

**ACQUAINTANCE WITH MUSEUM AND GALLERY WORK AND ORGANISATION OF EXHIBITION ACTIVITIES AS IMPORTANT COMPONENTS OF PRE-SERVICE ARTISTS PROFESSIONAL TRAINING**

The article considers the theoretical and methodological aspects of museum and gallery work and exhibition activities as an important component of professional training of future artists.

The author emphasizes that the work of each artist is closely connected with exhibition activities organisation and museums and art galleries functioning. This artistic environment is an important source of information for artists. It creates opportunities for their creative projects implementation, their creativity popularisation and finding their own place in the modern labour market. As practice shows, many artists are successful gallery owners, museum workers, they actively exhibit. The study of the discipline "Museum and Gallery Work and Exhibition Activities" forms students' majoring in "Fine Arts, Decorative Arts, Restoration" of the first (bachelor's) level of higher education, cognitive, axiological and operational components of professional training.

Mastering this discipline starts with the analytical review of the formation and development of collection during the main historical and cultural periods. There are the following important elements of the cognitive component of pre-service artists professional training: determining the peculiarities of West European collections formation, formation of the largest collections of artistic values, creation of museums in foreign countries. Awareness of the history of the formation of collections of the best museums in the world and the latest forms of museum work in the 19<sup>th</sup> – early 21<sup>st</sup> century will allow students to navigate in the processes of evolution of the museum work and objectively assess the current state and prospects of museum and gallery institutions.

The formation of the axiological component of professional training of students-future artists, an important element of which is the awareness of the value of spiritual culture and preservation of national cultural heritage, is directly influenced by the study of the history of museum work in Ukraine. The knowledge of the history

of origin of museums as public institutions in Ukraine; the peculiarities of museum construction and collection in Ukraine in the second half of the 19<sup>th</sup> - early 20<sup>th</sup> centuries; the importance of outstanding patrons of Ukrainian culture in the development of museum business; the contents of the collections of the National Art Museum of Ukraine and the National Museum in Lviv allows students to see the antiquity of traditions of preservation of works of art in Ukraine and realize its significance for the present and future preservation of the national identity of Ukrainian people.

In the structure of professional training of pre-service artists in modern economic conditions, an important place is given to operational and activity components, the formation of which is due to mastering the knowledge of the main stages of the exhibition; the peculiarities of preparation of equipment for the exhibition and design of works; the specifics of linear, tiered decorative ("carpet") compositional placement of works of art at the exhibition; the importance of the text and the colour solution in the design of the exhibition; the varieties of modern virtual exhibitions.

Management and organization of cultural and artistic processes play a priority role in modern conditions of art market development. An important place in this area of socio-cultural activities is given to art management and curation of exhibitions, awareness of the specifics of the functioning of which is professionally important for modern professionals in the field of art.

Art management in the field of professional art is a synthesis of artistic process management, organizational and economic activities. Its purpose is to provide favorable conditions for the creation, promotion and dissemination of works of art, copyright protection, and to achieve a positive financial result.

Art manager also influences the formation of public opinion, tastes and evaluative judgments of the population, involving it in the development and creation of cultural values. Therefore, he must solve problems of cognitive, creative and recreational nature, implementing various projects.

It is important for students to realize that art managers must constantly develop, regularly attend exhibitions and exhibition openings, attend lectures and art events. This contributes to the formation of their professional circle. The art manager must work with different levels of government, hall administrators, studios, TV channels, radio stations, and artists.

Art management and curation of exhibitions are important components of gallery work. The art gallery is a special room where works of art are stored and exhibited. It buys, exhibits, stores, sells and publishes works by artists among art lovers. The gallery is also a guarantee of the quality of the sold work of art. Its authority and trust of buyers is gained over many years, thanks to professional work with artists and art connoisseurs.

A separate area of work of galleries is the organization of publications about artist, conducting interviews with them, advertising their exhibitions, printing catalogs, nominating artists for awards and recommendations for participation in projects. Sometimes artists keep their works in galleries and carry out their restoration.

The academic discipline "Museum-gallery work and exhibition activities" is an important component of professional training of bachelors majoring in "Fine arts, decorative arts and restoration" of the first (bachelor's) level of higher education. Mastering it, pre-service artists will learn about the formation of collections, the research, cultural and educational activities of museums; the peculiarities of modern art market and art galleries functioning, the rules of the organization of exhibitions and activities of curators and art managers. These areas of the discipline will form a number of important competencies of the major, in particular the ability to search for information from various sources; to analyze and systematize the collected information, diagnose the state of preservation of the work of art, present works of art in domestic and international contexts.