

APPROVE

Vice – Rector for Sustainable
Development Goals

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**ART CENTER CONCEPT
NON-COMMERCIAL JOINT STOCK COMPANY
«KAZAKH NATIONAL UNIVERSITY
NAMED AFTER AL-FARABI»**

Introduction

Culture today is a powerful tool for the spiritual and aesthetic development of the individual, the formation of national unity and the country's integration into the world community.

Despite the stereotype that has taken root in society that culture is mostly a branch of leisure and entertainment, first, culture should be considered as a powerful tool for the formation of national ideology, spiritual development and positioning of the country in the world space. The modern approach to understanding culture dictates the need to form a new socio-cultural environment in which there is a change in the attitude of society towards creative activity as the main factor in the success of the individual, business and the state as a whole. In such conditions, a radical transformation of the traditional cultural environment takes place: creativity and competitiveness come to the fore.

All this imposes special requirements on the younger generation: to be active and proactive, independent and responsible, creative individuals, benevolent and tolerant, able to control themselves in any circumstances. On this basis, amateur art is one of the most popular and active types of musical and practical creativity of young people. In modern practice, the solution of the problem of formation and development of musical culture through amateur performances becomes an important means of educating the younger generation.

It is necessary to create favorable conditions and opportunities for professional growth, including on world-renowned stages, and the creation

of world-class stage venues in our country. The expansion of the format of creative competitions, festivals and reviews will make it possible to actively use the master class format, which stimulates the achievement of the best results and entry into the world space.

The peculiarity of the work of the ART Center is that it is focused on working with students with different levels of musical abilities. The lack of coordination between hearing and voice for many, the underdevelopment of musical and rhythmic hearing or plasticity in motion is not a reason to deprive them of amateur art activities.

The classes of the creative teams of the ART Center are aimed at creating conditions for the development of musical abilities, the awakening of creative activity, the individuality of each student; allow the student not only to master the basics of musical culture, but also help the formation and growth of the potential of the individual, adaptation in society, the formation of artistic and aesthetic values in each student.

The concept of the ART Center of the al-Farabi Kazakh National University was developed in accordance with the Development Program of the NAO «Al-Farabi Kazakh National University» for 2022-2026, the Code of Corporate Culture and the Regulations of the ART Center.

PURPOSE, OBJECTIVES AND MECHANISMS

The main goal of the ART Center at the university is to create conditions conducive to the creative, intellectual, spiritual and moral development of the creative youth of the university, to increase the creative activity of young people. Increasing the contribution of the Art Center to the formation of a positive image of KazNU.

The main tasks of the ART Center of KazNU are:

- Promotion of creative, intellectual, socio-cultural development of students and foreign students of the university;
- education of a patriot of his country, who cares about the continuity of the spiritual values of our society; a citizen who actively participates in public life, a highly developed person who knows the history and culture of his people, his achievements in literature and art;
- Empowering students to achieve creative success;

- Development and realization of the creative potential of young people;
- Identification, support and promotion of talented youth in the creative environment;
- Involvement in cultural activities;
- Accompaniment of all cultural and mass holidays of the university;
- Ensuring accessibility for all students to amateur art circles.

Mechanisms: Work with students is carried out according to the following algorithm: selection of talented young people at the faculties, then determining the levels of creative abilities in the ART center; participation of students in mass cultural and other events of the university, city, and republic. Trips abroad.

Analysis of the current situation

Results achieved

In accordance with the approved plan of the Board Member - Vice-Rector for Sustainable Development Goals, the ART Center has achieved the following results:

- during the year, recruitment was carried out and work was carried out with students in the creative teams of the ART center: dance ensemble, vocal, kobyz, dombra, bayan circles, acting school, zhetygen, theaters;
- cultural events of the university were organized and held, students and staff of the center were involved in many city and national holidays and events;
- for the first time, the Zhetygen circle was opened within the walls of the university;
- the musical student theater "Farab" has opened;
- after a long break, the BIZ student theater resumed its work, the production of the play «Gashyktar hikayasy» took place;
- costumes and musical instruments were updated for a total amount of 37,000,000 tenge;

- during the academic year, active members of the ART Center were provided with drink coupons;

- work was carried out with the members of the Ulagat faculty ensemble: on voice production, recording in a recording studio;

- The Farab dance ensemble of Al-Farabi KazNU and Malik YES took part in the XII Chinese International Arts Festival;

- filming of videos for the holidays took place: «Algys kun», «April 29th - International Dance Day», «May 1st – Unity Day of the Peoples of Kazakhstan», «May 9th – Victory Day», «June 4th – Day of state symbols of the Republic of Kazakhstan», «July 3th – National Dombra Day»;

- more than 70 recordings have been prepared in the recording studio;

- work was carried out to train foreign students and staff on Kazakh national musical instruments;

- the orchestra of national instruments «Farabi Sazy» and the image group organized more than 80 meetings of guests, including foreign ones;

- faculties and structural units of the university were provided with all costumes and props during internal events;

- the ART Center's page on the university's website was actively working;

- a weekly report on the work of the center was carried out;

- students of the clubs took part in republican creative contests and flash mobs. 5 winners of the city festival of student creativity "JasGala-2024";

- more than 30 concerts have been organized for forum and conference guests;

- master classes were held with students of the vocal circle with famous stars of the Kazakh show business;

- at the end of the academic year, all active members of the ART Center were awarded letters of thanks from the university administration.

About 3700 students from all faculties were involved in the creative circles of the ART Center, who actively participated in university-wide events during the year.

MAIN PRIORITIES AND DIRECTIONS OF THE ART CENTER

1. Development and enhancement of the creative potential of youth

The development of the creative potential of young people is one of the main problems of modern society. In the modern world, a person is increasingly required to use his creative abilities. The increased need of society for a diversified personality makes it necessary to identify and develop the abilities of the younger generation. Currently, most students do not fully reveal their abilities. The following areas of work with creative youth are proposed:

- providing support for talented youth in republican and international competitions of youth creativity;
- development and creation of an information system that promotes the development of creativity;
- continuous improvement of creative abilities;
- organization and holding of competitions, exhibitions, festivals, reviews, concerts, readings, conferences in order to identify and disseminate the creative achievements of university youth;
- further development and popularization of the work of student circles;
- providing competitive grounds for all students ("Voice of KazNU", "Super Talent of KazNU").

2. Improving the conditions for students in creative circles for amateur performances

Along with the goal of implementing one of the main tasks of the University adopted in the Development Program – the training of highly qualified specialists of a new generation, diversified – no less attention is paid to improving the conditions for spending leisure time, namely, in amateur art circles, the quality of education by highly professional specialists in the field of art.

Great importance is given to the technical equipment of classes in circles. In order to improve the conditions for creative development and further achieve the highest results and develop cultural events among students, much attention is paid to strengthening and logistical support of the ART Center and the Palace of Students.

A modern dance hall has been created, classrooms for teaching vocals and musical instruments have been opened. The Palace of Students works. In order to improve the conditions for students' leisure activities, it is planned to:

- allocation of additional vacancies for professional specialists in the field of art;
- creation of conditions for the development of students' creativity;
- further provision with the necessary costumes and musical instruments, props;
- creation of additional circles - a choir, a modern theater for students;
- improving the quality of classes in circles, the necessary means;
- development of a base for the provision of services and benefits for activists of the ART Center;
- improvement of conditions for creative youth - to systematize the process of participation of talented students in the planned concerts and events of the university together with the educational process;
- organization of master classes and meetings with prominent artists of the country and abroad;
- publication of the achieved results in all mass media of the university, the city and even the country.

3. Accompanying cultural events, international forums and conferences.

Holidays are a powerful factor in the ideological consolidation of the nation, ensuring the spiritual and cultural identification of the population, the socialization of the younger generation, the reproduction and transmission of spiritual and moral values. The goal of realizing this priority is to create a unified system for the preparation and holding of national and state holidays, international forums and conferences, reflecting the modern realities of the university, values that are significant for the whole society.

- it is necessary to ensure the mass involvement of students in the process of preparing and holding holidays, paying special attention to their colorfulness, brightness, emotional richness;

- it is expedient to monitor and analyze festive events, which will make it possible to make additions and changes to this Concept in a timely manner;
- development of unified approaches to the preparation and holding of holidays, forums, conferences at the university;
- creation of a clear ideological base for the preparation and holding of holidays, forums, conferences;
- carrying out an effective unified university policy on the organization and holding of holidays, forums, conferences;
- involvement of other university employees in the process of preparing and holding holidays.

4. Development of volunteer concerts and performances on various stages.

In order to achieve the target indicators of SDG 11 - Ensuring openness, security, resilience and environmental sustainability of cities and towns, the University ART Center holds charity concerts in nursing homes and orphans. In order to improve the image of the university, talented young people take part in large city, republican and foreign stages.

- provide universal access to modern and national amateur art circles for all students enrolled in different courses of the university.
- to maintain positive creative relations between the city, republican universities of the country;
- provide financial, educational support to talented university students.

As a result of the implementation of the Concept, following will be provided:

- increasing student satisfaction with the quality of creative club activities and opportunities for self-realization provided by the Art Center;
- development of forms and methods of work on the spiritual, moral, cultural, civil and patriotic education of students;
- formation of an active civic position among students on the basis of ongoing cultural and creative projects;

- increase in the number of student youth participating in artistic club formations;
- formation of students' motivation for creativity;
- improving the forms and methods of organizing students' leisure;
- increase in the number of student visits to cultural events;
- increasing the contribution of the Art Center to the formation of a positive image of KazNU

This Concept takes into account the main achievements of the university and the priorities of the Development Program of the NCJSC «Al-Farabi Kazakh National University» for 2022-2026, related to the prospect of entering the al-Farabi KazNU among the fifty most competitive universities in the world, the formation of a new, more creative and competitive citizen countries.