2011: Armenian Monuments Awareness Project
January 31, 2011

11 months
31 locations

Panel Renewal Program (6 months)
25 Monument Locations
155 Monument Panels replaced or renewed
39 Leg enhancements
30 Directional Signs renewal
8 Directional Signs new

Nature Trails Renewal (concurrent with Panel Renewal)
6 Trails
9 Panels

Travel Trails (concurrent with Panel Renewal)
30 Travel Trail signs new
250,000 Trail Brochures

Matenadaran (4 months)
30 Indoor Museum Panels
14 Outdoor lit Museum Kiosks
40 Plexiglas laser-cut panels
150 Museum Indoor Display cards

Yerevan Walking Tour (1 month)
16 New Panels

Type of Project: Improvements at major cultural attractions, economic development via tourism.

11 months (January-December 2011)

SPONSORS / PARTNERS
- VivaCell-MTS (general sponsor)
- Honorary Consulate Italy/Giumri
- Mother See at Holy Echmiadzin
- Ministry of Culture
- Ministry of Transport
- ICOMOS/Armenia
- Institute for Archeology and Ethnography

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 request: Now as we enter a new phase of development, we need to focus on strengthening the work we have already done (by renewing up to 151 panels installed in 2008-2009 with new, stronger panels manufactured in Europe) and to enter into more sustained activity with local partners (Matenadaran Museum, which will be expanding its galleries in 2011). In addition we wish to complete the Yerevan Walking Tour by installing the panels designed in 2010 but manufacture with new European technology.

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 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. It is also to create sustainable income for future development at these sites while strengthening the bond between communities and their monuments.

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.

AMAP GOALS ▲
The Armenian Monuments Awareness Project (AMAP) is a permanent project to increase awareness of Armenia’s historical, cultural and natural monuments by creating and installing signed, print, multimedia and online presentations at selected sites while creating a viable, sustainable public-private partnership to create, develop and maintain programming at Armenian monuments. 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.

2011 PROGRAM ▲
For 2011 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.

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 year out focus will be in the renewal of panels installed in 2008 and 2009, 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 a 5-8 year guarantee against normal wear and tear and weather corrosion. The GRP material resists stress and light vandalism. We will reinforce the GRP panels with steel backing as we reinstall panels and change older frames with the newer, stronger framing we began to use in 2009. This more permanent solution is more expensive than before and includes European costs of manufacturing, delivery and customs clearance in Armenia. These additional costs are reflected in the budget.

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 those signs that need it.

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 ASPB (Nature) and individual community experts (historic districts).
brand height of 5 cm or 6% of panel height, whichever is greater.

**MONUMENTS:**
Sites that have not yet been grouped into a Travel Trail and are fitting, shall be added with proper signage in 2011

**Pre-Christian Sites**
- Garni
- Old Artashat
- Karahunj
- Areni Cave

**Medieval Sites (religious)**
- Zvartnots
- Khor Virap
- Haghpat
- Geghard
- Aghavnavank
- Tsakhats kar
- Noravank
- Tatev
- Sevanavank
- Goshavank
- Spitakavor
- Areni

**Medieval Complexes**
- Yeghegis (4)
- Amberd
- Smbataberd

**Historic Districts**
- Giumri
- Old Yerevan (see separate details below)

**Other - TBD**
- Charents Arch
- Other sites as identified

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

**Branding:** 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

In 2011 we will renew nature panels installed in 2008-2009, concurrent with the main panel renewal program, as described above.

The chosen sites were installed in 2008-2009 and include the enigmatic Geghard-Garni gorge, Noravank Gorge, the Armenian Bird Trail, Aragats Flower Trail, Sevan Flower Trail and Tatev Gorge.

### 2. NATURE TRAIL PANEL RENEWAL ▲
- Trails: 6
- Renewed Panels: 9
- Directional signs and markers: TBD
We continue grouping monuments into theme trails, expanding on our successful installation at the Silk Road and Wine trail in 2009 and last year’s two theme trails (Kings, Queens and Princes and Cradle of Civilization).

This allows visitors to visit sites according to themes, with directional signs and panels at the most important destinations. Trails highlight monuments of interest by theme.

This year we will add one more trail Footsteps of Christianity.

**Brochures**: We also include as a separate item printing 250,000 brochures that will be distributed to tourists at various points—through sponsor venues and service centers at the airport, in cities, etc.

**2011 TRAILS:**

Sites will be finalized during the project.

- Cradle of Civilization
- Kings, Queens and Princes
- Wine Trail
- Footsteps of Christianity

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**3. TRAVEL TRAILS**

- Museum outdoor light-displays: 14
- Plexiglas laser-cut panels: 40
- Indoor Display Cards: 150

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**4. MATENADARAN**

- Indoor Museum Panels: 30

AMAP will partner with the Matenadaran on the development of its new museum galleries, slated to open September 21, 2011.

AMAP will translate into 5 languages museum displays, create and install contextual panels to accompany the new displays at the museum and create outdoor lighted “info-boxes” along the street approach to the museum that will hold changing displays of manuscripts.
5. ARMENIAN HERITAGE WEB SITE ▲

- ongoing Web Site update

We completed Stage 1 of an Armenian Heritage Web Site, in 2010. Stage 2 continues with ongoing updating of the site, including events, research and learning resources.

This continuous process has no deadline, but it is expected to increase monument descriptions, learning resources (lesson plans and history teasers) and research access to increasing numbers of specialists, educators and interested visitors.

The web site will also host MP3 files of our pilot audio tours, available for free to online browsers with smart phones or other personal mp3 devices.

6. REPORTAGE, PRESENTATIONS ▲

- Events: 6 Panel Renewal
- Events: 1 Matenadaran
- Events: 1 Yerevan Walking Tour
- Press Releases/Newsletters: multiple

Presentations will be limited to 8 total and can increase if additional funding is provided by donors. Events will feature unique aspects of the presented monument, with experts, performers and musicians to enhance the event as well as integrate Armenian arts into historical settings.

Press Releases include a dedicated press and media person to develop and send out newsletters, press releases and other items for use by mass media. Material will be dispersed to the media, donors and interested parties.

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, and will have 5 days to check and approve said content, if after five days no comments is received by AMAP the content is automatically approved by the relevant entity:
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 DIVANAPET AT HOLY ECHMIADZIN will check and have final approval of texts.

MATENADARAN content will be provided, checked and approved by the Matenadaran.

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.

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.

The Ministry of Culture will install all panels under its purview in this proposal.

The Matenadaran will install all panels, signs, light displays, labels and other materials provided by AMAP in this proposal.

The Ministry of Transport or communities will install all highway signage at locations under their relevant purview.

Nature panels will be installed by the Botanical Association or the Armenian Society for the Protection of Birds, as relevant.

The Institute of Archeology and Ethnography will install panels under its purview.

Communities will install panels under their purview.

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 ▲
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.

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.

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 at the new Matenadaran museum, providing access and approving texts and labels, and coordinating all installations 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 enhance 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) 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 AEI has been a warm supporter of AMAP’s work, providing content and editing material for AMAP’s ongoing work. The AEI 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 Yervanyan (Associate Director, Manufacturing and Installations Supervisor, government and community liaison)

Ashot is a founding member of AMAP’s team amd 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.

Vardan Khachmalyan (Project Assistant, French Translations)

Vardan worked at the RA Chamber of Commerce and Industry and the Foreign Affairs department of the Yerevan Municipality, working closely with European partners on a wide variety of projects. Vartan also served as the representative for the French-Armenian Chamber of Commerce and Industry of the city of Marseilles in Armenia. Vardan works with the “Democracy Today” NGO as a member of organization council and head of the “Investing in community education – creating new livelihood” program.

Harutian “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.
## APPENDIX A: DESIGN SAMPLES 2008-2009

### NORAVANK GORGE

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<tr>
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<th>NORAVANK</th>
<th>HOPABAHK</th>
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<tr>
<td>Noravank (Bird House)</td>
<td>Noravank (Dancing Bears)</td>
<td>Hopabahk (Tower)</td>
<td>Noravank (Trapeze)</td>
<td>Noravank (Wing)</td>
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### KHOR VIRAP

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<th>KHOR VIRAP</th>
<th>XOP BIPAII</th>
<th>KHOR VIRAP</th>
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<tbody>
<tr>
<td>Khor Virap (Cross)</td>
<td>Khor Virap (Tower)</td>
<td>Xop Bipaai (Crosswalk)</td>
<td>Khor Virap (Tower)</td>
<td>Khor Virap (Tower)</td>
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APPENDIX B: DAMAGE TO SIGNS
APPENDIX C: SAMPLE PRESENTATIONS ▲

2008
2010