

Revision 2

Friendship Park Development Project Gyumri, Armenia

Sociocultural program

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Friendship Park Development Project Gyumri, Armenia

Sociocultural program

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As a part of the Friendship Park Development Design Project (7.2 hectares) and holding an open international competition for Recreational infrastructure elements design in Friendship Park in Gyumri, Armenia.

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SOCIOCULTURAL PROGRAM IN FRIENDSHIP PARK

VISION OF EVENT PROGRAMMING

Friendship Park is a new type of public space in Gyumri, in which the border between the city and nature is blurred. It is a special type of city landmark where nature and technology, education and entertainment, history and modernity coexist and complement each other harmoniously. The park brings together a previously torn city, rethinking the events before and after the Spitak earthquake. Reflecting national and local identity, the park seeks to rethink the projects and initiatives of the city at the intersection of tradition and modernity.

The sociocultural program of Friendship Park was developed by considering all of the park's features and development opportunities, and is aimed at ensuring a stable functioning program in the first years and further strategy once work conditions are stable. It will be a multi-format event program that considers the interests of users, and also relies on the spatial structure of the territory.

The development of the program became a logical continuation of the analysis of the best practices and experience of the world's leading parks with regard to management and sociocultural programming.

THE GOALS OF THE SOCIOCULTURAL PROGRAM OF THE PARK

The event concept of Friendship Park describes the idea and principles of drawing up an event program and choosing semantic and commercial partners. It relies on the park's understanding of its mission, translates the mission and values of the park to the level of everyday life, and also considers the demands of the target audience.

The purpose of the park's event concept is to form a unified image of the sociocultural and functional content of "friendship" through both everyday and seasonal events that broadcast the values and themes of the park. To fill the program grid in accordance with the needs of the audience – and considering the capabilities and

characteristics of the park – the program performs three main tasks: education, engagement and recreation.

The event concept determines the type, regularity and scale of events held in the park, their structure and semantic content, and the choice of meaningful partnerships.

The supporting ideas, shown below, served as the basis for the formation of all the content blocks of the sociocultural program and are intended to become a navigational tool in the hands of the park team in the implementation of the future park program.

METAPHOR OF THE SOCIOCULTURAL PROGRAM OF THE PARK

The development of the Friendship Park program was based on the concept of “vernacular” proposed by Andrei Ivanov, an architect, urbanist and researcher of architecture in Armenia. In architectural texts, the term is used in relation to ordinary buildings made without the participation of professional architects (“architecture without an architect”), which has certain artistic merit all its own.

In the event program, this concept metaphorically binds, “stitching” together the historical layers of Gyumri at the juncture of seemingly opposing themes in events of different formats. The concept combines traditional and modern themes with a variety of current event formats. Combining the key themes of the city and implementing innovative niche initiatives in a targeted manner, the park’s event program fills the city’s grid with both layers and vernacularity.

MISSION OF THE SOCIOCULTURAL PROGRAM OF THE PARK

The event program includes events that focus on culture and entertainment as well education and social orientation, and social significance. Each event category corresponds with one of the three objectives of the event program – education, engagement and recreation – and is designed for a specific segment of the target audience.

The mission of the event content of Friendship Park is to contribute to the formation of a creative, proactive and responsible attitude of residents to the park, the city and its initiatives. The mission of Friendship Park serves as the semantic framework for all parts of the sociocultural program.

Park Event Programming Mission:

- determines the theme and content of the event grid, the general direction of the dialogue with visitors and the key topics of discussion;
- manifests itself in the formation of a creative platform in the city and in the cultivation of interest in art, music, the city and sports among listeners;

- directs communication with potential partners in communal work, contributes to the formation of a pool of like-minded

people and imposes restrictions on cooperation with companies that do not share the values of Friendship Park.

PARK EVENT PROGRAMMING PRINCIPLES

- Inclusivity is the ability to create a space for all in a city that can provide a unique experience for any urban dweller.
- Hybridity of the formats represent the perpetual development and intersection of new formats on the park's platform, and the ability to flexibly modify programs and adapt to different circumstances.
- Decentralization of projects means transferring events from the city center or obvious points of interest to evenly distribute events throughout the city.
- The combination of openness and privacy creates a safe atmosphere at the intersection of these two topics, which is reflected in the elements of the environment and programming.
- Collaborations involve the entire city and region in the context of program development in order to create a loyal community around the park.

THE PARK'S THEMATIC DIRECTIONS

The sociocultural program includes a wide range of thematic areas in the park's event agenda. To build an identity, a park must define its key themes. They will become a semantic platform on the basis of which the event program will be created. Themes can overlap and work both autonomously and together, which opens up opportunities for creating a variety of multi-format (but harmoniously combined) events. Key topics are

broadcast through the park's external communications: its own advertisements, social networks, website and partner media. Thus, in the event program of Friendship Park, in accordance with the above metaphor of "vernacular", four directions appear which combine traditional and modern themes and form the texture for future events at their juncture.



Folk Crafts + Contemporary Art – Gyumri is known for its craft history and cultural initiatives: the programs combine this local gift with contemporary art, making the craft context contemporary. Filling the city with new landmarks and art objects, the trend includes activities aimed at developing the city’s artistic community.

Traditional music + jazz/rock music – Gyumri made a strong contribution to the development of Armenian folk music; it was in this city that well-known Armenian rock bands were formed, and jazz evenings were at one time the hallmark of the city. Within the framework of the thematic direction, the event program of Friendship Park returns the tradition of chamber concerts, develops the city’s musical community and also becomes a platform for the annual international music festival.



City + modern theater – the thematic area concentrates on theater as a tool for exploring urban space. It first involves adolescents and young people, and the activities of the direction fill the city’s grid with a format that is a favorite for Gyumri residents: theatrical performances. Traditional theatrical performances combined with a technological element will redefine the urban fabric.

Health + Generations – themed events, combining tradition with modernity, spinning top games and skateboarding, as well as modern gardening and traditional culinary classes. The park thus turns into a platform for dialogue between visitors of various generations.



Professional Programs – in the early stages of park development, an additional professional program for local residents will provide knowledge of applied disciplines such as landscaping and park management, and then should involve local residents in the operational management system.

PARTNERS



Partners are commercial and non-commercial companies that not only provide financial, technical and organizational support for events in the park, but also share the park's ideology and key themes. Semantic partners can participate in the development of the program, form a vision of its directions and create their own activities within the framework of events. With the participation of commercial partners, the budget and the material and technical base of the events are formed. Media partners provide support, attracting the appropriate audience to each of the events. Harmonious cooperation of commercial and conceptual partners should make it possible to create a high-quality and popular program.

SERVICES

Services include cafes, food kiosks, sports equipment rentals, attractions, kiosks with souvenir products, and more. Services and the concept of a sociocultural program are developed as a single system, parts of which complement each other and do not contradict the mission of the park. The need for certain services is determined by the needs of the target audience and the characteristics of a particular zone in the park. The services may be installed and operated by third-party partners and operators.



REALISATION OF THE SOCIOCULTURAL PROGRAM

The park program can be adjusted by the park administration, but should consider the described principles of the program. The book provides an example of a three-year program. It is assumed that in the first year the park implements only part of the activities, in the second year the park implements

most of the activities on its own, and by the third year it begins to play the role of a platform for events of partners, sharing its ideology and key themes. To make adjustments to the event program, it is necessary to evaluate both park and partners events using the following parameters:

- Relevance of the event.
- Effectiveness of communication (preliminary information, feedback from visitors and opinion leaders).
- The quality of the organization (work of the park staff, invited curators, partners).
- Regularity, duration, timing.
- Attendance (quantitative and qualitative indicators).
- Safety and preservation of the landscape.

Park programming background

Large and/or significant events are concentrated in only a few areas of the city—in many parts of the city, they are almost non-existent. Moreover, most seasons see too few events, and there is no proposal for niche entertainment/education to build up a strong community. There are no significant events in Gyumri that engage the whole city and boost tourism.

PARK PROGRAMMING CONTEXTS

The main filter for the formation of event content in combination with thematic areas is the programming context – namely, its interaction with external actors and visitors.



PARK PROGRAMMING CONTEXTS

The main filter for the formation of event content in combination with thematic areas is the programming context – namely, its interaction with external actors and visitors.



International context

How do we connect the park to other countries? Implementing major landmark events involving foreign countries in the park's event program provides the widest image and programming potential for the park and boosts international tourism.



National context

How do we connect the park to the country? We introduce and develop initiatives and events that have not previously taken place in Armenia. These events will activate new and relevant topics for the city based on the unique infrastructure of the park; they should also stimulate local tourism.



Regional context

How do we connect the park to the region? We create a platform for creators from Gyumri and neighboring cities on the basis of the park and provide young and novice performers, groups and artists with the opportunity to exchange experiences and perform in front of a wide audience.



City context

How do we connect the park to the city? We launch events in different parts of the city, thus unifying the city and giving users time to get used to the new dominant public space in the city.



Park context

How do we boost park activity? We introduce initiatives, events and classes equivalent with the size of the park. These events strengthen the park's community, and rally both residents of the surrounding areas and the administration around the values of the park.

USER GROUPS TO BE COVERED



Families with kids



Locals



Youngsters and teenagers



Tourists



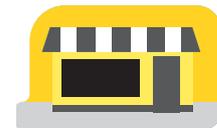
Third age



Users with special needs



Hospital users



Mall-shoppers

ADDITIONAL FORMATS TO BE COVERED



Edutainment



City quests and excursions



Art-festivals and site specific proposals



Sport events

Intersecting vectors and the contexts provides various combinations of the formats. Each year one vector is chosen to program all the context levels in order to vary the options and not to overload the programming. Moreover, every vector contains one blockbuster event that each year is as well transformed depending on the context.

Regional	City	Park
 <p data-bbox="161 949 580 999">Site-specific art objects in Shirak region</p>	 <p data-bbox="601 949 1021 999">Performances, exhibitions, screenings, excursions</p>	 <p data-bbox="1042 949 1463 999">Lectures, programs, events</p>
 <p data-bbox="161 1301 580 1350">Regular concerts of shirak's musicians</p>	 <p data-bbox="601 1301 1021 1350">Concerts, immersive plays and excursions</p>	 <p data-bbox="1042 1301 1463 1350">Chamber concerts, courses and classes</p>
 <p data-bbox="165 1659 576 1709">Theatrical festival for teens</p>	 <p data-bbox="601 1659 1021 1709">Teens' exhibitions and interventions</p>	 <p data-bbox="1042 1659 1463 1709">Teens' clubs and teens' projects bringing Gyumri into the modern era</p>
 <p data-bbox="601 2011 1021 2060">Blockbuster. Lifestyle festival and sports competitions</p>	 <p data-bbox="1042 2011 1463 2060">Events bringing together teens, the third age and special-needs users: sports, inclusive activities, and a community garden</p>	



INTERNATIONAL CONTEXT



Site-specific festival of art objects

International artists and collectives use public art and land art as a connecting force between people and space, and offer a new approach to the development of territories through creative practices and contemporary art.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	residents of the city and country, tourists
Additionally	professional local and international art and music groups of the country, as well as local gastronomic street food projects
Event parameters	
Size	from 5000 people (XL)
Season	summer (June)
Frequency	annually, one week
Format	open event with a paid evening program
Venue	the entire park and urban open spaces
Paid / free	free upon registration for city residents, paid tickets for all guests and tourists

The international themed week-long Land Art and Sculpture Festival brings new attractions to the city. Objects are applied to an art map and create a sustainable ecosystem, the goal of which is to create a new way of life in Gyumri. Thanks to the festival, the city becomes an open-air museum of contemporary art. The project uses public art and land art as a connecting

force between people and the space, and also offers a new approach to the development of territories through creative practices and contemporary art. The event activates the entire park with public programs and interventions. A food court also operates throughout the festival. Artists for the festival are recruited by closed selection at an open call.



The festival week is divided into five construction days and two opening days with daytime performances, discussions and evening concerts.

The mechanics of selecting artists for the festival is as follows: authors apply for participation through an international open call, and

the winners and the theme of each year are identified by semantic partners. Local craftsmen and architectural bureaus participate and assist in the construction of the work. The invited art and music curators of the project form the composition and schedule of performances and concerts.



Temporary object for Kensington Gardens Serpentine Gallery, London, UK, 2015
Photo: Iwan Baan

POTENTIAL PARTICIPANTS

- International artists, architects, designers, local craftsmen and urbanists (Charles Jencks, USA; Nikolay Polissky, Russia; Alexander Milov, Ukraine; Mels Grigoryan, Armenia; Samvel Saghatelyan, Armenia; Gohar Martirosyan, Armenia; Alexey Manukyan, Armenia; Cornelia Konrads, Germany; Felice Varini, Switzerland; Bruce Munro, USA; Timofey Radya, Russia; etc.)
- Local music bands and one international headliner (Bambir, Armenia; Apo & the Apostles, Jerusalem; DJ Joseph Zakaryan, Armenia; DJ Vartan Harutunyan, Armenia; etc.)
- Local gastronomic projects (Ponchik Monchik, Herbs & Honey Tea-Shop Restaurant, Hayat jazz café, Food Time, Cherkezi Dzor, Florence, Poloz Mukuch, M'Bear, Di Napoli)
- Yerevan-based and national gastronomic projects (In Vino, Simona Bar, The Coast, Abovyan 12, Green Bean, Eat&Fit, Gourou, Dargett, Roomz, Yerevan Wine Days Festival, Yerevan Food Festival)

POTENTIAL PARTNERS

<p>Semantic</p>	<p>Hartak, Archstoyanie, Urvakan, Creative Armenia; State Academy of Fine Arts of Armenia (Gyumri branch); Gyumri Artists Union, 5th Floor Cultural Group, Gyumri Papoyan Gallery, National Center of Aesthetics after Henrik Igityan, Gallery of Mariam and Eranuhi Aslamazyan, Gallery 25 art gallery, Wishapaqar; Family Care foundation and The Veratsnund Art School; embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO).</p>
<p>Commercial</p>	<p>Commercial brands (IQOS, Idram, uPay, Coca-Cola, Samsung); banks (Ameriabank, Converse Bank); cellular communication (Ucom, VivaCell); airlines (Armenia, Pobeda, Ryanair); alcohol brands (Pernod Ricard Armenia, Ararat, Noy); radio (Van, Aurora); TV channels (Shant TV, Armenia TV, Channel One); Hotels (Villa Kars, Gyumri Hotel, Austrian Hotel, Berlin Art Hotel, Hye Aspet Հայ Ասպետ, Chalet Gyumri, Conje Lazia Guesthouse, Masters House Bed and Bar).</p>

TECHNICAL REQUIREMENTS

- All open and closed spaces of the park are to be put to use
- Elements of exhibition buildings and production of art objects / mobile structures used for installing art objects
- Materials and tools for creating art objects
- Equipment for DJ sets (stands, mixers, monitors, cables, amplifiers, etc.)
- Switching (stage and network boxes, wires, extension cords, cables, etc.)
- Lighting equipment (LED devices, searchlights, farms, fog generators, light control panel, etc.)
- Composting toilet
- Zoning and navigation elements
- Decorative elements of the festival zones
- Shelters, umbrellas / raincoats in case of bad weather
- Building structures for food court participants
- Food court equipment (refrigerators, barbecues, stoves, bar counters)
- Tables and chairs in the food court area
- Requires consent from the authorities and the allocation of public areas for the construction of facilities



Rocking Gyumri Music Festival



A two-day, city-wide music festival featuring some of the country's best rock, folk-rock and jazz performers.

The target audience	
Age	teenagers, young people, adults
Profile	residents, tourists
Additionally	music lovers and fans of the bands
Event parameters	
Size	from 5000 people (XL)
Season	fall (September)
Frequency	once a year
Format	key concerts are held in the park while free concerts are held in city squares and dalan courtyards
Venue	the whole park and the city
Paid / free	events in the park are ticketed, events in the city are free

The festival is held throughout the city with the involvement of both famous and budding musical groups in Armenia, playing in the genres of rock, folk-rock, folk and jazz. The overarching idea of a large-scale event is to demonstrate a topical cross-section of contemporary music, to attract bands from all over the country to Gyumri, and to unite the two capitals of Armenian rock: Gyumri and Vanadzor. The festival brings together the whole city with events – city venues, event halls, cafes and, most importantly, revives the tradition of concerts in dalan courtyards. At the same time, the park is the central platform with the

largest events and biggest artists. A popular international rock artist is hired to headline the festival. For the parallel program, performers from the international diaspora and other countries can be presented, using folk instruments in their work and rethinking traditional folk music. During the festival, there is a food court which presents traditional Armenian food in a “street food” format. The festival boosts international tourism in Gyumri, and the implementation of the large-scale music project stimulates the flow of investment into the city.



People at VII International Festival Usadba.Jazz, Arkhangelskoye, Russia, 2010
 Photo: Toxawww | Dreamstime.com (<http://dreamstime.com/>)

POTENTIAL PARTICIPANTS

- Rock, folk-rock and folk groups from Gyumri and other cities of Armenia (Vanadzor, Yerevan)
- Rock, folk-rock and folk bands from Gyumri and other cities of Armenia (Bambir, Khazer, The Pillows Family, Lyanix, Rozen Tal, Aratta, Jranerk, Nrane Folk-Rock Band, Vordan Karmir, Lav Eli, Clocker, Miqayel Voskanyan and Friends, Apo & the Apostles, Authentic Light Orchestra, Iliia Mazyra)
- Local gastronomic projects (Ponchik Monchik, Herbs & Honey Tea-Shop Restaurant, Hayat jazz café, Food Time, Cherkezi Dzor, Florence, Poloz Mukuch, M'Bear, Di Napoli)
- National and Yerevan-based gastronomic projects (In Vino, Simona Bar, The Coast, Abovyan 12, Green Bean, Eat&Fit, Gouroo, Dargett, Roomz, Yerevan Wine Days Festival, Yerevan Food Festival)
- Local concert venues (Berlin art hotel, Chalet Gyumri, concert hall of Gyumri Technology Center, Loft)



POTENTIAL PARTNERS

Semantic	Armenian Rock Association, Rock School Gyumri, Oberton music, Armenian Rock Association, Armenia in Rock Festival, Dalan, Zil World, HAY-AT Jazz Festival, Urvakan, Manukyan Company, KOHAR Music School, Gyumri State Music College Named After Kara-Murza, embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO); international companies (Institute for Music Initiatives, Sound Up).
Commercial	Promo groups and record labels (Pomegranate Music, Garage Vinyl Store, Vermaak Collective, Triangulum, Rambalkoshe, Kitchen Recordings, Armenia DJs Association); commercial brands (IQOS, Idram, uPay, Coca-Cola, Samsung); banks (Ameriabank, Converse Bank); cellular communication (Ucom, VivaCell); airlines (Armenia, Pobeda, Ryanair); alcohol brands (Pernod Ricard Armenia, Ararat, Noy); radio (Van, Aurora); TV channels (Shant TV, Armenia TV, Channel One); ZigZag video and audio equipment store.

TECHNICAL REQUIREMENTS

- Equipped stage
- Approval from authorities to hold concerts in courtyards and in public spaces
- Audio equipment (speakers, amplifiers, consoles, mixers, subwoofers, monitors, microphones and microphone stands, etc.)
- Lighting equipment (LED devices, searchlights, farms, fog generators, light control panel, etc.)
- Equipment for DJ sets (stands, mixers, monitors, cables, amplifiers, etc.)
- Switching (stage and network boxes, wires, extension cords, cables, etc.)
- Generators or connection points (for concerts in dalan courtyards)
- Building structures for food court participants
- Food court equipment (refrigerators, barbecues, stoves, bar counters, etc.)
- Tables and chairs in the food court area
- Additional fences around the site
- Entrance groups with metal detectors
- Decor elements (flags, lanterns, etc.)
- Zoning and navigation elements
- Shelters, umbrellas / raincoats in the event of bad weather
- Dressing rooms for artists
- Composting toilets
- Walkie-talkies for the team
- Wristbands for participants



Theater Festival

A festival revealing the secrets of the theatrical art of Armenia. All of the park’s theatrical content initiatives in two intense days filled with performances and productions.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	city and country residents, tourists, people with disabilities
Additionally	professional local and international theater groups
Event parameters	
Size	from 5000 people (XL)
Season	fall
Frequency	two days, once a year
Format	free daytime and evening events for city residents by registration, paid evening events
Venue	the whole park
Paid / free	free daytime events, paid evening events

The Theater Festival is the new main event in the city, bringing together the art of Armenia’s talented young people. The event broadcasts the creative potential of a new generation, bringing to mind the possibilities of current and future theater. The main goal of the forum / festival is to stimulate young people’s creative mobility, create motivation for theatrical risk and experiment and establish creative contacts. The festival aims to rally around young people who seek to comprehend the secrets of theater art.

Theater companies from Gyumri, Vanadzor, Yerevan and other cities of Armenia participate in the program, and teenagers from Teens Gyumri will act as headliners.

Within the framework of the festival, a scientific and methodological seminar is also being held, which solves the overarching task of the festival – understanding the most pressing problems of theater schools in Armenia. Regional theaters are invited to participate in the festival on a competitive basis, the repertoire of which includes performances by

young directors. During the festival, the “actors’ exchange” is activated, which solves another important festival task, namely the future employment of drama school graduates.

The event engages the entire city, activating local tourism and stimulating the inflow of investments.



Theater Festival, Regent’s Park, London, UK, 2020. Photo: Regent’s Park Theatre Ltd

POTENTIAL PARTICIPANTS

- Local theater groups and artists (Garnik Sargsyan, Head of the Department of Cinematography, Yerevan State Institute of Theater and Cinema, Gyumri Puppet Theater, Vardan Ajemyan Drama Theater, Vanadzor Puppet Theater, Vanadzor Bohemia Theater, Vanadzor Drama Theater named after Hovhannes Abelian)
- Yerevan and national gastronomic projects (In Vino, Simona Bar, The Coast, Abovyan 12, Green Bean, Eat&Fit, Gourou, Dargett, Roomz, Yerevan Wine Days Festival, Yerevan Food Festival)
- Local gastronomic projects (Ponchik Monchik, Herbs & Honey Tea-Shop Restaurant, Hayat jazz café, Food Time, Cherkezi Dzor, Florence, Poloz Mukuch, M’Bear, Di Napoli)

POTENTIAL PARTNERS

Semantic	Vardan Ajemyan Drama Theater, concert hall of Gyumri Technology Center, Youth Palace, Youth Initiatives Center, embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO); international companies (TSEKH, Sound Up festival)
Commercial	Commercial brands (IQOS, Idram, uPay, Coca-Cola, Samsung); banks (Ameriabank, Converse Bank); cellular communication (Ucom, VivaCell); airlines (Armenia, Pobeda, Ryanair)

TECHNICAL REQUIREMENTS

- Equipped stage
- Approval from the authorities to hold concerts in courtyards and public spaces
- Audio equipment (speakers, amplifiers, consoles, mixers, subwoofers, monitors, microphones and microphone stands, etc.)
- Lighting equipment (LED devices, searchlights, farms, fog generators, light control panel, etc.)
- Equipment for DJ sets (stands, mixers, monitors, cables, amplifiers, etc.)
- Switching (stage and network boxes, wires, extension cords, cables, etc.)
- Building structures for food court participants
- Food court equipment (refrigerators, barbecues, stoves, bar counters, etc.)
- Tables and chairs in the food court area
- Additional fences around the site
- Entrance groups with metal detectors
- Decor elements (flags, lanterns, etc.)
- Zoning and navigation elements
- Shelters, umbrellas/raincoats in the event of bad weather
- Dressing rooms for artists
- Composting toilets
- Walkie-talkies for the team
- Wristbands for participants



The Health of Gyumri Sports Festival



A festival which combines some of the most offbeat activities of Gyumri – spinning top competitions, ice skating, aeromodelling master classes and a Christmas fair.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	city and country residents, tourists, people with disabilities
Additionally	professional athletes, amateur athletes
Event parameters	
Size	from 5000 people (XL)
Season	winter
Frequency	once a year, for one week
Format	free afternoon and evening events for city residents, paid evening special events
Venue	the entire park
Paid / free	paid tickets for tourists, free for residents of the city; paid participation in master classes

The festival takes place throughout the city with the involvement of a variety of city initiatives. The overarching idea of a large-scale event is a joyful winter holiday for residents of the city and the Shirak region, and drawing attention to the largest ice rink in the region.

The program includes ice skating competitions, aeromodelling master classes, a Christmas market and gastronomic activities. The event unites all sports activities into a fun puzzle where incompatible sports are combined, and a musical DJ program from young musicians in Armenia

maintains the festive atmosphere. There are also aeromodelling master classes for little ones, which results in fun competitions. At the Christmas fair, souvenir and gastronomic projects for the city and country are

presented, which put the residents of the city in a festive mood.

The festival stimulates local tourism in Gyumri as well as the inflow of investments into the city.



Christmas market, Tallinn, Estonia, 2017. Photo: Guillaume Speurt/CC BY-SA 2

POTENTIAL PARTICIPANTS

- Local communities and initiatives (Gyumri Is Our Home, Teimortak, My Spinning Top, Gyumri Aviamodeling Club)
- Sports initiatives and organizations (Gyumri Women's Football Team Tribune Club, Shirak Sports Club)
- Educational and sports institutions (Gyumri Winter Sports Youth School, Gyumri Complex Children and Youth Sports School, Endanik Youth Creative Center, Youth Palace, Youth Initiative Center)
- Local DJs (DJ Joseph Zakaryan, DJ Vartan Harutunyan and others)
- Local gastronomic projects (Ponchik Monchik, Herbs & Honey Tea-Shop Restaurant, Hayat jazz café, Food Time, Cherkezi Dzor, Florence, Poloz Mukuch, M'Bear, Di Napoli)
- Yerevan and national gastronomic projects (In Vino, Simona Bar, The Coast, Abovyan 12, Green Bean, Eat&Fit, Gouroo, Dargett, Roomz, Yerevan Wine Days Festival, Yerevan Food Festival)



POTENTIAL PARTNERS

Semantic	Gyumri Is Our Home, Teimortak, My Spinning Top, Gyumri Aviamodeling Club, Gyumri Winter Sports Youth School, Gyumri Complex Children and Youth Sports School, Endanik Youth Creative Center, Youth Palace, Youth Initiative Center.
Commercial	Sports brands (Converse, Vans, DC, Carhartt, Nike SB, Adidas, Nike, Reebok, GoPro, Globe); soft drinks (Burn, Coca-Cola, Red Bull); banks (Ameriabank, Converse Bank); cellular communication (Ucom, VivaCell); airlines (Armenia, Pobeda, Ryanair); other commercial brands (Samsung, ASCO, YAMAGUCHI, RockTape).

TECHNICAL REQUIREMENTS

- Fully equipped skating rink
- Skates for rent
- Spinning tops
- Stands/structures for the fair and food court
- Food court equipment (refrigerators, barbecues, stoves, bar counters, etc.)
- Tables and chairs in the food court area
- First aid post for injuries, in which a traumatologist must be on duty
- Sound equipment for broadcasting commentators and music (speakers, microphones, speakers, horns for presenters)
- Lighting equipment (stage and spotlight, LED lamps, floodlights, etc.)
- Warm changing rooms
- Cloakrooms for coats/bags
- Medals, diplomas, prizes for the winners
- Additional fences around the site
- Entrance areas with metal detectors



International Conference

Parks as catalysts for social and cultural change

The conference explores parks and their role in urban and sociocultural development through the experience of art. Cultural managers and administrators, urbanists, practicing architects, architectural theorists, art historians, philanthropists and city authorities will try to comprehend and evaluate new models of cultural production, different attitudes to history and their own past in light of the unique experience of international projects.

The target audience	
Age	young people, adults
Profile	residents, tourists
Additionally	artists, curators, cultural managers and managers, urbanists, practicing architects and architectural theorists, art historians, patrons, city authorities (morning and afternoon professional sessions and discussions), students of specialized universities (morning and afternoon professional sessions and discussions)
Event parameters	
Size	50–300 people (S–M)
Season	fall (September)
Frequency	annual, two days. The theme of the conference is determined by the thematic discourse of the year. For example, for 2021–2022 the themes are Ecology and Memory
Format	open event with registration for the general public, ticketed for professionals
Venue	Central Pavilion (for main daytime performances), Music Pavilion (for evening cultural events), Central Cafe (for lunches and dinners)
Paid / free	free evening events for city residents. Daytime professional events are paid for participants



The two-day international conference is designed to bring together in Gyumri professionals from different countries. Considering park zones and their role in urban and socio-cultural development through the experience of art, the conference not only enriches and preserves the cultural memory of the city and country through international dialogue, but also highlights the scientific approach to the work of the park since its opening.

Park art formats have become more common and are now at the forefront of the union of art and society (Kassel Documenta, Echigo-Tsumari Art Festival, Harbin International, Manifesta, etc.). Many art installations in parks have permanent locations while some are nomadic in nature. 1949 saw the first edition of the Sonsbeek Park Arts Festival, started in an effort to help the Dutch city of Arnhem

recover from the severe damage it sustained during World War II. The title of the conference topic contains two dates, which include Friendship Park and Gyumri in the international map of such initiatives: 1949 marked the opening of a new Sonsbeek park and festival while 2021 will mark the opening of a new Friendship Park.

The two-day script, developed by a guest curator in collaboration with semantic partners, is divided into thematic sessions and panel discussions every day from 11:00am–6:00pm with a lunch break for speakers. From 8:00–10:00pm, evening cultural events are held for a wide audience, revealing the theme of the conference. Well-known groups from around the country may be invited to perform at the evening cultural events, such as theater companies, musical groups and others.



The 21st Century Museum: Is Context Everything? CIAMM Annual International Conference, Barcelona, Spain, 2019
Photo: Jodie Barker

POTENTIAL PARTICIPANTS

- Cultural executives and managers (such as Hedwig Fijen, Mathilde Rubinstein, Nadia Fatnassi, etc.)
- Urbanists, practicing architects and architectural theorists (such as Ippolito Pestellini Laparelli, Ashot Snkhchyan, Ruben Arevshatyan, etc.);
- Art historians, artists and curators (such as Joanna Warsza, Chiara Cartuccia, Bart de Baere, Armen Yesayan, Adelina Cuberian von Furstenberg, Zippora Eld, Josep-Maria Martin, etc.)
- Patrons and city representatives (IDeA representative, Vahagn Ghukasyan, city mayor, etc.)

POTENTIAL PARTNERS

Semantic	Sonsbeek festival, Kassel Documenta, Lsaran (Russia), Cafesjian Center for the Arts, Art for the World, Friends of Gyumri foundation, Gyumri Is Our Home, TUMO, Gyumri Technology Center, The Union of Advanced Technology Enterprises, GITC - Gyumri Information Technologies Center; I-Link open platform for ideas NGO, Strelka (Moscow, Russia), embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO).
Commercial	Banks (Ameriabank, Converse Bank); cellular operators (Ucom, VivaCell); international hotels in Gyumri (Victoria, Austrian Hotel); tour operators (Travel Gyumri, Arm Ava Travel, Shirak Tours, Ari Gyumri, Check-in Gyumri, Go2Armenia, Armenia Travel).

TECHNICAL REQUIREMENTS

For daytime activities:

- Closed space of 250 square meters, or open space with a canopy over the stage
- Equipment for simultaneous translation
- Microphones, speakers, projector, plasma screen
- Printed conference program (pamphlets)
- Posters, participant badges
- Chairs, lecterns, small tables for panel discussions

For evening events:

- Sound equipment on the summer stage
- Shelters / raincoats in the event of bad weather
- Chairs, poufs
- Other requests in the riders of the performers of the musical program



Art, music and theater residency



A workshop residence for the creation of art, music and theater projects through the study and exchange of experiences between visiting residents and the local arts, music or theater community.

The target audience	
Age	children and parents, teenagers, young people, adults, seniors
Profile	residents of the city and country, tourists
Additionally	international art community
Event parameters	
Size	50–300 people (S–M)
Season	winter (January–February), spring (April–May)
Frequency	annually
Format	open call and closed selection
Venue	central pavilion, fair area
Paid / free	all events inside the residence are free to attend, reporting event or concert may be paid

The residence is designed to support contemporary art professionals, painters, musicians and performers of all working techniques, ages and nationalities. Participants are provided with free space in the central

pavilion of the park as a workshop for work; accommodation in the city is paid, and materials are partially paid. For residents, consultations with city professionals, administrative and technical support, access to archives,

museums and libraries are provided. Residents will be able to conduct their own research projects, presentations, concerts or exhibitions in the park, exchange experiences and just look for inspiration in Gyumri. The purpose of the residence is to develop cultural exchange between the Gyumri professional community and the international community. The theme of the residence coincides with the main themes of the art, music and theater direction for each year.

Every year, the art residence announces an open call to find an artist or a team. The residency format can cover a variety of media artists and does not limit the forms and directions of the author's work, thereby connecting and emphasizing the importance of both traditional and modern formats. Preference is given to authors who are ready to create a project specifically for a city or a park, as well as to groups whose artistic interests can complement and update knowledge about the region. Artists are paid for travel, accommodation and materials, and are given a daily stipend. In return, residents exchange experiences with the local professional community, provide workshops, give lectures and conduct classes for audiences of different ages and backgrounds. The result of the artistic residence is shown in the park pavilion or in the open area of the park, depending on the requirements of the project, in the form of an installation, exhibition, performance or research project.

In the same vein, the Musical Residence announces an open call once a year, according to the results of which a musician, composer or sound artist is selected. During their stay in Gyumri, the resident will become acquainted with the local culture and music scene, meet with Gyumri musicians and bands, interact with the conservatory and music schools, share their experience and collaborate with local musicians. Based on the results of their stay, the resident will create a piece of music or work in the genre of sound art, which is presented to the

general public as part of a summary concert or performance.

For a theater residence, an open call is announced in the same way, according to the results of which a director, choreographer, artist or troupe is selected. During their stay in Gyumri, the resident will become acquainted with the history of the city, with the local culture and theatrical scene, and meet with Gyumri collectives. As a result of the stay, the resident will create a theatrical work, which they will present to the general public as part of a summary concert or theatrical performance.

One of the areas of the residence can be an interdisciplinary participatory research project, in which residents work together with professional musicians and artists from Gyumri and the Shirak region. Such a project is focused on the creation of new works based on the artistic and sound landscape of the city and region. At the stage of researching musical and artistic traditions and practices, the resident interacts with the musical community – art groups, musicians, composers, musicologists, music historians, students of music schools and the conservatory. The works of residents can be published in the form of an album or playlist as “Music of the Place”, and presented to the public as part of reporting events. The development potential of the format of musical residences is the creation of a special online platform where anyone can be inspired by the culture of the city and offer their own work.



The Millay colony for the arts, New York, USA, 2019. Photo: millaycolony.org



British Council Project Mix the City Belfast, Belfast, UK, 2019. Photo: British Council Northern Ireland

POTENTIAL PARTICIPANTS

- International artists and art groups
- International musicians, composers, sound artists and musical groups.

POTENTIAL PARTNERS

Semantic	<p>National: Art and Cultural Studies Laboratory and Art Commune artist residency, Nest Artists Residency and Community Center, Suburb, Rural Art Residency (with the support of the Ministry of Education, Science, Culture and Sports), ACOSS residency, Creative Armenia; Komitas Museum, QuarterTone. Local: State Academy of Fine Arts of Armenia (Gyumri branch); Gyumri branch of Yerevan Komitas State Conservatory; I-Link open platform for ideas NGO, Family Care foundation, The Veratsnund Art School; Gyumri Artists Union, 5th Floor Cultural Group, Gyumri Papoyan Gallery, Gallery of Mariam and Eranuhi Aslamazyan, Wishapaqar; TUMO, Gyumri Technology Center, The Union of Advanced Technology Enterprises, GITC - Gyumri Information Technologies Center; Vardan Ajemyan Drama Theater.</p> <p>International: embassies and cultural centers (British Council, Institute for Musical Initiatives (Moscow, Russia).</p>
Commercial	<p>Tour operators (Go2Armenia, Armenia Travel, Travel Gyumri, Arm Ava Travel, Shirak Tours); aviation companies (Armenia, Aeroflot, Ryanair, Pobeda); printing houses (PRINTAX Printing Store and Cafe, Printcity, Printman), musical instrument stores (Musiland, Acoustica, Globbing, Onex); ZigZag video and audio equipment store.</p>

TECHNICAL REQUIREMENTS

- Studio where the resident can work (closed space up to 100 square meters);
- Equipment, tools and materials for the resident's work, depending on the genre
- Sound equipment for the resident's work (speakers, microphones, speakers, sound consoles, sound cards, mixers, etc. according to the rider)
- Building elements for a reporting exhibition or concert
- Space for presentation of reporting work (indoor or outdoor, depending on the season)
- Laptop and WiFi connection.



Art project: art and culture of cultivation



A research project from the eco-artist and founder of Palestine Heirloom Seed Library Vivienne Sansour, proposing “to taste history, not keep it as a relic of the past.”

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	residents of the city and country, tourists
Additionally	the artist Vivienne Sansour, together with local gastronomic projects, farmers, gardeners, botanists, historians and residents of the city.
Event parameters	
Size	50–300 people (S–M)
Season	spring, summer, fall (March–October)
Frequency	one-time
Format	free events for residents of the city, paid special culinary shows of famous chefs and restaurateurs of Armenia
Venue	School of Horticulture, Central Pavilion
Paid / free	free classes, excursions and talks for city residents; paid special culinary shows of famous chefs and restaurateurs in Armenia

As part of the annual research project of the eco-artist and founder of Palestine Heirloom Seed Library, Vivienne Sansour will create a botanical museum in the park and in the region, which will restore the plants of the region traditionally used by local people for cooking. The program combines the author’s collaborative work with farmers, botanists and historians in the format of workshops and lectures on the conservation and restoration of species diversity and the study

of the memory of a place through small agricultural formats.

The program also includes culinary master classes, harvest festivals, excursions and lectures, where leading chefs cook in an open kitchen, showing guests their recipes and techniques, and communicate with guests on certain topics in advance. The length of the program is determined by the stages of agricultural work.



Community outreach at Dar Yusuf Nasri Jacir for Art and Research, Bethlehem, Palestine
 Photo: Awad Hamad / Dar Yusuf Nasri Jacir for Art and Research

POTENTIAL PARTICIPANTS

- Artist Vivienne Sansour
- Invited curators (e.g. Gohar Smoyan (Gyumri), Lin (Gyumri), Nare Sahakyan (Yerevan), Tigran Amiryan (Armenia), Nairi Khachaturian (Yerevan), Nadezhda Pantulina (Russia), Jada dalla Bonta (Italy), Diana Kajoyan (USA), Sona Stepanyan (Russia))
- Representatives of semantic partners



POTENTIAL PARTNERS

Semantic	Palestine Heirloom Seed Library, Friends of Gyumri foundation, Association of Young Biologists, “Let’s Make Armenia Green Again” initiative, Climate U-turn, Promoting the Botanical Garden, Shirak Tourism R&D center, Union of Gyumri Artists, 5th Floor Cultural Group, Gyumri Papoyan Gallery, Gallery of Mariam and Eranuhi Aslamazyan, Wishapaqar; State Academy of Fine Arts of Armenia (Gyumri branch); embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghosian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO).
Commercial	Gastronomic projects (Ponchik Monchik, Herbs & Honey Tea-Shop Restaurant, Hayat jazz café, Food Time, Cherkezi Dzor, Florence, Poloz Mukuch, M’Bear, Di Napoli); Creative Armenia.

TECHNICAL REQUIREMENTS

- A space where the artist can work (gardening house and / or space in the pavilion)
- Agricultural tools
- For culinary classes: specialized kitchen equipment, dishes and appliances, including for tastings
- For culinary classes: depending on the season, closed or open space from 100 square meters, light and sound equipment.



Playtronica concert and master class

Playtronica workshops teach individuals how to express themselves through sounds and rhythms and create musical instruments from available materials, from a bunch of fruits to boots, buckets and punching bags.

The target audience	
Age	children and parents, teenagers, young people
Profile	residents, tourists, people with disabilities
Additionally	people interested in music, beginning musicians
Event parameters	
Size	100 people (XS-S); inclusive format of up to 30 people (XS)
Season	summer (June)
Frequency	one-time
Format	private event with tickets, free tickets for people with disabilities
Venue	stage and amphitheater for the main program, inclusive part at the School of Horticulture
Paid / free	paid

This is a concert on musical instruments created by Playtronica in collaboration with an Armenian composer in order to turn music-making into an open process, saturate it with tactile sensing and immerse the listener in a sound environment that breaks with traditions.

Playtronica brings everyday objects to life and gives them a voice of their own. Sounds can be extracted not only from musical instruments, but also from fruits and vegetables, furniture and toys, and even parts of your own body. Playtronica teaches children and teenagers how to use physical programming tools, work with sound production and create musical instruments from available tools.

Each of the concert objects works as a generator of sound, which the performer senses through vibration, holding this element in his lap or in his

hands; the performer's body therefore also participates in sound production. Sound modulation is provided by pressing the pedal or by shifting the coil. The general sound is collected by microphones placed in space – in other words, the sound being extracted is organically complemented by environmental noise. As a result, the process of making music becomes unpredictable, spontaneous and develops as a horizontal interaction.

Within the framework of this project, an inclusive block is singled out separately: classes on sound production and working with sound for people with different forms of disabilities. The culture of deafness and sound perception is investigated within the framework of an inclusive format. Participants visualize sound, and work with noise and listening skills.



Performance of the group Playtronica. Photo: Playtronica

POTENTIAL PARTICIPANTS

- The Playtronica collective, mediators from the Aregak center, Armenian composers and representatives of the musical professional community.

POTENTIAL PARTNERS

Semantic	Aregak Center, Playtronica (Russia), Armenian Volunteer Corps, Armenian Volunteers Bank, Volunteer’s Basa, Maria’s Children artistic and rehabilitation studio for orphans and boarding school graduates, Arevamanuk Center Family and Child Care Fund, Orran benevolent NGO.
Commercial	Supermarkets (Pyaterochka, OK, Karo market, Kangar), ZigZag video and audio equipment store, Blick art supply store, Grand Candy sweets store, Detsky Mir store, funds (Boghossian Foundation, Hayastan All Armenian Fund , Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO).

TECHNICAL REQUIREMENTS

- Closed space of 100 square meters or more, or an open area in the park
- Sound equipment (depending on the rider of the musicians and the concept of the performance): speakers, sound consoles, amplifiers, microphones, etc.
- Lighting equipment (depending on the rider and the concept of the performance)
- Sets for inclusive master classes
- Tables and chairs for participants



NATIONAL CONTEXT



Museum night

An annual thematic event timed to coincide with the International Day of Museums which contributes to the exchange and dialogue of Gyumri museums with the country's museum community.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	city and country residents, tourists, people with disabilities
Additionally	art and museum community
Event parameters	
Size	3000–5000 people (L)
Season	spring (May)
Frequency	annually
Format	open event by registration
Venue	the whole park
Paid / free	free

Traditionally, the participants of the event are museums, exhibition spaces and art galleries, but this time it is the park which will become the center of attention. The park organizes a celebration of the unity of culture and art for residents of the country and makes works from distant regions accessible for high-quality viewing. The promotion involves showings from one work to a full exhibition on the site of the exhibition pavilion for a month. The

Museum Night in the park is fast becoming the dominant event in the city, popularizing art among young people, as well as boosting local tourism. All functional areas of the park and their operators are preparing one event especially for the Night of Museums. So, the line of souvenirs is replenished with merchandise with works from the imported exhibition, and the central cafe is developing a special themed dish.

POTENTIAL PARTICIPANTS

- National Gallery of Armenia, Komitas Museum, Cafesjian Art Center, Gallery of Mariam and Eranuhi Aslamazyan, Sergei Merkulov Museum, National Center of Aesthetics after Henrik Igityan and

other major museums in the country, as well as individual artists for performances and interventions within the framework of the imported exhibition.



Night at the Museum of Political History, St. Petersburg, Russia, 2019
 Photo: Alexandr Mikhaylov / The State Museum Of Political History Of Russia

POTENTIAL PARTNERS

Semantic	ICOM Armenia, Creative Armenia, Gallery of Mariam and Eranuhi Aslamazyan, Gallery 25 art gallery, Wishapaqar; Gyumri Artists' Union, 5th Floor Cultural Group, Gyumri Papoyan Gallery, embassies and cultural centers (Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO).
Commercial	Commercial brands (IQOS, Idram, uPay, Coca-Cola, Samsung); banks (Ameriabank, Converse Bank); insurance companies (Rosgosstrakh Armenia, INGO Armenia); cellular communication (Ucom, VivaCell); airlines (Armenia, Pobeda, Ryanair); alcohol brands (Pernod Ricard Armenia, Ararat, Noy); radio (Van, Aurora); TV channels (Shant TV, Armenia TV, Channel One); transport companies ("gg" transportation service).

TECHNICAL REQUIREMENTS

- Indoor exhibition space up to 200 square meters, as well as the open spaces of the park
- Climate control system
- Elements of exhibition buildings (podium, false walls)
- Lighting equipment (directional dimming warm / cold light)
- Sound equipment (speakers, remote control, speakers, etc.)



Gyumri art map

A new art map for obvious and hidden art spaces, as well as the schedule and digest of Friendship Park events.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	residents of the city and country, tourists
Additionally	art community and designers
Event parameters	
Size	from 5000 people (XL)
Season	all year round
Frequency	published twice a year
Format	online and in print
Venue	infocenter

Along with well-known museums and galleries, the map reveals lesser-known cultural locations and artists' studios in the city, routes for individual passage, and also contains the schedule of the park's cultural program for two seasons (spring / summer, fall / winter). The art card is updated every six months,

and can also be created in collaboration with the artist as a collector's edition. It is distributed free offline and can be downloaded online. The collector's edition can be purchased at the park's souvenir shop.

POTENTIAL PARTICIPANTS

- For collector's editions – artists of Gyumri: Gohar Smoyan, Gohar Martirosyan, Karen Alekyan, Alexey Manukyan, Taron Manukyan, etc.
- For the study of art locations – curators: Arman Grigoryan, Karen Grigoryan, Gor Yengoyan, Nare Sahakyan, Anna Gargaryan and others.



Art map by designer Sarah Trentham, London, UK, 2015
 Photo: Sarah Trentham graphic design

POTENTIAL PARTNERS

Semantic	<p>Evn Mag, snkh architectural bureau, International Print Biennale Yerevan, Artguide Moscow, HAYP pop-up gallery, NPAK Center for Contemporary Experimental Art, Creative Armenia, TUMO Studios, 5th Floor Cultural Group, Gyumri Is Our Home, Gyumri Artists Union, Gyumri Papoyan Gallery, embassies and cultural centers (Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO).</p>
Commercial	<p>Gastronomic projects (Ponchik Monchik, Herbs & Honey Tea-Shop Restaurant, Hayat jazz café, Food Time, Cherkezi Dzor, Florence, Poloz Mukuch, M'Bear, Di Napoli); printing houses (PRINTAX Printing Store and Cafe, Printcity, Printman), banks (Ameria Bank, Converse Bank), hotels (Villa Kars, Gyumri Hotel, Austrian Hotel, Berlin Art Hotel); tour operators (Travel Gyumri, Arm Ava Travel, Shirak Tours, Ari Gyumri, Check-in Gyumri, Go2Armenia, Armenia Travel).</p>

TECHNICAL REQUIREMENTS

- Research of artistic locations
- Preparation of routes
- Updating of studies once a year
- Design and layout of the map (offline and online)
- Typographic printing offset



Road to Gyumri curatorial site-specific projects and artist interventions

Art interventions on bus and railway platforms, stations, cafes on the way to Gyumri, exploring and helping to look in a new way at familiar landscapes and feel the surrounding landscape.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	city and country residents, tourists, people with disabilities
Additionally	curators, artists, designers, film makers, youth organizations
Event parameters	
Size	50–300 people (S–M)
Season	spring–summer (May–August)
Frequency	once a year
Format	for the public it is free for viewing, for the participating artists a selection is done by open call
Venue	spaces outside the park and the city (bus and railway stops, stations on the way to Gyumri, roadside cafes)
Paid / free	free

“The Road to Gyumri” is made up of short curatorial site-specific, specially created projects with artists from Armenia including art interventions at bus and railway stops, platforms, stations and cafes on the way to Gyumri. A unique cultural project on a national scale is intended to intensify the flow of local tourists to Gyumri.

The installation of installations in “The Road to Gyumri” is preceded by a large-scale study for several months. Research involves not only searching through archives and documents, but

also involves an unfolding in time and space, offering the chance to experience amazing discoveries and encounters. In their site-specific works, the artists refer to the eclectic landscape of Armenia, filled with temporary structures, structures and buildings under reconstruction, as well as endless nature. By creating a total immersive environment, artists, with their site-specific installations, urge visitors to discover the secrets that lie behind the sequence of familiar facades. The installations will require visitors to go “inside” the subjects



Dance performance at a train station, Los Angeles, USA, 2013. Photo: Scott Groller and Stephan Koplowitz

discovered by the artist-researchers: for example, imagine themselves as heroes of certain events, try to see themselves as co-authors of the study, and reflect on the connections between the phenomena of modernity and the period of stagnation.

The selection of participating artists is made through an open call two months before the first intervention. The jury of the open call consists of the management of the park and an invited curator. Public events organized by the artists themselves can be built around the installations.



POTENTIAL PARTICIPANTS

- Artists, curators, young designers, dance and theater cooperatives.

POTENTIAL PARTNERS

Semantic	HAYP pop-up gallery, NPAK Center for Contemporary Experimental Art, Rural Art Residency (with the support of the Ministry of Education, Science, Culture and Sports), National Gallery of Armenia, Museum of Contemporary Art (Yerevan), Cafesjian Arts Center, Museum of History of Architecture, Creative Armenia, Gala Gallery, TUMO Studios, 5th Floor Cultural Group, Gyumri Is Our Home, Gyumri Artists' Union, Gyumri Papoyan Gallery, embassies and cultural centers (Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO).
Commercial	Banks (Ameriabank, Converse Bank); hotels (Villa Kars, Gyumri Hotel, Austrian Hotel, Berlin Art Hotel); alcohol brands (Pernod Ricard Armenia, Ararat, Noy, Zorah Karasi, Armenia Wine, Karas, Keush, Armas); cafes and restaurants on the way to Gyumri

TECHNICAL REQUIREMENTS

- Production of site-specification works
- Elements of exhibition buildings, podiums and lighting



REGIONAL CONTEXT



Charity marathon in Gyumri

The first charity marathon in Gyumri, restarting sports activities in the city and developing a culture of donations.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	city and country residents, tourists, people with disabilities
Additionally	professional athletes, amateur athletes
Event parameters	
Size	from 3000 people (L-XL)
Season	spring
Frequency	once a year
Format	paid event for participants, free for viewers
Venue	start/finish in the park, fair for partner stands
Paid/free	paid for participants, funds are donated to charity

For the first time outside Yerevan, the largest charity marathon will be held, which starts and ends in Friendship Park. Every runner will have the opportunity to add value to their kilometers by joining a team of charity runners. Each year the running team will raise funds to renovate various schools for children with disabilities and other institutions for socially vulnerable groups.

The goal of the marathon is to develop a culture of charity, and an exchange

of experiences between charitable organizations. There is also full support and assistance to runners in launching crowdfunding campaigns by an individual donor and coordinating work with NGOs.

The event unites the entire city into a single ecosystem, enabling residents to get used to the park away from the city center, and also brings attention and vitality to city zones which may not have many attractions.



Charity Marathon, Santiago de Compostella, Spain
Photo: Elvira Kolomiytseva | Dreamstime.com

POTENTIAL PARTICIPANTS

- Sports initiatives and organizations (Armenian Charity Runners Team, Gyumri Run, Street Workout Gyumri, Gyumri Women's Football Team Tribune Club, Shirak Sports Club)
- Sports institutions of the city (Gyumri Winter Sports Youth School, Gyumri Complex Children and Youth Sports School, Endanik Youth Creative Center, Youth Palace, Youth Initiative Center);
- Volunteer organizations (Armenian Volunteer Corps, Birthright Armenia, Armenian Volunteers Bank, Volunteer's Basa).

POTENTIAL PARTNERS

Semantic	I Love Running, Armenian Charity Runners Team, Gyumri Run, Street Workout Gyumri, Gyumri Women's Football Team Tribune Club, Shirak Sports Club, Gyumri Winter Sports Youth School, Gyumri Complex Youth and Sports School, Endanik Youth Creative Center, Youth Palace, Youth Initiative Center, Armenian Volunteer Corps, Birthright Armenia, Armenian Volunteers Bank, Volunteer's Basa.
Commercial	Sports brands (Converse, Vans, DC, Carhartt, Nike SB, Adidas, Nike, Reebok, GoPro, Globe); soft drinks (Burn, Coca-Cola, Red Bull); banks (Ameriabank, Converse Bank); cellular communication (Ucom, VivaCell); airlines (Armenia, Pobeda, Ryanair); other commercial brands (Samsung, ASCO, YAMAGUCHI, RockTape).

TECHNICAL REQUIREMENTS

- Navigation elements on the race territory (pointers, banners, flags, etc.)
- Fence around the race route (optional)
- Form and numbers for participants
- System of registration of participants
- Changing rooms and lockers where participants can leave personal belongings
- First aid post with a traumatologist
- Sound equipment for broadcasting commentators and music
- Screens for broadcasting information in sign language
- Medals, diplomas, prizes for the winners
- Partner stands



Solo exhibitions of master figures of Gyumri artists

Retrospective exhibitions by pioneers of contemporary art among Gyumri artists are a celebration, and represent people's gratitude toward (and a confirmation of) their role as leading craftsmen.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	residents of the city and country, tourists
Additionally	art community
Event parameters	
Size	up to 1000 people (M)
Season	spring (March–May)
Frequency	annually
Format	free vernissage, admission is paid by tickets on other days
Venue	central pavilion
Paid / free	paid

Gyumri is the city of craftsmen, Gyumri is the capital of the first international biennale of contemporary art in Armenia, and Gyumri is the city which hosted the first triennial of contemporary art. The existing artistic heritage and active life in the art workshops of the city is still possible thanks to the figures of individual enthusiastic artists who gathered students around them and created separate trends in Armenian art. These master figures form the artistic landscape of the

city, but many of the authors were not the heroes of a retrospective exhibition of their work. The park corrects this and in the multi-functional pavilion, which has everything necessary for exhibiting, holds a personal exhibition of one of the master figures for a month. The selection of the participant is carried out by the management of the park together with the invited curator.

The development potential of this format could be as follows: interest of regional



and national institutions in temporary exhibitions of the second year, as well as an open call for a curated group exhibition. Through

this format, a dialogue between international authors and the artistic community of Armenia can be developed.



Ilya & Emilia Kabakov's exhibition in Tate Modern, London, UK, 2018

Photo: Ilya Kabakov The Man Who Flew Into Space From His Apartment 1985 Centre Georges Pompidou, Paris Musée national d'art moderne / Centre de Création industrielle. Purchase, 1990 © Ilya & Emilia Kabakov

POTENTIAL PARTICIPANTS

- First Year Artist – Armen Ter-Mkrtchyan; invited curator of the first year – Sona Stepanyan.

POTENTIAL PARTNERS

<p>Semantic</p>	<p>Gallery of Mariam and Eranuhi Aslamazyan; National Center of Aesthetics after Henrik Igityan; Mirzoyan Library; Lusadaran; Lumiere Brothers Center; Photographics; Art for the World; The Finnish Museum of Photography; Fotografiska Stockholm; Creative Armenia; State Academy of Fine Arts of Armenia (Gyumri branch); Gyumri Artists Union; 5th Floor Cultural Group; Gyumri Papoyan Gallery; Gallery 25 art gallery; Wishapaqar; embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO).</p>
<p>Commercial</p>	<p>Photo equipment manufacturers (Epson, Canon, Dell, HP); alcohol brands (Pernod Ricard Armenia, Ararat, Noy, Zorah Karasi, Armenia Wine, Karas, Keush, Armas); tour operators (Travel Gyumri, Arm Ava Travel, Shirak Tours, Ari Gyumri, Check-in Gyumri, Go2Armenia, Armenia Travel).</p>

TECHNICAL REQUIREMENTS

- Indoor exhibition space up to 100 square meters
- Climate control system
- Elements of exhibition buildings (podium, false walls, hangers)
- Lighting equipment (directional dimming warm / cold light)
- Sound equipment (speakers, remote control, speakers, etc.)
- Projectors and the possibility of hanging from the ceiling



Public program for solo exhibitions

The public program will help visitors get acquainted in detail with the main themes of the artist's work and his biography, and a series of interdisciplinary events will reveal the context of the exhibition.

The target audience	
Age	children and parents, teenagers, young people, adults, seniors, city residents with various disabilities
Profile	residents of the city and country, tourists
Additionally	arts community and students
Event parameters	
Size	300-1000 people (S-M)
Season	spring (March-May)
Frequency	once a week during the exhibition
Format	free events by registration
Venue	central pavilion

The purpose of the public program for the retrospective exhibition of the Gyumri master figure is to examine and analyze in detail the various practices and media the author chose. The public program offers a series of diverse events including lectures, discussions and workshops. The program accompanies the solo exhibition throughout its work, reveals the artist's work and invites you to live and experience it through a variety of formats. In the lecture section of the program, with the help of invited specialists, viewers will get acquainted with the main plots and references of the author's work.

Children and adolescents, adults and the elderly are offered guided tours of the exhibition, adapted for all ages. Master classes with teachers from the Academy of Fine Arts will help visitors get acquainted with the concept of conceptual art, and there will also be the chance for visitors to create their own works of celebration. The culmination of the program will be a conversation with the author himself in the exhibition. All formats are adapted for people with disabilities, and special tactile models have been created for certain works.



Visitors at Jimmy Nelson's Exhibition, Fotografiska, Stockholm, Sweden, 2020. Photo: Raul Mee/jimmynelson.com

POTENTIAL PARTICIPANTS

- Artist and curator of the exhibition; invited speakers and art history experts; State Academy of Fine Arts of Armenia (Gyumri branch).

POTENTIAL PARTNERS

Semantic	National Center of Aesthetics after Henrik Igityan, photo studios (Marashlyan photo studio), Mirzoyan Library, Lusadaran, Gallery of Mariam and Eranuhi Aslamazyan, State Academy of Fine Arts of Armenia (Gyumri branch), Union of Gyumri Artists, 5th Floor Cultural Group, Gyumri Papoyan Gallery, Gallery 25 art gallery, Wishapaqar; embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO).
Commercial	Photo equipment manufacturers (Epson, Canon, Dell, HP); printing house (PRINTAX Printing Store and Cafe, Printcity, Printman)

TECHNICAL REQUIREMENTS

- Dependent on the weather (closed space up to 100 square meters or open space)
- Sound equipment (speakers, remote control, speakers, etc.)
- Projector and laptop
- Tables and chairs
- Materials for children and family classes





Musical showcase

An open stage in the park and a democratic platform for the performance of musicians from Gyumri and neighboring cities, providing young and novice performers and groups with the opportunity to perform in front of a live audience.

The target audience	
Age	teenagers, young people, adults
Profile	residents, tourists, people with disabilities
Additionally	representatives of the music community
Event parameters	
Size	1000–3000 people (M–L)
Season	spring, summer, fall
Frequency	once a season
Format	participation for musicians is free, although registration must be done in advance. Participation for viewers is free, all are welcome
Venue	Music Pavilion
Paid / free	free

Showcase is a cultural and entertainment event where artists unknown to the general public can perform. Beginning performers and groups from Gyumri and neighboring cities have the opportunity to perform or rehearse on the open stage of the city. Showcase is held once a season and is a permanent democratic platform for the performance and self-expression of young artists. During the showcase, the fair brings together sellers of vinyl records, new and collectible musical instruments, gadgets and audio equipment.

The program is drawn up by a community manager working in the park

administration – the manager selects applications from participants and, together with musical curators, develops a showcase program, works on performance scenarios together with authors, and attracts market participants. Over time, it is possible to introduce a competitive element: a professional music jury selects winners who receive a grant from commercial partners for training or professional coaching from industry experts. The showcase can also be integrated into a culminating music festival.



Shullsburg music concerts in Badger Park, Wisconsin, USA, 2018. Photo: shullsburgmusicinthepark.com



POTENTIAL PARTICIPANTS

- Young musicians starting musical groups from Gyumri and other cities of Shirak.

POTENTIAL PARTNERS

Semantic	Gyumri branch of the Yerevan Komitas State Conservatory; Armenian Rock Association, Rock School Gyumri, Oberton music, Armenian Rock Association, Manukyan Company, embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO); international companies (Institute for Music Initiatives, Sound Up).
Commercial	Promo groups and record labels (Pomegranate Music, Garage Vinyl Store, Vermaak Collective, Triangulum, Rambalkoshe, Kitchen Recordings, Armenia DJs Association); commercial brands (IQOS, Idram, uPay, Coca-Cola, Samsung); banks (Ameriabank, Converse Bank); cellular communication (Ucom, VivaCell); airlines (Armenia, Pobeda, Ryanair); alcohol brands (Pernod Ricard Armenia, Ararat, Noy); radio (Van, Aurora); TV channels (Shant TV, Armenia TV, Channel One); ZigZag video and audio equipment store; musical equipment stores (Musicland, Acoustica).

TECHNICAL REQUIREMENTS

- Open stage
- Sound equipment (speakers, speakers, sound consoles, etc. according to the rider of the artists)
- Lighting equipment (optional)
- Dressing rooms for musicians
- Navigation elements
- Chairs for spectators



Bike night

A night bike ride unites all cultural institutions and urban spaces into a single sporting event prepared by a creative team led by Sergei Nikitin.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors Profile: city and country residents, tourists, people with disabilities
Profile	city and country residents, tourists, people with disabilities
Additionally	professional athletes, amateur athletes
Event parameters	
Size	3000 people (L)
Season	spring (May)
Frequency	once a year
Format	free afternoon and evening events for city residents, paid evening special events
Venue	city, start and/or finish in the park
Paid / free	free upon registration for city residents, paid tickets for all guests and tourists

Thematic Bicycle Nights are dedicated to certain historical, architectural, urban, literary and environmental topics. The event combines cognitive and sporty beginnings with the pleasure of contemplating the night landscape. In every city, every minute of the event is broadcast live by a local radio station. A separate research and production bureau is assembled for each event; selected for their knowledge on a topic are art historians, historians, architects, psychologists, linguists, athletes, critics, methodologists,

designers, ecologists, archaeologists, engineers, botanists and urbanists, in addition to the marketing / branding specialists employed by the territory, organization of movement.

The night walk will unite all cultural institutions into a single sporting action, where you can move around the points independently, in any sequence and in any way – on foot, by bicycle, on a scooter, skateboard or by jogging.



Cycle night, Moscow, Russia, 2019. Photo: press office of the Moscow Mayor and Moscow Government

POTENTIAL PARTICIPANTS

- Velonotte International led by Sergey Nikitin;
- Local sports initiatives (Chanaparhord Hiking, Gitarshaw, Mamikon).

POTENTIAL PARTNERS

Semantic	Velonotte International under the leadership of Sergei Nikitin; Chanaparhord Hiking, Gitarshaw, Mamikon, Gyumri Winter Sports Youth School, Gyumri Complex Youth and Sports School, Endanik Youth Creative Center, Youth Palace, Youth Initiative Center, Armenian Volunteer Corps, Birthright Armenia, Armenian Volunteers Bank
Commercial	Sports brands (Converse, Vans, DC, Carhartt, Nike SB, Adidas, Nike, Reebok, GoPro, Globe); soft drinks (Burn, Coca-Cola, Red Bull); banks (Ameriabank, Converse Bank); cellular communication (Ucom, Viva-Cell); airlines (Armenia, Pobeda, Ryanair); other commercial brands (Samsung, ASCO, YAMAGUCHI, RockTape), radio (Van, Aurora); TV channels (Shant TV, Armenia TV, Channel One)

TECHNICAL REQUIREMENTS

- Bicycles for rent
- Bike paths
- Headphones and transmitters for participants
- Route navigation (pointers, banners, flags, etc.)
- Luggage room where you can leave personal belongings
- Sound equipment for broadcasting commentators and music
- First aid post with a traumatologist on staff



Two-week practical intensive to preserve and expand craft experiences

Intensive for young artisans and designers to teach modern practical skills and approaches in working on their own projects.

The target audience	
Age	and parents, adolescents, young adults, adults, seniors
Profile	city and country residents, tourists, people with disabilities
Additionally	city craftsmen, teachers and students of the Academy of Fine Arts, teachers and students of TUMO studios
Event parameters	
Size	up to 50–300 people (S)
Season	winter (January–February)
Frequency	annually for two weeks
Format	by appointment for participants, by registration, classes for residents
Venue	central pavilion
Paid / free	free for a wide audience, symbolically paid for artisans

The two-week practical intensive to preserve and expand the craft experience is carried out through acquaintance with modern formats and technologies for working with traditional materials. Classical materials in Gyumri, the city of craftsmen, such as stone, ceramics, wood, metal, fabric, acquire a new

meaning. Digital technologies and curated strategies for creating infrastructure for the arts will help artisans rethink their work – from small-scale projects to large installations that meet the ever-changing demands of audiences.

The intensive includes two blocks of time: morning for urban artisans and afternoon classes for a wide audience. The purpose of the morning intensive is to raise the production of handicrafts to the modern level, preserving the cultural memory and traditions of Gyumri, as well as to introduce the country's artisans to one another. Teachers for the intensive come from TUMO Studios have extensive teaching experience; they

upgrade the skills of local craftsmen and stimulate the networking of Armenian craftsmen, thus restarting the folk craft in the city. Daytime master classes from teachers of the Academy of Fine Arts for a wide audience are aimed at popularizing folk art among young people.



Crafts workshop, Montreal, Canada. Photo: m0851 | Unsplash

POTENTIAL PARTICIPANTS

- Artists, artisans, designers, teachers of TUMO Studios and the Academy of Fine Arts.

POTENTIAL PARTNERS

Semantic	Hartak Festival, Friends of Gyumri foundation, The Veratsnund Art School, National Center for Aesthetics after Henrik Igityan, TUMO Studios, Nerka pavilion, My Armenia Program, State Academy of Fine Arts of Armenia (Gyumri branch), embassies and cultural centers (British Council , Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO).
Commercial	Jewelry companies (Danielian Jewelery, Chopard, Pandora, Swarovski); commercial brands (IQOS, Idram, uPay, Coca-Cola, Samsung); Jewelry associations and tours (The Antwerp World Diamond Center, Arara Tour); alcohol brands (Pernod Ricard Armenia, Ararat, Noy), tour operators (Travel Gyumri, Arm Ava Travel, Shirak Tours, Ari Gyumri, Check-in Gyumri, Go2Armenia, Armenia Travel).

TECHNICAL REQUIREMENTS

- Closed space for intensive of up to 100 square meters
- Tables and chairs for participants
- Materials
- Tool kits for work
- Projector, screen and laptop for broadcasting presentations
- Sound equipment (speakers, remote control, speakers, microphones)



Series of family concerts of Armenian music

**Full immersion in the history of Armenian music:
concerts for the whole family, covering a variety
of periods and musical trends**

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	residents, tourists, people with disabilities
Additionally	a representative of the music professional community
Event parameters	
Size	100–200 people (S)
Season	all year round
Frequency	once a month (may vary depending on the demand of participants and/or partners)
Format	free registration event
Venue	dependent on the season – the central pavilion in the cold weather, the music pavilion in the warm weather
Paid/free	free

Chamber concerts of Armenian music for the whole family. The program is organized according to the principle of an anthology, where each concert is dedicated to a specific musical direction or group: from medieval music to modern classics, and from folk music to jazz. The performers are musicians from Gyumri and Shirak, both famous and novice, including students in their last years

of work at the conservatory. The event consists of two parts: a concert followed by a lecture, discussion or film screening on the theme of the concert.

Perfect sound and excellent musical infrastructure are becoming some of the hallmarks of the park's new image. The format allows the development of the music industry in the region and in the city. The program

is drawn up by a community manager working in the park's administration – the manager selects applications from participants and

develops a concert program. The best performers have the potential to integrate into the culminating music festival.

POTENTIAL PARTICIPANTS

- Professional musicians from Gyumri and Shirak, including young musicians and senior students at the conservatory.



Concert during the annual Organ Evenings in Kuskovo festival, Moscow, Russia, 2018
Photo: Organ Evenings in Kuskovo/Facebook

POTENTIAL PARTNERS

Semantic	Gyumri branch of the Yerevan Komitas State Conservatory; Komitas Museum (Yerevan), embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO); international companies (Institute for Musical Initiatives, Sound Up Festival).
Commercial	Yandex Music; alcohol brands (Pernod Ricard Armenia, Ararat, Noy); commercial brands (IQOS, Idram, uPay, Coca-Cola, Samsung)

TECHNICAL REQUIREMENTS

- Closed space up to 200 square meters in winter, under the open sky in summer
- Sound equipment (depending on the riders of the musicians and the concept of the performance): speakers, sound consoles, amplifiers, microphones, etc.
- Lighting equipment (depending on the rider and concept)
- Chairs for spectators
- Projector, screen and laptop for video content



Shirak troupes' interventions and theater programs

Interact with local theaters and provide aspiring performers and ensembles with a playground for open rehearsals, readings and theater programs.



The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	residents, tourists, people with disabilities
Additionally	theatrical professional community
Event parameters	
Size	100-200 people (S-M)
Season	all year round
Frequency	once a month (may vary depending on the demand of participants and/or partners)
Format	free registration. The event consists of two parts: a concert followed by a lecture or discussion
Venue	depending on the season – the Central Pavilion in cold weather, the Music Pavilion in warm weather
Paid / free	free

The open stage format has established itself abroad as a space for free creativity and experiment in the field of theater, audiovisual art, performance and education.

Thus, Friendship Park will turn into a center of theatrical innovations with a variety of activities: performances, discussions,

exhibitions and tours of Armenian theater groups. Thanks to the work of the open stage, new names of directors of puppetry, drama and musical theater can be discovered.

Also, throughout the year, guests of Friendship Park will be able to attend open

rehearsals of local, regional and Yerevan-based theaters and drama studios. The event reveals to the audience the subtleties and secrets of acting and directing. The peculiarities and technical nuances of creating a stage action are revealed to the audience: the embodiment of the director's ideas, the work of the actors on the characters, the interaction of artists and technical support services.

The program is drawn up by a community manager working in the park's

administration – the manager selects applications from participants and, together with a theater curator from a semantic partner, develops a program of interventions and rehearsals. Over time, it is possible to introduce a competitive element: a professional music jury selects winners who will receive a grant from commercial partners for training or professional coaching from industry experts.



Performance by artist of Ósmego Dnia theater, Yelagin park Festival, St. Petersburg, Russia, 2019
Photo: Konstantin Semenov | Dreamstime.com

POTENTIAL PARTICIPANTS

- University students, beginning theater groups and artists (Gyumri Puppet Theater, Vardan Ajemyan Drama Theater, Vanadzor Puppet Theater, Vanadzor Bohemia Theater, Vanadzor Drama Theater named after Hovhannes Abelian, Yerevan State Institute of Theater and Cinema).

POTENTIAL PARTNERS

Semantic	Vardan Ajemyan Drama Theater, Concert Hall of Gyumri Technology Center, Youth Palace, Youth Initiatives Center, embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO); international companies (TSEKH, Sound Up festival).
Commercial	Commercial brands (IQOS, Idram, uPay, Coca-Cola, Samsung); banks (Ameriabank, Converse Bank); cellular communication (Ucom, Viva-Cell); airlines (Armenia, Pobeda, Ryanair).

TECHNICAL REQUIREMENTS

- Equipped stage (open stage in warm weather, closed space of at least 100 square meters in cold and rainy weather)
- Audio equipment (speakers, amplifiers, consoles, mixers, subwoofers, monitors, microphones and microphone stands, etc.)
- Lighting equipment (LED devices, spotlights, light control panel, etc.)
- Switching (stage and network boxes, wires, extension cords, cables, etc.)
- Chairs for spectators



CITY
CONTEXT



Excursions in Gyumri and the region

Individual and group excursions along the curated routes as a form of new leisure; this will reveal for a wide audience the urban (and sometimes hidden) life of the art and nature of the region.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	city and country residents, tourists, people with disabilities
Additionally	art community, designers, youth organizations (guides); lovers of cycling; music-lovers
Event parameters	
Size	up to 1000 people (M) throughout the year
Season	all seasons
Frequency	twice a month
Format	by appointment
Venue	start at the info center
Paid / free	paid

Ready-made group excursions suggest a different focus – the art of Gyumri, the nature of Shirak, bike tours – all in three languages (Armenian, Russian and English). Art routes are to be of different lengths (60–90 minutes) and levels of involvement in art, and each involves a trip to at least one artist’s studio. The routes of these tours include the locations of the city’s art map. For individual use, the routes are also repeated in the art card. On special occasions, such as Museum Night, the artists of the city can act as guides with a special route. A possible development of the project may be orders

for group and individual excursions for foreign tourists.

Bike rides are accompanied by music that is generated along the way and interacts with the cyclist’s space. Walks in Gyumri are developed in cooperation with the Bicrophonic Research Institute. The music changes depending on where the cyclist turns, how fast they pedal, and what terrain they are biking on. The bike has two speakers that are aimed at the cyclist, with a GPS sensor behind it. When the bike enters a specific area, sounds recorded specifically for that area are played. As the authors of the project say, “the music created by the journey

that you make plays with the space through which you move.” Another invention of the Bicrophonic Research Institute is Buzz Bike, a bicycle with a huge sidecar in which you can carry a person with a disability. In this model,

the speakers are already directed towards the inside of the sidecar – thus it is possible to include those who may have disabilities.



Bike city excursions, Kiev Bike Day, Kiev, Ukraine, 2019. Photo: Kyrylo Vasilev | Dreamstime.com



Underground art-routes excursion by artist Matan Koen, Israel, 2019. Photo: Nikolay Busygin / Eshkolot

POTENTIAL PARTICIPANTS

- For art routes – artists from Gyumri (for example, Gohar Smoyan, Gohar Martirosyan, Karen Alekryan, Alexey Manukyan, Taron Manukyan, etc.)
- For cycling – musicians, sound artists, hiking and bike enthusiasts (Chanaparhord Hiking, Gitarshaw, Mamikon)

POTENTIAL PARTNERS

Semantic	Armenian Volunteer Corps, Birthright Armenia, Armenian Volunteers Bank, Volunteer's Basa, 5th Floor Cultural Group, Gyumri Is Our Home, izi.TRAVEL, Bicrophonic Research Institute, Cycling Night, Gyumri Bike, Mamikon Bike.
Commercial	Ararat, Travel Gyumri, Shirak Tours, Go2Armenia, bike and sports equipment stores (Adidas, MyBike, Dreamland Bike, Mega Sport, City Bike Armenia Shop); musical equipment stores (Musicland, Acoustica), video and audio equipment store ZigZag

TECHNICAL REQUIREMENTS

- A radio guide system for excursions for groups of 20 people
- Disposable headphones
- Preparation of the text of excursions along the routes in all languages for guides
- Bicycles (the principle of assembly of the sound system SonicBikes)
- Portable receivers
- Speakers



Outdoor film screenings

A series of film screenings in an open-air cinema dedicated to art, music and theater, as well as to art actors – well-known gallery owners, patrons of art, artists and musicians.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	residents, tourists
Additionally	art lovers, movie lovers, music lovers, theater lovers
Event parameters	
Size	200 people (M)
Season	spring–fall (May–October)
Frequency	twice a month
Format	ticketed private event
Venue	stage and amphitheater
Paid / free	paid tickets

A series of screenings of unique films with subtitles in Armenian, most of which have not been or will not be shown in the Armenian box office. The repertoire of the cinema can consist of fiction and documentary films, both festivals and original films, as well as the classics of world cinema. Film screenings allow viewers to see current film classics, festival novelties and cinematic experiments. The cinema program is based on the cinematheque principle and is divided into several permanent headings. Screenings of young Armenian directors making films about art and artists, and video works of the artists themselves, which are a unique evidence of the formation

of Armenian contemporary art, are also presented in the film program. Some film screenings will be accompanied by lectures and discussions, meetings with directors and actors of Armenian cinema.

An example of assembling a film program about art

Without Gorky (Directed by Cosima Spender) is a personal journey into the family myth from the granddaughter of the famous Armenian-American expressionist painter Arshile Gorky, whose suicide in 1948 still dictates family





Open Air Cinema, Royal Botanical Gardens, Melbourne, Australia, 2019. Photo: Nikhil Vennapusa | Dreamstime.com

dynamics and the lives of everyone involved with him.

3rd Floor, Leninakan Gyumri, 1988 / 3-րդ Հարկ Լենինական (Գյումրի) 1988 թիվ is a video documentation of the exhibition of one of the most important participants in Armenian discourse and modern practices.

Hockney (Directed by Randall Wright) Hockney, represented here by a charismatic artist, takes director Randall Wright on an exclusive tour of his archives and his studio, where he continues to paint seven days a week.

Peggy Guggenheim: Art Addict / "Peggy Guggenheim: Not a Day Without Art" (Directed by Lisa Immordino Vreeland) is a portrait of an extraordinary philanthropist who transformed a humble family fortune and impeccable taste into one of the leading art collections of the 20th century.

An example of assembling a film program about music

Six musicians and the City (Directed by Tatyana Danilyants). The main characters of the film are the Grammy and World Music Award laureate, the creator of the legendary

Armenian Navy Band Arto Tunchboyajyan, the "voice and spirit" of duduk Jivan Gasparyan, beloved Yerevan jazzman Levon Malkhasyan, Forsh, Lilit Pipoyan and Miqayel Voskanyan. According to the director, the "geniuses of the place" talk and sing about their beloved Yerevan, emphasizing its beauty and hidden pain.

Song of First Love (Directed by Yuri Yezinkyan and Laert Vagharshyan) is a film about the young singer Arsen Varunts, performed by Khoren Abrahamyan.

Sabre Dance (Directed by Yusup Razykov) is a feature film about the life of Aram Khachaturian, performed by Ambartsum Kabanyan.

David Bowie: Finding Fame (Directed by Francis Whately) is a film about the rise of one of the most influential musicians of the 20th century.

Rudeboy: The Story of Trojan Records (Director: Nicolas Jack Davies) is a film about the founding of Trojan Records and the impact of Jamaican culture on the music scene in the UK.

Ressaca (Directed by Vincent Rimbau and Patrizia Landi) is a film about the Municipal Theater of Rio de Janeiro – theater artists are trying to save the theater from bankruptcy amid a deep economic crisis.

White Riot (Directed by Rubika Shah) discusses how punk became politics in 1970s Britain.

Apollo (Directed by Roger Ross Williams) chronicles the legendary Harlem culture scene and ignites the stars of African American pop culture.

Max Richter’s Dream (Directed by Natalie Johns) is an immersive experience in the world of well-known composer Max Richter and his eight-hour album Sleep.

Berlin: Symphony of Now (Directed by Johannes Schaff) is a film dedicated to Berlin and voiced by the characters of the German electronic scene from Thomas Fehlmann to Modeselektor.

Placebo: Alt.Russia (Directed by Charlie Targett-Adams) is a film about the band’s tour along the Trans-Siberian Railway and concerts in 10 Russian cities.

POTENTIAL PARTICIPANTS

- Invited curators of the program dedicated to art: Melik Karapetyan, Alex Mirzoyan, Sona Stepanyan (for researching archival video documentation from artists and compiling a special program of screenings)
- The invited curators of the musical film program are Ksenia Gasho; representatives of the Armenian music and film community; film critics, musicologists, musicians, film critics, film historians and directors (for example, film critic Raffi Movsisyan; film expert Artsvi Bakhchinyan; director, creative producer, writer, co-founder of New York’s Armenian International Film Festival Christopher Atamian; director Tatyana Danilyants (Russia); actor Ambartsum Kabanyan (Russia); musicians Arto Tunchboyajyan, Forsh, Lilit Pipoyan, Miqayel Voskanyan, Tigran Hamasyan).

POTENTIAL PARTNERS

Semantic	October cinema; Golden Apricot Film Festival, The Loft, Moscow Cinemas, Cinema Star, KinoPark (Yerevan); potential international partners – Beat Film Festival, MIEFF, Strelka Film Festival, The ART Newspaper Russia FILM FESTIVAL, Garage Screen (Moscow, Russia); ICOM Armenia, Armenia Art Council, Art for the World.
Commercial	Commercial brands (Idram, uPay, IQOS, Coca-Cola, Samsung); banks (Ameriabank, Converse Bank); cellular communication (Ucom, Viva-Cell); airlines (Armenian, Pobeda, Ryanair); alcoholic brands (Armenia Wine, Pernod Ricard Armenia, Ararat, Noy); radio (Van, Aurora); TV channels (Shant TV, Armenia TV, Channel One); CoolConnections distribution company, ZigZag video equipment store

TECHNICAL REQUIREMENTS

- An open-air cinema with 200 seats
- Pillows and blankets
- Screen and projection equipment for film screenings
- Raincoats in the event of bad weather
- Sound equipment



Degree shows of graduate students

The exhibition of graduates' works continues the academic tradition of screenings and demonstrates the work of emerging stars of Armenian art in the current space of the city.

The target audience	
Age	children and parents, adolescents, young people, adults, seniors, city residents with different forms of disabilities
Profile	city residents
Additionally	students and teachers of art universities and schools, as well as potential employers
Event parameters	
Size	up to 50–300 people (S–M)
Season	winter (January), summer (July)
Frequency	annually for one week
Format	open event for everyone
Venue	depending on the season – central pavilion in winter, vernissage in summer
Paid / free	free

The graduation show tradition is maintained and run by academies around the world. Curators, art dealers, gallery owners and local employers of design and architectural bureaus as well as other businesses fly to these exhibitions from leading art universities from all over the world.

The Academy of Fine Arts in Gyumri is an incubator of creative minds and applied skills that shape the future generation of Armenia.

Presenting the works of graduates at the proper professional level, which differs from all previous exhibitions within the walls of the academy, will enable students to establish professional contacts and have their work seen by a large audience spending leisure time in the park. When communicating with the staff of the Academy of Fine Arts, the relevance of such a platform for students became clear.

POTENTIAL PARTICIPANTS

- Graduate students of the State Academy of Fine Arts of Armenia (Gyumri branch).



Degree shows at Goldsmiths, London, UK, 2019. Photo: Goldsmiths, University of London

POTENTIAL PARTNERS

Semantic	Artist Union, 5th Floor Cultural Group, Gyumri Is Our Home, Creative Armenia; State Academy of Fine Arts of Armenia (Gyumri branch)
Commercial	Printing houses (PRINTAX Printing Store and Cafe, Print City, Print-Man), Blick art supply store, foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO)

TECHNICAL REQUIREMENTS

- Closed premises in cold weather, open in warm weather (up to 150 square meters)
- Elements of exhibition buildings (stands, showcases, podiums for demonstration of works, suspension system)
- Lighting equipment (spots with dimmable cold/warm light)
- Sound equipment (speakers, remote control, microphones, etc.)



Regular inclusive classes

Regular inclusive art workshops by students for district children and children from boarding school under the auspices of the State Academy of Fine Arts of Armenia.

The target audience	
Age	children and adolescents
Profile	city residents, people with disabilities
Additionally	students of the Academy of Fine Arts, volunteers
Event parameters	
Size	up to 50–300 people (S–M)
Season	all year round
Frequency	once a month
Format	open event on a volunteer basis
Venue	depending on the season – central pavilion in winter and vernissage in summer
Paid / free	open admission

A series of classes is designed to help children who may be orphaned become integrated members of society by promoting social, psychological and intellectual exercises through classes that work on various types of creativity. Activities in the park also contribute

to these regular visits out into the city. The high-quality infrastructure of the park, young teachers with modern visions and knowledge all contribute to helping the creative potential of children, and also increase their interest and love for art.

POTENTIAL PARTICIPANTS

- Students of the Academy of Fine Arts as teachers of the classes.



Class for boarding school children at Maria's Children Studio, Moscow, Russia
 Photo: Maria's Children Charity Fund / mariaschildren.ru

POTENTIAL PARTNERS

<p>Semantic</p>	<p>Gyumri Is Our Home, Armenian Volunteer Corps, Armenian Volunteers Bank, Volunteer's Basa, Maria's Children artistic and rehabilitation studio for orphans and boarding school graduates, Arevamanuk Family and Child Care Fund, Aregak Center, Orran benevolent NGO.</p>
<p>Commercial</p>	<p>Blick art supplies store, Grand Candy sweets store, Detsky Mir store, funds (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO).</p>

TECHNICAL REQUIREMENTS

- Closed space up to 50 square meters in cold weather, open in warm weather
- Tables and chairs for participants
- Materials for classes
- Projector, screen, laptop
- Two microphones, speakers, remote control



Musical participatory performances

Experimental musical performances in which the audience becomes a participant in the action and can influence the course of the plot.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	residents, tourists
Additionally	those interested in music and theater
Event parameters	
Size	50–100 people (XS–S)
Season	all year round
Frequency	once a season (may vary depending on the demand of participants and / or partners)
Format	private ticketed event
Venue	depending on the season – the Central Pavilion in cold weather, the stage and the amphitheater in warm weather
Paid / free	paid. Tourist pricing may vary

In participatory theatrical performances, the audience can interact with the actors, influence their actions and change the course of the plot. The audience is included in the performance to almost the same extent as the actors, and the final result and form are achieved through co-creation. Musical performances with participatory mechanics are based on the same principle: guests become co-authors of music and performances.

Musical performances in Friendship Park reference the program of Russia's popular Sound Up festival. The festival specializes in the avant-garde experiments of Russian

and foreign musicians and multimedia artists; it is possible to create a similar program in Armenia.

Examples of assembling performances are: the staging of Steve Reich's video opera *Three Tales* in collaboration with the Laboratory of New Music ensemble and conductor Sergey Shebalin; a program of works by Steve Reich performed by the Studio for New Music quartet in collaboration with the Open Sound Orchestra; and the opera *Einstein on the Beach* by Philip Glass and Robert Wilson.



Performance of the group Playtronica, Moscow, Russia. Photo: Playtronica

POTENTIAL PARTICIPANTS

- Musicians, actors, directors, theater companies, artists (director Aram Karakhan-yan, Sound Up company).

POTENTIAL PARTNERS

Semantic	Vardan Ajemyan Drama Theater, Komitas Museum, Manuk-yan Company, embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO); international companies (Institute for Musical Initiatives, Sound Up Festival).
Commercial	Alcohol brands (Pernod Ricard Armenia, Ararat, Noy); commercial brands (IQOS, Idram, uPay, Coca-Cola, Samsung)

TECHNICAL REQUIREMENTS

- Closed space of at least 200 square meters (in the warm season, performances can be held outside)
- Stage
- Costumes and props
- Sound equipment (depending on the riders of the musicians and the concept of the performance): speakers, sound consoles, amplifiers, microphones, etc.
- Lighting equipment (depending on the riders of the artists and the concept of the performance): projection, LED, etc.
- Headphones / receivers for the audience



Gardener's day and ecological workshops

A day for amateur and professional gardeners to exchange experiences and knowledge, with the opportunity to plant in a public garden.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	city and country residents, tourists, people with disabilities
Additionally	eco-enthusiasts
Event parameters	
Size	700–1000 people (M)
Season	spring, winter
Frequency	twice a year for a week
Format	free afternoon and evening events for city residents, paid evening special events
Venue	the whole park
Paid / free	free upon registration for city residents, paid tickets for all guests and tourists

An urban event that brings together amateur gardeners and professionals in the fields of gardening, floriculture and landscape design. For the opening of the season, participants will prepare seedlings, which will then be planted in the garden in pre-prepared soil.

Lectures and classes are awaiting event guests. The main topics for this series of lectures and workshops are the issue of conservation and restoration of biological diversity

and the formation of environmentally responsible behavior in the wild. At the lectures, experts will talk about advanced technologies in the field of restoration and conservation of nature and the role of civil society in the process. Attendees will learn how to care for plants, fight forest fires and combat illegal logging. They will learn how to plant trees and prepare fertilizers, and learn the rules of effective tree care.

The program also includes lectures and classes on environmental education. The event brings together environmental and gastronomic initiatives at the food court. Visitors

will also be able to leave unwanted clothing and shoes in special containers for charity or reuse.



Master-class in community garden, New York, USA. Photo: Marysmn | Dreamstime.com

POTENTIAL PARTICIPANTS

- National eco-initiatives (Climate Uturn, EcoMotion, Young Biologists Association, “Let’s Make Armenia Green Again” initiative, Assistance to the Botanical Garden);
- Local eco-enthusiasts (Lilit Makaryan and the Youth Palace);
- International exchange programs in the field of education (Erasmus, TUMO, Gyumri Technology Center).

POTENTIAL PARTNERS

Semantic	Climate Uturn, EcoMotion, Young Biologists Association, “Let’s Make Armenia Green Again” initiative, Assistance to the Botanical Garden, Shirak Tourism R&D center, Erasmus, TUMO, Gyumri Technology Center, embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO).
Commercial	Banks (Ameriabank, Converse Bank); insurance companies (Rosgosstrakh Armenia, INGO Armenia); cellular communication (Ucom, VivaCell); airlines (Armenia, Pobeda, Ryanair); radio (Van, Aurora); TV channels (Shant TV, Armenia TV, Channel One); transport companies (“gg” transportation service); tour operators (Travel Gyumri, Arm Ava Travel, Shirak Tours, Ari Gyumri, Check-in Gyumri, Go2Armenia, Armenia Travel).

TECHNICAL REQUIREMENTS

- Open or closed space for classes and lectures
- Pots for plants
- Flower beds with prepared soil
- Garden tools and tools for the care of flower beds and plants
- Fertilizers
- Plant care manuals and gardening books
- Chairs, tables
- Laptop, screen / projector for lectures
- Seedlings, plant seeds



“Visual poetry” evening

Reading Poetry in Sign Language: Visual Poetry in Body Language. Theater and film actors speak without words, transforming poetic forms into physical ones.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	residents, tourists, people with disabilities
Additionally	professional local and international theater groups in the country
Event parameters	
Size	200 people (M)
Season	fall
Frequency	once a year
Format	open registration event
Venue	stage and amphitheater, music pavilion
Paid / free	free

Reading Poetry in Sign Language: Visual Poetry in Body Language. Theater and film actors speak without words, transforming poetic forms into physical ones. Each such evening is a director’s experiment that focuses on the sensory experience of actors and viewers, and their ability to be sensitive and empathetic. The performances unite both

the deaf and the non-deaf, together in one space.

The concert is dedicated to the various modalities of poetry in sign language and its history as an independent artistic form: from the practice of translating Armenian texts into sign language to transformation into an original art form with its own genres and



Summer dance school Tsekh, Moscow, Russia, 2017. Photo: Tsekh. Contemporary art center

styles. The actors will demonstrate the similarities and differences between sign poetry and visual storytelling, and the methods of identifying these differences, helping to avoid confusion between the two.

At the end of the concert, listeners will be able to take part in language games, create their own poetry and ask the actors questions.

POTENTIAL PARTICIPANTS

- Actors and directors of pantomime theaters and deaf actors (Artimia collective, Yerevan; Hamlet Chobanyan, actor of the Yerevan Pantomime Theater; Alexey Znamensky, actor, director of the Nedoslov theater, Moscow, Russia; actors of the Russian Krug inclusive theater)
- International festivals of gestures (Territory of Gesture festival);
- Local public organizations (Department of the Armenian Society of the Deaf, Arevamanuk Family and Child Care Fund);
- International non-profit organizations (ASL SLAM).

POTENTIAL PARTNERS

Semantic	Yerevan Pantomime Theater, Territory of Gesture festival, Department of the Armenian Society of the Deaf, Arevamanuk Family and Child Care Fund, ASL SLAM, Russian Krug inclusive theater, TSEKH.
Commercial	Foundations (Union, Armenian Initiative, Children of Armenia); embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); cultural organizations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO).

TECHNICAL REQUIREMENTS

- Open stage and seating for 200 people
- Audio equipment (speakers, microphones, headphones, etc.)
- Lighting equipment (stage and spotlight, LED lamps, floodlights, etc.)
- Projector, screen
- Props
- Scenery
- Costumes
- Optional additional fences around the event area in the event a paid event
- Temporary make-up pavilions
- Shelter from rain and bad weather





Quest tour: immersive performance around the city

Immersive performances based on well-known Gyumri books, anecdotes and legends, all across the secret corners of the city.

The target audience	
Age	families and children, teenagers, youth, adults, seniors
Profile	residents, tourists, people with disabilities
Additionally	representatives of the theater community
Event parameters	
Size	up to 50 people (XS)
Season	spring, summer
Frequency	twice a year
Format	paid event with tickets
Venue	city, start or finish in the park
Paid / free	paid

Immersive performances are one of the most popular formats of modern theater. In these productions, the audience participates fully in the theatrical action: they play predetermined roles, move with the actors around the stage and influence the development of the plot. They are completely immersed in the storytelling and get a completely new theatrical experience.

A series of performances will take place in Friendship Park and in the city, during which the audience, together with professional actors,

will participate in the creation of immersive shows based on famous Gyumri books, legends and anecdotes. It is the viewers who will have the chance to change the finale of their favorite works during the performance.

The event unites the entire city into a single ecosystem, enabling residents to get used to the park away from the city center, and also brings attention and vitality to city zones which may not have many attractions.

POTENTIAL PARTICIPANTS

- University students, theater groups and artists (Gyumri Puppet Theater, Vardan Ajemyan Drama Theater, Vanadzor Puppet Theater, Vanadzor

Bohemia Theater, Vanadzor Drama Theater named after Hovhannes Abelian, Yerevan State Institute of Theater and Cinema).



Remote Moscow immersive excursion, Moscow, Russia, 2019. Photo: Pavel Kabanov

POTENTIAL PARTNERS

<p>Semantic</p>	<p>Vardan Ajemyan Drama Theater, Concert Hall of Gyumri Technology Center, Youth Palace, Youth Initiatives Center, embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO); international theater companies (TSEKH, Sound Up festival, Teatr.doc, Liquid Theater, Practice, New Space of the Theater of Nations, Gogol Center)</p>
<p>Commercial</p>	<p>Commercial brands (IQOS, Idram, uPay, Coca-Cola, Samsung); banks (Ameriabank, Converse Bank); cellular communication (Ucom, VivaCell); airlines (Armenia, Pobeda, Ryanair); tour operators (Travel Gyumri, Arm Ava Travel, Shirak Tours, Ari Gyumri, Check-in Gyumri, Go2Armenia, Armenia Travel)</p>

TECHNICAL REQUIREMENTS

Each performance will require unique props, sets and costumes, as well as sound and lighting equipment. An approximate list of technical requirements is as follows:

- Disposable headphones
- Portable receivers
- Portable audio players
- Props, sets and costumes
- Bracelets for participants



PARK CONTEXT



Gyumri Teens Club

A club for teens, with a long-term educational focus: open lectures on the history of Gyumri, a discussion club, excursions, open reading groups, a theater laboratory, open rehearsals.

The target audience	
Age	teenagers
Profile	residents
Additionally	children with disabilities welcome
Event parameters	
Size	teens club up to 30 people (XS), open events up to 300 people (S-M)
Season	fall, winter, spring
Frequency	once a week
Format	closed selection of teenagers, open events for everyone upon registration
Venue	depending on the season – the Central Pavilion in cold weather, the Music Pavilion and the Gardening House in warm weather
Paid / free	free

The program of the Gyumri teens club in the park is divided into a closed part and a public part. As part of a closed program, members of the club are engaged in researching the park and the city throughout the year, participate in workshops and discussions, create their own performance projects and present them at the annual theater festival. The public program is held once

a month and is primarily aimed at the youth of Gyumri.

Public events bring new audiences to the park and create open discussion around topics of importance to the park. Teenagers are immersed in topical issues of ecology, anthropology, sociology, cultural studies and urban studies. In the work of the teenage club, children explore the history of the city,

observe the flow of people in the city, and interpret the architecture of the city through theatrical workshops.

During the year, members of the teens club explore their city and develop their own projects in the fields of ecology, anthropology, sociology, cultural studies and urban studies. The works are presented on the territory of the park: club members, together with an invited curator or choreographer, create a performance or performances that depict the project and reflect its idea in a creative form.

Another culminating event of the teens club as part of the teenagers' exploration

may be art interventions in the park; the club members conceptualize the park's objects from the past and, on that basis, try to modify formats – from collective performances to art objects. The Gyumri teens club thus tries to “tame” the sometimes-unclear language of contemporary art.

The Gyumri teens club is bringing up a new generation of adolescents – young people who understand what it means to be environmentally responsible and respect nature. The club will strengthen the park's image as an open cultural institution, as well as increase its financial efficiency and the flow of investments.



“Cascade. Project as a method” teens club, Moscow, Russia, 2020. Photo: Cascade. Project as a method / Facebook

POTENTIAL PARTICIPANTS

- Individuals working with teenagers (Lilit Makaryan and the Youth Palace; Artur Najaryan, head of the Youth Initiatives Center);
- Volunteer organizations (Armenian Volunteer Corps, Birthright Armenia, Armenian Volunteers Bank, Volunteer’s Basa);
- Teachers of educational institutions (I-Link open platform for ideas NGO, Family Care foundation and The Veratsnund Art School, KASA Gyumri Training Center and Guesthouse, Gyumri Academy of Fine Arts).

POTENTIAL PARTNERS

Semantic	Vardan Ajemyan Drama Theater, Concert Hall of Gyumri Technology Center, Youth Palace, Youth Initiatives Center, Endanik Youth Creative Center, I-Link open platform for ideas NGO, KASA Gyumri Training Center and Guesthouse, international partner (TSEKH)
Commercial	Foundations (Union, Armenian Initiative, Children of Armenia); embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); cultural organizations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO)

TECHNICAL REQUIREMENTS

- Space of at least 50 square meters
- Projector, screen (one set)
- Sound equipment (speakers, microphone)
- Furniture: chairs (dependent on the number of guests), tables as needed, depending on the format.



“Dance the city” dance course

A dance course aimed at orientation in space through bodily perception, and at establishing the relationship between mind and body.

The target audience	
Age	children and parents, teenagers, adults, seniors
Profile	residents, people with disabilities
Additionally	professional community working with people with disabilities
Event parameters	
Size	up to 50 people (XS)
Season	winter
Frequency	twice a month (this may vary depending on the demands of participants and / or partners)
Format	open event
Venue	central pavilion
Paid / free	free

How does an architect bring their memories to life in a city? How does emotional perception change the bodily state? This course is aimed at establishing the relationship between the mind and the body, improving motor and coordination skills, orientation in space through the bodily perception of sculpture, working with breathing, attention and presence, as well as developing imaginative thinking.

During the exercises on contact and group interaction, participants will be able to explore the architecture of the city through tactile models and dance these elements of the

city, interacting with each other. The practices that will be used in the classroom will allow you to better know yourself and your body, as well as to get involved in the art of visual language and gestures, which combines elements of performance and dance.

The course program was created on the principle of building the collections of museums of decorative and applied arts, where objects are collected by region and demonstrate the national diversity of the country. The dance course includes elements of Armenian folk dances. All classes are able to be adapted for people with disabilities.



LABO Inclusive Dance Platform, Antwerp, Belgium, 2019
Photo: includivedance.eu

POTENTIAL PARTICIPANTS

- Actors and directors of pantomime theaters and deaf actors (Artimia collective, Yerevan; Hamlet Chobanyan, actor of the Yerevan Pantomime Theater; Alexey Znamensky, actor, director of the Nedoslov theater, Moscow, Russia; actors of the Russian Krug inclusive theater);
- Local public organizations (Department of the Armenian Society of the Deaf, Arevamanuk Center Family and Child Care Fund);
- International theaters (TSEKH, Russian Krug inclusive theater).

POTENTIAL PARTNERS

Semantic	Arevamanuk Family and Child Care Fund, Aregak Center, Gyumri Is Our Home, Yerevan Pantomime Theater, Maria's Children artistic and rehabilitation studio for orphans and boarding school graduates, International Institutions (Russian Krug inclusive theater, TSEKH)
Commercial	Foundations (Union, Armenian Initiative, Children of Armenia); embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); cultural organizations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO)

TECHNICAL REQUIREMENTS

- Space of at least 100 square meters
- Sound equipment (speakers, microphone)
- Convenient closed room for master classes: anti-slip flooring, ventilation



Music classes for children and teenagers

Immersion in the world of music: children and teenagers try their hand at playing various musical instruments and learn the basics of musical theory

The target audience	
Age	children and parents, teenagers
Profile	residents, people with disabilities
Additionally	children and adolescents interested in music
Event parameters	
Size	15–30 people (XS)
Season	all year round
Frequency	twice a month (may vary depending on the demand of participants and/or partners)
Format	free registration for classes. The group is recruited at the beginning of the season of each season
Venue	dependent on the season – the central pavilion in the cold weather, the music pavilion in warm weather
Paid/free	free

Free open music lessons and classes on selected musical instruments for children and adolescents – for everyone who wants to make music but cannot afford it. Children try their hand at playing various musical instruments and, at the end of the course, can choose their specialization in order to continue their studies at a music school. Participants also learn the basics of musical notation and musical theory, the classification of musical

instruments and the principles of their combination with each other. In the classroom, children master the principles of sound production, learn to hear each other and develop a sense of rhythm. Classes are taught by teachers of music schools, students and graduate students of the conservatory. An inclusive format is also expected: classes are held for children and adolescents with various forms of disabilities.



Teach Music Week, Texas, USA, 2020. Photo: Music & Arts

POTENTIAL PARTICIPANTS

- Musicians of Gyumri and Armenia;
- Teachers, students and postgraduates of educational institutions (Gyumri branch

of the Komitas State Conservatory of Yerevan, Gyumri music schools, KOHAR Music School, Gyumri State Music College Named After Kara-Murza).

POTENTIAL PARTNERS

Semantic	Gyumri branch of the Yerevan Komitas State Conservatory, KOHAR Music School, Gyumri State Music College Named After Kara-Murza, embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation).
Commercial	Yandex Music, Blick art supply store, Grand Candy sweets store, Detsky Mir store, musical instrument stores (Musicland, Acoustica, Globbing, Onex).

TECHNICAL REQUIREMENTS

- Closed space up to 50 square meters in cold weather, outside in warm weather
- Musical instruments
- Sound equipment
- Laptop, projector and screen for presentations
- Tables and chairs for participants



Sound art master classes

New approaches to working with sound and learning to create acoustic works of art.

The target audience	
Age	teenagers, young people, adults
Profile	residents, tourists, people with disabilities
Additionally	students of music schools, young musicians, aspiring sound artists
Event parameters	
Size	15–30 people (XS)
Season	all year round
Frequency	twice a month (may vary depending on the demand of participants and / or partners)
Format	open classes upon registration, paid tickets for tourists
Venue	depending on the season – the central pavilion in cold weather, the music pavilion and the gardening house in warm weather
Paid / free	free for local residents, paid for tourists

Classes will be held for young people and adults with a musical background (musicians, students of music schools). Participants will be able to learn about the basics of sound art, practice sound extraction from various objects and work with layers of folk music and folk motives. During the classes, the participants will master the techniques of sound art and create their first audio installations, as well as acquire basic knowledge in several areas of working with sound:

music production, sound engineering, sound design, etc.

The class will teach you to listen attentively – the most familiar, everyday sounds will become material for creative experiments and turn into music. Integration of specialists in the field of folk musical heritage into classes will raise folk art to a new level. Classes are adapted for people with disabilities.



Lecture and performance of sound art artist Maria Chavez at the CYLAND MediaArtLab festival, St. Petersburg, Russia, 2016. Photo: YLAND MediaArtLab

POTENTIAL PARTICIPANTS

- Sound artists of Gyumri in particular and Armenia more generally.
- Teachers of educational institutions (TUMO, Sirius Plus Computer Training Center, Gyumri branch of the Yerevan Komitas State Conservatory).

POTENTIAL PARTNERS

Semantic	QuarterTone, Gyumri branch of the Yerevan Komitas State Conservatory, Sirius Plus Computer Training Center, embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation)
Commercial	Yandex Music, Blick art supply store, Grand Candy sweets store, Detsky Mir store, musical instrument stores (Musicland, Acoustica, Globbing, Onex)

TECHNICAL REQUIREMENTS

- Closed space up to 50 square meters in cold weather, open air in warm weather
- Musical instruments
- Sound equipment
- Laptop, projector and screen for presentations
- Tables and chairs for participants
- Other equipment for master classes (exact specifications dependent on the content of the master class)



Master classes in Armenian cuisine

Master classes by Armenian chefs, and dinners and discussions at the park restaurant.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	city and country residents, tourists, people with disabilities
Additionally	gastronomy enthusiasts
Event parameters	
Size	50 people (S)
Season	all year round
Frequency	once a season (may vary depending on the demand of participants and/or partners)
Format	closed paid events with tickets
Venue	central cafe
Paid/free	paid

Armenian chefs cook in the open kitchen, show guests their recipes and techniques, and communicate with the guests of the event on pre-determined topics. During the master class, the chef prepares dishes from the menu in the open kitchen, talks about their work and answers questions from guests. At dinner, invited speakers join the conversation. Topical issues of gastronomy, ecology, folk culture, historical

and natural heritage become the subject of conversation. The format of dinners allows for attracting a new audience to the park and forming a community of gastro-enthusiasts in the city.

The program is drawn up by the manager of the educational department working in the park administration, together with the manager of the cafe – managers select speakers for the dinner and develop the dinner program.

POTENTIAL PARTICIPANTS

- Educational institutions (I-Link open platform for ideas NGO, Gyumri Academy of Fine Arts);
- Gastronomic projects (Herbs & Honey Tea-Shop Restaurant, Hayat jazz café, Food Time, Cherkezi Dzor, Florence, Poloz Mukuch, M’Bear, Di Napoli); Creative Armenia.



Cooking class, Bangkok, Thailand, 2016. Photo: Anutr Yossundara | Dreamstime.com

POTENTIAL PARTNERS

Semantic	Embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO)
Commercial	Gastronomic projects (Herbs & Honey Tea-Shop Restaurant, Hayat jazz café, Food Time, Cherkezi Dzor, Florence, Poloz Mukuch, M’Bear, Di Napoli); alcoholic brands (Pernod Ricard Armenia, Chivas Regal, Absolut, Jameson, Lillet, Beefeater, Ararat, Noy, Zorah Karasi, Armenia Wine, Karas, Keush, Armas)

TECHNICAL REQUIREMENTS

- The dinner menu may require the rental of specialized kitchen equipment, and its concept will need the appropriate utensils and decor
- Closed room up to 100 square meters
- Ventilation system, hood
- Open kitchen (stove, refrigerator, barbecue, work surfaces)
- Tables, chairs and work surfaces for participants
- Sound equipment (microphones, speakers)



Regular spinning top competitions

The event recreates the tradition of the famous Gyumri courtyard game.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	city and country residents, tourists, people with disabilities
Additionally	amateur and professional athletes
Event parameters	
Size	100 people (S)
Season	all year round
Frequency	once a season
Format	free open event for everyone
Venue	depending on the season – the central pavilion in cold weather, the stage and the amphitheater in warm weather
Paid / free	free



My Spinning Top, Gyumri, Armenia, 2019. Photo: My spinning top/Facebook

Recreating the famous Gyumri competition, the event joins together participants both young and old, bringing the popular initiatives and communities of the city into context. The program includes competitions and master classes on creating your own tops. The park will become the first public platform in the city to host such a competition.

As with any sport, the spinning top has its own tactics and strategy of fighting. Preparation for the competition begins with the assembly and design of the top itself. A spinning top consists of three main parts: an energy layer, a force disk and a rotating tip. By combining these details, you can increase the mass

of the top, its speed and its mobility. The goal of a one-on-one game can be to keep your top spinning as long as possible, but more often – especially in team games – you need to guide it along a certain trajectory and/or purposefully collide with the opponent’s top in order to prevent them from performing the corresponding task. The outcome of the game (and the winner) depends on whose top is the last to keep spinning.

Master classes on creating a design for your own spinning top are conducted by teachers of the Academy of Fine Arts and are aimed not only at competitors, but also at families and children.

POTENTIAL PARTICIPANTS

- Communities and city initiatives (Gyumri Is Our Home, My Spinning Top);
- Teachers and employees of art institutions (State Academy of Fine Arts of Armenia (Gyumri branch), Gallery of Mariam and Eranuhi Aslamazyan).

POTENTIAL PARTNERS

Semantic	Gyumri Is Our Home, My Spinning Top, State Academy of Fine Arts of Armenia (Gyumri branch), Gallery of Mariam and Eranuhi Aslamazyan, Youth Palace.
Commercial	Drinks (Burn, Coca-Cola, Red Bull), sports brands (Converse, Vans, DC, Carhartt, Nike, GoPro), Blick art supply store, tour operators (Travel Gyumri, Arm Ava Travel, Shirak Tours, Ari Gyumri, Check-in Gyumri, Go2Armenia, Armenia Travel)

TECHNICAL REQUIREMENTS

- Open space in warm weather, closed space of at least 200 square meters
- Sound equipment for broadcasting comments and music (microphone, speakers)
- Tables and chairs for master classes
- Materials for master classes



Workout classes

Training unites children and adults, and men and women, helping them all to lead a lifestyle that includes sports.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	residents of the city and country, people with disabilities
Additionally	professional athletes, amateur athletes
Event parameters	
Size	25 people (XS)
Season	spring, summer, fall (may vary depending on the demand of participants and / or partners)
Frequency	weekly
Format	free registration events
Venue	sports ground
Paid / free	free upon registration for city residents

Sports programs using street equipment are very diverse – you can just concentrate on push-ups and pull-ups, or else start performing tricks. There is no rivalry on the street – on the contrary, the athletes are united. The

park can become a full-fledged street workout platform in the city. Workouts can also be re-oriented to become therapeutic exercises for people with musculoskeletal disorders.

POTENTIAL PARTICIPANTS

- Sports initiatives and organizations (Street Workout Gyumri);
- Educational and sports institutions (Gyumri Winter Sports Youth School, Gyumri Complex Children and Youth Sports School, Endanik Youth Creative Center, Youth Palace, Youth Initiative Center).



Workout zone, Columbus Park, New York, USA. Photo: Pär Edlund | Dreamstime.com

POTENTIAL PARTNERS

Semantic	Street Workout Gyumri, Gyumri Winter Sports Youth School, Gyumri Complex Children and Youth Sports School, Endanik Youth Creative Center, Youth Palace, Youth Initiative Center
Commercial	Sports brands (Converse, Vans, DC, Carhartt, Nike SB, Adidas, Nike, Reebok, GoPro, Globe); soft drinks (Burn, Coca-Cola, Red Bull); banks (Ameriabank, Converse Bank); cellular communication (Ucom, VivaCell); airlines (Armenia, Pobeda, Ryanair); other commercial brands (Samsung, ASCO, YAMAGUCHI, RockTape)

TECHNICAL REQUIREMENTS

- Open space for training
- Changing rooms
- Lockers
- Sports equipment for rent (mats, equipment, etc.)



Football training for women

Football for those of all ages and genders in Friendship Park.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	residents of the city and country, people with disabilities
Additionally	professional athletes, amateur athletes.
Event parameters	
Size	25 people (XS)
Season	spring, summer, fall (may vary depending on the demand of participants and/or partners)
Frequency	weekly
Format	free registration for events
Venue	sports ground
Paid / free	free of charge upon registration for city residents.



FC Gyumri Tribune club, Gyumri, Armenia, 2020. Photo: FC Gyumri – Tribune club/Facebook

Sports events for women should attract residents not only from the surrounding areas, but also from remote areas, as there is still a shortage of equivalent schools and events for women in the city. The project should be

received positively in the media and on social networks, and should consolidate the status of Friendship Park as a modern and dynamic space.

POTENTIAL PARTICIPANTS

- Sports initiatives and organizations (Gyumri Women’s Football Team Tribune Club, Shirak Sports Club);
- Educational and sports institutions (Gyumri Winter Sports Youth School, Gyumri Complex Children and Youth Sports School, Endanik Youth Creative Center, Youth Palace, Youth Initiative Center).

POTENTIAL PARTNERS

Semantic	Women’s football team Gyumri Tribune Club, Shirak Sports Club, Gyumri Winter Sports Youth School, Gyumri Complex Children and Youth Sports School, Endanik Youth Creative Center, Youth Palace, Youth Initiative Center.
Commercial	Sports brands (Converse, Vans, DC, Carhartt, Nike SB, Adidas, Nike, Reebok, GoPro, Globe); soft drinks (Burn, Coca-Cola, Red Bull); banks (Ameriabank, Converse Bank); cellular communication (Ucom, VivaCell); airlines (Armenia, Pobeda, Ryanair); other commercial brands (Samsung, ASCO, YAMAGUCHI, RockTape).

TECHNICAL REQUIREMENTS

- Open space in the warm weather, closed space of at least 200 square meters
- Equipment for the game: balls, gates for mini-football



Skateboarding and BMX workshops

Skateboarding and BMX workshops and demonstrations in the skate park.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	city and country residents
Additionally	professional athletes, amateur athletes
Event parameters	
Size	25 people (XS)
Season	summer (may vary depending on the demand of participants and/or partners)
Frequency	weekly
Format	paid course, occasional free one-time lessons are held
Venue	Skate Park
Paid / free	paid (one-time free lesson upon registration)

Sneaker culture is a lifestyle filled with its own meanings and codes: street fashion, food, music and sports. Friendship Park pioneered the creation of the first skate and BMX communities in the region. Skateboarding and BMX master classes will help the younger

generation to join a new culture. To realize this project, it will be necessary to attract skater enthusiasts from other cities. At the end of the series of master classes, demonstration performances in skateboarding and BMX will be held among the participants.

POTENTIAL PARTICIPANTS

- Skater enthusiasts from Gyumri, nearby cities and Yerevan;
- Educational and sports institutions (Gyumri Winter Sports Youth School, Gyumri Complex Children and Youth Sports School, Endanik Youth Creative Center, Youth Palace, Youth Initiative Center).



Surf discovery, Moscow, Russia, 2019. Photo: Georgy Puchkin, Surf Discovery

POTENTIAL PARTNERS

Semantic	Gyumri Winter Sports Youth School, Gyumri Complex Children and Youth Sports School, Endanik Youth Creative Center, Youth Palace, Youth Initiative Center
Commercial	Sports brands (Converse, Vans, DC, Carhartt, Nike SB, Adidas, Nike, Reebok, GoPro, Globe); soft drinks (Burn, Coca-Cola, Red Bull); banks (Ameriabank, Converse Bank); cellular communication (Ucom, VivaCell); airlines (Armenia, Pobeda, Ryanair); other commercial brands (Samsung, ASCO, YAMAGUCHI, RockTape)

TECHNICAL REQUIREMENTS

- Ramp
- Musical equipment for performances (microphone, speakers, etc.)
- Skateboards and BMX bikes for rent (for beginners who do not have their own)
- First aid kit



Ice skating workshops

Ice skating training for the whole family.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	city and country residents, tourists
Additionally	amateur athletes
Event parameters	
Size	up to 15 people (XS)
Season	winter
Frequency	twice a month (may vary depending on the demand of participants and/or partners)
Format	free registration events
Venue	ice rink
Paid / free	free upon registration for city residents, paid tickets for all guests and tourists

Group figure skating classes are a fun and positive way to make new friends. Students of all ages are allowed, and groups are formed according to the level of skating ability. At the

end of the course, students take part in amateur competitions and participate in the Gyumri Health city festival.

POTENTIAL PARTICIPANTS

- Educational and sports institutions (Gyumri Winter Sports Youth School, Gyumri Complex Children and Youth Sports School, Endanik Youth Creative Center, Youth Palace, Youth Initiative Center)



Ice skating workshops at the Park Maisonneuve ice rink, Montreal, Canada. Photo: Marc Bruxelles | Dreamstime.com

POTENTIAL PARTNERS

Semantic	Gyumri Winter Sports Youth School, Gyumri Complex Children and Youth Sports School, Endanik Youth Creative Center, Youth Palace, Youth Initiative Center
Commercial	Sports brands (Converse, Vans, DC, Carhartt, Nike SB, Adidas, Nike, Reebok, GoPro, Globe); soft drinks (Burn, Coca-Cola, Red Bull); banks (Ameriabank, Converse Bank); cellular communication (Ucom, VivaCell); airlines (Armenia, Pobeda, Ryanair); other commercial brands (Samsung, ASCO, YAMAGUCHI, RockTape)

TECHNICAL REQUIREMENTS

- Skates for rent
- Fully equipped skating rink
- Changing rooms and lockers where participants can leave personal belongings
- Lighting equipment (lighting, flashlights)
- First aid kit



Nordic walking

Nordic walking is a popular (and safe) sport for young people, adults and the elderly.

The target audience	
Age	young people, adults, seniors
Profile	city and country residents, tourists, people with disabilities
Additionally	amateur athletes
Event parameters	
Size	up to 20 people (XS)
Season	all year round
Frequency	twice a month (may vary depending on the demand of participants and/or partners)
Format	free registration events
Venue	the whole park
Paid / free	free upon registration for city residents, paid tickets for all guests and tourists

Nordic walking is a new and dynamically developing area of physical culture which has already successfully proven itself among amateurs and athletes abroad. The activity has enormous potential in the field of functional training and recovery for outdoor enthusiasts and sports enthusiasts.

During the master classes, the basic step technique will be taught and basic exercises

for the development of strength and coordination will be learned. Participants will master the wellness techniques of warm-up before Nordic walking, as well as learn how to practice Nordic walking in winter and summer, in addition to what exercises may be done to ameliorate certain ailments.

POTENTIAL PARTICIPANTS

- Educational and sports institutions (Gyumri Winter Sports Youth School, Gyumri Complex Children and Youth

Sports School, Endanik Youth Creative Center, Youth Palace, Youth Initiative Center)



Nordic walking in Neskuchny Garden, Moscow, Russia. Photo: Dimaberkut | Dreamstime.com

POTENTIAL PARTNERS

Semantic	Gyumri Winter Sports Youth School, Gyumri Complex Children and Youth Sports School, Endanik Youth Creative Center, Youth Palace, Youth Initiative Center
Commercial	Sports brands (Converse, Vans, DC, Carhartt, Nike SB, Adidas, Nike, Reebok, GoPro, Globe); soft drinks (Burn, Coca-Cola, Red Bull); banks (Ameriabank, Converse Bank); cellular communication (Ucom, VivaCell); airlines (Armenia, Pobeda, Ryanair); other commercial brands (Samsung, ASCO, YAMAGUCHI, RockTape)

TECHNICAL REQUIREMENTS

- Nordic walking sticks (20 pairs).



“Reconstruction and new landscaping” professional intensive

**Six-month intensive study of the basics
of gardening and caring for the park.**

The target audience	
Age	young people, adults, seniors
Profile	city residents, residents of other cities
Additionally	public space employees, architects and landscape architects
Event parameters	
Size	20 people (XS)
Season	spring, summer
Frequency	once a year
Format	free grant places for city residents, open call for others
Venue	venue in Gyumri
Paid / free	paid

The course will enable residents of Gyumri, Yerevan and other cities to gain fundamentally new knowledge and potentially professions, and to systematize their experience in the field of improvement. The goal of the program is to provide local residents with jobs in park administration, and improve the skills of local personnel.

As part of the course, participants will learn which flower gardens are best suited for a modern urban courtyard and what principles

modern landscape architects are guided by in their work, which must be considered in urban greening projects.

- The program includes the following topics:
- Goals and objectives of landscaping.
 - Technical and organizational support for the implementation of landscaping and landscaping works and the maintenance of landscape architecture objects.
 - Normative regulation of greening and improvement of the urban environment.

- Organization of works on landscaping and landscaping of territories, maintenance of landscape architecture objects.
- Management system for the city's green fund.
- Working with feedback from residents.
- Accounting for and maintaining a register of green spaces.
- Compensatory landscaping.
- The procedure for financing landscaping works.
- Monitoring and organizing work on the demolition of trees that pose a threat of falling.
- Cases of lawful destruction and damage to green spaces.
- Operational management of the production of landscaping and landscaping works at the object of landscape architecture.
- Objects of landscape art. Decoration of squares, parks, flower beds.
- City flower gardens. Types of flower beds, use of decorative grasses in flower beds, printed paths.
- City lawns. Types and features of lawns for different purposes, types of lawn and ornamental grasses, selection of lawn grasses.
- Elements of decorative landscaping. Features of the placement of woody plants on the sidewalks.



Workshop of the Strelka Institute for Media, Architecture and Design, Moscow, Russia, 2010
Photo: oxawww | Dreamstime.com

POTENTIAL PARTICIPANTS

- The head of the intensive is Kristina Karen Vardanyan, employee of the Department of Hygiene and Ecology of Yerevan State Medical University, Candidate of Medical Sciences.
- National Eco-Initiatives (Climate U-turn, EcoMotion, Association of Young Biologists, “Let’s Make Armenia Green Again” initiative, Assistance to the Botanical Garden).
- Guest lecturer is Silvia Alexandrova, KB Strelka Architects.

POTENTIAL PARTNERS

Semantic	Climata U-turn, EcoMotion, Association of Young Biologists, “Let’s Make Armenia Green Again” initiative, Promoting the Botanical Garden, Shirak Tourism R&D center, Erasmus, TUMO, Gyumri Technology Center, embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO).
Commercial	Banks (Ameriabank, Converse Bank); insurance companies (Rosgosstrakh Armenia, INGO Armenia); cellular communication (Ucom, VivaCell); airlines (Armenia, Pobeda, Ryanair); radio (Van, Aurora); TV channels (Shant TV, Armenia TV, Channel One); transport companies (“gg” transportation service); tour operators (Travel Gyumri, Arm Ava Travel, Shirak Tours, Ari Gyumri, Check-in Gyumri, Go2Armenia, Armenia Travel).

TECHNICAL REQUIREMENTS

- Garden
- Space for lecture formats (projector, screen, laptop)
- Furniture: chairs and tables as needed, depending on the format



Community Management professional intensive

Four-month intensive which will immerse you in the specifics of community management.

The target audience	
Age	young people, adults, seniors
Profile	city residents, residents of other cities, people with disabilities
Additionally	employees of cultural institutions
Event parameters	
Size	20 people (XS)
Season	spring, summer
Frequency	once a year
Format	free grant places for city residents, open call for others
Venue	site in the city
Paid / free	paid

This course on community management will allow you to gain fundamentally new knowledge, immerse yourself in the profession, and consider all the technologies for promoting communities. The goal of the program is to provide local residents with jobs in park administration, as well as professional development.

The community manager helps to rally residents and the park administration around the park's values. He makes sure that members disinterestedly share these values with the world around them, build a positive attitude toward the brand and protect its reputation, forming a loyal community. During the course,

participants will learn how to build communication with the audience, develop long-term relationships with community members for the benefit of the organization, and also form the software content of the organization with the help of communities.

Participants will learn how to monitor feedback from park visitors and residents of the area, develop park potential to create temporary and long-term creative projects and create a community of "friends of the park" who participate in the life of the park and broadcast the values of the park in their social circles.

The course program includes the following topics:

- Defining and working with brand values.
- Formation of the community core – principles, tools, method of creation in stages.
- Checking the current community in order to identify growth points.
- Life cycle and roles in the community.
- Techniques for involving potential visitors, volunteers; formation of an active community.
- Solving business problems with the help of the community; branding and work with reviews.
- Tools and principles for supporting communities online and offline.
- Risks when creating a community.



Curatorial Intensive, Moscow, Russia, 2015
Photo: Independent Curators International / curatorsintl.org

POTENTIAL PARTICIPANTS

- Cultural executives and managers
- Community building specialists
- Patrons and city representatives
- Teachers of educational institutions (I-Link open platform for ideas NGO, Erasmus, TUMO, Gyumri Technology Center)

POTENTIAL PARTNERS

Semantic	Erasmus, TUMO, Gyumri Technology Center, embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran be-nevolent NGO)
Commercial	Banks (Ameriabank, Converse Bank); insurance companies (Ros-gosstrakh Armenia, INGO Armenia); cellular communication (Ucom, VivaCell); airlines (Armenia, Pobeda, Ryanair); radio (Van, Aurora); TV channels (Shant TV, Armenia TV, Channel One); transport companies (“gg” transportation service); tour operators (Travel Gyumri, Arm Ava Travel, Shirak Tours, Ari Gyumri, Check-in Gyumri, Go2Armenia, Armenia Travel)

TECHNICAL REQUIREMENTS

- Space for lecture formats (projector, screen, laptop)
- Furniture: chairs, tables as needed, depending on the format



SERVICES



Souvenir products

Shop with a constantly updated line of souvenirs from Russian designers and members of art residences.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	city residents, residents of other cities, tourists, people with disabilities
Additionally	representatives of art communities
Event parameters	
Size	20 people (XS)
Season	all year round
Venue	infocenter

The park's souvenir shop sells high-quality and original items from Armenian designers, artists and fashion designers: textile bags, T-shirts, badges, pens, and more.

The souvenir line is updated annually and is adapted to the theme of the year. Artists from the park's art residence are involved in the development of the assortment line and the design of individual items.



A line of souvenirs for the Kovalenko Museum from artist Valeria Vitvitskaya, Krasnodar, Russia, 2017
Photo: The Artist

POTENTIAL PARTNERS

Semantic: Creative Armenia; State Academy of Fine Arts of Armenia (Gyumri branch); Gyumri Artists Union, 5th Floor Cultural Group, Gyumri Papoyan Gallery, National Center of Aesthetics after Henrik Igityan, Gallery of Mariam and Eranuhi Aslamazyan, Gallery 25 art gallery, Wishapaqar; Family Care foundation and The Veratsnund Art School; embassies and cultural centers (British Council, Goethe-Institut, Pan Armenian German Organization, European Youth Parliament Armenia, Belle Foundation); foundations (Boghossian Foundation, Hayastan All Armenian Fund, Nikoghosyan Cultural Foundation, Aznavour Foundation, Orran benevolent NGO)



Photo booth

Automatic photo booth and the services of professional photographers, with the possibility of renting props and costumes for family, holiday and tourist photography.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	city residents, residents of other cities, tourists, people with disabilities
Additionally	photography lovers
Event parameters	
Size	5 people (XS)
Season	all year round
Venue	the whole park

The photo booth and the services of a photo studio in the park are a tribute to the history of the park; until 1988 there was a photo studio in the park. Now for a small fee an automatic booth records the fun moments spent by visitors in the park. And the photographer, who works with the park, conducts professional photo and video shooting, focusing on foreign tourists. The service works autonomously. Photo and video filming takes place against the backdrop of the picturesque historical corners of the park.

POTENTIAL PARTNERS

Semantic: Gyumri Is Our Home and Arsen Vardanyan's photo studio, photobooth.am.



Photos taken at the Central Park photo booth, New York, USA. Photo: Bogdan Sonyachny | Dreamstime.com





Audio guide

Paid audio guide with a sightseeing tour of Friendship Park.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	city residents, residents of other cities, tourists, people with disabilities
Additionally	historians, representatives of the historical community
Event parameters	
Size	20 people (XS)
Season	all year round
Venue	the whole park



Excursions Remote Moscow, Moscow, Russia, 2019
Photo: Remote Moscow

During the walk, visitors will be able to look at the current appearance of the park with different eyes and find out what it was like before 1988 – what the main thoroughfare looked like, where there were carousels, and so much more. Unique archival photographs, unusual facts and

songs about those years are complemented by interesting audio stories recorded by a professional speaker. Together with the audio guide, users will follow a specially designed route in the park; a separate audio guide will be developed for special events.

POTENTIAL PARTNERS

Semantic: Shirak State University named after Mikael Nalbandyan, izi.TRAVEL



Sports equipment rental

Rental of sports equipment: balls, rackets, bicycles, roller and figure skates, skateboards, skis, related equipment.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	city residents, residents of other cities, tourists, people with disabilities
Additionally	amateur athletes, professional athletes
Event parameters	
Size	20 people (XS)
Season	all year round
Venue	infocenter

The rental center supports the sporting focus of the park and nurtures a new generation of athletes in the city. You can rent seasonal vehicles: bicycles, BMX bikes, roller skates, skateboards, scooters, skis and skates, as well as sports equipment: badminton rackets, table tennis rackets, balls, volleyballs and soccer balls.

POTENTIAL PARTNERS

Semantic: Your Bike, My bike, Eurobase, Hakob Power Sport.



Sports Equipment Rental, London, UK.
Photo: Vladimirs Poplavskis | Dreamstime.com





Ice Rink

Bright illumination, perfect ice and an atmosphere of celebration and magic – this is the skating rink in Friendship Park.

The target audience	
Age	children and parents, adolescents, young adults, adults, seniors
Profile	city residents, residents of other cities, tourists, people with disabilities
Additionally	amateur athletes, professional athletes
Event parameters	
Size	20 people (XS)
Season	winter
Venue	ice rink



The skating rink in Friendship Park, with its decor and infrastructure, is the perfect place to spend a winter day with your family. There is a rental area (you can rent skates and a locker for storing your belongings), and

there is a fair nearby where you can have a delicious snack. Throughout the season, ice skating classes will be held at the rink.

POTENTIAL PARTNERS

Semantic	GAZPROM ARMENIA training and sports complex
Commercial	Sports brands (Converse, Vans, DC, Carhartt, Nike SB, Adidas, Nike, Reebok, GoPro, Globe); soft drinks (Burn, Coca-Cola, Red Bull); banks (Ameriabank, Converse Bank); cellular communication (Ucom, VivaCell); airlines (Armenia, Pobeda, Ryanair); other commercial brands (Samsung, ASCO, YAMAGUCHI, RockTape)



Winter Wonderland, Hyde Park, London, UK, 2019
 Photo: Close Up Productions, Fanatic Creative, Stephen Frak, Piet-Hein Out and James Burns/hydeparkwinterwonderland.com



