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Китайська школа живопису Янчжоу: синергія мистецтва та економіки

Анотація: В мистецтві Китаю школа Янчжоу займає визначне місце. Місто Янчжоу було важливим центром регіональної економіки та культурних обмінів починаючи з середньовіччя і це вплинуло на розвиток культури в регіоні та формування заможних груп і меценатів. Вони відкрили нові можливості для творчої культурної діяльності та мистецької спільноти. Завдяки синергії економіки та мистецтва китайське місто Янчжоу стало всесвітньо відомим культурним центром, а школа живопису Янчжоу здобула визнання в країні та за кордоном.

Ключові слова: живопис Китаю, мистецтво Китаю.

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China Yangzhou school of painting: synergy of arts and economy

Key words: Chinese fine art, Chinese painting.

Since the Medieval Times, Yangzhou city has been an important hub of regional economy and cultural exchanges between the North and the South, East and West of China. Using the advantages of the Silk Road and the Tea Route trade, early industrialization and wider use of resources, the regional economy structure experienced a transition from feudal-agrarian to commodity-industrial system with developing market features. The economy and population growth spurred up cultural development and formation of wealthy groups and patrons of arts. They opened up new opportunities for creative cultural endeavors and artistic community. From the beginning of the Qing Dynasty (year 1644 onward), the individuality and self-awareness of artists, their creative consciousness and aesthetic style in their works gradually appeared.

The formation of the Yangzhou School of Painting coincided with the development of Yangzhou as one of the trade and cultural centers of China. The corporate and individual wealth of the Yangzhou municipal business entities was the main source of the art patrons' support and their demand in the cultural market of fine arts. Market demand allowed artists of the School to create cultural products and express their personalities more freely than in the past. Thus, the School has made great progress in

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the history of Chinese art, and its creative spirit is also worthy of learning by artists of modern times.

Due to the synergy of economy and arts, the Chinese city of Yangzhou has become internationally well-known, and the School has gained recognition and respect abroad.

