



## Music and virtual reality unite local communities of Kazan

The city of Kazan (Russian Federation) joined the UNESCO Creative Cities Network in the field of Music in 2019.

Confinement measures put in place to curtail the spread of COVID-19 has led to isolation and social distancing around the world. To support inhabitants during this period as well as create a communication path between inhabitants and the local authorities, the city of Kazan launched the online initiative #aidadomoy (#Let'sGoHome).

The initiative targets supporting social groups of Kazan including famous artists and ordinary residents, professional collectives and student groups, children and adults. Bringing together renowned local performers, national ensembles, dance bands, jazz, rock, pop and punk musicians, DJs and comedians, more than 45 online concerts for free have already been provided to support the city's inhabitants, enriching their cultural experience at home. In addition, the project has also been publishing online training modules related to cultural activities as well as conducted live interviews with heads of departments to answer question raised by the city inhabitants.

A unique online platform was also created, where cultural institutions continued to work in an online format and offer free access to their rich collections. Communication with famous musicians were established for the preparation of archival and modern orchestra performances and theatre productions. Virtual excursions, master classes and lectures were also prepared to provide a rich experience to the city's inhabitants. As a result of the project, more than 40 state theatres, orchestras, ensembles and museums have been brought together to support residents during the pandemic.

### To know more:

<https://www.youtube.com/watch?v=rjWlrvwdIwQ&list=PLIu-LmyZssDUmm2y1sJ-Bzp8hs8kaDRdZ>

<https://www.youtube.com/watch?v=VX93VfH4bhk>

**KEY WORDS:** • Access to and participation in culture