

kukushka.cat

Sant Cugat seen by neighbours

Kukushka is a local media community about the people, places and everyday life of Sant Cugat. In your language.

MAGAZINE · SOCIAL MEDIA · EVENTS

MISSION

We live here.
We love this town.
And we tell its stories.

To tell the story of Sant Cugat through its people and its landmarks. To make the town better known, both to those who live here and far beyond. To show our cosy Sant Cugat the way we see it and love it.

A local media outlet about the people of Sant Cugat: an online magazine, social media, and events both online and in person.

The project was started by a group of like-minded people who live here and genuinely love the town.



ECOSYSTEM

Three formats. One conversation.

Why is Kukushka an ecosystem?
The three formats feed each other: a person's story becomes an article, the article starts a conversation on social media, and that conversation turns into a new event.



Online magazine

01

kukushka.cat

Long reads, interviews and reports.
We combine good journalism, useful stories, real events and positive ideas to show what fills our town with life.
We write about Sant Cugat's landmarks and its people.



Social media

@kukushka.cat

02

Short, atmospheric posts and news that keep a lively, ongoing conversation going with our readers.



Events

03

online and offline

Meet-ups, tours and talks for a community of neighbours who share the same interests.
We speak different languages, but we share a real curiosity about Sant Cugat and a love for the town.



WHAT KUKUSHKA WRITES ABOUT · FAMILIAR PLACES WE'RE PROUD OF

Casa Rubio 1974: a shop that feels like home

Catalan traditions, local produce and unhurried chats at the counter turn everyday shopping into a small occasion.



Names that put a town on the map

International Master of Sport,
European and world champion in rhythmic gymnastics
and coach of the Catalan national team.

And she's our neighbour!

WHAT KUKUSHKA WRITES ABOUT

The real heroes of our town

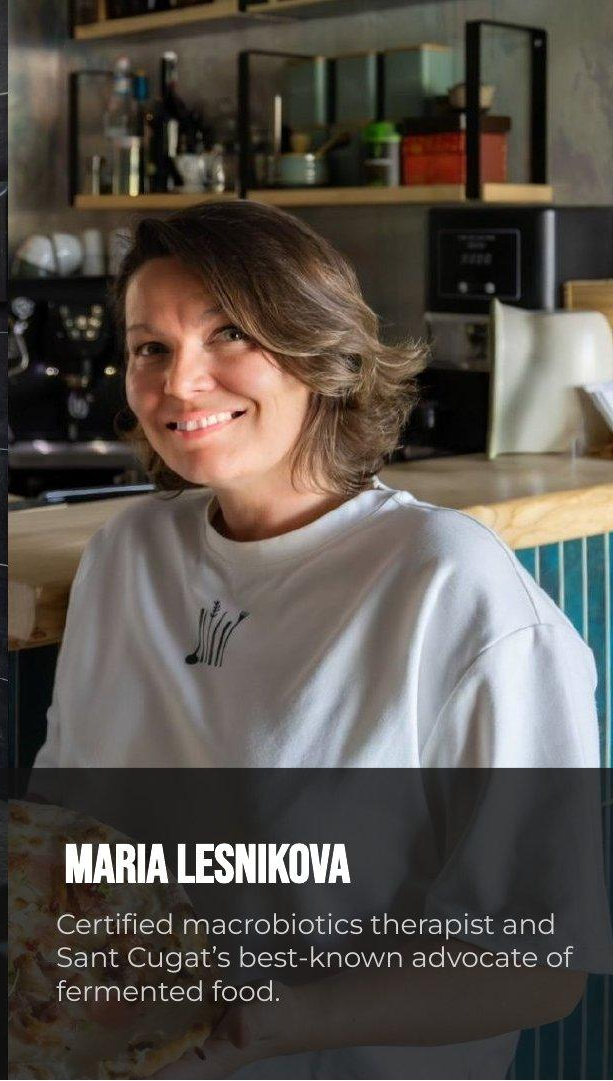
Our neighbours: entrepreneurs, artists, doctors — people who build things, add something to the town and make life around them better.

KUKUSHKA
SANT CUGAT



CHRISTIANE ARAGAY PRUYMANN

Certified coach in hormonal health.



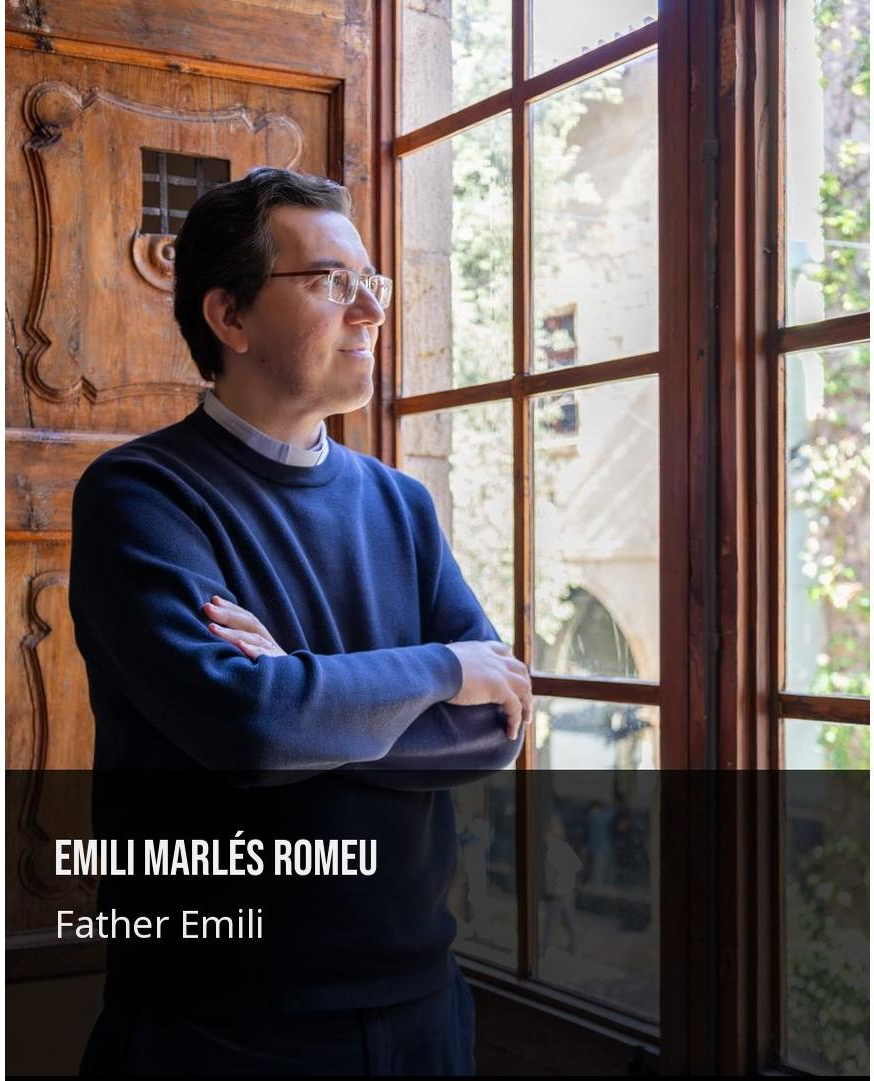
MARIA LESNIKOVA

Certified macrobiotics therapist and Sant Cugat's best-known advocate of fermented food.

WHAT KUKUSHKA
WRITES ABOUT

The rector of Sant Cugat del Vallès Monastery.

His work reaches well beyond the monastery walls. Father Emili is a spiritual leader for Sant Cugat, and many of the town's educational, social and charitable projects move forward thanks to his involvement and support.



KUKUSHKA
SANT CUGAT

SANT CUGAT HAS NO LIMITS

Our aim isn't to go beyond the town.
Our aim is to show that Sant Cugat has no limits.

01

Original writing

Stories with character, context and a voice of their own.

02

Professional photography

Visuals worthy of our heroes and the town.

03

Premium presentation

Polished, never artificial:
good taste and attention to detail.

04

Constructive criticism

If something could be better, we suggest how and explain why.

OUR SANT CUGAT

The town through Kukushka's eyes

The places, neighbours and events our stories are made of.












KUKUSHKA
SANT CUGAT

In the press

Kukushka in the media

Articles, town guides and events — about the project and made together with it.

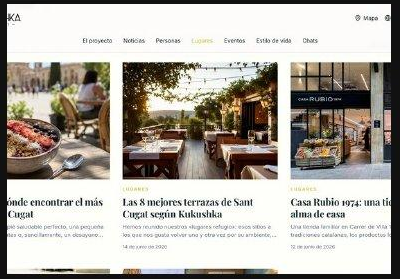














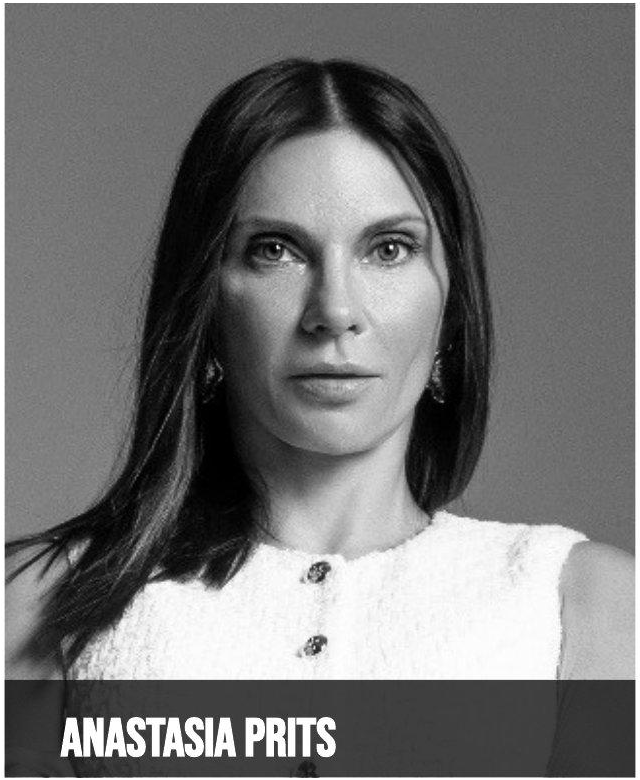


Arts and culture producer, entrepreneur, journalist, TV presenter and public figure.
Her work spans theatre, contemporary literature, music, the visual arts and international cultural projects.

Anastasia's track record:

• Over 20 years in production and marketing, working with leading writers and actors, theatres and galleries in Russia and Europe.
She has worked with Sophie Ellis-Bextor and Charlotte Gainsbourg, with brands such as Prada and Missoni, and with the Bulthaup gallery on a project with the legendary Italian architect and designer Gaetano Pesce.
• More than a thousand successful projects, including events for tens of thousands of people and tours around the world.
• Running her own business for over 15 years.
• EMBA in HR and leadership strategy.

• Today Anastasia combines cultural production with journalism, public life and charity work.



Publisher of Kukushka


RUBAN
МОСКОВСКАЯ НЕДЕЛЯ МОДЫ
МОДА И КРАСОТА
ФОНД МОДЫ







Ex-Cosmopolitan

VOICE новости мода красота звезды секс женсовет

Отказалась от декрета ради проекта: Настя Приц о карьере и материнстве

Российские женщины страдают от огромного количества общественных стереотипов. Один из главных: хорошая мать сидит дома и воспитывает детей. Настя Приц на пятом месяце беременности начала создавать вместе с Александром Цыпкиным проект «БеспринцЫпные чтения». Затем почти сразу родила еще одного ребенка. Отец детей не помогал совсем и не жил с ними. В декрете она была совокупно несколько часов. На период родов. В итоге за шесть лет 400 чтений в 13 странах мира. Более 200 000 зрителей. Всем любителям стереотипов прочесть этот текст.



https://www.thevoicemag.ru/stars/interview/otkazalas-ot-dekreta-radi-proekta-nastya-pric-o-karere-i-materinstve/?utm_source=google.com&utm_medium=organic&utm_campaign=google.com&utm_referrer=google.com

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VOICE новости мода красота звезды секс женсовет

Гоша Куценко и продюсер «БеспринцЫпных чтений» Анастасия Приц придумали новый формат «Киноконцерта»

Актер и исполнитель Гоша Куценко и продюсер «БеспринцЫпных чтений» Анастасия Приц придумали новый формат «Киноконцерта». По этому поводу они обсудили между собой — любимые новогодние фильмы, январские корпоративы, бесконечный ЗОЖ, новый голос Гоши и робота, который за него поет. А еще — прикинули новый состав «Киноконцерта», с которым в планах «прорваться на телевидение».



https://www.thevoicemag.ru/stars/people_and_parties/gosha-kucenko-i-prodyuser-besprincypnyh-chtenii-anastasiya-pric-pridumali-novyi-format-kinokoncerta/?utm_source=google.com&utm_medium=organic&utm_campaign=google.com&utm_referrer=google.com

marie claire

mc МОДА КРАСОТА LIFE&LOVE СТИЛЬ ЖИЗНИ @WORK КУЛЬТУРА АСТРО

Анастасия Приц: «Берем за душу в режиме offline»

[@WORK] [ИНТЕРВЬЮ]

Как в эпоху digital делать бизнес на публичном исполнении текстов — объясняет продюсер проекта «БеспринЦыпные чтения» Анастасия Приц.

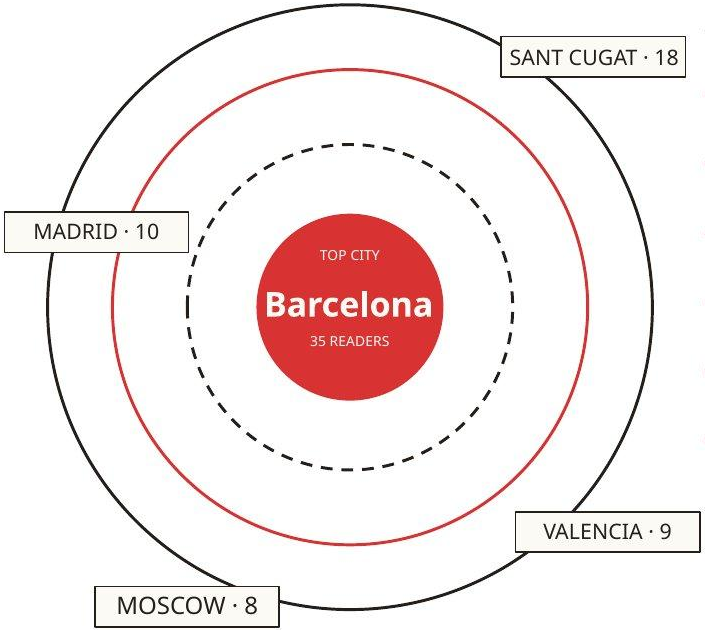


Смешно: Саша пришел на нашу первую встречу с порванным ахиллом, а я — на пятом месяце беременности, идеальные бизнес-партнеры.

https://www.marieclaire.ru/karera/anastasiya-pric-berem-za-dushu-v-rezhime-offline/

AUDIENCE · LAST 28 DAYS

A local outlet from Sant Cugat — with an audience without borders.



COUNTRY	READERS
Spain	350
USA	96
Russia	55
Netherlands	18
Ireland	15
France	13

221 ACTIVE USERS
↑ 0.9%

923 PAGE VIEWS
↑ 7.0%

281 ENGAGED SESSIONS
no change

CITIES

Barcelona	35	Sant Cugat	18
Madrid	10	Valencia	9

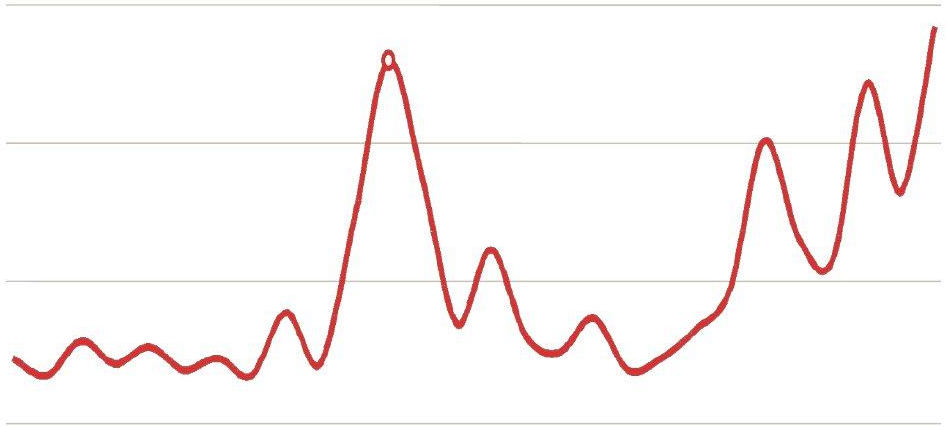
CONTENT · AUDIENCE TRENDS

Stories
people come back to

NEW USERS	EVENTS	ENGAGEMENT TIME
192	2.1K	2:14
↓ 6.8%	↑ 8.0%	↑ 45.7%

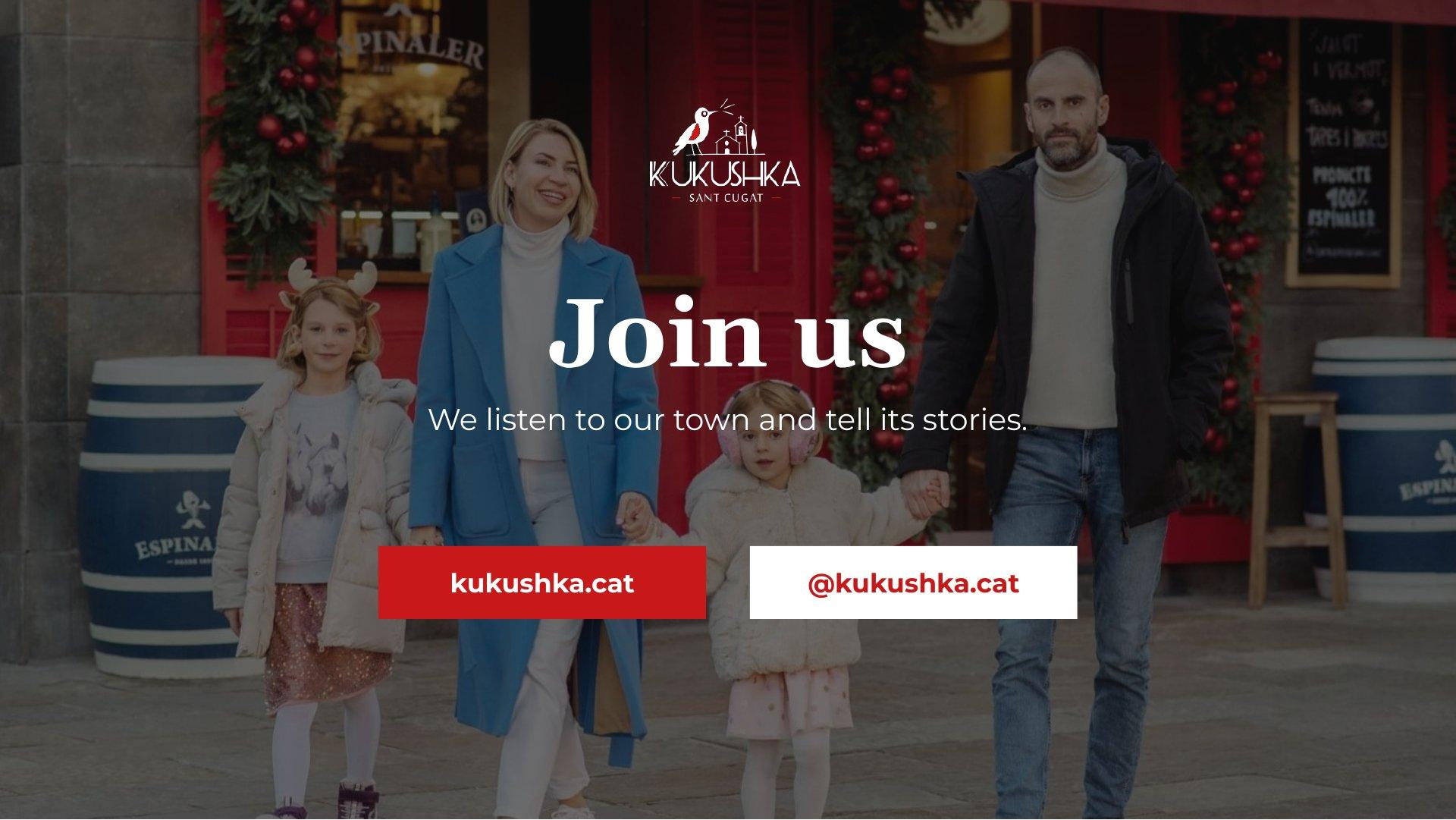
VIEWS OVER THE LAST 28 DAYS

923



28 AUG · 7 SEP · 15 SEP · 24 SEP

TOP ARTICLES	VIEWS	READERS
01 Kukushka — Sant Cugat magazine	176	64
02 Private exhibition “Inheriting Beauty”	166	36
03 Christiane Aragay Pruymann	128	29
04 People of Sant Cugat	74	17


KUKUSHKA
SANT CUGAT
Join us
We listen to our town and tell its stories.
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