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CERCETARE, VALORIFICARE, PROMOVARE**

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Prospects for the Use of «Living History» in Contemporary Ukrainian Museums

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In recent decades, a significant shift in the paradigm has been observed in museum activity – from a traditional approach based on the storage and exhibition of artifacts to more interactive and visitor forms. Against this background, a special place is occupied by museums of «living history», which offer a unique experience of immersion in the past.

Traditional museums use the methods of «living history» every time when working with visitors, especially with students, students. From this point of view, the National Reserve «Ancient Halych» is especially interesting, on the basis of which from July to September 2024 the project «Dressed in history: medieval clothing of Princely Halych» was implemented. At the same time, museums of ethnography of the National Reserve «Ancient Halych» in the village Krylos of the Halych district of Ivano-Frankivsk region is increasingly becoming a platform for ethnographic festivals and historical reconstructions (Andreevsky Evenings, meetings with Saint Nicholas, carols, generosity). On May 4, 2025, the folk festival «Christ is Risen – Risen Ukraine!» was held on the basis of the museum with the participation of 22 folklore groups of Ivano-Frankivsk region.

Another area of work of modern museums is family thematic photo shoots in folk arts or historical costumes. Now such a service is offered by the Museum of Ethnography of the National Reserve «Ancient Halych», the National Museum of Folk Art of Hutsul region and Pokuttya (Kolomyia), the Pokuttya Museum and many others. Such photo shoots allow visitors to get acquainted with the wealth and diversity of culture, regional features of the national order, it is better to penetrate the «spirit of time».

An example of a successful digitalization of the modern museum is the interactive museum «City and Weapons», which opened on May 8, 2024 in one of the corps of the Potocki Palace in Ivano-Frankivsk. Sensory screens make it possible to scroll cards, photos and text, to «revive» historical characters. In order to see the next digital history, you need to use the «key» in the form of a Stanislav Fortress.

Thus, «living history» tools are successfully used both in specialized museums in this type and in classic museums to modernize exhibitions and educational programs. The use of copies of historical artifacts, reconstructions, theatrical excursions, interactive technologies, costumes and thematic photoshoots contributes to the creation of immersion and active participation of visitors in the process of cognition.

Key words: living history, museum, exhibit, educational programs, historical reconstruction.