

A large, stylized white graphic of a bird, possibly a phoenix or a similar mythical creature, is positioned in the background. The bird is depicted with its wings spread, and its tail feathers are visible. The graphic is composed of thick, white lines and is centered on the page.

Primavera
Foundation

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ANNUAL REPORT 2024

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1. Our Mission & People

The Primavera Foundation Armenia was co-founded by Anastasia Budanoque and Elena Yakovleva in September 2022.

Our mission is to help Armenia resonate worldwide by building cultural bridges between Armenia and other nations, supporting young Armenian musicians, developing educational activities and artistic infrastructure, and celebrating Armenian cultural heritage internationally by organizing events. It is our goal for the rich culture and musical tradition of Armenia to be seen and heard all around the globe, represented by its talented artists and producers.

Learn more about our vision here: <https://primavera-foundation.am/trustees/>.

The Foundation launch was officially announced on November 17, 2022, with 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.

Learn more about the Foundation's trustees, Artistic Council, partners, projects, and team on our website <https://primavera-foundation.am>.

2. Key Figures & What They Say

2.1 Key Figures

	Events & Performances	Master Classes Participants	Special Projects	Audience
Total	34	66	5	> 2000
Armenia – Yerevan	15	24	2	> 800
Armenia – Marzes	14	39	3	> 600
France	5	3	1	> 1000

In 2024, the Foundation team organized a total of 34 events and performances, including lectures, Q&A sessions, and round tables, and conducted 66 master classes. Additionally, we presented the three-day Visages d'Armenie festival in France.

We continued our collaboration with Armenian Musicians — pianist Ruben Kozin, classical guitarists Vahan Sargsyan and Henrik Melikyan, who traveled to Syunik and Tavush with free performances in solidarity with Artsakh displaced people. Our goal was to bring emotional relief and support to the local communities. The artists gave performances and master classes in a total of seven villages and towns.

Other highlights included two classical music performances in Yerevan, three concerts in France as part of the Visages d'Armenie Festival, and special projects in Armenia (detailed in Clause 3 of this Report). We also produced thirteen classical music concerts in Armenian regions with free entrance and 45 in-person master classes for young musicians in various regions of Armenia.

The events organized by the Foundation independently and in partnership with Armenian cultural institutions attracted over 2000 people in total.

During this period, the Foundation worked with distinguished experts and artists, including conductor Vasily Petrenko, Chairman of the Artistic Council of the Foundation (UK/Russia), violinist Maximilian Simon (Germany), Professor Irina Krasotina (Russia), classical guitarists Nikita Nedelko (Russia) and Valeria Galimova (Germany), as well as Armenian classical guitarists Vahan Sargsyan and Henrik Melikyan, pianist Ruben Kozin (Armenia) and pianist Philipp Kopachevsky (Russia).

Together with our experts and partners, we traveled from Yerevan to Syunik, visiting the town of Kapan and surrounding villages, and the Tavush province, where we visited the towns of Ijevan, Dilijan, and Noyemberian. We went to Gyumri in Shirak, and to Hrazdan in Kotayk. We flew from Yerevan to Paris and drove over 500 km to La Rochefoucauld-en-Angoumois.

Detailed information about our special project can be found in [Clause 3](#), while the Educational Academy's detailed information is provided in [Annex 1](#) to this Report.

2.2 Takeaways of the Year

Overall, 2024 was marked by significant forward strides in the team's professional development, audience engagement, and international recognition. The Foundation is committed to expanding its reach, leveraging technology to increase accessibility, and strengthening Armenia's global presence through culture.

A. ACTIVITY HIGHLIGHTS

- *International exposure.* **Maestro Vasily Petrenko's Academy** for Conductors puts Armenia in the spotlight of international media and the global community. By contrast, the **Visages d'Armenie festival** in France allows the audience to discover Armenia without visiting the country. The collaboration with the **Prima Classic record label** (USA/Spain) gives Armenian musicians a global stage for their art, with access to all major streaming platforms.
- *Shift from standalone master classes to large-scale initiatives.* We have decreased the number of musical master classes we organize, while at the same time prioritizing multifaceted projects like the **Chamber Music School**, an annual educational initiative that comprises individual and ensemble master classes, as well as stage performance training and we have focused our attention on **the translation of teaching manuals** and production of publications in Armenian.
- *Support for Armenia's regions.* The **Armenian Musicians for Armenian Communities** project, launched in 2023, focuses on organizing free performances for remote towns and villages in Armenian marzes while providing performance opportunities for emerging Armenian artists identified by our experts through other Foundation initiatives.

B. OUR APPROACH

- The Foundation's approach has evolved from one-time artist visits to Armenia to larger-scale initiatives lasting from three to five years. These include the internationally recognized projects of Maestro Vasily Petrenko's Academy for Conductors, the Visages d'Arménie Festival, and the Yerevan Chamber Music School.
- After relying primarily on private donations for its first two years, the Foundation has now expanded into professional partnership projects and plans to fund grants and raise funds throughout 2025. We are therefore more vulnerable and more dependent on Armenian businesses and institutions that support culture, as well as the political agenda.
- To ensure our educational efforts can continue uninterrupted, we have drafted the first version of a system to track the efforts and progress of our fellows and external students. The Fellowship Program is set to launch in 2025.
- We have focused more resources and effort on infrastructure initiatives: either by supporting Armenian teachers by providing them with teaching books (or toolkits) in Armenian on the violin and chamber ensemble performance, and video materials to support their everyday work, as well as supporting Armenian artists by publishing master classes, career advice, and other videos on the Foundation's YouTube channel.

C. OUR TEAM & PARTNERS

- Our team has expanded, welcoming Advancement Manager Ms Milena Manukyan and Digital Media Manager Ms Mari Makichyan.
- We continue collaborating with our partners, including the Armenian National Philharmonic Orchestra (Armenia) and the Aram Khachaturian Concert Hall (Armenia), Primavera Consulting (USA), Arno Babajanyan Concert Hall (Armenia), D'Addario & Co. (USA), Gyumri Branch of Yerevan Komitas State Conservatory (Armenia), Prima Classic (Spain), Ries & Erler Musikverlag (Germany), CBonds (Armenia), Amaryan Charitable Foundation (Armenia), Mr Vladimir Abramov, VIVA Foundation (Armenia), Yamaha Music Shop (Armenia), Keystone (Armenia), Armenopole (France), and Manmarty (Armenia)

2.3 Projects in Focus

For information on the previous year, please refer to the [2023 Annual Report](#).

a) Music For Emotional Relief & Support Program

Based on the feedback from both artists and audiences, we believe this program has resulted in the following mutual benefits:

- Armenian young musicians got an opportunity to have additional performance experience in front of an audience (which is essential for professional artistic development and growth).
- The specially designed “easy” program enabled members of local communities to enjoy performances by professionally trained artists.

b) Classical Guitar Program

The first national Classical Guitar Competition helped us identify both emerging Armenian classical guitar talents as well as their teachers. We also formalized the processes, procedures, and politics for organizing competitions for further projects on various instruments.



c) Chamber Music Program by Professor Irina Krasotina

We finalized the design and structure of the Chamber Music educational program, which now comprises the following key activities:

- An annual (at least) week-long Chamber Music School in Yerevan, as a final stage of at least two in-person visits of Professor Krasotina to Armenia during each Academic year;
- A specially designed seminar for chamber music teachers to facilitate the exchange of professional experience and expertise;
- Publication of methodical materials for chamber music teachers, translated into Armenian (included in the Foundation’s 2024/25 Project Map);
- Filming and post-production of video lessons by Professor Krasotina (with Armenian subtitles) aimed at supporting Armenian teachers at middle and higher educational levels;
- Release of Chamber Ensemble repertoire recommendations for teachers organized by age and the level of ensemble members.

An ensemble is an invaluable tool for fostering stage collaborations and communication, building mutual trust and understanding as well as creating additional social connections and friendships. We believe in the importance of developing the Chamber Ensemble Program in both Yerevan and all across Armenia.



THE STATE PHILHARMONIA OF ARMENIA
ARNO BABAJANYAN CONCERT HALL



Ensemble music plays a vital role in an artist's development: it provides a safe and collaborative space for musicians to enhance their skills, explore chamber repertoire for future collaborations, and prepare for a potential career as a chamber musician.

d) Academy for Conductors by Maestro Vasily Petrenko

The first Academy by Maestro Vasily Petrenko, which was organized in partnership with the Armenian National Philharmonic Orchestra, produced the following results:



- The event put Armenia on the radar of international media and professionals in the global classical music community. This high-profile cultural event, which could be organized in any cultural capital of Europe, made Armenia resonate across the globe.
- Applications were received from 15 countries, and four out of the five active participants of the Academy would have never otherwise visited Armenia in any foreseeable future. These four young conductors flew from Mexico, Norway, China, and Russia. The Foundation organized a sightseeing tour for them, which contributed to the fact that they left Armenia as the country's cultural ambassadors.
- Thanks to the extensive media coverage of the event in Armenia, the profession of the conductor (and classical musicians in general) was put in the spotlight, which undoubtedly benefits future generations of young conductors and musicians;
- The Academy's closing gala concert at the Aram Khachaturian Concert Hall was open to the public free of charge, allowing everyone to enjoy a one-hour classical music performance. The program featured well-known works by Mozart, Beethoven, Brahms, and Stravinsky, making it accessible even for those who do not frequently attend classical music events.



f) Infrastructure Projects and Initiatives

To support violin teachers and students, we negotiated and signed an agreement to publish 500 copies of Carl Flesch’s book *The Art of Violin Playing in Armenian*, as well as a methodological textbook for chamber ensemble teachers. Both projects are included in the Foundation’s 2024/25 Project Map.

2.4 What They Say

At the end of each event or project, we always distribute feedback forms among the participants. This compulsory practice helps us maintain constructive and effective bilateral communication with our fellows and their teachers. Additionally, it is a way for us to identify activities to prioritize and areas of our work that need improvement.

We carefully review the feedback that we receive. For example, we will be searching for financial support opportunities to organize additional educational activities on artistic career development since this area was prioritized by our participants (as shown below). At the same time, the Chamber Ensemble program has already been included in the Foundation’s 2024/25 Project Map as yet another priority.

a) A Summary of the Feedback Collected from Active Participants in our In-person Artistic Master Classes:

OUR PARTICIPANTS FEEDBACK:



RECOMMEND OUR EDUCATIONAL PROGRAMS TO THEIR FRIENDS AND COLLEAGUES



FOUND MASTER CLASSES TO BE “VERY USEFUL” OR “EXTREMELY USEFUL”

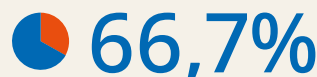


PLAN TO ATTEND REGULARLY IN THE COMING YEAR

WHAT IS IMPORTANT?



PLAN TO ATTEND MASTER CLASSES ON THEIR INSTRUMENT



ADDITIONALLY, PRIORITIZE MASTER CLASSES ON EVENT PRODUCTION AND ARTISTIC CAREER DEVELOPMENT

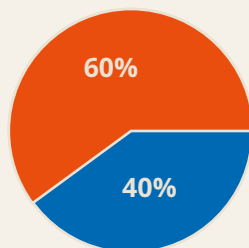


ADDITIONALLY, PRIORITIZE LECTURES AND MASTER CLASSES ON CHAMBER ENSEMBLE

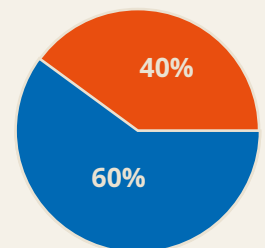
b) Feedback from Active Participants of Maestro Vasily Petrenko’s Academy For Conductors:

The Academy’s participants expressed satisfaction with its organization. They commended its administration and coordination, noting that the event was a great experience that not only helped them hone their skills but also created a supportive and inspiring environment for their growth.

Has the educational process of the Academy met your expectations and professional development needs?



Has the administration process and the teamwork (including the halls’ teams) met your expectations and professional needs?



● Yes, fully

● Yes, to a very much extent

● Not sure

● Yes, but to a very limited extent

● Not at all



c) What Did Our Fellows Have to Say?

Below are selected quotes from participants in our educational activities, the Foundation's fellows, and audience members.

"The Primavera Foundation of Armenia is making a significant contribution to Armenia's musical landscape by organizing numerous events such as festivals, concerts, and master classes for musicians. Thanks to the Foundation, Armenia has already hosted world-class international events featuring artists with an undisputed global reputation. An example of this is the recent school for young conductors led by Vasily Petrenko [Vasily Petrenko's Academy For Conductors]. I hope that artists of this caliber will fall in love with Armenia and will be returning to us regularly."

What is particularly important in the Foundation's work is the support it renders to young Armenian musicians at the start of their creative journeys, as well as its projects in various parts of the country. I wholeheartedly wish the Foundation's team endless energy, inspiration, and success in all their endeavors!"

Ruben Kozin, PFOA fellow, pianist (Yerevan)

"We learned many things, and all the classes were very interesting. We are very grateful to everyone. The interaction with Irina Viktorovna was very engaging. She gave us valuable advice on how to collaborate while playing together, how to listen to all the other parts of the ensemble and more. We began to differentiate between the roles: the main theme and the accompanying parts in our ensemble. We learned many interesting new things that we did not know before. We are very grateful. We thank the Primavera Foundation very much and wish them great success so they can spread their knowledge all over the world. We also thank them for imparting knowledge to us."

Arusyak Arevshatyan (violin),
Chamber Music School participant (2024)

"I'm thrilled; I attended all three concerts. I had a fantastic time and was very excited about the three days of the Visages d'Arménie festival. I listened to the lectures, attended the concert by the Russian performers, saw all of you, and found you all fabulous and very inspiring. Yesterday, the Armenian community welcomed French people of Armenian origin. We discovered a wonderful culture that I did not know before."

I've never been to Armenia, and I regret it now [...]. The atmosphere in this hall, which is already wonderful, was warm. In the church last night, one of the girls who was singing yesterday, she was here tonight. She was quietly humming a lullaby along with the violinist today. It was absolutely wonderful. I had a great, great, great time. Thank you!"

Visitor of the Visages d'Arménie Festival (France)

"I want to thank you for the wonderful opportunity to participate in the summer school with the magnificent pianist and professor Irina Viktorovna Krastina. We had intensive lessons every day, and even though my sister and I had exams during this period, we greatly enjoyed the classes. Irina Viktorovna taught us how to interpret pieces and listen to each other while conveying the melody. Thank you for inviting such wonderful musicians to Armenia and enabling us to participate in the master classes."

Liana Ulihanians (cello) & Viktorya Ulihanians (violin),
students of the Tchaikovsky Specialized Secondary Music
School (Yerevan), Chamber Music School participant (2024)

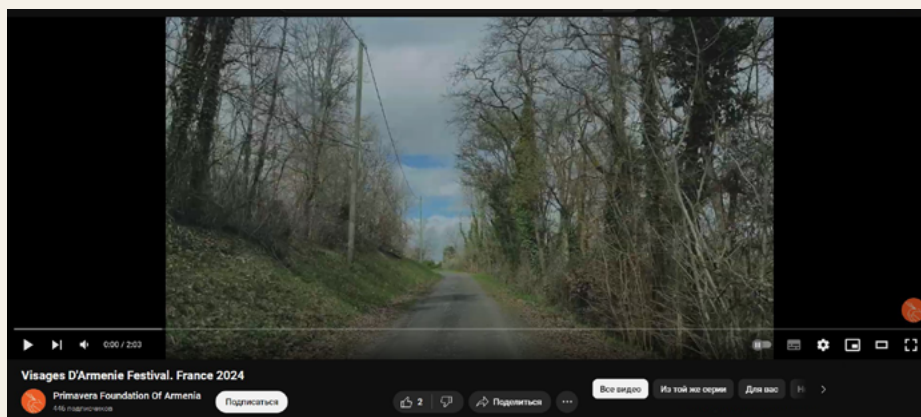
3. Special Projects in January-July 2024

3.1 March: Visages D'Arménie Festival, France

Date	Format	Audience	The terms of participation	Comments
March 15-17, 2024	La Rochefoucauld-en-Angoumois, France	>1000	Paid tickets to performances Free entry to screenings, pictures & exhibition	Partner: Hardiese (France) Piano Solo Recital, Dmitry Masleev We, a documentary by film director Artavazd Peleshyan (1969), Screening & Pre-Talk, narrator Eduard Ayanyan Open piano master classes, Dmitry Masleev Armenian Cultural Heritage and Its Influence on the World, lecture by Eduard Ayanyan Concert of Traditional Armenian Music: Vocal Quintet LUYS, Harutyun Chkolyan (duduk) Lilit Petrosyan (kanon) Chamber Music Concert: Thomas Lefort (violin) & Ruben Kozin (piano)

Additional information, photos:
Photos: <https://primavera-foundation.am/the-three-day-visages-darmenie-festival-in-france-gathered-over-500-people-who-attended-three-performances-by-ten-artists/#gallery>

Video: Visages D'Armenie Festival, France 2024 – <https://youtu.be/qLQs52YKIk0>



3.2 April: Syunik Marz Charity Tour with VIVA Foundation, Armenia

Date	Format	Audience	The terms of participation	Comments
April 19-21, 2024	Kapan, Villages of Yeghvard and Syunik	>150	Free entry	Partner: VIVA Foundation The first project in Armenian regions in support of Artsakh refugees in collaboration with the VIVA Foundation and Armenian classical guitar tutors Vahan Sargsyan and Henrik Melikyan. The tour included a series of performances and master classes in the town of Kapan, and Yeghvard and Syunik villages. The concerts were attended by over 150 people. They highlighted the importance of bringing cultural experiences to Armenian rural areas outside the capital because such musical events enrich the lives of Armenians throughout the country.

Additional information
Photos: <https://primavera-foundation.am/the-power-of-art-for-emotional-support-relief-in-armeni-an-regions/#gallery>

Media coverage:
Syunik TV: Charity Concert in the border town Yeghvard – <https://youtu.be/B0ZhI3OBjHE>

3.3 June: All-Armenian Classical Guitar Competition, Armenia

Date	Format	Audience	The terms of participation	Comments
June 17-20, 2024	Ijevan, Yerevan	>130	Free entry Free participation	In collaboration with the Arno Babajanyan Concert Hall Project sponsor: CBonds Project partners: D'Addario & Co., Yamaha Music Shop Armenia, Mr. Vladimir Abramov, Ijevan Secondary Music School. Applications received: 12 Semi-final participants: 12 Final participants: 10 Prize fund: 285,000 AMD, including financial grants for teachers: 225,000 AMD


 Additional information
Photos: <https://primavera-foundation.am/1st-primavera-foundation-armenia-classical-guitar-competition/#d1706>


 Media coverage:
Mir TV: <https://www.youtube.com/watch?v=xoqTJrv4rpo>

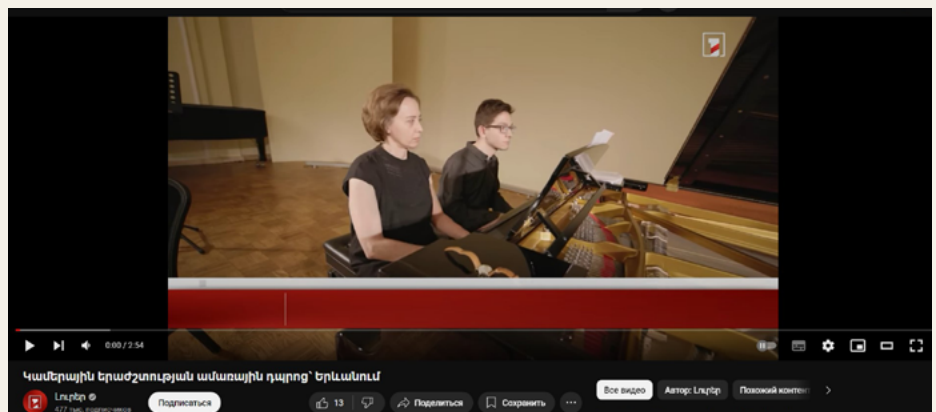


3.4 June: Yerevan Chamber Music School by Professor Irina Krasotina, Armenia

Date	Format	Audience	The terms of participation	Comments
June 20-27, 2024	Yerevan	>130	Free	In collaboration with the Arno Babajanyan Concert Hall, Yerevan Applications received: 15 Participants: 12 Ensembles: 8 Instruments: piano, violin, cello & classical guitar

 Additional information
Photos: <https://primavera-foundation.am/irina-krasotina-chamber-music-summer-school/#musicsschool>

 Media coverage: <https://www.youtube.com/watch?v=UxoMpb9LqFk>



3.5 July: Vasily Petrenko's International Conducting Academy, Armenia

Date	Format	Audience	The terms of participation	Comments
July 2-6, 2024	Yerevan	>600	Free entry	In collaboration with the Armenian National Philharmonic Orchestra Applications received from 15 countries worldwide Active participants: 5 Ziwei Ma (China) Karen Amir Latifi (Iran/Armenia) Roman Reznik (Norway/Ukraine) Jorge Vazquez (Mexico) Nikolai Mazaev (Russia)



Additional information

Photos: <https://primavera-foundation.am/vasily-petrenko-academy-for-conductors/#training>

Media coverage:

1. Panorama TV: <https://www.youtube.com/watch?v=-WXOnf24zuk>
2. PanoramaamTV: <https://www.youtube.com/watch?v=TyjuSXZwoxc>
3. ArmPublic TV: <https://www.youtube.com/watch?v=xbO996mVrWI>
4. Freenews Armenia: <https://youtu.be/3a0otPCmBAI?si=rcVtp9Ksoo-07SzLo>
5. Armenian Second TV Channel: <https://www.youtube.com/watch?v=IGoVJuXmdcA>

INTERNATIONAL MEDIA

1. <https://muzlifemagazine.ru/vasily-petrenko-podelitsya-opytom-s-m/>
2. <https://theviolinchannel.com/vasily-petrenko-launches-academy-for-young-conductors/>
3. <https://www.classical-music.uk/news/article/vasily-petrenko-launches-academy-for-young-conductors>
4. <https://www.nouvelhay.com/fr/2024/07/lacademie-de-chefs-dorchestre-fondation-primavera/>

ARMENIAN MEDIA

1. <https://mir24.tv/news/16595927/dirizher-korolevskogo-filarmonicheskogo-orkestra-londona-vasilii-petrenko-dal-uroki-v-erevane>
2. <https://am.mir24.tv/news/154747>
3. <https://www.facebook.com/watch/?mibextid=oFDknk&v=1381457265883938&rdid=NzXExKI5OIU4f71h>
4. <https://www.facebook.com/watch/?v=1576069449636893>
5. <https://armenpress.am/hy/article/1195102>
6. <https://www.panorama.am/am/news/2024/07/04/%D5%8E%D5%A1%D5%BD%D5%AB%D5%AC%D5%AB-%D5%8A%D5%A5%D5%BF%D6%80%D5%A5%D5%B6%D5%AF%D5%B8/3025166> <https://www.panorama.am/ru/news/2024/07/04/%D0%92%D0%B0%D1%81%D0%B8%D0%BB%D0%B8%D0%B9-%D0%9F%D0%B5%D1%82%D1%80%D0%B5%D0%BD%D0%BA%D0%BE/3025166>
7. https://armino.info/full_news.php?id=84802&lang=2
8. <https://hy.armradio.am/archives/583125>
9. <https://infoport.am/am/news/culture/nor-hnaravorutyunner-nor-hmtutyunner-erevanum-meknarkel-e-vasili-petrenkoyi-dirizhorakan-akademia-n>
10. <https://cultural.am/hy/norutyunner/lurer/4309-vasili-petrenkoyi-dirijorakan-akademian-nor-hnaravorutyun-eritasard-dirijorneri-hamar>
11. <https://armenpress.am/hy/article/1138433>
12. <https://armenpress.am/ru/article/1138433>
13. <https://www.panorama.am/am/news/2024/05/31/%D5%8E%D5%A1%D5%BD%D5%AB%D5%AC%D5%AB-%D5%8A%D5%A5%D5%BF%D6%80%D5%A5%D5%B6%D5%AF%D5%B8-%D5%80%D5%A1%D5%B5%D5%A1%D5%BD%D5%BF%D5%A1%D5%B6/3010280>
14. <https://freenews.am/post/10cab95aac56e0309097d86b740e32a6>
15. <https://medialab.am/281760/>
16. <https://anmmedia.am/hy/news/vasily-petrenko-academy-to-be-held-in-yerevan-first-time/1020>
17. <https://www.aravot.am/2024/06/15/1426853/>
18. <https://escs.am/am/news/23237>
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20. <https://shabat.am/am/article/328512/Hayastanum-meknarkum-e-taratsashrjani-hamar2>
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24. <https://factor.am/788811.html>
25. <https://newsbook.am/?p=176156&l=am>
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27. <https://zakerak.am/show/103073>
28. <https://araratnews.am/show/116708>
29. <https://newshub.am/read-news/4045904/>
30. <https://www.facebook.com/RadioVan.fm/videos/511335671460633>
31. <https://golosarmenii.am/article/214904/sochetanie-masterstva-i-oduxotvorenosti>

3.6 October: Armenian Musicians For Armenian Communities, Armenia

Date	Region, city	Audience	The terms of participation	Comments
October 4-6, 2024	Dilijan, Ijevan, Noyemberyan	>100	Free entry	Tour of the Armenian pianist Ruben Kozin as part of the "Armenian Musicians for Armenian Communities" program, aimed at bringing Armenian musicians to regions, promoting classical music, and supporting Artsakh displaced people. Mr. Kozin performed works by Beethoven, Chopin, and Babajanyan at the Dilijan State Art College, Ijevan Children's Music School, and Noyemberyan Music School.
October 18-19, 2024	Kapan, Village David Beck	>80	Free entry	In collaboration with the VIVA Foundation Second tour of the Armenian pianist Ruben Kozin under the "Armenian Musicians for Armenian Communities" program. Mr. Kozin performed works by Beethoven, Chopin, and Babajanyan at the village of David Beck near Kapan and Kapan's State College of Arts



Additional information

Photos:

<https://primavera-foundation.am/ruben-kozin-piano-concert-in-kapan/#gallery>

<https://primavera-foundation.am/ruben-kozin-piano-concert-in-noyemberyan/#gallery>

<https://primavera-foundation.am/ruben-kozin-piano-concert-in-village-david-beck/#gallery>

Media coverage:

Aravot.am: <https://www.aravot.am/2024/10/25/1451030/>



4. Educational Resources for Armenian Musicians

4.1 YouTube Channel: Online Resource

a) In late 2023, we launched our own YouTube channel:
<https://www.youtube.com/@PrimaveraFoundationOfArmenia>

We aim to establish our YouTube channel as Armenia's free and globally accessible resource. We strive to provide artistic support and guidance to young Armenian musicians and their teachers by offering artistic master classes on piano, violin, chamber ensemble, cello, and classical guitar. We also use it to provide career advice and publish insightful videos from musicians with established careers and long professional experience, feature performances by the Foundation's fellows and participants of our Educational Academy events, as well as share media reportages about our activities and interviews with our team members.

This is why we regularly film our major educational activities and produce videos. In 2024, our video production team added 131 videos (including shorts). Those new videos include:

26 LESSONS & LECTURES

25 MASTER CLASSES ON PIANO, VIOLIN, CHAMBER ENSEMBLE & CLASSICAL GUITAR

12 MUSIC PERFORMANCES FROM OUR EVENTS

9 SPECIAL EVENTS TEASERS, REPORTAGES, PROMO

6 EDUCATIONAL VIDEOS ABOUT ARMENIAN CULTURE

6 INTERVIEWS WITH OUR EXPERTS

In the first seven months of 2024, we garnered over 23,000 views in total, which is more than we got in the entire year 2023. We attracted over 900 viewers as the core audience; between January and June 2024, over 5,400 new viewers explored our content.

Primavera Foundation Of Armenia
@PrimaveraFoundationOfArmenia · 448 subscribers · 130 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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- VALERIA GALIMOVA ADMISSION EXAMS** 8:54
Moving & Studying in Germany. Admission Exams INSIGHTS With Classical Guitarist...
7 views · 42 minutes ago
- Free News: Vasily Petrenko's Academy for Conductors has commenced** 3:55
40 views · 3 days ago
- VALERIA GALIMOVA CHOOSING A CONSERVATORY** 6:29
Moving & Studying in Germany. Choosing a Conservatory INSIGHTS With Valeria...
25 views · 7 days ago
- MR VASILY PASETCHNIK GOALS, SUCCESS & FUTURE OF THE FOUNDATION** 2:18
Mr Vasily Pasetchnik, the Foundation Board Member. Speaks On It's Success, Goals & It...
18 views · 10 days ago
- VALERIA GALIMOVA FINANCIAL PLANNING** 4:13
Moving & Studying in Germany. Financial Planning INSIGHTS With Classical Guitarist...
33 views · 2 weeks ago
- Armenian 2nd TV channel: An exclusive event in the region — Vasily Petrenko's...** 1:47
72 views · 2 weeks ago
- VALERIA GALIMOVA INTRODUCTION** 2:15
Moving & Studying in Germany. Introduction INSIGHTS With Classical Guitarist Valeria...
64 views · 2 weeks ago
- Syunik TV: Armenian Classical Guitarists Tour in Syunik** 2:57
106 views · 3 weeks ago
- ISAAC ALBENIZ CANTOS DE ESPAÑA OP. 332 (ORIENTAL... SEGUIDILLAS)** 42:17
STUDY Isaac ALBENIZ's Cantos de España (Oriental, Seguidillas) With Irina Krasotina
30 views · 4 weeks ago
- MR VASILY PASETCHNIK WE UNITED BY CULTURAL BRIDGES** 2:09
Mr Vasily Pasetchnik, Foundation Board Member. We are one race, But We United B...
19 views · 1 month ago
- VASILY PETRENKO'S ACADEMY FOR CONDUCTORS** 6:25
Panorama: An exceptional event is taking place in Armenia: Vasily Petrenko's Acade...
78 views · 1 month ago
- DMITRY MASLEEV HOW TO COPE WITH THE PROGRAMMING IN ADVANCE** 8:21
How to program a year or two in advance? Hear Pianist Dmitry Masleev
274 views · 1 month ago

b) Special Project with Amaryan Charitable Foundation

The project's goal is to produce a series of video lessons entitled *Psychophysiology For Musicians* by classical guitarist and laureate of international competitions Valeria Galimova (Russia/Germany) and make them available on the Foundation's YouTube channel with Armenian subtitles.

These video lessons aim to inform musicians about the importance of maintaining the physical health of the body's muscular system. Their content is based on modern European theoretical developments and specially selected practical exercises.

"Over 80% of musicians suffer from pain. At best, it can be managed to some extent. If not treated, it leads to premature retirement. Learn these simple exercises to prevent excessive strain and hand injuries, to continuously enjoy performing, and to maintain a proficient and healthy playing technique. As musicians, we play our musical instruments using our entire body, and it is, therefore, important to be aware of musical psychophysiology at any age and any level." – Valeria Galimova, classical guitarist, the course author

- The course *Psychophysiology For Musicians* includes six videos in total and covers the following topics:
 - Preventing Back & Shoulder Pain: After-Practice Exercises
 - How To Warm Up Without A Guitar: Hands
 - Finger Exercises For Strength & Flexibility
 - Stretching & Relaxing Between Practice Sessions
 - How To Warm Up Without A Guitar: Body
 - Posture Check-Up



The course *Psychophysiology For Musicians* includes six videos in total and covers the following topics:

YouTube Course playlist link:

[Classical Guitar @ Lessons - YouTube](#)

These six video lessons were produced and translated into Armenian (subtitles created and uploaded) with the kind support of the Amaryan Foundation, who has also shared their opinion on the project:

"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."

Classical music is an important component of Armenia's rich cultural heritage, and we applaud Primavera's ongoing efforts to support and guide young Armenian talent."

the Amaryan Charitable Foundation





The video series has garnered over **600 views** in total in less than two months since its release and has already received the following feedback:

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

"Thank you very much for the advice. Today I will start practicing to improve my posture. A hug from Chile"

@davidhenriquez4953

"Bravo, teaching is fulfilling the cycle of learning, like a grandfather who teaches his grandson what he has learned. This is how a student learns from her teacher. Great Valeria, great teacher."

"I feel that Valeria transmits passion and high quality in everything she does. Playing, teaching..."

@davidhenriquez4953

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

@marceloisoni

"Well said! Wow, thank you"

"Thanks for this"

@davidhenriquez4953 on Posture Check Up. LESSONS With Classical Guitarist Valeria Galimova

@davidhenriquez4953 on STUDY Johann Kaspar MERTZ'S Tarantella With Classical Guitar

"Thank you so much for this. I've been having issues with my back for years due to poor posture"

"Good idea"


@zz_yy_nn77

@paulmileswhiteheadmusic

Annex 1. Educational Academy Events in Detail


1. Lecture by Valeria Galimova: Physiology For Classical Guitar Players at the Arno Babajanyan Concert Hall

Date	Region, city	Audience	The terms of participation	Comments
February 14, 2024	Yerevan	6	Free entry	Partner: Arno Babajanyan Concert Hall Classical Guitar Program mentor Valeria Galimova gave a workshop on physiology for classical guitarists and shared exercises for posture, finger strength, agility, and flexibility, warming up techniques, and post-practice routines to prevent pain.

 Additional information, photos:
Photos: <https://primavera-foundation.am/classical-guitarist-valeria-galimova-debuted-in-armenia-as-the-primavera-foundation-education-program-mentor/>


2. Public Talk by Valeria Galimova at the Arno Babajanyan Concert Hall: Moving & Studying in Germany

Date	Region, city	Number of participants	The terms of participation	Comments
February 14, 2024	Yerevan	10	Free entry	Partner: Arno Babajanyan Concert Hall Classical Guitar Program mentor Valeria Galimova shared insights on moving and studying in Germany, covering financial planning, admission exams, academics, and the German life.

 Additional information, photos:
Photos: <https://primavera-foundation.am/classical-guitarist-valeria-galimova-debuted-in-armenia-as-the-primavera-foundation-education-program-mentor/>

2.1 Classical Guitar Master Classes with Valeria Galimova at Arno Babajanyan Concert Hall


Date	Region, city	Number of participants	The terms of participation	Comments
February 14, 2024	Yerevan	8	Free entry	Partner: Arno Babajanyan Concert Hall Classical Guitar Program mentor Valeria Galimova conducted a classical guitar master class with Lilit Sargsyan on Johann Kaspar Mertz's Tarantella.

 Additional information, photos:
Photos: <https://primavera-foundation.am/classical-guitarist-valeria-galimova-debuted-in-armenia-as-the-primavera-foundation-education-program-mentor/>



2.2 Classical Guitar Performance by Valeria Galimova at Ijevan Children's Music School

Date	Region, city	Audience	The terms of participation	Comments
February 15, 2024	Tavush, Ijevan	60	Free entry	Partner: Ijevan Children's Music School Primavera Foundation mentor and classical guitarist Valeria Galimova delighted the audience with her first-ever recital in Ijevan, Armenia. The concert program featured the works of J. Turina, F. Schubert, R. Dyens, and C. Domeniconi.

 Additional information, photos: <https://primavera-foundation.am/primavera-foundation-mentor-valeria-galimovas-gave-concert-and-run-master-classes-in-ijevan/>

2.3 Classical Guitar Master Classes with Valeria Galimova at Ijevan Children's Music School


Date	City	Number of active participants	The terms of participation	Terms of participation	Comments
February 15, 2024	Tavush, Ijevan	1	10	Free entry	Partner: Ijevan Children's Music School Following the concert, Valeria offered her undivided attention and guidance to seven young Armenian musicians as part of the Foundation's Artistic Training Program and conducted master classes. Seeing the students improve their skills with Valeria's guidance was heartwarming.

 Additional information, photos: <https://primavera-foundation.am/primavera-foundation-mentor-valeria-galimovas-gave-concert-and-run-master-classes-in-ijevan/>



2.4 Classical Guitar Performance by Valeria Galimova at Dilijan State Art College

Date	Region, city	Audience	The terms of participation	Comments
February 16, 2024	Tavush, Dilijan	50	Free entry	Partner: Ijevan Children's Music School We continue our work in various regions of Armenia, thereby exploring new communities and meeting new friends. We visited Dilijan State Art College for the first time and had the pleasure of meeting the college's director, Mrs. Hasmik Musayelovna.

 Additional information, photos: <https://primavera-foundation.am/primavera-foundation-armenia-first-time-at-dilijan-state-art-college-with-valeria-galimova/>

2.6 Classical Guitar Performance by Vahan Sargsyan at Hrazdan Music School


Date	Region, city	Audience	The terms of participation	Comments
March 7, 2024	Hrazdan	40	Free entry	Project partner: Hrazdan Music School We continue our collaboration with Armenian classical guitar teacher Vahan Sargsyan; he gave a performance dedicated to Artsakh refugees.

2.7 Classical Guitar Master Classes with Vahan Sargsyan at Hrazdan Music School

Date	Region, city	Number of active participants	Number of listeners	Terms of participation	Comments
March 7, 2024	Hrazdan	7	15	Free entry	Project partner: Hrazdan Music School Master classes with the Foundation's classical guitar teacher Vahan Sargsyan

2.8 Violin Master Class with Maximilian Simon at Dilijan State Art College

Date	Region, city	Number of active participants	Number of participants	Terms of participation	Comments
March 12, 2024	Tavush, Dilijan	3	15	Free entry	Project partner: Dilijan State Art College Maximilian Simon, the curator of the Primavera Foundation's Violin Program, conducted a series of violin master classes at Dilijan State Art College. During the sessions, he offered personalized guidance and support to three young violinists as they performed works by Paganini, Sarasate, and Tartini.

 Additional information, photos: <https://primavera-foundation.am/primavera-foundation-armenia-first-time-at-dilijan-state-art-college-with-valeria-galimova/>



2.9 Round Table Discussion on Artistic Careers with Maximilian Simon at Dilijan State Art College

Date	Region, city	Number of participants	The terms of participation	Comments
March 12, 2024	Tavush, Dilijan	20	Free entry	Project partner: Dilijan State Art College During his visit, Maximilian Simon engaged with the students and teachers, shared some insights of his journey as a violinist and offered valuable advice on how to pursue a career in music.

Additional information, photos:
Photos: <https://primavera-foundation.am/german-violinist-maximilian-simon-returns-to-armenia/#gallery>



2.10 Educational Videos on Violin with Maximilian Simon at Arno Babajanyan Concert Hall

Date	Region, city	Number of participants	Terms of participation	Comments
March 13, 2024	Yerevan	15	Free entry	Project partner: Arno Babajanyan Concert Hall We recorded a series of educational videos with Maximilian Simon, the curator of our Violin Program, covering a range of topics vitally important to violinists, including vibrato, spiccato, purchasing and improving your instrument, managing stage fright, effective warm-up routines, and scale practices.

2.11 Piano Master Classes with Philipp Kopachevsky at Ijevan Children's Music School

Date	Region, city	Number of active participants	Audience	Terms of Participation	Comments
April 25, 2024	Tavush, Dilijan	8	30	Free entry	Project partner: Ijevan Children's Music School We invited pianist Philipp Kopachevsky, a soloist with the Moscow State Academic Philharmonic and a prizewinner at international competitions, for a series of piano master classes. Mr. Kopachevsky received an extremely warm welcome from the students and teachers of Ijevan. Eight young pianists performed pieces by N. Rakov, Bertini, Mendelssohn, Berkovich, Cherni, Burgmüller, and Mozart.

Additional information, photos:
Photos: <https://primavera-foundation.am/pianist-philipp-kopachevsky-inspired-young-pianists-in-ijevan/#gallery>



2.12 Piano Master Classes with Philipp Kopachevsky at Aram Khachaturian Concert Hall

Date	Region, city	Number of participants	The terms of participation	Comments
April 26, 2024	Yerevan	10	Free entry	Project partner: Armenian National Philharmonic Orchestra On April 26, 2024, pianist Philipp Kopachevsky conducted a series of master classes at the Aram Khachaturian Concert Hall in Yerevan. Five young talented Armenian pianists had the opportunity to enhance their skills under the guidance of Mr. Kopachevsky, working on pieces by Debussy, Beethoven, Liszt, and Rachmaninoff.

Additional information, photos:
Photos: <https://primavera-foundation.am/pianist-philipp-kopachevsky-run-master-classes-at-the-aram-khachaturian-concert-hall/#gallery>



2.13 Classical Guitar Performance by Vahan Sargsyan at Gyumri Branch of Yerevan Komitas State Conservatory

Date	Region, city	Number of participants	Audience	The terms of participation	Comments
May 15, 2024	Gyumri	6	-	Free entry	Project partner: Gyumri Branch of Yerevan Komitas State Conservatory We continue our collaboration with Armenian classical guitar teacher Vahan Sargsyan; he gave a performance dedicated to Artsakh refugees

Additional information, photos:
Photos: <https://primavera-foundation.am/armenian-guitarist-vahan-sargsyan-concert-master-class-in-gyumri/#gallery>

2.14 Classical Guitar Master Classes with Vahan Sargsyan at Gyumri Branch of Yerevan Komitas State Conservatory

Date	Region, city	Number of participants	Audience	The terms of participation	Comments
May 15, 2024	Gyumri	3	6	Free entry	Project partner: Gyumri Branch of Yerevan Komitas State Conservatory Classical guitar master classes were held by the Foundation's classical guitar teacher Vahan Sargsyan. Three active participants attended this master class.

Additional information, photos:
Photos: <https://primavera-foundation.am/armenian-guitarist-vahan-sargsyan-concert-master-class-in-gyumri/#gallery>



2.15 Classical Guitar Performance by Vahan Sargsyan at Ijevan Children's Music School

Date	Region, city	Audience	The terms of participation	Comments
May 23, 2024	Ijevan	30	Free entry	Project partner: Ijevan Children's Music School We continued our collaboration with Armenian classical guitar teacher Vahan Sargsyan; he gave a performance dedicated to Artsakh refugees.

Additional information, photos:
Photos: <https://primavera-foundation.am/our-classical-guitar-tutor-vahan-sargsyan-in-ijevan/#gallery>

2.16 Classical Guitar Master Classes with Vahan Sargsyan at Ijevan Children's Music School

Date	Region, city	Number of participants	Audience	The terms of participation	Comments
May 23, 2024	Ijevan	7	10	Free entry	Project partner: Ijevan Children's Music School Classical guitar master classes were held by the Foundation's classical guitar teacher Vahan Sargsyan. Seven active participants attended this master class.

Additional information, photos:
Photos: <https://primavera-foundation.am/our-classical-guitar-tutor-vahan-sargsyan-in-ijeivan/#gallery>



2.17 Educational Videos on Classical Guitar

Date	Region, city	Terms of participation	Comments
June 19, 2024	Yerevan	Free entry	A series of lectures on classical guitar were held by the Foundation's classical guitar experts Valeria Galimova, Nikita Nedelko, and Vahan Sargsyan, and guest lecturers — Nune Badalyan and classical guitar teacher and professor of musical arts (Armenia) Eduard Hrmushyan.

2.18 Lecture by Professor Irina Krasotina on Spanish Music and Ensemble

Date	Region, city	Number of active participants	Audience	Terms of Participation	Comments
June 21, 2024	Yerevan	7	10	Free entry	Project partner: Arno Babajanyan Concert Hall Ensemble Program curator Irina Krasotina gave lectures on Spanish Music and Ensemble, which we fully recorded.

Additional information, photos:
Photos: <https://primavera-foundation.am/lecture-on-spanish-music-and-chamber-music-with-professor-of-the-moscow-state-conservatory-irina-krasotina/#gallery>

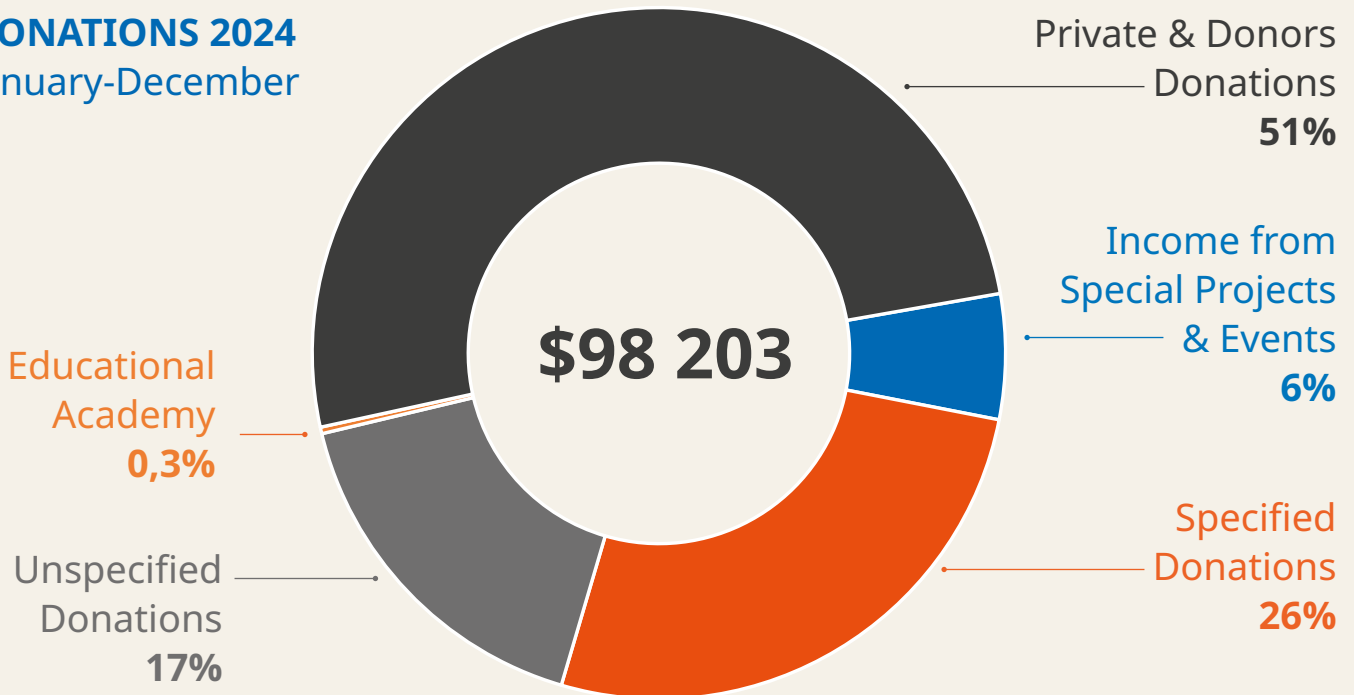


2.19 Piano Master Class with Professor Irina Krasotina

Date	Region, city	Number of participants	Audience	The terms of participation	Comments
June 21, 2024	Yerevan	1	0	Free entry	Project partner: Arno Babajanyan Concert Hall Ensemble Program curator Irina Krasotina's master classes in Yerevan with Aleksandra Mnatsakanyan practicing Cantos de España by Isaac Albeniz (Oriental, Seguidillas)

Annex 2. Financial Report

DONATIONS 2024 January-December



EXPENSES 2024 January-December

