



Key brand projects at the Cosmoscow fair

The 14th edition of the Cosmoscow International Contemporary Art Fair will take place on September 4–6, 2026, on two floors of the Timiryazev Centre (6/1, Verkhnyaya Alley). Collectors and representatives of the art community will be able to see the exhibition first at the Preview on September 3. Cosmoscow is supported by General Partner Sber: GigaChat and Sber Private Banking, Automobile Partner VOYAH, and companies including Hutton, MR, ědomo, Lamoda, Beluga, Tête de Cheval, 12 STOREEZ, Azbuka Vkusa, Konstantin Chaykin, Geltek, Mistral, Chupa Chups, Kids Program's partner Kenguru, The Carlton, Moscow, Blessed Mess, Moscow Medicine, the official Insurance Partner SberInsurance, Technical Partner MONTAZHNIK, and the Official Water company edis.

The fair will occupy 17,010 square meters, spanning two floors and the courtyard of the Timiryazev Centre. Visitors will see 113 gallery booths, over 20 partner projects, and 9 non-profit cultural projects. The Cosmoscow Talks program will be held in the Lecture Hall and Media Forum. Kangaroo will prepare the Cosmoscow Kids area for young visitors, offering workshops, games, and creative activities.

The Cosmospow fair program will feature 14 collaborations between brands and contemporary artists. The resulting projects will be shown both at the Timiryazev Centre and beyond. These collaborations clearly demonstrate that the active involvement of businesses in building cultural capital is becoming a key factor in the development of the art industry. Projects will be presented by: Sber Private Lounge, GigaChat, Hutton, MR, Lamoda, Azbuka Vkusa, Konstantin Chaykin, Geltek, Mistral, Chupa Chups, The Carlton, Moscow, Blessed Mess, Moscow Medicine, SberInsurance, and MONTAZHNIK.

SBER *GigaLounge space*

At the Cosmospow fair, Sber is presenting GigaLounge, a manifesto for the new synergy between art and technology. It's a laboratory for creative states, where the artistic process begins long before a work is created.

GigaLounge unites two realities. The first is a zone of original installations created by artists based on reimagining the works of GigaArt competition winners. The second is the open space of the AI art festival itself, where every guest becomes a creator. Combining tradition and modern technology, here you can express your perspective on the country and transform your personal sense of Russia into a visual statement using GigaChat.

At the center of the space are three spherum boxes, immersing guests in key states of the creative act: the all-consuming "Love" by Katya Ryblova, the contemplative "Nature" by Sasha Palm, and the expressive "Scene" by Kristina Purshina. These themes form the foundation of the GigaArt AI art festival. Within each sphere, art is born from a dialogue between the artist and the GigaChat neural network. Here, technology is not the author, but the starting point of exploration, a partner and a tool for artistic exploration.

Sber envisions a future in which digital tools open up new ways to feel, see, and express ourselves. The synergy of human intent and technological precision creates a new dimension of art.

This is how Sber's philosophy (the ability to remain 'green') is manifested in art. Sber believes that the future is created by those who maintain the energy of inner change: the ability to move forward, explore the unknown, and begin anew, regardless of accumulated experience and the complexity of the world around us.

Sber Private Lounge

Sber Private Lounge is an intimate art lounge for Sber's most premium clients, designed as a space for quiet conversation, personalized attention, and exploration of contemporary art. Here, you can escape the hustle and bustle of the fair, take a break, connect with like-minded individuals, and receive a personalized art consultation. The space combines privacy, comfort, and aesthetics: a warm, natural palette, soft, diffused lighting, tactile materials, expressive interior details, and carefully selected furniture create the atmosphere of an intimate art lounge. Here, contemporary art doesn't exist separately from the space, but rather becomes a natural part of it: it shapes the mood, sets the rhythm, and invites intimate exploration. A special place in the interior is occupied by an exhibition of specially selected works by contemporary artists.

Sber Private Lounge becomes a space where art can be not only viewed but also experienced in a more personal way: stopping, examining, feeling a connection with the work, and perhaps choosing a piece that will eventually become part of one's own story and collection.

This way, culture, aesthetics, and private service merge into a single experience: a space for communication, inspiration, and art discovery without the fuss.

VOYAH

VOYAH, a premium electric and hybrid vehicle brand, has transformed its booth into a place where one can easily find peace and balance after the bustle of the fair.

At the center of the space is an installation recreating the natural environment of Mount Taishan, built around VOYAH's new flagship 6-seater crossover, the TAISHAN, which becomes the focal point of the entire stage.

The concept is based on synesthesia, which redefines the boundaries of perception. The living landscape recreates the flora of Mount Taishan, and holographic installations by media artist Daria Zakharova (DARIELLA) reinforce the concept of combining technology and nature: weightless sculptures emerge from among real plants.

VOYAH

The model's Russian premiere and the launch of its official sales at Cosmoscw 2026 make VOYAH's stand the first space where the new model can be seen in person, surrounded by art, nature, and technology, united in a meditative experience.

The heart of the stand is an audio performance by creative producer Lilia Dasaeva. This sensory immersion into the world of TAISHAN transforms the crossover's introduction into a soothing stop along the route, one that will remain etched in the memory as a distinct artistic experience.

Lamoda

Lamoda is participating in the Cosmoscw International Contemporary Art Fair for the first time. The company is presenting a unique multimedia installation, "Pygmalion's Fitting Room," created by curator Daria Tishkova in collaboration with digital artist Valeria Titova.

The installation's central image is the meeting point of the real and the imaginary, the human and the digital, exploring the theme of transformation and self-expression.

"Pygmalion's Fitting Room" symbolizes Lamoda's approach to work with images, with how people choose, create, and express themselves through them.

HUTTON

HUTTON is participating in the Cosmoscw International Contemporary Art Fair for the eighth time. This year, the company celebrates its 10th anniversary and presents a joint installation with Viktor Polyakov. At the center of the object is an X, the Roman numeral ten, assembled from Fresnel lenses. The X unites architecture, art, and humanity in a single form. It becomes the symbol of a completed cycle and the point of transition to a new stage. Light refracts through the lenses, changing the perception of the object with each new step. Thus, HUTTON's history unfolds through the idea of constant transformation, and the "Reflection of Your Views" becomes the installation's philosophy.

MR

This year, developer MR presents an installation created in collaboration with the architectural firm .dpt. An abstract flower echoes the flowing form of the One towers, a pure silhouette balancing between the material and the illusory. It seems as if such a flower could bloom in Sky Garden, Europe's highest garden, at the summit of One. The image is complemented by olfactory and musical components, creating additional dimensions of perception. The project concept transfers the architectural image of the One skyscraper from Moscow City to the fair space, transforming it into a standalone artistic statement.

ēdomo

The ēdomo stand showcases the "Moscow" collection, inspired by 1970s design. While evoking the aesthetics of Soviet modernism, the designers also embrace contemporary trends: the pieces combine walnut, genuine leather, textiles, and metal. Smooth lines and tactile textures create an atmosphere of warmth and comfort. The stand features new pieces created exclusively for Cosmoscw. All furniture and decorative items in the collection are produced in-house.

The stand also features Eugenia Weinstein's photography project, BARESOUL (Soul Inside Out). The project explores the human condition through interaction with nature. Weinstein traces a woman's inner journey into herself through intimate encounters with wildlife, where undressing means not simply removing clothing but moving from the material to the essential. The series was shot in the wild, remote landscapes of Australia as improvisational sessions. Each encounter becomes a dialogue between body and environment, form and the elements. The camera here is not a director, but a witness, capturing moments of vulnerability.

Azbuka Vkusa

Azbuka Vkusa presents a joint project with the ALENA AKHMADULLINA Fashion House. The familiar cabbage becomes the central character and source of inspiration. The fashion house's designers transform this familiar object into an art object "Cabbage Maiden," revealing a multi-layered image encompassing Russian tradition, abundance, transformation, and the ability to see art in the familiar.

The project draws on the two Russian brands' decades-long expertise: Azbuka Vkusa has been developing gastronomic culture for 29 years, and the ALENA AKHMADULLINA Fashion House has been exploring Russian cultural codes for 25 years, reinterpreting traditions, and transforming familiar images into contemporary art.

Konstantin Chaykin

Konstantin Chaykin presents his Oriental Collection of fine and horological works, dedicated to animal images: panda, monkey, wolf, falcon, and tiger. The space is transformed into a living corner of Chaykin's bestiary, tracing the origins of each Watch Archetype, from graphic works to paintings and works of fine watchmaking. The highlight of the stand will be the presentation of the "Wolf" watch and a limited-edition silkscreen print inspired by this oriental animal. The release of the "Konstantin Chaykin: Watch Archetypes" catalog, limited to 50 copies, coincides with the fair.

Geltek

Cosmetics company Geltek is presenting the project "I'm Not Made of Iron" at Cosmoscw. Two artists explore the image of the modern woman, multitasking and self-sufficient, heroized to the point of monumentality. The exhibition unfolds from the exterior to the interior: on the outside is the steely, multi-armed goddess Weld Queen, rusting under the weight of endless roles; on the inside is Anastasia Ivanenkova's embroidery, in which a woman reclaims her right to softness and care. Struggle and overcoming are replaced by softness and restoration. Allowing yourself not to be made of iron and taking care of yourself is the first step to true strength.

Mistral

The Mistral brand presents the mockumentary project "Artifact" in collaboration with Vova Perkin. The project's curators are Polina Belova and Maria Truntaeva.

The stand is transformed into an archaeological museum, whose exhibit showcases the research findings of the renowned professor Vladimir Vladimirovich Perkin, conducted in 2026. The stand reveals classified data and, for the first time, claims the cosmic origins of grain, as well as the involvement of an extraterrestrial civilization (UFO mouse) in the development of agriculture. It was this mouse that delivered the genetic resource of grain plants to Earth in a spaceship and taught humans how to use tools.

The project explores a significant historical stage in human history: the transition to agriculture and the beginning of grain cultivation approximately 10,000–12,000 years ago. This event became one of the most significant in the biological and social history of our species. From a physiological point of view, agriculture changed the human diet, and from a social point of view, it laid the foundation for the formation of sedentary communities, which subsequently led to the formation of states.

Chupa Chups

The interactive art installation “Chupa Oracle,” created by the art company Everal in collaboration with the interactive art studio Kuflex, comes to life as viewers approach, providing a personalized answer to a question they may not yet have had time to ask themselves. The project invites you to let go of control and embrace your inner child, the one who knows how to be surprised, playful, and joyful without reason. The walls of the space feature works by contemporary artist Evgeny Ches. Guests will enjoy a lecture on art by Lucy Vinograd and a tasting of new Asian Chupa Chups flavors.

Kenguru

The Kenguru chain of salons is partnering with the Cosmospow Kids zone of the fair. The concept of the space is built around the image of home, the first environment in which a child plays, imagines, explores the world, and expresses themselves. The centerpiece of the area is a soft kangaroo, embodying the brand’s recognizable image. Children can interact with it tactilely in a familiar, playful way.

The program includes educational masterclasses and creative activities dedicated to experimentation and introduction to various artistic techniques. This approach reflects the philosophy of the Kenguru chain, which for 30 years has been helping develop children’s sense of taste, an interest in aesthetics, and freedom of expression from the earliest years of life.

The Carlton, Moscow

In September, guests of The Carlton, Moscow will be able to view the 2021 video work “Rock Garden” from the private collection of Sergey Limonov, founder of the Limonov Art Foundation. The work was created by Vasily Kononov-Gredin.

The video captures a total installation that was unveiled in 2021 in the town of Satka, Sverdlovsk Region, at the Berezovsky Quarry. It occupied 264,000 square meters and consisted of 250 steel mirrors installed on the quarry's benches and walls. Since 1980, magnesite had been mined here for the production of refractory materials. At the end of 2020, mining ceased when the pumps removing water from the bottom were stopped, and the quarry slowly began to fill with water.

The artificiality of the industrial landscape, its contemplation through mirrors and refracted sunlight, created a space reminiscent of a Japanese rock garden. The installation allowed viewers to see sections of the quarry previously hidden from view and challenge their usual perspective on the landscape. The cosmos was reflected in a person, and through the mirror installation, one could see how the human world was reflected in the quarry. Today, the quarry is flooded, and along with the installation, it has disappeared beneath the waves, only a large turquoise lake remains as a reminder of the former mining operations here.

Blessed Mess

The Blessed Mess project stand is an installation, an imaginary collector's garage, bringing together street culture artifacts and art objects hidden among everyday objects. The stand features works by contemporary artists: sculptures by Dishon Yuldash, metal objects by Ekaterina Zaitseva, paintings by Daria Denisova, and graphics and textiles by Nikita Erokhin, created specifically for the fair.

The stand's visual image alludes to a garage, a space where art coexists with everyday objects and artifacts of informal culture. This environment becomes a metaphor for how something new and meaningful emerges not in a sterile space, but rather from the underground where the gaze of the majority has not yet been directed, and where phenomena are formed that lie outside the boundaries of conventional notions of culture and social norms.

SberInsurance is the official Insurance Partner of the 14th Cosmoscow International Contemporary Art Fair. The company provides insurance coverage for artworks presented at the fair, supporting galleries, artists, and collectors. Works insured by SberInsurance are marked with a special “Protected by SberInsurance” label.

MONTAZHNIK

MONTAZHNIK, in collaboration with INTERVALS, presents a process in which artistic work emerges between a material surface and a technological attempt to manifest it.

The first section of the exhibit is centered around the works of Tatyana Spasova. The artist works with fabric, discarded clothing, monotypes, and photography, addressing personal and collective history, traces of human presence, random connections, and the state of constant temporality. In collaboration with dreamlaser, these analog works are transformed into a new form: a series of monotypes are read by laser beams like a musical score: lines, gaps, and voids are translated into sound, transforming the image into an acoustic event.

At the center of the exhibit is dreamlaser’s installation “Future Hidden in the Present.” A robotic arm with an LED screen moves through space, revealing fragments of text. The message emerges through movement, delay, and shifting perspectives. The installation was created in collaboration with LYM ART and Dima Masaidov.