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Alexander C. Yakimovich
Full Member of the Russian Academy of Arts
Doctor of Arts
Research Institute of the Theory and History of Fine Arts of
The Russian Academy of Arts
yakimovitch@mail.ru
Russia, Moscow

UNDERSTANDING ART. THE TWENTIETH CENTURY

Summary: Art criticism seems to have mixed up the message and the language in artworks. Studies of art history concentrated on means (languages) like style and iconography, in full conviction that this is the message. As a matter of fact, Modern art deals with “being human in Modernity”. It means being dynamic, uneasy, asking questions and venturing experiments. Modernity elaborated the content of “refusing to participate”. Ideas and scenes by Shakespeare, Goethe, Goya, Cézanne and Blok may illustrate the specific negativism towards sociopolitical realities. In the twentieth century Modern art (entering the phase of Avant-Garde) channeled its contents across three main mechanisms. One can describe artistic message as “anthropologically friendly”, “anthropologically aggressive” and “anthropologically neutral”. Art for people’s sake exists within Modernism since the pioneer paintings by Matisse. Art as challenge and punishment came in with young (Cubist) Picasso and early Malevich. Art as message not for people arised with Duchamp and Schwitters to be followed by experiments on several lines. Concept art and land-art supposedly prolonged the course of “anthropological neutrality”. The proposed anthropological typology makes a move towards meanings and contents in art which have been neglected until now by art criticism.

Keywords: artistic innovation, refraining from taking part, anthropological friendliness in art, anthropological aggressiveness in art.

Maria A. Burganova
Full Member of the Russian Academy of Arts,
Doctor of Arts
Professor of the Stroganov Moscow State Art Industrial
Academy
dom.texts@gmail.com
Russia, Moscow

**PIERRE CARDIN AND ALEXANDER BURGANOV:
AN ARTISTIC DIALOGUE**

Summary: Sometimes it seems that the terrain of modern art fans out in so many directions that it is almost impossible to have a dialogue on the subject. The capacity to listen and the possibility of being heard have become quite rare.

Keywords: Alexander Burganov, Pierre Cardin, art, Moscow, Paris, dialog.

Nikolay K. Solovyev
*Doctor of Arts, Professor,
Head of the Department of Theory and History
of Decorative Arts and Design
Stroganov Moscow State Art Industrial Academy
nikirsol@mail.ru
Russia, Moscow*

**RELIGIOUS INTERIORS OF MOSCOW STATE PERIOD
(LATE 14th – 17th CENTURIES)**

Summary: The article deals with the evolution of the religious interiors during the period of the increasing importance of Moscow as the major economic and political centre of Russia, when, on one hand, the old construction traditions were maintained, and, on the other hand, radically new artistic images of the interiors as well as the novel architectural and compositional forms of spacious temples appeared. Church architecture of XVI century (construction of the tent-shaped churches) and of XVII century (“uzorochie” and the Naryshkins Baroque) greatly influenced the subsequent development of Russian architecture.

Keywords: religious interiors, Moscow state, architectural traditions, tent-shaped churches, the Naryshkins Baroque.

Varvara V. Kashirina

Doctor of Sciences

The Russian Academy of Painting, Sculpture and Architecture

v_kashirina@mail.ru

Russia, Moscow

THE HISTORY OF ST. THEOPHAN THE RECLUSE'S LIBRARY

Summary: 2015 is the year of the 200th anniversary since the date of birth of St. Theophan the Recluse, also known as “Theophan Zatvornik” (1815–1894), one of the most prominent theologians and theological writers of the 19th century. In Vyshinska Hermitage of Dormition the Saint spent the last 28 years of his life, 22 of which in complete recluse. This time was the most prolific for him as a theologian and a theological writer. During all his life St. Theophan was collecting books. He left his first library to Olonets Theological Seminary where he served as a rector since 15th September, 1855 till 21st May, 1856, but the most complete book collection which the bishop had been building up till the last days of his life was in his cells in Vyshinska Hermitage. After his death St. Theophan’s library was inventoried by Moscow Theological Seminary librarian N. A. Kolosov. The total number of books was 1400 titles in 3400 volumes apart from journals and small booklets. According to N. A. Kolosov the characteristic feature of the library was its versatility. Later St. Theophan’s library was bought by Moscow merchants Alexander, Michael, Sergey and Konstantin Losevs and then donated to a reading room at Moscow church of St. Nicolas the Miracle-Worker in Tolmachi. After the revolution the books became a part of the Rumyantsev Museum (currently The Russian State Library) holdings and were sorted into different departments.

Keywords: St. Theophan the Recluse, also known as “Theophan Zatvornik”, library, Vyshinska Hermitage, N. A. Kolosov, Moscow church of St. Nicolas the Miracle-Worker in Tolmachi, the Losevs, The Russian State Library.

Starovoytova Y. Anastasia

*Corresponding member of
the National Chamber experts (C.N.E.S., Paris)
dom.text@gmail.com
Russia, Moscow*

A PAINTING OF GEORG OPITZ

Summary: This study is focused on a large painting by Georg Opitz, representing people dressed in traditional clothes. They stand against a view of a town and gather around a person dressed in uniform, who is the Emperor Nicolas I. Georg Opitz represents here the visit of the Emperor of Russia of the most popular international yar market, based in the heart of the country, at Nijny-Novgorod. People in traditional clothes represent different nationalities living in Russia in the XIXth century.

Keywords: Painting, Georg Opitz, Russian, Folklore, Makaryevskaya Fair.

Victor G. Vlasov

Doctor of Arts

Professor of St. Petersburg State University

natlukina@list.ru

St. Petersburg, Russia

ITALIANISMS AS ARTISTIC TROPES IN ARCHITECTURE OF SAINT PETERSBURG

Summary: The article considers the problem of interpretation of the motives of classic Italian architecture and incorporating them into the classicistic architecture of St. Petersburg. This topic is analyzed using the theory of artistic tropes: semantic transfer values from one historical and cultural context to another. Outlines methods and techniques for building typological model similar transfers. To create such a model the author proposes to use categories and terms of aesthetics of postmodernism. According to the latest principles of typological analyzes postmodern individual projects St. Petersburg buildings of the 2000s.

Keywords: architecture, composition, italianisms, motif, postmodernism, style, typology, tropes, formbuilding.

Kseniya I. Novokhatko
Art Historian
Project Director
ICOM Russia
mastamela@gmail.com
Russia, Moscow

**LITERATURE MEMORIAL MUSEUMS AND
EXHIBITIONS IN RUSSIA IN 1920s-1989:
EXHIBITION DESIGN CONCEPTS**

Summary: The topic of the article — the chronological analyses of types of the Russian exhibition design formation. Examples are concerning literature and memorial displays from the period on the first Literature museum exhibitions in 1920s to the Mayakovskiy Museum creation in 1989. The main problem of the exhibition design research — creation of the “artist laboratory”, showing artist’s way of thinking, feeling and writing, work with memorials object not to repeat or reconstruct the reality, but to tell the story of spirit. Very important is to notice links between exhibition design methodology and arts development process in general.

Keywords: exhibition, museum, art strategy, method, Rosenblum, Museum design concepts, Literature museums.

Svetlana I. Khvatova
*Doctor of Arts,
Head of Department of
Musical-Performing
Disciplines of the Art Institute
acting Professor of the
Adyghe State University
hvatova_svetlana@mail.ru
Maykop, Adygeya*

**PREMIERE OF THE FIRST ADYGHE OPERA:
DESIRE AND OPPORTUNITIES**

Summary: In the article, devoted to the premiere of the first Adyghe opera “Distant Thunder’s Rolling” by Aslan Nehay, the specifics of modern musical theater life in Adygeya is outlined as well as the problems of formation of Adyghe school of composition are addressed. Development and “survival” of musical culture in the periphery, preservation of national cultural minorities of Russia are associated with the state and philanthropic support.

Keywords: Musical theater, Adyghe music, composer, premiere, the material conditions of musical culture development.

Tatiana V. Valentey
PhD, associate professor
Moscow State University
tatianavalentey@mail.ru
Russia, Moscow

THE IMPORTANCE OF BEING NICE AND PRECISE IN BUSINESS COMMUNICATION

Summary: Writing style is unique to each person. The task of the teacher is to acquaint the students with it and help them to master the basic principles of good style in business communication. These principles can be summarized as: strong, concise, exact wording; use of short sentences, first position and active voice for emphatic points; neutral language for reports and positive language for letters and memos.

Keywords: communication, style awareness, conciseness, jargon, bureaucratise, exactness, sentence length.

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Cover photo: Sculpture “Sunday” by Alexander Burganov. Bronze. 1982.

Our Address in Bruxelles:

Belgique, Bruxelles, 1000, rue de la Tête d’Or, 7

tel.: +34 483 09 10 64

texts@art-texts.com

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tel.: +7 495 695-04-19

texts@art-texts.com

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