12th floor bar boasts views from two sides—one over Tverskaya and BreStskaya streets, and the other towards the Satire Theater and the Garden Ring. Their exciting and extensive cocktail list is divided into "times"—from breakfast time



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## LIFEHACK

## Drinking the Right Way: Bottles Be Gone

Why do most Russians put empty bottles on the floor (never keeping them on the table)? Ah, superstition, one of Russia's most charming yet baffling mistresses. Although most Russians wouldn't be able to tell you why, it's seen as bad luck to leave empty bottles, specifically alcohol bottles, on the table. This is the case for bars, restaurants and even when entertaining at home. Some fear an empty bottle on the table is an omen of less prosperous times to come, others see it as a darker indicator of grief or suffering in the future.

Russians cite many origins for this superstition. Some say that pagans believed evil spirits could take up residence in any empty container for food or drink. Others say

the habit originated in the early 19th century when the Cossacks drove Napoleon back to France. When dining in Parisian restaurants, the Cossack soldiers were charged according to how many empty bottles appeared on their table. Cossacks cunningly hid their empty bottles under the table as soon as they were finished—a practice which continued when they returned to Russia.

Why this has become such a steadfast practice in Russia is one of those mysteries of the Russian soul. But maybe it's really simple: a not-so-subtle hint to the host or waiter that it's time to crack open another bottle. In any case, when in Russia—take those empty bottles off the table.

to "sundown time," you can enjoy a refreshing (or reviving) cocktail while looking out over one of the best views of central Moscow. Open from midday every day, Time Out Rooftop Bar catches the sunshine and the atmosphere of this lively city. On the weekend, the space lights up with music acts and dancing through the night.

5 Bolshaya Sadovaya Ulitsa. Metro Mayakovskaya.

timeout-bar.ru

**Model T**

Model T is a bit of a dive and underground bar, but a music lover's dream with great live performances. It offers everything from death metal to experimental folk to avant-garde jazz.

8 1st Yamskaya Ulitsa. Metro Dmitrovskaya, Dostoevskaya.

facebook.com/modelt.musicbar

**Strelka Bar**

Dance parties, concerts, lectures, movies, Strelka is the place to be. You're bound to bump into an editor of an edgy publication sharing a drink with a bunch of clean-cut Moscow hipsters, while expats dance to a Woodkid set. The food is worth trying, but you'll probably enjoy it more when there are no DJs or huge crowds. The view of the Moscow River and the biggest church in Moscow is spectacular, and you'll like it even better when sitting on the open terrace in the summertime.

14 Bersenevskaya Naberezhnaya, Bldg. 5. Metro Polyanka, Kropotkinskaya.

strelka.com

**Untitled**

Untitled is an artsy hang out famous for its lectures, readings, small exhibitions and invite-only dinners/art performances. It's also famous for outrageous weekend parties, where you can easily spot an artist or a celebrity. As for the music, anything goes—from rap to 1990s Russian pop, with songs by Irina Allegrova and Mirazh.

15 Ulitsa Petrovka. Metro Chekhovskaya, Pushkinskaya.

facebook.com/untitledhub



PROPAGANDA

**Propaganda**

It seems that Propaganda—or "propka" as cool Muscovites call it affectionately—has been around forever. It first opened its doors in the 1990s and is still packed every weekend. Get there earlier—during the afternoon—when the club serves quite decent food. The most popular and crowded parties are the traditional DJ Sanchez Thursdays and gay Sundays.

7 Bolshoi Zlatoustinsky Pereulok. Metro Lubyanka.

propagandamoscow.com

**Denis Simachev Shop & Bar**

Founded by designer Denis Simachev in the 2000s, this club quickly became a traditional hangout for Moscow's fashionable sets. The kitschy interior features mirrors, chandeliers and washbasins in the middle of the dance floor.



POWERHOUSE

**Powerhouse**

This bar/club located in a 19th century mansion is mostly famous for funk and hip-hop nights, as well as live indie and jazz band performances. The food is good and there's a whisky-tasting bar for connoisseurs. Another draw is its enormous courtyard, which sometimes hosts early evening parties.

7/4 Goncharnaya Ulitsa. Metro Taganskaya.

facebook.com/powerhousemoscow



# Pushkin's Fairytales by Robert Wilson

**June 22-24**  
Renowned theater director and visual artist Robert Wilson interprets Pushkin in his Theater of Nations production. The performance is based on five of the poet's best-known fairytales, including "The Tale of Tsar Saltan" and "The Tale of the Fisherman and the Fish," as well as excerpts from "Ruslan and Lyudmila." CocoRosie, an American duo and pioneers of "freak folk," wrote the music for "Pushkin's Fairytales"—and that's half of its success. Another half is the incredible visual imagery Wilson created after extensive research of Russian culture and traditions. Yevgeny Mironov, the theater's artistic director, plays the storyteller in one of his most memorable performances.

**Theater of Nations**  
3 Petrovsky Pereulok. Metro Chekhovskaya, Pushkinskaya.  
theatreofnations.ru



rare Shura concert. After the performance, there will be an all-night electronic music marathon with headliner Paul Oakenfold, an internationally popular trance DJ.

**GlavClub**  
11 Ulitsa Ordzhonikidze. Metro Leninsky Prospekt.  
glavclub.com



**Electronic Music Party All Day I Dream**  
June 24  
Heaven Moscow, a rooftop club formerly known as Krysha Mira, invites Muscovites for a daytime electronic music party, "All Day I Dream" from 1 p.m. to 11 p.m. on Saturday. The headliner is Lee Burridge, the founder of the Hong Kong 1990s club scene and guest at Burning Man festivals. Other DJs include Belgian Lost Desert and Gorje Hewek & Izhevski, who moved from Moscow to New York.

**Heaven Moscow**  
12 Kutuzovsky Prospekt, Bldg. 3. Metro Kievskaya  
aries.timepad.ru/event/733796/

**Concert and Cookout Friends' BBQ at Powerhouse**  
June 23

On Saturday Powerhouse Moscow will hold its traditional weekend barbecue in its courtyard. A live program will feature performances by Liza Gromova, a newcomer known best for her collaborations with indie pop band Malbek & Suzanna and post-punk rockers Kazuskoma. There will also be several DJ sets.

**Powerhouse Moscow**  
7/4 Goncharnaya Ulitsa. Metro Taganskaya.  
facebook.com/powerhousemoscow



**Exhibition Ming Dynasty: The Radiance of Knowledge**  
This rich collection from the Shanghai Museum is on display at the Moscow Kremlin Museum for the first time. Filled with 156 rich artifacts, this exhibition aims to provide visitors with an introduction to the artistic, literary and musical world of one of the most innovative periods in Chinese history, the Ming Dynasty (1368-1644).

**Moscow Kremlin Museums**  
Sobornaya Ploshchad. Metro Okhotny Ryad, Teatralnaya, Ploshchad Revolyutsii.  
kremlin.ru/en-U



**Concert The Sinking of the Titanic**  
June 22  
Gavin Bryars' "The Sinking of the Titanic" will be performed by KYMATIC at MMOMA's Petrovka branch. Composed in 1969, the piece kept changing as Gavin Bryars tried to incorporate the latest research about the Titanic. He added fragments of the music that had been performed on the liner, interviews with survivors and Morse code signals. The final piece sounds like contemporary ambient music, even if it was written long before the term existed. KYMATIC is a Moscow-based ensemble performing classical and experimental music.

**MMOMA**  
25 Ulitsa Petrovka. Metro Pushkinskaya, Chekhovskaya.  
mmoma.ru

**Exhibition The Age of Rembrandt and Vermeer: Masterpieces of the Leiden Collection**  
Through July 22  
This exhibition at the Pushkin Museum of Fine Arts features 82 works by Rembrandt, Frans Hals, Johannes Vermeer, Carel Fabritius, Gerard Dow, Jan Lievens and others, none previously exhibited in Russia. Named after Rembrandt's native city, the Leiden Collection

was assembled by Thomas Kaplan and his wife, Daphne Recanati Kaplan, and currently contains more than 250 paintings and drawings. It is among the largest collections of 17th century Dutch paintings in the world, and also represents the most significant privately-held collection of Rembrandt and Rembrandt School paintings in the world. The exhibition hopes to shed light on Rembrandt's beginnings, his relationship to his contemporaries and the artistic traditions that flourished in Dutch cities during the country's golden age.

**Pushkin Museum of Fine Arts**  
12 Ulitsa Volkhonka. Metro Kropotinskaya.  
arts-museum.ru



**Concert Shura and Paul Oakenfold**  
June 23  
Shura was one of the most recognizable names in Russian pop music in the late 1990s. His 1998 hit "Otshumeli Letniye Dozhdi" ("When Summer Rains Are Gone") celebrates its twentieth anniversary this year, the reason for this



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**Theater Stanislavsky Electrotheater**  
June 22  
This Friday at 19:00, the Stanislavsky Electrotheater will feature a series of plays by one of Russia's most critically acclaimed writers, Ivan Bunin. The plays are based on 10 stories, focusing on the themes of love and broken hearts. The unique format of the performance will emphasize the texts of Bunin themselves.

23 Tverskaya Ulitsa. Metro Pushkinskaya.  
electrotheatre.com



**Ballet Medea/Equus**  
The Ballet Moscow Theater and choreographers Kirill Simonov, Anastasia Kadruleva and Artyom Ignatyev present two one-act ballets to the music of contemporary composers Pavel Karmanov and Alexei Aigi.

**The Meyerhold Center**  
23 Novoslobodskaya Ulitsa. Metro Novoslobodskaya, Mendeleyevskaya.  
baletmoskva.ru



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