



RUSSIAN MUSEUM

THE 11TH IMPERIAL GARDENS OF RUSSIA
INTERNATIONAL FESTIVAL

FLORAL ASSEMBLY

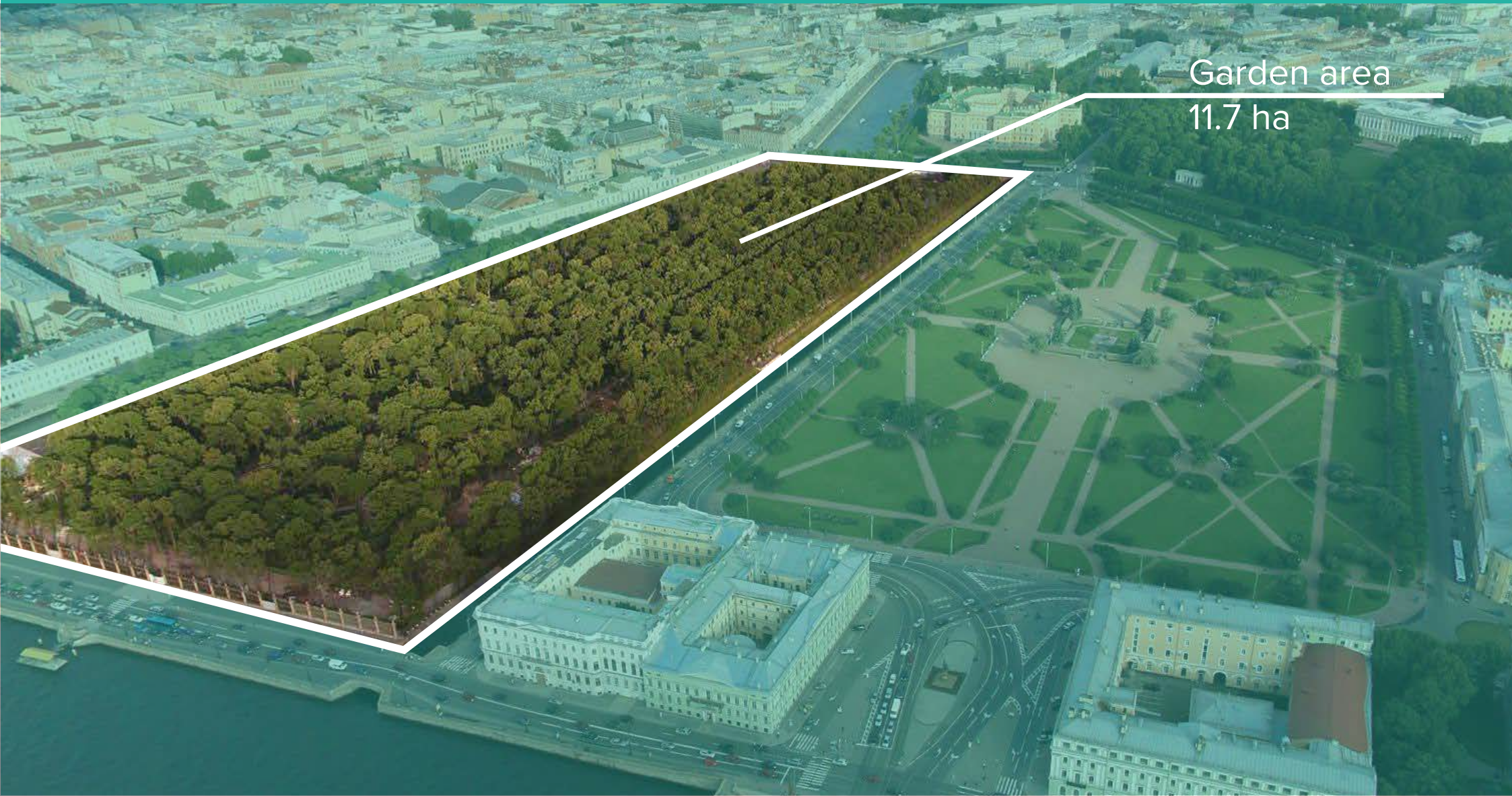
SUMMER GARDEN

21-27
JUNE
2018



THE 11TH IMPERIAL GARDENS OF RUSSIA FESTIVAL

IS HELD ANNUALLY, SINCE 2008, ALWAYS DURING THE WHITE NIGHTS OF JUNE,
IN THE HISTORIC CENTRE OF ST. PETERSBURG





FOR THE FIRST TIME THE FESTIVAL WILL BE HELD IN THE SUMMER GARDEN

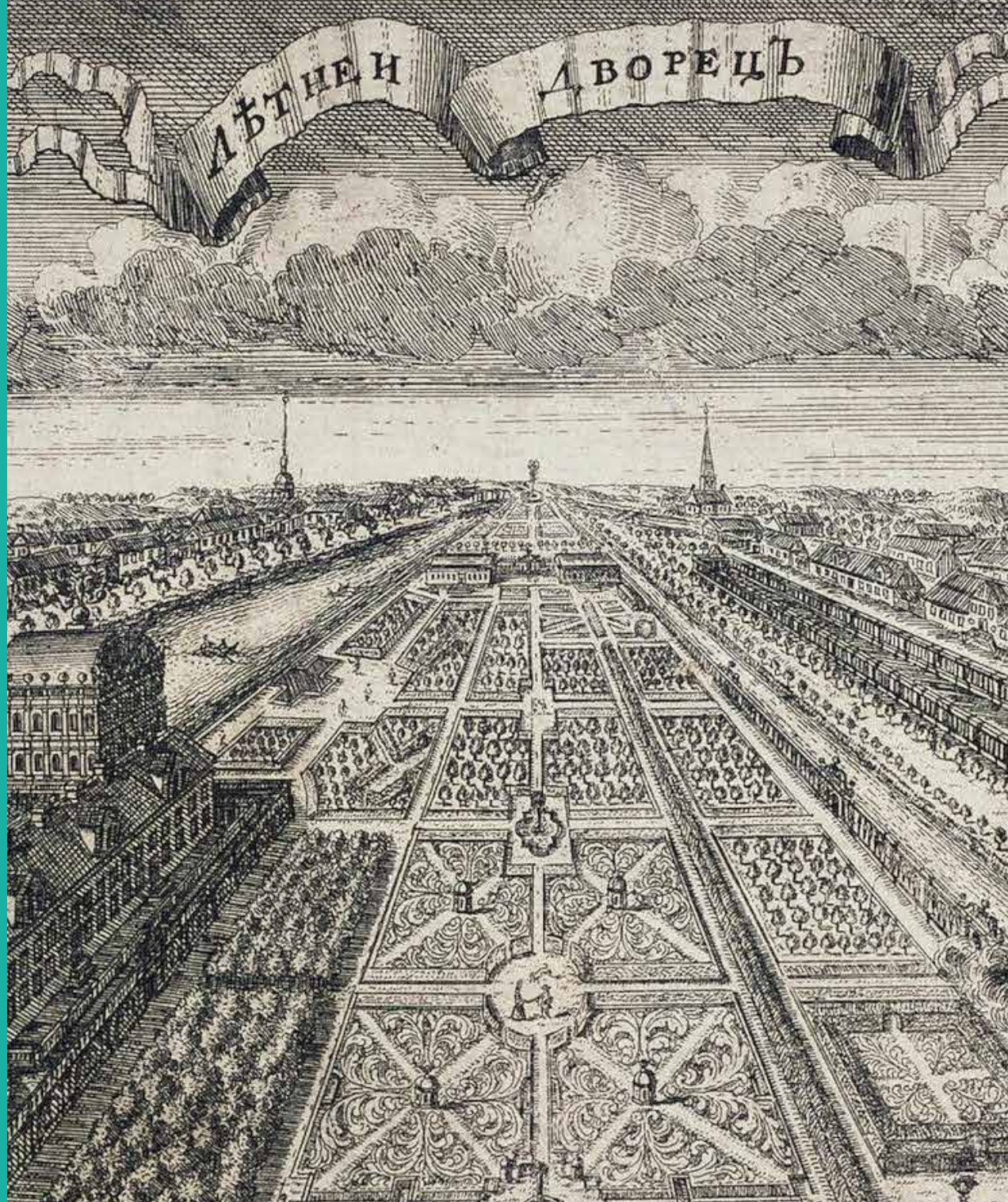
coinciding with St. Petersburg's 315th anniversary



The Summer Garden

The first Imperial Garden,
built by
Peter I in 1704,

a remarkable example
of park and garden
architecture



The Summer Garden

Is one of St. Petersburg's main attractions and is among the most famous gardens in Russia

It is a garden that has been lauded by poets and artists

Loved and treasured by all Petersburg locals





In 2004 the Summer Garden became part of the palace and garden complex of the Russian Museum.



In the course of the Summer Garden's restoration from 2009 to 2012, many of the elements present in the garden in Peter's time were recreated, including the fountains, central bosquets and orangery



The ceremonial opening of the Summer Palace of Peter I after its restoration will take place in May 2018

The Summer Palace was built in 1711 for Peter I
by the architect Domenico Trezzini in 1710–1712



IN HONOUR OF THE 300TH ANNIVERSARY OF PETER THE GREAT'S DECREE INSTITUTING ASSEMBLIES

The Imperial Gardens of Russia festival is continuing the tradition of Peter's Assemblies – celebrations he often fancied holding in the Summer Garden



Alexandre Benois. Peter the Great on a Walk in the Summer Garden. 1910



FLORAL ASSEMBLY

21–27 June 2018

Imperial Gardens of Russia Festival –
a celebration of floral art and décor





Festivity

Ceremony

Meeting

Ball

Gathering

ASSEMBLY

Gala

Celebration

Socializing

Music

The best teams of florists, artists designers, and decorators, will take part in the festival and adorn the Summer Garden's alleys, fountains, ponds, and bosquets with their compositions



The 11th Imperial Gardens of Russia
International Festival
Floral Assembly
21–27 June 2018

Plan of the Summer Garden

- 1. The Main Parterre
- 2. The Arbor
- 3. The Aviary Bosquet
- 4. The Cross-Shaped Walk Bosquet
- 5. The Menagerie Pond Bosquet
- 6. The French Parterre Bosquet. Monument to Ivan Krylov
- 7. The Museum of Roses in the Green Study of the Lacosta Fountain
- 8. The Red Garden
- 9. Cupid and Psyche
- 10. The Carp Pond
- 11. A Vase of Älvdalen Porphyry



1 THE MAIN PARTERRE

The main parterre will be decorated with a design of annuals, which during the festival will bloom into a bright carpet of flowers.



"Цветочный ковер" Брюссель, Бельгия, 2010г.



Russian museum, The Summer Garden, 2018

2 THE ARBOR

The berceau – a walkway covered by a wooden structure, lined on both sides with lime trees – is a superb location for floral décor at the arched entryways



3 THE AVIARY BOSQUET

During the festival, the Aviary Bosquet will be transformed into a cosy Spanish courtyard. Citrus trees and blazing red geraniums in terracotta pots will imbue this corner of the Summer Garden with a southern flavour, subtly reminding visitors that

the Russian Museum opened its first branch abroad in 2015, in Malaga, Spain (Andalusia). The Dovecote Pavilion houses the Summer Garden's museum of archaeological finds



4 THE CROSS-SHAPED WALK BOSQUET

Planted in the cross-shaped walk bosquet are 43 splendid firs, Peter I's favourite tree. When strolling along the bosquet, visitors pass under closed wooden arched walkways, which meet

at a centre where visitors will find the Nereid Fountain. The walkway will be decorated with hanging garlands of flowers



5 THE MENAGERIE POND BOSQUET

The surface of the pond will be decorated by floral compositions and their reflections



6 THE FRENCH PARTERRE BOSQUET MONUMENT TO IVAN KRYLOV

In this bosquet, near the monument to Ivan Krylov, there will be a children's floral project based on the themes touched on in Krylov's famous fables



7 THE MUSEUM OF ROSES IN THE GREEN STUDY OF THE LACOSTA FOUNTAIN

A floral assembly is inconceivable without the queen of the flowers – the rose. The museum of roses will open in an unusual location – the Green Study that houses fragments of the Lacosta Fountain from the 18th century



8 THE RED GARDEN

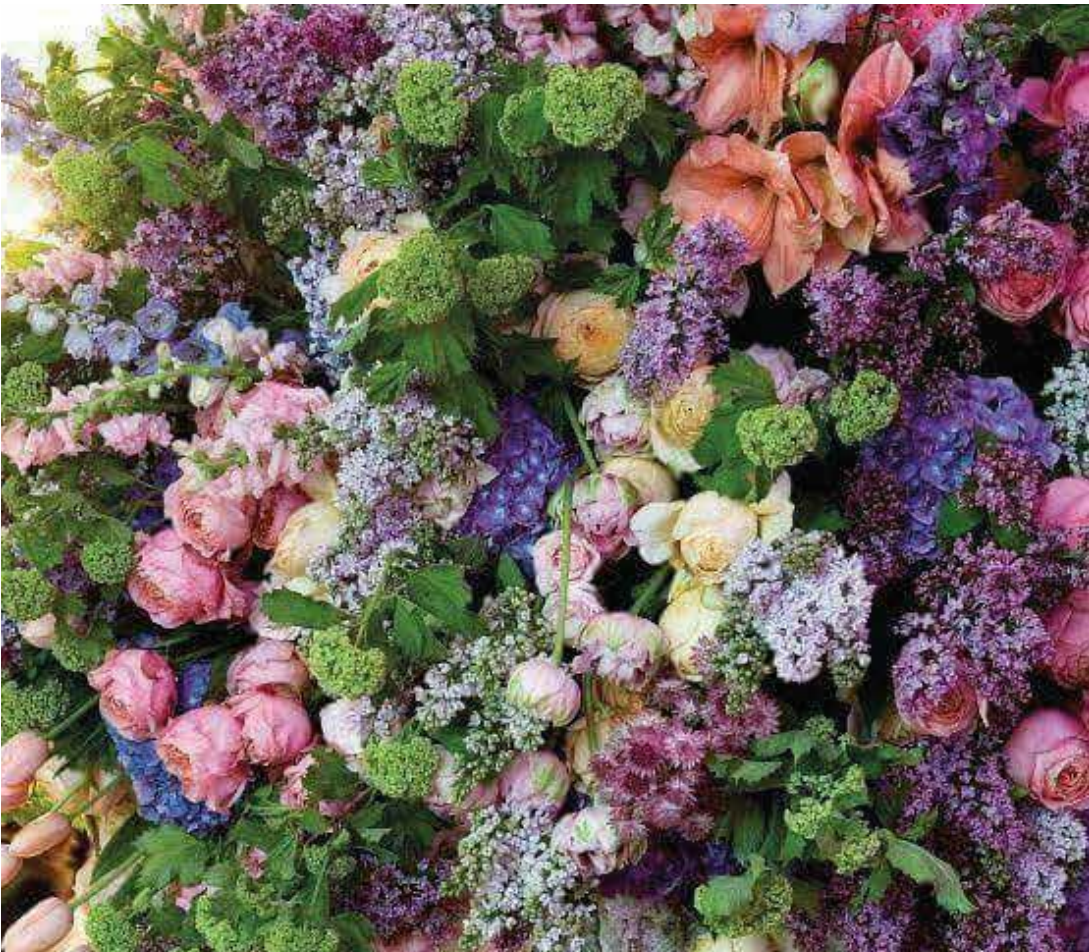
This is Peter I's ornamental vegetable garden. During the festival, the Red Garden will become the centre of vegetable floristry. Vivid compositions

comprised of vegetables, fruits, flowers, and other unexpected items will be shown off in the most beautiful vegetable garden in St. Petersburg



9 CUPID AND PSYCHE

This is the most romantic sculpture in the Summer Garden.
The eternal story of the soul and its search of love will be reflected
in floral fantasies



10 THE CARP POND

Water lilies will make an elegant addition to the pair of swans on the surface of the Carp Pond



A photography exhibition **A BLOSSOMING HERITAGE** the Main Alley

June - August 2018

The Summer Garden's widest alley will host an exhibition of photographs prepared by the III European Garden Heritage Network (EGHN).

The Summer Garden has been a member of this association since 2014.

EGHN unites more than 170 parks and gardens, with the aim of preserving and enhancing the heritage of the parks and gardens of Europe



50 PHOTOGRAPHS

will demonstrate the unfading beauty of the most famous historical gardens of the United Kingdom, Italy, France, Germany, Portugal, Sweden, Denmark, and Holland



ETOILE (STAR)

The Summer Garden has its own star, found in a special place where four alleys meet.

The festival's ceremonial events will be held near the Summer Garden's star



THE FESTIVAL PROGRAMME INCLUDES:



**The opening ceremony
and other special events**

Live music concerts



**Lectures
on botany
and botanical
excursions**

**Floral dresses
and fashion shows**

**Master classes
in floristics**



Flower decorations

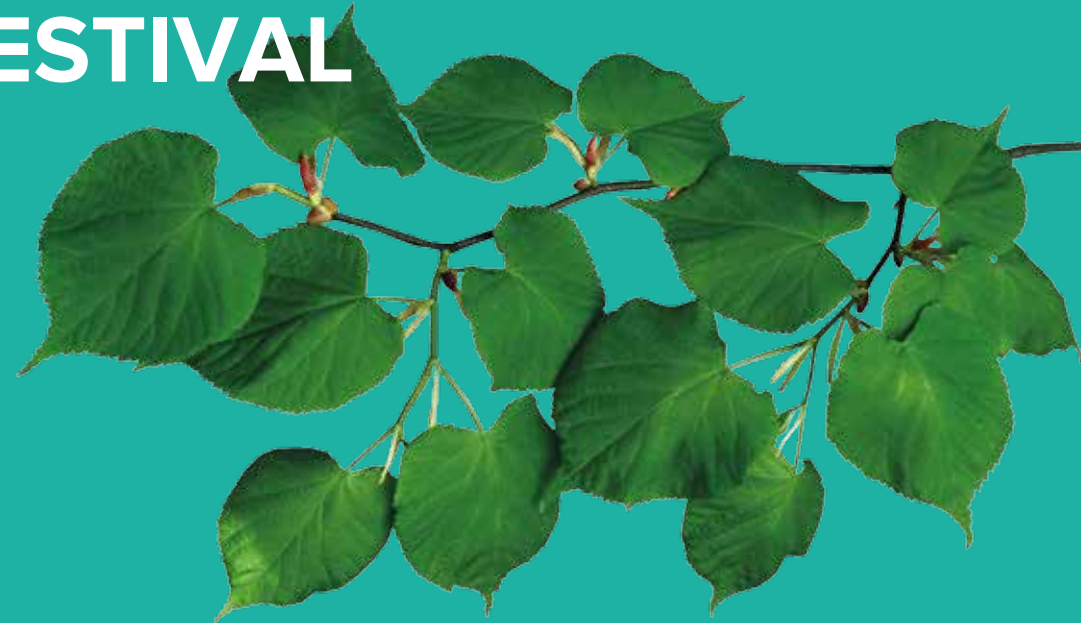


Thematic souvenirs and decorations





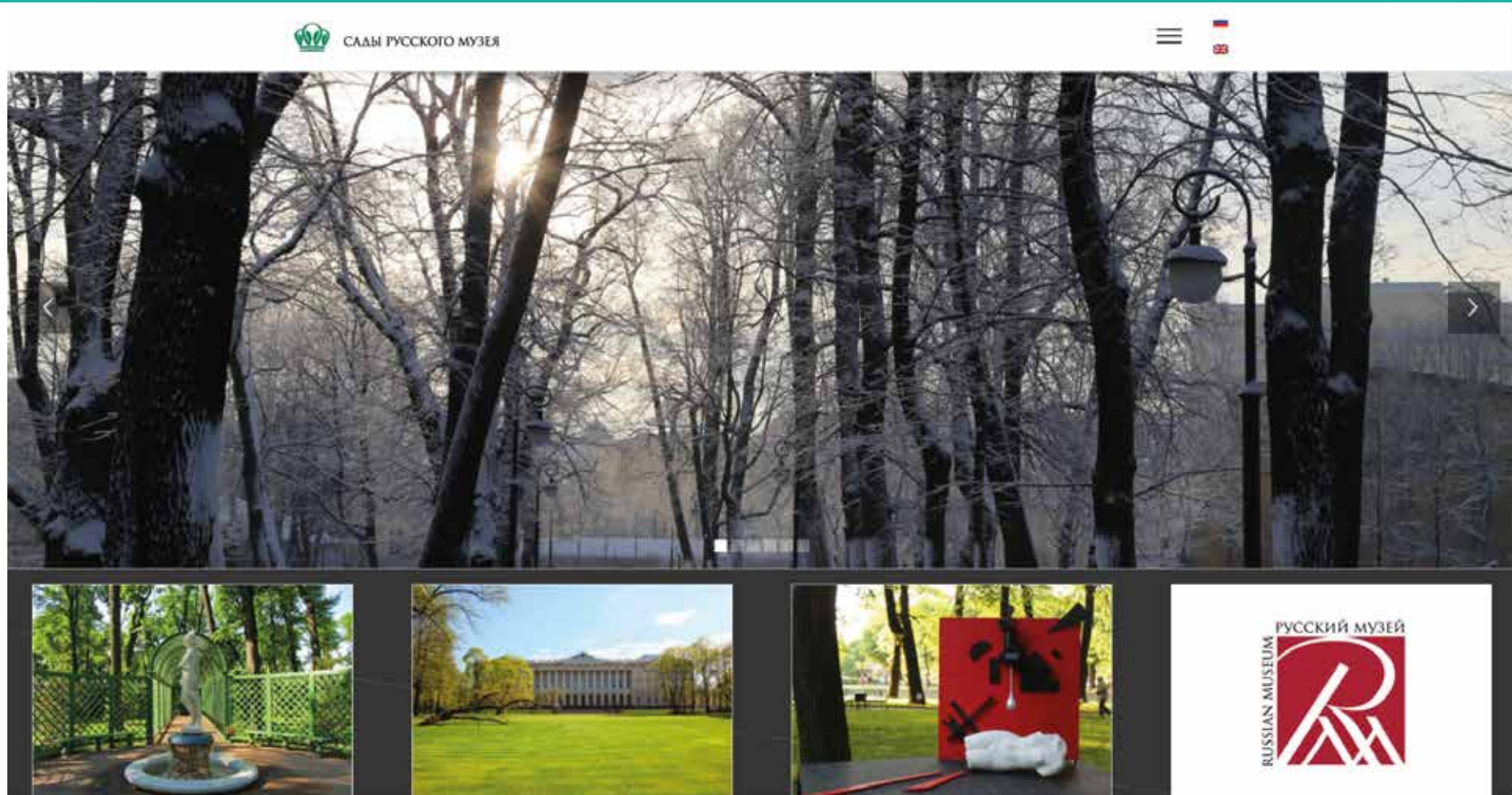
INFORMATIONAL SUPPORT TO THE FESTIVAL



WWW.IGARDENS.RU

The Gardens of the Russian Museum website is the official source of information on the gardens and domains of the Russian Museum: their history, stages of restoration, events and latest developments.

The updated www.igardens.ru website was launched in May 2017 and timed to the 10th Imperial Gardens of Russia Jubilee Festival



Outdoor advertising

Pillars
posters



Billboards
posters



City-format
posters



Advertising in public spaces

Light boxes
in the subway

Public transport
promotional videos

Posters in the underground
passage (Nevsky Prospect)



Advertising in print and online media

MUSEUMS + ATTRACTIONS

Иск. 5/1 Millionaya Ul. T: 312 9196. **Map: D3.**
Мраморный дворец
 Русский музей. Строился с 1768 по 1785 г. по проекту А. Ринальди для Г. Орлова, фаворита Екатерины I. Пастельные экспозиции "Музей Подвига в Русском музее", "Коллекция петербургских собирателей братьев Якова Александровича и Ивана Александровича Ржевских", "Константин Романов — юнец Серебряного века". Выставка "Сан-Словен" (до 26 июня). Открыто пн, ср, пт с 10:00 до 18:00, чт с 13:00 до 21:00 (воскр. закрыто на 30 минут раньше). Миллионный ул., 5/1. T: 312 9196. **Карта: D3.**

Menshikov Palace
 The palace, which is a branch of the Hermitage, is a fine example of early 18th century architecture. Built for Alexander Menshikov, St. Petersburg's first Governor-General. Architects Giovanni Fontana and Gottfried Schadow. The museum display describes Russian history and culture in the first third of the 18th century. Open Tu, Th, Sa, Su 10:30 am-6 pm, We F to 9 pm, 15 Universitetskaya Nab. T: 323 1112. **Map: D3.**
Меншиковский дворец
 Отдел Государственного Эрмитажа. Прекрасный образец архитектуры начала XVIII в. Строился для первого генерал-губернатора Санкт-Петербурга А. Меншикова по проекту Дж. Фонтаны и Г. Шадова. Экспозиция рассказывает об истории и культуре России первой трети XVIII в. Открыто во чт, сб, вс с 10:30 до 18:00, ср, пт до 21:00. Университетская наб., 15. T: 323 1112. **Карта: D3.**

Mikhailovsky (Engineers) Castle
 Russian Museum. The Mikhailovsky Castle is the only palace in Russia in the romantic classical style. The castle was built for Paul I between 1797 and 1801 to a design by the architects V. Ignatyev and V. Asch. Subsequently became the scene of the emperor's mysterious death. Permanent display "Faces of Russia. Portrait Gallery of the Russian Museum". The Open Fund of Sculpture of the late 19th — early 20th century and the Open Fund of Sculpture of the 20th — early 21st century. Original sculptures from the summer garden. Temporary exhibition "Leonid Kravitsky" (until 3 Jul). Useful information for English-speaking visitors by phone: 314-8368. Open M, We, F 10 am-6 pm, Th 1 pm-9 pm. Ticket office: close 30 minutes earlier. 2 Sadovaya Ul. T: 570 5112. **Map: E3.**
Михайловский (Инженерный) замок
 Русский музей. Михайловский замок, единственный в России дворцовое сооружение в стиле романтизма классицизма. Построенный для Павла I в период с 1797 по 1801 г. по проекту архитекторов В. Игнатьева и В. Ашкенеца, замок стал местом загадочной гибели своего владельца. Постоянная экспозиция "Лица России. Портретная галерея Русского музея". Открытый фонд скульптуры конца XIX — начала XX в. и Открытый фонд скульптуры XX в. — начала XXI в., а также оригинальные скульптуры Летнего сада. Проводится временная выставка "Леонид Кравитский" (до 3 июля). Открыто пн, ср, пт с 10:00 до 18:00, чт с 13:00 до 21:00. Выходы закрыты на 30 минут раньше. Садовая ул., 2. T: 570 5112. **Карта: E3.**

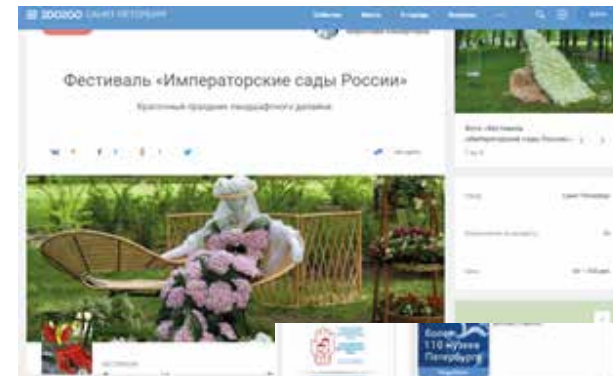


Ecological Avant-garde

The 10th "Imperial Gardens of Russia" Festival will be held in the Mikhailovsky Garden (behind the Russian Museum) from 9 to 18 June. The theme of the tenth anniversary exhibition of landscape art is "Avant-gardens". In the centenary year of the 1917 revolution a bold experiment has been proposed to participants in the exhibition: to interpret the concepts and images of avant-garde art in close proximity to the Russian Museum, which owns one of the best collections of the Russian avant-garde. The competitors also have to accentuate ecology (2017 is the Year of Ecology in Russia). This year's festival is, therefore, a contemporary look at landscape art based on ecological principles and inspired by the outstanding images and ideas of Russian avant-garde art. Visitors can expect numerous interesting events, concerts and theatrical performances, as well as exclusive avant-garde souvenirs. 04. **Map: E3.**

Экологичный авангард

С 9 по 18 июня Русский музей приглашает в Михайловский сад на X фестиваль "Императорские сады России". Тема юбилейной выставки садово-паркового искусства — "Авангарденс". В год столетия революции 1917 года участникам выставки предложен смелый эксперимент: интерпретировать в своих работах соответствующие концепции и образы авангардного искусства в непосредственной близости от Русского музея, который является обладателем одной из лучших коллекций русского авангарда. Вторым акцентом участникам нужно сделать на природоохранной тематике (ведь 2017 год в России объявлен Годом экологии). Так что нынешний фестиваль — это современный взгляд на садово-парковое искусство, основанный на экологических принципах и вдохновленный яркими образами и идеями русского авангардного искусства. Гости фестиваля ждут множество интересных событий, концертов и театральных перформансов, а также эксклюзивные авангардные сувениры. 04. **Карта: E3.**



Петербург.ру



21–27 July 2018

The Imperial Gardens of Russia Festival will be held during the FIFA World Cup

Up to 2 million tourists

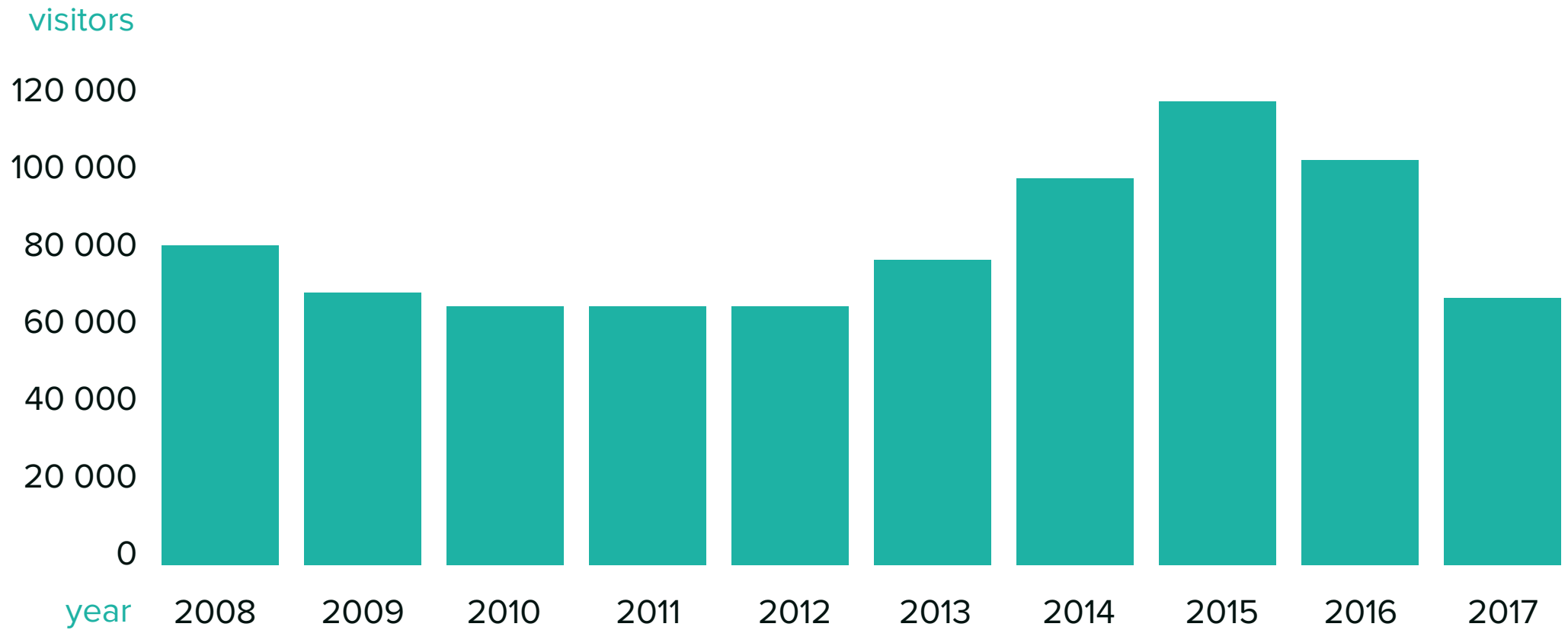
are expected to come to St Petersburg



Every year approximately
1 million people
visit the Sumer Garden

The summer months see about
700,000 of those visitors.

Statistics on attendance for
the Imperial Gardens of Russia Festival



CONTACTS:

The Imperial Gardens of Russia Festival

IGARDENS.RU

Website of the Gardens of the Russian Museum

For information on the festival, please see the Imperial Gardens of Russia Festival section of the website

E-mail: igardensrm@gmail.com

Контактный телефон: +7 (812) 570-54-07

FB, VK Сады Русского Музея

Instagram [rusmuseum_gardens](https://www.instagram.com/rusmuseum_gardens)

Youtube Императорские Сады Русского Музея



RUSSIAN MUSEUM

4 Inzhenernaya St., St. Petersburg

rusmuseum.ru