

An Ice Fairy Tale for the Whole World: How a Moscow Festival Won the Hearts of Russian and International Visitors



Moscow, Russia Jan 19, 2026 ([Issuewire.com](https://www.issuewire.com)) - During the recent New Year holidays, Victory Park on Poklonnaya Hill was transformed into a true winter fairy tale. **The 11th Ice Moscow. The Family festival**, which this year was dedicated to the story of the mischievous wooden boy Buratino, **has officially wrapped up.**

Organizers: the Within the Family Nationwide Program, with the support of the Moscow Department of Culture and the Rostec State Corporation.

Over the entire festival period, the event became a major attraction for a record **724,000 visitors**, reaffirming its status as one of the capital's flagship winter events. The geography of guests was remarkably broad: in addition to residents of Russia and CIS countries, tourists from **India, Germany, Korea, China, Turkey, Kyrgyzstan, Italy**, and many other nations came to experience the magic of ice and fairy tales. International visitors especially noted the grandeur of the concept and the exceptional level of craftsmanship.

"It's an amazing combination of art, tradition, and festive spirit. We are truly impressed by the scale and beauty!" **said guests from Italy.**

"We saw it on social media and came specifically for it. No regrets at all! We've never seen such ice magic before," **added tourists from China.**

The festival's centerpiece was the majestic **Ice Kremlin**, featuring a cascade of **six ice slides**. Surrounding it was an entire enchanted world made up of numerous sculptures and installations, created using **more than 4,000 tons of natural ice** harvested from pristine northern lakes. Over **100 sculptors from across Russia** took part in bringing this fairy tale to life. Visitors could follow the full journey of **Buratino**—from Papa Carlo's workshop to the Field of Miracles—meet **Tortila, Malvina, and Pierrot**, and discover references to both the iconic Soviet film and the new screen adaptation. A rich entertainment program took place on the Ice Moscow stage, featuring performances by **Avraam Russo, Gosha Kutsenko, Tima Akimov, SOINA, the "Uletevshie" and "Bratsestra" bands**. A vibrant theatrical show was also presented by the **"Not AI" Theater**.

A special highlight of the festival was [Angel Street](#), a large-scale interactive space inspired by the film of the same name by director **Alexander Kovtunets**, set for release in **spring 2026**. Visitors were the first to see an exclusive teaser and immerse themselves in the cinematic universe before its official premiere, meet the director in person, and receive autographs.

Traditionally, the festival also served as a platform for good deeds. Guests included **veterans of the special military operation and their families, large families, and beneficiaries of 30 public organizations**. Guided tours and creative workshops were organized especially for them.

An interactive **ice sculpture workshop** was open to all visitors, where participants could create their own sculptures under the guidance of professional artists. Colorful theatrical performances took place daily on the main stage.

"I could see in people's eyes that they long for childhood and for a fairy tale. Buratino is a childhood, and Angel Street is a story about faith and a miracle that is always nearby. Our mission is to create a magical space that brings everyone together," summed up Festival President **Alexander Kovtunets**.

Once again, the *Ice Moscow. Within the Family* festival proved that it is not just an entertainment venue, but a significant **cultural and social project**, where magic becomes something shared by children and adults, Muscovites and guests from around the world alike.

Festival website: <https://www.icemoscow.info/>

Media partners: NMG Film Distribution, TASS News Agency, Afisha KP, LED-Mobile, MIR TV and Radio Company, PARENTS.RU, Daily Moscow, Typical Moscow, Vedomosti, Time Out, Like Radio, Novotel Adagio ibis Kievskaya.



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