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"Na_rodnom" – All-Russian prize in the field of folk art crafts

On June 26–28, 2025, the Forum of creative territories was held in Nizhny Novgorod – a yearly discussion platform dedicated to exploring development models for territories based on their cultural code that “emphasizes the uniqueness, irreplaceability and recognizability” of a place.

University president, academician of the Russian academy of education, doctor of pedagogical sciences, professor V.F. Maksimovich participated as a speaker at two expert sessions: "Round table of the Federal expert council on folk art crafts and art expert councils on folk art crafts of Russian Federation regions" and "Personnel in the field of folk art crafts" (Fig. 1).

In addition to its intensive business program, the forum included the announcement of results from the All-Russian prize in the field of folk art crafts entitled "Na_rodnom".

The founders of the All-Russian prize in the field of folk art crafts are the Government of the Nizhny Novgorod region with support from the Federation Council of the Federal Assembly of the Russian Federation and the Ministry of industry and trade of the Russian Federation.

The goal of the prize is to identify best practices and recognize the merits of individuals and organizations for their significant contribution to preserving and developing traditional values, national culture and folk art crafts.

Key objectives of the prize include:

- identifying new leaders;
- public recognition;
- supporting initiatives and projects,
- determining trends in contemporary Russian art and creation of national products;
- supporting social projects and institutions of civil society;



Fig. 1. Speech by RUTAC president V.F. Maksimovich at the expert session "Personnel in the field of folk art crafts"

- organizing charitable missions, investment and social projects [1].

The "Na_rodnom" prize provides a unique opportunity for artists working in the field of traditional arts crafts, enterprises engaged in folk art crafts, cultural and educational institutions to showcase their achievements and gain federal-level recognition. The prize represents an extensive project aimed at preserving Russia's cultural heritage by leveraging the potential of traditional art crafts.

Five categories were established: "Design and art craft", "Mastery", "National code. Promotion", "Succession of generations" and "Territory of traditions". Additionally, there were announced 16 subcategories, including:

- best location for traditional existence of folk art craft;
- best master of folk art craft;
- best young specialist in folk art craft;
- best collaboration involving folk art crafts;
- best media project in the sphere of folk art crafts¹⁰.

A total of 260 applications were submitted from 43 regions of Russia to participate in the competition.

For the first time, the circle of those who could support talented artists preserving the country's traditional art crafts through popular voting expanded. "Each person's vote is a sign of recognition and support for traditions that all of Russia takes pride in!"¹¹— said S.V. Yakovlev, minister of tourism and crafts of the Nizhny Novgorod region.



Fig. 2. I.A. Komissarova, winner in the category "Best mentor-educator" (center)



Fig. 3. Fedoskino institute of lacquer miniature painting, winner in the category "Best educational project in the field of folk art crafts".

M.A. Saltanov with the prize diploma

¹⁰ Premiya v oblasti narodny`x xudozhestvenny`x promy`slov «Na_rodnom». – Tekst : e`lektronny`j // Pravitel`stvo Nizhegorodskoj oblasti : sajт. – URL: <https://premiya-nhp.ru/> (data obrashheniya: 26.06.25).

¹¹ In the same place.

The Russian university of traditional art crafts participated in the project for the second time. In 2024, the university had already won in the category "Succession of generations" as the best higher education institution providing training for artists in the field of traditional art crafts.

This year, applications were submitted under four subcategories: "Best specialized educational institution in folk art crafts" (an application highlighting the university's activities in preserving and developing traditional art crafts); "Best mentor-educator" (I.A. Komissarova, lecturer at Kholuy institute of lacquer miniature painting named after N.N. Kharlamov – branch of the Russian university of traditional art crafts) (Fig. 2); "Best young specialist in folk art crafts" (M.S. Kalmykova, lecturer at the department of lacquer miniature painting of the Russian university of traditional art crafts) (Fig. 4); "Best educational project in the field of folk art crafts" (V International forum of students, postgraduates and young scientists "Culture of Russia in the 21st century: past in the present, present in the future") (Fig. 3).

Applications from the Russian university of traditional art crafts in these subcategories were recognized as the best ones.



Fig. 4. Presentation of the winner's diploma to M.S. Kalmykova in the category "Best young specialist in folk art crafts"