

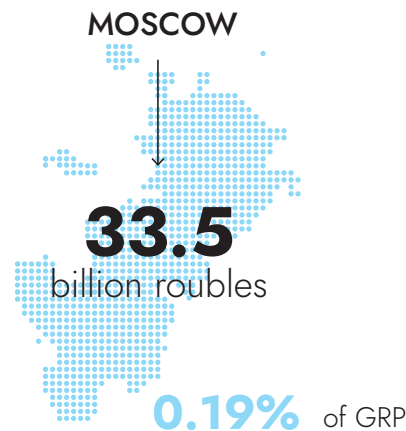
## MUSEUMS, LIBRARIES, AND ARCHIVES



### OKVED2 CODES

- 91.01** Library and archives activities
- 91.02** Museum activities

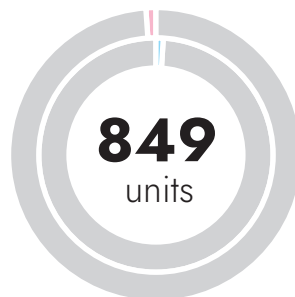
## CREATIVE INDUSTRY GVA ESTIMATES



## CONTRIBUTION TO MOSCOW'S CREATIVE ECONOMY

### ENTERPRISES AND SPs

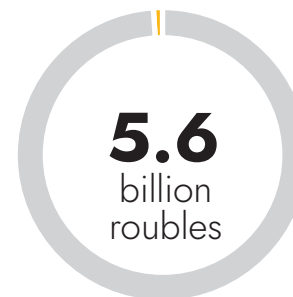
**1.1%** **0.3%**



Of which enterprises — 667,  
sole proprietors — 182

### REVENUE

**0.2%**



Provided revenue reports for 2018 —  
239 enterprises (35.8%)

### EMPLOYMENT

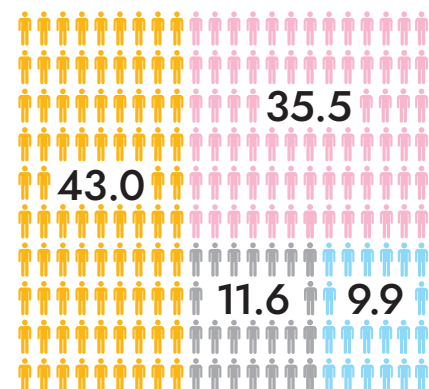
**0.6%**



Provided employment reports for 2018 —  
295 enterprises (46.0%)

## EMPLOYMENT PERCENTAGE DISTRIBUTION

ENTERPRISES:

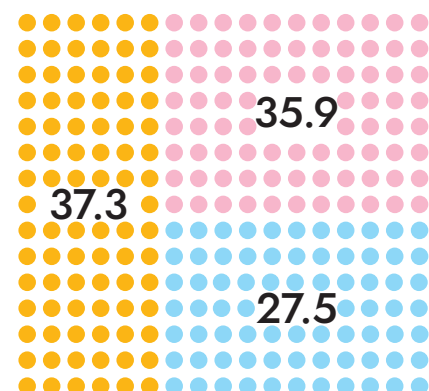
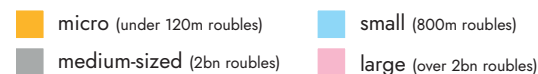


# 69.8%

are employed in  
top 50 enterprises

## REVENUE PERCENTAGE DISTRIBUTION

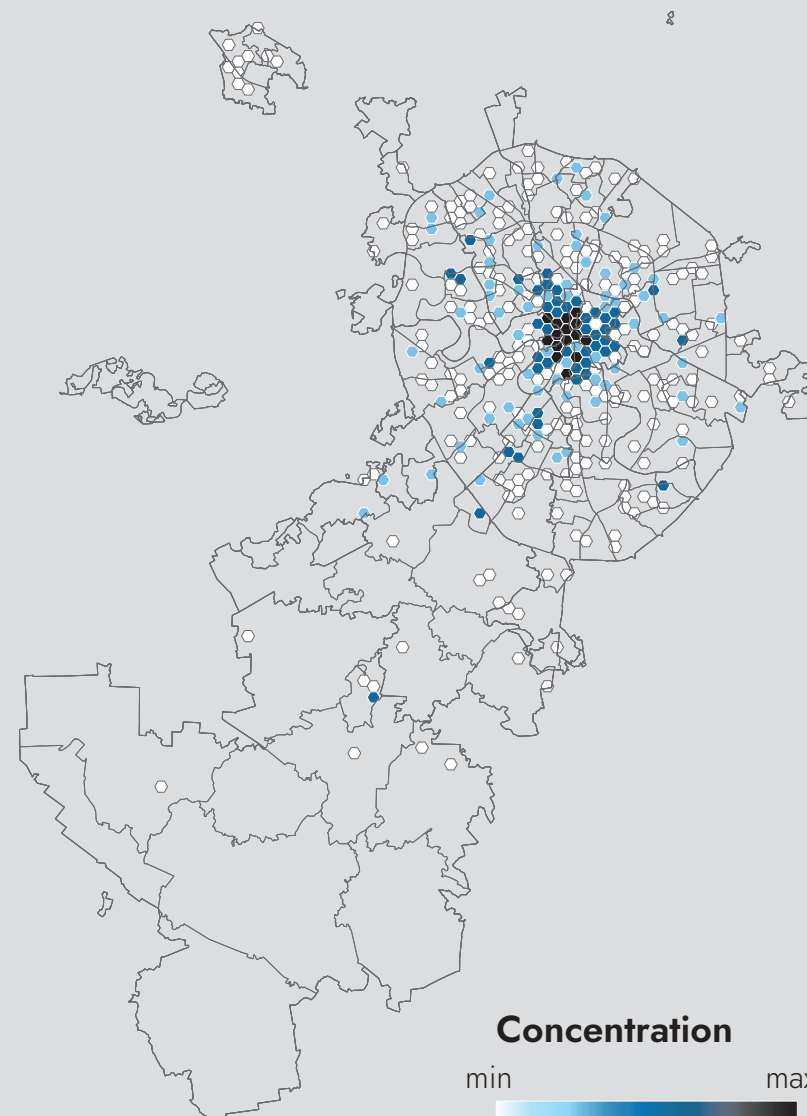
ENTERPRISES:



# 91.8%

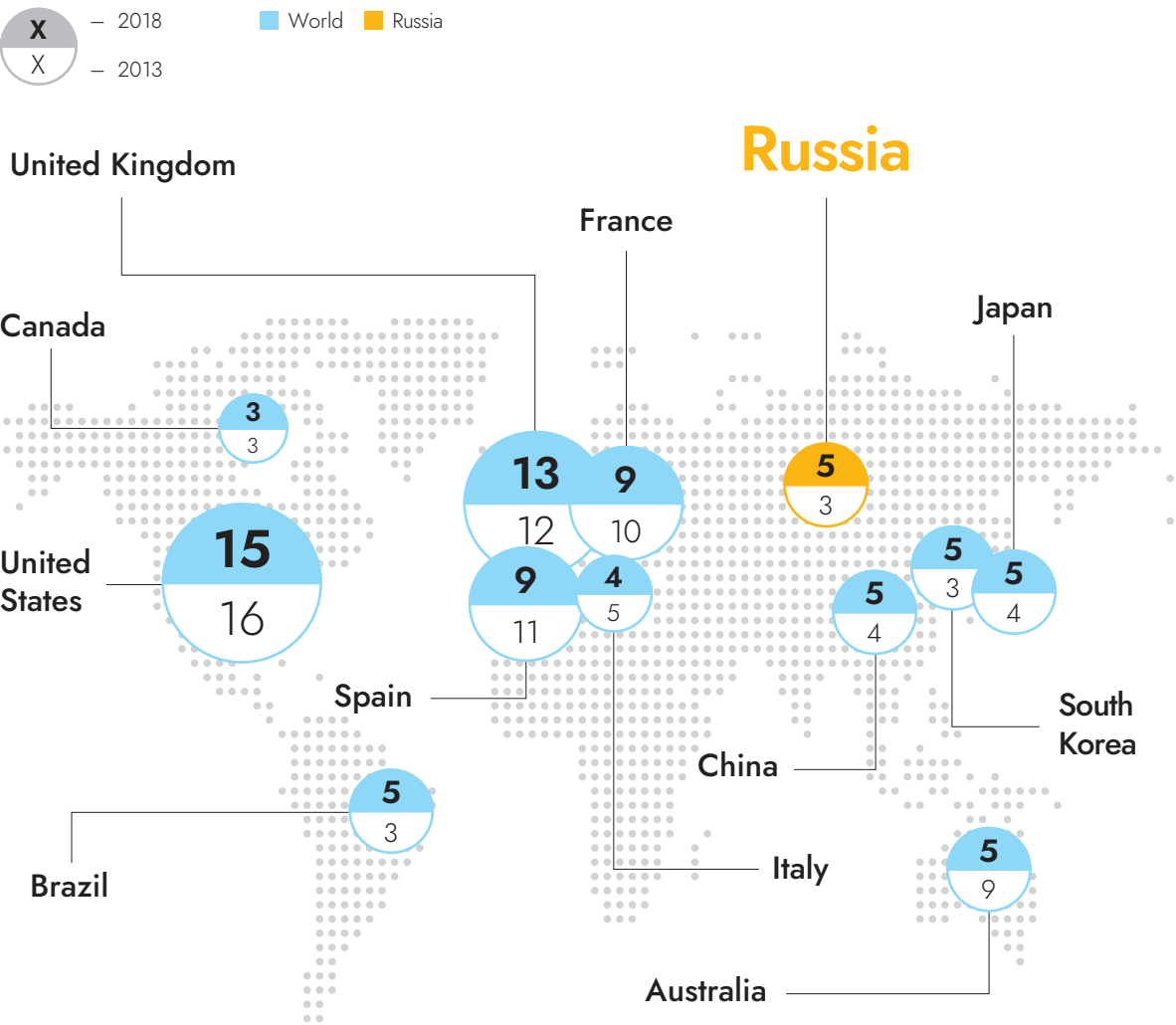
revenue is earned by  
top 50 enterprises

## MUSEUMS, LIBRARIES, AND ARCHIVES: LOCALISATION OF ENTERPRISES



# MOST VISITED ART GALLERIES AND MUSEUMS IN THE WORLD: 2018

NUMBER OF GALLERIES AND MUSEUMS INCLUDED INTO TOP 100 BY ATTENDANCE



Source: HSE estimates based on The Art Newspaper and The Art Newspaper Russia data.

	Number of visitors, million persons
1. Louvre Museum Paris 1972	10.20
2. National Museum of China Beijing 2003	8.61
3. Metropolitan Museum of Art New York 1870	6.95
4. Vatican Museums Vatican 1506	6.76
5. Tate Modern London 2000	5.87
9. Hermitage Museum St Petersburg 1764	4.22
18. Moscow Kremlin Museums Moscow 1806	2.82
29. State Tretyakov Gallery Moscow 1856	2.15
47. Pushkin State Museum of Fine Arts Moscow 1898	1.30
96. Garage Museum of Contemporary Art Moscow 2008	0.88

## TOP 10 MOST VISITED ART GALLERIES AND MUSEUMS IN MOSCOW: 2019

Museum	Number of visitors, million persons	Number of exhibitions	Number of subscribers, thousand persons		
			Instagram	Facebook	Vkontakte
<b>Moscow Kremlin Museums</b> 📅 1806	3.1 +8.0%	6	156.0	31.5	90.1
<b>State Tretyakov Gallery</b> 📅 1856	2.8 +30.9%	29	466.0	148.0	193.3
<b>Multimedia Art Museum, Moscow / Moscow House of Photography</b> 📅 1996	2.2 +13.7%	64	112.0	71.0	24.1
<b>Pushkin State Museum of Fine Arts</b> 📅 1898	1.5 +13.9%	21	196.0	125.5	49.0
<b>State Historical Museum</b> 📅 1872	1.2 +0.9%	26	87.0	24.6	84.7
<b>Garage Museum of Contemporary Art</b> 📅 2008	0.9 +14.6%	12	201.0	125.6	47.8
<b>Museum of Moscow</b> 📅 1896	0.8 +6.4%	19	52.0	23.1	5.1
<b>Moscow Manege</b> 📅 1957	0.7 +70.7%	10	21.0	16.6	4.2
<b>Jewish Museum and Tolerance Center</b> 📅 2012	0.6 +21.2%	8	34.0	49.2	9.0
<b>Moscow Museum of Modern Art</b> 📅 1999	0.5 +4.4%	49	120.0	73.6	1.3

📅 Foundation year

+X.X% — Attendance rate growth 2018/2019, %

Source: HSE estimates based on the data from The Art Newspaper Russia, museums' websites, and official social network accounts (as of October 2020).

The countries leading by the number of most frequently visited art museums are traditionally the United States, the United Kingdom, France, and Spain. The rating of the most popular museums of the world by the version of The Art Newspaper for 2018 has been topped by the French Louvre: over 10 million people have visited it over the year.

**Five Russian museums have entered the top 100 museums of the world by attendance:** The Hermitage Museum of St Petersburg, Moscow Kremlin Museums, State Tretyakov Gallery, Pushkin State Museum of Fine Arts, Garage Museum of Contemporary Art. **During 2018, they have been visited by 11 million people.**

**The attendance of Moscow museums and galleries has increased in 2019. Muscovites mostly like to visit Moscow Kremlin Museums, State Tretyakov Gallery, and Multimedia Art Museum.** The latter conducted the most exhibitions in 2019. As of October 2020, the leading museums by the size of online audience are the State Tretyakov Gallery, Pushkin State Museum of Fine Arts, Garage Museum of Contemporary Art. The experts name the changing infrastructure of the museums (interactive panels, QR codes, augmented reality, and museum cinemas) among the major reasons for the increased attendance.