

The role of art clusters as a new form of artistic practices in urban space

Sofia Shkolyar

Architecture of buildings and structures Department, Lviv Polytechnic National University, UKRAINE, Lviv, S.
Bandery Street 12, E-mail:sofiashk2016@gmail.com

This paper analyzes the role of art clusters as a new form of artistic practices in building of public and social spaces in the city. It contains researching about how art cluster creation influences on deviant cultures formation. Here you can find new information about Ukrainian clusters, their structure and the role of their existence.

Key words: art cluster, urban space, revitalized industrial zone, cultural progress.

Introduction

The research of art penetration into new social and urban space has recently become quite important because of projects development, which are aimed at process of connections building between art, new technologies, economic for the purpose of not only art promotion development, but also to develop the city. Since the 1990s, the tendency of urban areas transformation in to specific areas for communication of representatives from various spheres of art with the involvement to the public to artistic processes began to develop in the world of art.

First of all, out lining the degree of study of the problem, we note that this topic is new and not well-studied. There were published some researches, that reveal a number of art aspects in side urban areas in our territories. Particularly important is the work of O. Chepelyk [1, 2], who investigated the mechanisms of "public order" practice, which successfully operates in the West and promotes the appearance of high-quality modern art objects in urban space. It's worth also the studies of N. Bulavin [3], N. Musienko [4] to be noted , because they give an opportunity to form a coherent picture of urban art practices in Ukraine at the present stage. In addition, it was made some important articles by V. Yeshkileva [5], which are important for the development of this topic, partly affecting some aspects of the problem.

Main

The **art cluster** is a cultural association located on the territory of their vitalized industrial zone, which includes exhibition space, theater and Movie Theater, auditoriums for seminars, foot-yards and to her similar items. Art clusters or "Lofts" are the most common forms of creative spaces organization on the territory of former factories. The idea of using such spaces was born in the forties in Manhattan (one of five city districts in New York City) because of the sharp increase of land prices in the central parts of the city. As a result, industrial buildings were moved beyond the boundaries of cities. Industrial zones eventually ceased to function, and became places, where creative professions representatives, informal organizations and deviant cultures were concentrated.

As Efimova A. notes, new "artistic complexes", which were opened and red one with unexpected perspectives of their use, can turn into democratic places where the works of art enter into communication between themselves, have a public discourse, because they may be available for review and, accordingly, perceived by numerous visitors . Unrefined interactive sites that have been explored tested and "worked out" by contemporary art are trans for mediator additional places of social and cultural exchange, involved in the universal use of classically directed art and often become the basis for the formation of new museum forms that are patronized at the state level. At the same time, the spread of art in the previously inaccessible

reality is logically inspiring the expansion of the idea of the ability to implement correction of socio-political realities, changes in consciousness and social situation with the help of artistic means. The possibilities of art as a moderator of social consciousness reused [6].

The world experience shows that the creation of art clusters can not only positively affect at the cultural and social atmosphere in the city, but also creates conditions for creative activity that promotes the development of the inner cultural potential of the city. As a result of art clusters opening, there are spaces for communication, informal "parties", creative pleinairs, and, therefore, a ground for the formation and development of new contemporary culture and art elements. Within the scope of the art cluster there is making an active interaction between representatives of the artistic circles and the general public, which thus also contributes to the creation of the cultural space of the city. Art clusters become centers of social development of the city. Such activity is not limited only to the reproduction of the known, but gives rise to a new, excellent, and relevant.

Art clusters in Ukraine arose quite recently, largely due to the process of European integration and modernization. They are located in Kyiv. At present, such clusters are well known: art plant "Platform", "Vydubychi", "Dovzhenko Center", etc. The most visited among them is the art factory "Platform" - the largest creative cluster in Ukraine, located on the Left Bank of Kyiv. The space is located on the territory of the Darnytsky Silk Factory and combines business, festivals, coworking, art, fashion and other creative industries. Since 2014, it has been visited by about two million people, and the business community brings together more than 300 different startups and innovative projects. The main goals of the cluster are the development of Ukraine and the support of talented youth. It can be said that art clusters as new forms of artistic and social practices, can integrate into the "traditional" urban space.



Fig 1. Art plant «Platform», open air space. [7]

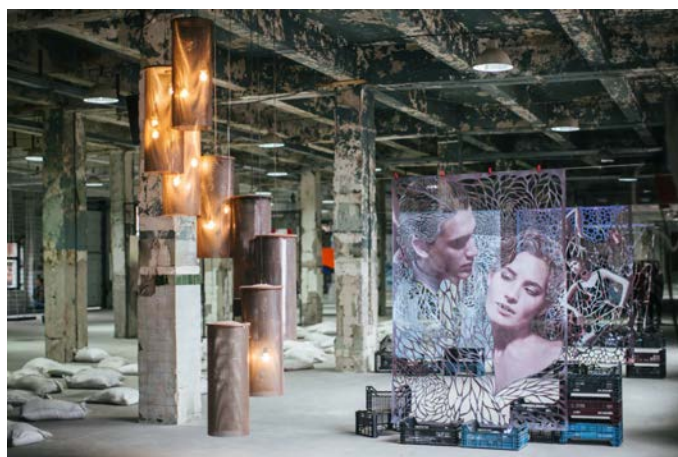


Fig 2. Art plant «Platform», exhibition hall. [8]

Conclusion

Art clusters arise as centers that unite different cultural spheres. This leads to the development of infrastructure, opportunities for the implementation of creative activity, urban spaces design, and raising the level of cultural potential in general. As known, creativity as a form of social activity, namely deviation from norms from the standpoint of the social whole, can be objectively useful, progressive and can promote the development of society. Considering the art cluster as a space for the cultural progress of the city and the national art in general, we can assert that it is the key to the successful development of the city.

References

- [1] O. Chepelyk «Suspilne zamovlennya dlya urbanistychnykh prostoriv» .[«Public Order for Urban Spaces»]. Suchasni problemy doslidzhennya, restavratsiyi ta zberezhennya kulturnoyi spadshchyny Zb. nauk. prats - Modern problems of research, restoration and preservation of cultural heritage. Digest of science works. № 6, pp.430-443., 2009.
- [2] O. Chepelyk
Vzayemodiya arkhitekturnykh prostoriv suchasnohomystetstvatanovitnikhtekhnolohiyabomu litymediynautopiya
[Interaction of architectural spaces of contemporary art and modern technologies or multimedia utopia]. Kyiv : Khimdzhest, 2009, pp. 260.
- [3] N. Bulavina and I. Pilipenko «Sotsialni aspekty suchasnykh mystetskykh praktyk». [Social aspects of modern artistic practices]. Suchasne mystetstvo — Modern art , № 7, pp. 253- 260, 2010.
- [4] N. Musiyenko «Public art u prostori suchasnoho mista: Kyivsky praktyka». [«Public art in the space of a modern city: Kyiv practice»]. Suchasni problemy doslidzhennya, restavratsiyi ta zberezhennya kulturnoyi spadshchyny. — Modern problems of research, restoration and preservation of cultural heritage, №7, pp.136-149, 2010.
- [5] V. Yeshkilyev «Monumentomaniya»: sprobapoperednoho diahnozu». [“Monumentomania”: an attempt of a preliminary diagnosis»]. Internet: http://zaxid.net/news/showNews.do?monumentomaniya_sproba_poperednogo_diagnia&objectId=1283281, 2013 [April, 2018].
- [6] A. Yefimova «Suchasne mystetstvo v miskomu prostori: perspektyvy ta shlyakhy rozvytku v Ukrayini» [«Contemporary Art in Urban Space: Prospects and Ways of Development in Ukraine»]. VISNYK Lvivskoyi natsionalnoyi akademiyi mystetstv.- Journal of the Lviv National Academy of Arts, Vol. 28, pp.143-152, 2016.
- [7] Art Zavod Platforma. Internet: <https://artzavodplatforma.com/ru/news/festivalnyy-sezon-2017-gid-po-meropriyatiyam> [Sept. 2018].
- [8] Art Zavod Platforma. Internet: <https://artzavodplatforma.com/en> [Sept. 2018].