From sketches on paper to spacecraft: SKOLKOVO Business School and International Paper open a photographic exhibition in GUM

Moscow, August 30, 2016. On August 28 the capital’s GUM saw the formal opening of a photographic exhibition From Sketches on Paper to Spacecraft, which was organised in GUM’s central square near the fountain, to explore its main theme—professions of the future. The exhibition was timed to coincide with the tenth anniversary of the Moscow School of Management SKOLKOVO and was organised in cooperation with the School’s partner International Paper, one of the leading global producers of paper and packaging products, and with GUM Trading House. Alexey Bokov, the founder of BOKOVFACTORY agency and a SKOLKOVO Business School alumnus, was the producer of the exhibition.

Ten years is the age when a child’s creative imagination starts to blossom. A ten-year-old starts to ask all kinds of challenging questions about the world: how does it function, what is it made of, and what will happen to this very child within our vast and mysterious universe? Similarly, the ten-year-old SKOLKOVO Business School together with its partners and alumni has decided to look into the future and reflect on what might happen in the years ahead, what kinds of knowledge might become useful for us tomorrow, and what professions should be mastered by us today. It is possible that the ideas and dreams born on a simple piece of paper will shape everyone’s future.

The central figures of this exhibition are children of the Business School’s alumni who were born during these past ten years. The Atlas of Emerging Jobs created by SKOLKOVO’s experts together with the Agency for Strategic Initiatives served as a “telescope” that could provide some glimpse into the future by mapping the changes that might occur in the labour market in the next decades.

The participants of the formal opening were Keith Townsend, President of International Paper Russia, Mikhail Kusnirovich, Chairman of the Supervisory Board of Bosco di Ciliegi group of companies, Ruben Vardanyan, entrepreneur, philanthropist, Deputy Chairman of the International Advisory Board of the SKOLKOVO Business School, Andrei Sharonov, Dean of the SKOLKOVO Business School, representatives of the Agency for Strategic Initiatives, and the School’s alumni.

“Many ideas, scientific discoveries, and global partnerships began as scribbles in the margin. In 2009, for example, we have entered into our first partnership agreement with the business school by signing a piece of paper. Today we watch SKOLKOVO’s progress with great interest, and we are proud to call ourselves their partner,” says Keith Townsend, President of International Paper Russia.

“Our long-term goal as a Business School is to change the country and the world for the better. I sincerely believe that our children have a great potential to implement global changes in the most harmonious and natural manner. We have already begun to offer educational programmes for children and we notice a great interest from the parents, and not only from our graduates.
Our joint exhibition with GUM and IP is an attempt to understand who will be our children within the next 10-20 years, what professions they will choose and what we will teach them to do”, says Andrei Sharonov, Dean of the SKOLKOVO Business School.

The exhibition is just a small part of the big project which will be also presented on the Campus of the SKOLKOVO Business School and in Moscow Museum of Modern Art.

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**International Paper** (New York Stock Exchange: IP) is one of the leading global producers of renewable fibre-based packaging, pulp, and paper products with manufacturing operations in North America, Latin America, Europe, North Africa, Asia, and Russia. We produce packaging products for world-wide commerce; pulp for nappies and other personal hygiene products; paper for business and personal correspondence; paper bags for groceries; and paper cups and food containers. International Paper operates in more than 24 countries. The company’s headquarters are in Memphis, Tennessee, USA. International Paper’s official website: [www.internationalpaper.com](http://www.internationalpaper.com)

**The Moscow School of Management SKOLKOVO** is one of the leading private business schools in Russia and the CIS founded in 2006 at the initiative of the business community. Among the founding partners of the School are 10 Russian and international companies and 11 individuals, Russian business leaders. The range of educational programmes provided by the Moscow School of Management SKOLKOVO includes programmes designed to address all stages of business development: from startup to a large corporation in the process of international expansion.

**GUM** is not just a store where one can buy almost everything. It is a whole shopping district with a pharmacy, a bank branch, and a flower shop. The most well-known global brands such as Dior, Cartier, Herme’s, De Beers, Escada, Louis Vuitton, and Max Mara are presented here. GUM is a monument of architecture. It is a comfortable lounge area with restaurants and cafés. It is an art gallery and a venue for cultural events. It is an integral part of Russian history. It is a symbol of Moscow, and it is the closest place to the Kremlin, which at the same time really feels like Europe.