

# *Partnership of Brands with 10 Famous Museums of Moscow and Saint Petersburg*

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**Abstract**—This study highlights the main types of brand cooperation with 10 major museums in Moscow and Saint Petersburg, which are relevant in 2018. In the study, websites of 10 most visited museums were analyzed to reveal the types of collaborations offered by museums to their potential partners. The activities of the museums and features of their communication with organizations and individuals were described, and examples of the most prominent collaborations and projects reflecting the situation in business and art communications were provided. The current list of museums' partners was analyzed: the number of partners, the types of collaboration chosen by different organizations, and activities of companies and their geographical affiliation were revealed. The study results showed that companies choose strong brands for collaboration with museums and are aimed at long-term and promising cooperation in the framework of the chosen strategy of company development.

**Keywords**—partners; collaboration; brands; museums; communication; corporate values

## I. INTRODUCTION

One of the leading trends in recent years is collaboration between art and business. This is caused by an increased public interest in art as a whole. Companies choose the types of cooperation with artists and art institutions, which they find feasible within the framework of the chosen development vectors. The study reveals the types of cooperation that the most significant and visited museums in Moscow and Saint Petersburg offer brands. The main criterion for selection of these museums was the statistics of museum attendance published annually by The Art Newspaper Russia based on the data provided by the museums. [1]

According to the Ministry of Culture of the Russian Federation, the number of museum visitors in 2016 more than doubled compared that in 2008. [2] Numerous factors attribute for steadily growing interest of the museum visitors: a general trend “value of culture”, increased quantity and quality of original projects, and development of the concept of interaction with visitors, which is now increasingly focused on interactivity. Due to these factors, cooperation with museums is becoming ever-growing attractive for commercial companies. Brands help museums implement meaningful projects and

support the ones that allow them to outline their communication concept.

For example, the Russian technology company Mail.Ru Group is a partner of the Pushkin Museum XXI project in the Pushkin Museum, an innovative area that includes educational, research and exhibition activities. Attracting visitors of new generation it is focused on the dialogue of traditional and contemporary art including different media: video, sound, performance, etc. [3] Another example is the Tele2 mobile operator, a strategic partner of the Multimedia Art Museum, that actively participates in cultural events in Moscow, Saint Petersburg and Russian regions and offers its subscribers special advantages regarding its role as a “lifestyle partner” [4].

Demand imitates supply and an increased number of museum visitors contribute to development of both museum activities in general and to interaction of brands and museums to be in trend and to be associated with art, and to maintain culture as one of the components of the brand's DNA. The number of high-quality and original projects that support companies based on their philosophy, mission, and values is rapidly growing. Art institutions with a rich museum fund are looking for tools to attract visitors through a new presentation or a new interpretation of the permanent exhibition. In 2014, an exhibition “Mimicry” by famous contemporary Belgian artist Wim Delvoye was held in the Pushkin Museum on the territory of its permanent exhibition, which offers the audience to play the game and find 30 works by the artist mimicking the works of the main composition.

The researchers also note that decrease or increase in the number of visitors directly depends not only on the museum content, the number and quality of exhibitions, but also on political situation in the region. Thus, after a series of terrorist attacks in France, the number of tourists visiting the Louvre decreased by more than a million (7.4 million in 2016 versus 8.6 million in 2015). Nevertheless, the Louvre remains the most visited museum in the world. [5]

## II. LITERATURE REVIEW

This paper is currently the first comprehensive study of the collaboration between museums and brands exemplified by the Russian experience. Themes of sponsorship, partnership and

collaboration with art and the image of the museum have been raised repeatedly.

A large study was devoted to art sponsorship, branding and marketing on the example of collaboration between BP company and the British Tate Museum and the impact of public opinion on these relationships in case of reputational risk. [6]

The idea of corporate art and corporate patronage is revealed in the study of US art sponsorship, which focuses on the topic of art in advertising with examples from Pepsi. [7] Among valuable resources one can single out the study of great potential of successful collaboration between companies from different industries, which can contribute to expansion of the target audience. [8]

The study considers a special approach to sponsorship and reveals co-sponsorship and its advantages due to transfer of personal qualities between two sponsor brands. This approach can be very useful for organizations that become museum sponsors. [9] New approaches to corporate sponsorship and special events are revealed by papers published in the Special Events Galore. [10], [11]

An important research is the one addressing branding of a museum, which reveals its features in building communications in art. [12] Russian researchers employ a systematic approach to building a strong museum brand to increase its awareness and to build partnerships with commercial brands. [13]

### III. METHODS

This study analyzed the sites of ten largest museums in Moscow and Saint Petersburg from the list of the top 20 most visited art and historical museums in Moscow and Saint Petersburg according to The Art Newspaper Russia and statistics from the Ministry of Culture of the Russian Federation for 2016. [12]

Moscow museums taken for the study are the State Tretyakov Gallery, the State Museum of Fine Arts named after A.S. Pushkin, the Moscow Museum of Modern Art, the Multimedia Art Museum/Moscow House of Photography and the Garage Museum of Contemporary Art. The museums of Saint Petersburg considered in the study are the State Hermitage Museum, the State Russian Museum, Peter the Great Museum of Anthropology and Ethnography (Kunstkamera) of the Russian Academy of Sciences, the State Museum of the History of Saint Petersburg and the Erarta Museum of Contemporary Art.

Websites containing information about history, activities and support of the museum, sections Partners, Sponsors and similar content were reviewed. The data on the number of partners in each category and geographical affiliation of brands and industry were analyzed. The ways of presenting information about potential collaboration by museums were also reviewed. Thus, the study results show trends in communications and collaboration of museums with their partners for 2018.

### IV. FEDERAL STATE MUSEUMS

It is essential to note that the Tretyakov Gallery and the Pushkin Museum in Moscow, as well as the Hermitage and the

Russian Museum in Saint Petersburg are the major state museums of federal and world importance. All of these museums have funds for support or development, whose boards of trustees include representatives of government officials and large companies. The purpose of these funds is to attract and distribute funding for museum projects. These museums offer exhibitions of traditional art with a centuries-old history as well as contemporary art as part of exhibition and research activities in all the above museums.

The State Hermitage Museum located in the Winter Palace in Saint Petersburg is the most visited Russian Museum of the World; it takes the 9th place in the world ranking. [5] This museum is the magnet for tourists from both Russia and around the world who come to see the richest collection, which has about 3 million exhibits and is located in numerous areas of the museum complex. It is in the Hermitage that Madonna Litta by Leonardo da Vinci paintings (1490–1491) and Madonna Benoit (1478) are exhibited. [14] The Hermitage is the second museum after the Louvre that exhibits more than one painting by Leonardo da Vinci. The Hermitage houses the Conestabile Madonna (1504) and the Madonna with Beardless St. Joseph (1506) by Raphael, as well as the only sculpture by Michelangelo in Russia called Crouching Boy.

In addition to the traditional cultural and historical heritage, the Hermitage includes Department of Contemporary Art, which studies and exhibits world contemporary art and forms a museum collection of modern art with the museum fund of 1500 exhibits. In summer 2014, another Hermitage area was opened, the General Staff Building located on Palace Square opposite the Main Building, which displays art from the 19th and 21st centuries.

Over the past few years, within the framework of the Hermitage 20/21 project founded in 2007, about 50 exhibitions of contemporary art have been held. Such famous artists as Jan Fabre, Anish Kapoor, Wim Delvoye, Anselm Kiefer, Frida Kahlo, Steve McCurry, Ilya and Emilia Kabakov and many others were displayed in these exhibitions. [15]

The Board of Trustees of the Hermitage Endowment Fund, created in 2003 to optimize the museum's financial strategy, consists of 13 individual members and two corporate members, namely, JTI Russia, the Russian representative office of the Japanese Tobacco Company and Gazprombank JSC, one of the leading Russian banks that actively support the art and have their own collection of works.

The Council is chaired by Vladimir Potanin, the head of Interros, one of the largest private investment companies in Russia. Other members of the Council are Mikhail Piotrovsky, the director of the museum, Anton Siluanov, the Minister of Finance of the Russian Federation, German Gref, the president of Sberbank of Russia OJSC, and others.

The forms of cooperation offered by the Hermitage on its website in the Museum Support section are as follows: sponsorship, patronage of arts, and membership in the Hermitage Friends' Club, both corporate and individual. Foreign societies of friends of the Hermitage include members from the USA, Canada, the Netherlands, Great Britain, Italy, Israel and Finland, who participated in numerous projects of the

State Hermitage. Sponsorship and philanthropy is divided into several “levels”, depending on the support program chosen, which are named in an antique manner.

The Olympic Circle includes all members of the Board of Trustees, the Jupiter Circle includes Jane Wrightsman, a famous patron of the ancient art, Ilya and Emilia Kabakov, famous modern artists, and Vladimir Potanin.

The Apollo Circle consists of only six members, including Anna Netrebko and Diana Vishneva, world-famous Russian opera singers. The Athens Circle is represented by 22 companies that support the museum. These organizations include only 8 Russian companies, while the rest are large foreign or international corporations. Five of these companies are charitable foundations. It is also important to mention an Anonymous Corporate Donor; the projects supported by him are published on a separate page of the site. [16] It should also be noted that Vnesheconombank is a creative partner. The sectors of the companies involved in museums activities are very diverse.

The Atlas Circle includes 99 companies from various sectors, most of these are Russian companies located mostly in Saint Petersburg. Information partners of the State Hermitage are 11 companies listed on the site, including 2 radio channels, two TV channels – one of which is urban and the other one is federal Russia–Culture, and 7 companies are print media.

A separate section of the site presents the list of museum donors: these are 33 private individuals, and judging by the name, 4 of them are foreigners.

One of the last sections of the page of museum partners shows official suppliers: 4 companies that provide information, legal and postal courier services and catering.

The main Moscow museum brand is the State Tretyakov Gallery founded by the merchant Pavel Tretyakov in 1856, “the main museum of the national art of Russia that reflects its unique contribution to world culture.” The gallery presents the most complete collection of national art of the second half of the nineteenth century, which includes more than 180 thousand exhibits. It contains paintings by Perov, Kramskoy, Polenov, Ge, Savrasov, Kuindzhi, Vasilyev, Vasnetsov, Surikov and Repin acquired by the founder of the Tretyakov Gallery. The collection is constantly updated, including works of contemporary art. The Tretyakov Gallery consists of several buildings: the historical area in Lavrushinsky Lane is occupied by the most part of the works collected by Tretyakov. The art of the late XX–early XXI century is displayed in the New Tretyakov Gallery on Krymsky Val. The museum complex also includes 4 memorial houses. [17]

In 2012, the State Tretyakov Gallery Support Foundation was created which not only seeks to continue the traditions of patronage of arts, but provides opportunities for novel and modern projects that contribute to development of national art. The Fund’s Board of Trustees is chaired by Konstantin Ernst, Director General of Channel One. In total, the Board of Trustees includes 7 members, Zelfira Tregulova, the director of the Tretyakov Gallery, among them.

The Museum Support section on the gallery’s official website presents possible types of collaboration with the museum. Companies are offered 4 levels of the corporate program; its details are available via phone or e-mail.

The main participants of the corporate program are 2 Russian companies: JSC Gazprombank and PJSC NOVATEK, as well as 2 foreign companies: Enel, an international energy company based in Italy, and EY, one of the world’s largest British audit and consulting companies.

The participants of the corporate program, but to a lesser extent, are 53 companies, 43 of these are Russian companies, 5 companies from the USA, 3 British, 1 British-Dutch and 1 South Korean company. Nine companies from the total number of organizations are funds. The Tretyakov Gallery has individual partners represented mostly by the heads of large corporations. Among 14 information partners of the museum, there are 2 TV channels, 3 radio channels, 6 magazines, one art newspaper and 2 popular information Internet portals.

The Pushkin State Museum of Fine Arts was founded in 1912 by Ivan Tsvetaev, the professor of Moscow University. It was originally designed as an educational one and built in the form of an antique temple; however, after the revolution of 1917 it was transformed into an art museum. In 1937, the museum was named after the great Russian poet Alexander Pushkin in honor of the centenary anniversary of his death. The collection of this outstanding museum formed from many different collections consists of more than 700 thousand exhibits, and in 1991, the museum was included in the State collection of especially valuable sites of the cultural heritage of the peoples of Russia. [18] The museum complex consists of the Main Building, the Art Gallery of European and American Countries of the 19th–20th centuries, the Department of Private Collections, the Mouseion Children’s Educational Center, and of 6 other branches of the museum. In the middle of the 20th century, more than 300 works by French and American artists of the late 19th–first half of the 20th century were donated to the museum from famous private collections of Ivan Morozov and Sergey Schukin. It is the Pushkin Museum that is the proud owner of a valuable collection of impressionists.

It is important to emphasize that that Irina Antonova, who is currently the President of the museum, was the museum director for 52 years (from 1961 to 2013). This is an unprecedented event in Russia. Thanks to her skills of building international communications with the world’s largest museums, exhibitions brought to the Pushkin Museum have been and remain one of the most anticipated and visited in Moscow.

The updated museum website in the Support the Museum section contains 6 pages detailing the cooperation of both individuals and corporations with the museum. Similar to the Hermitage, the Pushkin Museum has its own foundation – Endowment Fund of the Pushkin State Museum of Fine Arts that supports museum projects and raises funds for future development of art institution. The “Board of Trustees includes prominent government and public figures, artists and cultural figures, and business representatives” and consists of 14 members [19] The Chairman of the Board of Trustees is Olga

Golodets, Deputy Chairman of the Government of the Russian Federation.

The Sponsors and Partners section include 12 companies: 2 Russian banks are general sponsors and partners: PJSC VTB Bank and Rosbank; 2 Russian companies are museum consultants: FBK audit and consulting firm Grant Thornton and CROS Public Relations & Public Affairs Company, and one international consulting company founded in the USA.

Information partners of the museum are the Russian TASS news agency, the Silver Rain Radio station and a famous publication on fine art The Art Newspaper Russia owned by Inna Bazhenova famous Russian collector and initiator of cultural projects. The partner of the Pushkin Museum XXI project is Mail.Ru Group, the Russian IT company.

The website has a section Maecenas and Patrons of the Pushkin State Museum of Fine Arts. Here, for the first time, we see a clear separation of the concepts Maecenas and patron. Cooperation with brands is referred to as patrons, and most patrons are Russian companies. In total, the Pushkin Museum has 10 patrons without category assignment, 4 of which are Russian representative offices of foreign companies, the rest are large Russian corporations.

There are 4 Platinum Patrons: Russian companies in the real estate, IT, investment and media sectors; 3 Gold Patrons, 2 of which are Russian banks and one is Russian IT company. There is also a list of Maecenas who are private individuals: 6 Maecenas, 3 Silver Maecenas, and 2 Gold and Platinum Maecenas. The program "Friends of the Pushkin Museum" is available for private individuals and proposes 4 types of cards that give different privileges: classical, purple, silver and gold.

The Pushkin Museum builds its communication policy so that all sponsors, partners, Maecenas, donors, etc. felt their significance. The website also has a special section of Gratitudes, which includes personal gratitudes, gratitudes to the embassies of different countries for collaboration, as well as gratitudes to the Golden Card holders for their participation in the program "Friends of the Pushkin Museum".

The State Russian Museum is the first state museum of Russian fine arts in the country founded in 1885 and until 1917 named the Russian Museum of Emperor Alexander III. The museum collection is the world's largest collection of Russian art that "contains about 400,000 exhibits covering all historical periods and trends in the history of Russian art, the main types and genres, trends and schools over more than a thousand years: from the X to the XXI century." The museum today is a unique architectural complex. The total area of the museum complex is more than 30 hectares. The museum occupies 6 palaces and castles built in the XVIII – XIX centuries, which are outstanding architectural monuments. Also, two parks of the Tsarist era – Mikhailovsky Garden and Summer Garden – are the part of the museum. The museum is a large research, restoration, preservation, and educational centre supervising "the work of all art museums of the country." [20]

The Russian Museum has many partners and sponsors of the highest level. The general partners of the Russian Museum are Joint-Stock Financial Corporation SISTEMA and SISTEMA Charitable Foundation established in 2004 as an operator of

social activities of SISTEMA Group companies, which is one of the prominent charitable foundations in Russia. The list of partners and sponsors includes 85 organizations from different industries. Most companies are Russian, which are often headquartered in Saint Petersburg. There are 7 funds, 3 theaters, and 2 universities among them. The Information Partners section provides data on 14 companies, including 2 municipal TV channels in Saint Petersburg, 4 magazines, 1 popular radio station, and 1 Internet portal for event promotion. The absolute majority of the information partners of the museum are located in Saint Petersburg.

The Russian Museum also has Friends of the Russian Museum Society founded in 1997. "Among the honorary members of the society are President of the Russian Federation Vladimir Putin, Governor of Saint Petersburg Georgy Poltavchenko, President of the Russian Academy of Arts Zurab Tsereteli and others." [21] The Russian Museum International Society includes over 400 individuals, 42 of whom are honorary members and are outstanding figures of art, science, culture, etc., 6 of whom are foreigners. Currently, 85 firms and organizations from different industries are the corporate members of the society.

Another most visited museum in the must-see list is the State Museum of the History of Saint Petersburg, which is one of the well-known historical museums in Russia. The collection of the museum complex includes more than 1.3 million exhibits and shows the history of the famous city from the day of its foundation to present. "The center of the museum is the Peter and Paul Fortress, a unique monument of history, architecture and fortification art of the XVII–XX centuries. The architectural ensemble dominant – Peter and Paul Cathedral – is one of the symbols of Saint Petersburg, the tomb of the Imperial House of Romanov. In the historical buildings of the Peter and Paul Fortress there are expositions and temporary exhibitions of the museum." [22]

The Cooperation section on the museum's website provides a full list of museum partners, which can be divided into categories: Russian partners, foreign partners, and information partners. The historical museum cooperates and interacts with 27 Russian companies from different industries, 6 foreign partners, including 2 museums from Tallinn and Minsk, the International Council of Museums (ICOM), the Russian-Finnish Cultural Forum, the French Center for National Monuments, and the association of castles and museums. The list of information partners of the museum includes 11 companies, of which 1 is a municipal TV channel, 1 is a municipal radio channel, 1 is a municipal newspaper, 1 is the first free information service on tourism, 2 information and entertainment portals, and 4 guide-sites.

Museum of Anthropology and Ethnography named after Peter the Great (Kunstammer) of the Russian Academy of Sciences is a special case. The museum is the successor to the first Russian state public museum, the famous Kunstkamera, founded by Emperor Peter 1, the founder of Saint Petersburg. The museum undertakes extensive research, scientific and educational work, and it actively participates in the scientific life of the world community being a division of the Russian Academy of Sciences.

The museum has a huge number of sponsors and partners; however, these two concepts are not distinguished and indicated in a single list. This is the only museum that has four Ministries in its sponsors. Ministry of Culture of the Russian Federation, Ministry of Culture and Information of Germany, Ministry of Foreign Affairs of Switzerland, and Ministry of Culture of the State of Saxe-Anhalt; and 9 consulates general in Saint Petersburg: Germany, the Republic of India, the Republic of Korea, the Kingdom of the Netherlands, the Kingdom of Norway, the United States, Switzerland, Finland, and Japan.

The partners and sponsors of the museum are 33 commercial organizations, of which 9 are foundations: 1 from Finland, 2 from Korea, 3 from the Netherlands. Most of the partners - 19 companies are located in Saint Petersburg and 2 companies are found in the Leningrad Region. There are 3 educational organizations from the UK, the United States and the German Cultural Center – Goethe Institute, one of its representational offices is located in Saint Petersburg [23]

The Moscow Museum of Modern Art and the Multimedia Art Museum/Moscow House of Photography can be attributed to one cluster of museums exhibiting, exploring and gathering collections of modern art. Both museums actively promote young art, and not only in their exhibitions. Both art institutions have their own schools of contemporary art, which are aimed at teaching young artists from different media and curators focused on contemporary art. The schools provide both free and paid education.

The museum has the School of Contemporary Art *Free Workshops* founded in 1992. The school organizes one-year courses of Modern Art for young artists who want to develop in the field of contemporary art and “Supervision of contemporary art projects” for curators.

The Moscow School of Photography and Multimedia named after A. Rodchenko (MMAM) founded in 2006 is one of the structural divisions of the museum. The school offers a full-time educational program of the Art of Photography and Multimedia designed as a 3-year course and short supplementary educational programs in the same field. Five companies related to printing photos and designs, and offering discounts for their products to students of this educational institution are the school's partners.

The Multimedia Art Museum opened in 2010 and occupied a specially renovated building of the Moscow House of Photography, which was founded in 1996 and in 2001 transformed into the Multimedia Complex of Actual Arts. Since 2000, the Museum has actively organized regular Photobiennale exhibitions and the Fashion and Style in Photography festivals, numerous exhibitions of famous contemporary artists and photographers, and involved in publishing and educational activities.

The “Partners” section of the museum's website contains detailed information about the companies that sponsor the museum and the foundations of this cooperation based on the values and mission of the companies.

The museum has 3 strategic partners: Mastercard, Tele2, and Volvo cars Russia. All the companies are of non-Russian origin. The general partner of the museum is the large Russian

company NOVATEK PJSC, which is one of the largest natural gas producer in Russia. The company actively supports many other cultural projects of the country. Thanks to this company, the Multimedia Art Museum was given the opportunity to present to the public large-scale exhibition projects of classics of Russian and international photography not only in Moscow, but also in Saint Petersburg, Perm, Kostroma, Chelyabinsk, Khanty-Mansiysk and many other towns. NOVATEK is the general partner of the History of Russia in Photographs program.

The MMAM has a corporate trustee curator – a big Russian company Norilsk Nickel, which also sponsors the History of Russia in Photographs program and actively supports publishing activities of the museum. The museum has an innovative partner – ART, a new top-level domain for the global creative community. The mission of ART is “to collaborate with the artistic and cultural community to invent new and exciting digital services in the name of art and creativity.” [4]

The Moscow Museum of Modern Art was founded in 1999 by the President of the Russian Academy of Arts Zurab Tsereteli. Currently, the museum possesses a most valuable collection of Russian art of the 20th century, including the works of the classic Russian avant-garde of the early 20th century; “however, the exhibition also contains works by foreign artists: graphic sheets by Pablo Picasso, Fernand Leger, Juan Miro and Giorgio de Chirico, sculptures by Salvador Dali, Armand and Arnaldo Pomodoro, paintings by Henri Rousseau and Françoise Gilot, and installations by Yukorini Yanag”. [24]

The website Support MMOMA section contains the information about possible cooperation with the museum, the Friends of the Museum program in particular. Patronage of the museum includes 3 types of the program: platinum, gold and silver corporate. The Partners and Sponsors section provides a list of all companies that support the museum. The list comprises 55 organizations operating in different industries, including 30 Russian companies, of which 12 are foundations and 4 are embassies of Germany, Israel, Spain, and France.

## V. PRIVATE MUSEUMS

The samples of both cities contain one private museum. The specialization of both art institutions is modern art.

The Garage Museum of Contemporary Art in Moscow founded 10 years ago by Darya Zhukova and Roman Abramovich is “the first philanthropic institution in Russia to create a comprehensive public mandate for contemporary art,” which annually hosts exhibitions of famous contemporary artists. [25] In addition to exhibiting modern art, the museum is involved in educational, publishing, research, grant and other activities. The museum offers companies to support the museum as a “partner in activities that reflect the values of their brand to receive a number of privileges.” The art institution offers brands to support any of the 11 cultural initiatives.

The museum's partners include 7 companies, 2 of which are Russian companies Ingosstrakh Insurance Company and PIK Group PJSC. The other 5 companies are Russian representative offices of foreign companies: BMW, one of Germany's largest auto manufacturers, KPMG, one of the biggest audit networks

in the Netherlands, 2 Japanese companies – UNICLO, a retail chain of casual wear, and Panasonic, one of the world's greatest manufacturers of household appliances and electronics, and the Hennessy Cultural Foundation. Most of the museum's partners became involved through personal contacts, the image of the museum's founders, and the popular content offered to visitors.

Thus, in April 2018, the Japanese company UNICLO renewed long-term cooperation in the framework of a strategic partnership with the museum, which is focused on “the desire to improve the life of every person, making art and fashion understandable and accessible to everyone.” The UNIQLO Free Friday Nights program offers the visitors of the Garage a free ticket to the Museum exhibitions from 5 p.m. to 8 p.m. every Friday. [26]

The museum gives special attention to Japanese contemporary art: over the past few years, the Garage organized the exhibition of the most highly-paid female artist Yayoi Kusama and the first large-scale project of a world-famous Japanese artist Takashi Murakami. The exhibitions were supported by the Japanese company Panasonic, the Japan Airlines, and the hotel of St. Regis Moscow Nikolskaya.

In addition to the partnership program, the Garage offers such types of cooperation as sponsorship and corporate patronage. The museum's corporate patrons are 7 companies: 4 patrons of Gold category are Russian representative offices of foreign companies, 1 patron of Silver category – the University of Synergia, 1 patron with no category – the AZIMUT Hotels, and 1 patron of the educational program Art, Science and Sport.

Information partners of the museum are 2 radio stations: Business FM and Radio Cultura, and the printed media The Art Newspaper Russia.

The second private museum is the Erarta Museum of Contemporary Art in Saint Petersburg, the largest private museum in Russia, whose collection, according to the official website of the museum, has more than 2,800 exhibits in the permanent collection and collaborate with more than 300 artists from different regions. The museum is the only art institution of this type in Saint Petersburg that exhibits contemporary art only. The museum's website has the following sections: types of support, financial support, informational support, cultural support, other types of support, your offer, our partners, and donate. These sections provide a detailed information about the ways of cooperation with the museum; however, the museum is not popular with companies despite the fact that the number of visitors is high: 391,707 visitors in 2016 and 248,280 visitors in 2015.

As can be seen on the Erarta's website, the museum has only one partner, the SOKOS HOTELS in Saint Petersburg, and three information partners: Gazprom-media radio, the KudaGo information portal (Saint Petersburg) and the House of Books (Saint Petersburg).

## VI. CONCLUSIONS

To sum up, the study claims that no exact terminology defining the types of cooperation has been developed so far. No distinction between sponsorship and partnership has been identified – both categories are indicated in one section, which

means that in some cases the border between these concepts is rather vague.

The analysis of the websites shows that museums that post their partners on the sites and in other information sources are more attractive, because companies participating in the support and development of museums expect some reward from such mutually beneficial cooperation. The museums that hide brands and people who help them are less likely to get a good partner. Major partners and sponsors anticipate some kind of joint work, namely, getting informing about upcoming projects and active participation in the life of the museum not only financially.

Large corporations seek to become partners not of one but several world famous museums. On the one hand, they find new target audiences, and on the other hand, they expand the scope of their activities in the field of culture and make indispensable contribution to the history of Russia as a patron.

Perception of the museum as a strong brand is a significant factor that encourages brands to choose a partner in order to achieve mutually beneficial partnership. [27] It is important to note that with regard to the content, the most visited museums of Saint Petersburg are more focused on preservation of historical and cultural heritage, while Moscow museums are focused on contemporary art and new media. This fact is due to both public interests and the resources and orientation of the museums.

It should be noted that personal cooperation of the company representatives is often the basis of cooperation.

The choice of museums and projects to provide support is not random. The concept of partnership is based on common core values of both the company and the museum. [28] Brands support the projects that correlate with the company's philosophy and can improve its reputation. This is emphasized on websites of the brands, for example, VTB Bank, which is a partner of 4 largest museums of the two Russian capitals considered in this study, actively supports theaters: the Bolshoi Theater, the Mariinsky Theater and the Peter Fomenko Theater. The cooperation with each of the partners is covered on a separate page on the VTB website, which is regularly updated. [29]

Companies are currently interested in long-term cooperation, which will be part of the communication policy of the company and its development strategy as a whole. Due to increased public interest in museums and their projects, companies will pay more attention to promising cooperation in the field of culture.

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