

Andy Warhol's
Interview

MEDIA KIT

**RUSSIA
2016**

WHAT?

Interview is an authoritative magazine about life style: fashion, art, beauty, cinema, music. Our heroes are the up-to-date and well-known characters. The magazine contents are made of exclusive materials (surveys and interviews, expert classified columns), reliable news from proven and authoritative sources.

“Star-to-Star Talk” is the unique brand formula of the “Interview” magazine, Famous actresses Kristen Stewart and Juliette Binocheare chattering about their joint work in cinema. A reputed journalist Vladimir Pozner interviews actor Leonid Yarmolnik. TV-man Ivan Urgant has a talk on fashion with a successful designer Alber Elbaz.

WHO?

Alena Doletskaya – Interview magazine Editor-in-Chief.

WHEN?

Interview first issue was published in Russia in December 2011.

OUR CHARACTERS?

Materials in Interview are published on behalf of our characters - recognized experts in different areas (fashion, art, beauty, cinema, music). Raf Simons, Karl Lagerfeld, Alla Werber and Mikhail Kusnirovich – about fashion, Damien Hirst and Mikhail Piotrovsky - about contemporary art, Thomas Ostermeier and Oleg Tabakov – about the future of theatrical life, Pharrell Williams and Ilya Lagutenko - about music.

WHERE?

Russia, Germany, USA

PROJECT BACKGROUND

Interview ideologist, American artist Andy Warhol launched the magazine in 1969 to unite his rich famous friends from Hollywood and bohemian friends from Studio 54: Mick and Bianca Jagger, Jackie Kennedy, Sylvester Stallone, Calvin Klein, Edie Sedgwick, Robert Mapplethorpe and other “beautiful and talkative”, “rich and famous”.

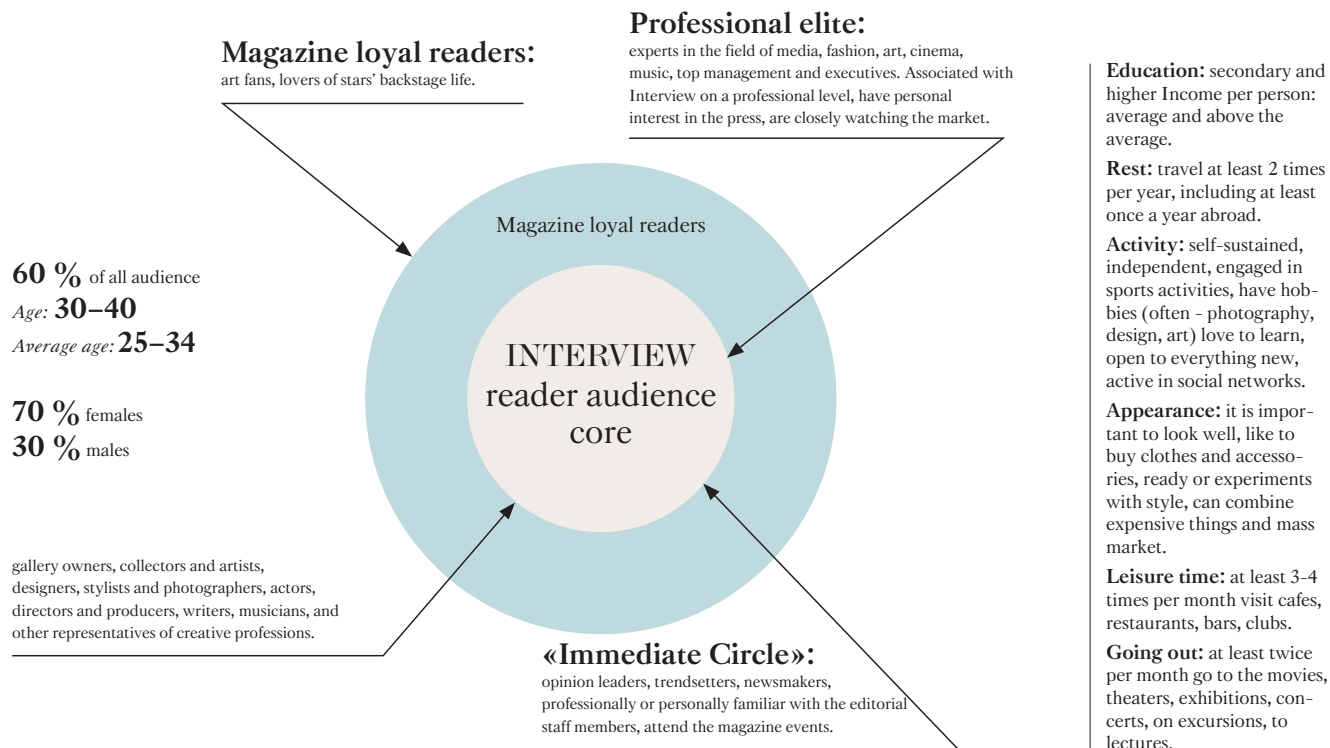
The first issue was on cinema and contained announces, reviews and non-edited decoded interviews with firm directors and actors. Such unordinary and vivid presentation of materials became a part of the magazine’s unique format.

Fashion, celebrities and pop culture has always been the main theme of the magazine Interview. Andy Warhol started as a commercial illustrator, and painted for magazines (Glamour, Mademoiselle), famous department stores, such as Neiman Marcus, and fashion brands, such as Martini. Until now, his pictures continue to be a most important source of inspiration for such major brands as Dior, Diane von Furstenberg, Versace, Jean-Charles de Castelbajac, and Nike.

With time, friendly entertainment turned into an authoritative publication about fashion, music, cinema, and celebrities. In November 2014, the Interview iconic brand will celebrate its 45-th anniversary. The Russian publication has been on the market for already three years.

«Life is the new fashion»





INTERVIEW reader's portrait was formed on the basis of a qualitative study conducted in October–November 2013 by the research company Joy of Understanding, and readers polling during 2012–2013.

Interview in **fashion**

Interview in **art**

Interview in **cinema and theater**

Interview in **music**

Education with Interview

Image Projects Interview

INTERVIEW IN FASHION:

Participation in the conference on **Luxury Goods** organized by CCI France Russia

Collaborations with fashion brands: Swatch x MMOMA pop-up gallery, Louis Vuitton: Public talk by Alena Doletskaya and Wim Delvoye, Alexander Wang for H&M: pre-sale of capsular collection, opening of the **pop-up-corner Comme des Garçons** at the concept store Air.

Collaboration with department stores:

Promotion in support of a new issue at the department store **Tsvetnoy**.

Collaboration with on-line stores and multi-brands: promotional event with **Aizel** and **Aizel.ru** – «Magazine as a gift» if the purchase is 10 000 rubles and more, promotional event with **Trends Brands** – «Magazine as a gift» if the purchase is 7 000 rubles and more.

INTERVIEW IN ART:

Biennale: cocktail party to celebrate the opening of AES+F exhibition within the **56-th Venice Biennial**, VIP previews of **Andrey Bartenev**, **Anish Kapoor** and **Evgeny Antufiev** exhibitions within **6-th Moscow Biennale of Contemporary Art**.

Exhibitions in largest museums: **Vladislav Mamyshev-Monroe** in the **Moscow Museum of Contemporary Art**, “Expanding space” on the **HPP-2** with the **V-A-C foundation John Baldessari** in the **Garage Museum of Contemporary Art**, **Andy Warhol**: ten famous Jews of the XX-th century in the **Jewish Museum**,

Damien Hirst and **Pavel Pepperstein** in the **Multimedia Art Museum**, exhibitions by **Peter Greenaway** and **Erik Bulatov** at the **Central Exhibition Hall Manege**, **Elliott Erwitt** at the **Central House of Artist**.

Art exhibitions opening in private galleries: **Wim Delvoye**, **Evgeniy Chubarov** at **Gary Tatintian Gallery**, **AES+F** and exhibition of **Alexandre Vinogradov** and **Vladimir Dubossarsky** at the gallery **Triumph**, **Andrey Bartenev** at the **RuArts** gallery, “Fifth dimension” at the **MARS** gallery.

INTERVIEW IN THE CINEMA AND THEATRE:

First runs of films: “Pioneer Night” and “At the cinema, at last” projects at the movie theatre **Pioneer**, “True Detective” at the movie theatre “**Moscow**”, “Dior and I” within **Beat Film**, “Young Blood” and “The Humbling” within **A-one** films, supporting of the **International Film Festival of Independent Films 2MOR-ROW**.

Documentaries: collaboration with the **Center for Documentary Films**: **HBO** week, cooperation with the **TV channel 24_DOC**: Russian premier of “**Diana Vreeland: The Eye Has to Travel**” movie, supporting of **Beat Film Festival**.

New theater projects: **International Festival-School «TERRITORIЯ»**, play “**Sugar**” by **Ivan Vyrypaev** (theatre “**Praktika**”) at **Strelka**, theatre project **REMOTE MOSCOW**.

INTERVIEW IN MUSIC:

Festivals: **Bosco Fresh Fest**, **Ahmad** tea music festival, **Outline**, **Fields**.

Parties: Summer musical program at **Garage**, party to celebrate the opening of “**EMA**” pop-up project.

Concerts: **Emir Kusturica** and **Goran Bregovich** concert at the **State Kremlin Palace**, **Anton Belyaev** at **Crocus City Hall**.

EDUCATION WITH INTERVIEW:

Supporting of the education program at **Garage Museum of Contemporary Art**. Participation in the **I-st Moscow International Forum of S.A.Kapkov «Culture. View in the Future»**.

Public talks: **Irene Pereyra** and **Anton Rapponen** lecture for **Yandex designers**, **Christopher Makos** and **Alena Doletskaya** at **Strelka**, **Shepard Fairey** for **Hennessy**, lecture by **A.Doletskaya** «Invaluable Moscow» at **Garage Museum of Contemporary Art** jointly with **Mastercard**.

Supporting of the city projects: ice skating rink at **VDNKh**, «**Pop-Art Skating Rink**» at the **Gorky Park**, **Literature Festival** at **Sokolniki Park**.

INTERVIEW IMAGE PROJECTS:

Annual party «**Interview's birthday**». Annual award **#HOWTOBECOOOL**.

Exhibitions: photo exhibition at the movie theatre **Pioneer**, theatre photo exhibition in the **Arts Park Museum**.

Autograph signing session and **Interview** team meetings with readers.

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March 2015	15.01.2016	22.01.2016	24.02.2016
April–May 2015	11.02.2016	18.02.2016	23.03.2016
September 2015	15.07.2016	22.07.2016	24.08.2016
October–November 2015	12.08.2016	19.08.2016	21.09.2016
December–January 2015/2016	14.10.2016	21.10.2016	23.11.2016

NOTES:

1. Deadlines for confirmation of insets, inserts, covers and applications placement — 7 days earlier than the specified date.

2. Deadline for presentation of dummy-layouts for insets, inserts, covers and applications placement — 7 days earlier than the specified date.

3. In case of submission of the unfinished dummy-layout and materials for its production this deadline should be approved additionally.

4. It is allowed to change the deadline for the later date, but not later than the last day of the respective month.

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ALTERNATIVE CIRCULATION OF THE MAGAZINE AT PLACES WHERE TARGETED READER AUDIENCE IS CONCENTRATED:

- Department stores, multi-brand boutiques: Aizel 24/7, Trends Brands, department store Tsvetnoy, Kuznetsky Most 20, Day&Night (S. Petersburg);
- Concept book stores: Respublika, Garage Book Store, MMOMA Art Book Shop (MMCA), Jewish Museum & Tolerance Centre Book Store, movie theatre Pioneer Book Store;
- Within partnership projects at the leading museums and galleries, movie theatres, cultural institutions: Garage Museum of Contemporary Art, Multimedia Art Museum of Moscow, Moscow Museum of Contemporary Art (MMCA), Jewish Museum, Gary Tatintsian Gallery, RuArts gallery, movie theatre Pioneer, Muzeon Art Park.
- Niche movie theatres, alternative theatres: movie theatre Pioneer, Formula Kino, TsDK;
- Premium fitness clubs chain World Class;
- Hotels (St. Petersburg): W Hotel, Astoria, Four Seasons, Kempinski Hotel.

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MAKING MONEY IS ART
AND WORKING IS ART
AND GOOD BUSINESS
IS THE BEST ART.

ANDY WARHOL

