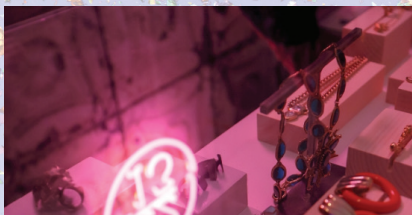


OPEN 2016 TOGETHER WITH W INSIDERS

This New Year's Eve we have STOPPED THE CLOCK for you. After mixing the world's famous champagne with golden glitter it's now time to wake up for what's NEW/NEXT in January. Explore the labyrinths of St. Petersburg with W Insiders.



PALACE SQUARE HEART OF ST. PETE

The General Staff Building, new-born branch of the Hermitage museum, hosts a temporary exhibition of Steve McCurry's photography. Experience the "Moment of insecurity" by admiring more than 80 breathtaking shots. Permanent museum's paintings collection of the 20th century will compliment and even elevate your feelings.



NEVER STOP THE CELEBRATION

BIRZHA BAR BIRZHEVOY LANE, 4

Indulge into celebration and find yourself abandoning the expected - Non Cadenza "soul" band is warming up the stage on the 1st of January. Relax and revel in the sounds of piano, saxophone and vibrant Russian vocals.

Discover new electric forms of aesthetics on the 15th of January. Jump into an abyss of multi-layered iridescent arrangements of a

sophisti-pop band Neon Lights. Then extend the night with live DJ's in our Living Room.



LOCAL FASHION BOLSHOY AVE. P.S., 44

Create an imaginative outfit with accessories that owners of **22.13 GIFT** showroom collect from all over the world. Turn their aesthetic and homelike area into a dynamic runway. You will also enjoy a wide collection of vintage furnishings and furniture.

ERARTA, 29TH LINE, 2

Experience the future **GENESIS**. Join the conversation about apocalypse, symbiosis and the birth of an absolute utopia through an innovative view on... shoes! 120 design masterpieces created by Zaha Hadid / Kenzo Takada / Iris Van Herp / Omar Perez / Gasoline Glamour / Sylvia Fado / Giuseppe Zanotti and many others. Find out how each pair matches the conceptual environment.

KAZANSKAYA STR. 7

On the 30th of January step into the fashion spotlight at **FREEDOM PALACE** to see various informal street outfits. Mingle with independent designers at a print-making masterclass, dance in the rhythm of k-pop and don't miss photoshoots during the event.

NEED MORE TIPS?
GET IN TOUCH.

JULIA / KATE

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EXPERIMENTAL FOOD BOLSHOY PR. P.S., 19

Escape to one of St. Pete's courtyards, where delicious "khachapuri" and "pkhali" are cooked in a wooded stove. **LEV IPTICHKA** mixes up original Georgian dishes with signature ingredients. Make yourself feel at home in their stunning interior.

INSIDER TIP: try home-made tinctures.

