DESIGN

With the methodology we apply, we cannot use the official statistical data for 74.10 type of economic activity to calculate the GVA estimates.
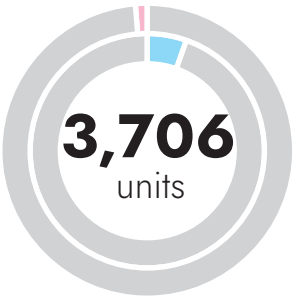
OKVED 2 CODES

74.10 Interior, industrial, and graphic design

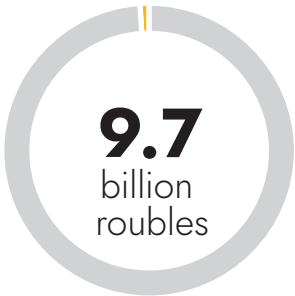## CONTRIBUTION TO MOSCOW'S CREATIVE ECONOMY

ENTERPRISES AND SPs

1.3%   **5.4%**

3,706
units

Of which enterprises — 775, sole proprietors — 2,931

REVENUE

0.3%

9.7
billion roubles

Provided revenue reports for 2018 — 334 enterprises (43.1%)

EMPLOYMENT

1.1%

5.1
thousand persons
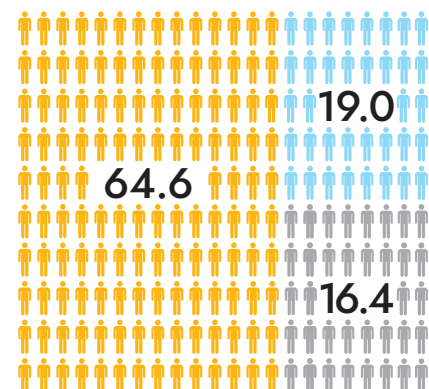
Provided employment reports for 2018 — 440 enterprises (57.5%)

EMPLOYMENT PERCENTAGE DISTRIBUTION

ENTERPRISES:

■ micro (under 15 persons)   ■ small (16–100 persons)

■ medium-sized
(101–250 persons)   ■ large
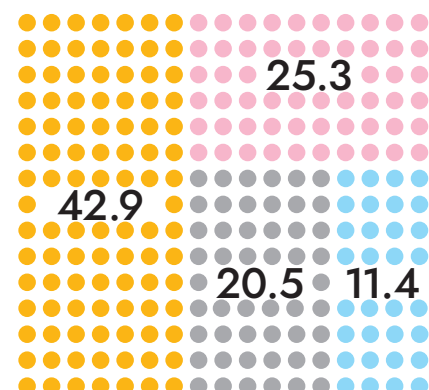(over 250 persons)

19.0

64.6

16.4

50.5%

are employed in
top 50 enterprises

REVENUE PERCENTAGE DISTRIBUTION

ENTERPRISES:

■ micro (under 120m roubles)   ■ small (800m roubles)

■ medium-sized (2bn roubles)   ■ large (over 2bn roubles)

25.3

42.9

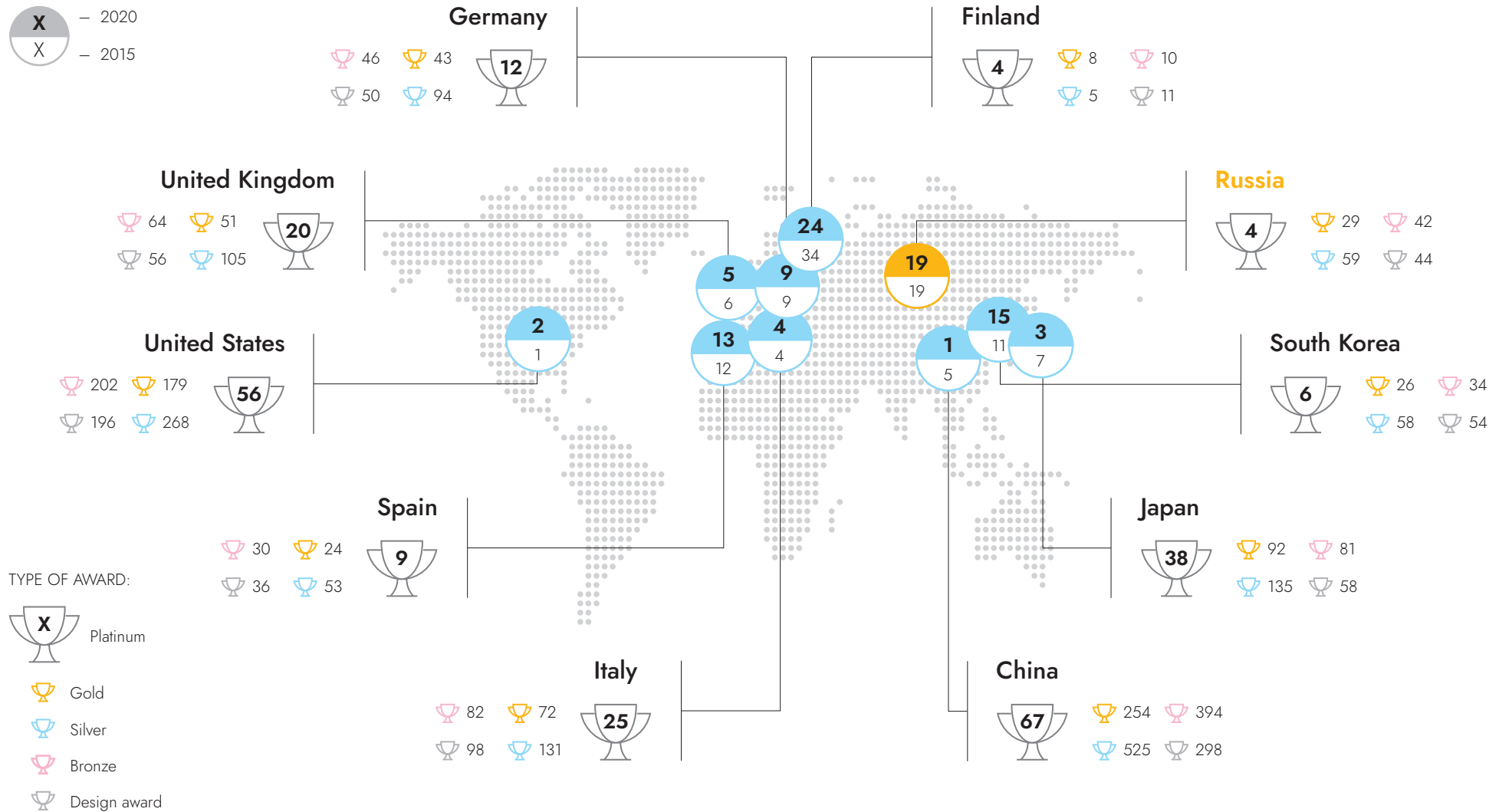20.5   11.4
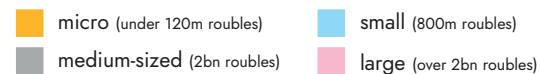
85.2%

revenue is earned by
top 50 enterprises

DESIGN:
LOCALISATION OF ENTERPRISES

Concentration

min   max
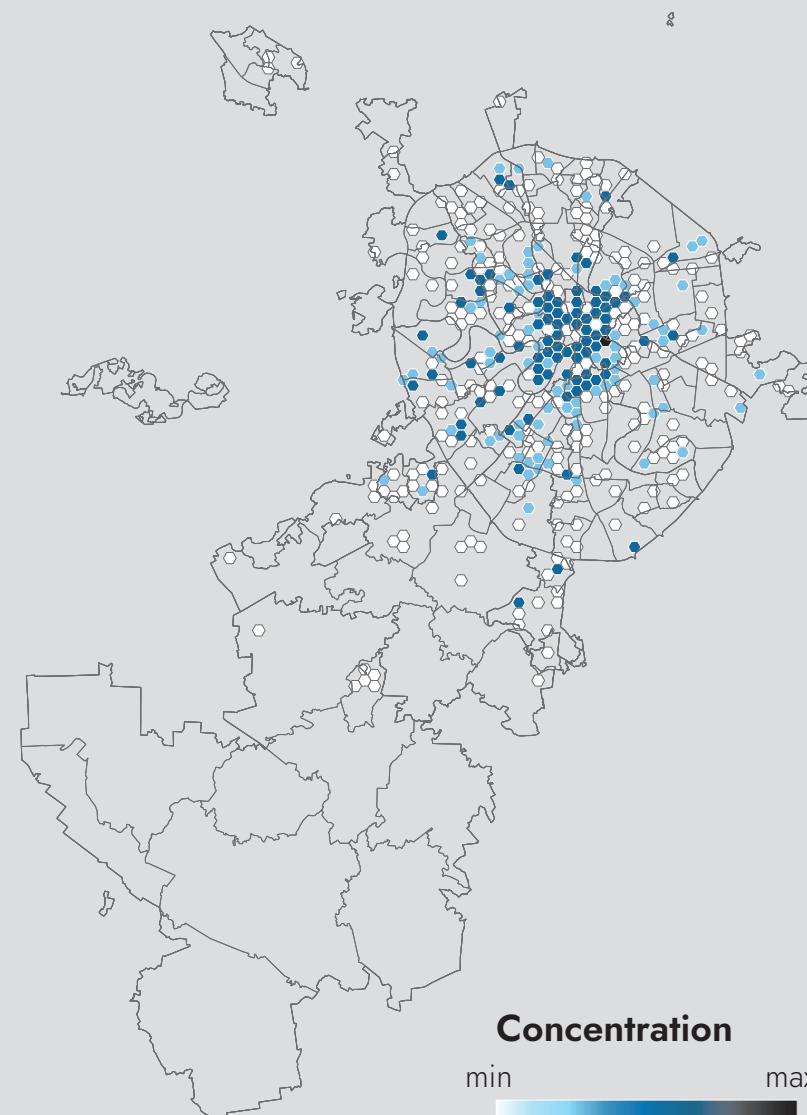
GLOBAL LEADERS IN DESIGN INDUSTRY: 2020

X — 2020
X — 2015

Germany
46   43
50   94
12

Finland
4   8   10
5   11

United Kingdom
64   51
56   105
20

Russia
4   29   42
59   44

24
34

5   **9**
6   9

19
19

United States
202   179
196   268
56

2
1

13   **4**
12   4

15   **3**
11   7

1
5

South Korea
6   26   34
58   54

Spain
30   24
36   53
9

Japan
38   92   81
135   58

TYPE OF AWARD:

X   Platinum

Gold

Silver

Bronze

Design award

Italy
82   72
98   131
25

China
67   254   394
525   298

Note: the rating contains data on designers' awards received at international contests and exhibitions from 2010. The countries are ranked by the number of platinum awards received by designers. Number of countries: 2015 — 83, 2020 — 106.
Source: HSE estimates based on the 2020 World Design Rankings data.

Number of rating participants	Percentage distribution of rating participants in the area of design				Platinum awards	
	Industrial	Graphic	Interior	Other*	Designers	Number

China

250

24.0	8.4	51.2	16.4

52   **67**

United States

250

47.6	18.4	9.6	24.4

39   **56**

Japan

206

21.8	24.8	20.4	33.0

22   **38**

Russia

125

29.6	32.0	18.4	20.0

3   **4**

* Design of textile articles, clothing, footwear, jewellery, landscape, architechture, and engineering design.
Note: the results were received based on the profile analysis of the designers included in 2010—2020 ratings.
Source: HSE estimates based on 2020 World Design Rankings data.

The World Design Rankings are calculated according to the number of awards won at the largest international contest — A' Design Award & Competition, which is conducted under the auspices of leading world associations in the relevant sectors. **Since 2017, the countries occupying the top three positions by the number of platinum awards (the highest prize) has been unchanged: China, the United States, and Japan. Russia is 19th by that indicator (out of 106), maintaining the same position as in 2015.** The Russian designers have 178 awards under their belt, but only four of them are platinum. They were taken by Roma Lazarev (two awards in 2014), Igor Lobanov (2015), and Nataliya Koptseva (2016). Designers from China own 67 platinum awards, from the United States — 56, from Japan — 38. Chinese designers have gained the most success in interior design, American — in industrial design. Distribution of ratings' participants from Japan and Russia in major design fields is fairly even. 12% of awards have been received by Russian designers in the field of jewellery and accessories design.