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**METHODS OF IMPLEMENTATION OF SOCIAL
PROGRAMS FOR CULTURAL HERITAGE DEVELOPMENT
WITH THE INVOLVEMENT OF STUDENT DESIGNERS**

***Abstract:** The article is dedicated to implementation of methodology of social programs for the conservation of cultural heritage. A social program on the preservation, enumeration and promotion of cultural heritage through restoration of the nation's historical memory and identity, which involve the general public is offered. In order to improve the cultural heritage conservation and restoration processes, the concept analyses the possibility of raising awareness about the importance of cultural heritage preservation to encourage the general public to participate in this effort.*

Actuality of the topic is confirmed by the current political situation in the conditions of an armed conflict with Russia, as a result of which a part of Ukraine's cultural heritage is now in the Russian-annexed Crimea and another part is in danger of destruction as a result of continuing hostilities. However, the problem of preservation of cultural heritage is even more relevant now than ever.

***Keywords:** cultural heritage development, social programs, preservation, measurements, registration cards.*

Problem statement. Protection of cultural heritage is a priority of the state authorities and local self-government enshrined in the Law of Ukraine “On Protection of Cultural Heritage”, which specifies the main provisions of national policy in this area. However, in reality conservation is not only non-guaranteed by the state, but is under constant risk of collapse, and this trend has gained of spread over the past 5–10 years.

More than 140 thousand monuments are on the state registration in Ukraine, of which 17 thousand – monuments of architecture, urban planning and landscape art. However, only two thousand

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objects were have recorded into the Registry, and none of them, except the World Heritage not was provided the necessary documentation, namely: security agreement, certificates, and for urban sights – and even management plans and the organization of the territory. Ukraine is losing more than 100 objects of cultural heritage every year [3, p. 127, 147; 7, p.15, 36].

Heritage is outside the economic life of the state. There are no social programs aimed at its renewal, restoration, and most importantly – to adapt to modern life with the assistance of the general population. The state does not provide any incentives for investors to respect the monuments during the preservation or restoration. In most cases, build new facility is much cheaper than restore existing one [6, p.103]. Therefore, social programs on the preservation, enumeration and promotion of cultural heritage, which involve the general public, are becoming the most urgent ones nowadays.

Analysis of the recent researches. The sources for the development of the article include the results of research by local and international experts, surveys, consultations, special researches, as well as printed articles and electronic publications on the subject, among them those created for the project Regional Cooperation for the Development of Cultural Heritage under the Eastern Partnership Culture program in 2011–2014 [7]. The drafters have used publications and research by the following authors and teams: O. A. Plamenytska [1], B. S. Cherkes [2], Research Institute for Heritage Conservation Studies [3], L. Prybeha [4], H. O. Andres [5], O. P. Oliynyk [6, 8], to name a few. All field research and work carried out on the initiative of the Mayor of Boyarka A. A. Zarubin and chief architect A. Romaniuk.

Article purpose is to propose the method of social programs for cultural heritage development implementation for university students designers.

The main part. The authority of Ukraine as a country in the world largely depends on how careful attitude to the country to its historical and cultural heritage. Preservation and development of cultural heritage is one of the conditions of a real European integration of Ukraine.

In Ukraine, its cultural and historical memory is inseparably connected with immovable heritage that carry ethnic nation codes which embody its identity, ideals and heritage. The entire modern history of Ukraine shows that periods of occupation, totalitarianism and violent changes in our history associated primarily with the destruction and falsification of the historical memory of the people, the demolition of the authentic cultural heritage sites, leading to assimilation, moral degradation, up to complete destruction of the nation. It is no coincidence cultural, intellectual and historical values of society are the objects of national security (Law “On National Security of Ukraine”) [7, p.39].

However, the loss of cultural values, historical appearance of our cities is irreversible and irreparable. Any loss of the cultural heritage affects the present and future generations, leading to spiritual begging, falsification of history, historical memory loss, destruction of intellectual and creative potential of society. They can not be compensated nor the creation of new works within or development of culture in general [2, p.17; 7, p.49].

The historic environment, the immovable heritage of Ukraine is now also a *social security subject*. Even the state’s conservation sphere was eliminated; the budgetary funding, which thus far is carried out under the residual principle, and is entirely impossible during the economic crisis and the military situation. [7, p.89].

Therefore, social programs on the preservation, enumeration and promotion of cultural heritage, which involve the general public, are becoming the most urgent ones nowadays.

This social program implemented by the National Aviation University with the support of the National Union of Architects of Ukraine. In strategic terms, the program foresees a transition from individual monuments protection to the preservation and development of cultural city landscape in general (Cultural Heritage Development vs. Preservation), its active adaptation for modern needs, creating conditions to preserve historical memory. The involvement of the general population, including young people, volunteers and professionals at various levels, patrons, politicians to cooperate at all stages in the heritage sphere.

This program is being implemented at the educational process in National Aviation University for three years and has already produced some results.

The first stage is *the detection of new sites and monitoring of the existing ones*. Experts-volunteers, local historians, architects, restorers and all those, who are not indifferent to historical heritage, conduct monitoring and identifying new objects of cultural heritage.

Carried out through social networks, electronic publications and other media, the promotion of these activities raise the importance and value of each inhabited locality with its unique history and underappreciated heritage objects.

Such studies can be conducted in a format of weekend routes, with short breaks to introduce the site's history within each region or district. In our case the students have written brief histories and collected information about cultural heritage objects; did sketches and photofixation.

The information and photofixation on identified monuments should be sent to the centres on cultural heritage studying and preservation. Experts-volunteers are able to research it here preliminary, processing and systematizing data.

The second stage – *measurements, photofixation and preparation of registration cards*. First and second course students of specialized universities (architects, designers) can conduct measurements of newly discovered objects, collect and complement the historical background and make registration cards within the frames of their practical training on measurement.

This pilot project was initiated in June 2014 under the practical training on architectural measurement of NAU design students, who had measured and drafted registration cards of six newly discovered objects in Kiev Region. The project was supervised by O.Oliynyk, Vice-President of National Union of Architects of Ukraine and chief of Interior Design Department, NAU. The researches were carried out in five groups with different numbers of students – from three to ten – depending on the complexity of the object. Each group was led by a teacher or an expert restorer. Sessions on safety and fieldwork skills were held

preliminary, also a list of necessary equipment and transportation were provided.

Second- and third-year students began architectural measurements of wooden carved houses on historic street Khreshchatyk in the town of Boyarka in the Summer of 2014 and completed the work three years later. Bachelor-designers under supervision of the experienced architects and teachers Liliya Gnatyuk, Nataliya Blazhiyevska, Olena Sidorova and Viktoriya Us conducted architectural and restoration measurements of buildings, built a three-dimensional model, made photofixation and produced registration cards on cultural heritage of local importance. (Fig.1,2).



Fig.1. Field research on the measurement of cultural heritage. Boyarka



*Fig.2. Example of registration card. Maksimovich'house
The beginning of XX century. Fragments.*

Next, the registration information was transmitted to the Cultural Heritage Protection Department, where these objects were included in the National Cultural Heritage Register.

5th year students of the Interior design department, which have performed the study of valuable historical buildings for the Kyiv historical and architectural master plan in the course design discipline “Urban Design” received no less valuable experience with for historical and cultural heritage. Heritage Research Institute which is the main developer for Kyiv historical and architectural master plan instructed to the Interior Design Department photofixation and study of historically valuable buildings. Students surveyed nearly 500 valuable objects, discovered problems and made a summary report. The work was complete approval of the professional community. They noted a positive example to attract students to develop important priority tasks of Kyiv cultural heritage preservation and development (Fig.3).



Fig.3. Researches for the Kyiv historical and architectural master plan.

The third stage – *the development of restoration projects, certificates and passports*. Senior students draft certificates of objects, convert measurements into electronic form, and, if necessary, construct three-dimensional models. Drafts on customization, restoration and adaptation of individual objects are elaborated within the course and diploma projects; regeneration projects of quarters and environment [8].

In the first place, the priority in the development of such programs should be aimed at ensuring the rights of the environment, as the bearer of the nation's historical memory and the people, who residing or enjoying these monuments. For example, YuriyFedkovych National University of Chernivtsi sponsors research into measurement methods and graphic fixation of monuments on the subject of their study and restoration into its program.

Even the implementation of these preliminary stages will provide for documentation on most monuments, and, therefore, the possibility of their reconstruction or restoration, if the monument is undergoing some losses.

The fourth stage – *finding sponsorship for the monuments' conservation*, which should be based on the development of certain tax benefits, franchising of banking accommodations for heritage users to conserve and restore it.

However, it is possible to attract private funds – not investors, but patrons. It is referred to the revival of the institute of patronage and the holders' encouragement with the help of state benefits and bonuses. Therefore, it is possible to conduct social sales promotion among the more well-to-do Choose Your Monument: each monument, which needs protection and aid, is assigned to a certain person, institution or enterprise that will retain, renew and restore it under the approbation of the approved project. The plaque with the names of patrons will be installed at the building's facade; the state will create conditions for social heritage protection [5; 7].

Conclusions. The Program's objective is the development and preservation of Ukraine's historical and architectural environment with active involvement of the general public for research, monitoring, restoration projects' development and efficient use of

immovable cultural heritage objects, as well as private funds for social protection and projects' implementation.

Each territory of Ukraine is potentially attractive and unique; it is a source of revenue from tourism, a way of involving local population and increasing patriotism.

Research perspectives. The researches conducted in this work can be used for the purpose of development and preservation of Ukraine's historical and architectural environment with active involvement of the general public.

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Transliteration

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Аннотация:

Олейник А. П. Методика внедрения социальной программы сохранения культурного наследия с привлечением студентов-дизайнеров.

Статья посвящена методике внедрения социальной программы сохранения культурного наследия. Предложена концепция с учетом развития и сохранения наследия на основе восстановления исторической памяти и идентификации нации. Предложена социальная программа сохранения, учета и популяризации культурного наследия с привлечением широких слоев населения. С целью улучшения процесса сохранения и реставрации культурного наследия проанализирована возможность популяризации сохранения культурного наследия, способствующая привлечению широких кругов общественности к охране памятников. Актуальность темы подтверждается нынешней политической ситуацией в условиях перманентного

изнурительной войны с Россией, когда часть культурного наследия Украины находится на аннексированной территории – в Крыму, а еще часть находится под угрозой полного уничтожения. Однако именно сейчас вопросы сохранения культурного наследия становятся как никогда актуальными.

Ключевые слова: развитие культурного наследия, социальные программы, сохранение, измерения, регистрационные карточки.

Анотація:

Олійник О. П. Методика впровадження соціальної програми збереження культурної спадщини із залученням студентів-дизайнерів.

Статтю присвячено методиці впровадження соціальної програми збереження культурної спадщини. Запропоновано концепцію з урахуванням розвитку та збереження спадщини на основі відновлення історичної пам'яті та ідентифікації нації. Запропоновано соціальну програму збереження, обліку та популяризації культурної спадщини із залученням широких верств населення. З метою покращення процесу збереження та реставрації культурної спадщини проаналізована можливість популяризації збереження культурної спадщини, що сприятиме залученню широких кіл громадськості до пам'яткоохоронної справи.

Актуальність теми підтверджується нинішньою політичною ситуацією в умовах перманентної виснажливої війни з Росією, коли частина культурної спадщини України знаходиться на анексованій території – в Криму, а ще частина знаходиться під загрозою цілковитого знищення. Проте саме заразпитання збереження культурної спадщини стають як ніколи актуальними.

Ключові слова: розвиток культурної спадщини, соціальні програми, збереження, вимірювання, реєстраційні картки.

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