



ANAND  
BINDA

ONLINE  
EXHIBITION

Nature of  
Suriname

NPIF

August 2021

In August 2021 the online exhibition of the artist Anand Binda was held as part of NPF cultural projects. The topic of the exhibition was 'The Nature of Suriname'.

The materials were provided by the artist and his representatives in Russia - Mikael and Svetlana Dashian.






The exhibition was held in the  
social networks of the oldest art  
museum in the North Caucasus -  
Kovalenko Art Museum  
(Krasnodar)



Krasnodar is the capital of the Krasnodar Krai.

In terms of population, the region ranks 3rd in Russia after Moscow and the Moscow region.





The region has a population of  
**over 5 million people,**  
and almost every fifth person  
lives in Krasnodar.

AUTHOR: УЧАСТНИК:MRYANTIT, CC BY-SA 3.0

<[HTTPS://CREATIVECOMMONS.ORG/LICENSES/BY-SA/3.0](https://creativecommons.org/licenses/by-sa/3.0)>, ЧЕРЕЗ ВИКИСКЛАД



The background of the entire page is an abstract painting. It features a rich palette of blues, teals, and yellows, with visible, expressive brushstrokes that create a sense of movement and depth. The composition is layered, with darker, more saturated colors in the foreground and lighter, more ethereal tones in the background, suggesting a vast, open landscape or a complex, multi-dimensional space.

In 2009, the artist's paintings were first brought and exhibited in Russia by Mikael and Svetlana Dashian.

ABOUT THE  
ARTIST IN  
RUSSIA



- 3 exhibitions in Moscow
- Charity art show for medical workers of the Blood Transfusion Center in Moscow
- Charity auction in support of the Moscow Children's Art School
- Exhibition in Kazan



ABOUT THE  
ARTIST IN  
RUSSIA

In 2010, one of the artist's paintings ("Varanasi") was gifted to the "Olympic" region of Russia - the Krasnodar Krai.

The official ceremony took place at the Permanent Mission of the Krasnodar Territory to the Government of the Russian Federation in Moscow.

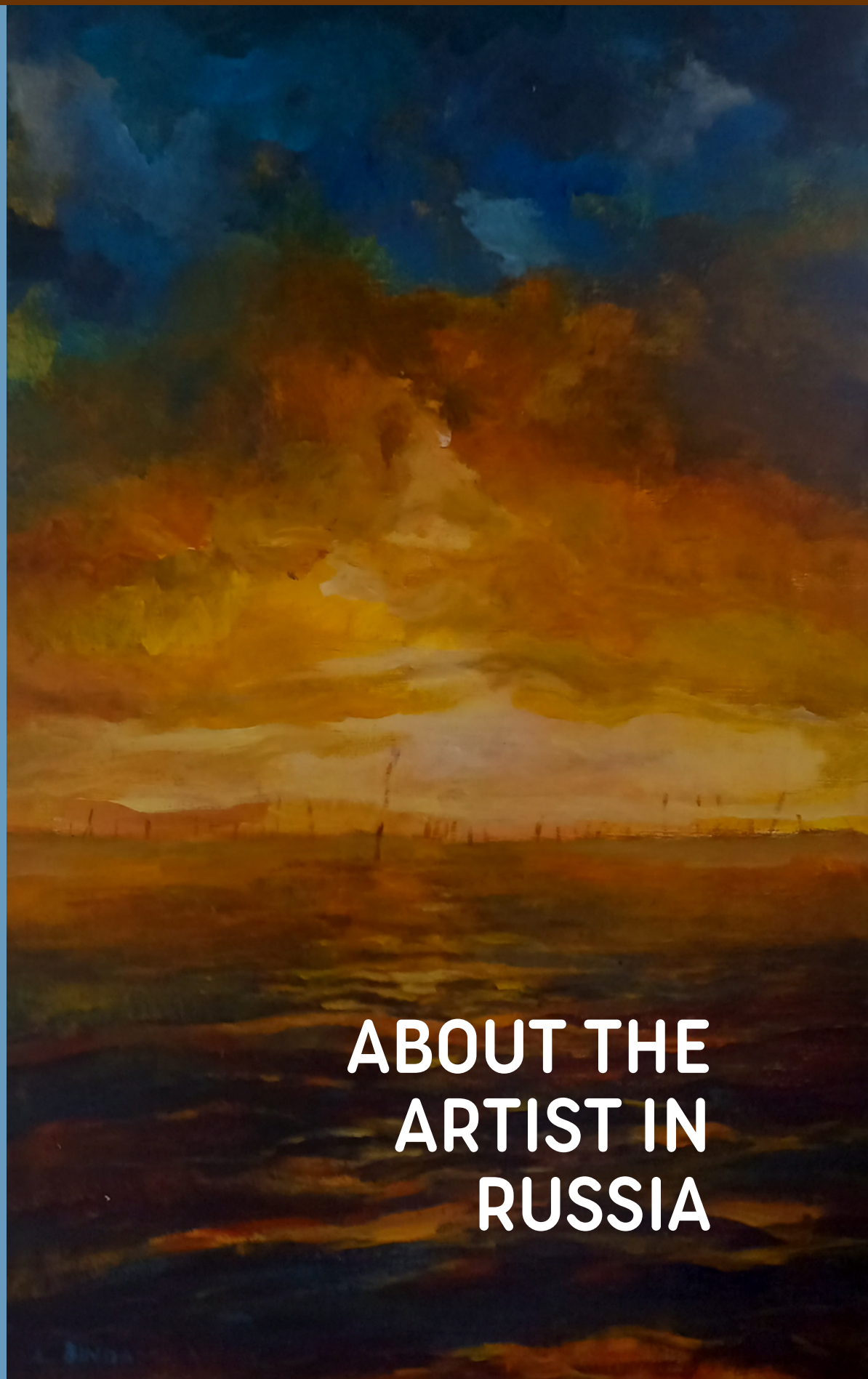


ABOUT THE  
ARTIST IN  
RUSSIA



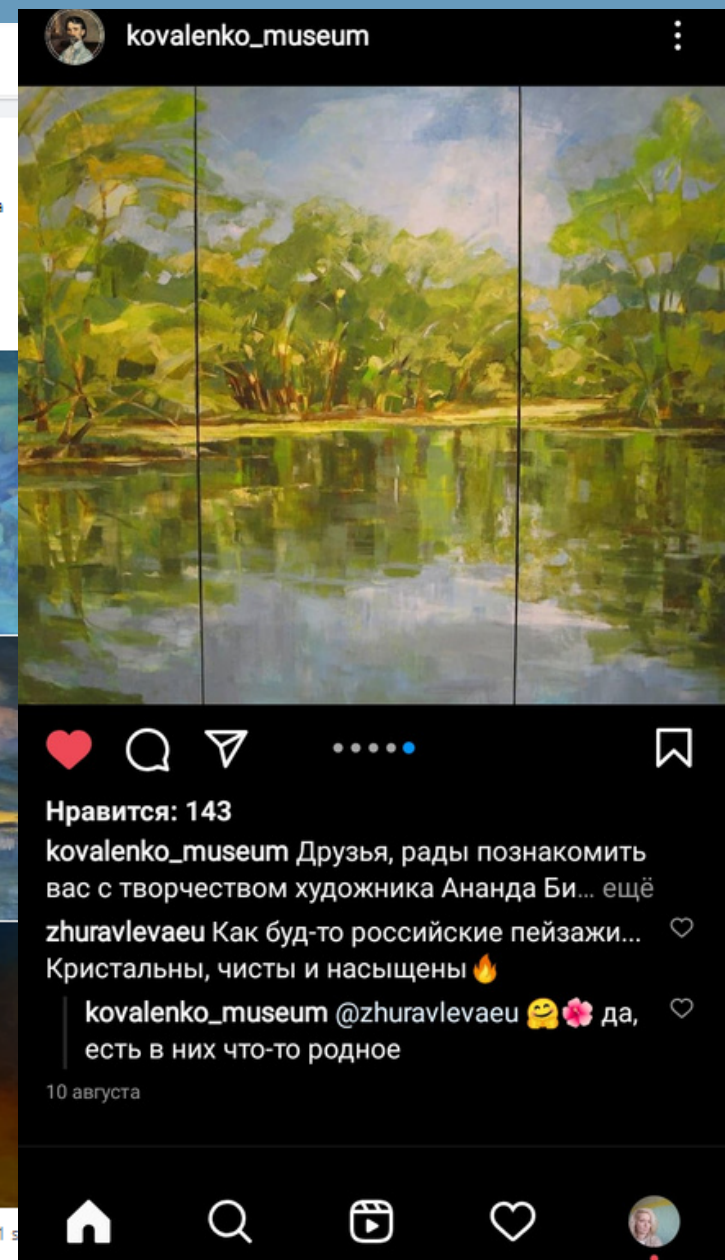
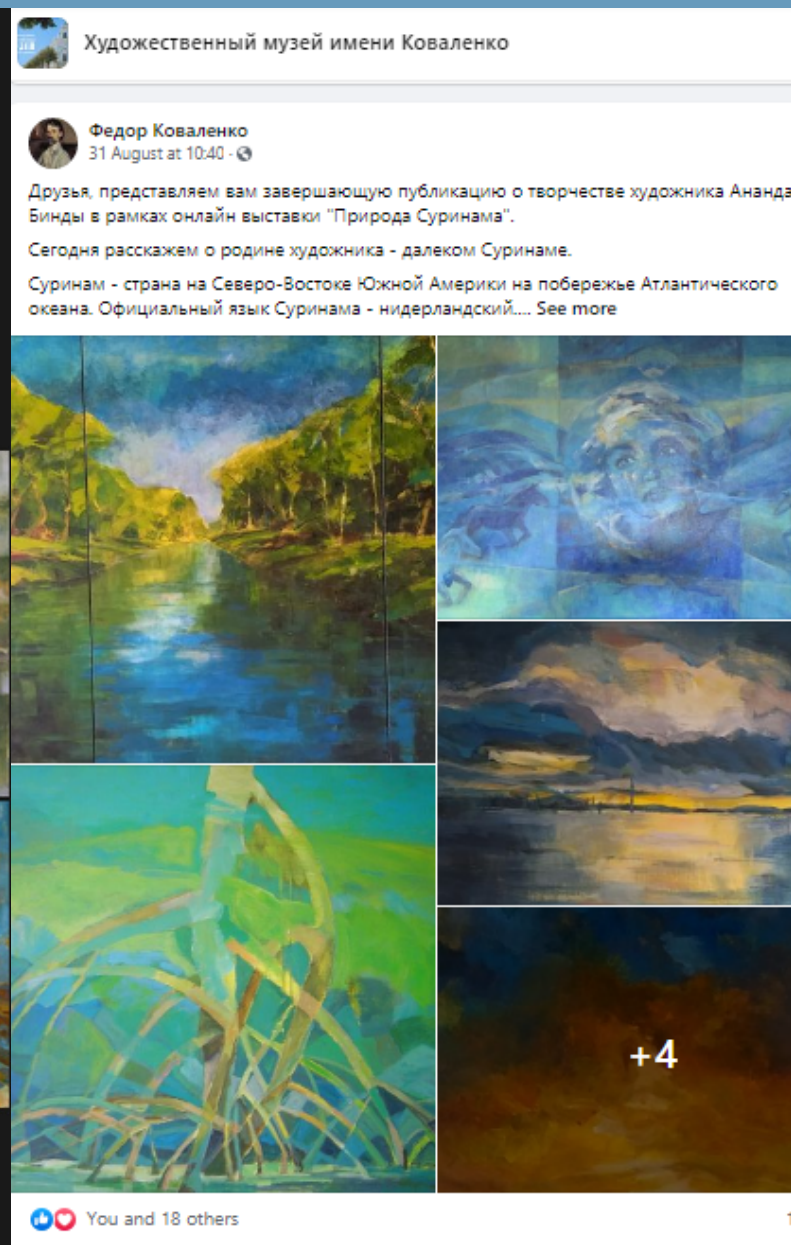
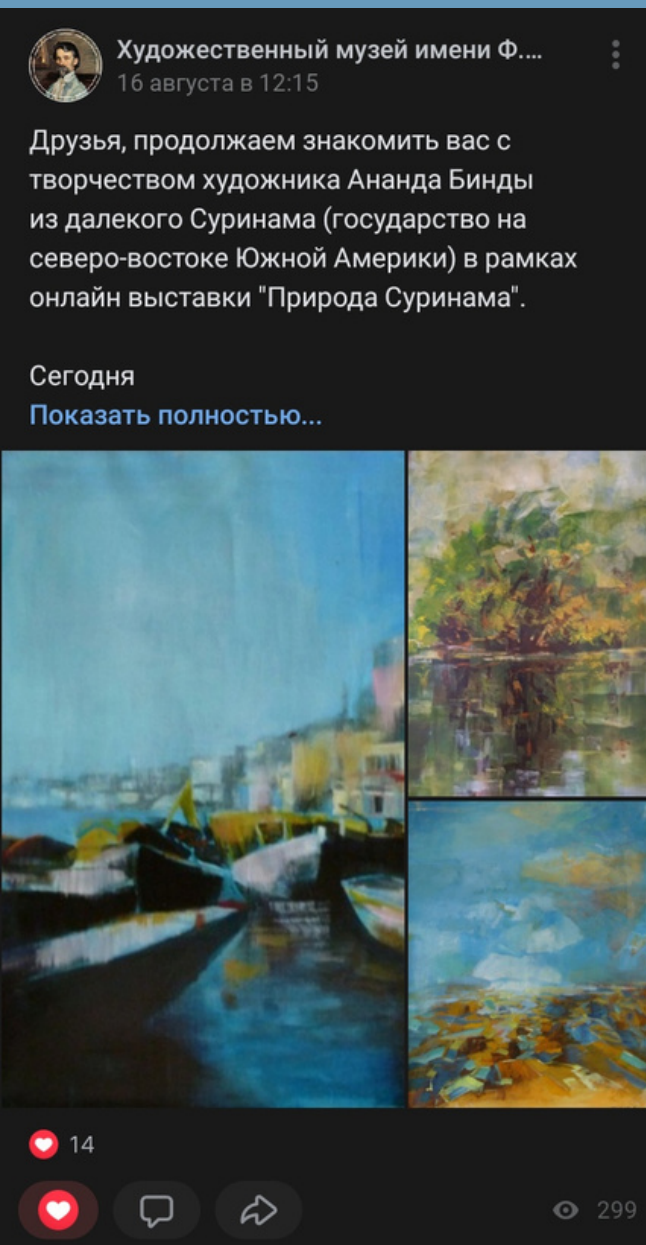
The painting  
"Varanasi" is now in  
the collection of the  
Krasnodar Regional  
Art Museum named  
after F. A. Kovalenko.

**ABOUT THE  
ARTIST IN  
RUSSIA**





The artworks were shown during the online exhibition in the three social networks of the Krasnodar Regional Art Museum named after F. A. Kovalenko from August 10 to August 31, 2021: Instagram, Facebook, and Vkontakte





# 1st place

IN LIKES  
IN THE MUSEUM'S  
SOCIAL NETWORKS  
AMONG ALL THE POSTS  
FOR AUGUST 2021



# 1st place

IN LIKES  
IN THE MUSEUM'S SOCIAL NETWORKS  
AMONG ALL POSTS THAT INCLUDE PAINTINGS  
/FOR AUGUST 2021/

2ND PLACE- POSTS WITH PAINTINGS BY NICHOLAS ROERICH  
3RD PLACE-POSTS WITH CANVASES DEDICATED TO ITALIAN PLACES OF INTEREST



Almost every



'like' was clicked for  
the artworks of  
Anand Binda

9,6%

The share of likes that  
users have put for of  
Anand Binda's online  
exhibition, of the total  
number of likes for all the  
Museum's posts on social  
networks

6,3%

The share of online  
exhibition posts from all  
Museum posts in social  
networks



THE ONLINE EXHIBITION POSTS  
COLLECTED 56.7 LIKES PER POST ON  
AVERAGE, WHICH IS

52%

MORE THAN THE AVERAGE LIKES  
ON THE MUSEUM'S SOCIAL NETWORKS  
IN AUGUST 2021



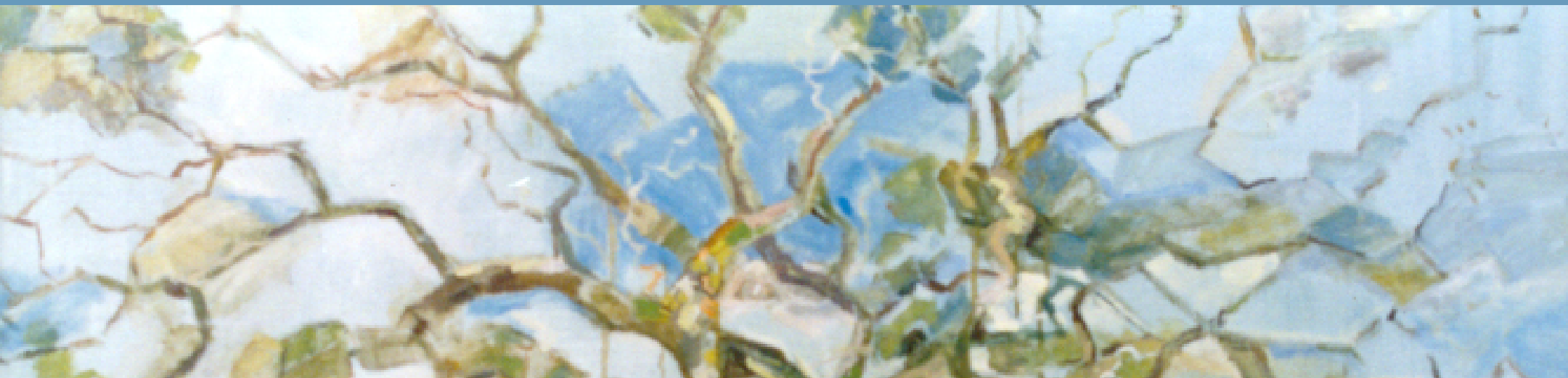


# 1st place



## ON INSTAGRAM

THE ONLINE EXHIBITION HAS COLLECTED THE  
MOST LIKES AMONG ALL THE MUSEUM'S  
INSTAGRAM POSTS FOR AUGUST



THE ONLINE EXHIBITION POSTS  
COLLECTED 115 LIKES PER POST ON  
AVERAGE, WHICH IS

20,8%

MORE THAN THE AVERAGE LIKES  
ON THE MUSEUM'S INSTAGRAM  
IN AUGUST 2021





# 1st place ON VK

THE ONLINE EXHIBITION HAS COLLECTED  
THE MOST LIKES AND VIEWS AMONG ALL  
THE POSTS OF THE MUSEUM IN  
VKONTAKTE\* FOR AUGUST

\*VK, OR VKONTAKTE IS THE RUSSIAN SOCIAL NETWORK WITH ABOUT 650 MLN USERS



THE ONLINE EXHIBITION VK POSTS  
COLLECTED ON AVERAGE

8,7%

MORE THAN THE MUSEUM'S POSTS ON VK  
ON AVERAGE IN AUGUST 2021





DATA ON SOCIAL NETWORKS  
IS COLLECTED AS OF  
SEPTEMBER 09, 2021

