

INNOVATIVE TECHNOLOGIES IN A "MAGICAL" INTERACTION WITH THEATRICALIZATION IN TODAY'S MULTIDISCIPLINARY SHOW PROJECTS

Svetlana Shumakova

Ph.D. in History of Arts, Associate Professor
of the Department of Art Direction
Kharkov State Academy of Culture
Ukraine

The dynamic nature of the innovative development of the modern cultural space erases the unambiguity in the perception of artistic phenomena that actualize the "immersion" in the digital sphere of the latest technologies. Modernity presents examples of ingenious author's know-how (multidisciplinary entertainment forms that suggest abandoning the usual perception of art), the concepts of entertainment projects as a search for new artistic thinking, new correspondences between artistic practice and modern socio-cultural reality. Modern society dictates new forms and meanings to modern theater, and the very structure and form of theatricalization is being transformed. The restructuring of all life at the beginning of the 21st century also affects the preferences of the modern viewer, who constantly needs to be surprised with more and more new impressions, new artistic thinking in the entertainment industry.

It is obvious that in the context of "modern spectacular impressions" that correspond to the socio-cultural needs and challenges of the time, show projects are leading as an innovative, polemical, open, artistic dialogue with the latest technologies.

Spectacular projects in accordance with the trends of modern entertainment culture, synthesis of artistic searches and their interpretation, create their own art space – their own concept of theater as a new branch of modernity – incredible high technology spectacularity of a theater of a new form with a new artistic language. This realizes the synthesis of all possible artistic and non-artistic expressive techniques, a symbiosis of genres of spectacular art in order to embody the incredible spectacularity of art projects, immediately addressing all the senses of the viewer (the latest artistic searches in the context of evolutionary change of its own essence prove the obvious ability to see the world from new perspectives and speak the language of the 21st century).

Thus, it is difficult to disagree with the fact that today culture, undoubtedly, gravitates towards entertainment and the approval of the newest entertaining and spectacular forms, the dynamism of professional development of which is amazing. Spectacularity today's multidisciplinary show projects seduces and bewitches, includes "lightning-fast temptation". The "aesthetic dimensions" of the formation of the artistic idea of a show project are the source of the diversity of its contemporary artistic forms as an extension of the boundaries of the possible and full immersion in the "world of

THE COMBINATION OF THEORY AND PRACTICE, EXPERIENCE AND PERSPECTIVES

miracles". Telling a story in expressive images creates its own show reality and concept idea, which is able to tear the viewer away from the gray everyday life and reproduce the "magic mechanism of escape from everyday life". Innovative technologies in a "magical" interaction with theatricalization provoke searches through technical innovations for new ideas to reflect the "palette of human feelings" and "colors of the universe". Consequently, the spectacular-entertaining environment of our time is a powerful condition for the concentration of human manifestations that fundamentally change the very social atmosphere and which to a certain extent move humanity forward, increasing the rhythm of updates directly related to the images of time and the surrounding world. Nowadays, new approaches are emerging to all aspects of creating a spectacularity as a result of his rethinking in the context total theatricalization of life itself and the radical penetration of technologies into it.