

Festival brings regions together

The longest "Beads of Russia" were created last weekend in the Tula Kremlin! The SHAR-PAPIER festival of children's creativity, sponsored by Shchekinoazot, was held in Russia's New Year's capital.



The master class for making shar-papier Christmas toys allowed the participants to vividly express their imagination.

Hard Choice

The PROJECT IDEA was born a few years ago in Tula. Since then, original toys made of pressed paper have been seen in different regions of the country. Literally the whole of Russia started making them, and each year the project culminates in a large family festival, which, this year, was held in the atrium of the Tula Kremlin.

Hundreds of handicrafts in different categories and age groups were exhibited on the stands: they were made by children from 5 to 15 years old. Decorations are distinguished not only by their forms, but also the patterns, which allows children to make true masterpieces — dolls, angels, snowflakes, fantastical figures — out of a most ordinary material... Shar-papier is easy to work with, just give free rein to your fantasy. And then the result will turn into a beautiful decoration for any Christmas tree or serve as a great New Year gift!

"It is so hard to choose the best!" confessed **Irina PODCHUFAROVA, member of the jury, Director for Personnel Management and Social Development of Shchekinoazot, sponsor of the festival.**

"I never imagined that you could make such beauty out of paper. And all done by children! The works are really talented and original!"

The famous artist Alexander Kartashov helped Irina Evgenievna solve this difficult choice. He proposed several evaluation criteria. As a result, Katya Alekseenko (10 years old) from the Pokrovsk school of the Teplo-Ogaryovskiy District won in the Sponsor-Styled Toy category. Members of the jury noticed traditional Russian motifs in the girl's work and that the shape of the ball corresponded to the name of the festival.



The toy made by Arina Zakharova (8 years old) from the Yasnogorsk District surprised the jury: the girl made a cheerful doll in bright colours. Other visitors to the exhibition were also impressed.

There were many good candidates, and we wanted to encourage everyone. They could win gifts by participating in contests, over the two days various games were

played on the stage and local creative teams performed. This is another good tradition of the SHAR-PAPIER festival – to organise a non-stop show of children's creativity.

Every Year Is A Year Of Good Deeds

MASTER CLASSES, Father Frost's living room, headquarters of the "Tula – the New Year's capital of Russia" project. Every corner of the Kremlin atrium was filled with events! By the way, the festival's star guests, actress and model Inna Gomez and cosmonaut Fyodor Yurchikhin, also decided try and make something with shar-papier. And they did very well!

"I really like it in Tula. What a bright holiday you have prepared for yourselves and everyone who visits," said **Inna GOMEZ, Chairman of the Board of Trustees of the Charity Foundation www.fondpr.ru**. "A truly wonderful initiative, as it is not just a festival, but also a charity project: today we handed over our toys to the Shar-Papier Museum, and in return we received entire boxes of this material, which we will send to social institutions. We need to do more good deeds!"

The museum exhibition currently housed in the Kremlin contains toys painted by Nadezhda Babkina, Oksana Fyodorova, Alexander Druz, Yevgeny Dyatlov, Yana Churikova and other celebrities. At different moments, they all joined this excellent initiative supported this year by Shchekinoazot, whose long-standing tradition of supporting children is well known.

In 2015, when the company turned 60, they launched the "Year of Good Deeds" project, which continues to this today. And this practice is not limited to organising children's and family holidays and supporting young talents. It has become a tradition to widely celebrate Chemist's Day in Shchekino and organise festivals in Pervomayskaya settlement, where Shchekinoazot funds decorations on the main square and streets and public festivities. This year, the company took care of Shchekino's decorations and purchased a "taiga" spruce, interesting bright illumination and street constructions. Approximately RUB 14 million was spent on this in total.

A major overhaul of the Yubileiny Sports Centre was carried out, where children from the entire district enjoy doing sports. And the success of the Vityaz boxing club and the Federation of Sports Acrobatics, supported by the company, are known far beyond Shchekino. This year the Sport Acrobatics Cup of Russia was held in the renovated Sports Centre!

Supporting the festival of children's creativity in the Russia's New Year's capital and establishing a brand nomination with good prizes continued the good work.

"It is great and very important that business supports projects such as this All-Russian, very beautiful and kind festival," noted **Tatiana RYBKINA, Minister of Culture in Tula Region**. "Russia's New Year's capital attracts a huge number of tourists. When people visit us, they not only see a beautifully decorated city and the ancient Kremlin, but also can participate in such unique events as this festival."

From Pushkin to Baikal

THE FESTIVAL exhibited Christmas crafts as well as paper balls from 48 regions of the country with symbols of various Russian cities, literally from Kaliningrad to Vladivostok.

The authors of many works, both children and adults, not only depicted the emblem of



their city, but also what it is famous for. There were balls with a portrait of Pushkin, images of Baikal, the Kremlin and other architectural wonders from different cities of our country.



Honoured guests of the festival in front of the "Beads of Russia" – Irina GOMEZ, Irina PODCHUFAROVA, Tatiana RYBKINA and one of the young contestants.

More than a thousand people took part in the competition. They using the art of painting Christmas tree toys to describe their homeland. The balls were gathered in a giant string and the "Beads of Russia" became a symbol of unity between the regions and the community of creative people. Anyone could take a selfie in the background of the unique art object, and on the second day of the festival the beads were exhibited in the Tula Kremlin. It turned out that the unusual art object was even longer than the organisers had expected – 150 metres instead of 110! Visitors to the Tula Kremlin were surprised to see this colourful garland and happily took pictures of it.



"Such a great idea! And indeed, the festival has been amazing!" **guests from Lipetsk, the large BAKHTIYAROV family** shared their emotions. "We enjoyed visiting Tula on New Year's Eve. It is obvious that your city is loved, cared for and you have such interesting events. To say nothing about how you welcome tourists!"



Varvara SIDOROVA, 7, performed at the Shar-Papier Festival as part of the Tula Children's Circus. With her parents, she managed to study the exhibition of paper balls and visit Father Frost's residence.

"We are busy every weekend. We perform in the circus and at various festivals," admitted the **girl's mother, Anna SIDOROVA**. "Varya loves sharing her creativity and watching others, too. At this festival we managed to do both. It filled us with New Year's spirit – even our dad had his photo taken with Father Frost!"

Dmitry LITVINOV.
Photos by Alexander KOLESNIK.