

## THE USE OF DIGITAL TECHNOLOGIES IN PUBLIC ADMINISTRATION: CULTURAL HERITAGE AND YOUTH

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Cultural heritage is a valuable memory of humanity, which is passed down from generation to generation. Saint Petersburg is rich in historical and cultural monuments, historical sites and world values. The priority task is to form a careful attitude to the history and culture of the city among the younger generation.

Today's young people (14-23 years old) present us with a variety of forms of interaction characteristic of Generation Z. A distinctive feature of this generation is openness to everything new, creativity and, of course, a strong attachment to modern technologies. The youth of the new age is ready for experiments and requires dialogue.

One of the most common forms of popularization is lectures. During the pandemic, lectures received an online format, and some were transformed into webinars and seminars. On a monthly basis, specialists of the KGIOP (Committee for State Control, Use and Protection of Historical and Cultural Monuments) conduct lectures for students of specialized schools and universities.

In 2022, it becomes obvious that the lecture format can not always give the desired result, the dry presentation of information to a student or schoolchild does not arouse the proper interest in the profession of restorer or architect. Thus, the search and experiment with new formats of work with young people begins.

In 2021, during the school autumn holidays, on the initiative of one of the schools of the Nevsky district of St. Petersburg, a "Young Architect's School" was held. The week-long course of classes included lectures from leading experts of the city, 3D modeling, sketching and prototyping. Much emphasis is placed on practical exercises, during which students felt like real designers or architects or urban planners. As a result of the project, each team created 3D layouts with images of the main attractions of the city.

As an alternative, students created a "Mock-up of the city of the future". KGIOP specialists offered the children several blocks of the district that could receive their modern development as a new residential or recreational or social-business zone. From such simple materials as cardboard, glue, sponges, pencils, matches, schoolchildren were able to create full-fledged urban development projects for their district.

Through this form of interaction with young people, such as mock-ups, we enter into a dialogue with the new generation, look at their unique view of the city and try to hear the challenge of the new time.

In 2022, KGIOP specialists developed the business game "Code of St. Petersburg". The game immerses participants in the near future, in which each team is invited to think about the development of the urban environment, create a construction object and achieve the loyalty of citizens and city authorities. The game also introduces players to the features of the UNESCO

World Heritage Site "Historical Center of St. Petersburg and Related Groups of Monuments" and the need to assess the impact of large-scale construction on the outstanding universal value of the UNESCO site.

In the 2021-2022 academic year, the project "Subcultural Landscape" was implemented, the partners of which were KGIOP, the St. Petersburg Academy named after V. I. Shishkin. Stieglitz, the North-Western Branch of the Pushkin State Museum of Fine Arts (NCCA of St. Petersburg) and Gazprom. The goal of the project was to create an art object and place it in a historical urban environment, subject to existing city restrictions and the permission of executive authorities. Students studied historical city blocks, looked for places to place their art objects, created sketches, received feedback from leading experts, finalized their projects and received a positive decision from the city authorities. The result of the project was a "Summer Route" around the city, where you can find each of the students' art objects<sup>1</sup>.

This project allowed us to work with students not just as students, but as young specialists. The curators trusted the students and listened to their opinions, and did not limit their art ideas. One of the fundamental tasks was to motivate students to complete their work and implement it in the urban space, despite the criticism of experts. The project taught young people to interact with different representatives, look for partnerships and coordinate their creative ideas with the city authorities.

Despite the age of digitalization and technological diversity in the course of project implementation, it becomes obvious that the introduction to the profession of an architect or restorer is impossible without an applied approach and moving away from online forms to face-to-face mode. These are those professions that require full-time observation, interest in details, a sense of shapes and volumes, and tactile perception of the created objects.

That is why the city organizes full-time master classes for students of specialized schools and universities in well-known restoration workshops: the Russian Museum, Tsarskoye Selo, the Hermitage. A school of "Little Restorer" has been created for schoolchildren, where from lesson to lesson children get acquainted with the basic concepts and take a practical course on the restoration of amber, gilding, wood or porcelain<sup>2</sup>.

All the above-mentioned forms of interaction with young people are aimed at establishing a dialogue and contact with the younger generation, supporting their initiatives and searching for a new format for promoting cultural heritage, and introducing them to the profession of an architect-restorer.

## LITERATURE

1. Subcultural landscape // [https://curatorialforum.art/summer\\_route](https://curatorialforum.art/summer_route).
2. «Cosmic adventure to restoration»: <https://www.youtube.com/watch?v=psMWeyHydTg>.

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<sup>1</sup> Субкультурный ландшафт: летний маршрут // [https://curatorialforum.art/summer\\_route](https://curatorialforum.art/summer_route).

<sup>2</sup> «Космическое путешествие в реставрацию»: <https://www.youtube.com/watch?v=psMWeyHydTg>.