

# Armenia

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MUSIC, ART, LITERATURE AND TRADITIONS

# The village meets the Country

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## LEAD ENTITY

Municipality of Comabbio

Alderman for culture

## COLLABORATORS

Comabbio Public Library

Parish of Comabbio

Cultural association «Lucio Fontana's village»

Association «Friends of the Sacred Hill»

Theatre company «CamparIPadoaN»



## what

- history
- music
- traditions
- literature
- religion
- cinema
- architecture
- paintings
- cuisine



## where

- Comabbio
- lakes
- courtyards
- public library
- church
- conference room
- ex-industries
- historic villas
- park



## how (live/digital)

- conferences (l)
- concerts (l)
- exhibitions (l)
- theatre (l)
- interviews (d)
- film forum (l/d)
- YouTube channel
- Facebook
- streaming of live activities



## when

- Feb/Apr digital
- May/Sept. participation



## why

- cultural enhancement
- increase of local tourism
- marketing of the area
- Involvement of local artists and scholars
- comparison with other cultures
- collaboration with local schools
- valorisation of the area
- digital use
- take culture to usually non-accessible places

# Who/What

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We are aware that the level of maturity of a society is measured by its ability to relate with what is different by origin, culture and religion. This is why we are proposing the project «The village meets a Country». With this initiative, we intend to promote the knowledge of a place through its history, culture, traditions, territorial features and people.

Thanks to the participation of experts in each field, we are scheduling activities with different strategies: usual and unusual places will be the 'stage' for a work plan aiming at promoting the development of OUR society into one that is inclusive, mature, multi-cultural and ready for the future.





# Who/What

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The Country «chosen» for 2021 is Armenia, a place whose cultural richness is still little known. Unfortunately the Country has a painful past and a current troubled history; the pride and resilience of its people, tethered to their traditions, will be the subject of reflections, knowledge and comparison/debate.



# Who/What

conferences, roundtables, interviews, in-depth analyses/discussion:

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**Antonia Arslan**, *author*

**Aldo Ferrari**, *University of Venice, Italy*

**Marco Ruffilli**,  
*University of Geneva, Switzerland*

**Simone Zoppellaro**,  
*journalist*

**Shushan Martirosyan**,  
*University of Erevan, Armenia*

**Siobhan Nash-Marshall**,  
*Manhattanville College of New York, USA*

**Mons. Levon Zekiyan**,  
*Archibishop of Istanbul, Turkey*

**Ara Zarian**, *Architect*



# Who/What

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## Online courses:

**Sonia Tashchyan**,  
*ethnologist and  
researcher of ancient  
ethnic Armenian  
cuisine*

**Zovag Kantarjian-  
Ohanian**, *expert in  
artistic Armenian  
embroidery*

## Expert collaborators:

**Nadia Pasqual**,  
*tourism expert*

**Aldo Oriani**, *expert in  
eco-friendly  
biodiversity*

**Alberto Elli**,  
*Orientalist*

**Concerts** (*traditional  
duduk music by the  
Piovan-Fanton Trio*)

**Play** (*by the theatre  
company  
CamparIPadoaN*)

**Exhibitions**  
(*organised by the  
cultural association  
«Lucio Fontana's  
village»*)

**Film forum and  
thematic workshops**  
(*organised by  
Comabbio Public  
Library*)



## Who/What

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All performances will be preceded by explanatory sessions so as to make the activities valuable for an heterogeneous audience and to involve segments of the public with fewer opportunities.

Digital activities in preparation for events and in-depth analyses/discussions, interviews, speeches, teaching material, dedicated photographic sources on Facebook and YouTube channel, use of main social media.

# Where

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Comabbio: this charming village in the North of Italy, located between the shores of two small lakes, the Comabbio Lake and the Monate Lake, offers the visitor pleasant views and a variety of scenery, although not yet fully exploited for touristic and economic development.

The project foresees the use of spaces usually destined to other functions as a means for the alternative interpretation of «places as the stage for new realities». Thanks to this multi-purpose exploitation of the spaces we aim at involving a public as heterogeneous as possible, including those who do not usually participate in cultural events. Of course, these unusual backdrops will be flanked by traditional spaces and virtual places.

The main feature constituting the basis for the project is the valorization of parks, courtyards, historical villas, waterfront thanks to the organization of performances (concerts, plays, exhibitions), together with places traditionally linked with cultural activities and debates (library, conference hall, church), virtual actions (speeches, interviews, in-depth analyses/discussions).



# Where

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Traditional  
spaces

Conference  
hall

Library

Church

Historical  
buildings

Unusual  
places

Lake shores

Courtyards

Park

Sacred  
Stairway

Virtual  
places

Facebook

YouTube

How

Diverse programme with digital events  
and participation in presence.  
Review of communication and  
promotion strategies.

# How

## **Use of digital and new technologies.**

Live streaming of events on Facebook and in preparation for presentational events. Video-interviews on YouTube. Use of social media for promotion and information (schools: activities for teachers and students). Film forum. Periodical digital events for in-depth analysis/discussion. Formulation of a school-work project on using new technologies to promote the event and its marketing in the area.

# When

asynchronous activities

March/May

presential activities

May/June

January: formulation of the project and definition of organisational roles. Detailed analysis of the territory and targeted transversal spillover.

February: information about the event in the territory (traditional promotion and use of new technologies). Definitive calendar of performances.

March/April: periodical alternating events: film forum, interviews, in-depth discussions/analyses, webinars, online seminars.

May/June: conferences, roundtable, exhibitions, concerts, play(s).