



Draft, July 19

26 October 2021
14:00–15:45

Round Table **Creative Businesses in the Age of Uncertainty: Social Capital, Local Communities and Horizontal Communication**

ORGANIZER

Creative Industries Support Foundation “Creative Practices”

MODERATOR

Denis Shchukin, Director, Creative Practices Foundation

ABSTRACT

The service sector and creative industries have proven most vulnerable to socio-economic impact of the COVID-19 pandemic. Despite significant financial hardship, many projects have been able to weather the storm by focusing on partnering with local communities, on their own reputation and on multilateral collaborations. Joint crowdfunding programs, social media projects, futures and other innovative communication tools have helped traditional businesses as well, but it is the creative industries that have strongly benefited from transferring previously accumulated social capital to fill the funding gap.

SPEAKERS

Kirill Artemenko, CEO, Paperpaper.ru Media Company

Alexandra Nenko, Associate Professor, Head of Quality of Urban Life Laboratory at Institute of Design & Urban Studies, ITMO University

Nadya Artes, Producer of Regional Projects, Selo ono moe Project Founder

Artem Faustov, Founder, Vse Svobodny Bookshop