

Секция «Advertising in the USA and Great Britain: the present state and prospects of development»

Art for Everyone: Inclusion in the UK

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Making art accessible for all social groups has been the main priority of art industry for the last several years and it is now moving towards new accomplishments. The inclusion is spreading rapidly in contemporary society.

What is inclusion? It is a term used by disability rights activists to promote the idea that all people should be freely and openly accommodated without restrictions or limitations of any kind. [1] Some researches see inclusion as “.. a sense of belonging: feeling respected, valued for who you are; feeling a level of supportive energy and commitment from others so that you can do your best.” [2] Despite having different approaches to the understanding of this phenomena, researchers agree on the significance of inclusion.

The stepping stone in the history of inclusion in arts was the year 1985 when the ‘Arts And Disabled People - The Attenborough Report’ was published. [3] In 1985 the Government asked a committee of leaders in the arts led by Lord Richard Attenborough to report on what was happening with arts and disabled people. When the report was published it led to more public money being given to arts projects led by people with disabilities and arts projects for people with disabilities. As a result, during the 1980s some arts organisations began to specialise in supporting people with disabilities to make and present their own art, performance and film work.

To describe such creative collaborations between learning disabled and non-learning-disabled artists the term Inclusive Arts is used. The collaborative processes of Inclusive Arts thus intend to support a mutually beneficial two-way creative exchange that enables all the artists involved to learn (and unlearn) from each other. [4] Inclusive Arts is an important field of creative practice because it can help realize the creative potential of people with learning disabilities and facilitate modes of communication and self-advocacy. The processes involved in producing Inclusive Arts may promote new visions of how society might be.

In today’s United Kingdom one of the most active organisations which consider the subject of inclusion quite thoroughly is The British Council. It is the UK’s international organisation for cultural relations and educational opportunities which stated purpose is ‘to build trust and engagement for the UK through the exchange of knowledge and ideas between people worldwide’. [5] The international cultural projects prove the determination of the Council to grant the access to the art for all kinds of people.

In conclusion, it seems necessary to underline that the inclusion movement in art industry is spreading in Russia as well. The Pushkin State Museum of Fine Arts has started a new programme ‘Accessible Museum’ which includes programmes and exhibitions for visitors with disabilities, hearing disorders and poor eyesight. Making art accessible for all social groups has been the main priority of art industry for the last several years and it is now moving towards new accomplishments. The inclusion is spreading rapidly in contemporary society.

Vincent van Gogh once said: ‘There is nothing more truly artistic than to love people’. Art is for people and we are on our way to prove it.

Источники и литература

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