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OF THE SILK WAY
(WITHIN THE UNESCO MELODY FOR DIALOG AMONG
CIVILIZATIONS PROGRAM)****Annotation**

The article discusses the role of the UNESCO organization, which provides the world polylogue of cultures and civilizations through the musical and dance culture of the countries of the Silk Road.

Key words: culture, art, dialogue, Silk Road, folk dance, cultural diplomacy.

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МӘДЕНИЕТ ПЕН ӨНЕР МҰРАСЫ
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БАҒДАРЛАМАСЫ АЯСЫНДА)****Аннотация**

Мақалада Ұлы Жібек жолы елдерінің музыкалық және би мәдениеті арқылы әлемдік өркениеттер мен мәдениеттер полилогімен қамтамасыз ететін ЮНЕСКО ұйымының рөлі талқыланады.

Түйінді сөздер: мәдениет, өнер, диалог, Жібек жолы, халық биі, мәдени дипломатия.

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«ШЕЛКОВОГО ПУТИ»
(В РАМКАХ ПРОГРАММЫ ЮНЕСКО
«MELODY FOR DIALOG AMONG CIVILIZATIONS»)****Аннотация**

В статье рассматривается роль организации ЮНЕСКО, обеспечивающей мировой полилог культур и цивилизаций посредством музыкальной и танцевальной культуры стран Шелкового Пути.

Ключевые слова: культура, искусство, диалог, Шелковый путь, народный танец, культурная дипломатия.

Introduction. In the history of human civilization there are many examples of long mutually beneficial cultural and economic cooperation between countries and peoples with different political, religious and ethnic traditions. One of them, in our opinion, is the Silk Road, which entered the monument of intangible culture of the UNESCO organization. A well-known fact is the need to preserve cultural, national, traditions, in particular dance and music culture, countries of the world. In this article, we consider the cultural dance and musical symbiosis of the countries of the Silk Road in UNESCO international programs for the preservation of national cultural heritage and unity.

Methods. The main research methods is observation and description. Direct participation in the international cultural project made it possible to get to know and compare the difference of cultures, revealing the unity and main message of the program of the international organization of UNESCO, which was reflected in the title of the project “Melody for dialog among civilization”, which means “Melody for dialogue among civilizations”.

Literature Review. The research results were obtained during participation in the international project “Melody for dialog among civilization”, as well as on the study of materials by art critic Baglay V.E., as well as international cultural and analytical data on the study of diplomatic relations in UNESCO, UN, and UNICEF conservation programs national heritage. “

Results. The UNESCO international organization has a multi-vector structure – a focus on the development of various branches of human resources, such as art, science, monuments of tangible and intangible culture, social development and others. “The organization was created on November 16, 1945. Its headquarters is located in Paris, in France. Currently, the organization has 195 member states, observer states and 10 associate members of the territories that are not responsible for foreign policy. 182 states have a permanent representative office in Paris, which also has 4 permanent observers and 9 observation missions of intergovernmental organizations, the organization includes more than 60 bureaus and units located in different parts of the world” [1]. In terms of the policy of cultural dialogue and the development of international relations through national culture, UNESCO organized the Association “Melody dialog among civilization”. The main goal of the Association is to promote, through music and dance, multicultural dialogue as a new and innovative means of communication. This program encourages the global community to respect cultural diversity and tolerance. Dialogue through music and dance can be a major breakthrough in mutual understanding between people who share universal values. “Culture of the World” is a new layer of multicultural dialogue among the world community, which will help to preserve and increase the ethnic heritage of the countries and

cultures that inhabit our planet. Having a more open attitude to cultural exchange around the world with other outstanding civilizations is not only a necessity to accelerate the modernization and internalization of the world community, but also helps to strengthen tolerance, openness and diversity. Thus, the dialogue between civilizations will bring the program “Melody for dialog among civilizations” and international culture to a wider and more accessible level.

Culture is not only a source of identity and belonging, but also a link to peaceful coexistence at the national and international levels and underlies cooperation in the era of a creative economy. Culture is power for both peace and prosperity, which fosters dialogue and reconciliation, as well as economic and social development. On November 15, 2010, as part of the Asian Olympic Games in Guangzhou (China), a multicultural concert performance “Scheherazade” to the music of Rimsky-Korsakov was held, in which artists from 68 countries of the world, Europe and Asia took part. “Scheherazade” – a ballet on the plot of a tale from “A Thousand and One Nights” about Tsar Shakhriyar and his brothers, telling about the eloquence of Tsarevna Shakherezada, who freed the young wives of Shakhriyar from death [2, p.10]. The producers of this unique cultural event were the Association “Melody dialog among civilization” under the patronage of the international organization UNESCO. The performance was presented at the new Guangzhou Opera House, which was built by the famous architect Zaha Hadid. The musical accompaniment was performed by Shenzhen symphony orchestra. The author of this article was a participant and represented the Republic of Kazakhstan together with folk musicians Akbobe Abilbekova (saz syrnai) and Erbolat Myrzaliev (kobyz). The Scheherazade concert performance was the starting point that inspired artists from four continents, absorbed the spirit of international polylogue, mutual understanding and cooperation, and also subsequently turned to issues of international multicultural research. In the global world, we must do much more to explore and use the positive influence of creative projects in order to unite people around a common language - the language of creativity.

In this context, UNESCO supports art education of different age groups of participants in order to draw the attention of the world community to the importance of art for mutual understanding and understanding of the diversity of cultures and traditions of different countries. Music is especially important as a universal means of communication between cultures. Music speaks the language of peace and harmony, which everyone understands. This project “Music for Cultural Harmony” develops world musical interaction between countries.

Collaboration with the Association “Melody dialog among civilization”, which successfully organizes multicultural concerts

and music events around the world in accordance with the mandate of UNESCO, inspires and provides an incentive to create new bridges of cultural polylogue. Thus, the concert performance “Scheherazade” made a huge contribution to the rapprochement of cultures, which is absolutely consistent with the objectives of UNESCO.

This policy is based on ancient Chinese teaching. Confucius, the great Chinese philosopher, wrote about this: “If you decide to educate someone, then start with poetry and end with music.”

Throughout its existence, the Melody dialog among civilization association has demonstrated the importance of holding multicultural concerts: the association has held international creative meetings of more than 500 international artists representing about 78 countries. Today we are convinced that music can go beyond racial, cultural and ideological boundaries and can be considered an effective universal language uniting people of different nationalities, descent and ethnic origin. Culture is an important component of human development. It is a source of identity, innovation and creativity for individuals and communities, as well as a tool for reconciliation and social cohesion of countries. In addition, culture has intrinsic value for economic growth and is an asset necessary to reduce poverty and achieve sustainable development of the state.

The program of the concert-performance was a cultural bridge between artists representing 4 continents: North, South, East and West of our universe. A musical dialogue was created not only between different geographical regions, but also between various traditional instruments and a classical orchestra [3].

Considering the concept of a multicultural performance, I would like to note the similarity of characteristic dances: their staging structure, in which the characteristic features of a particular nationality, its life, tradition, territorial affiliation and, of course, musical culture are clearly marked.

Despite the differences in historical character, ethnic folk dances of different countries often have much in common in the rhythmic structure and pattern of movements. These similarities and differences are sometimes due to the mentioned geographical conditions. The most important source of ethnic choreography is the lifestyle of the people, their manners, morality, and ethics. In the dance, it is reflected, transmitted by showing the conditional, playful nature of the relationship. These dances express popular beliefs and concepts about social relations between people [4, p.11].

The famous French composer and conductor Philip Rombi interpreted the music of the great Rimsky-Korsakov, shifting the original sound of the composition to folk instruments in more than 20 countries. The unique sound of the well-known “Scheherazade” sparkled with new colors, giving

a multinational flavor using instruments such as the Chinese violin, the Yerku, the Kazakh string instrument kobyz, saz syrnoi, Indian sumandal and rabastr, the Indonesian percussion instrument anklung, the Uzbek doira, the Mongolian bowed instrument and mori others.

A distinctive feature of the production was the synthesis of national music and dance, as well as the history of Scheherazade, which, as edited by director Mehri Madarshahi, acquired a new plot, unfolding to the audience a story of love, peace, friendship and unity of peoples.

The main parts were performed by dancers from Iran Sahar Dehgan and Charles Halam (Shahroh). The two-hour performance was led by two maestros. The first – Richard Budharam from France – directed the Shenzhen Symphony Orchestra, and the second maestro – Igor Vlaynik from Croatia – led the musical dialogue of talented musicians from more than 5 countries. Hyun Su Shin from the Republic of Korea was the lead solo violin.

Scheherazade consists of topics deeply rooted in the culture of Asian countries and regions. The performance was attended by artists from India, China, Kazakhstan, Uzbekistan, Mongolia, Indonesia, Iran, Sri Lanka, Afghanistan, Malaysia, the Philippines and Myanmar, who brought their national dances and music, thereby showing the audience the traditions and cultural heritage of different countries, harmoniously united in one multicultural performance. The culmination of the evening was the “Anthem of Harmony and Unity”, written specifically for 16 Asian games by the famous French composer Philippe Rombie.

The performance was divided into several blocks. In the first block, the love story of Shahriyar and Scheherazade was directly told by artists from Iran, as well as musicians who organically joined the symphony, adding color to their country. Further, dancers from India picked up the story, presenting their folk dance to the music of Rimsky-Korsakov, complementing it with the sound of Indian folk instruments. The following countries were Afghanistan, Kazakhstan and Uzbekistan, followed by artists from Malaysia, the Philippines and Sri Lanka. All the artists presented their unique folk choreography to the classical piece, which sounded on their folk instruments, as well as the visual accompaniment of all the performances was supported by video content, which broadcasted the beauty and sights of a particular country.

In the final scene, the final code of the performance, all the dancers and musicians took the stage to the anthem of “Harmony and Unity”, presenting the audience with the enchanting apotheosis of the concert, which clearly showed and revealed the idea of peace and harmony, through the synthesis of national music and dance. The unique format of the concert dialogue between traditional and classical musicians acted as a means of intercultural dialogue and world consensus, through music and dance.

Conclusions. We believe that music and dance are one of the main components of the intangible heritage of the world community. It is important to recognize the potential of folk music and dance, which acts as an important bridge between peoples and provides the world with a polylogue of civilizations. Having considered this article, we can conclude the importance of cultural, in particular dance and music dialogue, created through the symbiosis of multicultural projects of the Silk Road countries, which are successfully implemented in UNESCO's programs to preserve national cultural heritage and unity.

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