

## FORMATION OF THE CULTURAL ENVIRONMENT OF UKRAINE THROUGH THE DEVELOPMENT OF CREATIVE CLUSTERS

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**Abstract:** The development of Ukrainian culture embodies the cultural customs, traditions, and national identity of the Ukrainian people. Through the use of territorial united communities functioning in the cultural environment, Ukraine can qualitatively improve the level of the country's brand and ensure the growth of internal culture and Ukrainization processes. The importance of the issue of creative cluster development lies in the possibility of improving modern Ukrainian culture in the conditions of war and promoting the popularization of culture on the world stage. From the above provisions, the topic of the article requires careful research on the prospects for the formation of creative clusters and the methodology of their formation. It forms the relevance of the research topic. The article aims to study the features of the application of creative clusters and the quality of their use as a tool for the development and formation of the cultural environment in Ukraine. Moreover, it is through the acquisition of current trends in world culture, the formed Ukrainian clusters can be used for the applied analysis of the cultural rise of Ukraine as a result of Russian intervention. The objectives of the article are to determine the characteristic principles of creative cluster development, to study the essence of the concept of creative cluster, and to explore its role in the modern Ukrainian space. The methodology of the study lies in the use of the graphical method. It has served to design the scheme of the system of creative clusters development and implementation of the synthesis method, as well as to reflect the importance of the Ukrainian idea for modern Ukrainian society. The article analyzes the development of digital technologies, their impact on creative clusters, and their functioning both in the global environment and exclusively in the Ukrainian one. The prospects for the development of creative clusters have been investigated and the reasons for their formation have been distinguished. The article provides recommendations for solving the issues of the cultural environment in Ukraine and outlines promising directions for the development of creative clusters. They are aimed at popularizing Ukrainization in the internal Ukrainian environment and projecting Ukrainian spiritual and ethical morality in the world space.

**Keywords:** art design, cluster, cultural centers, media technology, national idea, spiritual culture, Ukrainian tradition, Ukrainization.

### 1 Introduction

Ukrainian culture is an important component of the historical formation of the national consciousness of a modern citizen. An important direction for improving the development of the cultural environment in Ukraine is the development of creative clusters. These clusters accelerate and ensure the functionality of the Ukrainian cultural center. The advantage of clusters and their formation is that the entities have been able to improve the quality approaches to their activities in the modern global dimension. With their help, it was possible to create effective means of marketing communications that can ensure the activities of Ukrainian cultural companies and organizations with proper funding and support from the international community. The issue of clusters is an aggregate mechanism for the functioning of the whole industry, which is usually united by territorial or professional direction. For instance, an information technology cluster that uses software for modeling and visualization of Ukrainian culture operates in one market segment and defines its regulations, and supports other

producers. The peculiarity of creative clusters from the corporate sector is not competitive but close cooperation, which qualitatively improves the development of the Ukrainian cultural center. In addition, with the help of these creative clusters, Ukrainian art can perform several functions that form and can provide them with the necessary functions. An essential direction of the modern cultural environment is art design and media technologies, as they are supported by state and international investors. The reason for the increased relevance of these technologies is in two aspects: the war in Ukraine, which caused a wave of Ukrainization and the rise of Ukrainian culture, and the interest of foreign and domestic investors in the development of the cultural environment of the country. High popularity stimulates the cultural environment to change the structure of its activities and solve key problems that characterize the Ukrainian cultural environment – lack of proper funding and development assistance. Strengthening the development of digital technologies can also improve the microeconomic work of creative clusters aimed at producing products and services of Ukrainian art. The importance of the development of creative clusters lies in the national interests of Ukraine to preserve its sovereignty and educate the younger generation. With the help of cultural means, which are the product of creative clusters, it is possible to create a quality environment of Ukrainian spiritual traditional culture with modern aspects of the national movement for freedom and unity of the country.

### 2 Literature review

The issue of cultural development is important in scientific literature, through the prism of the development of civilization processes of mankind and their improvement with the help of existing technologies. The aspects of the application of special cells that can improve the quality and pace of the formation of each culture are investigated. Creative clusters are a policy tool for promoting the development of culture and encouraging people to act following the general provisions of the national historical heritage and development opportunities with integration into the world community. Creative clusters, according to Nerubasska (2020), are the product of social processes that have evolved into a hybrid-corporate form of activity, since clusters are the concentration of a particular product manufacturing. Therefore, creative clusters can be characterized as a series of cultural and production processes aimed at the production and distribution of cultural products and services. Noteworthy is the opinion of Schwars (2019), who notes that the cultural environment of a country is determined by the relevance of internal processes in the country. According to him, the current state of the world's cultural space is closely related to Ukraine. Ukrainian culture has become a certain catalyst for political, economic, and socio-cultural changes that have led to a reassessment of the cultural archetype model. The war in Ukraine, according to Tampubolon (2022), has had terrible consequences for human civilization and has led to the need to improve the cultural environment as a tool to prevent negative processes that exist in the modern world. In particular, the author emphasizes the need to improve public policy on the functioning of cultural enterprises and organizations by strengthening their financial and marketing activities. According to Shestakovskiy (2015), the current cultural situation is characterized by the quality of digital technology development and will have a significant impact on further human activity. Digital technologies create the greatest demand in the global and Ukrainian markets. This is due to the causes of the pandemic and the war in Ukraine, which caused a wave of migration processes and socioeconomic changes. According to Zubko (2022), creative clusters are a source of development of the cultural environment of Ukraine. They constitute a self-regulated and managed system of cultural value production, which is a key advantage over individualistic approaches to cultural development. An important view on the issues of creative cluster

development is the opinion of Samaroudi (2020), who defines the modern cultural environment of the world as parity between historical monuments and modern tools of media and information technologies. This approach indicates the high popularity of innovative means of developing creative clusters. Based on the literature review, it can be determined that the issue of creative clusters development has not yet been studied, due to its gradual development - this leads to the definition of the aim, goals, and objectives of the study.

### 3 Research aims

The article aims to determine the key principles of creative cluster development as tools for the formation and development of the cultural environment in Ukraine. The issue of studying creative clusters as a separate structural unit in the economy and culture is of particular importance due to the increasing rise of national sentiment and cultural consciousness of Ukrainians. The demand for Ukrainian culture is much higher than ever before. The national upsurge in the internal Ukrainian space creates the task of studying the development of the cultural environment and the role of creative clusters as a product of the popularization of the Ukrainian idea.

The objectives of the study will be: to determine the essence of the cluster feature and creative clusters, to characterize their role in the Ukrainian cultural environment, and to study the quality of development of modern means of formation of Ukrainian culture. It can be useful for the formation of an effective environment. To solve the tasks and achieve the goal, it is crucial to describe the materials and methods used in the research.

### 4 Materials and methods

When analyzing the development of creative clusters and the peculiarities of their impact on the development of the cultural environment of Ukraine, some scientific research methods were used to characterize the state of creative clusters. The importance of applying these methods lies in the possibility of outlining the key advantages of creative clusters as a separate functioning agglomeration, which directs its activity to ensure not only the development of culture but also stimulates the protection of the national interests of the country. In addition, an important factor in the study is the use of a graphical method to display the methodological directions of creative clusters as a means of developing the cultural environment.

To determine the definition of the concept of cluster and creative cluster, a search method has been applied and a synthesis method has been introduced. Given the state of current events in Ukraine, the method of induction was used to reflect the impact of the war on the development of the cultural environment in Ukraine. With the help of modern tools for the formation of a cultural center, comparative research methods have been used to determine the structure of modern creative clusters in the Ukrainian environment.

The article deals with the development of digital technologies as a factor in the further formation of the cultural environment of Ukraine. The use of the analytical method made it possible to outline the key prospects for the development of the cultural space of Ukraine and determine the prospects for its formation in the context of geopolitical challenges. The method of generalization is used to reflect the key areas of spirituality and culture of the Ukrainian people and art as a product of national consciousness. Using the research methodology, the author's approach to the development of creative clusters in Ukraine through integration with the corporate sector and attraction of international financial assistance is proposed. The article also describes the importance of cooperation between traditional cultural environments with digital ones. This can improve the level of development of the cultural environment and encourage the Ukrainian social space to involve in the spiritual and cultural life of the country. The means of digital art are characterized by deduction methods. This is an opportunity to gain competitive

advantages in the global space and to acquire diplomatic preferences for Ukraine by positioning the Ukrainian cultural environment.

Thus, using the methods of scientific research, a comprehensive analysis of creative clusters as a tool for shaping the cultural environment in Ukraine has been carried out. The following results are presented according to the characterized methods and approaches of the research.

### 5 Results

The development of Ukrainian culture reflects the peculiarities of ethnic, spiritual, and cultural indicators of the formation of national consciousness in modern Ukraine. An important factor influencing Ukrainian culture and strengthening its importance is several factors that stimulate the development of the cultural environment not only within Ukraine but also abroad. For the functioning and development of the process of formation of the cultural environment, several tools are directed to ensure the effective design of the Ukrainian spiritual and cultural consciousness. The importance of supporting the development of Ukrainian culture is carried out at all levels. At the state level, the formation of the cultural environment takes place through legal regulation. This concerns both the use of the state language as a symbol of culture and comprehensive measures of financing and strategic development of art and culture. At the corporate level, companies finance Ukrainian art voluntarily to improve the brand of Ukraine on the world stage. Another important area is the individual perception of the Ukrainian cultural environment and the acceleration of mass Ukrainianization processes. This is a key factor in the popularization of Ukrainian ethnic and modern culture.

With the evolution of such trends, a characteristic tool for strengthening the development of the cultural environment is the formation of creative clusters. These clusters ensure the quality of formation and activity of the cultural community in Ukraine. In essence, a cluster is a formed association of processes of production of a certain product that is involved in the economic system and has a significant impact on macroeconomic development. The emergence of clusters in the cultural environment indicates a high demand for Ukrainian culture. The approach to creative clusters is to use the possibility of combining modern areas of cultural activity into one specific, constantly evolving, self-financed, and formed by relevant enterprises, organizations, and communities. A creative cluster is the result of the cultural and spiritual development of a particular community. In a particular territorial unit, it gains significant influence and makes up a share of the state economy and cultural environment.

The peculiarities of the creative clusters functioning in the cultural development of the country are the cooperation of enterprises and individual artists to create cultural products or provide relevant services. Based on the concentration of activities that contain cultural character, there is a rapid development of creative clusters of national importance, which contains a strategic aspect in the Ukrainian segment. In addition, modern Ukrainian cultural clusters have a significant impact on the country's economy and form the brand of Ukraine. It is also important that corporate creative clusters function on the principles of production enterprises, have taxation, use financial analysis tools and focus commercial activities on the market. A characteristic feature of creative clusters is the strengthening of the development of cooperatives of cultural communities and increasing the scale of their activities, which is positively reflected in the socio-economic environment of Ukraine.

The development and emergence of digital technologies have significantly strengthened the topics of creative cluster development, as the relevance of the acquisition and use of information technology by creative clusters can improve the export of cultural services to the international arena and improve the quality of financing of the domestic market. There is a great demand for digital products in the world, which peaked in 2019

during the spread of the coronavirus pandemic and caused a massive transition of business and art to the digital space. In particular, digital technologies directly affect Ukrainian culture and can positively transform it into modern media projects and reconstruction. The importance of digital technologies also lies in the creation of new types of creative clusters that operate in the Ukrainian market, because it is through them that the demand for digital services can be used and distributed in the global market.

The war in Ukraine has caused a cultural explosion and outbreak of Ukrainian ideas and culture. This is a consequence of the totalitarian historical impact of the Russian policy of suppressing and oppressing Ukrainian culture. The trend of mass Ukrainization is happening not only in Ukraine. Not only does it encourage people to switch to the state language, and use and develop Ukrainian works, but also popularizes Ukrainian culture in the world, which can qualitatively improve the reputation of the country. In addition, the war in Ukraine has led to new flows of creative clusters. This has caused socio-economic problems such as lack of adequate funding, the financial crisis in the country, the need to find new markets for cultural services, etc. Such problems created conditions for the development of Ukrainian art and shaped the cultural environment of Ukraine.

The paradigm of Ukrainian culture contained traditional and historical songs, and traditions on different everyday activities of Ukrainians. The Russian-Ukrainian war radically changed the trends in the development of culture to the principles of the national liberation war, the struggle for independence, and the possibility of creating quality approaches to activities in this cultural and historical space. This approach makes it possible to improve the quality of functioning of enterprises of cultural significance and to use cultural clusters to spread the idea of Ukrainization and the methods of its formation.

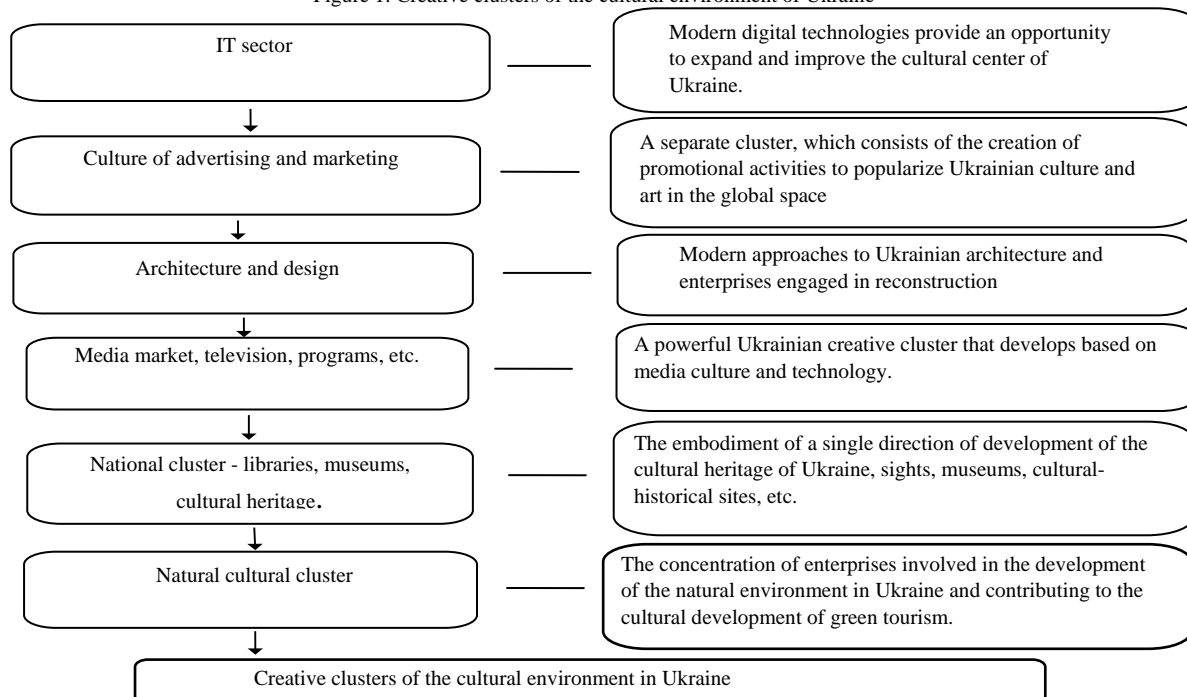
Creative Ukrainian clusters are aimed at achieving a single goal - the use of the idea of patriotism and education of love for the Motherland. These are the principles that guide creative clusters to form a cultural environment. The effectiveness of creative clusters lies in a wider community of people who can have a real

impact on the Ukrainian space and the global dimension to strengthen the cultural issue in the world. The creative cluster of the cultural environment contains financial reserves, and investment opportunities and receives assistance from international donor organizations interested in the development of Ukrainian culture as a quality as well as relevant means of doing business. The advantage of the functioning of creative clusters also lies in the possibility of its direction and appropriate regulation. Based on such approaches, the most effective means of the activity of people in this cluster will be used. Moreover, with the help of modern state investment projects, it becomes possible not only to use Ukrainian traditional art but also to spread digital services to follow modern world trends.

The influence of the IT sector as well as a marketing strategy is a priority for the development of the cultural environment from one key position - protection of national interests and overcoming Russian information propaganda. With the help of the spread of digital technologies and the possibility of improving their use in modern space, it becomes possible to use high-quality approaches to the development of internal Ukrainian culture and its expedient use in the global space. Software developed based on improving artistic products, for example, digital reconstruction of historical events or graphic design of certain virtual buildings qualitatively improves the efficiency of creative clusters development. In addition, the use of digital technologies stimulates the cultural environment to cooperate with other sectors by attracting specialists not only for cultural purposes but also for other purposes. The creative cluster has become a whole community that can function effectively in the domestic and foreign markets. Moreover, through the use of modern tools for the formation of Ukrainian culture, the information sector of Ukraine creates all the necessary conditions for identifying the shortcomings of the policy of formation of the cultural environment and its imitation of the modern one.

In general, the creative clusters of Ukraine have a structure in terms of their distribution and functioning. A more detailed structural scheme of the creative clusters of the cultural environment of Ukraine is shown in Figure 1.

Figure 1: Creative clusters of the cultural environment of Ukraine



Source: compiled by the author.

As we can see, the structural components of creative clusters, shown in the figure, characterize the features of modern trends in

the formation of the Ukrainian cultural environment and provide opportunities for its development, due to the influence of the

state and the corporate sector, which becomes an effective tool for its functioning at the microeconomic and macroeconomic levels.

The importance of clusters of natural character is aimed not only at the formation of cultural heritage and the development of Ukrainian culture, but also the possibility of improving environmental issues, which is becoming increasingly important. Moreover, to apply effective tools, it is necessary to implement qualitative measures that can improve the activities of creative clusters. Under such conditions, it is possible to create potential cultural development in Ukraine.

As a result of the war, the national idea of Ukraine has become widely popularized and relevant. That is why strengthening the development of creative clusters is a qualitative tool for improving the strategic policy of Ukrainization and winning the information war. An important direction of creative cluster development is to improve the structure of their functioning, financing, and development of digital infrastructure, as the global demand for digital art is constantly growing, which

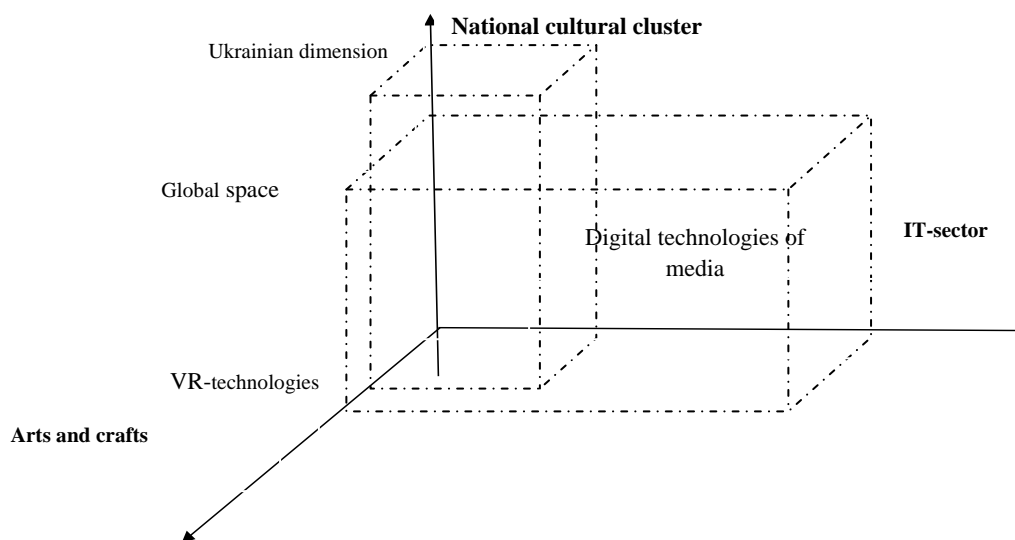
stimulates the use of digital technologies in the cultural environment as a tool to improve market coverage.

Ukraine has formed a certain paradigm of creative cluster development according to the technologies of their use and the direction of involvement. Let us form a scheme that will reflect the peculiarities of the modern development of creative clusters in Ukraine and group them into a scheme according to the following parameters:

- The most popular and priority types of cultural centers in Ukraine;
- Territorial use - division into Ukrainian and world space;
- Technologies that enhance the impact and stimulate the development of the creative cluster.

According to such approaches, an effective mechanism for designing a modern concept of cultural environment development becomes possible, according to the structural approach of functioning and work of creative clusters, as shown in Figure 2.

Figure 2: Directions of development in Ukrainian and world cultural environment



Source: compiled by the author.

As can be seen, the peculiarities of building creative clusters in the modern Ukrainian environment are concentrated on the use of national-patriotic ideas and the possibility of their development in the global environment.

Common for Ukrainian and global space is the use of digital media technologies that can improve the promotion of cultural products, services, and ideas. According to the analysis, the use of digital technologies is a key factor in the development of creative clusters. With their help, it is possible to create the most effective functioning mechanism.

The modern Ukrainian cultural environment requires the creation of patriotic art products and military themes. This is due to the need to raise morale and form a new culture of Ukrainian society, which was completely transformed during the war. It is also important to use quality tools of its activity following modern trends. Furthermore, it is essential to form a strategic policy based on the support of international organizations as partners, as they are key factors in the development of the Ukrainian space. Through the widespread introduction of the Ukrainian cultural environment, it becomes possible to improve diplomatic assistance, understanding of mentality, and projection of Ukrainian spirituality. Such indicators create the basis for the enhanced development of creative clusters and integrate them with the corporate sector. The importance of integration into the

corporate sector can solve the following key problems of the cultural environment of Ukraine:

- Lack of funding from the state or the impossibility of holding contemporary art products due to lack of financial resources;
- Lack of interest of foreign and domestic investors in the internal cultural environment of Ukraine;
- Creating an individual style for the digital Ukrainian cultural environment, which provides an opportunity for distribution in the world community;
- Lack of large corporate leaders of the cultural center and its wide distribution into small functioning groups.

The introduction of integration with the corporate sector will eliminate the existing problems and improve activities in this aspect. Through the use of such technologies, creative clusters of Ukraine will gain competitive advantages and become a promising direction for development not only from the point of view of strategic national interests of the state but also favorable in commercial terms. Let us consider the main prospects for the development of creative clusters in Table 1.

The table above shows that the most promising cultural areas will be those that use digital infrastructure because they have national and cultural significance. That is why the issue of further development of creative clusters will be based on the

development of patriotism and the possibility of remote work by staff.

Thus, the study allows us to conclude further prospects for the development of creative clusters as an instrument of the cultural environment of Ukraine.

## 6 Discussion

Prospects for further research on the peculiarities of the functioning of clusters as a tool for the development of the cultural environment of Ukraine are to implement a mechanism of support from the state and the corporate sector. The role of

funding and real support will determine the quality of cultural development and opportunities to improve the current environment of the existing creative clusters. Therefore, for further research, it is necessary to investigate the means of development and support of Ukrainian art and which state investment projects can be used to promote development. An important area of support for the Ukrainian cultural environment is the use of digital technologies as a key form of gaining advantages in the global cultural environment. With the help of digital media, it is possible to disseminate information about the activities of Ukrainian artists and explore the peculiarities of the current state of the cultural environment of Ukraine in the most effective way.

Tab. 1: Prospects for the development of creative clusters in the Ukrainian environment

National and cultural	Because of the war in Ukraine, this creative cluster is experiencing its greatest development. It develops owing to the wide popularization of Ukrainian culture and the promotion of investment in the Ukrainian cluster.
Media space	It is developing accordingly through increased investment and state direction of information warfare. It is reflected in the improvement of the functioning of media technologies and creative developments in the media environment.
IT-sector	Information technologies in Ukraine have a strong export potential to European markets, which will continue to grow in the future. The development of tools for processing artistic works and creating them with the help of digital technologies will continue to develop.
Architecture and design	In Ukraine, after February 24, 2022, the pace of construction of creative buildings or restoration has slowed down significantly. Design is developing in the areas of clothing, household items, furniture, etc.
Art design	Due to the efficiency of digital technology development, art design contains a quality environment for further development prospects and the use of modern concepts for its implementation.
Natural and cultural	Enterprises involved in the field of green tourism and forming the development of natural heritage with the involvement of ethical heritage have positive prospects for their development through increased attention to the history of Ukraine.

Source: compiled by the author.

A thorough study of creative clusters can be a regression analysis of the use of traditional and digital cultural art tools, to determine the relationship between them and to study the dynamics of demand for each type. This approach will make it possible to consider the formation of creative clusters from several perspectives and to make the optimal distribution of funding between digital and traditional areas of art development. An important approach in the implementation of this method is the study of the most influential Ukrainian cultural enterprises and organizations that were formed after the beginning of the war in Ukraine.

The influence of national-patriotic ideas in the modern cultural environment of Ukraine is significant. This makes it necessary to explore this particular segment of cultural development and outline the key benefits that the development of patriotism and art related to the theme of war and the acquisition of territorial sovereignty of Ukraine can provide. The importance of identifying key trends in the art of the war period of 2022 in Ukraine can become a historical monument and serve as qualitative material for further research on the cultural environment in Ukraine. It is also worth emphasizing the creation of cultural programs for the development of the digital concept of the Ukrainian cultural dimension and how it can be integrated into the international cultural space.

The management and regulation of clusters have a leading role in ensuring sustainable development and performing such functions as social protection, opportunities to improve human activities in society, and promoting cultural development. Moreover, it is important to develop the appropriate legal and management infrastructure that can ensure the functioning of creative clusters even during the war. The issue of war is very relevant, as hostilities and the risk of disconnection of energy utilities for enterprises and Ukrainian agglomerations can be significant factors inhibiting development.

The study encourages determining the effectiveness of the Ukrainian information technology creative cluster and its role in the development of global digital art. It is crucial to conduct a study on the impact of the Ukrainian cultural digital sector on the development of world culture and technology.

Thus, the characteristic directions of further research should be the peculiarities of the application of ideas of national-patriotic nature in the Ukrainian space and the use of technologies for the development of creative clusters. The priority task of further research is to outline the key means of development and formation of creative clusters, as well as their possible integration into the world market with the possibility of enhancing the use of modern digital art tools.

## 7 Conclusion

Thus, the following conclusions can be drawn from the study under the objectives:

- A cluster is a territorial association of processes of development of a concentrated product and services, which has a share in the economy of the country and is subject to legal regulation. A creative cluster is a sector of a cultural center that promotes the production of art products and services and serves as a unifying structure for people of creative professions.
- Ukraine has its creative clusters, the main of which are: the information technology sector, art design, media, art and music, architecture and design, and national-cultural as well as a natural cluster. Each of them has its peculiarities of functioning in the internal Ukrainian space and attracts increased attention from the international community.
- Further promising development of creative clusters should be state funding through the creation of state investment projects and opportunities to attract funding from international donor organizations as a factor in the development of the cultural environment.
- Creative clusters are a strategic priority for Ukraine to ensure the idea of Ukrainianization and the protection of national interests. The development of the cultural environment protects the Ukrainian national heritage from Russia's information aggression and creates effective conditions for the development of its Ukrainian product.
- Modern Ukrainian digital culture is still in its infancy and is gradually moving into the development stage, which stimulates further research in the field of digital art and relevant technologies.

Thus, creative clusters play a significant role in shaping the cultural environment of Ukraine, although they contain several shortcomings in terms of their organization and social migration processes that complicate traditional means of art and stimulate the development of digital. Ukraine in the global dimension becomes a symbol of freedom and invincibility, which encourages the transformation of Ukrainian culture to popularize national and patriotic motives for the development of the spiritual environment. The graphical analysis of the development of creative clusters shows that the formation of Ukrainian patriotic art will be relevant for the internal space, and the development of digital art and art design, in particular the widespread introduction of virtual technologies that can provide visualization and enhance the verbal perception of Ukrainian culture, will be relevant for the world. According to such approaches, the cultural environment of Ukraine is currently experiencing its historical rise, caused by the global threat to the existence of the state, which encourages the rapid development of art and the creation of works of relevant themes. The importance of ensuring the development of the cultural environment of Ukraine is associated with the symbol of the development of the "will of the people" as a national and spiritual credo of society.

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#### Primary Paper Section: A

#### Secondary Paper Section: AA