

RECORDINGS & RELEASES FOR ARMENIAN MUSICIANS

PROJECT
DESCRIPTION

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

PRIMAVERA-FOUNDATION.AM

Primavera
Foundation
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PRIMA CLASSIC RECORD LABEL: RECORDINGS & RELEASES FOR ARMENIAN MUSICIANS

The record label Prima Classic (USA) and the Primavera Charitable Foundation have joined efforts to ensure the global and easily accessible presentation of Armenian music and music performed by Armenian artists.

The project aims to provide Armenian musicians an additional consistent opportunity to record and release digitally on all major global streaming platforms. We wish to empower emerging and well-established Armenian artists by offering financial and non-financial resources to record, post-produce, release, and market their recordings globally.



GLOBAL ACCESSIBILITY & VISIBILITY

Music created and/or performed by Armenian musicians is made available and promoted across 95+ major streaming platforms worldwide, including Spotify, Apple Music, Amazon 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

PROJECT DETAILS

DATE

ANNUALLY
2026/27 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
COMPETITION IN THE
"EMERGING
ARMENIAN ARTISTS"
CATEGORY

ONLINE CLOSING
GALA CONCERT
& AWARD CEREMONY
FOR WINNERS

IN-DEPTH INDIVIDUAL
MASTERCLASSES FOR
RECORDING ENGINEERS
& WINNERS' RECORDING
PROCESS

IN PARALLEL ALBUM
AND/OR SINGLE
RELEASES FOR THE
PREVIOUS YEAR'S
WINNERS

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

RECORDINGS & RELEASES FOR ARMENIAN MUSICIANS

GET IN TOUCH



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 [T.ME/PRIMAVERA_EVENTS_BOT?STARTAPP=2025_CHAMBER_MUSIC_SCHOOL_GALA_CONCERT](https://t.me/PRIMAVERA_EVENTS_BOT?STARTAPP=2025_CHAMBER_MUSIC_SCHOOL_GALA_CONCERT)

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