

Russian Nights in Switzerland

KOLIZEY
ЛЕГКЪ ГОСТИН



SWITZERLAND

RIVIERA RUSSE
ASSOCIATION DES RUSSOPHONES

Concept



Russian Nights in Switzerland is a very special whole-year entertainment project for Russians living and travelling in Switzerland.

Russian Nights in Switzerland include six various events leading to native Russian traditions, holidays and meaningful reasons.

Russian Nights in Switzerland is a cultural bridge & rendezvous for Russians and Europeans allowing to promote, upgrade cooperation and establish fellowship at 'no tie' environment

KOLIZEY
LIVE ENTERTAINMENT



SWITZERLAND



IVIERA RUSSE
АССОЦИАЦИЯ РУССКИХ ЭМИГРАНТОВ

Ambassador's Letter



Dear Ladies and Gentlemen,

I am happy to extend warm words of welcome to all participants, guests and organizers of “Russian Nights in Switzerland”.

This project is one of the most significant events in Russian-Swiss relationships in the cultural sphere as well as in the cultural life of our compatriots in Switzerland. Implementation of the given project will give an opportunity to our compatriots to not only watch bright performances of the “Comedy Club” residents and other Russian artists and performers as well as take part in celebrating significant Russian holidays, but will also become a worthy contribution to strengthening cultural connections between Russia and Switzerland.

The Embassy expresses its appreciation to the “Russian Riviera” association and “Kolizey Event Center” in Moscow, whose efforts enabled the organization and orchestration of “Russian Nights in Switzerland”.

Alexander Golovin, Extraordinary and Plenipotentiary Ambassador of the Russian Federation in the Swiss Confederation and Principality of Liechtenstein

KOLIZEY
LIVE ENTERTAINMENT



SWITZERLAND



RIVIERA RUSSE
ASSOCIATION OF SWITZERLAND

Motion

All events of Russian Nights in Switzerland have the same construction and motion based on the yearly proven experience of holding and organizing successful stunning and exquisite activities for prosperous audience. As event-holders we are following to simple and transparent motion for all events:

1. Media campaign at Russia and Switzerland;
2. Playground providing;
3. Invitation of celebrities, all demands coverage;
4. Travel & accommodation support for non-Switzerland Russians;
5. Program implementation;
6. Technical background for events;
7. Quality control;

KOLIZEY
LIVE BY FORMER



SWITZERLAND

IVIERA RUSSE
ASSOCIATION OF RUSSIANS

Motion

Now we are planning six projects in frame of Russian Nights in Switzerland per year:

1. Russian Ladies Night for International Women's Day in Zurich, 8th of March.
2. Russian Soviet Night for May Day in Geneva, 1st of May.
3. Russian Music Night for International Music Day in Luzern, 1st of October.
4. Russian Comedy Night for Montreux Comedy Festival in Montreux, December.
5. Russian Old New Year Night for New Year after-party in Montreux, 13th of January.
6. Russian Ice Night.

We set events in different parts of Switzerland to make Russian Nights in Switzerland more comfortable for Russians living and travelling in Switzerland.

KOLIZEY



SWITZERLAND



Media Campaign

Russian Nights in Switzerland will receive annual wide coverage and announcing in Russian mass media aiming to appeal tourists wishing to visit Switzerland with integrated entertainment program. Promotion campaign will be targeted on the wealthy and prosperous audience from 30 to 45 years old.

The main channels for campaign are:

1. Radio. Floating placement of tour commercials at radio stations with relevant coverage of target audience,
2. Outdoor placement at city centers that guarantee outreach of over 50% travelling audience,
3. TV-campaign,
4. Press. Commercial placements at glossy magazines both reaching male & female target audience.

KOLIZEY



SWITZERLAND



Travel support

We provide fully equipped travel packages and support for Russians travelling in Switzerland for participating our events.

Our basic travel support options are:

1. Accommodation;
2. Tickets for events;
3. Flight arrangements;
4. Interstate and domestic transfers;
5. Routing for extensive tours;
6. Guiding and excursions services according to travelers' plans.

KOLIZEY
LIFE BY TRAINING



SWITZERLAND



IVIERA RUSSE
СЛУЖБА ПО ДОПОМОГІ



Events



Russian Ladies Night

Concept

At the 8th of March we're celebrating International Women's Day – our contribution to beauty, elegance and grace. Everything for this night is about women's happiness and joy. We present a free-entrance for women at this event focusing to create a relaxing and sophisticated atmosphere. Amazing private party in Zurich made of vibrancy and pleasure celebrating beauty and airiness.

KOLIZEY
LIVE BY EXPERIENCE



SWITZERLAND



WIERA RUSSE
#SIOGONWOMENSWITHCOURAGE

Pre - party



The Night starts from pre-party providing relax atmosphere and appealing necessary emotions to main part.

Bartender-show. Amazing and stunning performance of firing and flaring cocktail's preparation to assure bright emotions for event's beginning.

Welcome-cocktails will bring desired relaxation and set the ground for celebrating and having unlabored conversations.

All guests are welcomed to take part at prizes' raffle to try their lucky and fortune tonight.



Entertainment Version 1



“Ladies Night” is one of the most popular theatrical show in Russia with famous celebrities acting in.

This show is all about women - declaring our love and respect, dedicating care and protection, praising strength and pliancy in relationships.

The acting team includes top-actors, life experienced professionals, genuine men.

KOLIZEY
LIVE BY DESIGN



SWITZERLAND



IWIERA RUSSE
ASSOCIATION OF WOMEN

Entertainment Version 2

“Comedy Woman” is one of the most popular humorous TV shows broadcasted by Russian television at present.

Created in Moscow Comedy Club followed the idea of the stand-up comedy which has the history of over 100 years of life performances by comic artists and today is the most popular and provocative modern performing genre in Europe and America.

Comedy Woman Show talks to women in their language about the sense of women life. Self-irony, all-about-men jokes and deep sophisticated thoughts as ingredients of perfect humor guarantee delightful night.

KOLIZEY
LIVE TV CHANNEL



SWITZERLAND



IVIERA RUSSE
ASSOCIATION OF JOURNALISTS

After - Party

After the main performance guests are continuing night at after-party. Like a cherry tops the cake it's finishing emotions and discovering the secret recipe of perfect night.

Sweet and delicious – that's the key concept for Women's Day after-party. Topless DJ will play the hottest set ever mixing immortal Russian songs with trending tracks of Europe and Switzerland.

Delicious and extravagant cocktails served by 'only-tie-like-playboy' waiters complement emotions of the night.

KOLIZEY
LUXURY ENTERTAINMENT



SWITZERLAND



RIVIERA RUSSE
RUSSIAN RESTAURANT & DISCO

After-party content

The most popular activity for such bright events is karaoke singing. The playlist of songs for and about women surely will drive party forward.

The karaoke part can be driven as small informal tournament with complementary prizes and memorable gifts for participants.

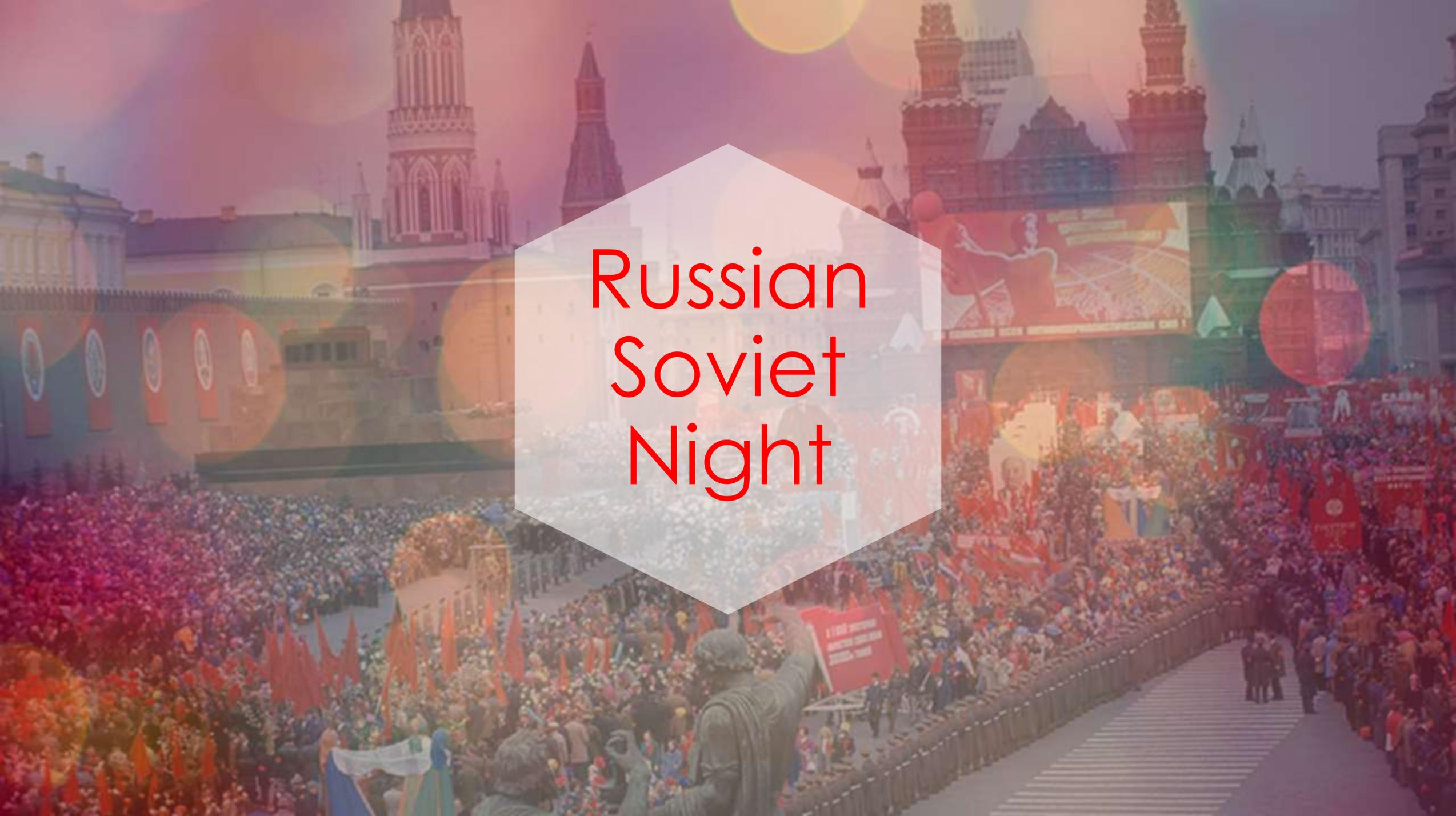
All after-party program is provided by famous star.

KOLIZEY
LUXURY CORNER



SWITZERLAND



A vibrant, stylized illustration of a massive crowd gathered in a city square, likely Red Square in Moscow, during a Soviet parade. The scene is filled with people, many holding red flags, and a large, ornate building with multiple towers and spires in the background. A large, semi-transparent white hexagon is centered over the image, containing the text "Russian Soviet Night" in a bold, red, sans-serif font. The overall color palette is dominated by warm tones like reds, oranges, and yellows, with a soft, hazy atmosphere. The crowd is dense, and the buildings are detailed with architectural features like arched windows and decorative elements. The text is the central focus, clearly legible against the white background of the hexagon.

Russian Soviet Night

Concept

One of the Russian Presidents said:
“Those who don't miss Soviets are callous but those who want it back are fool”

That's why we've found solutions of how to remind and miss a bit about it not bringing it back either.

Russian Soviet Night is the celebration of nostalgia, reconstruction of youth, reminiscence of carelessness days.

On the 1st of May we offer guests accessible way of time-travelling staying present – Russian Soviet Night in Geneva!

KOLIZEY
LIVE BY EXPERIENCE



SWITZERLAND



IVIERA RUSSE
ASSOCIATION OF RECONSTRUCTORS

Pre - party

All decoration and activities are making not to rebuild it but to create the sense atmosphere that allows guest to remind their youth and one of the best period of their lives.

The main activities for pre-party to Soviet Night are:

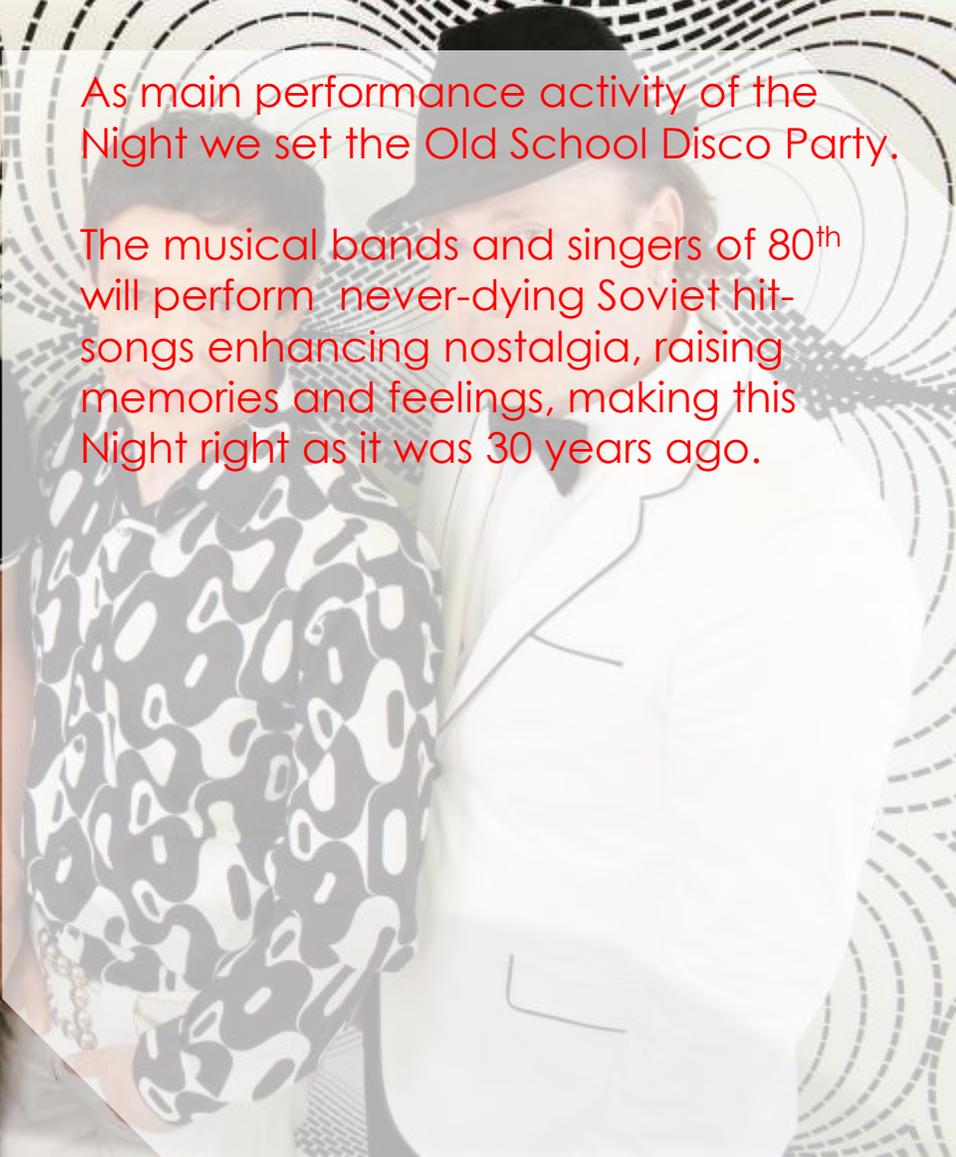
1. Photo-zone at Kover (carpet) background. Photographers are helping positioning and making looks-like pictures that could be printed immediately.
2. Banquet is serving by simple traditional and noble Soviet ingredients – the trending kind made well-known by Russian PM birthday party.
3. Old Soviet condo decoration for selfies .

Entertainment



As main performance activity of the Night we set the Old School Disco Party.

The musical bands and singers of 80th will perform never-dying Soviet hit-songs enhancing nostalgia, raising memories and feelings, making this Night right as it was 30 years ago.



After - party

After so memorable concert the Night will be continued by after-party activities.

The most popular activity for such bright events is karaoke singing. The playlist of songs of 80th surely will drive party forward to heights.

The karaoke part can be driven as small informal tournament with complementary prizes and memorable gifts for participants.

All after-party program is provided by famous star.

Extensions

Possible extensions and alternatives for guests to after-party:

1. The guitar singing coterie in private atmosphere for connoisseurs.
2. Menu's position naming adaptation – The Bloody Stalin, The Khrushchev Lemonade, etc.
3. Soviet passport issuing. Interactive zone that allows to create your modern Soviet-like ID card.

A photograph of a large orchestra performing on a stage in a grand hall. The orchestra is arranged in several rows, with musicians playing various instruments including violins, violas, cellos, and double basses. A conductor is visible in the center foreground. The stage is lit with warm, golden light. In the background, there are large, ornate architectural features, including a balcony with a curtain. The text "Russian Music Night" is overlaid in white on a yellow hexagonal background in the center of the image.

Russian Music Night

Concept

Russian culture is made of musicians. It's the reason to be proud, it's the motion of spreading culture worldwide, it's the upbringing of Nation.

On the International Music Day we will run The Russian Music Night at Luzern, Switzerland.

We dedicate this night to the eternal masterpieces of Russian composers, celebrate their Genius and commemorate their brilliant works.

The Night will be run as a close private event with 'black-tie' dress-code and distinguished atmosphere.

KOLIZEY
LUXURY COACHING



IVIERA RUSSE
RUSSIAN CULTURE AND ARTS SOCIETY

Pre-party

At the pre-party to main performance guests are following to:

1. Background philharmonic orchestra represents golden melodies of noble Russian composers;
2. Photo exhibition devoted to personality of world-known Russian composers, their masterpieces and eternal works;
3. Charity playground for gifted students;
4. Sophisticated welcome drinks and cocktail's card.

KOLIZEY
LUXURY CORNER

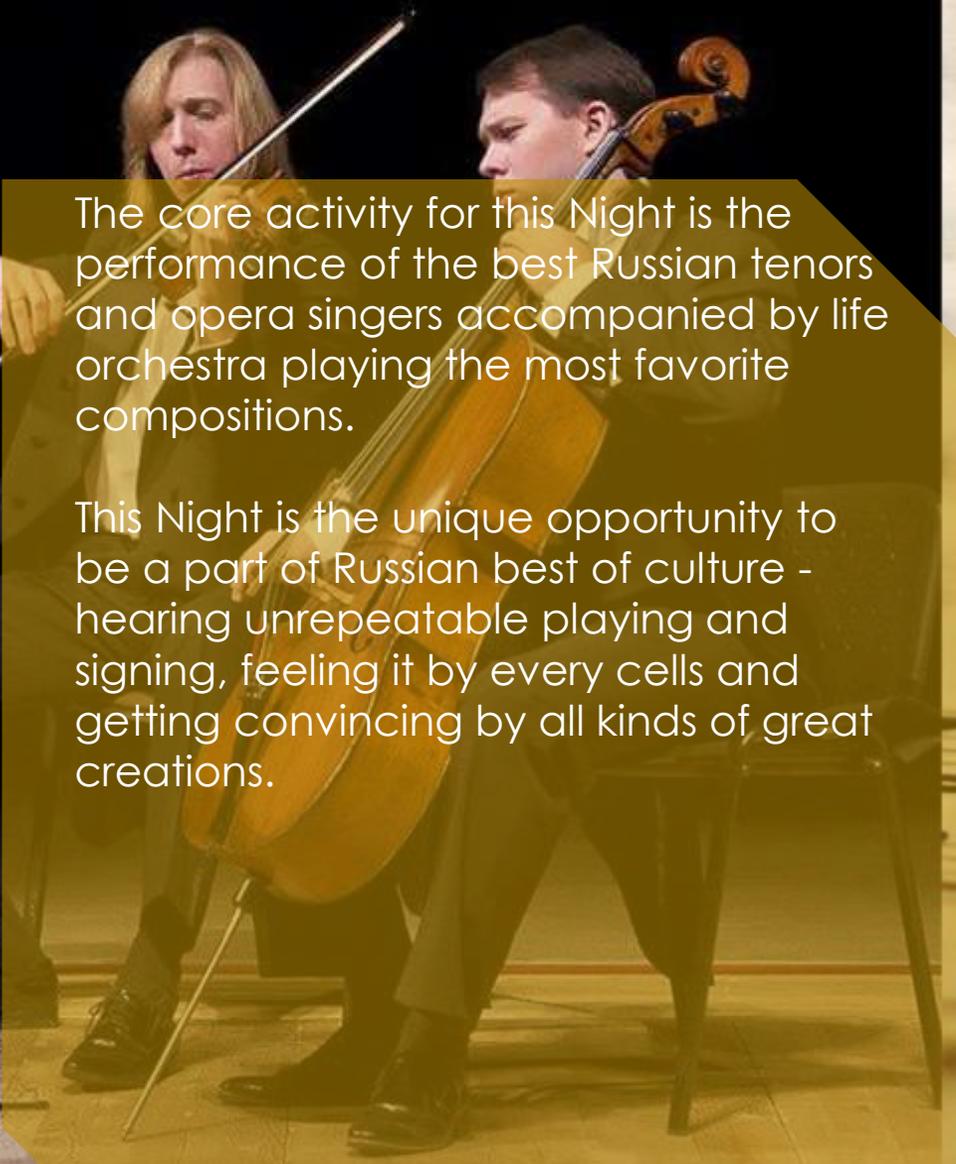


SWITZERLAND



IVIERA RUSSE

Entertainment



The core activity for this Night is the performance of the best Russian tenors and opera singers accompanied by live orchestra playing the most favorite compositions.

This Night is the unique opportunity to be a part of Russian best of culture - hearing unrepeatable playing and signing, feeling it by every cells and getting convincing by all kinds of great creations.

After - party

At this Night we will continue the tradition of guest's live singing – karaoke contest.

Literally, we will not offer to sing 'Knyaz' Igor' for unprepared talents, so tonight guest will sing the emerald of Russian music – Romances.

Hundreds and thousands of amazing romantic songs that's taking place as lullaby, serenade and ode in Russian culture and each of them means a lot for everybody who call themselves Russian.

KOLIZEY



SWITZERLAND

RUSIA
RUSSIA
RUSSIA

RUSSIA
RUSSIA
RUSSIA

A panel of four men in suits and bowties are seated on a stage. The man on the far left is adjusting his jacket. The man next to him has his hands clasped. The man in the center is looking towards the audience. The man on the far right has his arms crossed. In the foreground, the backs of several audience members' heads are visible. A large red hexagonal overlay is centered over the panel, containing the text "Russian Comedy Night" in white. The background is a dark stage with colorful bokeh lights.

Russian Comedy Night

Concept

Given the increasing popularity of Comedy Club in Russia, its residence' performance at Montreux cause a great interest of the Russian first class humor and comfortable recreation connoisseurs.

Comedy Club members will perform at this special party fully devoted to Russia – Russia Comedy Night – the whole evening with its activities will be contributed to Russian Humor.

KOLIZEY
LIVE ENTERTAINMENT



SWITZERLAND

RUSSIA
ASSOCIATION OF RUSSOLOGY

Pre - party

We have prepared some traditional and relevant activities for being ready to vivid and extremely fun performance:

1. Brand walls with a face cut-out for photo-zone. A wide range of brand wall variation to make pictures jokingly and memorable.
2. Improvising comedy zone with Moscow Comedy Club members. Top- stand-uppers making jokes right up to audience without any stages and borders.
3. Best Jokes Ever. An interactive zone with TV-screens playing best series of Moscow Comedy Club.



Entertainment



The artists have brought new, vivid and extremely stylish program, created a new scenic genre and brought a prodigious show to the Russian Comedy Night.

The artists create a friendly and relaxing atmosphere, among their guests are the top of Russian stars of art, music, sport, fashion and show business.

KOLIZEY
LIVE TV CHANNEL



SWITZERLAND



RIVIERA RUSSE
ASSOCIATION OF REPRESENTATIVES

After - party

Now we are looking forward to present our brand new activity for Comedy Night at Montreux – Uncut Comedy.

The real purpose of humor is to laugh about serious things and not to cry over it. Usually, humor is very limited by range of topics to make joke about. But happy for us, life is not only edited topics, it made of a lot of rough, uncensored, real things.

And this Night we will show to our guests what is real fantastic Night – no limits for humor mean no limits for laughing.

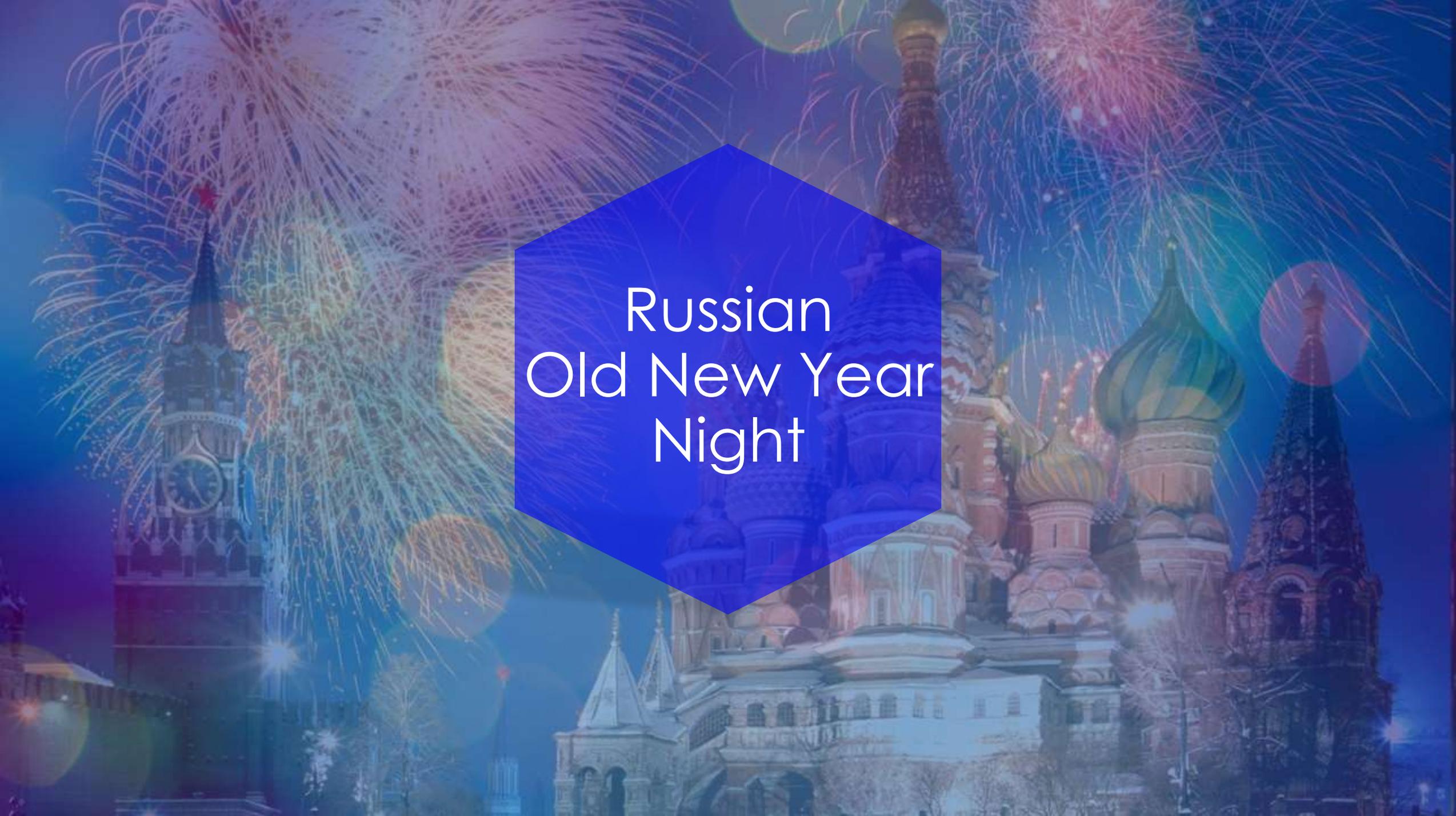
KOLIZEY
LIVE BY CORNING



SWITZERLAND

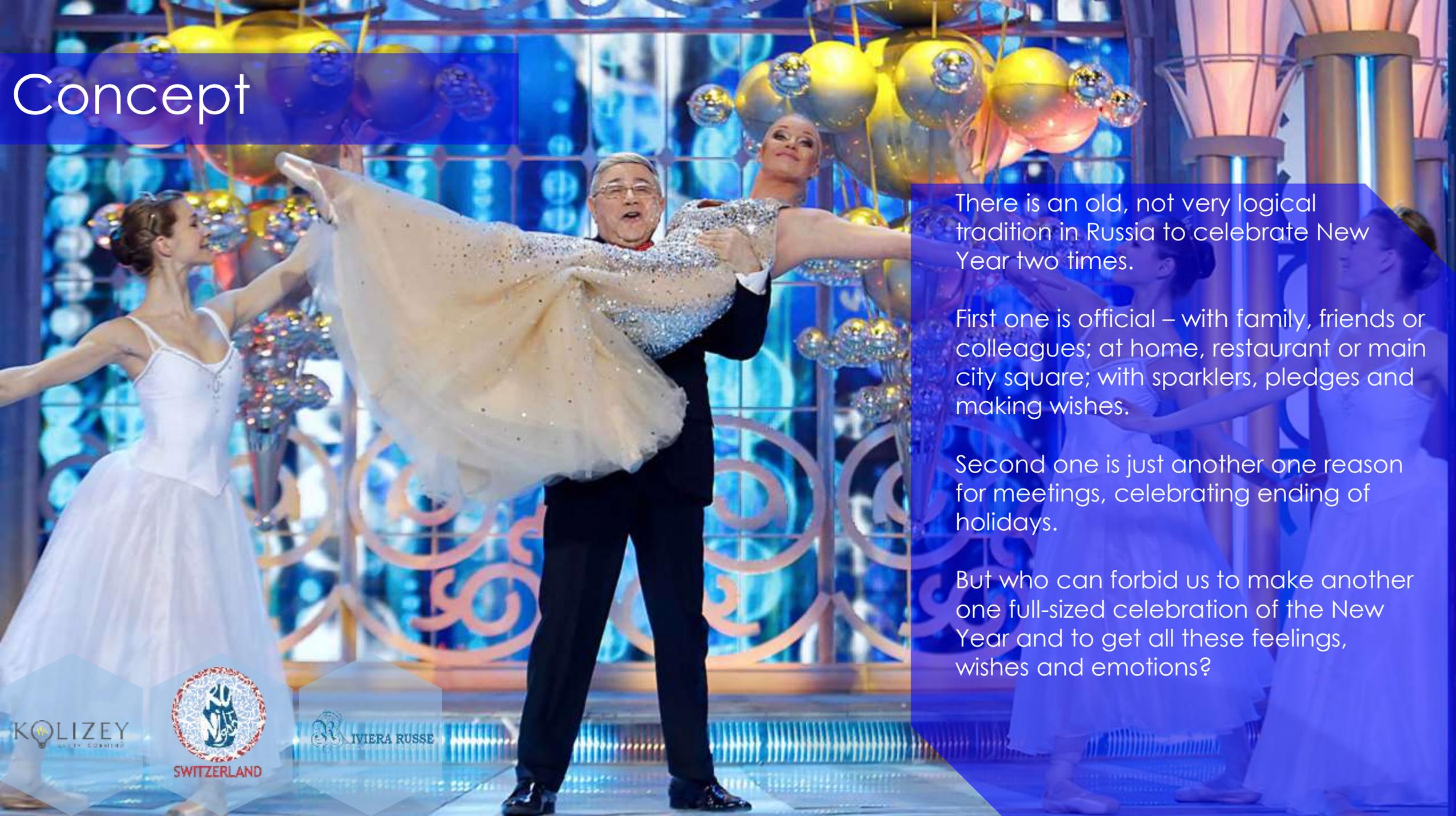


RIVIERA RUSSE
ASSOCIATION

A vibrant night scene of a Russian city, likely Moscow, featuring a large cathedral with multiple onion domes and a clock tower. The sky is filled with numerous colorful fireworks exploding in shades of purple, blue, and white. The foreground shows a dark, silhouetted Christmas tree on the right. The overall atmosphere is festive and celebratory.

Russian
Old New Year
Night

Concept



There is an old, not very logical tradition in Russia to celebrate New Year two times.

First one is official – with family, friends or colleagues; at home, restaurant or main city square; with sparklers, pledges and making wishes.

Second one is just another one reason for meetings, celebrating ending of holidays.

But who can forbid us to make another one full-sized celebration of the New Year and to get all these feelings, wishes and emotions?

Entertainment

On this very special Night we will run an amazing show with famous stars' performances, live dialogues as in 'Blue Light Show', dancing and singing year's most-popular compositions.

The main stylistic key is 'Blue Light Show' that was (and is) very popular in Russia, exacting New Year as it must be.

Our Night is an opportunity to feel yourself as world star, to become a part of private meeting of the most powerful people, to face New Year in equal round.

KOLIZEY
LUXURY CORNER



SWITZERLAND



RIVIERA RUSSE
A SPOKOJNIM WROTAJ

After - party

According to 'Blue Light Special Show' we will not separate main performance and its after-party.

After-party here is the non-formal extension of evening, with a lot of dancing, animation program, small contests and challenges.

The only distinct part of after-party is a New Year photography zone to commemorate this Night and get everlasting memories.

KOLIZEY
LUXURY ENTERTAINMENT



SWITZERLAND



IVIERA RUSSE
ASSOCIATION OF INSPECTORS

A group of ice skaters in white, flowing costumes are performing on an ice rink. The skaters are in various dynamic poses, with some kneeling and others standing with arms raised. The background is a dark, blue, textured wall that looks like snow-covered rocks or ice formations. The lighting is dramatic, highlighting the skaters against the dark background. A semi-transparent blue hexagon is overlaid in the center of the image, containing the text "Russian ICE Night".

Russian
ICE
Night

Concept



Russian Ice Night is the very new format of vivid and wide scale ice skating show which brings unbelievable emotions and feelings for wealthy audience – from children to grown ups and adults.

Ice Skating is the most popular winter activity for Russians not depending on the place of living. It's like a conjoint passion that unite all Russians around the world.

Ice skating Show is a brand new show that combines two Russian world-know advantages, two images that known all around the world – Theatre and Sports!

KOLIZEY
LUXURY ENTERTAINMENT



SWITZERLAND

Entertainment



Theatre troupe consist of 25 artists, and by the special order can be expanded by world skating stars: Olympic Games Winner Alexei Urmanov, 7th time Winner of Championship of Europe and Olympic Games Winner Irina Slutskaya and many other performers.

Dynamics and Speed, Live stage and amazing troupe acting, video projection at ice surface and wide range screen brings stunning emotions and 'melt any hearts'.

KOLIZEY
LIVE BY CORNELL



Thank you
for attention!

KOLIZEY
ЛЕГКЕ КОДИТЕР



SWITZERLAND

IVIERA RUSSE
ASSOCIATION DES RUSSOPHONES