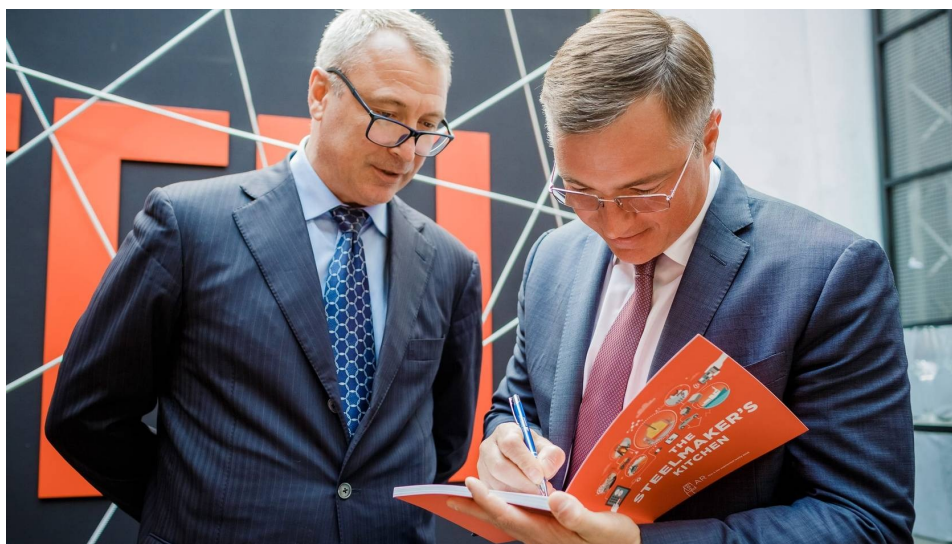


## Metinvest opened an art exhibition and presented the book about steel production

Exhibition of Art of Steel video installations opened in Kyiv on May 14. In the opening ceremony, Yuriy Ryzhenkov, the CEO of Metinvest Group, presented the book *The Steelmaker's Kitchen* about steel production to business people and officials.



The book uses layman's terms to tell about steel making and mining. The entire process of ore mining and steel production is compared to cooking, which is familiar and can be well understood by everyone. This book is written for high schoolers and students, and for all who want to know more about the industry and production process. It has been published in Ukrainian, Russian and English.

The book uses augmented reality, so having installed the app on the smart phone or tablet, the reader can see a video about one of the stages of steel production. This is a charity edition, so the books will be distributed to libraries, schools, relevant higher and vocational schools in Ukraine and overseas.

The electronic version of *The Steelmaker's Kitchen* is available at:

<http://metinvest.tilda.ws/ensteelmaking>

Art of Steel offers the video installation of the steel production process from raw materials mining to structures made of Metinvest steel. The 3D video is projected on the walls creating the effect of presence and full immersion into the most eye-catching moments of the production. The steel making process becomes an art. At the same time, it opens up a discussion for young people on what may become their lifework.

The visitors can get a paperback copy of *The Steelmaker's Kitchen* by participating in the interactive game.

The exhibition is open to the public on May 15-19 in Artarea Centre at 11-15 Sophiyevskaya St from 10:00 am to 09:00 pm. The admission is free.

### **Yuriy Ryzhenkov, Chief Executive Officer of Metinvest Group:**

*- Contemporary art reflects our view of steel making. This is a way to direct young people's attention to the profession of their choice and show them why steel makers and miners find it attractive. It brings drive, emotions, power of fire and water, and pride for the results achieved. We create things that are useful and can change the world. They allow to go higher, move faster, and live a more interesting and comfortable life.*

*Our industry changes with time. New technologies are developed, complicated equipment is engineered, and digital becomes part of our work. Steel, however, is an eternal product, which can be processed continuously.*

*We invite everyone to see what is happening at the backstage of the steelmaker's kitchen. This is a place that can change your perception of the profession.*

<https://metinvestholding.com/ro/media/news/207325>