ANIMATION AS A KIND OF CULTURAL ACTIVITY OF OPEN-AIR MUSEUMS IN UKRAINE

The purpose of the article is to analyze the types of animation work according to the forms of socio-cultural activity. The methodology of the study is an application of the method of source analysis of the main publications on the topic (to determine the level of scientific development of the problem), terminological analysis (to clarify the basic concepts), comparison (to identify the specific features of different types of socio-cultural animation in the skansen of Ukraine), theoretical generalization (to formulate conclusions). The scientific novelty is to highlight the process of formation of skansen in Ukraine at the beginning of the XXI century and to show the cultural and leisure component of their activities. Conclusions. In the article, the basic principles of animation activity of skansen of Ukraine are considered. The most popular forms of museum animation that are used in open-air institutions in Ukraine are outlined, and concrete examples of the implementation of these forms of work with visitors are given. The following concepts are specified: «museum quest», «master class», «performance», «ethno-show», «theatricalization», «historical reconstruction», «cultural-artistic» and «cultural and educational project». The specifics of the realization of specific types of museum animation depending on the direction of cultural and leisure activities of skansen and historical and cultural complexes on the territory of Ukraine are explored.

Key words: skansen, animation, cultural-entertainment activity, animation program, open-air museum.

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Анимация як разновидність культурно-досугової діяльності музейних установ — под открытым небом в Украине

Цель работы — заключается в необходимости раскрытия разновидностей анимационной работы в соответствии с формами социокультурной деятельности. Методология исследования заключается в применении метода источниковедческого анализа основных публикаций по теме (для выяснения уровня научной разработанности проблемы), терминологического анализа (для уточнения базовых понятий), сравнения (для выявления характерных особенностей различных видов социокультурной анимации в скансенах Украины), теоретического обобщения (для формулирования выводов). Научная новизна заключается в освещении процесса формирования скансенов в Украине в начале XXI в. и показе культурно-досуговой составляющей их деятельности.


Ключевые слова: скансен, анимация, культурно-досуговая деятельность, анимационная программа, музей под открытым небом.

Relevance of research topic. Today, museum institutions, including museums in the open air, skansenes (a kind of museums, where the exhibits are located in open space) [5, 129] are not only a repository of antiquity but also modern centers of cultural leisure. Among the main functions of the skansen we can distinguish cultural and leisure and cultural and educational ones. Gradually, the museums in the open air become part of the entertainment industry, where animation plays an important role [8]. The essence of the cultural-leisure function is to implement animated events.

Analysis of research and publications. Animation as one of the types of socio-cultural activity was studied by domestic and foreign scholars such as: T. I. Halperina, S. M. Kylymystyi, L. V. Kurylo, G. Orlov, I. V. Petrova, L. O. Polishchuk. The greatest attention is paid to the study of animation in tourism activity, but the development of animation in cultural institutions, in particular, in the open-air museums, is not sufficiently studied [16, 71]. Considering this, the chosen theme is not sufficiently developed in Ukrainian historiography and deserves a separate study.

The purpose of the work is to analyze the types of animation work according to the forms of socio-cultural activity.

Presenting the main material. In the context of the problem under consideration, the term «animation» should be clarified. Thus, it is understood as: «a special kind of leisure activities of social groups and individuals, the task of which is to overcome social and cultural alienation in order to eliminate personal social disintegration (psychological deviations, deviant behavior, narcotic and alcohol addiction, etc.), rehabilitation of critical states of a person, assistance in creative self-realization» [19, 145].

Considering the animation process from the point of view of the system approach as «the process of meeting the specific needs of a person in communication, movement, culture, creativity, entertainment and the free time enjoyable spending», A. V. Voronina highlights several types of animation:

- animation in motion (allows you to meet the needs of members of society in mobility, combined with pleasant, positive excitement);
- animation through excitement (realizes the need for getting new experiences during communication, as well as in the process of overcoming certain problems);
- animation through communication (contributes to meeting the need for meaningful, interesting communication through the exchange of life experiences, self-knowledge through communication);
- cultural animation (involves the need of individuals in spiritual development by providing access to cultural and historical monuments of national and world significance);
- creative animation (aimed at the possibility of human creative self-realization in accordance with his/her abilities and contact with like-minded people through common creative activity) [2, 56].

Under the current conditions, animation begins to be actively implemented by museum institutions. The main task of museum animation is to interest the visitor, to create an associative bridge between the exhibit and the era represented by the exhibit, to cause positive emotions [4, 109]. It is precisely the skansen that is the most suitable base for the implementation of animation, since museums in the open air use unconventional forms of communication with visitors in their work.
Among the main forms of museum animation we can distinguish: cultural and educational, artistic projects, historical reconstructions, museum quests, ethnic-shows, theatricals, festivals, performances, master classes, etc.

The museums in the open air serve as leisure centers, visitors are interested not only in the authentic memorials of the past but also in animation specialists who contribute to the reconstruction of folkway of life, behavior, the best examples of material and spiritual culture of our ancestors [15].

The popularity of the animation in the museums in the open-air is due to the fact that one can not only view the presented exhibits but touch them, look at them and even take part in the reconstruction or restoration. In addition, animation programs are a source of additional profits for the museum, which is very important nowadays. Animation provides a wide range of opportunities for collective, family and individual recreation, doing activities of the museum institution in the open-air as bright as possible, emotionally stated, helps visitors to relieve stress [1, 150].

Today Ukrainian skansens are poly-cultural centers of leisure organization. Here are examples of the implementation of certain types of animation work in some museums in the open air and historical and cultural complexes of Ukraine.

On the basis of the ethnographic complex «Ukrainian Village» a series of master classes on folk crafts is held. Master class – «this is a special form of classroom work, which is based on the practical actions of displaying and demonstrating the creative decision of a certain cognitive and problem-solving task» [6, 196]. Among the main master classes that this skansen conducts, we can distinguish: «Angels made of fabric», «Felting from the wool», «Varenky», «Baking from the dough», «Vytynanka», «Woollen watercolor», «Wooden toy», «Painting on the glass», «Petrikov painting», «Pysanka», «Paintings with croups», «Quilling», «Blacksmith work», «Decorations made of ceramics», «Carving on wood», «Painting of bells», «Candlestick making», «Straw weaving», «Salt dough», «Chumak kulish», «Yavoriv painting». The peculiarity of conducting above listed master classes is purely ethnic orientation. The specified master classes are held exclusively on ancient Ukrainian crafts, which makes them more unique. For example, a master class for making angels of cloth, gives the opportunity to make one's own guardian angel on his own. This master class gives you the opportunity to master two types of folk art at once: making dolls of fabric and vybiika out – stamping, pressing, knitting patterns with wooden stamps, with special fabric paint (an ancient technique that appeared on the territory of Ukraine in the XI century) [14]. In addition to a large number of different master classes, a mini zoo, a children's playground, kolyba, where employees prepare traditional Ukrainian cuisine, operate on the basis of the ethnocomplex [14].

The Museum of Folk Architecture and Life of the Middle Dnieper has initiated a variety of forums, cultural and artistic, scientific and educational projects, cultural events. Russell Archibald defines the term «project» by as «a complex of efforts undertaken to obtain specific, unique results within the timeframe and within the approved budget that is allocated for the payment of resources used or consumed during the project» [7]. It is just under the concept of «cultural project» that we can understand those projects, carried out directly in the institution of culture. Among the main activities implemented on the basis of skansen, we can distinguish: the All-Ukrainian festival of masters of folk art «Pereyaslavskyi fair», the All-Ukrainian historical and cultural forum «Sikorsky reading», the cultural and artistic project «Peace to you», «To preserve the treasures of the Cossack days for all ages», cultural events «Kobzar Maiden», «The Testament of the Great Kobzar», scientific and educational project «Museum meeting with an archaeologist» [11]. This year the sixth All-Ukrainian Historical and Cultural Forum «Sikorsky Readings», was held co-founder of which is the National Historical and Ethnographic Reserve «Pereyaslav», which includes the Museum of Folk Architecture and Life of the Middle Dnieper. Within the framework of the event the fifth presentation of the award of the Hero of Ukraine Mykhailo Sikorsky of the National Union of Local Historians named after of Ukraine was held. The winners of this high award were the representatives of the scientific and creative community of Ukraine (21 figures). Traditionally, the Sikorsky Readings program included numerous art exhibitions and master classes. The scientific part of the forum was presented by the work of the round table discussion «Regional Studies of Pereyaslav region: research, problems, figures» devoted to the memory of domestic archaeologists Mikhail Sikorsky, Mikhail Kucheri and Oleg Sukhobokov [11].

The National Museum of Folk Architecture and Life of Ukraine is a kind of center for organizing theatrical performances, folk festivities, ceremonial family events and celebrations of the national calendar. skansen employees have developed the appropriate scenarios for holding events. Cultural and leisure activities are aimed at such kind of animation work as theatricalization (theatricalization is «the use of various techniques (figurativeness, symbolism, metaphorical style, stylization) and all kinds of art (painting, music, literature), while the course of action is determined by the scenario») [10]. Various theatrical performances devoted to folk holidays – «Christmas», «Masliana», «Easter», «Obzhinka», «Ivan Kupala».
and others - are held at the museum. The unique project is «Ethnic Theater of Foods» — an author's workshop where Ukrainian national cuisine is cooked [12]. The said event involves organizing peculiar picnics where qualified specialists in historical, cultural, folklore, ethnographic and culinary studies prepare dishes at the centers according to the ancient recipes of ancestors [12].

On the basis of the skansen, the original performance «Skansen music Fest» is organized annually (performance is a peculiar form of contemporary art, where the author's actions are considered a creative work and the viewers watch it in real time regime) [17], which includes master classes, folk festivals and performances by folk musical groups. The museum is also the initiator of various holidays, ceremonial family events, wedding celebrations, folklore-ethnographic, quest, musical and entertainment programs [11].

In the cultural and educational complex «Mamaieva Sloboda» quests are offered (a technology that has a clearly set task, a game plan, clear rules and is implemented in order to enhance knowledge and skills) [18, p. 30]. Among them, there is a corporate quest «In search of the Cossack treasure», the quest «Birthday», «Fairy-tale master class», «Romantic statement», «Review», «Matchmaking», «Engagements», «Girl-evening» [9]. Quest «In search of the Cossack treasure» is characterized by the fact that it has a historical background. According to the legend, at the end of the XVIIIth century, the Cossack-Haydamak detachment hid treasure with the Cossack jewels, precisely in the place where the cultural and educational complex «Mamaieva Sloboda» is currently located. Therefore, the workers of the complex, using the data of the Cossack tradition, offered an exciting adventure in which the participants, fulfilling the task, become acquainted with the traditions and life of Ukrainians of the XVII-XVIII centuries, demonstrate their ingenuity, agility and endurance, and the rewards are the found Cossack treasures [9].

The Museum of Folk Architecture and Life in Lviv is known for the organization of various festivals («the festival is a massive, festive event, which includes an overview or demonstration of certain achievements in various fields that a person perceives») [10]. skansen holds the Festival of Authentic Art «Vereteno», the festival of children and youth theater groups «Fairy tale in the grove», festival «Velyka Haivka». In the territory of the skansen there is «Kozatska Sloboda» – a place where the museum staff reproduce blacksmith's art, arrange original shows of the Cossack Military Art, and the Cossack Handicraft [10]. In our opinion, «Kozatska Sloboda» is also a peculiar example of an ethnic-show as one of the forms of museum animation. By definition given in a dictionary of foreign-language socio-cultural terms, the concept «show» means «An action that is designed to produce an impressive effect» [17]. Accordingly, ethnic shows are an entertaining event that includes ethnic ritual motifs. A peculiar feature of the «Cossack Settlement» activity in Lviv skansen is the direct reproduction of ancient Cossack crafts, rituals, customs, cooking purely Cossack authentic food in real time regime. Ukrainian Cossacks are waiting for visitors, who demonstrate the life and customs of the Ukrainian Cossacks [10].

The entertainment and historical complex «Park of Kyiv Rus» acts as the center of such a form of museum animation as a historical reconstruction («it is a reproduction of the material and spiritual culture of a particular historical epoch or region using archaeological, artistic and written sources») [17]. The activity of the park is aimed at the disclosure of the material and spiritual culture of the capital of Kyiv Rus – the cradle of Kyiv. Due to architectural and historical reconstruction, visitors can feel the atmosphere of Kyiv in the V-XIII centuries. In addition, a variety of master classes are held in the park: «Archery», «Kovalska work», «Slavonic writing», «Historical fencing». The park also offers entertainment programs, among which: «Winter is knocking at the gate», «Guessing on Andriy Vechornitsy», «New Year's Tale», «New Year's Tale. Old New Year» [3].

One should also dwell on such type of animation work of the aforementioned park, as a historical reconstruction, an example of which may be a one-day tour «Journey to Ancient Kyiv». During the tour, visitors have an opportunity to immerse themselves in the era of construction and prosperity of Ancient Kyiv. Note that this project can be considered unique today because it has no analogs in Ukraine. An excursion around the complex gives an idea of how the city looked more than 1000 years ago during the reign of Prince Vladimir Sviatoslavovich [3].

Scientific novelty. According to the results of the research, we can identify the main types of animation work of Ukrainian scans in accordance with the forms of socio-cultural activities, namely: cultural and educational and cultural-artistic projects, festivals, ethnic-shows, theatricals, master classes, historical reconstructions, museum quests, performances. Skansen of Ukraine is powerful centers for organizing leisure and conducting various kinds of animation work. In general, the activity of open-air museums in Ukraine is aimed at combining several types of animation work, but we can distinguish the specifics that are inherent in one or another skansen. For example, the Museum of Folk Architecture and Life of the Middle Dnieper territory is a peculiar center for the organization of cultural-artistic and cultural-educational projects. The entertainment and historical complex «Park of Kyiv Rus» specializes in such kind of animation work as
historical reconstruction. Ethnographic complex «Ukrainian Village» is the center of the organization and holding various master classes. And the Museum of Folk Architecture and Life in Lviv, mainly, directs its activities at the organization of festivals.

Conclusions. Thus, some forms of museum activities (master class, theatrical, festival) are more developed and actively used in the cultural and leisure activities of the scenes. Other forms, such as performances, ethnic shows, cultural projects, museum quests, historical reconstruction, are not well developed and are under construction.

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Питання культурології, історії та теорії культури
Братіцел М. Л.

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