

THEORY AND HISTORY OF CULTURE

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Dynamics of corporal images: culture projection in art

In the article the author reveals the problem of the evolution of corporeal images in culture and considers the representation of these images have been being materialized in the art ideal in the XX and XXI centuries. The consideration of body not as biological but as a cultural and technological phenomenon gives the opportunity to mark out the particular attitude to body which is reflected in the modern art. Analyzing a number of art-expert, culturological and philosophical approaches, the author discovers the "cultural body" concept and its particular role in the era art ideal formation. The special attention is paid to the new cultural paradigm as a generator of the fundamentally different attitude to body. Above it, the plastic theatre as a special form of art reflecting the new corporeal image which is typical for the XXI century is examined in the article. Using choreographic and theatre techniques of the XX century, the plastic theatre partially keeps the vanguard and modernist interpretation of body, but at the same time gives it the cognitive function in the art context.

Key words: body, corporeality, corporeal expressiveness, representation, image of body, plastic expressiveness, plastic theatre, art ideal.

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