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## University Art Museum: the Basic Directions of Activity and Their Scientific and Teaching Aids

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*As a result of the analysis of a museum complex of the Southern-Ural State University activity mainstreams of its functioning come to light: art-exhibition, information-resource, museum collection. Specificity of this university museum complex defines all its work organization caused by education program on training of experts-art critics, and also problems of a training course of cultural science and educational process for students of other specializations and directions, of learning special classes of base schools for university. Creation of an art collection solves a problem of preservation of region cultural heritage, increases national art riches. Creation of electronic resource from training programs and methodical recommendations to its use lifts a level of art-aesthetic and cultural science education of students on the modern level. Methodical association of university potential and conducting figures and establishments of a science, culture and art of region in sphere of aesthetic education of students conducts to significant optimization of all educational activity of high school.*

*Keywords: an art museum of university, an art-exhibition, information-resource, museum collection activity, educational work, scientific and teaching aids.*

Process of education realized at university dictates necessity of expansion of art – aesthetic influence of original art sphere on students, their education on high art samples that is especially actual in a channel of the decision of person harmonization problems, facing to a society, decrease of social intensity, education of moral and aesthetic culture of students. One of forms of the given purpose achievements is activity of university art museum. Scientific and teaching aids of such museum activity according to its concept and developed practice will allow to expand the scientific-methodical and information-communicative competence of University, will direct them on improvement of educational

process, on a professional training of the top skills and as a whole on increase of social-public value of University in formation of regional sphere of culture.

Let's address to the concept of scientific and teaching aids of Southern-Ural State University (SUSU) (Chelyabinsk) Art Museum activity. In a basis of the concept there is an idea of optimization of educational process by means of active carrying out of the information-exhibition work, which is realized in cooperation of University with conducting art museums of region and the country, with establishments and the organizations of culture and art, with outstanding art workers.

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Activity of the Art Museum is submitted by three large directions: art-exhibition, information-resource and museum-collection, that has found reflection in its structure. The Museum includes: the Art Hall of the Southern-Ural State University, the Information-educational center «Virtual branch of the State Russian Museum» («Pushkinskiy Hall»), Laboratory of art-criticism. The Museum complex is equipped with the multimedia system, own library collection, has Internet connection, and also storehouse of the museum collection. The Art Museum has the status of the scientific – educational and cultural center of the University, and also scientific and educational laboratory of art-criticism faculty (Parfentjeva, Parfentjev, 2009; Trifonova, 2009).

Specificity of a University Museum activity is that as basic and paramount function is determined *educational* whereas in a classical museum such base activity is work on creation and the further acquisition of museum collection. Similar specificity of the University Museum activity determines all further organization of the work which is carried out in specific functional context. Information-exhibition activity, structure of created collections are caused by educational program on training experts-critics, and also tasks of a educational course of cultural science and educational process for students of all faculties of high school and special classes of base schools for university. Thus, activity of the Museum is defined by the whole complex of the purposes and tasks of University.

The first level is the organization at University of art-exhibition activity. For the organization and carrying out of this work the specially equipped Art Hall is intended, opened in May, 2003.

The idea of carrying out of art exhibitions in high school has been offered by faculty of art criticism and cultural science and supported by the rector (nowadays the president) the member –

correspondent of Russian Academy of Science German Platonovich Vjatkin. Further activity of the Hall used comprehensive support and rector Alexander Leonidovich Shestakov. The professor, the doctor of art criticism, the honored worker of arts of the Russian Federation N.V.Parfentjeva supervised the creation of the Hall and its studies. The design project was executed by known Chelyabinsk artist S.L.Tcherkashin. The Art Hall equipment is correspond to all norms of modern showrooms.

For six years of the Southern-Ural State University Art Hall work here more than sixty exhibitions has taken place on which products from funds of the Chelyabinsk Regional State Museum of arts, Yekaterinburg Regional Museum of arts, Chelyabinsk Regional branch of the artists of Russia Union, creative association «Guild of masters », private collections of artists and collectors have been submitted. Especially it is necessary to note the expositions of the Russian Academy of Arts and the State Russian Museum (SRM) (Sanct-Petersburg). Own art collection of University created also, gifts of artists are the base.

The Art Hall is accessible to all students and employees of the Southern-Ural University, and also other high schools, public schools, city inhabitants. The main task of exhibitions activity is familiarizing all interested persons with samples of original art. All exhibitions are free-of-charge for visiting. As a rule, during carrying out of an exhibition the Hall is visited from several hundreds up to three thousand visitors. Conferences, concerts, creative evenings and meetings with art workers pass at exhibitions.

The first exposition in the Art Hall has opened on May, 8, 2003 and referred to «Masterpieces of XX century. Domestic painting from funds of the Chelyabinsk Regional Picture Gallery». G.S.Trifonova has acted as the author of the concept. She is the critic, the senior

lecturer of faculty of art criticism and cultural science of University. Unique works were exhibited including by the world famous Russian artists A.A.Plastov, M.S.Sarjan, I.I.Brodskiy, V.K.Bjaly-nitskiy-Birulia, K.F.Bogaevskiy, N.E.Kuznetsov, A.D.Goncharov, E.E.Moiseenko, P.I.Petrovichev, R.R.Falk. Similar exhibitions of classical art from funds of the state museums or from private collections can be defined as *the academic direction* of the Hall activity. Expositions «West-European graving portrait of XVI–XIX centuries» (2003) and «I.K.Ayvazovsky “Farewell”: an exhibition of one picture» (2004) became appreciable events of this direction. The exhibition of icons and ancient hand-written books from collection of the Chelyabinsk Picture Gallery «Traditions of old Russian art in culture of Ural» carried out by May, 2004 also was one of significant events. Joint project SUSU, the Yekaterinburg and Chelyabinsk Museums of Arts – an exhibition «Ural masters of arts. Gennady Mosin (1930–1982). Painting, drawing» has caused huge interest not only at visitors, but also at experts, artists.

The largest collections of the Southern-Ural collectors have been submitted by an exhibition of painting of second half XX century from Jury Ageev's collection organized by G.S.Trifonova, and an exhibition from Oleg Kalnin's collection «Ural icon of XVIII–XIX centuries», which organizers were post-graduate students of faculty of art criticism and cultural science N.V.Mukhina and J.A.A.Rusanov.

The exhibition from funds of the State Russian Museum (SRM) which has opened in the Art Hall on November, 16, 2005 has taken place in a channel of the academic direction also. It referred to «Appolinariy Vasnetsov's Picture “Mountain lake on Ural” from Russian Museum funds in an art context of Russian painting products of the end XIX – the beginnings XX centuries from the Chelyabinsk Museum arts collection». This

project is the unique experience which for the first time has been carried out in Russia. For the first time the global museum center of Russian art has opened the funds for a university showroom. The exhibition had tremendous success. Besides A.Vasnetsov's work original products of famous Russian painters V.M.Vasnetsov, M.K.Klodt, S.J.Zhukovskiy, K.V.Lebedev, V.D.Polenov's were exhibited.

The following direction reflecting alive breath of modern art process, is the organization of exhibitions of works from workshops and collections of *modern Ural, and first of all Chelyabinsk, masters*: A.Kudryavtsev, V. Kachalov, L.Kudrjajtseva, Z.Latfulin, V.Skobelev, D.Surin, L.Surina, S.cherkashin, K.Fokin, L.Kostina, E.Vaganov, V.Shapovalov, V and E.Savochkini etc. Besides these exhibitions carrying monographic character, thematic exhibitions «Landscape in creativity of the Russian artists», «Family of the artist», «Both the sky, and the ground are the same. To the 110-anniversary from Russian poet Sergey Esenin's birthday», used the big success also. There were exposed the works of Chelyabinsk artists A.Kudryavtsev, L.Kudrjajtseva, Z.Latfulin, E.Penzina, S.Pryadkina, N.Tret'akov, L.Serova, K.Fokin, S. Cherkashin and of the famous Ufa artist A.Burzyantsev.

Two exhibitions «Memories of a masterpiece (Danaya)» – devoted to 400-years anniversary from Rembrandt's birthday and «Nevskiy prospect» devoted to 200-years anniversary from Gogol's birthday unit outstanding Chelyabinsk (A.Kudryavtsev, L.Kudrjajtseva, Z.Latfulin, S.Tcherkashin, K.Fokin) and Yekaterinburg artists – M.Brusilvskiy, A.Antonov, A.Kalashnikov, V.Reutov, V.Stepanov. Bright event of this direction became an exhibition past in September, 2004 «the Russian Academy of arts represents: products of artists of Southern Ural». There were pictures of Chelyabinsk artists

V.Avak'an, O.Vorob'eva, T.Didishvili, Z.Latfulin, Pitirimova, V.Safronov, L.Serova, V.Skobelev, E.Sharafutdinova.

One more layer of modern art culture – *photography art*. It did not remain without attention. There are photo exhibitions of the Yekaterinburg master S.Novikov «The Nobel stars have taken place in Russia», V.Vojnov «My discovering of America. A sight from two centuries», and also masters of Chelyabinsk: L.Pilnikov «Eyes of love», P.Bolshakov «Autumn in Boldino», G.Petrosova «Motsart transit», E.Tkachenko «Dear my fellow travelers». Democratic *photography art* causes special interest of Art Hall visitors. And carried out together with General consulate Czech Republic (Yekaterinburg) and the Department of international communications SUSU photo-exhibitions «Minute of absolute happiness, or Chaykovskiy in Czech» and «Marina Tsvetaeva in Prague» (author J.Trnovsky) were the real discovering. The international photo-exhibition (at the participation of the USA consulate) «Orthodox heritage of Alaska», on which photocopies of the orthodox icons have been submitted, executed by local residents of Alaska, has caused the big interest. In the submitted works local features of orthodoxy icon canon refraction were opened.

Demonstration of *amateur creativity* of teachers, employees and students of university is one more direction of the Art Hall work. Quite often represented amateur works do not concede professional. Such exhibitions pull together people, students find out the teachers more deeply, start to participate in art process more actively. So, a binding string between Russian school of a water colour and students, the future architects, became the professor, the Honoured architect of Russia M.P.Mochalova's creativity. Her personal anniversary exhibition of water colours and drawings in the Art Hall is the natural result of inspired work. Annual exhibitions of students – architects SUSU became the original

creative report on which the graphic works were represented, executed during trips on practice to Czech and Germany.

The expositions devoted to anniversary SUSU had a special spiritual-patriotic orientation. The exhibition has been dated for the 60-anniversary of University in December, 2004 «Zlatoust engraving on steel: traditions and modernity». Works of the world art level from workshops «Lik» of Zlatoust city (Chelyabinsk Region) were exhibited. Visitors have seen also author's copy of Donation Saving which original is established in the Moscow Church of the Christ Savior. This masterpiece have created by Zlatoust masters A. and N.Lohtachevs and their son D.Lohtachev – who is the graduate of SUSU. The exhibition of University teachers and employees creative works has been prepared for 65-anniversary SUSU.

The exhibition devoted to the 60-anniversary of the Victory over Great Domestic war (1941–1945) is lead in May, 2005. It was named «Great spirit Russia!». Here products of the Chelyabinsk art association “Creation” have been submitted. (leader L.S.Blohina). Huge decorative panels from the Ural semi-precious stones amazed with bright colour and conviviality. For a basis well-known Russian medieval icons were taken.

Many-sided Art Hall activity is carried out at participation of art criticism and cultural science faculty teachers. There are scientific-methodical supporting of exhibitions, development of their concepts, preparation and the edition of posters and catalogues, carrying out of excursion work and many other things. The Art Hall SUSU became creative and educational laboratory for students – critics where they try the forces as guides and as art critics (for example, reviews of exhibitions are published in the university newspaper «Technopolis»). The Hall is the real school of practice, a way of occurrence to a trade. Process of humanization of domestic education dictates necessity of expansion of sphere of art-

aesthetic influence on students, their education by the example of original art products, and this is promoted by new partnership system of University with culture and art establishments. The Art Hall works in close interaction with other structures of University, with the city and regional organizations. There are SUSU Center of creativity, Chelyabinsk Regional Philharmonic society, SUSU student philharmony, Chelyabinsk Regional Museum of Arts, Chelyabinsk public organization «Guild of masters», Chelyabinsk Institute of music in the name of P.Chaykovskiy, student club «Parnassus», Chelyabinsk branches of the Russian Unions of artists, of composers, the Chelyabinsk branch of Russian Fund of Culture, etc.

Opening and closings ceremonies of exhibitions are accompanied by meetings with artists, performances of conducting professional and student's creative collectives and soloists, such, for example, as SUSU Chamber string ensemble and Jazz band, performances of young soloists of Chelyabinsk and Perm Academic Opera theatres. Mass media of city: the newspaper «Southern-Ural panorama», magazine «Autograph», the Chelyabinsk means of a mass communication, the Russian TV channel «Culture» throw light on Art Hall exhibition activity widely. The information on all actions in the Art Hall and Pushkinskiy Hall is placed on SUSU site.

As we see, the Art Hall as a part of formed SUSU Art Museum carries out the system organized work including the organization of exhibition activity in sphere of art, scientific-theoretical, methodical and excursion supporting of this activity with attraction of students and post-graduate students of «Art criticism» specialty. The scale of the art – educational activity is unique, covering within the framework of the course «Cultural science» all students of one the largest high schools of Russia, some pupils of city and region. The Museum has an output on and all-

Russian (the State Russian Museum, the Russian Academy of arts, the Union of artists of Russia) and the international levels (joint projects with the USA and Czech Consulates). On its base student's practice are organized. The public importance of work will consist also in cooperation with mass-media, with Council on culture and art at Chelyabinsk Region Legislative Assembly, with regional branches of the composers, artists, writers, architects Unions, with Fund of Culture and other state and public organizations in the field of arts and culture.

Let's sum up consideration of SUSU Art Hall activity as art-exhibition center. *The academic* direction gives a unique opportunity of carrying out of the exhibitions generated from conducting art museums collections of the region and the country. So, the products of the outstanding masters making gold fund of a domestic national heritage were exposed. The following direction reflecting alive breath of modern art process is *the organization of exhibitions of works from modern artists workshops and from private collections*. They can carry both monographic and thematic character. One more layer of modern art culture – *photo art* – gives the big opportunities of the international contacts establishment, acquaintance to the world of the modernity. As exhibition activity proceeds at University an obligatory part of work should become *demonstration of amateur creativity* (high level) of teachers, employees and students of art specialties. Also specificity of the Art Hall activity is work on a joint of information-exhibition and educational directions. This foreshortening can find reflection especially brightly in subjects *of anniversary exhibitions*, for example, devoted to outstanding art workers (so, in the SUSU Art Hall the exhibitions devoted Rembrandt, N.Gogol, S.Esenin, M.Tsvetaeva have passed) or in the subjects *close to university life* (for example, «Graving portrait of the XVI-

XIX centuries scientists from G.F. Otten's private collection », «the Nobel winners at the Southern-Ural State University. Photo-exhibition of Yekaterinburg master S.Novikov», «The ancient educational book», etc.).

As we see, specificity of art exhibition activity of a university museum is its didactic orientation focused first of all on students. It is necessary criterion of an exhibited material selection. As a vivid example of such activity we shall result G.S.Trifonova's scientific – methodical development («Portraits of scientists-products of art European graving portrait of XVI–XIX centuries») and N.V.Muhina's («Ancient educational book»).

If briefly to characterize art-exhibition and excursion Art Hall work it is the base to development of the subsequent levels of SUSU Art Museum activity: information-resource and museum-collection. We will address to the second level of this university work – to creation of new *information resources* from the training programs concentrated in catalogues of exhibitions, in a media library, that is functioning of the Museum as the modern information centre equipped with methodical maintenance. A basis of the given activity make information resources (media library) of the Educational center «Virtual branch of the State Russian Museum» which was opened in SUSU on November, 16, 2005. It is visited by more than five thousand persons annually. The given division of University Art Museum is located in Pushkinskiy Hall specially equipped with a multimedia complex. Hall seats 80 persons. New status of Pushkinskiy Hall as virtual branch of the State Russian Museum serves not only to professional growth of young art critics, but also to aesthetic education of all students SUSU, students of other high schools, and also schoolchildren of city and region. The educational fund of virtual Museum makes more

than 500 units of storage: books, albums, video films, disks, slides and computer programs.

Actually the Media library includes over 100 multimedia films and the interactive programs created by Russian Museum on the basis of its art collections, covering the historical period of the X–XXI centuries. The media library unites programs on the various themes devoted to a history of Russian art, museum collecting, studying and display of exhibits (See: <[http: // www.virtualrm.spb.ru/mediateka](http://www.virtualrm.spb.ru/mediateka)>).

The volume of the information submitted in a media library, expands opportunities of the teacher of high school in preparation of a material within the framework of social-humanitarian, art-aesthetic disciplines and, as a whole, in construction of educational process. The huge potential can be used in full in training students according to plans and standards of the supreme vocational training, it is adapted to features of construction of the specialized author's lecture course of studies and allows to open the phenomena which make a basis of the regional educational environment. For this reason the primary goal is development of scientific-methodical recommendations on ordering multimedia base of the State Russian Museum (SRM) and formation of separate sections depending on a course and presence of the theoretical material of humanitarian discipline.

After the careful analysis of the catalogue of media library SRM and studying of the basic approaches to registration of theoretical and practical materials as multimedia films and interactive programs necessity of allocation of three priority directions has come to light: general educational, social – humanitarian and highly specialized (art criticism). It is possible to allocate with the separate block programs on the organization of employment for a children's audience, including, by techniques of work with children, developed by the Russian center of

museum pedagogic and children's creativity. The post-graduate student of faculty of art criticism and cultural science E. Loginova has developed the system of navigation on information-multimedia resources of media library SRM. It is a selection of the most useful, from the point of view of educational process, the programs selected for a concrete course, or separate humanitarian discipline that allows both to the teacher, and the student to be guided in information space of the media library of Russian Museum, and to save time for search of the necessary material.

Besides scientific and teaching aids with already existing media library it is necessary to fill up its resource base with new multimedia programs. They can be carried out on the basis of accommodation the real Art Hall exhibitions in virtual and network space. The given product will carry out functions of the catalogue of an art exhibition in many respects. Means of modern computer and network technologies allow to expand opportunities of similar «catalogue» to the scientific electronic edition, thus having kept its presentation. The question is about new multimedia programs. The edition of the program is planned in two variants: first (compact disc) on the electronic carrier, in which program will be in the most full kind. The second, truncated, can be submitted in the Internet network.

As a whole, similar multimedia programs serve not only introduction in a theme of an exhibition, but open conceptual plans of the curator. Programs supplement an exposition line with electronic images of museum subjects which cannot be exposed owing to shortage of the areas or on conditions of storage (for example, drawings). Interactive programs enable to release space of an art exhibition from the printed text of summaries and at the same time to give the most full information on exhibits. It is possible to use scale multimedia projections and installations as reception of exposition design. Reconstruction of

the lost subjects and models of the uncompleted art objects become independent electronic exhibits alongside with painting, drawing, etc. Besides creation of similar programs is an important step in formation of electronic resources in educational, museum and scientific activity.

Naturally, that the concept of scientific and teaching aids of University Art Museum activity has for an object not only education of young generation on the best original samples of art, but also *creation of modern domestic art collection*. This third level has in SUSU base as formed collection of painting products, drawings and sculptures of Southern Ural professional artists XX century, and also works of artists – amateurs (Trifonova, 2006).

Two types of art collections are formed:

1. Educational – the propaedeutic material connected to collecting of products, executed in various materials and techniques (are whenever possible used by students practically for mastering courses according to the program: The description and the analysis of art works, Introduction in a history of art; Technical equipment of the fine arts; the Theory of art, etc.).

2. Actually art collections connected to studying of Southern Ural art culture. The products can be included typically representing directions, characteristic features of art process in plastic arts of Southern Ural and the products of outstanding artists of Chelyabinsk and the Chelyabinsk region of XX–XXI centuries.

Products of the main kinds of spatial arts can be included in collections of University Museum: painting, drawing, arts and crafts, sculpture, design and architectural projects. Time frameworks of the collection coincide with the period of active development of these kinds of art in Chelyabinsk and on Southern Ural and cover XX century and modern current process.

Formation of the collection, classification, storage, the publication at exhibitions, in

student's and scientific art criticism of Southern-Ural region art works is a synthetic complex of educational, museum and research activity on studying a history of arts and modern art process, monographic creativity of the Ural artists. Scientific and creative research of Ural art and culture history is extremely important contribution to the all-Russian art criticism education and science. Art criticism specialty receives on behalf of SUSU Art Museum the base to preparation of experts, and University by its activity on a collecting, to research and the publication of Southern Ural art will bring in the worthy contribution to studying the regional unit art history of Russia. In this connection it would be desirable to note the noble position of Southern Ural artists transmitting the works in gift to University Museum. Such the most significant gift became the Chelyabinsk artist V.G.Shapovalov's picturesque works collection (19 pictures).

So, as a result of the analysis of the Southern-Ural State University Art Museum activity mainstreams of its functioning come to light: art-exhibition, information-resource, museum-collection. All of them closely cooperate in a specific university educational

context. Similar specificity of functioning of University Museum defines all organization of the work caused by educational program on training of experts – critics, and also tasks of educational course of cultural science for students of other specialties and directions and learning special classes of base schools for university. The importance of Art Museum work will be, that its realization within the framework of a course «cultural science» cover all students of University. Post-graduate students and students of faculty of art criticism and cultural science participate in realization of the project. They have an opportunity to study a basis of the future professional work in practice. Creation of art collection solves a problem of region cultural heritage preservation, increases national art riches. Creation of electronic resource from training programs and methodical recommendations to its use lifts a level of art – aesthetic education of students on a modern level. Methodical association of university potential and conducting figures and establishments of a science, culture and art of region in sphere of aesthetic education of students conducts to significant optimization of all educational activity of high school.

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## **Университетский художественный музей: основные направления деятельности и их научно-методическое обеспечение**

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*В результате анализа деятельности музейного комплекса Южно-Уральского государственного университета выявляются главные направления его функционирования: выставочно-экспозиционное, информационно-ресурсное, музейно-коллекционное. Специфика университетского музея определяет всю организацию его работы, обусловленной образовательной программой по обучению специалистов-искусствоведов, а также задачами учебного курса культурологии и учебно-воспитательного процесса для студентов других специальностей и направлений и учащихся специальных классов базовых для университета школ. Создание художественной коллекции решает задачу сохранения культурного наследия региона, приумножает национальное художественное богатство. Создание электронного ресурса из обучающих программ и методических рекомендаций к его использованию поднимает художественно-эстетическое образование и воспитание студенчества на современный уровень. Методическое объединение потенциала университета и ведущих деятелей и учреждений науки, культуры и искусства региона в сфере эстетического воспитания студенчества ведет к значительной оптимизации всей учебно-воспитательной деятельности вуза.*

*Ключевые слова: художественный музей университета, информационно-образовательная и воспитательная работа, научно-методическое обеспечение деятельности.*

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