

Card- board Town



CARDBOARDIA
www.cardboardia.info

CARDBOARDIA

2007 – 2008
details



«**CARDBOARDIA**» – is a socially oriented cultural project, which unites different genres of modern art (painting, theatre, sculpture, architecture, music). It not only attracts creative individuals but also draws the attention of independent creative associations and gives them a site for demonstrating their abilities. Mutual help and a ready site give the opportunity to make a louder statement and finding a way to the right audience. It is an alternative to projects of contemplation – an area of artistic realization for people of all ages and professions.

«**THE MATERIALIZATION OF CARBOARDIA**» – a noticeable happening, parts of which are united by an enthusiastic group of artists and actors, place and time of realization, theme and decoration of Cardboard Town. An interactive exhibition, art workshops, theatre performances, concerts, markets – the main component of these happenings is interactivity – all the actions are oriented towards the active participation of the audience.



«**CARDBOARDIA**» – is not only a series of happenings taking place at the same time but also a constantly developing international community, members of which are encouraged to participate in the development of the project. Anyone can become a member of the community from an architect with plans for a house in scale of 1x1, to a pupil of first grade with a desire to make paper airplanes. Those who wish can become members of the community of Cardboardia (<http://community.livejournal.com/kartonija/>) and take part in the preparation, building and life of another «Materialization of Cardboardia».

«**THE AUDIENCE OF CARDBOARDIA**» – children and their parents, teenagers from 16 to 25, retired people, students, pupils, journalists, managers and representatives of artistic professions, gamers, and fans of role games. «Cardboardia» – attracts people who are in search of active and significant entertainment for themselves and their children.

We offer an area for healthy creative and personal enhancement to the children and don't make any difference between them on purpose. «Cardboardia» is not accidentally named and positioned as a socially oriented project, the thing is that we try to give everyone the opportunity to have a look at themselves from a different angle and in a fun form notice their professional and personal perspectives.



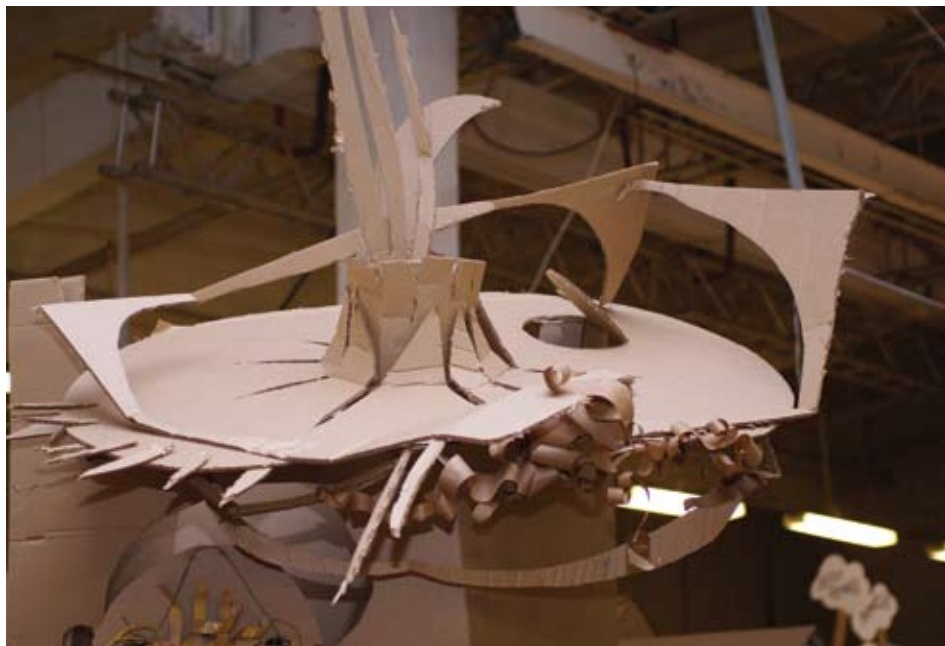
«PUSHKIN»

a cardboard town after the works
and biography of Alexandr Sergeevich
Pushkin



«SWISSTOWN»

a cardboard town after the popular and
interesting aspects of the Swiss culture



«DREAMTOWN»

a cardboard town after Hans Richter's movie «Dreams that money can buy». Together with Steven Coats (Britain, band The Real Tuesday Weld)



«CARDBOARD TOWN» IN BERLIN

a town, in plan for 2009, similar to the second materialization, with Jim Avignon as Prime Artist



FIRST MATERIALIZATION OF «CARDBOARDIA» «PAPERTOWN»

28 July 2007 (Russia, Moscow, Park Kolomenskoe, «Afisha» magazine's picnic)
an area of 300 square meters, open site
<http://community.livejournal.com/kartonija/>

More than:

- 2000 tourists visited Cardboard Town
- 50 people took part in the preparation and building of the town
- 100 souvenirs was sold for the local currency «BT»
- 150 photo and text accounts appeared in the internet

- The first magazine «Tyran». Cardboardia's Entertainment" was published.
- The first portable monument of Cardboardia was opened.
- A Town-Council, a Bank, a Center of Modern Cardboard, a Post-office, a Hotel, a Jail, a Recreation Center were functioning.
- More than 30 cardboard trees were built and planted.





<http://www.afisha.ru>

After Afisha's
«Dream-Town»

25 July 2007, Alexander Gorbachev.

You might have heard the term «visionary architecture». Usually it is related to objects that are projected on paper, but are never really built. On Afisha's picnic this metaphor is realized in the flesh. Throughout the whole Picnic the artistic group Bad Taste will be building and inhabiting a whole Cardboard town, with an architectural plan, citizens, government, hymn and bank of its own. It is just a small but proud city-nation.

What will it be like? At 12.00, strictly on time, at the same moment as the doors of the Picnic are opened, the Town will also open its gates to tourists. Every person who, by chance or on purpose, comes to this town, will be able to exchange his rubles for the local currency named BadTaste and spend them on different entertainment. A cardboard hotel, a cardboard post, a cardboard photo-atelier, a cardboard trade shop, and even – you'll never guess – The Center of Modern cardboard – all this awaits the visitors. Something will be happening in all of these places: the dance master will be putting up cardboard dances; builders will be building a voluntary paper jail. So, as you can see, it will be something extraordinary. You will even be able to become a fully legitimate owner of cardboard realty, if you leave an application in the local municipality and

gain the status of a Personage and build your own cardboard house. And this is, of course, not all your opportunities. We will quote an instance out of the affectionate Tyran's greeting:

«On the 28th of July some official and entertaining activities will take place during the first materialization of the Cardboard Town:

- The First Pompous Raising of the Flag and frequently repeated performance of the Hymn of our cardboard nation.
- The Performance of the Town's Main Acoustic Orchestra! The presentation of their first program!
- The opening of The Center of Modern Cardboard! The First Exhibition of Cardboard Art from the main Personages of the Town.
- The solo performance of the town star – Miss Carrot on the opening of the Elvis Presley monument!
- The central celebration – the marriage of Myself and the Prime Victoria!»

As you can see it's very hard to explain it in words.

Many people were interested if you can come to the Picnic with children. Of course you can, and you must – as they will be very happy to participate in the life of the town. And the Tyran guarantees that the Cardboard town will survive in any weather.

SECOND MATERIALIZATION OF «CARDBOARDIA» «CARDBOARD TOWN»

8-20 January 2008 (Russia, Moscow, PROJECT_FABRIKA, «Olivje» hall)
an area of 500 square meters, closed site
<http://community.livejournal.com/kartonija/>

More than:

- 10 000 tourists visited Cardboard Town
- 100 Characters of Cardboardia took part in the building and life of the Cardboard Town
- 100 unique houses and art-objects were built in the Cardboard Town
- 20 TV companies made news reports about Cardboardia (our own channel was functioning, Public Cardboard Television, First Channel)
- 15 children's plays and creative specials were organized in Cardboard town
- 14 Russian musical bands performed on the main square of Cardboard town
- 10 Moscow companies supported the second materialization of Cardboardia (including Project_Fabrika, Moscow Regional Bank, Cardboard Factory Sojuz, Polygraphy Grafitex, company SUP, Channel A1, RuTube)





The request for the word «Cardboardia» in the internet entered the first ten most popular requests in the days of the materialization on yandex.ru. An informative musical radio of Cardboard town worked full time. City-Hall, Bank, Cafe «A la Cartonnia», House of Cardboard Fashion, VideoChurch, Jail, Gardener's House were functioning and more than 5 shops were opened.

Among the citizens and organizers of the happenings in Cardboard town were rdworld.net, musiclook.ru, moscrow.blogspot.com, cloudwatcher.ru, booknik.ru, freemusic.org.ru, goodandbadges.livejournal.com, grino.livejournal.com, zayatsmag.ru, livebooks.ru.



ENUMERATION OF PRESS ABOUT THE SECOND MATERIALIZATION OF «CARDBOARDIA»

OFFICIAL «CARDBOARD TOWN» PRESS TEXT (TRANSLATION FROM RUSSIAN)

Cardboard Town – is a real modern art project created by groups of artists, designers and graffiti-people. It is comprehensive for people of any age, profession and taste; a project, uniting a music festival, an interactive market-exhibition, a role game for children and grown-ups. Any visitor of Cardboard town finds himself involved in its life. It's an alternative to contemplative exhibit projects and was created as an interactive exhibition for active participation of children and grown-ups!



In just four days the creative association Moscrow constructed a whole town of cardboard houses of the size of 500 square meters in the exhibition hall Olivje. Friends of the BadTaste group: artists Dasha Richkova RDW, Sasha Naumov, TanjaO, Grino – more than 50 people – painted the walls of the Cardboard Town under the strict guidance of Cardboardia's Tyran and the Head of BadTaste Sergej Korsakov.





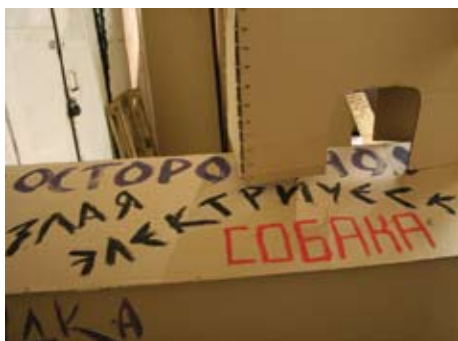
The borders of the town opened for tourists from the 8th to the 20th of January 2008. The town lived its own independent life throughout these days. Street processions, protest actions and the head of state elections, carnivals and concerts, exhibitions and workshops, cardboard fashion shows and children's plays – everything just like in any other town of the world! In the town stores trade was in bloom every day, every evening there were concerts and performances on the main square. Special children's programmes were on at daytime and on the weekends.



Many of the artists, which participated in the setting of the streets, opened their own exhibitions and also workshops where the visitors could join in the process of creation or just buy the works, souvenirs, badges, handmade postcards. Anyone coming to the town could make a contribution to the creation of Cardboard Town and even become its personage! The project is absolutely unique because of its interactivity and comprehensiveness for all the visitors.



Within two weeks more than 10 000 tourists visited Cardboardia. Each and every one of them could become its personage and citizen by getting a «Personage Permit» in the municipality and then a real full name from the Tyran of Cardboardia himself!





PRESS AGENCIES, RADIO, VIDEO-INTERNET

RIA News, Moscow

«A cardboard land appeared in Moscow»

07.01.2008

<http://www.rian.ru/moscow/20080107/95640448.html>

«On the opening day of the project a solemn rising of Cardboardia's flag took place and Cardboardia's hymn was performed, «non-alternative elections of Cardboardia's Tyran» were in progress, after which a cardboard tree was sold by auction» «We don't have any police, but have a Psycho-Executer. Now he is on vacation though». «I really liked the way the Prime Gardener made cardboard trees and I want to create a small fairy-tale forest out of cardboard in one of the Moscow galleries»,– said Korsakov.



RIA News, Moscow, Culture

«A cardboard land appeared in Moscow»

09.01.2008

<http://www.rian.ru/culture/20080109/95801422.html>

RIA News, Moscow, Video

«A cardboard town built in Moscow»

14.01.2008

<http://www.rian.ru/video/20080114/96617099.html>

«... not all characters of Cardboardia will stay, as Korsakov put it. «I will offer a more active participation in the next materialization to some of them, and some of them will be banned»,– he said. Bad behavior will be the reason for banning, promised Korsakov.



RIA News, Moscow, Culture

«Cardboard town is closing but the Cardboardia lives on».

<http://www.rian.ru/culture/museum/exhibition/20080120/97364160.html>

Gif.Ru

08.01.2008

<http://www.gif.ru/afisha/cardboardtown/>

MIGnews

09.01.2008

http://mignews.com/news/travel/world/090108_121353_53372.html

The Russian News Service

09.01.2008

http://www.rusnovosti.ru/binaries/object_48.1199631887.mp3

Radio «Svoboda»

12.01.2008

<http://www.svobodanews.ru/Article/2008/01/11/20080111181812370.html>

«Everything in this town is functioning», said Asja Philippova, the director of PROJECT_FABRIKA. «In the first place, the idea was invented by Sergej Korsakov, who wanted to create a land where every person can express himself as he wishes, and a land where every person will be able to feel like a child and like an artist at the same time».



IHLAS News,

16.01.2008

Moskovskij Komsomolec

06.01.2008

www.mk.ru/blogs/MK/2008/01/07/srochno/332186

«We wanted to make our own beautiful town with pleasant citizens. It's a bit like a computer game,» – says the creator of the idea and head of BaDTaStE, Sergej Korsakov.»

Moscovskij Komsomolec

09.01.2008

www.mk.ru/blogs/MK/2008/01/09/srochno/332396/

«It took 500 2,5 x 1,5 meter pieces of cardboard to build the town.»

«Vechernaja Moscva»

«A cardboard town appeared in Moscow»

11.01.2008

<http://www.vmdaily.ru/article.php?aid=47917>

«The Cardboard town built on an area of 500 meters in the exhibition centre Project_Fabrika will open its doors to visitors on the 8th of January.

For two weeks the town will live its own life and the organizers promise that there will be lots of interesting events taking place.

The town has: a Center of Modern Cardboard, a Cardboard Fashion House, a Requiring Payment Voluntary Jail, a Hotel, a Post office, a Doll's House, a Photo-studio, a Parking Lot, a Cardboard Bank. Guests of Cardboard Town may participate in the town's life: street processions, head of state elections, carnivals, concerts, exhibitions, master-classes, cardboard fashion shows, children performances – like in any other town».



«Vechernaja Moscva»

A new state Cardboardia appeared in Moscow

18.01.2008

<http://www.vmdaily.ru/article.php?aid=48234>

«The citizens of such a rare State chose tyranny to be the form of government, just like in Ancient Greece. Korsakov – also known as Tyran, – dressed in a blue-and-gray striped bathrobe and a red fez with a golden tassel, he watches over the town’s streets as ruler checking that everything is in its right place».

«Vedomosti»

Cardboard dude

Igor Chebulin, 11.01.2008

<http://friday.vedomosti.ru/article.shtml?2008/01/11/11423>

«Life in the town is in full swing: souvenirs and pieces of modern art are sold in trade-shops. Performances and concerts take place on the main square. The population of Cardboardia is constantly growing. Anyone who visits the interactive exhibition can build his own house and become a citizen of the country. More than 500 people have already got a «Personage Permit». To begin with you have to get a «Personage Permit» in the town’s Municipality, which costs 15 badtastes, the town currency in Cardboardia. At the current exchange rate of 20 rubles to the badtaste, this works out to 300 rubles, or around \$12 to \$20».

«Izvestija»

Moscow builders switched to ice and cardboard

Anna Garanenko, 11.01.2008

<http://www.izvestia.ru/moscow/article3111848/>

«Izvestija»

The Last day of Cardboardia

Natalja Granina, 18.01.2008

http://www.izvestia.ru/stol_shtuchki/article3112106

«Shops, Fashion houses and even a Jail – everything has its place in the megapolis. Cardboard fountains function the whole day, paper flowers and trees grow. You can become a citizen of the town, if you pay some special money and get a residence permit and start your own cardboard business. Bankruptcy and deportation to Siberia awaits losers. There is no police station in the town but there is an Illegal Shop of Cardboard Weapons. A five-meter high monument of Elvis Presley is situated on the main square. Chosen by a public election a Tyran governs the town. Cardboardia reminds a «real» computer game. The only exception is that people here are not lonely and they don't ruin their eyesight with monitor displays. The cultural life of Cardboardia overflows with events: every day demonstrations take place, workshops are open on the main streets, where children can learn how to draw and paint and make models out of cardboard. On the whole – a nice entertainment for a bored family. For children – a fairy land, for grown-ups – a role game on the theme of life in a big city.»

«Rossijskaja Gazeta»

A rich man out of cardboard

Irina Ogilko, 14.01.2008

<http://www.rg.ru/2008/01/14/kartonia.html>

«... to find your way here, you have to pass an inconspicuous gate-way of a once classified factory or join one of the groups of students, who gather in the evenings with rolls of cardboard and home-made models in hands.»





«Kultura»

Multifaceted cardboard

Aleksandr Ratnikov, 24-30.01.2008

www.kultura-portal.ru/tree/cultpaper/article.jsp?number=754&crubic_id=100406&rubric_id=201&pub_id=912255

«The population of Cardboardia is constantly growing. Anyone, who comes to the interactive exhibition, can build his own house and become a citizen of the cardboard land...»

«Profil»

Cardboardtown. Cardboardia.

Project_Fabrika

14.01.2008

<http://www.profile.ru/items/?item=25142>



«Metro Life»

Cardboard Land

<http://www.gazetametro.ru/?page=281&doc=5679>

«Until the 20th January any traveler can find himself in another country within MKAD. All you need to do is find a house number 18 in Perevedenovskij pereulok, pass through the gate-house and step over the bounds and end up beyond the border of all borders in a loud and merry town named Cardboardia».

«Expert»

Cardboard town of Project_Fabrika

17-24.01.2008

http://www.expert.ru/printissues/russian_reporter/2008/01/news_glavnye_sobytiya/print

Cardboardia even has its own television channel, films its everyday life and broadcasts it to the citizens and guests. It's called First Public Cardboard Television (1OKT). The Major Star-Carrot, Tatjana Safonova, is the TV presenter. To the question: what are the main functions

of a star, Miss Carrot replies without thinking (by the way, she performs the Hymn of Cardboardia): «A Star talks a lot, sings a lot and everyone loves her». And why Carrot? For no reason: it's orange, positive and fun.»

«Akcia Online»

Welcome to Kartonia

Katja Andreas 10.01.2008

<http://www.akzia.ru/lifestyle/20-01-2008/2104.html>

«The main difference of Cardboardia that in its hotels there are no prostitutes and it's the only town where it is forbidden to smoke. In other case everything will burn down.»

«Yoki»

A Cardboard town is built in Moscow

Elena Pahomenko, 14.01.2008

http://www.yoki.ru/social/society/14-01-2008/54824-cardboard_town-o

«... they come here after work, cover themselves with glue and paint, battle with cardboard and create unusual things.

Creativity has no limit! The most interesting music is played on the main square of Cardboard Town, boldest experiments take place and there are no bounds to this! Above all – everything is constantly changing and moving.

«Specially talented people are welcome in the Studio of Cardboard Performance, which is the synthesis of cardboard and theatre. Building and having fun at the same time is not at all forbidden. Installations with sound extraction and



actions of collective creativity on the base of cardboard compositions and numerous concerts are organized just for this. You can also take a walk through the rows of the souvenir and modern art interactive exhibit, or even become a participant in the role game «Become a Personage of Cardboardia».



«Booknik.ru»

10.01.2008

<http://www.booknik.ru/news/photoreports/?id=25847>

<http://www.booknik.ru/audio/?id=25973>



«CultGid.ru»

Accepting wastepaper

15.01.2008

<http://cultgid.ru/?p=100>

Main Russian woman's portal Land Cardboardia

10.01.2008

www.portal-woman.ru/woman_themes/afisha/strana_kartonija/

«On the last day of the winter holidays, as if taking over the relay from the New Year's celebrations and entertainment, a cardboard town opened in Moscow. It's even not a town but a whole country with a tender name Cardboardia.»

«Time Out»

14.01.2008

«Afisha»

http://www.afisha.net/article/bad-taste_city





ANGLOPHONE ITEMS

«Expat.ru»

Cartonija – Interactive Exhibition

08.01.2008

http://www.expat.ru/culturepics_ann.php?cid=579

«Supported by MusicLook Magazine, the music festival has a well made-up program. Among the participants: Karamazov Twins, Dustvail, Ok Girl, Lampa Ladino, Nick Zavriev, EXIT project, Alissid Jazz, Jermook, Kaftan Smekha. The Cardboard Musical Festival is the most interesting, daring, experimental music with no stylistic limits».

«IC Russia»

Cardboardland appeared in Moscow

09.01.2008

<http://www.russia-ic.ru/news/>



[show/5512/](http://www.russia-ic.ru/news/show/5512/)

«Russia Today», Video

Cardboard city welcomes its new residents

12.01.2008

<http://russiatoday.ru/entertainment/news/19580>

«The Moscow Times»

An Alternative Reality – All in Cardboard

17.01.2008

<http://staff.themoscowtimes.com/stories/2008/01/17/003.html>

«Any visitor to Kartonia can become a resident – a «personage» – and in doing so gain the right to take part in the election of the town's ruler, the Tyran, the right to get married at the local registry office (without the months-long wait that is standard at Moscow wedding registries), and numerous other perks not enjoyed by nonresidents».

«Hotel Savoy»

Cardboard town opened in Moscow

<http://www.savoy-moscow.ru/en/news/8f8fca21-bebf.html>

«The city life is in full swing – the squares and streets host such events as the elections of the Head of State and demonstrations, carnival processions and concerts, fashion shows and art exhibitions. The shops and stores witness brisk trade, while the central square is a venue of evening concerts and





performances».

«Hotel Katerina»

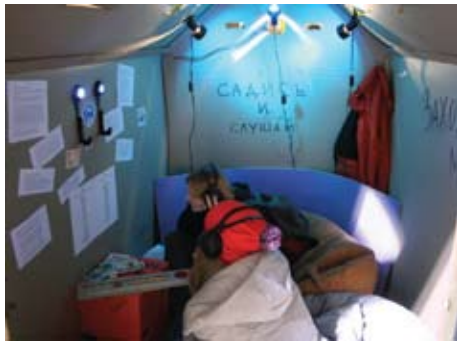
Cardboardtown opened in Moscow

<http://www.katerina-moscow-hotel.ru/>

«Hotel Arbat»

Cardboardtown opened in Moscow





TV ITEMS

news/8f8fca21-bebf.html

NTV, «Segodnja»

Aleksandr Kalinin, 10.01.2008
(see DVD)

<http://news.ntv.ru/123976/video/>

«Sergej, a philosopher by education, once understood that you can relax in many different ways. Cardboard Town is his alternative to pubs, cinemas and exhibitions. An old hangar in the center of Moscow is now a playground and a model of pop-art».

Sergej Korsakov, the inventor of the idea: «It's the real modern art. Anyone can come and shamelessly build anything. For example, a cardboard tree».

Difficulties – that's what people want to run away from. It's not like that in the cardboard town, you can play a serious person but not be one in reality. If only just a few hours after work».

TVC, «News»

Julia Bogomansheva 09.01.2008
(see DVD)

<http://beta.tvc.ru/showNews.aspx?top=5&id=e0007153-8297-47db-82-b9-52d72fe32a02>

TVC, «Nastroenie»

Tatjana Gavrilova, 21.01.2008

RTR, «Vesti_Moskva»

09.01.2008
(see DVD)

<http://www.vesti-moscow.ru/rnews.html?id=22998&cid=15>

REN TV

Olga Roeva
(see DVD)

KULTURA

08.01.2008

VKT

3 KANAL

09.01.2008

Stolica

14.01.2008

A1, «Novosti»

<http://news.a1tv.ru/watch/1461>



INTERNET, BLOGS

2100 entries in internet-communities on «Cardboard Town» theme
www.livejournal.com, www.liveinternet.ru,
blogs.mail.ru, www.lookatme.ru,
www.diary.ru

528 references (February 2008) on the community of the project:
community.livejournal.com/kartonija



100 reports in internet portals
and photo-communities
photofile.ru, club.foto.ru, flickr.com,
photobucket.com



Magazine «Photoalbum»

<http://www.fotoalbum.su/work/rubrics/strange/5902>

Magazine «Afisha»

<http://www.afisha.ru/msk/photos/20/47456/>

«Nezavisimaja Gazeta»

<http://foto.ng.ru/galleries/160>

News about Cardboard Town appeared not only in the informational reporting section «culture» but also in most of specialized resources on cardboard, tourism, construction and even banking.

«Travel.ru»

09.01.2008

<http://www.travel.ru/news/2008/01/09/119140.html>

Tourists who have visited the exhibition can get a personage permit, get married, celebrate birthdays, read the town's first newspaper, sign-up for the Tyrant of Cardboardia's audience, fish in the company of the Prime Fisherman of the town, make a parlay in the town's casino, relax in the shade of the cardboard palm-trees on the sandy beaches of Cardboardia's health-resorts, meet and get the autograph of the Main Star of Cardboardia, start studying in the school of cardboard plane pilots, put on a play in the House of Cardboard Culture, serve a term in the Voluntary Cardboard Jail.

Traveldaily.ru

<http://www.traveldaily.ru/index.php?q=node/29088&fontstyle=f-default>

SpoService

http://www.spomir.ru/rass/spo_out&action=view_archive&id=31354
http://www.spomir.ru/rass/spo_out&action=view_archive&id=30433



«Packaging News»

Cardboardia – a land of might-have-been wrapping

Alexander Balandin, 01.2008

Company «Artek»

crepe wrapping

<http://www.antech.ru/news/idnews155/>

Cardboard town – the creation of groups of young artists, designers and graffiti-people – is the real popular modern art; a project which unites a music festival, an interactive exhibition-market, a role game for children and grown-ups. Anyone visiting the Cardboard town finds himself involved in its life. It is the alternative to contemplative projects; our exhibition is for active creative participation of grown-ups and children!



ПРОЕКТ_ФАБРИКА ✚



Photo by:

- <http://un-tal-lukas.livejournal.com/profile>
- <http://sardax.livejournal.com/profile>
- <http://rock-yoursocks.livejournal.com/profile>
- <http://bad-taste.livejournal.com/profile>
- <http://teloper.livejournal.com/profile>
- <http://clockwork-bird.livejournal.com/profile>
- <http://dimonishe.livejournal.com/profile>
- <http://riks.livejournal.com/profile>
- <http://m-ales.livejournal.com/profile>
- <http://274.livejournal.com/profile>

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PaperTown 2007 main artist

Sasha Naumov
www.zongraphiton.com

CardboardTown 2008 main artist

Dasha Rychkova (RDW)
www.rdworld.net

on your right
Official Emblem
of PaperTown



www.cardboardia.info