



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Embassy of Switzerland in Armenia



Ministry of Culture  
of The Republic of Armenia

With the partnership of Grand Hotel Yerevan\*\*\*\*\*

## 1st Edition of STANDART, Triennial of Contemporary Art

### **THE MOUNT ANALOGUE** *A Temporary Art Experience*

Curated by **Adelina Cüberyan von Fürstenberg**

**Openings: July 20-21-22, September 12, 2017**

Exhibition July 23 – end of December 2017

---

#### **PRESS RELEASE n. 1 - April 2017**

The **Armenian Arts Council (AAC)** presents the first edition of **STANDART, Triennial of Contemporary Art in Armenia**, with the special partnership of the **Ministry of Culture of the Republic of Armenia**, **ART for The World**, **The Embassy of Switzerland in Armenia**, **Armenia Art Foundation** and other private partners and supporters, to be held in Armenia from July to December 2017.

**STANDART, Triennial of Contemporary Art** is a periodic exhibition, developing each time specific itineraries throughout Armenia based on the theme of the exhibition. The name of the Triennial is inspired by the avant-garde Armenian magazine *Standard*, published in 1924. STANDART highlights the rich cultural and historical context of Armenia and through its itinerant character involves wider and diverse communities and creates opportunities for dialogue and interactive relationship between artists, writers, curators, scientists, local communities, and visitors.

For the first edition of STANDART, the board of AAC has appointed as Chief Curator **Adelina Cüberyan von Fürstenberg**, curator of the Golden Lion awarded National Pavilion of Armenia at the 56th edition of La Biennale di Venezia in 2015.

**STANDART 2017** is entitled *The Mount Analogue*, inspired by the unfinished novel by French surrealist writer and poet **René Daumal** (1908 - 1944) and will be hosted in various locations across the country: **Yerevan, Byurakan, Gyumri, Erebuni, Sevan, and Kapan** from July 22 to December, 2017.

As a symbol of a poetical research and temporary experience, ***The Mount Analogue*** highlights the reflections on the pursuit of knowledge – based on the concept that the essence of a creative mind is directly related to who one is and what one experiences.

The result of this art experience in the context of some of the unique historical and cultural sites of Armenia will be a series of art exhibitions, encounters and direct collaborations, site-specific works and performances by the participating artists with the artists living Armenia; a website including a travelogue with images; a book to be launched in September with contributions of the artists and texts by specialists from various fields offering a pluralistic approach to the theme of the Mount Analogue.

In the spirit of sustainable development and participation, **STANDART, Triennial of Contemporary Art**, aims to build a bridge between the specific venues and the artworks and create an interactive dialogue with the participating artists and curators coming from different backgrounds and to bring exchanges and collaborations with the vivid art and cultural scene of Armenia.

## THE VENUES AND THE ARTISTS

### ***Openings on July 20-21-22, 2017***

#### **Yerevan**

- *20 Ways to get an Apple listening to the Music of Mozart* - an installation by the artists **Ilya and Emilia Kabakov** (Russia/USA) at **Klorner**, 7 Martiros Saryan St., Yerevan, Municipality's former Modern Art Museum's.

- A retrospective of the photos of **Gaspar Gasparian** (1899–1966), the Brazilian - Armenian modernist photographer curated in collaboration with **Ruben Arevshatyan**.

#### **Gyumri & Byurakan**

- Artworks, performances and workshops will be created in collaboration with the art community in **Gyumri** by the artists **Ayreen Anastas & René Gabri** (Palestine/Iran/USA/Armenia), **Riccardo Arena** (Italy), **Marta Dell'Angelo** (Italy), **Benji Boyadgian** (Finland/Palestine), **Giuseppe Caccavale** (France/Italy), **Thibault de Gialluly** (France) and **Mikayel Ohanjanyan** (Armenia/Italy), at the **Museum of National Architecture and Urban Life**, the **Sergey Merkurov Museum** 47 Haghtanaki Av., Gyumri. Works will also be displayed in the park (tbc) of the **Astronomical Observatory** in **Byurakan**, in Aragatzotn province, situated between Gyumri and Yerevan.

- A curatorial collaboration will be held at the **Gallery of Mariam and Eranuhi Aslamazyan Sisters**, 242 Abovyan St, in Gyumri, where a selection from the permanent collection of the works of the two painters will interface with a selection of short movies produced by ART for The World including the short movies by **Idrissa Ouédraogo** (Burkina Faso), **Murali Nair** (India), **Jia Zhang-Ke** (China), **Jafar Panahi** (Iran), and **Sergei Bodrov** (Russia) among others.

Between September and December, the **STANDART, Triennial of Contemporary Art** will continue in the following venues:

### ***Opening September 12, 2017***

#### **Erebuni**

- **Felice Varini's** (Switzerland) anamorphosis installation at the **Central Railway Station**  
Organized by **the Embassy of Switzerland in Armenia**.

### ***Other openings between September and December (tbc)***

#### **The Writers' Resort at Sevan Lake**

- Video films by **Gerard Byrne** (Ireland), **Josef Dabernig** (Austria) and **Igor Grubić** (Croatia), curated by **Ruben Arevshatyan**

- Architectural projects by **Levon Cherkezzyan, Gevorg Kochar and Mikael Mazmanyanyan**, curated by **Ruben Arevshatyan**

#### **Yerevan, Gyumri and Kapan**

- The artists **ArtLab Yerevan, Ayreen Anastas & René Gabri, Arman Grigoryan, Piruza Khalapyan, Gohar Smoyan, Mika Vatinyan**, grantees of the **Armenia Art Foundation's** first Open Call for Artists in the 2017, will present their projects between July and December in different sites and cities of Armenia.

---

## **THE ORGANIZERS**

### **Armenian Arts Council**

Armenian Arts Council is a non-profit institution based in Yerevan. Through a multifaceted cultural activity, AAC is contributing to cultural policy and educational strategies development in Armenia and creates synergies between local and international experiences in the field of visual and performing arts.

Through a special partnership with the Ministry of Culture of Armenia and with the support of private partners, AAC is launching the first edition of **STANDART, Triennial of Contemporary Art** in 2017. Mariné Haroyan, Director, [marineharoian@gmail.com](mailto:marineharoian@gmail.com)

### **ART for The World**

ART for The World is a Non-Governmental Organization (NGO), founded in Geneva in 1995. Its mission is to create meaningful and lasting dialogue through the universal language of art and culture.

ART for The World mobilizes art, cinema and contemporary culture focusing on main issues of our times. Since its foundation, ART for The World has conceived numerous travelling exhibitions around the world and produced more than thirty short movies. Since 1998, ART for The World regularly collaborates with the Regional Direction of the SESC São Paulo in Brazil. Its sister organization ART for The World Europa was founded in 2005 in Italy.

In 2015 the NGO organized the National Pavilion of Armenia at the Biennale of Venezia, under the curatorship of its director Adelina Cüberyan von Füssenberg, with the Golden Lion for Best National Participation.

Nunu Luan, Coordinator, [projects@artfortheworld.net](mailto:projects@artfortheworld.net) / [www.artfortheworld.net](http://www.artfortheworld.net)

### **Embassy of Switzerland in Armenia**

The Embassy of Switzerland fosters and promotes relations between Switzerland and Armenia in the fields economics, politics, culture, science and education. Since 1988, Switzerland has cooperated with Armenia in humanitarian and developmental domains. Ambassador Lukas Gasser and his team at the Embassy are the Triennale's partners in realizing the Swiss artist Felice Varini's installation at the Central Railway Station in Erebuni, as well as supporting the 1<sup>st</sup> Edition of STANDART, Triennial of Contemporary Art as a sponsor.

Anna Hovhannisyan EDA HVN, [anna.hovhannisyan@eda.admin.ch](mailto:anna.hovhannisyan@eda.admin.ch)  
[www.eda.admin.ch/armenia](http://www.eda.admin.ch/armenia)

### **Armenia Art Foundation**

Armenia Art Foundation (AA Foundation) is an independent non-profit organization supporting the development of contemporary art in Armenia. Based in Yerevan, it was established in 2016 by David Nazaryan and Rafael Nazaryan, and a group of people passionate about Armenian culture.

The mission of the Foundation is to support professionals working in Armenia in the field of contemporary art, and to unlock their creative potential both in the country and abroad.

The Foundation supports artists by awarding grants and initiating new art and education projects in Armenia, and involving local and international artists, curators, and theorists.

Anush Zeynalyan, Director, [a.zeynalyan@foundationaa.com](mailto:a.zeynalyan@foundationaa.com)  
[www.foundationaa.com](http://www.foundationaa.com)

### **PRESS AND MEDIA INFORMATION:**

Alexis Kasparians, Federica Lo Carmine, ART for The World, Geneva - Milan:  
[press@artfortheworld.net](mailto:press@artfortheworld.net)

Tatevik Manoukyan, Armenian Arts Council, Yerevan: [t.manoukyan@projectopic.com](mailto:t.manoukyan@projectopic.com)