

CHARITABLE NON-GOVERNMENTAL
ORGANIZATION



INITIATIVES & PROJECTS

There is No Better Way to Understand Each Other, Than the Way of Culture

SEASON

2024/25

2025/26

PRIMAVERA-FOUNDATION.AM

OUR MISSION & SCOPE

WE BUILD CULTURAL BRIDGES BETWEEN ARMENIANS AND OTHER NATIONS BY CELEBRATING ARMENIAN CULTURAL HERITAGE INTERNATIONALLY, SUPPORTING YOUNG ARMENIAN MUSICIANS, AND DEVELOPING EDUCATIONAL ACTIVITIES



EMPOWERING NEXT GENERATIONS OF ARTISTS ACROSS ARMENIA

CHAMBER MUSIC SCHOOL

by Professor Irina Krasotina

In-Person

ARTISTIC TRAINING PROGRAMS

Piano / Violin / Classical Guitar /
Chamber Music

In-Person

OPEN PROGRAM FOR ART PRODUCERS

Module-Based Programs
& Master Classes

In-Person



PROJECTS FOR SUSTAINABLE ARTISTIC EDUCATION

BOOKS PUBLISHING

Carl Flesch – The Art
of Violin Playing

Armenian Edition

BOOKS PUBLISHING

Irina Krasotina – Chamber
Ensemble Toolkit for Teachers

Armenian Edition

PSYCHOPHYSIOLOGY FOR MUSICIANS

Video Course

Free online
educational source
Project completed

TUTORIAL ON INTELLECTUAL PROPERTY RIGHTS

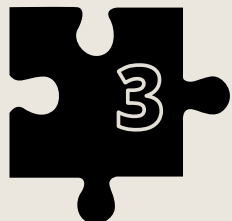
Video Course

Free online
educational source

CHAMBER MUSIC TUTORIAL FOR TEACHERS

Video Course

Free online
educational source



CULTURAL DIPLOMACY & CROSS-CULTURAL EVENTS

ACADEMY FOR CONDUCTORS

BY MAESTRO VASILY PETRENKO

Armenia

VISAGES D'ARMÉNIE INTERNATIONAL FESTIVAL

Worldwide

RECORDINGS & RELEASES FOR ARMENIAN MUSICIANS WITH PRIMA CLASSIC RECORD LABEL

Global distribution



CHAMBER MUSIC SCHOOL BY PROFESSOR IRINA KRASOTINA

Ensemble practice and performance is an invaluable tool for a musician's artistic development, because it helps:

- To foster stage collaboration and communication
- To build mutual trust and understanding
- To enrich social and professional connections and friendships

International collaborations

The School is led by Professor Irina Krasotina, an internationally recognised expert in chamber music

Focus on individual educational goals

Participants work intensively for six days in ensembles on repertoire of their choice

Public & professional benefits

Both the practical training and the concert are free, which both enhances public appreciation and love for classical music and boosts participants' careers

During the Chamber Music Summer School 2024, co-organized by the Foundation and the Arno Babajanyan Concert Hall, the participants had daily master classes with Professor Irina Krasotina, and performed a closing concert in front of the audience. The School was attended by professors of the Yerevan State Conservatory

DATE

Annually
Next edition: **May, 2025**

PLACE

Arno Babajanyan
Concert Hall,
Yerevan, Armenia

STRUCTURE

Three visits of professor Irina Krasotina to Armenia during each educational year:

- Workshops for teachers
- Individual master classes
- Intensive school program: six days of in-person ensemble repertoire practice

Closing School gala concert on Arno Babajanyan Concert Hall main stage



THE STATE PHILHARMONIA OF ARMENIA
ARNO BABAJANYAN CONCERT HALL



2024 CHAMBER MUSIC SCHOOL PARTICIPANTS' FEEDBACK



“ Thank you very much for this opportunity! Learning from Irina Viktorovna was an incredibly wonderful and memorable experience, and I really look forward to meeting her again. We will always be waiting for you with love in Yerevan

Elen Mamikonyan, violin

“ Everything was at a high level, both the lessons and, of course, the concert. The lessons were very useful and enjoyable. I want to thank Irina Krasotina and the team for creating a perfect environment for self-expression. Thank you!

Narek Akopian, piano



“ I want to thank you for the wonderful opportunity to participate in the summer school with the magnificent pianist and professor Irina Viktorovna Krasotina. We had intensive lessons every day, and even though my sister and I had exams during this period, we greatly enjoyed the classes. Thank you for inviting such wonderful musicians to Armenia!

Liana Ulikhanyans, violin, Viktorya Ulikhanyans, cello



EDUCATIONAL ACADEMY

ARTISTIC TRAINING PROGRAM IN YEREVAN AND IN THE REGIONS

- **Master Classes** on classical guitar, piano, violin, and chamber music
- **Seminars & round tables** for teachers on the teaching methodology issues and repertoire
- **Master Classes recorded videos** freely available in Armenian on the Foundation YouTube Channel

PERIOD

**Annually,
from October
to July**

ELIGIBILITY

**Young Armenian
artists, born between
1998 – 2014**

PLACE

**Yerevan and
Armenian regions
In person**

COSTS

**Free of charge
for Armenian
citizens**



CARL FLESCH – THE ART OF VIOLIN PLAYING VIOLIN TEACHING BOOK. ARMENIAN EDITION

A monumental undertaking of Carl Flesch's work for teachers and students. The range of material covered by this massive book is enormous: Body Posture, The Left Arm (positions & fingerings), Vibrato, Bowing (including all varieties of strokes), Tone Production, Musical Memory, etc., musical examples, and covers experts from the works of all the master composers, hand diagrams and a table for the consistent use of bowing and fingering symbols

Armenian teachers know the work by Carl Flesch. It was published in Russian during the USSR period. We want to produce the Armenian edition in partnership with Berlin publisher Ries & Erler.

WHY IS IT IMPORTANT?:

- No less than 1500 pupils study violin every year, and several hundreds of teachers guide them
- Teachers and students need a source of guidance in their native language

PERIOD

Summer 2025

CIRCULATION:

500 copies



Ries & Erler
music publishing since 1881



IRINA KRASOTINA – CHAMBER ENSEMBLE TOOLKIT FOR TEACHERS. ARMENIAN EDITION

We aim to publish the Chamber Ensemble toolkit by Professor Irina Krasotina in Armenian. Methodological guidance, repertoire advice, recommendations for organizing work with student ensembles, and an overview of approaches to teaching methods and practices will become a knowledge source in the field.

A musical ensemble is an invaluable tool for learning collaboration on stage, building mutual trust, creating social connections, and building friendships.

The toolkit provides support and advice to chamber ensemble teachers across Armenia.

TARGET AUDIENCE

- Teachers of the discipline “Chamber Ensemble” at pedagogical universities and colleges
- Students of advanced training courses

PERIOD

2025

CIRCULATION:

300 copies



YOUTUBE CHANNEL: FREE EDUCATIONAL RESOURCE FOR ARMENIAN MUSICIANS

YouTube is full of valuable information, yet much of it is unavailable to Armenian students and teachers due to the language barrier. The Foundation's YouTube channel is a free and globally accessible resource focused on educational content with Armenian subtitles.

LAUNCH DATE	NUMBER OF VIEWS	TOTAL VIDEOS
December 2023	52,000+	132



YOUTUBE PRIORITIES

- master classes for musicians
- career advice and insightful videos from successful musicians
- performances by the Foundation's fellows, and participants to events of the Educational

Additional visibility for sponsors and partners on social media platforms and YouTube



Primavera Foundation Of Armenia
@PrimaveraFoundationOfArmenia · 481 subscribers · 134 videos
We support the international integration of Armenian culture and artists, as well as to inc...more
primavera-foundation.am/support and 2 more links
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Created playlists Sort by

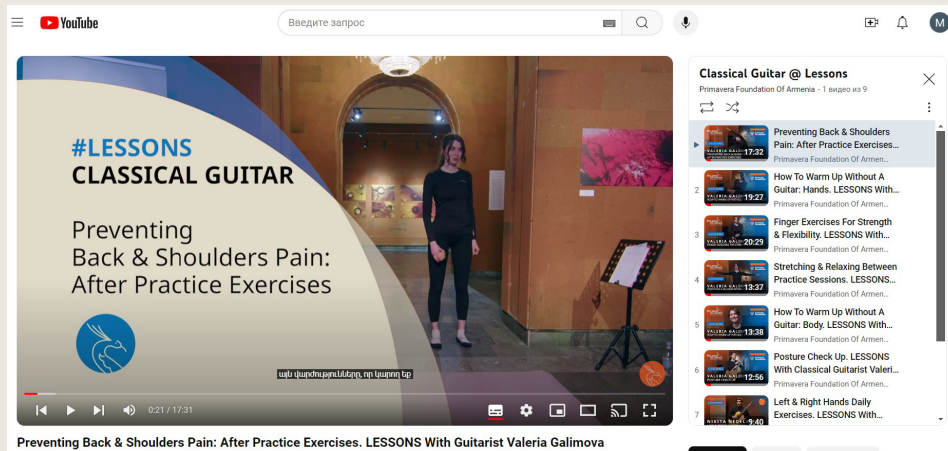
 VALERIA GALIMOVA PREVENTING BACK & SHOULDER PAIN AFTER PRACTICE EXERCISES 9 videos Classical Guitar @ Lessons View full playlist	 PROF. IRINA KRASIKOVA MASTERING ENSEMBLE PERFORMANCE TECHNIQUE 7 videos Chamber Music @ Insights View full playlist	 MAXIMILIAN SIMON WHY SHOULD YOU ABOUT ALEXANDER 3 videos Violinist @ Artistic Advice View full playlist	 DMITRY MASLEEY BALANCING MUSICAL INTUITION AND THE SCORE 10 videos Pianists @ Artistic Advice View full playlist	 SERGEI RACHMANINOFF VARIATIONS ON A THEME 18 videos Piano @ Master Classes View full playlist
 EUGENE YSAYE SONATA NO. 2, OP. 34 2 videos Violin - Master Classes View full playlist	 INTERVIEWS WITH OUR EXPERTS & THE TEAM 15 videos Interviews With Our Experts & The Team View full playlist	 BEHIND THE SCENE OF THE PRIMAVERA FOUNDATION 9 videos Behind the Scene Of the Primavera Foundation View full playlist	 PROJECTS & EVENTS Updated 3 days ago 25 videos Projects & Events View full playlist	 FRANCISCO TARREGA POLKA ROSITA 16 videos Classical Guitar @ Master Classes View full playlist



SPECIAL PROJECTS PSYCHOPHYSIOLOGY FOR MUSICIANS

SUCCESSFULLY
COMPLETED

Series of video lessons produced under the patronage of the Amaryan Charitable Foundation



AUTHOR:
Valeria Galimova
classical guitarist, prize-winner at international competitions (Russia/Germany)

LANGUAGE: English, Armenian subtitles
NUMBER OF VIDEO: 6

The video lessons are designed to inform musicians about the importance of keeping their muscles healthy. Their content is based on modern European theoretical developments and specially selected practical exercises



The Amaryan Charitable Foundation is pleased to have partnered with the Primavera Foundation to bring Valeria Galimova's insightful video series on musical psychophysiology to the Armenian public. Making these videos freely available with Armenian subtitles aligns perfectly with our shared commitment to education and the development of Armenian youth

the Amaryan Charitable Foundation

Because of this video I started pilates lessons in my city. It was the best thing I did. My back pain improved a lot! And congratulations to the initiative in producing these educational videos!

@GustavoSala-v6

Great advice which would have helped some of my older guitarist friends who are now experiencing muscular problems

@johnglavey808



SPECIAL PROJECTS TUTORIAL ON INTELLECTUAL PROPERTY RIGHTS

UNDER
CONSTRUCTION



AUTHOR:

Mariam Elibekyan, KeyStone Partner

LANGUAGE:

Armenian, English subtitles

An essential course designed to help artists to understand the core concepts and master the practical tools to protect their intellectual rights

Each educational video in the series is focused on a practical issue such as album recording and release, music commissions, concerts and exhibition production, and aimed to support performers, composers, painters, and other artists to protect copyright and other related rights and addressing subjects



Empowering local creators

Videos in Armenian enhance the ability to protect creative work from unauthorized use, fostering a stronger creative economy

Legal expertise in the local context

Presented by respected Armenian professionals, the videos will offer precise, practical guidance tailored to Armenian legislation, which makes them directly relevant and applicable to Armenian creators

Cultural preservation and innovation

The series goes beyond protecting artists' individual rights and contributes to the broader preservation of Armenian culture

Support for long-term sustainability

We aim to move beyond increasing individual awareness of the forms of potential income artists are entitled to and convey the integral role intellectual property rights play in the digital and creative economy



SPECIAL PROJECTS VIDEO TUTORIAL FOR TEACHERS

UNDER
CONSTRUCTION



AUTHOR:

Irina Krasotina

*professor at Moscow State Conservatory,
Master of Spanish Music, Ph.D. in Art History*

LANGUAGE:

Russian with Armenian subtitles

Ensemble practice and performance is an invaluable tool for a musician's artistic development, because it helps to foster stage collaboration and communication, build mutual trust and understanding, and enrich social and professional connections and friendships

The video tutorial complements the Chamber Music Annual Program and aims to support in-person educational activities, as well as provide advice and guidance for the remote musical education institutions across Armenia



2 PROJECTS FOR SUSTAINABLE ARTISTIC EDUCATION



ACADEMY FOR CONDUCTORS BY MAESTRO VASILY PETRENKO

The Academy for Conductors is an opportunity for young emerging conductors to master their skills under the guidance of leading conductors

GLOBAL RECOGNITION

The event puts Armenia on the radar of international media and classical music professionals

INTERNATIONAL PARTICIPANTS

Applicants from all over the world have the opportunity to explore Armenia. We are privileged to be able to make them cultural ambassadors of Armenia.

PRESTIGE OF CLASSICAL MUSIC IN ARMENIA

Extensive media coverage attracts additional attention to musicians and especially conductors, raising the profile of classical music professions in Armenia.

GALA CONCERT FOR GENERAL PUBLIC

The Academy's closing concert at the Aram Khachaturian Concert Hall is free and open to the public. This one-hour performance comprises well-known and captivating pieces that are accessible to all ages. Such concerts play a significant role in fostering musical awareness among wide audiences.



IN 2024 OVER 600 PEOPLE ATTENDED
ACADEMY'S GALA CONCERT



ACADEMY FOR CONDUCTORS

DATE

Every other summer

Next edition: **July, 2026**

PLACE

Yerevan, **Armenia**

STRUCTURE

Four days of sessions with the Academy orchestra (open for local musicians in the audience)

Four days of in-person one-to-one consultations with Maestro Vasily Petrenko

One workshop by Maestro Vasily Petrenko *The Secrets of a Conductor's Professional Journey Beyond Music*

One Gala Concert on Armenia's main stage, the Aram Khachaturian Concert Hall

THE 1ST ACADEMY FOR CONDUCTORS IN 2024 WAS ORGANIZED IN COLLABORATION WITH THE ARMENIAN NATIONAL PHILHARMONIC ORCHESTRA



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ՖԻԼՀԱՐՄՈՆԻԿ ՆԿԱԳԱՒՈՒՄԻ
Գեղարվեստական ղեկավար և գլխավոր դիրիժոր
ԷԴՄԱՐԴ ԹՈՓՉՅԱՆ

ARMENIAN NATIONAL
PHILHARMONIC ORCHESTRA
Artistic Director & Principal Conductor
EDUARD TOPCHJAN



2024 ACADEMY FOR CONDUCTORS PARTICIPANTS' AND AUDIENCE'S FEEDBACK



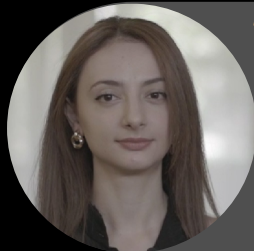
Vasily Petrenko is one of the most important conductors of our times, and even looking at him is enough for you to enjoy and to learn. Working with him was, of course, a great honor for me. And I really liked the orchestra because they went out of their way to help us succeed

Karen Amir Latifi (Iran/Armenia), conductor



I am very grateful for this project: in our difficult times, music not only inspires, but also heals souls and hearts. I had a wonderful evening, and I wish all the musicians success, inspiration, and many more such evenings, especially in Armenia

Elina Seyranyan



This is a huge project for us as it's the first time we will perform such a large program — six symphonies. This concert will be a major step forward, helping us complete our goals and making our orchestra more professional

Diana Sargsyan, violinist

MEDIA COVERAGE

First Channel (Lurer): <https://www.youtube.com/watch?v=3a0otPCMbAI>

Panorama: <https://www.youtube.com/watch?v=vSXCOGGkzME>



VISAGES D'ARMÉNIE INTERNATIONAL FESTIVAL BRINGING ARMENIAN CULTURE TO YOUR HOME

THE **VISAGES D'ARMÉNIE INTERNATIONAL FESTIVAL** SPANS ONE TO THREE DAYS AND OFFERS A UNIQUE OPPORTUNITY TO:

- Immerse your community in the rich culture and amazing history of this ancient country
- Celebrate and explore the beauty of Armenian culture
- Support global recognition and appreciation of Armenian cultural heritage

FESTIVAL ARCHITECTURE

DAY 1

Classical music performance by a world-famous artist, featuring both Armenian and international repertoire

DAY 2

Screening of a documentary about Armenia and its people.

Lecture on Armenian culture and history and its global influence.

An evening of traditional Armenian music

DAY 3

Chamber music performance as an illustration of the cultural bridges we build: collaboration between Armenian and local musicians



3 CULTURAL DIPLOMACY & CROSS-CULTURAL EVENTS



2024 VISAGES D'ARMÉNIE INTERNATIONAL FESTIVAL

PARTICIPANTS' AND AUDIENCE'S FEEDBACK

“

Unforgettable concert! ”

Festival audience member (France, 2024)

“

I had a fantastic time! I attended all three concerts of the Visages d'Arménie festival, listened to the lectures, ... so fabulous and very inspiring! I've never been to Armenia, and I regret it now ”

Festival audience member (France, 2024)

“

This festival is a step towards promoting our [Armenian] culture today. This is what the Foundation is all about. The festival in La Rochefoucauld is a step towards acquainting the French community, the European audience with us and our culture ”

Eduard Ayanyan, researcher, journalist and screenwriter



Video about the Festival: <https://goo.su/Kp1C>



PRIMA CLASSIC RECORD LABEL: RECORDINGS & RELEASES FOR ARMENIAN MUSICIANS

General Media Partner: Armenopole

Providing global access to Armenian music and artists via all major streaming platforms. Supporting emerging artists' careers by arranging recording sessions and creating demo recordings



PRIMA
CLASSIC

ARMENOPOLE
Global Calendar of Armenian Events

Global accessibility & visibility

Music created and/or performed by Armenian musicians is made available and promoted across all major streaming platforms worldwide, including Spotify, Apple Music, YouTube and more

Motivation to research, perform & record

In order to thrive and get the recognition they deserve, musicians require consistent opportunities to record and release

Education in music recording, production & marketing

The combination of recording sessions and workshops for sound engineers and artists has a multi-dimensional impact on their professional skills in album programming, recording, production, promotion & marketing

DATE

Annually

Project launch: **2024/25 academic year**

PLACE

- Global digital distribution & promotion for albums and singles
- Online gala concert for nominees & award ceremony for winners
- Recording sessions in Yerevan

STRUCTURE

- Annual competitions in two categories:
Established Armenian Artists & Emerging Armenian Artists
- Album and/or single releases for the previous year's winners
- Workshop for Armenian artists entitled "Core Concepts of Music Production and the Classical Music Industry"
- In-depth individual master-classes for recording engineers and workshops for Armenian teachers
- Online closing gala concert & award ceremony for winners

**PARTNERS AND DONORS CAN INCREASE THEIR VISIBILITY AND ACHIEVE
TARGETED RESULTS WITHIN THE GLOBAL ARMENIAN DIASPORA AND BEYOND**



ABOUT PRIMAVERA FOUNDATION ARMENIA

ABOUT THE FOUNDATION

THE FOUNDERS



Elena Yakovleva
Co-Founder &
Executive Director

"I have been developing the idea of a charitable foundation for a number of years. The choice of Armenia was obvious: I have been working with Armenians since 2012, and I was astonished by the reach and beauty of its cultural heritage.

I hope with all my heart that my experience and expertise will serve the Armenian artists and cultural institutions so we can celebrate the Armenian cultural heritage internationally together."



Anastasia Boudanoque
Co-Founder

"As citizens of the increasingly globalized world, we must preserve cultural diversity at all cost, for it is the discovery and the dialogue that keep the human experience worthwhile. Although small in size, Armenia has contributed greatly to our shared heritage, and I am proud to illuminate its cultural significance through the programs of our foundation."

THE BOARD



Beatriz and Vasily Pasetchnik

"For many years, in intricate and magical ways, our lives have been connected with Armenian culture and people. We would like this connection to continue and open up new opportunities for those who share our passion for music."



Evgeniya Sluchak

"Since moving to Armenia in 2019, I've journeyed through all its regions, and the depth and vibrancy of its culture never ceases to amaze me. I want the world to witness and embrace the profound experiences I've had over these years. Supporting Armenian culture and amplifying its resonance worldwide is my way of reciprocating Armenia's warmth, hospitality, and wisdom."



Mary Mamikonyan

"Throughout the centuries, music has been a source of inspiration. During the darkest times, we pursue relief and inspiration and do our best to surround ourselves with light-filled personalities. For me, the Primavera Foundation is a team of gifted professionals who generously share their skills and passion for music."

CHAIRMAN OF THE ARTISTIC COUNCIL

MAESTRO VASILY PETRENKO

Music Director, **Royal Philharmonic Orchestra**
Chief Conductor, **European Union Youth Orchestra**
Conductor Laureate, **Royal Liverpool Philharmonic Orchestra**
Associate Conductor, **Orquesta Sinfónica de Castilla y León**

"I am very glad to participate in such an important initiative, which will give a lot of new opportunities to young Armenian musicians! Helping young musicians was always one of my top priorities and nowadays we need to help them more than ever. My love for Armenia goes back for over 35 years, I'm eagerly looking forward to share this love with many more people!"



OUR RESULTS SINCE THE LAUNCH OF THE FOUNDATION

> **6100** TOTAL AUDIENCE

> **3700** AUDIENCE IN YEREVAN
> **1400** AUDIENCE OUTSIDE YEREVAN
> **1000** AUDIENCE IN FRANCE

56 TOTAL EVENTS

157 EDUCATIONAL ACADEMY MASTER CLASSES

83 CLASSICAL GUITAR

44 PIANO

9 VIOLIN

14 CHAMBER MUSIC

2 CELLO

5 CONDUCTING



CLASSICAL MUSIC EDUCATION IN ARMENIA

We believe that Armenian culture is one of the most vital ambassadors of the nation. **We acknowledge that the Armenian government has been under unprecedented pressure for many years** and yet supports its sustainability and development

Still, **classical music education in Armenia receives less funding than it does in every neighboring country**



We call on everyone in Armenia and the Diaspora to help us support the tremendous Armenian music culture to resonate worldwide. Historically, the most remarkable classical music developments were achieved through private support

The Primavera Foundation Armenia designs and runs its annual programs based on the actual needs, strategic perspective, and world best practices



WHAT WE SAW

1. Yerevan and Gyumri are the centers of performing and pedagogical activity

2. Lack of concert activity in the learning process

3. Among the obstacles are the lack of:

- a support system for music graduates to work in the regions
- concert and competitive activity in the marzes
- exchange of experience activities between the marzes
- professional teachers





GET IN TOUCH






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