

	CULTURE COMMITTEE OF THE MINISTRY OF CULTURE AND SPORTS OF THE REPUBLIC OF KAZAKHSTAN TEMIRBEK ZHURGENOV KAZAKH NATIONAL ACADEMY OF ARTS	Ф 017-2.84-2022 31.10.2022
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PROGRAM
MASTER'S DEGREE ENTRANCE EXAM
ACCORDING TO THE EDUCATIONAL PROGRAM
"7M02161 – ART MANAGEMENT", "7M02191 – ART MANAGEMENT"

Almaty
 2023

The entrance exam program for the master's degree in the special discipline is structured based on the curriculum of the preceding level of higher education (bachelor's degree). Admission to the master's program in Arts Management is open to individuals who have completed education in the following fields:

B023 – Directing, Arts Management (5B042300 – Arts Management and Production; 6B02153 – Arts Management, Production; 6B02191 – Arts Management, 6B02187 – Directing);

B024 – Musicology and Art History (5B040100 – Musicology, 5B041600 – Art History);

B027 – Theatrical Arts (5B040600 – Directing);

B029 – Audiovisual Devices and Media Production (5B020400 – Cinematography);

B031 – Fashion, Interior Design, and Industrial Design (5B041700 – Decorative Arts, 5B042300 – Arts Management, 5B042100 – Design);

B039 – Cultural Studies (5B020400 – Cultural Studies);

B042 – Journalism and Reporting (5B050400 – Journalism);

B044 – Management and Administration (5B050700 – Management, 5B051000 – Public and Local Administration, 5B050700 – Economics);

B070 – Textiles: Clothing, Footwear, and Leather Goods (5B073300 – Technology and Design of Textile Materials);

B073 – Architecture and Construction (5B042000 – Architecture);

B092 – Leisure Activities (5B090600 – Cultural and Leisure Work).

Preference is given to individuals who:

- Have professional or research and teaching experience in the relevant field;
- Have scientific publications related to the field, winners, and laureates of research competitions;
- Are authors of significant creative projects related to the field, winners, and laureates of international and national creative competitions;
- Are proficient or highly proficient in a foreign language.

For the master's program in the specific field, documents are accepted from specialists with over 10 years of relevant work experience, as well as those who have received various awards and have implemented art projects under their guidance.

I. THE MAIN REQUIREMENTS FOR APPLICANTS TO THE MASTER'S DEGREE PROGRAM 7M02191 – ART MANAGEMENT, 7M02161 - ART MANAGEMENT

1. Applicants to the master's program must:

Have an understanding of:

- The essence and social significance of their future profession, the importance of disciplines defining their specific field of activity, their interconnections in a comprehensive knowledge system, the peculiarities of creative industries, their organization, project planning, and management;
- The development characteristics of material culture, visual arts, the history of music, theater, and cinema, traditional and contemporary art;
- The essence and social significance of their future profession, new methods, tools, and technologies for project management in the field of culture and arts, prospects for the development of cultural industries.

Know:

- Scientific, philosophical, cultural, and ideological foundations of art, artistic creativity manifested in various historical epochs;
- Methods of project creation, rules for forming marketing and fundraising strategies, formats for creating legal documents in creative industries;
- Basic theories and methods of communication, laws of creativity psychology, and team formation.

Understand:

- General laws and methods of creating images in various types and genres of art using traditional and modern techniques, materials, and tools; the manager's role in artistic project creation;
- Management techniques in the fields of visual arts, music, theater, media, and cinema; the state of the main scientific and technical issues, prospects, and interconnections of related areas of professional activity;
- The processes of modern art management, possess the fundamental laws of theoretical, historical, creative, and cultural aspects of art management, be prepared to develop project ideas based on a creative approach to set tasks;
- The use of a wide range of management tools when implementing an artistic project; conduct preliminary research, evaluate results; the process of generating innovative project ideas and steps for their implementation.
- The requirements for an art project, the ability to synthesize a set of solutions and approaches to project execution; develop a project idea based on a conceptual, creative approach.

Possess:

- general methodology of professional activities and the development of professional creativity; skills in using modern techniques, ability to use information technologies in professional activities;
- Skills in acquiring new knowledge necessary for professional activities and continuing education in the master's program;

- Various techniques and methods of communication with the team and contractors;
- Fluent presentation skills and negotiation process, ability to debate;
- Skills in preparing business documentation necessary for project management;
- Skills in analyzing project financing opportunities;
- Theoretical knowledge and practical methods for developing business plans and project proposals;
- Knowledge of creativity psychology, HR, PR, and marketing, and accordingly, the ability to analyze these areas.

Be competent in:

- The theory and history of visual arts, music, theater, cinema, modern trends in art and culture, styles, and directions;
- Developing project proposals, business plans, marketing, and fundraising strategies;
- Methods of managing art events in the form of a project;
- Information technologies;
- Analysis, presentation, and conducting discussions."
- Please note that the translation provided here is quite extensive, and it's recommended to review it for specific context and suitability to your needs.

2. **The entrance examination**, according to the 'Regulations on Admission to Master's and PhD Programs,' includes:

- An oral response to a set of questions. The set of questions covers three disciplines;
- Defense of an essay. The essay is prepared in advance on one of the suggested topics, formed on an interdisciplinary basis from the complex of basic disciplines in art management.

II. NAME OF DISCIPLINES, THEIR MAIN SECTIONS, QUESTIONS FOR PREPARATION

1. «Fundamentals of the theory and history of art»

Content of the discipline

1. Introduction. Fundamentals of art theory types, genres, kinds of art
2. Primitive art. Theories of the origin of art
3. The art of the ancient world. Ancient art, art of Ancient Rome, art of Egypt and Mesopotamia
4. Art of the Middle Ages
5. Renaissance art. Italian and Northern Renaissance
6. Stylistic diversity of art of the XVII-XVIII centuries
7. Art of the XIX-XX centuries – a turning point in aesthetic ideals
8. The art of the XX century. Its multifactorial inconsistency
9. Contemporary art in the era of globalization (Contemporary art)
10. Contemporary art of Kazakhstan and Central Asia

Questions for preparation

1. Theory of the origin of art
2. Art as a cultural phenomenon
3. Art and religion: historical forms of interaction
4. Art and morality. The Moral dimension of Art
5. Art and Science: general and excellent
6. Art and politics. The problem of engagement of art
7. List the objects and methods of studying art
8. What theories offer a social explanation of the emergence of art and its role in the formation and maintenance of social structures
9. Historical conditionality of the art of Ancient civilizations. Expand on the example of one of them
10. Historical conditionality of Medieval art
11. Comparative characteristics of Romanesque and Gothic styles in architecture
12. The aesthetic ideal of society and its transformation in the Renaissance
13. Comparative characteristics of the Italian and Northern Renaissance
14. Periodization of Renaissance Art
15. The content and meaning of Baroque art
16. Outstanding figures of Baroque art
17. The fundamental differences between Rococo and Baroque
18. Basic principles of classicism
19. Principles of the Enlightenment

20. Art of the Age of Change – from Romanticism to Realism
21. To reveal the features of the nomad's worldview and its influence on the objects of material culture

22. The main styles of art of the 20th century
23. Tell us about the life and work of Pablo Picasso, Salvador Dali, Marcel Duchamp.
24. Outstanding art theorists of the 20th century
25. Connection of periods and styles of world art with periods of development of artistic culture and artistic life of Kazakhstan
26. World art as a phenomenon of modern culture
27. Mass and elite art culture in modern society
28. Tell us about Fauvism as one of the leading trends of modernism and its representatives (for example, Henri Matisse, Andre Derain, Raoul Dufy)
29. The main trends in the development of modern art
30. Tell us about the key trends and styles characteristic of contemporary art in Kazakhstan.
31. Tell us about the key events and exhibition spaces that contribute to the development and popularization of contemporary art in Central Asia.
32. Art and the COVID-19 pandemic
33. Art Online
34. Rukhani zhangyru and art
35. Museums of Kazakhstan and their role in the context of modern culture
36. The connection of art with other spheres of human activity
37. Baroque – art of the era of change: historical context
38. Classicism – artistic style and aesthetic direction
39. The Age of Enlightenment – worldview, historical and aesthetic significance
40. Artistic life of Kazakhstan in the context of world art
41. Modern art: trends and their conditionality
42. The role of art institutions in modern culture
43. Protest art in the era of political turbulence
44. The role of the artist as a citizen: analysis in historical perspective
45. Which works of art are the most important in world history.

Recommended literature

1. Vseobshchaya istoriya iskusstv. v 6-ti tomah. – M., 1956.
2. Gushchin. Proiskhozhdenie iskusstva. – M., 1937.
3. Tajlor E.B. Pervobytnaya kul'tura. – M., 1989.
4. Levi-Stros. Pervobytnoe myshlenie. – M., 1994.
5. Mify narodov mira. V 2-h tomah. – M., 1982.
6. Tyazhelov V. Sopocinskij O. Malaya istoriya iskusstv. Iskusstvo srednih vekov. – M.: Iskusstvo, 1975.
7. Istoriya iskusstva zarubezhnyh stran v 3-h tomah. – M., 1980.
8. Istoriya iskusstva narodov SSSR v 14-ti tomah.
9. Pamyatniki mirovogo iskusstva.
10. Velichajshie genii mirovogo iskusstva. – .:AST,SPb.:Poligon, 2006. – 239s.
11. Istoriya zarubezhnogo iskusstva.Uch. – M.: IZO,1980. – 472 s.
12. Istoriya zarubezhnogo iskusstva. red.M.T.Kuz'minoj.Uch. – M.: IZO,1983. – 488 s.

13. Mirovaya hudozhestvennaya kul'tura. 20 vek. IZO. – SPb.: Piter, 2007. – 464 s.
14. Barmankulova B. Mastera izobrazitel'nogo iskusstvo Kazahstana A.Kasteev. – Almaty: Òner. – 1986 zh.
15. Қарғабекова Р., ЗҺыбанийазова G. Bejneleu òneriniң tarihy: oқu қural, 2004.
16. Mezhdu proshlym i budushchim. Arheologiya aktual'nosti: Katalog vystavki. Red. YU. Sorokinoj. – Almaty, 2011. – 270 s.
17. Hudozhestvennyj ZHurnal // <http://xz.gif.ru/>
18. Central'no-Aziatskij Iskusstvovedcheskij ZHurnal // <http://cajas.kz/>
19. Digital'nyj Arhiv/resurs sovremennogo iskusstva Central'noj Azii // <http://astralnomads.net/>

2. «Marketing»

Content of the discipline

1. Introduction. Theoretical foundations and concepts of marketing.
2. Marketing research.
3. Marketing environment.
4. Consumer behavior in commodity markets.
5. Market segmentation.
6. The product in the marketing system.
7. Product policy in marketing.
8. Pricing policy in marketing.
9. Sales policy in marketing.
10. Communication policy in marketing.
11. Advertising in the marketing system.
12. Marketing planning and control.
13. Strategic marketing planning.
14. International marketing.
15. Marketing of services and non-profit organizations.

Questions for preparation

1. Theoretical foundations and concepts of marketing. Their essence, features, differences and conditions of use.
2. Marketing: 7 approaches to classification according to F. Kotler
3. Marketing research tools: questionnaires, mechanical and electronic devices. Questionnaire development procedure.
4. Benchmarking as a type of marketing research.
5. Media environment: internal, local contact audiences, contact audiences of state institutions, financial circles, civic action groups, the general public, contact audiences of mass media.
6. Types of purchases. The main factors influencing the behavior of consumer organizations.
7. Classification of commodity markets. Market review.
8. Market capacity: concept, levels. Assessment of market capacity. Determining the market share. Factors affecting the dynamics of capacity and market

share.

9. The process of positioning goods on the market. Selection of criteria for positioning.

10. The product in the marketing system. Product labeling.

11. Trademark and its essence. Basic concepts of trademark practice. Methods and principles of product labeling.

12. Brand and branding in the company's product policy. The essence and types of branding.

13. Brand management. Service and warranty service.

14. The process of creating a new product: formation of ideas, selection of ideas, verification of the concept of a new product, economic expertise, product development, trial marketing, commercial deployment of production.

15. The concept of competitiveness of goods and criteria for its determination.

16. Methods for determining the competitiveness of goods. Parameters, indicators of the competitiveness of the product

17. Price strategy: the essence of the price strategy.

18. Types of pricing strategy and conditions of their application. Information necessary for making price decisions.

19. Sales policy in marketing. Wholesale trade, its essence and meaning.

20. Wholesale functions. Forms of wholesale trade.

21. The concept of retail trade, its functions and types. Classification of retail enterprises. Types of stores. Non-store retail.

22. Online trading. Its types, features and significance in the modern world.

23. Modern forms of product promotion: merch, guerrilla, etc.

24. The concept of a business model. Types of business model. Innovative business models.

25. The concept of public relations. The history of its origin. Functions, areas of application, communication methods.

26. Sponsorship. Objects and areas of sponsorship use.

27. Advertising in the marketing system. Stages of advertising activity.

28. The concept of an advertising campaign. Organization and conduct of advertising campaigns. Determining the effectiveness of advertising events

29. Marketing planning and control.

30. International marketing. International marketing mix.

31. Development of international marketing strategies.

32. Marketing of services and non-profit organizations

33. Market segmentation and target segment selection

34. Product packaging and its role in product promotion

35. Models of consumer behavior in modern conditions

36. Channels of promotion and sales of art products

37. Promotion and presentation of the museum/gallery brand

38. Classification of consumers of art products

39. Marketing research and technologies for positioning and working with groups of influence: the state, sponsors, distributor

40. Fundamentals of the formation of marketing channels in the art

environment

41. Publications and online tools in the promotion of art
42. The main PR strategies in the promotion of art products
43. Digital marketing in art
44. Trends and trends of the art market
45. Communication skills in the visual arts industry

Recommended literature

1. Hlusov V.P. Vvedenie v marketing: uchebnik.-M.,1997
2. Altynbaev B.A.Osnovy marketinga: uchebnoe posobie / Altynbaev B.A., Isataeva A./.-M,2002
3. Kratkij konspekt lekcij po kursu «Osnovy marketinga»: ucheb.- spr. posobie/ sost. A.M. Telemtaev/-A.,1995
4. Kotler F. Osnovy marketinga: uchebnoe posobie. / F. Kotler, V.B. Bobrov/-SPB.,1994- M., 1995-M., 2003-M., 2007
5. Kotler F. Marketing menedzhment: analiz, planirovanie, vnedrenie, kontrol': uchebnik/F. Kotler, Keller K.A/ -SPb,1999,2006
6. Krylov I. Marketing (sociologiya marketingovyh kommunikacij): uchebnoe posobie.-M,1998
7. Maslova T.D. Marketing: zadachi, logicheskie skhemy, testy: uchebnoe posobie/T.D. Maslova, S.G Bozhuk, L.N. Kovalik/ -SPb,2002
8. Fed'ko V.P.Osnovy marketinga: ekzamenacionnye otvety: uchebnoe posobie / Fed'ko V.P.,Fed'ko N.G./ . Rostov-na Donu, 2001
9. Bel'gibaev A.K. Osnovy marketinga: uchebnoe posobie. –A., 2004
10. Kovaleva A.,Vojlenko V. Marketingovyj analiz: Uchebnik.-Kn.2.- M, 1996
11. Evans, Dzh. R. Marketing: uchebnoe posobie / Evans, Dzh. R, Berman B./ - M., 1993, 2004
12. Marketing: uchebnik/ red.Utkin E.A/ . M 1998g
13. Pesocskaya E. V. Marketingovyje uslugi. Ucheb.posobie M: 2002 g.
14. Tambiev A. H. Regional'nyj marketing: uchebnoe posobie / Tambiev A. H., Ketova N / .M: 2000 g.
15. Krylov I.Marketing (sociologiya marketingovyh kommunikacij): uchebnoe posobie.- M: 1998 g.
16. Marketing vo vneshneekonomicheskoj deyatel'nosti: terminologicheskij slovar'/ red. A.S. Zavyalov/. – M.,1992
17. Bagiev G L. Mezhdunarodnyj marketing: uchebnik / Bagiev G.L, moiseeva N.K, Nikifirova S.V/. –SPb., 2001 g.
18. Mezhdunarodnyj marketing: uchebnik. / red. Vasil'ev G.A., Ibragimov L.L// - M., 1999 g.
19. Azhobbep D. «Principy i praktika marketinga» 2-e izd. - M.: izd. Dom Vil'yams. 2000 g. - 416s.
20. Bun L., Kurtc D. «Sovremennyj marketing» 11-e izd: - M.: YUNITI-DANA, 2005 g. – 1039 s
21. Kotler F, Armstrong G., Sonders D., VongV. «Osnovy marketinga» 2-e izd. - M.: SPb., K. : Vil'yams. 1999 g. - 425s.

22. Assel' I. «Marketing i strategiya» Uchebnik dlya VUZov: 2-e. izd. - M.: Infra-M, 2001 g.- 284 s.
23. Golubkov E.P. «Osnovy marketinga» - M.: DIS, 2003 g. - b88s.
24. Esimzhanova S.R. «Marketing v Kazahstane: teoriya, metodologiya, praktika» – Almaty: Ayan Edet, 2004 g. – 288s.
25. Zav'yalov P.S. «Marketing v skhemah, risunkah i tablicah» M.: Infra- M, 2001 g.- 496s.
26. Nysanbaev S.N., Sadyhanova G.A. «Marketing negizderi» - Almaty: Okulyk. Kazak universiteti, 2002 zh. – 200b.
27. Hruckij B.E., Korneeva I.V. «Sovremennyj marketing» 3-e izd. - M.: Finansy i statistika. 2003. -560 s.
28. Minaev D. «Marketing v skhemah i modelyah» – M., 2004. – 480s.
29. Ramazanov A.A., Ajtzhanova A.E., Meldebekova A.A., Kajyhova A.A., Torekulova U.A. «Elektronnyj kazahsko-russkij slovar' po marketingu» 444KB.

3. «Management»

Content of the discipline

1. Management as a science and practice. The evolution of management.
2. Approaches to management. Basic principles of management
3. Functions, tasks, management methods
4. Integration processes of management.
5. Motivation is a tool in management.
6. Professional requirements for a modern manager.
7. Theory of leadership. Characteristics of the main leadership styles.
8. Personnel management.
9. Fundamentals of financial management.
10. Information management.
11. Preparation and development of management decisions.
12. Production management and entrepreneurship.

Questions for preparation, case studies/ tasks on situational management

1. Your cinema club, located in an ecologically clean suburb, is not popular. What needs to be done?
2. Only acquaintances responded to your invitation to attend an art event. What should be done?
3. Visitors have stopped going to your museum. What will you do first?
4. What 5 factors will you take into account first of all when planning the target audience of the project and why?
5. What will you do to grow the target audience of the project?
6. You are holding an exhibition in a village club – which channel of communication with the public is the most suitable and why?
7. You are holding a festival on an environmental theme – which space could you use to achieve the greatest effect?
8. Are you holding an informal group exhibition – which space could you use

to achieve the greatest effect?

9. Are you holding a student workshop – which space could you use to achieve the greatest effect?

10. Guess which social networks are more suitable for: age audience, for teenagers, for professionals, for politicians – justify your conclusions.

11. The store decided to raise sales of jam – what non-standard move would you suggest and why?

12. You have a gallery of contemporary artists, but it is idle due to quarantine, how can you support your project?

13. You have a creative barbershop, but it is quarantined, which is the most effective?

14. You have a chamber theater, but it is idle due to quarantine, how can you support your project?

15. You have a project on a Youtube channel, how to organize its presentation most effectively?

16. Your artist got sick a couple of days before the concert. Your actions?

17. You have unforeseen expenses during the project and now there is no money for a buffet for the opening ceremony. Your actions?

18. The TV channel unexpectedly refused to cover your event, and the sponsors expect it. What will you do?

19. Your event takes place in an open area. It started raining just before the start. Your actions?

20. You have a grant amount allocated in dollars, at the beginning of the project you transferred it to tenge, but inflation occurred and in fact you have less funds than you need. What will you do?

21. You could not buy train tickets for your project team, but you need to arrive at work on time. What will you do?

22. You are the general manager, but you got sick before the opening of the event. Your actions?

23. The two main participants of the event quarreled before the opening. What will you do?

24. The city registration did not have time to hang a banner advertising your event on time. Your actions?

25. A foreign star knows nothing about you and your country, but she is needed for your project. Your actions?

26. You need to pitch your project to investors. How will you prepare?

27. What are the main rules of image-making that you try to apply and why?

28. You need to report to the sponsors about the work done and complete the project. The algorithm of your actions?

29. What non-standard time management techniques do you prefer and why?

30. You need to thank your sponsors. What non-standard methods can you offer?

31. Are you planning to take your project to the international level. What will you do?

32. Your project team has a talented but very conflicted employee who does

not take into account the opinions of other members. Your actions?

33. There are 2 days left before the event, you are behind the plan and there is a risk that you will not have time to prepare everything. Your actions?

34. You have held an event and want to know the opinion of the participants about the quality of the event and their recommendations. Your actions?

35. You have planned a major event. What risks should be taken into account?

36. Your theater located on the edge of the city is not popular what should be done?

37. Only people living in the neighborhood responded to your invitation to visit the exhibition. what should be done?

38. Your children stopped going to the cinema. What will you do first of all?

39. What are the main factors you will take into account first of all when planning the artistic program of the theater?

40. What will you do to improve the operation of the cinema?

41. Do you hold an exhibition in a small village what events will you hold to invite the audience?

42. Do you hold a large fair what space will you use and how?

43. What events will you hold to promote the classic ballet?

44. Are you holding a major event how best to use volunteers?

45. How will you use social networks and which ones to promote the children's theater justify your conclusions?

Recommended literature

1. Vershigora E. «Menedzhment» M., 2005 g.
2. Gordienko YU. «Menedzhment» M., Ekonomika, 2004 g.
3. Kozonceva A.N. «Obshchij menedzhment» Uchebnoe posobie - M. – 2013 g.
4. Lukashevich V. «Menedzhment» M., 2005 g.
5. Mamyrov N.K. «Menedzhment i rynek» Kazahstanskaya model' - Almaty, 2009 g.
6. Meskon M. i dr. «Osnovy menedzhmenta» (perevod s angl.). M. – Delo, 2010 g. – 702 s.
7. Rusinova F.M. «Menedzhment» - M., 2012 g.
8. Smolkin A.M. Menedzhment: osnovy organizacii. - M., 2014 g.
9. Sovremennyj menedzhment. Principy i pravila: dajdzhest mirovoj literatury. Pod red. Danilov – Danil'yan. - N-Novgorod: 2015 g. - 232 s.
10. Fuller D. «Upravlyaj ili podchinyajasya» (perevod s nem.). - M., 2003 g.
11. Hosking L. «Kurs predprinimatel'stva»: prakticheskoe posobie (perevod s angl.). - M. - Mezhdunarodnye otnosheniya, 2011 g.
12. Cypkin YU.A. «Menedzhment». - M., 2001 g.
13. YUkaev V. «Menedzhment» Kratkij kurs. M., 2004 g.
14. YAkokka L. «Kar'era menedzhera» - M. - Progress, 1990 g
15. Avdeev V. «Samorazvitie tvorcheskoj konkurentosposobnosti lichnosti menedzhera» - M. - Ekonomika, 2004 g.
16. Vihanskij O.S., Naumova A.I. Menedzhment // Uchebnoe posobie. - M.- Vysshaya shkola, 2008 g.

17. Vudkok M. I dr. «Raskreposhchennyj menedzher» (perevod s angl.). - M. – Delo, 1996 g.
18. Druker P. «Rynok: Kak vyjti v lidery» (perevod s angl.).- M., 1992g.
19. Dizel' P.M. Mak-Kinli R.U. «Povedenie cheloveka v organizacii» - M. - Progress, 2013 g. – 272 s.
20. Kabushkin N.I. «Osnovy menedzhmenta» - Minsk, 2010 g.

III. НАИМЕНОВАНИЕ ТЕМ РЕФЕРАТОВ

The topics are formed on the interdisciplinary basis of a complex of basic disciplines of art management.

1. Cultural industries: Kazakhstan's experience in the global world
2. Cultural policy of the Republic of Kazakhstan: positioning based on the experience of other countries
3. Creative industries during the coronavirus: strategies, tactics and results
4. The mission of an art manager in an art project: different approaches
5. Problems and achievements in one of the art industries of the Republic of Kazakhstan (specify the industry of your choice)
6. Sponsorship culture in Kazakhstan: problems and possible solutions
7. Art and profit: possible points of intersection
8. Patrons of Art: history and modernity
9. "Sell art?" VS "Art – sell!"
10. The art of spectacles VS social projects
11. Art and politics: contradictions and points of attraction
12. National and international in art: pros and cons
13. Is the art market a fad or a serious business?
14. Who do we make art for? Target audiences of the Republic of Kazakhstan
15. Social networks as an art platform and an art manager's tool
16. Art market and pandemic
17. Business in art: how do Kazakhstani galleries live?
18. How is the art market of Kazakhstan changing?
19. Woman and contemporary art of Kazakhstan
20. Who evaluates the paintings of Kazakhstani artists and how?
21. Charity projects in the art of Kazakhstan
22. Art and law: points of contact