



Armenian Monuments Awareness Project

Հայկական հուշարձանների ճանաչման ծրագիր

MONTHLY REPORT

January 10, 2009

MONTHLY REPORT: JANUARY 10, 2009
Covering period of December 5, 2008 – December 31, 2008

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AMAP: Pilot Stage

Project Term: 7 months per partner (Italian Consulate: April 1- November 1, 2008, VivaCell: May 31-December 31, 2008, USAID: July 1, 2008 - March, 2009)

Monuments: 5 (Garni, Historic Giumri, Zvartnots, Khor Virap/Artashat, Noravank/Noravank Canyon)

Interpretive Panels: 54

Directional Signs: 30

Booklets: 20,000 in 4 languages (English, Armenian, Russian, Italian)

Branded Merchandise: 3-4 items for one site (Garni)

Donors: The Honorary Consul of Italy in Giumri, VivaCell-MTS, USAID/CAPS.

REPORT HIGHLIGHTS:

AMAP Pilot Project final presentation
Companion Booklets
Branded merchandise
Ambassador project supplement
2009 Project Plan, to commence February 1, 2009

Report, overview

This report covers the period from December 5 – December 31, 2008, covering: completion of all phases of the pilot project, including distribution of booklets & branded merchandise samples; final presentation; and project plan for 2009.

All five monuments have completed installation of interpretive panels and directional signs: Garni, the Historic District in Giumri, Zvartnots, Noravank and Khor Virap/Artashat excavation. In addition companion booklets have been printed and distributed to the MoC and the Italian Consul in Giumri for further distribution and sale. Panels have been renewed, prepared for and placed in winter storage.

Further, laminated sheet guides in languages other than those in the interpretive panels have been delivered to all sites. Languages are German, Spanish, Japanese, Hebrew, Persian and Arabic.

All activities are covered in detail below.

Panels & Signs: ▲

All tasks in this component are completed
Interpretive panels: 54 installed (120x70 cm) –complete
Ceramic numbered markers (Giumri): 57 installed—complete
Directional signs: 29 installed –complete
Working Hours signs: 2 installed –complete
Identification signs (World Heritage Site): 1 installed –complete
Ticket Booth signage: 1 site –complete

Completed: ▲

Panels and Signage: Manufacturing of signage for all sites has been completed with signs installed at all sites. Fifty-four (54) Interpretive panels and twenty-nine (29) directional signs are now completed and this component is completed. Maintenance: we completed maintenance of all panels in concert with the Ministry of Culture, and repairing 8 vandalized panels in Giumri and 6 from Garni that needed further water proofing. A further 4 from all other sites had minor maintenance to secure corners of stickers. All maintenance has been completed and panels are in winter storage.

Winter protection. All information panels have been covered or stored for winter. They will be uncovered or re-hung in the spring of 2009.

Booklets: A total of 18,000 booklets have been printed and released to the Ministry of Culture and the Honorary Consul of Italy in Giumri, with samples distributed to all partners and sponsors at the December 12 presentation. The ministry and consul are in charge of their distribution, monitoring of sales and accounting of funds for booklets for Garni, Zvartnots, Noravank and Khor Virap/Artashat (MoC) and Giumri (Consul), which activity lies outside the responsibility of the AMAP purview for this project, which was to create, print and deliver booklets to the recipients. However, both parties have agreed to report to AMAP on a biannual basis on these activities and dispersal of funds.

Branded merchandise for Garni as per the project agreement has been completed with samples distributed and/or presented to sponsors at the December presentation. Owing to budget, these items are test products only, in sample numbers only, for distribution to donors and the MoC for feedback. This activity is completed.

I. Presentations ▲

Final Event: Yerevan: December 12, 2008

The final presentation of our Pilot Project was held at Residence Aygedzor in Yerevan on December 12, 2008, 4 p.m. Attending were all sponsors and major partners for the project, including Ralph Yirikian, General Manager for VivaCell-MTS; Alan Saffery, Competitiveness Expert for CAPS-USAID; the Honorary Consul for Italy Mr. Antonio Montalto; Grand Sacristan and Dean of Monasteries, the Most Reverend Bishop Ararat, on behalf of His Holiness Gagari I; and the Deputy Minister of Culture, Mr. Gagik Giurdjian.

The event consisted of a short press conference at 16:00, where samples of the companion booklets for all sites and sample branded merchandise for Garni were presented. A total of 20,000 booklets were printed with samples of each site at the press conference. Samples of branded merchandise included T-Shirts, Caps with

Garni insignia, ceramic cups with the Garni logo, crocheted and hand sewn wear and items, and a DVD slide show of Garni and the Garni Nature Area.

Following the conference, sponsors and partners were feted by the Honorary Consul for Italy Mr. Antonio Montalto to a holiday spread of food and drink.

II. Panels & Signage ▲

A. Interpretive Panels

With the installation of signs at Noravank and Khor Virap we have completed this task for Stage I, Pilot Phase. We have completed the maintenance process at Giumri and Garni, both of which have had minor damage or theft of the metal caps for the bolts that secure the panels. Maintenance has been completed. All panels have been winterized and will be re hung or uncovered in Spring of 2009.

B. Directional Signs

We have completed the creation and erection of all 30 directional signs for the pilot phase. In addition we implemented the erection of 57 ceramic signs for the walking tour of Giumri, two working hour signs (Garni and Zvartnots) and one UNESCO World heritage identification signs for Zvartnots.

IV. Print Booklets & Laminated Sheets ▲

A. Booklets

We have completed the project component to create and publish full color multi-language print guides for each pilot site. Languages for the guides are English, Armenian, Russian and Italian. Print booklets have been donated to the MoC (Garni, Zvartnots, Noravank and Khor Virap/Artashat excavation) and the Honorary Consul for Italy (Historic Giumri) for further distribution and sale.

Though not our responsibility to fulfill the project mandate, we have made an agreement with the MoC-ICOMOS and the Honorary Consul for Italy for them to monitor the distribution and sale of booklets, with proceeds to be placed in a special fund. The MoC and the Honorary Consul will make a biannual report to AMAP and sponsors showing the number of booklets received, distributed, sold and amount of funds received. For each booklet, the MoC and Honorary Consul is responsible to reserve 300 AMD for continued publication as sales exhaust inventory, with the remainder (suggested retail price of 1500 AMD) to be reserved in the fund. Pilot Project Sponsors and the MoC/ICOMOS will meet to decide how funds are spent for each monument in the Pilot Project.

A copy of the agreement for receipt of booklets is attached in the CD.

B. Laminated Sheets ▲

This component is successfully completed, AMAP having distributed 600 laminated guide sheets in 6 languages to 5 sites. Laminates sheets fill a void for visitors who speak languages other than the five on the interpretive panels. The sheets are not meant for sale, but are lent to visitors while they are touring the site only, and are returned on exiting the site. Giumri was not included in the original plans or budget due to a perceived impracticality in controlling the laminated sheet distribution and return.

Languages for laminates sheets are: Spanish, German, Persian, Arabic, Japanese and Hebrew. The laminates have been turned over to the Ministry of Culture or individual monasteries, which are supervising their control.

V. Branded Merchandise ▲

This component has been completed, with AMAP creating test samples for one site, Garni as a possible and future income-generating activity for that site. Items would be donated to the MoC to be sold by the site in order to generate funds to assist the site. Because of budget limitation, we were able to create sample items only, and they were presented to Sponsors at the December 12 final event.

Items chosen for samples include several versions of hand-sewn emblems with the Garni Logo, as collector badges, refrigerator magnets, on caps and T-Shirts. Other items included printed T-shirts, hand-sewn and crocheted bracelets with Garni logo, crocheted and hand-sewn bottle covers with Garni logo, a DVD virtual tour of the complex (slide show), and ceramic mugs and pendants with the Garni logo. The later were produced by the Spitak Art School in collector editions.

VI. News Items ▲

A. Press

AMAP, the MoC and VivaCell-MTS successfully collaborated on press releases to announce project phases and to promote presentations. Press releases were sent to local and regional media. In addition the MOC and VivaCell-MTS provided transportation for print and TV media, and VivaCell-MTS prepared joint press releases with AMAP for the last three presentations. Attached to the CD is a report featured in the International magazine Erevan as a sample of news reports on our final work, in the folder named "Press".

B. Releases

We distributed press releases/newsletters to local, regional and international media outlets that raise the awareness of the program, its partners and donors, and more importantly, the monuments themselves.

Copies of press releases prepared by AMAP and the Ministry of Culture for events to date are attached to the CD folder "Press".

VII. Plans ▲

- A. **2009 Project:** The revised 2009 Project Proposal was delivered and approved by all partners, with appropriation by CAPS-USAID expected to be allotted in mid January. has been completed and was sent to all current sponsors for support. The final project and all attachments are attached to this report (**See below and attached in CD**). The revised plan includes a handicapped (blind and physically challenged) student component, whereby AMAP will print Braille guides to the monuments and arrange for field trips to monuments by physically handicapped students.
- B. **Ambassador Grant Proposal:** The US Ambassador's Office contacted AMAP at the December 12 presentation to request a proposal to add activity at Noratus Cemetery to the AMAP 2009 Project. The activity would involve supervising the erection of a protective fence around part of the site, mapping the site and creating and erecting interpretive panels at the site. This component can be added to existing

work plan using shared resources with the 2009 project plan, and for the fact that AMAP will be working the area as part of its Silk Road project component. Using existing staff with experience at procurement and construction, the addition of supervising work at the site is not foreseen as a difficult addition to our current work plan. If awarded, the grant will fund the additional costs required to implement the requested activity. Noratus is one of the more important historic sites in Armenia, with over 800 Khachkar monuments dating to the early Christian era in one location. AMAP's proposal was sent to the Ambassador's office on December 25, and results are pending. A copy of the proposal is attached to the CD.



2009: Armenian Monuments Awareness Project

13 months
Includes handicapped children components (see below)

9 Monument Sites

92 Monument Panels

36 Directional HWY Signs

1350 Multi-language Laminated Sheets

12 Armenian Silk Road Sites / Panels

40 Armenian Silk Road Directional HWY Signs

4 Armenian Silk Road Social Development Sites

1 Museum

14 Museum Indoor Panels

150 Museum Indoor Display placards

2 Nature Monument Trails

22 Nature Panels & Markers

20 Nature Directional signs

14 Multi-language Braille Panels

1400 Multi-language Braille Sheets

1 Web Site

8 Presentations

Handicapped Children Component

1400 Braille pamphlets for blind children, 100 per monument

Handicapped children school trips to select monuments

Blind Children School Trips to select sites





VIII. Schedule ▲

The project is completed with this report (VivaCell-MTS and Honorary Consul of Italy in Giumri). A final report for CAPS-USAID with recap of monthly progress reports and “Lessons Learned” will be forthcoming in March 2009.

APPENDICES: ▲

- A. [Booklet Sample Design](#)
- B. [Schedule](#)



APPENDIX A: BOOKLET DESIGN and INSIDE JACKET WITH APPROVED LOGOS

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NOTE TO SCALE


See booklets (In Design format) attached to the CD (Directory marked “Booklets”).



Giumri

TOWN PLAN AND SUGGESTED TOUR

LEGEND

1. Gate	5. Temple
2. Walls	6. S. Sion
3. Garrison	7. Palace
4. "Helios" Stone	8. Roman Baths

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 Հայաստանի Հանրապետություն

2 Map of the Complex

3 History

8 Gate and Walls

10 Royal Garrison and Khachkars


15 Founding ("Helios") Stone Temple

20 Sacred Geometry and Garni Temple



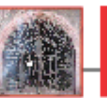
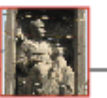


25 St. Sion & Mashtots Chapel

28 Palace & Vishap Stone

30 Roman Baths



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APPENDIX B: Schedule

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This schedule shows completed project implementation as planned.

December 12: Final Presentation

Overall:

December: Booklets and Merchandise

- Publish Booklets
- Manufacturing of merchandise
Delivery of booklets and merchandise in December
- December 31: End of project (VivaCell-MTS funding cycle)

January-February 2009:

- January 10: Final Report (VivaCell-MTS)
- February 1: 2009 Project begin implementation (VivaCell-MTS, Honorary Consul for Italy)

March 2009:

- Pilot Phase Final Report (USAID/CAPS)