

Tikhomirov S.A., candidate of culturology, associate professor, vice-rector for research, professor of the department of art history at the Russian university of traditional art crafts, 191186, Saint Petersburg, Griboyedov canal embankment, 2, lit. A; e-mail: nauka_vshni@mail.ru

The “Treasury” exhibition project at the National Center “Russia”

Abstract. The message discusses the concept of the exhibition project “Treasury” – an updateable cultural space with changing expositions aimed at introducing visitors to the cultural heritage of Russia. Particular attention is paid to the first exposition, which presents the results of the renovation of historical toys from the collection of the Art and Pedagogical Toy Museum named after N.D. Bartram, including ethnographic series and dolls in costumes of the USSR republics. In addition to describing the exposition, the note highlights related events – a round table discussion on the role of toys and traditional art crafts in child upbringing.

Keywords: exhibition project, exposition, Art and Pedagogical Toy Museum named after N.D. Bartram, toy renovation, cultural memory, children’s upbringing.

On May 22, a grand opening ceremony for the new exhibition project “Treasury” was held at the National Center “Russia”. This is an updateable cultural space: expositions will change throughout the year, each one focusing on a specific theme or collection.

The goal of the project is to introduce visitors to the diversity of Russia’s cultural heritage through unique artifacts.

The opening of the “Treasury” project was preceded by a round table discussion dedicated to the role of toys and traditional art crafts in raising children and preserving cultural memory. The moderator was O.E. Malevannaya, head of the Laboratory for cultural and educational projects at the National Center “Russia”: “Our round table is dedicated to an important event for the National Center ‘Russia’ – the opening of the ‘Treasury’ project. This is a touching and significant project aimed at popularizing our country’s richest museum fund. We want people here, in the center of Moscow, to be able to see the treasures that museums across Russia have carefully preserved for many years in all corners of our country. The ‘Treasury’ begins with an amazing exhibition – with what is most important, childhood. This is a story about toys” [1].

The speakers were: V.F. Maksimovich, president of the Russian university of traditional art crafts, academician of the Russian academy of education (RAE), doctor of pedagogical sciences, professor; L.M. Vanyushkina, head of the department of art history, doctor of pedagogical sciences, associate professor;

S.A. Tikhomirov, vice-rector for research, candidate of culturology, associate professor (Fig. 1¹¹).



Fig. 1. Participants of the round table dedicated to the opening of the “Treasury” exhibition project

During the discussion, the round table participants explored how museum spaces and exhibition projects can serve as a bridge between generations, helping children and teenagers to rethink traditional values in a new light. Effective interaction formats were also considered, such as master classes and interactive expositions. Particular attention was given to how toys and traditional art crafts can have a gentle yet effective educational impact [1]. The speakers elaborated on the activities of the unique Art and Pedagogical Toy Museum named after N.D. Bartram, which is part of the structure of the Russian university of traditional art crafts. The museum is not only an important element of the system for continuing professional education in the field of toy-making but also a significant cultural and educational center for Sergiev Posad, the Moscow region, and Russia as a whole. Founded by the artist and collector Nikolay Dmitrievich Bartram, the museum’s collection numbers over 160,000 exhibits.

“The very word ‘Treasury’ needs no explanation. Everyone who comes here will surely see something they have never seen before and perhaps even heard nothing about. What are childhood and national culture? What connection exists between them, between beauty, intelligence, and happiness? At the root of it all are always children and parents. I often say that smart parents make for happy children.

¹¹ Fig. 1. Round table on the Opening Ceremony of the “Treasury” author’s project at the “Russia” National Centre / Photo Bank of the “Russia” National Center : site. – URL: https://russia.ru/photobank/kruglyi-stol-po-torzestvennomu-otkrytiiu-avtorskogo-proekta-sokrovishhnica-v-nacionalnom-centre-rossiia?ysclid=mph0a4mof2767814256&utm_source=yandex.ru&utm_medium=organic&utm_campaign=yandex.ru&utm_referrer=yandex.ru (date of access: 02.06.2026).

And happy children are well-raised, develop into wise parents and in turn bring happiness to their own families. This is a natural life cycle that has always existed and cannot be canceled. Much depends on the parents. School and everything else are subsequent factors. The family comes first”, noted V.F. Maksimovich.

“If you ask a hundred people what a toy is, the answer will be obvious: it’s something children play with. And that is, of course, true. A child comes into this world quite small and some of the first objects he or she sees next to him, along with his mother’s face leaning over him, are toys – hanging ones, funny ones, ones that make sound. A toy accompanies us throughout our lives. It seems like a simple ‘trinket’, but that is not actually the case. A huge number of adults, serious people, have pondered what role a toy plays in human life in general, not just a child’s. Because it accompanies us throughout our lives – albeit in other forms, as souvenirs, elements of interior decor, keepsakes. But it always remains nearby”, believes L.M. Vanyushkina.

S.A. Tikhomirov emphasized that the Art and Pedagogical Toy Museum named after N.D. Bartram is also “a space for scientific research, where the attribution of objects, their history and the people associated with their creation and existence are important. It’s a kind of ‘detective work’ when we find out where an object came from and how it ended up in the collection. Many items are still insufficiently studied. Therefore, the museum becomes not only a space for adult scientific discoveries but also a space for students who can engage in real research”.

At the “Treasury” exhibition, one can see the results of the renovation of historical toys from the collection of the Art and Pedagogical Toy Museum named after N.D. Bartram, executed by students of the Sergiev Posad Institute of Toys (Fig. 2¹²). Students and staff of the Sergiev Posad Institute of Toys, as well as the museum, participated in both the round table discussion and the opening of the exhibition project.



Fig. 2. Opening exhibition for the exhibition project “Treasury” at the National Center “Russia”

¹² Figs. 2-5. Opening of the “Treasury” author’s project / Photo Bank of the “Russia” National Center : site. – URL: <https://russia.ru/photobank/otkrytie-avtorskogo-proekta-sokrovishhnica> (date of access: 02.06.2026).



Fig. 3. The Icebreaker “Krasin” and the Sailor doll: restored replicas from the late 19th – early 20th centuries

“The opening of the ‘Treasury’ was made possible by the efforts of the National Center ‘Russia’, which has implemented such a project in our country for the first time. Everything you will see here is unique work. Especially the stand that showcases the peoples of Russia. These are works created entirely by hand. And it is very important that not only is the toy shown as an object, but also the highest aesthetic quality of its design”, emphasized V.F. Maksimovich, academician of the Russian academy of education, doctor of pedagogical sciences, professor and president of the

Russian university of traditional art crafts [2].

Visitors to the National Center “Russia” can see the results of the renovation of original museum exhibits from the museum's collection. Among them are: the doll “Matros (Sailor)” (Fig. 3) – an original from the late 19th – early 20th century, which came from the Alexander Palace, “Tatarka (Tatar women)” – an original porcelain toy from the beginning of the 20th century, made in Germany, the doll “Boyarynya” (Noblewoman). A separate block of the exposition is dedicated to renovations of works by the Khudozhestvennaya Igrushka artel (Artistic toy workshop, Moscow, 1950–1959), based on the originals by sculptor Elena Evgeniyevna Borisova (1889–1976), who devoted her life to creating toys. Also presented are “Doll in a velvet dress”, “Doll in a straw hat”, as well as ethnographic series like “Ossetian woman”, “Komi girl”, “Udmurt woman” and sets such as “Development of the North” (Fig. 4) and “Nenets chum”.

Special attention is given to the renovation of dolls in national costumes; thus, the exhibition tells visitors about the diversity of Russia’s peoples. [2] (Fig. 5).



Fig. 4. Toy Set “Development of the North”



Fig. 5. Dolls in the national costumes of the USSR republics

References

1. V ramkax proekta «Sokrovishhnicza» e`ksperty` obsudili rol` igrushki kak chasti kul`turnogo koda // Novosti Nacional`nogo centra «Rossiya» : sajt. – URL: https://russia.ru/news/v-ramkax-proekta-sokrovishhnica-eksperty-obsudili-rol-igruski-kak-casti-kulturnogo-koda?ysclid=mpgz6nvk4z539441068&utm_source=vshni.ru&utm_medium=referral&utm_campaign=vshni.ru&utm_referrer=vshni.ru (data obrashheniya: 01.06.2026).
2. «Sokrovishhnicza» otkry`las` v Nacional`nom centre «Rossiya» // Novosti Nacional`nogo centra «Rossiya» : sajt. – URL: <https://russia.ru/news/sokrovishhnica-otkrylas-v-nacionalnom-centre-rossiia> (data obrashheniya: 02.06.2026).