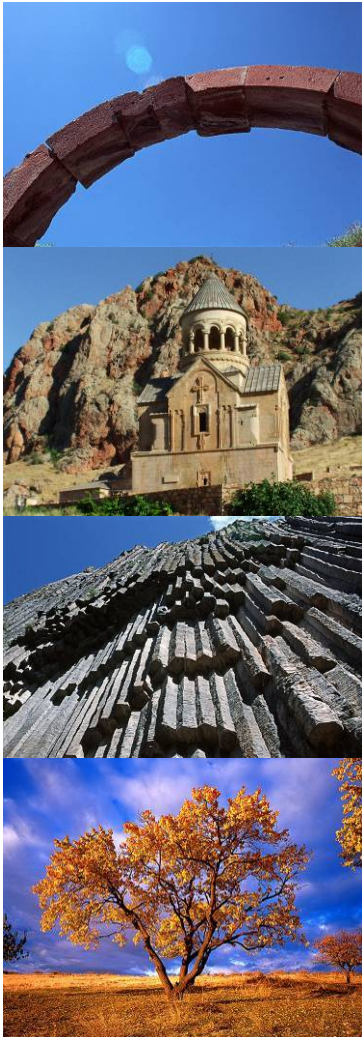


**Armenian Monuments Awareness Project**  
**NORTH-SOUTH CORRIDOR**  
 16 March 2011



**NORTH-SOUTH CULTURAL CORRIDOR**

<b>83</b>	Monument Sites
<b>410</b>	Monument Panels
<b>492</b>	Directional Signs
<b>16</b>	Nature Trails
<b>64</b>	Nature Panels
<b>Travel Trails</b>	
<b>7</b>	Travel Trails
<b>56</b>	Travel Trail Panels
<b>49</b>	Travel Trail directional signs
<b>49</b>	Travel Trail Marker signs
<b>500,000</b>	Brochures
<b>Welcome Center</b>	
<b>5</b>	Welcome Centers
<b>5</b>	Community development programs

**Type of Project:** Improvements at major cultural/tourist attractions, economic development via culture.

**PARTNERS**

- Arminco Communications
- Armenian Tourism Bureau
- Honorary Consul for Italy in Giumri
- Mother See at Holy Echmiadzin
- Ministry of Culture
- Ministry of Transport
- ICOMOS/Armenia
- Institute for Archeology and Ethnography
- Botanical Institute of Armenia / ASPB
- Democracy Today NGO

- Green Cross Ecological NGO
- TourArmenia

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**INTRODUCTION**

Sustainable activities of the kind AMAP is undertaking is all vital if the efforts to create a noteworthy destination are to be rewarded. AMAP—with our sponsor’s assistance—pioneered public-private partnerships in our programming.

To date, we have obtained more than 80% of our funding from private sources. However, to continue our work and to further our goals to create cultural-economic opportunities from tourism through awareness, preservation and promotion of Armenian monuments, we need to expand our activities while recruiting even more significant public-private partnerships and alliances which will ultimately result in a self-sustaining program of activity.

To date AMAP has installed 329 information panels and 352 directional signs at 175 monument locations in Armenia. In just three short years, we have begun to accomplish a comprehensive coverage of the country to promote the cultural value of Armenia's heritage and the development of economic and social incentives to preserve and maintain monuments.

## 2008

**7 PILOT LOCATIONS:** 54 OUTDOOR INFORMATION PANELS, 29 DIRECTIONAL SIGNS AND 57 CERAMIC MARKERS, 1 NATURE TRAIL

## 2009

**52 LOCATIONS:** 119 OUTDOOR INFORMATION PANELS, 145 DIRECTIONAL SIGNS, 32 CERAMIC MARKERS, 13 SILK ROAD PANELS, 5 NATURE TRAILS, 900 LAMINATED GUIDES

## 2010

**116 LOCATIONS:** 156 OUTDOOR INFORMATION PANELS, 178 DIRECTIONAL SIGNS, 64 MARKERS, 2 NATURE TRAILS, 64 TRAVEL TRAIL MARKERS AT 26 MONUMENTS, 750 LAMINATED GUIDES, 2 MUSEUMS, 1 WEB SITE, 5 PILOT AUDIO TOURS, 2 REST STOPS/CRAFT CENTERS, 2 ADOPT A MONUMENT SITES.

**New Activity in this plan:** Install panels and directional signs along the North-South Cultural Corridor, in partnership and by sponsorship of the North-South Corridor's sponsors. To install welcome centers along the corridor to provide tourist and cultural services. To install Travel Trails and Nature Trails along the same corridor.

## GOAL

Our goal is to stimulate sustainable economic and social development that springs from the cultural and tourism opportunities at Armenian monuments and destinations. At the same time we seek to increase public-private alliances in monument preservation and maintenance.

## OVERALL AMAP OBJECTIVES

The objective of the proposed project is to enhance economic capacity at the local level while also enhancing the visitor experience at Armenian sites and promoting the preservation of Armenian Monuments on the North-South Corridor, creating a North-South Cultural Corridor in Armenia to go hand-in-hand with the new transport corridor. It is also to create sustainable income for future development of these sites while strengthening the bond between communities and their heritage.

The proposed strategy is to create visible improvements at Armenian historical, cultural and natural monuments, which promotes and develops Armenia's capacity in tourism, then to create sustainable income opportunities at the local level so that the private sector begins preservation and promotion of monuments and destinations.

## TARGETS ▲

The Armenian Monuments Awareness Project (AMAP) is a permanent project to increase awareness of Armenia's historical, cultural and natural monuments while creating a viable, sustainable public-private partnership in developing local capacity to protect and maintain Armenian monuments. Local communities are encouraged to derive income from their adjoining monuments, with the knowledge that this both raises awareness of their importance and increases the chances of their protection and preservation. Our main goals are:

- Create and install multilanguage, multiple media interpretive displays, directional signage and visitor experiences for Armenia's Historic and Cultural Monuments.
- Do the same for Armenian museums and excavations.
- Do the same for Armenian Nature Monuments and Nature Trails.
- Develop theme-based Travel Trails that group monuments according to themes and further enhance the visitor experience.

- Create and disseminate multi-media multi-language information about Armenian monuments, including audio tours, video and film, internet and other media formats.
- Develop and enhance tourist infrastructure (rest stops, welcome centers, media) that is self-sustaining and support monument awareness.
- Create access for physically impaired visitors.
- Create sustainable income-generating projects that go hand-in-hand with the above goals with income going to local communities, preservation of monuments and sustainable continuation of our project.
- Educate local and international communities about Armenia's cultural, historical and natural heritage.
- Conduct other activities to assist the awareness and preservation of Armenian Monuments.
- Cooperate with other organizations as appropriate to further the aims of the project.

## PROGRAM ▲

We plan to strengthen our current presence in the country by renewing panels installed in 2008-2009, to partner with the Matenadaran Museum in a sustained project to translate and install contextual panels for its new museum galleries, and to complete the Yerevan Walking Tour.



### 1. NORTH-SOUTH CORRIDOR MONUMENTS PANEL▲

- Sites: 83
- Panels (est.): 410
- Directional Signs (est.): 492

We continue to develop our core project task to create and install multi-language interpretive panels and directional signs at important Armenian historic, natural and cultural monuments.

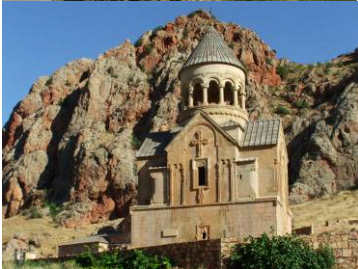
This proposal is for installation of new and renewal of older signs on the North-South Transport Corridor, from Bavra to Agarak, using new technology we discovered in Europe. This technology infuses print on GRP (glass reinforced plastic) and then encapsulates it with special coating. Panels come with an 8 year guarantee against normal wear and tear and weather corrosion. We will reinforce the GRP panels with steel backing and change older frames with the newer, stronger framing we began to use in 2009.

Our current directional signs have proven to be more resilient in Armenia's unique conditions and so we will continue to use in-country technology to renew and install new signs as needed.

Installation of all panels and signs will be the contribution of relevant communities, the Ministry of Culture or the Holy See of Echmiadzin, and for highway signs, the Ministry of Communication and Transport.

**Texts:** Panel texts were approved by multiple experts and organizations during their initial installation. We will have additional checks and approvals to insure they are as accurate as possible. We go through at least 4 levels of checks before panel texts are approved, and final approval is reserved to and provided by the Mother See at Echmiadzin (churches and religious monuments), the Ministry of Culture (non-church monuments under its care), the Botanical Institute or Armenian Society for the Protection of Birds (ASPB) (Nature) and individual community experts (historic districts).

Editors are individual experts for separate panels under their purview, the Academy of Sciences, Institute for Archeology and Ethnography, History, the Botanical Institute, ICOMOS-Armenia, and other entities as appropriate.



## MONUMENTS:

Sites along the North South Corridor which are candidates for signage and panels:

### Shirak

- Bavra Bronze Age (BA) settlement
- Ashotsk Megalithic monuments
- Hoghnik Hellenistic Settlement
- Historic Giumri (renew)
- Horom
- Harichavank
- Ghazanchi Med. cemetery
- Tsoghamark BA site
- Keti BA settlement
- Benjamin Hellenistic
- Artik medieval sites

### Aragatsotn

- Talin
- Ashnak
- Shamiram
- Agarak/Aghstk
- Biurakan
- Historic Ashtarak
- Dashtadem
- Aruch (renew)
- Kosh
- Tegher
- Amberd (renew)

### Yerevan

- Old Yerevan Walking Tour

### Ararat

- Dmitrov (Assyrians)
- Historic Artashat
- Urts Valley (S. Karapet, Marzpetuni Castle, Khosrov, Gorovan Sands)
- Ararat Vineyards (Wine Trail)
- Ararat Flora (Poppy Trail)
- Tigranashen (Iris Valley)
- Dvin
- Khor Virap
- Ararat Flora (Iris Trail)
- P. Sevak V. (Stone Age)
- Zangakatun (P. Sevak)

### Vayots Dzor

- Yelpin / Chiva
- Areni – Arpi – Yeghegnadzor (Wine Tail)
- Noravank Canyon (renew)
- Magili Cave
- Yeghegis Valley (dir. Sign)
- Archi Cave
- Vaik
- Gndevank
- Areni (renew)
- Noravank (renew)
- Birds Cave (Oldest Shoe)
- Mozrov Cave
- Yeghegnadzor
- Moz
- Her-Her
- Jermuk

### Siunik

- Zangezur Gates
- Aneghakot
- Karahundj-Zorats Kar
- Ughtasar petroglyphs
- Vorotnavank
- Vorotnaberd
- Devil's bridge (renew)
- Goris Walking Tour
- Sev Lich
- Khndzoresk
- Vorotan River Canyon
- Yeritsavank
- Halidzor
- Baghaberd
- Vahravar Village
- Shvanidzor
- Shikhahogh Forest
- Spendiarian Lake
- Shaki
- Sissian
- Aghudi
- Vorotan springs
- Shinuaiyr
- Tatev (renew)
- Verishen
- Mt. Mets Ishkhanasar
- Karahundj Village
- Bgheno Noravank
- Kapan
- Vahanavank
- Kadjaran
- Meghri
- Nerkin Hand



## 2. NATURE TRAILS ▲

- Trails: 16
- Panels (est.): 64
- GPS maps (est.): 32
- Markers (est.): 160

For the North South Corridor, we will add new panels and signage, mark trails and renew some previously nature panels, concurrent with the main panel renewal program, as described above.

The corridor passes through or by pristine Armenian nature, including unique micro-climates and eco-systems housing much of Armenia's unique flora and fauna. With over 350 species of birds, 3500 species of flora and hundreds of fauna, Armenia is unique not only in the Caucasus, but in the world for its astonishing variety of landscapes, flora and fauna. The Cultural Corridor we propose is also a landscape of natural culture, enhanced by explanatory panels and directional signs beginning from the North-South Corridor.

Shirak: [Arpa Lich Trail](#)

Aragatsotn: [Aragats Flower Trail](#)

Ararat: [Azat Reservoir – Khosrov Preserve – Ararat Vistas - Wine Trail – Bird Trail](#)

Vayots Dzor: [Noravank Gorge – Caverns – Wine Trail - Jermuk](#)

Siunik: [Spendiarian Reservoir – Ughtasar Mountain – Devil's Bridge – Vorotan Canyon – Nerkin Hand – Shikhahot Forest](#)



## 3. TRAVEL TRAILS ▲

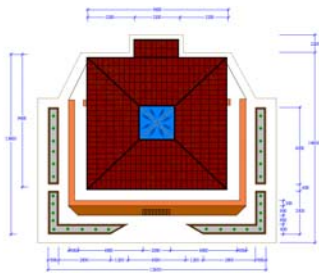
- Trails: 7
- Travel Trail Panels (est): 56
- Travel Trail Directional Signs (est.): 49
- Travel Trail marker signs (est.): 49
- Brochures: 500,000

We continue grouping monuments into theme trails, expanding on our successful installation of our various nature trails (2008-2010), the Silk Road and Wine trails in 2009 and last year's two theme trails (Kings, Queens and Princes and Cradle of Civilization). Trails highlight monuments by theme.

**Brochures:** We also include as a separate item printing 500,000 brochures that will be distributed to tourists at various points—through sponsor venues and service centers at the airport, at tour offices, hotels, etc.

### TRAILS FOCUS:

- [Silk Road](#)
- [Cradle of Civilization](#)
- [Footsteps of Christianity](#)
- [Kings, Queens & Princes](#)
- [Wine Trail](#)
- [Ararat Trail](#)
- [Legends of Armenia](#)



## 4. WELCOME CENTERS ▲

- 5 centers (one per marz)
- Community Development Project

One of the most common complaints by visitors to Armenia is the lack of quality information and accessible clean facilities at tourist rest stops or welcome centers. Another is the lack of service or understanding of the products, services, or their presentation and packaging, international tourists expect.

**Parallel to our ongoing Silk Road Rest Stop** component, which we have already installed at two sites (Ptghavan and Noratus) which combine tourist services with locally produced products and handcrafts, enabling communities to benefit economically from their adjoining cultural monuments, we want to create an all-season center with clean facilities, an interior space for tourist information and the sale of local community crafts and products and tourist services.

This is also an income-generation project, combining public-private funds to achieve a country-wide series of welcome centers serving both international and local travelers, local communities and individual sponsors.

## ROLES, PROCESS ▲

- Donors are listed in the top of this proposal and are those entities who fund this proposal. PARTNERS are listed at the top of this document and inside detailed task descriptions, who participate in this project as proposed and funded.
- AMAP will prepare in cooperation with relevant PARTNER the list of sites to be included in the tasks outlined in this proposal, and the work to be done.
- AMAP will collect and manage all content as provided, edited and/or checked by the relevant PARTNER. Each PARTNER will receive content that has been initially checked and approved by relevant living expert or encyclopedia or other scientific article:
  - For cultural monuments under the MINISTRY OF CULTURE care, the MoC will check and approve texts. The MoC will additionally pre-check religious content which will then be sent to the Holy See at Echmiadzin for final check and approval of text.
  - For religious content, the office of CATHOLICOS AT ECHMIADZIN will check and have final approve of texts.
  - Nature content will be checked and approved by the BOTANICAL ASSOCIATION or the ARMENIAN SOCIETY FOR THE PROTECTION OF BIRDS, as relevant.
  - Prehistoric to early historic materials will be checked and approved by the INSTITUTE FOR ARCHEOLOGY AND ETHNOGRAPHY, as relevant.
  - OTHER EXPERT SOURCES to edit, check and approve are the MATENADARAN, HISTORY INSTITUE, ICOMOS-AM, and others as relevant.
  - Community based content (historic centers, city-cared monuments) will be checked and approved by the relevant COMMUNITY.
- All content will be subject to additional review and editing by ICOMOS-Armenia and AMAP and resubmitted for further check as needed.
- AMAP will translate all text content into English, Armenian, Russian, Italian and French for panels.
- AMAP will redesign all panels and signage.
- DONORS will receive branding on information panels and banners as outlined in [Panel Renewal](#) above.
- AMAP will secure and supervise the manufacture of panels, signs and other items listed in the proposal.

- The relevant PARTNER will prepare plan and install all materials listed in this proposal, as a donation to the project, through its own offices and through its own funds and workers.
- AMAP will update web site during the term of this propose project, as funded.
- AMAP will arrange events for sponsors as described in the proposal. The Partners and sponsors will support presentations by their own donations, attendance and media promotions.
- AMAP will monitor project progress for donors to insure the project is implemented according to plan.

## SUPPORT ▲

**Working Partners** include the Ministry of Culture (“MoC”), the Divanapet of Holy Echmiadzin (“Echmiadzin”), the Institute for Archeology and Ethnography (“IAE”), the Ministry for Communications and Transport (“MoT”), the International Council on Monuments and Sites/Armenia (ICOMOS/Armenia), the Honorary Consulate for Italy in Giumri, the Botanical Association of Armenia, Armenian Society for the Preservation of Birds, Democracy Today, TourArmenia and ArmeniaNow. Other partners as identified will be included to implement or contribute to the project.

**Sponsors** The project welcomes sponsors for individual or total aspects to the project.

**Credits on an annual basis** Donors are entitled to have their brand placed on individual panels and materials they directly fund for one year, this branding placed at the bottom of panels at the brand height of 5 cm or 6% of panel height, whichever is greater.

## WORKING PARTNERS ▲

### The Holy See of Echmiadzin (HSE)

The HSE is another important working partner, providing access to monuments under its purview, approving content and installing panels and signs on its property. The HSE has indicated its continued support for the project.

### Ministry of Culture (MOC)

The MOC is a key to the success of the project and is an important working partner. The MOC provides access to monuments under its purview, approving content, installing panels and signage, and providing other related services. The MOC has indicated its continued support for the project.

**Matenadaran** is one of the world’s richest manuscript depositories, with a collection of nearly 17,000 manuscripts covering almost all areas of ancient and medieval Armenian Culture and Science. It is also an ongoing research and restoration organization, saving numerous manuscripts from total destruction. The Matenadaran will be the key partner for AMAP’s work, as a reliable editor and source of historical accuracy, providing and approving texts for this project.

### The Ministry of Communication & Transport (MOT)

The MOT is another important working partner. The MOT installs roadside signs and panels as an in-kind donation to the project and secures right-of-way, storage facilities and other services to AMAP. The MOT has indicated its continued support for the project.

### International Council on Monuments and Sites/Armenia (ICOMOS/Armenia)

ICOMOS/Armenia is an international organization related to preservation, research and presentation of historic monuments throughout the world. ICOMOS/Armenia has offered to serve as consultant to provide technical

assistance and expertise with regard to research, content, and standardization of signage. An active partner with MOC, ICOMOS/Armenia will support the smooth implementation of project goals.

### Honorary Consulate for Italy in Giumri

The Honorary Consulate promotes friendship and cultural exchange between Italy and Armenia. The consulate also supports efforts to unearth record and promote Armenian culture in Armenia and Italy. Led by Mr. Antonio Montalto, Honorary Consul for Italy, the consulate serves as an active supporter for the AMAP project, with focus on Giumri, and will assist with translations of Italian content, and ceramic markers for Giumri installation.

### Democracy Today (DT)

Democracy Today NGO is involved in two tasks: women’s rights and rural community development. Both are relevant to our project as the successful correction of one problem alleviates the symptoms of the other. DT has or is working with 48 economically depressed villages in business development, culture and tourism opportunities. For the project AMAP will cooperate with DT in identifying villages for our Silk Road Rest Stops and in developing local capacity to serve visitors with locally produced items and services, raising the income and economic viability of the community.

### TourArmenia

TourArmenia began publishing materials about Armenia in 1996, and has one of the most popular web sites about Armenia on the Internet, with more than 7 million visitors and 60 million page views. The web site ([www.TACentral.com](http://www.TACentral.com)) has over 1000 pages of information about the country, including detailed chapters for each region, maps, plans and articles. TourArmenia is in final preparations for publication as a book. TourArmenia will participate in the project by lending original content

including graphics, maps and plans, and in providing copyrighted material as a donation to the project.

#### **Botanical Institute (BI-SG)**

The Botanical Institute of the Academy of Science's Dept. of Systematics and Geography (BI-SG), led by Professor Eleonora Gabriellian, will provide technical support to the project in the creation of nature monument signage and its content. Professor Gabriellian is the world's recognized authority on Transcaucasian flora. She has authored the 11 volume encyclopedia of Armenian flora, and is co-author of "Flowers of the Transcaucasus and Adjacent Areas" (2007, Koeltz Scientific Books, Koenigstein). For the project, BI-SG will provide data, maps and coordinates, and supplemental information for nature trail guides that feature unique flora species in Armenia.

#### **Armenian Society for the Protection of Birds (ASPB)**

ASPB is an advocate for the protection of the more than 350 species of birds that inhabit or migrate through Armenia. They do educational programming, habitat protection and enhancement, and policy promotion for the protection of Armenia's fragile environment especially as it involves bird species. ASPB staff are also noted biologists with knowledge of other animal species. For this project ASPB will provide content and editing support and installation.

#### **Archeology and Ethnography Institute of the Academy of Sciences (AEI)**

The AEIAS has been a warm supporter of AMAP's work, providing content and editing material for AMAP's ongoing work. The AEIAS will continue to support by providing, editing and checking relevant material for use in the program.

## MANAGEMENT TEAM ▲

**Rick Ney** (*President, AMAP; Chief of Party, Project Executive Director: project implementation and overall supervision, English language content*)

Rick first came to Armenia in 1992 to work at the American University of Armenia. In 1993 he began his work in humanitarian aid and development for USAID-funded projects at the Armenian Assembly of America (1993-1994) and Fund for Democracy and Development (1994-1995), the latter as Caucasus Region Director. For these projects Rick was Finance Director and then Project Director for the distribution of \$70 million dollars of humanitarian aid for Georgia and Armenia, and schools throughout the country. Rick is President and Chief of Party for Armenian Monuments Awareness Project (AMAP)

**Bella Karapetyan** (*Vice-President, AMAP; Executive Associate Director, Research and implementation coordinator, Government Liaison, Museum Coordinator, Russian language translations, project assurance*)

Bella started her career at the ArmStateDesign Institute as an Information Assistant and Translator working with foreign professionals. Projects included rehabilitation of the earthquake zone, "Europolis" International City of Peace, and the Campus of the American University of Armenia (AUA). At AUA Bella also served as a Faculty Service Manager and Special Events Coordinator. Bella worked for 12 years at the UN WFP/Armenia office, in Administration, then responsible for the Program Coordination and Monitoring of all food assistance and community development projects countrywide.

**Rafael Torossian** (*Vice-President, AMAP; Executive Associate Director for Design, quality assurance*)

Rafael served as the assistant to the Head of the Committee for Sports and Youth from 1974-1998, where he was responsible for the overall management of the committee. He joined the Armenian Assembly of America and Fund for Democracy and Development as Assistant Finance Director and then Finance Director for USAID and UNHCR funded projects to distribute humanitarian aid to Georgia and Armenia (1993-1995). Rafael is Vice-

president of TransWorld Resources Int'l Inc (TWRI), which offers consultant services, Internet and informational services, publishing and web design. Work includes multi-function databases for Armenian Airlines business plan and investment prospectus; Aeroflot regional marketing and web consultancy (UK, Japan, and Moscow), online publishing interfaces and a variety of web sites and IT productivity components.

**Ashot Yervandyan** (*Associate Director, Manufacturing and Installations Supervisor, government and community liaison*)

Ashot is a founding member of AMAP's team and has extensive logistics work beginning with Armenian Assembly of America (1992-1993 Winter Warmth) and Fund for Democracy and Development (1993-1994 Winter Warmth), where he worked as a monitor. He has work experience in local construction, manufacturing and logistics and is a key member of our team to insure the smooth manufacturing and installation of all panels.

**Christine Bessalyan** (*Project Assistant, Text Editing and translations EN-AM, AM-EN*)

Christine is a graduate of Yerevan State University faculty of Romance and Germanic Philology, English Department. From 2000-2005, she was professor of English at Interlingua Linguistic University, Yerevan. Since 2006, she has been Editorial Assistant at ArmeniaNow.com Internet journal, where she is in charge of daily operation of the newsroom and is also a translator/interpreter.

**Hasmik Azizyan** (*Project Assistant, Text Editing and check*)

Hasmik currently serves as the general secretary for ICOMOS-Armenia, the professional body for monuments in Armenia and Armenian Heritage. Hasmik is responsible for fact-checking and grammatical corrections for original texts, and is a key part of the editing process. Her checks are the first and last of the 4-deep process of our work.

**Harutiun "Sayat" Tadevosyan** (*Project Assistant, Installations & liaison, north Armenia*)





Sayat graduated from Yerevan State Pedagogical Institute, Department of General technical subjects. Studied English at the University of Birmingham in UK. Specialized training includes Project Design and Management (US Peace Corps), Effective Negotiation Skills (TD and GTZ), Labor Legislation (BSC/Yerevan), Financial Management and Administrative Compliance requirements (NATBA CPE/Italy) and Leadership Development (CORDAID & CTC/Georgia). From 1997-2002 Sayat worked in Armenian Caritas Benevolent NGO as an Office Manager, Deputy Director, Acting Director,

and Assistant to the Executive Director. At present he is an Executive Director of "Kamar" social-educational NGO and a member of the Board of Trustees of MDF Kamurj.

**Other positions**

The project will include a professional accountant, implementation managers and Office Assistants. Other positions include full-time consultancy by ICOMOS/Armenia (see partners), temporary translators, foreign language proofreaders, researchers, photographers, and office driver / manufacturing coordinator.