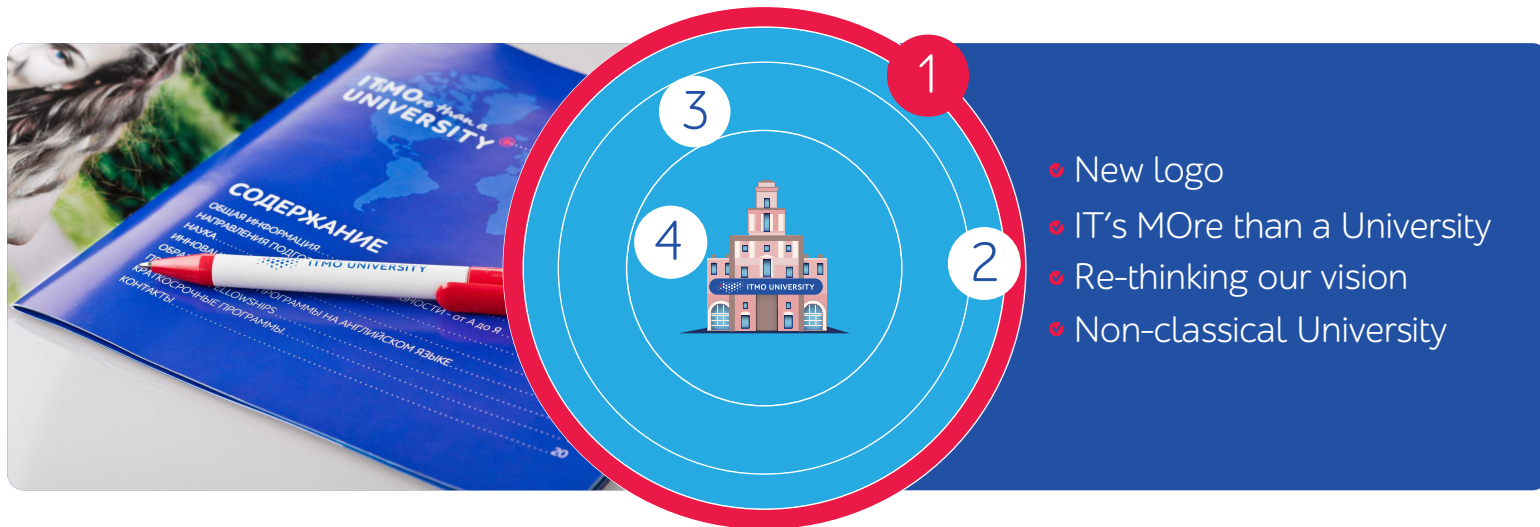


FROM VISUAL CHANGES TO INTERNAL TRANSFORMATIONS

ITMO *re than a*
UNIVERSITY

Daria Kozlova,
Vice Rector for International Relations
QS Worldwide, Nizhny Novgorod, Sept. 29, 2015

1st level Visual changes: Rebranding



1st level Visual changes: Rebranding

Non-Classical University
goes for non-classical
and fresh solutions!



ITMO UNIVERSITY

- Dynamic
- Entrepreneurial-minded
- Open
- Creative



Daria Kozlova, Vice Rector for International Relations. QS Worldwide, Nizhny Novgorod, Sept. 29, 2015



Daria Kozlova, Vice Rector for International Relations. QS Worldwide, Nizhny Novgorod, Sept. 29, 2015





Daria Kozlova, Vice Rector for International Relations. QS Worldwide, Nizhny Novgorod, Sept. 29, 2015



2nd level

Rebranding fuels internal transformation: “ITMO Ambassador” Concept



How do we evaluate efficiency?

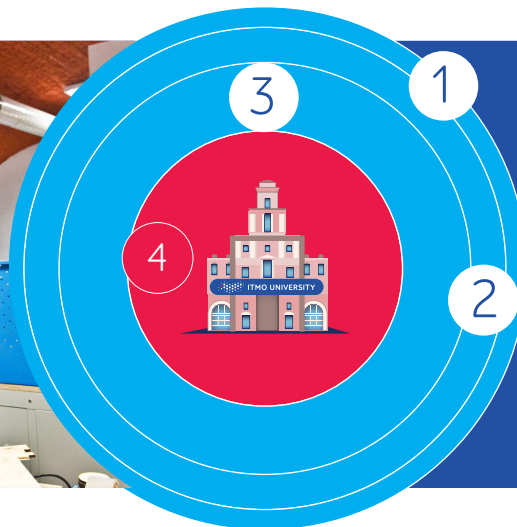
3rd level International visibility and recognition: need for new educational products



- 1 New English classes for technical students
- 2 18 short-term programs in English in 4 months
- 3 Science Communication, Art & Science
- 4

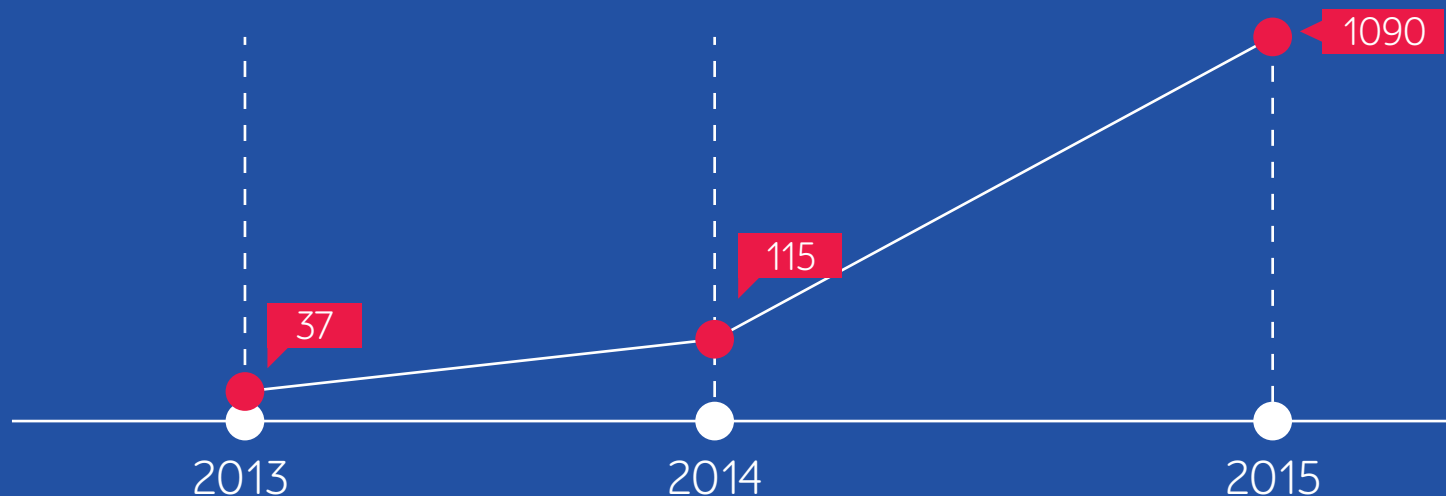
Open call for educational teams to participate

4th level Transformation of Research

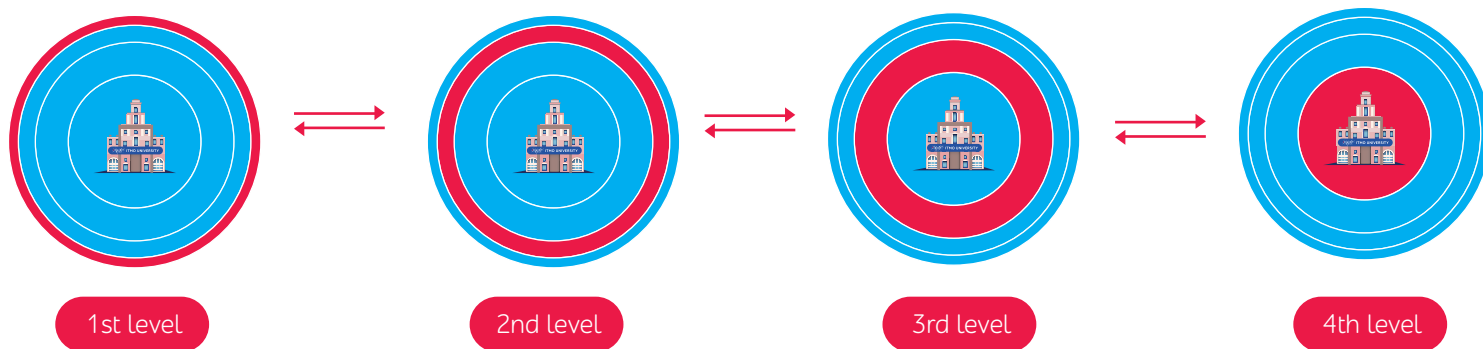


- With our unique R&A profile – into new areas
- 175 international professors in 2014
- International research centers to drive science
- Science PR

References of ITMO UNIVERSITY research in foreign media

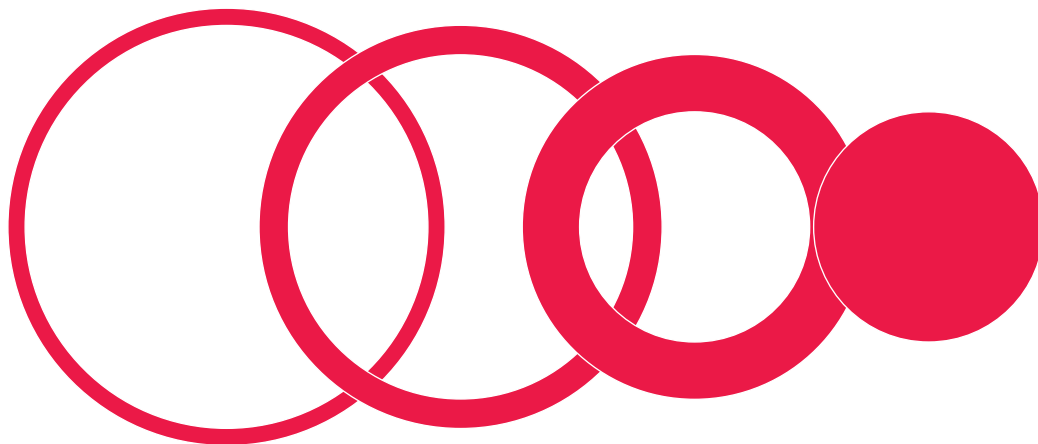


ITMO UNIVERSITY COMPREHENSIVE TRANSFORMATIONS

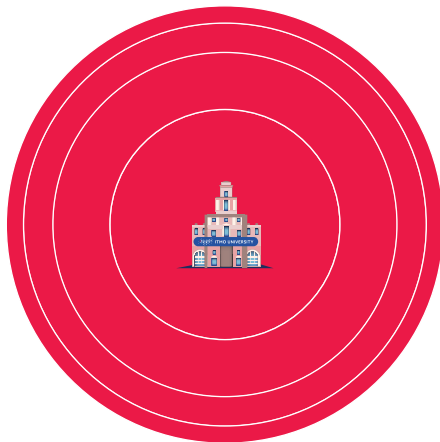


FROM VISUAL CHANGES TO INTERNAL TRANSFORMATIONS

ITMO UNIVERSITY SYNERGY

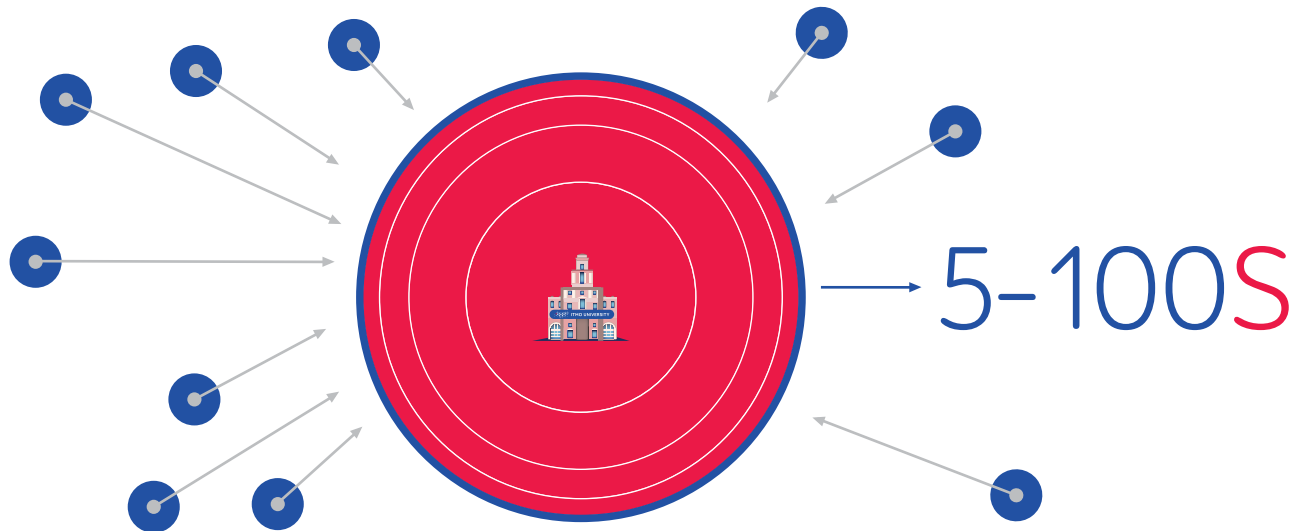


ITMO UNIVERSITY SYNERGY

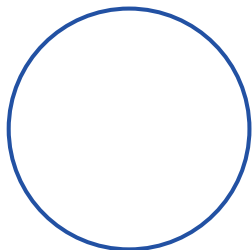


WE WORK FOR STUDENTS!

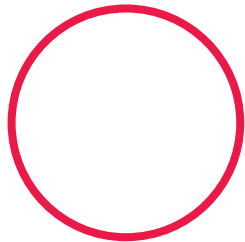
WE WORK FOR STUDENTS!



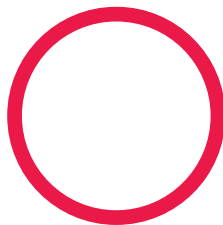
Every aspect of changes is equally important for us!
And we will prove it using math!



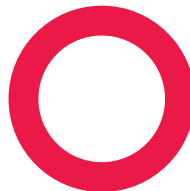
$$S = X \text{ cm}^2$$



$$S = X \text{ cm}^2$$



$$S = X \text{ cm}^2$$



$$S = X \text{ cm}^2$$



$$S = X \text{ cm}^2$$

2030

2020

Quantum communications

Translational medicine

Urban science

Science communication

2018

Art & Science

2016

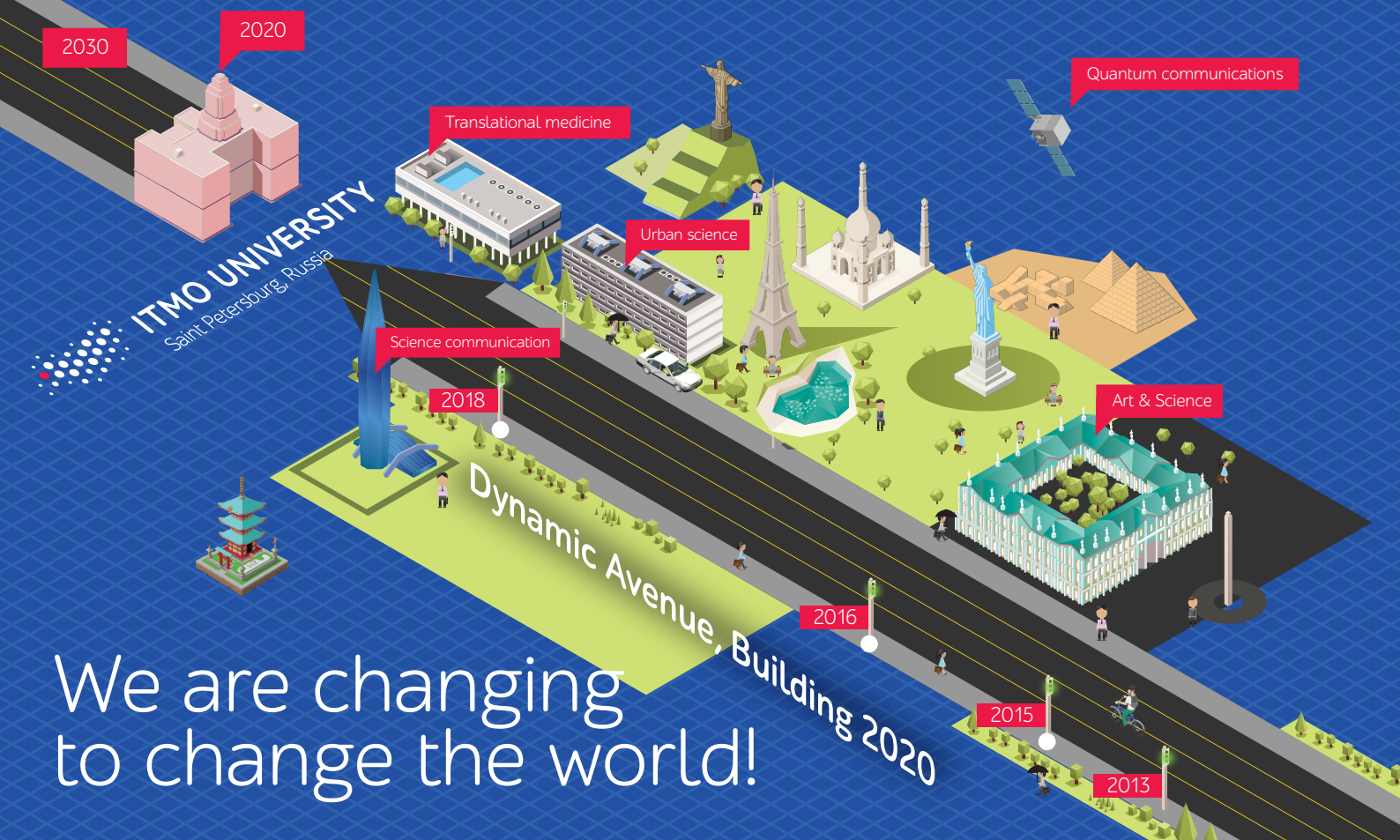
2015

2013

ITMO UNIVERSITY
Saint Petersburg, Russia

Dynamic Avenue, Building 2020

We are changing
to change the world!





THANK YOU!

Daria Kozlova,
Vice Rector for International Relations

dkozlova@mail.ifmo.ru

QS Worldwide, Nizhny Novgorod, Sept. 29, 2015