Republican Scientific-Practical Conference on the Theme "Pop Art of the New Era: In Spiritual, Artistic, and Educational Contexts"

At the State Institute of Arts and Culture of Uzbekistan, the Department of "Pop and Mass Performance Arts" hosted a republican scientific-practical conference on the theme "Pop Art of the New Era: In Spiritual, Artistic, and Educational Contexts."

The main goal of the conference was to study and analyze the spiritual, artistic, and educational aspects of pop art in the cultural development of New Uzbekistan; to develop theoretical and practical recommendations aimed at reforming the process of training highly qualified specialists in pop acting and directing of mass festivities and performances; and to strengthen scientific and creative cooperation among science, education, and industry.

The conference gathered leading specialists in the field — directors and chief producers of capital theatres, television directors, professors, researchers, master's students, and talented undergraduates, as well as directors and teachers of cultural and art institutions across the republic.

Opening the conference, the Rector of the Institute, Professor Nodirbek Sayfullayev, emphasized the role of art — particularly pop art and mass performances — in shaping the spiritual and cultural image of New Uzbekistan. He drew attention to achievements and existing shortcomings in the field, the need for deeper integration between educational

institutions and creative industries, and wished success to all participants.

During the plenary session, the following presentations were delivered:

Prof. Dr. Muhabbat Tulyakhodjayeva — "Artistic and Aesthetic Value of Modern Pop Art, Contemporary Trends in Television Music Videos, Achievements and Challenges."

Prof. Jahongir Mamatqosimov — "Application of Innovative Technologies in the Directing of Modern Mass Festivals, Integration of Science, Education, and Production: Issues and Solutions."

Husniddin Ato, Head of OXUS Culture — "International Experience in Organizing Mass Celebrations and Festivals."

Acting Professor Ramz Qodirov — "Specifics of Teaching Stage Speech in Acting Specialties: Developing Stage Speech of Pop Performers."

Rauf Nabiyev, Director of Rapid Company, Film Director and Clip Maker — "The Importance of Using Artificial Intelligence in the Modern Media Sphere and Current Developments in Uzbekistan."

Dr. Charos Rakhimova (PhD), Senior Researcher at the Research Institute of Cultural Studies and Intangible Cultural Heritage — "The Role of Pop Art in the Formation of National Identity." Prof. Lola Ganieva, Candidate of Art Studies — "Issues of Performance Mastery in the Pop Art of the New Era."

Each presentation was warmly received and generated lively discussions.

The conference continued in two parallel sessions:

"Current Issues of Pop Art: In the Context of Tradition and Modernity,"

"Current Issues of Training Specialists in Pop Art."

More than 50 reports on the development of the field were presented. The Department of "Pop and Mass Performance Arts" also gave a presentation on its educational, methodological,

research, and international cooperation activities.

As part of the conference, a performance titled "Autumn", staged by Professor Temur Rashidov and performed by 3rd-year students of "Pop Acting Art," was presented. The discussion highlighted its artistic quality and its alignment with the aesthetics of the pop theatre genre.

The conference concluded with an analysis of the cultural significance of pop art in social life, the development of forward-looking plans, examination of pressing issues in training directors of mass performances and pop actors, and review of international experiences in organizing mass events. Recommendations were also made for improving faculty qualifications abroad.

At the end of the event, participants were awarded certificates.















Nodirbek Sayfullayev Visits the International Mugham Center

Today, Professor Nodirbek Sayfullayev, Rector of the Uzbekistan State Institute of Arts and Culture, together with a delegation of the institute's professors and teachers, paid a visit to the International Mugham Center in Baku, Republic of Azerbaijan.

At the beginning of the visit, Professor Sayfullayev met with the Director of the Mugham Center, Sahib Pashazade. During the meeting, the parties discussed strengthening cultural ties between the two countries, expanding creative cooperation, and implementing joint projects.

During the conversation, both sides reached an agreement to organize future joint events such as master classes, concert programs, and scientific-practical seminars.

At the opening of the joint concert program held at the Mugham Center, Professor Sayfullayev delivered a speech.

In his address, he stated:

- The cultural relations between Uzbekistan and Azerbaijan have a long history and continue to develop steadily today. The bonds of friendship and brotherhood between our two nations are strengthening not only in the political or economic spheres but also in the fields of art and culture. Today's joint concert is a vivid manifestation of these friendly ties.
- We are united by shared values and common cultural roots.
 Therefore, our common goal is to further expand these relations and elevate our creative cooperation to a new level,
 he said.

Recognizing the contribution of the Mugham Center's Director, Sahib Pashazade, Professor Sayfullayev awarded him the title of Honorary Professor of the Uzbekistan State Institute of Arts and Culture. He also spoke about the institute's training theater and the facilities available there for hosting similar events.

Furthermore, he expressed his pleasure in emphasizing that the doors of the Uzbekistan State Institute of Arts and Culture are always open to representatives of Azerbaijani culture. At the end of the meeting, both sides exchanged memorable gifts.

The event concluded with a joint concert featuring professors

and teachers of the institute together with vocalists and instrumentalists from the National Mugham Center.





Friendship and Cultural Cooperation between Uzbekistan and Azerbaijan

Strengthening the bonds of friendship and cultural cooperation between Uzbekistan and Azerbaijan, further developing collaboration between the two higher education institutions, exchanging creative experience, and expanding interaction between professors, teachers, and students — all this can rightfully be considered one of the important reforms currently being implemented between the two countries.

These days, a delegation of professors and teachers from the Uzbekistan State Institute of Arts and Culture, headed by Rector Professor Nodirbek Sayfullayev, is on a working visit to the Republic of Azerbaijan. The purpose of the visit is to exchange experience, improve professional skills, and organize a joint concert at the International Mugham Center of Azerbaijan.

The delegation includes professors and teachers from the Faculty of Folk Art — the departments of "National Singing" and "Instrumental Performance": People's Singers of Uzbekistan, Professors Beknazar Dusmuradov and Soyibjon Niyozov; Honored Artist of Uzbekistan, Professor Akhmatjon Dadayev; Associate Professors Yusuf Vahidov, Husniddin Khusanov, Acting Associate Professor Qahramon Turayev, and teacher Javohir Turatov.

On the first day of their visit, the delegation visited the Carpet Museum — the first carpet museum in the world — and the Azerbaijan Museum of Art, where they became acquainted with various carpet weaving techniques and information related to different historical periods.

After that, they visited the International Mugham Center of Azerbaijan, where they met with the Center's Director, Sahib Pashazade. During the meeting, the parties discussed the Center's activities and issues related to thorough preparation for the upcoming joint creative concert.

















