



“From Screenshot
to Print”:

Cosmoscow Fair Unveils Visual Style for its 14th Edition

The Cosmoscow International Contemporary Art Fair presents a visual style of its new edition based on the work of the winner of the Artist of the Year program implemented by the Cosmoscow Foundation. The design concept for the fair’s 14th issue, “From Screenshot to Print,” was inspired by the work of Igor Samolet and continues to explore the boundaries between the digital and the material. Cosmoscow will run on September 4–6t (Preview on September 3rd) with the support of General Partner Sber x GigaChat, Sber Private Banking, Automobile Partner VOYAH, and companies including Hutton, MR, ēdomo, Beluga, Tête de Cheval, BORK, Konstantin Chaykin, Geltek, Mistral, Chupa-Chups, and Kids Program’s partner Kangaroo. The visual style was developed and created by Omsky design studio.

“For each edition of the Cosmoscow International Contemporary Art Fair, we reinvent our visual language. It becomes more than just an event’s design, but a full-fledged artistic statement, a continuation of the creative practice of the Artist of the Year. We don’t just illustrate art, we co-create it. This approach allows us not only to re-invent Cosmoscow each season but also to introduce a wider audience to the language of contemporary artists”

The visual language of Cosmoscow 14th edition is built around the random, imperfect frame, a momentary snapshot of reality. While Igor Samolet’s early works involved screenshots and digital images, today the artist uses an instant camera on receipt paper, transforming fleeting episodes into testimonies of life’s experience. It is this shift from digital imaging to physical photography that formed the basis of the fair’s design. The signature style is formed from numerous encounters between a person and an event, the preserved moments of everyday life.

Omsky studio

“We were struck by Igor Samolet’s increasing use of instant photography in his recent projects as a way to preserve fleeting moments of everyday life. Today, our first encounter with almost any event happens through a phone screen, but these moments just as quickly disappear into the endless feed. We wanted to capture this moment and compile a small archive of first encounters with Cosmoscow: personal, random, and very humane”



Information about the fair appears on a phone screen, a space where most communication is concentrated today. However, instead of a familiar file, it is transformed into a photographic print. Public information thus becomes part of personal experience, and a virtual artifact acquires materiality. This experience, in turn, will be reflected in the fair's digital materials, blurring the line between screen and reality.

The ordinary stone became a separate dimension of the promotional campaign. In Igor Samolet's philosophy, it serves as a symbol of timelessness and absolute presence. As part of the fair's promotional campaign, the stone unexpectedly intrudes into familiar spaces, disrupting the flow of events. This visual device transforms the viewer into an observer, capturing how mere presence can change the situation around them. The stone is neutral, yet impossible to ignore. In this sense, it exists on several levels simultaneously: as an object, as an observer, as an artist, and as a work of art within space.

Omsky studio

“In one interview, Igor Samolet talks about wanting to be a stone or a cobblestone, existing alongside what's happening, observing it. This idea formed the basis of the Cosmoscow 2026 promotional campaign. The stone doesn't do anything special. It just lies there. But everything around it begins to take its existence into account. The door doesn't open all the way. The chair is positioned slightly differently. The drawer can't fully open”

The new corporate identity will define the image of the Cosmoscow fair in both online and offline spaces: in architecture, navigation, print, the official website, social media, newsletters, the digital catalog, and more.

The 14th edition of the Cosmospow International Contemporary Art Fair will be held on two floors of the Timiryazev Centre exhibition space (6/1, Verkhnyaya Alley) from September 4 to 6, 2026. Collectors and the art community will be the first to visit the fair during a Preview on September 3.

The visual identity for the 13th edition of Cosmospow, developed by Omsky Studio, has received high international professional acclaim. The 2025 season's identity, built on the idea of temporary fixation and inspired by the works of the PROVMYZA art group, won the TDC Prize 2026. one of the top awards from the Tokyo Type Directors Club, one of the most respected international professional societies in typography and visual communications. The project also received a gold award at Awards 360 in the Cultural Branding: Best of the Year (Gold Prize), won the Graphic Communication category at the ADCR Awards, and received a gold award at the Sreda 2025 festival in the Rebranding/Identity Redesign category.