

## Brief information about the project

Title	IPH AP25796511 "Kazakh ethnostyle in the global cultural space: new aesthetic solutions"
Relevance	This research project is distinguished by the study of Kazakh ethnic style in the modern world cultural space and the presentation of new aesthetic solutions. At present, the issues of preserving, developing and promoting Kazakh ethnic style at the international level are not widely considered. Therefore, this project focuses on the role of Kazakh ethnic style in creative industries and its integration into modern cultural processes, and also offers an innovative approach to finding solutions in this direction.
Goal	The main goal of this project is to study how the Kazakh ethnic style is developing and reviving in the global cultural space, and to present it in the context of new modern creative industries. To strengthen the influence of the Kazakh ethnic style in the world space and create conditions for the revival of national culture by preserving traditional cultural elements and adapting them to modern aesthetic trends.
Tasks	<p>1. Analysis of theoretical sources and literature on Kazakh ethnostyle: Within the framework of this task, theoretical studies and conceptual models of ethnostyle in modern Kazakhstan are analyzed. The philosophical foundations of Kazakh ethnostyle, its history and formation, its role in preserving national identity are considered. In addition, it examines how ethnic style adapts to global cultural trends and the combination of traditional and modern elements.</p> <p>2. Analysis of models of representation of Kazakh ethnic style in national and world culture: The second task analyzes the representative models used for preservation and development of national ethnic style. These models determine how traditional elements of Kazakh culture (clothing, ornaments, crafts, architecture) can be included in modern culture. Methods of promoting clothing models and designs inspired by national traditions on the international arena are being explored.</p> <p>3. Conducting field research in the regions and</p>

	<p>analyzing the practices of using ethnic style: We will conduct field research in the Western, Eastern, Southern and Central regions of Kazakhstan, studying the current state of the use of the Kazakh ethnic style. An overview of regional characteristics is presented, allowing us to determine how the ethnic style is preserved and developed in the field of art, architecture, fashion and applied art. The purpose of these studies is to determine the influence of the Kazakh ethnic style on local culture.</p> <p>4. Development of a monograph "The Role of Modern Kazakh Ethnic Style in the World Cultural Space": Based on the results of the project, a monograph on the place of Kazakh ethnic style in the world cultural space will be prepared and published. The monograph examines the aesthetic aspects of ethnic style, its influence on world culture and its integration into contemporary art and design.</p>
Expected and Achieved Results	<p>Final result:</p> <ul style="list-style-type: none"> <li>- By 2025: <ul style="list-style-type: none"> <li>- Theoretical and conceptual models of Kazakh ethnic style will be analyzed;</li> <li>- Meetings with artisans, artists, and local ethnographers will be organized in the southern regions of Kazakhstan to conduct field research;</li> <li>- The research results will be published in domestic journals in the form of scientific articles;</li> </ul> </li> <li>- By 2026: <ul style="list-style-type: none"> <li>- Exchange of experience in the field of Kazakh ethnic style in the cities of Aktau, Atyrau, Semey, Ust-Kamenogorsk, organization of creative master classes on the use of modern fashion and defense of a doctoral dissertation;</li> <li>- publication of an article with a CiteScore of at least 35 (thirty-five) percentiles in the Scopus database 1 (one) article will be published in scientific journals;</li> </ul> </li> <li>- By 2027: <ul style="list-style-type: none"> <li>- Visits to cultural and scientific centers of the Institute of Cultural Heritage will be organized;</li> <li>- Analyze the collected materials using cross-cultural methods and find their theoretical significance, discover, make practical proposals. Business trip to Astana;</li> </ul> </li> </ul> <p>-1 (one) article in scientific publications</p>

	<p>according to CiteScore in the Scopus database will be published;</p> <p>- A monograph “The Role of Modern Kazakh Ethnic Style in the World Cultural Space” will be published;</p>
Names and Surnames of Research Group Members with Their Identifiers (Scopus Author ID, Researcher ID, ORCID, if available) and Links to Corresponding Profiles	<p>The project is carried out by a research group consisting of a scientific supervisor and a domestic scientific consultant.</p> <p>Nayzabaeva Gulnara Askhatovna is the scientific leader of the project, candidate for postdoctoral training. Graduated from L.N. Gumilev National University on the educational program 8D03104 - "Cultural Studies"</p> <p>Hirsch index-1 (Scopus), Scopus Author ID-57414705000 ORCID: 0000-0001-7335-190X</p> <p>Gabitov Tursyn Khafizovich - Domestic scientific consultant - Professor of the Department of Philosophy of the Kazakh National University named after al-Farabi, Doctor of Philosophy, Academician of the Academy of Sciences of the Republic of Kazakhstan, Vice President of the Philosophical Congress of Kazakhstan.</p> <p>Hirsch index -2 (Scopus), Scopus Author ID-56177049600</p>
Publications list with links to them	<p>1.Changes in the Traditional Occupations and Discourse of Women: New Element of Human Capital in Redesigned Kazakh Society Journal of Ethnic and Cultural Studies.Scopus Q1 (Cultural Studies; Sociology and Political Science) Percentile - 95 CiteScore - 2.9 <a href="https://www.ejecs.org/index.php/JECS/article/view/1295">https://www.ejecs.org/index.php/JECS/article/view/1295</a> <a href="http://www.ejecs.org/index.php/JECS">http://www.ejecs.org/index.php/JECS</a> Publisher - Florida Gulf Coast University ISSN 21491291</p> <p>2. The national idea in the context of the dialogue of cultures <a href="https://www.scopus.com/record/display.uri?eid=2-s2.0-85029790125&amp;origin=resultslist&amp;sort=plf-f">https://www.scopus.com/record/display.uri?eid=2-s2.0-85029790125&amp;origin=resultslist&amp;sort=plf-f</a> <a href="http://vphil.ru/index.php?option=com_content&amp;task=view&amp;id=729">http://vphil.ru/index.php?option=com_content&amp;task=view&amp;id=729</a></p>
Patent information	

