

**Yaroslav-the-Wise Novgorod State University**  
Higher Humanitarian School “Antonovo”  
The Research and Educational Centre for Humanitarian Urbanistics  
**Administration of Veliky Novgorod**  
**Russian Political Science Association**  
Political Urbanism Research Group



IV International scientific conference

**Visual Anthropology – 2022.**  
**Historical City:**  
**Actualization of the Past**  
**in the Perspective of the Future**

Veliky Novgorod  
September 22–23

2022

The conference continues a series of scientific events under the general title “Visual Anthropology”, started in 2014 in Tomsk<sup>1</sup>.

The focus of the conference is a multidisciplinary study of the visual parameters of culture as a sphere of human communication in relation primarily to the urban environment.

The space of the city is interpreted as a complexly organized dynamic system of visual signs and symbolic locations expressing and transmitting cultural and anthropological meanings, values and practices.

#### Strategic objectives of the conference:

- development of regional, federation and international scientific cooperation in the field of humanitarian problems of modern urban studies
- creation of a scientific and discussion context for the exchange of research results between Russian and foreign scientists in the field of theory and practice of the formation of public urban spaces
- analysis and systematization of current problems, trends and results in the field of cultural topology of the city at the regional, national and global levels
  - convergence of fundamental urban studies with social and administrative practices in the modern city.

The scientific objective of the conference is to determine the actual significance of the modern historical city as a place of representation, translation and generation of the code (codes) of cultural identity.

During the conference it is planned to achieve the following results:

- formulation of the concept of the cultural code of the historical city
- conceptual substantiation of ways and forms of actualization of cultural heritage as the basis of modern urban identity
- defining the role of the university in the process of generating the urban cultural code
- identification of the special place of the Russian historical city in the cross-cultural processes of modernity
- development of measures of positive influence on creative practices related to the organization, transformation and optimization of the urban environment
- conceptual correction of activities in the field of management of urban cultural processes.

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<sup>1</sup> Integral Models of Communications (Tomsk 2014); Modern City: Designing Public Spaces (Tomsk, 2018); City-University: Living Space and Visual Environment (Veliky Novgorod, 2019).

The following sections are expected to work:

## SECTION 1

### **CULTURAL IDENTITY: URBAN ASPECTS**

Historical city as a form of expression of cultural identity. The cultural code of the historical city: Russia and Europe. Visualization of basic cultural and historical meanings and values in the structure of urban space. The relevance of the past in a modern historical city. Urban perspectives of cultural heritage.

*Moderator:* Sergey Avanesov

## SECTION 2

### **POLITICA URBANICA**

The political subjectivity of the historical city: a place in the political and symbolic space of the past, present and future (city-symbol, city-brand, city-image, city-text, etc.). “The rights to the city” in the strategies and models of the future (smart cities, sustainable cities, healthy cities, etc.). Designing a city-designing the future: problems of modern architectural and urban planning policy (training of specialists, training of municipal authorities, training of the public). “New citizens” (migrants, students, tourists): identity politics as an aspect of preserving the history of the city. Peter the Great as the designer of the city, the designer of the future (for the 350<sup>th</sup> anniversary of his birth). The past and future of the city as an arena of political struggle offline and online.

*Moderator:* Alexey Shcherbinin

## SECTION 3

### **UNIVERSITY TRADITIONS AND HISTORICAL CITY**

The social institute of school, urban space and cultural environment of the European city from Antiquity to the present day. University as a phenomenon of urban culture in Western Europe. Adaptation of the university idea in the cities of Eastern Europe: form and content. Non-institutional forms of education in the urban environment. The cultural code of the university in the historical and modern city.

*Moderator:* Nikolai Salonikov

## SECTION 4

### **ANTIQUITY AND THE MIDDLE AGES IN A MODERN CITY**

Ancient and Medieval monuments in a modern city and their impact on the overall urban appearance. Ancient and Medieval forms of life in a modern city. Multicultural space of Antiquity and the Middle Ages in modern cities. Ancient and Medieval allusions and reminiscences in modern cities. The Old Town in folklore, literature, art and cinema.

*Moderator:* Tigran Simyan

## SECTION 5

### **HISTORICAL AND CULTURAL CONTEXT OF MODERN URBAN PRACTICES**

Holidays of the national calendar in the past and present of the city. Traditional culture and folklore in urban space. Citizens in suburban practices (trips "to nature", picnic, dacha). Ethno-

confessional ceremonies and religious practices in the modern urban community. Urban folklore movement between authenticity and subculture. Role-playing games and historical reconstruction in a modern city.

*Moderator:* Daniil Krapchunov

## SECTION 6

### **RUSSIAN ABROAD IN THE DIALOGUE OF CULTURES: CITIES AND NAMES**

Emigration as a bridge between cities and cultures (to the 100th anniversary of the "Philosophical steamship"). The phenomenon of the Russian diaspora in an urban context. Cultural centers, educational institutions and colonies of Russian emigrants as points of growth of the urban environment and urban life. Places of memory of Russian emigration in European urban spaces.

*Moderator:* Nadezhda Orlova

## SECTION 7

### **URBAN COMMUNITIES IN THE HISTORICAL ENVIRONMENT**

Local communities in the historical city. Urban activism and problems of preservation of historical and architectural heritage. Tourist communities and their impact on urban life. Professional communities of historical cities.

*Moderator:* Mikhail Alekseevsky

## ROUND TABLE

### **CULTURAL CODE OF THE HISTORICAL CITY**

Questions for discussion:

- what is the "cultural code of a historical city" and what is its uniqueness?
- cultural code of the city: preservation or updating?
- cultural memory as a source of generating the cultural code of a modern city
- the cultural code of the historical city as an iconic expression of urban identity
- visual and verbal ways of cultural coding of a historical city: traditions and trends
- digital technologies of cultural coding of the historical city
- production of the cultural code of the historical city: institutions, actors, practitioners
- the cultural code of the historical city and the "geniuses of the place"
- modern forms of broadcasting the cultural code of the historical city
- the brand of the city as a representation of its cultural year

*Moderator:* Natalia Fedotova

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Applications for participation in the conference are accepted until August 1, 2022. See the application form in Appendix 1. Please send applications to the Executive Secretary of the Organizing Committee of the Conference Elizaveta Speshilova at: [e.speshilova@yandex.ru](mailto:e.speshilova@yandex.ru).

Participation in the conference will be confirmed by an official invitation from the Organizing Committee. Invitations will be sent out no later than September 1, 2022.

Conference languages: Russian, English.

Absentee participation is not provided, distant participation is possible.

A collection of materials will be published based on the results of the conference. The deadline for submitting materials for publication is October 10, 2022. The volume of materials is no more than 10,000 characters. Requirements for the design of materials can be found in Appendix 2.

The conference participants will have the opportunity to prepare detailed articles with a volume of 20,000 to 40,000 characters based on their reports and submit them for publication in specialized scientific journals: *Urbis et Orbis*, *Microhistory and Semiotics of the City*, *Journal of Visual Theology*, *Paradigma*, provided that the requirements for the submitted materials are met and the content of the articles corresponds to the subject of the journals.

We hope for your interested participation!

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Previous conferences  
Tomsk, 2018: <http://visual.tspu.edu.ru>  
Veliky Novgorod, 2019: <https://portal.novsu.ru/VisualAnthropology>  
Organizing Committee