Annual Scientific Forum "Modern Cultural and Social Challenges and Transformation of Identity"

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Siberian-African Consortium

International scientific and educational laboratory for the study of modern identification processes, cultural transformation and development of cultural and creative industries (NEFU, ASICA, UD)
would like to invite

to the Annual Scientific Forum

"Modern Cultural and Social Challenges and Transformation of Identity"

on the topic of 2025 "Mural Art as a Means of Communication in Modern Culture",

which will take place on September 19, 2025 in Yakutsk
as part of the scientific, educational, cultural and aesthetic inter-university project "The Heat of Cold/Chaleur du froid"

Forum objectives:

- consolidation of efforts of scientists working on issues of identity, contemporary visual art, creation of conditions for their interaction with specialists from foreign countries;
- cooperation of artists, specialists, researchers on various aspects of the Forum's topic;
- familiarization of the world scientific community with the Russian science achievements on the Forum's topic;
- popularization of the mural art and its role in educating youth, the spirit of patriotism and regional identity;

The following topics are proposed for discussion:
The mural art role in transmitting ethnic and regional identity.

- The mural art role in transmitting ethnic and regional identity in everyday life;
- The mural art: creative practices for preserving and updating the cultural heritage;

2. The mural art history in regions and certain countries.

- Terminology issues in the mural art;
- The mural art history in Yakutia, Siberian regions, African countries;

- The Soviet mural art;
- The regional and ethnic mural art: problems, achievements, development resources;
- The mural art of African countries;
- The image of the Arctic, the North, Yakutia, Siberian regions in the mural art: researches, applications, analytics;

3. The mural art role in patriotic education of youth

- The role of murals in educating patriotism and ideas of multicultural solidarity;
- The history of the Great Patriotic War, soldiers and heroes of the Soviet Union, Russia in murals;

4. The mural art role in promoting a healthy lifestyle

- Healthy lifestyle in murals;
- Medical issues in murals;

The Forum's topics are not limited to the above topics. We welcome any relevant and interesting scientific proposals in order to expand the Forum's topics. We invite scientists, journalists, bloggers, entrepreneurs, mural creators, advertisers, and anyone involved in studying the mural art issues and its role in mass consciousness and patriotic education, to participate in the Forum.

Special events and meetings, which are planned during the Forum, will be announced later.

The Forum will be held in a hybrid format.

Working languages of the Forum are Russian, English, French.

Applications for participation are accepted until September 15, 2025 by e-mail: *chaleurdufroid@mail.ru* indicating FORUM/FULL NAME

Registration fee is 2000 rubles until September 25, 2025. Please, follow the payment link

We welcome not only scientists, but mural creators as well.

We invite all interested people to contact us by e-mail *chaleurdufroid@mail.ru* or by phone *+7 (914) 22 555 96.*

We will be grateful for your support

Publication of materials

Based on the results of the Forum, an electronic collection of materials will be published (with the assignment of an ISBN number and registration on the official website of the knowledge-intensive RINC citation database).

Selected articles will be published in the scientific journal "ArtRelax" (Cameroon).

The cost of publishing each full or incomplete page of an article is 350 rubles.

We will be glad to see you among the conference participants!