

Educational and Strategic SibFU Projects Presented at RCW


The Russian Creative Week (RCW) forum was held in Moscow on 7-10 July 2022. Krasnoyarsk Territory became a strategic partner of the event and was presented in a separate section for the first time. SibFU took part in the program presenting its educational and strategic projects in the field of creative industries.


The Krasnoyarsk Territory's pavilion put a particular emphasis on gastronomy - so the region was presented as a center of competence in this area. Representatives of the School of Gastronomy of Siberian Federal University shared their experience on recruiting and educating specialists who could then change the industry. It is notable that more than 80% of the School's students came from other regions, which speaks of the decentralisation of attracting talents through creative industries.



Nikolay Grigoryev, deputy director for Strategic Development at the School of Gastronomy : *"Educational environment and abundance of interesting training programs raises the attractiveness of our region. It is the idea that's important, not the location of the educational institution. We have created a very clear and consistent system that allows us to develop the talents of each of our students. All the School's staff is involved in the student's search for a purpose, and our philosophy is providing opportunities to choose your own way to develop your talent. I am grateful to the organisers of RCW and, of course, to the team of Krasnoyarsk Territory for this opportunity to share our ways to develop creativity."*

Under the guidance of senior chef-lecturer Evgeniy Barannikov, the School's students Daniil Chub, Anna Bashlykova, Maxim Semena held a master class on cooking snacks using local Siberian ingredients - Moscow and St. Petersburg restaurateurs expressed their desire to offer them jobs as sous-chefs immediately after graduation. As another part of Russian Creative Week a strategic project was presented by SibFU - Gastronomic R&D-Park which is implemented as a part of the Priority 2030 program.

"We held a number of meetings with representatives of the Gastronomic Map of Russia project and the Glamping Association. We discussed such topics as the development of the territory through gastronomic tourism, the practice of gastronomic expeditions, the secrets of the gastronomic map of Siberia, creative methods and approaches that can help develop new ways and technologies for assembling a new generation of tourist products. It was helpful to hear the opinions of colleagues from different regions of the country, and prospects for further cooperation are clear," said **Natalya Bakhova**, head of the Gastronomic R&D Park strategic project. 

"Creative industries innovate, make intellectual property, and help develop the economy. That's why the requirements for modern education are changing: freedom in choosing content, digital technologies, and viewing the learning process as a result of cooperation between the student and the educator. But not all specialists in education have a clear idea of what is fundamental in this strategic field. Therefore, we are glad that our colleagues from the School of Gastronomy shared their experience, and that our Gastropark strategic project was supported by new partners. This will allow us to continue the implementation of cross-industry and educational projects in creative industries at a higher level," said SibFU rector **Maksim Rumiantsev**. 

[Photos](#)

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