

Contents

<i>List of figures</i>	xiii
<i>List of contributors</i>	xvi
<i>Preface</i>	xviii
<i>Acknowledgements</i>	xix
Introduction	1
PART 1	
The art of politics, and the politics of art	27
1 The ultimate celebrity: VVP as VIP <i>objet d'art</i>	29
HELENA GOSCILO	
2 The mistress of Moscow: a case of corporate celebrity	56
MICHELLE KUHN	
PART 2	
Prosaic glamour	73
3 Akunin's secret and Fandorin's luck: postmodern celebrity in post-Soviet Russia	75
BRIAN JAMES BAER AND NADEZHDA KORCHAGINA	
4 Glamour à la Oksana Robski	90
TATIANA MIKHAILOVA	

PART 3

Mediating glamour: film, estrada, and new media stars 105

- 5 Family, fatherland, and faith: the power of Nikita Mikhalkov's celebrity** 107

STEPHEN M. NORRIS

- 6 “Much ado and nothing”: Mikhail Zadornov as a celebrity of Russian comedy** 127

OXANA POBEREJNAIA

- 7 Russian internet stars: gizmos, geeks, and glory** 144

VLAD STRUKOV

PART 4

Gendered sounds and screams of stardom 171

- 8 Feminism à la russe? Pugacheva–Orbakaite's celebrity construction through family bonds** 173

OLGA PARTAN

- 9 Elevating Verka Serdiuchka: a star-study in excess performativity** 195

JEREMY MORRIS

PART 5

Moscow snobbery: from “high” art to haute cuisine 219

- 10 Zurab Tsereteli's exegi monumentum, Luzhkov's largesse, and the collateral rewards of animosity** 221

HELENA GOSCILO

- 11 Hot *prospekts*: dining in the new Moscow** 255

DARRA GOLDSTEIN

- Index* 279