PRESS RELEASE
DECEMBER 04, 2020

LUKOIL'S INTERACTIVE OIL PAVILION RECEIVES INTERNATIONAL AWARD

LUKOIL was announced winner of the*ICCO Global Awards* contest, one of the most prestigious international public relations events. The company received the award for the best project in the *Broadcast* category as a recognition of its efforts to promote the opening and day-to-day work of the interactive *Oil Pavilion* at Moscow's VDNKh. The pavilion is devoted to the past, present and future of Russian oil industry. A jury of international experts from 15 countries recognized innovative character and efficiency of media projects publicizing the permanent exhibition of the pavilion.

LUKOIL is the only Russian company to receive this prestigious award for two years in a row. In 2019, *ICCO Awards* celebrated LUKOIL's media coverage campaign promoting cultural, social and tourism initiatives in the city of Kogalym, Khanty-Mansi Autonomous District – Yugra.

Information:
LUKOIL renovated the Oil Pavilion in 2019. The pavilion consists of four connected rooms called "Humankind and Oil", "History", "Technologies", and "Science". The installations there were created using advanced technology such as virtual and augmented reality, a hologram theatre, as well as modern phygital solutions bridging the digital and physical worlds. The presence of oil in various aspects of human life is shown through the synchronization of physical, graphic and multimedia content across 150 exhibits.
Since its opening, the Oil Pavilion welcomed over 20 thousand guests from Moscow, other regions and countries.
International Communications Consultancy Agency (ICCO), established in 1988, unites forty-one national PR and communications associations from 70 countries worldwide. In 2020, the ICCO Global Awards contest, rating the world's best PR projects, received applications of contestants from over thirty countries across the globe.

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