

PRESENTING WORKS OF APPLIED ART IN MUSEUMS THROUGH MODERN TECHNOLOGIES

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Abstract

This article highlights current issues in presenting works of applied art in museums through modern technologies. It analyzes the importance of multimedia tools, digital technologies, virtual and augmented reality, interactive exhibitions, and 3D modeling methods in museum work. The role of innovative technologies in promoting national examples of applied art and conveying them to the younger generation is also explained on a scholarly basis. The article also discusses how many museums, drawing on the experience of museums in a number of developed countries, are developing new approaches to preserving and displaying works of applied art through the use of modern technologies. It further examines the practical work being carried out in this area at the Ichan-Qal'a State Museum-Reserve. Information is provided on the importance of presenting tangible cultural heritage through innovative methods in order to widely promote the history, culture, and art of our country.

Keywords: Museum, applied art, modern technologies, cultural heritage, exhibitions.

Introduction

Today, the development of modern technologies is also having a significant impact on museum activity. Traditional museum exhibitions are gradually being enriched with digital and interactive forms. In particular, the use of multimedia tools, virtual technologies, and interactive systems in displaying works of applied art related to folk applied art - an integral part of universal human values - is not only increasing visitors' interest, but also enabling a deeper understanding of the aesthetic and historical value of the exhibits.

Museums are important not only as places that preserve historical objects, but also as centers of spiritual and educational upbringing. For this reason, harmonizing museum exhibitions with modern technologies has become a requirement of the present day. In particular, presenting examples of Uzbek folk applied art through innovative methods is an important tool for promoting national heritage on an international scale. Presenting art forms such as pottery, jewelry making, embroidery and gold embroidery, wood carving, and ganch carving through digital technologies creates a powerful aesthetic impression on visitors. In this respect, the application of modern technologies in museums is considered one of the urgent directions of contemporary art studies and museology.

Modern technologies not only make exhibits more attractive, but also ensure active communication between the visitor and the museum. Whereas in the past museum exhibits were placed in ordinary display cases and limited to brief descriptions, today touchscreens, audio guides, video projections, and QR-code systems make it possible to obtain extensive information about an exhibit. These methods strengthen the visitor's interactive connection with a work of



art. The use of multimedia tools in museum exhibitions serves to reveal the historical and artistic significance of exhibits in greater depth. For example, showing the process of making a pottery item through video animation further increases visitors' interest. Pattern elements and their symbolic meanings can also be explained with the help of graphic animation. In addition, modern technologies make it possible to digitize rare exhibits from museum collections. This creates favorable conditions for their long-term preservation and for scholarly research. Today, innovative technologies are also being applied in the activities of many museums, and the trend of digitizing works of art and presenting them to the wider public through online platforms is developing. Museums in foreign countries, in particular, are paying attention to digitizing exhibits in order to convey cultural heritage to a broad audience, presenting them to the public through the internet, providing visitors with deeper information about exhibits through touchscreens, QR codes, and audio guides based on interactive technologies, actively maintaining museum pages on social networks, and expanding international cooperation.

Since the twenty-first century is an age of innovation for museums, in modern life museums should move somewhat beyond their traditional duties and functions and implement broader programs that help them participate actively in the life of society. As the times change, people's consciousness also changes. Therefore, museum exhibits have begun to be viewed differently. It is well known that for an ordinary visitor, becoming acquainted with exhibits without the help of a museum guide is quite difficult. Today, a number of new innovative technologies are becoming one of the main innovations in museum life in fully conveying an exhibition to the visitor. The use of various information systems and sensor kiosks is improving the quality of delivering information about museums. It also makes it possible to create virtual panoramas and virtual exhibitions in museums and at exhibitions. During a visit to a museum, the viewer can become acquainted with scholarly information about the history of creation and the author of the exhibit that interests them. The visitor can not only listen to the excursion, but can also study the exhibit carefully. This method is being used in art and history museums. Virtual technology also creates an opportunity for viewers to become acquainted with museum exhibitions remotely. In addition, the activity of non-traditional museums always attracts the attention of tourists.¹

Modern museums often seek to enrich exhibitions through interactive elements as well as audio and visual technologies. This makes it possible to attract more visitors. For example, with the help of virtual reality tools, it is possible to show the process of creating works of applied art or to reconstruct particular historical events.

Modern museums are turning to new technologies in order to raise the level of service. In this regard, audio-guide devices are being widely used. An audio guide contains information about the exhibition. Audio guides are able to convey information in various languages. They can be listened to at any time and in any language.² Audio guides are more widespread in foreign countries, and today their possibilities are also being widely used in Uzbekistan. With the help of audio guides, visitors can obtain all the information about exhibits while moving through museum halls without the assistance of a guide. Multimedia audio-guide technology is used especially widely in museum-reserves.

In museums, the proper organization of exhibitions of works of applied art is especially

¹ Ismoilova J., Muhamedova M. Zamonaviy jahon muzeyshunosligi. – Toshkent: Munis design group, 2013. –251-b

² Ismoilova J., Muhamedova M. Zamonaviy jahon muzeyshunosligi. – Toshkent: Munis design group, 2013. –261-b



important. An exhibition must be organized in such a way that visitors can correctly understand not only the aesthetic beauty of each work, but also its history and use. Exhibition issues are of great importance in the process of displaying museum collections. Properly organizing museum exhibitions plays a major role in presenting cultural heritage, attracting visitors, and delivering information of educational value to them.

The objects in a museum exhibition represent a scientifically organized complex, because their selection and placement are based on a scholarly concept developed by the museum team. An exhibition forms the basis of museum communication, which, in turn, takes place through visitors' viewing and perception of exhibition materials arranged in a given space. In order to facilitate the process of communication between visitors and exhibits, and to make it more effective and productive, not only scholars but also artists take part in creating an exhibition.³

In creating modern exhibitions, it is important to use a set of artistic and expressive means and to employ special devices for displaying exhibits, that is, exhibition equipment.

Major changes are taking place in today's sociocultural life, and as a result the demand for a new approach to exhibition work is increasing. This places before museums the task of creating exhibitions that are expressive and leave a strong impression. When creating exhibitions, the objects to be exhibited must be studied comprehensively and in depth. Objects that differ in their production technique, material, size, and other characteristics should appear in the exhibition as a single whole; in other words, they must reveal the intended theme. A complex that includes museum objects, scholarly auxiliary materials, and architectural, artistic, and technical means is considered the best form of a modern exhibition when it is subordinated to a single idea and is mutually connected and harmonious. The combination of different types of artistic and technical means gives rise to a new concept in designing museum exhibitions: exhibition and display design. This, in turn, fundamentally changes the appearance of modern museum exhibitions in a positive direction.⁴

A number of works are being carried out at the Ichan-Qal'a Museum-Reserve to organize modern exhibitions: some exhibitions are being re-exhibited and new ones are being created. In particular, the exhibition "Ruler and Poet" has been organized at the Muhammad Rahim Khan Madrasa, while the exhibition "Our National Dress - the Adornment of Our Values" has been organized at the Toshhovli Palace.

Today, the issue of presenting works of applied art through innovative methods, drawing on the experience of museums in a number of developed countries around the world, is also gaining great importance. Many museums around the world display works of applied art through thematic exhibitions. In museums, there is often a practice of presenting works of applied art grouped according to particular craft traditions, geographic regions, or historical periods. This method allows visitors to see different spheres of culture, as well as the development of applied art, and to understand the functional features of the works. For example, the Metropolitan Museum of Art in New York displays its collections of applied art according to the craft and applied-art traditions of various countries, thereby showing visitors the rich history of art.

Museums use various lighting technologies, glass display cases, and special guides to highlight the significance of each item in an exhibition. For example, the Louvre Museum in France

³ Kuryazova D. T. Muzey ishi asoslari. – Toshkent: Lesson Press, 2019– B. 111–112.

⁴ Kuryazova D. T. Muzey ishi asoslari... – B. 116–117.



displays applied-art objects according to high aesthetic standards. Such objects are preserved in special protective glass display cases and presented through modern museum design. Alongside exhibitions, museums also hold various seminars, interactive lessons, and guided tours to explain the importance of applied art to visitors and to preserve craft and applied-art traditions. Specially oriented guided tours, audio guides, and virtual reality technologies are widely used in this process.

Today, in modern, advanced museums, the trend of digitizing works of applied art and presenting them to the wider public through online platforms is developing. Interactive virtual exhibitions and 3D modeling technologies create opportunities for visitors to view and study works of applied art directly or remotely.

Many museums are using modern technologies to develop new approaches to preserving and presenting works of applied art, and practical work in this area is being carried out at the Ichan-Qal'a State Museum-Reserve as well. In recent years, modern information technologies have been widely used in creating museum exhibitions; in particular, the interior of the "Mint," the "Museum of the History of Scholars," and the "Ruler and Poet" exhibition have been organized on this basis.

The "Dorul Hikmat val Maorif" or "History of Scholars" exhibition was established in 2020. The main purpose of creating the Dorul Hikmat val Maorif museum was to present the activity of the Khorezm Ma'mun Academy, one of the famous centers of science and learning, in a distinctive new and modern form. In this museum exhibition, innovative ideas and solutions were used on the basis of modern digital and computer technologies. New technologies are applied here: the images of great scholars appear on the fine mesh surface of a panel made from a special 3D-format covering. Their images are presented together with visual pictures using mapping technology. Along the perimeter of the main hall are small hujras, or rooms, each of which reflects the activity of great scholars - members of the Ma'mun Academy.

The "Mennonites of Oq Masjid" museum was developed entirely as a smart-museum project, and each exhibition in it provides video and audio information about itself in three languages. This augmented-reality-based technology has also been partially applied in the "History of the Madrasa" exhibition and in the interior of the "Mint." Some portraits of historical figures in the museum speak about themselves in a lifelike manner.

Work on introducing innovative technologies into museum activity is being carried out rapidly in six directions: smart information labels, sets of smart postcards, a smart museum, a live catalogue, an interactive map, a virtual museum, and a 3D view of the city.

In order to increase the attractiveness of the Ichan-Qal'a State Museum-Reserve and promote it widely, a virtual museum project has been implemented on the khiva360.uz website. Through this system, it is possible to take a virtual tour of the museum-reserve and its museums from anywhere in the world.⁵

Modern museums not only display exhibits, but also perform an educational function. Interactive technologies increase the effectiveness of this process. For example, through interactive programs designed for schoolchildren, it is possible to virtually try out the process of creating a pattern or testing color harmony. This helps to strengthen knowledge of applied art. Electronic

⁵ Bobojonov D. "Ichan qal'a" davlat muzey qo'riqxonasi tarixi (1920–2020-yy.). Birinchi kitob. – Urganch: MILLENIUMUS PRINT, 2024. – B. 118



tests, virtual excursions, and animated lessons increase young people's interest in museums. Innovative technologies are especially important in developing museum pedagogy in the school and higher-education systems.

In recent years in the republic, preserving the people's historical, artistic, and cultural heritage, passing it on to future generations, and educating the younger generation on the basis of universal and national values have been raised to the level of state policy. "Preserving, studying, and passing on historical heritage from generation to generation is one of the most important priority areas of our state's policy."⁶ In this regard, preserving tangible cultural heritage on the basis of international experience, presenting it through innovative technologies, promoting it to the wider public, and forming a sense of national pride by closely acquainting the younger generation with national culture are of great importance today.

In conclusion, presenting works of applied art in museums through modern technologies is one of the important requirements of the present era. Multimedia tools, virtual exhibitions, 3D modeling, and interactive systems are helping to reveal the aesthetic and historical significance of exhibits more deeply. Modern technologies are transforming museums from ordinary exhibition spaces into interactive cultural and educational centers. In particular, promoting national examples of applied art through innovative methods serves as an important factor in increasing the younger generation's interest in national values.

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⁶ Mirziyoyev Sh. M. Milliy taraqqiyot yo'limizni qat'iyat bilan davom ettirib, yangi bosqichga ko'taramiz. – Toshkent: O'zbekiston, 2017. – B. 29

