



DEVELOPMENT OF SOCIAL FUNCTIONS OF RAILWAY STATIONS

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Types of social and cultural activities at the railway stations

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**ACTIVITIES WITH A CULTURAL
AND EDUCATIONAL
ORIENTATION**

Increase of citizens interest to the station.

2

**ACTIVITIES IN ORDER TO
INCREASE THE COMMERCIAL
ATTRACTION OF THE RAILWAY
STATION**

Increase of attendance and commercial viability of the railway stations.

3

SOCIAL ASSISTANCE

Reduction of social tension at the railway stations.

Special aspects of Russian practice

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state

- Lack of state financial resources for solving critical social problems.
- Low efficiency of many state programs.



business

- Less difficulties in finding financial resources.
- More effective application of financial resources for social purposes.

The main distinctive feature of the development experience in Russia is the significant importance of **SOCIAL HELP**

Social assistance at the Russian railway stations

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addressee

- Citizens in difficult situation.
- Neglected and street children.
- Children at social risk.
- Families with children at social risk.

activities

- Help in purchasing of tickets to the destination point.
- Consultation help.
- Additional possibility on contacting home.
- Emergency help: temporary shelter, food, security.

partners

- Central and local authorities.
- Specialized governmental institutions and organizations.
- Non-commercial organizations on solving of social problems.
- Volunteers.

projects

- **Support of separate initiatives** (fundraising, advertisements by searching for missing children).
- **Cooperation by the performance of common projects** (searching of missing children).
- **Strategic cooperation** (agreements on social partnership).

Measures for development of social work at the railway stations

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CHILDREN'S EVENTS

- New Year's activities for children.
- Annual charitable performances "Spring voices".

POINTS FOR SOCIAL ASSISTANCE

- Point for social assistance to children and families with minor children at the Kazansky railway station.
- Point for social assistance to children and families with minor children at the Belorussky railway stations.

ART-SPACE VAUXHALL

- Exhibitions, thematic seminars, master-classes, fashion-shows and performances.
- Educational programs, round tables by social subjects.

PUBLIC INVOLVEMENT IN FORMATION OF THE CULTURAL ENVIRONMENT

- Installation of sculptures and monuments on the railway stations, selected according to the results of competitions and surveys among the passengers.



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Case study. Children's and New Year's holidays

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Held events:

- Organization of a children's playground for passengers with children at the Kazansky railway station in 2011.
- Organizations of New Year celebrations for children in the buildings of the Kievsky and Kazansky railway stations in 2010-2012.
- Organizations of charitable performance of the children chorus "Spring voices" at the Kazansky railway station in 2011-2013.



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Case study. Concerts and exhibitions.

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- The Gallery of folk artist of the Russian Federation Dmitriy Belyukin was opened in 2010 at the Kazansky railway station.
- Annually charity concerts with the participation of the children chorus "Spring voices" held by Charitable Foundation «Spread Your wings!».
- In framework of art-space Vauxhall planned and partially have already held over 12 events.



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Case study. "Vauxhall" Project

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The target of the project is to organize a beneficent for the awareness, education and creativity of young people and families; the education of the young generation on patriotic and cultural-historical traditions.

Center operate as an art platform, as well as a facility for different cultural and educational events.



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Case study. Station for two

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- In 2013 on the railway stations there were installed mobile stands, allowing to involve visitors in the formation of station's cultural environment.
- There was chosen sculptural composition with the participation of the passengers and visitors for installation on Paveletskaya square.



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THANK YOU FOR ATTENTION!