

**International Summer School**  
**'Impacts of Cultural Events on Small and**  
**Medium-size Art-oriented Towns'**

**ICE-SMART 2014**



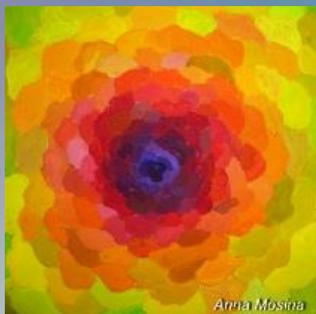
**St. Petersburg, 2014**

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# ABOUT US

## Lab of Economics of Culture



The Lab of Economics of Culture (LEC) was established within the National Research University Higher School of Economics in St. Petersburg in 2011.

Main research projects of the LEC are focused on impacts of cultural events on cities' development, role of creative industries in the contemporary socio-economic development, and role of gastronomic brands in tourist destination promotion.

The Lab is made up of faculty, graduate students and researchers from management, economics and sociology departments of the HSE in St. Petersburg.

The International Summer School 'Impacts of Cultural Events on Small and Medium-size Art-oriented Towns' ICE-SMART is being organised in 2014 for the first time.

We are looking forward to welcoming participants and lecturers in the Higher School of Economics!

### Contact information

**Phone:** +7-812-315-07-10

**Fax:** + 7-812-315-07-10

**Email:** ice-smart@hse.ru

**Address:**

16 Soyuza Pechatnikov  
190008 St. Petersburg  
Russia

[www.hse.ru](http://www.hse.ru)

[www.cultecon.hse.ru](http://www.cultecon.hse.ru)

## STAFF

Valery Gordin, Head of the LEC

Professor, Dr. of Science in Economics,  
National Research University Higher School of Economics in St.  
Petersburg

**Phone:** +7-812-315-07-10

**Fax:** + 7-812-315-07-10

**Email:** [gordin@hse.ru](mailto:gordin@hse.ru)



### Summer School Team

Mariya Dedova

Postgraduate student at the Management Department,  
National Research University Higher School of Economics in St.  
Petersburg

**Phone:** +7-812-315-07-10

**Mob.:** +7-904-515-46-33

**Email:** [mdedova@hse.ru](mailto:mdedova@hse.ru)



Katerina Dulatova

Lecturer at the Management Department,  
National Research University Higher School of Economics in St.  
Petersburg

**Mob.:** +7-953-359-15-27

**Email:** [kdulatova@hse.ru](mailto:kdulatova@hse.ru)



Ekaterina Koval

Student at the Economics Department,  
National Research University Higher School of Economics in St.  
Petersburg



## ACADEMIC PROGRAM

The academic program of the Summer School includes lectures, discussion seminars and sites visits. As an ICE-SMART participant you will also have an opportunity to discuss your current research project with colleagues and to develop it further. A collective monograph will be published and will include selected papers by ICE-SMART 2014 participants. The updated schedule can be found on the webpage: <http://ice-smart.hse.ru/programme> and will be handed out upon the arrival of participants.

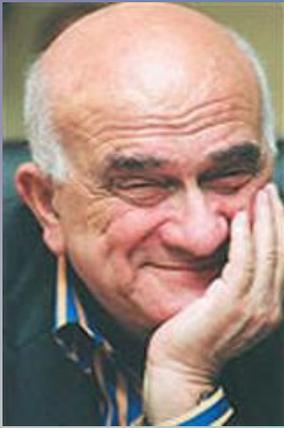
### **Classroom Attendance**

Classroom attendance is vitally important for a successful completion of each course, particularly in those classes which rely on classroom discussion or other forms of active participation by the students. Therefore regular classroom attendance is mandatory for all courses. Students absent from classes without leave will not be graded.

### **Alumni Network**

The ICE-SMART 2014 is aimed at creating and supporting an academic network for young researchers with a professional interest in studying impacts of cultural events. A collective monograph developed by lecturers and participants of the Summer School is planning to be published.

# FACULTY



Evgeniy Yasin

Professor, Dr. of Science in Economics,  
Academic Supervisor,  
National Research University Higher School of Economics



Valery Gordin

Professor, Dr. of Science in Economics, Head of the Lab of  
Economics of Culture  
National Research University Higher School of Economics in  
St. Petersburg



Pieter Jan Valgaeren

Researcher at Iminds Smit (VUB, Belgium) and ICRI  
(KuLeuven, Belgium).

Guest lecturer at Universities in Potsdam, Berlin, Valetta and  
Madrid and the Thomas Moore Institut in Mechelen.



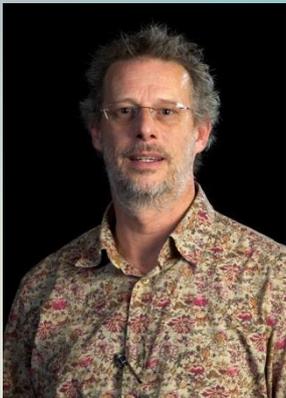
Tatyana Abankina

Professor, Cand. of Science in Economics,  
Director of the Center for Applied Economic Research,  
National Research University Higher School of Economics



Margo Rooijackers

Senior lecturer in consumer behaviour, imagineering & researcher at the NHTV, Breda University of Applied Sciences, the Netherlands.



Gert-Jan Remmers

Senior lecturer in branding, imagineering & researcher at the NHTV, Breda University of Applied Sciences, the Netherlands.



Irina Kizilova

Cand. of Science in Economics, Vice Director of the Institute for Cultural Programs (St. Petersburg), senior research fellow at the Lab of Economics of Culture, National Research University Higher School of Economics in St. Petersburg



Leonid Limonov

Professor, Doctor of Science in Economics, Head of Department of Urban and Regional Economics, National Research University Higher School of Economics in St. Petersburg

# ORIENTATION

## Program Overview

The ICE-SMART Summer School 2014 takes place from July 7 to July 13, 2014.

Participants are welcome to check-in starting from 1 p.m on July 7.

On 3 p.m. a walking tour around Tsarskoe selo and Ekaterininskiy Park will be organised for participants.

On 6 p.m. a brief orientation session will introduce students to the program and the venue.

After dinner on 7 p.m. a Welcome reception will take place. Students are advised to arrive before 7:00pm that day.

On Sunday morning, July 13, a Closing Ceremony will formally end the ICE SMART 2014.

Attendance of the Closing Ceremony, which will officially end around 12 noon that day, is mandatory. Students should make their travel arrangements accordingly.

## Excursions

On July 7 a walking tour around Tsarskoe selo and Ekaterininskiy Park will be organised for those participants, who have already arrived. Please note that the entrance fee for the Park is 120 RUB for adults and 60 RUB for students. The fee is paid by the participants.

On July 8 a site visit to Gatchina will be organised for all the participants. Excursion around the Gatchina Park is free of charge.

## Surrounding Area

Tsarskoe Selo (Tsar's Village in Russian) is one of the most impressive suburbs of St. Petersburg. The palace complex of the town includes the Catherine Palace and parks, the Alexander Palace and parks and is a part of the UNESCO-protected Russian World Heritage site. The heart of the complex is the electric-blue, white, and gold Catherine's Palace, the world's longest palace, at nearly 300m (984 ft.).

Tsarskoe selo is only 14 km from St. Petersburg, one of the top travel destinations in Russia and Europe. With its magnificent buildings and breathtaking views of the river Neva it is the great place to visit, walk along one of the many picturesque canals or take in the world-renowned ballet at the Mariinsky Theater. People from all over the world come to watch the Neva bridges open during the White Nights season that lasts from the mid-May till mid-July.

Tsarskoe selo is also a good point of departure for visiting another beautiful attraction of St. Petersburg's suburbs Pavlovsk. The center of Tsarskoe selo is within 10 minutes walking distance of the Congress-complex. All necessary stores and services can be found there. There are supermarkets, a stationer, banks, a cash machine, a post office, a doctor, several restaurants and pubs.

Orthodox churches and a catholic church are also located in Tsarskoe selo.

## FEES

There is no registration fee. Organizers cover participants' accommodation and meals costs. Participants have to cover their travel and visa costs including medical insurance costs.

# ACCOMMODATION & MEALS

## Accommodation

The ICE-SMART 2014 Summer School will take place in the former imperial summer residence Tsarskoe Selo (town of Pushkin, St. Petersburg). The venue of the Summer School is the Congress-complex located in a historical part of the town within walking distance of the famous Catherine Palace.



Participants of the Summer School will be accommodated in the hotel (double rooms) located in the same building. Double rooms have private bathrooms. Sheets and towels are provided.

Students arriving before July 7 will have to find accommodation themselves until they can move into the hotel. Rooms have to be vacated on July 13, 2014.



## Meals



All meals are served in the dining hall located in the hotel building. The breakfast, lunch and dinner meals are served for students. Please note that the ICE-SMART 2014 Summer School cannot guarantee that all dietary needs students may have can be met.

# IMPORTANT INFORMATION

## Climate

In St. Petersburg, the summer climate is normally warm and humid, but not excessively so and evenings can be cooler even when the sun is still shining, so it's worth bringing at least one warm sweater. During summer average high temperatures are 20.3°C (68.6°F) and average low temperatures are 12.7°C (54.8°F). Given the summer rain, it's a good idea to bring an umbrella and raincoat at this time.



## Clothing

Casual wear will suffice for most activities. Students are requested to have suitable wear for excursions to parks of Pushkin and Gatchina. Rain wear, warm clothes and sturdy shoes are recommended.

## Currency

The currency of Russia is the Rouble (RUB). The easiest way to access funds is through ATM machines once you get to Russia. Machines can be found in the airport Pulkovo, in metro stations and, of course, next to banks.

## Registration of foreigners

Please note that according to Russian legislation every foreigner who comes to Russia for more than 7 working days (excluding holidays and weekends) should have his/her Russian visa registered. As the Summer School will last for 5 working days we won't arrange registration for foreign participants. Please note that if you are planning to stay longer in St. Petersburg after (or before) the Summer School a hotel where you'll stay must register your visa.

For more information visit:

<http://www.waytorussia.net/RussianVisa/Registration.html>

# TRAVEL GUIDE

## The address of the venue:

196602, Radischeva str., 4, Pushkin, St. Petersburg, Russia

In Russian: 196602, ул. Радищева, д.4, г. Пушкин, Санкт-Петербург, Россия

Google maps: <http://goo.gl/8wsPDt>

## Reaching the venue from Pulkovo airport

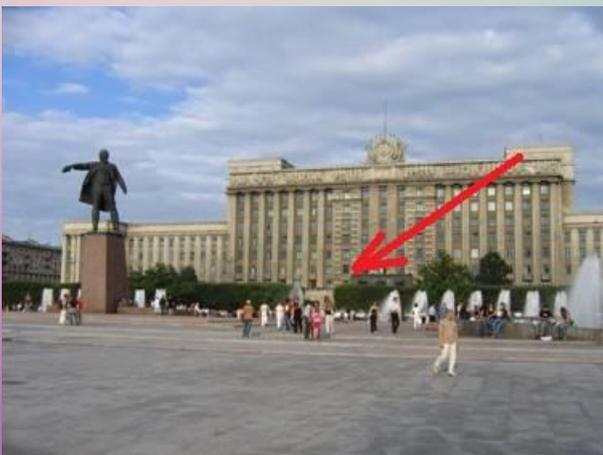
If you arrive via Pulkovo airport (LED)

### Option №1



The city bus No. 39 stop is in front of the Arrivals hall exit, which is on the ground floor of the terminal. The bus runs between Pulkovo and 'Moskovskaya' metro station every 12-20 minutes from 5.30 a.m. till 01.30 a.m. The trip takes 30-35 minutes. The cost of the trip 25 RUR.

Shuttle bus No. 39 stop is located in the same place. The bus runs between Pulkovo and 'Moskovskaya' metro station every 5 minutes from 7.00 a.m. till 11.30 p.m. The trip takes 15-20 minutes. The cost of the trip 36 RUR.



Once arriving to the 'Moskovskaya' metro station you'll see a big square with fountains and a monument of Vladimir Lenin in the center. You should head to the stop of shuttle buses that is located behind the monument and in front of the main building of the square.

You'll need to take shuttle bus No.K287 or No.K347. The trip will take around 30-40 min. You'll need to get off at the corner of Parkovaya Str. and Sadovaya Str. in Pushkin.

You can ask the driver to stop at: на углу Парковой и Садовой улиц в Пушкине.

Then you'll need to walk for about 5 min. Please consult the map: <http://goo.gl/R4o9Ua>

Please note that when going by bus to Pushkin from 'Moskovskaya' metro station you will go to the same direction where the airport is. Unfortunately, there is no other convenient way to get to Pushkin by public transport.

#### Option №2

Taxi. Travelling by taxi from Pulkovo Airport offers the flexible way of getting into Pushkin. The price will be around 800 RUB. Taxi Pulkovo counters are located at Arrivals hall on the first floor of the Terminal. We can also book a taxi for you in advance, if you consider this option.

#### **Reaching the venue from Moskovsky Railway Station**

If you arrive by train to St. Petersburg to Moskovsky Railway Station you should travel by metro from 'Ploschad Vosstaniya' metro station to 'Moskovskaya' metro station. The cost of the trip is 28 RUB. Please consult the map: <http://www.saint-petersburg.com/transport/metro/map/>

Then follow the instructions described on p. 12 how to get to the venue once you've arrived to 'Moskovskaya' metro station.

## Reaching the venue from other places in St. Petersburg

If you travel from other than above described places, please, travel to 'Moskovskaya' metro station and then follow the instructions described on p. 12 how to get to the venue once you've arrived to 'Moskovskaya' metro station.

If you have any further question please do not hesitate to contact us:

[Ice-smart@hse.ru](mailto:Ice-smart@hse.ru) or [mmedova@hse.ru](mailto:mmedova@hse.ru)

Looking forward to meeting you at the ICE-SMART 2014!

Your ICE-SMART Team