

The Design Activity of Art Galleries of Altai at the Beginning of the XXI Century

Irina Valeryevna Chernyaeva and Yelina Vyacheslavovna Stepanovskaya
The Altay State University, Barnaul, Russia

Submitted: Jul 30, 2013; **Accepted:** Aug 29, 2013; **Published:** Aug 29, 2013

Abstract: In article the author considers design activity of art galleries of Altai at the beginning of the XXI century and refers to the historical analysis of cultural processes, the historical experience of the establishment of galleries in Russia. The phenomenon of artistic life in Siberia is considered in the context of cultural events and trends taking place in the spiritual life of the Russian society. Under present conditions, when many regions of Siberia are completing the preparation of programs for tourism development, scientific attention to the work of art galleries is particularly relevant. The author focuses not only on the cultural processes, talented persons and their art works, but also on the functioning of the regional art market, in other words on the economy and business related to the art market, purchase and sale of art works. The review of the large art projects which have been carried out in gallery of Altai at the beginning of the XXI century is presented in article, analyzes the art market of the Altai Territory. It discusses an important educational function of art galleries on the example of the Shchetininyart gallery (Barnaul).

Key words: Design activity · Art gallery · Modern art · Exhibition · Exposition

INTRODUCTION

Design activity is a new form of creation, preservation and dissemination of culture. Interest to projects as to a peculiar form of the organization of cultural activity was outlined in Russia from the middle of the 90th years of the XX century. At the beginning of the XXI century art galleries began to use design thinking for harmonization and development of the public relations and integration of local communities. Gallery is a public or private enterprises of exhibiting, storage, research, promotion and sale of art works. Galleries form the basis of the art market; they represent the highest level of the organization of the art business, which requires a great professionalism and skills of the gallerist.

An important moment in the establishment of gallery business in Russia is the fact that in the XVIII - first half of XIX century the basic mechanisms of the art market included auctions, raffles, sales per newspaper advertisements. In the second half of the XIX century the role of art shops increased. The shops were not only selling works of art, but also organized exhibitions and were engaged in publishing. At the turn of the XIX-XX centuries the basic forms of the art market were art shops, which number had increased over this period. Thus, by the end of 1890 there were about thirty art shops in St.

Petersburg and in the 1900's more than forty. There were some changes in the principles of art shops and more attention was paid to the exhibitions, some thematic and personal exhibitions were organized, accompanied by catalogs. In the late XIX - early XX centuries some private art galleries appeared in the provincial cities (by V.P.Sukachev in Irkutsk, P.M. Dogadin in Astrakhan, I.K. Aivazovsky in Feodosia). In Russia private galleries had been closed after 1917 [1]. The decree of June 3, 1918, signed by the Chairperson of the Council of People's Commissars V. Ulyanov (Lenin) and the Managing Director of the Council of People's Commissars V. Bonch-Bruevich, resolved: "to declare the Moscow art gallery named after P. S. Tretyakov as the State Property of the Russian Federative Soviet Republic and to hand it over to the directing of the People's Commissariat for Education on a common basis with other public museums" [2]. On November 18 and December 19, 1918 the decrees on nationalization of private collections of S.I. Shchukin and S.I. Morozov were adopted [2]. Private collecting continued after 1917.

MATERIAL AND METHODS

In article analytical methods are used: historical method, system method, art criticism method.

Main Part: Gallery's movement in Russia resumed in mid-1980's. The first galleries were opened in Moscow and St. Petersburg, among them "MARS", "First Gallery", "Anna" (1988), "Ariadna" (1988), "Delta" (1990), "Palette" (1990), "Guild of Masters".

At the turn of XX-XXI centuries the first art galleries were founded in Siberia. The first private contemporary art gallery in the Altai "Shchetinins Art Gallery" was opened in Barnaul in 2003, in 2005a private gallery "Carmine" was founded in Barnaul, 2003 - the gallery "Universum" at the Faculty of Arts of the Altai State University, April 1998 - art gallery "Kvadrat" in Omsk, 1995 - gallery "Modern" in Novosibirsk, 2002 - a showroom "Siberian Masters." This is just a small list of galleries that were opened in the end of XX - beginning XXI centuries in Western Siberia.

In the XX century Russian science has not considered the provincial art gallery of contemporary art as organizations with a significant influence on the formation and development of the humanities. In terms of democratization in the late XX - XXI centuries the process of formation and development of gallery business in Siberia intensified. Galleries became not only the business elements, providing the employment for experts - the humanities, art managers, graduates of art faculties, but the organizers of artistic life of the region, the mediators between the artist and the buyer of art works. Galleries are the educators and promoters of the national cultural heritage; they are involved in the formation of artistic taste. At the beginning of XXI century the typology of galleries was formed, there was a variety of priorities and functions of different types of galleries. The peculiarity of the Siberian art galleries is an efficient combination of commercial interest and enlightenment. So far galleries have important humanitarian and economic functions, the scale of gallery movement in Siberia was significant, which increased and proved the role of galleries in the development of culture, art and artistic life of the region. Galleries influence the formation of Russian and regional art market, the development of cultural tourism.

The problems of the relationship of business and culture, the opportunities for marketing, fundraising, long-term forecasting of the development of artistic culture, related to the economy, social and cultural spheres were covered in the papers by Y.M.Pompeyev [3], G.L.Tulchinsky, E.L.Shekova, N.N.Suvorov, A. V. Karpova, T.E. Shehter, T.M.Miliukova, D.Y Severyukhina, V.A. Babkova. It is important for gallerist to understand the specifics of the work of art as a commodity. The concept of "art-product" is revealed in the works of the authors such as P.Bourdieu [4], L.M.Molosova [5].

The problems of free art market in the context of contemporary art, as well as the process of the establishment of art galleries of the Altai Territory were discussed in the study by Doctor of Arts T.M. Stepankaya. In 1994, she founded the annual edition collection "Cultural heritage of Siberia" (1994-2012) to publish the works of science research lab of the Faculty of Arts at Altai State University.

Among the most valuable works of the present, increasing the scientific understanding of the artistic life of Siberia, is the innovative professional guideline "100 artists of Siberia", which contains information about well-known Siberian artists, art museums, the most interesting galleries and art historians. It was prepared and published by the gallery "Siberian art." It accumulates information that reflects the state of contemporary art in the region for the period 1995 to 2005. The author is the gallery director of "Siberian Art" O. Galygina [6].

The situation in the development of gallery business and the art market in the capital cities are very different from a regional, primarily because of different ratio of artistic forces and their greater concentration. This is also due to the increased customer orientation to the western market. The capital of Russia is still perceived as a "trade area", selling the works of all Russian and not only the capital art and without its trademark it's difficult for an artist to get recognition. Provincial buyer will certainly try to compare his taste with those of Moscow experts.

Gallery's movement is the basis of a resurgent free art market of Siberia. In the galleries, in contrast to conventional trade, work professional art historians. Commercial galleries usually have well-defined concepts of vision and they either work on the principle of a constant thematic exhibition-sale, or arrange long-term thematic exhibition projects without changing the exposure for the entire year and giving the sold items only after the exhibition. The author has registered sixty-five art galleries, located in Western Siberia. The exhibition areas are usually concentrated in major cities of the region.

In the Altai Region Contemporary Art Is Featured by Thirteen Exhibition Centers: Private: "ShchetininArt Gallery", art gallery "Carmine" [7], showroom "Turina Gora", art gallery, "Banderol", gallery of contemporary art "Prospect", gallery "Respublika Iso";

founded by higher education institutions: contemporary art gallery "Universum" at the Faculty of Arts, Altai State University, exhibition hall in the center of culture of the Altai State Technical University named after

Ivan Polzunov, exhibition hall of the cultural center at the Altai State Pedagogical Academy, exhibition hall of the library of the Altai State Academy of Culture and Arts.

founded on the basis of municipal institutions - exhibition hall "Union of Russian Artists", pavilion of Contemporary Art 'Otkrytoe Nebo' at the central universal youth library named after V.M. Bashunov, exhibition hall at the library and information center 'Barnaul'.

One of the features of the regional art market is the preservation of municipal art galleries performing the commercial function by means of promotion of the work of the Altai artists. On the eve of the collapse of the Soviet Union there had been more than 60 rural galleries in the Altai region. Most galleries were founded by the artists who began their life journey in these villages. Until now Mikhailovskaya Art Gallery (p. Mikhaylovka Altai region), Pavlovskaya Art Gallery (p. Pavlovsk Altai region), V.V. Tikhonov picture gallery (Rubtsovsk) have remained.

Fine art of Russia is experiencing a completely new stage connected with the change in the socio-cultural situation in the country, with the influence of new technologies on culture, with the formation and development of the art market. This process affects the activity of art galleries [8]. In Russia the gallery is not only a commercial but also an educational institution. Art galleries reflect the innovative and relevant ideas in art and at the same time they preserve the best traditions of the regional culture. Outreach activities include the patronage of artists, the implementation of the exhibition as a part of the cultural process that affects the development of the artistic tastes of the public, the promotion of creative people and contemporary art (the publication of catalogs and brochures, exhibitions and creative meetings), the participation in social, non-profit and charitable projects.

At the beginning of the XXI century art galleries of Barnaul actively apply design activity in the work. For example, in Universum gallery only during 2012- the beginnings of 2013 were carried out the following projects: the Christmas project – an annual regional children's exhibition of the arts and crafts and fine arts "We glorify Christmas holiday" together with the Diocese, the international stock "Museum Night", the creative commonwealth exhibition together with educational institutions of Barnaul, the Altai Medieval exhibition within the project "II international congress of Medieval archeology", the front page exhibition - the project joint with publishing house "Altapress", exhibition of "Traditsionny suit of the people of Altai", the regional office of the all-Russian public organization

"Russian Folklore Union", administration of the Altai territory and the Altai regional organization of revival of the Russian traditional culture "National property" is ashamed with gallery her organizers of steel Altai. International projects: "Israel a new view" an exhibition of art photos of the authors living in Israel, an exhibition to the 125 anniversary since the birth of Marc Chagall "In the wake of Chagall in Israel", an exhibition of a calligraphy and photoworks of mister Fu Byao.

"Shchetinin Art Gallery" distinguishes the projects which have been carried out active publishing. Whether following the results of the project the gallery publishes catalogs booklets. The most significant projects of gallery in recent years: in 2009 with the participation of the Altai diocese the Light of Orthodoxy exhibition devoted 140-letneu to anniversary of the Barnaul orthodox Spiritual school was organized. In 2010 the Rainbow of Crafts exhibition (2010) became presentation of creative association of handicraftsmen and artists of applied art of "Sirin". In 2011 there took place the Mister Samovar exhibition with assistance of the museum "Time World", same year there took place a photo exhibition "I want to show you the earth" space pilot Yury Lonchakov in which organization the Art gallery completely was engaged. The project also included an exhibition of the children's drawing "Space Eyes of Children". International projects of gallery: the Guo-hua exhibition - the Chinese painting (2005), "Altai and the world. Instants of life" - a photo exhibition of Reuters agency (2006), "Mongolia-Russia" (2009) devoted to the 70 anniversary of a victory on Halkhin-Gole.

CONCLUSION

Art Gallery - a complex organism. The gallery also has a framing workshop, a shop selling high-quality products, but the gallery is so active educational activity which is essential for artists, that the commercial function steps aside. For townspeople gallery - is, above all, the exhibition hall. Presence felt in the gallery Altai Territory. Coming to the Museum G. Titova Polkovnikovo the village you can see the artist's A.P. Shchetinina, donated them to the museum. In 2011, the gallery owner, A.P. Shchetinin presented unique pictures after the show cosmonaut, Hero of Russia Yuri Lonchakov "I want to show you the land."

In the private galleries of Barnaul represented mainly realistic art, which is the attention and interest of the audience. Although modern art and aesthetics of postmodernism finds a place in the exhibitions [9].

By Alexander Emelyanov, presented the solo exhibition in the art gallery Shchetinin, characterized by such features as citationality, romantic, imaginative solutions precedence over realistic reproduction of reality [10].

Finding: Based on the study of literature, its analysis of the sources of author came to the following conclusions:

- Art galleries in Russia, from the XVIII century, the spread of artistic values in society, attitudes to the work of art as a commodity.
- Gallery - a social institution of the art market, combining cultural and educational and economic functions, the current Russian environment art gallery serves as a cultural phenomenon, as Gallery is a space that forms the idea of modern art.
- Information technology in the art market are positive and negative.
- The specificity of the gallery, including provincial, is fundamentally different from other forms of dissemination of artistic products (eg, auctions, biennials, salons). Galleries and exhibition halls act as intermediaries in the art market, they are extremely important to the livelihood of artists.
- Gallery owner or curator - a person who adapts to the real life of the artist, giving him the material to live and carry out creative activities.
- Existing galleries of contemporary art in Western Siberia in form of ownership are divided into commercial and non-commercial. Commercial organizations are private galleries. Nonprofit - formed at high schools and on the basis of municipal institutions.
- Classification of galleries in Western Siberia were as follows: private galleries, galleries, outdoor shopping centers, galleries and exhibition spaces opened up at universities, exhibition halls, created on the basis of municipal institutions. There is a trend of commercialization of all the exhibition areas and galleries.

- The specifics of the provincial galleries expressed in preferential treatment to realistic art, which focuses on the spiritual and cultural values of the population, especially in remote areas of the capital, however, non-traditional contemporary art is also reflected in the exhibitions, emphasis on educational function - a feature galleries Altai Territory.

REFERENCES

1. Leatherbarrow, W. and D. Offord, 2010. A History of Russian Thought. Cambridge University Press, pp: 462.
2. The decrees of the Soviet government, 1959. Volume II. March 17 - July 10, 1918, Moscow Publishing house of the political literature.
3. Pompeev, Y.A., 2000. The Economy of social-cultural sphere. Spb, pp: 96.
4. Bourdieu, P., 1993. The market of symbolic production // Problems of Sociology. 1-2. P. 49-62.
5. Molosova, L.M. 2001. Fundamentals of the theory of culture. SPb.: Lan, pp: 288.
6. Galygina, O., 2005. 100 artists Siberia. Contemporary art: a handbook. Novokuznetsk..
7. Stepanskaya, T.M., 2006. About Art Gallery of S.G. Khachaturian. Cultural heritage Siberia [collective works] - Barnaul: Publishing ASU, 6(7): 190-193.
8. Michal, M., McCall. 1977. Art With out A Market: Creating Artistic Value In A Provincial Art World. Symbolic Interaction, 1(1): 32-43.
9. Preziosi, D., 2009. The Art of Art History: A Critical Anthology. Published in the United States by Oxford University Press Inc., New York., pp: 600.
10. Hopkins, D., 2004. Dada and surrealism. A Very Short Introduction. Published in the United States by Oxford University Press Inc., New York., pp: 206.