

O. Yakovlev

TRANSNATIONAL HUMANITARIAN PROJECTS IN SYNERGY OF CULTURAL SPACE OF UKRAINE

The article is concerned with the problem of synergy cultural space of modern Ukraine. Outlined ways of implementing international humanitarian strategies in pilot projects of the National Academy of Managerial Staff of Culture and Arts "Dialogue of Cultures: Ukraine – Greece – Serbia", "Art Arsenal", "Ancient Clavier Music – Instruments and Performance", "Electronic Images and Visual Arts".

It explains synergy and cluster approach in European cultural exchange system.

Keywords: Cultural Space of Ukraine, synergies, convergence, cluster, strategic and project approaches, international humanitarian strategy, transnational projects.

At the end of the XX – XXI centuries in terms of post-industrial informational society cultural science of independent Ukraine enriched thorough fundamental research of cultural heritage of certain regions of Ukraine, Galicia (L. Kyyanovska, L. Mykulanynets, M. Cherepanin) Slobodian (S. Zuev, O. Churkin), South and Central Ukraine (T. Martyniuk, N. Slabchenko, A. Kravchenko, O. Ushchapivska), due to the respective interests of individual cultural identities in a globalized world.

Today the problem of synergy of cultural space of Ukraine still remains insufficiently investigated. In the field of economics and political science problem of regional space consolidation and deepening of interregional and cross-border cooperation is developed as public order by the National Institute for Strategic Studies (S. Bila, B. Barshchevski, A. Mokiy, O. Shevchenko).

As it is truly noted by the famous scientist A. Stepin, "one of the leading ideas of synergy is the idea of self-organization and it is viewed as purposeful, but at the same time natural, spontaneous process. ... Modern scientists determine synergy as post-nonclassical interdisciplinary concept that describes the operation of large open systems with inherent elements of nonlinear relationships and

pervasive domination of nature and society in the process of self-organization in which history is seen as a natural evolutionary process of self-organization of humanity, community, ethnicity, civilization etc. "[6, p. 12].

Thus researches of indicated field just starts in the theory and history of culture (N. Kornienko V. Lychkovakh, A. Stiopin, O. Yakovlev). Eliminating of significant disproportion of cultural development requires the development of rational, effective regional policy: improvement of its institutional support, increase of the level of convergence of regional socio-economic and cultural-educational subsystems. A significant asymmetry of socio-economic as well as cultural development of the various regions has become one of the most significant barriers to the formation of integrated space of Ukraine. The integration of regional development requires adequate mechanisms for development of the new forms of relations between regions and EU Member State on the basis of synergy effect. The aim of reforming the transnational development of the country should be the creation of regional democracy of European model as a system that enables the country with a complex regional structure, local communities with different cultural and linguistic composition to live and develop in harmony [4, p.44]. The objective of cultural studied is to develop the concept of cultural public policy and synergistical ways of social and cultural development of Ukraine. This article deals with the investigation of this issue.

In the EU countries cluster approach is one of the conditions for effective inter-regional cooperation, an instrument that stimulates innovation-oriented synergies of regions. The term "cluster" emerged in the economy and has been spreading through various spheres of human activity related to inter regional cooperation. Based on the analysis of modern concepts of cluster as a scientific concept and term [4], "cluster" is determined as a geographical, territorial, branch or interbranch association of business entities, educational institutions, research and educational institutions and local authorities to establish channels of transaction, communication and dialogue, promoting economic, social and cultural development of communities, including organizations and institutions located in

different regions of the country and aimed at establishing interregional cooperation; international, that are based on efficient use of natural and human resources and innovative technology, reliability of logistics flows redistribution channels between the countries – members of the cluster.

Finland is completely divided into nine clusters. In the Netherlands there are 20 megaclusters on the basis of which innovation policy of the country is determined. Up to 29 clusters of Denmark attracted 40% of the industry. In Austria there are cross-border clusters with Germany, Italy, Switzerland, Hungary, links between research institutes and universities are established, an innovative joint program are forming. Slovenia developed a program of national development clusters. The idea of clustering gradually finds its supporters in Ukraine. Unfortunately, theory and practice of cluster approach has not been reflected in cultural researches.

Institutional solution of this problem in cultural studies need to stimulate innovation within cultural and art clusters, defining the role of clusters as tools for realization of projects of interregional cooperation and synergy of national identities into one cultural continuum of Ukraine, as well as transnational processes. An example of practical implementation of the cultural cluster became the activity of "Mystetskyi Arsenal" which is located in the historical complex of Kiev "Arsenal".

Institutional instruments (tools) of regional cooperation policy include coordinated strategic and project planning of cultural activities of the state. Under the provisions of the State Regional Development Strategy by 2015 (Decree of the Cabinet of Ministers of Ukraine dated July 21, 2006 No 1001) development strategy of a certain locus should be supported by specific projects. For the purpose of consistent regional, national and cross-border development of socio-cultural sphere in Ukraine we offer a combination of strategic and project approaches in state planning.

The idea of a synergistic approach as a strategic direction in the study of patterns of converting relatively simple elements and subsystems in complex

hierarchical structure of cultural activities in plane of synergetic paradigm of self-development may become a methodological basis of the unity of values of certain ethnic and national communities, regions and countries in the coherent cultural continuum of Europe [10]. A vivid example of the synergistic approach to strategic planning in the EU is a plan «Europe – 2020», oriented towards the dynamic growth of the cultural community of 2020.

Conceptual solution of the issues of humanitarian synergistic strategies and their implementation in pilot projects proposed in contemporary cultural studies by N. Ivanovska, V. Lychkovakha, Yu. Suhrobova, M. Timoshenko, A. Yakovlev, developed in the National Academy of Managerial Staff of Culture and Arts. Modern social and humanitarian projects aimed at being the means of intensification of synergistic processes in the cultural environment of the region. An urgent solution of the problem of strategic planning is to offer synergistic and cluster approaches that complies with the pilot projects. In the National Academy of Managerial Staff of Culture and Arts these are the project: "Outstanding Figures and Cultural Monuments of Ukraine", "Dialogue of Cultures: Ukraine – Greece – Serbia", Internet Congress "Science. Culture. Education of XXI century". PhD of the National Academy of Managerial Staff of Culture and Arts, Yu.Yu. Suhrobova developed and tested cultural and national model of education in higher educational establishment [7, p. 342]. Projects are executed: "Ancient Clavier Music: Instruments and Performance" (Ukraine – Switzerland), "Electronic Images and Visual Arts» (EVA).

In "Art Arsenal" is constantly working innovative cluster based educational project for children and adolescents "Arsenal of Ideas" (curator is a postgraduate student of the National Academy of Managerial Staff of Culture and Arts N. Ivanovska). For young visitors there is the Laboratory: Art, Science, Innovation, Finance, Biology, Art&Book, offering children an interactive educational program – unique author installations, interactive works, educational presentations, workshops. Peculiarity of "Art Arsenal" is to attract various regions of Ukraine and European partners, the combination of science, education and art in the process

of implementation of interactive projects, overcoming the barriers between artist and consumer elite art.

Cross-regional international activity of the National Academy of Managerial Staff of Culture and Arts is carried out in different forms of communication institutions, including the project "Dialogue of Cultures: Ukraine – Greece – Serbia". For execution of the project there is involved the Embassy of Greece in Ukraine, universities in Athens, Thessaloniki, Patras, Crete (Greece) in Nish (Serbia), "Association of Greek-Serbian-Ukrainian friendship and cooperation", students, undergraduates, postgraduates and doctoral the National Academy of Managerial Staff of Culture and Arts. The development of relevant scientific issues, including the study by Ukrainian scientists Cyrillic handwriting fund which is kept in the monastery libraries in Greece and has Ukrainian roots, performed through the use of synergistic and cluster approaches. The studies published in Greece [11] and Ukraine [1, 2, 3].

The program of the project "Dialogue of Cultures: Ukraine – Greece – Serbia" (the author – L.V. Tereshchenko-Kaidan, project managers – V.D. Shulgina, O.V. Yakovlev) has several areas:

- 1) determining the content of creative collaboration of scientists of the National Academy of Managerial Staff of Culture and Arts, universities in Athens, Thessaloniki, Patras, Crete (Greece), University of Nish (Serbia), development of agreements on joint scientific and educational activity;

- 2) international conferences at the National Academy of Managerial Staff of Culture and Arts (2010 – 2014), University of Nish (2012), University of Crete (2014) with the publication of collections of conference papers [1, 2; 3; 5; 11];

- 3) introduction the spiritual culture of Greece and Serbia to Ukrainian scientists during the creative business trips;

- 4) exchange of experience in scientific and research and teaching and methodic activities.

There were discussed building of scientific and spiritual ties between Ukraine and Greece, including the study by Ukrainian scientists Cyrillic

Manuscript that is stored in libraries and monasteries and have Ukrainian roots. Doctor of Theology Sotiris Koskoris, chairman of the "Society of Greek Serbian-Ukrainian friendship and cooperation," Dr. Lucas Dymetrius, professor of Athens University, a specialist in the field of phenomenology, scientists of the National Academy of Managerial Staff of Culture and Arts (V. Shulgina, L. Tereshchenko-Kaidan, O. Zosim, S. Sadovenko, V. Lychkovakh, O. Yakovlev) outlined the prospects of joint scientific and educational activities of Slavic scholars, defined building of relationships of Slavic people in the context of the Orthodox Church development. A peculiar feature of conferences was humanitarian and cultural orientation of the programs included meetings with representatives of the Orthodox clergy, with society (exchange of national flags), visiting educational establishments, exploring the traditions of church singing in churches of Serbia for worship; particular importance is the study of the experience of scientific and educational institutions of Greece and Serbia: University of Nish, seminary and academy.

The cluster approach in the implementation of the pilot project "Dialogue of Cultures: Ukraine – Greece – Serbia" caused by inconsistent transnational cultural activities in the field of education researchers, teachers, students and graduate students of the National Academy of Managerial Staff of Culture and Arts, universities in Athens, Patras (Greece) in Nish (Serbia), teachers and students of Kyiv specialized school No 94 "Hellas", members of the "Society of Greek-Serbian-Ukrainian friendship and cooperation" and Three Saints Equal-to-the-Apostles Cyril and Methodius" Orthodox clergy of Ukraine, Greece, Serbia.

Another example of cooperation between Ukrainian and European scientists is based on implementation of synergistic and cluster approach and international project «Ancient clavier music: tools, performance, theory and practice of training specialists" involving professor Dr. Bernhard Billitera (Higher School of Music, Arts Council «About Helvetius» Switzerland, Zurich), organ and clavier master of the National House of Ukraine, Dmytro Tytenko, of theory, history, culture and musicology department of the National Academy of Managerial Staff of Culture

and Arts. The purpose of the project is the revival of production in Ukraine of old instruments such as clavichords, development of the concept of authentic performance and training of musicologists experts in ancient instruments. With the support of Swiss Arts Council "About Helvetius" the National Academy of Managerial Staff of Culture and Arts was presented with clavichord of school Gerlach, that is made by the master Dmitry Tytenko. Engaging students and postgraduates of the National Academy of Managerial Staff of Culture and Arts in the implementation of the project made it possible to use the results of the study in thesis and Master's research papers and contributed to the study of clavier national heritage in the context of European values, theoretical and practical adoption of synergistic and global cluster strategies.

A good example of Ukraine's participation in European pilot projects is a presentation of musical autographs in an electronic environment "Divine Liturgy of St. John Chrysostom and 12 spiritual choral concerts" by Artemiy Vedel and musical manuscripts of the eighteenth century – Ukrainian Heirmologion and part choral singing concerts – at international scientific conferences EVA-Berlin; EVA-Florence (Years 2003 – 2014). The presented study is the result of international cooperation of educational institutions and research agencies – the Department of Electronics and Telecommunications of University of Florence, National Academy of Culture and Arts of Ukraine, the Institute of Ukrainian Book and Computer Technology Center of the National Library of Ukraine named after V.I. Vernadsky [12].

Digital presentation of music collections as a part of Scientific Electronic Library, along with historical, art and bibliographic studies included the development of technology to create digital copies and multimedia applications, ensuring not only visual display handwritten notes and printed music in an electronic environment, but also fragments of sound reproduction (incipits) some of the works of Ukrainian musical heritage. Music incipits are considered as elements of search tools of Scientific electronic library, and audio reproduction of certain musical works – as a network digital music library of musical content.

Today digitized musical materials and musical instruments are kept in online fund of Scientific electronic library and research results with a digital presentation of national music heritage can be find on the Web-page "Ukrainika music" as a project of digital music collections with multimedia applications.

Participating of students and postgraduate students of the National Academy of Managerial Staff of Culture and Arts of Ukraine in the implementation of these projects made it possible to use the results of research in diploma works and theses. Spread of scientific and educational experience of Ukrainian scientists in European space facilitate the expansion of multinational humanitarian strategies of Ukraine.

National Revival that experience Ukraine now, like many other countries of the modern world can not be reduced to a simple restoration of cultural heritage of previous eras. It requires a special vision of national culture. This is the resurrection of everything that has not passed, has a cross-cutting, universal life for the nation and therefore for all humanity. "The way to the four freedoms", proposed by EU is a way through the strengthening of the role of culture. Undoubtedly, the preservation of national identity of each state is the main condition for the existence of the EU. And Ukraine also selects this path by integrating into the European cultural space.

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