

ПРОЄКТУВАННЯ В ПРОБЛЕМНОМУ ПОЛІ МИСТЕЦТВА ТА КУЛЬТУРИ ДОБИ МЕТАМОДЕРНУ

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Визначено роль проєктування в проблемному культурологічно-мистецькому полі. Аналізується зв'язок між теорією та практикою в контексті проєктування доби Метамодерну. Розглядається роль, особливості та виклики соціально-культурного проєктування в умовах інформаційної культури та поширення штучного інтелекту.

Ключові слова: культура, проєкт, соціокультурне проєктування, культурний проєкт, мистецький проєкт, метамодерн, штучний інтелект.

DESIGN IN THE PROBLEM FIELD OF ART AND CULTURE IN THE METAMODERN AGE

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The role of design in the problematic cultural-artistic field is defined. The relationship between theory and practice is analyzed in the context of designing the Metamodern era. The role, features and challenges of social and cultural design in the conditions of information culture and the spread of artificial intelligence are considered.

Key words: culture, project, socio-cultural design, cultural project, art project, metamodern, artificial intelligence.

Ukraine is going through a transition period, complex transformational processes in all spheres of existence and human activity are manifested at various levels of culture, creating a situation of uncertainty. It corresponds to a period of intense changes, when the process of reforming the socio-economic and political system develops in parallel with the renewal of the socio-cultural paradigm - the formation of civil society, the formation of national identity, the strengthening of the principle of cultural pluralism, and, at the same time, the formation of the information culture of metamodernity.

Metamodernism as a philosophy and outlook on life corresponds to the era of digitization and the spread of globalization processes. Awareness of the transience of sociocultural development is one of the mechanisms of self-organization, which is characterized by the presence of potential opportunities and stimulates social action aimed at achieving a new order. The transition to a new

type of culture – information culture – is in some ways connected with the emergence of interactive information and communication environments that transform spiritual and mental codes and the language of culture.

Total technologization of human existence, virtualization of socio-cultural space changes the channels of transmission of socio-cultural experience, possibilities of human adaptation to new conditions and perspectives of creative self-realization.

Projective activity belongs to innovative and creative types of activity, as it involves the transformation of reality and is implemented taking into account the appropriate technologies. Scientific sources give a rather broad interpretation of the term "project": an idea or plan of the desired future that serves as a basis for its implementation; educational method of achieving socially significant goals; a set of documents (calculations, models, layouts) containing rational justifications and techniques for creating something new.

Socio-cultural planning in the manager's work occupies a special place in the system of professional skills, and is the worldview and technological basis of socio-cultural, social-educational and cultural-artistic activities; has its own goals, tasks, problems and specific ways of solving them, but in essence it should be a project, the results of which can be implemented in practice.

Not paying attention to the fact that a significant number of socio-cultural projects have been implemented in Ukraine in recent years, project activity in the field of culture developed almost spontaneously. The factors that prevent the success of socio-cultural practices are, first of all, insufficient development of scientific, methodological and methodical approaches to project activity regarding the use of artificial intelligence, because this new tool brought considerable perspectives to the reorientation of the methodology of the Metamodern era.

Yes, of course, the modeling of projects in the cultural and artistic sphere of the Metamodern era is comprehensively supplemented by philosophical, cultural and social factors, the relationship between which is multifaceted and dynamic. The optimal combination of goals, needs, motivations, interests, psychological attitudes of consumers and value orientations of participants has a positive effect on the general components of the created model.

However, the modeling process that develops in cultural projects requires conceptual thinking using images, symbols, schemes, concepts, laws and other means of intellectual and emotional expression generated by artificial intelligence, and raises an important current issue of today - academic integrity. People understand the world in its various dimensions and projections. They are able to think and reflect on individual facts in the light of general rules (principles, laws). There is a certain development of modeling methods as a way of thinking about the relationship between the function and structure of cultural projects without referring to such specific structural mechanisms.

Art projects have a wide range of artistic materials, active international exchange and mutual influence, contribute to the general process of globalization and communication, contribute to the creation of a single cultural space. This project form establishes and creates certain institutions and serves as a kind of means for more successful artistic projects. An important part of the process of creating a project of the Metamodern era is the study of the specific sociocultural space in which people live in order, firstly, to understand the real and immediate conditions of human life in the sociocultural environment, and secondly, to understand problems of social and personal importance.