

Erarta Museum of Contemporary Art

Erarta is the largest private museum of contemporary art in Russia. Over the 8 years in existence, Erarta's permanent collection has grown to include 2,800 works by more than 300 artists from all across the country.

Erarta Museum was repeatedly mentioned as a top choice tourist attraction by the world's leading Lonely Planet guidebooks, ranks among the top 10 museums in Russia on TripAdvisor travel website, was spotlighted as one of the '5 cultural gems in St. Petersburg' by National Geographic, and became the country's first contemporary art museum to be featured on Google Art Project.

Permanent Collection Display

The permanent collection display at the Museum Wing showcases the vast variety of contemporary visual arts from paintings to video art, as well as Erarta's unique signature projects. The idea behind every such project is to bridge the gap between contemporary art and the viewer.

The *U-Space* immersive installations project (the museum has a total of 8) offers each visitor a unique and very personal emotional and mental experience during the 15 minutes spent inside each of these artistic spaces. Every total installation has its own theme manifested in each tiny detail, from lighting to smells.

The *Audio Installations* were designed to draw the viewer into the world of sometimes inscrutable expressive paintings. The project is an inspiring example of professional sound design.

The *Art-Literature* project is a way to engage the viewers in a dialogue by prompting them to describe their impressions in the form of a creative essay. This allows every Erarta visitor to share his or her insights with others.

Two Video Halls are used for screening short films created for the *Art-Animation* project and episodes of *The Adventures of BB Square* cartoon series. *Art-Animation* invites the viewer to join the game of locating certain artworks from the museum's permanent collection which inspired the animated films. Videos for the *Art-Animation* project were submitted by professional and amateur animators alike, and the final selection was based on an open competition. In addition, *The Adventures of BB Square* cartoon series created by Erarta is the only art education cartoon made in Russia. All twelve episodes can be viewed in the Video Hall or on the museum's YouTube channel.

Temporary Exhibitions

The museum's Exhibitions Wing is entirely dedicated to temporary shows: every year, Erarta stages more than 40 exhibitions alternately focusing on painting, sculpture, photography, fashion, design, architecture and video art. The museum collaborates with numerous Russian artists and introduces its guests to the most influential projects and names of the global art scene, from the much-talked-about *Undressed* exhibition presented by the London-based Victoria and Albert Museum to the star of contemporary Chinese art Liu Bolin. The capacity of the exhibition rooms is such that there is enough space even for such large-scale projects as *Lamborghini: Design Legend* featuring rare car models, or the exhibition of monumental sculptures by Salvador Dalí.

The circle of prominent contemporaries closely associated with the museum extends far beyond the purely artistic community: band leaders and musicians Sergey Shnurov and Boris Grebenshikov, rooftoppers Vadim Makhorov and Vitaliy Raskalov, film director Sergey Solovyov and animator Alexander Petrov were among those who presented their exhibition projects at Erarta.

One of Erarta's principal goals is to celebrate the wealth of talented, brilliant and highly original artists living in other parts of Russia. The Russia in Erarta project is a chance for the museum's curatorial team to take the highlights of Erarta's permanent collection on travelling exhibitions, bringing back to St. Petersburg outstanding artworks from Samara, Perm, Novosibirsk, Krasnoyarsk, Izhevsk, Irkutsk, Ufa, Krasnodar, Vladivostok and other cities.

Day at the Museum

You can easily spend the whole day at Erarta. The museum's One Day Ticket costs RUB 550 and includes admission to the permanent collection display and all temporary exhibitions. It is hardly possible to explore the entire museum in just one visit, even more so since the permanent collection keeps expanding and all temporary shows are changed every three months. To those unwilling to miss out on any news from the world of contemporary art Erarta is offering its very attractive Membership plans. For as little as RUB 1000, for instance, each Member enjoys an unlimited number of visits to the museum and all its temporary shows for an entire year, a fast track access, and a 10% discount at Erarta's restaurant, café and stores. Other Membership options are Family and Two-Year Membership plans.

The Erarta Restaurant located inside the museum building is a place where new recipes reflecting the most cutting-edge technologies meet unflinching reverence for the all-time classics. A cosy summer patio welcomes guests during the warm season. The highlights of the museum café on floor 3 are local desserts and an open-air balcony – the perfect place for relaxing and socializing.

The Erarta Home Stores offer gifts, souvenirs, books, interior décor items, prints and original artworks by contemporary Russian artists. Should you need any assistance, the Erarta Design studio team is always there to help you seamlessly fit your newly purchased piece of art into your home or office interior. The shop.erarta.com web store is available for online purchases.

Erarta has a number of insightful guided tours – general and themed, for art connoisseurs and newbies, thought-provoking and interactive, allowing a complete immersion into the world of contemporary art. A one-hour permanent collection highlights tour is recommended for first-time visitors. Audio guides can also be borrowed. The tailored children's programs are both educational and entertaining.

It is advisable to plan your visit to Erarta in advance by purchasing a One Day Ticket or Membership online. The e-Ticket is valid for 30 days from the date of purchase and allows the visitors to skip any potential queues. Erarta Memberships also make great gifts.

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Opening hours: 10:00 to 22:00 every day except Tuesdays
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