

“Ancient Sounds, Awakened Spirits”

A groundbreaking showcase of Armenia’s musical heritage



Proposal for a Premiere U.S. Tour of the
Naregatsi Armenian Folk Instruments Ensemble



Prepared by Naregatsi Art Institute
May 28, 2010

The Naregatsi Armenian Folk Instruments Ensemble at a Glance

Mission: To reawaken appreciation for Armenian folk culture, through its traditional instruments, melodies, lyrics, dances and mystical chants.

- 12 authentic Armenian folk instruments
- 25 professional-level performers, age six to 22
- Instrumentals and vocals
- Repertoire includes: Gomidas; Sayat-Nova; Regional Songs and Dances of Historical Armenia; Sacred Armenian Songs; Medieval Armenian Ballads
- Cited as a national treasure by the Armenian Ministry of Culture
- Recently, completed a highly successful two-week concert Tour in Europe
- Winner of national and international folk music competitions
- Artistic Director, Hovik Sahakyan
- Founded in 2008 under the auspices of the Naregatsi Art Institute (U.S., Armenia, Karabagh)



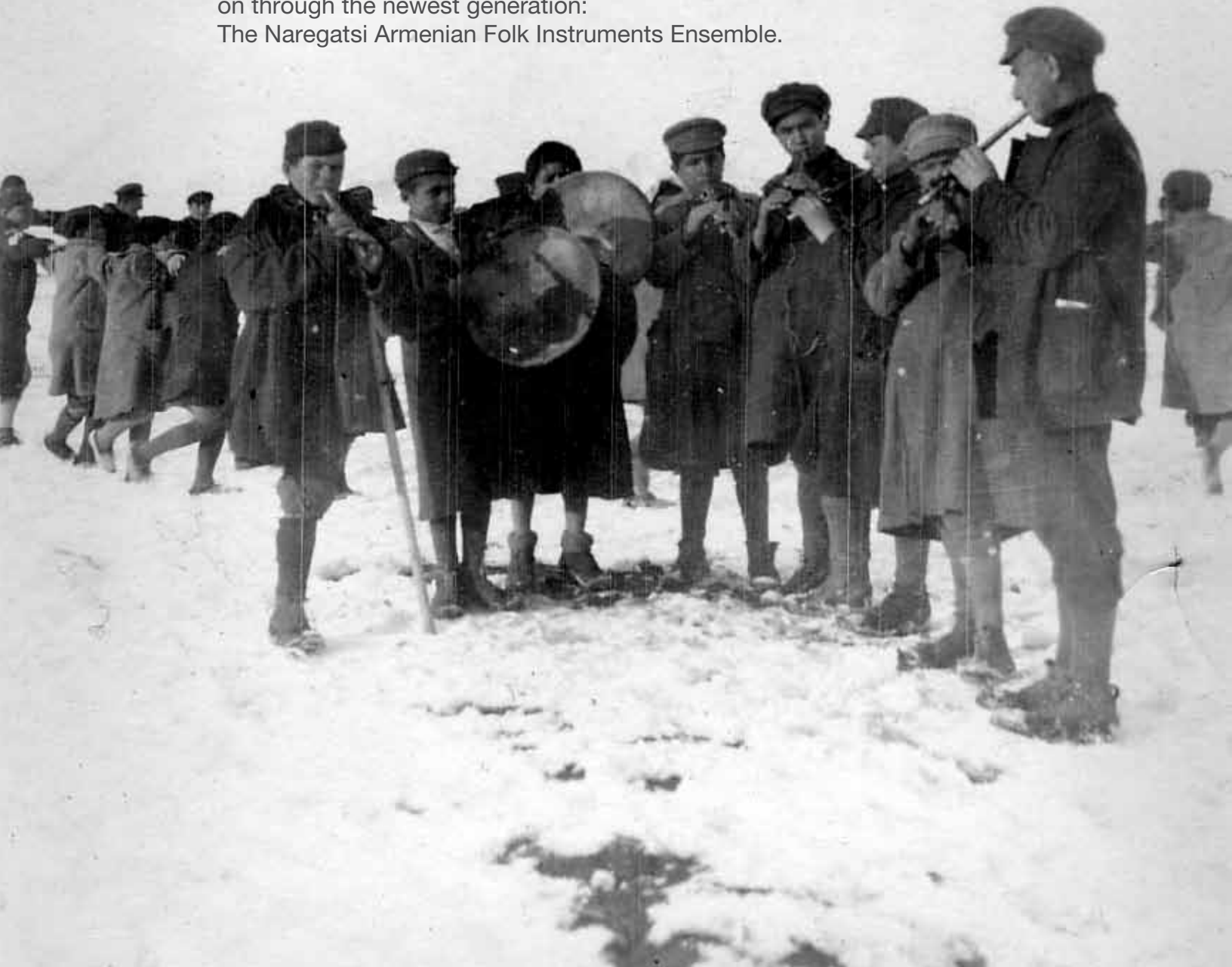
Background

New-generation musicians bring old-world Armenia back to life.

During the Armenian Genocide of 1915, thousands of Armenian orphans found refuge through the Near East Foundation, an international relief organization that provided them with food, shelter, education, and another necessity for survival: a strong sense of their Armenian identity.

In this rare photo from the Archives of the NEF, Armenian orphans are learning to play the traditional folk instruments and melodies of their lost ancestors, thus ensuring that the long chain of heritage transference would not be broken. Now, over one century later, that same Armenian Spirit lives on through the newest generation:

The Naregatsi Armenian Folk Instruments Ensemble.



Introduction

Reawakening the timeless appeal of Armenian traditional music.

As recently as the highly successful Premiere European Tour of April-May 2010, the Naregatsi Armenian Folk Instruments Ensemble is transporting diverse audiences back to an age in which troubadours roamed historic Armenia's countryside and villages celebrating the seasons and sacred rites in time-honored songs and dances.

Eastern Sounds with Western Appeal: The Duduk Phenomenon

In the early 1990's, with the reopening of post-soviet Armenia to the West, the pure and haunting sound of a primitive wind instrument called the "Duduk" as mastered by Armenian virtuoso Jivan Gasparian, quickly captured the imaginations of international/ethnic music lovers.

Its unique sound provided an ideal reference point to ancient and biblical times, as featured in film scores for such box office hits as *The Chronicles of Narnia*, *The Gladiator*, *Ararat*, *The Last Temptation of Christ*, even *Xena: The Princess Warrior* television series, to name but a few.



Beyond the Duduk: 12 Authentic Armenian Folk Instruments.

Today, the appeal of the Duduk can be multiplied twelve times over with a full complement of ancient Armenian folk instruments, which have been precisely replicated by master craftsmen in Armenia.

These 12 instruments range from wind and string to percussion and are the precursors of the middle-eastern and western instruments played by modern-day Armenian folk dance bands.



santur



kanon



tar



kamancha



oud



saz



dhol



dap



bloul



shvi



zurna



duduk

What people are saying about the Naregatsi Armenian Folk Instruments Ensemble

“WOW! We were blown away... Every aspect was wonderful—the professionalism of just “kids”, the conductor-teacher-arranger, the program, the music! The children had such enthusiasm; we were stunned. They stole our hearts!

We left with tears in our eyes. All of the songs were ones we had heard before but it was as though we heard them for the first time last night. Clearly our memories of days past, our shared heritage...were reawakened. Thanks to those children, we were allowed to experience them all anew. What an evening. We didn't want it to end!”

**CarolAnn Najarian, MD, Armenian Health Alliance
United States**

“The Naregatsi Folk Ensemble is truly a gift! Hearing so many young people play traditional Armenian music with both mastery and spirit renews my faith in the continuity of our culture. In a cultural landscape being steamrolled by both pop culture and performances of Armenian music lacking in authenticity, this group is a beacon of light. I couldn't be happier with the work they are doing.”

**John Hodian, composer
United States**

“As a newcomer to Armenia, I very much enjoy listening to its traditional music. The Ensemble has done a marvelous job singing and playing these rare instruments. On a scale of 12, I would give their performance a perfect 12! It's also a great way to teach others about their country, music, and history. I would like to encourage the players to keep doing what they do and showcase these gifts to the world.”

**Lavanda Shepherd
Embassy of the United States in Armenia**

“Before the performance, I was concerned that these young people would not correctly render such intricate works as Sayat- Nova, Gomidas and Armenian liturgical psalms. After the concert, I was totally relieved. Now I am confident that “generation change” had indeed taken place—and so seamlessly! I am looking forward to the Ensemble visiting us in France and Switzerland.”

**Aram Nazaryan
Concert Coordinator, Roman, France**

“The cultural turmoil in the world today makes it difficult to preserve our national roots. Yet, the Naregatsi Armenian Folk Instruments Ensemble has managed to meet this challenge, and with children no less. Watching our youth perform in their grandparent's traditional costumes... playing strange instruments with such skill and pure joy. It promises us that our precious music traditions will live on!”

**Arthur Shahnazaryan
Gomidas Expert, Armenia**

“This concert was an event unlike any other. The Ensemble performed flawlessly today. It does justice to the high quality of our musical traditions. It is up to all of us to support this nationalistic mission.”

**Sona Hovhannisyan
Festival Organizer of “ 21st Century Perspectives”, Armenia**

Building on a Successful European Tour

A united effort among municipalities, NGOs and individuals.

Initiated by Yerkir Europe, an Armenian cultural organization based in France, seed financing and invitations were provided by Region Rhone-Alps, a French government agency. Additional financial support was provided by local Armenian organizations and individual donors.

European Tour Funding Sources

Type of Funding	Source
Seed Funding	Region Rhone-Alps and NAI
In-Kind Donations of Goods and Services	Local cultural and civic governments and Armenian community groups
General Donations	Individuals, local organizations
Sales	Tickets

European Tour Cooperating Organizations and/or Co-Sponsors



Overview of European Concert Tour Itinerary and Audiences

<i>Date</i>	<i>Location</i>	<i>Venue</i>	<i>Theme</i>	<i>Audience Composition</i>	<i>Number Attending</i>
4.23.10	Zurich, Switzerland	Wasserkirche Church	95th Anniversary of Armenian Genocide Dedicated to Jacob Kuenzler	50% Swiss 50% Armenian	180
4.24.10	Lugano, Switzerland	Swiss-Italian Conservatory	95th Anniversary Armenian Genocide	60% Swiss 40% Armenian	200
4.25.10	Geneva, Switzerland	Business & Art Center	Genocide Commemoration	30% Swiss 70% Armenian	150
4.27.10	Romans, France	Salle Jean Cocteau	Cultural Exchange w/ local students	10% French 90% Armenian	90
4.28.10	Montelimar, France	Intercommunal Conservatory Montelimar-Sesame	Cultural Exchange w/local students	90% French 10% Armenian	150
4.30.10	Paris, France	Consert Salle Rossini	Benefit for Alexander Chuflyakyan	10% French 90% Armenian	350
5.1.10	Lyon, France	Garbis Manoukian Hall	Cultural Showcase	10% French 90% Armenian	120
5.3.10	Cahors, France	The Auditorium	Cultural Exchange w/local students	10% French 90% Armenian	120
5.4.10	Toulouse, France	Salle du Senachal	Cultural Showcase	30% French 90% Armenian	150
5.5.10	St. Chamassy, France	Town cemetery and cathedral	Dedicated to Louis Dartige du Fournet	95% French 5% Armenian	200

Overview of Proposed Premiere Concert Tour in the United States

**Purpose: Cultural Showcase; Cultural Exchange;
Armenia-Diaspora Relations; Armenian Heritage Education**

- **Timing: Autumn 2010**
- **Location: Northeastern US**
- **States: NY, NJ, MA, RI,
PA, Washington DC**
- **Duration: 14 Days**
- **Number of Performances:
12-15 concerts, with/
without receptions**
- **Tour Entourage: 30
Persons from Armenia**



Key Benefits/Opportunities of a U.S. Tour

- **Fulfills NAI Mission: The Culture Connection**

The Naregatsi Armenian Folk Instruments Ensemble clearly reflects the mission of the Naregatsi Art Institute: to preserve and promote timeless Armenian culture through which a dispersed people may connect.

- **The special appeal of youth**

The Ensemble's impressive display of musical proficiency is the perfect showcase for the high-quality standards and artistic discipline coming out of the Republic of Armenia. All generations are deeply moved to see such committed young people turning this cherished music into living history with such flair and perfectionism.

- **A showcase for Armenia's rich cultural identity**

Given the cosmopolitan flavor and diverse cultural mix of Northeastern populations, there is ample opportunity to expose non-Armenian audiences to the unique sounds of traditional Armenian music with performances for the diplomatic community and world-music enthusiasts, as well as concert venues and public spaces that attract mainstream audiences.

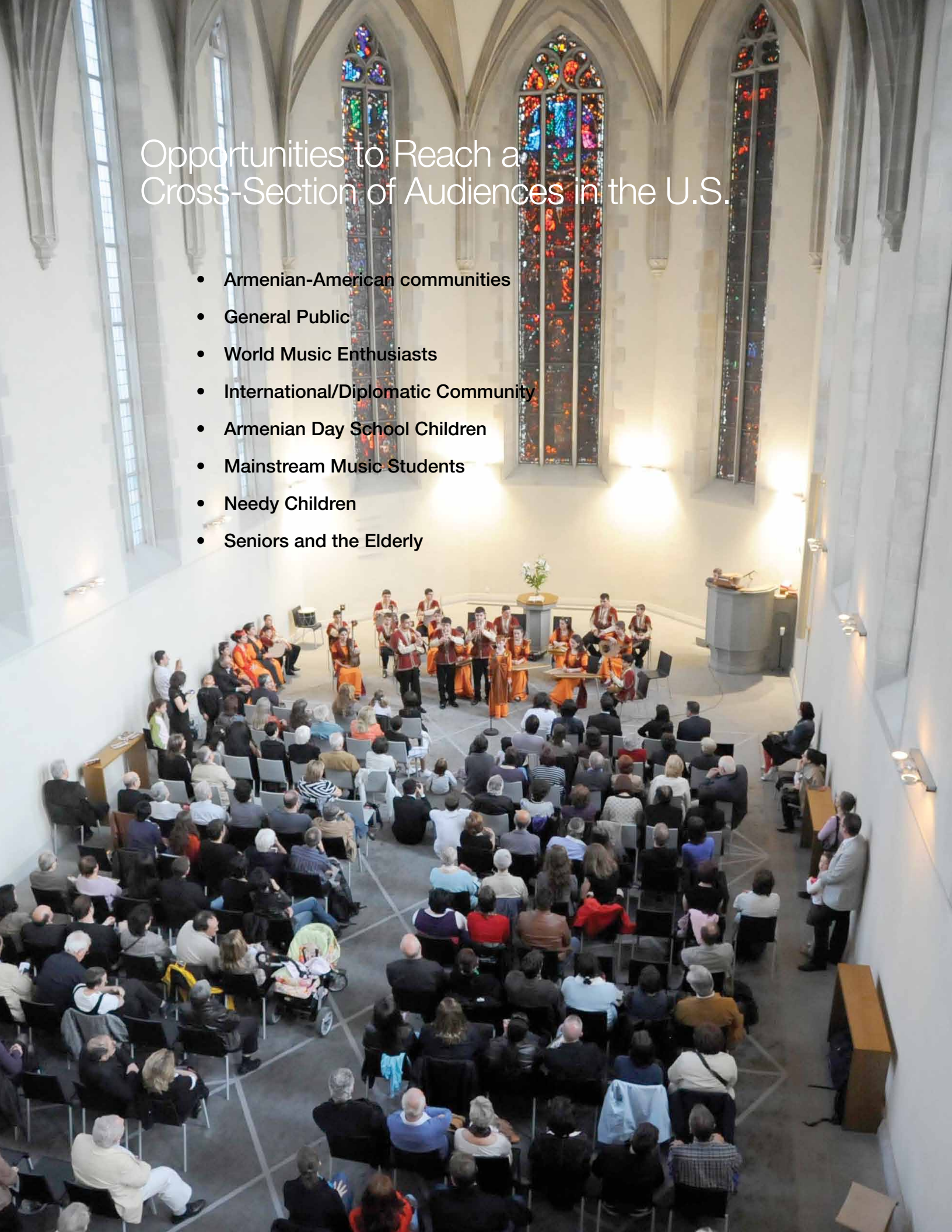


- **Enrichment of Armenian Heritage education**
The U.S. Tour represents a golden opportunity to introduce Armenian-American children to their artistic inheritance. Firsthand exposure to the music of their ancestral roots can become a defining moment in discovering their ethnic identity.
- **Opportunities for cultural exchange**
During the European Tour, the Ensemble reached out to music students from the local conservatories. In turn, the group was itself enriched by exposure to more western sensibilities. Such encounters will continue in the United States, where opportunities for cultural exchange with diverse audiences abound.
- **Promotes positive Homeland-Diaspora relations**
Finding commonality through the universal language of music promises to reassure Armenian-Americans that the modernization taking place in Armenia will not compromise the unique heritage and identity that, as a Homeland, it symbolizes for the diaspora.
- **Experiencing the rewards of giving through the Arts**
In Europe, performances commemorating genocide, honoring unsung heroes and raising funds in behalf of a disabled boy, taught the players the power of their talent to inspire and convey meaning. A U.S. Tour offers ample opportunities in which to reinforce the value of giving in Armenia's young people.



Opportunities to Reach a Cross-Section of Audiences in the U.S.

- **Armenian-American communities**
- **General Public**
- **World Music Enthusiasts**
- **International/Diplomatic Community**
- **Armenian Day School Children**
- **Mainstream Music Students**
- **Needy Children**
- **Seniors and the Elderly**



Financial Considerations

The funding of the U.S. Tour will be generated primarily through corporate and individual partnerships, associations, co-sponsorships, individual donations, ticket sales in select locations and, possibly, entertainment honorariums during the fall gala season.



Proposed Funding Levels, Benefits and Recognition Opportunities

\$1000/10	\$2500/10	\$5,000/5	\$10,000/1	\$25,000+/1
<i>Friend</i>	<i>Patron</i>	<i>Co-Sponsor</i>	<i>Associate</i>	<i>Partner</i>
Private Invitation to Official Receptions	Private Invitations to Official Receptions	Private Invitations to Official Receptions	Private Invitations to Official Receptions	Private Invitations to Official Receptions
VIP Reserved Seating for 2	VIP Reserved Seating for 4	VIP Reserved Seating for 6	VIP Reserved Seating for 8	VIP Reserved Seating for 10
2 Comp Tkts	4 Comp Tkts	6 Comp Tkts	8 Comp Tkts	10 Comp Tkts
2 Comp CDs	4 Comp CDs	6 Comp CDs	8 Comp CDs	10 Comp CDs
Recognition: <ul style="list-style-type: none"> • Listing inside Concert Programs. • Free one-quarter page space for greeting. 	Recognition: <ul style="list-style-type: none"> • Listing inside Concert Program • NAI Website • Free one-quarter page space for greeting. 	Recognition: <ul style="list-style-type: none"> • Back Cover Concert Program • NAI website • Free one-third page space for greeting. <ul style="list-style-type: none"> • Footer of Poster, Print Ads, Mailers, Email Blasts, Press Releases. 	Recognition: <ul style="list-style-type: none"> • Front Cover Concert Program • NAI Website. • Free one-half page space for greeting or corporate ad. • Header of Posters, Print Ads, Email Blasts. • Prominent mention and quote in Press Releases, Radio and TV Interviews. • Special Thanks at Concert Venues and Receptions. 	Recognition: <ul style="list-style-type: none"> • Front/Back Cover of Concert Program • Free full page space for greeting or corporate ad. • NAI Website. • Header of Posters, Print Ads, Mailers, Email Blasts. • Prominent mention and quote in Press Releases, Radio and TV interviews. • Special Thanks at Concert Venues, Receptions. • Company or individual Bio in Programs.

Example Usage for Partner, Associate and Co-Sponsors

Naregatsi Art Institute and the XYZ Corporation
in association with the ABC Foundation
proudly present

The Naregatsi Armenian Folk Instruments Ensemble



Co-Sponsored by:
XYZ Company Worldwide (logo) ABC Travel (logo)
XYZ Airlines (logo), ABC Industries
XYZ Ltd. (logo)

Types of Performances

Ticket Sales

- Rented Spaces
- Church Community Centers

Courtesy Performances

- Old Age Homes and Senior Clubs
- Armenian Day Schools
- Mainstream Schools
- Hospitals

Honorariums

- Charity Galas
- Private Events



History of the Naregatsi Armenian Folk Instruments Ensemble

- Established August 27, 2008 based on the informal group of young musicians who began studying the Tar and Kamancha, two traditionally Armenian folk instruments, three years prior.
- A number of students also began studying instrument-making from highly skilled master craftsmen.
- Over the three years of intensive study, including many recitals and concerts, the group evolved into a full ensemble under the artistic direction of well-known Tar player Hovik Sahakyan.
- Their official debut took place in 2008 during the opening ceremony of the “Lebanese Culturell Week in Armenia.” Later, it performed in the regional provinces of both Armenia and Karabagh including Goris, Sisian, Stepanakert, Shushi and Sevan.
- Participated in the Third Traditional Instruments and Folk Song Artists’ National Competition and the Veratsnund International Folk Music Festival.
- Awarded prizes in various categories of folk music.
- Invited by the French government to perform in Switzerland and France



About the Naregatsi Art Institute

Naregatsi Art Institute (NAI) is a philanthropic, non-profit organization created to preserve and promote Armenian culture around the world and to connect the Armenian people to their national identity through the arts. Founded in 2004, NAI is headquartered in the USA with branches in Yerevan, Armenia and Shushi, Nagorno-Karabagh.

NAI organizes and executes an array of cultural events including exhibitions, concerts, theatrical performances, film screenings, book presentations and master classes in various disciplines of the arts. All these activities have been supported on a philanthropic basis; admission is free of charge in Armenia so that the living culture is accessible to a cross-section of society.

Over the years, NAI has supported and directly participated in producing many art books, albums, CDs and DVDs and also has created personal websites for artists of different genres. NAI charitable activities are guided by cultural and humanitarian values.





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Naregatsi Art Institute



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