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An artist's biography: Individual and personalised cultural marker

Abstract. In contemporary humanities, there is a pressing need for studies that would interpret civilisational achievements through the lens of the life and creativity of their creators. The purpose of this article was to highlight the specifics of an artist's biography from the perspective of reflecting key cultural concepts. The implementation of this study has become possible through the involvement of several general scientific methods, including analysis, synthesis, induction, deduction, and generalisation. It has been demonstrated that the master's biography is an anthropological phenomenon, a source of insight into the creator and their works, and a product of the scholar's (biographer's) activity. It represents a multidimensional content domain that encapsulates the spiritual achievements of an era. The master's chronicle reflects the fulfillment of their higher purpose, i.e., the creation of artistic artifacts that have become a phenomenon of homo sapiens. At the same time, it reproduces the microcosm of the character's epoch, records the leading principles of the era, serves as a means of perceiving and interpreting multifaceted achievements, and appears as one of the ways in which contemporary humanitarian knowledge develops. The master's chronicles are an ontological narrative where the unfolding plot, climax, declines, dynamic twists, and meaningful events illustrate the artistic time and space of a unique individual's life, marking the key cultural concepts of the epoch. The practical significance of the results lies in the fact that the proposed research can be used in the development of lecture courses on the theory and history of culture, personal studies, and biographistics. Certain aspects can be applied in educational activities, including lectures, masterclasses, and projects dedicated to the study of contemporary civilisational processes

Keywords: life-creation; cultural domain; artwork; cultural artifacts; historical epoch

INTRODUCTION

A relevant issue of contemporary humanitarian studies is the development of methodological approaches that could enable to decode valuable civilisational codes. Since culture is a consequence of a person's activity, understanding its essence requires studying the subject from a philosophical and anthropological perspective. The driving force of homo sapience spiritual processes is a creative personality. The latter transforms the world via lifelong creativity, makes it move towards mastering new ontological horizons. Art history requires studies that explore various aspects of the master's biography a genre demonstrating

the culture history being told through the existence of the direct author of artistic artifacts.

Within art-related personality studies, scientists have repeatedly reconsidered the correspondence, interaction between an individual (their inner "self") and the spiritual heritage of a certain country. The following questions were in particular demand: to what extent does civilisation affect the development does the demiurge's profile change due to cultural transformation; what is the master's role in structuring the worldview paradigm of the epoch? The scientists' conclusions are as follows: the master is the culture

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creator who shapes the core of the artistic social life and produces daily senses by fixing them with their own opuses.

The multifaceted and universal character of a chronicle contributed to the emergence of a number of theses that consider various aspects, such as: the genre and stylistic features of European ancient autobiographical discourse were studied by H. Shevtsiv (2022). The research was based on the works of Plutarch, Octavian Augustus, Plato, Isocrates, and Marcus Aurelius. The scholar argued that the canons of European biographism originated in ancient times and served as a catalyst for the development of personology in subsequent eras. The epochal transformation of the biographical genre was examined by L. Mykulanynets *et al.* (2023). Scholars highlighted the specifics of personal chronicles in different historical epochs, pointing to the inheritance of cultural traditions and the genre's reflection of civilisational changes. V. Popyk (2020) analysed the significance of biographism in contemporary society, its connection to the traditions of previous centuries, and noted its substantial potential for the development of humanity. The biography of the artist was studied by O. Buhayeva (2020), who analysed various theoretical models and the scholarly experience of interpreting the life stories of musicians through the lens of the axiological foundations of humanitarian culture. The biographical traditions of humanitarian studies and their contemporary relevance were examined by I.H. Nemchynov (2019), who studied the specifics of interpreting the private history of an unknown individual through its integration into the macro-narrative. Ukrainian art studies are advancing in accordance with key European personality-focused tendencies and demonstrate significant interest in the aforementioned genre. Scholars analysed an artistic chronicle as both a cultural phenomenon and a means of cognition. Such is the work of S. Tyshko (2019), where the author outlined the paths of cultural studies in the creative biographies of musicians.

The significance of a creative personality's practice has increased the scientific interest to their chronicles. The latter are explicated with a comprehensive narrative based on the study of philosophical foundations of the era in which the subject of the narration lived; the analysis of political, social and family atmosphere; the awareness of private life events. Meanwhile, realising the multifaceted nature of the genre opens up an immense field of issues that require a systemic understanding, ways of implementing the era's concepts with the master's chronicles; the correspondence of the subjective and objective matters within the profile's private history; whether an opus is a part of the master's biography or an artistic sample separated from the author's personality, because of living autonomously after "birth". The problem of reflecting the core civilisational fundamentals of the era through a master's biography requires thorough study.

The purpose of the article was to reveal the specifics of an artist's biography from the perspective of its reflecting the individual and personalised background of its main

character, to define the mechanisms of marking the key concepts of culture via an iconic profile's being.

The scientific novelty lies in the following: for the first time ever in humanitarian study, it was confirmed that the master's chronicle rebroadcasts the cultural dominants of the epoch through the reflection of the artistic artifacts creator's ontology.

MATERIALS AND METHODS

During the course of the research, the following methods were employed: analysis played a key role, involving the study of scientific sources on the designated topic, assessing the degree of research on the subject, identifying gaps that require further detailed study, comparing various research strategies, and examining the achievements of modern personality studies. As a result of integrating this method, the research topic was formulated, the conceptual framework was clarified, and the logical presentation of the material was structured. Synthesis combined the leading postulates of European biographistics with national personality studies, adapting them to Ukrainian and Western European scientific requirements and applying their concepts to art history discourse. This method contributed to the integrity of the research and its integration into the established system of humanities knowledge. Generalisation involved summarising the work, drawing conclusions, and outlining prospects for further research. The study employed several leading approaches in the humanities. The biographical approach explored the construction of personal histories, identified the dominant principles of the genre, and examined its role in European cultural development, revealing that biography is one of the oldest genres, reflecting dominant moral and worldview orientations throughout various historical periods. The cultural approach focused on understanding the connections between civilisational processes and the maestro's life work, defining the maestro's mission in human existence. The historical-cultural approach analysed the evolution of biographistics during the transformation of the cultural and artistic space in the first quarter of the 21st century, demonstrating that personality studies reflect the core principles guiding humanity at different stages of its evolution. The hermeneutic approach interpreted the semantic field of the maestro's chronicles and explored his creative work. The historical approach traced the functions of chronicles over different eras and their transformation. The interdisciplinary approach studied biography as a leading anthropological genre, integrating art history and cultural studies into a synergistic whole. The analytical approach engaged with a significant body of literature on the topic, incorporating the most promising studies. Finally, the systemic approach allowed for a comprehensive study of the subject. By applying this complex set of methods and approaches, the author arrived at innovative conclusions. The artist's biography not only reflects the individual's creative experience but also mirrors the leading aesthetic principles and cultural codes of a specific historical

period. Through studying the maestro's chronicles, the reader decodes valuable information that provides insights into the social, historical, and political context of the time, broadening anthropological understanding and shaping a value-based appreciation of artistic artifacts.

RESULTS AND DISCUSSION

Is the first quarter of the 21st century humanitarian knowledge is experiencing significant transformations related to the civilisational challenges. Various theories of the society's functioning, the political system, turned out archaic. As a result, an increased scientific focus on the "human fulfilment" of the Universe is being observed. Under such circumstances, art study encountered the need to apply new methodologies to the awareness of past eras, in order to activate the humanity's background within the contemporary anthropological environment. The study of a master's biography, a genre aimed at analysing the mechanisms of reflecting a person's life path within historical and socio-cultural continuity, became productive.

The study of culture is closely connected with being aware of an outstanding personality's talent, since they mutually predetermine their existence. Culture is marked on the person's formation and evolution (through mastering the previous generations of demiurges' background

which is concentrated in their values field), whereas the master preserves and develops civilisational traditions through their own activity, modernises them, produces spiritual artifacts, and leads the humanity to new ontological heights. Meanwhile, culture is always personalised and is unable to function outside of society. The artists make it the content of their own creativity. If it resonates with the current requirements of the society, its axiological needs, expresses eternal philosophical issues being identical within different historical periods, then, having withstood the test of time, it becomes the homo sapiens property. Creative heritage contains the potential, a semantic seed that transforms the next generation of artists. Such epochal communication ensures the continuity of artistic practice and appears the driving force of contemporary processes.

The master is an active character, a kind of mediator between the local cultural and historical events of their country and large-scale processes embracing a certain civilisation. The significance of the role in homo sapiens progress activates the necessity of studying biography – an individual description of being that records the specifics of ontology unfolding, illuminates its multifaceted nature, considers the achievements, reveals opportunities for studying culture through the prism of mastering the essence of its creator (Fig. 1).

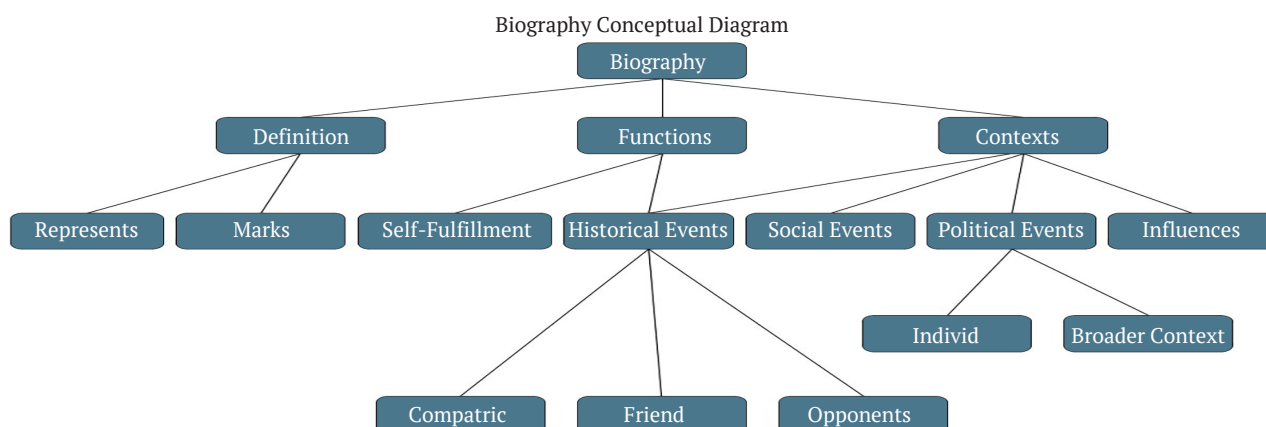


Figure 1. Conceptual diagram of biography

Source: developed by the author

The artist's biography also includes a creative style and achievements analysis; it masters the way the demiurge's success (failures) affected their fate; whether they struggled for public recognition; what was the way the master's moral core, the microcosm and "Self" concept were crystallised and shaped.

It might seem that the key factor in constructing an artist's biography is their personal life. However, this concept ought to be interpreted comprehensively within a psychological and cultural dimension, avoiding subjective judgments. Private life is a unity of mental, social, ethical and aesthetic components that marked the person's worldview and individuality. With this approach, various external events are explicated with internal factors moving

a person towards creative self-fulfillment via producing artistic artifacts. While recording the master's biography, it is crucial to reveal the spiritual atmosphere, social situation, and significant events of the epoch in which they were established. The chronicler's mission is to reproduce the artist's social context and to include the specifics of the person's consciousness and behaviour in it, and meanwhile to objectively evaluate their achievements. In order to accomplish this, it is worth analysing various spheres of the master's activity, but it is important to render their inner world (revealed through artistic samples) to the forefront. Special attention has to be focused on being aware of the individual strategy of creative practice that becomes the cause of spiritual changes.

From the kaleidoscope of artists' biographies, a cultural domain reflecting the microsocial context of a certain age is built. Their study enables to implement the genesis reconstruction, the development of separate social institutions and organisations (parties, public communities, science and creative groups, etc.); they are valuable due to the subjective viewpoint expressed by the master. Furthermore, this position is manifested continuously, through a linearly structured narrative (from the past to its end). Thus, a biography is a testimony of the subject's sociality; it provides an opportunity to see their "Self" within the social synthesis, to reveal the impact of practice on the transformation of cultural existence of a specific group of people.

Between the master's personal space (the biography center) and the world of art, there are unifying links and the dominant one is experiences. An event claiming the role of a biographical fact has to impress the artist and to be mastered a unique way. If this happens, then later, as a result, an artistic sample may occur reflecting the daily sinuosity. By having the value, they will be able to integrate into a complex system of civilisation achievements. Thus, the reinterpreted private factors shape a person's talent and creative strategy being implemented in opuses and developing culture, altering social values and social spiritual priorities.

Within each epoch, the individual's giftedness and potential are revealed differently, and the relationship with the surroundings is built. These constituents affect the crystallisation of an individual's consciousness, predetermine the nature of their behaviour, and define the key artistic issues and the manner of their expression. The master's biography demonstrates various forms of intellectual communication, represents a unified model of communication of a specific era. This is depicted through the methods of presenting the daily life material, accentuating focus on the important discourses of the era, creative heritage characteristics. The genre appears as a kind of portrait of the epoch, a philanthropic dimension of civilisation revealing the complexity and controversy of public existence and containing experience in solving anthropological issues.

A specific, extremely important component of the master's biography are opuses that most vividly illustrate the individual and personalised markers of culture, and after the author's death remain an evidence of their contribution to the homo sapiens progress. They reflect the surrounding reality (its multifaceted parameters) through the prism of the demiurge's subjective worldview. An artwork is a form of expressing an individual, unique vision

of the macrocosm, subjective ideas about ontological processes. By structuring an artistic model, sometimes against their own wishes, the artists indirectly reflect their ideology, daily life sinuosity and transform the knowledge and skills scope into a complex philosophical paradigm. The latter concentrates the core of civilisation, emotionally and practically reflects not only the master's existence, but also an entire generation of humanity and becomes the ultimate goal of implementing the master's creative potential.

Interpreting the cultural concepts embedded in the biography happens due to the theoretical and methodological basis that dominates while decoding biographical information. They (concepts) have a countless explication that depends on the worldview of the person who performs reading the content and the traditions of their epoch. Art artifacts reflect not the daily life and temporary issues but the unique ones due to which the creator paves the way to eternity. Therefore, for their decoding, it is appropriate to use universal anthropological fundamentals relevant throughout various eras.

There exist patterns of masters' lifelong creativity, and their daily life strategy does not correlate with generally accepted social norms. In this case, their chronicle demonstrates complex relationship with the community, era and culture. Their individual achievements appear as a set of knowledge, significant data, heritage and extension mechanisms that reflect the civilisational breach and offer alternative ways of homo sapiens evolvement. This is such profiles' ontology illustrating the search for innovations, productive controversy, and non-typical, sometimes paradoxical solutions. Largely, a prominent person's biography is a description of an unconventional daily life strategy that does not meet the established requirements of their era. The master is remarkable for the ability to escape from the typical matter, and thus to produce unique creative samples.

Studying an artist's biography involves entering their world and understanding various aspects, including the types of material and spiritual wealth that are significant and with which the individual relates themselves. It encompasses comprehending ideas, worldview, religious, moral, and intellectual values, as well as aesthetic preferences. The artistic traditions embraced by the creator are examined, along with the prospects for their development in the practice of the next generation of artists. The conceptual, figurative, and emotional content of their works is analysed, along with the circumstances of their private and public life, their ability to overcome challenges, experience success (Table 1).

Table 1. Study of the artist's biography

Aspects of the artist's biography	Details/Insights
Material achievements	Significant achievements related to the artist's work and impact
Spiritual achievements	Personal beliefs and values that the artist identifies with
Ideas and worldview	Exploration of the artist's ideological perspectives
Religious and moral values	The influence of religion and moral philosophy on the artist's life

Table 1. Continued

Aspects of the artist's biography	Details/Insights
Intellectual values	The importance placed on knowledge, thought, and creativity
Aesthetic preferences	The artist's individual taste and artistic influences
Artistic traditions	The traditions and styles the artist adheres to or innovates upon
Development prospects	Future directions and influences of the artist's work
Conceptual content	The underlying concepts and themes in the artist's opuses
Circumstances of life	Influences from both public and private life on the artist's work
Ability to overcome challenges	The artist's resilience and how it shaped their journey
Experiencing success	Reflections on the artist's accomplishments and their significance

Source: developed by the author

The mentioned factors are perceived by the recipients in the projection on civilisational achievements produced by the subject of the chronicle. Thus, a prominent person's biography reveals spiritual, social, activity-focused and other dimensions of the master's existence.

The chronicle appears as a form of culture, since its verbal embodiment is an artwork, a model of the literary (scientific) talent of the story's author. The text of an individual story reflects the life dynamics, interprets mental states and represents a tool due to which a personality fixes their ontology within the macrocosm. The genre enables you to manage historical time that has the following characteristics: it provides the perspective of the author's and the addressee's spiritual activity; brings the researcher, the main character and the recipient together; captures the biographer's and the addressee's phenomenological background; "paints" an artist's portrait for eternity.

The awareness of the importance of studying the master's biography as an individual and personalised cultural marker activated the issue of identifying the criteria a scholar should rely on when creating an individual's narrative. The most important for the realistic disclosure of the daily life pace of a personality is the objectivity of interpreting the information, the optimal use of a considerable system of research tools, an accessible, fascinating, logical way of presenting the biographical material. In order to accomplish this, the author needs to carry out generalisation, type identification of facts and events, which will ensure the genuineness, impartiality of the study; involve a significant number of archival documents, statements of the main character's contemporaries, integrate historical chronicles into the research. The scholar's personal views, opinions and values system should be minimised by giving preference to the character's outlook presentation. The reconstruction of the socio-cultural situation in which the person was creating is vital, as it leads to understanding the motives of the activity, to decode the content of creations. It is important to integrate the character into the framework of the first quarter of the 21st century socio-cultural domain, to make their worldview paradigm relevant within the current civilisational circumstances, and at the same time to transfer their practice into a timeless dimension.

Thus, the abovementioned issue provides an opportunity to manifest the following: the master's biography

is an anthropological phenomenon, the center of which is a chronological description of the demiurge's ontology. Alongside with revealing the significant person's existence, the author of the chronicle depicts the dynamics of civilisation's development, renders the specifics of various social institutions' activity, highlights their interaction and impact on diverse social groups; predicts, offers alternative ways, identifies prospects for the further homo sapiens progress. The artist's biography is an evidence of culture being created by a unique personality who produces significant artistic artifacts that are individual and personalised markers of culture.

The history of personology in Antiquity and the Renaissance was studied by Z.V. Svyashchenko (2010). She demonstrated that the biographical approach is fundamental and the most informative in scientific historiography. T.I. Vlasova & H.H. Kryvchyk (2018) examined the application of the biographical method in anthropological works, arguing that it imbues contemporary research with humanistic content. The transformation of the theory and methodology of biographical studies was explored by A. Kosheliev (2017), who showed the transition of the genre from popular entertainment literature to serious scientific research.

V.S. Bondar (2000) viewed biography as a method of sociological research, stating that this scientific strategy allows for the recognition of the unity of social and personal dominants and provides a holistic understanding of various sociocultural processes. Consonant views are also presented in the study by K.O. Sklyarenko (2019), who interpreted the biographical method as the foundation of sociological research. T.Yu. Nahaiko (2015) interpreted biographical works as a means of studying the creative and scientific legacy of prominent figures.

In the pedagogical context, biographistics was examined by I. Rozman (2017). The scholar saw significant potential in it for reconstructing a comprehensive picture of the development of the mentioned field, as well as an effective theoretical tool for analysing source materials. V.I. Menzhulin (2011) presented the historical-philosophical perspective of biographistics, highlighting specific methods of interaction between philosophy and biography. V. Levchenko (2016) proposed the use of the intellectual form of biography as a method for studying scholars.

O.V. Muratova (2020) examined biography as a means of understanding the personality of an artist, for which she explored various approaches that interpret the essential characteristics and functions of the genre. Researchers strive to find a diverse source base to thoroughly explore the biographies of prominent figures. O.I. Bon (2010) suggested studying archival documentary materials, which can reveal unknown aspects of a person's life. V.V. Bodina-Dyachok (2021) examined author dedications, which highlight the cultural and personal context of creativity.

Researcher O. Bystrova (2010) noted that to understand the specifics of a writer's biography, it is necessary to study their early life activities. O.V. Popovych (2011) discovered new perspectives on understanding biography as a cultural object and identified its components such as action, chance, event, and life path, which together form a subjective picture of a person's life activity.

Summarising the literature review, it worth to conclude: while implementing a retrospective of a creative person's being, involving a large-scale layer of interdisciplinary data, the scholars recognised the following: subjective and objective matters nonlinearly affect each other, and none of these parameters is primary or secondary. Within a specific period, one of them appears the leading one, indicating the conditions for the development of a certain master's talent, whereas the latter directs various historical processes via its practice.

CONCLUSIONS

The master's biography is an anthropological phenomenon, a source of awareness of the creator and their opuses, a product of the scholar's (biography author's) activity,

a multidimensional content domain that represents the spiritual achievements of the era. The genre appears as an intellectual personalised story that broadcasts significant civilisational fundamentals, expands the semantic field of culture and raises eternal ontological issues through a narration about a creative personality's being.

The master's chronicle demonstrates the fact of accomplishing their higher purpose, i.e. the creation of artistic artifacts that became a homo sapiens phenomenon. At the same time, it reproduces a microcosm of the character's epoch; it fixes the leading postulates of the era; it is a means of perception and interpretation of multifaceted achievements; it appears as one of the ways of the development of contemporary humanitarian knowledge. The lifelong creativity of an artistic person is in the swirl of various processes within the era, it is an active participant affecting the epochal transformations. The master's chronicles are an ontological narration where the unfolding of the plot, the climax, declines, dynamic and meaningful twists illustrate the artistic time and space of a unique personality's life and mark the key cultural concepts of the epoch.

Studies that would highlight the originality of implementing regional and civilisational archetypes, and topoi in a creative person's chronicle are in demand in contemporary humanitarian research.

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CONFLICT OF INTEREST

None.

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Біографія митця: індивідуальний та персоналізований культурний маркер

Анотація. У сучасних гуманітарних науках існує нагальна потреба у дослідженнях, які б інтерпретували цивілізаційні досягнення через призму життя та творчості їхніх творців. Метою цієї статті було висвітлення особливостей біографії митця з погляду відображення ключових культурних концептів. Реалізація цього дослідження стала можливою завдяки залученню низки загальнонаукових методів, зокрема аналізу, синтезу, індукції, дедукції та узагальнення. Було продемонстровано, що біографія майстра є антропологічним феноменом, джерелом розуміння особистості творця та його творів, а також продуктом діяльності дослідника (біографа). Вона представляє багатовимірний змістовий простір, що вміщує духовні досягнення епохи. Хроніка життя майстра відображає виконання його вищої мети, а саме створення мистецьких артефактів, які стали феноменом homo sapiens. Водночас вона відтворює мікрокосм епохи, фіксує провідні принципи часу, слугує засобом сприйняття та інтерпретації багатограних досягнень і виступає одним із способів розвитку сучасного гуманітарного знання. Хроніка майстра є онтологічним наративом, де розгортання сюжету, кульмінації, спади, динамічні повороти та значущі події ілюструють художній час і простір життя унікальної особистості, позначаючи ключові культурні концепти епохи. Практичне значення результатів полягає у тому, що запропоноване дослідження може бути використане при розробці лекційних курсів з теорії та історії культури, персоналістики та біографістики. Окремі аспекти можуть бути застосовані в освітній діяльності, включаючи лекції, майстер-класи та проекти, присвячені вивченню сучасних цивілізаційних процесів

Ключові слова: життєтворчість; культурний простір; мистецький твір; культурні артефакти; історична епоха