



WITHIN THE SCOPE OF
RUSSIAN-JAPANESE
BILATERAL YEAR, RHANA

CULTURE OF LIVING

FOUR SEASONS OF LONGEVITY





JAPAN & RUSSIA

LONGSTANDING FRIENDSHIP AND CREATIVE HISTORY

Japan and Russia are proud of vast experience and longstanding creative history of friendship between the two countries.

Hideki Iwabuchi, Director, Office for International Planning, Higher Education Bureau, Japanese Ministry of Education, Culture, Sports, Science and Technology reminded of long history of Russian and Japanese relations in educational sphere:

“In the Middle Ages, Japan has been a “closed” country for a long time; therefore, it has scarce scientific contacts with other countries. However, in the 18th century, amazing Russian knowledge found their way into isolated Japan and formed foundation of Japanese science”.

We speak about modern technologies, which the Land of the Rising Sun is ready to present within the scope of commitment to expand bilateral economic and scientific cooperation declared by the Prime Minister of Japan Sindzo Abe. According to the Russian Deputy Prime Minister Arkady Dvorkovich, currently, there are “interesting thoughts” on creation of pharmaceutical plants and involvement of Japanese clinics in

modernization of the healthcare system in Russia.

Biomedicine is a strategic field of science development. Environmental degradation, ageing of population, growing number of people with genetic diseases, all of these affect quality of human life. However, the experts expect us to receive new medical technologies and drugs within the next 20 years. This will result in potential to overcome the preset threshold of human senility and activate organism to extend quality-adjusted life years”, stresses Ekaterina Dibrova, President of Medical Corporation RHANA, which has been successfully cooperating with the leading Japanese scientific and medical centers for 17 years; it brings and presents unparalleled placental drugs and biomedical technologies in the Russian market.

Today, Japan is a recognized global leader in scientific and technological developments. The country holds the first place in the world by life expectancy. Therefore, in 2018, RHANA Corporation starts its science popularization activities with “Culture of Living. Four Seasons of Longevity” project.

LONGEVITY ROUTE 2018

4 OUTSTANDING CITIES OF RUSSIA

UNPARALLELED PROJECT – SYNERGY OF CULTURE,
EDUCATION, MEDICINE, AND NEW BIOTECHNOLOGIES

MOSCOW



- 4 UNIQUE CITIES OF RUSSIA

ST-PETERSBURG



- 4 SEASONS: WINTER, SPRING, SUMMER, FALL

SOCHI



- 4 VIVID CULTURAL EVENTS OF THE NEXT YEAR

VLADIVOSTOK



- 4 SIDES OF JAPANESE CULTURE:
LITERATURE, THEATRE, MUSIC, BALLET

LONGEVITY ROUTE 2018

4 OUTSTANDING CITIES OF RUSSIA

UNPARALLELED PROJECT – SYNERGY OF CULTURE,
EDUCATION, MEDICINE, AND NEW BIOTECHNOLOGIES

WE DECIDED TO HOLD CULTURAL, EDUCATIONAL AND SCIENTIFIC EVENTS DEDICATED TO THE FUNDAMENTALS OF ACTIVE LONGEVITY:

1. Cultural program: getting people acquainted with Japanese culture, exhibition of photographs dedicated to longevity in Japan, origami workshop.
2. Tour with unique performance “Confessions of a Mask”, charitable concert of people of art from Japan and Russia for children.
3. Scientific conference pertaining to modern innovative biotechnologies and medicine.
4. Educational workshops of the leading specialists in science and medicine for residents of the city and a series of lectures on longevity and presentation of unparalleled Japanese technologies of active ageing.



LONGEVITY ROUTE 2018

4 OUTSTANDING CITIES OF RUSSIA

UNIQUE PERFORMANCE

YUKIO MISHIMA'S "CONFESSIONS OF A MASK"

"Confessions of a Mask" is a bombshell novel, which made 24 years old Yukio Mishima a globally renowned author. At the same time, it resulted in manhunt of the writer, who became a subverter of living principles combining heaven and hell in his work, the one almost unparalleled in his frankness. In his autobiographic novel, Mishima dispassionately dissects private world of a meek distressed adolescent torn apart by numerous psychological issues. This shockingly frank book may be seen as a key to understanding of author's life: "...life is a stage... I was... firmly convinced that it was so and that I was to play my part on the stage without once ever revealing my true self".

It seemed interesting to us primarily because the book written by a Japanese author has many common points with the European culture and may spark interest in European audience. Protagonist's view of life and his self-esteem are more typical of the Western culture. It is needless to say what role here is played by Russia laying between these two worlds. This battle of two worlds in some way takes place in (or above) its territory. Russia, the territory of which even formally covers two parts of the world (Europe and Asia) is populated by Christians, Muslims, and Buddhists; all of the mentioned factors affect it, and it combines and integrates various movements. It does not focus them but, to the contrary, somewhat dissolves them in itself.



LONGEVITY ROUTE 2018

4 OUTSTANDING CITIES OF RUSSIA

MOSCOW. DAY OF JAPAN I

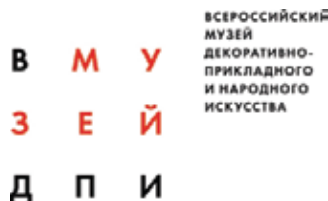
IN THE ANNUAL FESTIVAL "MUSIC OF AGES"

RHANA Corporation project "Culture of Living" will start in December 2017 in the All-Russian Museum of Decorative, Applied and Folk Art with exhibition "Russian History of the Twentieth Century in Miniature Lacquer Paintings". Within the scope of the project, the exhibition and origami workshops will be free for the residents of Moscow.

Moreover, in the late November and early December 2017, the All-Russian Museum of Decorative, Applied and Folk Art will host annual musical festival "Music of Ages". It is a tradition to dedicate one day of the festival to one country with its cultural and spiritual heritage. This year one day is dedicated to Japan. RHANA Corporation will present "Confessions of a Mask" theatrical performance accompanied by N. P. Osipov's Academic Russian Folk Orchestra.



PROMOTERS AND PARTNERS OF THE FESTIVAL "MUSIC OF AGES"



RHANA CORPORATION SCIENTIFIC CONFERENCES AND CULTURAL EVENTS

CULTURAL EVENTS

RHANA CORPORATION IS AN ANNUAL PARTNER OF
MOSCOW INTERNATIONAL FILM FESTIVAL

TITLE PARTNER OF THE DAY OF JAPAN IN RUSSIA WITHIN THE
SCOPE OF COSMETIC INTERNATIONAL

PARTNER OF WORLD TOUR OF YUKIO MISHIMA'S
"CONFESSIONS OF A MASK" THEATRICAL PERFORMANCE

etc.

SCIENTIFIC EVENTS

"FIGHTING AGEING. NEW PROSPECTS IN MEDICINE"

With participation of Luc MONTAGNIER, Laureate of Nobel
Prize in Medicine or Physiology 2008, Knight of the Legion of
Honor, the co-founder of World Foundation for AIDS
Research and Prevention

INTERNATIONAL SCIENTIFIC SESSION

"MASTER COURSE: JAPANESE AND RUSSIAN EXPERIENCE IN
APPLICATION OF PLACENTA DRUGS. PHARMACOPUNCTURE
AND ASSOCIATED TECHNOLOGIES".

INTERNATIONAL SCIENTIFIC CONFERENCE

"LIFE-LONG YOUTH. PLACENTA THERAPY.
AGE OF ASSOCIATED CONDITIONS"





- Japan Medical Society of Clinical Placenta Medicine;
- Institute of Immunology, Federal Medical and Biological Agency of Russia;
- I.M. Sechenov First Moscow State Medical University;
- Federal State Budgetary Institution of Further Vocational Education "Central State Medical Academy", Administrative Department of the President of the Russian Federation;
- Moscow Area Research and Scientific Institute of Obstetrics & Gynecology (MONIAG);
- A. I. Yevdokimov Moscow State University of Medicine and Dentistry;
- RUDN University (Medical Institute);
- Moscow Clinical Applied Research Center (Moscow Clinical Scientific Center funded by Moscow Health Department);
- Research and Scientific Department for Women's Health, Academic Clinical Center, I.M. Sechenov First Moscow State Medical University;
- Ivanovo State Medical Academy;
- UNESCO Institute for Microelements, Pirogov Russian National Research Medical University;



Московский
клинический
научный центр



НАЦИОНАЛЬНАЯ АКАДЕМИЯ
Активного Долголетия
NATIONAL ACADEMY OF ACTIVE LONGEVITY



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медико-стоматологический
университет имени
А.И. Евдокимова



ИНСТИТУТ
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