



Kaunas  
Faculty



Vilnius Academy of Arts  
Kaunas Faculty

# Abstracts

**16 November  
2023**

# Culture & Creativity

15th International  
Conference



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## PLENARY SESSION

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### Cities, in the Quest of Creativity (again): Following the Shift, in a World of Transitions

The topic of culture and creativity are large ones and give us the opportunity to federate scholars and professionals from different disciplinary backgrounds. The urban environment, as a tangible medium for expression, is shaped by a combination of cultural and political factors as well as social and political structures. This talk argues for a comprehensive discussion of the cultural and creative effects, stressing the importance of an inclusive investigation of the ways in which residents interact with their neighbourhoods, contribute to public areas, and claim their municipal rights. The shift that has been taking place after 2000 in actions linking cultural activities bottom-up to urban transformation. It's a must to question the impacts of such a shift and to highlight the important connection with the debate about environmental crisis and rapid urbanization. How is creativity helping cities? How important is it for a city to be creative, especially in our times – in a world of transitions? Creativity is present from the very first moment to the creation of the City. The latter, as an amalgam of competences, cultures, is based on creativity for its existence, survival, and evolution. Not only does creativity accompany scientific progress but it also nourishes a wide range of professions structural for the function of the City as a social formation. Arts, Politics, but also everyday life are transcended by forms of creativity that lead people claiming sociability, change, citizenship, and a common future. In our days of recurrent crisis and uncertain destiny for many territories across the world, creativity is in fact a line raft that can bring people to find sense in everyday life, reason to keep hoping, to keep inventing solutions to problems, and to believe in a shared world worthy of being inhabited and protected.

**Keywords:** Cities, Creativity, World of Transitions, Common future

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### Creativity in Motion: Dramaturgical Practice in Dance

As a performing arts scholar who works as a dramaturg in some dance projects, I intertwine my academic research and creative work. My dance experience and studies on the historical and socio-political contexts of dance in Turkey enable me to check how a performance will work in front of an audience. Since 2019, I have been working as a dramaturg in Berlin-based choreographer Tümay Kılınçel's projects on belly dance. In this presentation, I share our experience in choreographic processes and explore how we deal with gender and race issues in dance. Referring to different dance productions, I focus on our principal dramaturgical aim to break the orientalist, erotic, and exotic belly dance images and the related audience expectations. I investigate different forms of creativity in movement and sound that enable us to show that "another belly dance" is possible.



**Keywords:** Dramaturgy, Performing arts, Dance, Creativity

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## Migrant Enterprise and Experience in the Australian Cultural and Creative Industries

This presentation is concerned with the political representation of migrants in terms of their individual and proportional presence and inclusion in the Australian cultural economy. This approach to representation encompasses the role of makers, intermediaries, producers, entrepreneurs and, potentially, policy makers, which in total and as Martiniello (2015; 2022) has argued, is a relatively overlooked area of activity – at least in the field of migration studies. This paper addresses this absence by drawing on exploratory empirical work that seeks insight into migrant practice and narratives *qua* migrants, of their roles and experiences in the sector. This work echoes scholarship in the cultural industries that has generated narratives of the labour necessary to pursuing and maintaining creative identities (e.g. Brook et al 2020). Importantly, as Anna De Fina and Amelia Tseng (2017, 381) have argued, narratives are crucial in “the construction of individual and collective identities,” which are “used to index ways of being and social identifications.” In summarising narrative studies of migration, they highlight the potential of storytelling in “providing a voice to minorities and other underrepresented/socially isolated communities to author their own versions of their experiences.” As they suggest, accounts of the lived experience of displacement and relocation serve as counterbalance to the often negative narrative inflections of political discourse and media representation. A starting point for this research was a survey of a range of online initiatives addressing issues amongst creative migrants. These sites are part of a wider digital public space that captures and shares creative migrant stories, narrating particular experiences and encounters, so convening communities of practice, support and solidarity in the face of a sometimes hostile, often indifferent environment. I contextualise ‘public’ migrant narratives found online in relation to the operations of a wider number of ‘intermediary organisations’ operating on and offline that facilitate and mediate migrant creativity, shared experience and community building. Drawing on interviews, some of the respondents are migrant creatives themselves, all are tasked with mediating migrant narratives and so offer their own story as well as perspectives on those of many others, speaking to general themes and experiences. This paper draws on these sources to ask: What are the stories that migrants tell about themselves? Which notions of migration and mobility as well as integration and inclusivity do they narrate? How do they reflect upon their role as migrant creatives in the cultural sector?

**Keywords:** Migrant Enterprise, Experience, Australian cultural economy

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## The Maidan Museum: Preserving the Spirit of Maidan. Art, Identity, and the Revolution of Dignity

The book examines the relation between art created during the so-called Revolution of Dignity–Maidan Events (November 21, 2013 – February 23, 2014, Ukraine) and the mission of the Maidan Museum (Kyiv, Ukraine) born from the ashes of Euromaidan, to preserve the ‘Spirit of Maidan’. The Maidan events, defined as the Maidanization process, produced a post-colonial discourse language, a new apolitical ideology based on the concepts of dignity and Ukrainianness; generated symbols, social myths, and collective imaginary; triggered the ‘Spirit of Maidan’ that changed the consciousness of the participants in the demonstrations; and functioned as a ritual of intensification-aggregation-initiation passage, in which the identity of new Ukraine was shaped. In this transformative process, in which the human being is seen as an ‘animal identitarium’ struggling, defending, and fighting for his/her own identity, artists played a crucial role in assembling the main elements of the post-Maidan Ukrainian identity (homo Maidan), were able to empower the whole movement with concrete ideas, and finally reworked objects, symbols, and music already present in the Ukrainian DNA through a process of meaningization, symbolization, mythization, canonization, sacralization, and interpellation. This volume is based on interviews with artists who dramatically participated in the Maidan events and fieldwork at the Maidan Museum, and unfolds and identifies the main elements, emotions, expectations, and motivations of the relation of art creation and Ukrainian post-Maidan identity formation based on the ‘Spirit of Maidan’.

Ercolani, G. (2023). ‘The Maidan Museum: Preserving the Spirit of Maidan - Art, Identity, and the Revolution of Dignity’. Stuttgart: Ibidem-Verlag. ISBN-13: 978-3-8382-1763-5. At: <http://cup.columbia.edu/book/the-maidan-museum-preserving-the-spirit-of-maidan/9783838217635>

## SESSION A: INNOVATIVE STRATEGIES FOR CULTURAL ORGANIZATIONS: NAVIGATING CONTEMPORARY CHALLENGES AND MARKETING SOLUTIONS

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## Femvertising in Lithuanian Commercials: An Examination of Gender Stereotypes and Marketing Approaches

This article explores the confluence of marketing and cultural trends, specifically focusing on the emerging "Femvertising" and "Ad-her-tising" paradigms. These terms denote advertising campaigns aimed at women, emphasizing empowerment, feminism, female activism, and gender equality. The

study assesses the commitment level of companies to these ideals, highlighting instances where marketing techniques might utilize feminist sentiments for profit under the guise of activism. A primary argument of this work revolves around the transformative potential of feminist-oriented advertising in challenging prevalent gender norms. It is proposed that consumers could voice concerns regarding marketing strategies that sustain stereotypes. Given the limited existing research on the Lithuanian advertising landscape, this article offers a comprehensive analysis of contemporary campaigns, with a spotlight on notable brands like Chazz and Fielman in Lithuania. Our findings present varied approaches, from campaigns advancing gender equality to those unintentionally bolstering stereotypes. Despite Lithuania's adherence to EU guidelines promoting gender equality and countering gender stereotyping, the commercial sector's adaptation has been gradual. Advertisements often rely on conventional femininity depictions. This research argues for a clear gap in implementing strategies to counteract gender stereotyping effectively. We emphasize the substantial influence of assertive symbols, especially in media and advertising, on shaping consumer perceptions and actions. In conclusion, this analysis provides insights into the multifaceted dynamics of Femvertising within the Lithuanian context. It highlights the need for marketing professionals to adjust their strategies in line with societal shifts and underlines the importance of understanding gender stereotypes' effects in modern advertising.

**Keywords:** Femvertising, Gender stereotypes, Marketing strategies, Lithuanian advertising, Feminism, Gender equality

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## Creative Industries Challenges: AI Co-creation in Advertisement

The creative industries ecosystem has radically changed in the last years. Creatives have always been in searching of new tools that could enhance their inventiveness, being in fact early adopters of innovations. Artificial Intelligence (AI) has become a pervasive technology, a disruptive and evolutionary tool at the same time, particularly visible in the creative industries (Amato et al., 2019). My presentation focuses on one of the main creative sectors – advertising – in relationship with AI, in order to analyze the strategies, benefits and limits of this interpenetration. AI could be involved at every stage of the advertising process (research, media planning, creation, personalization, targeting, campaign optimization, ad performance measurement, evaluation) (Ford et al., 2023). Programmatic advertising (Diwanji et al., 2022), for instance, has an important dimension of programmatic creative process (Bakpayev et al., 2020), that refers to the use of AI technologies in the creative process (from dynamic ads to image or text generation). In May 2023, Meta has launched the AI Sandbox for advertisers, testing AI-based ads for Facebook. Big brands, such as Coca-Cola or BMW, had already implemented the AI tools in creation of ads and campaigns. Coca-Cola has created a platform that combines the capabilities of GPT-4 and DALL-E with the brand iconography and proposed a contest – “Create Real Magic” – involving the public into the making of new works of art and familiarizing them with the technology. If until now we were talking in terms of branding about co-creation between consumers and brand, now the equation has expanded, co-creation being between brand, public and AI. If the “thinking economy” was designated for AI and the “feeling economy” for human beings (Huang et al., 2019), with the lower evaluation for “AI-created emotion-oriented creative content” (Bakpayev et al., 2020), my qualitative research of the commentaries to the “Masterpiece” ad posted on YouTube tries to evaluate the role of art in modeling the AI storytelling and the emotional perception of the public for the ads that partially used AI.



**Keywords:** Creative industries, Advertising, AI storytelling, Co-Creation, Programmatic advertising, Emotion In Advertising

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## Evaluation of Design Impact: Elements and Relationships. Theoretical insights

The main purpose of this report is to achieve a sustainable competitive advantage in terms of design. Although design has traditionally focused on form, it now includes more elements that are also very important in new product development. This report aims to enable those who can analyze the main aspects of design, create models, relate design goals to user behavior. It goes beyond the traditional aspects of form and function, but emphasizes the creation of design value within the constraints of markets and organizations. These design levers ensure that conveying consumer values. In addition, presented research results are presented, which reduce the results of commercialization and new product development research. The report also explores the evolution of design sustainability and explores a model illustrating the evolution of various design approaches towards sustainability. It divides different design methods into four levels of innovation: product, product and service systems, spatial-social and socio-technical systems. The presented framework illustrates changes in the field of DfS-Design for Sustainability, where sustainability values as a socio-technical goal. It shows how to use design methods to check specific aspects of sustainability. The presentation of this theoretical analysis emphasizes design in the context of business design and provides insights for both practitioners and scholars. It provides compelling perspectives on how design can influence user behavior and organizational success.

**Keywords:** Design impact, Sustainability, Market, User behavior

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## The Culture of Consumption and How Creativity Can Affect That

Research on modern human society being heavily dependent on consumerism, and stresses that the purchase of products is the most important cultural practice that drives social behaviour. There's the influence of cultural values on our choices: some cultures prioritize thriftiness and practicality, leading to a preference for long-lasting, functional products. In contrast, others might be more focused on status and luxury, driving the demand for flashy, high-end goods. Another thing that shapes the culture of consumption is tendencies (trends). For quite some time sustainability – socially, economically and environmentally responsible consumption – is the most established and relevant tendency. At the same time the environment and social impact of choices have to be considered. It exposes them to consumption problems and responsibilities, and starts to require additional training in consumer culture. Creativity in culture of consumption often becomes like a solution itself when the consumer is aimed to be affected. Either way, it could have a positive impact on the environment, on business, or

both. Creativity can lead to innovation and the development of new ways of shaping cultural consumption behaviour, which is often done by marketing strategies and product packaging. Consumer education, self-impact of business, sustainable consumer thinking and modern marketing methods are the topics to be discussed.

**Keywords:** Consumption, Sustainability, Packaging, Marketing

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### From Book To Screen: Feminine Identity in Greta Gerwig's Cinematic Adaptation of "Little Women" (2019)

Gender identity and equality is a never-ending cultural issue. There are many works and reflections on this topic, including audiovisual translation and film adaptations. Greta Gerwig's "Little Women" (2019) is the most recent cinematic adaptation of Louisa May Alcott's book (1868-1869) under the same title. The book reflects upon the social and gender norms of the 19th century, focusing on expectations and rules placed on females. Greta Gerwig's cinematic adaptation portrays the challenges faced by women in a male-ruled world and reflects the ongoing cultural and economic struggle for gender equality. There are previous studies on the movement of feminism, feminist texts in translation, and women writers in translation. However, there is no research on how liberal, socialist, Marxist, and radical feminism exhibits in audiovisual translation as screen adaptation. "Little Women" (2019) provides a notable input on feminism and gender studies through its cinematic and narrative choices. This study will explore the approach to feminism in relation to Greta Gerwig's screen adaptation and narrative towards gender roles, where the director challenges traditional gender norms by depicting the characters as complex individuals. This study will explore feminism depicted in Greta Gerwig's cinematic adaptation of "Little Women" (2019), analyzing its relevance in feminist movement and gender studies.

**Keywords:** Feminism, Cinematic adaptation, Gender identity, Gender equality

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### Generative AI and Creative Industries: New Opportunities and Key Challenges

It is often the case that disruptive innovations pose threats and, at the same time, provide opportunities to both incumbents and newcomers in any industry. The more disruptive the innovation, the more polarized the discussions about its social and economic impact. An extreme historical example of opposing changes is the Luddites, English textile workers who resisted automation in the 19th century by physically destroying machinery. Another extreme would be an uncontrolled and irresponsible implementation of any technology that is as powerful and game-changing as generative artificial intelligence (AI). Recent advances in generative AI spread both fears and excitement across the creative industries, while some insiders remain skeptical about the scale of forthcoming disruption.

Given the importance of this topic for the development of the creative economy and recent developments in regulatory frameworks, as well as industrial standards and codes of conduct, our article aims to accumulate and systematize this body of knowledge through the lenses of political, economic, and legal aspects. We analyze the key benefits of generative AI for the creative industries and its transformative potential, including the limits regarding genuine creative ability. Also, we consider transversal features of the generative AI technology using its impact on educational tourism as an example, focusing on creativity. We analyze the current state of AI regulation, particularly its applications for the creative industries in the largest creative economies worldwide. Geopolitical aspects of the impact of generative AI on the creative industries are explored in connection with the concept of international competitiveness, particularly from the perspective of the EU economy. As a result, we suggest guiding principles for a regulation framework aiming to balance the priorities of creativity and innovation with mitigating risks associated with generative AI technology implementation.

**Keywords:** Creative economy, Generative AI, Educational tourism

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## Application of Circular Economy Principles in the Tourism Sector

The tourism sector, a significant contributor to the global economy, is undergoing a fundamental shift towards sustainability through the application of circular economy principles. Circular economy principles emphasize the reduction of waste, responsible resource management, and the promotion of regenerative practices. In the tourism sector, this translates into a multifaceted approach to transform the industry from a linear, resource-intensive model to one that respects environmental limits and enhances social and economic well-being. Key strategies in the application of circular economy principles to tourism include the reduction of waste and the adoption of sustainable practices. Tourism businesses are increasingly focusing on waste reduction by minimizing single-use plastics, promoting recycling, and implementing energy-efficient solutions. Furthermore, adopting eco-friendly building practices and sustainable transportation options contribute to resource conservation and reduced environmental impact. Responsible resource management is essential to ensure the longevity of tourism destinations. This involves efficient use of water and energy resources, as well as carbon footprint reduction through green transportation alternatives. Eco-certifications and labels are helping travelers identify businesses that adhere to sustainable and environmentally friendly practices. Despite the promising potential of circular economy principles, the tourism sector faces challenges in its transition. Resistance to change within the industry, regulatory barriers, and the need for significant investment in sustainable infrastructure are obstacles that need to be overcome. Additionally, the adaptability of the tourism sector in the face of changing consumer preferences will determine the success of circular economy implementation. The application of circular economy principles in the tourism sector represents a paradigm shift towards a more sustainable and regenerative industry. By focusing on waste reduction, product lifecycle extension, and responsible resource management, the tourism sector can contribute to environmental conservation and enhance its long-term viability while responding to the growing demand for eco-conscious travel experiences.

**Keywords:** Circular economy, Sustainability, Tourism, Principles

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## Audience Segmentation in Cultural Organizations Based on the Concept of Audience Engagement

The modern world of culture and art is facing a number of challenges, among which the most important is attracting and retaining an audience. In the context of rapidly growing competition, the development of digital technologies and changing consumer preferences, cultural organizations have to look for new approaches to interacting with their audience. This need gives rise to a relevant and promising topic - audience segmentation. This topic is important for the development of cultural organizations and the improvement of their engagement strategies. Taking into account the motivations and expectations of the audience, as well as its prior knowledge, will allow creating more effective and targeted programs that meet the needs of each audience segment. Such an approach can lead to an increase in the popularity and attendance of cultural events, a higher level of audience satisfaction, and an increase in internal and external resources for the organization. Audience engagement is an important factor for a cultural organization, as it is a process that allows attracting and maintaining audience interest and participation in cultural events, programs, and services. The scientific problem that this paper addresses is to determine the optimal approaches and methods for segmenting the audience of cultural organizations based on the theory of use and gratification, as well as the concept of prior knowledge. This involves adapting theoretical concepts to practical use and developing specific criteria by which different audience groups can be classified. The research shows that effective interaction and audience engagement are key components of the success of cultural organisations and theaters. Audience segmentation, the use of prior knowledge and gratification theories, and the use of different communication channels are necessary to create a close connection and support for cultural initiatives.

**Keywords:** Audience segmentation, Audience engagement, Theatre audience, Culture organisations, Prior knowledge, Gratification theories

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## Challenges and Experiences of Creating Two Non for Profit Art Spaces in New York 2013-2023

Between 2013 and 2023 I had opportunity to be one of the founders of two different art spaces in New York. Both places had non profit orientation, and were artists team effort, but they also were very different. Sla307 Art Space was opened in 2015 and lasted until 2019. It was located in old Lithuanian Alliance of America (LAA) building, located in Chelsea /Midtown Manhattan close to main New York art district. The building and its history was very attractive part. We spent several years doing fundraising and historical and architectural renovation. LAA was established in 1880 by Lithuanian immigrants and used to have many thousands members. It was insurance company, archive, publishing and printing company and busy meeting place. In early 2000s the organization needed new purpose and idea of an art gallery/space seemed very fresh. Also it coincided with new popular "local and ethnic" trends in New York. Soon after opening Sla307 Art Space becomes vibrant

communal cultural venue. The activities include art shows, historical shows, concerts, performances, lectures, discussions, poetry readings, meetings, and celebratory events. However after while the communal demands were taking over more professional art presentation. We, artists found that many members of New York Lithuanian community had quite different ideas how art space suppose to function and what is important. In 2019 I and 4 other artists founded UNDERCURRENT art platform, (Undercurrent inc.) often we just called Ū. It was devoted to art related activities only and Ū was experimental, inclusive and open in its philosophy. You can visit our website: [undercurrent.nyc](http://undercurrent.nyc). It contains Sla307 art space shows and events info also. During Covid Undercurrent partnered EUNIC (European Union National Institute of Culture). This ZOOM project made Ū Covid time very busy, contrary what you expect from pandemic. We Undercurrent closed in one year ago.

**Keywords:** Undercurrent, Sla307 Art Space, EUNIC, 10001

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### Impact of VR and AR Technologies on the Consumer Experience

The article coincided the trends in the development of virtual reality (VR) and augmented reality (AR) technology. The impact VR and AR technologies on improving the quality of customer service and increasing sales is considered. Virtual (VR) and augmented reality (AR) technologies represent a new stage in the evolution of retail, which provide many opportunities for marketing and advertising. These technologies make it possible to create more immerse and interactive advertising campaigns that can improve the interaction between the brand and the consumer, and increase consumer engagement. Examples of the use of VR/AR innovations by world-famous brands in their activities are given. Augmented reality solutions are well combined with the digital ecosystem of companies - ERP, TMS, WMS systems. VR and AR technologies continue to revolutionize many industries with their unique enabling capabilities. From entertainment to medicine, these tools provide new ways to interact with digital content, making it more alive and interactive. VR and AR technologies create many innovative opportunities for retail, as well as use new ways to interact with consumers and present their products. The result of implementing new approaches is improving the consumer experience and increasing operational efficiency. VR and AR technologies can be a powerful force for business, allowing for deeper and more meaningful relationships with consumers and implemented in companies' market marketing strategies to increase adoption of the tool.

**Keywords:** VR, AR, Marketing, Digital strategy, Consumer experience



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## Improvisational Management Models In Creative Industries

Improvisational management is not popular among scholars who study organisations, and the topic of improvisation has not been studied extensively outside of the field of management, even though the term improvisational management was formulated and published back in the 90s of the 20th century. This article analyses the peculiarities of improvisational management and the most important models of improvisational management, looks at how improvisation in management is related to competencies of its participants, what degrees it may have on different levels, and how strategic improvisation emerges. In order to improve the understanding of improvisational management in creative industries, the article analyses existing models of improvisational management that encompass learning, real-time decision-making, improvisational communication, collective improvisation, the improvisational process and the matrix of improvisation; moreover, the article discusses the levels of improvisational management, i.e., individual, interpersonal and organisational, as well as their interaction at different degrees of improvisation. According to these models and levels, a new model of improvisational management relations is developed. Research method: in order to find out about the phenomenon under research and collect as much information as possible, this article includes the comparative literature analysis and synthesis method.

**Keywords:** Organisational improvisation; Improvisational management models; Improvisational management levels

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## Workplace Technologies: Fostering Employee Well-being in the Digital Era

The use of technology in the workplace has increased dramatically in recent times. A variety of technological tools allow employers to gather information about almost every action of their employees: monitoring conversations, measuring employee productivity, tracking non-work related activities, etc. However, the literature typically analyses the use of technology in the workplace through the prism of organisational performance, efficiency, process management, and employee motivation. Workplace technologies are still an evolving and largely very recent phenomenon, and research on its impact on employees and organisations is still quite fragmented. In recent decades, concepts of well-being at work (good workplace microclimate, ergonomics, work-life balance, etc.) have found their way into organisational management, including the physical and emotional well-being of employees. The paper discusses the changing dimension of the workplace, the potential advantages and disadvantages of workplace technologies and their use for employee well-being, as nowadays there are a variety of IT and AI tools that can not only make work easier, but also ensure happy and satisfied employees.

**Keywords:** Workplace technologies, Employee well-being

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## **Narrative Alchemy: Transforming Tragedy into Engagement through Transmedia**

This research paper explores the potential of transmedia storytelling to bring about transformation in the context of dark heritage sites, specifically focusing on the Chornobyl disaster. The study argues that by intertwining intricate narratives across different media platforms, transmedia storytelling has the ability to turn historically grim and unsettling events into profound educational and captivating experiences. The research delves into theoretical concepts such as narrative layering, emotional engagement, and the ethical considerations that come with storytelling in the realm of dark tourism. At the heart of this analysis lies the concept of narrative alchemy, which refers to the process of converting fragmented and complex histories into cohesive and captivating narratives that resonate globally. The research investigates how this alchemic process enhances understanding of dark heritage sites and fosters a more empathetic and responsible form of tourist engagement. Drawing on case studies, particularly the multifaceted narrative ecosystem surrounding the Chornobyl disaster, the study elucidates how different media, such as the HBO miniseries, documentaries, VR experiences, and video games, contribute uniquely to the collective narrative. The paper critically examines the interplay between factual historical representation and narrative dramatization, evaluating how these dynamic influences public perception and memory. It also scrutinizes the ethical implications of transforming real-life tragedies into narrative experiences, considering the delicate balance between engaging storytelling and respectful commemoration. By synthesizing theories from media studies and principles of dark tourism, this research offers a nuanced perspective on the role of transmedia storytelling in dark heritage sites. The findings highlight transmedia narratives' capacity to catalyze informed understanding, emotional connection, and ethical engagement with these sites.

**Keywords:** Narrative Alchemy, Transmedia, Storytelling, Dark Tourism, Dark Heritage

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## **The Effect of Digital Product Design on Consumer Affection Based on The FOMO Effect**

Due to the development of today's online technology market and the diversity of digital products through content means, it is very important to evaluate the link between the fear of missing out (FOMO) effect and its use in digital product design. These insights allow us to assess how to effectively manage consumer engagement using the potential of the FOMO effect. The problem is: How to create a digital product design based on the FOMO effect? The aim of the work is to determine the effectiveness of digital product design for consumers based on FOMO effect and provide an empirically based theoretical model. The specifics of digital product design are presented, recommendations are offered on how to successfully and effectively manage people's interests using the possibilities of the FOMO effect. It is empirically justified which categories of FOMO marketing and deceptive templates have the greatest effect on consumers. The results of qualitative and quantitative

research showed the most effective components of the FOMO effect (product hype tactic, social engagement promotion tactic/category, scarcity tactic/category, exclusivity tactic).

**Keywords:** Digital product, Consumer, FOMO, Dark pattern categories, Tactics.

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### **The Role of the Curator in the Art Platform**

Paradigms of modern organisations changes have shaped the discourse of curatorial practice, and with the rise of the new technologies in the arts and culture sector, the transformation of the structure and management models of organisations operating in the creative industries, the tools used and the products and services created. According to Catherine McDermott (2017), the growing demand for contemporary art exhibitions has created conditions for the development of new curatorial roles and practices. Contemporary The relevance of contemporary curating is underpinned by the embeddedness of institutions in the social in a context in which new trends, habits and priorities.

According to Terry Smith (2012), mentoring is understood as a platform development practices that are linked to local specificities and international and regional factors. According to Terry Smith (2012), the practice of platform development is interpreted as a structure of curatorial action in which mediates between the formulation of the creative process and a defined organisational structure - "curators as 'process makers' and 'programme makers', have to move simultaneously between the resources offered by the institution and the freedom to operate in public spaces and places" - Amanda Cachia (2013, p.1). However, the dualistic nature of curating stems from the emergent need to mediate while simultaneously representing different interest groups. The aim of this presentation is to explain the role of the curator in the art platform.

**Keywords:** Role theory, Curator, Art platform, Organisation

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### **The Impact of the Types and Forms of Tools used by Cultural Organisations, Prior Knowledge, and Seeking Gratification on Audience Engagement**

There is a unanimous agreement that audience engagement (AE) is currently and will be one of the most important challenges for cultural organisations. Thus, the aim of this presentation is to determine the impact of different tools used by cultural organisations, expected gratification and prior knowledge on audience engagement. The presentation includes the conceptualisation of the concept of audience engagement while identifying not only the constituents of the concept of audience engagement but also the importance of their interaction. Audience engagement tools are systematised and classified, and a prototype of their map was created. Prior knowledge (cognition and expertise) and audience engagement tools are analysed as antecedents of audience engagement. Using the uses and gratifications theory, an original, mixed method-based empirical research methodology is prepared; it allows determining and evaluating the impact of audience engagement

tools, prior knowledge and desired gratification on audience engagement in cultural organisations. Three studies are carried out by integrating the methods of qualitative content analysis, Q methodology and quantitative study (online survey based on experimental design). The studies help to identify practically used audience engagement tools, their categories; experts assess their weight. The presentation bases the suitability of the uses and gratifications theory to analyse the choice of audience engagement tools, distinguishes 5 factors and determines that they usually seek functional and hedonic gratification by participating in theatre activities, and the gratification is different from a person's familiarity and expertise. It has been determined that the intensity of using audience engagement tools and expertise have a positive impact on audience engagement. Meanwhile, functional and social gratification and familiarity have impact on the intensity of using audience engagement tools. It has also been determined that the type of a tool is also important (context expanding tools have greater impact) but its form (online or offline) is not important.

**Keywords:** Audience engagement; Audience engagement tools; Prior knowledge; Uses and gratification theory

## SESSION B: DIGITAL ART MANAGEMENT AND CREATIVE PROJECTS: NAVIGATING TODAY'S CHALLENGES FOR TOMORROW'S OPPORTUNITIES

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### "Kara sevda": a Handbook of Contemporary Turkish Society

Aeternal Love (Kara Sevda) is a Turkish love and drama television series that started airing on Star TV since October 14, 2015. The main roles in the series are played by today's Turkish movie celebrities, such as Burak Ozcivit, Neslihan Atagul Dogulu and Kaan Urgancioglu. These names became synonyms of the celestial bodies. Ms. Hilal Saral has been in the director's chair for the series, which was produced by Kerem Catay, who are also incredibly famous today. The series, which consisted of 2 seasons, ended with episode 74, which aired on June 21, 2017, making it its finale. Apart from the cast of the series, the city of Istanbul becomes one of the stars in the series as a character. The TV series become a certain compass for discovery of a culturally rich and sometimes complicated societal issues. Another star of the series is the music of a famous composer Toygar Isikli. Consequently, this Emmy awardee manifests itself as a small encyclopaedia of the contemporary Turkish society. Two countries - one created by Orhan Pamuk in the Museum of Innocence and the second by Kara sevda - introduce us to a completely different Turkey more than any political or cultural handbook. Kara Sevda has been shot entirely in the city of Istanbul, Turkey, with the exception of the mine explosion scene from the episode, which was shot in a town of Zonguldak. Some of the places where the series was filmed are:

- Uskudar: Here of the neighborhood where Kemal Soydere's parents Fehime and Huseyin Soydere live.
  - Besiktas: where aunt Leyla lives.
  - Yenikoy: Heroine Nihan Sezin lives with her parents and also with husband Emir Kozcuoglu.
  - Acibadem Universities

There are many cities in the world that have played an important role on the site's promotion. Kara sevda is one of them.

**Keywords:** TV series, Istanbul, Turkish society, Promotion, Film industry

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## Exploring How Artificial Intelligence Shapes Spaniards' Digital Music Consumption Practices

This research identifies new patterns of digital music consumption practices emerging from the use of virtual voice assistants (VVA). Despite their large rate of acceptance and acknowledgement by some markets (e.g., according to InsiderIntelligence.com, in July 2022, 42.1% of the US population used VVA at least once a month on any device, with the highest rate of penetration in the 25 to 34 age cohort), the evidence on VVA usage by other markets, such as the Spanish one, is rather scarce. The empirical analysis applies a latent class methodological framework to data collected by the Spanish Association for Media Research (AMR) in 2019 (before the Covid-19 pandemic) from about 20,000 respondents of 14 years of age or above. Findings show that among the respondents who used VVAs to listen to music or the radio (46.8%), Google's Assistant ranked first (26.3%), followed by Amazon's Alexa (17.6%), Apple's Siri (16.1%) and Microsoft's Cortana (5%); 40.7% of the VVA music consumers were women and 49.5% men; the most preferred digital channels were Spotify (40.7%), Amazon Music (20.5%), YouTube Music (13.4%), Apple Music (9.3%), and Google Play Music (7.5%). Four latent segments were identified: two segments of consumers who use VVA to listen to music or radio (Millennials – more likely to be men, and Generation X–more likely to be women) and two segments of non-users (Generation Z and the Elders); while Alexa, Google and Aura are VVA more popular among Millennials and Gen X, Bixby, Aura, Siri, and Cortana are more likely to be preferred by Gen Z. Findings could contribute to explain the decreasing trend of music downloads in favor of music streaming and the increasing role of the artificial intelligence in shaping consumption practices and marketing strategies in cultural and creative industries.

**Keywords:** Digital music consumption, Virtual voice assistants, Latent class analysis, Spain

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## A Decade of Collaborative Art Projects among Erasmus partners embedded in an annual Symposium on Making and Materiality in Cork, Ireland

I lecture in Contemporary Applied Art, Textiles specialism, at BA and MA level within the Crawford College of Art and Design, a constituent college of Munster Technological University in Cork, Ireland. I will present an overview of the curation, organisation and management of annual MAKE Symposia hosted by our Department, which draw together experts in selected themes around making and materiality. These Symposia were my initiative, to publicise our Contemporary Applied Art Degree, placing it at the vanguard of ideas, on the cultural and academic calendar nationally and internationally. I have annually coordinated key makers and academics from a range of materials disciplines to speak directly to our students, graduates, and local makers for inspiration and challenge. Each MAKE Symposium has a focus which explores craft and object culture in dialogue or



in a context with other fields such as the theatre (2021), healing (2022), and place (2023). Alongside these Symposia, student projects are developed to provide a physical outcome of each year's theme. From the first MAKE in 2014, Vilnius Academy of Arts has been a major project partner, via Erasmus, to exchange concepts and methodologies. Staff of our institutions and frequently others in Estonia and Romania, work together to develop parallel teaching approaches, resulting in final student artworks for a shared exhibition. This exhibition is a complex undertaking giving all students: a valuable awareness of installation of a variety of textile formats; documentation challenges across different languages; the cultural encounter of fellow textile makers from the other side of Europe, and an exciting opportunity of international outreach. I will cover the origins and ethos of MAKE, its highlights and benefits, particularly the Erasmus exchange activity. I will emphasise the human encounters and these benefits locally, nationally, and for the European creative and educational community as we navigate a complex future.

**Keywords:** Collaboration; Exchange; Education; Erasmus; Dialogue; Outreach

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### NewIDeA Design Workshop: Creativity on (Client's) Demand

NewIDeA Design Workshop is an international workshop organized by Kaunas Faculty of Vilnius Academy of Arts to promote collaboration of art, business and science/education institutions. The main goal of the project is to create a productive and sustainable platform for such a cooperation and give art and design students the opportunity to work on real projects with real design briefs from business partners. The workflow during the workshop is based on the creative design thinking approach and combining international experience in design and methodology utilizing the variety of design thinking methods to reach creative goals that are also suitable for the real-life application. The focus in the presentation is put on the origins, goals and results of the workshop in general as well as methods used to reach it and factors promoting creativity and making creativity-on-demand possible.

**Keywords:** Workshop; Design; Collaboration; Business; Internationality; Creativity

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### Interaction Between Secondary Design and User Behavior

In the world, the ecosystem is changing rapidly and we are facing negative consequences, so we are forced to pay more attention to nature conservation, ways to deal with waste disposal, to change attitudes and behavioural habits towards consumption. These days, circular economy approaches are used, but it is not easy to change consumer behaviour when people are not interested or motivated. This topic presents: an understanding of secondary design, consumer behavior, the importance of ecology and the use of waste in design. It talking about the works of artists created by

the method of secondary design. There are also presenting experientials of creating sustainable material and a investigation in which participants had to commit and update the item using the secondary design method.

**Keywords:** Secondary design, Waste ecology nature, Behavioural habits

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### Reviving CerCAST: Digital Curation of the Ceramics Route of Castelli from Historical Archives Content to Meta Space

Ceramic craftsmanship represents a crucial role in the structure of European cultural and economic history. The use of traditional craftsmanship has played a crucial role in developing strong economic systems, which have consequently contributed to the growth of cultural and social assets in surrounding communities. Castelli is notable as a key component in the history of Italian maiolica, an artistic craftsmanship known for its delicate decorations and artistic significance, especially during the period from the 16th to the 18th century. The Ceramics Route of Castelli (CerCAST) initiative is specifically focused on safeguarding and promoting this great ceramic legacy. It offers a carefully chosen route to discover the historical charm of the city while providing an in-depth examination of the enduring Maiolica traditions and techniques. Accordingly, I am looking into the possibility of building a digital platform that will recognize and maintain this important historical legacy. The PhD project seeks to explore the process of digital curation, which involves archiving material content on the Europeana platform. The content materials are related to the Ceramics Route of Castelli, and they have also been transformed into a virtual exhibition. As the virtual exhibition is developed, it will function as a platform for storytelling exhibitions, intertwining narratives from the historical legacy of ceramics, specifically focusing on Castelli ceramics production during the 16th to 18th centuries. By offering various forms of engagement with heritage material, it presents a unique opportunity to provide individuals with innovative and alternative ways to interact with cultural heritage assets. This not only promotes the extension of knowledge but also aims to foster a deeper understanding and appreciation of heritage through digital applications.

**Keywords:** Digital Curation, Castelli Ceramics, Historical Archives, Preservation, Metaspace, Cultural Heritage

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### Teaching Creative Skills

I'm a high school teacher in the art department of the Lycée des Arts et Métiers in Luxembourg. The department exists since the end of the 19th century, and many prominent Luxembourgish artists, past and present, made their studies here. We have a relatively young public from 16 to 20 years old and

most of them don't really know what to do in their life. The Luxembourgish creativity industry is quite small and can't use all the students who finished their studies in our school. Most of them go on to university. Why keep on a teaching this when there is not really a market for this kind of studies? Many our students arrive at our classes because they often don't know what to do else. As we have a three-language school system and for students with an immigration background, the studies in Luxembourg can be quite rough. Many have failed before. And this seems to be a last chance. Bringing them in contact with creative thinking, boosts their self-esteem and helps them find different ways and see different perspectives and possibilities. This is a major point we observed over the years and offering them a different, but not less complex, approach to solution finding helps them organise their minds in a way that suits them better.

**Keywords:** Creative thinking, Teaching, Creative skills

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### The Use of Multimodal Elements to Create a Narrative in a Video Game “Bramble: The Mountain King”

The research on the use of multimodal elements while creating a narrative in video games is limited, however, the increasing development of smart technologies leads to the enhancement of the received attention paid to analyse the created meaning. What is most likely to be seen as a medium transmitting the most information is language, although, language alone does not provide apparent results in most of the communicative events. Hence, the main focus of this thesis is to assess what affordances disparate multimodal elements bring in the creation of narrative in video game. This paper provides the theoretical overview of five main multimodal elements (such as colour, sound, layout, image, and gesture) and the meanings that are conveyed through them, as well as the concept of video games and the ways they can be analysed. The research material is compiled within video game Bramble: The Mountain King. The multimodal elements detected in the video game are analysed in great detail, providing the intended meanings they might transmit.

**Keywords:** Multimodal elements, Meaning making, Video games

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### Conceptualization in Fashion Design and Applied Arts. Methods and Approaches to Stimulate Creativity

The development of creative industries can be used in transdisciplinary pedagogical approaches and implementations of models of learning and stimulation of students' creativity in the fields of applied arts and design. In this context, the design of teaching-learning methodologies within the curricular programs aimed at visual arts and design have as reference points the active role of students in creating the learning process. Thus, within the implementation of working methods, student diversity

is respected as well as their needs through flexible learning paths centered on the student. The design, implementation and evaluation are centered on the student, using a variety of pedagogical methods through different models of organizing the learning process.

**Keywords:** Clothing, Design, Fashion, Industry, Creativity, Concept, Method, Approach, Education

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### **Creative Process Description and Analysis of a Contemporary Free Improvisational Music**

Forming a new tradition of Western music, there is a need for a new sound implementation methodology and methods. This requires not only theoretical definitions, but also a systematic practice. Contemporary Free Improvisation in Music formed in the middle of twentieth century. Quite difficult to determine criteria for the evaluation of music, put aesthetics. Although this musical style is derived from the traditions of Western music and is presented as an electronical sound and an academical music composing style collaborations. It is usually considered "musical taste" point of view. Analyzing and evaluating historical musical transformations, we can see the beginnings of contemporary music, but electroacoustic music keeps miscellaneous subcultures and "mainstream" music techniques and even the same aesthetics. The aim of this project is an analysis of improvisation as a creative process. To achieve this goal was limited two challenges:

- discuss theoretical aspects of an action research;
- examine, on the action research method, how the creative process was going and how can I help performers gain free improvisation skills needed for my work performance.

The theoretical part provides an overview of the scientific literature, discusses the methods that are designed to free improvisation skills acquisition. Also an action research method, improvised music history, performance stages and technical measures are discussed.

**Keywords:** Contemporary free improvisation, Improvisation in music

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### **Woodcut Tradition in Lithuanian Art History**

Woodcut traditions in Lithuanian art, authors, themes and techniques.

**Keywords:** Woodcut, Printmaking, Art history

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### Bootcamp for Ceramic Artists: an Insider's Look at Kaunas Bone China Symposia

The report will review the international bone china symposia from the organizers perspective. The main topics covered will include short overview of the symposium background, presenting most renowned participant artists and discussing about project's challenges and opportunities. The International Bone Porcelain Symposium is a project presenting contemporary porcelain art, combining creative workshops, professional art exhibition, educations, lectures, encouraging collaboration and research among artists, and promoting porcelain art in Lithuania and the world. This symposium, which has been organized by Vilnius Academy of Arts Kaunas Faculty, currently gathers the most prominent ceramic artists. During the creative workshop, the participants get a close-up look of main Kaunas attractions and cultural context and create artworks for the intended exhibition. Tight schedule, serious technological support and seminars help artists to raise their level of excellence. The educational program of the symposium involves both the academic community and other public groups. There are practical sessions, lectures and presentations of the participants' creations. The dialogue between foreigners and Lithuanians, between ceramicists and contemporary artists from other fields promote the research, experiments and innovations in ceramic art. This project is relevant in that it is an opportunity for Lithuanian ceramic artists to grow and improve, to get acquainted with global trends, and to demonstrate their potential. Due to its exclusive focus on bone china, the project is becoming important and prestigious on the map of professional ceramic events, not only in the Baltic countries, but also in a global context. The artistic value of the project is ensured by invited well-known foreign artists who represent contemporary ceramic art in the world, as well as Lithuanian and foreign artists selected through a competition, giving young promising artists the opportunity to make their debut. Overall, international Bone China Symposium can be incredibly rewarding for participants. It provides an opportunity to learn from experienced porcelain professionals, expand porcelain knowledge and skills, and connect with other artists.

**Keywords:** International bone China symposia, Contemporary porcelain art, Creativity

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### Non-tangible Design: The Role of Design Education in Shaping a New Era of Industrial Production

The paper delves into the crucial role of design education in driving the transformative evolution of industrial production, with a spotlight on the exemplary case of SID Scuola Italiana Design. Established in 1991 in northern Italy, SID was conceived in direct response to what industry was demanding at the time in terms of specialized design professionals. The school's unique approach mirrors an agency model, engaging students in active collaboration with external industries through real-world design briefs. SID's three-year program emphasizes a two-year foundational period,



equipping students with technical and conceptual design tools. The culmination of this education is the “master projects” during the third year where students collaborate with national and international businesses, guided by professional designers who serve as both professors and contextualization experts tailored to the project's nature. Over the past three decades, SID has been in a privileged position to witness the profound changes of the industrial sector which has shifted from a traditional product-centric approach to multifaceted activities focused on service and customer experience. This shift towards non-tangible production prompts design schools like SID to adapt and explore emerging themes such as digital culture, information design, user experience, and AI integration and this paper wants to highlight the evolution of SID's curriculum to address these changing industry demands. It emphasizes the school's proactive approach in experimenting ethically and responsibly with new and trending themes while staying relevant in the dynamic landscape of industrial design. Ultimately, this exploration of SID's experience serves as a valuable case study in understanding how design education can play a crucial role in shaping the future of industrial production by adapting a design thinking method to archaic industry values and fostering a holistic approach to shaping the future of middle-sized businesses.

**Keywords:** Design education, Industrial Production, Design thinking, Co-design, Service design, Customer experience

## SESSION C: STUDENTS' SESSION (IN LITHUANIAN)

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### Increasing Resilience Of Non-Profit Arts Organizations In The Context Of Crises

The COVID-19 pandemic has emphasized the vital importance of organizational resilience, particularly in the context of non-profit arts organizations, which were among the hardest-hit sectors. This research aims to construct an empirically-based model for increasing the resilience of non-profit arts organizations. To achieve this, we outline the following research objectives: 1) Analyze the theoretical aspects of organizational resilience; 2) Formulate a theoretical model for increasing the resilience of non-profit arts organizations; 3) Empirically validate the proposed theoretical model. To approach this issue from a theoretical perspective, an analysis of existing scientific literature was undertaken. The principles of organizational resilience to arts organizations were formulated, resulting in the creation of a theoretical model. The third phase of the study comprises an empirical examination, involving the testing of the model. To meet the research objectives, qualitative data collection methods, specifically semi-structured expert interviews and document analysis, were employed. The study showed that external factors and organizational characteristics are important for increasing the resilience of non-profit arts organizations in the crisis context. At the external level, the organization is influenced by the political environment, the economic environment, the social environment, and the cultural environment. Mutual relationships with external stakeholders and audiences are also extremely important. A resilient non-profit arts organization must focus on leadership, process planning and management, and organizational culture. In the leadership group, at the external level, organizations must meet the expectations of stakeholders, be innovative and able to improvise, and constantly nurture partnerships. At the internal level, it is important to ensure enabling leadership, increase organizational agility and decision-making speed, and ensure continuous learning. In the planning and management group, at the external level, constant monitoring of the environment, involvement in the political field, and the valuable mission of the organization are important. At the internal level, it is

important to have a balanced organizational structure and clearly defined responsibilities, also a unified organizational mission and values. In the organizational culture group, at the external level, constant maintenance of relations with the audience is important. At the internal level, it is important to manage information and communication systems, create a safe organizational environment, support the motivation of members, and ensure the importance and support of individual experiences.

**Keywords:** Organizational resilience, Crisis management, Non-profit art organizations

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### The Role of the Gallery in Empowering the Artist to Participate in the Art Market

Easier access and purchase of artworks opens up more opportunities not only for those who want to purchase artworks, but also for the artists themselves to show, sell their works on a larger scale and become known. The globalization of the art market is showing positive changes, but at the same time, there is a great competition between all participants in the art market, such as artists, collectors, art galleries. This competition is felt not only by well-known artists, but also by young artists seeking to become market participants. The art market in Lithuania is still growing and developing. It is not easy for the art creator to establish himself in it or it is not clear how and where to start. Young artists who have recently finished their studies or have entered the art world face obstacles and challenges to become well-known art representatives. In order to become visible, artists participate in exhibitions, competitions, projects and other activities, in which art galleries also play a significant role, giving creators the opportunity to show their creations and providing other support. Galleries are looking and inviting artists who want to present their work, some of them are even more focused on the young group of creators or organize competitions directly for this group of people. The ongoing collaboration between gallery and artist shows the importance of exploring the role of the art gallery in the empowerment of the artist. Nowadays, with more and more changes and opportunities for artists to create and show art in the local and international market, it is important to analyse it and understand what actions and processes done by art galleries have a positive effect on creators and how it could be strengthened and improved

**Keywords:** Art gallery, Art market, Artist career, Empowerment

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### The Influence of Hospitality Services on the Consumption of Cultural Products

Today, the way of life of post-modern society and its diverse needs dictate topical management topics: the quality of satisfying both his physiological and spiritual needs is important to a member of this society - the consumer - who is characterized by a consumerist, but at the same time conscious and sustainable approach. In this place, the connection of hospitality (accommodation and catering)

services and consumption of cultural products (together) appears. Today, in our usual environment, there is a large offer of the hospitality sector, and at the same time – a variety of cultural products, but does the developed service sector in a specific area encourage more and better consumption of cultural services? This will be investigated and answered in this master's thesis.

**Keywords:** Hospitality services, Consumption, Cultural products

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### Utilization of Different Tools (Reels, Stories, and Posts) on the Social Network Instagram and Their Impact on Users

The use of social networks and their impact on the user in the current era of information technology is growing rapidly. The influence of social media on contemporary technology-based society is undeniable: it forms communication habits, changes social norms, provides various opportunities for businesses, and affects society in other ways. It is especially the organizations that benefit from the social media-provided communication platform, which enables them to engage with several stakeholders at once and provides space for advertising and public relations. More and more specialists recognize that social networks are one of the most productive and effective tools for new business development. However, despite all the positive opportunities provided by social media, there is still not enough information about the usefulness of particular social media tools (i.e., reels, stories, posts) from an advertising perspective for start-ups. The aim of this study is to analyze various Instagram tools and provide recommendations that would help develop and grow a startup's Instagram account effectively. In this study, two research methods were used. The first study employed an online survey, targeting respondents aged between 18 and 25 years. Data analysis was performed using Excel and Statista; various statistical criteria, including T-tests, Chi-square, and Anova Single-factor. The second study involved interviews with 5 start-up professionals discussing Instagram marketing strategies.

**Keywords:** Social network, Instagram, Startups, Reels

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### Identifying the Customer Response Trends for the Fall Season Products, Incentivised by Paid Advertising

Our research aims to analyze the sales niches of the autumn season and to determine the most profitable ones. The online shop was designed, and 50 different products were included to the social network paid advertising campaign. The diversity of the products was based on seasonality, category,

potential consumer demand and price level. We explored the online data by carefully monitoring sales dynamics and consumer reactions. Autumn is a unique season for indentifying change of consumer behavior and needs related to preparing for the cold period of the year and the upcoming holidays. The research allowed us to take a deeper look at consumer preferences and adapt our trading strategies accordingly. The data analysis enabled to identify several most important trends of consumer behavior: getting ready for the holidays early in advance, while the toys being one of the strongest sales preferences. In addition, the approaching colder, rainy season, consumers chose to buy umbrellas and warm clothes more often. In conclusion, our research revealed that the most successful fall marketing niches are closely related to the seasonal needs of consumers. The interconnection of the promotion and sales information provides advanced insights for planning the assortment, marketing campaigns and sales strategies.

**Keywords:** Online analytics, Paid advertising, Customer response, Marketing campaign analysis, Online sales

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### Maintaining User Attention on a Website

The research aims to investigate possibilities to keep users' attention to content published in the website. The user engagement was studied based on several attributes, which were selected by applying expert analysis method, such as number of photos, presence or absence of video, design features(color palette, text size, text font) and theme presentation (clarity, relevance, user involvement). During the exploratory study three similar pages were compared: "Pamatyk Lietuvoje", "Lankytinas Lt vietos", "Lithuania travel" according to the same set of characteristics. The analysis addressed an important aspect of researching needs of users and assisting to improve the page, attract more visitors and raise their interest. The results of the study showed that users are mostly attracted to video material, color palette and number of photos. The comparative study of websites revealed that the most attractive page, according to the selected characteristics, is "Lithuania.travel".

**Keywords:** Keeping attention, Attention of online user, Expert analysis, Content attributes

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### Analysis of Audience Needs and Content Adaptation

The research was performed for analysis of the interest of web surfers to the posts informing about the activities in Kaunas. A blog was created for publishing this information, and a detailed study was conducted for its analysis. By applying Google Analytics functions, we monitored the behavior of blog

visitors, their preferences and interests. In addition, we used SimilarWeb to get data about other blogs providing information about activities in the city of Kaunas. We compared and contrasted the popularity of posts about activities in the city of Kaunas, presented in our blog and the others in order to find out what type of activities people are looking for. Our research helped us to understand the specific interests people looking for the activities in Kaunas and how our content can better meet their expectations. The characteristics of the blog visitors, time spent by blog visitors, popularity of pages were analysed for this purpose. This research not only enabled us to identify the most popular pages and the number of visitors, but also provided important information on how to adapt the content to better meet the needs of the audience. The results revealed that people are most attracted to historical places and cultural events.

**Keywords:** User behavior, Blog, Activities in Kaunas, Audience needs, Google analytics

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### Attitude of Online Readers to the Topic of Artificial Intelligence

We performed an analysis of attitude of online readers towards the topic of artificial intelligence, focusing on the level of user engagement. Trend analysis revealed that the interest to artificial intelligence is spreading, and there is growing importance of how people perceive and use this rapidly developing technology. The results of the study showed that artificial intelligence is becoming an integral part of everyday life, with the number of users exceeding millions. This does not only show the extent of technological progress, but also the growing confidence and interest of people in this trend and the wider field. Such expansion not only poses new challenges, but also offers opportunities to optimize processes and create more efficient services. The results revealed some significant areas of development: AI Popularity Scale: The latest data from the analyzed ChatGPT model revealed that there are already about 180.5 million users, showing that the technology is widely used and trusted. Areas of Application of Artificial Intelligence: the study clearly indicated that artificial intelligence is actively applied in various fields, including medicine, economics and business. This shows the multifaceted impact of this technology on various aspects of life. Growing Interest in Artificial Intelligence: respondents' participation in various discussions and online communities showed that people are not only using AI services, but also demonstrate interest in it and are communicating about this technology. Questionnaire Research Results: From the analyzed data, it can be seen that the majority of respondents are familiar with the artificial intelligence technologies, actively use these tools and have different opinions on their various aspects, including their impact to the labor market, privacy security and legal regulation. The results of this study highlight the growth and popularity of artificial intelligence. Not only do people trust and use this technology, but they also actively participate in discussions about its ethical use and potential consequences. This insight can ignite further research to understand and shape public attitudes towards artificial intelligence and to identify future challenges and opportunities this technology may bring.

**Keywords:** User attention, User engagement, Expert analysis of website, Artificial intelligence topic

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## Identification of Benefits and Risks of Using Chat GPT in Higher Education

The relevance of the topic is determined by the global challenges of Chat GPT in the context of higher education and the sensitivity affecting students. Many users are trying to hide the use of Chat GPT and know little about the benefits and harms of this technology. The artificial intelligence tool Chat GPT was publicly released on November 3, 2022. More and more higher education students are switching to the use of new technological solutions, such as artificial intelligence (Chat GPT), which can assist as a personal tutor 24/7 and optimize the student's learning process. The research study was carried out due to growing concern about the decreased desire of students to communicate directly and discuss with teachers live. The authors of scientific research highlight that the students' creativity, initiative, ability to independently research, self-confidence and search for solutions to problems are decreasing. The author Harve (2023) points out that the use of Chat GPT is growing exponentially on a global scale. The use of this technology in higher education has led to potentially challenging issues such as identification of the true author (Reich, Aaron 2022), high levels of plagiarism (Edwards, Benj, 2022), complete dependence on technology (Walsh, Toby, 2022), misattribution of information, loss of learning curiosity, lack of idea generation and critical thinking (Karthikeyan, 2023). In addition it enables bypassing the AI detector by generating texts resembling original content (Lo, 2023), unfair advantage over non-users of Chat GPT (Cotton , 2023), lack of human emotional connection (Bhadani, 2023), data privacy and ethical issues (Božič, 2023). The main challenges to be overcome include training of teachers to detect AI-generated text, create innovative tasks for reducing the likelihood of applying Chat GPT for the answers (Malinka, Hujňák, Perešini, Januš, Firc, 2023). The results of the analysis of secondary data showed how to better understand the impact of these technologies on learning processes, student abilities and the ethics of the academic world.

**Keywords:** Spread of Chat GPT in education, Negative challenges of using ChatGPT, Unfair advantage of using AI

## SESSION D: CHANGES OF POLITICAL, ECONOMIC, AND LEGAL ENVIRONMENT OF CREATIVE INDUSTRIES

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## From Toilets To Necrophilia: How Putinisms Affect Media Culture?

After a year and a half of Russia's war against Ukraine, Russian President Vladimir Putin is irreversibly losing his strongman image turning into a bloody dictator. The longer he gets his country into the war, the more obvious are becoming his tricky communicative strategies intended to give him more control

over the public opinion in Russia and bring more admiration among his most devoted supporters. In years, Putin has developed a personal communicative strategy, which carries a significant cultural bias and can be easily understood by lower-class, often criminally grounded Russians, but mostly remains hidden from the English-speaking recipients. An essential part in Putin's manner of addressing the audience belongs to a special cultural and linguistic phenomenon – putinisms. Since the times he became Russia's President, Putin has created a large number of sayings, aphorisms and catch-phrases, known as putinisms. In this paper we aim at analyzing the evolution of putinisms from the cultural and political perspective in order to reveal Putin's true face as the leader of the nation. The results of our research have shown that putinisms could be regarded as a sort of sub-culture in modern Russia characterized by the use of profanity, criminal jargon, offensive words, appeals to the dark sides of human nature, namely rape and necrophilia. It is interesting to note that due to the significant degree of cultural immersion, the real meanings of these statements are very easily perceived by the Russians. However, when translated by the English-speaking media a bigger part of the meaning is lost, or deliberately silenced by the translators, partly due to their reluctance to use pejorative vocabulary, partly due to the lack of cultural knowledge. In conclusion, it is obvious that, among other things, Putin is the creator of a new communicative culture of Russian political elites, which paralyzes critical thinking and blocks the adherence to established communicative standards. Instead, it appeals to cheap criminal jargon, rape, and necrophilia. This new putinisms culture is immensely popularized by Russian propaganda and eagerly absorbed by the Russian audience, while the rest of the world do not fully understand it due to cultural loss in translation.

**Keywords:** Putinisms, Subculture, Media culture, Cultural bias, War in Ukraine, Russian propaganda

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### The 'Animal Identitarium', Art, Security, and the Creation of Identity

This presentation defines the human being as an 'animal identitarium' meaning that the struggle for an identity is a primordial characteristic of the human species. Identity provides security to the humankind and the 'animal identitarium' creates his/her identity through symbols, rituals, myths which become their own marks of identity; they protect it, and he/she can even kill in the name of identity. Therefore, their identitarian symbols, rituals, and myths form an existential-revered-sacred environment and territory: his interpretative paradigm, her language and grammar, their 'real' world, are holy to them, providing meaning to life, a sense of belonging. In this process to create an identity art always has played an important role. Thought art humankind has created, out of his/her desperation, fears, desires, dreams, and hope a different world and the artists (creative people who dare to imagine something different from the reality which is access to everybody) acted through history as sinners, shamans, healers, initiators and prophets. The new born child as he leaves his mother womb experiences for the first time in his life the emotion of anxiety. Immediately she enters the identity-culture womb of her tribe-society. In this womb she feels secure and protected. And his/her culture-identity provides to him/her a script for their whole life. However, the artists, most of the time have sensed the oppression and the power behind the hegemonic culture-identity paradigm, and they acted as a revolutionary force with the aim to free the humankind consciousness from the chain-cave in which society lives. At the end the revolutionary and creativity activity of an artist provide a new ontology and epistemology. However, in various countries around the world, the artist, through a process of securitization process of art, can be officially considered and accused to be a terrorist, an iconoclast who reveals the truth behind the mask of the authorized-certified identity



politics. The same is valid for museums, art galleries, and academic programs in faculty of fine arts. Any power-knowledge-truth structure imposes its own meaning of art and artist.

**Keywords:** Animal identitarium, Identity politics, Security, Securitization process, Identity

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### **Creativity and Imagination as a Cultural Value: an Intergenerational Perspective**

In contemporary world, creativity, understood as the ability to generate original and valuable ideas, is gaining in importance not only for those in the so-called "creative" professions, but for a widening range of people from different occupations. Creative intelligence is becoming a key human asset and the most desirable skill of the future, because it is the only way to compete with a technology, no matter how developed, that lacks imagination, emotional competence and the ability to dream. Creativity, however, works not only at the individual level, but also at the collective level, because it can be shared, encouraged, developed – and therefore can also develop as a collective, communal quality. It is becoming as important as knowledge and information management. However, unlike knowledge, there is no way to teach creativity directly – it is more a matter of stimulation, encouragement, nurturing and emphasizing of its value. The socio-cultural environment can both foster and inhibit creativity by shaping specific perception of the surrounding world and by directing creative activity towards certain fields and social groups. Therefore, substantial scholarly attention should be paid to the impact of social and cultural preconditions of creativity. Among them, cultural value attached by the general public to fostering imagination as a personal trait is of crucial importance as imagination is a source of creativity, allowing us to liberate ourselves from conventional thinking, to challenge established norms and to envisage new possibilities. Using longitudinal comparative empirical data of the European Values Study, the paper analyzes the attitudes of European societies towards the importance of fostering of imagination, its cultural, socio-demographic differences and the dynamics of this attitude in 1990–2017, relating it to the generational change of the population.

**Keywords:** Imagination, Creativity, Creative class, Social generations, European Values Study

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### **Unveiling the Art of Fiction, History and Cultures of Israel and Palestine: The Case of Dancing Arabs by Sayed Kashua and its screen adaptation "Borrowed Identity" by Eran Riklis**

Culture is an essential part of conflict and conflict resolution. Culture helps in regaining the past just as much as it helps in re-building the future. The Arab-Israeli conflict is an ongoing intercommunal phenomenon involving political tension, military conflicts, and other disputes between various Arab

countries and Israel, which escalated during the 20th century, but had mostly faded out by the early 21st century. While “the question of Palestine” has been passionately debated over the past century, what could be called “the question of the Arab-Jew” has only recently come into the glare of the journalistic, artistic, and academic spotlight. This study discusses the place of Hebrew and Jewish images and stereotypes in the works of the Israeli-Arab Hebrew writer Sayed Kashua and screen adaptation under the title “Borrowed Identity” by Eran Riklis. The film represents a merging of cultures in its origins too. It was directed by Eran Riklis, a leading Israeli filmmaker, based on his autobiographical fictions. The movie is a screen adaptation of the novel *Dancing Arabs*, a book about the search for meaning in a life that is caught in separations and distinctions. It is a story about childhood, love, family, loyalty and separation. But it is also a story about wars that restrict the potential for human beings to live a dignified life. Not all separations are carried out by walls; and some non-physical barriers from leading a dignified life can be as vile and violent as the physical ones. This investigation offers the narrative of screen adaptation as a means of promoting peace, tolerance and understanding through enabling communication and dialogue to take place.

**Keywords:** Culture, Hebrew literature, Screen adaptation, Jewish stereotypes, Palestinian-Israelis, Identities.

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### **A Multimodal Approach to the Making of Historiophoties and Historiographies: The Case of the film *Chevalier* (2022) by Stephen Williams**

Biographical films, commonly referred to as biopics, are concerned with presenting a theatrical, narrative account of a subject’s life (Gregg 2016). The making of biographical film can be challenging and require creativity so that a true story would be presented on screen not only in an accurate way, but also be engaging to the viewer. An American author, historian and the leading international scholar in the fast growing field devoted to studying the relationship between history and the visual media, Robert A. Rosenstone, in his essay discusses the concepts of historiophoty (the representation of history and our thought about it in visual images and filmic discourse) and the criteria of truth and accuracy presumed to govern the professional practice of historiography (the representation of history in verbal images and written discourse). Here the issue is whether it is possible to “translate” a given written account of history into a visual-auditory equivalent without significant loss of content (Rosenstone 1988). The author of this investigation offers a look at historical details and facts creatively depicted on screen. The aim of this study is to reveal the role of multimodality both in constructing cinematic biographical dramas with the focus on the film *Chevalier* (2022) by Stephen Williams. The analysis of multimodality in the creation of myth of racial purity is offered by the author of the presentation too. *Chevalier* (2022) is an American biographical drama based on the life of the French-Caribbean musician Joseph Bologne, Chevalier de Saint-Georges, set in the late 1700s Paris. The viewer gets a glimpse of such historical figures as Wolfgang Amadeus Mozart, Louis XVI, while the storyline of the film is saturated with the “Age of Enlightenment” that is captured through the presence of Marie Antoinette, the last queen of France.

**Keywords:** Opera, Mozart, Marie Antoinette, Joseph Bologne, Chevallier de Saint-Georges, Creativity, Historiophoty, Historiography.

## SESSION E: CREATIVE TOURISM AND CULTURAL HERITAGE MANAGEMENT

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### Travel Culture and Tourist Destinations of Central Ukraine as Components of State-Forming Processes

The article examines the main stages in the history of the state forming processes of the Ukrainian nation, the evolution of the Ukrainian elite, and attempts to determine the interrelation between the development of Ukrainian statehood and the formation of tourist destinations in Central Ukraine, as having complex historical and cultural dimensions, and affecting various aspects of the tourism phenomenon. By applying general scientific and special research methods, in particular historiographical and cultural ones, we have reproduced a certain sequence of events and phenomena, as well as traced cause-and-effect relationships and established trends related to the evolution of both the nation state and the nobility class, and tourist destinations of Central Ukraine. The scientific novelty of the work consists in the systematisation and expansion of scientific approaches and ideas about the role and influence of elites on the processes of tourism development and the development of tourist destinations in the relevant period. It has been stressed that under the influence of active state-forming activities of the elite, not only the development of national culture, tourist destinations, educational achievements of that time, but also the processes of the national consciousness formation.

**Keywords:** Culturology of tourism, Socio-cultural history of tourism, Tourist destinations, Central Ukraine

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### From Homes to Classrooms: Developing Guidelines for a Mobile Application that Brings Heritage Houses to Interior Design students

The development and use of digital technologies to promote cultural heritage can be an avenue for the younger audience to familiarize themselves with their respective heritage and cultural environment (Pagano & Cerato, 2015). Supporting this trend in digital promotion of cultural awareness, this paper aims to identify and address the weaknesses in digital Philippine cultural heritage and its promotion to the younger populace. Through interviews and observations of what transpires in the history courses of interior design students, specifically their history course focusing on Filipino architecture. This study looks into the themes of the built heritage of Manila and how challenges arising from its development can be addressed in a digitally-inspired manner, in order to bring heritage houses closer to interior design students, through the use of mobile applications and virtual reality features.

**Keywords:** Digital heritage, Guidelines, Interior design students, Smartphone application, Heritage houses

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### Field Investigation and Research on the Music Culture of the Mulao Ethnic Yifan Festival in Shiwei Ancient Village, Luocheng County

The music culture of the Mulao People's Yifan Festival in Shiwei Ancient Village relies on the power of religious beliefs to educate the people, guide people to abide by moral standards and ethical norms, increase self-discipline, reduce conflicts and conflicts between people, and between clans, so that society can Relationships and order are more stable, harmonious and long-lasting. The holding of the Yifan Festival music culture not only enhances the outside world's understanding and recognition of the Mulao culture, but also enhances the cultural confidence of the Mulao people, and promotes social harmony and development in the Mulao area of Shiwei Ancient Village. The significance of the musical cultural heritage of the Mulao Yifan Festival lies not only in the protection of tradition and history, but also in its positive impact on the cohesion, identity, social harmony and individual physical and mental health of the Mulao society. Therefore, it is very important to protect and inherit the Yifan Festival music culture, which will help maintain national characteristics and diversity and promote cultural prosperity and development.

**Keywords:** Mulao people; Ritual performance; Inheritance and development

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### Cultural Heritage Preservation And Protection Technology Professional Program At Mongolian University Of Science And Technology

"Inorganic Cultural Heritage Preservation and Protection Laboratory" and "Cultural Heritage Digital Research Laboratory" are important for "meeting the needs and requirements of registering, documenting, preserving, and restoring physical cultural heritage, training specialists with national higher education in this field, and developing research and innovation." In addition to its role, it has built pioneering technology-based laboratories aimed at developing the science of preservation and protection of the cultural heritage of our country. In particular, it is believed that the introduction of digital technology in the preservation and protection of physical cultural heritage will deepen the study of physical cultural heritage and allow detailed research in the virtual environment.

**Keywords:** New laboratory, Archeological new excavations, Extending the lifespan of cultural heritage

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### **Toward Sustainable culture: the role of indigenous costumes in developing creative tourism in the Central Highlands region, Vietnam**

Creative tourism encourages regional socio-cultural and economic development, especially in rural and mountainous areas. This is a type of tourism that helps optimize local resources and bring new experiences to tourists. The purpose of this article is to explore the potential of indigenous costumes as a cultural material in creative tourism development. Exploratory research was conducted in the Central Highlands region of Vietnam, which is inhabited by ethnic minorities with diversity in culture and costume. Research results show that this area is rich in cultural resources, but has not been exploited in tourism in an appropriate and sustainable way. Therefore, in order to exploit and preserve indigenous costumes as a cultural material in creative tourism, the study proposes a living museum model associated with the co-creative activities of tourists and the local community. This model is proper for existing conditions, promoting cultural values through sharing material practices and knowledge in indigenous costumes, while developing creative tourism toward Sustainability.

**Keywords:** Creative tourism, Cultural materials, Sustainable culture, Indigenous costumes, Central Highlands, Vietnam

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### **Simplicity in Rural Culture towards Sustainable Experiential Learning and Creative Tourism Management: A Case Study of the Pha Pang Community, Thailand**

The simple and rural way of life can become a source of happiness for tourists who visit, seeking to recharge and learn in a different cultural setting from their own. This can transform into a form of cultural tourism that involves experiential and creative learning activities, allowing tourists to gain a deeper understanding of the local culture. This research collects qualitative data through interviews with government agencies, community leaders, and business owners in the Pha Pang community. The study reveals that the Pha Pang cultural community actively manages its environment and imparts knowledge about alternative energy as part of its community mission. They are committed to preserving their simple cultural heritage. This community also attracts a significant number of elderly tourists who play a role in organizing tourism activities in collaboration with the local community. One notable cultural activity is the making of "Tung Lana Na," which is intertwined with the floral decoration practices of the Northern Thai people. This is considered an auspicious act. Additionally, tourists learn about agricultural practices, particularly rice cultivation, which is a significant part of Thai culture. The community is characterized by its lush green rice fields, breathtaking views of the sky, and surrounding hills. The community also has important local temples, allowing tourists to visit and appreciate the beautiful architectural designs within these temples.

**Keywords:** Cultural tourism, Creative tourism, Community, Sustainable Tourism, Experience, Rural

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## Farnese Palace in Caprarola, Italy: Towards a People-centred Brand Image in a Cultural Tourism Market

The valorisation of cultural identity-centred brand icons has become a requested action nowadays promoting the marketing statement of local heritage sites that are not designated as UNESCO World Heritage. Thus, these sites might compete to enhance and safeguard cultural heritage and authentic cultural knowledge. Moreover, lessening the high negative impact of the customization approach on the conservation statement of the cultural asset, the research adopts a people-centred approach developing the interlinkages between cultural tourism marketing and conservative management to enhance the rapport between the community and the palace in a community-based cultural tourism manner. Therefore, this empirical study reviews the cultural significance of the Farnese Palace in Caprarola and its reflection on its marketing statement developing its brand image. It applies an integrated method that combines quantitative and qualitative analysis. It mainly assesses 165 online questionnaires with the public audience. The findings of this study draw a proposal for generating a people-centred heritage branding image (logo and slogan) of the Farnese Palace in Caprarola that seeks to generate a lifelong learning memory for the community and a long-term brand image for the visitors' mentality.

**Keywords:** Heritage Branding; Historic Palaces; People-centred Approach; Cultural Value Perception

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## Global Transformations of Tourism Practices and Technologies in the Context of the Formation of a Digital Society (Digital Society)

Theoretical and applied culturology with their interdisciplinary and integrative potential opens new opportunities in understanding the prospects and risks in electronic culture, which is reflected in the structuring of functional-species orientation in tourism, formation of new subjects and tourism models, emergence of nonclassical characteristics of traveling, changes in travel agencies work and enterprises of temporary accommodation for travelers have conceptual importance for the development of information society tourism. It is noted that the development of digital infrastructure and transition to principles of communication network, Internet personalization, and the emergence of a new type of industry what are called "industry 3.0" and "industry 4.0", are factors that change ethical principles and foundations of a socio-cultural interaction. Therefore, the cultural-cognitive vector of tourism institutionalization becomes particularly relevant in individual and collective cultural practices and tourist behavior models that build a new hierarchy of values. It is scientifically based that modern cultural dynamics directly affect the construction and procedural support of all forms of tourism activity. Consequently, on the one hand, tourism is becoming more differentiated, on the

other, it's specialized which should be taken into account in the developing mechanisms and technologies for the formation of tourist routes by using universal and local cultural features and the development of a new practices of strengthening the cultural function of tourism.

**Keywords:** Tourism, Global transformations, Digital society, Culture

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### **Social and Economic Mechanisms of Attracting the Creative Tourism, Immigrants and Diaspora to Ukraine**

The prerequisite for the creative tourism, immigrants and the diaspora is the presence of financial and material assets in their native country, which will motivate them to return to their homeland after the end of the migration cycle. It was also found that each migrant has his own migration cycle, which ends after the goal of migration is achieved (acquiring new knowledge, new experience, building savings, acquiring assets, establishing new connections and contacts). In this regard, the key for authorities is the development and implementation of mechanisms that will contribute to the formation (accumulation) of financial savings in the homeland, the acquisition of tangible and intangible assets in Ukraine. Such mechanisms include organizational measures involving the search for and establishment of contacts with migrants; financial and banking measures involving the development of deposit, credit, mortgage, insurance instruments to attract income of migrants to their homeland; orientation events, which will include trainings and mentoring programs, which will contribute to the development of awareness about the native country and opportunities for self-realization in it; investment programs aimed at attracting migrants' savings into development projects of the native country and native territories. This will increase the desire and motivation to return to the homeland at the end of one's migration cycle. The return of migrants and the diaspora will contribute to the growth of domestic employment, as returning migrants start not only to work, but also to create jobs themselves through the experience gained abroad, the savings generated and the new connections. It is through the mechanism of facilitating the return of migrants and the diaspora to their homeland, the motivation to invest financial and intellectual resources in their homeland that in the future it will be possible to reduce the rate of emigration of future generations of Ukrainians, as they will be involved, including, in enterprises created by previous waves of emigrants.

**Keywords:** Creative tourism, Labour migration, Labour migrants, Ukrainian migrants and diaspora, migrants' remittances, Migration cycle

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### **Assessment of the Sustainable Development of a Tourism Destination: The Case of an Adventure Park**

The sustainable development of a tourism destination is a process that is continuously improved and has long-term value. By applying and distributing the economic, social and cultural dimensions



equally, it is possible to achieve well-being for the environment and local people not only now, but also in the future. The study showed that the sustainable development of a tourism destination is presented differently by each of the authors, but all of them convey the idea that it is a process that includes economy, environmental protection, social dimensions and their management. By applying the process of sustainable development, tourism destinations achieve economic benefits without harming the environment and taking into account the social and cultural well-being of local people. It is recommended that voluntary publicity of environmental and socio-cultural activities in a tourism destination is an important factor that improves the image and increases value in society. Sustainability management is a more comprehensive, constructive, holistic approach than the management systems offered so far.

**Keywords:** Sustainable development, Tourism destination, Adventure Park

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### Emotional Landscape: the Role of Anthropology in Tourism Development

As an interdisciplinary science, anthropology not only helps to overcome the challenges that inevitably arise in the tourism industry but also offers a creative way of addressing them. In the broad field of tourism destination development, the emotional landscape plays an important but often overlooked and underestimated role. As a discipline, anthropology brings a unique perspective to tourism research. By studying hosts' and visitors' cultural nuances and social dynamics, anthropologists uncover the emotional network that shapes the tourist experience. The emotional aspect of the traveller's experience goes beyond pleasure; it shapes the identity of a place. Through ethnographic research and case studies, this paper explores how anthropologists can contribute to the sustainable development of places that attract tourists and create meaningful and authentic experiences. By exploring the emotional connections between tourists and locals, the paper highlights the ways in which tourist destinations can foster a sense of belonging and cultural exchange. It also highlights the potential dangers of ignoring emotional aspects in tourism planning. Cultural insensitivity and the commercialisation of the local experience can lead to a loss of authenticity and ultimately discourage travellers from looking for genuine connections. Anthropology is becoming an important tool to address these challenges as it provides insight into tourists' and host communities' emotional needs and desires. In summary, this article calls for a paradigm shift in tourism development, i.e. the inclusion of anthropology as an invaluable guide to navigating the complex landscape of emotions. In this way, tourist destinations can create experiences that not only captivate the senses but also resonate deeply with the emotional essence of travellers, leading to a more sustainable and enriched tourism industry.

**Keywords:** Tourism industry, Traveller's experience, Emotional landscape, Tourism development, Sustainable travel destination development

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## Tourism and Touristic Industry

Tourism should be considered as a service that cannot be accumulated and transported. It is worth emphasizing that it creates new jobs and is an effective means of protecting nature and cultural heritage. Therefore, these elements form the basis of its resource base, which is connected to the main branches of the national economy and types of human activity. Their differentiation and discreteness create differences in the potential of the recreational environment, which explains people's need to change their locations and learn about the world through travel. Infrastructure is vital for the development of tourism. It is a set of industries and institutions that organize and serve the tourism industry, also referred to as the tourism industry or tourism activity in general. The infrastructure of tourism includes various transport and communication chains, systems of hospitality and communal services, as well as the socio-cultural environment. Tourism infrastructure includes advertising agencies, transportation, accommodation and dining, trade, utilities, and other activities. The tourism industry is grounded in a network of enterprises that satisfy or contribute to the satisfaction of recreational needs of travelers, regardless of the defined purpose, except for paid work in the destination country. This industry is an interdisciplinary economic complex that specializes in creating a tourism product capable of meeting the population's needs in leisure, travel, recreation, and wellness through the production and sale (provision) of tourism-related goods and services. The elements of the tourism industry are enterprises and institutions whose purpose is to satisfy particular tourist needs (motivational, contextual, comfort, attractions, etc.).

**Keywords:** Tourism, Tourism industry, Infrastructure, Institutions, Services

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## Plein Airs and Their Significance for Artists and Local Communities

Explore the enchanting world of plein air painting in this presentation, where artists venture outdoors to capture the essence of nature on canvas. Delving into the historical roots and evolution of plein air, we uncover its profound impact on both the art community and local neighbourhoods. Discover how this artistic movement not only enhances creative expression but also fosters community engagement, promoting cultural vibrancy and connecting individuals with their surroundings. This lecture highlights the integral role plein air plays in shaping artistic landscapes and serving as a catalyst for community cohesion.

**Keywords:** Plein airs, Artists, Local Communities, Community cohesion