

Umarov Abduhamid Sattorovich

Associate Professor of the Department Informatics and Management,

National Institute of Fine Art and Design named after K.Behzod,

Uzbekistan, Tashkent

To 'raboyeva Nargiza Abzal kizi

Art management and gallery business bachelor direction 4-th course

student, National Institute of Fine Art and Design named after K.Behzod,

Uzbekistan, Tashkent

COOPERATION STRATEGIES OF ART GALLERY

Abstract: *In the 21st century, the possibilities of projects and organizations in the field of arts and culture, the impact and efficiency of their business models go beyond this field and help to establish connections with other sectors of the industry and social spheres. "Mutually beneficial cooperation" refers to the cross-sectoral interaction between the arts and creative industries, as well as the culture and arts sector and other sectors, for example: commercial organizations, technology companies, urban planning, educational institutions, sustainable development organizations, etc. We will consider the nature and advantages of this type of mutually beneficial cooperation in the article.*

Key words: *business models, industry, culture, art, commercial organizations, technological companies, urban planning, educational institutions*

The advantage of creative industries is that they are all interconnected, and many business models in the arts are based on this connection. Cross-industry cooperation provides opportunities for a new mix of knowledge, helps the emergence of new products and companies that are not only engaged in commercial activities, but also have social goals, and significantly increases the level of customer service. It should be noted that the development of creative industries has a simultaneous effect on the economic development of a region or city: for example, a cultural festival stimulates the development of local hotel and restaurant business, transport services, etc. The "joint effect" of culture and

art is "the process by which activity in the creative fields has a more significant impact on certain regions, society, or the economy due to the abundance of concepts, ideas, skills, knowledge and other types of resources. "

Examples of such activities include incubators and accelerators for start-up entrepreneurs. If incubators are associated with a non-profit organization or university and it takes years to monetize a product, accelerators can help quickly turn an idea into a commercial product. Usually, accelerators look for startups with high development potential, and their mentors and teachers provide services, space, information in exchange for shares in this startup company.

Creative clusters are one form of such cooperation. This term refers to the concentration of creative organizations in one area in order to pool resources and optimize the entire process of production and distribution of creative sector products. Creative clusters help culture and arts to penetrate into other fields, such as research, science, technology, environmental protection, business, etc. Creative clusters are an important type of cooperation, because they create new connections and unions, help to find resources in a particular place, and combine the powers of organizations with common needs and opportunities, obstacles and risks.

Through art and creative forms of expression, we can change many social beliefs and judgments by offering new ideas to society, creating and inspiring new ideologies, and encouraging critical thinking. Art can be used as a tool to raise awareness about issues we face in our daily lives, such as social justice, ecology, health, drug addiction, unemployment, and more. Art is purposefully used as a tool for social change. These are, for example, art therapy and music therapy, culture, sustainable development, etc.

A mutually beneficial partnership between the creative sector and urban development in general

In the 21st century, an integrated approach to the urban planning process defines the field of arts and culture not as a separate area, but as an integral part

of other urban planning strategies, for example, an economic development strategy, an environmental or social policy implementation plan, etc.

The concepts of "creative city" and "creative organization of space" not only emphasize the existing relations between art and other spheres of social and economic activity, but also define art, culture and creativity as a factor of sustainable development of cities. In addition, they bring joyful revitalization to city life.

What is the small difference between the concepts of "creative city" and "creative organization of space"?

"A creative city is a place that encourages thinking, planning and creative action: the role of the public sector is to create the conditions for this, to facilitate it" (Charles Landry). His concept emphasizes that the development of culture and arts and creativity in general is essential for the future of our cities.

Prof. Ann Marcusen (Prof, Ann Marcusen) says that creative organization of space is a strategy to restore the place we live in, create jobs and attract private investment. It brings art to the everyday lives of ordinary people. Some examples of creative organization of space with clear impact on other areas: creating an arts district, helping communities engage in public art (urban art), organizing film festivals, opening design centers, etc.

Understanding the importance and impact of mutually beneficial cooperation at the local, client and client numbers, products and services of the creative sector, regionally and internationally, in various forms and methods, will help to generate innovative ideas and the coordinated work of partners will help to increase funding. makes a significant contribution to the development of a business plan based on the principles of mutual benefit and collective cooperation.

The advantage of creative industries is that they are all interconnected, and many business models in the arts are based on this connection. Cross-industry cooperation provides opportunities for a new mix of knowledge, helps

the emergence of new products and companies that are not only engaged in commercial activities, but also have social goals, and significantly increases the level of customer service. It should be noted that the development of creative industries has a simultaneous effect on the economic development of a region or city: for example, a cultural festival stimulates the development of local hotel and restaurant business, transport services, etc. The "joint effect" of culture and art is "the process by which activity in the creative fields has a more significant impact on certain regions, society, or the economy due to the abundance of concepts, ideas, skills, knowledge and other types of resources. ".

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