

УСТНЫЙ ТУР
Образец комплекта олимпиадных заданий для муниципального этапа
всероссийской олимпиады школьников по английскому языку
(комплект заданий для учащихся 9-11 классов)

SPEAKING
Карточка участника
GUM (department store)
Preparation – 10 minutes

Prepare to speak **about GUM, department store (Moscow)** using the Fact File.

You will have to comment on:

- ☐ General information about the department store
- ☐ History of the department store
- ☐ Design and structure of the department store
- ☐ Largest events
- ☐ The ways of getting there

Monologue. Time: 4-5 minutes.

Imagine you are a guide telling a tourist about **GUM, a department store in Moscow**. You have to
– comment on the 5 aspects mentioned above;
– remember to make an introduction and conclusion.

You can make notes during the preparation time, but you **are not allowed to read** the notes made during the preparation time.

YOUR ANSWERS WILL BE RECORDED

FACT FILE

GUM (department store)



GUM (Russian: ГУМ) is a shopping center in Moscow, Russia. It was also the main department store in many cities of the former Soviet Union; similarly named stores operated in some Soviet republics and in post-Soviet states.

The most famous GUM is the large store facing Red Square in the Kitai-gorod area – itself traditionally a mall of Moscow. Originally, and today again, the building functions as a shopping mall. During most of the Soviet period it was essentially a department store as there was one vendor: the Soviet State. Before the 1920s the location was known as the **Upper Trading Rows** (Russian: Верхние торговые ряды, romanized: *Verhnije torgovyje rjady*).

As of 2021, GUM carries over 100 different brands, and has cafes and restaurants inside the mall.

Design and structure

With the façade extending for 242 m (794 ft) along the eastern side of Red Square, the Upper Trading Rows were built between 1890 and 1893 by Alexander Pomerantsev (responsible for architecture) and Vladimir Shukhov (responsible for engineering). The trapezoidal building features a combination of elements of Russian medieval architecture and a steel framework and glass roof, a similar style to the great 19th-century railway stations of London. William Craft Brumfield described the GUM building as "a tribute both to Shukhov's design and to the technical proficiency of Russian architecture toward the end of the 19th century".

The glass-roofed design made the building unique at the time of construction. The roof, the diameter of which is 14 m (46 ft), looks light, but it is a firm construction made of more than 50,000 metal pods (about 743 t (819 short tons)), capable of supporting snowfall accumulation. Illumination is provided by huge arched skylights of iron and glass, each weighing some 740 t (820 short tons) and containing in excess of 20,000 panes of glass. The facade is divided into several horizontal tiers, lined with red Finnish granite, Tarusa marble, and limestone. Each arcade is on three levels, linked by walkways of reinforced concrete.

History

Catherine II of Russia commissioned Giacomo Quarenghi, a Neoclassical architect from Italy, to design a huge trade area along the east side of Red Square. However, that building was lost to the 1812 Fire of Moscow and replaced by trading rows designed by Joseph Bove. In turn, the current structure opened in 1894, replacing Bove's.

By the time of the Russian Revolution of 1917, the building contained some 1,200 stores. After the Revolution, GUM was nationalized. During the NEP period (1921–28), however, GUM as a State Department Store operated as a model retail enterprise for consumers throughout Russia regardless of class, gender, and ethnicity.

GUM continued to be used as a department store until Joseph Stalin converted it into office space in 1928 for the committee in charge of his first Five Year Plan.

After reopening as a department store in 1953, GUM became one of the few stores in the Soviet Union that did not have shortages of consumer goods, and the queues of shoppers were long, often extending entirely across Red Square.

Several times during the 1960s and 1970s, the Second Secretary of the Communist Party Mikhail Suslov tried to convert GUM into an exhibition hall and museum showcasing the achievements of the Soviet Union and Communism, without the knowledge of General Secretary Leonid Brezhnev. Each time, however, Brezhnev was tipped off and put a stop to such plans.

At the end of the Soviet era, GUM was partially, then fully, privatized, and it had a number of owners before it ended up being owned by the supermarket company Perekrestok. In May 2005, a 50.25% interest was sold to Bosco di Ciliegi, a Russian luxury goods distributor and boutique operator. As a private shopping mall, it was renamed in such a fashion that it could maintain its old acronym. The first word *gosudarstvennyj* ('state') has been replaced with *glavnyj* ('main'), so that GUM is now an abbreviation for "Main Universal Store".

Here are some ways to get to GUM:

1. Metro: The easiest way to reach GUM is by taking the Moscow Metro. The nearest station is "Okhotny Ryad" (on the Red Line). From the station, it's a short walk to Red Square.

2. Walking: If you're already in the city center, you can walk to Red Square. GUM is located on the eastern side of the square.

3. Bus or Tram: Several bus and tram lines serve the area around Red Square. You can check local transit maps for the best routes.

4. Taxi or Rideshare: You can also take a taxi or use rideshare services like Yandex.

5. Tourist Information: If you're unsure, you can ask for directions at your hotel or any tourist information center.

Events

GUM (Glavny Universalny Magazin) in Moscow hosts a variety of large-scale events throughout the year. Some of the most notable events include:

1. Seasonal Festivals: GUM often celebrates seasonal festivals, such as spring and autumn fairs, featuring local crafts, food stalls, and entertainment.

2. New Year Celebrations: During the holiday season, GUM transforms into a winter wonderland with festive decorations, a Christmas market, and various activities for families.

3. Fashion Shows: GUM is known for hosting fashion events and shows, showcasing both Russian and international designers.

4. Art Exhibitions: The department store occasionally hosts art exhibitions and installations, featuring works by contemporary artists.

5. Cultural Events: GUM sometimes organizes cultural events, including concerts, performances, and workshops that celebrate Russian culture and heritage.

6. Promotional Events: Various brands hold promotional events, product launches, and special sales within GUM, attracting large crowds.