

My region. In the colors of folk art

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On the first floor of the Hypercity shopping and entertainment center in Kurgan, there is now a kiosk offering products of local masters of decorative and applied arts. The Grand opening of the specialized retail outlet took place on October 18.

- "Our masters of folk crafts can do a lot, they can do it beautifully, they can do it qualitatively, but many of them have almost no access to the consumer. Now they have a point for selling their products, which they have long dreamed of, and customers have the opportunity to purchase very high-quality and beautiful products, including those with the symbols of the Kurgan region, which can be presented to guests of our city or friends from other cities, " said Vladimir Babin, head of the Department of culture of the Kurgan region.

- The masters themselves appreciated the opportunity to exhibit their products in one of the largest shopping and entertainment centers in the city. Vladimir Lobov, a resident of Dalmatovo, brought Souvenirs and household items made of birch bark to Kurgan. for 19 years, he has been making birch bark pendants, salt shakers, mugs and even samovars.



"I have mastered 15 types of decorative and applied art, in particular, almost all types of wood carving. Birch bark is a living material and I hope that residents of Kurgan and guests of our region will be interested and pleased to buy such Souvenirs, " the Dalmatian craftsman commented on the event.



- The opening of a retail outlet in the shopping center "Hypercity" will not be limited to the promotion of masters of the Kurgan region. Today, the issue of opening such a kiosk in the city of Tyumen is being actively discussed.



- Thus, the kurgans preserve the traditions and skills that are passed down from generation to generation





Thank you for your attention