

The project
«VEROS DA GOTYR»



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We wish to present our project
«Верос да Готыр»,
which in the Komi language means
“Wedding on Komi soil”, which was
made by the graduate students of the
Institute of Culture and Art at the
Syktyvkar University under
our leadership.



The idea of the project was to give some insight into the traditional culture of the peoples living in the Komi Republic, particularly their wedding ceremony, with the help of modern visual language. In this way the project aims to promote the image of the Komi family and family values, as well as the preservation of cultural traditions of the region. The project is dedicated to the 100th anniversary of the Komi Republic.



I worked on the project for more than a year as a scientific consultant of the project from the perspective of ethnography. First, the students got acquainted with my collection of household items from Northern Russia during the late 19th century: spinning wheels, chests, towels.





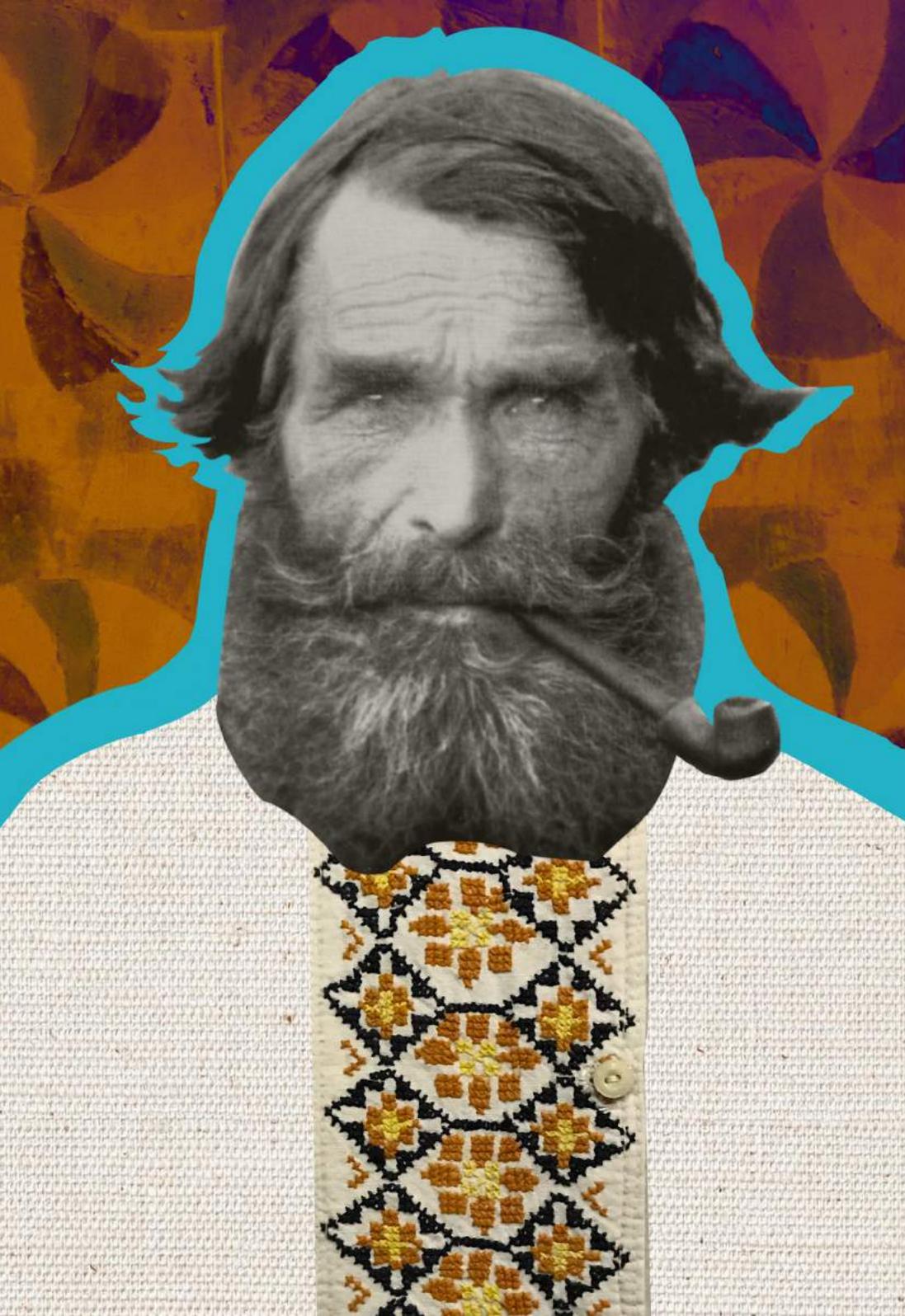


Digitalized fragments were the basis of further work. Students conducted additional research in the National Museum of the Republic of Komi (Syktyvkar), the Museum of Peasant life in the village Yb by Syktyvkar, and in the Komi National library.

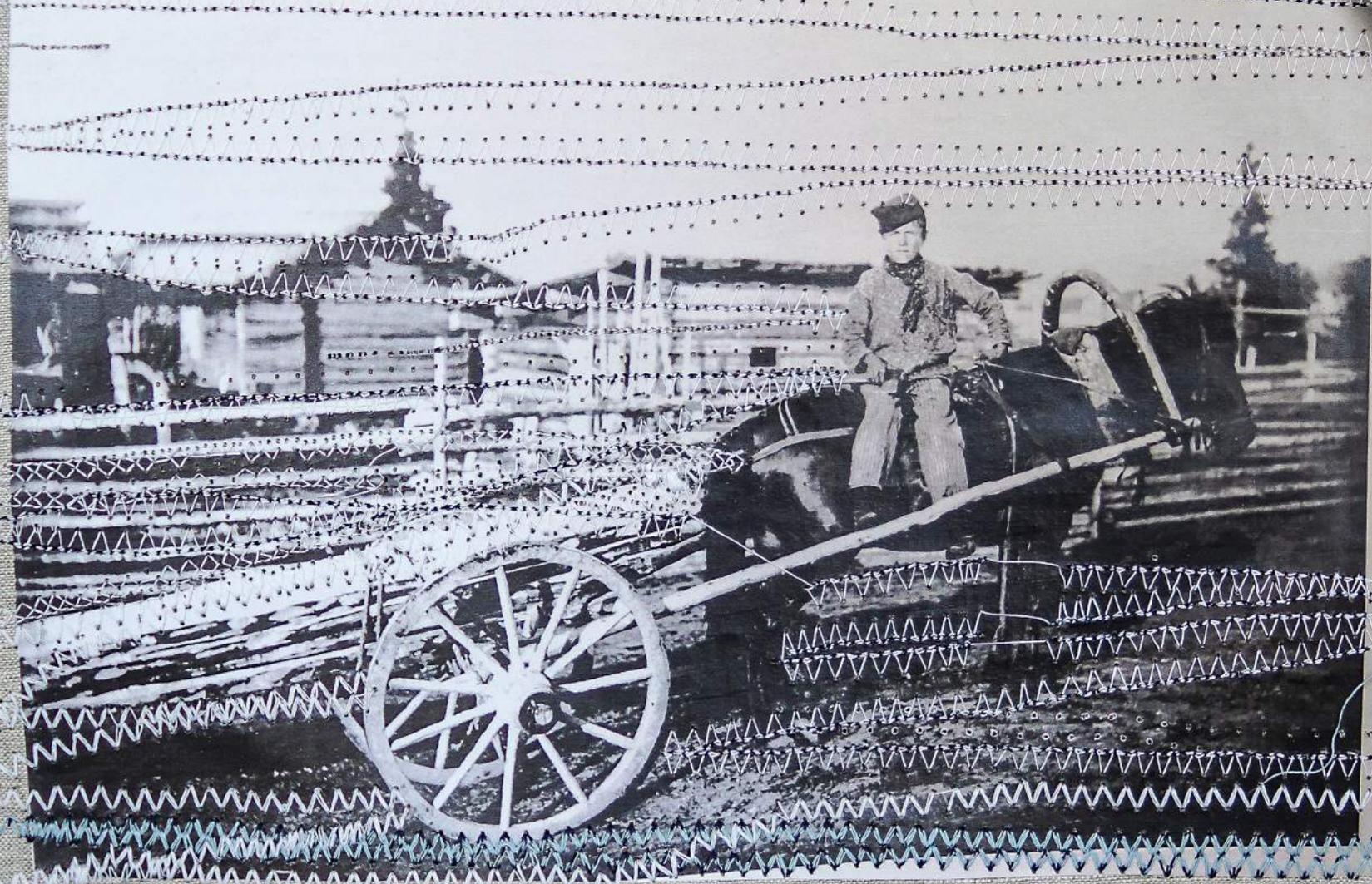


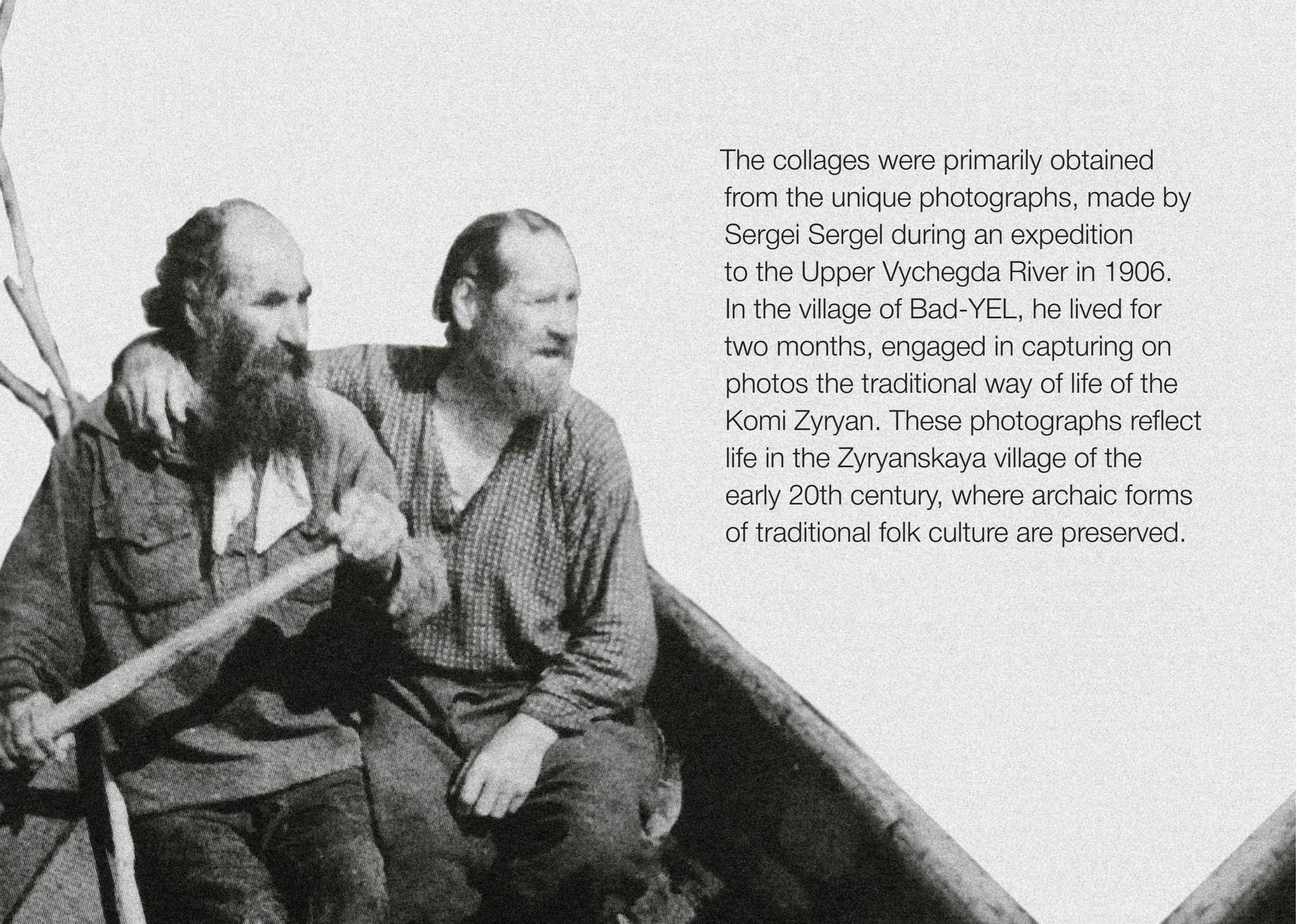
After a historical introduction to the theme, a general format for the project was determined — digital collages with manual editing and author's graphics. The students made their collages while participating in the courses "Photography" and "Designing Projects".











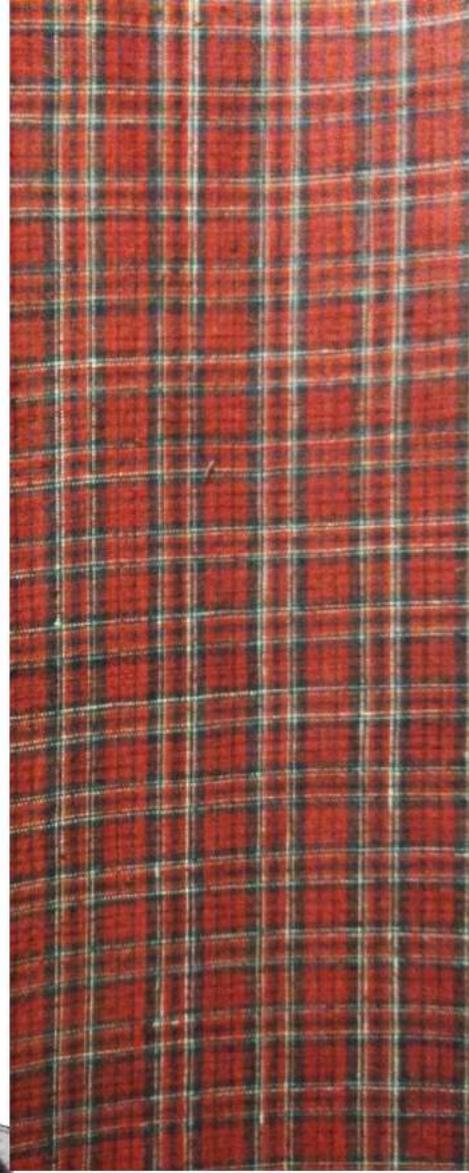
The collages were primarily obtained from the unique photographs, made by Sergei Sergel during an expedition to the Upper Vychegda River in 1906. In the village of Bad-YEL, he lived for two months, engaged in capturing on photos the traditional way of life of the Komi Zyryan. These photographs reflect life in the Zyryanskaya village of the early 20th century, where archaic forms of traditional folk culture are preserved.

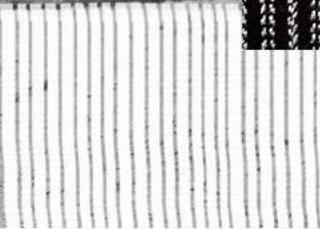






On the slide you can see how digital collages complement digitalized fragments of textiles and paintings. This gives the viewer an additional opportunity to compare the meaning of the photo image with the motifs of the ornaments.













The final stage of the project – preparing an exhibition and presenting it in a gallery. The opening of the exhibition took place in “Yugor”, the Center for Cultural Initiatives, in March 2018.









The area of the exhibition hall was divided into two “zones”— male and female, — the zone of wedding celebration and family life.





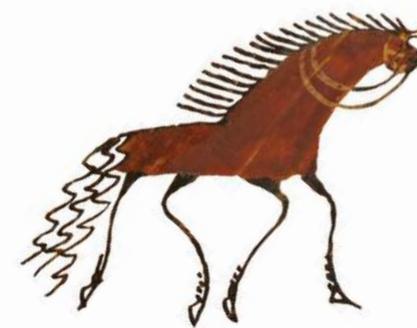


In order to give the project a deeper, physical context, the exposition was supplemented with real objects and samples from my collection. At the opening of the exhibition, the staff of the National Museum staged a traditional wedding ceremony, typical of Komi-Zyryan.





Tours were held during the exhibition. There was also held an interregional conference, which raised issues about design-education in Russia and the possibility of visual translations of traditional culture by means of design. The discussion was attended by teachers and students from the Udmurt state University, who are study “Design”.



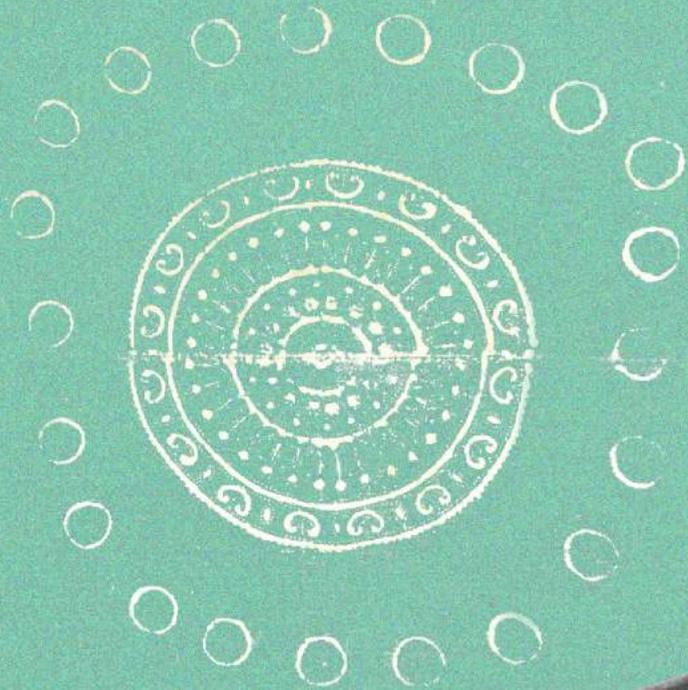


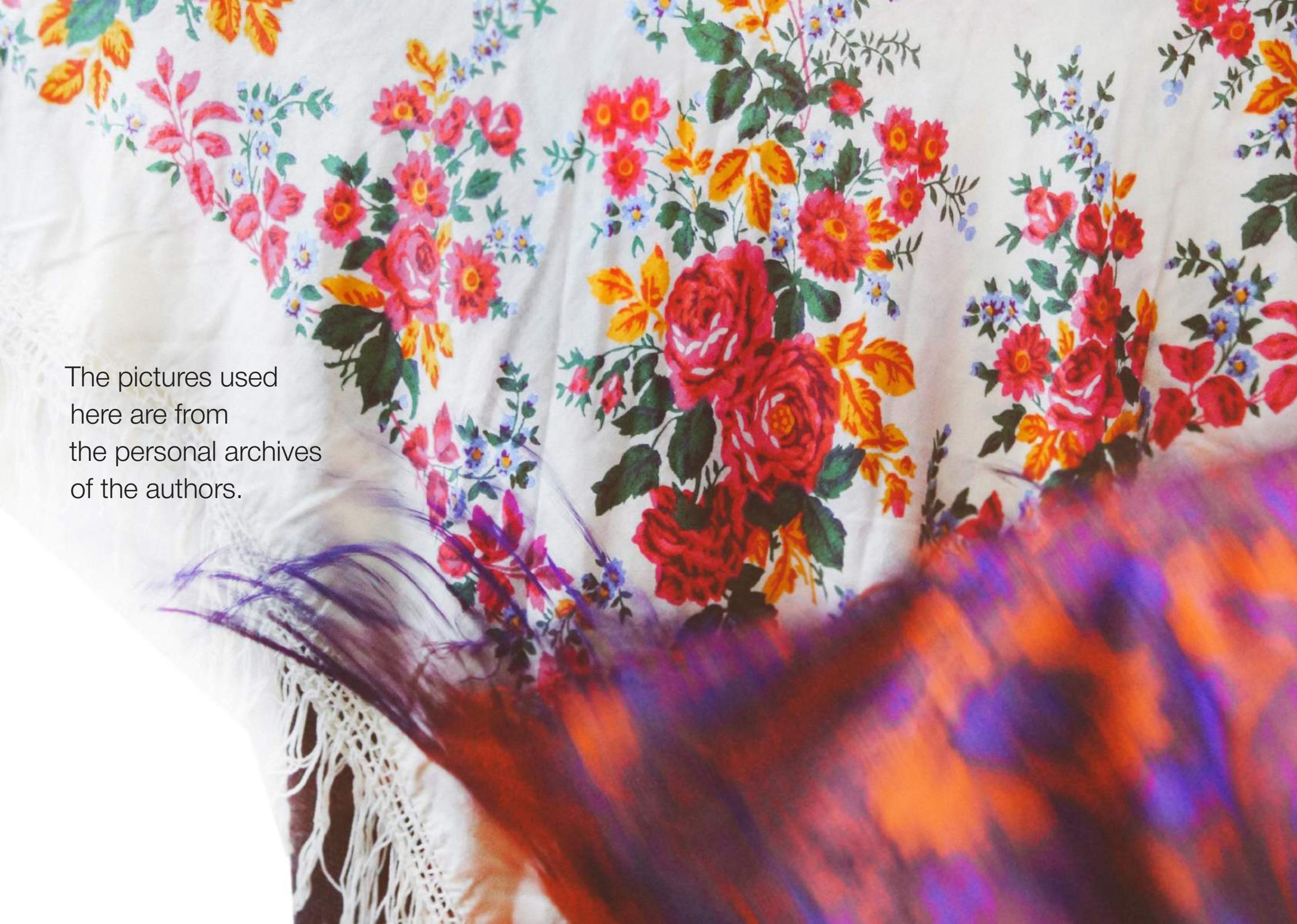
During the exhibition there was a presentation of my monograph "Paintings of the North".

In conclusion, I would like to mention that the exhibition received a lot of visitors and was widely publicized. Moreover, the project produced a handsome publication, and now we are working on releasing a virtual interactive book.

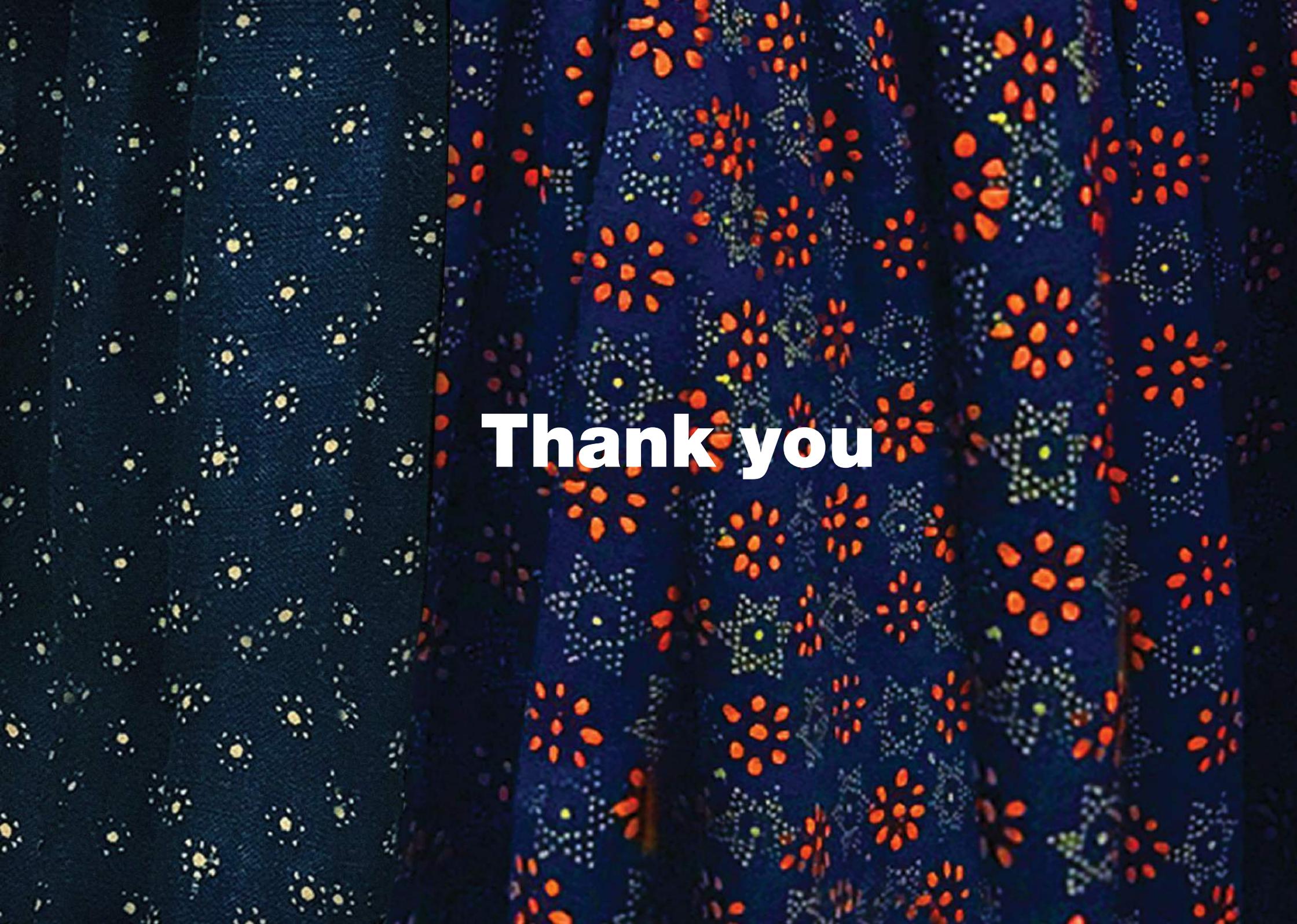


So, this project was an interesting experiment, an experiment on bringing together traditional art, design and education.





The pictures used
here are from
the personal archives
of the authors.



Thank you