

### ART STUDY ANALYSIS AS A MAIN COMPONENT OF EXCURSIONS, LINKED TO LEARNING ARTISTIC HERITAGE

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Modern world is filled and overfilled with information. Simple empiric, descriptive-documentary approach toward demonstrating objects becomes insufficient, thus narrowing limits of observation and even making it subjective. Creative, reasonable attitude to the shown material becomes actual in modern excursion practice. Study of art occupies a special place in this case. Excursions, devoted to study of art serve as one of popular and efficient forms of aesthetic enlightenment, formation of artistic taste through a visual contact with originals, and, at the same time, they serve as a one of many forms of studying culture and society, as well as our reality and its reflection in productive areas.

The following basic types of excursions has fixed in theory and practice of the study of art according to their classifications: fine art excursions, theatrical, literary, musical. Excursions of fine arts occupy the leading positions in this list as they are most popular, wide-spread, and demanded. Those are tours, linked to observing masterpieces of painting and sculpture in expositions of artistic museums and picture galleries, as well as walking or coach architecture excursions, that possess a great number of display objects, as architecture monuments are related to a place of their emergence, historic chronicles of a visited territory (a country, a town, or a place).

Architecture constructions of different eras, styles, and functional purpose are most often sights of their own type. Anyway, guides are supposed to explain separate aspects of architecture or town-building at almost each exposition. Excursions that show masterpieces of decorative-applied art have a wide range of objects. Tours around ethnographic open-air museum that have obtained wider spread and acknowledgement refer to this type of excursions. Such tours that refer to processes of social development, reflect in folk art, evolution of applied art of a nation in a certain period.

Art study excursions are diverse: reviews, monographic tours that are devoted to art of one or several artists, thematic excursions, formed according to a genre or other plot principle.

Analysis of artistic artworks occupies a dominating place in such excursions.

While accompanying a tour, a guide faces a problem: he needs to construct is according to thematic, genre, stylistic principle. Depending on the tour construction, it can include different exhibits, but one masterpiece can be included into different thematic excursions. The main parameter of selection is an artistic value of objects that refer to a museum collection, exposition, exhibition.

While demonstrating masterpieces of painting, sculpture, graphics, in terms of limited time, a guide tends to generalize the images as much as possible, and, on the other side, split this homogeneity into components, reveal its composition through a fine arts analysis. Artistic context becomes important, it represents a classic artistic masterpiece, so a system of presenting information is critical. Search for explanative means that enrich a style of a genre, are always linked to the search for figurativeness that strengthens impression and impact. Besides, art study analysis should refer to the best objects, significant masterpieces that define a pride of a museum exposition.

Usually, classic art study analysis includes diachronous and synchronous approaches towards artistic masterpieces that are presented in chronologic sequence in exposition halls of museums and picture galleries. Diachronous analysis that corresponds to a location and place of art objects in historic development of artistic culture, and synchronous analysis are linked as contemporaries of a same epoch. In other words, artistic cultures that exist in a same period, correspond to each other as the old and the new according to their historic genesis and as existing social and national artistic styles, interaction and contacts of which cross each other and are characterized as a crash of different directions, trends, and styles. Since each exposition is not a fixed set of exhibits, "variety of composition" is typical for it, in other words, enrichment, removal of a piece, renewal of the presented exhibits takes place. Therefore, a necessity to give a clear definition of an excursion theme depending on a location of each museum exposition becomes crucial, as it gives visitors an ability to demonstrate some results of the tour in the end of it.

Analysis of three-dimensional spatial objects of art (monumental and decorative sculpture, architecture constructions, ensembles and complexes, palaces and mansions, buildings, administrative and social buildings) has different specific features. Usually, objects are overall constructions that reflect historic events, they illustrate not massifs and plots, but a condition, certain climax moments of a nation's history. First of all, they absorb space in its sculptural or architecture transformation more intensively, thus creating an artistic world that is unleashed into reality. The idea of development obtains a special or even prior significance in excursions that take place on sculptural complexes, architecture ensembles of Russia. There is a certain origin in this open, proud, and delightful feeling for one's own land that sightseers feel.

Tours around ancient cities, nature-reserve towns, usually carry a multi-plan, complex nature of art study. While demonstrating a synthesis of architecture and other plastic arts, a guide underlines the leading part of architecture that organizes space, defines place, scale of painting, sculpture, elements of decorative art. A special attention is paid

to analysing of monuments of cultural heritage that are protected by UNESCO. Art study analysis of spatial-dimensional objects should include a characteristic of archeology, compositional means and methods (proportion, scale, contrast and nuance, rhythm, color, texture, etc.), character of composition (frontal, deep, spatial, etc.).

Another side of fine art analysis is closely related to interpretation of display and description of objects though a coach widows that is perceived in dynamics. In this case movement speed that defines a fast change in scenery requires short comments is considered. In different case, objects can be remote from each other, so a guide is able to present more information, even if the speed is higher. The very vies from the windows obtain a special sense. They allow one to feel an inseverable unity if an architecture object with the whole environment (e.g. building of Hermitage and the great city). They remind us of the fact that the Hermitage itself is a centre of architecture ensemble that is inked to significant parts of Russian history. Even a landscape, observed through bus windows is not simply a neutral background, but is also carries a sensual meaning (e.g. landscape principle within the system of Russian orthodox architecture). But, in both cases, weather it is a walking tour of seeing three-dimensional objects that is planned as a round, or a bus excursion, planned as a sequence of sceneries that differ from each other, the tour forms a whole. Dynamics, certain cinematography of scenes-pictures becomes a rule, with which sculpture and architecture – static types of art «obtain motion». Physical space and time become active descriptive means of it. In order to comprehend and understand a building completely, one should walk around it, a composition of a construction forms of its perception from a number of points of view within a time period (a special composition can stop the time: position of observing a building or an ensemble does

not change). However, physical time is inseparable from artistic expression of its continuity, while the real time is. A definite mood can be created by tours that take place at night or daytime, when artificial light enters descriptive structure of objects (lanterns, lamps, fluorescence).

The same object can look impressive in one case and in different case it will not. Therefore, distribution of light, highlight tones can change an impression of compositions, ensembles, buildings completely. Thus, a route of such excursions should be thought through consistently according to spectacular illumination of objects, contrasts between light and shade, shine and reflections that will create impressive mood that can be enriched by sound, or even olfactory feelings that sharpen in nighttime. Light picture of architecture and sculpture is multi-functional. On the one hand, it provides for an object function as a descriptive and expressive mean, and, on the other hand, it deepens the feeling of authenticity, reality of the perceived object.

Finally, another detail of thinking of the observed objects during an excursion programme is a skill to focus on aspects the range of problems that are linked to relations between art objects and an audience, including the guide, their feedback. Excursion of fine arts study is always a summary, a picture of a guide, and setting urgent problems to discuss.

Excursion programmes nowadays tend to break limits of the traditional organization work, overview presentation of the same material. They form into various types of presentations, that are directed to analyse a big part of cultural heritage that carries out a function of human ideas.

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