

Cultural and Other Events

In its activities, MKB not only strives to support external cultural projects and events but also allows its employees to participate in specially organized internal projects and educational programs for employees.

“Russia Is My Country” Photo Contest

In 2019, MKB Group companies supported the «Russia Is My Country» photo contest held on the website of **National Geographic Russia**, for the national historical and cultural project «Russia. A Flight through Ages.»

One hundred best photo works of the contest were published in the album of the project «Russia. A Flight through Ages.» The idea of creating the National Historical and Cultural Project belongs to Region Group.

The authors showed Russia in all its natural, architectural, cultural, and, most importantly, human greatness. The book is pretty big, it includes over four hundred pages, with the works of art of Russian artists of the 18th–20th centuries and the works of modern photo artists grouped by a certain idea on the broadside. The album contains over 300 works of about a hundred authors.

The project was implemented in creative cooperation with the compiling author Sergey Yastrzhembskiy, a famous photo artist and documentary movie maker. As Sergey Yastrzhembskiy said, «the project is unprecedented and ambitious by its idea, content, geographic and topical coverage. It is already a big honor for each photographer to take part in it, and for me it is a double honor to compile this album.»

 Values and ideas promoted by the project «Russia. A Flight Through Ages» – labor, traditions, national color, knowledge, and understanding of our history – disclose in the best possible way the Russian soul and the sources of our culture”

Viktoriya Poygina

Vice President of Marketing and PR.



Interaction Point Lecture Hall

Interaction Point (Rus: Tochka Peresecheniya) is a unique project implemented by MKB in 2019, which allows each employee to widen their horizons and to dip into the sphere of psychology, fashion, culture, history, economy, technologies, and many others. It is the place where the employees meet in an informal environment, where interests and knowledge, thoughts, and opinions intersect.

The following events were held in the Lecture Hall in 2019:

Lecture about the history of fashion «From Dior to McQueen: Trends of the Last 50 Years»:

Andrey Dmitriyev-Radvogin, the fashion explorer, told about the secrets of style and let people live the history of 50 bright years within several hours.

Lecture «How Ideas Control People: Marx, Nietzsche, Freud, McLuhan.»

The meeting was held by Dmitriy Skvortsov, PhD in Philosophy, invited lecturer of the Higher School of Economics and the Russian Presidential Academy of National Economy and Public Administration (RANEPA). He told about the four greatest philosophers and their takes on their contemporaries. These ideas were united into a general image of a modern human. The participants could not only ask Dmitriy their questions but also discuss ideas of the philosophers of the 21st century, talked about the digitalization of the society and the influence of this process on people.

Lecture «History of Jazz in 10 Jazz Standards»

Held by Anastasiya Chetverikova, where the audience could not only receive answers to their questions about the history of jazz but also win prizes and listen to the most famous jazz melodies performed by Alina Rostotskaya and her musicians.

Most outstanding social and cultural events of MKB implemented in 2019.

Stocker Business Game



MKB Quiz



Contest of Ideas



Donor's Day



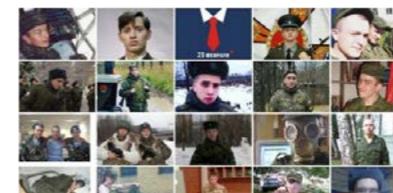
Children Photos Relay



Miss MKB



Be in Shape Flashmob dedicated to February 23



Dancing master classes for employees

