

NATURAL, HISTORICAL AND CULTURAL BRANDS OF PAVLOGRAD REGION

In the conditions of a competitive struggle between cities, regions and countries, the problem of reproducing a unique and attractive image of the territory is actualized. Ukrainian cities have a unique cultural and creative potential, which is expressed in tangible and intangible objects of historical and cultural heritage, natural-geographical and geocultural characteristics, and in turn are a powerful resource for creating a kind of «face» of the Ukrainian city.

There is a close relationship between culture and brand. The brand of any territory is a symbolic embodiment of the city in the eyes of the target audience. The brand of the city is necessary for the construction of the national brand, the cultural and historical heritage of the territory is extremely important. Material and spiritual values accumulated and preserved by generations create the basis for development, as well as positioning the city as a cultural and historical object in the geocultural space.

The city of Pavlograd in the Dnepropetrovsk region is one of such cities where tourists do not aspire, since they do not know the history and sights of provincial cities. For travelers, the stereotype of an industrial city without any monuments. But if you consider the cultural, historical and natural heritage of the city and the surrounding area, you can find a powerful resource for creating a kind of “face” of the city of Pavlograd in the cultural space of the country.

A city with a rich historical past, it carries the imprint of various epochs. Historical monuments testify that in 1770 the Zaporozhye foreman Matvey Khizhnyak and the Cossacks of the Samara and Kalmiusskaya regiments formed a large winter residence called Matveyevka, which later turned into the city of Pavlograd. The monument to Matvey Khizhnyak, the founder of the city, adorns the central street.

The city was built according to a plan signed by Emperor Nicholas the I. Pavlograd was founded in 1784 as a district administrative center for the management of state and aristocratic settlements. The city is named after the name of Prince Paul. You can learn about the historical past of one of the oldest cities in the Dnipropetrovsk region in the local history museum with an exposition fund of 44 thousand items.

Pavlograd has its own secrets and legends. Various information indicates the presence of underground structures and passages in the central part of the city. When dismantling the old house, they found a basement, its walls and ceiling were lined with bricks, possible walk through the gallery in full growth.

Pavlograd is surrounded by an agglomeration of mounds, the most famous and mysterious of which is Mavrinsky Square. The place of folds of hills and

accumulations of lowlands was used by ancient people for sacrifice for prayers. The archaeological site dates back to the 2nd millennium BC.

Many buildings in the city have the status of an architectural monument. The number of religious buildings is about 20. From these, the oldest Holy Dormition Church has the status of an architectural monument, the shrine was erected in 1896. The earlier church dates from 1845, but in 1936 the Bolsheviks blew up the temple. At the end of the 19th century, the city Duma deputy, merchant Yakov Golubitsky built a temple in honor of the Spas Nerukotvornyy. In 1898, the cathedral was consecrated by the miracle worker and seer John of Kronstadt, who provided for the persecution of the temple, but its preservation by believers for a long time.

The only surviving cemetery cult building of the Dnepropetrovsk diocese is the chapel in honor of the icon of the Mother of God “Unexpected Joy”, built in the 19th century.

The spiritual center of the city is the Melpomene Temple. The theater is located in the building of the former Graftsky Theater and takes the name of its fellow countryman Boris Zakhava. The monument was built by the educator and poet Golenishchev-Kutuzov in 1896.

The former apartment house of Gerleybov, built at the beginning of the twentieth century, is known for the fact that the son of the doctor D. Sinelnikov, nuclear physicist Kirill Sinelnikov, was born and grew here, who laid the foundations of nuclear physics in the USSR. It was under his leadership that the splitting of the atom was carried out. Now the station of young naturalists operates in the house of the outstanding physicist.

The monument to Lieutenant Rzhevsky, a literary and film hero and the hero of numerous anecdotes, is a tourist highlight of the city. It is believed that the famous lieutenant served in the Pavlograd hussar regiment, commanded by Count Mikhail Kutuzov. Rzhevsky can make wishes come true by rubbing his mustache.

Also in the Pavlograd region there are objects of the natural reserve fund of national and local significance, botanical monuments – century-old oaks, a hydrological natural monument – a clean well.

The city of Pavlograd combines various eras and periods of its existence in its architecture. The historic center is the most attractive part of the city in terms of artistic value. The natural surroundings of the city's buildings are characterized by a significant number of parks, squares, green alleys, which together create a unique architectural and artistic image of Pavlograd.

There are still many blank spots in the history of the city. If some versions are confirmed, it is quite possible that they will become a real sensation that will complement the national brand and the cultural and historical image of the city of Pavlograd.

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