

ERARTA

THE BIGGEST MUSEUM OF CONTEMPORARY ART IN RUSSIA

IN OUR ENTIRE HISTORY,
ERARTA MUSEUM HAS NEVER
RECEIVED ANY KIND OF FINANCIAL
SUPPORT FROM THE RUSSIAN STATE.
OUR ONLY SOURCE OF INCOME
IS THE REVENUE GENERATED FROM
OUR VISITORS VIA TICKET SALES
AND OTHER MUSEUM ACTIVITIES.
THANK YOU VERY MUCH FOR
VISITING AND SUPPORTING ERARTA!

WELCOME TO ERARTA!

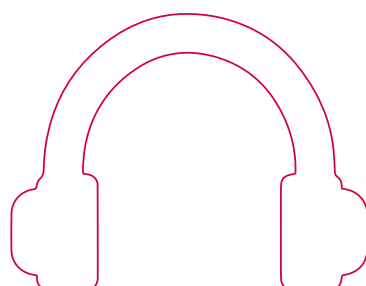
Your Ticket/Membership is **VALID FOR 365 DAYS**. You have plenty of time to explore our permanent collection and see the 40 excellent exhibitions that Erarta stages each year. Visit our website for more details:

erarta.com



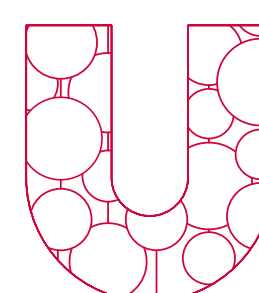
THREE THINGS YOU SHOULD KNOW:

① Register your Ticket/Membership. A valid Ticket/Membership entitles you to **Fast Track** access to the museum through a dedicated entrance. During your next visit, simply walk up to the turnstile, and our access control system will recognize you automatically!



② Use your Erarta Account to renew your Ticket/Membership at a **discounted price**. We have sent a link to your Account along with your login details to the email address provided in your questionnaire. Our complimentary **audio guides** are also available through your Account

③ While at the museum, you can renew your Ticket/Membership, book a guided tour or a U-Space session, or purchase **gift certificates** for your friends at counters 9 or 10



PERMANENT COLLECTION

DISPLAYED OVER 5 FLOORS
OF THE MUSEUM WING

2,800 WORKS OF CONTEMPORARY ART

300 ARTISTS FROM ALL OVER RUSSIA

PAINTINGS

DRAWINGS

SCULPTURES

INSTALLATIONS

ART OBJECTS

VIDEO ART

SCIENCE ART

AND MORE

Dmitry Kawarga
Model of Bipolar Activity

CURRENTLY ON EXHIBIT



Anatoliy Gankevich
Russians Are Coming II



Yuliy Rybakov
Big Brother



Alexander Kabin
Parade. From the War Series



Evgeny Savrasov
Memory

L!FE HACK

Photography is more than allowed — it's encouraged! Please turn off your flash and snap away. Don't forget to use #erarta, you may even win a prize!

Pavel Grishin
The Last Supper



HOW TO MAKE FRIENDS WITH CONTEMPORARY ART

We are our own best friends, and so the easiest way to make friends with contemporary art is to let it help us gain a better insight into our own selves. Search the artworks for something that could, through your individual associations, trigger new thoughts and ideas, boost your mind, fuel memories and emotions! Our guided tours, wall texts and other pieces of information accompanying the artworks in our collection have been created to tell you what we love and value about them; your next step will be to form your own opinion about the art on exhibit.

Take a look at the artwork on the following page. Contemplate it for a while. Does it evoke any feelings or memories? See if they match the insights and emotions expressed by one of our guests. You can also share your impressions by emailing them to lit@erarta.com – we will display all essays we would like our guests to read



Alexander Korolyov
Butterflies
1999

BUTTERFLIES

I have forgotten the sound of your voice.
Did I ever hear it at all?
I never asked your name,
and why would I actually want to know it?
We've been together only once,
but it feels like it lasted a lifetime.
Butterflies can live an entire life in one day.
Nothing reminds me of that day:
why, then, every time that
I grab a random piece of paper
I draw the outlines of our bodies
over and over again?

COMPLIMENTARY AUDIO GUIDES

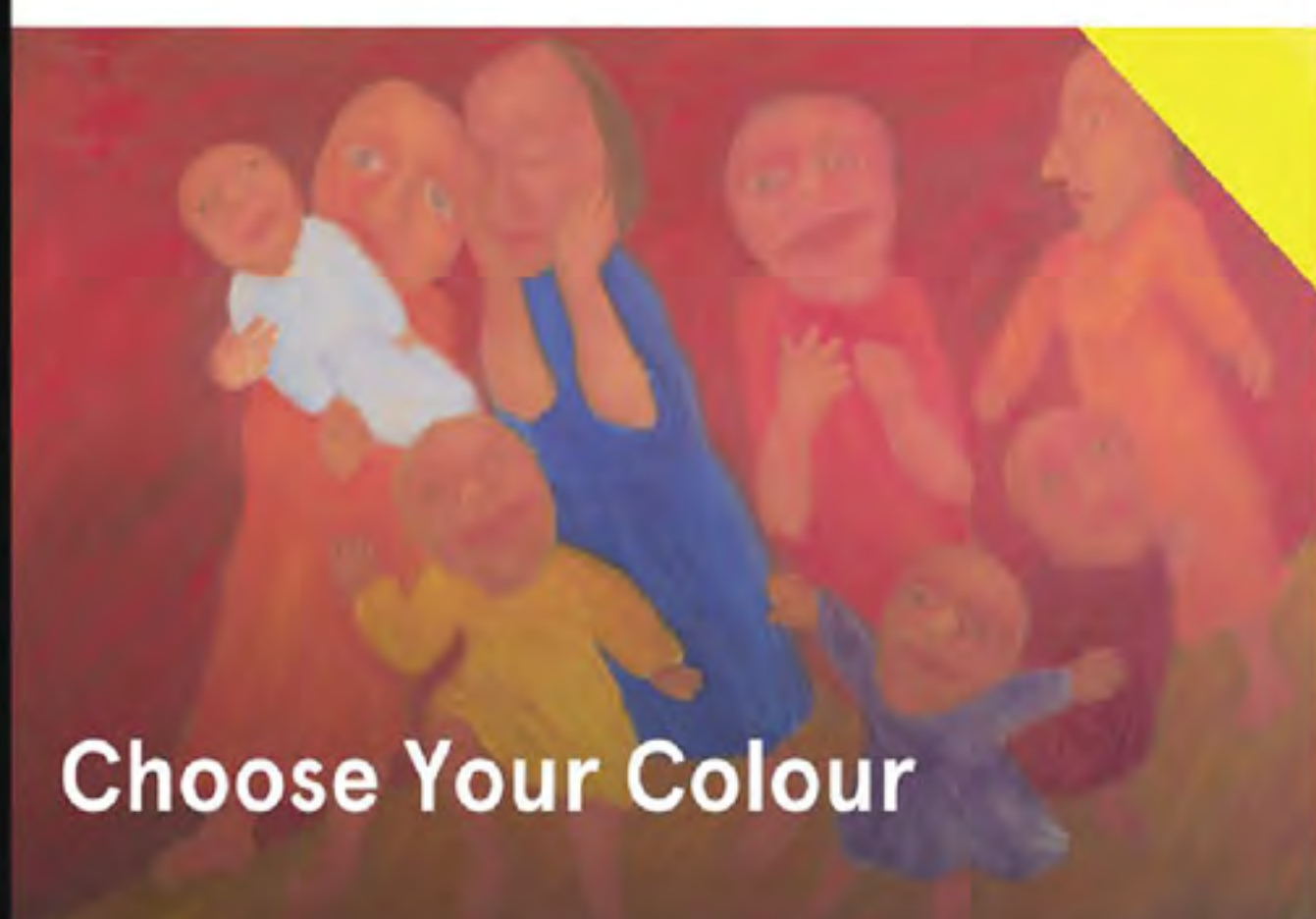
Holders of valid Erarta Tickets/Memberships enjoy access to audio guides. Simply sign in to your Erarta Account and select a guided tour of your choice.

GO TO YOUR ACCOUNT →

Audio guides to
the permanent collection



Introduction to Erarta



Choose Your Colour

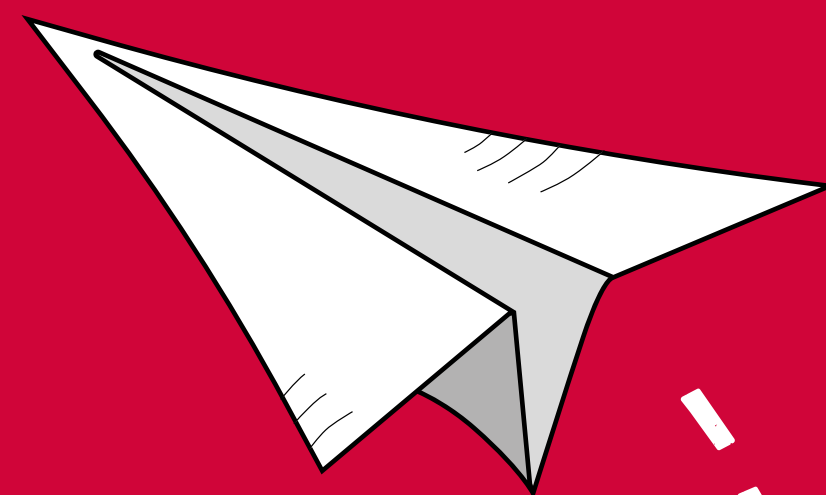
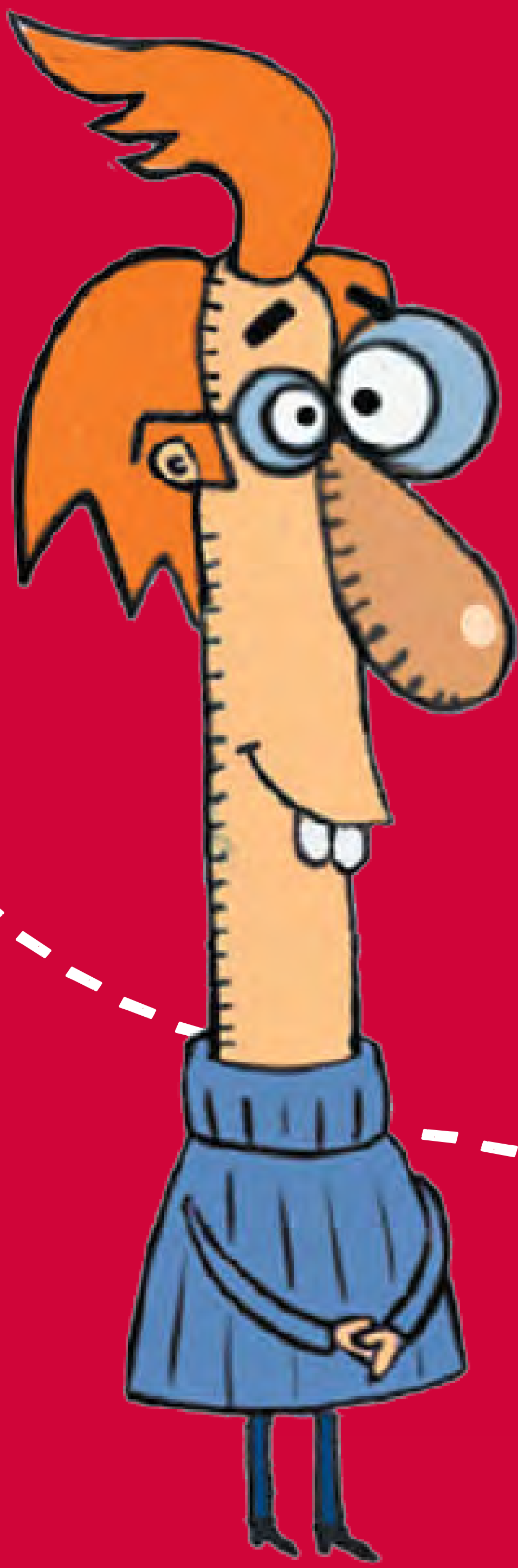
Audio guides to
temporary exhibitions

For any queries concerning audio guides,
contact our staff at counters 9 or 10

FOR KIDS

**ADVENTURES WITH
BB SQUARE AND
BEYOND ART
ART QUESTS**

Pick up a free itinerary
sheet at the reception
and turn your family visit
into a thrilling adventure
(available in Russian only)



GUIDED TOURS

**OUR GUIDES WILL HELP YOU
MAKE FRIENDS WITH CONTEMPORARY ART**

**FOR YOUR FIRST VISIT,
WE RECOMMEND THE INTRODUCTION
TO ERARTA GUIDED TOUR**

**TAKE THE CHOOSE YOUR COLOUR
GUIDED TOUR TO FIND OUT
HOW COLOUR CREATES MEANING**

Book your private tour today at erarta.com
or at counters 9 or 10

TEMPORARY EXHIBITIONS

40 EXHIBITIONS EACH YEAR

OUTSTANDING PROJECTS FROM
ALL OVER THE WORLD

CONTEMPORARY RUSSIAN ARTISTS



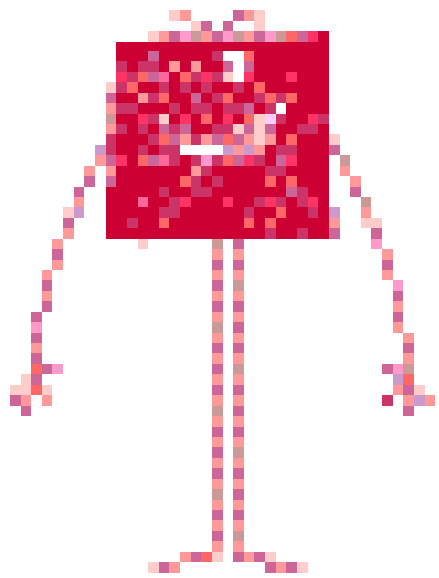
PAINTING
SCULPTURE
PHOTOGRAPHY
FASHION
DESIGN
VIDEO ART
ARCHITECTURE

Mario Testino: Superstar
UK
2019

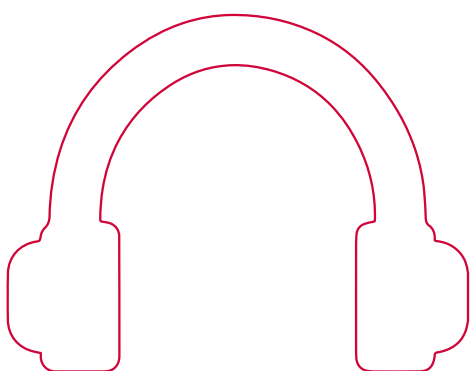
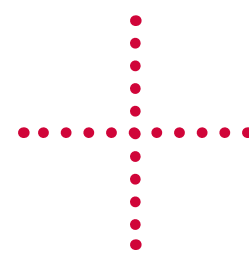
MUST-SEES FOR FIRST-TIME VISITORS

It's impossible to experience everything in one visit, as there's much to explore, but for your first visit, we recommend the following, depending on how much time you have.

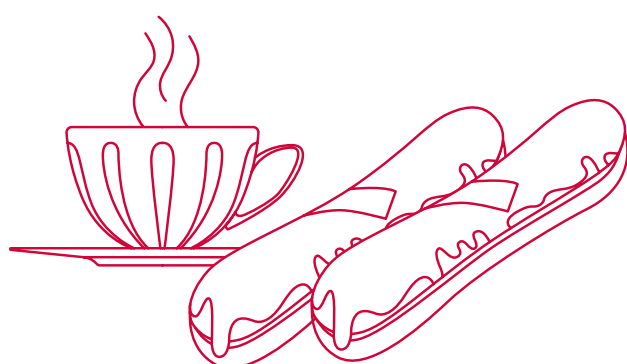
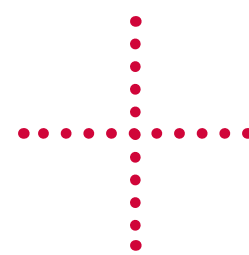
Don't forget to take a break and relax as well! The award-winning Erarta Restaurant on floor 1 and the café with delicious desserts on floor 3 are always open for your enjoyment.



If you are visiting with kids, don't forget to pick up a free itinerary sheet detailing one of our exciting art quests (available in Russian only)



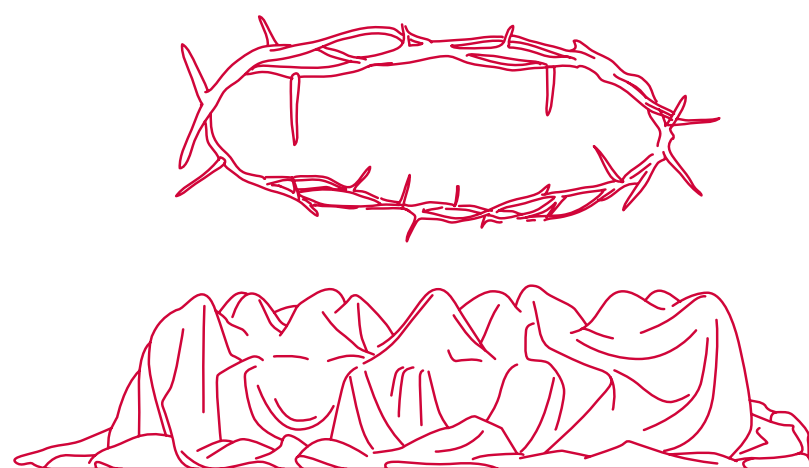
Our audio guides are available on your smartphone



Erarta's signature eclairs – enhance your museum experience with a famous dessert

IF YOU HAVE:

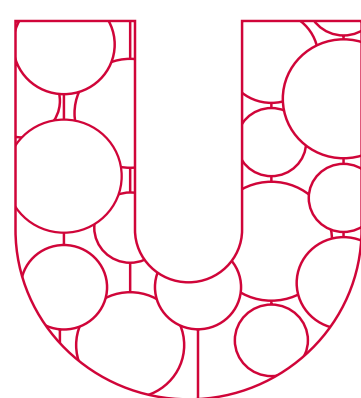
1 HOUR



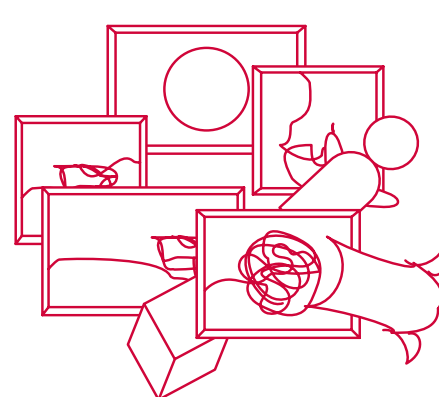
Floor 5
of the Museum Wing



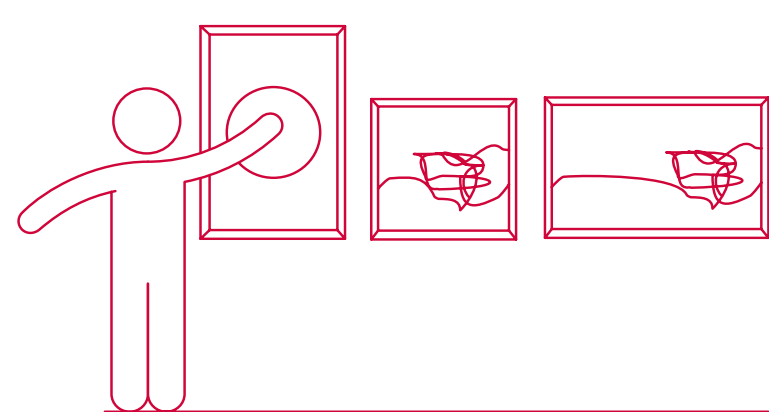
Art-Animation



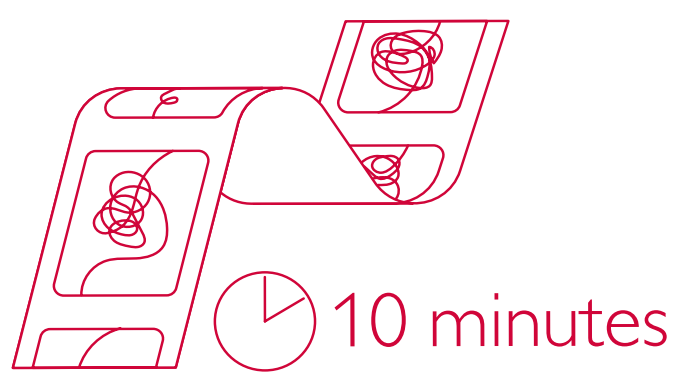
One U-Space



One or two temporary
exhibitions

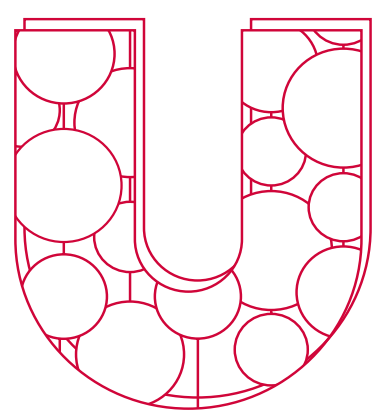


A guided tour
of the Museum Wing
(1 hour)

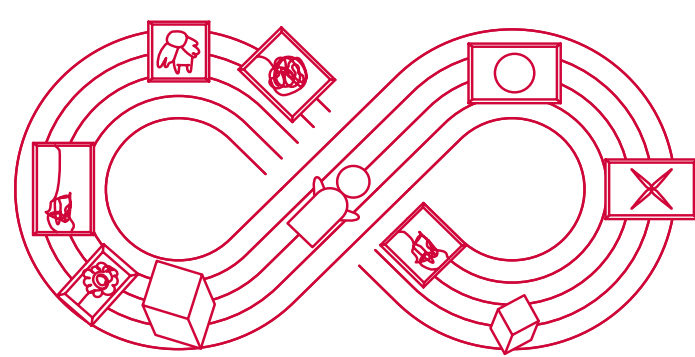


Art-Animation

2 HOURS

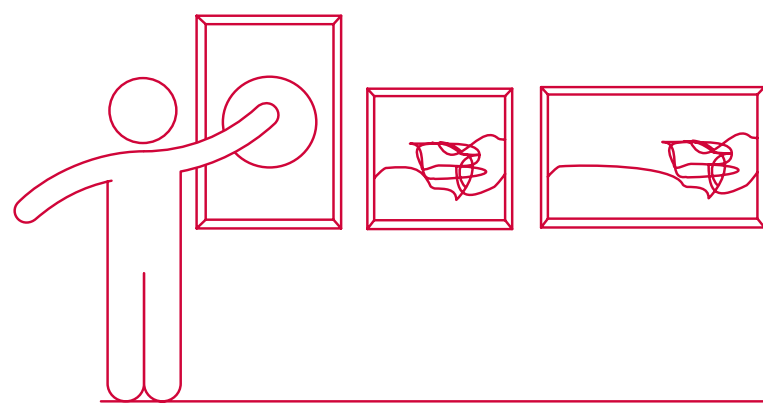


One or two
U-Spaces

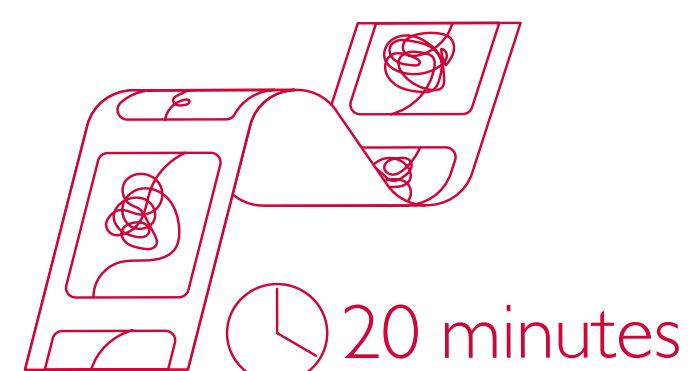


Three or four
temporary exhibitions

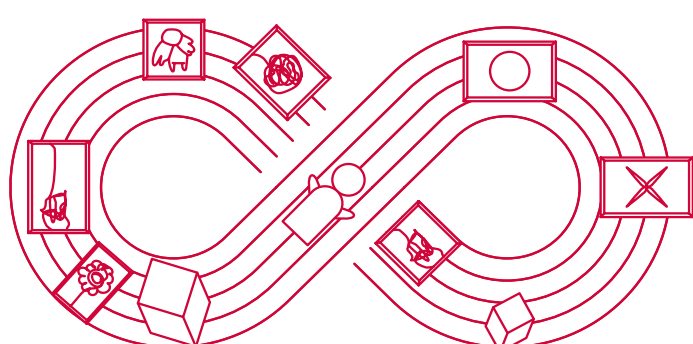
3 HOURS AND MORE



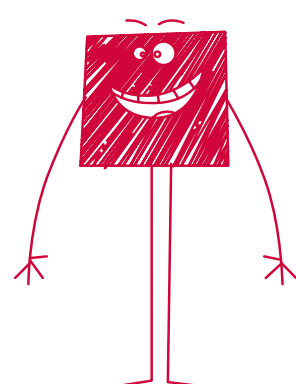
A guided tour
of the Museum Wing
(1 hour)



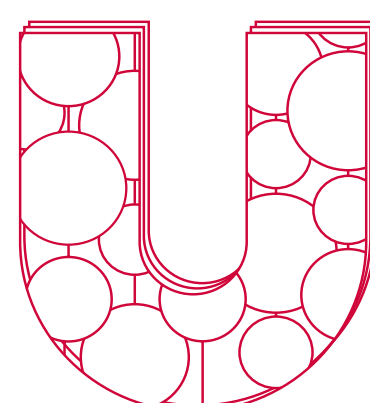
Art-Animation



As many temporary
exhibitions as you wish



Several series
of The Adventures
of BB Square Cartoon



Two or three
U-Spaces

ONLY AT ERARTA MUSEUM



U-Space Total Installations —
10 minutes of another life



The Adventures of BB Square —
a fun and engaging cartoon series about
contemporary art

L!FE
HACK

If you didn't have time to catch our famous BB Square cartoon series at the video halls, you can always do what 3 million others did — watch the English language version on YouTube ;)



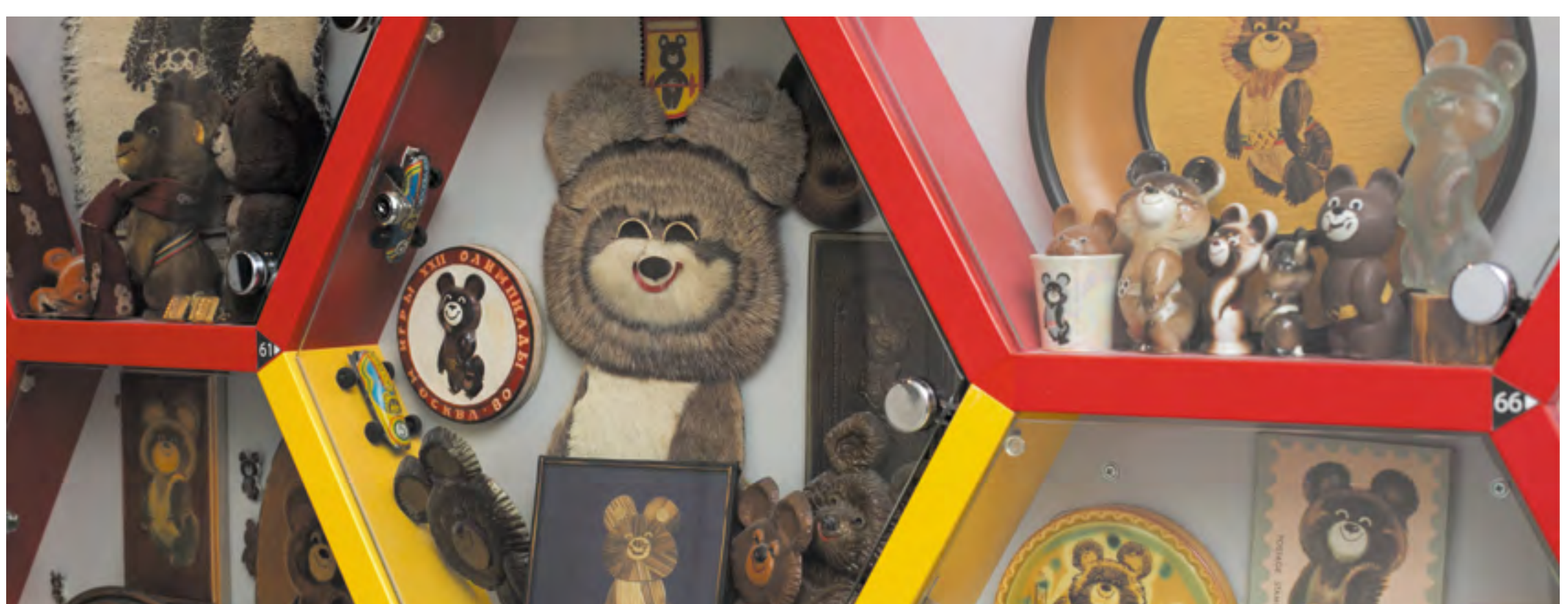
Art-Animation and Audio Installations —
short animated films about the artworks
in our collection



Art-Literature —
our visitor's insights and emotions
in essay format



Theatre With No Actors —
multimedia play bringing paintings to life



YOUunits —
a space for self-expression: 70 display cells
anyone can rent

ERARTA RESTAURANT

CREATIVE CUISINE

EXTENSIVE WINE LIST

> 100 SELECTIONS

**OUR FAMOUS DESSERTS —
THE BEST IN ST. PETERSBURG**



10% discount for
Erarta Members

**Museum Wing,
floor 1**

+7 (812) 334 68 96
restaurant.erarta.com

 **erarta.restaurant**



CAFÉ

floor 3

**THE PERFECT PLACE TO
UNWIND AND SOCIALISE**

**DESSERTS CREATED
BY OUR PASTRY CHEF**



**10% discount for
Erarta Members**



BUYING ART: ERARTA GALLERY AND ERARTA DESIGN

Exhibitions Wing,
floor 1



VISIT ERARTA.COM TO
LEARN ABOUT OUR HOME
DECORATION SERVICES

LIMITED EDITIONS

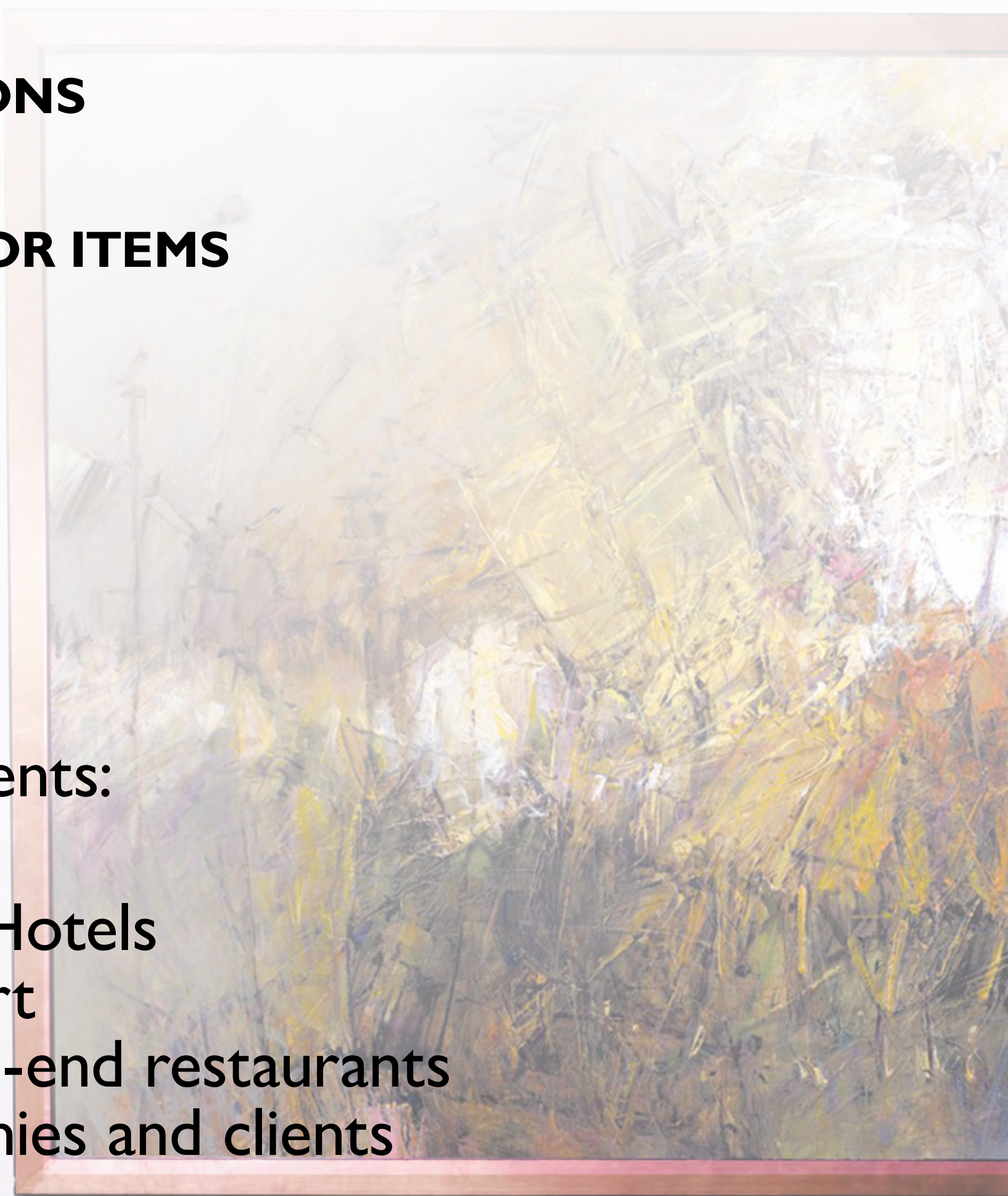
INTERIOR DECOR ITEMS

PAINTINGS

SCULPTURES

Among our clients:

Four Seasons Hotels
Pulkovo Airport
Numerous top-end restaurants
Private companies and clients



ERARTA HOME STORES

Exhibitions Wing,
floor 1

GIFTS

PAINTINGS

PRINTS

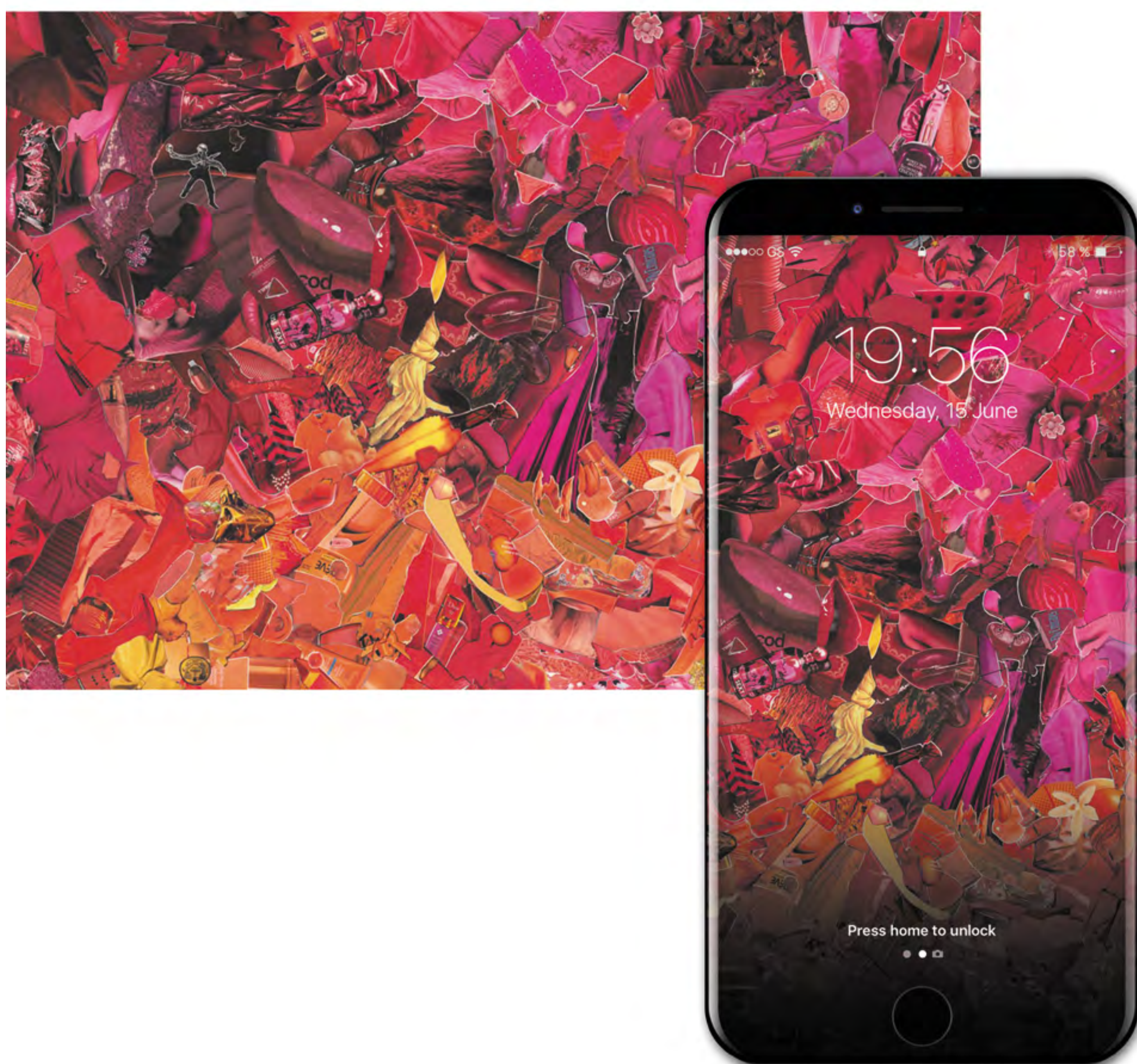
BOOKS

ART OBJECTS



10% discount for
Erarta Members

ONLINE STORE



**THE BEST ORIGINALS,
PRINTS AND GIFTS CAREFULLY
SELECTED BY ERARTA
FOR YOU**

FREE DELIVERY WORLDWIDE

SHOP.ERARTA.COM

THE VALLEY OF COLOURS

**A BOOK BY THE FOUNDER
OF ERARTA MUSEUM**

An entertaining tale of fantastic adventures of colours which eventually led to the creation of a rich palette from the three primary colours. Despite being a fictional story, the book contains extensive facts about the life and customs of people of different countries that are entwined with elements of psychological aspects of colour perception.

Many of us do not realize what artists are well aware of: that each colour has its own unique character and charm and interacts in a special way with other colours. The book is an attempt of an easy-going and engaging conversation with the younger generation on the very serious issue of the importance of the need to learn to see the beauty and splendour of the surrounding world in order to grow to love it in all its diversity.



BUY THIS BOOK AT ERARTA HOME
STORES ON FLOOR 1 OR ONLINE
AT SHOP.ERARTA.COM



LIFE HACK

Learn more about the book
and its characters at
The Valley of Colours Room
on floor 5 of the Museum Wing



FILL YOUR LIFE WITH EXCITING DISCOVERIES — MEMBERS HAVE MORE FUN!



- FAST TRACK ACCESS TO THE MUSEUM
- ALL YOUR GUESTS CAN ALSO ENTER VIA THE FAST TRACK WITH A 20% DISCOUNT
- PLUS-ONE INVITATIONS TO EXHIBITION PREVIEWS
- 2 COMPLIMENTARY U-SPACE SESSIONS
- COMPLIMENTARY AUDIO GUIDES
- 10% DISCOUNT AT THE ERARTA RESTAURANT, CAFÉ, ERARTA HOME STORES AND SHOP.ERARTA.COM ONLINE STORE

YOUR EVENT AT ERARTA

CONFERENCES

PRESENTATIONS

**CORPORATE
EVENTS**

**PRIVATE
CELEBRATIONS**

**VISIT ERARTA.COM TO PLAN
YOUR EVENT AT ERARTA**

SHARE YOUR IMPRESSIONS OF ERARTA

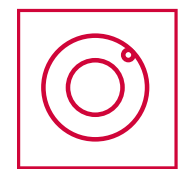
USE **#ERARTA**
IN YOUR POSTS:



/erarta



/erarta



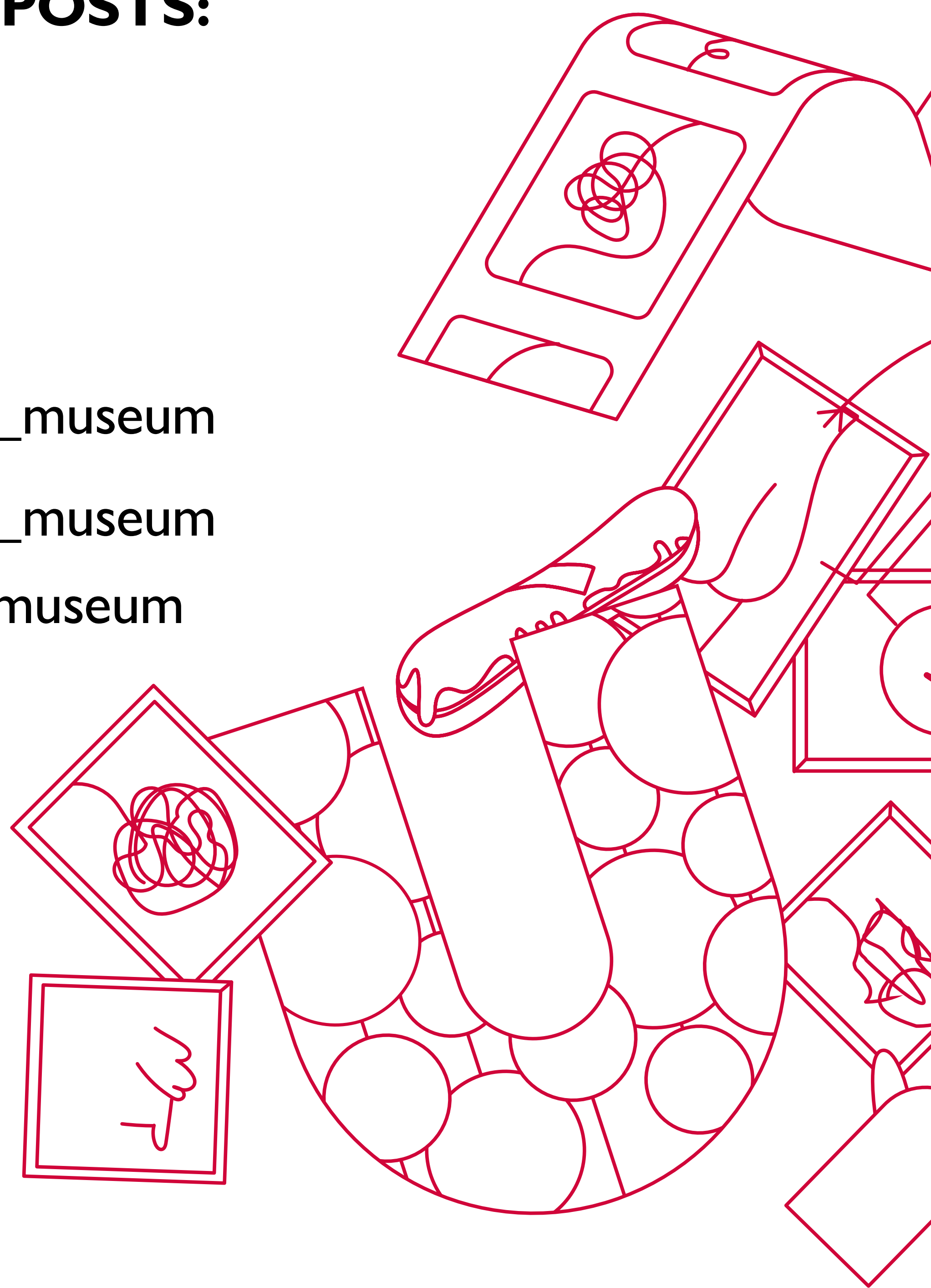
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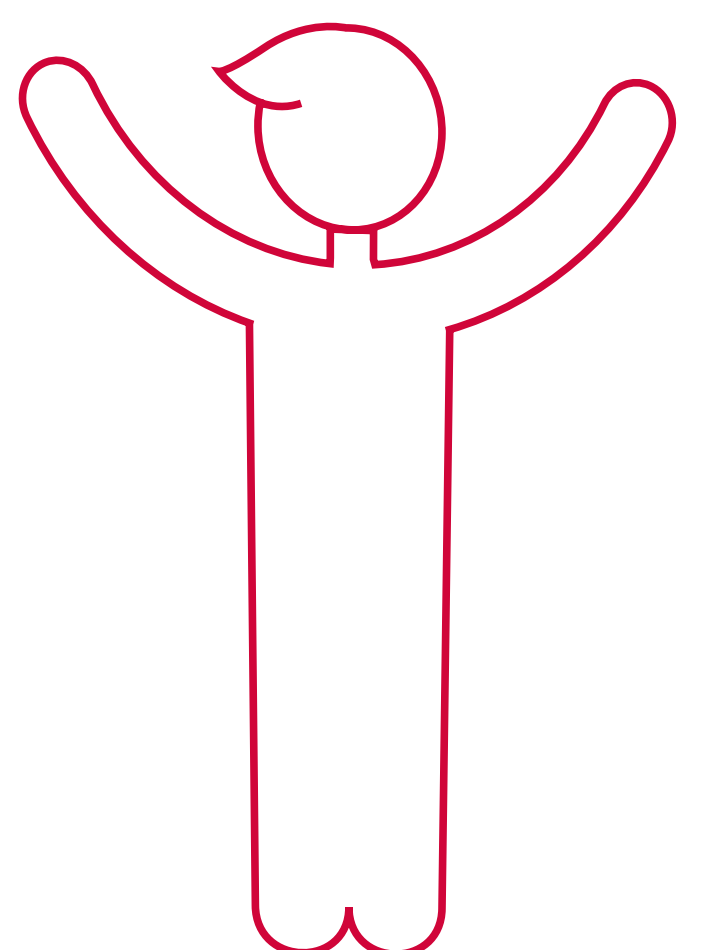


/erartamuseum



Tell us what you think

We exist for you and because
of you, therefore your feedback
is extremely important.
Visit erarta.com to share
your opinion with us.



40 EXHIBITIONS EACH YEAR

PAINTING

SCULPTURE

PHOTOGRAPHY

FASHION

DESIGN

VIDEO ART

ARCHITECTURE

Official partners

