

## SUMMARY

**Subject matter of the dissertation:** Art management in the system of socio-cultural activities: organization of the exhibition "World of art".

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**Topicality of the research.** In the framework of socio-cultural activities of art management manages art projects, including exhibitions. The exhibition is a unique art event, providing promotion and presentation of works of art in a variety of ways, has a wide range of effects on the viewer and evokes a great public response. However, the exhibition activity is also undergoing changes in the organization. Currently, increasingly there are innovative research and development in the exhibition sector, which allows to introduce new methods and technologies in the process of creating art projects. One of the latest developments in the exhibition activities is an interactive exhibition using multimedia technology. A new form has found its place in the exhibitions, it has become indispensable in the organization of the exhibition space, greatly facilitates the dialogue between the artwork and its viewer. But despite this, in the peripheral cities, there is insufficient use of interactive media in organizing such art events as exhibition.

**Objective** lies in the theoretical understanding of the functioning of the art-management and definition of its place in socio-cultural activities.

**Tasks:**

- to explore the nature of socio-cultural activities;
- to reveal the peculiarities of the art of management;
- to consider the specifics of the organization of cultural events;
- to identify patterns and classify art exhibitions;

- to consider and summarize the experience of conducting interactive exhibitions;
- to propose a project plan for the organization of interactive exhibitions.

**Theoretical and practical significance of the research.** The study reviewed and analyzed the literature related to socio-cultural, management, and exhibition management. The result revealed features of functioning of the art management in the sociocultural sphere and the specific organization of art events. In this paper, the experience of exhibition institutions and organizations. Emphasis is placed on the study of the possibilities of interactive media in the exhibition space.

Practical significance of the research lies in the fact that the paper presents the project of interactive exhibitions. The obtained results can be claimed by museums, exhibition venues, educational and recreational institutions.

**Results of the research.** The results of this work formulated the plan of the interactive exhibition "World of art", which contains exhibition material in electronic form and the stages of its preparation and implementation. This project can be applied in practice, adapting it to specific situations, as well as improving further on the selected materials and technologies used.

**Recommendations.** The proposed art project is recommended to be used not only for galleries and museums, but also schools, schools of aesthetic education, institutions of higher education in the framework of cultural and educational activities, lectures on the course "History of art" and "World art culture", etc.