



Ministry of Culture
of The Republic of Armenia



1st Edition of STANDART, Triennial of Contemporary Art

THE MOUNT ANALOGUE *A Contemporary Art Experience* Armenia

Openings July 20- 22 and on September 12-13-14

Exhibition July 21 –December 31, 2017

PRESS CONFERENCE: JULY 20 AT 11AM
GRAND HOTEL YEREVAN, 14 ABOVIAN ST.YEREVAN

Concept and Curatorship by Adelina Cüberyan von Fürstenberg
Associate Curator Ruben Arevshatyan

www.standart-armeniatriennale.net

PRESS RELEASE

The Armenian Arts Council (AAC) is pleased to present the first edition of STANDART, the Triennial of Contemporary Art in Armenia, in special partnership with 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. The Triennial will be held in Armenia from July to December 2017.

STANDART, the Triennial of Contemporary Art, is a periodic exhibition which will develop specific itineraries throughout Armenia based on the particular theme of the given 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. Through its itinerant character it 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. Adelina served as curator of the Golden Lion Award-winning National Pavilion of Armenia at the 56th edition of La Biennale di Venezia in 2015.

Inspired by the unfinished novel *The Mount Analogue*, by the French surrealist writer and poet René Daumal (1908 - 1944), STANDART 2017 will take place in various locations across the Mount Ararat region.

As a symbol of a poetic research and temporary experience, *The Mount Analogue* is a meditation 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.

In the spirit of sustainable development and participation, STANDART, the Triennial of Contemporary Art, aims to build a bridge between the specific venues and the artworks presented and create an interactive dialogue with the participating artists and curators coming from different backgrounds. It also seeks to develop exchanges and collaborations with Armenia's lively art and cultural scene.

The result of this art experience—placed within the context of some of the unique historic and cultural sites in the Mount Ararat region—will be a series of art exhibitions, encounters and direct collaborations, site-specific works and performances by the participating artists with artists living in Armenia. A website will also be produced that includes a travelogue with images. Finally, a book with artist contributions and texts by specialists from various fields offering a pluralistic approach to the theme of the *Mount Analogue* will be published in September.

1st part: openings on July 20-22, 2017

Yerevan

- GASPAR GASPARIAN (1899–1966) *Distant Fragments*, a retrospective of the modernist Brazilian photographer at AGBU, 2/2 Melik Adamyán St., curated by Ruben Arevshatyan.

-ILYA AND EMILIA KABAKOV (Russia/USA), *20 Ways to get an Apple listening to the Music of Mozart and Concert for a Fly* at Hay-Art Cultural Center, 7a M. Mashtots Ave, former municipal Museum of Modern Art. During the opening, a live concert by the students of the Tchaikovsky Special Music School of Yerevan will be performed.

Gyumri

- Artworks, performances and workshops will be created in collaboration with the art community of Gyumri by AYREEN ANASTAS & RENE GABRI (Palestine/Iran/USA/Armenia), RICCARDO ARENA (Italy), BENJI BOYADGIAN (Finland/Palestine), GIUSEPPE CACCAVALE (France/Italy), MARTA DELL'ANGELO (Italy), THIBAUT DE GIALLULY (France), ALEKSEY MANUKYAN (Armenia), GOHAR MARTIROSYAN (Armenia), MIKAYEL OHANJANYAN (Armenia/Italy), GOHAR SMOYAN (Armenia) and MARIA TSAGKARI (Greece) among others, at the Museum of National Architecture and Urban Life and at the Sergey Merkurov Museum , 47 Haghtanaki Ave.

- A curatorial collaboration with the artist Vahagn Ghukasyan will be held at the Museum of Aslamazyán Sisters, 242 Abovyan St., where a selection of the works of the two sisters will interface with a work by ROSANA PALAZYAN (Brazil), and four short movies produced by ART for The World including MURALI NAIR (India), IDRISSA OUÉDRAOGO (Burkina Faso), JAFAR PANAHI (Iran), and JIA ZHANG-KE (China).

2nd part: openings September 12-13 -14, 2017

Erebuni (Yerevan)

- FELICE VARINI (Switzerland), site-specific installation at the Central Railway Station, organized by the Embassy of Switzerland in Armenia.

Sevan Lake

- *Déjà vu STANDARD*, video installations by GERARD BYRNE (Ireland), JOSEF DABERNIG (Austria) and IGOR GRUBIĆ (Croatia) and MARKUS SCHERER (Austria) and architectural projects by LEVON CHERKEZYAN, GEVORG KOCHAR and MIKAEL MAZMANYAN at Writers' Resort, curated by Ruben Arevshatyan.

Yerevan, Gyumri, Kapan

- ARTLABYEREVAN, AYREEN ANASTAS & RENE GABRI, ARMAN GRIGORYAN, PIRUZA KHALAPYAN, GOHAR SMOYAN, MIKA VATINYAN, grantees of the Armenia Art Foundation's first Open Call for Artists in the 2017, 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

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 Cüberyán von Fústenberg, with the Golden Lion for Best National Participation.

Nunu Luan, Coordinator, projects@artfortheworld.net / 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 Triennial's partners in realizing the Swiss artist Felice Varini's installation at the Central Railway Station in Erebuni, as well as supporting the 1st Edition of STANDART, Triennial of Contemporary Art as a sponsor.

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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.

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