



Primavera
Foundation

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PROJECTS REPORT

MARCH - APRIL 2023

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1. Who Are We?

«Primavera Foundation Armenia was established in September 2022 by Anastasia Budanoque and Elena Yakovleva.

The Mission of the Primavera Foundation is to build cultural bridges between Armenia and other nations by celebrating Armenian cultural heritage internationally, support young Armenian musicians, and develop educational activities. Here is what we say about it.

<https://primavera-Foundation.am/trustees/>

The Foundation launch was officially announced on November 17, 2022 during a historic concert at the Aram Khachaturian Hall: pianist Mikhail Pletnev performed with the National Philharmonic Orchestra of Armenia under the baton of the legendary maestro Vladimir Fedoseyev.

2. What Did We Do from December 2022 to February 2023?

In December 2022- January 2023, the Primavera Foundation designed and prepared the events of March-April 2023, including a collaboration program with the Embassy of the Kingdom of Spain in the Republic of Armenia.

In addition the Foundation team designed and launched an all-Armenian survey of teachers of primary, secondary-special and higher professional musical education in the field of classical music in Armenia, in order to find out about the real state of things in the RA. The survey continues until July 15, 2023, the results of the survey will be submitted until October 01, 2023

Also the team launched the Foundation's social networks on Facebook and Instagram, as well as the Foundation's official website — www.primavera-Foundation.am.

3. What Did We Do in March and April 2023?

Between March 1 and April 31, 2023, the Foundation held independently or acted as a partner in organizing a total of 15 events. These include:

- 4 classical music concerts in Yerevan.
- 3 classical music concerts in the Tavush region.
- 5 days of master classes / 23 individual master classes of 45 minutes each, on classical guitar, piano, as well as on the topic "Working with an agent and a career as a performer" for students of the Komitas Yerevan State Conservatory.
- 3 meetings with the RA teachers dedicated to the problems of teaching classical guitar in the Republic of Armenia.
- 1 round table on the topic "The Art of Musical Interpretation".
- 1 online course (6 lessons of two academic hours each) on the topic "Social Media Management Fundamentals".

These events were organized by the Foundation independently or in partnership with Armenian cultural institutions, and attracted more than 1900 people.

During the period, the experts and the artists of the Foundation included: classical guitarists Isabel Martinez (Spain) and Artyom Dervoed (Russia), pianists Lucas Debargue (France) and Polina Osetinskaya (Russia), violinist Karen Shagaldyan (Armenia), media producer Anna Zeiman (Russia), artistic manager, executive director of the foundation Elena Yakovleva (Russia / Armenia).

Geography of the Foundation's activities in the Republic of Armenia: Yerevan; Tavush region: Koghb village, cities of Noyemberyan and Ijevan.

4. The Work of the Primavera Foundation Team from March 1 to April 30, 2023 in Numbers

	Events	Active participants (artistic training master classes)	Listeners and passive participants (master classes)
Total	15	23	> 1860
Off-line / On-line	14 / 1	23 / 2	> 1860/ --
In Yerevan / In the regions of RA	9 / 5	15 / 8	> 1400 / in the regions > 460

5. Main Conclusions

5.1. The center of performing and pedagogical activity is located in Yerevan. The regions are understuffed, suffering from major teacher shortage. Among the obstacles are: lack of a support system for graduates of the Yerevan Conservatory to work in the regions, lack of concert and competitive activity in the RA regions (marzes), lack of experience exchange between the marzes.

5.2. Students of the Conservatory in private conversations note almost complete absence of concert activity in the learning process. A similar situation is generally observed (with a number of exceptions) in institutions of primary and secondary specialized musical education.

5.3. Regional Children's Music Schools and Cultural Centres (There are 240 of them in Armenia, 2022 official RA government report) are subordinate to the regional authorities (municipalities), and not to the Ministry of Education, Science, Culture and Sports of the Republic of Armenia, which has a significant impact on educational programs, the availability of methodological materials and the qualifications of teachers in the regions. For example, in the specialty "classical guitar" for the last 5 years only one book was distributed.

5.4. Based on the results of 23 individual master classes in specialties, the Foundation experts noted 2 students of the Conservatory (piano), as well as 1 student of the Conservatory (classical guitar), who have the potential to continue their studies in Europe, as well as to represent Armenia on international stages in the future.

5.5. Classical guitar (guitar in general), due to its recognizability, accessibility and mobility, is in the top 3 most demanded instruments among young people, however, it is still taught as "Armenian folk instrument". There are examples of teachers, who learned the teaching "On the internet" without the necessary technical base and knowledge of the academic repertoire. In general, interest in the instrument creates the potential to attract the widest range of listeners to the world of classical music through the guitar.

5.6. The management and production knowledge is super limited. The awareness of the importance of this knowledge is also very low, although the younger generations of the Conservatory students are curious to learn more.

6. More about Our Activities

6.1. «Social Media Management Fundamentals»: Online Course by Media Producer, Founder of InDadata Digital Agency Anna Zeiman.

Duration: 6 lectures, duration of each lecture is 1.5 hours.

The course covered the following topics:

1. Content Management. Types of publications and content, how to announce events based on the visuals, what is “call to action”, how to write “call to action” and tone of voice posts.
2. Digital Team. Setting tasks for designer, videographer, and site developer.
3. Basic Targeting Tools. Selecting the relevant audience and creating a promotion of posts.
4. Analytics Tools. User behavior, post conversion, audience engagement.
5. Cross-Promo Collaborations. How to negotiate and develop cross-promo collaborations. Materials request, terms & conditions of such collaborations, development, promotional posts, approval process.
6. Community Management. Community management on the example of the Primavera Foundation social media profiles: Community formation based on interest, communication with administrators, posting and collecting statistics.

Date	Format	Number of participants	The terms of participation	Comments
March 1-19, 2023	Online lectures	2	Free + online donation option to the Fund.	The Fund team participated. The video course was recorded (audio + video) By agreement with the lecturer, methodological materials and memos in Armenian on the topic of the course will be created from the recorded course materials.

6.2. Evening of the Spanish Guitar in the Aram Khachaturian Concert Hall.

Concert Under the Patronage of the Embassy of the Kingdom of Spain in the Republic of Armenia.

Date	City	Number of listeners	The terms of participation	Members and partners
March 28, 2023	Yerevan	> 700	Entrance by tickets	Soloists: Artyom Dervoed (Russia), Isabel Martinez (Spain), Armenian National Philharmonic Orchestra Embassy of the Kingdom of Spain in the Republic of Armenia.

Additional information, photos. <https://primavera-Foundation.am/artiom-dervoed-isabel-martinez-spanish-evening-with-classical-guitar/#concert>

6.3. Solo Recital by Artyom Dervoed (Classical Guitar) at the Arts Center in Noyemberyan, Tavush Region.

Date	Region, city	The terms of participation	Numbers of listeners	Members and partners
April 1, 2023	Tavush, Noyemberyan	Free entry	> 200	Artyom Dervoed Arts Center Noyemberyan

Additional information, photos

<https://primavera-Foundation.am/artiom-dervoedclassical-guitar/#noyemberyan>

Tavush TV report about the concert in the city of Noyemberyan and master classes in the village of Kpghb:

https://fb.watch/k91m_dwcc/

6.4. Round Table “The Teaching of Classical Guitar Challenges” by Artyom Dervoed with Teachers in Noyemberyan, Tavush Region.

Date	Region, city	Numbers of participants	The terms of participation	Members and comments.
April 1 , 2023	Tavush, Noyemberyan	15	Free entry	The meeting was attended by Mary Mamikonyan, member of the Foundation Board, Karine Aleksanyan, local guitar teacher, the Foundation Executive director Elena Yakovleva, and Artyom Dervoed, as well as managers and teachers of the Children’s Music School and the Cultural Center of Noyemberyan.

Additional information, photos:

<https://primavera-Foundation.am/artiom-dervoedclassical-guitar/#noyemberyan>

6.5. Master Classes of Artyom Dervoed on Classical Guitar in Koghb, Tavush Region.

Date	Region, locality	Number of active participants	Number of listeners	The terms of participation	Comments
April 2 , 2023	Tavush, Koghb village	3	25	Free for everyone	In the region, classical guitar is taught at an amateur level. There is interest from the youngsters.

Additional information, photos:

<https://primavera-Foundation.am/artiom-dervoedclassical-guitar/#noyemberyan>

6.6. Solo Recital by Artyom Dervoed (Classical Guitar) at the Ijevan Children’s Music School, Tavush Region.

Date	Region, city	Number of listeners	The terms of participation	Participants and partners
April 3 , 2023	Tavush, Ijevan city	> 110	Free entrance	Artyom Dervoed Ijevan Children’s music school Director, Head of Cultural Department, Municipality Government, local classical guitar teachers

Additional information, photos:

<https://primavera-Foundation.am/artiom-dervoedclassical-guitar/#ljevan>

6.7. Master Class by Artyom Dervoed at the Ijevan Children’s Music School.

Date	City	Number of active participants	Number of listeners	The terms of participation	Comments
April 3, 2023	Yerevan	5	14	Free for everyone	It is necessary to systematically work with teachers in terms of teaching materials and repertoire.

Additional information, photos:

<https://primavera-Foundation.am/artiom-dervoedclassical-guitar/#ljevan>

6.8. Solo Recital by Artyom Dervoed (Classical Guitar) at the Aram Khachaturian Museum.

Date	City	Number of listeners	The terms of participation	Members and partners
April 6, 2023	Yerevan	> 80	Entrance by tickets	The concert was organized by the Aram Khachaturian Museum.

6.9. Classical Guitar Master Classes by Artyom Dervoed at the Aram Khachaturian Museum.

Date	City	Number of active members	Number of listeners	The terms of participation	Comments
April 7, 2023	Yerevan	11	15	Free for everyone	The participants were mostly students of the Yerevan State Conservatory. One of the active participants is marked as HiPo, it is advisable to accompany him for admission to continue his Education in Europe. Two more are of interest for systematic observation.

6.10. Artyom Dervoed's Round Table "Classical Guitar Teaching Problems in Armenia" with Teachers from Yerevan at the Aram Khachaturian Museum.

Date	City	Number of participants	The terms of participation	Comments
April 7, 2023	Yerevan	7	For free	Four young teachers- students of the Yerevan Conservatory could potentially work in the regions under the auspices of the Foundation.

6.11. Master Classes by Pianist Lucas Debargue at the Aram Khachaturian Concert Hall Piano Room.

Date	City	Number of active members	Number of listeners	The terms of participation	Comments
April 15, 2023	Yerevan	3	> 30	Free for everyone	9 applications were submitted, 3 active participants were selected. All participants are marked as having decent training. Project partner - Armenian National Philharmonic Orchestra.

Additional information, photos: <https://primavera-Foundation.am/lucas-debargue-the-challenge-of-musical-interpretationmaster-class-and-round-table/#debarg-mc>

6.12. Round Table "The Art of Musical Interpretation" by Lucas Debargue for Students of the Yerevan State Conservatory.

Date	City	Number of active participants	Number of listeners	The terms of participation	Participants and partners
April 15, 2023	Yerevan	7	> 35	Free for everyone	Hosts: Pianist Lucas Debargue (France) Violinist Karen Shahgaldyan (Armenia) Project partner - Armenian National Philharmonic Orchestra.

Additional information, photos: <https://primavera-Foundation.am/lucas-debargue-the-challenge-of-musical-interpretationmaster-class-and-round-table/#debarg-rt>

6.13. Master Class by Elena Yakovleva “Working with an Agent and a Career as a Performer” .

Date	City	Number of listeners	The terms of participants	Comments
April 18, 2023	Yerevan	□ 35	Free entrance	The master class was organized by the Yerevan Komitas State Conservatory for students of all courses and specialties.

Additional information, photos:

<https://primavera-Foundation.am/artistic-management-career-opportunities-a-master-class-by-elena-yakovleva-at-the-yerevan-komitas-state-conservatory/>

6.14. Master Class by Pianist Polina Osetinskaya at the Aram Khachaturian Concert Hall Piano Room.

Date	City	Number of active participants	Number of listeners	The terms of participation	Comments
April 19, 2023	Yerevan	3	20	Free for everyone	5 applicants were submitted, 3 participants were selected.

Additional information, photos:

<https://primavera-Foundation.am/polina-osetinskayamaster-class/#osetinskaya-mc>

6.15. Solo Recital by Pianist Polina Osetinskaya “Baroque Music in the ArtHouse Cinema” at the Aram Khachaturian Concert Hall.

Date	region	Number of listeners	The terms of participation	Participants and partners.
April 21, 2023	Yerevan	> 560	Entrance by tickets.	Polina Osetinskaya, piano Project partner - Armenian National Philharmonic Orchestra.

Additional information, photos: <https://www.youtube.com/watch?v=0H5tqzP1MBw>