

# Margarita Kuleva

University Place, 19  
Room 206  
11003 NY NY

[mk9030@nyu.edu](mailto:mk9030@nyu.edu)  
[margaritakuleva.com](http://margaritakuleva.com)

## Education

2019	PhD in Art Sociology, "Creative Labour in Russia: Structural Conditions, Professional Identities and Careers", Bielefeld University, Germany — Higher School of Economics, Russia
2009 – 2011	MA in Sociology, Higher School of Economics in Saint Petersburg, Russia
2005 – 2009	BA in Liberal Arts, Bard College, NY (double degree with Saint Petersburg State University)

## Academic Appointments

2024 – present	Visiting Assistant Professor, Department of Russian and Slavic Studies, New York University
2023 – 2024	Visiting Professor, Tufts University
2022 – 2023	Postdoctoral Researcher, Jordan Center, New York University
2020 – March 2022	Associate Professor, Department of Sociology, Higher School of Economics in Saint Petersburg, Russia
2018 – March 2022	Chair, Department of Design and Contemporary Art, Higher School of Economics in Saint Petersburg, Russia
2013 – 2020	Senior Lecturer: Department of Sociology, Higher School of Economics in Saint Petersburg, Russia

2011 – 2017 Research Fellow: Centre for Youth Studies,  
Higher School of Economics in Saint Petersburg, Russia

## Other work experience

2017 – 2019	Curator of Public program, Iris Foundation, Saint Petersburg, Russia (New Holland Island)
2017 – 2018	Professor of Practice, British Higher School of Art and Design, Moscow, Russia
2007 – 2009	Editor, 'Moy rayon' newspaper
2006 – 2007	Observer, 'Time Out St. Petersburg' magazine

## Teaching experience

New York University

Spring 2025	Soviet Fashion Arts and Science	Undergraduate course
	Art and Resistance in Eastern Europe Arts and Science	Graduate course
Fall 2024	How to: (Analyze) Fashion Steinhardt School of Culture, Education, and Human Development	Undergraduate course

Columbia University

Spring 2024 Research seminar in Arts Administration (IP Defense course)  
Arts Administration MA, Teachers College

Tufts University

Fall 2023      Performance and Media      Graduate course  
School of the Museum of Fine Arts

	Fashion and Society Sociology Department	Undergraduate course
Spring 2024	Art & Resistance in Eastern Europe Sociology Department	Undergraduate course
	Research methods for Participatory Art School of the Museum of Fine Arts	Undergraduate course

### **Higher School of Economics** in English

2020 – 2022 Media and Labour. Graduate seminar.

2020 – 2022 Gender, Media and Culture. Graduate seminar.

2018 – 2022 Political and Economic Anthropology. Undergraduate course.

2018 – 2021 Applied Anthropology. Undergraduate course.

2018 – 2019 Creativity and Urban Change. Undergraduate course.

2017 – 2021 Qualitative Methods in Social Research. Undergraduate course.

2017 – 2018 Contemporary Theory and Methods in Social Anthropology.  
Undergraduate course.

2015 – 2021 Cultural and Inequality. Undergraduate course.

2017 – 2018 Anthropology of Science and Religion. Undergraduate course.

### **Higher School of Economics** in Russian

2020 – 2022 History and Theory of Design. Course for second and third years  
students.

2019 – 2021 Creative Practice in Cross-Cultural and Intermedia Perspectives.  
Graduate seminar.

2016 – 2019 Field Research: Methods, Practices, Emotions. Master's scientific

workshop for first and second year students.

2016 – 2019 Sociology. Undergraduate course for first year students.

2017 – 2018 Contemporary Urban Studies: Social and Spatial Inequalities.

Master's course for first and second year students.

2014 – 2016 Research Practice. Master's course for second year students.

2014 – 2015 Sociology of Fashion. Undergraduate course for second and third year students.

2013 – 2015 'Culture. Consumption. City.' Undergraduate research seminar for second, third and fourth year students.

2013 – 2015 Sociological Theory. Undergraduate course for first year students.

## Academic publications

### Peer-reviewed Articles

1. Kuleva, M. "Manifesta without a Manifesto? Artistic Statements in Times of Political Turbulence." *Culture, Theory and Critique*. 2024. <https://doi.org/10.1080/14735784.2023.2270635>.
2. Kuleva, M. Towards luminescent ethnography of creative work: Purity, dirt and social inequality in Russian art institutions. *European Journal of Cultural Studies*. 2023, 26(1), 14-30. <https://doi.org/10.1177/13675494221103297>.
3. Kuleva, M., Masalova A. "The Soviet Underground Outcrops: Artistic Recognition and Transitional Field of Contemporary Art in Post-Soviet Russia." *Zivot Umjetnosti*. 2021, no. 108, pp. 84-97.
4. Kuleva, M. "Turning the Pushkin Museum into a 'Russian Tate': Informal creative labour in a transitional cultural economy (the case of privately funded Moscow art centres)." *International Journal of Cultural Studies*. 2019, 22(2), 281-297. <https://doi.org/10.1177/1367877918821236>
5. Kuleva, M. "Cultural administrators as creative workers: the case of public and non-governmental cultural institutions in St. Petersburg." *Cultural Studies*. 2018, 32(5), 727-746. <https://doi.org/10.1080/09502386.2018.1429005>
6. Kuleva, M. "The transformation of the creative occupation in modern Russia: the case of employees in Moscow's private art centres." *Monitoring obshchestvennogo mneniya: ekonomicheskie i sotsial'nye peremeny* (2), 50-62, 4

2017. (in Russian)

7. Kuleva, M. "Contemporary Art as a Profession: The Career Paths of Young Artists with Differing Educational Backgrounds (the Case of Saint-Petersburg)." *The Journal of Sociology and Social Anthropology*, vol. 19, no. 1, 2016, pp. 110-124. (in Russian)
8. Kuleva, M. I. "'Wearing a Shock Collar': The Young Employees of 'New' and 'Old' Cultural Institutions in the Workplace." *The Journal of Social Policy Studies*, vol. 13, no. 2, 2015, pp. 337-344. (in Russian)
9. Zhelnina, A. A., Zinov'ev, A. A., & Kuleva, M. I. "'In the District': Youth Solidarities on the Urban Periphery." *Russian Education & Society*, vol. 57, no. 2, 2015, pp. 84-96. <https://doi.org/10.1080/10609393.2015.1012025>
10. Kuleva, M. "Russian Working-Class Youth Trends Finnish: Venäläisten Työväenluokkaisten Nuorten Vaatetrendit." *Idäntutkimus*, no. 2, 2014, pp. 64-71. 2013

## Book Chapters

1. Kuleva, M. "Sociological Discoveries of 'Open Systems'." In *Open systemExperiences of artistic self-organization in Russia, 2000-2020*, edited by A. Trubitsyna, 26-32. M.: Garage Museum of Contemporary Art, 2020. (in Russian)
2. Kuleva, M. "The Only Place Where One Can Feel Connected to an International Context and Still Speak Russian: Hybrid Creative Work in Post-Soviet Contemporary Art Institutions." In *The Industrialization of Creativity and Its Limits*: edited by I. Kiriya, P. Kompatsiaris, and Y. Mylonas, 49-59. Springer, 2020. [https://doi.org/10.1007/978-3-030-53164-5\\_4](https://doi.org/10.1007/978-3-030-53164-5_4)
3. Kuleva, M., Subbotina Y. "Cultural Preferences of Modern Russian Youth (on the Example of Cities: St. Petersburg, Ulyanovsk, Kazan, Makhachkala)." In *Youth in the City: Culture, Scene and Solidarity*, edited by E. Omelchenko, 198-226. M.: HSE Publishing House, 2020. (in Russian)
4. Kuleva, M. "Creative Graduates' Pathways in the Hybrid Cultural Economy of Contemporary Russia." In *Pathways into Creative Working Lives*, edited by S. Taylor and S. Luckman, 49-59. Palgrave Macmillan, Cham, 2020. [https://doi.org/10.1007/978-3-030-38246-9\\_4](https://doi.org/10.1007/978-3-030-38246-9_4)
5. Kuleva, M. "'He's Clearly Intelligent': Petersburg's Informal Cultural Leisure Scene and New 'Intellectual Youth'." *Novye molodezhnye dvizheniya i solidarnosti Rossii*, edited by E. Omelchenko and G. Sabirova, 2011, pp. 117-126. (in Russian)

6. Mateckaja, M. V., & Kuleva, M. I. "The Issues of Developing Cultural Organization(s) from an Informational Perspective." Gorod menyayushchijsya: traektorii razvitiya i kul'turnye prostranstva edited by L. Zinovieva and I. Papushina, 2011, pp. 96-105. *(in Russian)*

## Conference proceedings

1. Menshikova, A., Maglevanaya, D., Kuleva, M., Boganova, S., & Alekseev, A. "Art Critics and Art Producers: Interaction Through the Text." In International Conference on Digital Transformation and Global Society, 113-124. Springer, Cham, 2018. [https://doi.org/10.1007/978-3-030-02846-6\\_9](https://doi.org/10.1007/978-3-030-02846-6_9)
2. Kuleva, M., & Maglevanaya, D. "The Dynamics of Professional Prestige in Fashion Industries of Europe and the US: Network Approach." In International Conference on Social Informatics, 31-40. Springer, Cham, 2017. [https://doi.org/10.1007/978-3-319-67217-5\\_3](https://doi.org/10.1007/978-3-319-67217-5_3)
3. Kuleva, M., & Maglevanaya, D. "Fashion Bloggers as Cultural Intermediaries: The Meaning of Brand Choices in Style Production." In International Conference on Digital Transformation and Global Society, 45-54. Springer, Cham, 2017. [https://doi.org/10.1007/978-3-319-69784-0\\_4](https://doi.org/10.1007/978-3-319-69784-0_4)

## Preprints

1. Polyakova, E., Kuleva, M. "Cultural employment in Russia and Europe: a comparative analysis." Retrieved from Centre for German and European Studies. 2018.
2. Kuleva, M. "Old factories, new stakhanovites: Moscow contemporary art-centres as workplaces." Retrieved from National Research University Higher School of Economics: <https://publications.hse.ru/en/preprints/198208217>, 2016.
3. Kuleva, M. "Constructing Identities and Boundaries: Fashion and Clothing of Working and Middle-Class Youth in Contemporary Russia." 2015. National Research University Higher School of Economics. <http://dx.doi.org/10.2139/ssrn.2559748>
4. Kuleva, M. "Transgressing the Borders: Manifesta European Biennial and Its New Public in Russia." 2014. Centre for German and European Studies.

## Art Writing and Criticism

1. Kuleva, M. "Weeds of Enlightenment." Urgent Pedagogies. 2023. <https://urgentpedagogies.iaspis.se/weeds-of-enlightenment/>.
2. Kuleva, M. "Towards a New Theory of the Field of Art through Field Practice." Moscow Art magazine. 2021. *(in Russian)*

## Grants and awards

February 2025 -- November 2025	Artistic Freedom Initiative Fellow
September 2023 – August 2024	Artist Protection Fund Fellow, Institute for Internation Education
June – December 2022	Postdoctoral Scholar at University of Bielefeld
August 2021	Visiting Scholar in London, supported by Centre for German and European Studies
2019 – 2020	Fellowship: Center for Arts, Design and Social Research (CAD+SR)
2019 – 2020	‘Creative Labour Revisited: a Toolkit for Fair Cultural production in Distinct Institutional Environments’, researcher
2019 – 2021	Head of Research: ‘Digitalizing the invisible: the social history of Russian art of the 20th century’, NRU HSE
2018	Youth Arts Participation on Cultural Scene of Russia, individual grant of General Consulate of the Netherlands
2017	Iris Foundation Grant for Social Research of New Holland Island Cultural Program
2015	‘Family tree of Russian Contemporary Art’, Garage Museum of Contemporary Art, researcher

## Fellowships and residencies

March 2022	Visiting Scholar at Berkeley Center for New Media
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December 2021	Artist-in-Residency at Pushkin House, London
October – November 2021	University of South Florida (10-days visit organized by the Open World Leadership Center, US Congress).
December 2020	Visiting Scholar at Garage Museum, Moscow
January 2020	Artist-in-residency in Nairobi, Kenya, Center for Arts Design Social Research
July 2019	Artist-in-residency in Spoleto, Italy, Center for Arts Design Social Research
February 2019	Visiting Scholar at Aston University
December 2018	Research Residency at University of Amsterdam, supported by Dutch Institute
2014 – 2017	PhD fellow, Centre for German and European studies, Bielefeld University — Saint Petersburg State University

## **Conferences, seminars, and panels organized**

'Cultural Work in Wartime Russia (and beyond)' in collaboration with Dalida María Benfield, Susan Katz, Ou Ning, and Nikita Seleznev. NYU Jordan Center for the Advanced Study of Russia, 20 Nov. 2024, New York. Roundtable.

'Digital Art Extended on Chain' in collaboration with TAEX and Lev Manovich. Templon Gallery, 19 Oct. 2022, Paris. Parallel event for Art Basel Paris.

'(NO) Future Institutions' in collaboration with Eda Yigit and Orhan Cem Çetin. Cezayir, 13-14 Dec. 2020, Istanbul, Turkey. International conference.

'Turning the Digital Turn in the History of Art' panel.' Higher School of Economics in Saint Petersburg, 17-19 Oct. 2019, Saint Petersburg, Russia. 'Situating the Global in Contemporary Humanities' conference.

'(In)visible bodies: gender, sexuality and cultural institutions in a New Europe' co-organized with Vlad Strukov. Mimosa House, 2 Jul. 2019, London, UK.

International seminar.

‘Gendered (In)visibilities: Contemporary Art and Curatorial Practice in Russia and Europe.’ Garage Education Center, 22 Nov. 2018, Moscow, Russia. international seminar.

‘Artistic Training Between Tradition and Experiment: Art Academies and Alternative Art Schools in Europe and Russia’ co-organized with Silvie Jacobi. SIR SPBU, 13-14 Oct. 2017, Saint Petersburg, Russia. International conference.

‘Creative Labour in Transition’ co-organized with Bridget Conor and Stephanie Taylor. Kings’ College London, 29 Jun 2017, London, UK. International seminar.

‘Creative Labour Revisited: Cultural Production in Distinct Institutional Environments.’ Pushkinskaya 10 Art Centre 14-15 Oct 2016, Saint Petersburg, Russia. International conference.

‘Sociology VS Art History: The Battle for Russian Contemporary Art’. Garage Museum of Contemporary Art, 28 May 2015, Moscow, Russia. Roundtable.

## Selected Conference Presentations

2023	<p>ASEEES Annual Convention. "Towards Luminescent Ethnography of Museum Materiality: Purity, Dirt, and Socio-Political Order in Russian 'High Culture' Institutions." Philadelphia, PA. December 2.</p> <p>European Union Public Diplomacy. ‘Art for Federating Futures   Mapping &amp; Gathering the Russian Artists in Exile.’ September 22. (on Zoom)</p> <p>International Conference of the Gagarin Center at Bard College. ‘Philosophers’ Uber: How Translocal Communities of Cultural Workers Against the War Use Media and Technology to Survive and Resist.’ Harriman Institute at Columbia University, New York, NY. April 13.</p>
2022	<p>‘Freedom in Water, Body of Water, Bodies in Water.’ The School of the Museum of Fine Arts at Tufts Past Graduate Colloquia, Medford, MA. April 15.</p>
2020	<p>International Seminar ‘(NO) Future Institution.’ Istanbul, Turkey.</p> <p>Russian culture after 2020 Symposium. The Golden Key Mystery: Contemporary Russian Culture Inside Out. Manchester, UK.</p> <p>‘The Media Paradox: Art and Social Change in the UK and Russia’. London School of Mosaic. London, UK.</p>

'What Ethnography Can Teach us about Research Institutions'. 'Utopias of (Non)Knowledge: The Museum as a Research Hub 8th Garage International Conference. Moscow, Russia. 25 September, 2020.

2019      London Conference in Critical Thought. 'Manifesta without a Manifesto: Art Statements in Turbulent Political Times.' London, UK.

            Archipelago Workshop: Map(s) of the Moving World. 'How can ideas travel'. Helsinki, Finland.

            After Data. 'AI Weiwei crushes Venice: How to Be Artist, Researcher, and Human After BigData.' Tyumen, Russia.

            'Culture Without a Palace: How to See All The Cultural Trends in One Bloc' (in Russian.) Saint Petersburg, Russia.

2018      'Creative Work and the Digital Economy: Enabling EU Integration via Cross-national Creative Working between the EU, UK, Russia and Australia' Conference. 'Experiencing Post-Soviet Creative Labour: Career Trajectories and Professional Identities in a Hybrid Creative Economy'. Dublin, Ireland.

            Digital Art History – Methods, Practices, Epistemologies. 'The Soviet Underground Outcrops: Transitional Field of Contemporary Art in Early Post-Soviet Press.' Zagreb, Croatia. 12-14 November 2018.

            Central and Eastern European Game Studies Conference. 'To Catch the Catcher. Socio-political Aspects of Playing Pokemon Go in Russia.' Prague, Czech Republic. 11-13 October 2018.

            International Sunbelt Social Network Conference. 'Professional trajectories in the field of fashion. Career dynamics and prestige.' Utrecht, the Netherlands. 26 July-1 August 2018.

            Creative Work and the Digital Economy: Enabling EU Integration via Cross-national Creative Working between the EU, UK, Russia and Australia 'Experiencing Post-Soviet Creative Labour: Career Trajectories and Professional Identities in a Hybrid Creative Economy.' Dublin, Ireland. 12-13 April 2018.

            The Body of Things: Gender, Material Culture and Design in (Post) Soviet Russia. 'The Soviet Underground Outcrops: Transitional Field of Contemporary Art in Early Post-Soviet Press.' Aarhus, Denmark. 8-9 March 2018.

## Recent Public Lectures

2023 In conversation with Mary Ellen Strom. School of the Museum of Fine Arts at Tufts, Boston, MA. 9 September 2023. Artist talk.  
In conversation with Fernanda Pitta, Moisés Patrício, Luciara Ribeiro, and Margarita Kuleva. Casa do Povo, São Paulo, Brazil. May 2023. Artist talk.

2022 'The Right to Be Creative.' Art, Technology, and Culture Colloquium at Berkeley Center for New Media, University of California Berkeley, CA. 14 March 2022.  
'NFTs in Context 2.0.' CADAF and Christie's Education (online). 26 May 2023.

2021 'Shone, caught on, dissolved: hipster Saint Petersburg and urban transformations 2000–2010xx.' NCCA in Saint Petersburg. 9 September 2021.  
'The Creeper Museum and the Weeds of Education.' UCL School of Slavonic and East European Studies, London, UK. 16 December 2021.

2020 'Instagram walk in Cheremushki.' CAD+SR Residency, Moscow, Russia. 7 November 2020.  
'How the environment constructs urban Text #2' Street Art Research Institute, Saint Petersburg, Russia. 14 June 2020.  
'Happiness is Far: "oases" of contemporary art and the emotional work of cultural workers.' European University at Saint Petersburg, Russia. 20 November 2020.

2019 'The right to creativity: the work of cultural workers from a gender perspective.' HSE Laboratory for Studies in Economic Sociology, Moscow. Russia. 31 October 2019.  
'Culture' and 'Creativity' in Russia and the UK since the 2000s.' School of Languages, Cultures and Societies, University of Leeds, UK. 21 February 2019.  
'Creative Work in Russian and Britain.' HSE Art Gallery, Moscow, Russia. 7 February 2019. <https://youtu.be/QbySU5bdYTM>  
'What (dis)order, dirt and cleanliness tell about culture in Russia.' HSE Lectorium in Saint Petersburg, Russia. 28 August 2019.

2018 'How beer became art, and what it tells us about culture and society today.' Jawspot SPb Bar, Saint-Petersburg, Russia. 22 December 2018.  
'Turning the Pushkin Museum into a 'Russian Tate Modern': Informal Creative Labour in a Hybrid Cultural Economy (the Case of Privately Funded Moscow Art Centres.)' Amsterdam Institute for Humanities Research, the Netherlands. 17 December 2018.

'Love, fame, tragedy, and paperwork: gendered cultural work in Russian and British institutions.' 'Gendered (In)visibilities: Contemporary Art and Curatorial Practice in Russia and Europe' International Seminar, Moscow, Russia. 22 November 2018.

'The end of the *tusovka*, or what is happening in Russian contemporary art.' 'Back to the Future' Festival of Science, Saint Petersburg, Russia. 19 November 2018.

'How work is changing in Europe: the organisation of labour, workplaces and regimes, new professions and adapting education.' Open Discussions 'Autumn Evenings', Saint Petersburg, Russia. 29 September 2018.

'What is the Wanderer above the Sea of Frog withholding, or why is it so difficult to shake off myths about creative labour?' Street Art Museum, Saint Petersburg, Russia. 30 August 2018.

'A Brief History of the *Tusovka*: Drinking, Walking and Watching in St. Petersburg 2000-2010s.' New Holland, Saint Petersburg, Russia. 29 June 2018.

<https://www.youtube.com/watch?v=NpIDWGmK2js>

'The Romanticisation of Labour in the Creative Industries.' 'Be in Open' Forum for New Russian Fashion Industry, Moscow, Russia. 8 June 2018.

'Vandalism or "Merely Art", or How to Raise a Rebel in the Museum-city.' Street Art Research Institute, Saint Petersburg, Russia. 19 May 2018.

2017 'Creative spaces don't exist. 'Culture' and 'creativity' in Russia and Britain since 2000.' New Holland, Saint Petersburg, Russia. 27 August 2017.  
<https://theoryandpractice.ru/videos/1278-margarita-kuleva-kreativnykh-prostranstv-ne-sushchestvuet>

## Research Projects

2016 – 2018 'Digital Youth in the Media City', supported by Kone Foundation

2016 – 2018 'Curatorship as Labour: Cultural institutions of St. Petersburg, Moscow and London as workplaces', lead researcher / funded by DAAD

2016 'Old Factories, New Stakhanovite: labour routines of Moscow art-centres', lead researcher / supported by NRU HSE

2015 ProArte festival 'Contemporary Art in traditional museum') visitors research, research coordinator / supported by ProArte Foundation

2014 – 2017 'Co-evolution of Knowledge and Communication Networks: Structural Dynamics of Creative Collectives in European Cultural Capitals', field coordinator of London case / supported by SPBU Centre for German and European Studies

2014 – 2017 'Youth Solidarities and Generations of XXI Century: Meaning of Labor and Consumption', supported by CYS NRU HSE

2014 'Manifesta10' public survey, research coordinator / supported by the European Biennale of Contemporary Art

2013 – 2014 'Creative city: reformatting the public space', 'Creative city' research group / supported by NRU HSE

2012 'Innovation potential of Russia's young people: solidarity, activism, civic responsibility', supported by CYS NRU HSE

2011 – 2012 'Between discipline and experiment: Youth's everyday body regimes in Russia's current socio-economic conditions', supported by CYS NRU HSE

2011– 2014 MYPLACE – 'Memory, Youth, Politic Legacy And Civic Engagement' International research project, FP7 Framework, interviewer / supported by European Comission

2011 'Youth solidarities in the local and global context: Economy, Politics, Culture', supported by CYS NRU HSE

2010 'New social movements of Youth', supported by CYS NRU HSE

## Performances and exhibitions (as an artist)

2024 'If Museum Walls Could Talk'  
Pigott Hall, Stanford University, CA  
The New School University Center, NYC  
performance

2023 'The Guides of Souls' at Tufts University and Museum of Fine Arts, Boston, MA/ commissioned by Artist Protection Fund | public performance

2022 'UC Pinkies', Pinkies Nail Salon, Berkeley, CA |  
public performance

2021      'The Arrival', Pushkin House, London, UK  
| public performance series

2021      'The Back Office Manifesto', Foundation NFT platform

2021      '{min}enlightenment' in Saint Petersburg, Russia  
| public performance series

2020      'The Privilege of Presence' at Garage Museum of Contemporary Art, Moscow, Russia | co-authored with Victor Kudryashov

2018      'Visible Invisibility' at Helsinki Art Museum, Finland — Street Art Museum in Saint Petersburg, Russia | exhibition and research project commissioned by Kone Foundation

## **Curatorial work (as a curator)**

2023      'A night between heaven and hell' one night group show  
| Untitled Space gallery, part of Frieze week, New York, NY

2023      'Suiseki' digital show by Alex Arzt | on TAEX NFT platform

2022      'A modern city designed for Siberia in 1965, painted on large wood panel by Hieronymus Bosch' show by Lev Manovich  
| on TAEX NFT platform

2022      'Dallas' | The Carillon gallery at Joe B. Rushing Center for the Performing Arts, Fort Worth, TX

2017 – 2019      public program for New Holland Island, Saint Petersburg, Russia / commissioned by Iris Foundation

2014      Manifesta 10, public research on art consumption and inequality / commissioned by Manifesta Foundation

2013      'Forever Young?' video art exhibition / commissioned by the City of Saint Petersburg