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International XVI Bartramov Readings «Toy: past, present, contours of the future»: conference results

Abstract. The article is devoted to the results of the International XVI Bartramov Readings, which were attended by representatives of scientific and pedagogical staff of universities, teachers of educational institutions, as well as foreign guests, museum staff, representatives of toy manufacturing enterprises, employees of cultural institutions, art historians, historians, collectors, masters of traditional art crafts, representatives of authorities and public organizations. The conference participants discussed the problems of toys as a unique phenomenon of culture, ways of development of continuous professional education in the sphere of toy design, improvement of the organization of visitors' activity in the modern museum space and innovative approaches to museum-pedagogical activity. The article analyzes the main questions of the participants of the plenary session, as well as the work of the sections held in the Art and Pedagogical Museum of Toys named after N.D. Bartram.

Keywords: International XVI Bartram's Readings, toy, toy design, professional education, Art and Pedagogical Toy Museum named after N.D. Bartram. N.D. Bartram.



Fig. 1. Poster of the XVI International Bartram Readings

The Art and Pedagogical Museum of Toys named after N.D. Bartram is one of the unique cultural and educational institutions that combine an enlightening mission of introducing children and adults to the museum's collections with scientific research and educational activities. It is the only specialized educational, scientific, and outreach center in the country dedicated to toys, clustered with a higher education institution – the Sergiev Posad Institute of Toys, which is a branch of the Higher School of Folk Arts (Academy).

On December 3rd, the Art and Pedagogical Museum of Toys named after N.D. Bartram held its sixteenth annual International Bartram Readings, with participants from foreign countries such as Belarus, Japan, and Singapore

confirming the event's status. The conference theme was "Toy: Past, Present, Contours of the Future" (Fig. 1-2⁸).

Participants had the opportunity to reflect on past experiences, formulate current issues related to toy creation and development, outline paths for further professional education in this field, and discuss topics such as the study, exhibition, storage, and restoration of museum artifacts.

The goal of the International Bartram Readings is to discuss the issue: what should the Russian toy be like in the changed sociocultural situation. Conference participants discussed the problems of the toy as a unique cultural phenomenon, ways to develop continuous professional education in the field of toy design, as well as improving the organization of visitor activities in modern museum spaces and innovative approaches to museum-pedagogical activities.

Within the framework of the Bartram Readings, cooperation agreements were signed: with the Association "Chamber of Folk Art Crafts and Handicrafts of the Republic of Krimea" and the Rogachev Center for Culture and Folk Art of the Republic of Belarus.



Fig. 3. Welcome speech by M.B. Dayn, chairperson of the Public Chamber of Sergiev Posad urban district and director of the Elizabeth Mamontova Center



Fig. 2. Opening of the XVI International Bartram Readings

With welcoming remarks at the conference were addressed by V.F. Maksimovich, academician of the Russian Academy of Education, doctor of pedagogical sciences, professor, president of the Higher school of folk arts (Academy); O.P. Rybnikova, candidate of pedagogical sciences, rector of the Higher school of folk arts (Academy); L.S. Bolataeva, deputy governor of the Moscow Region; R.G. Tikhomirova, chairperson of the Council of Deputies of the Sergiev Posad urban district; M.B. Dayn, chairperson of the Public Chamber of the Sergiev Posad urban district, director of the "Elizaveta Mamontova Center" (Fig. 3); Yoko Kumanoya Nakagawa, researcher of Russian culture, professor at Keio University, Japan; N.N. Gorodetskaya, president of the association "Chamber of Folk Art Crafts and Handicrafts of the Republic of Krimea"; O.V. Ozherova, director of the Sergiev Posad Institute of Toys

⁸ Fig. 1-17. Photos taken by the article's author.

- a branch of the Higher school of folk arts, candidate of pedagogical sciences. The XVI International Bartram Readings received a greeting from E.A. Vtorygina, deputy of the State Duma, deputy chairman of the State Duma Committee on family protection, fatherhood, motherhood and childhood issues, noting the importance of these readings, which have a long tradition.

The readings began with a musical welcome from students of the Children's art school No. 8 in Sergiev Posad (Fig. 4, 5).

The key event of the XVI International Bartram Readings was the plenary session (moderated by S.A. Tikhomirov, candidate of cultural studies, associate professor, vice-rector for research, associate professor of the Department of history of arts at the Higher school of folk arts, and O.V. Ozherova, candidate of pedagogical sciences, director of the Sergiev Posad Institute of Toys - a branch of the Higher school of folk arts).



Figs. 4, 5. Musical greeting from students of Children's art school No. 8, Sergiev Posad

The reports at the plenary session were devoted to various aspects of toys as a tool for supporting traditional values and patriotic education of children and youth. V.F. Maksimovich noted the importance of the Art and Pedagogical Museum of Toys named after N.D. Bartram as part of the Higher school of folk arts' strategy. T.V. Butskaya, State Duma deputy and first deputy chairperson of the State Duma Committee on Family protection, fatherhood, motherhood, and childhood issues, introduced conference participants to measures aimed at supporting traditional Russian family values, highlighting the significance of toys, and discussed the development of a psychological-pedagogical expertise standard for modern toys.

The topic of the Russian toy as a means of patriotic upbringing of the younger generation was addressed in the report by M.B. Dayn. Hieromonk Innokenty, head of the missionary department, also shared his experience of close cooperation between the Sergiyev Posad Institute of Toys and the Moscow Theological Academy in fostering traditional values among young people.

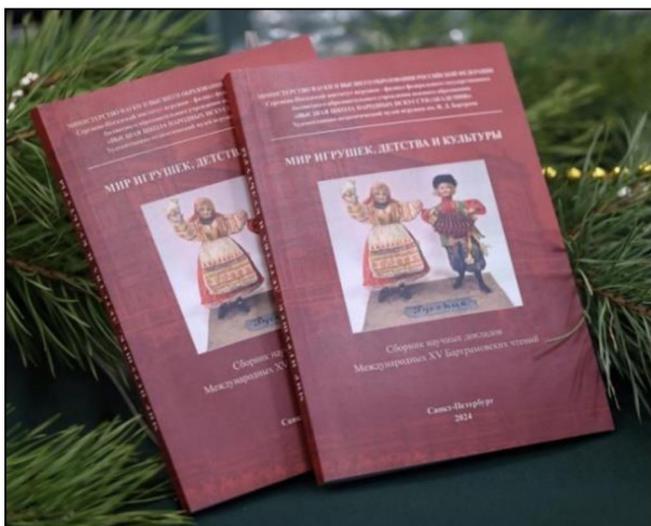


Fig. 6. Collection of papers from the International XV Bartram Readings "World of Toys, Childhood, and Culture," held in December 2023

During the plenary session, a presentation of the collection of papers from the International XV Bartram Readings "World of Toys, Childhood, and Culture," which took place in December 2023, was conducted (Fig. 6).

In the second part of the conference, participants continued their work in three sections: "Modern Toy: Development Paths," "Development of Professional Education in the Field of Toys," and "Cultural and Educational Space of the Museum."

O.V. Ozerova, moderator of the first section, delivered a report on

technical toys as an image of the era. O.D. Tkacheva, a member of the Belarusian Union of Masters and head of the Stren'kovsky district Crafts Center of the Rogachev Center for Culture and Folk Art from the Republic of Belarus, spoke about the role of toy museums in different countries and their contribution to the development of toys. A. Kokh, marketing and public relations manager at the "MINT" Toy Museum in Singapore, emphasized the importance of holding Bartram Readings as an international platform for professionals to meet, discuss exhibition activities, and display exhibits. She highlighted the need to create interactive zones with 3D effects in children's museums to familiarize them with animated characters.

T.N. Kashina, a representative of the major toy manufacturer JSC "Vesna" from Kirov, stressed the necessity of developing and creating new Russian toys that foster patriotic feelings in children. She pointed out that only one institution in the country is involved in training specialists in the field of toys—the Sergiev Posad Toy Institute. Currently, this institute can meet the growing demand for engineering specialties.

The report by E.N. Baskakova, keeper of museum items at the Art and Pedagogical Museum of Toys named after N.D. Bartram, generated significant interest. Picture alphabets from the 19th-20th centuries in the museum's collection could serve as examples for contemporary educators in effective teaching and child-rearing methods, while assisting young designers in creating new types of popular educational materials.

The development of professional education in the field of toys was one of the key topics at the Bartram Readings. In her report, I.A. Lykova, doctor of pedagogical sciences, associate professor, and deputy director for research and methodology at the Institute of traditional applied arts—Moscow Branch of the Higher school of folk arts—addressed the educational potential of traditional toys and the specifics of training future designers. Participants learned about toy design within higher education programs from the report by E.V. Chikilevskaya, a member of the Union

of artists of Russia, a member of the International Federation of artists, and a lecturer at the Department of professional disciplines at the Sergiev Posad Toy Institute. M.A. Kovaleva presented a report on the peculiarities of teaching drawing and painting to future toy designers.

Participants in the third section of the XVI Bartram Readings—"Cultural and Educational Space of the Museum"—discussed issues related to exhibiting and attributing museum artifacts. They emphasized that conducting thorough scientific research and identifying distinctive features of a particular toy are not enough; it is equally important to present it effectively in the museum space to attract visitors' attention.

Representatives from museums in Moscow, Ryazan, Vologda, and Sergiev Posad talked about the cultural, educational, and enlightening aspects of museum work. Reports by S.V. Gorozhanina, candidate of the art history and head of the Scientific and Fund Department "Russian Folk and Decorative and Applied Arts of the 18th-20th Centuries" at the Sergiev Posad State Historical and Art Museum-Reserve, as well as those by E.V. Melnikova, curator of Museum Items, and N.V. Kamenskaya, head of the Excursion and Educational Department at the Art and Pedagogical Museum of Toys named after N.D. Bartram, drew considerable attention. These presentations featured a collection of ethnographic dolls from the late 19th to 20th century and explored problems associated with their attribution, along with the history of Soviet circus art reflected in the museum's toy collection.

As part of the International XVI Bartram Readings, master classes were organized on making traditional Bogorodsk toys, textile and paper toys, etc. (Fig. 7). Participants had the opportunity to visit temporary exhibitions such as "Family - Strength of Russia," an exhibit of toys from the "Russian Style of the Moscow Region" factory (Khot'kovo town), and "Multifaceted Birchbark" from the "Living Tree" museum (Novosibirsk city), as well as view graduation projects by students of the Sergiev Posad Toy Institute - renovations of toys from the Art and Pedagogical Museum of Toys named after N.D. Bartram collection (Fig. 8).



Fig. 7. Master class on making traditional Bogorodsk toys



Fig. 8. Exhibition of graduation projects by students of the Sergiev Posad Toy Institute

The International XVI Bartram Readings in Sergiev Posad served as a discussion platform addressing the development of Russian toys within the changing sociocultural paradigm, bringing together representatives from various fields.

The discussions on these significant issues have become particularly relevant during the Years of the Decade of Childhood, proclaimed by decree of the President of the Russian Federation V. Putin, where one of the primary goals is to nurture a harmoniously developed and socially responsible individual based on spiritual-moral values, historical, and national-cultural traditions. Cultivating national values and love for toys should be instilled from childhood, as toys are one of the most crucial tools for education, greatly influencing the kind of generation we will have in the future.