

**Dear Visitors,
You Have Entered The Virtual Museum Page
«RUSSIAN FOLK ART!»**

Virtual museum is an interactive multimedia software product that allows you to present Museum exhibits and collections in electronic form.

Russian folk art is the embodiment of the values of the Russian people in words, images, compositions, ornaments, sounds, forms, styles, motifs, etc.

Russian folk art is one of the brightest phenomena of Russian culture, combining the artistic creativity of the people (literary, musical, theatrical, folk dance) and decorative and applied arts (folk crafts).

There are more than 80 types of Russian decorative and applied art in Russia. The main folk crafts are •

- * wood Carving-Bogorodskaya, Abramtsevo-Kudrinskaya;
 - Painting on wood - Khokhloma, Gorodets, Polkhov-Maydanskaya, Mezen;
- * Decoration of birch bark products - embossing on birch bark, painting;
- * Artistic stone processing - processing of hard and soft rock;
 - Bone carving of Kholmogory, Tobolsk. Meeting;
- * Miniature painting on papier-mache-Fedoskin miniature, Palekh miniature, Mster miniature, Kholuy miniature;
- * Artistic metal processing-Velikoustyuzhskoe black silver, Rostov finish (enamel painting on metal), Zhostovskaya metal painting;
- * Folk ceramics - Gzhel ceramics, Skopinsky ceramics, dymkovsky toy, Kargopol toy;
- * Lace making - Vologda lace, Mikhailovsky lace;
 - Painting on fabric - Pavlovo scarves and shawls;
 - Embroidery - Vladimir, Color to Previti, Gold embroidery.

The secrets of skill are passed from generation to generation since the time of Ancient Russia to the present day and Russian folk art is the process of storing, creation and dissemination of art and decorative art of the Russian people.

The virtual Museum of RUSSIAN FOLK ART is a partner Information and educational project.

The MAIN IDEA of the project is to test Web pages (expositions) of the virtual Museum "Russian folk art" in the social network "Vkontakte". Fill the expositions with content, conducting virtual excursions. Involve

students in project activities to fill the content of expositions, and promote the Museum social networks, language localization (Russian, English), expansion of the Museum's expositions by establishing partnerships with interested parties (masters of decorative and applied art, educational organizations).

Project partner:

MAI AE "Palace of children's creativity" of Taganrog, Federal innovation platform of the Ministry of Education of Russia on the implementation of the innovative educational project " Project management of the development of a multidisciplinary organization of additional education (Order of the Ministry of education of the Russian Federation No. 318 of December 18, 2018).

Website: <http://ddt.virtualtaganrog.ru/>

Kindergarten № 100 "Ryabinushka" g. Taganrog, regional innovation platform for the implementation of the project " Socio-pedagogical competence of parents in the education of young children "(Order of the Ministry of General and professional education of the Rostov region from 13.07.2020, No. 549).

Website: <https://ds100taganrog.ru/>

Kindergarten №78 g. Taganrog, municipal methodological resource center on the problem of "Cognitive development of preschool children" (Order of the Ministry of General and professional education of the Rostov region from 01.1.2016 № 786).

Website: <https://ds78taganrog.ru/>

MBI AE "Children's art school of the village of Nikolaevka" Neklinovsky district of the Rostov region.

Website: <http://nshi1988.ucoz.ru/>

Project implementation period: from August 03, 2020 to September 2021. (testing), then-indefinitely (implementation).

Our TEAM:

1. **Authors of the Museum's expositions:** Svetlana Pavlova, Anna Dragunova, Elena Grinchenko, Olga Yusufshoeva, Nadezhda Shaikhieva, Svetlana Lavrentieva.

2. **Consultant-expert of the project, specialist in the development of the virtual Museum**-Natalia Dergacheva, methodologist for scientific work of MAI AE "Palace of children's creativity"

3. **Moderator of the group "Virtual Museum" in "WhatsApp", consultant-expert**-Olga Kuzmichenko, methodologist of the decorative and applied Department of MAI AE "Palace of children's creativity"

4. **Specialists in communication with the English-speaking audience / translators**-Elena Snegireva and Svetlana Zakolodnyaya, teachers of additional education MAI AE "Palace of children's creativity".

5. **Specialist in promoting the virtual Museum in social networks / translator**-Yulia Lyaltseva, senior educator of Kindergarten №78 g. Taganrog

Russian Russian FOLK ART virtual Museum AIMS to create conditions for familiarizing a wide consumer audience with the values and traditions of Russian folk culture and preserving it.

and popularization of crafts and techniques of Russian decorative and applied art through free access to electronic, digital and printed materials, as well as the formation of a single historical and cultural information and educational space of the Museum in the social network "Vkontakte".

EXPOSITIONS of the virtual Museum "RUSSIAN FOLK ART":

I. "FOLK DOLL", author: Olga Yusufshoeva, teacher of additional education of the «Palace of children's creativity».

Web page: <https://vk.com/club200220507>

II. "Painting DISHES", author: Svetlana Pavlova, teacher of additional education of the «Palace of children's creativity».

Web page: <https://vk.com/public199918489>

III. "FELTING from WOOL", author: Nadezhda Shaikhieva, teacher of additional education at the "Children's art school of the village of Nikolaevka".

Web page: <https://vk.com/club199847420>

IV. "HERBAL and DECORATIVE CANDLES", author: Elena Grinchenko, senior teacher of Kindergarten № 100 "Ryabinushka".

Web page: <https://vk.com/club200070990>

V. "KNITTED TOYS", author: Anna Dragunova, teacher of additional education of the «Palace of children's creativity».

Web page: <https://vk.com/club199873711>

VI. "BEADS-CRAFT AS ART", author: Svetlana Lavrentieva, teacher of additional education of the «Palace of children's creativity».

Web page: <https://vk.com/club199853635>

FUNCTIONS of the virtual Museum "RUSSIAN FOLK ART" TEAM:

Social. WE PROVIDE you with Free, Open Access to the Materials of the Museum's Exhibitions!

Consolidating. WE STRIVE to UNITE Creative People and MASTERS of RUSSIAN FOLK ART in Multinational RUSSIA!

Socially transformative. As part of the project "Virtual Museum" Russian folk art»» WE OFFER you an interesting type of creative activity-CREATING a NEW Museum EXHIBITION!

Educational/cultural and leisure activities. WE HELP YOU get IN touch with the history, culture and traditions of Russian folk art.

Communicative. WE ARE COMMITTED TO A POSITIVE DIALOGUE With YOU, to the organization of professional communication and exchange of experience of folk art.

Marketing and advertising. By placing active links to sites of other virtual museums, expositions, exhibits, objects of cultural heritage of Russia, master classes, creative works and projects, audio Russian folk art and video materials in the communities of expositions of the virtual Museum "Russian folk art" in the social network "Vkontakte", we ADVERTISE YOU AND PROMOTE RUSSIAN FOLK ART and CULTURE in the world educational space.

The preservation of the present. By displaying cultural artifacts and related information, WE STRIVE to PRESERVE the HISTORY, CULTURE and TRADITIONS of the RUSSIAN PEOPLE.

Educational. You CAN USE THE electronic CONTENT of the virtual Museum in your professional activities when organizing DISTANCE LEARNING for students, involving them in the

development of projects, production and self-presentation of creative works.

Motivational. WE STRIVE TO SHOW YOU WHAT THE HANDS OF THE MASTER CAN DO. TEACH. AND LEARN.

We **INVITE** you to **COOPERATE** in the implementation of the partner information and educational project "Virtual Museum "Russian folk art" on a free basis:

Russian FOLK ART MASTERS, to open new expositions and accumulate the best experience of craft, needlework and artistic creativity on the web pages of the virtual Museum,

EXPERTS and the SCIENTIFIC COMMUNITY to ensure that the content of the virtual Museum's expositions corresponds to the cultural, historical and spiritual traditions of the Russian people.

- **PROGRAMMERS AND TECHNICALLY GIFTED young PEOPLE** to learn from you the best "chips" of promoting the Museum in social networks, modern technological solutions for creating a separate Museum website, organizing virtual excursions and tours, 3D panoramas, holography, large-scale installations, mastering breakthrough mobile applications and **SOFTWARE**,

RUSSIANS who live abroad and possess a certain type of Russian folk art to ensure the exchange of successful experience in preserving and promoting the cultural and historical traditions of the Russian people of multi-ethnic Russia in the global communication space,

- **An English-SPEAKING AUDIENCE** for organizing business communication, cultural and linguistic practices of project participants with native English speakers.

TOGETHER with YOU, we will make the virtual Museum
meaningful, attractive,
and communication-pleasant!

Translator:
Zakolodnyaya Svetlana