

Сташин Иван Андреевич

Магистр

Санкт-Петербургский государственный институт культуры

Леонтьев Егор Сергеевич

Студент бакалавр 3 курс

Институт истории

СПбГУ

АНТИЧНАЯ КОЛЛЕКЦИЯ ЭРМИТАЖА В ПЕРИОД ПАНДЕМИИ COVID-19. ФОРМЫ РАБОТЫ С ПОСЕТИТЕЛЯМИ

Аннотация: В статье исследуются различные формы работы при презентации античной коллекции Эрмитажа. Авторы затрагивают вопрос включения в них цифровых технологий сети «Интернет», актуализировавшийся в связи с переходом на удаленный/ограниченный режим работы в условиях пандемии COVID-19. В работе описывается история формирования античной коллекции, особенности ее включения в экскурсионные программы Эрмитажа, ее представление на сайте музея и в различных информационных ресурсах всемирной сети.

Ключевые слова: Эрмитаж, цифровые технологии в музеях, цифровизация, пандемия COVID-19.

Keywords: Hermitage, digital technologies in museums, digitalization, pandemic COVID-19.

Museum pedagogy is one of the significant components of the museum's communication activities. In a broad interpretation of this term, it should be defined as «the field of scientific and practical activities of the museum, including the presentation of museum information, management of the process of its perception and the study of the effectiveness of its impact on the museum audience» [5, p. 4].

In the XXI century the study of the visitor and the creation of inclusive forms of work aimed at special groups of visitors are becoming special areas of attention of museum pedagogy [4, p. 145]. The museum as a social institution should be open to all categories of audiences including children, elderly people, and invalids. This paradigm of the museum - the center of the «social responsibility of culture» [4, p. 110] puts the visitor in the center of attention of the entire system of museum communication.

In the situation of the COVID-19 pandemic, the work of museums changes due to government restrictions. For a long period it was impossible to carry out traditional, full-time forms of work. Visitor orientation pushed museums to develop new forms of work, including the use of digital

technologies. Similar programs were developed, including in the largest museum on the territory of the Russian Federation - the State Hermitage.

The Hermitage's antique collection is one of the largest antique collections in the world. The Antique Section of the Hermitage is divided into two parts. The first part is the department of the history of ancient Greece and Rome, the second part is the history of the Northern Black Sea region. The department contains over 170,000 exhibits.

Thus, at the present time, the Hermitage possesses a rich collection of antique material. In addition to the fascinating history of the acquisition of the antique collection, the history of the presentation of this collection has also formed in the Hermitage, which is associated with the work of the scientific and educational department of the Hermitage.

Traditional forms of working with the audience during the presentation of ancient heritage in the Hermitage are mainly expressed in excursions and lectures. When describing them, a note should be made regarding the fact that a large number of private organizations working in the field of tourism cooperate with the museum. Tour guides licensed by the State Hermitage can provide tours for a groups in the halls and collections of the museum, with the exception of the most valuable ones, tickets for which are purchased separately. Next, we will focus on the content that is provided to visitors directly by the museum.

A thematic excursion dedicated to the ancient heritage, which is stored and exhibited in the Hermitage, is called «The Antique Collections of the Hermitage» [11]. The excursion is designed for groups, it is held weekly on Fridays at 16.30, there is no age limit, however, visiting by children under 12 years old is impossible without parents, the excursion time is 2 hours, it takes place in the main museum complex. Calculation for Friday evening, for the majority of visitors of the day before the weekend, allows us to talk about managers' understanding of the importance of antique collections for the image of the museum - not only guests interested in the material can get on the tour, but also new visitors who have not yet become «adepts» of The Hermitage [4, p. 110–111].

It should be noted that in the title of the excursion the word «antique» is not used in a strict historical and cultural sense as referring to the ancient Roman and ancient Greek civilizations. Part of the material is also presented with an overview of the antiquities of the «Egyptian Hall». Consequently, the thematically excursion is devoted to the subject saturation of the museum associated with ancient civilizations.

There are four children's programs, to one degree or another, dedicated to the antique collection of the Hermitage. They can be categorized and divided into two groups according to the age of the target audience. In this case, for two programs, the age is 4-5 years with the accompaniment of adults, for the remaining two programs, the age is 11-12 years, also with the accompaniment of adults.

Programs for the younger age group are called «Hermitage for Kids: Magic Animals of Greek Legends» [8] and «Hermitage for Kids: Ancient Myths in a New Way» [8]. They are held on Saturday and Sunday, respectively, at 10.45. The duration of the programs is 45 minutes. The first program is devoted to the analysis of the plots of Greek mythology, captured in the painting of vases. The second program is devoted to the search for ancient Greek subjects in the painting of Renaissance artists.

Without touching upon the unconditional progressiveness of creating programs for children from 4 years old, which fits into the concept of «museum 0+» [4, p. 110] and a high level of methodological development of the program (for example, even in the «Russian Center for Museum Pedagogy and Children's Creativity» at the Russian Museum, thematic excursions are held for children from 5 years old [8]) we will define the idea of these programs.

As in the general thematic excursion, the concept of continuity from the art of antiquity to the art of Europe during the Renaissance and Classicism passes through them as a refrain. The line of borrowing from Ancient Egypt to Ancient Greece, later to Ancient Rome and the appeal to these subjects already in the Renaissance is the main feature demonstrated in the designated programs of both general and two affected children. This idea resonates with the concept of «universal of the National Museum» [1, p. 110] as a museum that incorporates all the artistic heritage of mankind and belongs to a number of similar museums of the State Hermitage [3, p. 126].

Two children's programs for children 11-12 years old are called «Culture and Art of Ancient Greece» [7] and «Ancient Rome. From republic to empire» [7]. They are held weekly on Saturdays and Sundays at 11.00 and 10.45, respectively, the duration of the tour is one and a half hours. In this case, the museum-pedagogical orientation towards middle school age and the educational program of students in grades 5-6 is visible.

In this case, the museum acts as didactic material for the lessons of general history, which begin in the fifth grade and up to the sixth grade inclusively devoted to the history of the ancient world. It should also be noted that for secondary school age, the programs have a division into the world of antiquity - Greece and Rome and into Ancient Egypt, which is the central link of the museum program «Culture and Art of Ancient Egypt» [11]. The presence of such programs is important in the concept of the museum as an educational center and a holistic approach to education in general [2, p. 120].

Such a form of work with the audience as a lecture is also carried out in the Hermitage. A series of lectures covering the history, culture, art of Ancient Greece and Ancient Rome is devoted to the antique collection. Objective saturation of the museum halls is visual materials for lectures. All lectures are combined into the «Hermitage Academy» [10; 9], information about which can be found on the official website and which contributes to the development of interest in the history of antiquity.

The leading lecturers are employees of the Department of the Ancient World of the State Hermitage, some of them are also employees of the Institute of History of St. Petersburg State University.

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