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Moscow

Business Council for Disability announces opening of the unique “Life in Full Color” photo exhibition

The first one of a kind photo exhibition devoted to people with physical disabilities who managed to build their careers, establish families and ready to share their personal stories with public is launched in Moscow in October.

The Business Council for Disability (SBVI) and Regional Society of Disabled People Perspektiva have announced launch of Life in Full Color, the unique exhibition of the works of renowned Moscow photographer Andrei Zherlitsyn (FIKS-AZH.RU). The exhibition is devoted to people with physical disabilities, who managed to build their careers, establish families and are now ready to share their personal stories with the public.

The opening ceremony was held at the headquarters of ZAO Citibank at Gasheka St. 6 in Moscow. It was attended by the executives of the companies participating in SBVI as well as Mikhail Terentiev, member of State Duma and Edinaya Rossiya party's coordinator for work with disabled persons, original characters of the photo stories and others.

In their welcoming address President of ZAO Citibank and CEO of Citi Russia and CIS Zdenek Turek and head of RSDP Perspektiva Denis Rosa drew the visitors' attention to the issues related to support to the people with disabilities not just by the government, but also by the public.

The main goal of this exhibition is to increase public knowledge of the fact that the people with disabilities are still able to have full and interesting life. A disability is just one side of the diverse society which makes all of us unique.

Marina Galasyuk, 25, claim expert at Renaissance Insurance, has been in a wheelchair since the accident which happened when she was a teenager: “I don't like tedious and repetitive work. It's important for me that some creativity and spontaneity always existed in my work and leisure... I want to have sweet home, family and children more than anything else”.

Ksenia Fadeeva, 28, blind from birth. She works as an instructor at the computer classes for people with vision disorder. “Once upon a time in one of the warm September days one wonderful woman told me that I should know how to defeat and conquer this world. So I've decided to try! And, despite the fact that I can't see the world, I believe, I succeed in conquering it!”

The idea of this exhibition arose during the meeting of the group of companies which strive to take active position toward people with disabilities in regards to the companies' employees, clients and service providers. Back in 2008 Citi, Clifford Chance, Nike, KPMG, HP, ANCOR, Джонсон & Джонсон, Microsoft and Transaero with support of RSDP Perspektiva have established the Business Council for Disability (SBVI). Several pilot projects were launched which received warm welcome from the companies' employees.

The project is implemented with the financial support from Citi, Clifford Chance, HP and RSDP Perspektiva.