

# MARAT GELMAN, WELL-KNOWN GALLERY OWNER, TO OPEN NEW MUSEUM IN PERM AND TELL BUSINESS PEOPLE WHY ART IS NECESSARY

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The Fourth Perm Economic Forum will be held on September 12 and 13 in Perm with Marat Gelman, a well-known Russian gallery owner, attending it.

“Economists usually treat culture snobbishly thinking that it is the sphere where money is wasted and not earned. Our task is to explain to them that such snobbism is based on nothing. To explain, for instance, that Picasso created so many works of art during his life that their cost equals about two-thirds that of Gazprom, that the second richest woman in England is the creator of Harry Potter, that establishing a museum in Bilbao increased the budget revenues of that city fourfold,” Mr. Gelman said.

According to the gallery owner, he is not going to share any experience with the Perm business people, he came to talk about the problems that can be solved with culture projects, among other things.

After the economic conference is completed Mr. Gelman will stay over in Perm and on September 19 he will present the Russia Poor Exhibition which will be on in the building of the former Perm 1 River Terminal. That exposition of contemporary Russian artists’ works of art will become the first swallow in the Modern Art Gallery based on the River Museum that should, in Mr. Gelman’s view, become one of the world contemporary art centers.

“The mission of the exhibition is very simple. It is to alter the image of the Russian arts in the eyes of the world. For the five recent years this exhibition is the most clear and pure in representing the contemporary Russian art,” the gallery owner explained.

The exhibition in Perm as well as the establishing of the Modern Art Gallery has been initiated by Sergey Gordeyev, Senator representing the Perm Territory.

“Mr. Gordeyev is a man of cosmic dimensions but with all this he wants all that cosmic energy to be concentrated on Perm,” Mr. Gelman emphasized.

After Perm the Russia Poor Exhibition will be staged in St.Petersburg, then it will travel to Italy and the US and after its two-year world tour it will come back to Perm to start the new museum collection. 

