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Participation of the Russian university of traditional art crafts in the “Golden Khokhloma” Festival in the city of Semyonov

On June 20, 2026, in the city of Semyonov, Nizhny Novgorod region, the opening of the 22nd International Festival of folk art crafts “Golden Khokhloma” took place. On this day, the central streets and squares of the city were transformed into a unified festive space, uniting the traditions of this unique art, creativity and the bright impressions of the guests.

The “Golden Khokhloma” Festival is held for the 22nd time and gathered a record number of guests – more than 52,000 people. The event was implemented with the support of the national project “Tourism and hospitality” and became the main venue for celebrating the Day of folk art crafts in Russia. As noted by the first deputy governor of the Nizhny Novgorod region, A.N. Gneushev (Fig. 1⁴), for more than 20 years, the festival has become a landmark event for the entire folk art crafts industry in the country.



Fig. 1. The solemn opening ceremony of the 22nd International Festival of folk art crafts «Golden Khokhloma» is attended by:

- Andrey Nikolaevich Gneushev, first deputy governor of the Nizhny Novgorod region;
- Artem Aleksandrovich Kavinov, deputy of the State Duma of the Federal Assembly of the Russian Federation;
- Sergey Vladimirovich Yakovlev, minister of tourism and crafts of the Nizhny Novgorod region;
- Alexey Vladimirovich Stepanov, deputy of the Legislative Assembly of the Nizhny Novgorod region;
- Dmitry Sergeyevich Poluektov, head of local self-government of the Semyonovsky municipal district;
- Valentina Fyodorovna Maksimovich, president of the Russian university of traditional art crafts.

⁴ Figs. 1-17. Photo by the author of the article.

The official opening ceremony was marked by congratulations from the administration and the awarding of the best workers in the region's industry. Of particular note was the speech by the president of the Russian university of traditional art crafts, academician of the Russian academy of education (RAE), doctor of pedagogical sciences, professor V.F. Maksimovich (Fig. 2), who emphasized the importance of the festival's mission and the significance of training specialists in the field of traditional art crafts. She noted that the training of personnel with specialized higher education is the main condition for the preservation and development of this art.

Fig. 2. Ceremonial opening of the “Golden Khokhloma” Festival. Speech by V.F. Maksimovich, president of the Russian university of traditional art crafts, academician of the RAE, doctor of pedagogical sciences, professor



One of the central events of the festival program was the exposition of the students' graduation projects, presented at the City House of Culture and becoming one of the main attractions for guests and participants (Fig. 3, 4). Visitors were presented with works from various branches of traditional art crafts: artistic lace making, artistic embroidery, Fedoskino, Palekh, Mstyora and Kholuy lacquer miniature painting, decorative painting (Nizhny Tagil, Zhostovo, “Moscow letter”), artistic bone carving, Bogorodskoye wood carving, as well as works of jewelry art.



Fig. 3. Central part of the exhibition space. Exposition of works by students of the Russian university of traditional art crafts

Fig. 4. Exposition of works by students of the Russian university of traditional art crafts



The exhibition of items of traditional art crafts, created at the Russian university of traditional art crafts and previously successfully showcasing the splendor of Russia's artistic heritage in Paris, demonstrated the highest level of skill of modern students and the continuity of regional-historical artistic and technological traditions. V.F. Maksimovich introduced the honored guests to the exposition (Fig. 5), detailing the works on display.

Fig. 5. V.F. Maksimovich introduces the guests to the exhibition



The culmination of the exhibition was a presentation of a unique collection of women's outfits – dresses crafted using the technique of artistic lace making (Figs 6, 7), as well as dresses decorated with various types of artistic embroidery (Figs 8, 9). The residents and guests of the city studied the exhibits with great interest, spoke with the university staff and left enthusiastic comments in the guestbook (Figs. 10, 11).



Fig. 6. The lace dress crafted using the Vologda lace making technique



Fig. 7. The lace dress crafted using the Kirishi lace making technique



Figs. 8, 9. Dresses decorated with artistic embroidery



Figs. 10, 11. Exposition of items crafted by students of the Russian university of traditional art crafts

An important part of the festivities was the events dedicated to the anniversary of the opening of the school of woodworking, which laid the foundation for the famous factory of “Khokhloma painting” JSC. Excursions were organized for the guests, one of which was attended by university faculty and students (Figs. 7, 8). The guide paid special attention to the history of the factory and the artists working on creating pieces with Khokhloma painting, a traditional art craft of the Nizhny Novgorod region.

A large-scale fair was held in the central square. Here, more than 1,500 masters and artists, as well as 58 enterprises of folk art crafts from 17 regions of Russia and the Republic of Belarus, presented their works. Throughout the day, performances by musicians, vocalists and folk dance ensembles took place on the festival’s main stage, creating a festive atmosphere.

The “Golden Khokhloma” Festival has once again shown that folk art crafts are not museum relics, but an essential part of Russia’s culture. The participation of more than 52,000 guests, hundreds of artists and dozens of enterprises from different regions confirms the high interest of society in preserving cultural heritage. A special role in this process belongs to the Russian university of traditional art crafts: the exhibition of works became a kind of bridge to the future of traditional art crafts, where behind every work lies colossal effort, talent, respect for traditions and innovative artistic and creative explorations (Figs. 12-17).





Figs. 12-15. Fragments of the exposition of graduation works by students of the Russian university of traditional art crafts



Figs. 16, 17. Fragments of the exposition of graduation works by students of the Russian university of traditional art crafts