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IMPORTANCE FOR BUILDING ARTISTIC BRAND IN THE PROSPECT OF FINE ARTS IN UZBEKISTAN

***Abstract:** This article discusses the importance of artistic branding in the context of fine art of Uzbekistan. The work of modern artists of Uzbekistan is a kind of crossroads not only of different generations, but of stylistic directions, themes of creative individuals. But the life of an artist has changed dramatically even in the last couple of decades. Without a solid strategy for the route forward, artist can find himself not making any headway. Branding itself can a way of developing with an artistic career.*

***Key words:** fine art, modern artists of Uzbekistan , artistic branding, marketing efforts*

The art of Uzbekistan in all forms and genres was formed mainly in the twentieth century and is a product of Eurasian thinking. The traditional artistic culture of Uzbekistan, numbering several millennia in its development, by the beginning of the twentieth century reflected the complex historical, geopolitical, ethnocultural, religious, socio-economic identity of the region. The dynamics of civilized shifts, the great social upheavals of the early twentieth century created the background for the emergence of European forms of fine art, and this was not a simple mechanical transfer of European or Russian art to national soil. From the very first works of the early twentieth century, the artists of

Uzbekistan can see the symbiosis of creative searches for European art and the "genetic code" of the oriental artistic worldview.

During this period, "the exchange of artistic traditions, their mutual influence contributed to the emergence of new trends, forms, methods, means of depiction in various types of art, which led to the mutual enrichment of cultures." Before independence, the painting of Uzbekistan was marked by the names of Ural Tansykbaev, Abdulkhak Abdullaev, Mannon Saidov, Rashid Timurov, Rakhim Akhmedov, Chingiz Akhmarov, Shamsirui Khasanova, Nina Kashina, Vladimir Burmakina, Ruzy Charieva, Grigory Ulko, Yevgeny Salypikina, Yuria Yuriy. In their work, the techniques of Western European painting were organically synthesized with the traditions of decorative oriental art.

And now the work of modern artists of Uzbekistan is a kind of crossroads not only of different generations, but of stylistic directions, themes of creative individuals, but also a crossover of spiritual searches of East and West, civilization and culture, globalization and the search for national identity, the focus of which remains, as in all times, human.

During these years of independence in Uzbekistan, there has been a restoration of national identity, centuries-old traditions and customs, religion and literature, various areas of national art and culture are developing. During this period, the Uzbek fine arts received a wide opportunity for the all-round development and manifestation of the creative abilities of each artist. In our republic, works are created that are a worthy contribution to the national artistic culture as a whole.

Many of them, having won wide recognition, were highly appreciated by Uzbekistan state. Achievements of artists of our days convince: everything truly beautiful is born on the basis of deep knowledge of life, creative development of traditions embodied in the Uzbek classics, on the basis of continuity in the historical development of art. The urgent need to strengthen artistic culture in

the life of society makes us seriously think about the question: do artists always keep up with the times?

The life of an artist has changed dramatically even in the last couple of decades. Once, this career path would have been relatively limited to gallery exhibitions, patronage, and private commissions. Alternatively, it would be largely focused on more commercial endeavors, such as advertising images or book illustrations. Today, an artist can open himself up to more varied experiences. He is able to carve out a path that may straddle the purely creative and the commercial. Indeed, the digital landscape can be the perfect conduit to connect you to these opportunities.

This isn't to say that artistic career is necessarily going to be easy. After all, there is still a huge amount of competition in the online environment vying for many of the same opportunities and audiences as you. Without a solid strategy for the route forward, artist can find himself not making any headway. This can both disrupt his career goals and derail his motivation to create. A key part of this strategy that can genuinely influence artistic success is creating and building unique artistic brand.

Many contemporary artists struggle with this aspect of the online art marketplace, but it's far from insurmountable. Let's take a closer look at the importance of building brand as an artist alongside some practical steps.

Branding itself can seem in some ways at odds with an artistic career. The idea of a brand is so heavily entwined with the actions of corporations and purely capitalist enterprises. Nevertheless, it is actually this connection to the business world that highlights how branding can inform successful career as an artist.

With competition at an all-time high due to better accessibility to markets, a strong brand can help businesses to stand out from the crowd. Brand awareness doesn't just relate to an eye-catching logo, though this can be a useful tool for both companies and artists. It's also about emphasizing how your core

values are reflected in your working practices and the products you make. Building a brand also revolves around a better understanding of what you do differently from everyone else and leaning into these unique offerings.

These are elements that already likely fit into many of activities as an artist. The difference here is artist is placing additional focus on communicating the message of his artistic principles to the digital marketplace. You're crystallizing the ideas that drive what you do into a simple and understandable message you can send out into the world. This is vital in an environment in which people's attention spans don't always extend to consuming convoluted artists' statements. Indeed, one of the reasons building a brand can be so important to an artist is it doesn't just clarify what kind of creator he is to the market. It can also help him to learn more about what is important to him and his practice, empowering him to develop further in those directions.

It's not unusual to feel a little hesitation about building a brand as an artist. One of the most important traits of an artist is sincerity. It can feel as though branding himself is tantamount to selling out. This doesn't need to be the case, though. Building your brand as a business entity and staying true to your artistic principles are not mutually exclusive concepts. Rather, it's vital to maintain a good balance between these elements.

The first aspect that influences the balance is being honest in the approach. Artist doesn't have to produce slick corporate visuals if this doesn't reflect who he is and what he does. In fact, if you're insincere here he is more likely to attract clients who'll want he to create the kind of work he finds unfulfilling. An effective brand should be an extension of the positive elements of his personality and services. Don't approach the matter by thinking about what the industry might want you to be. That way lies madness and misery.

Nevertheless, part of being true to yourself is also being open about your ambitions. Artist wants to make a living doing what you love and gain access to enriching opportunities. This isn't anything to be embarrassed about. By

knowing what he wants from his career, he'll generally find it easier to balance his artistic principles with utilizing branding tools to help get him closer to goals. It also helps him to create a brand that is more relevant to meeting his needs.

Developing as an artist takes dedication to consistent practice and improvement. Building a brand is no different. Small marketing efforts applied frequently can see artist makes headway with his target audience.

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