

Formation of the Image of Yamal in The Schedule of Modern Times.

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- **Abstract:** Along with the development of modern culture that combines the globalism values and a specific territory, interest in the peculiarities of the regions is natural and important. The north of Western Siberia has been the frontier of Russia for centuries, and civilizational forms of artistic culture took shape here slowly. The relevance of the material is due to the need to study the conditions for the creation by artists and lovers of the earliest images of the territory that today belongs to the Yamal-Nenets Autonomous Okrug. With the help of cultural, historical and biographical methods, we identified a circle of authors who had personally visited Yamal or created their graphic works based on the travelers' impressions. The method of cultural geography contributed to the identification of Yamal creativity, genres and motives priority types, revealing the characteristics of the territory. The article chronologically sequentially, starting from the 18th century and ending with the end of the 19th century, examines the facts of reproduction of the local population and types of territory images, first of all, Obdorsk. As a result, we determined the directions of studying the region and the formation of a visual representation of it: fantasy, factual, realistic, which did not exist in isolation, but mutually enriching each other. It was also determined the consistent application/combination of several style techniques in the graphic images of Yamal: topographic drawing, icon painting, academic image, full-scale sketch, travel diary, or travel book. For the first time, the article thoroughly examines the artistic heritage of M.S. Znamensky, associated with the north of Western Siberia, the priority Yamal landscape motifs are identified and analyzed from the point of view of their relevance in the future and comprehension of the mythology of the city in the XX and XXI centuries.
- **Keywords:** culture, territory, peculiarities, Siberia, centuries, Yamal, Obdorsk, Znamensky.