

Artistic image in theatrical and podium space design

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Abstract

The relevance of the topic of this study lies in the importance of building a high-quality artistic image in the modern theatre and podium space, and the huge role played by make-up, hair and costume in this process. The main goal of this research is to carry out a historical and cultural analysis of the key features of the construction of the specific features of the use of make-up in the Ukrainian theatrical and podium space, with the identification of the features of the emergence and development of the art of make-up in the Ukrainian socio-cultural space. The basis of the methodological approach is a comprehensive study of modern make-up practices in the fashion industry, with the identification of numerous possibilities of modern make-up, decorative and a several other measures aimed at creating a bright artistic image in a theatrical and podium space. In this study, the results were obtained, which testify to the huge possibilities of creating artistic images in the modern theatre and podium space with the help of makeup, hairstyles and creating stage costumes, including the need for further study of world fashion trends and their influence on various aspects of the development of artistic image in the modern theatrical and podium space. The results obtained during the implementation of this research and the conclusions formulated on their basis have significant practical significance for modern artists, directors, actors, make-up artists and other representatives of the creative professions, whose direct competencies include the construction of artistic images with the help of opportunities make-up, hair and costumes.

Keywords: theatre art; stage culture; modern make-up; artistic image creation; artistic art, costumes.

1. Introduction

The scientific novelty of the study consists in the theoretical substantiation and indication of practical options for the implementation of modern innovative means and technologies of makeup, hairstyle and the use of costumes in the creation of an artistic image in

a modern theatrical and podium space. The specificity of make-up in the fashion industry is to follow the traditions of theatre and film make-up, and the use of other, modern means of the beauty industry. The development of make-up gradually took place thanks to the accumulation of theatrical experience and the use of

the principles of the systems of Stanislavsky, Meyerhold, Tairov, and Vakhtangov. In this context, the Ukrainian theatre school also has rich traditions, in particular, in the experience of building make-up, to which numerous scientific works are devoted (Dikhnich and Sharkina, 2020; Malyarchuk, 2021).

The synthesis of styles, and steel trends as an approach to creating a modern artistic image developed in clothing design even in the past, in the 20th century. At the same time, during the last decade of the present age, the aesthetics of postmodernism have had a huge influence on costume design, in particular, it concerns the trends of different periods, the features of the construction of street fashion, elements of ethnic styles, including other manifestations of various trends that condition the development of costume design in present times. Globalisation processes contribute to the combination of European and Asian stylistics, while the problem of preserving the surrounding environment determines the influence of the aesthetics of subcultures on modern fashion (Kharchenko, 2021; Doszhan, 2023). In addition to the specified methods, in the design of the costume, it was accepted to more actively apply methods that gradually absorbed in oneself the freedom of postmodern search - various options of synthesis, a combination of components and elements of many styles in one image. These methods have different names - eclecticism, polystylism, diffusion, etc.

For the Ukrainian people at all times, the theatre was a huge value, which had a significant cultural, moral and civic significance (Derkach et al., 2023). Back in the early 1880s, M. Strytskyi and M. Kropyvnytskyi, taking advantage of certain concessions of the tsarist government, which were characteristic of that time, led an active and fruitful activity to create a modern theatre. At that time, very active attention was paid to the problem of reincarnation and the creation of images of heroes, and make-up contributed to the solution of this problem (Malyarchuk, 2021). Ukrainian theatre of the late 20th – early 21st centuries, as an integral component of Ukrainian national culture, is a natural stage in the centuries-old development of Ukrainian art; this is a stage that testifies to “the inseparability

of the spiritual life of the people”. The problem of the artistic image in the theatrical and podium space is closely related to the specific features of cultural development and the development of certain genres of art from a historical perspective (Dikhnich, 2019; Brait et al., 2023). Therefore, the study of various aspects of the construction of artistic images in modern art with the help of such means as make-up, hair and the use of costumes should be closely related to the study of examples of the use of the above-mentioned means during the performance of cultural events.

Methods of combining several styles in one artistic image are mostly highlighted in different ways among native researchers and scientists. Of great importance are specific features and issues of synthesis, mixing, diffusion, and specifics of building stylistic modelling (Solanki et al., 2021). Considering the work of research scientists who studied the issue of categories of styles and the combination of individual styles, and the synthesis of styles in the creation of a complete image, the synthesis of styles was directly defined as a certain method of combining different stylistic directions. It should be understood that a complete stylistic system of an artistic image should be understood as a costume, accessories, hairstyle, makeup, and shoes about the colour and individual characteristics of a certain person. In this scientific study, the task is to analyse the specific features of the use of make-up, hairstyle and costumes in the creation of an artistic image within the theatrical and podium space.

2. Materials and Methods

The basis of the methodological approach is a comprehensive study of modern make-up practices in the fashion industry, with the identification of numerous possibilities of modern make-up, decorative and several other measures aimed at creating a bright artistic image in a theatrical and podium space. The presentation of the main material of this scientific work is preceded by the creation of a theoretical base, which includes the analysis of the results of research by several authors who studied the issue of the specific features of creating an artistic image in the theatre and podium space, using various means, in particular, make-up, hairstyles and costumes.

The study highlights the key features of disagreements among representatives of professions related to the field of beauty industry, such as make-up artist, make-up artist and make-up artist. For this, the meaning of the term make-up and its place in the field of the modern beauty industry were separately considered. In addition, the methodology of this scientific work provides for highlighting the role of the classics of the Ukrainian theatre stage in the development of the stage artistic image with the help of the means that are included in the subject of this research.

A significant amount of scientific literature, which was used to highlight the state of development of the topic of this research, was analysed using a combination of approaches, in particular historical, historical-typological, and chronological, in addition, methods of synthesis and analysis were used. As part of the historical analysis, certain aspects of the development of the Ukrainian theatre in the 19th century are highlighted, which are important in the context of the key trends in the development of the artistic image in the theatrical space of Ukraine. The application of the techniques of historical and typological analysis involves the assessment of the role of the luminaries of the Ukrainian theatre scene of those times in matters of the use of makeup in the creation of artistic images, and in the context of their influence on the formation of the general stage culture of those times, in which makeup and hair, together with the art of creating artistic clothes occupied a very important place. In addition, the chronological analysis allows tracing a certain sequence of the development of the culture of the use of means of creating an artistic image in the field of Ukrainian theatre, starting from the 17th century and the art of nativity theatre, including the creation of street costumed events.

Consolidation and clarification of the results obtained in this study are facilitated by a comparative analysis of the obtained results with the results and conclusions of other researchers on the key principles of creating an artistic image in theatre and stage art. As part of the comparative analysis, the means of historical and historical-typological analyses are partially used, since the results of research on the historical development of the Ukrainian theatre scene in the period from the

17th century to the beginning of the 19th century are being synthesised. Clarifying the results increases their credibility and contributes to improving the overall quality of research. Based on the obtained results, conclusions are formed, which act as their reflection and sum up the entire set of research works that were performed as part of the disclosure of the stated subject of this research.

1. Results and Discussion

At present and given the traditions that have developed in the modern socio-cultural space, the specificity of makeup in the fashion industry consists in following certain traditions and key principles of theatrical and film makeup, and the use of effective methods of the modern beauty industry. In this context, the analysis of the main terms of the practice of applying make-up, which is actively used in the modern theatrical and podium space, is of significant importance. The need to update the terminological discourse in the field of make-up creativity is dictated by the blurring of boundaries and at the same time the fundamental difference between the given concepts. It was determined that in the fashion industry, make-up is a system of artistic means aimed at changing a person's appearance by transforming the primary data of the face and body and giving them new visual forms through pictorial and plastic modelling (Sharkina, 2020).

The term make-up has a significant meaning in the context of understanding the principles of building an artistic image in the modern theatrical and podium space. It defines one of the types of makeup used in everyday life. By applying make-up, the make-up artist creates a complete image, all the components of which are in close relation with each other and are in complete harmony with the personality of a certain person. Cosmetics are a combination of certain substances and means using which the substances must be applied to the human body or face to clean them, decorate them, increase the attractiveness of the appearance, or change them. Make-up can be used on a utilitarian level, or on the level of going through certain life situations, while the possibilities of make-up allow preparing for a certain stage action, or to qualitatively present design work

(Velyka and Birillo, 2024). Make-up allows correcting certain facial defects and reducing their negative impact on the overall impression of the image, while make-up allows you to strengthen these defects and exaggerate them. The duties of a modern make-up artist include the creation of a complete image, considering the characteristics of the colour type, specific features of the face, hairstyle, and other characteristic features of the appearance of the individual and the characteristics of his clothes. A specialist in the field of makeup application should be called a make-up artist, while the professional competence of a make-up artist includes changing the external appearance of a person, transforming certain natural data and giving them new artistic forms, which generally contributes to the creation of a bright artistic image.

In the history of the development of the Ukrainian theatre, the art of make-up was aimed at the gradual creation of vivid and completely realistic artistic images. The development of the Ukrainian art theatre in the second half of the 19th century is a full confirmation of that. His luminaries, such as M. Kropyvnytskyi, M. Sadovskyi., M. Zankovetska, P. Saksagansky and I. Karpenko-Karyi, together with other masters of stagecraft, were well-known enthusiasts of creating an artistic stage image, in which the main place was given to make-up as an indispensable tool for identifying the artistic image. In this context, it should be noted that during the creation of an artistic image and in the process of preparing for a stage performance, outstanding Ukrainian actors tried to use exactly the make-up that was able to best reproduce the artistic image and stage idea, and to convey to the audience the key idea, the idea of the artist, stage work. Make-up in the use of Ukrainian actors and masters of its application was very important from the standpoint of highlighting the character of the hero, reflecting the key essence of his personality, and also in every way contributing to the large-scale coverage of the idea of stage work. There were many cases when theatre actors and make-up artists, in search of the optimal combination of means and possibilities of make-up during the creation of a stage image, used a variety of grotesque options, able to emphasise some features of the characters, which cannot be highlighted due to pure

techniques related to the field of acting (Bilous, 2024; Lee and Chung, 2025).

In the design of stage costumes, eclecticism occupies a significant place, as one of the main "postmodern" methods of modern design (Krasniuk et al., 2024). All kinds of "dictatorship" completely disappeared in the postmodern era, which greatly contributed to the definition of modern fashion trends purely as a stage phenomenon, aimed at improving the viewer's impression of watching a stage action, and making a complete impression of it. Moreover, the design of stage costumes in combination with the influence of other means of creating an artistic image, such as make-up and hairstyle, gained importance and received additional development precisely during the emergence of the newest theatrical forms, which differ in some places by the boldness of extraordinary solutions embodied in the plane of the stage artistic image. Thus, the art of creating stage clothes has little and has a huge impact on the development of the artistic stage image in the theatrical and podium space, and the prospects for the development of this direction in modern art largely determine the prospects for the development of the theatre in the historical perspective in general.

The persuasiveness of artistic images created and embodied in modern theatrical and podium space is largely determined by the features of the artistic combination of all existing means of creating an impression for the viewer in one separate image. The skill of individual specialists in the field of clothing design, hairstyling and makeup application is crucial in a given context. Modern fashion is both an object of creativity and an industry (Wang and Khynevysh, 2024). When considering the key trends in the development of costume in the past and present centuries, it should be noted that it is necessary to consider not only the system of religious beliefs, and the intersection of individual artistic styles, but also some other factors that did not exist in past periods. In addition, clothing also has a mass, elite and social meaning, it can form certain images of masculinity and femininity that correspond not only to the ideals of the time in their development but also to specific subcultural values that condition

the development of fashion styles in specific conditions (Kharchenko, 2021).

The creation of an artistic image in a modern theatrical and podium space involves the use of a certain algorithm and style, with the help of which all means aimed at forming a suitable impression and understanding of the idea of this image are comprehensively implemented. The organic combination of make-up, hairstyle and costume design capabilities creates a complete image that begins its own life in the stage or catwalk space, depending on the area of its application. The efficacy of a certain stage production, particularly in the case of a theatrical play, was significantly influenced by the strategic use of artistic imagery. This enables concealing the deficiencies of the performance, such as instances when the actor lapsed by forgetting the words or delivering them with incorrect intonation.

A significant addition to the combination of means of creating an artistic image in each case is the distribution of personalities by colour, as an important aspect of the application of make-up. This contributes to the better development of the artistic image and its perception by the audience. Depending on the colour of the actor, make-up and hairstyle modelling options are selected, and the stage costume is selected accordingly. For example, if there is a contrasting and bright colour, it is necessary to prevent pale colours, and if the colour is muted, the combination of any combination of dark shades is undesirable. Thus, the creation of an artistic image is a multifaceted creative process, and its implementation depends on many factors, the key of which can be considered the combination of makeup, hairstyle and the possibilities of using costumes. In addition, an important aspect is the calculation of the key trends in the development of modern fashion and the assessment of the degree of their influence on the creation of an artistic image in the modern theatrical and podium space.

M. Rastogi et al. (2022) analysed the issue of the colour of an artistic image. They concluded that colour is the most important aspect of building a stage combination of an artistic image. It is the colour that allows tracking

various aspects of building a stage image, starting from small shades of make-up and ending with the nuances of a purely acting performance. Undoubtedly, a qualitatively constructed artistic image is perceived by the audience as somewhat independent, which is separated from the character of the actor himself and his stage abilities. Therefore, the division by colour is the most important addition to the existing combinations of artistic means of the modern theatre, which are necessary to create a holistic impression of the stage performance in the viewer.

K. Brinkmann (2018) conducted a study of the role and place of the performer in the creative process, in the context of the use of certain standards of beauty in stage productions. The scientist concluded that at various stages of the development of world culture, ideas about the existing standards of beauty underwent significant changes. This is especially relevant at a time when the phenomenon of the ideal is the key factor that determines the specific features of a certain cultural stratum and the main trends in the development of culture in general. Stage culture in this context is no exception, therefore the means of forming the ideal of an artistic image in the modern cultural space requires a qualitative study to outline the range of factors that are important from the standpoint of the specific features of the development of beauty standards, whether they are related to the arts or the application of makeup or the creation of artistic hairstyles and stage costumes.

In general, the issue of creating an ideal artistic image in a theatrical and podium space with the help of certain means (make-up, hairstyle, costume) is very debatable and can be solved using a large number of approaches, noted by J. Christensen and A. Gomila (2018) in their research. According to the researchers, the analysis of the influence of make-up in combination with other means on the process of creating an artistic image and the application of comparison of the effectiveness of using certain means of creating an artistic image purely in the historical plane, using certain examples, can be considered key. Each of the means of creating an artistic image in the theatre and podium space has its capabilities and purpose, therefore, the final result

depends on the quality of using one or another means, which can be determined by the clarity of the created image to the audience and its artistic authenticity.

A. Momchilova (2019a; 2019b) researched the synthesis of clothing style in the practice of creating artistic costumes. According to the scientist, a thorough study is needed in the context of studying the possibilities of introducing artistic, figurative methods of synthesis of styles into the practice of creating men's and women's stage costumes. Today, young people are one of the most priority audiences for creating samples of artistic clothing, which is very attractive for modern designers and fashion designers. The researcher concluded that young people aged 18 to 30 and slightly older are active consumers of products in the world of the fashion industry. The main characteristics of the specified category of persons, which are of significant importance from the standpoint of determining the key trends in the creation of stage clothes, are their awareness of the field of modern trends in clothing and hairstyles, and the specific features of applying makeup and cosmetics. All this contributes to the awareness of the main trends of creating an artistic image in the stage and podium space, which can be adequately accepted by the representatives of the specified category of persons and completely understandable to them.

Creating an artistic image in a modern theatre is a very complex process that requires significant efforts from everyone involved in one way or another (Amorim, 2023). According to scientist R. Ham (2017), who conducted his research on various aspects of the embodiment of an artistic image on the stage, one should consider not only the actors and directors who are directly responsible for the stage embodiment of the created artistic images but also specialists in make-up, costumes and creating hairstyles. Viewers who form an assessment of the quality of perception of artistic images and their persuasiveness should also be considered. Various innovative measures and developments in the field of applying make-up or creating hairstyles and stage costumes can enhance the overall effect of the created artistic image, which only adds to its overall persuasiveness and makes it more qualitative and capable of conveying the author's ideas.

D. D'Orasio et al. (2018) studied current fashion trends in the context of their influence on the development of stage creativity. Scientists concluded that today fashion is both an object of creativity and business, a real developed industry that exists according to its complex laws and norms. If we talk about trends in the development of fashion in the creation of modern forms of clothing, both civilian, military, and stage, it should be noted that in this process traditional national trends play a certain role, which determines the prospects for the development of certain types of clothing models. In addition, a lot depends purely on the creativity and artistic abilities of clothing designers, which determines their ability to create individual clothing models for specific needs.

K.G. Malyarchuk (2021) conducted a study of the influence of the art of creating make-up on the process of building an artistic, stage image. According to scientist, folk role-playing games are of great importance in the creation of artistic images purely in a theatrical space, which opens up huge opportunities for the use of make-up and hairstyles, including costumes, which can convey individual intonations of emphasis and character development of actors. Folk traditions, which in many ways contributed to the creation of the first records of folk games at the turn of the 18th-19th centuries, became a solid basis for the development of the genre of folk role-playing games in Ukraine. Such events were characterised by the use of make-up in large quantities, the use of masks, face painting, and many other activities inherent in the Ukrainian culture of creating an artistic image. All this had a huge impact on the development of the Ukrainian theatre scene and traditions of creating an artistic image in the country's theatre space.

H. Kolivand et al. (2018) studied the role and significance of modern theatrical art in cultural life, in terms of the real influence of the means of creating an artistic image. The scientists concluded that the real role and meaning of theatrical art largely determine the demands placed on the art of applying make-up and creating hairstyles, including the quality of the embodiment of directing and acting inventions in theatrical productions. In addition, the colour components of the theatrical production in

their organic combination are of significant importance, in particular, the elements of the colour decoration of the stage space, the colour of the musical line used during the performance, and their combination with the colour range of the costumes on the actors' make-up. Undoubtedly, it is the actor who is the key figure in the theatrical space, the main driving force of a specific performance. The quality of the audience's perception of the theatrical performance and its success as a whole depends on how he conveys the idea of the playwright and the director to the audience and what stage techniques and how he will use them. The actor performs a role in a certain colour combination of make-up, costume and created hairstyle, which in general forms in the viewer an idea about the created image and its possibilities for qualitative transmission of the main ideas of the dramatic work.

A. Sharkina (2020), researching the content and meaning of makeup in modern fashion innovations, concluded about the huge importance of makeup in the process of creating an artistic image. The researcher draws attention to the fact that the great stage masters of the present and the past taught their descendants that make-up is one of the key conditions for achieving success in the implementation of a theatrical production and how well it is prepared and applied depends on the audience's perception of the features of the realization of the director's idea. Make-up in combination with hair and costume can effectively reveal the hidden meaning of the role and ensure the transfer of a certain mood to the audience, which is very important from the standpoint of the success of the theatrical production in general. Many prominent actors of the theatre scene, paid great attention to make-up because they considered it the most important tool for creating a high-quality and integral artistic image in a dramatic work.

In the study by R.M. Ruiz et al. (2022), there was an attempt to determine the constituent features of the nature of the modern theatre scene, from the standpoint of evaluating the influence of the means of creating an artistic image. The scientists concluded that the nature of the modern theatre stage consists of the harmonious combination of many artistic components in the creation

of a high-quality artistic and scenic image, which is necessary for reflecting the theme of the performance and its main idea. In this context, the function of make-up consists not only of creating an external image of the character's character but is a full-fledged part of the artistic image of a separate role. The modern art of creating an artistic image, regardless of whether it is presented in a purely theatrical space or on the catwalk of a fashion show in the fashion industry, is closely related to the ability of make-up artists, hairdressers and costume designers to create a holistic impression of the perception of this image, with the help of only their own artistic and professional means. Creating a high-quality stage image is possible only on the condition that the use of makeup and hair, and the creation of a stage costume is the result of the artistic interaction of the director of the performance with the artist in direct relationship with all the components of the unity of the stage work.

The very perception of a costume as a set of socially produced things, a means of arranging the external accounting of a person is quite correct from the standpoint of the role of a costume in theatre and stage art (Melnik, 2024). A.P. Naku (2019) in his study of the classical style in European costume design points to the fact that the creation of a modern stage costume is a very complex process, in which many components are organically combined, which is important from the standpoint of creating a holistic representation of the character to which it belongs a certain stage costume, including about the general stage design. A very wide range of means of designing a person's appearance is included in the items that make up the costume. These are not only individual items of clothing, both outer and light, but also used hats, shoes, jewellery and haberdashery, etc. The visual stage image, which is created with the help of, including items of clothing, and its plastic score, consists in many respects of moving and static elements. These individual elements can be qualitatively distinguished and determined only in a private way, so it is possible to analyse the final plastic score only in a performance that is fully prepared and staged.

The art of applying make-up, both sculptural and pictorial, belongs to an integral part of the created stage image, which occupies the most important place in the process of creating an artistic image. As G. Wypych (2018) emphasises in his study of the functional features of make-up in the structure of the artistic image of the role, this is directly related to the process of creating stage make-up, which can fully cover the character of the stage character, his ideas, typical features, etc. In the creation of external characteristics of the character, the idea of his makeup, including plastic indicators, appears already at the first stage of the work. The artist invents and, according to the director's idea, embodies all the wishes of the director in sketches and structures. The final decision regarding the appearance of the character, including makeup, is made at the final stage – at the last rehearsals and runs.

P. Thompson and S. Jaque (2016) studied the influence of the actor's appearance on the stage on the general nature of the creation of an artistic image. According to scientists, a person's appearance is of great importance in the context of creating an art installation, one of the forms of which are theatrical and catwalk productions. Researchers note that it is the appearance of the character that is the key component of a certain artistic image, in which the characteristic features of the director's and author's ideas intersect with the manner of the actor's performance. Creating a responsible appearance requires using the possibilities of available artistic means, such as make-up, hair and costume of the character, which generally creates a certain impression. It is the quality of combining the efforts of specialists in various fields that contributes to achieving success in creating an artistic image that is embodied in the appearance of an individual. F. Leccese et al. (2020) conducted a collaborative study of visual experience in the creation of various art mediums. The scientists concluded that the prospect of success of the theatrical performance largely depends on how well makeup is used in the creation of an artistic image. According to the researchers, bright make-up attracts the attention of the audience and allows making high-quality accents during the stage performance. Games and hairstyles create a certain impression that completely overlaps with the

perception of the director's idea. It is the impression that largely determines the audience's perception of the play and determines its ultimate success.

C. Camarero et al. (2018) conducted a study of visitor orientation in museums, from the standpoint of drawing his attention to a particular work of art. The researchers established that during the creation of an artistic image, it is mandatory to use a certain algorithm, without which the image itself loses a lot of its credibility. The quality of creating an image largely depends on following the sequence of the practical implementation of this algorithm. The use of a certain algorithm and style ensures the possibility of obtaining a bright image that attracts the attention of the audience and guarantees the final success, whether it is a theatrical performance or a museum exhibition. H. Wang et al. (2017) concluded that appearance is of great importance in terms of the viewer's perception of an artwork. The scientists concluded that the style of building the appearance, of a certain image or artistic image, has common features and can be defined as a certain set of artistic means. Therefore, when evaluating the quality of an artistic work, one should pay attention to the used artistic means in a certain stylistic combination. There are no small things in the use of make-up and hairstyle because they all leave an impression on the viewer's perception of the final picture.

The findings of the study align with the analysis conducted by other scholars, so validating the importance of make-up in the formation of an artistic representation within the realms of modern fashion and theatre. This study demonstrates that the combination of make-up, hairstyle, and costume significantly contributes to the formation of a cohesive and persuasive image. These findings have practical implications for artists, directors, actors, and make-up artists, as they provide a more profound comprehension of the significance of each component in the creation of an artistic image. This expertise empowers individuals to leverage make-up, hair, and costumes with greater efficacy to amplify the visual and emotional resonance of their productions, so ultimately contributing to the development of more remarkable and unforgettable performances.

Conclusions

The primary discoveries of this study highlight the pivotal role of makeup, hairstyles, and costumes in expanding the possibilities of creating an artistic image in theatrical and catwalk spaces. The success of a performance or fashion show is significantly influenced by the professional and qualitative selection of colours during makeup application, the harmonious combination of the overall scale with the actor's or model's clothing, and the coherence of the hairstyle with these elements. Additionally, leveraging the actor's natural features and their ability to emphasize the bright aspects of their appearance, as crafted by stage preparation professionals, is crucial.

The artistic image in the modern theatre and podium space is of great importance from the standpoint of reflecting the ideological intention of the author of the work, even though it is a theatrical play or a demonstration of a clothing line. The key trends in the development of modern fashion, the ability of modern actors and directors, and other representatives of modern creative professions, involved in one way or another in the process of creating an artistic image, have a huge influence on the process of creating an artistic image, to implement various inventions of the modern fashion industry on a practical level. These inventions in every way contribute to the effectiveness of the search for new forms in the art of theatrical performance and stage shows, as their practical implementation opens up new opportunities for the realisation of diverse artistic images. Thus, there is a close connection between the world of the modern fashion industry and the construction of the process of creating an artistic image with the help of separate activities that are closely related to all the indicated spheres. The possibilities of creating artistic images in the modern theatrical and podium space with the help of make-up, hairstyle and costume are almost inexhaustible, so the further development of the fashion industry and world stage culture will contribute to the opening of new opportunities in this area. Of course, the modern viewer will only benefit from this.

Based on the constraints and possibilities identified in this study, several potential research areas emerge. Future studies could explore the impact of technological advancements in makeup and costume design on the creation of artistic images. Additionally, research could delve into the psychological effects of makeup and costumes on actors' performances and audience perception.

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