

## **THE DECORATIVE-APPLIED ART OF KHARKIVSHYNA: TRENDS OF DEVELOPMENT AND CONSERVATION**

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The artistic tastes of today's society are ambiguous, but the overall assessment of this phenomenon clearly makes us understand that one of the dominant places are taken by contemporary painting, graphics and photography. If, however, to turn to the history of art, before it became established in society, it underwent significant changes, and there was a long way: from unprofessional folk art (traditional for every ethnic group) to contemporary art with a diverse variety of its forms .

- It is on the basis of traditional culture that contemporary art was formed, therefore, taking into account this fact, it should be noted that the same important and decisive factor for every person is the preservation of traditional forms of art, such as arts and crafts, that is, art that combines in itself as folk aesthetic as well as folk practical qualities. In particular, it includes such branches of artistic activity as carvings, embroidery, stamping, molding, spinning, weaving, molding and many other types that have long been owned by Ukrainians and widely used them in everyday life. Thus, arts and crafts are a unique cultural code of a nation, which identifies it on an international level, therefore, the issue of its popularization in society is unquestionable.

- Nowadays, there are many examples of preserving arts and crafts on a permanent basis in the museum space or, in fact, in the workshop of the folk artist who works in one or another artistic technique, in addition, the state of conservation of arts and crafts in the leading European countries much higher than in Ukraine. In Kharkiv, for example, there are Kharkiv Art Museum, the Kharkiv Historical Museum, the Regional Organizational and Methodological Center for Culture and Arts, the Parkhomov Art Museum and many other local lore museums, as well as numerous workshops of folk artists, with about 1400 people in the region. However, if you look deeper, you can see that both of the above-mentioned directions are doomed to constancy because of lack of material and technical base and leading specialists. In this case, the question immediately arises - "How to ensure the further development of folk arts and crafts, which is not able to compete

with the progressive art of the present?" The answer to the question is quite simple – we must follow the same path as the contemporary art, that is, popularize with the help of various practices that allow us to attract our own supporters in society.

- If we proceed from the possibilities of our country, our region, then various communication measures (master classes, festivals, handmade fairs, etc.) come to the aid, aimed at popularizing and developing arts and crafts in the modern space. There are such competitions "Slobozhansky souvenir", "The Great Slobozhansky fair", the festival of traditional folk culture for children and youth "Krokovoe circle", the handmade ARTiSHOP fair, as well as various master classes held on the basis of urban art spaces and art therapy, that is, methods that allow self-medication to be undertaken with the help of art (in this case, through the use of various techniques of decorative arts and crafts). All these directions in full ensure the further functioning of the arts and crafts of the region, help to revive their ancient traditions and, responding to the demand of modern society, not lose their authenticity at the same time.

## **CONTEMPORARY ART IN THE EXPOSITION SPACES OF KHARKIV: CHALLENGES OF THE XXI CENTURY**

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During the rapid development of information society, art faces the problem of its misunderstanding by exhibitors and exhibition visitors. The question: "What did the artist really want to say?" - remains relevant for most of them. The problem should be sought first and foremost in the rooted judgment of contemporary art through the prism of the classical, which at one time told about wars, glorified science and pushed fashion, promoted the nobles and covered revolutionary events.

Currently, the structure of the Institute of Modern Art of the National Academy of Arts of Ukraine (IPSM NAMS Ukraine), which is considered to be the only research institution in Ukraine, which performs fundamental scientific researches of all types of contemporary art, both practical and research studios aimed at development, operates in Ukraine. professional contemporary art and architecture, introduces new artistic technologies and practices. Therefore, before moving into the stage of contemporary art, it must be appreciated by the Institute of Contemporary Art.

One of the contemporary trends that emerged in Italy in 2007 is "Painting and Poetry," which emphasizes that literary texts are a source of inspiration for the creation of works of fine art and vice versa. The results of such cooperation should