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## THE ROLE OF MODERN TRENDS IN THE REBRANDING OF MUSEUMS OF UZBEKISTAN

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**ABSTRACT:** This article analyzes issues related to the creation of a museum brand. Also, when creating the museum logo, factual materials related to the symbolism of colors and shapes were taken into account.

**KEYWORDS:** Design, colors, museum, museum logo, exposition, collection, symbols, symbolism of forms.

### INTRODUCTION

According to the experts of the Brand Aid company – “the brand is a consistent set of functional, psychological and social benefits that are specific and meaningful to the target consumer and best meet his needs” [2]. A brand is a kind of marketing tool: a good Museum brand can tell visitors that a museum is a highly professional organization. The quality-based brand also serves to increase the number of visitors, in addition to having a positive impact on the economic activities of the museum.

The museum brand is the next important step in creating the corporate identity of the museum and the image of the museum. The task of the museum brand is not only to focus on cultural objects, but also to give them new meanings, to establish a conceptual new form of perception of a cultural institution. A brand is a broader concept than a brand. If a trademark denotes a specific product or organization that has undergone state registration as an intellectual property, a brand is an image that appears in the consumer’s mind when they see a trademark [3]. In this regard, the logo is considered as the visual part of the brand. However, no matter how important the visual component is, the brand is interpreted a little more broadly. In this one can understand the process of perception of a museum by people that is, the continuity of visitors and the museum is justified by the human factor. With this, it is possible to achieve the formation of first impressions and ideas about the museum.

The museum logo or emblem often reflects the exhibits or their appearance displayed in the museum’s exposition. There are also logos depicting museum buildings or their silhouettes for Human Perception at speed. Many museums, on the other hand, use logos with a special font. Several museums with similar Museum logos will be considered below.

In January 2016, a new logo was created for the Tate Gallery. The designers remit is four separate: Tate Britten, Tate Modern, Tate and Saint in Liverpool. It was both to unite the Tate museums in Ayyze in the perception of the viewer at the same time and to achieve the differentiation of this

network of museums. Ten different variants developed in collaboration with artist Martin Creed were used for the color gamut of the logo. The logo colors are updated several times with the next contemporary artist chosen by the museum. The logo could not be developed from the beginning, its history became characteristic of the existing consistency of activity.

The Jewish History Museum is located in a beautiful seven-story mansion on the Upper East Coast of the U.S. State of Manhattan. It is a prestigious museum in the United States dedicated to Jewish art and culture. The Jewish Museum has a famous collection of 30,000 exhibits, making it the third largest museum in the world, distinguished by its breadth and quality.

The purpose of the museum's rebranding was to connect history and modernity and attract several generations of visitors. The new identification system is based on "sacred geometry", an ancient geometric system in which the star of David was formed. The entire branding system is drawn from the logo to dozens of templates and icons, typography and illustrations, goods, packaging and websites. The system is very flexible, but combined with one visual language. Founded in 1893, The Field Museum in Chicago, Illinois is one of the largest natural history museums in the world, with nearly 30 million artifacts and specimens collected. Housed in a neoclassical building of 480,000 square feet, the museum's exhibition hall provides space for a number of permanent exhibits, refreshing exhibitions, a library, and over 150 scientific processes. The rebranding was carried out on the occasion of the museum's 125th anniversary. In the center of the logo is a square, reminiscent of all elements from archaeological excavations to architectural details of the museum building. The logo consists of two inner-inner squares: the smaller one represents part of the museum's collection, and the larger one the logo itself represents the artistic riches of the entire museum. Its symbolism represents the museum's impact on society. The blue color in the logo represents optimism and life continuity.

The Seattle (Washington) Nordic Museum Founded in 1980 is the largest museum in the United States and presents the history and culture of all five countries in Scandinavia - Denmark, Finland, Iceland, Norway and Sweden - over 12,000 years old. This museum hosts contemporary art exhibitions, concerts, lectures and films and various special events covered a wide range of programs. After the re-examination of its short-term activities, the museum was opened in a new design with a new identity. The new monogram "N" refers to the first letter in the name of the museum, which is also one of the main architectural features of the new building [4].

The National Gallery in Prague, founded in 1796, is an art gallery with a collection of works by rare European artists from the 1200s to the 1930s, and is the largest collection of Fine Arts in the Czech Republic. The logo of the National Gallery in Prague abandoned the stereotype of a large institution represented by the image of a lion and developed developments in a new form of innovation. The new logo, consisting of simply mirror, frame shapes, does not attract attention, but focuses on the coverage of the exhibits stored in the gallery.

The Van Gogh Museum, founded in Amsterdam in 1973, contains over 200 works of fine art, as well as drawings and letters by Vincent Van Gogh. In 2011, the museum introduced a new brand of identification in Amsterdam. In the new corporate identity logo, The Artist's distinctive drawing style is designed around the use of blue and yellow colors, such as the very popular cartoon "sunflower" or self-portraits. The peculiarity of the logo is that it forms a row of "n", "h" and "m"

from top to bottom, at the base of the right-hand rhythm. The combination of logo base and symbol symbolism (Van Gogh brush interpretation) will be the basis for a strong brand platform. This texture, called "footprint", shares the general meaning of all Van Gogh's paintings. This recognizable element acquires perfection in terms of logo awareness and identity.

During the observation of many museum logos in the world, the following analysis came:

- the fact that almost all museum logos are designed with a grounded, symbolic focus on expressiveness, convenient to understand and read;
- Museum logos are designed in their place to remain in an artistic creative solution and quick memory at first glance (this is a sign of a good combination of visual range with writing, which makes it even easier to quickly progress and identify the logo);
- multi-edge and perfection (universal signs do not change throughout the entire career of the museum).

Unfortunately, among the museum logos of Uzbekistan to innovative ideas based, logos that match the requirements of creating a museum logo do not occur., which is counted from the prominent museums in Uzbekistan. In the logos of the Karakalpakstan State Art Museum named after I. V.Savisky, the Uzbekistan state Art Museum, The Museum of memory of victims of repression, it is observed that only the silhouette of the general appearance of the museum building is used, and the symbolic grounds that call for hidden reflection do not appear.

In the activities of the State Museum of the history of Applied Arts and crafts of Uzbekistan from 1937 to 2021, the question of the development and use of the museum logo as a whole was not raised. In may 2021, on the occasion of May 18 – International Museum Day, at the seminar of Museums of the Republic, held at the Cultural heritage agency, the director of the museum. In the presentation prepared by I.Yusupov, he used a fragment of tin in the museum exterior as a logo [1]. Museologist. In K. Nishanova's dissertation "Trends in the development of Art Museums of Uzbekistan in the XX – XXI centuries", a recommendation project of this museum brand was developed. In the logo of the museum proposed by K. Nishanova, in an innovative way, one can see the location of the name of the museum inside the human index finger. This handling of the logo does not duplicate any human finger in the world, with the aim that the exhibits held in the museum are unique without Ham repeating each other. Through this, the logo emphasized the formation of a unique style of work, artistic signature of craftsmen creating works of Applied Art. Also, researcher I.V.On the logo of the Karakalpakstan State Art Museum named after Savisky, Ham gave his projects and proposals. I holding the bull horn in the proposed logo project.V.Savisky is depicted. The bull symbolically denotes the collections collected in the museum.

The formation of unique brands and trademarks of each museum is certainly one of the important factors in the success of the museum. Museums of the 21st century today strive to take an ildam step, not lagging behind the progress of society, in combination with the fact that they carry out their activities in New Directions, in a new interpretation, without keeping up with the Times.

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