



2nd INTERNATIONAL SCIENTIFIC-PRACTICAL CONFERENCE

**“EUROINTEGRATION IN ART, SCIENCE AND EDUCATION:
EXPERIENCE, DEVELOPMENT PERSPECTIVES”**

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**“ЄВРОІНТЕГРАЦІЯ В МИСТЕЦТВІ, НАУЦІ ТА ОСВІТІ: ДОСВІД,
ПЕРСПЕКТИВИ РОЗВИТКУ”**

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Foreword

The Second International Conference *EUROINTEGRATION IN THE ARTS, SCIENCE AND EDUCATION: PERSPECTIVES, PERSPECTIVES OF IMPLEMENTATION* is an event that demonstrates the support of Ukrainian scientists by Lithuanian colleagues and is dedicated to the topical issues of fine arts, culture and pedagogy.

For the second year in a row, researchers with many years of experience, as well as undergraduate and graduate students, meet in the scientific space of the conference, which is in line with the principle of equality and aims to combine traditions and alternative approaches.

The conference proceedings reflect the main goal of the event - to bring together European and Ukrainian researchers, to highlight non-standard opinions and to establish ways of interaction in the field of interdisciplinary research. Our tasks are to find answers to the questions of how intergenerational knowledge and diverse perspectives can improve the sustainable development of education and science, how to integrate theoretical achievements into life, and how to combine science and art in the context of new demands and requirements of society.

The publication of the proceedings in an online format is a deliberate move by the conference organisers, in consistence with one of the priorities of the European Green Deal - the rational use of natural resources and the development of an ecological consciousness in the global scientific community.

Compilers

Передмова

Друга Міжнародна конференція «ЄВРОІНТЕГРАЦІЯ В МИСТЕЦТВІ, НАУЦІ ТА ОСВІТІ: ДОСВІД, ПЕРСПЕКТИВИ РОЗВИТКУ» – захід, що демонструє підтримку українських вчених литовськими колегами, присвячений актуальним проблемам образотворчого мистецтва, культури і педагогіки.

Другий рік поспіль в науковому просторі конференції зустрічаються дослідники з багаторічним досвідом та студенти і аспіранти, що відповідає принципу рівності та спрямовано на поєднання традицій і альтернативних підходів.

Матеріали конференції віддзеркалюють головну мету заходу – об'єднання європейських і українських дослідників, висвітлення нестандартних думок та налагодження шляхів взаємодії у царині міждисциплінарних досліджень. Наші завдання – це пошук відповідей на запитання, як знання різних поколінь та різноманітні точки зору можуть покращити сталий розвиток освіти і науки, як інтегрувати теоретичні здобутки в життя та поєднати науку і мистецтво в контексті нових запитів та вимог суспільства.

Публікація матеріалів в онлайн-форматі – усвідомлений крок організаторів конференції, який відповідає одному з пріоритетних напрямів у реалізації європейського «зеленого курсу» – раціональному використанню природних ресурсів та формуванню еко-свідомості у світовій спільноті вчених.

Упорядники

CONTENT ЗМІСТ

ART AND CULTURE

МИСТЕЦТВО ТА КУЛЬТУРА / 9

Ashykhmina Nataliia, Deng Xiyue. METHODS OF FORMING THE PROFESSIONAL AND SUBJECTIVE POSITION OF FUTURE OF FUTURE MASTERS OF MUSICAL ARTS / 10

Chibalashvili Asmati. THE ANTHROPOCENE IN ART. ARTISTIC STRATEGIES IN RESPONSE TO THE ECOLOGICAL CRISIS / 13

Чупріна Наталія, Царій Євгенія. ТРАНСФОРМАЦІЯ ОБРАЗНИХ РИС АРХИТЕКТУРНОГО БРУТАЛІЗМУ В ДИЗАЙНІ СУЧАСНОГО ОДЯГУ / 16

Chuprina Nataliia, Tsariy Yevgeniia. TRANSFORMATION OF IMAGINARY TRAITS OF ARCHITECTURAL BRUTALISM IN MODERN FASHION DESIGN / 19

Danilova Olga, Ponomarenko Maryna. PAINTINGS OF THE SISTINE CHAPEL: ICONOGRAPHIC AND STYLISTIC FEATURES / 20

Fam Tkhi An Khan, Slityuk Olena. FEATURES OF CHARACTER DEVELOPMENT FOR A CHILDREN'S BOOK / 26

Гіптенко Віталій, Давиденко Ірина. ВТІЛЕННЯ ІДЕЇ СТАЛОГО РОЗВИТКУ В ХАЙПБІСТ КУЛЬТУРИ / 29

Hiptenko Vitalii, Davydenko Iryna. EMBODYING THE IDEA OF SUSTAINABLE DEVELOPMENT IN HYPEBEAST CULTURE / 31

Honghe Gao, Yezhova Olga. DESIGN AND APPLICATION OF VR TECHNOLOGY IN SHADOW PUPPETRY ART / 32

Heqi Sun. LITHUANIA'S SCHOLARSHIP DIPLOMACY: RESILIENCE CRAFTING IN SMALL-STATE FOREIGN POLICY / 36

Григорчук Ганна, Булгакова Тетяна. СУЧАСНИЙ ЦЕНТР ДОЗВІЛЛЯ: ТИПИ ЗАКЛАДІВ В УКРАЇНІ ТА ЗАКОРДОНОМ / 40

Hryhorchuk Hanna, Bulhakova Tetiana. MODERN LEISURE CENTERS: TYPES OF ESTABLISHMENTS IN UKRAINE AND ABROAD / 43

Jing Xuan, Chuprina Nataliia. INTEGRATION OF CHINESE KNOT STITCH EMBROIDERY IN CONTEMPORARY FASHION DESIGN / 44

Юхимчук Анастасія, Пашкевич Калина, Герасименко Олена. STELLA MCCARTNEY, VIVIENNE VESTWOOD, PALOMO SPAIN: ЕВОЛЮЦІЯ КОНЦЕПТУ В ДИЗАЙНЕРСЬКОМУ ОДЯЗІ ЧЕРЕЗ ПРИЗМУ ПЕРШИХ І ОСТАННІХ КОЛЕКЦІЙ / 48

Yukhymchuk Anastasiia, Pashkevych Kalyna, Gerasymenko Olena. STELLA MCCARTNEY, VIVIENNE VESTWOOD, PALOMO SPAIN: THE EVOLUTION OF THE CONCEPT IN DESIGNER CLOTHING THROUGH THE PRISM OF THE FIRST AND LAST COLLECTIONS / 51

Капустаринська Таїсія, Петрашик Володимир. КОМПОЗИЦІЙНА ВИРАЗНІСТЬ У ТРИВИМІРНОМУ МОДЕЛЮВАННІ МОНУМЕНТАЛЬНОЇ СКУЛЬПТУРИ / 52

Kapustarynska Taisiya, Petrashik Volodymyr. EXPRESSION OF COMPOSITION IN 3D-MODELING OF MONUMENTAL SCULPTURE / 54

Kokhalska Anastasiia, Zhadan Valeriia, Ponomarenko Maryna. IN SEARCH OF HARMONY: MICHELANGELO BUONARROTI AND AUGUSTE RODIN / 55

Колесова Олена. ЕТИЧНІ ДИЛЕМИ ВИКОРИСТАННЯ ШТУЧНОГО ІНТЕЛЕКТУ В ДИЗАЙНІ / 58

Kolesova Olena. ETHICAL DILEMMAS OF USING ARTIFICIAL INTELLIGENCE IN DESIGN
Коприва Аттіла. МУЗЕЙНА СПАДЩИНА РОДИННОГО БУДИНКУ АДАЛЬБЕРТА ЕРДЕЛІ В МУКАЧЕВІ / 60

Kopriva Attila. MUSEUM HERITAGE OF THE FAMILY HOUSE ADALBERT ERDELI IN MUKACHEVO / 64

Котова Ольга. МОДЕРНІЗМ ОЛЕКСАНДРА СТОВБУРА / 65

Kotova Olga. MODERNISM OF ALEXANDER STOVBUR / 72

CULTURAL CODES AND IDENTITY IN FASHION

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Annotation. The thesis examines the relationship between cultural codes and identity in fashion, focusing on how fashion is a tool for expressing social, ethnic, and cultural characteristics of individuals. The main theories of cultural codes and their role in shaping identity through visual symbols, style and fashion trends are analyzed. Special attention is paid to the processes of globalization and their impact on local and global identities in fashion discourse. An important aspect is also the impact of modern technologies and digital platforms on the speed and nature of the spread of fashion codes, which contributes to the merger of various cultural influences and the formation of new types of identities. The relevance of the topic stems from the need to understand fashion as a cultural phenomenon that can influence social interaction, public opinion and personal expression in a rapidly changing cultural and technological context. In the age of globalization and the development of digital communications, fashion is becoming not only a tool for personal identification, but also a powerful means of cultural dialogue and transformation of social structures.

Keywords: cultural codes, identity, fashion, design, stylistics, nationality, globalization, ethnic motives, fashion semiotics, social symbols, cultural theory, digital technologies.

Introduction. Fashion is not only a reflection of aesthetic preferences, but also an important element of socio-cultural processes that shape individual and collective identity. The term “cultural codes” refers to a system of symbols that have social and cultural significance. They not only create certain images, but also determine social interaction, helping to interpret cultural differences and similarities. In the context of fashion, cultural codes define how people use clothing and accessories to express their identity, belonging to a particular social or ethnic group.

Theoretical part

The term “cultural code” was coined by Julian Okhlikov and other cultural studies scholars to refer to a system of signs and symbols that share common meanings within a culture (Hall, 1997). Fashion as a form of cultural expression uses these codes to allow individuals to communicate through style and appearance. Clothes, accessories, colors, silhouettes and fabrics are elements of non-verbal communication that reflect belonging to a particular social group, status, cultural tradition or even political beliefs. ***For example**, in Japan, the kimono remains an important symbol of national culture, while adapting to modern trends. Its use on international catwalks demonstrates the interaction between traditional and globalized fashion.*

Fashion theorists, such as Paul Douglas (2003), emphasize that fashion goes beyond personal taste preferences and serves as a means of social interaction. Clothes serve as a kind of “social passport” through which a person communicates with the environment, demonstrating the level of adaptation to social norms or, conversely, protesting against them. Pierre Bourdieu (1984) considers fashion as a mechanism of reproduction of social capital, where the choice of style is not only a matter of aesthetics, but also a way of demonstrating economic, cultural and symbolic status. ***For example**, a suit as an element of business attire in Western culture is a*

symbol of professionalism and status. However, in today's world, this code is changing - casual style is growing in popularity even in the corporate environment, which indicates changes in social hierarchies and work ethics.

With the development of globalization, fashion trends are becoming more and more unified, which leads to the merger of local identities with global trends. At the same time, this process does not lead to the disappearance of traditional cultural codes, but, on the contrary, stimulates their adaptation and rethinking. Tomlinson (2002) notes that contemporary fashion combines glocal (global-local) elements, where ethnic motifs, traditional crafts and local styles are integrated into mass culture, acquiring new meaning. **For example**, *Ukrainian embroidery, which used to be associated exclusively with traditional national dress, has now become a part of global catwalks, including Valentino and Dior collections. This demonstrates how a local cultural code can be adapted in a global context.*

Fashion also serves as a means of political expression, allowing for the transmission of social moods, challenges of the times, and movements for social change. Historically, it has been used as a form of protest, as seen, for example, in the dresses of the suffragettes or the black dress code of the #MeToo movement (Kaiser, 2012). Designers use fashion as a platform for expressing social ideas, raising issues of equality, human rights and environmental responsibility. **For example:** *Maria Grazia Chiuri's collection for Dior (2017) included T-shirts with the inscription "We Should All Be Feminists", which became a fashionable manifesto in the fight for women's rights. In 2022, the Balenciaga fashion house also used the catwalk as a symbol of protest against the war, presenting a collection in the style of refugees.* Digital technologies are further transforming cultural codes in fashion, changing the way they are created, consumed, and interpreted. Thanks to platforms such as Instagram, TikTok and Pinterest, fashion communication processes have become more democratic and inclusive, allowing new groups of people to influence trend-setting (Rocamora, 2019). New digital identities are emerging, manifesting themselves in the form of virtual clothing, NFT fashion, and avatars in the metaverse (Bolton, 2020). **For example**, *in 2021, the Gucci brand released digital shoes that can only be worn in virtual space. This indicates a change in the perception of fashion, where real and digital realities are increasingly overlapping.*

Fashion is a complex socio-cultural phenomenon that goes far beyond aesthetics and personal preferences. It reflects deep processes of identification, translating social, political, and technological changes taking place in society. Taking these aspects into account, we consider cultural codes and identity in fashion through the following key dimensions

- Fashion as a mechanism of social and cultural identity
- Globalization and glocalization in fashion
- Fashion as a means of political and social expression
- Digitalization and new forms of identity in fashion

Thus, fashion is not only a reflection of individual style, but also an important tool for social interaction, cultural coding and identification. It is constantly changing under the influence of globalization processes, political movements, and digital technologies, shaping new ways of expression and interaction in the modern world.

Conclusions. Cultural codes play a key role in the formation of identity through fashion, acting as a kind of symbolic language that helps individuals interact in social space. Globalization and digital technologies have significantly changed traditional notions of style, contributing to the emergence of new hybrid forms of fashion expression. At the same time, despite the unification of fashion, local traditions do not lose their significance, but, on the contrary, are integrated into the global context, giving new meanings to fashion images. Fashion also remains an important means of social and political change, reflecting the zeitgeist and the needs of society. Thus, the study of the relationship between cultural codes and fashion is relevant for

understanding modern mechanisms of identity formation, as well as cultural and social transformations taking place in the postmodern and digital era.

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