



100 YEARS
PEOPLE'S
DIPLOMACY
1925–2025



PROGRAMME OF THE INTERNATIONAL CULTURAL-EDUCATIONAL PROJECT

NOVEMBER, FROM 1ST TO 4TH, 2025



THE WORD ABOUT RUSSIAN HEART



Programme of the International cultural-educational project
 "The Word About Russian Heart"
 within the framework of the "Common Sense" Festival
 by the Rossotrudnichestvo Federal Agency

Timing	Date and type of the Event	Venue
October, 31, 2025 (Friday), the Island of Phuket		
5:00 p.m. - 6:00 p.m.	A visit to the Holy Trinity Russian Orthodox Church in Phuket, including a prayer ceremony and excursion	Holy Trinity Church in the Island of Phuket 121 and 121/1 Moo 7 Nanai soi 8 Tambon Thepkasattre Ampur Thalang, Thalang District, Phuket 83110, Thailand
7.00 p.m. - 7.30 p.m.	Registration of the festival's participants and welcome meeting with the organizers	Kinderville Nova International School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
7.30 p.m. - 9.00 p.m.	Rehearsals of the Cultural programme performances	Kinderville Nova International School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
November, 1st, 2025 (Saturday), the Island of Phuket		
11.00 a.m. - 6 p.m.	Introduction to the Montessory kids' educational approach: waffles baking and interaction with the pets	Kinderville Nova International School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
11.00 a.m. - 6 p.m.	Open Fair of the craftsmen from the regions of Russia and partners of "The Word About Russian Heart" festival Presentation of the regional brands, creative industries, open master classes and creative workshops - Photo zone with traditional Russian head-dresses and costumes of the past centuries, lecture about traditional hats [from Moscow art studio] - By Maria Galkina, master of traditional Russian costumes, hats, jewelry and head-dresses, laureate of the 1st degree of the international folk craft competitions - Exhibition and sale of the fresco paintings from the brand "SunFrescoArt", from Novosibirsk region of Russia - By Igor Romanchenko, CEO of the "SunFrescoArt" - Exhibition and sale of the Russian designers' collections inspired by the Thai culture NITIME2EXPLAIN and MANIFESTO 17, Khanty-Mansiysk Autonomous area of Russia - By Amira Tukaeva, President of the "Biorhythms" Charitable Foundation - Interactive zone dedicated to the 64th anniversary of Yuri Gagarin's First space flight sponsored by "The Bridge of Friendship" organization from Kaluga Region of Russia - By Anna Mikheeva, head of the Kaluga regional public organization for the strengthening of intercultural relations "The Bridge of Friendship" - Art painting of the Puzzle Picture - By Olga Maximova, manager and tutor at the Lemonade Family Club -Trampoline Club 50fly PHUKET and Wellness&Healf community AROMA DZEN - Balance board competitions with prizes (certificates), a Master class in break dancing, a Master class from the coach of the Master of Sports of Russia to determine the level of flexibility, Aroma consultation and diagnostics	Kinderville Nova International School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand

Timing	Date and type of the Event	Venue
11.00 a.m.- 1.00 p.m.	The "SE-VERH" master class on the Komi-Permian traditional fabric' decorative printing technique and master class on the Russian Samovar [traditional tea pot] painting from the Komi Republic of Russia by Sofya Starchenko and Ksenia Polyakova, traditional decorative arts artists	Kinderville Nova International School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
11.00 a.m.- 1.00 p.m.	Master class on the Russian hemstitch needle-work on a pulled grid Master class on the traditional Kholuy lacquer miniature By Ilya Semenov, General Director of the "Kholuyskaya strochka" [The Kholuy hemstich] LLC from Ivanovo Region of Russia	Kinderville Nova International School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
11.00 a.m. - 1.00 p.m.	Art workshop "Gzhel": Master classes on clay modeling and decoration, acrylic painting on the cardboard in the unique Gzhel technique By Alina Vaganova, head and teacher of the creative studio "Malina Kids", Phuket By Kru Warawut Pumngam, Art Studio Green Grey , Thailand, Phuket	Kinderville Nova International School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
11.00 a.m. - 1.00 p.m.	Master class on the traditional Russian decorative painting of the dishes and spoons By Elena Kucherenko, Head of the Art Unity Academy in the Kingdom of Thailand	Kinderville Nova International School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
11.00 a.m. - 2.00 p.m.	Master class on the painting of wooden badges and decorative kokoshniks [Russian women' traditional head-dressess], The Republic of Udmurtia, Russia By the artists Natalia Markova and Anna Antropova	Kinderville Nova International School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
11:00 a.m. - 11:30 a.m.	Official opening of the international cultural and educational project "The Word About Russian Heart" Welcome speeches Evgeny Tomikhin, Ambassador Extraordinary and Plenipotentiary of the Russian Federation to the Kingdom of Thailand Dmitriy Polikanov, Deputy Head of the Rossotrudnichestvo Federal Agency Mrs. Phanna Phromwichian, Director of the Phuket Provincial Education Office Mr. Sonthaya Attajun, Head of Education in Phuket Panisa Areerob, Licensee of the Kinderville Nova International School Phuket Evgeny Selmenev, founder of the Kinderville Nova International school in Phuket Gregory Fox, Creative Director of the Kinderville Nova International School Phuket Michael Ivanov, Creative Producer of the NPO “The New Town” Center of Creative Industries, Head of the cultural and educational project "The Word About Russian Heart" Maria Raevskaya, Head of the International Projects Directorate of "The Movement of the Firsts"	Main Stage Kinderville Nova International School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
11.30 a.m. - 1.00 p.m.	Welcome-session on the cultural cooperation: "Culture as the foundation of strategic partnership between the Kingdom of Thailand and the Russian Federation". Open dialogue between the representatives of the sphere of culture and creative industries of the two countries, about the prospects of cooperation, inclidung the development of the international touring program featuring national creative teams from Russia, as well as leaders and producers of concert and creative venues in Thailand Moderator: Valeria Yurtaeva, Managing Partner of the NPO "The New Town" Center of Creative Industries	Main Stage Kinderville Nova International School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand

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11.30 a.m. - 1.00 p.m.	Dr. Meechai (Michael) Thaocharean, Representative of the BRICS International Alliance Strategic Project in Thailand Evgeny Malygin, director of the State St. Petersburg Opera Theater [St. Petersburg, Russia] Yulia Pechnikova, director of the Federal State Budgetary Institution of Culture "State Michael Lermontov' Museum-Reserve "Tarkhany" [Penza Region of Russia] Olga Burlutskaya, music performer, laureate of all-Russian and international competitions, winner of the Prize of the President of the Russian Federation "For Contribution to the Development of Folk Art," expert in the vocal show "Come on, let's sing all together!" on the TV channel "Russia 1" [Moscow Region of Russia] Semyon Grechko, director of the state autonomous cultural institution "Ryazan Drama Theater", Director of the "Dates at the Theatralnaya" International Theater Festival [Ryazan Region of Russia] Vyacheslav Chervyakov, mentor and resident of the "Tavrida.ART" creative cluster, head of the "Slavnoe Delo" folk art workshop [Lipetsk Region of Russia] Ksenia Golyzhbina, artistic director, choreographer of the professional troupe "Innovative Theater of Ballet" of the Innovative Cultural Centre of Kaluga, nominee for the Russian national award "Golden Mask-2024," member of the Asian committee and expert of the GDF festival in China. Topic: "Development of the modern Russian dance in the regions of Russia regarding the intersection of traditions and innovations through the introduction of digital and media technologies". [Kaluga Region of Russia] Amir Mustakimov, director of the State Theater "Zazerkal'ie" [St. Petersburg, Russia] Sergey Kazakov, Peoples' Artist of Russia, artistic director the State Autonomos Institution of Culture "Penza Regional Drama Theater after A.V. Lunacharskiy" [Penza Region of Russia] Ekaterina Semyonova, international journalist, media producer, Member of the Union of Journalists of Russia, Chairperson of the Organizational Committee of the International cultural-educational project "The Russian Seasons" in China by Victor Bout	Main Stage Kinderville Nova International School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
1.00 p.m. - 3.30 p.m.	Visit to the Wat Si Supharam Temple in order to take part in an ancient Buddhist blessing ritual - tying a sacred "sai sin" thread on the wrist	Wat Si Supharam Temple, V83H+VP5, Chalong, Mueang Phuket District, Phuket 83000, Thailand
1.10 p.m. - 2.35 p.m.	"The MAGIC DREAMS OF KUZMA" the perfomance by the State Ryazan Regional Drama Theater from Russia	Main Stage Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
2.00 p.m. - 9.00 p.m.	Gastronomic Fair Food court for all the participants of the festival featuring Phuket local restaurants and regional brands: - Alma-Ata Kazakhstan Restaurant - Chekhoff restaurant - Le Gourmet restaurant - Kinderville Nova International School' kitchen - Exhibition and sale of the original organic herb teas and traditional local teas by Dayana Galyaletdinova from the Samara Region of Russia - Exhibition and sale of the Russian brand "Belev pastila" [Traditional Russian apple sweets] - Gingerbread painting' master class, exhibition and sale of the traditional Russian breads from Kamchatka Region of Russia by the master Irina Turusheva, Director of the "Grand Motor Company" Ltd	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
2.00 p.m. - 3.00 p.m.	Art workshop "Gzhel": Master classes on clay modeling and decoration, acrylic painting on the cardboard in the unique Gzhel technique By Evgeniya Nazarova, art painting teacher of the creative studio "Malina Kids", Phuket By Kru Warawut Pumngam, Art Studio Green Grey , Thailand, Phuket	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand

Timing	Date and type of the Event	Venue
2.00 p.m. - 4.00 p.m.	Master class on the Russian hemstitch needle-work on a pulled grid Master class on the traditional Kholuy lacquer miniature By Ilya Semenov, General Director of the "Kholuyskaya strochka" [The Kholuy hemstich] LLC from Ivanovo Region of Russia	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
2.00 p.m. - 5.00 p.m.	Master class on the traditional Russian decorative painting of the dishes and spoons By Elena Kucherenko, Head of the Art Unity Academy in the Kingdom of Thailand	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
2.00 p.m. - 6.00 p.m.	Master class on traditional Russian technique of fabrics' decoration Master class on traditional Russian weaving technique By Vyacheslav Chervyakov, the resident and mentor of "Tavrida.Art" creative cluster, director of the "Slavnoe Delo" folk art studio from the Lipetsk Region of Russia	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
2.40 p.m. - 6.00 p.m.	Cultural programme of "The Word About Russian Heart" project: Perfomance of "The Game of the Blade" Flanking School, from the Sverdlovsk Region of Russia Perfomance of the ensemble "Babkiny Vnuyki" [Grandma's Grandchildren] from the Bryansk Region of Russia Interactive workshop Psychodrama, Storytelling and Improvisation Workshop, Phuket Gulnara Nijinskaya, Russian theater and film actress Performance by the soloists of the Art House Dance Thailand, Phuket Performances by the following artists: - Anna Reen, singer from the Krasnodar Region of Russia - Family club "Lemonade" and theater "OIUrMa", directed by Olga Maximova, Phuket, Thailand - Andrew Marchenko, the virtuoso accordeon player, song and music writer, music tutor, winner of the international contests from Moscow, Russia - solo number by Vladislav Folomeshkin, the Russian master of sport in aerobic gymnastics, tutor at the 50FLY Trampoline Club, Phuket - Olga Burlutskaya from Moscow region: music performer, laureate of all-Russian and international competitions, winner of the Prize of the President of the Russian Federation "For Contribution to the Development of Folk Art," expert in the vocal show "Come on, all together" on TV channel "Russia 1" - Sergey Kazakov, People's Artist of Russia, artistic director of the State Autonomous Institution of Culture "Penza Regional Drama Theater after A.V. Lunacharskiy" [Penza Region of Russia] - Polina Chalenko from the people's theater "The New Town" [Moscow region, Russia]	Main Stage Kinderville Nova School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
3.00 p.m. - 6.00 p.m.	The "SE-VERH" master class on the Komi-Permian traditional fabric' decorative printing technique and master class on the Russian Samovar [traditional tea pot] painting from the Komi Republic of Russia by Sofya Starchenko and Ksenia Polyakova, traditional decorative arts artists	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
3.00 p.m. - 6.00 p.m.	Master class on the painting of wooden badges and decorative kokoshniks [Russian women' traditional head-dressess], The Republic of Udmurtia, Russia By the artists Natalia Markova and Anna Antropova	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
4.00 p.m. - 6.00 p.m.	Master class on traditional Russian technique of fabrics' decoration Master class on traditional Russian weaving technique By Vyacheslav Chervyakov, the resident and mentor of "Tavrida.Art" creative cluster, director of the "Slavnoe Delo" peoples art studio from the Lipetsk Region of Russia	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand

Timing	Date and type of the Event	Venue
4.00 p.m. - 6.00 p.m.	Art workshop "Gzhel": Master classes on clay modeling and decoration, acrylic painting on the cardboard in the unique Gzhel technique By Alina Vaganova, head and teacher of the creative studio "Malina Kids" By Kru Warawut Pumngam, Art Studio Green Grey , Thailand, Phuket	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
5.00 p.m. - 6.00 p.m.	Master class on the Russian hemstitch needle-work on a pulled grid Master class on the traditional Kholuy lacquer miniature By Ilya Semenov, General Director of the "Kholuyskaya strochka" [The Kholuy hemstich] LLC from Ivanovo Region of Russia	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
5.00 p.m. - 6.30 p.m.	Intellectual game "Russian People's Copywriting" by the "ArtMasters" Team This creative activity is based on the traditional Russian cultural codes and symbols, including fairy tales characters and famous traditional trades products and such as Gzhel, Khokhloma, Zhostovo, Palekh miniature, Gorodetskiy painting technique, Dymkovskay toy, Vologda lace, Orenburg down shawl, the Finift' jewelry enamel, Mezen painting, which besome the basis for the learning of modern communications. Participants of the game learn the basics of copywriting and marketing turning the cultural heritage of Russia into the effective method of vivid dialogue with the international audiences.	The main campus, "Year 4" class at the Kinderville Nova International School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
6.00 p.m. - 7.30 p.m.	Dance theater piece "The Snowstorm" based on the story of Alexander Pushkin, the great Russian poet and writer by the Innovative Theater of Ballet from Kaluga Region of Russia	Main Stage Kinderville Nova School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
7.30 p.m. - 9.00 p.m.	"Russian Open Fest" Music Gala	Main Stage Kinderville Nova School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
9.00 p.m. - 10.15 p.m.	"The Great Northern Way" Movie screening from the Russian Geographical Society Welcome speech Anastasia Timofeeva, Advisor to the Department of Expert, Analytical and International Activities of the Russian Geographical Society	Main Stage Kinderville Nova School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
November, 2nd , 2025 (Sunday), the Island of Phuket		
10:30 a.m. - 8:00 p.m.	Open Fair of the craftsmen from the regions of Russia and partners of "The Word About Russian Heart" project Presentation of the regional brands, creative industries, open master classes and creative workshops - Photo zone with traditional Russian head-dresses, jewelry and costumes of the past centuries, lecture about traditional hats [from Moscow art studio] By Maria Galkina, master of traditional Russian costumes, hats and head-dresses, laureate of the 1st degree of the international folk craft competitions - Exhibition and sale of the fresco paintings from the brand "SunFrescoArt", from Novosibirsk region of Russia By Igor Romanchenko, CEO of the "SunFrescoArt" - Exhibition and sale of the Russian designers' collections inspired by the Thai culture NITIME2EXPLAIN and MANIFESTO 17, Khanty-Mansiysk Autonomous area of Russia By Amira Tukaeva, President of the "Biorhythms" Charitable Foundation	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand

Timing	Date and type of the Event	Venue
10:30 a.m. - 8:00 p.m.	- Interactive zone dedicated to the 64th anniversary of Yuri Gagarin's First space flight sponsored by "The Bridge of Friendship" organization from Kaluga Region of Russia By Anna Mikheeva, head of the Kaluga regional public organization for the strengthening of intercultural relations "The Bridge of Friendship" - Art painting of the Puzzle Picture By Olga Maximova, manager and tutor at the Lemonade Family Club - Trampoline Club 50fly PHUKET and Wellness&Healf community AROMA DZEN Balance board competitions with prizes (certificates), a Master class in break dancing, a Master class from the coach of the Master of Sports of Russia to determine the level of flexibility, Aroma consultation and diagnostics	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
10.30 a.m. - 12.00 a.m.	Strategic Session dedicated to the 100th anniversary of people's diplomacy "Humanitarian cooperation in the context of the ASEAN countries" with the participation of the experts in the field of international relations People's diplomacy as the basis of cultural dialogue and trust between Russia and ASEAN countries. The development of multicultural communications, strengthening international relations through cultural exchange between the countries. The promotion of national interests through the traditions, history and culture of the countries, the prospects for the development of international multicultural relations Moderator: Valeria Yurtaeva, Managing Partner of NPO "The New Town" Center of Creative Industries Evgeny Tomikhin, Ambassador Extraordinary and Plenipotentiary of the Russian Federation in the Kingdom of Thailand Dmitry Polikanov, Deputy Head of the Rossotrudnichestvo Federal Agency. Topic: "Creative industries as the driver of the Russian humanitarian influence". Sergey Fedotov, Vice-Governor of the Penza Region of Russia. Topic: "Prospects of the cultural and educational cooperation between the Penza Region of Russia and the Kingdom of Thailand provinces". Denis Bolotsky, Head of the RT International representative Office in the ASEAN countries. Topic: "Russia-ASEAN Media Synergy: Shaping narratives, Building Connections". Vasily Pushkov, Director on the International Cooperation at the "Russia Today" Media Group. Video Message with the analitical review of the up-to-date multi-cultural communications of Russia and mass media. Evgeny Belenkiy, Chief correspondent of the International Information Agency "Russia Today" in the Kingdom of Thailand. Topic: "The importance and effectiveness of direct contacts between the authors of analytical (op/ed) media content from Russia and the ASEAN countries to improve mutual understanding between the nations." Nikita Derkach, Head of the Representative Office of the Russian Export Center in the Kingdom of Thailand Natalia Ehrenfeld, Founder & CEO of the international company Education Management Services Australia, Expert in the field of international education, management and business development and intercultural communications in Australia, President of the Multicultural Academy of Talents and Peace Right in Australia, Founder of the Russian Center and the Russian School of Open Space in Australia. Topic: "When countries are arguing, people are uniting: how peoples' diplomats in Australia create alternative ways of inter-states dialogue". Joshua O'Neill, Founder of the environmental advocates organization "The Litter Club," founder of the multicultural public communications club "United speakers". Topic: "Active Integration: Your passport to the Global Diplomacy." Anastasia Dubrovskaya, Deputy Director of the International Cooperation Division of the Agency for Strategic Initiatives, Russia Maria Raevskaya, Head of the International Projects Directorate of "The Movement of the Firsts" youth state organization, Russia. Topic: "On the work of International Association of Children's Organizations and School Clubs of Diplomacy". Anna Mikheeva, Head of the Kaluga regional public organization for the strengthening of intercultural relations "The Bridge of Friendship". Topic: "International communication' cases by "The Bridge of Friendship" organization from Kaluga Region with respect to the history, education, culture, tourism and social sphere".	Main Stage at the Kinderville Nova International School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand

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10:30 a.m. - 8:00 p.m.		Interactive zone dedicated to the 64th anniversary of Yuri Gagarin's First space flight sponsored by "The Bridge of Friendship" organization from Kaluga Region of Russia By Anna Mikheeva, Head of the Kaluga regional public organization for the strengthening of intercultural relations "The Bridge of Friendship"	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
10.30 a.m. - 1.00 p.m.		The "SE-VERH" master class on the Komi-Permian traditional fabric' decorative printing technique and master class on the Russian Samovar [traditional tea pot] painting from the Komi Republic of Russia by Sofya Starchenko and Ksenia Polyakova, traditional decorative arts artists	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
10.30 a.m. - 1.00 p.m.		Master class on traditional Russian technique of fabrics' decoration Master class on traditional Russian weaving technique By Vyacheslav Chervyakov, the resident and mentor of "Tavrida.Art" creative cluster, director of the "Slavnoe Delo" peoples art studio from the Lipetsk Region of Russia	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
10.30 a.m. - 1.00 p.m.		Art workshop "Gzhel": Master classes on clay modeling and decoration, acrylic painting on the cardboard in the unique Gzhel technique By Alina Vaganova, head and teacher of the creative studio "Malina Kids" By Kru Warawut Pumngam, Art Studio Green Grey , Thailand, Phuket	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
10.30 a.m. - 2.00 p.m.		Master class on the traditional Russian decorative painting of the dishes and spoons By Elena Kucherenko, Head of the Art Unity Academy in the Kingdom of Thailand	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
10.30 a.m. - 2.00 p.m.		Master class on the Russian hemstitch needle-work on a pulled grid Master class on the traditional Kholuy lacquer miniature By Ilya Semenov, General Director of the "Kholuyskaya strochka" [The Kholuy hemstich] LLC from the Ivanovo Region of Russia	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
10.30 a.m. - 3.00 p.m.		Master class on the painting of wooden badges and decorative kokoshniks [Russian women' traditional head-dressess], The Republic of Udmurtia, Russia By the artists Natalia Markova and Anna Antropova	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
10.30 a.m. - 6.00 p.m.		Sport games from "The SHARK" Swimming School water shooting, fishing, art games	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
12.00 a.m. - 12.30 a.m.		Ceremony of the bilateral signing of cooperation and partnership agreements between the Festival's participants: NPO "The New Town" Center of Creative Industries - The Russian Center and Russian School of Open Space in Australia NPO "The New Town" Center of Creative Industries - The Innovative Theater of Ballet from Kaluga Region of Russia NPO "The New Town" Center of Creative Industries - Kinderville Nova International School in Phuket, the Kingdom of Thailand Kinderville Nova International School in Phuket, the Kingdom of Thailand - Kaluga regional public organization for the strengthening of intercultural relations "The Bridge of Friendship" The All-Russian public-state movement of children and youth “Movement of the First” (The Russian Federation) - The National Scout Organization of Thailand (The Kingdom of Thailand)	Main Stage Kinderville Nova School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
12.30 a.m. - 1.30 p.m.		Cultural programme of "The Word about Russian heart" Festival Performances by the following artists: Elizaveta Mikheeva - soloist of the vocal studio "Tonus ART" from the Kaluga region of Russia ELENA DANCE ACADEMY, Phuket Alexander Tuzov and Ariana Kuznetsova, the vocal studio' soloists from Phuket Kinderville Nova International School's students performance, Phuket "Grace" Rhythmic Gymnastics Club, Phuket Art House Dance Ballet and Dance School, Phuket "Tatiana Veles Production Center" in Thailand	Main Stage Kinderville Nova School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand

Timing	Date and type of the Event	Venue
1.30 p.m. - 2.30 p.m.	Performances by the State "St. Petersburg Opera" Music Theater and "Zazerkal'ie" Theater from St. Petersburg, Russia	Latthiwonaram Temple 53 Ban Khok Tonod, Chao Fah Road, Moo 8, Chalong Subdistrict, Mueang Phuket District
1.30 p.m. - 3.00 p.m.	Dance theater piece "The Sleeping One" based on the fairy tale written by the great Russian poet and writer Alexander Pushkin performed by the Innovative Theater of Ballet from the Kaluga Region of Russia	Main Stage Kinderville Nova School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
1.00 p.m. - 3.00 p.m.	The ginger breads decorative painting, aqua paints make-up, hand bags decorative painting By the master Helena Prilepko, the "VkusEst" Caffee owner	Main Stage Kinderville Nova School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
2.00 p.m. - 9.00 p.m.	Gastronomic Fair Food court for all the participants of the festival featuring Phuket local restaurants and regional brands: - Alma-Ata Kazakhstan Restaurant - Chekhoff restaurant - Le Gourmet restaurant - Kinderville Nova International School kitchen - Exhibition-sale Exhibition and sale of the original organic herb teas and traditional local teas by Dayana Galyaletdinova from the Samara Region of Russia - Exhibition-sale of the Russian brand "Belev pastila" [Traditional Russian apple sweets] - Gingerbread painting master class, exhibition and sale of the traditional Russian breads from Kaluga Region	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
2.00 p.m. - 4.00 p.m.	The "SE-VERH" master class on the Komi-Permian traditional fabric' decorative printing technique and master class on the Russian Samovar [traditional tea pot] painting from the Komi Republic of Russia by Sofya Starchenko and Ksenia Polyakova, traditional decorative arts artists	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
2.00 p.m. - 5.00 p.m.	Master class on traditional Russian technique of fabrics' decoration Master class on traditional Russian weaving technique By Vyacheslav Chervyakov, the resident and mentor of "Tavrida.Art" creative cluster, director of the "Slavnoe Delo" peoples art studio from the Lipetsk Region of Russia	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
2.00 p.m. - 5.00 p.m.	Master class on the traditional Russian decorative painting of the dishes and spoons By Elena Kucherenko, Head of the Art Unity Academy in the Kingdom of Thailand	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
2.00 p.m. - 3.00 p.m.	Art workshop "Gzhel": Master classes on clay modeling and decoration, acrylic painting on the cardboard in the unique Gzhel technique By Evgeniya Nazarova, art painting teacher of the creative studio "Malina Kids", Phuket By Kru Warawut Pumngam, Art Studio Green Grey , Thailand, Phuket	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
3.00 p.m. - 4.00 p.m.	Sound Healing Session from the Festival's partners Spa SENSE Phuket Participants are immersed in Thai culture through the meditation practice session using sound vibrations. It allows you to synchronize biorhythms, restore physical and emotional harmony. Singing bowls, gongs and other musical instruments are used in the session, as well as various sound recordings, such as binaural rhythms or nature sounds.	Main Campus, Class Year 4 Kinderville Nova School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
3.00 p.m. - 4.00 p.m.	Russian folk and fun games interactive walking tour "The Promenade" by the Ryazan Drama Theater of Russia [in the Russian Language]	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand

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3.00 p.m. - 4.00 p.m.	Master class: "My voice is my friend" by Tatyana Veles, singer, music and creative producer, winner of the "Person of the Year" award. Head of "Tatiana Veles Production Center" in Thailand	Main Stage Kinderville Nova School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
3.00 p.m. - 5.00 p.m.	Master class on the Russian hemstitch needle-work on a pulled grid Master class on the traditional Kholuy lacquer miniature By Ilya Semenov, General Director of the "Kholuyskaya strochka" [The Kholuy hemstich] LLC from the Ivanovo Region of Russia	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
3.30 p.m. - 4.30 p.m.	Performances by the State "St. Petersburg Opera" Music Theater and "Zazerkal'ie" Theater from St. Petersburg, Russia	Latthiwonaram Temple 53 Ban Khok Tonod, Chao Fah Road, Moo 8, Chalong Subdistrict, Mueang Phuket District
4.00 p.m. - 6.00 p.m.	Cultural Programme of "The Word About Russian Heart" Festival Performances by the following artists: - The Art Team "Svoboda" ["Freedom"] from Phuket - ethno singer Runlra from the Tula Region of Russia - Perfomance of the ensemble "Babkiny Vnuyki" [Grandma's Grandchildren] from the Bryansk Region of Russia - Perfomance of "The Game of the Blade" Flanking School from the Sverdlovsk Region of Russia - People's Pop Song Studio "Ka'myl" from the Republic of Adygea, Russia - singer Veronika Kalintseva, vocal tutor from the Moscow region of Russia, the finalist of the TV show "You are super!" at the NTV Federal Channel - Tatyana Veles, singer, music and creative producer, winner of the "Person of the Year" award, Head of 'Tatiana Veles Production' Center in Thailand Fashion Shows: - collection "The House of Embroidery of the Voronovs Family" designed by Alina Voronova - collection "The Breathing of the Russian Prairie" designed by the famous artist Igor Sarapulov from the Buryatiya Region of Russia - collection of the creative clothing brand by Alfia Elagina-Thukaeva from the Khanty-Mansiysk - Ugra Region of Russia - collection of the traditional Russian costumes designed by Maria Galkina [Moscow region of Russia]	Main stage Kinderville Nova School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
4.00 p.m. - 8.00 p.m.	Master class on the painting of wooden badges and decorative kokoshniks [Russian women' traditional head-dressess], The Republic of Udmurtia, Russia By the artists Natalia Markova and Anna Antropova	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
6.00 p.m. - 6.30 p.m.	Poetry and musical performance "Yesenin" [based on the heritage of the famous Russian poet Sergey Yesenin] by the Ryazan Regional Drama Theater, Russia	Main Stage Kinderville Nova School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
7:00 p.m. - 8:30 p.m.	Grand Gala Show "The Word About Russian Heart" Theatrical performance on the plots of the history of traditions and culture of Russia and Thailand, a beautiful plot story of friendship between Russia and Thailand, through the synthesis of arts and creative industries Official greetings from Evgeny Tomikhin, Ambassador Extraordinary and Plenipotentiary of the Russian Federation to the Kingdom of Thailand Dmitry Polikanov, Deputy Head of the Rossotrudnichestvo Federal Agency Kru Phasin Hongsai, Director of Kinderville Nova International School	Main Stage Kinderville Nova School Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand

Timing	Date and type of the Event	Venue
	Open Fair of the craftsmen from the regions of Russia with master classes The "SE-VERH" master class on the Komi-Permian traditional fabric' decorative printing technique and master class on the Russian Samovar [traditional tea pot] painting from the Komi Republic of Russia by Sofya Starchenko and Ksenia Polyakova, traditional decorative arts artists Master class on the Russian hemstitch needle-work on a pulled grid Master class on the traditional Kholuy lacquer miniature By Ilya Semenov, General Director of the "Kholuyskaya strochka" [The Kholuy hemstich] LLC from the Ivanovo Region of Russia Master class on traditional Russian technique of fabrics' decoration Master class on traditional Russian weaving technique By Vyacheslav Chervyakov, the resident and mentor of "Tavrida.Art" creative cluster, director of the "Slavnoe Delo" peoples art studio from the Lipetsk Region of Russia Art workshop "Gzhel": Master classes on clay modeling and decoration, acrylic painting on the cardboard in the unique Gzhel technique By Alina Vaganova, head and teacher of the creative studio "Malina Kids" By Kru Warawut Pumngam, Art Studio Green Grey , Thailand, Phuket	Kinderville Nova School, Jaofa 69 Rd, Chalong, Phuket, 83000, Thailand
6.00 p.m. - 8.00 p.m.		
9.30 p.m. - 11.30 p.m.	The welcome dinner for the participants of “The Word About Russian Heart” festival The Russian musical romance' evening.	Alma-Ata Khazakhstan Restaurant
November, 3rd, 2025 (Monday), the Island of Phuket		
10:00 a.m. - 12:00 a.m	Strategic Session: "Human Capital. Education and employment". Russian higher and additional education in creative and humanitarian disciplines and its integration into Thailand, cooperation in the development of labor relations between the countries Presentations of educational projects. HR cases. The Russian language and public initiatives abroad. Discussion of the educational initiatives in the area of the Russian language and public initiatives regarding projects related to the study of culture, traditions, literature and the Russian language, social practices, as well as the role of media and mass media in the promotion of the Russian language in the ASEAN countries. Moderator: Valeria Yurtaeva, Managing Partner of the NPO "The New Town" Center of Creative Industries Special Guest with the welcome speech: Ms. Tri Rahayu Mayasari, English and Cultural Studies Lecturer, Faculty of Language and Literature, Universitas Nasional, Jakarta, Indonesia Irina Drapulya, Deputy director of the University of the Bank of Russia. Topic: “New Formats in the upgrading of the companies executives: cross-cultural focus”. Evgeny and Marika Selmenev, Founders of the Kinderville Nova International School in Phuket	Theater Room for 180 people (Building 5A), Prince of Songkla University, Phuket Campus (IAC Center) 80 หมู่ 1 Vichitsongkram Rd, Tambon Kathu, Kathu District, Phuket 83120, Thailand

Timing	Date and type of the Event	Venue
10:00 a.m. - 12:00 a.m.	Marina Morozova, General director of the Autonomous Non-Profit Organization "Center of Competence in the Field of Tourism and Hospitality," Doctor of Economics, Professor, Head of the Department of Management in the Field of Tourism and Hotel Business, RANEPa St. Petersburg, Director of the Association of Premium and Niche Tourism. Topic: "Building personnel potential for the international inbound tourism". Ekaterina Romanova, chairperson of the Council of the Association of the Masters of Creative Industries "ArtMasters", Russia Maria Raevskaya, Head of the International Projects Directorate of "The Movement of the Firsts". Topic: "On the work of International Association of Children's Organizations and School Clubs of Diplomacy". Ekaterina Alekseeva, Founder and president of the Thai-Russian Cultural Fund, director and artistic director of the "Katyusha" Russian Dance Academy. Topic: "Cultural events as the effective tool for promoting the culture and traditions of Russia abroad". Elina Nasibullina, Director, photographer, graduate of the Higher Courses for Screenwriters and Directors, workshop of the masters Khotinenko-Finn-Fenchenko; 'Tatiana Veles Production' Center in Thailand. Olga Lozitskaya, Co-Organizer of the "United Speakers" International Communications' Club in Phuket. Mikhail Vlasov, candidate of Philology (PhD), Associate Professor, Head of Research Department, Biysk branch named after V.M. Shukshin, Altai State Pedagogical University [Barnaul, Russia], Head of the Center for the Open Education in Russian and Russian Language' Teaching at Prince of Songkla University, Phuket Campus, The Kingdom of Thailand. Topic: "The experience of teaching the Russian language to the beginners at the Center of the Russian Language Studies at Prince of Songkla University". Nadezhda Zhuravleva, Founder of the Private Russian School "RUSSVET", Director of the Partner Russian House in Phuket. Topic: "Educational Opportunities for the pupils from Russia and CIS countries at the Russian Schools Abroad".	Theater Room for 180 people (Building 5A), Prince of Songkla University, Phuket Campus (IAC Center) 80 หมู่ 1 Vichitsongkram Rd, Tambon Kathu, Kathu District, Phuket 83120, Thailand
12.00 a.m. - 12.30 a.m.	Break	Prince of Songkla University, Phuket Campus (IAC Center)
12.30 a.m. - 2.30 p.m.	Expert Session: "Creative Industries as the Driver for Territories' Development and upgrade". On the development of new tourist destinations of the two states. On educational tourism. Presentations from federal and regional specialized ministries. Presentations from experts and successful cases from Russian regions. On the creation of new creative and tourist products, how the industry of experiences influences territorial development, on filling public spaces with cultural meaning. On sustainable tourism as a stimulus for the economic development of the state. Moderator: Valeria Yurtaeva, Managing Partner of the NPO "The New Town" Center of Creative Industries Ekaterina Romanova, Chairperson of the Council of the Association of the Masters of Creative Industries "ArtMasters". Topic: "7 trends of contemporary art in Russia". Gregory Fox, Creative Director of the Kinderville Nova International School in Phuket Inga Bobrichenko, General director of the Palm trade Co. Ltd [50FLY Phuket Trampoline Club] Tatiana Veles, Head of the "Tatiana Veles Production Center" in Thailand.	Theater Room for 180 people (Building 5A), Prince of Songkla University, Phuket Campus (IAC Center) 80 หมู่ 1 Vichitsongkram Rd, Tambon Kathu, Kathu District, Phuket 83120, Thailand

Timing	Date and type of the Event	Venue
12.30 a.m. - 2.30 p.m.	Alexander Petrov, Artistic director of the "Zazerkal'ie" State Theater of St. Petersburg, People's Artist and Honored Artist of Russia, laureate of the St. Petersburg Government Prize in Literature, Art and Architecture (1996, 2005, 2008), holder of the Badge of Honor (2005), holder of the Badge of Merit for St. Petersburg, Professor of the Russian State Institute of Performing Arts Rose Khaltueva, president of the Eurasian Association of Ethno-Designers. Topic: "Support for cultural initiatives of the representatives of the Eurasia's creative industries as a tool to strengthen intercultural dialogue and Russian brands' promotion abroad". Tarni Ruether, Managing Director of the SENSE Spa Phuket Amira Tukaeva, President of "The Biorhythms" Charitable Foundation. Topic: "Fashion for everyone". Case from the Khanty Mansiysk Region of Russia. Maria Galkina, traditional trades master in the field of Russian folk costumes, jewelry and head-dresses' handmade production, 1st degree laureate of the international craft competitions. Topic: "The production of traditional folk clothing with the help of modern embroidery equipment. Opportunities for the preservation and promotion of the cultural code today." Maxim Zabaluev, Head of the "Mediamax" Marketing Agency, Russia Andrew Soldatkin, General producer of the "Karandash Fest" Street meme-theaters, Circus Art, Music and Clowns Festival, event-director of the "Staritskiy Posad" LLC, owner of the event agency "SoldArt". Topic: "The Karandash Fest" in Staritsa: local genius as a main source of the festival's success".	Theater Room for 180 people (Building 5A), Prince of Songkla University, Phuket Campus (IAC Center) 80 หมู่ 1 Vichitsongkram Rd, Tambon Kathu, Kathu District, Phuket 83120, Thailand
2.30 p.m. - 3.00 p.m.	Break	Prince of Songkla University, Phuket Campus (IAC Center)
3.00 p.m. - 5.00 p.m.	The Session "Russian Heart: Women's Power in Business and Culture" Women's business dialogue on strengthening the positive image of Russia abroad through the history of women's entrepreneurship. Dialogue formula: Women = soft power of Russia = trust + culture + development. About the unique role of women in creating trusting and sustainable connections in business and culture. Women's business in Thailand is built on softness, diplomacy and the ability to find a common language with Thai culture. These qualities are organically combined with the image of a Russian woman - the keeper of traditions and the messenger of friendship. Exchange of experience, success stories, opportunities for the development of projects in Phuket and beyond, including stylistics, fashion performance, demonstration of local Russian clothing brands for children. Cultural ritual of cooperation: team painting Moderators: Camilla Medyarova and Nadezhda Zhuravleva, Founders of the "RUSSVET" Private Russian School, Directors of the Partner Russian House in Phuket. Topics: - the experience of creating the crisis and emergencies center for the compatriots in the Kingdom of Thailand; - the importance of the Russian language' promotion for compatriots and for the representatives of Thai youth, as well as in the HORECA segment (services in the service sector) for further opportunities to attract compatriots and Thai citizens to the educational programs in Russia. Speakers: Puttachard Poolsing, Managing partner at the LexPrime Center of the legal advise to the compatriots. Topic: "The beginning, difficulties, current cases in the social sphere."	Theater Room for 180 people (Building 5A), Prince of Songkla University, Phuket Campus (IAC Center) 80 หมู่ 1 Vichitsongkram Rd, Tambon Kathu, Kathu District, Phuket 83120, Thailand

Timing	Date and type of the Event	Venue
3.00 p.m. - 5.00 p.m.	Phung Oines, Owner and director of 3 businesses, including Busy Bees Preschool, Architect and construction consultancy and Nursing home and Rehabilitation-Wellness project. Topic: "On the integration of humanitarian and charitable activities into the international relations". Yulia Volodina, Managing partner at the "Lemonade" Children's Club. Topic: "On the entrepreneurship in the children's community and cultural adaptation". Irina Khristolubova, Owner of the GMC Bakery. Topic: "About the problems of setting up production in Thailand and creating joint traditions through gastronomy." Katherine Alekseyeva, Founder and president of the Thai-Russian Cultural Fund, director and artistic director of the "Katyusha" Russian Dance Academy. Topic: "How culture and dance become a tool of dialogue." Inga Bobrichenko, 50FLY Trampoline Center. Topic: "Business in sport activities as a space for the wellness and family care". Raisa Scheludkina, CEO of the Kingdom of Thailand leading developer. Topic: Cooperation in the sphere of development with respect to the legal issues". Khun Jan Jaikwang, Managing Director Lifestyle in Thailand and Southern and Sun Media. Topic: "Cases on the organizing public events for the bilingual Thai-Russian audience". Tirawan Khiewngam, Event Agency TIRA Thailand. Topic: "Promotion of the Russian performers and artist on the Island of Phuket". Anna Plakhova, Ice Arena Palace [Phuket, Bangkok, Pattaya]. Topic: "Organization of the international competitions in the top winter sports in the Island of Phuket". Representative of the Wake Park [to be approved]. Topic: "International competitions in summer Olympic sports in the Island of Phuket: first results, feedback and communications, prospects". Olga Anttonen, Best Care Assistance. Topic: "The relevance of the interaction of medical services between the Russian Federation and Thailand". Olga Musteikis, Founder of the international on-line additional education "The Mentalika School". Topic: "Integration of the international additional education' programme abroad".	Theater Room for 180 people (Building 5A), Prince of Songkla University, Phuket Campus (IAC Center) 80 หมู่ที่ 1 Vichitsongkram Rd, Tambon Kathu, Kathu District, Phuket 83120, Thailand
3.30 p.m. - 4.30 p.m.	Presentations of the Higher Education Institutes of Russia in the format of a short workshops, and a master class from the representative of the Penza Region of Russia Alexey Vanyaev, associate professor of the Faculty of Architecture, Department of Fundamentals of Architecture and Fine Arts at the State University of the Land Management (Moscow), Ph.D., member of the Union of Architects of Russia, member of the working group on primary architectural education at the Union of Architects of Russia Sergey Kazakov, Peoples' Artist of Russia, artistic director of the State Autonomous Institution of Culture "Penza Regional Drama Theater after A.V. Lunacharskiy"; professor and the master of the course "The Professional Art of Acting" at the Moscow State Institute of the Theater Arts after the People's Artist of the USSR Iosif Kobzon; director of the artistic acting workshop "The First Violin".	Ketho Room for 70 people (5th floor, Building 7), Prince of Songkla University, Phuket Campus (IAC Center) 80 หมู่ที่ 1 Vichitsongkram Rd, Tambon Kathu, Kathu District, Phuket 83120, Thailand
9.00 p.m. - 10.30 p.m.	Friends Meeting for all the participants of the cultural and educational festival "The Word About Russian Heart" Festival's closing speech, awarding, feedback from the participants, discussion of the festival's results and future prospects with the Deputy Head of the Rossotrudnichestvo Federal Agency Mr. Dmitry Polikanov	NEON Hotel 9th floor lobby nex to the water-pool 184, 48-51 Phangmuang Sai Gor Road Pa Tong, Kathu District, Phuket 83150, Thailand

Timing**Date and type of the Event****Venue****November, 4th, 2025 (Tuesday), the Island of Phuket**

4.30 p.m. - Russian Language classes for PSU students (Russian in Daily Life).
7.30 p.m. Associate Professor Mikhail Vlasov.

PSU Phuket Campus, room 6218,
Prince of Songkla University
80 หมู่ 1 Vichitsongkram Rd,
Tambon
Kathu, Kathu District, Phuket
83120, Thailand

Additional information:

The time for networking and informal communication will be allocated at all events.

If you have any questions, please contact the project organizers before the event.



THE WORD ABOUT RUSSIAN HEART

