

ART

M. E. Balashov, S. M. Tyuteleva

THEATRALIZATION OF THE IMAGE "INDIANS" IN THE ENTRIES OF THE FESTIVAL BOOKS

The article analyzes the interpretation of the costumes of the American Indians, presented in the festival books of the late 16th century in various European countries.

Keywords: *Indians, Renaissance, stage costumes, festival books, images, costume literature*

Blinicheva V.A., Vankovich S.M.

COLLABORATIONS OF THE PRADA FASHION HOUSE WITH MODERN ARTISTS

This article is devoted to identifying the peculiarities of cooperation between representatives of the world of fashion and the world of contemporary art in the late XX - early XXI century using the example of joint design projects and collections of the Prada Fashion House with contemporary artists.

Keywords: *fashion industry, fashion house, Prada, contemporary art, collaboration, design objects, foundation for the support of contemporary art, projects*

Vovk A.N.

HISTORICAL BORROWINGS IN WOMEN'S CORONATION COSTUME ... IN FRANCE OF THE ERA OF THE FIRST EMPIRE

The article examines the political reasons for the creation of the coronation costume and the issues of borrowing vestimental elements of previous coronations when creating the coronation vestments of Josephine Bonaparte. The topic is investigated using the example of the depiction of the coronation costume of the Empress Josephine in the painting of the early 19th century.

Keywords: *empire style, painting, Josephine Bonaparte, creative arts, coronation costume, Napoleon Bonaparte, painters*

Gaver S.V., Kuznetsova M.M.

INTERPRETATION OF THE CONCEPT OF MEMENTO MORI IN THE WORKS OF ALEXANDER MACQUIN

The article is devoted to the analysis of interpretations of the philosophical concept of Memento mori in the work of clothing designer Lee Alexander McQueen. The article describes the works that are significant for the indicated topic and classifies the creative methods of the designer. The authors examine the main stages in the development of the Memento mori genre in Western European art and show how the theme of death was embodied in collections throughout McQueen's career.

Keywords: *death in art, costume design, costume arts, Lee Alexander McQueen*

Ergina A.S.

TO THE HISTORY OF STUDYING THE CAVE TOWNS OF THE CRIMEA IN THE 1920-1930S

The article is devoted to the analysis and systematization of archival materials of the Crimean expeditions of the Central State Museum of Fine Arts under the Main Science of the RSFSR, the State Historical Museum, as well as the activities of the Central Museum of Taurida in the 1920s-1930s. For the study of monuments of monumental and decorative art of medieval Crimea, it seems relevant to build a chronology and generalize the results of the activities of well-known domestic researchers of Christian monuments of the Crimea during the expeditions in the 1920-1930s, which until now remain insufficiently studied; to determine the contribution of I.E. Grabar, N.I. Repnikov and others to the study of murals in medieval Crimea, as well as to introduce into scientific circulation new graphic and handwritten materials stored in the leading archives of the country and reflecting the process of fixing and researching ancient monuments

Keywords: *Crimea, cave temples, rock architecture, monumental painting, murals, fresco, Central State Museum of Fine Arts under the Main Science of the RSFSR*

Zhukovskaya A.S., Kuznetsova M.M.

THE IMAGE OF DAVID BOWEY IN THE CREATIVITY OF MODERN CLOTHING DESIGNERS

David Bowie at the dawn of his work created the images of Ziggy Stardust, Aladdin Sein and the Emaciated White Duke. These images - a skillful combination of many social and cultural elements - have become a source of inspiration for many modern designers. The article focuses on the impact of these images on the fashion industry. The authors analyze the collections of various designers, identify the ways designers work with these images and the degree of characters' manifestation in the collections. The authors show that David Bowie has become a fashion icon due to the fact that his stage images are reflected in the work of many contemporary designers.

Keywords: David Bowie, fashion icon, Edie Slimane, Dries Van Noten, Jean-Paul Gaultier, John Galliano, Miuccia Prada, Walter van Beirendonk, Raf Simons

Kalashnikova N.M.

EXHIBITION "DECOR FROM METAL AND GLASS TRADITIONAL COSTUMES OF THE PEOPLES OF RUSSIA" IN THE CONTEXT OF THE XXII INTERNATIONAL CONFERENCE "FASHION AND DESIGN, 2019"

The article tells about the exhibition from the collection of the Russian Ethnographic Museum "Glass and Metal Decor in Traditional Costumes of the Peoples of Russia", timed to coincide with the XXII International Scientific Conference "Fashion and Design: Historical Experience - New Technologies". The author notes the success of the "triple alliance" of the organizers of the conference (SPGUPTD, REM, GE), analyzes the topics of the reports heard. The main attention in the article is paid to the story of the exhibition, which presented costume complexes and individual elements of festive clothing of the peoples of Russia, in the decor of which materials made of metal and glass played an important role.

Keywords: conference, exhibition, decor, glass, metal, traditional costume, peoples of Russia

T.V. Kovaleva

EXHIBITIONS OF WORKS OF ARCHITECTS: DOMESTIC EXPERIENCE IN CREATING A MODERN EXPOSITION

The article provides an overview of temporary exhibitions of the early 21st century, located in the museum space and dedicated to the work of architects. The article considers the domestic experience of exhibiting the works of architects, as well as the application of certain principles, techniques and means of forming modern expositions.

Keywords: Exhibition, museum, architect, curator, designer, exposition, artistic organization of space

A. D. Kodatenko

FORMATION OF THE ARTISTIC IMAGE OF THE MAGAZINE "USSR ON THE CONSTRUCTION"

The article examines the formation and formation of the artistic image of the Soviet illustrated magazine "USSR in Construction". The author reveals the goals and objectives of one of the first political propaganda magazines to use visual photography tools as the main communication channel. Particular attention is paid to the features of Soviet photojournalism and reportage photography used in the magazine.

Keywords: photography, photo essay, photomontage, photo report, "USSR at a construction site", John Hardfield, Max Alpert, Nikolai Troshin

Müller O.V.

MANSION OF Z. I. YUSUPOVA IN PETERSBURG: TO THE PROBLEM OF THE INFLUENCE OF THE GERMAN BAROQUE

The article examines the influence of the German Baroque on the architecture of St. Petersburg on the example of the mansion of ZI Yusupova. The analysis of the artistic and plastic solution of the facade of the building and the decoration of its ceremonial interiors is carried out. The search for prototypes in the Baroque architecture of Germany, which served as the basis for the creation of the architectural image of the mansion, is carried out.

Keywords: German baroque, architecture of St. Petersburg, ceremonial interior, era of historicism, eclecticism

Patsukevich A.A., Timofeeva R.A.

MULTIMEDIA TECHNOLOGIES (3D MAPPING, HOLOGRAMS, PHOTOS AND VIDEO PROJECTS) IN THE CONCEPTUAL FASHION SHOW OF THE XXI CENTURY

The article discusses examples of the use of multimedia technologies in a modern fashion show, special attention is paid to the practice of using 3D mapping technology, holographic projections by designers. The influence of technology on the image of a modern fashion show, its transformation is investigated, the evolution of a fashion show is analyzed. As a result of the study, it was possible to identify the role and significance of multimedia technologies in the fashion industry in the framework of the modern fashion show, using the example of the works of outstanding designers: Franck Sorbier (Frank Sorbier), Alexander McQueen (Alexander McQueen), Christopher Bailey (Christopher Bailey), Ralph Lauren (Ralph Lauren), Renzo Rosso (Renzo Rosso).

Keywords: *video projection, hologram, fashion show, design, conceptual fashion show, multimedia technologies in design, fashion show, photo projection, fashion show evolution*

Lisitsyn P.G., Griбанова A.V., Kuznetsova I.V.

EVOLUTION OF WESTERN EUROPEAN MACHINE OIL PAINTING TECHNOLOGY IN HISTORICAL AND CULTURAL CONTEXT (XV-XVII CENTURIES)

The article examines the evolution of technological methods of conducting the painting process in the context of the development of the economic, cultural and social spheres. It is known that the main changes in the technology of easel painting, such as the transition to an oil binder and the transition from a wooden to a woven base, occurred in the period of the XV-XVII centuries. A brief excursion and analysis allows us to establish a certain correlation between the economic development of society and the technological methods used in painting, as well as characterize the general trend in the development of painting technology in the period under review.

Keywords: *oil painting, painting technology, painting techniques, Western European painting, Renaissance painting, Baroque painting, Italian painting, Dutch painting*

LITERARY STUDIES

Melnikova A.A.

MEDIA AS A RESOURCE: PARADOXY OF USE IN MODERN COMMUNICATIVE SPACE

The study of modern media research shows that in the analysis of this phenomenon from the point of view of various approaches, a significant bias is observed either towards a philosophical understanding of the phenomenon, or towards purely technical things of the functioning of the media. At the same time, there is an urgent need to combine cultural and philosophical analysis with a description of how the abstract forms identified in the course of this analysis produce themselves in specific socio-cultural practices. The use of methods of comparative analysis made it possible both to compare the features of media practices in historical dynamics and to study cross-cultural specifics. The conducted research, having considered the effect of various applied media tactics, on the one hand, revealed the media as a powerful resource influencing the masses,

Keywords: *mass media, aesthetics of the shocking, necrophilia, mortilatria*

Petrenko V.F., Dedyukina E.A.

COMMUNICATIVE SPECIFICITY OF INTERCULTURAL PERCEPTION OF AN ARTISTIC WORK (ON THE MATERIAL OF THE FILM "SAMSARA")

The expansion of interconnections between countries and peoples that differ in their history, religion, language, traditions, actualizes the need to study the problems of intercultural communication, to comprehend the possibilities of maximum mutual understanding in these conditions. The study of the nature of the audience's perception of a work of art of another culture makes it possible to determine significant cultural differences, and the generalization of the results of such studies, in turn, will allow to determine the factors and conditions that ensure the maximum effectiveness of intercultural communication. This article analyzes the specifics of the perception of a film on Buddhist themes by the modern Russian youth audience, examines the depth of its understanding and analyzes the personal meanings that the audience has arisen with one or another interpretation of the work. The study shows that the Buddhist values transmitted by the film were

not realized by Russian students - that is, there was a communication failure. The discovered communicative phenomenon - non-perception of the basic values of another culture - actualizes the need for further research.

Keywords: *communication studies, cross-cultural communication, perception of video material, the problem of understanding, communication error, Buddhism, "Samsara", interpretation of the film, P. Nalin*

Sharafadina K.I.

UNKNOWN SCENARIOS OF THE BALLET "VESTALKA" BY MARIUS PETIP (ACCORDING TO THE MATERIALS OF THE ROIRLI RAN)

The article presents a textual analysis of documents from the Manuscript Department of the Institute of Russian Literature of the Russian Academy of Sciences (Pushkin House) that are directly related to the creative history of the ballet "Vestalka", namely the unknown autographs of M. Petipa 1887 (in French): script of the 1st act (2 pp.) And the 4th picture of the 4th act), "Characteristics and meaning of 9 muses". The leitmotif of plant attributes is revealed and its allegorical purpose is commented on.

Keywords: *M. I. Petipa, M. M. Ivanov, ballet "Vestalka", creative history*

HISTORICAL SCIENCES

Akbiev A.S., Suzdaltseva I.A.

AUTHORITIES AND ADMINISTRATIONS IN THE ZASULAK FEDERAL DOMAINS OF DAGESTAN IN THE XVIII CENTURY

The article presents the authorities and administrations that existed in the Andireyevsky, Aksaevsky and Kostekovsky possessions, which arose at the end of the 17th century. An important role in the life of the population of Zaslak Kumykia was played by the elective councils of beks, headed by senior representatives of the surnames (ulu-biys). The authors, on the basis of archival sources, characterized the principles of their election and terms of reference, drew attention to the presence of a small personal Bek administration. Particular attention in the article is paid to the role of popular assemblies (jamaats) in resolving issues of local self-government.

Keywords: *Endirey, Aksai, Kostek, Bek, Ulu-Biy, Petty Officer, Council, bridle, privileges, Jamaat, Chagary, administration*

Bugashev S.I., Chepenko Y.K.

FROM SOCIALIST TO SOCIAL STATEHOOD: EXPERIENCE OF CONSTITUTIONAL DEVELOPMENT OF POST-SOVIET RUSSIA

The article undertook a study of the concepts of socialism and the social state in relation to the current situation of the constitutional arrangement of Russia, as well as their relationship in the constitutional, legal and historical aspects.

Keywords: *socialism, social state, Russian Federation, Russian constitutionalism*

Vakhromeeva O.B.

TO THE PROBLEM OF DATING THE DEMONSTRATION PERIODIC TABLE OF THE SYSTEM OF CHEMICAL ELEMENTS BY GROUPS AND SERIES D.I.MENDELEEV: TO THE 150TH ANNIVERSARY OF THE PERIODIC LAW

D.I.Mendeleev's periodic law was discovered in 1869, and in 2019 its 150th anniversary is celebrated all over the world. At the same time, a chemical scientist created in the form of a table "Experience of a system of elements based on their atomic mass and chemical similarity", in which he arranged chemical elements in increasing atomic weights, after which he discovered an important regularity - at certain intervals of elements, their properties were periodically repeated. In 1870, DI Mendeleev prepared a new version of the table, in which the chemical elements were arranged vertically, forming groups, and six periods - horizontally. This version of the table is more familiar to us, we are familiar with it from school. In 1876 the St. Petersburg publisher K.-E. Pratz was ordered a demo version of the Periodic Table, about what the historical source has been preserved in the funds of the Central State Historical Archive of St. Petersburg. This article was written with the aim of restoring historical justice, in particular, to confirm the superiority of the demonstration Periodic Table of D.I.Mendeleev in 1876 in comparison with the table of chemical

elements in 1885, created on the recommendation of D.I.Mendeleev and located at the University of Scotland St. Andrews, which is currently challenging Russia for the championship.

Keywords: D.I. Mendeleev, periodic table, university chemistry laboratory

Suzdaltseva I.A., Asvarov N.A.

ROLE OF THE RAILWAY IN THE DEVELOPMENT OF THE CITY OF PETROVSK AT THE BORDER OF THE XIX-XX CENTURIES

The article draws attention to the decisive role of the railway in the economic, social and social development of the city of Petrovsk, which at the turn of the 19th-20th centuries. transformed from a small provincial town into a major transportation hub and industrial development center by local standards. The completion of the construction of the Petrovsky section of the railway significantly intensified the activity of the seaport and attracted large Russian fishing industry, connected the city with other regions of the North Caucasus, Transcaucasia, Russia and Central Asia, changed its appearance and contributed to the influx of resettlement movement, created conditions for the creation of large industrial enterprises and the formation of the working class, which was actively involved in the socio-political life of the region at the beginning of the XX century.

Keywords: Dagestan region, Makhachkala, seaport, fisheries, "Caspian manufactory", oil, malaria, appearance, population, agronomic train, revolutionary movement

Yakimchuk A.A.

"ONE BELT - ONE ROAD": SECURITY PROBLEMS OF CIVILIZATION COOPERATION OF CHINA AND INDIA

The article examines the peculiarities of the formation of China's One Belt, One Road (OBOR) or Belt and Road Initiative (BRI), which is based on the ideas of the ancient trade route of the Great Silk Road. Among the regions included in the project, the most relevant region for study was identified - South Asia. Asian countries are economically and strategically beneficial and important for China. Two components of the Belt and Road Initiative are considered: the first is the Silk Road Economic Belt (SREB), which includes land-based economic corridors, and the second, the 21st Century Maritime Silk Road (MSR), which includes sea route corridors. Analyzed the document "Visions and Actions for the Joint Construction of the Silk Road Economic Belt and the 21st Century Maritime Silk Road" which presents mechanisms to improve communication between countries. The paper highlights the pros and cons associated with the construction of routes within the SREB and MSR. The main advantages from the construction of the route are high economic indicators and an increasing growth in income from trade and economic relations between the countries and the disadvantages are constantly emerging security threats for the BRI member countries

Keywords: belt, path, port, initiative, security, India, China, economic corridor, silk road