



GUM-Red-Line Gallery

New Contemporary Art Gallery opened in April at GUM on Red Square.

In April 2019, to coincide with the GUM-Red-Line Art Show, a gallery bearing the same name opened on the Third Floor of GUM. The participants of the art show became the first exhibitors at the new gallery. In the last four years, project curators have been collaborating with the following artists: Vladimir Dubossarsky, Oleg Kulik, AES+F, Andrey Bartenev, Pavel Pepperstein, Gosha Ostretsov, Georgy Totibadze, Konstantin Zvezdochetov, Alexander Vinogradov, Sergey Bratkov, Semyon Faibisovich, Aidan Salakhova, Bella Levikova, Irina Korina. An expert committee was founded; it will help expand the number of artists presented at the gallery with a focus on Russian and international contemporary art.

The GUM-Red-Line Gallery occupies a space of 280 SM in the front of GUM. Its windows exit onto Red Square. Besides the spectacular architecture created by Alexander Pomerantsev, these halls bear an extraordinary historical heritage – this is the actual location of the Henry Brocard Gallery that was opened right here in 1893. The exhibitions of Brocard, a notable Moscow perfume magnate and collector, were displayed for almost ten years and turned GUM – at the time known as the Upper Trading Rows – from a prestigious shopping center into one of the most popular leisure centers for the Muscovites. The concerts and soirées that became quite popular gave a boost to the prestige of the shopping center. Contemporary art found its place in the Soviet GUM as well: Vladimir Mayakovsky and Alexander Rodchenko managed the department store's ad campaigns at the beginning of the 1920s.

While maintaining the legacy of the past, GUM-Red-Line Gallery is seen as a starting point for the cultivation of a new cultural space, where GUM customers can get an insight into contemporary art.

GUM is not only the department store No. 1 for Muscovites, it is also an essential landmark to visit for tourists: GUM annually receives more than 30 million visitors. It is an architectural monument and at the same time a comfortable space, an art gallery, and an event venue. Consequently, the curators of GUM-Red-Line, bearing in mind the significance and the scale of their mission, are planning to complement each project with an educational program and meetings with artists. The first lectures, master-classes, and open discussion panels have already taken place during the One Family Art Show.

“To a certain degree, we intend to reach out to the urban environment and introduce connoisseurs, as well as regular customers of GUM, to the best pieces of contemporary art. For those who probably do not have a clue about contemporary art, it could become a revelation,” – believes Igor Kazakov, the Project Director. – “Besides, thanks to the comprehensive and diverse educational programs, we plan to create a public platform that will allow the artists to meet their audience. We are sure that it will bring these two groups closer to each other.”

The GUM Red-Line Gallery is planning to host at least ten art shows per year with the help of gallery curators, as well as specially invited curators. Among the already planned events are the exhibition of Oleg Kulik's visual artworks, an exhibition to commemorate the Jubilee of Bella Levikova in August, a special Gosha Ostretsov project this fall, Andrey Bartenev & Young Artists exhibition this winter, and in February 2020 – the first solo exhibition of Semyon Faibisovich since the sensational art show at the Tretyakov Gallery.

The Gallery, located on the Third Floor of First Line of GUM, is open to visitors every day, from 10 till 22.

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