

KYIV'S MURALS AS A PART OF IMAGE OF THE CITY

Shevchenko S.V.

Національний авіаційний університет, Київ

National Aviation University, Kyiv

Supervisor - Bzhezovska N.V., Senior Lecturer

The relevance of the topic of the report. Murals — the paintings on the free walls of homes — have begun to appear in Kiev, recently. Mural is a kind of innovation that has filled the city. All global manifestation of art influences people's lives, the flow of processes and the image of the city as a whole.

The purpose of the report. To analyze if murals are artistic objects. To find out why there are so many of them and if there is something besides of the art in it, what are their features. Suggest solutions of successful placement of this type of arts.

Main part.

Considering the artistic, aesthetic qualities and functions of the new type of art, the important positive aspects of the murals can be the increase of attractiveness and aesthetics of urban space. Colorful drawings can enliven the monotonous typical facades of buildings on residential areas and industrial structures, emphasize the features of the area. Artistic images can make large buildings more comfortable for visual perception and closer to human scale.

An image of a city includes several specific meanings, metaphors, images present in the urban space and associated with the city. Murals also become part of this image. Every new object of urban space (a monument, a sign with the name of the street, graffiti on the fence) is getting a symbolic load. Such objects can be interpreted as accents of urban space - symbols that act as identifiers, a means of marking and distinguishing one element of space from another.

Thanks to the murals in the city, you can create new landmarks and new routes. In this case, the murals become new objects for historically-formed space and create their own "art space", disrupting or altering traditional spatial dispositions.

A new kind of street art can complement the historical image of the city or completely change it, creating a new image that will replace the old one eventually.

Thus, in the case of Kiev, the creation of a series of murals in the central historic city center - the Upper City, the City of Yaroslav, has already radically changed the image of this historic area, which has been forming for centuries.

Murals can be attributed to the type of elements that can be used to attract tourists to Kyiv. Their location in the center of the city provides for the creation of a separate tourist route, and is positioned as a special and interesting presentation of information for visitors to the city.

Because of murals can be created a new brand for city. But branding must be right. It is important to study the current state of the city, its features and public opinion. Sometimes somebody tries to make it look like some kind of "creative" city. But it must be creating of our own Kyiv`s special brand that will emphasize national style and create a unique image of the city.



Before the murals were very common, in 2004 one of the first "Pink Giraffes" was created on the historic street (Volodymyrska Street 75), which is horrifying because it does not fit neither into the way of Ukrainians' lives nor the appropriateness of accommodation. At the same time, there are no murals on the building of the children's hospital on Bogatyrskaya Street. Although, such "giraffes" would be appropriate to do in such place.

It would be great if Kyiv will have more murals like Alex Maxiou's "Tit" on Ivan Franko Street 12 which depicts a Ukrainian bird and appeals attention to the horrific statistics of the number of birds dying in the winter, not because of the cold, but because of a lack of food.

It is worth creating an image of the city, given the existing spatial elements. Alienness causes conflicts with the image of the city. To improve the perception of murals for metropolitan residents, we need a strategy of embedding such objects in the urban space.



Conclusions. The most striking street-art of Kyiv are not only pleases for an eye with its colors and skill of execution. Most of them are designed to appeal an attention to important problems and pressing issues, such as war, the struggle of the Ukrainian people, the global warming and so on.

Due to the fact that the murals are endowed with a serious ability to change the environment, it is necessary to approach the selection of the image of the murals with great responsibility, to involve in the planning of similar projects a wider expert circle of architects, art historians, historians and the community who are the bearers of the same historical image of the city.

References:

1. Egor Prischepkin. Kyiv murals. Kiev: popular scientific publication (in Ukrainian and English) "WARTO". 2017. - 220 p.
2. Leros Geo. Kyiv street art. Kiev: Vydavnytstvo Staroho Leva. 2017. - 3000 p.
3. <http://kyivmural.com/en/index>
4. <https://yourkievguide.com/kyiv-murals-new-street-art/>
5. <https://en.wikipedia.org/wiki/Mural>