

Russian Billionaire Launches Project to Create a Better World



Russia's richest woman, Elena Baturina, is investing \$100 million in a new "creative think-tank" devoted to improving the world.

The BE OPEN Foundation today announced the intentions behind a new cultural and philanthropic initiative that aims to harness the brainpower of the great minds in the arts, education, design, business and media – and asks them to imagine and then build solutions for the future.

Speaking at the INTERNI LEGACY inaugural press conference, in front of a distinguished audience of design world personalities, including Councillor for Culture, Municipality of Milan, Stefano Boeri and art critic, journalist and TV anchor, Philippe Daverio, the Director announced: "Elena Baturina will invest \$100m in intellectual development through the BE OPEN Foundation".

BE OPEN was presented as a long-term, multidisciplinary, multi-faceted project that will host a system of conferences, competitions, exhibitions, master classes, cultural and art events.

"Elena Baturina defines BE OPEN as 'intellectual development', investing in the creation of added value for future generations", said the Director of the BE OPEN foundation, Gennady Terebkov. "Mrs Baturina plans to invest \$100m to identify solutions to major social issues

and then develop them from concept stage to realisation."

Thanks to its itinerant nature, BE OPEN will be able to gather influences from brilliant and open-minded people from all fields and cultures around the world.