

# Margarita Kuleva

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## **Current Positions**

- 2018 – Present      Chair: Department of Design and Contemporary Art, School of Arts and Humanities, HSE
- 2013 – Present      Senior lecturer: Department of Sociology, Saint-Petersburg School of Social Sciences and Area Studies, HSE
- 2011 – Present      Research Fellow: Centre for Youth Studies, St. Petersburg School of Social Sciences and Humanities, HSE

## **Academic Positions**

- 2017 – 2018      Guest lecturer, British Higher School of Art and Design, Moscow
- 2017 – 2018      Curator of a lecture series on social sciences, Iris Foundation (New Holland Island)
- 2015, 2017, 2018      Visiting fellow, Bielefeld University
- 2014 – 2017      PhD-fellow, Centre for German and European studies SPSU- Bielefeld University

## **Education**

- 2011 – 2017      PhD-student National Research University Higher School of Economics Moscow (Sociology Department). Viva is scheduled for April 2019. Title: ‘Creative Labour in Russia and the UK: Careers, Identities, and Working conditions’
- 2009 – 2011      MA in sociology, St. Petersburg branch of NRU HSE

- 2005 – 2009 BA in liberal arts, Smolny Institute of Liberal Sciences and Arts,  
St.-Petersburg State University / Bard College, NY
- 2003 – 2004 Student at Philosophy Department, SPBU

### **Non-Academic Positions**

- 2010 – 2011 Editor, Editorial and Publish Department of NRU HSE St. Petersburg
- 2007 – 2009 Editor of culture section, ‘Moy rayon’ newspaper
- 2006 –2007 Observer, ‘Time Out St. Petersburg’ magazine

### **Publications**

- 2019 Kuleva, M. (2019). Turning the Pushkin Museum into a ‘Russian Tate’: Informal creative labour in a transitional cultural economy (the case of privately funded Moscow art centres). *International Journal of Cultural Studies*, 1367877918821236.
- 2018 Kuleva, M. (2018). Cultural administrators as creative workers: the case of public and non-governmental cultural institutions in St. Petersburg. *Cultural Studies*, 32(5), 727-746.
- Menshikova, A., Maglevanaya, D., Kuleva, M., Bogdanova, S., & Alekseev, A. (2018, May). Art Critics and Art Producers: Interaction Through the Text. In *International Conference on Digital Transformation and Global Society* (pp. 113-124). Springer, Cham.
- Polyakova, E., Kuleva, M. (2018) *Cultural employment in Russia and Europe: a comparative analysis*. Retrieved from Centre for German and European Studies: [http://www.zdes.spbu.ru/assets/files/WP\\_Polyakova\\_Kuleva18.pdf](http://www.zdes.spbu.ru/assets/files/WP_Polyakova_Kuleva18.pdf)
- 2017 Kuleva, M., & Maglevanaya, D. (2017, September). The Dynamics of Professional Prestige in Fashion Industries of Europe and the US: Network Approach. In *International Conference on Social Informatics* (pp. 31-40). Springer, Cham.
- Kuleva, M., & Maglevanaya, D. (2017, June). Fashion Bloggers as Cultural Intermediaries: The Meaning of Brand Choices in Style Production. In *International Conference on Digital Transformation and Global Society* (pp. 45-54). Springer, Cham.
- Kuleva, M. I. (2017) The transformation of the creative occupation in modern Russia: the case of employees in Moscow’s private art centres.
- Russian: Трансформация творческой занятости в современной России: на примере сотрудников негосударственных арт-центров Москвы. *Мониторинг общественного мнения: экономические и социальные перемены* (2), 50-62.

- 2016 Kuleva, M. (2016) *Old factories, new stakhanovites: Moscow contemporary art-centres as workplaces*. Retrieved from National Research University Higher School of Economics: <https://publications.hse.ru/en/preprints/198208217>
- Kuleva, M. I. (2016) Contemporary art as a profession: the career paths of young artists with differing educational backgrounds (the case of Saint-Petersburg)
- Russian: Современное искусство как профессия: карьерные пути молодых художников с разным образовательным бэкграундом (случай Санкт-Петербурга). *Журнал социологии и социальной антропологии*, 19(1), 110-124.
- 2015 Kuleva, M. (2015) *Constructing Identities and Boundaries: Fashion and Clothing of Working and Middle Class Youth In Contemporary Russia*. Retrieved from National Research University Higher School of Economics: <https://publications.hse.ru/en/preprints/142488602>
- Kuleva, M. I. (2015) ‘Wearing a shock collar’: the young employees of ‘new’ and ‘old’ cultural institutions in the work place
- Russian: «Надеть на себя ошейник с электрическим током»: молодые сотрудники «новых» и «старых» культурных институций на рабочем месте. *Журнал исследований социальной политики*, 13(2), 337-344.
- Zheltnina, A. A., Zinov'ev, A. A., & Kuleva, M. I. (2015). “In the District”: Youth Solidarities on the Urban Periphery. *Russian Education & Society*, 57(2), 84-96.
- 2014 Kuleva, M. (2014) *Transgressing the borders: Manifesta European Biennial and its new public in Russia*. Retrieved from Centre for German and European Studies: [http://www.zdes.spbu.ru/assets/files/wp/2014/WP\\_2014\\_7\\_Kuleva.pdf](http://www.zdes.spbu.ru/assets/files/wp/2014/WP_2014_7_Kuleva.pdf)
- Kuleva, M. (2014) Russian working-class youth trends
- Finnish: Venäläisten työväenluokkaisten nuorten vaatetrendit. *Idäntutkimus*. (2), 64-71.
- 2013 Zhelnina A. A., Zinov'ev A. A., Kuleva M. I. (2013) “In the District”: Youth Solidarities on the Urban Periphery
- Russian: На районе”: молодежные солидарности на городской периферии. *Социологические исследования*, (10), 69-76.
- Kuleva M. (2013) Everyday fashion in the Russian youth mainstream: performing age, gender and class
- Russian: Мода в повседневности российского молодежного мейнстрима: конструируя возраст, гендер и класс. *PRO тело. Молодежный контекст/* Под общ. ред. Елены Омельченко, Нади Нартовой (pp. 63-82). Санкт-Петербург: Алетейя.

- 2011 Kuleva M. I. (2011) 'He's clearly intelligent': Petersburg's informal cultural leisure scene and new 'intellectual youth'

Russian: "Умный и это видно": сцена неформального культурного досуга и новая "интеллектуальная молодежь" Петербурга. *Новые молодежные движения и солидарности России*/ Под общ. ред. ЕЛ Омельченко, ГА Сабирова. (pp. 117-126) Ульяновск: Ульяновский государственный университет

- Mateckaja M. V., Kuleva M. I. (2011) The Issues of Developing Cultural Organization(s) from an Informational Perspective

Russian: Культура реальная и виртуальная: к проблеме информационного аспекта развития организаций культуры. *Город меняющийся: траектории развития и культурные пространства: сб. статей.*/ Под общ. ред. Л.Е. Зиновьевы, Ю.О. Папушины (pp. 96-105). Пермь: Пермский филиал НИУ ВШЭ

### **Research Projects**

- 2018 Youth Arts Participation on Cultural Scene of Russia, individual grant of General Consulate of the Netherlands
- 2016 – 2018 Digital Youth in the Media City, Kone Foundation
- 2016 – 2018 Curatorship as Labour: Cultural institutions of St. Petersburg, Moscow and London as workplaces, individual project
- 2016 Individual grant of NRU HSE, «Old Factories, New Stakhanovite: labour routines of Moscow art-centres»
- 2015 Visitors research, ProArte Fund for contemporary art (ProArte festival «Contemporary Art in traditional museum»), research coordinator
- 2015 «Family tree of Russian Contemporary Art», Garage museum of contemporary art, researcher
- 2014 – 2017 «Co-evolution of Knowledge and Communication Networks: Structural Dynamics of Creative Collectives in European Cultural Capitals» (KNOCOMM), Centre for German and European Studies, field coordinator of London case
- 2014 – 2017 «Youth Solidarities and Generations of XXI Century: Meaning of Labor and Consumption», CYS NRU HSE, researcher
- 2014 European biennale of contemporary art Manifesta10 public survey, research coordinator

- 2013 – 2014 «Creative city: reformatting the public space», «Creative city» research group, NRU HSE, researcher
- 2012 «Innovation potential of Russia's young people: solidarity, activism, civic responsibility», CYS NRU HSE, researcher
- 2011 – 2012 «Between discipline and experiment: Youth's everyday body regimes in Russia's current socio-economic conditions», CYS NRU HSE, researcher
- 2011– 2014 International research project MYPLACE – «Memory, Youth, Politic Legacy And Civic Engagement», FP7 Framework, interviewer
- 2011 «Youth solidarities in the local and global context: Economy, Politics, Culture», CYS NRU HSE, researcher
- 2010 «New social movements of Youth», CYS NRU HSE, researcher

### **Fellowships, Grants & Awards**

- 2019 – 2020 Grant from NRU HSE for a research project on “Creative Labour Revisited: a Toolkit for Fair Cultural production in Distinct Institutional Environments”, 2019-2020
- 2016 Grant from NRU HSE for a research project on “Old Factories – New Stakhanovites: The New Labour Regimes of Cultural Workers in Moscow's Art Centres”
- 2014 – 2017 PhD Fellowship at the Centre for German and European Studies, University of Bielefeld
- 2011 Heinrich Boell Foundation Scholarship

### **Recent Conference Presentations**

- 2018 ‘The Soviet Underground Outcrops: Transitional Field of Contemporary Art in Early Post-Soviet Press’, Digital Art History – Methods, Practices, Epistemologies (12-14.11.2018, Zagreb, Croatia);
- ‘To Catch the Catcher. Socio-political Aspects of Playing Pokemon Go in Russia’, Central and Eastern European Game Studies Conference (11-13.10.2018, Prague, Czech Republic)
- ‘Professional trajectories in the field of fashion. Career dynamics and prestige’, International Sunbelt Social Network Conference (26.06.2018-1.07.2018, Utrecht, The Netherlands)

‘Experiencing Post-Soviet Creative Labour: Career Trajectories and Professional Identities in a Hybrid Creative Economy’, Creative Work and the Digital Economy: Enabling EU Integration via Cross-national Creative Working between the EU, UK, Russia and Australia (12- 13.04.2018, Dublin, Ireland)

‘The Soviet Underground Outcrops: Transitional Field of Contemporary Art in Early Post-Soviet Press’, The Body of Things: Gender, Material Culture and Design in (Post)Soviet Russia (8-9.03.2018, Aarhus, Denmark);

### **Recent Public Lectures**

2019 ‘Culture’ and ‘Creativity’ in Russia and the UK since the 2000s (21.02.2019, School of Languages, Cultures and Societies, University of Leeds, Leeds)

‘Creative Work in Russian and Britain’ (07.02.2019, HSE Art Gallery, Moscow)  
<https://youtu.be/QbySU5bdYTM>

2018 ‘How beer became art, and what it tells us about culture and society today.’ (22.12.2018, Jawsspot SPb, Saint-Petersburg)

‘Turning the Pushkin Museum into a ‘Russian Tate Modern’: Informal Creative Labour in a Hybrid Cultural Economy (The Case of Privately Funded Moscow Art Centres) (17.12.2018, Amsterdam Institute for Humanities Research, Amsterdam)

‘Love, fame, tragedy, and paperwork: gendered cultural work in Russian and British institutions’ (22.11.2018, “Gendered (In)visibilities: Contemporary Art and Curatorial Practice in Russia and Europe” International Seminar, Moscow) (organized by me as well).

“The end of the *tusovka*, or what is happening in Russian contemporary art” (19.11.2018, ‘Back to the Future’ Festival of Science, Saint-Petersburg)

‘How work is changing in Europe: the organisation of labour, workplaces and regimes, new professions and adapting education’ (29.09.2018, ‘How are Information Technologies Changing Europe?’, Open Discussions ‘Autumn Evenings’, Saint-Petersburg)

“What is the Wanderer above the Sea of Frog withholding, or why is it so difficult to shake off myths about creative labour?” (30.08.2018, Museum of Street-Art, Saint-Petersburg)

“A Brief History of the *Tusovka*: Drinking, Walking and Watching in St. Petersburg 2000-2010s” (29.06.2018, New Holland, Saint-Petersburg) -  
<https://www.youtube.com/watch?v=NplDWGmK2js>

“The Romanticisation of Labour in the Creative Industries” (8.06.2018, ‘Be in Open’ Forum for New Russian Fashion Industry, Moscow)

“Vandalism or “Merely Art”, or How to Raise a Rebel in the Museum-city” (19.05.2018, The Institute for the Research of Street Art, Saint-Petersburg)

2017 “Creative spaces don’t exist. ‘Culture’ and ‘creativity’ in Russia and Britain since 2000” (27.08.2017, New Holland, Saint-Petersburg) - <https://theoryandpractice.ru/videos/1278-margarita-kuleva-kreativnykh-prostranstv-ne-sushchestvuet>

### **Teaching**

- 2018 – 2019 Political and Economic Anthropology. Undergraduate course for third year students, taught in English.
- 2018 – 2019 Applied Anthropology. Undergraduate course for third year students, taught in English.
- 2018 – 2019 Creative and Urban Change. Undergraduate course for third year students, taught in English.
- 2017 – 2019 Qualitative Methods in Political Research. Undergraduate course for second year students, taught in English.
- 2016 – 2019 Field Research: Methods, Practices, Emotions. Master’s scientific workshop for first and second year students, taught in Russian.
- 2016 – 2019 Sociology. Undergraduate course for first year students, taught in Russian.
- 2015 – 2019 Cultural and Inequality. Undergraduate course for second, third and fourth year students, taught in English and Russian.
- 2017 – 2018 Anthropology of Science and Religion. Undergraduate course for second year students, taught in English.
- 2017 – 2018 Contemporary Urban Studies: Social and Spatial Inequalities. Master’s course for first and second year students, taught in Russian.
- 2017 – 2018 Contemporary Theory and Methods in Social Anthropology. Undergraduate course for second year students, taught in English.
- 2017 – 2018 Current Trends in Cultural and Event Tourism Research. Master’s research seminar for first year students, taught in Russian.
- 2014 – 2016 Research Practice. Master’s course for second year students, taught in Russian.
- 2014 – 2015 Sociology of Fashion. Undergraduate course for second and third year students, taught in Russian. (2014-2015)

2013 – 2015 ‘Culture. Consumption. The City.’ Undergraduate research seminar for second, third and fourth year students, taught in Russian.

2013 – 2015 Sociological Theory. Undergraduate course for first year students, taught in Russian.

**Areas of Academic Interest**

Contemporary art, sociology of arts, social history of visual art, digital art and design history, issues of cultural production and art as labor, youth cultures, sociology of fashion, visitor studies, museum studies, art networks.